

PROPOSITION: Reaching the hard to reach



Cost effectively maximise TV reach for a linear TV campaign



Audience Plan

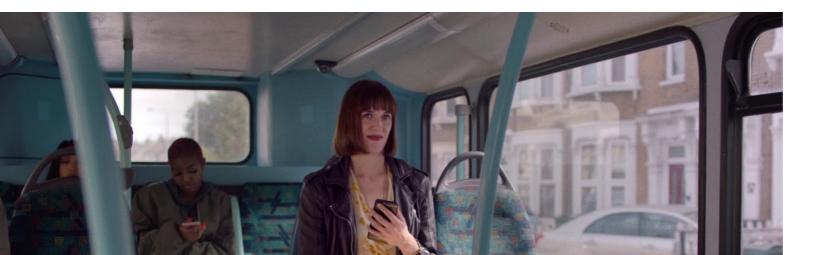
- ABC1 Adults
- Light TV viewers



EDIA

7-11%

Incremental Reach



It's created a hugely effective addressable solution to a problem that all brands are facing

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