

BETTER DIGITAL, BIGGER IMPACT

Not all digital media is equal and now there's proof with the launch of the research we've all been waiting for.

The Benchmark Series, Australia's largest cross-media advertising effectiveness study, proves definitively that advertising in premium media is more effective than run of the internet.

PREMIUM MATTERS

Premium display and video drive

2.4X
BETTER RECALL
and
1.6X
BRAND LIFT
compared to run of internet

For light buyers, it's even better with premium display and video delivering

3X
THE RECALL
and
2.8X
THE BRAND LIFT

PREMIUM DISPLAY = PREMIUM IMPACT

Premium display alone generates

3.5X THE BRAND RECALL
compared to run of internet display

PREMIUM SHORT-FORM VIDEO

TAKES ITS RIGHFUL PLACE

Short-form in premium environments offers

1.8X
BETTER RECALL

2.8X
THE BRAND LIFT
Short-form video in premium environments delivers

1.8X
HIGHER RECALL
than Facebook video

Want to find out more about how premium digital drives the best business impacts?
Visit thinkpremiumdigital.com.au

