



## ITV - Digital marketing Beyond the Spot CD-ROM

"A superb, timely, relevant and easy to use initiative... circulated to all our brand teams."

Oliver Cleaver, Media Director of EMEA - Kimberly Clark



### Objective

- To showcase ITV as the best opportunity for advertisers to exploit sponsorship of key spots, using highly creative bumpers and trailers.

### Solution

- Develop a direct mailing of a high value and highly informative CD-ROM.
- Produce a CD-ROM to carry a comprehensive range of content, from interviews with advertisers to showreels of successful campaigns and examples of forthcoming sponsorship opportunities.

### Results

- Once produced and packaged, the CD-ROM was mailed to 10,000 recipients.
- It was generally recognised as challenging the perceptions of ITV held by many other advertisers.

### We are Open™

For more information or to arrange a meeting, please call Al Kennedy on +44 (0)117 300 5200