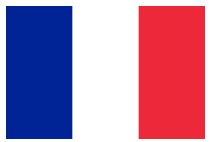
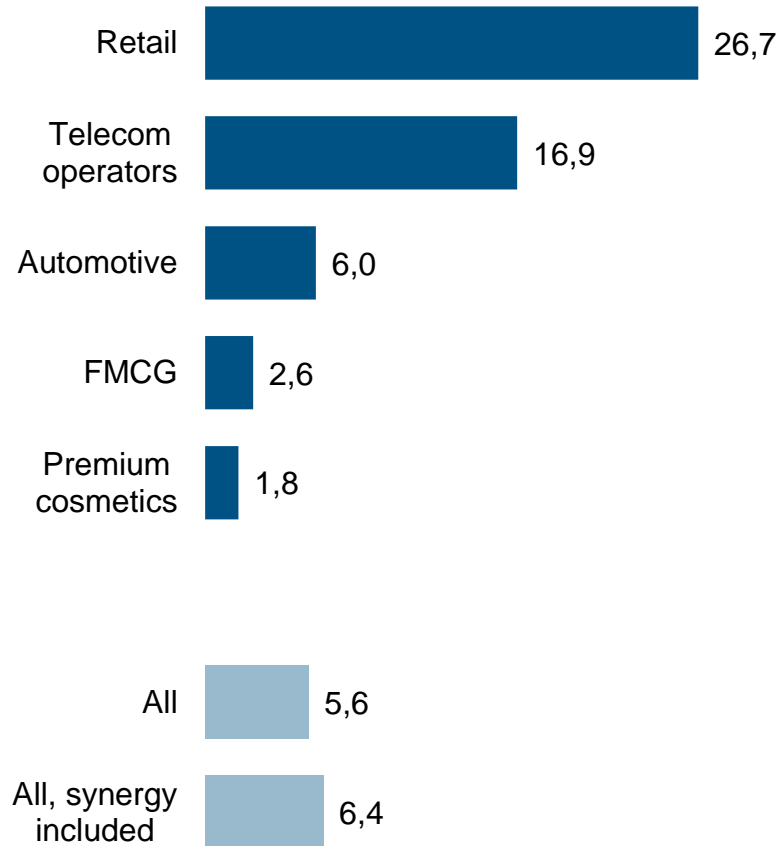


TV advertising accountability & best synergies 2015-2020

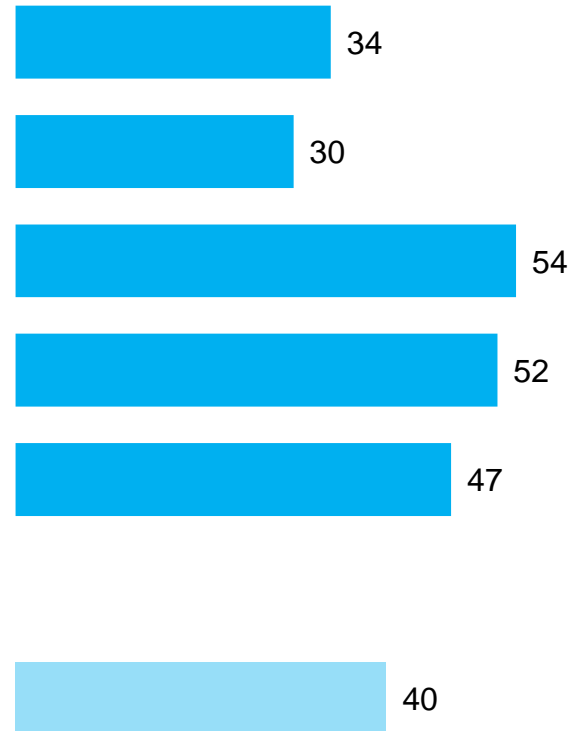


ROI: 1€ invested = X€ incremental turnover

Total = short term (within 4 months) + long term (baseline effect)



% contribution to sales



Best complementary media

In decreasing order

