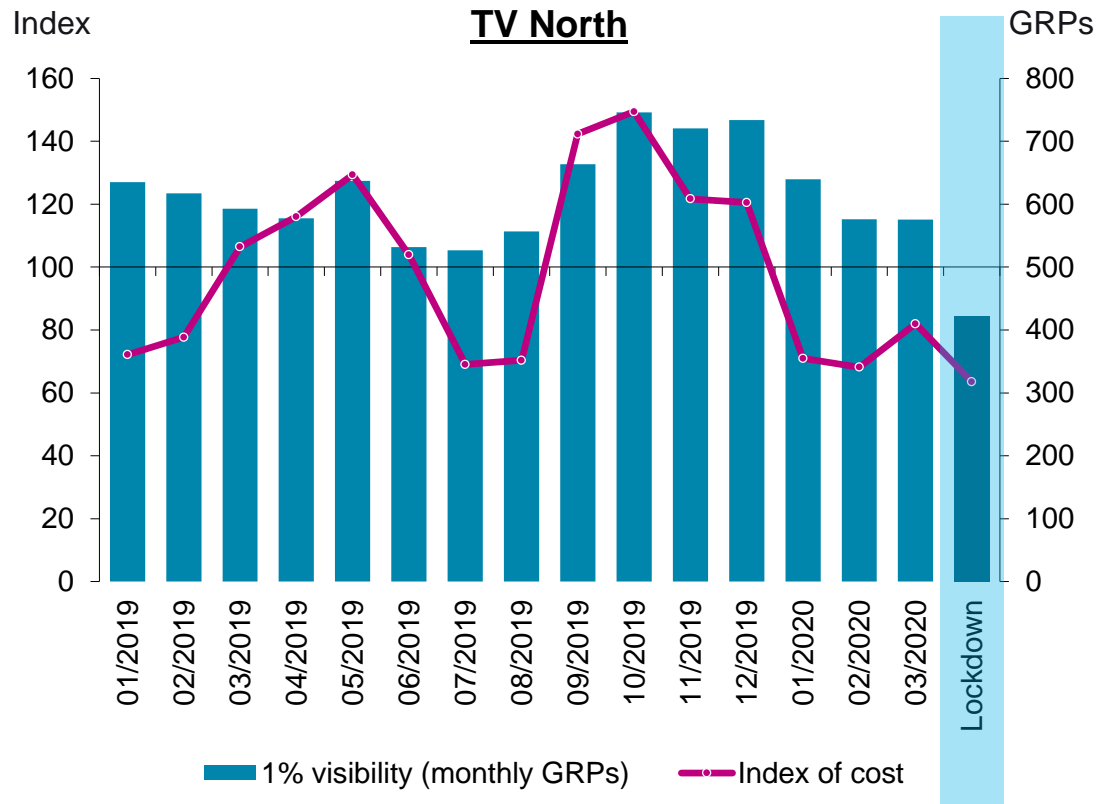
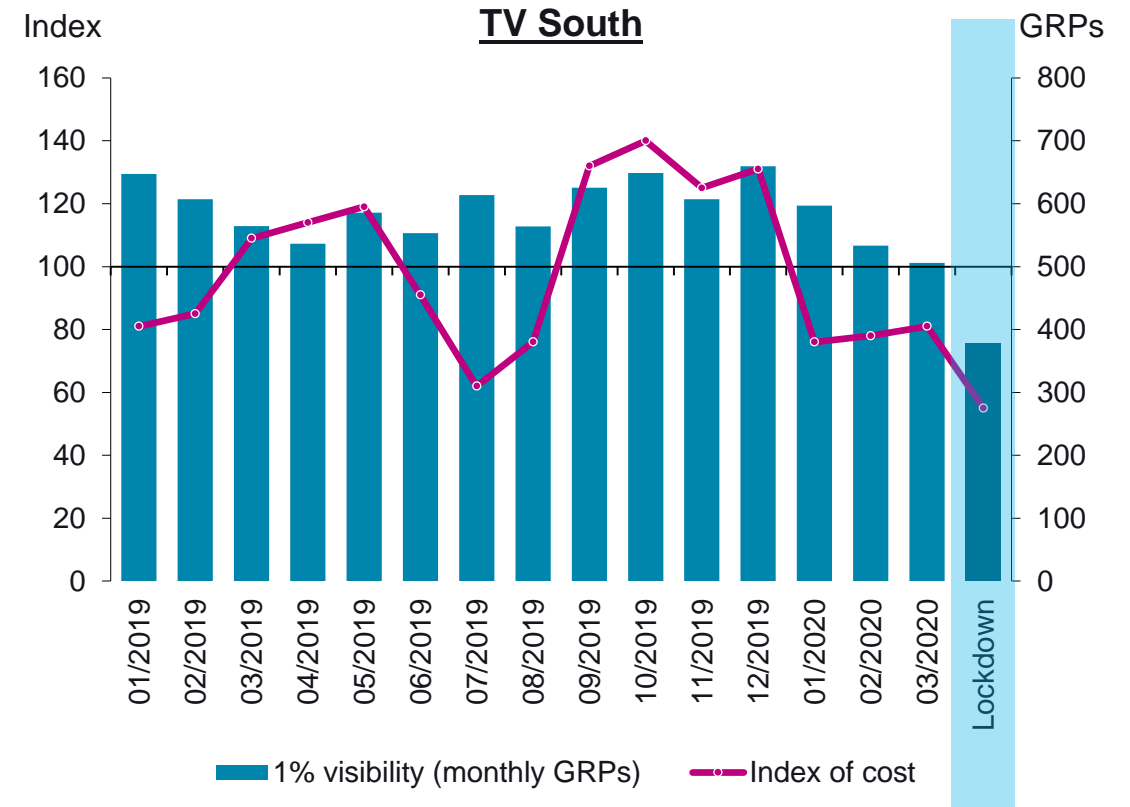


During lockdown, emergence easier to achieve

At national level, same relative visibility was 40% less expensive on TV than in the past 15 months



Lockdown period: weeks 12-20
Relative monthly **visibility** (GRPs): **-32% vs average**
Ratecard cost of achieving it: **-36% vs average**



Lockdown period: weeks 12-20
Relative monthly **visibility** (GRPs): **-36% vs average**
Ratecard cost of achieving it: **-45% vs average**