



**PROPOSITION:** Reaching the hard to reach

 **Challenge**

**Cost effectively maximise TV reach for a linear TV campaign**

 **Audience Plan**

- **ABC1 Adults**
- **Light TV viewers**

 **Results**

MEDIA

**7-11%**

Incremental Reach



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**It's created a hugely effective addressable solution to a problem that all brands are facing**

Thomas Green,  
Head of Media Marketing Communications,  
Barclays