



STV  
Growth  
Fund



**STV Growth Fund**  
Grow your business with STV

# How the STV Growth Fund helps your business

**Lewis Cradock**  
Bedz 2 Go

**Jan Stewart**  
Jan Stewart Pram & Nursery

**Haylee Lilley**  
Sidey

**Stewart Brodie**  
Brodie Flooring

## STV Growth Fund

The STV Growth Fund makes it easier for Scottish businesses to advertise on television.

Our fund, of TV advertising inventory, is part of our commitment to help drive the Scottish economy.

The STV Growth Fund helps you to connect with more customers, more quickly; giving you access to our hugely effective marketing solutions.

# Connecting businesses with consumers



Source: BARB Jan-Dec 2019.

## Reach more customers

STV is the best watched commercial channel in Scotland reaching 3.4m Scots across a month with 1.4m Scots tuning in each day.

STV reaches more adults in Scotland than any other TV channel, radio station or newspaper.

## Engage your brand with viewers

STV is Scotland's best watched channel across peak time with more viewers than BB1, BBC2, Channel 4 or Channel 5.

This mass reach means you can connect your business with more customers on our credible and trusted media.

# Reaching your customers

across Scotland with  
STV targeted regions

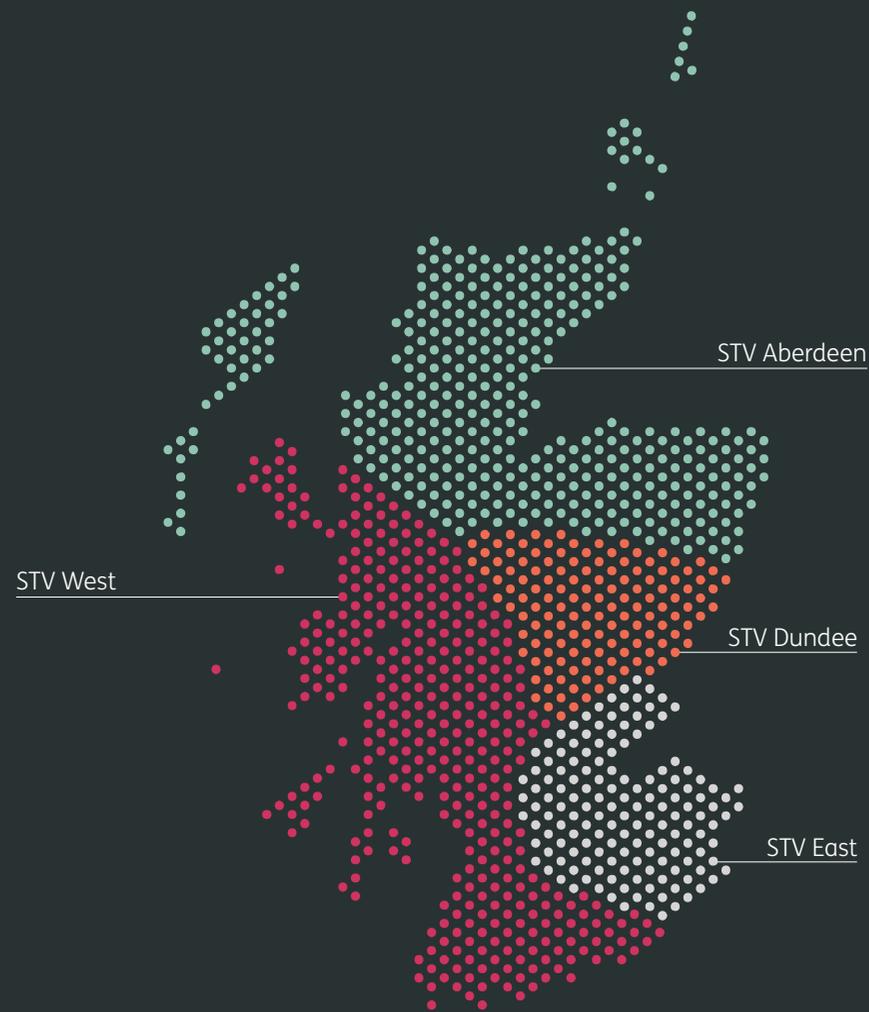
Target your campaign to maximise  
impact and effectiveness

**50%** **STV West**  
2,025,000

**24%** **STV East**  
972,000

**17%** **STV Aberdeen**  
696,000

**8%** **STV Dundee**  
342,000



Source: BARB Jan 2020.



In 2019, 98%  
of commercial  
audiences greater  
than half a million  
were on STV

Source: BARB Jan-Dec 2019.

## Premium programmes

Your brand will appear alongside some of Scotland's best loved programmes including entertainment, news and drama.

STV is the only channel that delivers soap audiences over half a million. The average audience of Coronation Street is over 615,000 Scots.

## Bespoke Support

The STV Growth Fund supports you by making advertising more affordable and accessible. A dedicated Account Manager will work with you to build a unique campaign specific to

your business aims and objectives. We also have specialist STV Creative teams who can develop and produce adverts to maximise your impact.

# STV Growth Fund provides innovative commercial solutions

The STV Growth Fund is available to Scottish registered companies or companies booking their media through a Scottish media agency. Terms and conditions apply.

## Marketing Solutions

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

## Match Funding

Matched funding is available to maximise your campaign and reach. STV increases your campaign for your budget.

## Revenue Share

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

## Media for Equity

If you are moving to the next stage of growth, airtime is available in return for an equity share.



“I would highly recommend the STV Growth Fund. We’ve seen an increase in sales and at least half of our customers say I saw you on television, so for us, it’s been 100% worthwhile.”

**Haylee Lilley**  
Sidey



“STV has had a major impact on building Brodie Flooring. It has been phenomenal.”

**Stewart Brodie**  
Brodie Flooring



“The impact for Jan Stewart Pram & Nursery has been huge in terms of footfall, which has been fabulous.”

**Jan Stewart**  
Jan Stewart Pram  
& Nursery



“The campaign has been really successful, sales have increased and STV have definitely been part of that.”

**Lewis Cradock**  
Bedz 2 Go



# Cheeky Chompers

## Case Study

Cheeky Chompers, a Scottish baby brand established by two entrepreneurs has seen **sales increase by a third** after partnering with the STV Growth Fund on an innovative revenue share partnership.

Their marketing campaign on STV West resulted in a massive growth in brand awareness over two weeks of 16%, from 3% to 19%.

Awareness increased across all demographics with the highest awareness post TV campaign amongst core target audiences.

Women  
**18%** up 13%

Parents  
**19%** up 13%

35-44 year olds  
**19%** up 15%

Substantial rise in Cheeky Chompers direct sales:



41% of total direct revenue for the period came from Scotland.



Similarly 48% of transactions came from Scotland – an increase of 29%.



A massive 56% of new users to the Cheeky Chompers site across the month were from Scotland.



Sales increased by a third.

“It was fantastic working with the STV Growth Fund on this campaign to tap into their insights and expertise and to generate a significant increase in the awareness of our brand as well as some great new customers!”

Julie Wilson, Co-founder,  
Cheeky Chompers

# STV Growth Fund delivers results for businesses

Sources: Consumer research via ScotPulse, July 2019, 1,151 respondents. Member interviews, July & August 2019, 45 phone interviews.

**Over half** of members have seen an increase in profit, **75%** of those said it was a minimum increase of **20%**.

**236** New jobs created

**91%** Saw an increase in awareness after their campaign

**22** New premises opened

# Grow with STV



Find out more  
about how to grow  
your business:

[commercial@stv.tv](mailto:commercial@stv.tv)  
[www.stvcommercial.tv](http://www.stvcommercial.tv)

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