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## **TELEVISION ADVERTISING KEY TO DRIVING BUSINESS EFFECTS, SAY EXPERTS**

Free TV Australia's trade marketing arm Think TV, today announced the launch of its third documentary series, *Next Generation Marketing*.

The Series, part of the acclaimed *2020 Vision* initiative, explores how iconic global and local brands are effectively using TV to drive business success.

Ten of the world's most forward-thinking industry professionals discuss how TV is rising to meet new marketing challenges, providing advertisers with innovative and effective ways to engage audiences.

Sir John Hegarty, Founder-Creative of BBH, says the way his agency uses TV is evolving. "What we do is create a piece of advertising, not just a commercial, but an event. It commands attention, it commands an audience and then what happens is, it starts a conversation...and we've had a huge amount of success with this."

Marc Pritchard, Global Brand Building Officer for P&G, tells how the company doubled their average return on investment with its TV-led 'Best Job' campaign. Pritchard also highlights the tight correlation between TV advertising and the impact on P&G's sales. "We see, literally, when we take TV off the air our brands go down. When we put it back on the air our brands go up."

Vincent Ruiu, General Manager Marketing, Global & Craft Brands for Carlton United Breweries (CUB), says TV has been fundamental in building affinity with brands in the hearts and minds of consumers, noting that TV has helped drive 10 years of consecutive growth for Carlton Draught.

Kevin Mayer, Vice President Marketing at Volkswagen USA offers a glimpse into what marketers can expect in the future from TV. "The ability to target ROI of a TV ad is going to be stronger in the future than it is today."

Mayer says as television evolves and becomes more targeted there will be an influx of dollars back into the medium because it will offer even greater efficiency and scale. “And that’s where I think television is going to really see its second coming,” says Mayer.

Hegarty echoes this sentiment adding, “What we’ve understood over the last five years or so is that actually, this is television’s golden age.”

For a preview of the [Next Generation Marketing series, click here.](#)

### **About the *Next Generation Marketing Series***

The *Next Generation Marketing Series* features interviews with top Australian and global marketers as well as some of the world’s top creative talent: Marc Pritchard of P&G, Vincent Ruiu of CUB, Shadi Halliwell of O2 UK, Luke Dunkerley of Woolworths, Kevin Mayer of Volkswagen USA, Arno Lenior of Samsung Australia, Jeff Goodby of Goodby Silverstein, Eric Quennoy of Wieden+Kennedy Amsterdam, David Droga of Droga5 and Sir John Hegarty of BBH.

The four x 6-minute documentaries - “Creating Connections”, “Driving Growth”, “Activating Audiences” and “Cutting Through” - will be rolled out over the coming weeks and will be available to watch on the [thinktv.com.au](http://thinktv.com.au) website. The Series was developed by Host Sydney and The Glue Society and produced by Will O’Rourke.

**For more information, please contact Free TV Australia (02) 8968 7100**