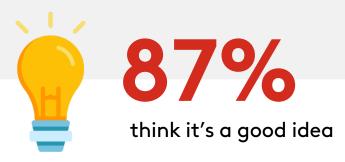
Brand endorsements - a great way for consumers to discover products that makes them want to find out more

Viewers are **keen** on brand endorsements, which are a innovative way for them to **discover** products without ad breaks

2

They are seen as **original**, differentiating and in line with program identities. Endorsement promotes a **positive opinion** of brands and **encourages consumers to find out more** about products



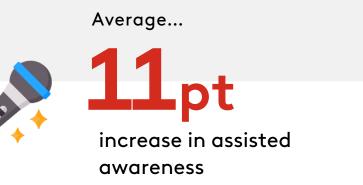


would like to find out more about the products presented

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And a great way to increase brand awareness, brand image and consumer confidence

Regularly broadcast endorsements lead to major increases in brand awareness, both for reference brands and little-known brands Exposure to brand endorsement strengthens consumer confidence as well as working wonders for other brand image aspects linked to expertise



Average... 24pt increase on all image components

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