



building sharper brands

HOW TO TAKE YOUR BRAND TO TV

for built environment businesses and
membership organisations

GUIDE | TV



INCISIVE GUIDES

Welcome to our series of real-world guides for B2B marketing professionals.

At CMDi we help clients think, communicate, and act incisively. Because today, only incisive communications work.

These practical tools and techniques have been proven through years of front-line use. They have been designed to create powerful and persuasive communications that will build valuable differentiation into your brand.

If you have any comments or suggestions, or would like more advice, please get in touch.

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Helping you
improve cut through
and response.

ONLY INCISIVE COMMUNICATIONS CUT THROUGH AND DRIVE RESPONSE.

CMDi builds brands on this simple truth:

The world is now so overcrowded with messages that only incisive communications get through.

Insightful and sharply focused, they are understood faster and remembered for longer. Clearly differentiated and ingeniously simple, they drive response.

Communicating incisively is how a brand achieves relevant differentiation, the key to market share and profitability.



FOCUSED

addresses a relevant need



DIFFERENT

achieves valuable differentiation



STICKY

stays in people's minds



MOTIVATING

prompts clear action

HOW TO TAKE YOUR BRAND SUCCESSFULLY TO TV

GUIDE | TV

WHY TAKE YOUR BRAND MESSAGE TO TV?

Statistically it's still
the leading platform
for building trust

37% of people polled in recent years rated TV ads as “trusted”, compared with 12% for newspapers, 7% for websites and just 3% for social media. [source: TV Nation]

59% of people prefer to buy new products from brands familiar to them. And TV remains one of the most cost-effective ways to ensure that widespread level of familiarity. [source: Nielson survey]

The medium of TV enables your brand to:

- ✓ Tell a story to **educate** and **inform** homeowner and installer audiences
- ✓ Quickly **scale** your business and build **awareness**
- ✓ Provide both **reach** and **activation** functions
- ✓ Engage with quality **audio** and **visual** creative
- ✓ Give your brand **gravitas** and become **famous**

DOES TV ADVERTISING WORK?

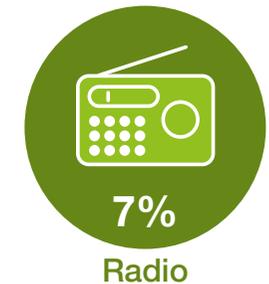
74% of adults say they have researched a brand online after seeing its ad on TV. And 58% agree TV is the most emotional marketing medium, connecting and resonating most strongly with audiences. [source Thinkbox]

What does it cost?

Television is far more affordable a medium than most people think. The cost of TV advertising in the UK – per viewer – can be as little as 0.5p. [source Thinkbox]

By working with CMDi and our media planning agency Guerillascope, we can develop a campaign strategy that can make your brand famous, for less than you might think.

Media where most likely to find advertising that you trust



SO, HOW DO YOU TAKE YOUR BRAND TO TV?

If you're considering a brand strategy that uses TV as an above-the-line pull campaign, here are six steps to get you started...





Don't rush in without a robust business case

Taking your brand to TV is not a strategy in its own right. The first place to start is with a robust brand review that identifies ways to unlock growth.

If achieving transformational growth in your products or services will require a radical increase in awareness, particularly among mainstream consumers, you need to first create the business case for TV based on the benefits of long-term brand building. This will ensure you get the backing of the Board, so they have the confidence to invest the right level of funding to build your brand overtime. Without this, you will find short-termism kills the strategy before it has a chance to succeed.

Building a higher level of brand awareness is usually the missing ingredient for achieving an aggressive growth strategy – and TV is the best way to do this, if the funds are available.

In our experience, £250-£400k media investment is needed per year for TV and there should be a commitment to a three-year campaign. Remember, not all agencies can deliver the right level of impact for this investment. That's why it's important you speak with CMDi first.



Get your positioning right first

Remember, you're almost certainly competing against big brands with loyal customers and larger marketing budgets. That's why you must differentiate your brand with a distinct and solid brand positioning only you can own – and defend.

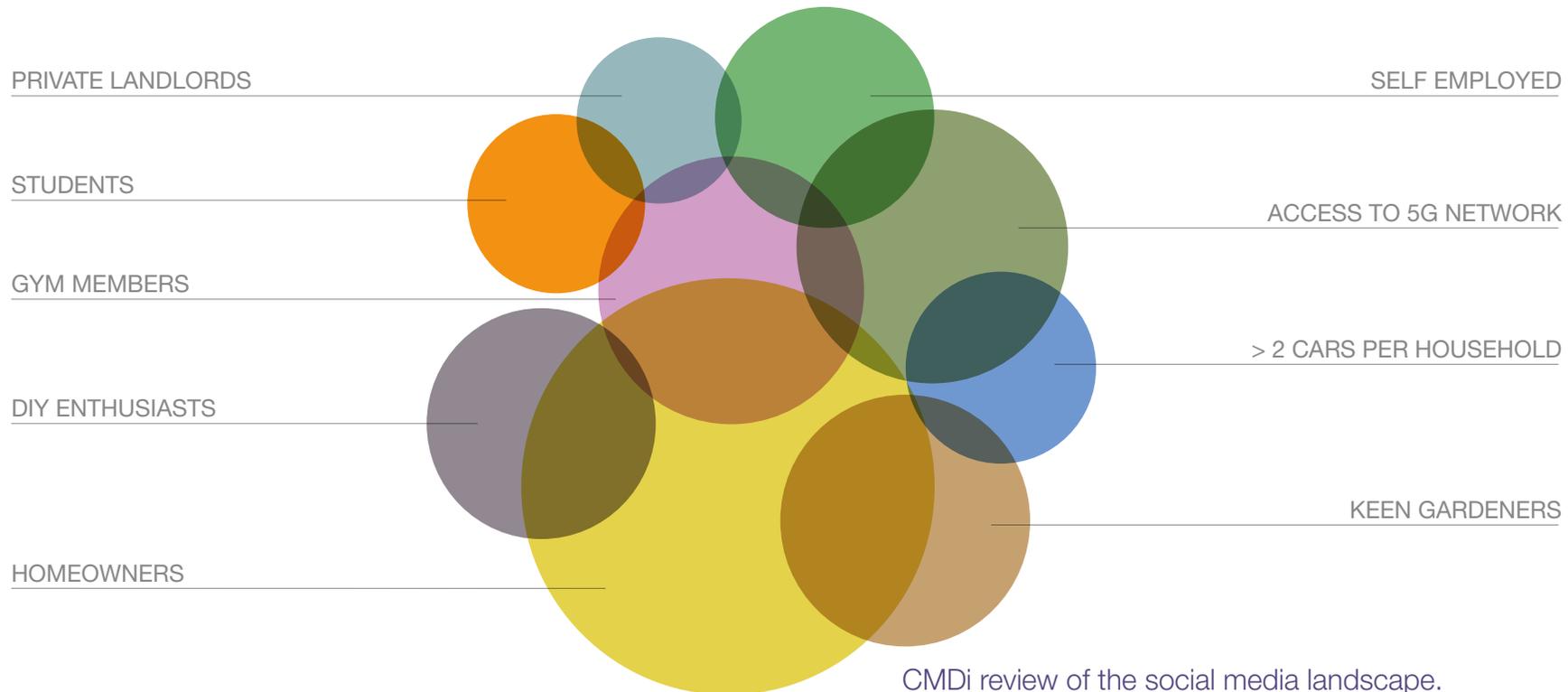
For example, when we were tasked with rejuvenating a leading membership organisation for the built environment and refreshing all comms to their key audiences, our creative strategy focused around a sharpened brand positioning which reinforced the significance of their organisation as the only trade body requiring members to actually prove their quality.

STEP
3

Do your research

You need to deeply understand the purchase motivations and particularly your target audiences' "barriers" to adoption.

Never take it for granted that you know what these are. And always base your positioning strategy on real researched insights, not internal guesswork. Then use digital tools to segment your audience so you really know them, what they follow socially, how they behave.



STEP
4

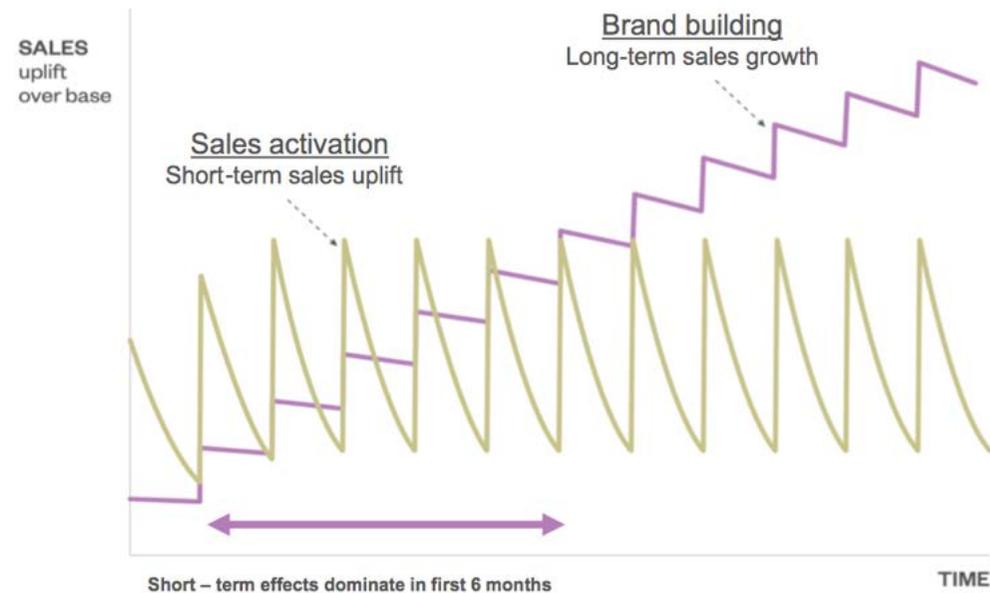
Develop a watertight comms plan

Your communication plan must be fully supported with growth projections and detailed KPIs to ensure ROI.

Ensure consumer media experts such as CMDi provide a detailed, integrated plan, that includes a mix of TV and or radio, digital programmatic, social media, as well B2B audience channels.

And always ensure your B2B trade audiences are fully supported too, to make the very most of your TV campaign investment.

Ensure your brand awareness activity is supported by sales activation to maximise ROI.



STEP
5

Go bold with creative

Only sharp, single-minded messages get through, especially when media budgets are not as high as others competing for mindshare with the same audiences.

The bolder and more memorable the creative execution the more you will increase the impact of media investment. The right creative makes sure you get famous for the RIGHT reason.





Work with experts

Here at CMDi, we know both the built environment sector and the process for cost-effective brand building. We can be with you on the full journey from strategy to launch implementation – helping you achieve change with speed and certainty.

We work with experienced media partners who are experts at buying late in the market, working outside of advanced booking deadlines to secure great opportunities for our clients.

This allows us to launch your campaigns more quickly and cost-effectively, whether on TV or radio; outdoor, online or in print.



SIX STEPS TO ENSURE TV SUCCESS



Create a robust business case



Write a watertight comms plan



Pin-point brand positioning



Develop bold creative



Undertake thorough research



Deliver with expert support



building sharper brands

Email connect@cmdi.co.uk

Or call 01483 230393

BRAND POSITIONING · BRAND TRANSFORMATION · PRODUCT LAUNCH
CONTENT MARKETING · B2B AND CONSUMER · TV CAMPAIGNS

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SHARPER COMMUNICATIONS
FOR THE EDGE YOUR
MARKETING NEEDS.

CMDi is the UK's leading strategic brand building agency for the built environment. Combining sharply focused sector specialism, incisive methodology and unique tools, we help clients succeed with fewer resources in a crowded market.

Ask about our homeowner marketer tool

<https://www.cmdi.co.uk/services/homeowner-marketer/>

and brand builder programme

<https://www.cmdi.co.uk/services/brand-builder/>