



ITV: Driving awareness of Good Morning Britain



Objective

To increase viewership of ITV's morning TV show 'Good Morning Britain'.

Strategy

We've targeted 18+ ABC1 entertainment fans using our smart segments. Home location data was also used to exclude consumers outside of England and Wales. A message promoting 'Good Morning Britain' was sent between 7-8am to act as a wake up call & encourage consumers to switch on to ITV. In addition, the message linked through to 'Good Morning Britain's' top news headlines.

Campaign Results

11%

Of respondents watched 'Good Morning Britain' as a result of receiving the message

+44%

uplift in future viewership from people who recalled the message Vs those who didn't

