







Brand benefits: increased brand awareness, image appeal, and strong attractiveness

	AVERAGE AWARENESS GAINS		AVERAGE IMAGE GAINS		AVERAGE PURCHASE INTENTION GAINS			
	 TV only	 TV + digital	 TV only	 TV + digital	 TV only	 TV + digital		
Top of mind awareness	+5 pts	+7 pts	'ST agreement'	+12 pts	+20 pts	'ST agreement'	+8 pts	+24 pts
Spontaneous awareness	+7 pts	+14 pts		+12 pts	+20 pts		+8 pts	+24 pts
Assisted awareness	+4 pts	+7 pts		+12 pts	+20 pts		+8 pts	+24 pts