AMI & ITV Backing Business Fund

ITV and Alliance of Media Independents have come together to create an exclusive partnership for member agencies to give them an unprecedented package to attract new and returning brands to invest and scale their business on ITV. This builds on ITV's focus on helping businesses of all shapes and sizes to grow and will enable these brands to test, measure and scale through you and ITV in a new way.

For the first time ever, ITV has created three elements working in combination or AMI:

- **Enhanced Backing Business terms**
- **Ringfenced £5m fund**
- **Activation credits**

In a nutshell, ITV will double a client's gross media investment with ITV value, so every £1 the brand puts in becomes £2 through half price advertising. In addition, the ad will have an ITV Backing Business logo on the end frame to show ITV's support for the brand.

We provide this based on brands satisfying the following qualifying criteria:

- There has been no TV activity within the preceding 18 months or more
- Guaranteed AV exclusivity to ITV for 6 months from the start of the activity
- Mutually-agreed campaign KPIs
- Client-backed case study with results guaranteed to be provided within 6 weeks of the campaign end date, and a client-backed case study which we will run on ITV Media
- Demonstrating potential for scalability of investment for subsequent campaigns in the year of activity and beyond

If the brand can satisfy all the criteria, then this fund has the potential to help you scale up using ITV. Furthermore, each qualifying brand will receive partnership credits to be redeemed against one or more of our creative, data, and measurement products to provide further exclusive value for you and your brands.

So, what are you waiting for? Read on to find out more about this in detail.

Here's how it works

So, what does participating in the AMI / ITV Backing Business Fund mean?

- Matched gross budget for qualifying first airtime and addressable campaign (typically max 3 months) to extend exposure and effectiveness. E.g., if a brand invests £100,000 (gross), ITV will match the net investment of £100,000 to deliver a £200,000 (gross) campaign.
  NB: All figures for explanatory purposes only.
- Joint advertising copy featuring ITV Backing Business brand (bottom left or right-hand corner on screen as "stamp") to advertise the partnership and showcase ITV's support for new and lapsed brands. Copy will only be for use on ITV platforms.
- All qualifying brands use the ringfenced £5m AMI / ITV Backing Business Fund and also qualify for activation credits as outlined on page 4
- We will work with you on any campaigns after the initial campaign, which qualifies for the fund (including reviewing levels of discount to incentivise subsequent investment) to build momentum from our learnings.

This opportunity is only available to brands that pass our review process (see page 3) and can satisfy the following criteria:

- New to TV or lapsed for at least 18 months at the point of activity running. Sub-brands of master brands already advertising on TV will be considered on a case-by-case basis as part of our review process.
- Only available to agencies that are members of the Alliance of Media Independents
- The agency must be contracted by the brand to purchase media inventory on behalf of the brand, and ITV may ask for confirmation of this before submitting the request to participate for review. We may need to discuss KPIs, satisfaction of the criteria, and our review factors directly with the client, and agencies will enable these conversations.
- AV Investment is exclusive to ITV Linear, and ITV addressable platforms (across VOD and Pause ads) for a 6-month period from the start of the investment.

- AV is defined as 1) Ofcom licensed broadcasters (or their affiliates); 2) Streaming Service Providers (or their affiliates), including Amazon Prime, Netflix, Disney+, Discovery+, Now TV, Paramount+, Samsung TV+, Apple TV+, HayU, DAZN, Rakuten. Share of AV excludes UGC platforms such as YouTube, TikTok, Instagram, X, or Facebook.
- Client must commit to report to ITV on mutually-agreed KPIs for the campaign in advance (e.g. advertising effects such as awareness or consideration and/or business effects such as site traffic or sales uplift) and provide results to ITV within 6 weeks of the end of the campaign (or on a monthly basis for longer campaigns). ITV will be entitled to use this information for a published case study. Case studies will be provided to the client for approval (acting reasonably and with deemed approval if not given in 2 weeks).

Exception for DR / brand campaigns

New and lapsed advertisers who qualify for the fund via criteria listed above but want to split their brand activity and DR activity can run it as follows:

- Brand activity exclusive to ITV and align with the campaign parameters as above.
- DR activity, using different creative copy and only running in daytime hours 9.30am-5.30pm, can run alongside the brand activity.
- This DR activity can run across all UK broadcasters and streamers in daytime hours alongside ITV DR & Brand activity.
- The ITV DRTV share to be discussed on a case-by-case basis and considered by the Review Process once full campaign outline has been clarified.

Review Process

Our directors consider factors such as brand fit (including looking at message and category), future plans, and ability to scale future media investment, and level of investment to achieve campaign KPIs. We want to help you make your campaigns a success and build both our brand and yours in the process, so there is a review and approval process for requests to participate in Backing Business, which is run by ITV Commercial Directors on a weekly basis. If we don't think Backing Business is the right option for your campaign, we will discuss suitable alternative ways to support your investment into ITV to help supercharge growth.

Other Considerations

- Airtime will be natural delivery across all key parameters (e.g. dayparts, breaks and days of week) with no specials.
- Targeting preferences will be considered but cannot be guaranteed.
- Phasing time lengths, campaign dates, split of investment between main channel / digital channels, VOD, etc, and regions will be reviewed against other campaigns running at the same time to assess the viability of delivery.
- Airtime will be costed at station prices, and campaign spend will not go towards satisfying existing or future share or volume commitments. ITV1 campaigns will include ITV PLC regions only and the STV Player, i.e., Backing Business linear & addressable campaigns can run across all ITV regions on linear, excluding Scotland, but can run across both ITVX and the STV Player on VOD.
- Available while the £5m ringfenced fund lasts, assessed by the criteria and review process above on a first-come, first-served basis for businesses committing investment.
- This proposal is subject to contract and therefore does not constitute an offer.

Activation credits generated from every campaign

Four simple tiers based on investment determining level of credits

How can I create impactful ads?

System1 **CREATIVE PRODUCTION**

How can I use data targeting more effectively?

Data Match

How can I measure outcomes?

GeoX Circana. Addressable Lift

Activation credits accessed

Tiered approach based on gross campaign investment level (including ITV value)

£120k - £180k gross
(ie £60k - £90k brand investment)
50,000 credits

£181k - £410k gross
(ie £90.5k - £205k brand investment)
75,000 credits

£411k - £590k gross
(ie £205.5k - £295k brand investment)
100,000 credits

£591k gross +
(ie £295.5k brand investment +)
125,000 credits

PRODUCT / CAPABILITY	EQUIVALENT VALUE	WHEN IS THIS USEFUL	CREDIT AMOUNT
Region:Lift ***(FKA GeoX)***	£30,000 to £50,000	When looking to understand TV's wider impact on web sessions, footfall or sales, and is open to upweighting spend regionally. Suited to FMCG brands, brands with store locations, or any brand with online presence wanting to isolate linear TV's incremental effect at a regional level.	60,000-100,000 depending on data source
Household:Response ***(NEW product)***	VOD, Linear: £2,500 per month apiece	When looking to understand who visited the advertiser's website after seeing an ad. No GA4 access or power analysis required - low barrier, quick to set up. Can be an entry point before moving to a full lift study. Focus on attribution not lift.	30,000
Household:Lift ***(FKA Addressable Lift)***	VOD, Linear: £2,500 per month apiece	When looking to prove the incremental impact of TV on web traffic or conversions (visits that happened because of the ad, not just alongside it). Focus on lift not attribution.	30,000
Brand:Lift ***(NEW product)***	£3,000 to £6,000 depending on research partner/depth	When the primary objective is brand-building and the advertiser to measure uplift in awareness, consideration or purchase intent.	30,000
FMCG Proximity Shopper (VOD only)	£15,000	When FMCG brands that don't have national distribution are looking for a more highly targeted approach before scaling up to linear.	30,000
Data Match	£36,000	Infosum bunker for 1st party (email) data match (annual)	75,000
System1 (creative effectiveness - custom sample)	£10,000	To pre-test new creative asset before running live on TV, or to refine an unfinished asset with a view to making adjustments	20,000
Creative Production	£2,000 - £20,000 (varies by brief)	when no creative available (NB credits proportionate to production - 5,000 credits per £2k)	5,000+

For further information on each of the products, please refer to the document presented by ITV during the webinar or contact your ITV rep for further information. As new, updated products via our Measurement Team become available, we will reserve the right to update them within the Activation Credits options available. ITV will mutually agree the most appropriate product from the table above in discussion with the agency and advertiser to ensure campaign parameters set up appropriately for the product to be used.