Transform

Marketer FAQs

Is a TV campaign right for my business?

VAB

Insights.
Inspiration.
Impact.

How can TV drive results for my business?

This is a question many business owners ask when creating their advertising campaigns.

Through VAB's decade-long studying of the impact advertising has on driving outcomes, we explore how business of all kinds are using TV to accelerate their growth.

You'll learn:

- How TV advertising drives results for businesses at all life stages, sizes and budget levels
- The impact TV campaigns have on converting all types of audiences, including young adults and multicultural, into brand customers

VAB has studied hundreds of brands across categories to understand the impact TV advertising has on business outcomes

Sampling of Brands Analyzed

Based on our analyses, we have seen successful businesses accelerate growth by capitalizing on seven key benefits of TV

Storytelling
Sight, sound and motion of a TV ad can convey strong brand identity and increase consumer engagement

Availability & Accessibility
Greater product availability in the digital age (ecommerce) enables brands to seek out the scale of TV earlier in their life stage

Legitimizer
TV creates, builds and enhances brand reputation while legitimizing their product or service through high-quality programming

Targetability
Scalable data-driven targeting solutions like addressable TV, VOD and data-enabled linear TV create efficiency and limit waste

Inclusivity
Enhanced targeting capabilities through advanced TV solutions creates efficiencies which lowers the traditional cost of entry

Halo Effect
TV significantly improves the performance and ROI of all other digital channels as well as a brand's online platforms

Full-Funnel Outcomes
Through greater measurement and enhanced attribution capabilities, TV has shown its ability to drive brand results

These benefits have enabled TV to drive results for businesses of all life stages, sizes and budget levels, with target audiences both big and small

TV Delivers For All Types of Businesses	TV Delivers All Types of Audiences
No business is too **'young'** for TV	TV delivers **new customers**
No business is too **'niche'** for TV	TV delivers **young customers**
No budget is too **'small'** for TV	TV delivers **multicultural customers**

click through the appropriate box if you would like to be brought directly to the corresponding slide

TV drives results for businesses at all life stages, sizes and budget levels

Successful brands invest in TV early in their life stage to legitimize their product by associating with premium video programs and its advertisers

Total TV Investment in First 3 Years from Product Launch

AWAY	BARK BOX	Casper	GoodRx	hims
($10.5MM)	($4.8MM)	($31.2MM)	($1.1MM)	($18.2MM)
HUBBLE	Keeps	leesa a mattress redesigned	MANSCAPED	nectar
($19.3MM)	($29.3MM)	($77.0MM)	($15.4MM)	($18.8MM)
PELOTON	puls	purple	ring	ro
($6.8MM)	($22.9MM)	($140.4MM)	($7.3MM)	($24.0MM)
Rover	smile direct club	Wag! A dog's best friend	WARBY PARKER	Zelle
($10.4MM)	($90.4MM)	($10.9MM)	($11.2MM)	($18.6MM)

Source: VAB analysis of Nielsen Ad Intel data, calendar years 2013-2018. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, spot TV, syndication TV. Reflects the cume of the first 3 years of each brand’s TV spend. *Manscaped data reflects Jun ‘16 – Jun ’20 (calendar months) analysis.

Within the heavily competitive mattress category, awareness skyrocketed for young startup brands that launched TV early in their life stage

Sampling of Brands: Monthly Website Unique Visitors Comparison

Based Over a Three-Year Time Period: May '15 – Apr '18

Brand	Monthly Average: Prior to TV Launch	Monthly Average: TV Launch – Apr '18	% Difference
BOLL & BRANCH	N/A	136K	↑
Casper	207K	608K	+194%
leesa	N/A	153K	↑
purple	109K	1,446K	+1,227%
saatva	213K	363K	+70%
TUFT & NEEDLE	N/A	163K	↑

Source: VAB analysis of comScore mediametrix multiplatform media trend data; total audience (Desktop P2+. Mobile 18+), May '15 – April '18 (calendar months). VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), May '15 – Apr '18 (calendar months). N/A = not enough traffic for comScore to measure. Averages are based on months with measured and reported unique visitor (000) data.

Advertisers across all life stages see a wave of new customers to their digital platforms after launching on TV, especially younger brands

140 Direct-to-Consumer Brands (across 25+ categories)

Average Website Unique Visitors Comparison

'When On' TV Monthly Average During TV Campaign vs. Three-Month Average Prior to TV Launch

	Three Years Old or Younger (40 brands)	Between Four – Seven Years Old (60 brands)	Eight Years or Older (40 brands)
Unique Visitors % increase:	+138%	+72%	+23%
Unique Visitors increase:	+811K	+1,383K	+803K

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months). VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months).

Brands with finite targets are using audience-based TV buying to reach their best customer prospects and drive them to their digital platforms

Sampling of Business-to-Business Brands: Monthly Website Unique Visitors (000) Comparison

Based Over a Four-Year Time Period: Apr '18 – Apr '22

Brand	B2B Category	Three-Month Average: Prior to TV Launch	Monthly Average: 'When On TV'	# Diff (000)	% Diff
Avira	Software	71	153	+82	+115%
Canva	Graphic Design	5,281	9,480	+4,199	+80%
CLEAR	Security	217	644	+427	+197%
Expensify	Expense Mgmt.	240	477	+237	+99%
Kabbage	Banking/Finance	118	241	+123	+105%
KAJABI	Software	142	306	+164	+116%
peopleready A TRUEBLUE COMPANY	Staffing	118	163	+45	+38%
smartsheet	Software	1,288	1,723	+434	+34%
Ten-X	Comm. Real Estate	144	419	+275	+191%
upwork	Freelancing	1,542	1,759	+216	+14%
webflow	Software	387	698	+312	+81%
workhuman	Human Resources	15	156	+141	+929%

Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. April 2018 – April 2022 (calendar months), figures are based on monthly averages for the 25 brands analyzed. 'When On TV' represents the monthly average for brands in months where they spend on national TV as measured through Nielsen AdIntel across the April 2018 – April 2022 (calendar months) time period across the 25 brands analyzed.

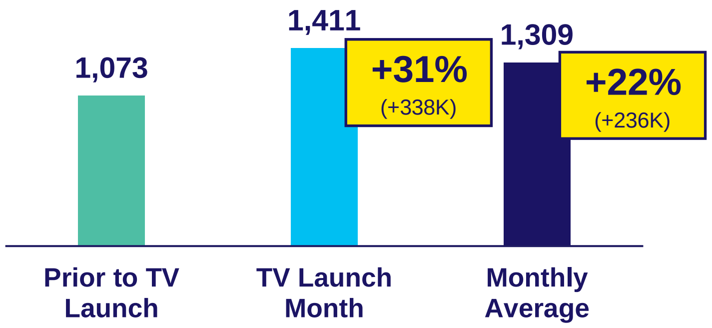
Brands across all investment levels see substantial and sustained lifts in website traffic after they launch a TV campaign

36 ‘Emerging’ Direct-to-Consumer (DTC) Brands*

Average Monthly Website Unique Visitors (000)

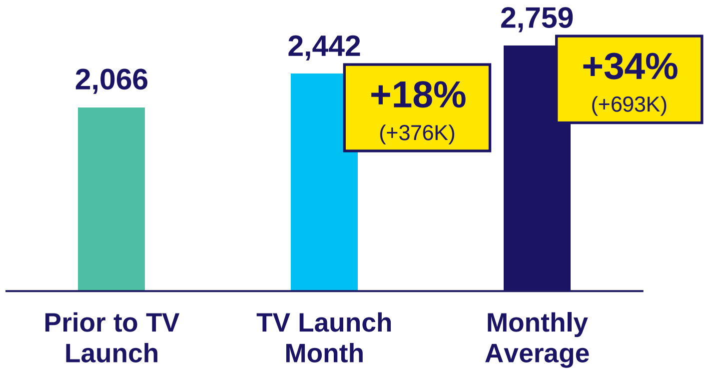
Based Over a Four-Year Time Period: Jan ‘16 – Jan ‘20

$500K - $2MM TV Spend: 12 Brands Analysis



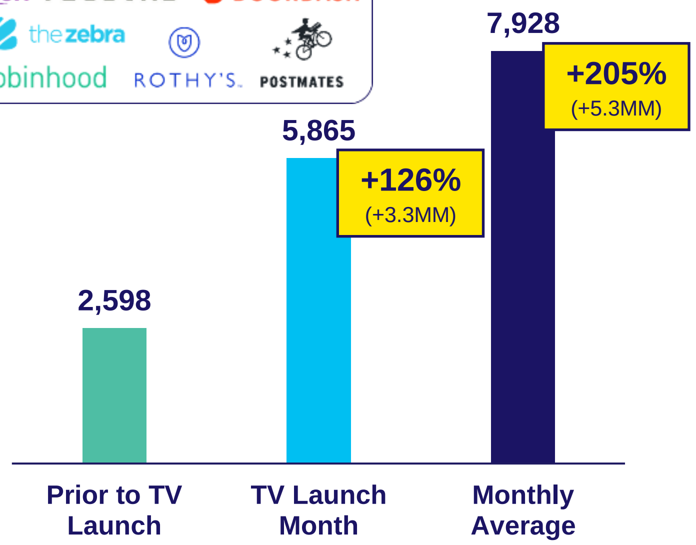
(% & MM) vs. monthly average prior to TV launch

$2MM - $10MM TV Spend: 16 Brands Analysis



(% & MM) vs. monthly average prior to TV launch

$10MM+ TV Spend: 8 Brands Analysis



(% & MM) vs. monthly average prior to TV launch

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), Feb ‘18 – Jan ‘20 (calendar months). VAB analysis of Comscore mediametrix multiplatform media trend data, total audience (Desktop P2+, Mobile 18+), Jan ‘16 – Jan ‘20 (calendar months). ‘Prior to TV Launch’ reflects the average monthly unique visitors based on when each brand’s website began being measured by Comscore, or starting from January 2016 if measurement began before that month. *Reflects the 36 brands that are measured in Comscore and had reported monthly unique visitors in at least one month prior to their campaign launch.

Want to learn more? Click here to download ***‘Direct Effect’***

TV converts all types of audiences into brand customers

TV campaigns expose brands to new audiences which delivers an influx of fresh, high-valued customers with more spending power

Unique Website Visitors Composition Shift

30 Direct-to-Consumer Brand Average

1Q '21 vs. 1Q '17 (Monthly Avg)

Median Age

+6.7
years

49.9 vs **43.2**
1Q '21 vs 1Q '17* monthly average

30-Brand Cume TV spend between 2010-2016: $1.5B

P50+ Comp %

+14.1
percentage points

52% vs **38%**
1Q '21 vs 1Q '17* monthly average

30-Brand Cume TV spend between 2010-1Q 2021: $4.8B

Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. 1Q '17: January – March '17, 1Q '21: January – March '21 (calendar months), monthly average within each quarter, P50+ comp% is based on monthly unique visitors; figures are based on monthly averages for each 3-month time period across the 30 brands analyzed. *1Q '17 (Jan-Mar ' 17) is reflective of the first 3-month measurement period available and is inclusive of a few brands that were first measured after this time period, based on their first 3-month measurement period. Note: Comscore did not begin measuring 'median age' as a reported metric until February '17, therefore the first time period reflects Feb-Apr '17.

30 DTC Brands Analyzed

AWAY (Travel / Luggage)	Babbel (Language Learning)	Betabrand (Apparel & Accessories)
Casper (Mattresses & Bedding)	fabfitfun (Women's Lifestyle)	Fanatics (Apparel & Accessories)
hims (Men's Health)	HomeAdvisor (Home Services)	Keeps (Hair Loss)
MVMT (Watches)	Offerpad (Real Estate)	PROPER CLOTH (Men's Clothing)
ring (Home Security)	SUN BASKET (Meal Kit Delivery)	Thumbtack (Home Services)
The Bouqs Co. (Flower Delivery)	BOXED (eRetailer)	Vrbo (Vacation Rentals)
Glossier. (Beauty)	GOVX ID (eRetailer)	WARBY PARKER (Eyewear)
MARLEY SPOON (Meal Kit Delivery)	metromile (Auto Insurance)	wayfair (Home Goods)
purple (Mattresses & Bedding)	REDFIN (Real Estate)	Zillow (Real Estate)
Tommy John (Apparel & Accessories)	TOUCH OF MODERN (Men's Lifestyle)	zulily (eRetailer)

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This audience shift drove increased digital platform engagement with high-value customers who are more likely to become repeat visitors

Key Website Metrics: 30 Direct-to-Consumer Brand Average

1Q '21 vs. 1Q '17*: Monthly Avg Comparison

	Unique Visitors (000)	Total Visits (000)	Total Minutes (MM)
# Difference	+3,156	+22,184	+95
% Difference	+63%	+135%	+89%
Total U.S. Internet Avg % Difference	*+10%*	*+26%*	*+34%*

30 DTC Brands Analyzed

- AWAY (Travel / Luggage)
- Babbel (Language Learning)
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- Casper (Mattresses & Bedding)
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- WARBY PARKER (Eyewear)
- Glossier. (Beauty)
- wayfair (Home Goods)
- metromile (Auto Insurance)
- MARLEY SPOON (Meal Kit Delivery)
- Zillow (Real Estate)
- purple (Mattresses & Bedding)
- REDFIN (Real Estate)
- Tommy John (Apparel & Accessories)
- TOUCH OF MODERN (Men's Lifestyle)
- zulily (eRetailer)

Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. 1Q '17: January – March '17, 1Q '21: January – March '21 (calendar months), figures are based on monthly averages for each 3-month time period across the 30 brands analyzed. *1Q '17 (Jan-Mar '17) is reflective of the first 3-month measurement period available and is inclusive of a few brands that were first measured after this time period, based on their first 3-month measurement period. 30 brands total TV spend (between 1Q '17 – 1Q'21): $3.3B.

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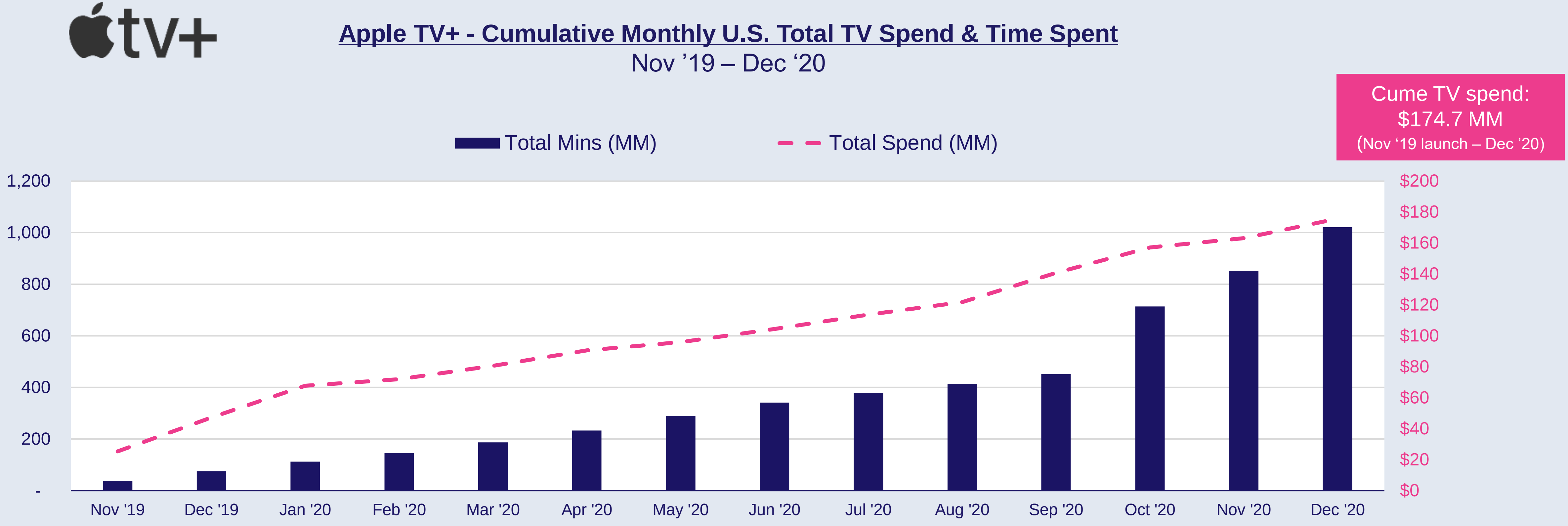
Separately, AppleTV+'s consistent TV presence drove adoption and engagement of their new streaming service as total time spent on the platform grew in line with their TV investment



How to read - example: Dec '20 represents total measured time spent & TV spend from Nov '19 – Dec '20 for Apple TV+

Source: VAB analysis of Nielsen AdIntel, Nov '19 – Dec '20 (calendar months). TV spend includes cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, spot TV, and syndicated TV. U.S. TV spend only. VAB analysis of Comscore mediametrix multiplatform media trend data, total audience (Desktop P2+, Mobile 18+), Nov '19 – Dec '20 (calendar months), data represents Apple TV (mobile app).

TV campaigns for younger-targeted, disruptor brands inspire engagement and online conversion

***Sampling* of Younger-Skewing Disruptor Brands**

Monthly Website Unique Visitors (000) Comparison

Based Over a Four-Year Time Period: Jan '16 – Jan '20

Brand	Monthly Average: Prior to TV Launch	Monthly Average: TV Launch – Jan '20	# Diff	% Diff
DOORDASH	5,467	22,020	+16,553	+303%
SeatGeek	2,920	3,923	+1,003	+34%
MANSCAPED	765	1,662	+897	+117%
TECOVAS	549	1,081	+532	+97%
classpass	286	474	+188	+66%

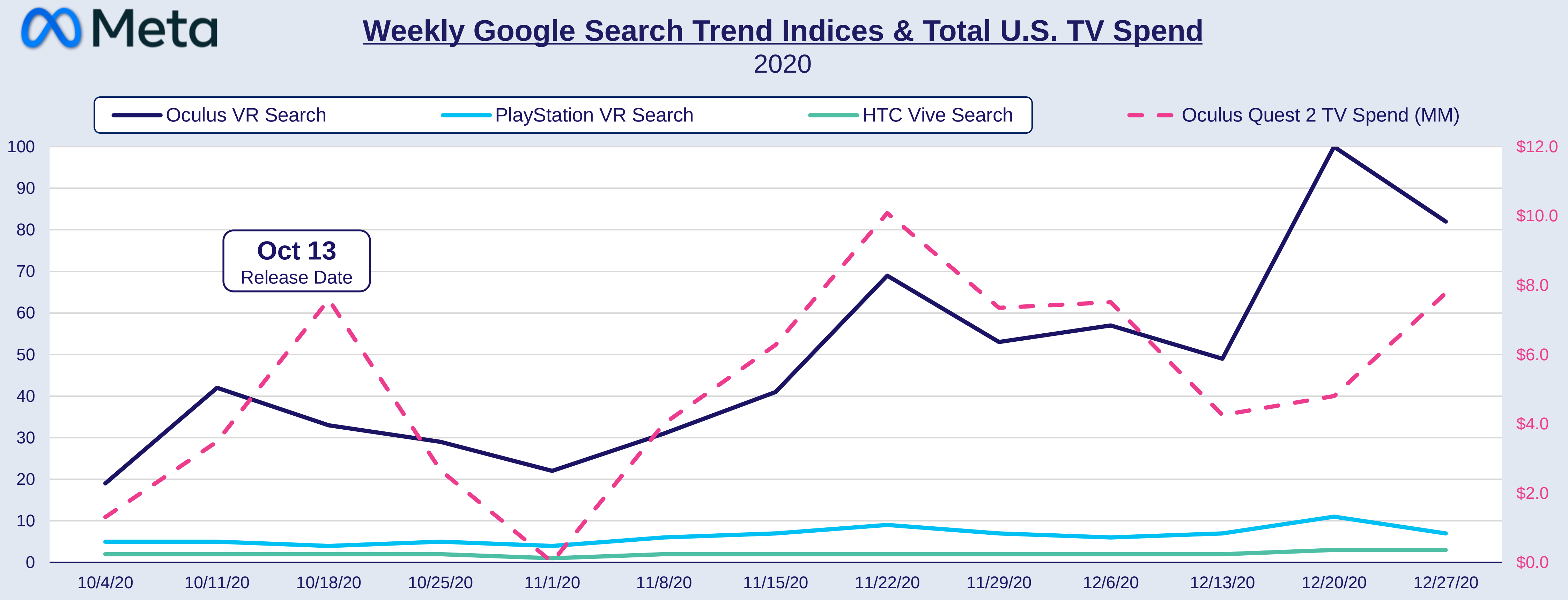
Based Over a Four-Year Time Period: Mar '16 – Feb '19

Brand	Monthly Average: Prior to TV Launch	Monthly Average: TV Launch – Feb '19	# Diff	% Diff
lyft	2,471	10,549	+8,078	+327%
POSHMARK	5,978	13,812	+7,833	+131%
purple	1,309	1,630	+321	+25%
Zelle	1,584	3,008	+1,424	+90%
ZOLA	254	1,324	+1,070	+422%

Source: **Direct Effect** - VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), Feb '18 – Jan '20 (calendar months). VAB analysis of Comscore mediametrix multiplatform media trend data, total audience (Desktop P2+, Mobile 18+), Jan '16 – Jan '20 (calendar months). 'Prior to TV Launch' reflects the average monthly unique visitors based on when each brand's website began being measured by Comscore, or starting from January 2016 if measurement began before that month. **Direct Outcomes** - Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), March '15 – February '19 (calendar months). VAB analysis of Comscore mediametrix multiplatform media trend data, total audience (Desktop P2+, Mobile 18+), March '15 – February '19 (calendar months). 'Prior to TV Launch' reflects the average monthly unique visitors based on when each brand's website began being measured by Comscore, or starting from March 2015 if measurement began before that month.

Meta's Oculus Quest 2 TV launch campaign drove search queries, dominating VR category SOV

- Meta's Oculus Quest 2 led category search queries with their share of voice (SOV) advantage in the VR category: $67 MM in 4Q '20 TV spend vs. no spending by its competitors



Source: VAB analysis of Nielsen AdIntel, 10/4/20-1/1/21, TV spend includes cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, spot TV, and syndicated TV. U.S. TV spend only; VAB analysis of Google Trends, United States only, All Categories, Web Search, 10/4/20-1/1/21, SOV = Share of voice. ***Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular.**

TV campaigns that feature strong diversity, inclusivity and empowering messaging increase sales among multicultural audiences

Toyota's RAV4 authentically connects with diverse audiences through TV campaigns that feature inclusivity and female empowerment messaging which has aided the brand in becoming the best-selling SUV in America.

Rav4 casts people of all ethnicities within their advertising campaigns and have created a host of Spanish-language ads. Additionally, the brand also created a Super Bowl ad with a female empowerment message about shattering perceptions.

Results: 2019 was Toyota RAV4's highest annual unit sales ever and marked their eighth straight year of successive unit growth. In fact, RAV4 sold 130K+ units more than they did five years ago in 2015. Their Hybrid model is doing particularly well, posting a 92% increase YoY.

'Bring The Heat' TV spot - $42.0 MM
12-Month Campaign:
2/4/19 – 2/2/20
4,865 Airings / 1,874.8 MM HH IMPs

click image above to watch spot

'Toni' TV spot - $21.6 MM
10-Month Campaign:
1/29/19 – 11/24/19
284 Airings / 330.5 MM HH IMPs

click image above to watch spot

13 Spanish-Language TV spots - $22.6 MM
Various Flights: 1/12/16 – 3/29/20
7,018 Airings / 933.8 MM HH IMPs

click image above to watch spot

Business Outcomes

Annual U.S. Unit Sales: +42% increase

in RAV4 vehicles sold annually in the U.S. over the last five years between 2015 and 2019 (315,142 vs. 448,071).

Source: VAB analysis of iSpot.tv TV occurrence data, time period: 1/1/16 – 6/30/20, estimated media spend. Impressions represent US TV HHs and include activity within measured national broadcast and cable TV linear, national time-shifted, local, VOD and OTT. Revenues are based on Toyota Motor North America's U.S. Sales Annual Summaries available through their online news pressroom portal.

Want to learn more? Click here to download ***'Do the Right Thing'***

Key Implications for Marketers

- TV can deliver quantifiable business outcomes for brands, no matter their life stage, company size or budget level
- Advertisers can leverage TV campaigns to engage all types of audiences which inspires new customers, including both young and multicultural audiences, to take a brand action (e.g., search, website visit, sales, etc.)

To learn more about how TV advertising can drive results for your business, download our full report below

‘25 Ways TV Grows Brands’ explores real-world examples of how TV drives full-funnel outcomes, distilled from a decade of VAB’s TV attribution reports across 1,000+ brands, 80+ categories and 30+ metrics analyzed.

Creators

Jason Wiese

SVP, Director of Strategic Insights
jasonw@thevab.com

Reed Kiely

Director, Data Insights & Trends
reedk@thevab.com

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The Halo Effect: TV as a Growth Engine
Why Brands are Accelerating their Path to TV

Do The Right Thing
How Diversity & Inclusion Drives Brand Outcomes

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Analyzing Outcomes From The "Tech Giants'" TV Investment

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VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

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