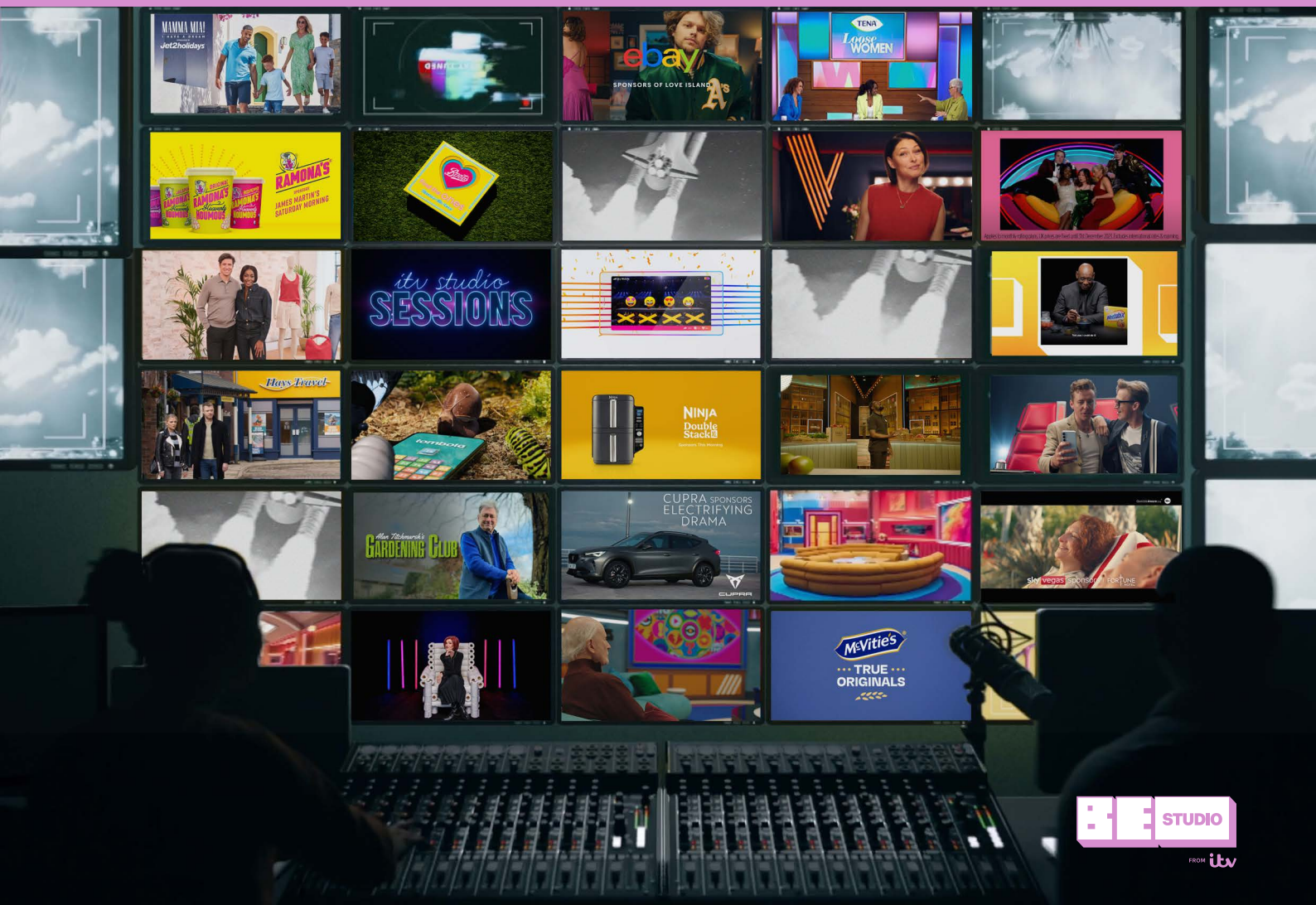


BOOST

THE POWER OF BRANDED ENTERTAINMENT





HAPPY BIRTHDAY BE STUDIO!

A year since launching BE Studio – our full-service branded entertainment studio. We've worked with three expert research bodies to find out:

How does branded entertainment support advertisers through the marketing funnel?

What can advertisers do to use branded entertainment to their best advantage?

This study shows that when brands step into the world of entertainment, something powerful happens, which we've called the "creative boost." Advertisers see uplifts at every stage of the marketing funnel. It's not just about visibility; it's about impact.

LUMEN®
Attention behaviour

Savanta:
Brand impact

VIEWERSLOGIC sequence
Online behaviour



FOUR KEY FINDINGS



1. CREATIVE CUT-THROUGH

When brands are invited into ITV's world of trusted, relatable programming, they gain creative cut-through. BE Studio is the bridge – trusted by editorial teams to help brands play in this space, ensuring programming enhances their message. When these worlds collide, the power of partnership unlocks new possibilities for advertisers.



2. PARTNERSHIP PAYS BACK

The proximity to programmes people love provides the initial attention boost, but branded entertainment leads to a positive uplift across the full marketing funnel. People feel warmer to the brand, consideration goes up and they're more likely to take action.



3. GREATER DEPTH, GREATER RESULTS

The greater the creative integration with ITV's world, the bigger the campaign's impact. Deeply integrated branded entertainment activates fans on behalf of the brand.



4. BROADEN THE BOOST

When brands take advantage of the suite of branded entertainment touchpoints and add breadth to a deeply integrated campaign, they see even bigger uplifts.

THE RESULTS



1. CREATIVE CUT-THROUGH

Incredible things happen when brands are invited into the world of ITV's programming. When these two worlds collide, the power of partnership unlocks new possibilities for advertisers.

By breaking down the barriers traditionally in place between brand and programming, consumers take note. Branded entertainment encourages viewers to pay more attention to the brand.



M&S – COOKING WITH THE STARS

BRANDED ENTERTAINMENT CAPTURES ATTENTION

Brands can unlock stronger levels of attention with BE Studio

+23%

Uplift in attention with 30"
BE Studio airtime spots vs
broadcast spot equivalent.

+12%

Increase in attention with
10" BE Studio sponsorship
ident vs 10" airtime spot.



2. PARTNERSHIP PAYS BACK

Branded entertainment leads to an effectiveness uplift through the marketing funnel. Being invited into new, exciting worlds helps to unlock growth. Fans of our programming feel warmer to the brand, consideration goes up and people are more likely to take action.

Lifts Likeability

Branded entertainment creates the likeability halo effect; when fans enjoy their favourite programme, it rubs off on the brand.

Consideration

This in turn has a positive impact on key brand disposition and consideration metrics.

Encourages Action

Following the positive perceptions and associations, people are more likely to consider the brand, feel like it's for them, and find out more.

+11%PTS

Boost in brand likeability across all sponsorship campaigns measured.

+9%PTS

Boost in Consideration across all sponsorship campaigns measured.

+8-38%

Boost in likelihood to visit a brand's website following exposure to BE Studio campaigns.*

PREDICTABLY BRILLIANT

BE Studio campaigns offer a higher degree of confidence in the likelihood of a viewer taking action by visiting the brand's website. Unpredictable ideas, predictably brilliant results.

Source: Savanta and ViewersLogic *We see a +8-38% range because the uplift depends on the type of BE Studio campaign you run.

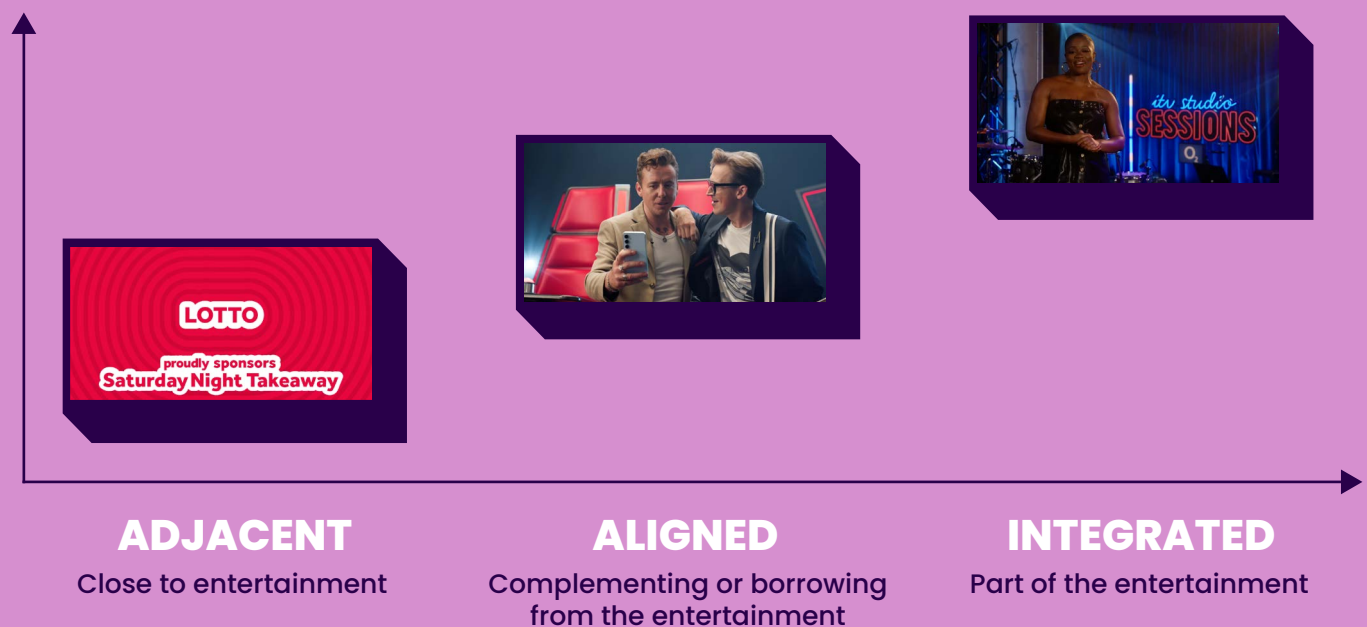




3. GREATER DEPTH, GREATER RESULTS

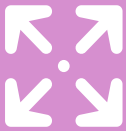
Every type of branded entertainment delivers incremental gain over and above spot advertising. But brands that deeply integrate their creative with ITV programming further activate fans of the show. This boosts attention, brand metrics and drives action.

3 levels of creative integration (depth):



The deeper the creative integration with our programming, the stronger the performance across key brand metrics.





4. BROADEN THE BOOST

The more times a viewer sees your brand in the context of their favourite entertainment, the more your brand is able to tap into that positive experience.

DEPTH + BREADTH = AMPLIFIED RESULTS

When you apply a deeply integrated campaign across multiple touchpoints (depth + breadth), it boosts the impact of your campaign across reach, engagement and brand outcomes.

Our research shows that this multiplier effect is realised only where breadth is applied to a campaign that's deeply integrated.

+5%PTS

Uplift in Purchase Intent score for sponsorship campaigns featuring multiple touchpoints beyond the idents.

38%

Cumulative uplift over spot airtime expected if an advertiser runs creative partnerships, sponsorship idents, and product placements with BE Studio at once.

ONE CHANNEL, MULTIPLE TOUCHPOINTS

Integrating multiple branded entertainment formats across one media channel generates disproportionately positive web lift. So even if you choose not to spread your message across multiple channels, working different formats into your campaign can enhance the outcome.

Sources: Savanta and Viewers Logic



THE BE STUDIO BLUEPRINT FOR SUCCESS

INVITE US INTO YOUR WORLD, AND WE'LL INVITE YOU INTO OURS

The best branded entertainment is integrated with entertainment audiences love. Tell us all about your brand's world so we can find the best place for you in ours.

DEFINE SUCCESS, THEN MEASURE FOR IMPACT

What matters most to your brand? Align your key metrics with our suite of measurement products from the start and we'll show you the full impact of branded entertainment.

PRIORITISE CREATIVE INTEGRATION—DEEPER MEANS STRONGER

The deeper the integration the more you activate fans of the show on your behalf. Investing in seamless, deeply integrated entertainment drives affinity and action.

THINK BIGGER—USE EVERY TOUCHPOINT TO AMPLIFY YOUR IMPACT

Branded entertainment is more than just a moment on screen. Best in class activation is when campaigns come to life off-screen too, expanding across multiple touchpoints.



The following terms have been used throughout the report:

BE STUDIO

ITV Commercial's full service, Branded Entertainment creative studio. BE Studio brings the worlds of programming and advertising together for the benefit of the advertiser.

BRANDED ENTERTAINMENT

Sponsorships, Creative Partnerships, Product Placement, Social & Digital, and Ad Funded Entertainment (AFE) that's embedded with programming and content makers.

CREATIVE BOOST

The uplift brands see at every stage of the funnel when brands step into the world of much-loved programming, activating fandom on their behalf.

DEPTH

The extent to which an advertising campaign has been creatively integrated with ITV programming. For example, the depth of the creative can range from 'adjacent' where a brand is close to the entertainment, 'aligned' where a brand may borrow from entertainment, to 'integrated' where a brand is part of the entertainment like Cooking with the Stars and M&S.

BREADTH

The number of branded entertainment touchpoints used. For example, a branded entertainment campaign like Tombola's sponsorship of I'm a Celebrity runs across 10 media channels: idents, social, radio, press, OOH, experiential, digital display, app, TV competition.

SPOT ADVERTISING

Adverts that appear in a regular ad break, but are not creatively linked to the shows.



M&S: COOKING WITH THE STARS – AD-FUNDED ENTERTAINMENT

“Cooking with the Stars” exemplifies the power of branded entertainment. By creating a compelling and engaging show that aligned with its brand values, M&S successfully reached a new audience and strengthened its position as a go-to destination for fresh ingredients and quality food.

M&S Food is well known and highly regarded for its quality, but it has often been perceived as a place for treats or specific products rather than an everyday shopping destination. The challenge was to reposition M&S Food as an essential choice for fresh ingredients while maintaining its premium image.

To achieve this, M&S partnered with ITV to launch *Cooking with the Stars*, a fast-paced celebrity cooking competition that places M&S Food at the heart of primetime entertainment. Hosted by Emma Willis and Tom Allen, the show features celebrities mentored by professional chefs as they take on increasingly complex culinary challenges, using only M&S ingredients.

The show skillfully blended entertainment with M&S’s brand values. Each episode focused on a different recipe, showcasing the breadth of M&S’s fresh food range. The inclusion of M&S-branded kitchens, in-store promotions, and product placement reinforced the connection between the programme and the brand. Viewers could purchase featured ingredients directly in M&S stores, with dedicated branded displays and even *Cooking with the Stars* ready meals for those inspired by the show.

Cooking with the Stars has become the UK’s longest-running and most successful ad-funded programme in TV history. The latest series grew its live audience by 4% year-on-year, surpassing *Celebrity Bake Off*. The impact on sales was significant with many of the items featured in the adverts flying off the shelves. Mango sales surged by 309%,



quail eggs by 126%, and rack of lamb by 60%. Meanwhile, consideration of M&S for fresh ingredients increased from 15% to 56%.

Cooking with the Stars was not just an entertaining success; it also drove tangible business results for M&S, cementing its place as a leading destination for high-quality, fresh ingredients. Our analysis for this study suggests that *Cooking with the Stars* produced a creative boost vs regular spots of **+65%**.

“Cooking with the Stars is a huge success. It’s the most successful advertiser funded programme in UK history. For every pound we spend on *Cooking with the Stars*, £5 is back into the business. We know exactly the key products that people are going to be watching on TV and really looking for when they go into the supermarket. Advertiser funded programming is not really something that’s utilised a lot, but it’s a really important element of our marketing mix, and it’s here to stay.”

SHARRY CRAMOND
M&S Food Marketing Director

O2 STUDIO SESSIONS – AD-FUNDED ENTERTAINMENT

O2's Studio Sessions was a captivating live music experience where emerging artists perform stripped-back acoustic sets in an intimate venue, exclusively for O2 priority customers.

The concept was born from O2's desire to create a unique money-can't-buy experience for their customers, aligning with their "Priority Moments" campaign. Filmed at O2's Blue Room in Greenwich, the Studio Sessions offered a personal and authentic connection between artists and fans, featuring five talented UK artists – Tom Walker, Becky Hill, Saku, Jess Glynne, and Yungblud – for a series of unique performances, showcased on ITV1 and ITVM. ITV amplified Studio Sessions by integrating it into its entertainment ecosystem. The format lent itself to seamless brand integration, with subtle O2 branding in the background.

The series performed exceptionally well, with an average of 562,000 viewers per episode, surpassing Later... with Jools Holland (487,000). Becky Hill's episode alone pulled in 775,000 viewers, and 66% of the audience was under 54, highlighting its strong appeal to younger demographics.

Nielsen's product placement analysis confirmed strong value, and Savanta sponsorship evaluation research showed that the content and the brand had near perfect alignment and cut through to 60% of viewers. As a result, they were more likely to think positively about O2 relative to its competitors in terms of advocacy, knowledge, and talkability.

Brand consideration ranked first amongst viewers aware of the partnership versus competitors. In this study, our analysis suggests that the combination of content-aligned spots and product placement produced a creative boost of +7% relative to regular broadcast spots.

Beyond TV, the partnership gained significant press coverage and attention from Apple, Sky, Samsung, and Virgin. There was also high engagement from the record industry, further validating Studio Sessions as a valuable platform for music discovery.

By seamlessly integrating O2 into high-quality entertainment, Studio Sessions successfully reinforced O2's association with exclusive music experiences while driving tangible brand impact.



"Our partnership with ITV to deliver Studio Sessions as an AFP was a brilliant initiative, which we were committed to bringing to life from the moment it was pitched to us via MGOMD. Priority is all about giving our customers 'exclusive access' and this AFP allowed us to perfectly demonstrate that positioning. Our brand was seamlessly integrated into the programming, having been filmed entirely at O2 Blueroom at The O2, allowing for natural mentions of our brand in the right context, supported by more traditional idents. The live audience was even made up of Priority prize draw winners. A fantastic partnership which delivered amazing content that perfectly aligned with our brand."

RICH BOWN

Head of Advertising and Campaigns at VMO

EBAY & LOVE ISLAND – PRODUCT PLACEMENT AND HEADLINE SPONSORSHIP

Can a reality TV show change the face of fashion? Absolutely. Enter eBay's groundbreaking partnership with Love Island. What began in 2022 as a simple alignment of brands has since blossomed into a cultural phenomenon, rewriting the rules of retail engagement and pre-loved fashion.

eBay's challenge was asserting their credibility in pre-loved fashion at a time when fashion specialists like Depop and Vinted were the default choice for consumers choosing pre-loved. Although those in the know knew eBay as the place to find unique, vintage pieces, the challenge was conveying this knowledge to a more mainstream audience, and ultimately shift behaviours – particularly among fashion savvy 16–34s. Enter, Love Island.

The partnership works because eBay are not just a sponsor, they are woven into the very fabric of the show. The show's wardrobe, meticulously curated by eBay's stylists with pre-loved gems, became a living, breathing showcase of sustainable style. This wasn't just product placement; it was a powerful demonstration of fashion's potential for reinvention. eBay's journey from partner to headline sponsor in 2023 further amplified this message, creating deeper, more meaningful

touchpoints with the show's massive audience. The results speak for themselves. Since summer 2024, searches for pre-loved fashion have surged by over 400%, driven by Gen Z, with nearly three-quarters embracing second-hand style—a fundamental shift in consumer behavior. The campaign delivered exceptional brand impact, with ad awareness up +18%pts, trust +18%pts, talkability +16%pts, likability +6%pts, and purchase intent +9%pts (Savanta, Summer 23). It also stood out in terms of attention, ranking among the top ITV sponsorships measured (index 121 vs ITV average). The deeply integrated idents exceeded peak daypart and genre benchmarks, generating a 35% uplift in attention—a testament to the power of a well-executed partnership.

Ultimately, eBay and Love Island have proven that sustainability and style can coexist, making pre-loved fashion not just fashionable, but aspirational.

“eBay's journey from partner to headline sponsor on Love Island showcases the power of a deeply integrated campaign. We established credibility in the pre-loved fashion space, challenging existing perceptions and capturing the attention of a mainstream audience. The significant uplift in ad awareness, trust, and purchase intent demonstrates the value of strategic partnerships through authentic brand storytelling.”

ALEX ALLCOTT
Brand Director, eBay



KÄRCHER & LOVE YOUR WEEKEND – SPONSORSHIP AND PRODUCT PLACEMENT

In a competitive sector where household name recognition is key, Kärcher needed a smarter, more strategic way to build meaningful connections with UK audiences. Rather than chase broad awareness alone, Kärcher set out to do something more targeted: reinforce their position amongst loyal customers, drive awareness for their indoor cleaning range, and maintain relevance all year round.

Love Your Weekend with Alan Titchmarsh proved to be the perfect partner—a premium, long-running Sunday morning show that celebrates British countryside life, seasonal living, and home inspiration. Its alignment with Kärcher's brand values, from outdoor passion to indoor cleanliness, allowed for a sponsorship that felt not only relevant but also powerful in delivering against multiple strategic objectives.

Through the sponsorship, Kärcher achieved:

- **Deeper connection with core outdoor fans** while introducing their expanding indoor range
- **Year-round brand presence, crucial for** counteracting seasonality in the cleaning category
- **Integration of four hero products across editorially** justified product placement segments
- **Stronger engagement with their target** (houseproud ABC1 adults 45+), especially those planning purchases around key seasonal moments.

The idents generated a **+17% uplift in attention** compared to the 10" airtime spot norm. Kärcher now leads the category for **spontaneous brand awareness** among viewers of Love Your Weekend, outperforming competitors by **+6 percentage points**. **Brand image scores** improved by **+5pts among viewers**, while non-viewers declined, indicating strong halo effects. Sponsorship idents deliver a **+16% uplift** in effectiveness versus Kärcher's standard TV spots. Our analysis for this research suggests that the sponsorship idents created an uplift of +16% versus Kärcher's standard spots.

This success reflects the high quality of creative execution and the deep level of integration achieved through the sponsorship of Love Your Weekend.

"Kärcher's sponsorship of Love Your Weekend has given the brand a powerful boost in a competitive market, driving spontaneous brand awareness beyond competitors. Aligning with Britain's favorite gardener, Alan Titchmarsh, and the show's celebration of the countryside, Kärcher has successfully woven its products into an authentic and engaging environment. The results speak for themselves—brand image scores up 5 percentage points, spontaneous awareness overtaking competitors by 6 points, and a remarkable 16% uplift from sponsorship idents. A perfect partnership, proving that the right context makes all the difference."

ROSIE KINSEY

Marketing Communications Manager

Sources: Lumen/TVision, Savanta, ViewersLogic



LOVE YOUR
WEEKEND
SPONSORED BY
KÄRCHER



FROM **itv**

GIFFGAFF: UP TO GOOD – AD-FUNDED ENTERTAINMENT

giffgaff took its Up to Good platform to the next level by partnering with ITV and Big Brother, creating the most reactive sponsorship in ITV history. By seamlessly integrating into the cultural phenomenon, giffgaff reinforced its brand values, cut through a competitive category, and built stronger connections with customers.

giffgaff had long championed positive change. However, standing out in a crowded telecoms market and building trust in the category remained a challenge. The return of Big Brother, a show built on human behaviour, offered the perfect opportunity for giffgaff to showcase its values in real time.

Across the series, giffgaff created 18 hyper-contextual ads that aired immediately after key moments in the show, responding directly to what viewers had just seen. When housemates failed a shopping task and were left with a tiny budget, giffgaff immediately reassured fans that budgeting wouldn't be an issue with their fixed UK prices.

This innovative execution required seamless collaboration, and BE Studio was the glue that combined the brand, its agencies, the production company and clearcast, enabling the team to write, produce, and approve a bespoke ad within a matter of hours. Every ad was voiced by Big Brother's iconic narrator Marcus Bentley, ensuring authenticity and immersion in the show's

world. The campaign didn't stop at TV, we extended the partnership across the official Big Brother app and social media, embedding the brand in fan conversations and amplifying engagement.

This deeply integrated creative partnership generated an impressive stand-out at 26% above the overall Lumen/TVision norm for 20" airtime spots. It also had a positive brand impact – 80% of viewers agreed that giffgaff 'is a good network' for them, 71% talked about the partnership, 38% actively sought out giffgaff's mobile plans, and 2 in 5 viewers intended to switch. Social impressions surpassed 25 million, and a System1 effectiveness test gave the campaign a 4.0-star rating, smashing the 2.2-star category average

By seamlessly integrating O2 into high-quality entertainment, Studio Sessions successfully reinforced O2's association with exclusive music experiences while driving tangible brand impact.

"Partnering with ITV helped us unlock a unique approach, bringing our audience hyper-reactive, contextual responses to the latest house action. It brought our 'Up to Good' proof points to life in an authentic and engaging way."

GEORGINA BRAMALL

Marketing Strategy & Planning Director at giffgaff

