

# HOTWOLF TV ADS

## WHY?

Despite the growing amount of time we all spend on the Internet (especially over the last year), TV advertising continues to be the **most trusted** by audiences, and has a huge role to play in a brand's overall marketing mix.



Rates have never been lower. The majority of our ads have been supported by a media budget of less than 15k, with fantastic reach and results.



Unlock additional commercial opportunities which could be critical to launch your brand (e.g. shelf space in retailers who require TV advertising).



We have a growing reputation as a go-to agency for new-to-TV brands, making great looking ads for modest budgets.



Last year, 73% of the brands across Sky AdSmart were new-to-TV SMEs, with 80% returning at an average spend of £10k.



Brands that utilise TV advertising as part of a marketing campaign experience an average **69%** uplift in online conversions.

69%



The average cost of one view of a TV advertising spot is now just **60p**.



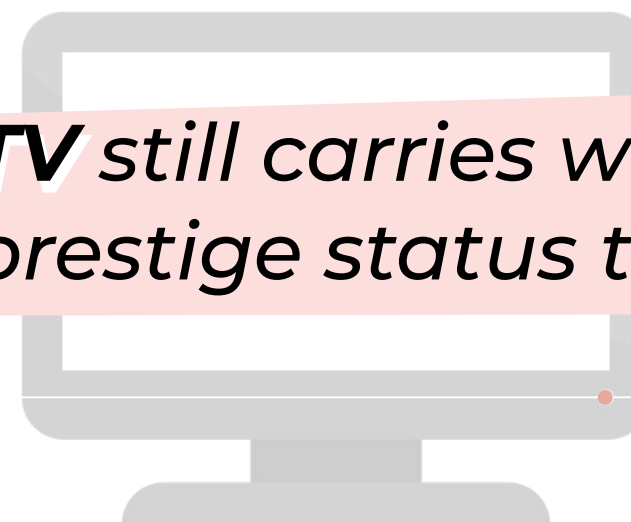
The average viewer watches **2hrs 5mins** of commercial TV a day - and 39 ads!



TV increases the effectiveness of other media by **54%**

54%

***As seen on TV** still carries weight, adding a valuable prestige status to your brand*







**TV Ads don't need to be expensive to be effective.** Typical budgets for our commercials are 5k-15k+. We know every penny counts - the less you spend on the ad; the more you have to put behind it!

- **We'll work with you** to develop a creative approach to suit your brand and your budget.
- From live action to animation, special FX and beyond, **we've got you covered.**
- The creative process from sign off to delivered video can be **as little as 3 weeks.**
- **No hidden costs** - over 90% of our ads are legally cleared for usage in perpetuity.



**Ideation**  
the big idea



**Scripting**  
+ designs



**Production**  
film+edit / animation  
voiceover + talent fees inc.  
grading + audio mix



**Music+Stock**  
selection + licensing



**Exports**  
Clearcast + broadcast-safe

**We're a one-stop shop**

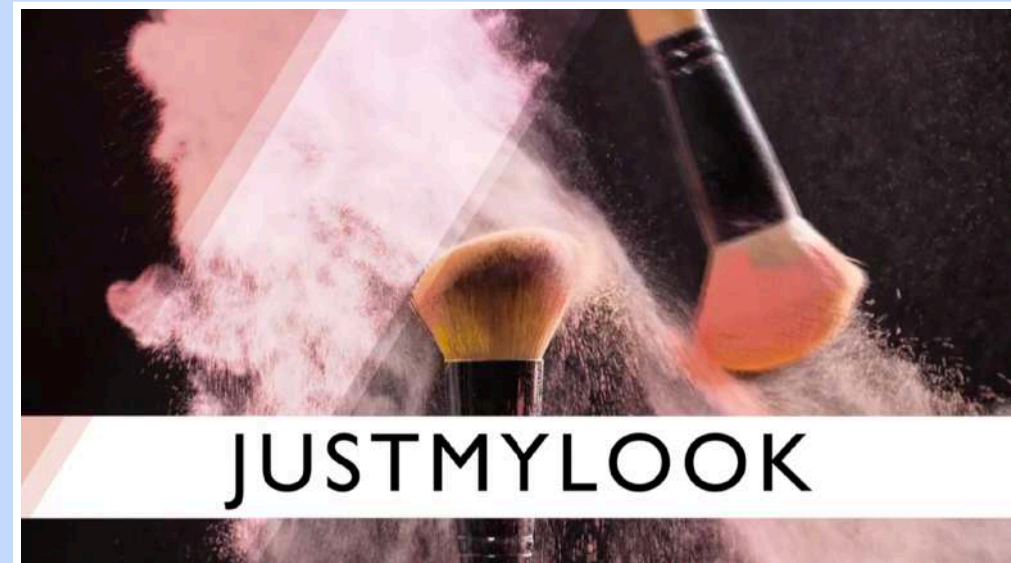


# EXAMPLES



**ProtectYourBubble**

*live action + CGI*



**JustMyLook**

*licensed footage, CGI + animation*



**Plurenden Manor Farm**

*licensed footage, CGI + animation*



**Beyond...**

*3D animation*



**Guerillascope**

*live action + licensed  
animation + CGI*



**Cricket Feed Buddy**

*live action + animation*



**Westminster PLC**

*licensed footage, CGI + graphics*



**My Little Heart In A Box**

*Live action + graphics*



Click the thumbnails above to  
view some of our recent TV ads