

ITV Commercial welcomes new pool of advertisers

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ITV Commercial have welcomed over 30 new brands to TV advertising since the lockdown began, with advertisers eager to take advantage of flexible deadlines and payment terms.

Advertising campaigns have been booked across linear and VOD platforms for brands including beverage company **Fevertree**, women's fertility app **Peanut**, meal delivery service **Parsley Box**, cancer healthcare service **Rutherford Cancer**, business switching service **Bionic**, home furnishings company **Make My Blinds**, eco friendly cleaning products **7th Generation**, home disinfectant range **Zoflora**, soap brand **Life Buoy**, home schooling teaching service **Edplace**, home language learning company **Duolingo**, dog food delivery service **Butternut Box**, independent coffee company **CafePod**, home fitness equipment brand

Wattbike, and breakfast brand **The Great British Porridge Co.**

ITV recently announced a significant change to a long-held trading policy around Advanced Booking (AB) deadlines, meaning anyone can now approve campaigns at any time, up to the month of transmission, and still get their deal price.

Meanwhile, across the regions spot campaigns have been delivered for charities Air Ambulance (Belfast), Big C (Norfolk), Eden Communities (Wales and West England), Leeds Cares (Leeds), Mind/Hafal (Wales and West England), Pluss (Wales and West England), Ty Hafan (Wales) and St Johns Ambulance Cymru (Wales and West England). ITV Commercial have recently announced advertising support packages for charities, universities and cultural heritage sectors.

Kelly Williams, Managing Director Commercial at ITV, said *“Since lockdown began we have ensured we become as flexible and frontfoot as possible, and advertisers have taken advantage of that. It’s great to welcome a growing influx of new clients and advertisers to our portfolio and illustrate the unique reach and effectiveness that TV advertising has to offer.”*

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