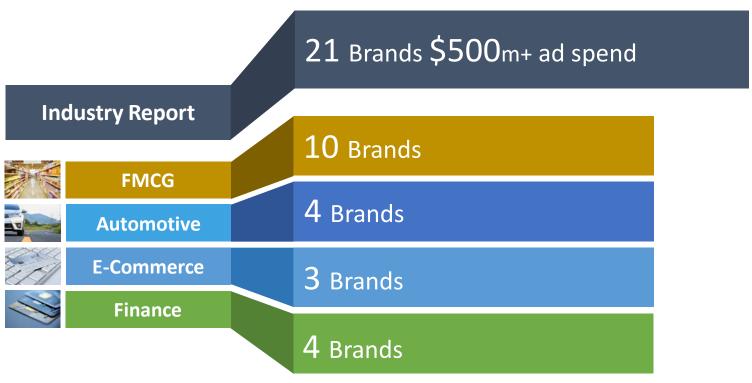
# PAYBACK AUSTRALIA

DOES ADVERTISING GROW BRANDS?



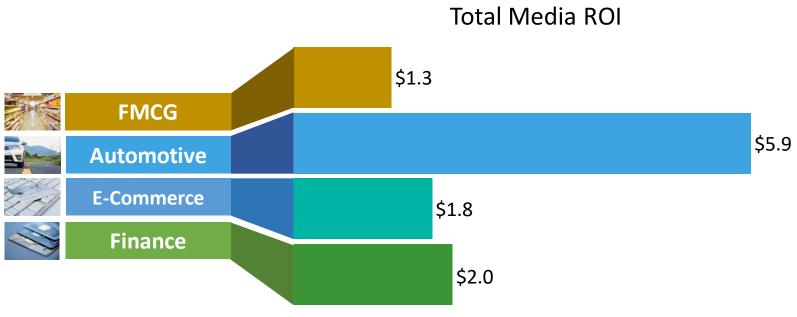
# The Payback Study



Source: Payback Australia Study, Ebiquity



# Overall Return by Category

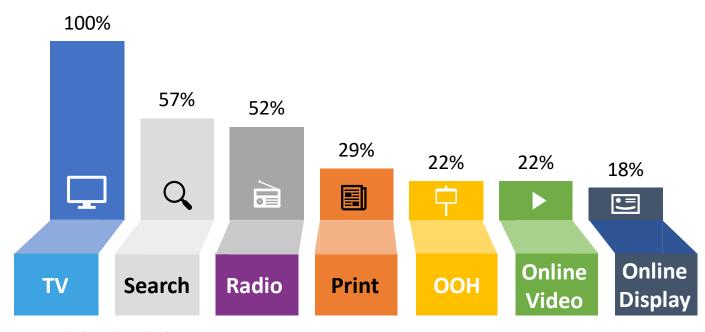


Source: Payback Australia Study, Ebiquity



### TV is the Most Efficient Channel

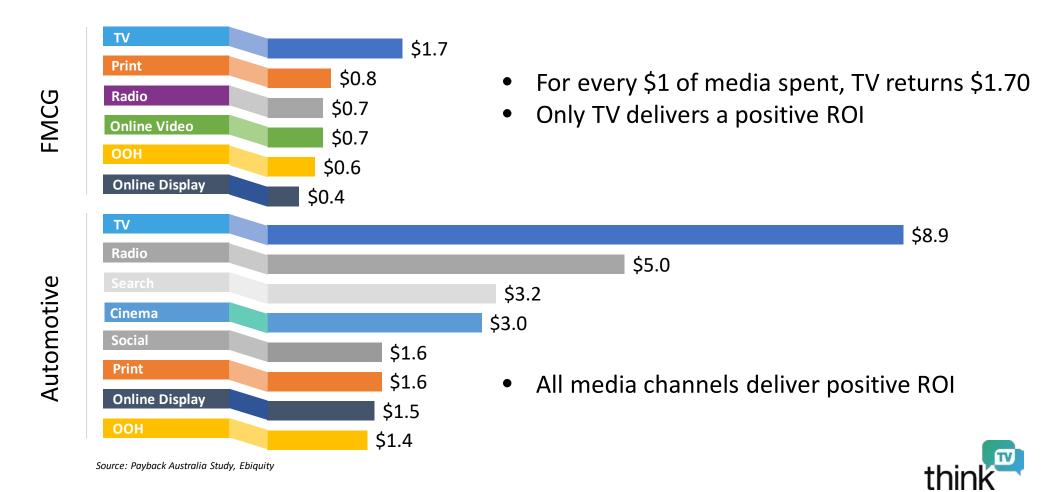
#### Overall Efficiency: Media Channel ROIs Indexed to TV



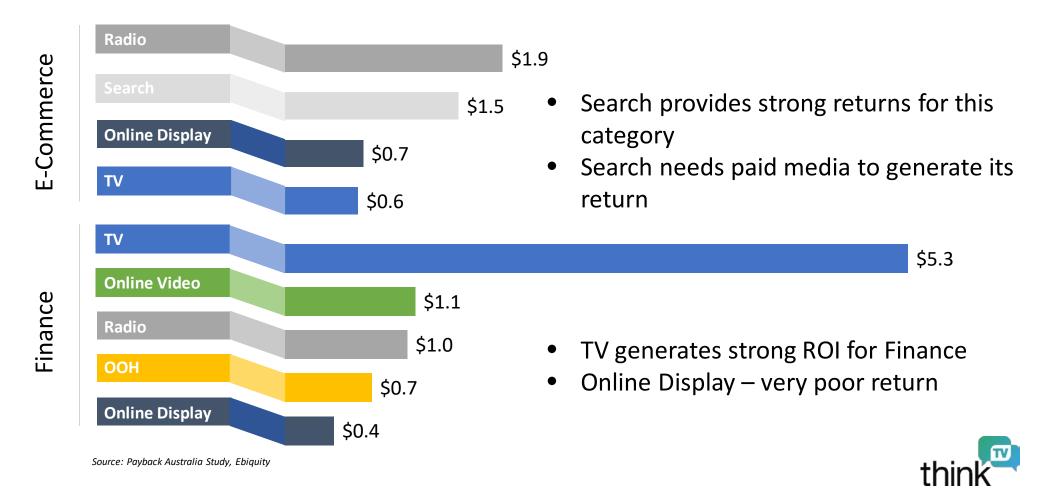
Source: Payback Australia Study, Ebiquity



### ROI's Amounts Differ but Order is Consistent



## E-Commerce Unique Finance Similar to Auto



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### The Evidence is In

#### Advertising investment pays back with TV the most efficient

- Payback Australia was conducted on 21 brands, whose media investment represents approximately \$500m annually in the Australian Market
- Regardless of category, on average, every \$1 invested in TV advertising, returns more than \$1 in revenue with Automotive being the standout

**FMCG:** TV is a crucial sales lever

**Automotive:** All advertising delivers positive ROI

TV generated almost \$9 in revenue for every \$1 invested

**E-Commerce:** Search is crucial

- Radio was the most efficient media platform for E-Commerce
- Search also provides a positive return (\$1.50 for every \$1 spent)
  - Paid Media helps drive search (90% from TV)

Finance: TV anchors ROI

online display provides a poor return in this category, however online video generates positive ROI



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