

Impact in Action

Practical guidance from real-world marketing examples

Breaking Through

How New Advertisers Are Using TV To Ignite Interest & Turn Consumers Into Customers





First-time TV advertisers are achieving immediate ‘mid-funnel’ results once they launch their campaign

In our popular bi-annual [‘Welcome To TV’](#) report series, we spotlight the group of new advertisers who recently launched their first-ever national TV campaign.


These brands, which include many small and medium-sized businesses, have all incorporated TV advertising into their marketing strategies to accelerate their growth by engaging new consumers and igniting customer action.

As a follow-up to our ‘Welcome to TV’ series, we set out to quantify the impact that TV campaigns have on the business outcomes of new advertisers over the last three years.

What did we learn from our analysis of 230 first-time TV advertisers?

TV campaigns sparked immediate and sustained increases in brands’ website traffic and online brand searches which shows **long-form, professionally produced video content’s ability to drive ‘mid-funnel’ results for advertisers of all sizes and investment levels.**

Each year brings an influx of new advertisers to TV who are looking to **accelerate growth by engaging new consumers and igniting customer action**



In the past three years, new advertisers have invested over a billion dollars in national TV each year with 2023 marking the highest investment level

New National TV Advertisers
2021 – 2023



Year	# of New Advertisers	# of Categories	New TV \$\$\$
2021	315	74	\$1.32B
2022	303	71	\$1.33B
2023	313	56	\$1.36B

Over \$4B
has been invested by
931 first-time
national TV
advertisers
since 2021

Source: VAB analysis of Nielsen Ad Intel data as of 2/7/24, 1/1/23-12/31/23. Prior years based on VAB analysis of Nielsen Ad Intel Data from the following periods: 1/1/2021-12/31/2021, 1/1/2022-12/31/2022. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$100K.

New advertisers are capitalizing on the key benefits of TV to build credibility, drive engagement and optimize their business outcomes

7 key reasons brands launch TV campaigns



Storytelling

Sight, sound and motion a TV ad can convey brand identity and further humanizes the brand and what it stands for



Availability & Accessibility

Greater product availability creates greater TV accessibility both on the national and local level



Legitimizer

Creates, builds and enhances brand reputation while legitimizing their product or service offerings



Targetability

Scalable data-driven targeting solutions like addressable TV and data-enabled TV create efficiency and limit wastage



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

The key benefits enable new TV advertisers to achieve audience scale, engage new customers and build excitement for their brand



“We as a brand were very excited to **share with more consumers via our TV campaigns** what supplements can do for their pets and pet ownership.”

Yveth Tyszka
VP of Marketing, *Zesty Paws*
(Brand Innovators, 1/12/21)



“**Launching a commercial is the natural next step to drive more awareness and excitement** around the brand and products.”

Sarah Galletti
Founder & Chief Creative Officer, *Tattooed Chef*
(Tattooed Chef Press Release, 4/5/21)



“Now that the brand is more established, our goal is to **reach a broader audience** to showcase the benefits of Arlo’s smarter security solutions.”

Lily Knowles
Senior Vice President of Sales and Marketing, *Arlo*
(MediaPost, 8/1/22)



“We wanted the **campaign to position Sunbrella as a lifestyle brand that people proactively seek out** to ensure they enjoy their living spaces, worry-free.”

Eric Kallman
Chief Creative Officer / Partner, *Erich and Kallman*
(campaign ad agency; Little Black Book, 4/28/22)

BESPOKE POST

“It’s about **scale and the halo effect television offers**.... As we try to **expose our brand to a larger audience** and get that reach, you can really see the sound and sight of TV being able to do that.”

Alvaro De La Rocha
CMO, *Bespoke Post*
(Digiday, 9/30/21)

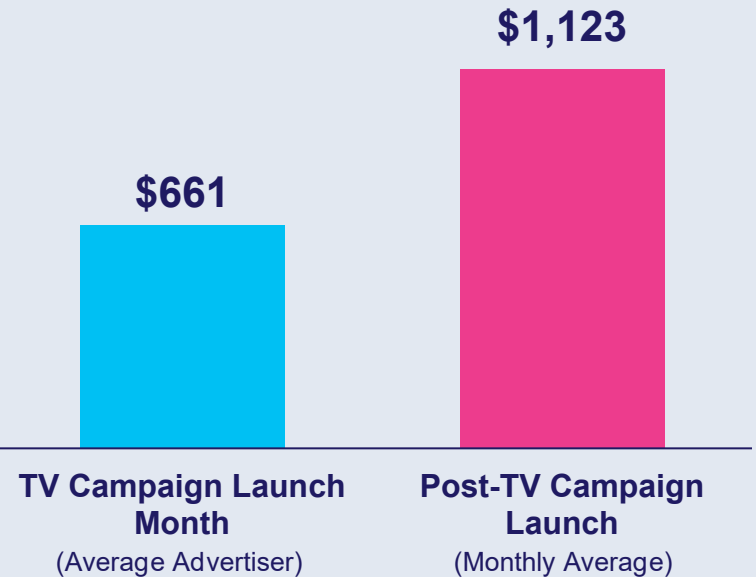
As seen across the 931 advertisers, the initial success of a TV campaign prompts an increase in investment as they battle for greater market share

New TV Advertisers Average National TV Spend

TV Launch Month vs. Post-TV Launch
(\$\$\$)

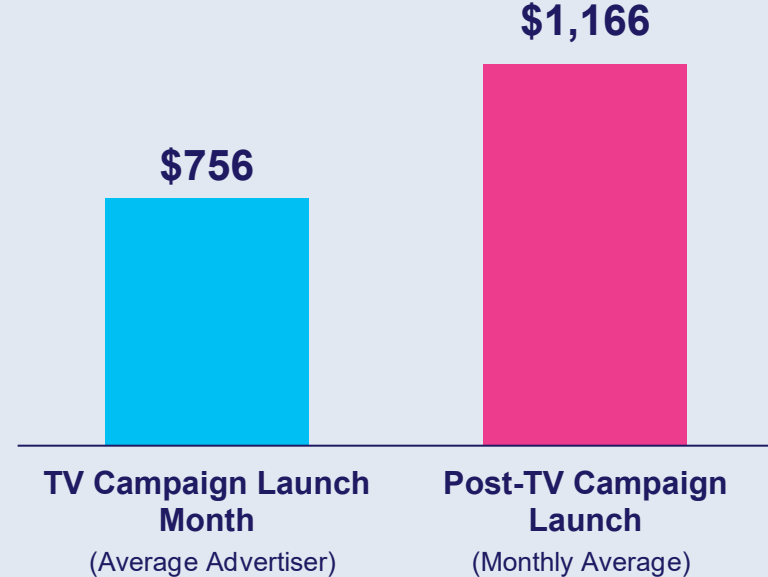
2021
(315 advertisers)

+70%



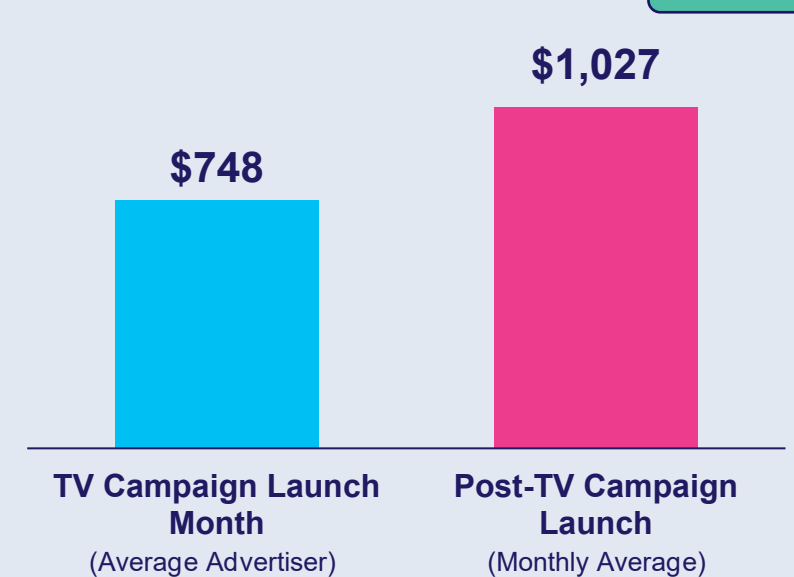
2022
(303 advertisers)

+54%



2023
(313 advertisers)

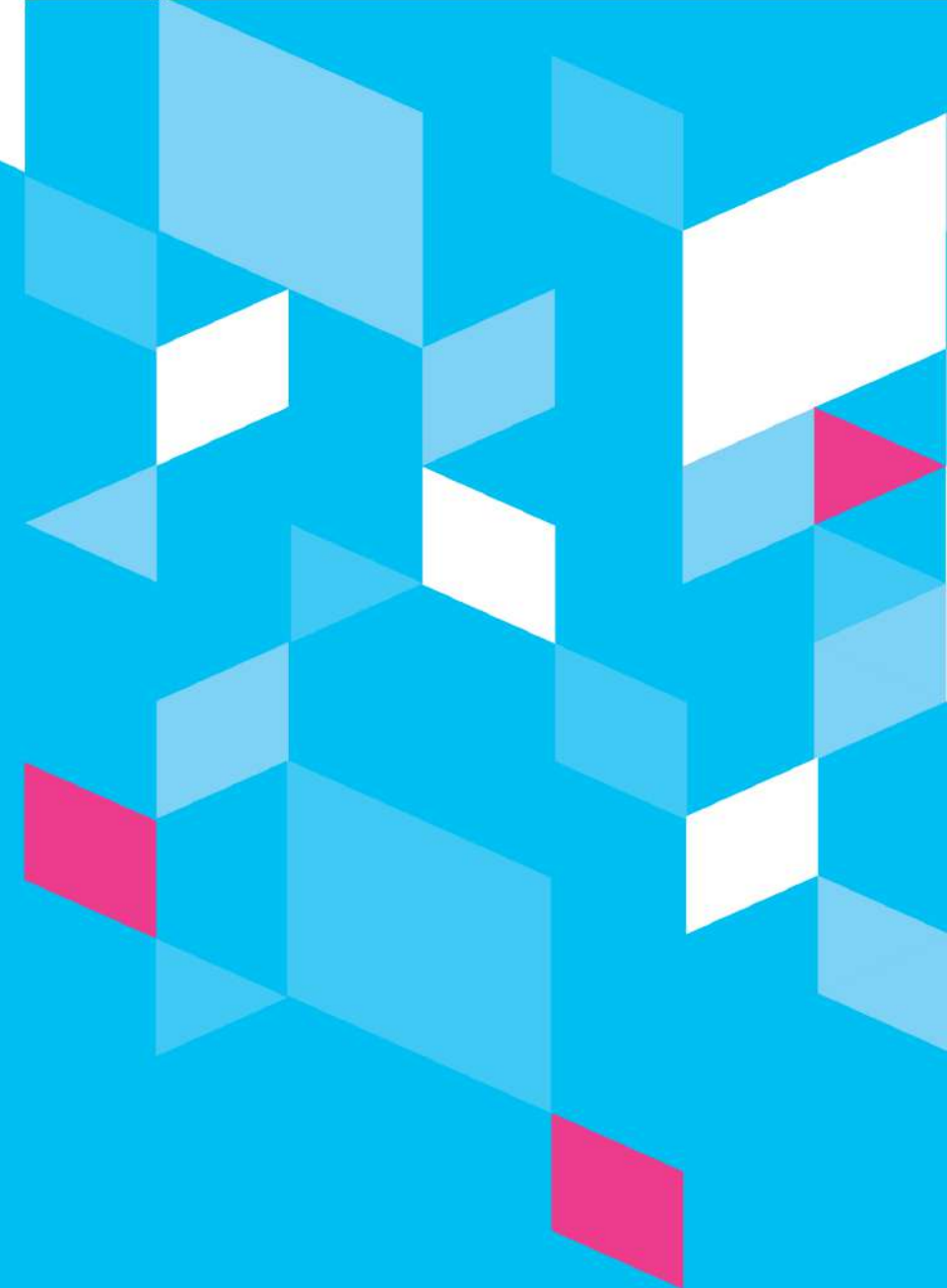
+37%



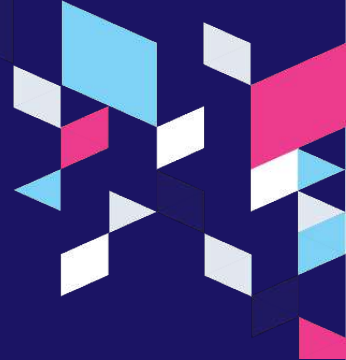
To gauge how advertisers perceived the impact of their TV campaigns, we compared the average investment across brands during the first month of their campaigns with the average investment for the months that followed.

Source: VAB analysis of Nielsen Ad Intel data as of 2/7/24, 1/1/21-12/31/23. TV spend includes nat'l cable TV, nat'l broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$100K.

TV campaigns have a **strong ability to drive 'mid-funnel' outcomes**, to quantify these customer actions we conducted analyses on the impact of TV across new advertisers



Brands are leveraging TV to pique the interest of consumers and convert them into new customers



Quince

“Our goal has always been making quality essentials accessible to more people, and **TV advertising can help us bring that purpose to larger audiences while supporting business growth.**”

Tori Moreland
Head of Branding, *Quince*
(Business Wire, 4/10/23)

APPLESEED'S

“This is our opportunity to share this amazing American brand **with millions...and we're excited for new customers to discover us.**”

Bobby Ferrario
General Manager & CMO, *Orchard Brands*
(parent company)
(Business Wire, 9/13/22)

The goal of our analyses is to quantify the impact of TV campaigns on the mid-funnel outcomes that turn consumers into customers

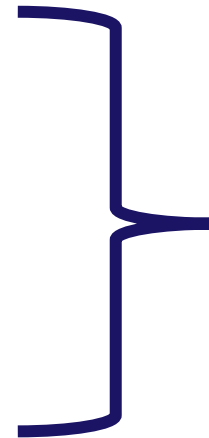
Purchase Funnel Stage

Awareness

Consideration

Intent

Sales



Website
Visitors



Search
Queries

First, we developed an analysis based on first-time national TV advertisers over the last three years who have measured website traffic in Comscore



931
**Total first-time
nat'l TV advertisers
2021 - 2023**



201
**Brands with measured website
traffic available in Comscore**

Source: VAB analysis of Nielsen Ad Intel, January 2021 – December 2023 (calendar months) & VAB analysis of Comscore mediamatrix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months).

The 201 brands examined within this first analysis include brands of all sizes, especially many small and medium-sized businesses



Source: VAB analysis of Nielsen Ad Intel, January 2021 – December 2023 (calendar months) & VAB analysis of Comscore mediamatrix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months).

These 201 brands are spread across a variety of 68 categories, ranging from apparel & accessories to translation services

Category	# of Brands
Financial Services	21
Apparel & Accessories	17
Professional Services	17
Mobile Apps	16
Health & Wellness	6
Home	6
Online Banking	6
Food Delivery	5
Insurance	5
Media	5
Gaming	4
Jewelry	4
Travel	4
Alcoholic Beverages	3
Automotive	3
Cybersecurity	3
Eyewear	3
Home Furnishing	3
Marketplace	3
Online Education	3
Streaming Services	3
Vitamins & Supplements	3
Beverages	2

Category	# of Brands
Cleaning & Sanitation	2
Crypto	2
Financial Services	2
Gambling	2
Gaming	2
Healthcare	2
Medical Devices	2
Real Estate	2
Skincare & Beauty	2
Tech	2
Wellness & Beauty	2
Alcohol Delivery	1
Car Rental	1
Cleaning & Sanitizing	1
Communications	1
Drinkware	1
Education	1
Educational Services	1
Educational Travel	1
Energy Solutions	1
Food	1
Gifts	1
Graphic Design	1

Category	# of Brands
Grocery Stores	1
Holiday Lights	1
Home Improvement	1
Hospitals	1
Jewelry	1
Mobile Tickets	1
Online Betting	1
Online Dating	1
Online Delivery	1
Online Food Delivery Service	1
Organizations	1
Outdoor Recreation	1
Personal Care	1
Pet	1
Pet Care	1
Social Network	1
Sports Media	1
Storage	1
Telecommunications	1
Tools & Equipment	1
Toys	1
Translation Services	1

Source: VAB analysis of Nielsen Ad Intel, January 2021 – December 2023 (calendar months) & VAB analysis of Comscore mediatrix multiplatform media trend data, P18+ . April 2020 – April 2024 (calendar months).

This analysis will highlight the impact of TV by quantifying the difference in website traffic before and after brands launched their first campaign

We utilized Comscore website traffic data between April 2020 through April 2024 to understand the changes in monthly visits to each brands' digital platforms during their pre-TV launch period, TV launch month and post-TV campaign launch for TV campaigns that began between 2021 - 2023

To best understand the impact that TV campaigns have on consumer action, we segmented the **201 measured first-time TV advertisers** into **two groups**:

Pre-TV Launch:
Measured Website Traffic

Advertisers **with** measured website traffic before TV launch

173 Brands

Pre-TV Launch:
Unmeasured Website Traffic

Advertisers **without** measured website traffic before TV launch

28 Brands

Source: VAB analysis of Nielsen Ad Intel, January 2021 – December 2023 (calendar months) & VAB analysis of Comscore mediametrix multiplatform media trend data, P18+, April 2020 – April 2024 (calendar months).

Pre-TV Launch
Measured Website Traffic

Advertisers **with** measured website traffic before TV launch

173 Brands

Pre-TV Launch
Unmeasured Website Traffic

Advertisers without measured website traffic before TV launch

28 Brands

The 'Pre-TV Launch: Measured Website Traffic' segment includes 173 brands across 63 categories, many of which are SMBs

▶ 83 of these advertisers are 'direct-to-consumer' brands



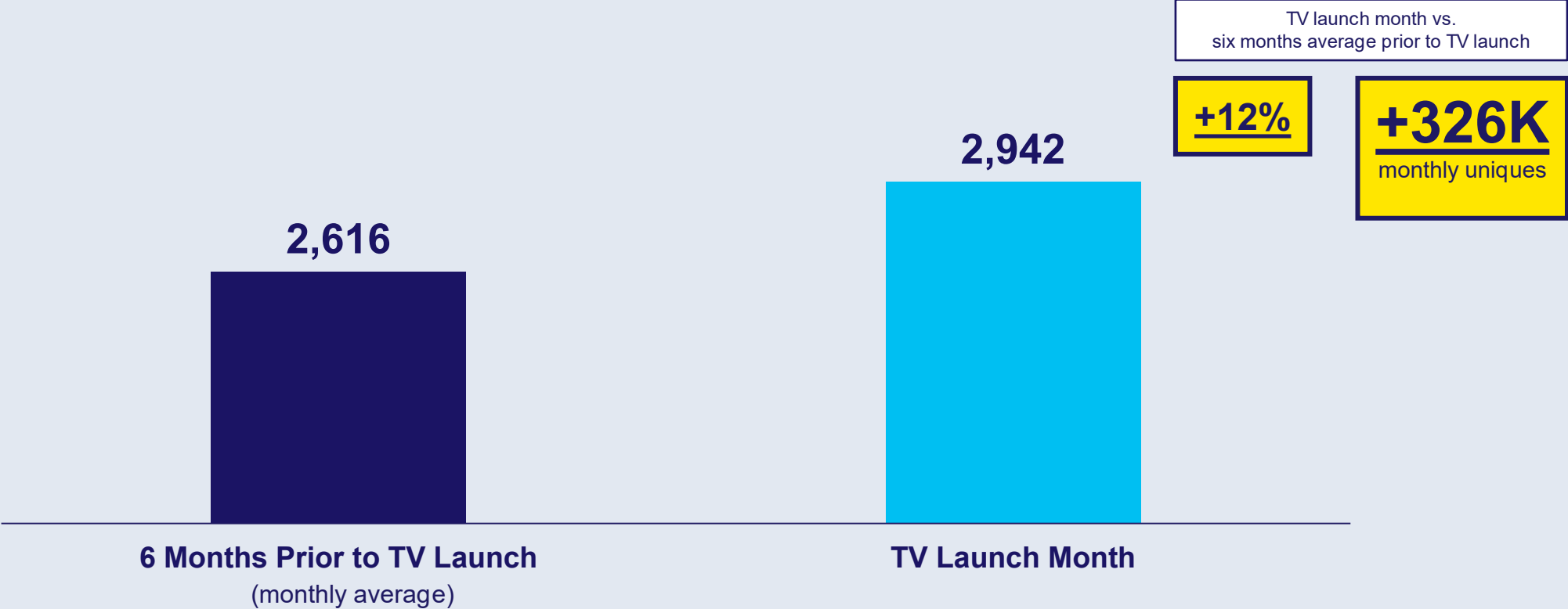
Source: VAB analysis of Nielsen Ad Intel, Jan '21 – Dec '23 (calendar months) & VAB analysis of Comscore mediamatrix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months). SMBs = small * medium-sized businesses.

Upon TV launch, which exposed brands to a host of new audiences, the average advertiser saw an immediate influx of over 300K website visitors

'Pre-TV Launch: Measured Website Traffic' Brands Analysis: Average Monthly Website Unique Visitors

Monthly Website Unique Visitors (000) Comparison

based over a four-year time period: Apr '20 – Apr '24

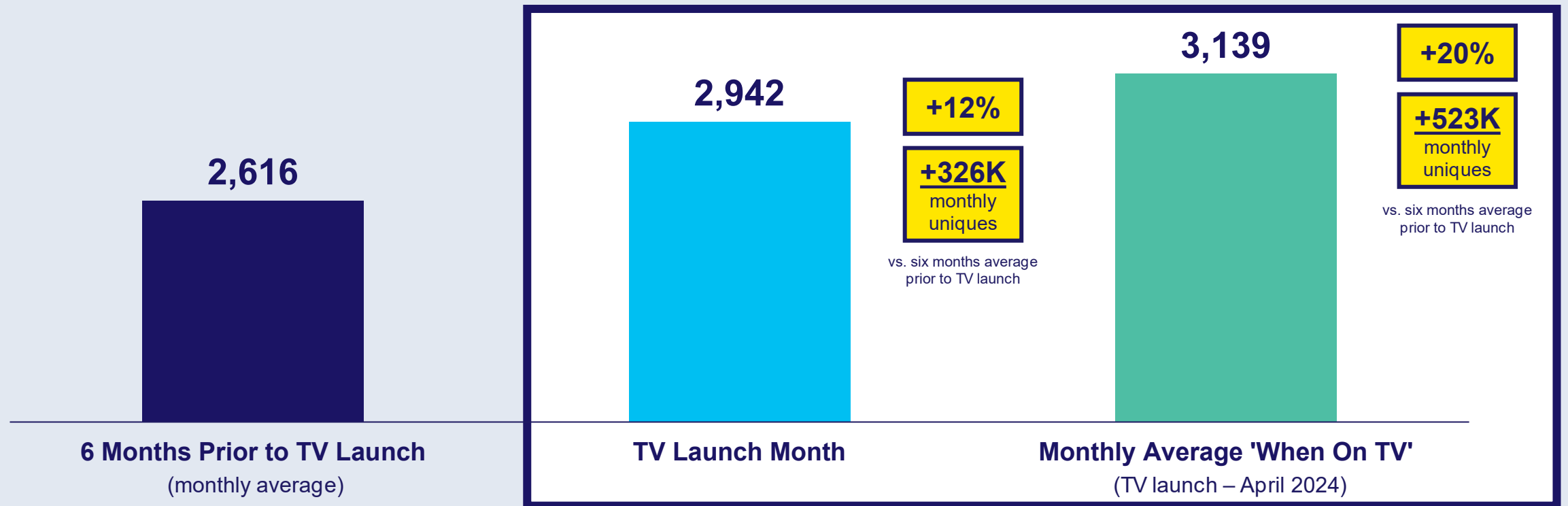


Source: VAB analysis of Comscore mediameatix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months), figures are based on monthly averages for the 173 brands analyzed. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV or syndication TV. January 2021 – December 2023 (calendar months).

After launch, monthly website traffic lifts increased as brands built a sustained presence on TV to garner greater top-of-mind awareness

'Pre-TV Launch: Measured Website Traffic' Brands Analysis: Average Monthly Website Unique Visitors











Monthly Website Unique Visitors (000) Comparison
based over a four-year time period: Apr '20 – Apr '24



Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months), figures are based on monthly averages for the 173 brands analyzed. VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV. 'When On TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between January 2021 – April 2024 (calendar months), across the 173 brands analyzed. During this four-year analysis, the average advertiser was on TV for 13 months.

Sampling of 'Pre-TV Launch: Measured Website Traffic' Brands:
Monthly Website Unique Visitors (000) Comparison
based over a four-year time period: Apr '20 – Apr '24

Many first-time advertisers saw exponential growth in their unique website traffic when they were on TV as they welcomed millions of potential new customers to their digital storefronts each month

Brand	Monthly Average: 6 Months Prior to TV Launch	Monthly Average: 'When On' TV TV Launch – Apr '24	# Diff	% Diff
	27,693	76,751	+49,058	+177%
 Cash App	43,619	63,914	+20,295	+47%
	18,104	25,430	+7,325	+40%
	7,125	11,263	+4,138	+58%
	326	4,309	+3,983	+1,223%
	1,471	4,762	+3,291	+224%
	5,383	8,339	+2,956	+55%
	2,107	4,770	+2,663	+126%
	3,544	5,005	+1,461	+41%
	2,283	3,728	+1,444	+63%

Source: VAB analysis of Comscore mediametrix multiplatform media trend data, total audience (Desktop P2+, Mobile 18+), April 2020 – April 2024 (calendar months). VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV. 'When On TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between January 2021 – April 2024 (calendar months), across the 173 brands analyzed.

Within the group of 173 brands are 83 data-driven, outcomes-obsessed Direct-to-consumer advertisers who use TV as a performance channel

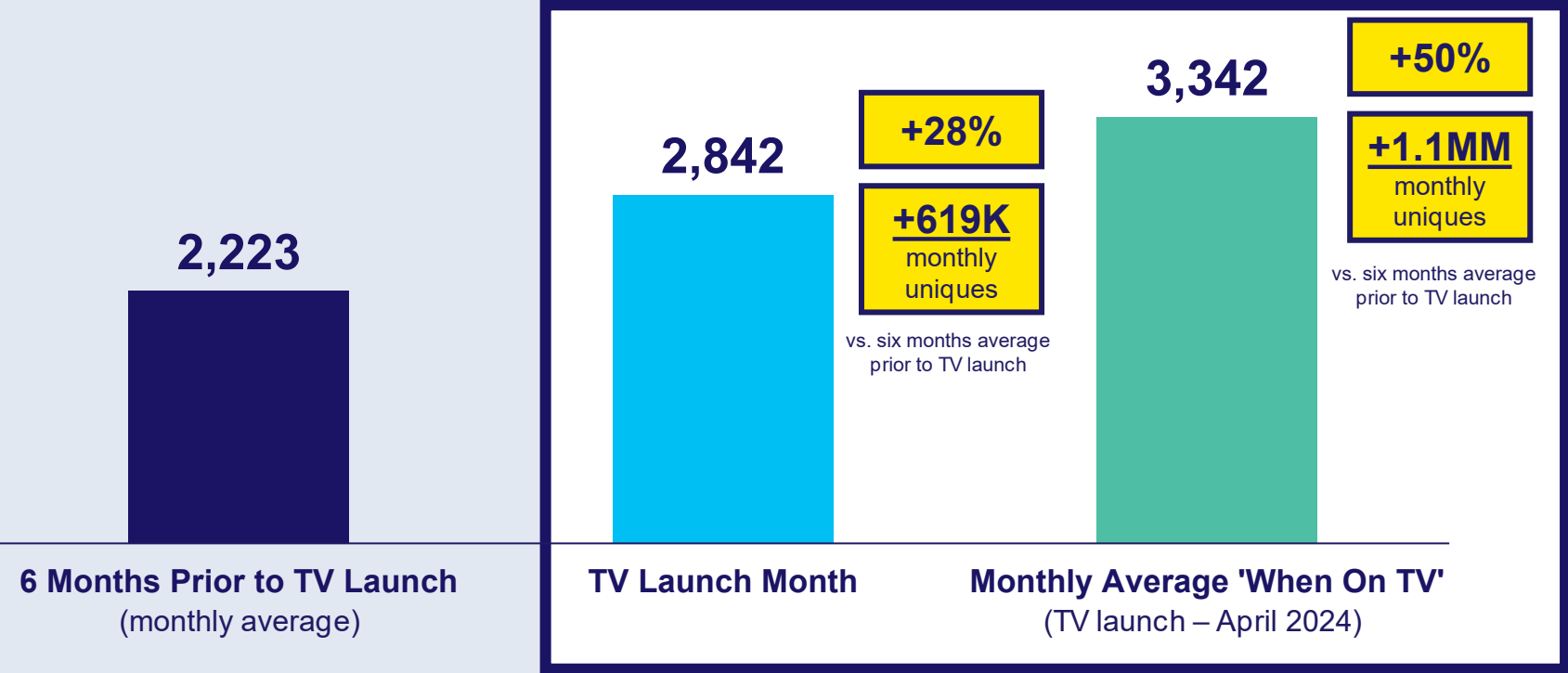


Source: VAB analysis of Nielsen Ad Intel, January 2021 – December 2023 (calendar months) & VAB analysis of Comscore mediamatrix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months).

Performance-driven DTC brands achieved even greater website traffic lifts across their TV campaigns than the average brand within the overall group

83 'Direct-to-Consumer' Brands Analysis: Average Monthly Website Unique Visitors

Monthly Website Unique Visitors (000) Comparison
based over a four-year time period: Apr '20 – Apr '24



Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months), figures are based on monthly averages for the 83 brands analyzed. VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV. 'When On TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between January 2021 – April 2024 (calendar months), across the 83 brands analyzed. Note: Direct-to-Consumer is defined by the company's ability to sell their product directly to end customers without third-party retailers, wholesalers or other middlemen.



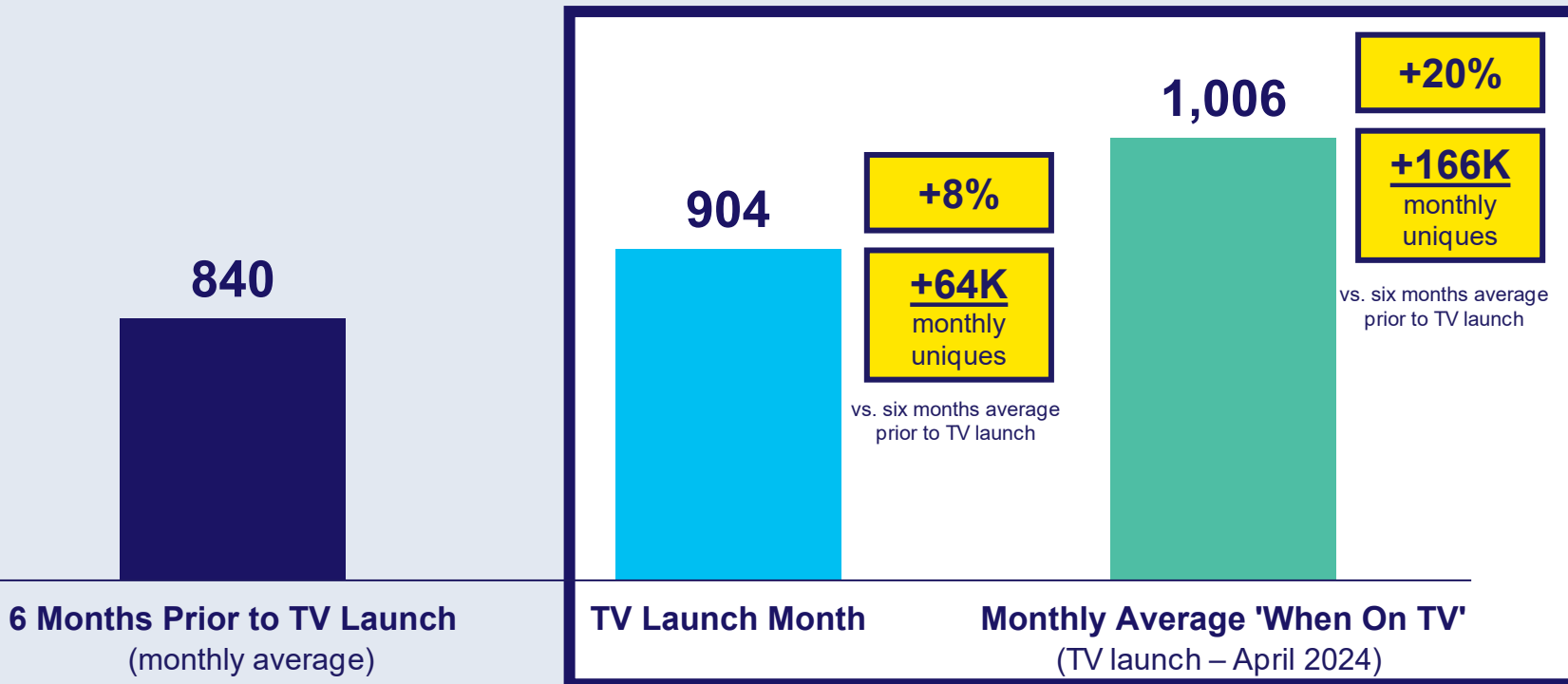
‘Mid-funnel’ impact from TV campaigns
was achieved by first-time advertisers at
all investment levels



Below \$500K TV Ad Investment: Brands on average saw a 20% increase in their website traffic when they were on TV compared to pre-TV launch

Under \$500K Spend – 35 Brand Analysis: Average Monthly Website Unique Visitors

Monthly Website Unique Visitors (000) Comparison
based over a four-year time period: Apr '20 – Apr '24

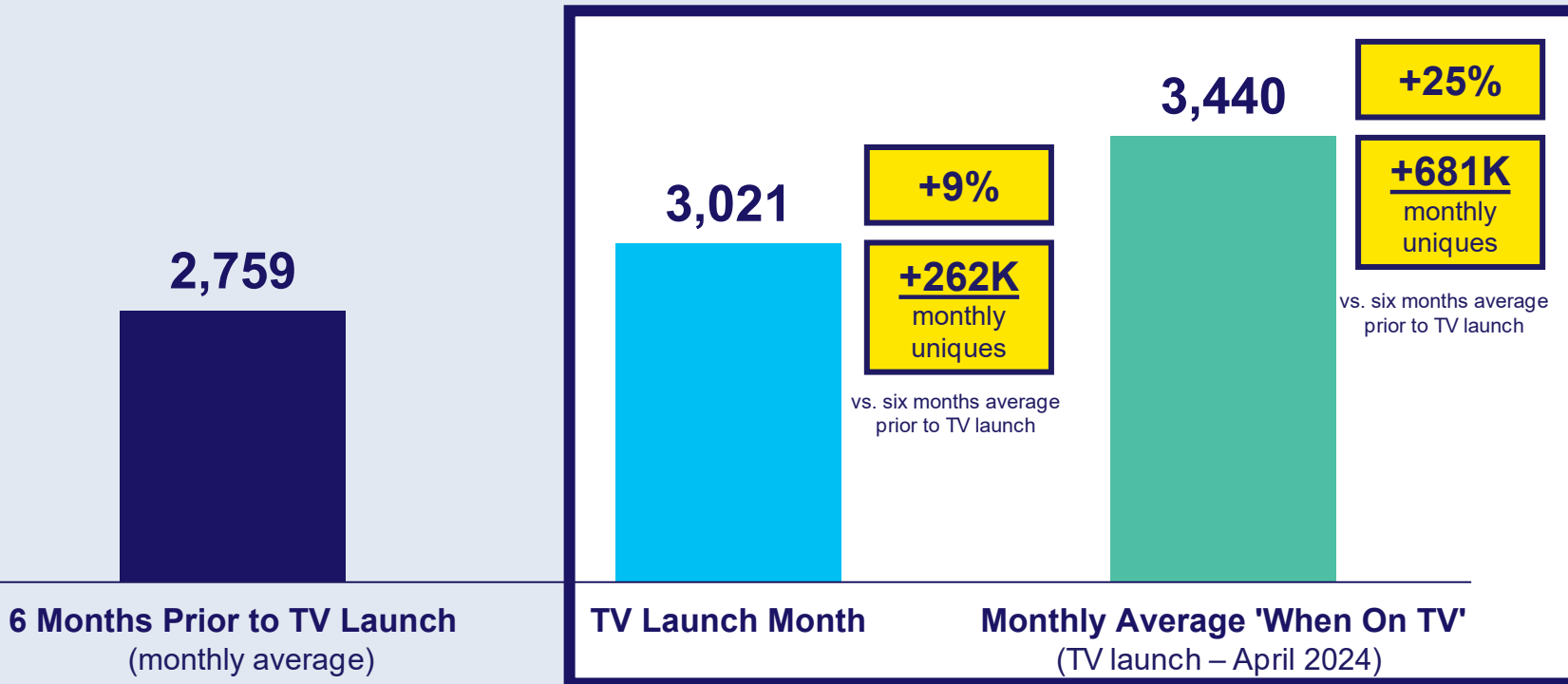


Source: VAB analysis of Comscore mediameatix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months), figures are based on monthly averages for the 35 brands analyzed. VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV. 'When On TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between January 2021 – April 2024 (calendar months), across the 35 brands analyzed. The brands within this group invested under \$500K in TV between January 2021 – April 2024.

\$2MM - \$5MM TV Ad Investment: Brands with a higher investment saw a greater lift in their website traffic when they were on TV

\$2MM - \$5MM Spend – 35 Brand Analysis: Average Monthly Website Unique Visitors

Monthly Website Unique Visitors (000) Comparison
based over a four-year time period: Apr '20 – Apr '24

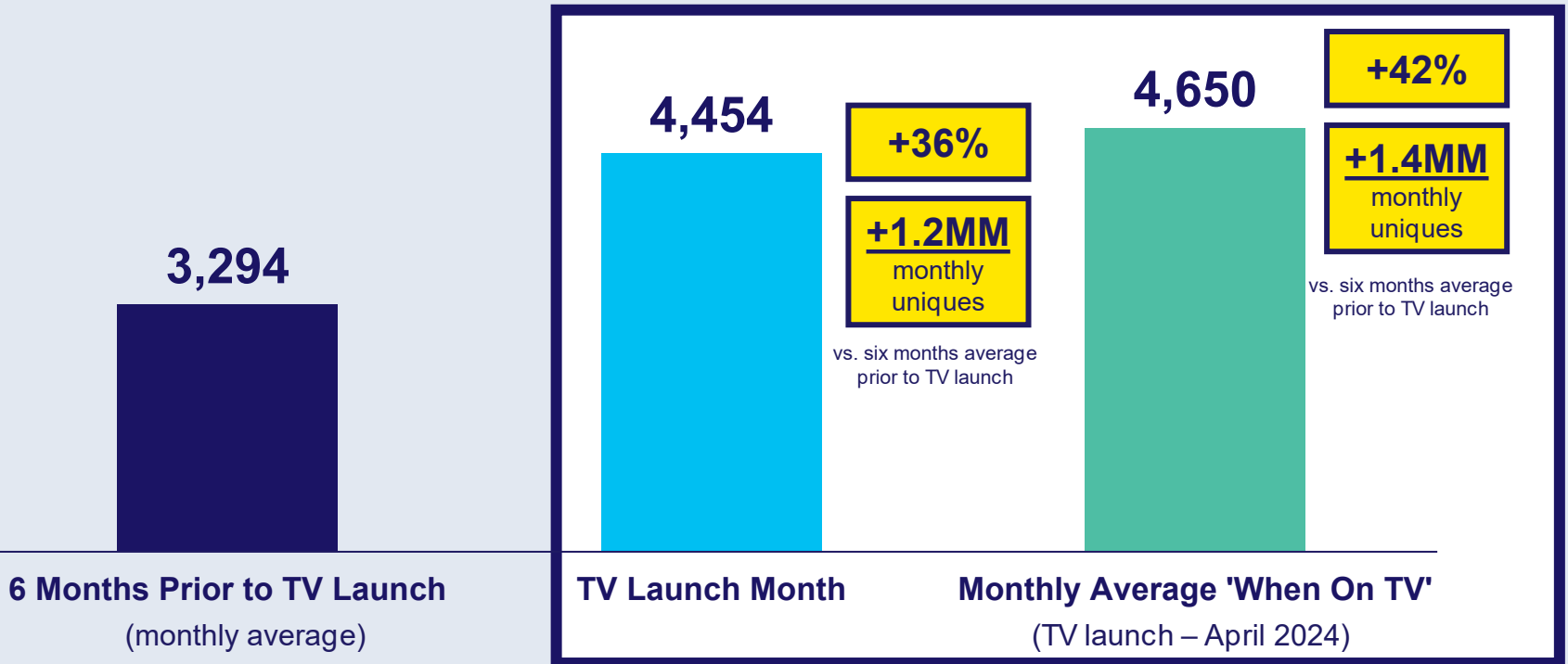


Source: VAB analysis of Comscore mediameatix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months), figures are based on monthly averages for the 34 brands analyzed. VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV. 'When On TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between January 2021 – April 2024 (calendar months), across the 35 brands analyzed. The brands within this group invested \$2MM-\$5MM in TV between January 2021 – April 2024.

\$10MM+ TV Ad Investment: Brands that made the ‘biggest bet’ on TV saw the greatest return on investment in terms of their website traffic lift

\$10MM+ Spend – 44 Brand Analysis: Average Monthly Website Unique Visitors

Monthly Website Unique Visitors (000) Comparison
based over a four-year time period: Apr '20 – Apr '24



Source: VAB analysis of Comscore mediameatix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months), figures are based on monthly averages for the 44 brands analyzed. VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV. 'When On TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between January 2021 – April 2024 (calendar months), across the 44 brands analyzed. The brands within this group invested \$10MM+ in TV between January 2021 – April 2024.



Pre-TV Launch
Measured Website Traffic

Advertisers with measured website traffic before TV launch

173 Brands

Pre-TV Launch
Unmeasured Website Traffic

Advertisers **without** measured website traffic before TV launch

28 Brands

The 'Pre-TV Launch: Unmeasured Website Traffic' segment includes 28 brands across 21 categories, many of which are SMBs

- ▶ 12 of these advertisers are 'direct-to-consumer' brands













Source: VAB analysis of Nielsen Ad Intel, Jan '21 – Dec '23 (calendar months) & VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months). SMBs = small * medium-sized businesses.

Sampling of 'Pre-TV Launch: Unmeasured Website Traffic' Brands:

Monthly Website Unique Visitors Comparison

based over a four-year time period: Apr '20 – Apr '24

TV helps build **instant recognition** and **interest** for growing brands which translated into hundreds of thousands of potential new customers to their digital platforms

Brand	Monthly Average: Prior to TV Launch	Monthly Average: 'When On' TV TV Launch – Apr '24
 GO2BANK	N/A	4,193K
 Lumē	N/A	997K
 PRENDE TV	N/A	768K
 Cirkul®	N/A	702K
 PRIZEPICKS	N/A	612K
 TUDN®	N/A	547K
 Inspire	N/A	445K
 Bumper®	N/A	361K
 MGM+	N/A	329K
 HOMEAGLOW	N/A	322K

Source: VAB analysis of Comscore mediametrix multiplatform media trend data, total audience (Desktop P2+, Mobile 18+), April 2020 – April 2024 (calendar months). VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV. 'Prior to TV Launch' reflects the average monthly unique visitors based on when each brand's website began being measured by Comscore, in the case of these brands there was no measurement until after they launched their TV campaign. N/A = not enough traffic for Comscore to measure. 'When On TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between January 2021 – April 2024.

Across the 28 brands analyzed, first-time TV campaign launches drove a significant influx of new customers each month

28 Brand Average: Monthly Website Unique Visitors Increase vs. Pre-TV Campaign Launch

based over a four-year time period: Apr '20 – Apr '24

Monthly Average 'When On TV'*

(TV launch – April 2024)

+387K

average unique visitors

**+246K average UVs excluding Go2Bank*

Source: VAB analysis of Comscore mediameatrix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months), figures are based on monthly averages for the 28 brands analyzed. VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV. 'When On TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between January 2021 – April 2024 (calendar months), across the 28 brands analyzed. Pre-TV campaign launch months were N/A which means there was not enough traffic for Comscore to measure.

TV drove even more new customers to the websites of performance-driven DTC brands compared to the average brand within the overall group

12 'Direct-to-Consumer' Brands Analysis:

Monthly Website Unique Visitors Increase vs. Pre-TV Campaign Launch

based over a four-year time period: Apr '20 – Apr '24

Monthly Average 'When On TV'*

(TV launch – April 2024)

+622K

average unique visitors

**+341K average UVs excluding Go2Bank*

12 'Direct-to-Consumer' Brands Analyzed

GO2BANK  **Inspire**

 **HOMEAGLOW** **earnest**

Blossom 

BACKBONE

 **Bumper** **TUDN**

 **PRIZEPICKS**

 **Lumē**

 **BREEDO**

 **UNDERDOG FANTASY**

Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months), figures are based on monthly averages for the 12 brands analyzed. VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV. 'When On TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between January 2021 – April 2024 (calendar months), across the 12 brands analyzed. Note: Direct-to-Consumer is defined by the company is selling their product directly to end customers without third-party retailers, wholesalers or other middlemen. Pre-TV campaign launch months were N/A which means there was not enough traffic for Comscore to measure.

In our second analysis, we explored 29 additional brands that are not measured in Comscore by **examining their online search queries through Google Trends** in relation to their TV campaign launch



Online search is a direct reflection of consumer interest and can be a powerful indicator of purchase behavior

“The best measurement is people who are searching, so **when we see an increase in search we see an increase in sales.**”

Marc Pritchard
Chief Brand Officer, *Procter & Gamble*

Source: MarketingWeek, 'P&G puts focus on reach: It's a more important measure than spend', 6/17/19.

We first analyzed **search queries of pharma brands as a category** since they are each part of larger companies and not measured individually in Comscore



Almost nine out of 10 pharmaceutical brands analyzed saw their highest search volume occur once their TV campaign launched

86%

of first-time pharmaceutical TV advertisers saw their

highest brand search volume once their TV campaign launched

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 07/21/19-7/21/24. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period. VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2021 – December 2023 (calendar months). Analysis reflects 18 out of 21 brands with the highest brand search volume after they launched in TV.

21 Pharmaceutical Brands Analyzed

The image displays 21 pharmaceutical brands analyzed, arranged in a grid. Each brand entry includes its logo, name, active ingredients, and formulation details.

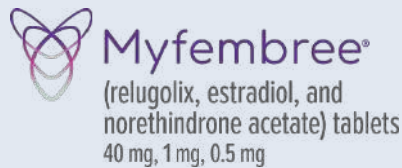
- Myfembree** (relugolix, estradiol, and norethindrone acetate) tablets 40 mg, 1 mg, 0.5 mg
- Qelbree** (vioxazine) tablets 10 mg, 20 mg, 30 mg
- SOTYKTU** (deucravacitinib) 6 mg tablets
- LYBALVI** (olanzapine and samidorphan) 5 mg/10 mg, 10 mg/10 mg, 15 mg/10 mg, 20 mg/10 mg tablets
- Apretude** (cabotegravir) 200 mg/mL extended-release injectable suspension
- mounjaro** (tirzepatide) injection 0.5 mL 2.5 mg | 5 mg | 7.5 mg | 10 mg | 12.5 mg | 15 mg
- CIBINQO** (abrocitinib) tablets 50 mg, 100 mg, 200 mg
- Paxlovid** (nirmatrelvir 150 mg tablets | ritonavir 100 mg tablets)
- imbruvica** (ibrutinib) 420, 280, 140 mg tablets | 140, 70 mg capsules | 70 mg/mL oral suspension
- COMIRNATY** (COVID-19 Vaccine, mRNA)
- Kerendia** (finerenone) tablets 10 mg - 20 mg
- GEMTESA** (vibegron) 75 mg tablets
- EVENITY** (romosozumab-aqqg) injection 105 mg/1.17 mL
- Austedo XR** (ONCE-DAILY) (deutetrabenazine) extended-release 6 mg, 12 mg, 18 mg, 24 mg, 30 mg, 36 mg, 42 mg, and 48 mg tablets
- BREZTRI AEROSPHERE** (budesonide 160 mcg, glycopyrrolate 9 mcg and formoterol fumarate 4.8 mcg) Inhalation Aerosol
- INGREZZA** (ONCE-DAILY) (valbenazine) capsules
- Opzelura** (ruxolitinib) cream 1.5%
- Plenity**
- Protaren** (Ketoprofen 10%)
- Arestin** (minocycline HCl 1mg) MICROSPHERES
- LEQVIO** (inclisiran) injection 284 mg/1.5 mL

TV campaigns drove awareness and interest among potential pharma consumers that spiked online brand searches at launch or quickly after

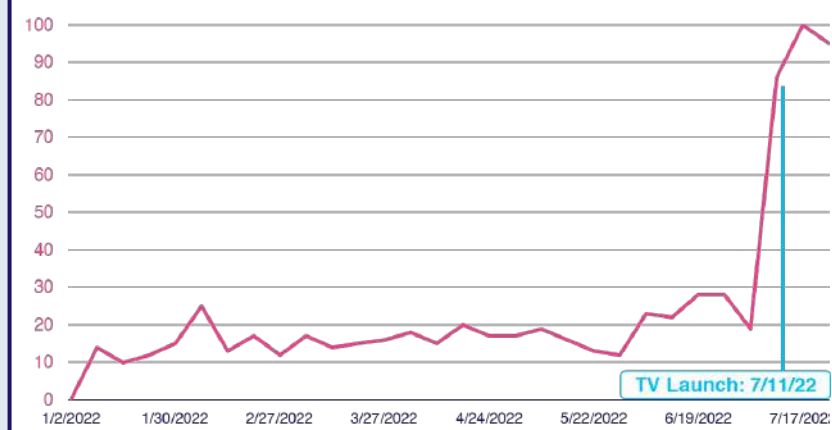
- ▶ Searches for pharmaceutical brands help to drive consumer education and spark conversations with their healthcare providers

First Time Pharma TV Advertisers - Weekly Google Trends Index

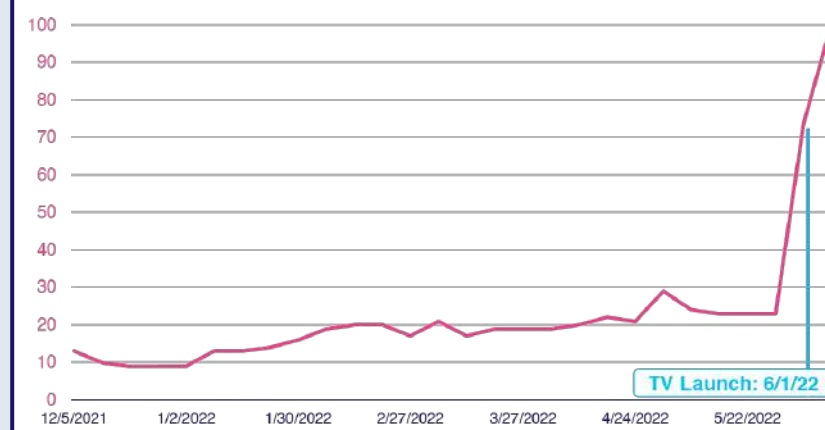
Six Months Pre-TV Campaign vs. TV Campaign Launch



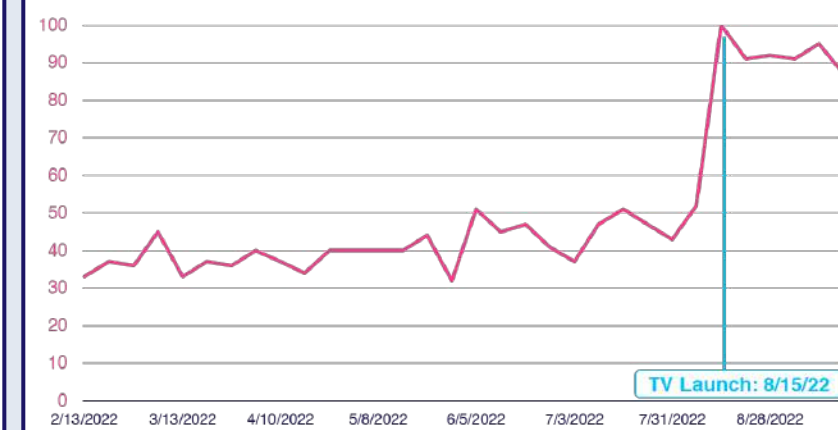
Weekly Google Trends Index – Myfembree
Weeks of 1/2/22 – 7/17/22



Weekly Google Trends Index – Qelbree
Weeks of 12/4/21 – 6/12/22



Weekly Google Trends Index – Kerendia
Weeks of 2/13/22 – 9/18/22



[Click here to see more real-world examples of how TV spend drives search for brands](#)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 12/04/21-8/14/22. 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. VAB analysis of Nielsen Ad Intel, TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2021 – December 2023 (calendar months); Note: Light blue line marks the first day of TV spending for each brand.

Next, we analyzed several brands across categories to show the **significant lift in online search after they launched their first TV campaigns**



Cacti used their TV campaign to disrupt a very competitive category, with the newcomer capturing the attention and interest of curious consumers

Weekly Google Trends Index – Cacti

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 9/6/20 – 3/14/21)



“We decided to **use TV** the night before launch **to make a big statement and build excitement** around Cacti's launch.”

Lana Buchanan

VP of Marketing, AB InBev's Beyond Beer Division

(Ad Age, 3/15/21)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 9/6/20 – 3/14/21. 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. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2021 – December 2023 (calendar months); Note: Light blue line marks the first day of TV spending for each brand.

Wallbox's ad in Super Bowl LVI highlights how leveraging high-profile TV events can significantly boost brand visibility and consumer engagement



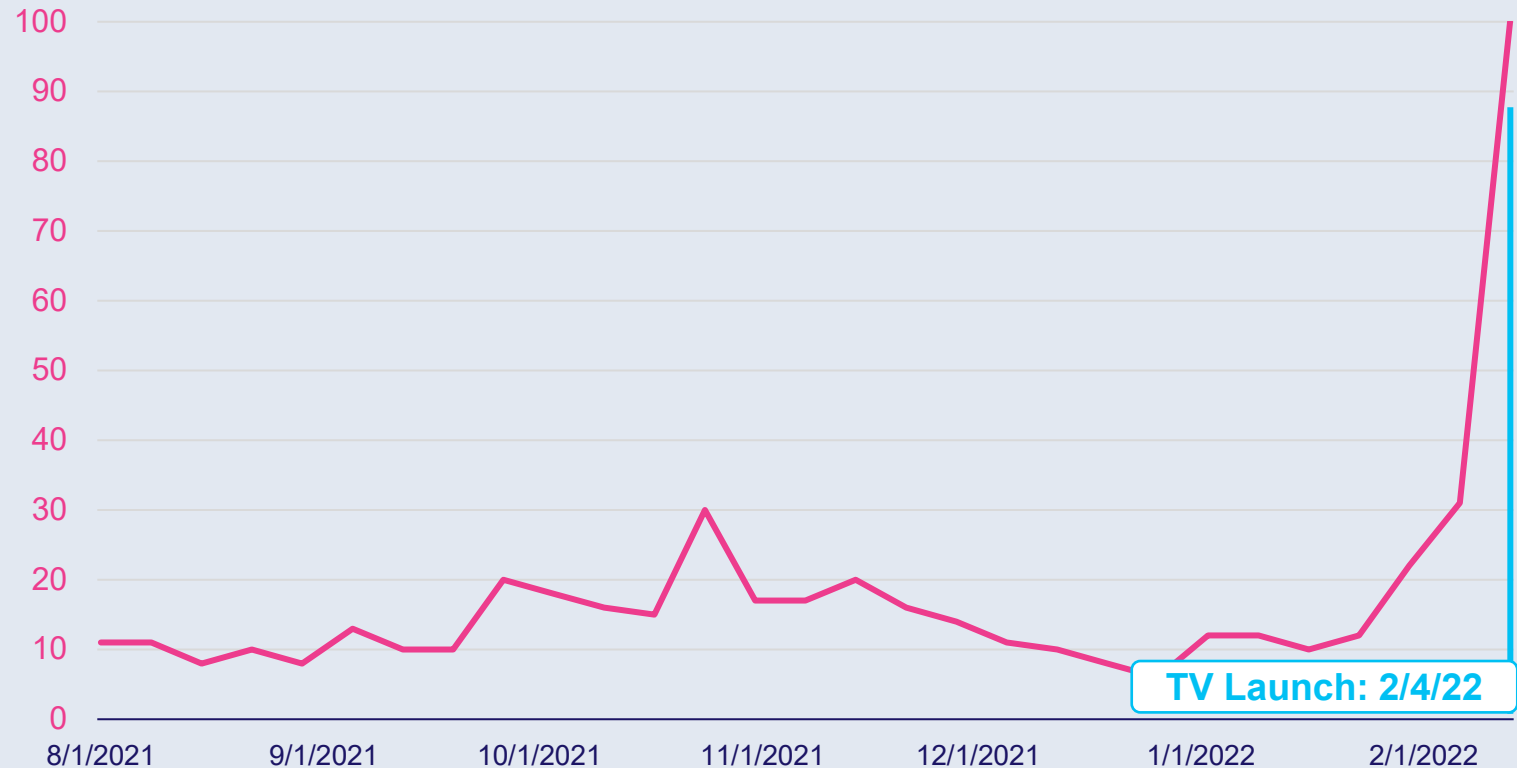
“We want to introduce our innovative, design-led products to these consumers and the **heavily-watched Super Bowl is the prime venue for us to market our brand to such a broad audience.**”

Barbara Calixto
CMO, Wallbox

(Wallbox Press Release, 1/18/22)

Weekly Google Trends Index – Wallbox

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 8/1/21 – 2/13/22)

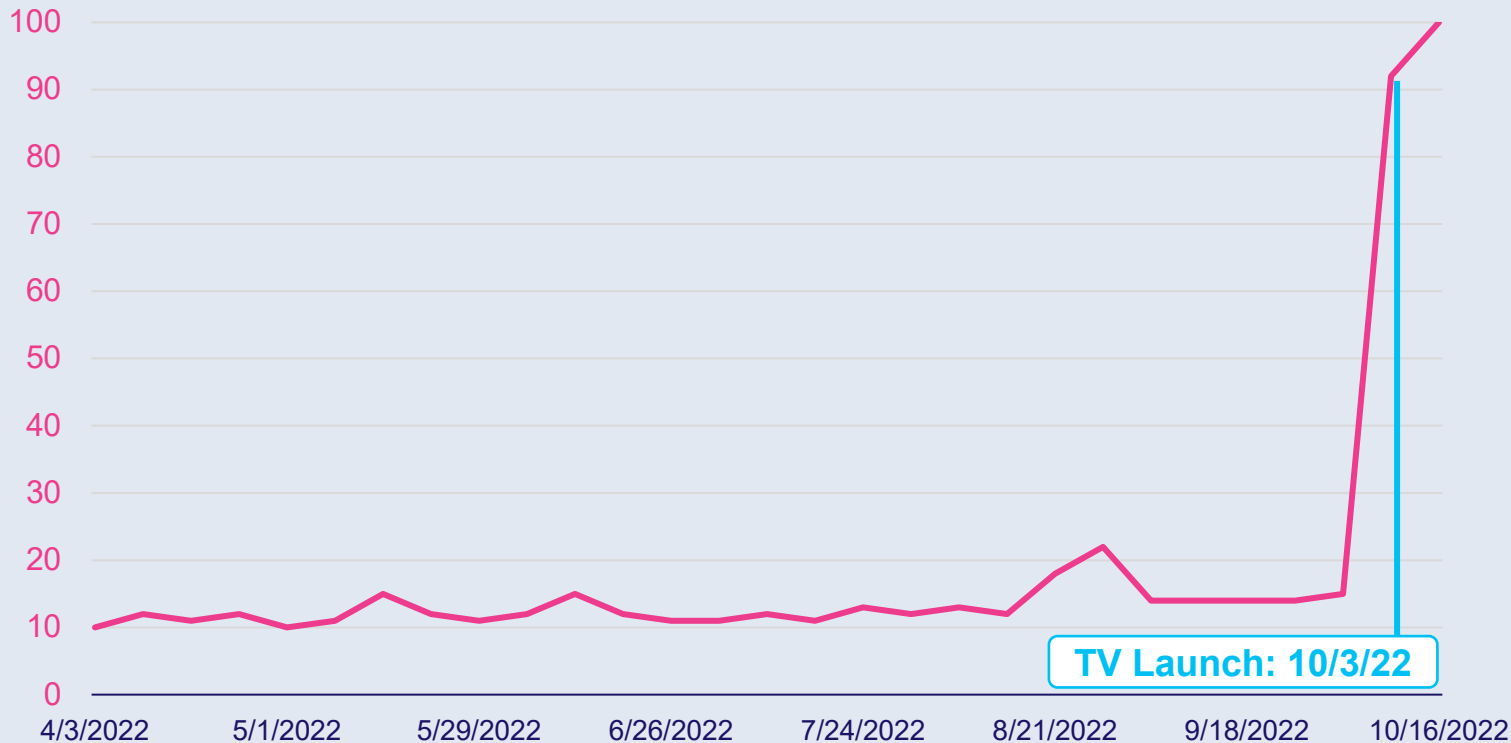


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 8/1/21 – 2/13/22. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2021 – December 2023 (calendar months); Note: Light blue line marks the first day of TV spending for each brand.

Truff launched TV to reach audiences beyond their digital presence which brought brand curiosity to new heights across a broader audience

Weekly Google Trends Index – Truff

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 4/3/22 – 10/16/22)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 4/3/22 – 10/16/22. 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. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2021 – December 2023 (calendar months); Note: Light blue line marks the first day of TV spending for each brand.



HOT SAUCE

TRUFF

BLACK TRUFFLE INFUSED

“It’s important for us to find different channels to build brand awareness in a mass way...TV allows for us to get on the radar of those who may have not been familiar with our digital presence, especially as it gives us access to several different audiences and demographics.”

Nick Guillen

Co-Founder and Co-CEO, Truff

(Ad Age, 9/30/22)

72SOLD introduced themselves to America through their first TV campaign which educated more home sellers on their product offering

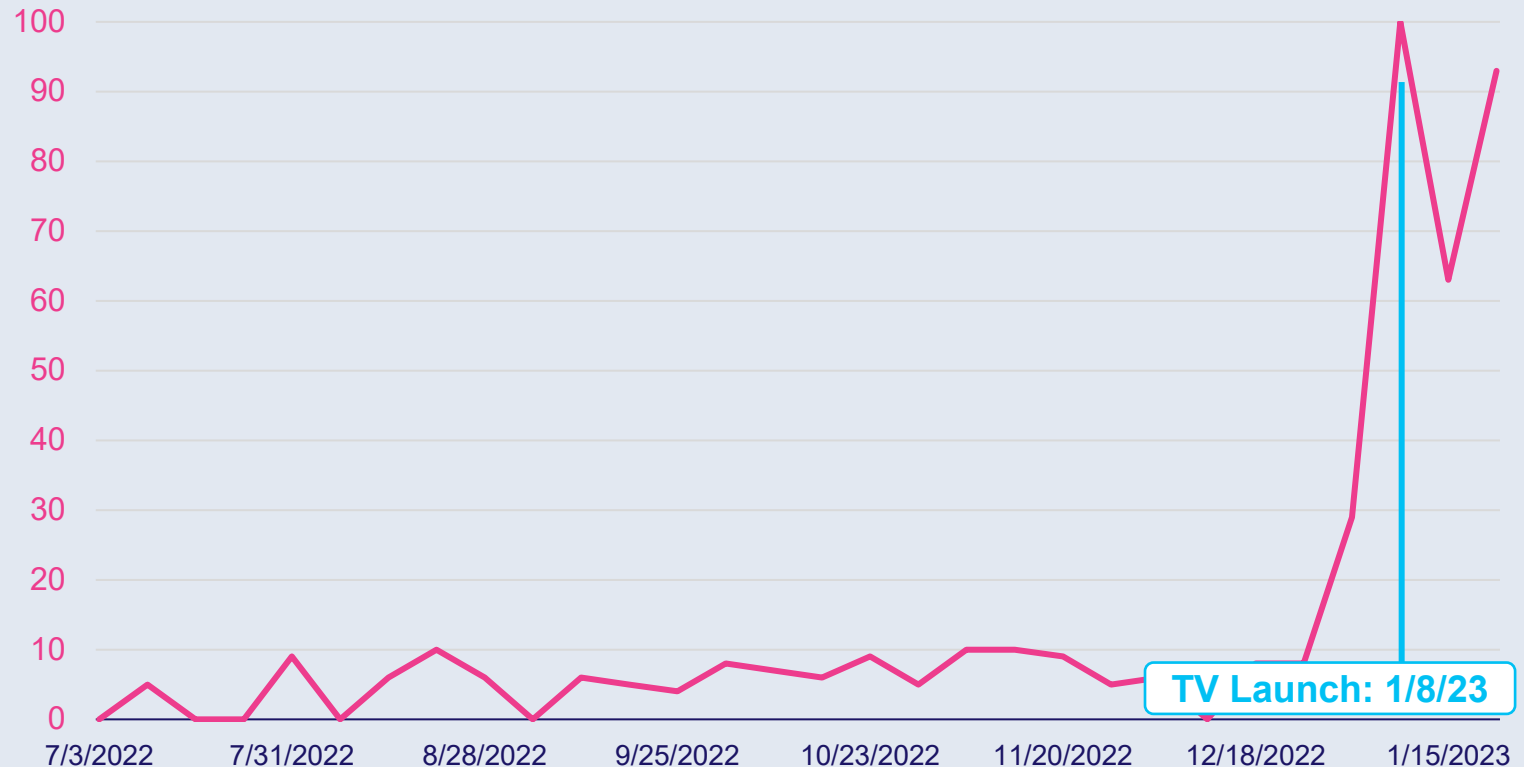


“We get to bring 72SOLD to home sellers [through TV] across America... Now, any home seller has the ability to get thousands more for their home and have it sell faster than the conventional way.”

Greg Hague
Founder, 72SOLD
(AZ Big Media, 2/9/23)

Weekly Google Trends Index – 72SOLD

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 7/3/22 – 1/22/23)

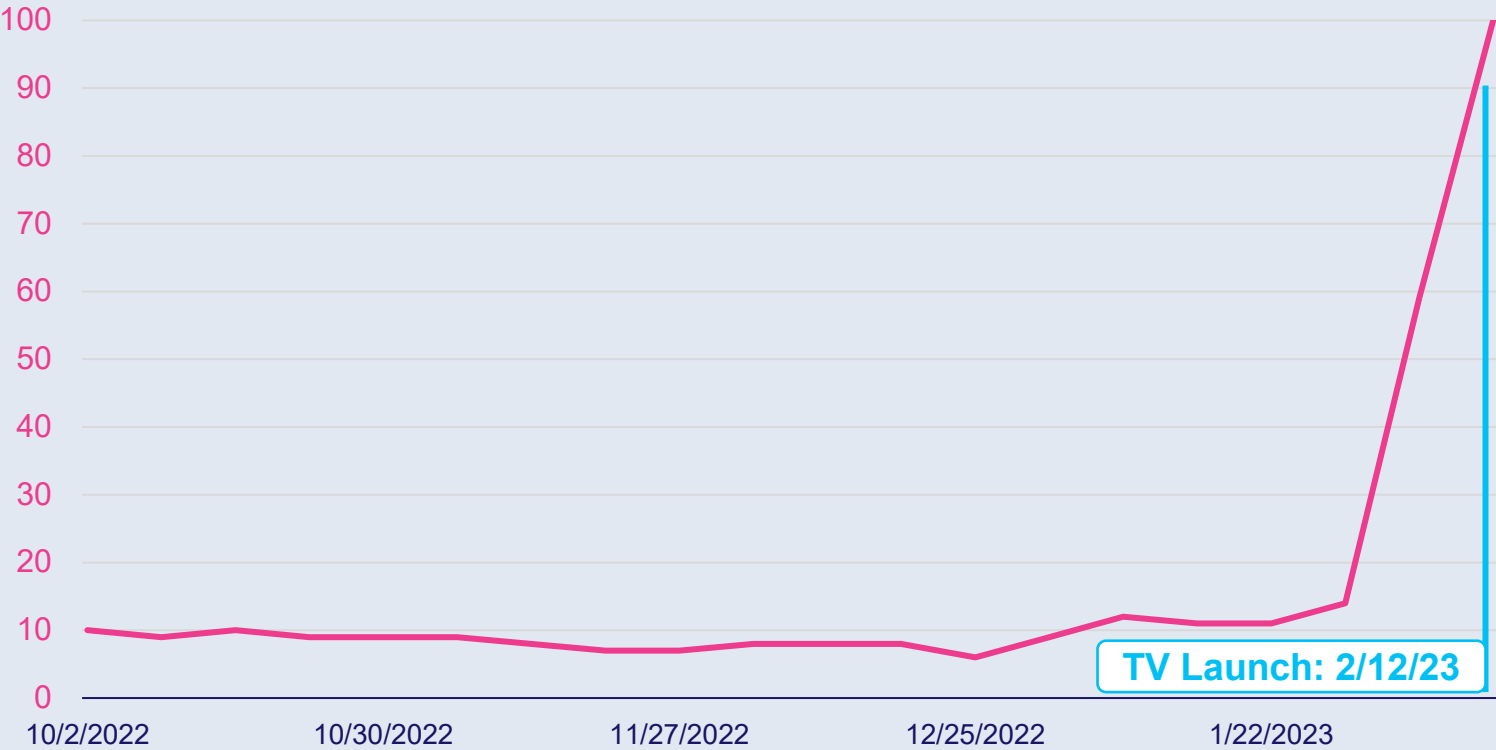


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 7/3/22 – 1/22/23. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2021 – December 2023 (calendar months); Note: Light blue line marks the first day of TV spending for each brand.

PopCorners harnessed the excitement of Super Bowl LVII for their TV campaign launch, which drove a massive spike in interest

Weekly Google Trends Index – PopCorners

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 10/2/22 – 2/12/23)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 10/2/22-02/12/23. 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. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2021 – December 2023 (calendar months); Note: Light blue line marks the first day of TV spending for each brand.



"Bringing PopCorners to the Super Bowl stage for the first time is a tremendous moment for a brand on the rise... We're showcasing why fans love this air-popped, never fried snack in an exciting and unexpected way."

Brett O'Brien
Chief Marketing Officer, *Frito-Lay North America*
(Cision, 2/6/23)

Summary: As we have shown across our analyses of 230 first-time TV advertisers, nothing drives 'mid-funnel' outcomes like premium video



Key Marketer Takeaways

Premium video engages new consumers and ignites customer action like no other media

- ▶ As evident across our in-depth analyses of 230 first-time advertisers who launched a TV campaign over the last three years, **long-form, professionally produced video content consistently shows a strong ability to drive 'mid-funnel' outcomes** through increased online brand searches and significant lifts in monthly website traffic
- ▶ These positive business results were universal and seen across a **wide variety of categories**, 70 in total across all analyses, brands of all types including **direct-to-consumer** and companies of every size, **especially small and medium-sized businesses**
- ▶ Brands who launched TV campaigns to accelerate their growth achieved **'mid-funnel' success at all investment levels**, with the **highest impact** and **greatest results** coming from those **advertisers that made the 'biggest bets' in TV**

Download 'Welcome to TV' to learn more about the new advertisers that are turning to premium video to build their brands and achieve outcomes



[Download Here](#)

Interested in getting the full 2023 new TV advertisers' list, complete with total TV spending and hyperlinks to each of their websites?



[Click this button](#) to download the list!



Creators

Jason Wiese

SVP, Director of Strategic Insights
jasonw@thevab.com

Karolina Guillen

Associate Director, Insights, Strategy & Analytics
karolinag@thevab.com

Reed Kiely

Director, Data Insights & Trends
reedk@thevab.com

Kaileen Cain

Senior Insights Analyst
kaileenc@thevab.com

Discover more

Looking for more data, insights and takeaways?
Check out this related VAB content



25 Ways TV Grows Brands
Powering Performance Through Full-Funnel Business Outcomes



Laugh, Cry, Share, Buy
How TV & Streaming Influences Gen Z More Than Leading Social Platforms



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



How can I be more innovative with my TV campaign?



The Secret of My Success
Examining The Winning Marketing Strategy That's Fueling High-Growth DTC Brands



You Oughta Know
Why All Impressions Aren't Created Equal & What it Means for Video Measurement

About VAB

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.



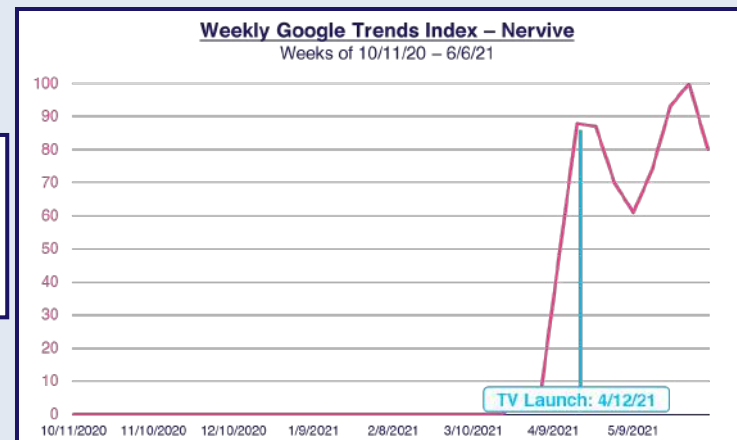
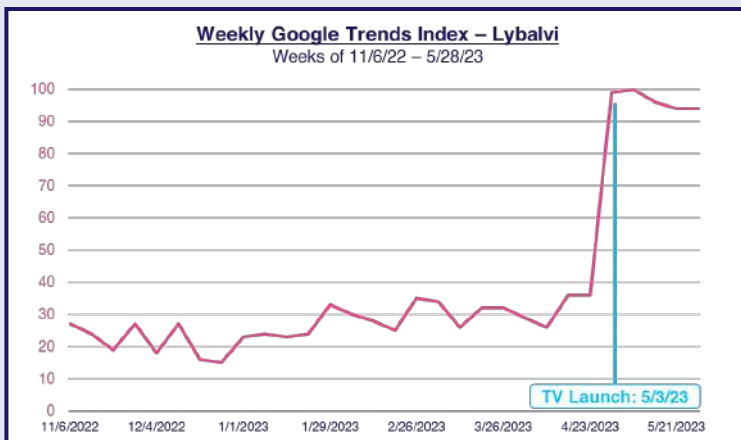
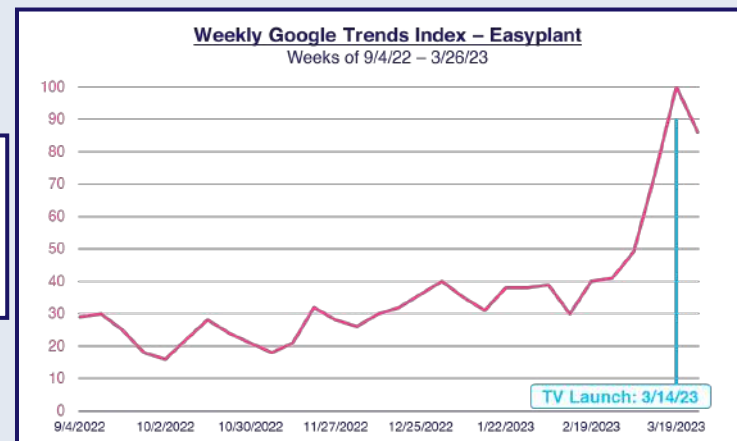
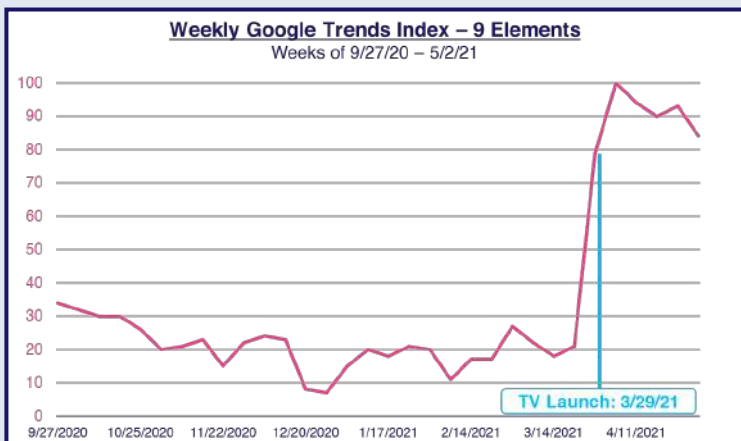
We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

'Google Trends' Appendix: More examples of brands that saw a spike in online brand searches when they launched their first TV campaigns



First Time TV Advertisers - Weekly Google Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 9/27/20-3/26/23. 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. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2021 – December 2023 (calendar months); Note: Light blue line marks the first day of TV spending for each brand.

'Brands by TV Investment' Appendix: Our analysis includes companies across a range of TV investment levels



Under \$500K TV Spend

35 Brands



\$2MM - \$5MM TV Spend

35 Brands



\$10MM+ TV Spend

44 Brands



Source: VAB analysis of Nielsen Ad Intel, TV spend includes national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV. The brands reflected in each group are based on their total TV spend between January 2021 – April 2024.