



## Targeting by INTEREST



Heroes



Showtime



Passion  
Points



Favourites

## Targeting by DEVICE



Click



Focus



Connect

## Enhancing LINEAR



Pulse



Cover  
Plus



Surge



Select

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# Heroes

Talent targeting, where ads are scheduled to run alongside shows featuring specific personalities

## Great for...

- Campaigns which feature **specific talent**, to run alongside the shows in which they feature
- Brands who share **similar characteristics** as certain talent, e.g. fun and quirky
- Positioning campaigns closer to specific **brand ambassadors**, or **category influencers**
- Brands wanting to align with talent who represent values, such as **trust** or **expertise**



# Showtime

Programme genre targeting, such as  
Entertainment, Soaps, Drama, Factual or  
Sport

## Great for...

- Reaching people in different moods or viewing patterns, e.g. family viewing
- Specific tone of voice: upbeat and entertaining, or considered and thought provoking
- Targeting expected audience profiles without the usual demographic premiums
- Targeting big TV moments, or live national events



# Passion Points

Interest-based targeting, such as Football, Rugby, Cycling, Music, Movies, Pets, Travel, Arts and Culture, etc.

## Great for...

- Appearing alongside people's most passionate interests
- Campaigns whose creative appeals more to people's emotions
- Targeting smaller, more specialist viewer tribes
- Appearing amongst shows that viewers have specifically chosen to watch



# Favourites

Programme packages, with campaigns appearing alongside specified shows, e.g. BGT, Coronation St, This Morning, etc.

## Great for...

- Targeting shows' biggest fans and heaviest viewers
- Sharing in the most relevant cultural moments
- Telling brand stories over longer periods, e.g. across an entire series, or in a 'stripped' week
- Brands wanting warmth and familiarity
- An efficient buy of viewers in a desired audience demo

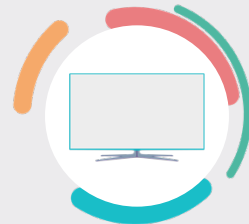
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# Click

Campaigns delivered only on **devices where ads are clickable**, such as mobile and desktop (i.e. not Smart TVs).

## Great for...

- Ads inviting **interaction** or response
- Brands **driving traffic** to websites, app downloads or retail partners
- Copy **linking** to more information, longer video, or further creative treatments
- Ads encouraging **data input** or registration



## Focus

Campaigns **targeted by platform and time / daypart**, e.g. mobile devices between 7-11am, or desktop 12-2pm.

## Great for...

- Campaigns where **context** is particularly important
- Brands wanting to ‘**follow**’ users throughout **their day**, e.g. campaigns aimed at the morning commute, or lunchtime viewing at desk
- Targeting by **need-state**, e.g. viewers relaxing whilst watching the big screen in the evening (great for wine, chocolate, etc.)



# Connect

Option to target only **connected TVs** across certain time periods of time or week

## Great for...

- Stand out and **impact**
- When your creative treatment demands a **bigger screen** experience
- **Brand-led campaigns**, which don't require interaction or response
- Targeting **shared living-room viewing**
- Reaching viewers in more **relaxed** mood
- Up-weighted delivery during **evening peak**

# Enhancing LINEAR



Pulse



Cover  
Plus



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Select



# Pulse

The **most popular shows, right now**: our equivalent to trending on Twitter. Love Island is a given!

## Great for...

- **Time-sensitive advertising**, e.g. special offers, dynamic pricing, limited stock
- Tapping into **UK popular culture**
- Being part of the **national conversation**
- Brands wanting to be perceived as cutting edge, **relevant and of-the-moment**
- **Large audiences** sharing in the same moment



# Cover Plus

Extending +1 coverage for broadcast spots, to unique users, on ITV catch-up and live VOD platforms

## Great for...

- Valuable incremental campaign reach
- Campaign premiers and 'event' launches
- Replicating the ad break experience in the VOD environment
- Setting the tone across the entire campaign
- Retaining linear TV status / programme association in the VOD space



# Surge

Takeover of all **ITV Hub pre-roll inventory**, across specified period, such as Black Friday, Mothers' Day, etc

## Great for...

- **Dominating audience attention** during a 'road-block' period
- **Time-sensitive advertising**, such as special offers, dynamic pricing, limited stock
- Keeping **competitor advertising** out
- **Owning the whole day / week** everywhere
- It's **ITV's 'Gold Spot'** or Inside Front Cover premium position



# Select

Bringing **variety** to a campaign by owning pre-rolls and mid-rolls

## Great for...

- Showcasing a **variety of products**, across multiple creative, during the same show
- **Owning the entire show** – either one episode, or the whole series
- Showcasing a brand's **full suite** of products or services
- **Telling a brand story** across numerous creative treatments