

Episode 5: Broadcast and beyond!

- **Determine the optimal time to broadcast the advert for maximum reach**
 - There are times of day where you can reach a larger number of people, like breakfast and supper.
 - Balance frequency to avoid under or overexposure.
- **Choose the right online platforms to share the advert**
 - Sharing on relevant platforms like gas safety websites or family-friendly sites ensures the message reaches the intended audience.
- **Provide additional online content to reinforce the message**
 - Complementary resources like safety checklists and interactive quizzes make the message more engaging and memorable, encouraging further learning and sharing!



How will you get your ad heard by the right people?



Cadent
Your Gas Network



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