

 Marketer FAQs

**How can businesses use TV advertising to build customer relationships?**



# “ How can TV advertising drive more people to my website ”

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

Using a business-to-business (B2B) category analysis as our reference, we explore how successful businesses are developing ad creative that establishes their brand and strengthens customer relationships. **You'll learn:**

- ▶ Six key creative strategies that successful businesses are using in their TV advertising to create greater awareness among potential customers
- ▶ How TV ad campaigns that incorporate these strategies are converting customer awareness into increased website visits for these businesses



All customers, whether business decision makers or individual buyers, are responsive to businesses that build a relationship with them on a personal level

“When B2B customers connect their personal values and motivations, such as professional credibility, success, and influence, to a brand – rather than to just strong perceptions of business value like features, functionality and service – they are **twice as likely to make a purchase, pay a premium, and advocate for the brand.**”

Dipanjan Chatterjee, Principal Analyst at Forrester

*Forrester – ‘Drive B2B Brand Value With Emotion and Experience’*

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‘Real world’ example of how successful  
B2B brands are developing TV advertising  
creative that builds customer relationships

Download VAB’s *Let’s Get Down to Business* for our in-depth, full-funnel attribution analysis

# To understand how TV advertising connects with more customers, we examined 25 B2B advertisers that recently launched their first TV campaign

▶ The 14 categories include banking/finance, commercial real estate, consulting, expense management, security, software, staffing and more with the analysis time period spanning between April '18 – April '22

 <p><b>AAPC</b> (Healthcare)</p>	 <p><b>ABM</b> Building Value <b>ABM Industries</b> (Commercial Real Estate)</p>	 <p><b>AON</b> <b>AON Consulting</b> (Consulting)</p>	 <p><b>Avira</b> (Software)</p>	 <p><b>Blue Vine</b> (Banking/Finance)</p>	 <p><b>Canva</b> (Graphic Design)</p>	
 <p><b>CLEAR</b> Clear (Security)</p>	 <p><b>Expensify</b> Expensify (Expense Management)</p>	 <p><b>EY Parthenon</b> EY-Parthenon (Consulting)</p>	 <p><b>fiverr.</b> Fiverr (Freelancing)</p>	 <p><b>Kabbage</b> Kabbage (Banking/Finance)</p>	 <p><b>KAJABI</b> Kajabi (Software)</p>	
 <p><b>LEVITON</b> Leviton Manufacturing (Manufacturing)</p>	 <p><b>LoopNet</b> Loopnet (Commercial Real Estate)</p>	 <p><b>paloalto</b> Palo Alto Networks (Security)</p>	 <p><b>PATRIOT</b> Patriot Software (Software)</p>	 <p><b>PAYCHEX</b> Paychex (Payroll)</p>	 <p><b>peopleready</b> A TRUEBLUE COMPANY Peopleready (Staffing)</p>	
 <p><b>servicenow</b> ServiceNow (Software)</p>	 <p><b>smartsheet</b> Smartsheet (Software)</p>	 <p><b>Ten-X</b> Ten-X Realtors (Comm. Real Estate)</p>	 <p><b>twilio</b> Twilio (Communications)</p>	 <p><b>upwork</b> Upwork (Freelancing)</p>	 <p><b>webflow</b> Webflow (Software)</p>	 <p><b>workhuman*</b> Workhuman (Human Resources)</p>

These 25 brands are collectively employing **six key creative strategies** within their TV advertising to strengthen their relationship with customers

**Touting their expertise  
and trustworthiness**

**Highlighting the value  
of their product or service  
through strong visual  
branding**

**Humanizing their brand  
through emotional  
messages that includes  
personal stories**

**Becoming more  
approachable through  
lighthearted, humorous  
moments**

**Partnering with celebrities  
that have wide appeal**

**Reflecting authentic  
representation by  
incorporating greater  
diversity & inclusion**

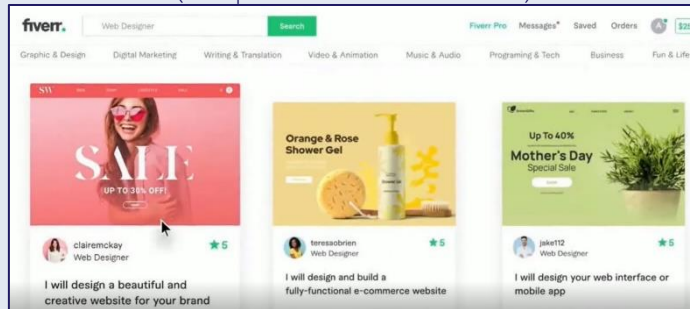


# Businesses are using visual branding to demonstrate their products and services – which often includes showing pages from their website or app

**fiverr.**

## 'Patina & Co.: Digital Presence' TV Spot

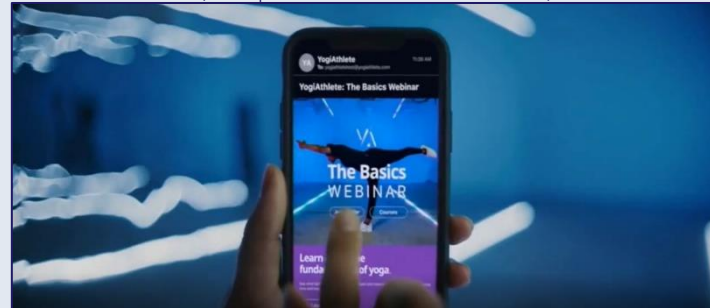
(TV spot first aired: 9/14/2020)



**KAJABI**

## 'What Will You Create: Yoga' TV Spot

(TV spot first aired: 6/24/2021)



**LEVITON®**

## 'Use Your Voice with Decora Smart' TV Spot

(TV spot first aired: 11/26/2018)



**PAYCHEX**

## 'HR Can Be Hard. Paychex HR Technology Makes It Simple' TV Spot

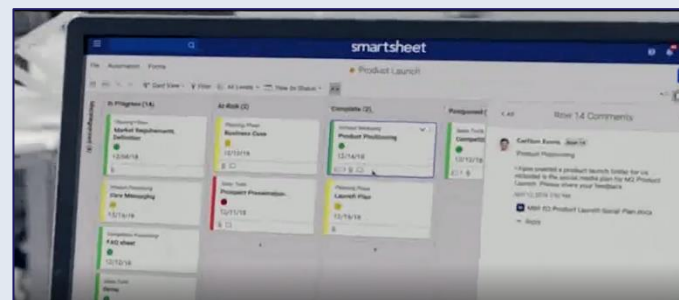
(TV spot first aired: 11/23/2021)



**smartsheet**

## 'Achieve More With Smartsheet' TV Spot

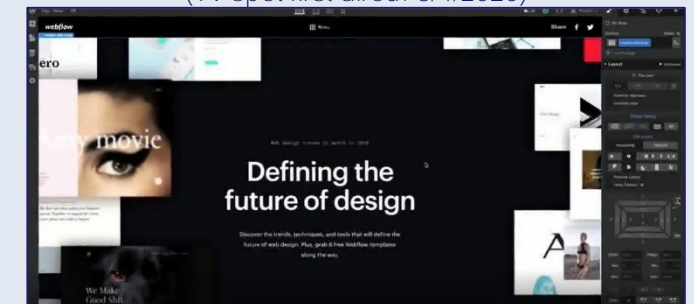
(TV spot first aired: 9/16/2019)



**webflow**

## 'Design Tool From the Future' TV Spot

(TV spot first aired: 8/4/2020)



Source: Creative from iSpot.tv, time period of airing 4/1/18 – 4/30/22, note: each creative execution had to launch before 4/30/22 so some may still be actively airing on TV. [Click above images to watch TV spots.](#)

# Businesses are **humanizing their brands through emotional messages** by using personal stories to build a stronger relationship with customers

## Business purchase decision makers are people too.

Through **personal stories** and **emotional messages**, brands are engaging their customers by showing they understand their goals as well as their daily challenges, like working from home and balancing their professional and personal lives.

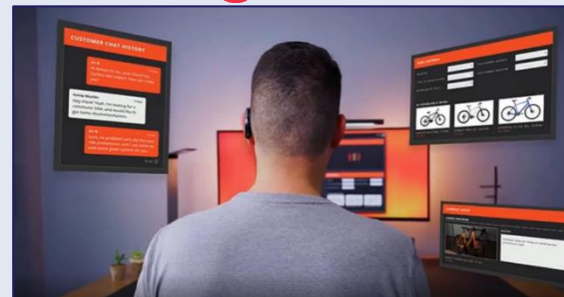
### B2B campaigns targeting professionals who work from home and / or have families



(TV spot first aired: 2/22/21)



(TV spot first aired: 4/13/20)



(TV spot first aired: 9/7/20)



(TV spot first aired: 4/29/22)

Source: Creative from iSpot.tv, time period of airing 4/1/18 – 4/30/22, note: each creative execution had to launch before 4/30/22 so some may still be actively airing on TV. [Click above images to watch TV spots.](#)

# Businesses are also strengthening their bond with customers by becoming **more approachable** through lighthearted, humorous and fun moments

▶ 42% of B2B brand marketing leaders state that **improving creative stand out and creative identity is an important brand building focus area** for the year ahead\*

**servicenow**

**'Experiences without Barriers'**



(TV spot first aired: 3/30/2020)

**'Digital Workflows Are Just the Ticket to Help Wonka's Fantastical Factory'**



(TV spot first aired: 4/26/2021)

**'Sound Effects'**



(TV spot first aired: 3/13/2020)

**'Even Santa Needs a Holiday From Complexity'**



(TV spot first aired: 1/18/2021)

**KAJABI**

**'All in One Platform: Free Trial'**



(TV spot first aired: 4/19/2019)

**'Get Out Of Your Own Way With Carl: FroYo Machine'**



(TV spot first aired: 10/5/2020)

**'Digital Product Creation'**



(TV spot first aired: 9/22/2020)

**'Get Out Of Your Own Way With Kim: The Dougie'**



(TV spot first aired: 9/29/2020)

Source: Creative from iSpot.tv, time period of airing 4/1/18 – 4/30/22, note: each creative execution had to launch before 4/30/22 so some may still be actively airing on TV. [Click above images to watch TV spots.](#) \*Transmission, 'The State of B2B Brand Building 2022', Base: 500 B2B senior marketing leaders.

# Successful businesses are standing out by **partnering with celebrities** that have wide appeal – such as athletes, actors, musicians, comedians



**'Ride to Work' TV Spot**

(TV spot first aired: 5/22/2021)



Takuma Sato  
Two-Time Indy 500 Champion



**'Elevator' TV Spot**

Featuring Keegan-Michael Key

(TV spot first aired: 4/19/2021)



**'PGA Tour: Risk Reward Challenge' TV Spot**

(TV spot first aired: 1/26/2019)



**Super Bowl 2019 'Expensify This' TV Spot**

Featuring 2 Chainz and Adam Scott

(TV spot first aired: 2/3/2019)



**2019 Cannes Lions**  
2 Gold Lion Awards  
2 Silver Lion Awards  
3 Bronze Lion Awards



**'We Got Next' TV Spot**

Featuring Lena Waithe, Gustavo Dudamel, Robin Frijns

(TV spot first aired: 8/30/2021)



**2022 SC Awards**  
Winner for Security Marketing Campaign of the Year



Source: Creative from iSpot.tv, time period of airing 4/1/18 – 4/30/22, note: each creative execution had to launch before 4/30/22 so some may still be actively airing on TV. [Click above images to watch TV spots.](#) The SC Awards are the cybersecurity industry's most prestigious and competitive honor from SC Magazine.

# Understanding the importance of **authentic representation**, TV advertising creative is increasingly reflective of inclusive stories and casting

▶ Going beyond diverse casting, B2B campaigns are seen appealing to audiences from all ages, genders and family structures



(TV spot first aired: 9/26/2019)



(TV spot first aired: 9/21/2020)



(TV spot first aired: 10/6/2020)



(TV spot first aired: 2/3/2019)



(TV spot first aired: 8/20/2021)



(TV spot first aired: 9/20/2021)

Source: Creative from iSpot.tv, time period of airing 4/1/18 – 4/30/22, note: each creative execution had to launch before 4/30/22 so some may still be actively airing on TV. [Click above images to watch TV spots.](#)

How are these TV ad creative strategies driving results for businesses?



# Ads that feature **lighthearted moments and visual branding** tend to drive the highest advertising attention and awareness among customers

## Lighthearted, funny and relatable moments

**servicenow**

**'Experience Without Barriers'**

(TV Spot first aired: 3/30/20)



**KAJABI**

**'Get Out Of Your Own Way With Kim: What People Want'**

(TV Spot first aired: 9/29/20)



**Expensify**

**Super Bowl 2019 TV Spot, 'Expensify This'**  
**Featuring 2 Chainz, Adam Scott**

(TV Spot first aired: 2/3/19)



**smartsheet**

**'Make it Easier'**

(TV Spot first aired: 10/26/19)



## Visual branding with a focus on products services

**KAJABI**

**'Every Business Needs a Website'**

(TV Spot first aired: 9/20/20)



**smartsheet**

**'96 of 100'**

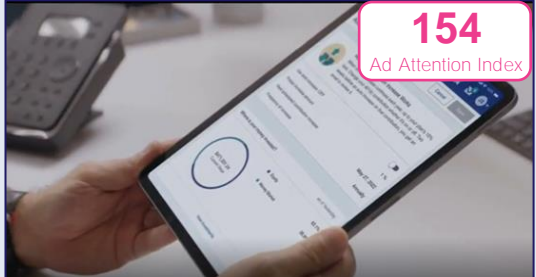
(TV Spot first aired: 10/9/18)



**PAYCHEX**

**'Making 401(k) Simple'**

(TV Spot first aired: 7/30/21)



**LEVITON**

**'Protect Your Home' Featuring Danny Lipford**

(TV Spot first aired: 10/11/20)



**How to read:** 'Experience Without Barriers' (159 index) had 59% less interruptions than other ads in the context of the media placement with a 100 score being average.

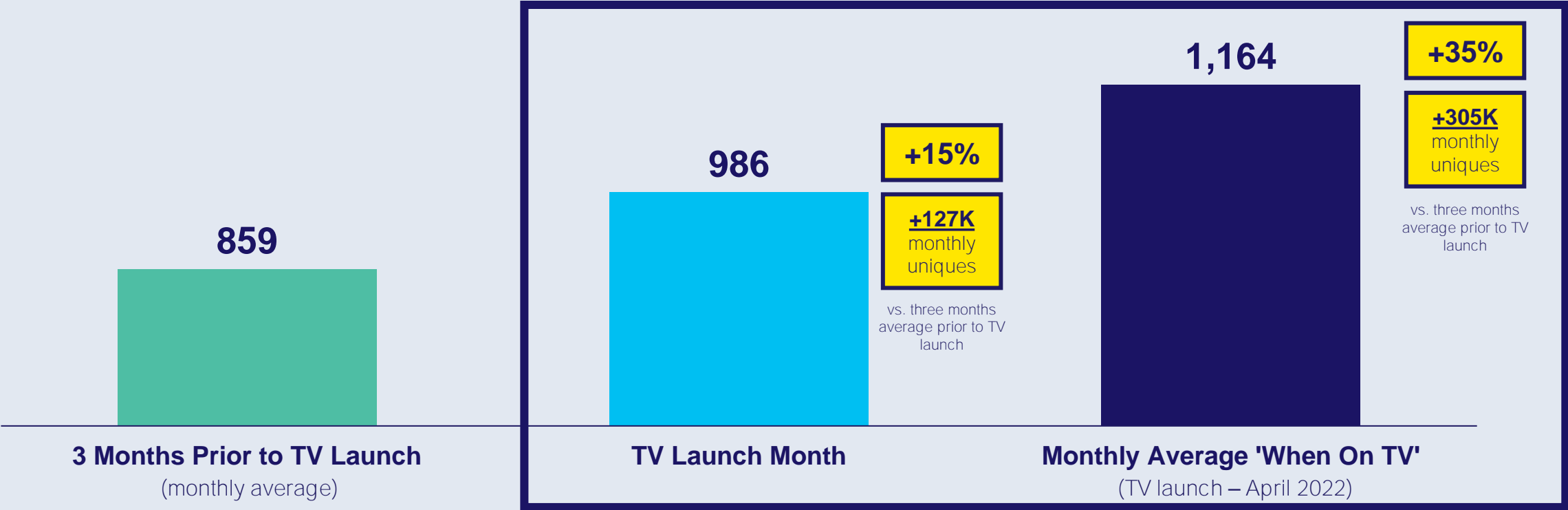
Source: Creative from iSpot.tv, time period of airing 4/1/18 – 4/30/22, note: each creative execution had to launch before 4/30/22 so some may still be actively airing on TV. Ad Attention Index within iSpot.tv's Attention Analytics. Index scale is 0-200 with a 100 index seeing ad performance as expected. [Click above images to watch TV spots.](#) Note: Ad interruptions = when viewers are changing channels, fast forwarding, turning off the TV or otherwise interrupting an ad.

# Advertising that resonates and increases awareness **consistently drives more customers to a brand's website** throughout their TV campaign

▶ 88% of B2B buyers / sellers transact via online channels\* which makes the ability to drive website traffic critical to B2B marketing efforts

## 25 B2B Brands Analysis: Average Monthly Website Unique Visitors

Monthly Website Unique Visitors (000) Comparison  
Based Over a Four-Year Time Period: Apr '18 – Apr '22



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. During this four-year analysis, the average B2B advertiser was on TV for 12 months. \*GoodFirms, 'B2B Services: Intelligence, Competition, and Future', September 2022, Survey of 410 B2B buyers and sellers, comprised of employees across ecommerce, SaaS, IT, logistics, fashion, healthcare, finance, and more.

# Implications for Marketers

- ▶ All customers, whether business decision makers or individual buyers, are responsive to businesses that build a relationship with them on a personal level which can be fostered through advertising creative that establishes their product or service and humanizes their brand
- ▶ Through a sustaining TV campaign presence, advertising that resonates and builds awareness can consistently drive many **more customers to a brand's website or app**

# To learn more about how TV advertising creative strategies can drive results for businesses **download the full-length reports below**

**‘Let It Grow’** uncovers the unique challenges that brands with niche targets must overcome and how they are using brand-building strategies to drive business outcomes



**Let It Grow**  
Understanding the Importance of Brand-Building for Niche Marketers

**‘Let’s Get Down to Business’** explores real-world examples from 25 innovative B2B advertisers to quantify the impact of brand-building strategies from awareness down to sales



**Let's Get Down to Business**  
How Brand-Building Drives Outcomes for Innovative B2B Advertisers

includes in-depth, full-funnel attribution analysis

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