

BENEFIT FROM QUALITY AND IMAGE TRANSFER



HIGHER PROGRAM QUALITY – HIGHER AD QUALITY

The current TV trend proves once again that the high level of credibility, program quality and news competence have a positive effect on the perception of advertising at Das Erste. For example, advertising at Das Erste is more informative than on other channels (30% Das Erste, 17% Sat.1).

In addition, 74% of the respondents say that brands that advertise in the quarter to eight before “Tagesschau” news broadcast benefit from it. In response to the question “Basically I have a positive attitude towards advertising on this channel”, it is easy to see how positively all of the aforementioned factors affect the attitude towards advertising, because with 26% agreement Das Erste is noticeably ahead of the other channels surveyed.

TAKE BRAND RESPONSIBILITY

If we talk about the quality of the environment and image transfer, a direct line can be drawn to the subject of brand responsibility. For us, brand responsibility means that you do not neglect the objective quality of the environment when planning your campaign. Too often the measurable aspect of the impact of the image transfer from the specific advertising environment to brands is severely neglected. With advertising at Das Erste, you make sure that your message is not only placed in a predetermined environment, but also that this environment meets the highest quality standards. This ensures added value for your communication and the responsible usage of your brand.

The positive perception of Das Erste evidently ensures that the companies that advertise here are also seen as particularly high-quality, relevant and reputable. This plus in image becomes a plus in efficiency of your advertising activities.

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