



7th August 2020

Jodi O'Donnell named new ThinkTV Chair

TVNZ's Commercial Director, Jodi O'Donnell has been named the new Chair of ThinkTV.

ThinkTV New Zealand was formed in 2018 to provide the local advertising and marketing community with research-led solutions for getting the most out of their commercial television spend, as well as a better understanding of the value of TV and premium video. A collaboration between MediaWorks, TVNZ and Sky, ThinkTV's chair position is shared between the networks, with Glen Kyne and Paul Maher having executed the role previously.

Jodi O'Donnell says "ThinkTV's ambition has always been to ensure advertisers get great returns on their investment in TV. With a strong focus on in-depth research and expert advice, it's fantastic to be chairing an industry body with a clear commitment to helping businesses achieve their goals and build their brands. TV provides advertisers with the opportunity to reach mass audiences in a way that's brand safe and highly efficient. It's an unbeatable sales driver."

Jodi joins ThinkTV during a busy year for the industry body with a focus on aiding businesses in their post lockdown recovery. As a component of this work, ThinkTV have commissioned a piece of research looking into the correlations between television and BVOD advertising with search. With brands looking to boost sales after the Covid-19 lockdown, the ability to influence search is more important than ever. This research looks at the role of recall and recognisability in driving search to test the hypothesis, 'you can't search what you don't know'.

Comprehensive analysis and results will be presented in market this October. With many brands seeking to optimise campaigns in the lead up to the busy Christmas months, the research promises takeaways for a variety of sectors on how to ensure the right mix of media channels are used to drive awareness, search and ultimately sales.