

# TV makes your brand famous

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Fame is important in advertising. Research by Binet and Field for the IPA has repeatedly showed that advertising campaigns with fame at the core of their strategy are by far the most effective at creating large business effects like sales and profit. In fact they are 50% more likely to create these effects.

Nothing creates fame like TV. TV advertising turns brands into household names. There are a number of reasons for this:

- TV's scale and reach are unbeatable, and you can't become famous if no one has heard of you.

- Its scale and reach means that brands on TV are making a very public promise, which, as Rory Sutherland has pointed out, is powerful: "Public promises carry more weight," he says, "hence why the words 'as seen on TV' are more convincing than 'as seen on Facebook'".

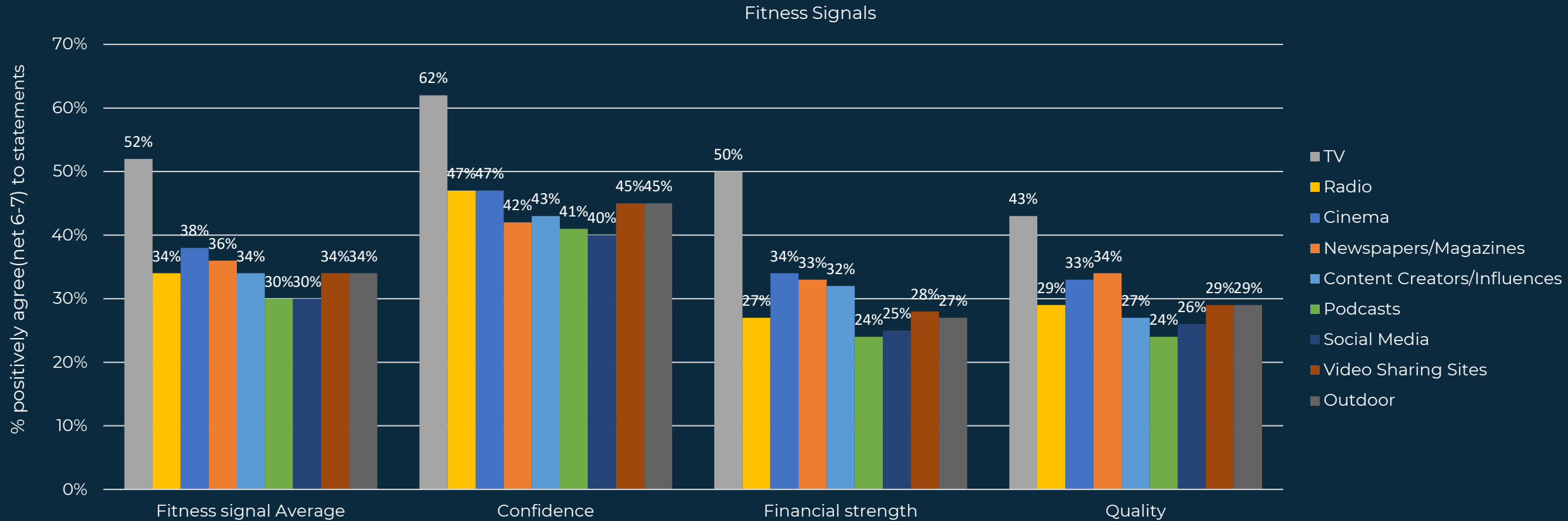
- TV also creates fame because of its [signaling power](#). In advertising it's not just what you say, it's where you say it that counts, and TV is proven to be the medium that drives the strongest fitness, social, popularity, and success signals, and to outperform other media at suggesting brand quality, self-confidence, and strength.

“Public promises carry more weight: hence why the words ‘as seen on TV’ are more convincing than ‘as seen on Facebook’”

Rory Sutherland,  
Vice Chairman, Ogilvy Group UK



# FITNESS SIGNALS: TV ads deliver quality, confidence and strength signals



# SOCIAL SIGNALS: TV ads deliver likeability, believability and reliability signals

