



THIS MORNING ARE YOU SITTING COMFORTABLY?

After 13 years with no makeover, this cornerstone of ITV's morning schedule was beginning to look tired. In repositioning the show we understood that daytime TV shouldn't feel indulgent; viewers need to know it's time well spent. Our new brand essence - 'making life a little easier' - brings this thought to life.

The 'scrapbook' style adds freshness and warmth, reinventing This Morning as a useful, practical companion to a busy lifestyle. Meanwhile, colour-coded chapters give structure to the show's magazine style, creating licensing opportunities galore. The viewers' verdict? 66% of them thought the new look 'better or as good as the old look'.