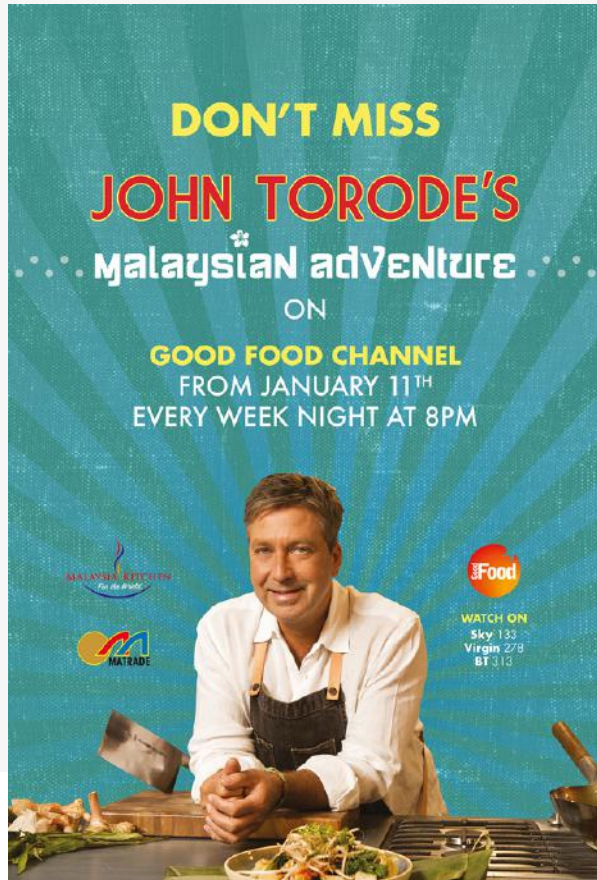


COMMUNICATION PARTNERS IN ACTION



THE CHALLENGE

- To promote awareness of *John Torode's Malaysian adventure* in partnership with UKTV

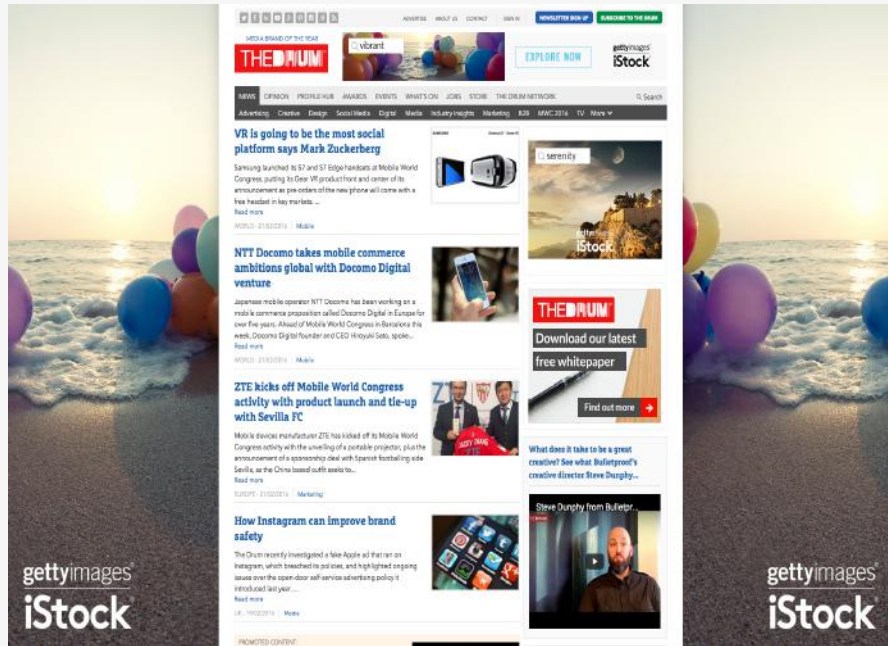
THE SOLUTION

- Cross media plan using Outdoor, Press and Digital
- Utilised small formats in high profile environments
- Focus on maximising awareness, whilst also focussing on cost-efficiency

THE RESULTS

- Ratings were +38% vs slot average, with highest performing episode +150%!
- Added value:
 - ½ pages in food titles upgraded to full pages at no extra cost
 - free digital activity in Metro
 - free space in Metro and Healthy Food Guide
- Overall saving to client of 57% (over £100,000!)

COMMUNICATION PARTNERS IN ACTION



THE CHALLENGE

- To launch istock in the UK using digital media, whilst also promoting 'umbrella' brand of Getty
- Opportunity to showcase creatives
- Targeted audience through trade/'cool' lifestyle sites

THE SOLUTION

- Tailor-made creative solutions using all media owner properties including event sponsorship
- New formats created and innovative targeting methods negotiated to ensure stand-out and cost-efficient delivery
- Continual campaign measurement and adjustment to maximise campaign efficiency
- CTR and FTV rates well above industry average
- Huge media savings delivered across 12 month period