

FREE DRTV Optimising Benchmark Report & Workshop Only 5 available

Bespoke Research: What motivates people to donate to your DRTV ad?

See how 250 UK adults react and respond to your DRTV campaign

1. Understand how donors react to DRTV: **research** insights from the Fundraising Media DNA

2. Identifying the key aspects which generate response to an advert

- **Advert** - The content of the advert
- **Ask** - What people are being asked to do, e.g. donate £3/month
- **Call to Action** - The way people are encouraged to respond

3. Deciphering the different attributes within each area that generate response



4. The value of benchmarking to identify areas of strength and weakness

5. Test your understanding of DRTV against real results of benchmarked TV adverts



6. The value of testing in developing effective DRTV campaigns:

- Identify storyboard concepts that outperform control
- Fine-tune adverts prior to broadcast, reducing cost per acquisition
- Post-campaign evaluation to identify areas for improvement

Book your DRTV Optimising Benchmark Workshop

To qualify, at least 5 people need to be present, including one Director from Fundraising/Marketing

Name: _____

Job Title: _____

Phone Number: _____

Email: _____

Preferred week for workshop:

w/c Monday 3rd October

w/c Monday 24th October

w/c Monday 17th October

w/c Monday 31st October

FIRST COME FIRST SERVED

For more details, contact Kieran Cooper, Account Exec; kieran.cooper@fastmap.com; 020 7242 0702

All DRTV Optimising Benchmark Report and Workshops are subject to availability