



STV
Growth
Fund

GrowthFund

Grow your business with STV

How the STV Growth Fund helps your business

STV Growth Fund

Launched in 2018, the STV Growth Fund makes TV advertising even more accessible.

Through the Growth Fund, we collaborate with your business to help you connect with Scottish consumers by putting your marketing messages on our hugely effective platforms, STV and STV Player.

Since launch, we have invested more than £15 million of marketing support and have welcomed more than 300 new advertisers to STV through the Growth Fund.



Laura Hays
Thistle Help, Director

Expanding and extending the Growth Fund



I'm A Celebrity... Get Me Out Of Here!

We have extended the STV Growth Fund to £30 million of advertising support to continue to create the most impactful marketing solutions for Scottish businesses. We launched the STV Green Fund to enhance our support for businesses with green credentials. We have also expanded the Growth Fund from airtime advertising on STV to also include video on demand (VoD) advertising on STV Player.

GreenFund

£1 million of advertising funding is ring fenced specifically for Scottish businesses with a green objective, product or message. Sustainability is increasingly important to consumers, the Green Fund expands our support to businesses by connecting them with consumers across STV.

STV & STV Player

Our expanded Growth Fund now includes access to advertising support across both STV and STV Player to ensure the most cost effective solutions for your business. You can put your message in front of consumers on Scotland's best watched commercial channel.

Connecting your business with consumers



Philip Gerrard,
Deaf Action, CEO

Reaching consumers

STV is the most watched commercial channel in Scotland, giving your business the perfect platform to connect with your customers.

We have the highest daily, weekly and monthly reach of any commercial channel in Scotland, meaning we can deliver mass-reaching, memorable advertising for your business.

Our peak time audience is unrivalled and is greater than the next 9 commercial channels combined. With suspenseful drama and exciting entertainment we have a fantastic mix of content to showcase your business around.

Our huge reach and trusted platform, connects your business with more customers than any other commercial media in Scotland.

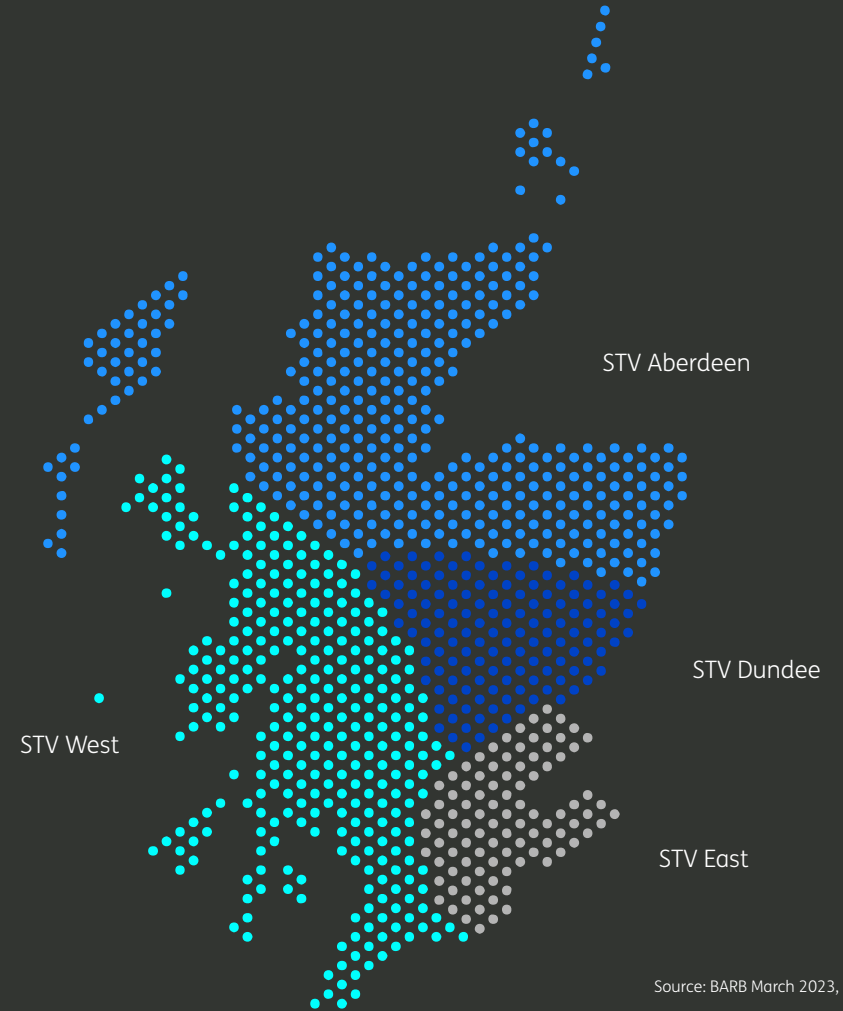
Source: BARB Jan-Dec 2022 (09:30-29:59), adults, 3+ min continuous reach, individuals, Next 9 channels combined = 292k

Reaching your customers across Scotland

With STV targeted regions

Marketing with STV is targeted. There are a different number of people living in each region, and you can decide where you'd like to showcase your advert across Scotland. It is also possible to combine regions and increase the reach of your STV advertising.

50%	STV West 2,039,000
24%	STV East 979,000
17%	STV Aberdeen 701,000
9%	STV Dundee 344,000



Source: BARB March 2023, adults



96% of programmes
on commercial TV
with audiences over
500k are shown
on STV.

Karen Pirie

Premium programmes, maximum impact

TV advertising is the most talked about and most trusted way to communicate your marketing message. We consistently deliver the highest peak time audiences in Scotland.

On average, almost half a million Scots tune in to each episode of Coronation Street and Emmerdale. Scotland's best loved soaps.

Source: BARB Jan-Dec 2022, individuals, commercial TXs with average audiences over 500k (211 in total)
Thinkbox, Why TV? - <https://www.thinkbox.tv/why-tv/>, 2022

Bespoke support, collaborative working

The STV Growth Fund supports you by making TV advertising more affordable and accessible. A dedicated Account Manager will work with you to design an advertising campaign specific to your business aims and objectives.

We also have a specialist STV Creative team, who can develop and produce adverts to maximise your impact on STV.

Maximise your marketing with STV Player

Marketing Solutions

Combining STV and STV Player advertising is a fantastic way for your business to reach engaged consumers. The STV Growth Fund makes this accessible by providing funding support for combined on-air and on demand advertising.

Targeting effectively & mass reach

Targeting on STV Player means you can be even more strategic with your marketing. You can target your advertising by age, gender and location, with advanced options available too.

With 3.5m registered users, more Scots than ever are streaming their favourite shows every month. Combining STV and STV Player advertising is a great way to connect your brand with consumers.



Unforgotten

Source: ScotPulse STV Brand Tracker Apr 2022, Scotland.
Adobe Analytics, STV Database, FreeWheel, Invidi, Jan-Dec 2022.



STV Growth Fund provides innovative marketing solutions & funding support

The STV Growth Fund is accessible to Scottish registered businesses and businesses that work with Scottish media agencies.

Marketing Solutions

STV Growth Fund investment is available for companies seeking to boost their marketing activities across innovative commercial solutions.

Match Funding

The majority of our members work with us on a match funding basis. This maximises your campaign and reach, by combining your investment with investment from the Growth Fund.

Revenue Share

We can work with you on marketing campaigns where an agreed % of revenue is accrued to STV after the successful campaign.

Gifted Airtime

Through our partnerships within the wider Scottish business community, we offer gifted Growth Fund memberships to help businesses kickstart their TV advertising campaigns.

Supporting sustainable businesses with the STV Green Fund

How the Green Fund supports your business

Through our expansion of the STV Growth Fund, we have ring fenced £1m of advertising inventory, offering advertising support for Scottish businesses with a green objective, product or message.

If you're making positive changes, they all count. We work with you to understand your green credentials and marketing objectives, to help you connect with consumers through effective and affordable STV advertising solutions.

Sustainability matters to consumers

GreenFund
stvgreenfund.tv

62%

of Scots feel strongly about the environmental and social credentials of businesses.

58%

of Scots have become more environmentally conscious over the last 12 months.

71%

of consumers are more likely to purchase brands with fully recyclable packaging.

39%

of Scots would pay more for a brand with green credentials.

Source: ScotPulse, 2021, Nat. Rep. sample: 1091

How much does advertising on STV cost?

Our range of accessible and affordable TV advertising solutions are designed to be bespoke to your marketing needs and objectives.

The price of advertising on STV is based on which region you'd like to advertise in, how long you'd like to advertise for and how long you'd like your advert to be - 10, 20, 30 seconds.

For example, a 1 week advertising campaign on STV & STV Player, with a 30 second advert would cost from:

West: £7,900	Aberdeen: £3,000
East: £4,100	Dundee: £1,700

If you are eligible for the STV Growth Fund, for the same price, you could benefit from even more adverts and a longer campaign, so your business can reach even more Scots.

*All costs exclude VAT and commercial production.
Terms and conditions apply.*



Beat The Chasers



“For a business like Bryant & Cairns, the STV Growth Fund makes TV possible.

We were surprised and impressed at how cost effective it was.”

Chris Bryant
Bryant & Cairns



“The scary part that people think is the investment that you need to put in to be on (STV).

But through the STV Growth Fund, that took that concern out of the picture.”

Siùn Jordan
The Kitchen Depot



“The STV Green Fund is great for getting on TV and promoting the sustainable path for your business.”

Mark Glasgow
Edinburgh Boiler Company



“We have advertised through STV Player and it has allowed us to reach a more targeted audience. Our reach is much bigger now.”

Fiona Donald
Factory Direct Inverurie

Boundary Tech

Case Study

Boundary Technology produces the UK's first smart home security system. Rich Wetton, Head of Growth at Boundary, was looking to increase brand awareness and levels of trust with consumers across Scotland.

Working with STV Account Manager Clark, Rich joined the STV Growth Fund to build a robust advertising campaign and access advertising funding.

Campaign Success



Increased brand awareness:

Boundary's brand awareness across Scotland pre-campaign was below 1%. This increased significantly to over 20% post campaign.



Increased web engagement:

Time spent on Boundary's website has increased by 2 minutes and 30 seconds through STV Player advertising.



Brand awareness rose significantly:



1% → Over 20%

Website engagement soared:



30s → 3mins

“Users were spending roughly about 30 seconds on our site from paid social and they are spending just under 3 minutes on our site when we go through STV Player.”

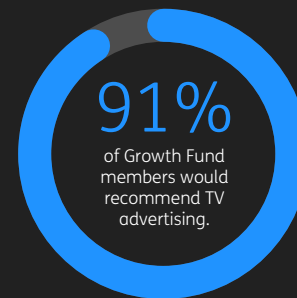
Rich Wetton,
Head of Growth at Boundary Technology

STV Growth Fund delivers results for your business

We are thrilled to have welcomed over 300 new to STV businesses through our Growth Fund since launch.

We are committed to making advertising accessible and affordable. We are here to help you grow your business.

Our Growth Fund members have had fantastic experiences and fantastic results



Scottish consumers value Scottish businesses



Connect with your customers through STV

Source: Consumer research via ScotPulse, July 2019, October 2021. Member interviews July & August 2019, August, September & October 2021.



Grow your business with STV

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#GrowWithSTV

