

Impact in Action

Practical guidance from real-world marketing examples

Welcome to TV

The Billion and a Half Dollar Investment
from New Advertisers

Full Year 2024 Update





Multiscreen TV reaches high-intent audiences, builds credibility and generates immediate customer traffic

In an ever-evolving consumer landscape, multiscreen TV plays a central role in helping brands grow and compete by **building awareness, boosting brand reputation** and **sparking consumer action**.

First-time multiscreen TV advertisers, especially emerging brands and small-to-medium-sized businesses, are leveraging premium video platforms across TV and streaming to reach high-intent audiences who turn their interest into action.

Why are they turning to multiscreen TV?

Multiscreen TV is delivering both branding and performance for new advertisers - it not only **broadens reach** and **fosters deeper connections** but it also fuels **immediate spikes in online branded search** that ultimately **converts consumers into customers**.

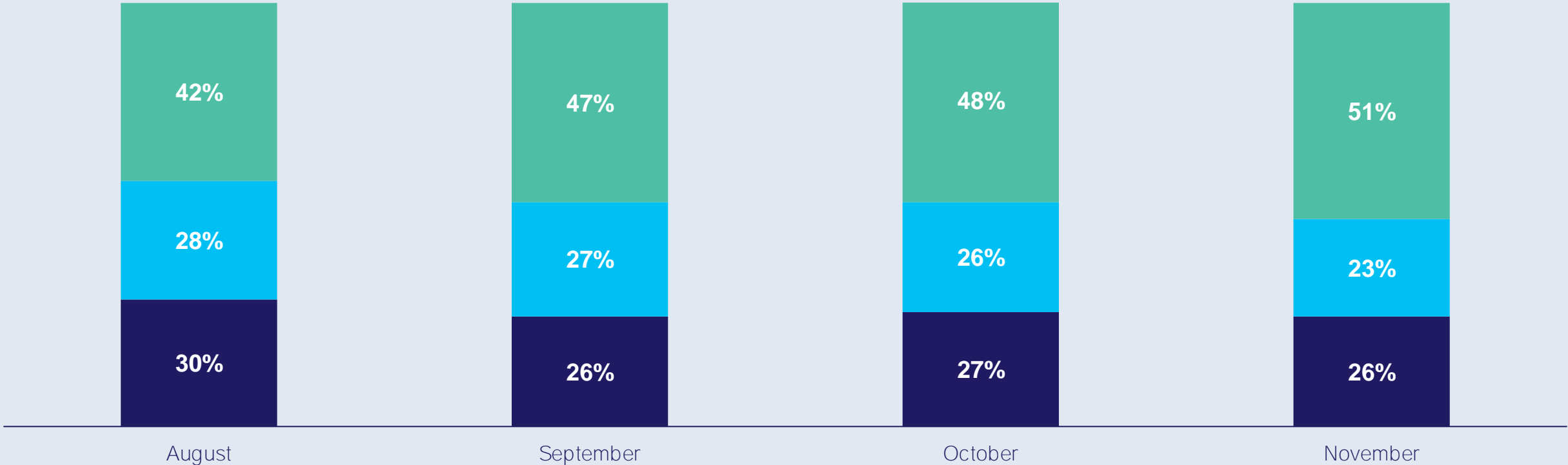
Who are the new advertisers?

Several first-time advertisers were **younger-skewing, digital-first brands**, while many others offer solutions that meet **everyday, essential consumer needs** like pharma, professional services and apparel.

Consumer optimism increased through 2024 and by the end of the year over half of all adults believed the U.S. economy would improve

Consumer Outlook on the Economic Environment Over Next 6-12 Months

■ The economy will get worse ■ The economy will remain the same ■ The economy will get better



Source: Dentsu, American Mindset Consumer Navigator, November 2024. Based on survey of 1,000 U.S. respondents 18 years of age or older, administered November 12, 2024.

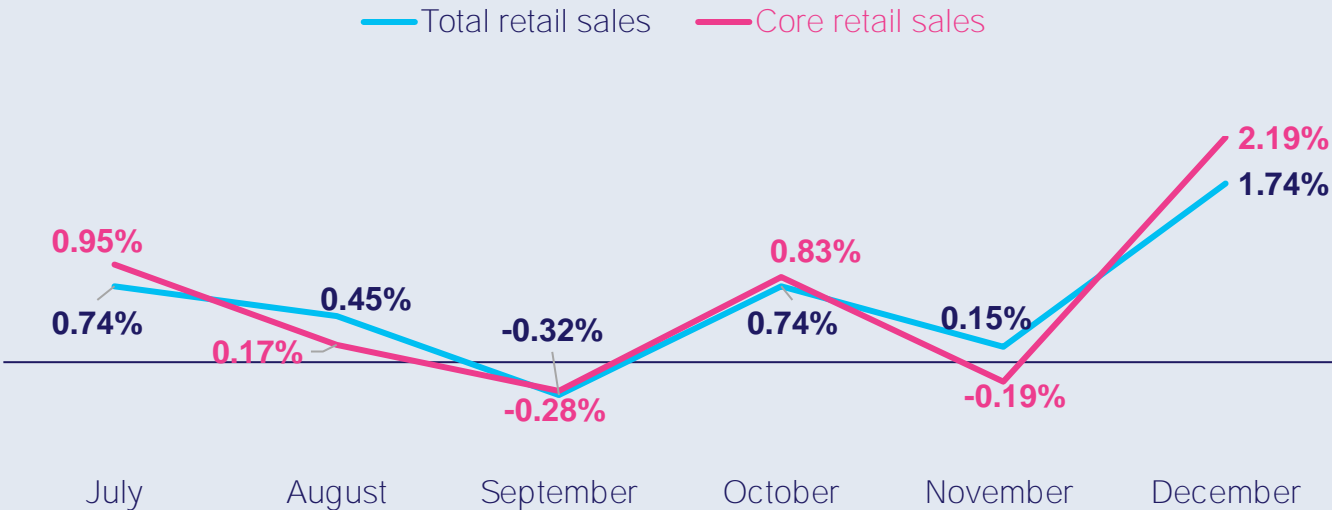
This optimism was reflected in rising retail sales as consumer resilience extended through the holiday season

“The **resiliency of consumers continues to power the American economy**, and we are confident there will be moderate but **steady growth** through the end of the year.”

Matthew Shay, President & CEO,
NRF
(NRF, March 2024)

2024 Retail Monitor

Month over month, seasonally adjusted



How to read: Total retail sales, excluding automobiles and gasoline, were up 1.74% seasonally adjusted month over month.

Source: National Retail Federation (NRF), December CNBC/NRF Retail Monitor (Powered by Affinity Solutions) Results Show Strong Growth Boosted by Final Thanksgiving Weekend Days, January 13, 2025.

Brands launched their first-time TV campaigns to broaden reach, deepen consumer connections and drive meaningful impact



“Through the ‘Get Along With Your Hair’ campaign, **we're thrilled to broaden the brand's reach and drive trial among those who have yet to consider Odele.**”

Kimberly Francis, Chief Growth Officer, *Odele*
(Beauty Packaging, 6/28/24)



“We’re **creating moments of connection with our audiences**...Our campaign addresses the importance of focusing on meaningful, purposeful work and how technology can empower us to do just that.”

Eric Glass, Chief Marketing & Communications Officer, *Dayforce, Inc.*
(Global Newswire, 10/21/24)



“**Storytelling** is a **powerful tool for change**... The campaign is a rallying cry for **collective action**. We know one person can change the world - imagine what we can do together.”

Kerry-Ann Hamilton, Founder, *Storytelling for Good*
(The Hill, 3/21/24)



“From billboards to podcasts to broadcast ads and beyond, **our new campaign will paint a picture of the incredible outcomes made possible with Okta.**”

Jason Luster, VP & Executive Creative Director, *Okta*
(Okta, 5/16/24)



“We really want to keep what the **consumer needs at the center**. And we love to hear back when people are saying, ‘**Yeah, I can see myself in this ad. You’ve captured my journey really well.**’”

Tom Nowlin, Associate VP Consumer Marketing, *Lilly*
(Marketing and Pharma, 2/5/25)



“We believe this Zymfentra media advertisement will not only **inform American autoimmune disease patients about new treatment options**...but also empower them to design their own lives and experience the joy of a liberated daily routing.”

Thomas Nusbickel, Chief Commercial Officer, *Celltrion USA*
(The Bio News, 9/27/24)

Many first-time advertisers proudly announced TV campaign launches on their social channels which further amplified brand conversations



rhoback We are excited to debut our first cable TV commercial with our guy @milticketfour this Saturday during the Alabama vs Tennessee game. Make sure to tune into ABC at 3:30pm est. to check it out live. Good luck Jalen 🙌 #earnit #rhoback #rhoback #craveactivity

BOARDERIE



boarderie AHHHH! 📺 Our first TV commercials have started airing nationwide! Catch us on CNN, FOX, CNBC, Hallmark, TLC, Food Network, Lifetime, HGTV, Travel Channel, Magnolia & more!

JACK ARCHER



jack.archer 🌟 2024 Highlights 🌟
This year, we made our TV debut! Our first commercial aired nationally on major channels like ESPN, MSNBC, and The History Channel. Missed it? No worries—stay tuned, because we're coming back to your screens in 2025!

SIMPLE MODERN



Simple Modern
November 26, 2024 · 🌐
Big News! Simple Modern is hitting your TV screens! Our brand-new commercial is airing on some of our favorite channels all through the holiday season. Our products are good everywhere, and we're on a mission to bring good everywhere too. Keep an eye out while you watch your favorite shows – you just might spot us!



origininvestments "Explain 17 years of outperformance in 30 seconds? It can't be done."

Earlier this week, we proudly premiered our very first TV commercial, offering a glimpse into the driving force behind Origin Investments. But that's only the start.

PICA NOVA



The Customization Group
5,056 followers
11mo · 🌐
Exciting News: Picanova's First-Ever U.S. TV Ad for Mother's Day!

We're proud to share a landmark moment for **Picanova.com**: its first TV advertisement in the United States, launching as a key part of our Mother's Day campaign. We are full of anticipation for the impact this campaign will have.
#mothersday #thecustomizationgroup #picanova #TVad

Source: Social media posts found across Instagram, Facebook and LinkedIn as of 4/11/25.

Several brands complemented their TV campaign launch through key partnerships and major broadcast events to build consumer trust



April 3, 2025

Nordic Naturals Marks Global Omega-3 Day with Launch of New Campaign



August 22, 2024

Delta Sigma Theta Sorority, Inc. Launches First-Of-Its-Kind GOTV Ad Campaign During Critical Election Year



October 8, 2024

BELLA INTRODUCES FITS-ANYWHERE™ KITCHENWARE TO DECLUTTER KITCHENS

The brand announces multi-platinum recording artist and actor Demi Lovato as its first brand partner and debuts a unique campaign that highlights its innovative space-saving kitchenware



February 28, 2023

SNL's Chloe Fineman Stars in Hilarious NÜTRL Vodka Seltzer Campaign: Details



February 6, 2025

Google's Heartfelt Super Bowl Ad Promos Gemini-Enabled Talk Features on Pixel



September 27, 2024

Celltrion launches US media campaign for Zymfentra: "Raising awareness boosts prescriptions"



November 22, 2024

Scopely's latest Monopoly Go! ads feature Hollywood stars and friendship



June 28, 2024

Odele Launches 'Get Along with Your Hair' Campaign

This is the brand's first-ever national campaign and encourages people to "get along with your hair."



March 21, 2024

Campaign looks to connect Latinos with Climate Action Plan funds



September 17, 2024

THOR Kitchen Partners with Gordon Ramsay to Redefine Culinary Excellence At Home with exclusive Kitchen Appliances Line

Note: Magenta border represents celebrity partnerships, blue border represents high-profile announcements like the Superbowl or Grammys.

Younger-skewing and digital-first brands are using TV to engage broader audiences and build meaningful connections

*Click on any logo to visit their website

'Younger-skewing' brands

Brands targeting younger audiences



Innovative products

Brands using cutting-edge technology to offer inventive products / services



Digital endemics

Brands specializing in digital services across a range of categories



Source: VAB analysis of Nielsen Ad Intel data as of 2/10/25, 1/1/24-12/31/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with TV spend over \$100K.

The TV marketplace saw growth in categories focused on essential consumer needs such as health, professional services, apparel and more

Categories that seized opportunities as consumer optimism increased

Health-conscious consumers seek brands that help them *stay* well, not just get well. For first-time multiscreen TV advertisers in **health** and **wellness**, meeting this proactive mindset builds trust and drives relevance.



As consumer optimism grows, so does the desire for long-term security. New entrants offering **financial**, **legal** or **insurance** solutions have a unique opportunity to meet rising demands for stability.



Consumers are dressing for lives in motion, seeking comfort, confidence and versatility. New-to-TV brands in **apparel** and **footwear** can establish themselves by aligning with evolving routines.



Today's consumers aren't just buying products, they're backing beliefs. For **organizations** and **political** groups, TV is a platform to connect with passionate audiences who want to see their values reflected in the world around them.



Consumers are turning to brands that offer practical solutions for their health through **fitness**, **supplements** or **personal care**. Brands in these categories can meet the demand for affordable products that support both physical and mental well-being.



Consumers are seeking affordable ways to **indulge in life's pleasures**. First-time TV advertisers in lifestyle categories like **food delivery**, alcohol, **home** and **travel** can connect with audiences looking to balance enjoyment with budget-friendly choices.



*Click on any logo to visit their website

Source: VAB analysis of Nielsen Ad Intel data as of 2/10/25, 1/1/24-12/31/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with TV spend over \$100K.

The rise in new advertiser spending is largely concentrated in essential categories, reflecting the prioritization of daily necessities

FY '24 New National Multiscreen TV Advertisers: Top 15 Categories Ranked by Total Spend

Rank	Category	# of Brands	% of total brands	Category \$\$\$ (000)	% of total spend
1	Pharmaceutical	24	7%	\$858,861.3	58%
2	Artificial Intelligence	6	2%	\$73,573.9	5%
3	Apparel & Accessories	26	8%	\$68,489.8	5%
4	Personal Care	18	5%	\$63,576.9	4%
5	Vitamins & Supplements	18	5%	\$46,844.3	3%
6	Mobile Apps	3	1%	\$44,089.8	3%
7	Organizations	28	8%	\$36,351.2	2%
8	Financial Services	23	7%	\$33,895.1	2%
9	Tools	2	1%	\$32,252.0	2%
10	Cleaning Supplies	8	2%	\$25,583.2	2%
11	Political	16	5%	\$22,925.7	2%
12	Alcoholic Beverages	9	3%	\$19,543.9	1%
13	Pets	8	2%	\$15,201.4	1%
14	Health & Wellness	20	6%	\$14,330.0	1%
15	Insurance	8	2%	\$12,778.5	1%
16	Other Categories (39)	127	37%	\$111,662.2	8%
Grand Total		344		\$1,479,959.1	

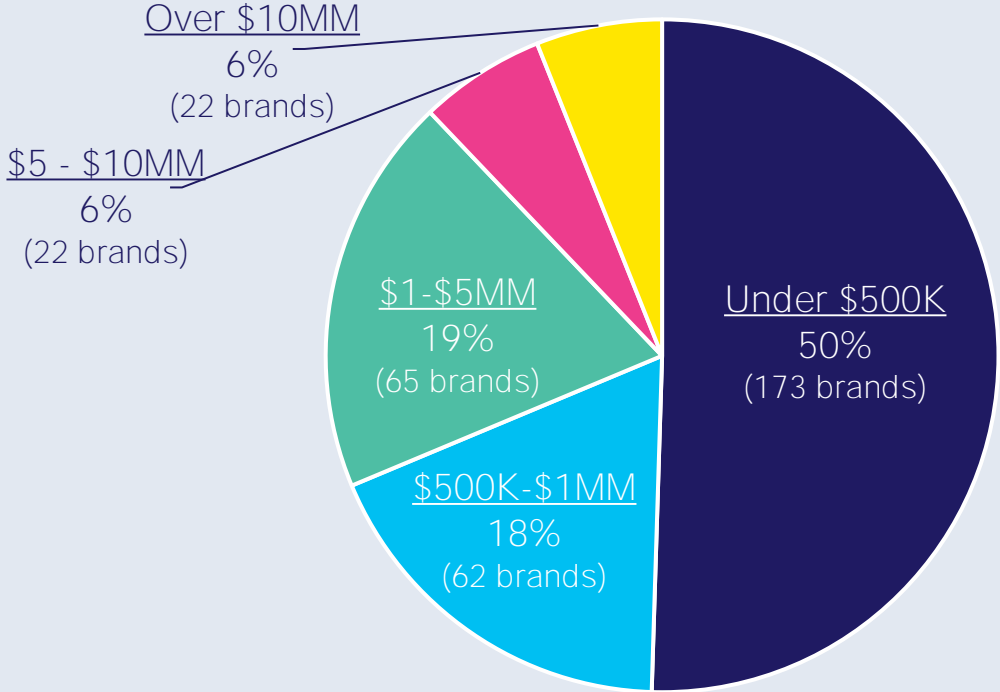
Source: VAB analysis of Nielsen Ad Intel data as of 2/10/25, 1/1/24-12/31/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with TV spend over \$100K.

TV investment ranges from ‘test and learn’ campaigns and initial launches from small and medium-sized businesses to immediate ‘big bets’



FY '24 New National Multiscreen TV Advertisers by Spend Segment

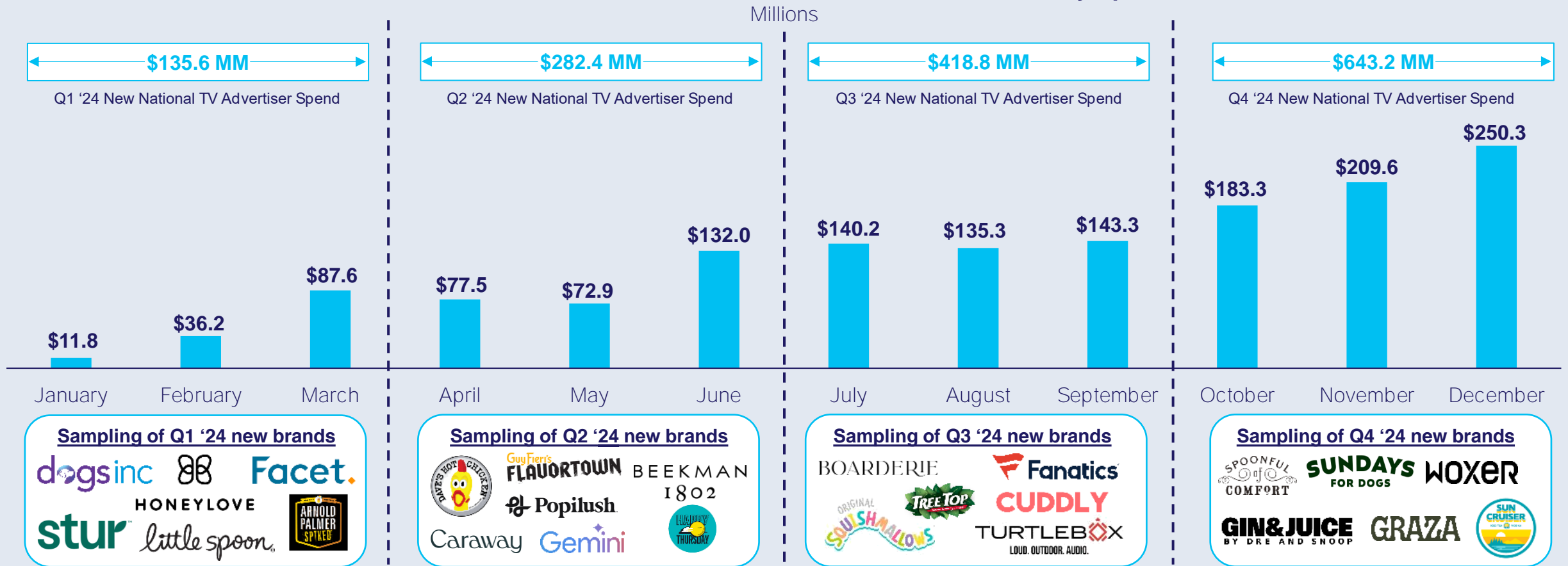
% of brands within spend buckets



Source: VAB analysis of Nielsen Ad Intel data as of 2/10/25, 1/1/24-12/31/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with TV spend over \$100K.

First-time TV advertiser investment skewed significantly towards the second half of the year as consumer optimism increased

2024 New National Multiscreen TV Advertisers: Total Monthly Spend



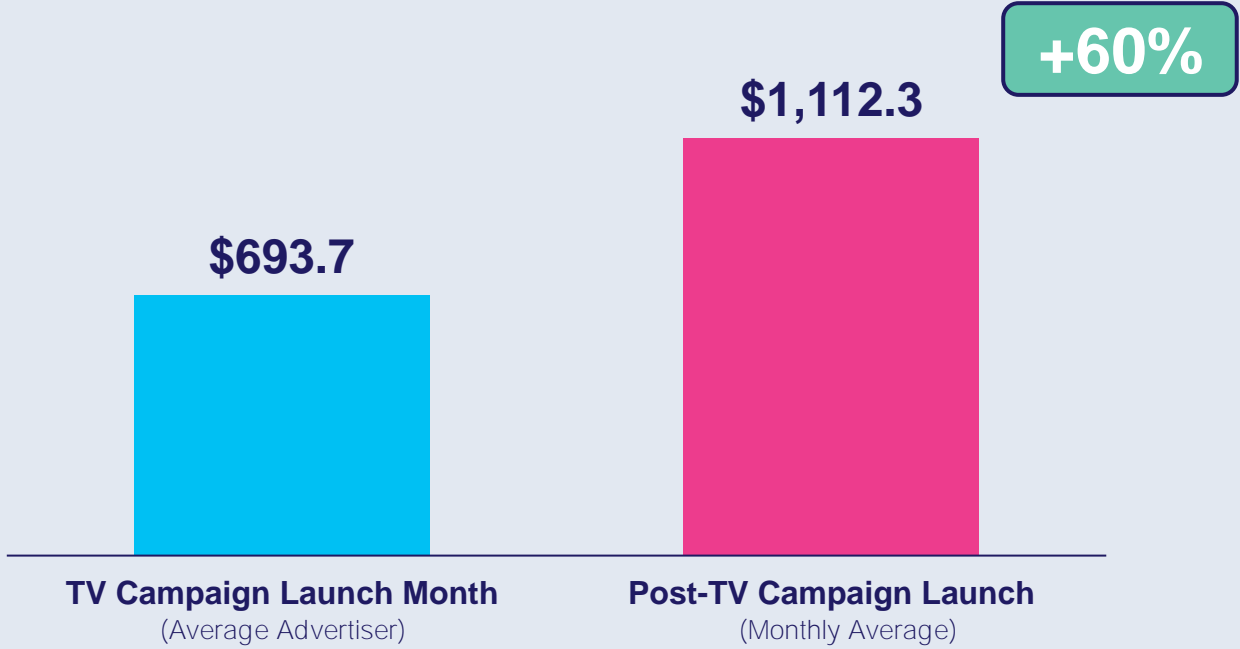
Source: VAB analysis of Nielsen Ad Intel data as of 2/10/25, 1/1/24-12/31/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with TV spend over \$100K. \$\$\$ % by quarter: 1Q = 9%; 2Q = 19%; 3Q = 28%; 4Q = 43%.

Strong initial performance drove new advertisers to increase their TV investment as they battle for category market share



FY '24 New Advertisers: Average National Multiscreen TV Spend

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



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 2/10/25, 1/1/24-12/31/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with TV spend over \$100K.

Multiscreen TV campaigns turned interest into action by **driving online branded search** for many first-time advertisers

How to read the charts in this section:

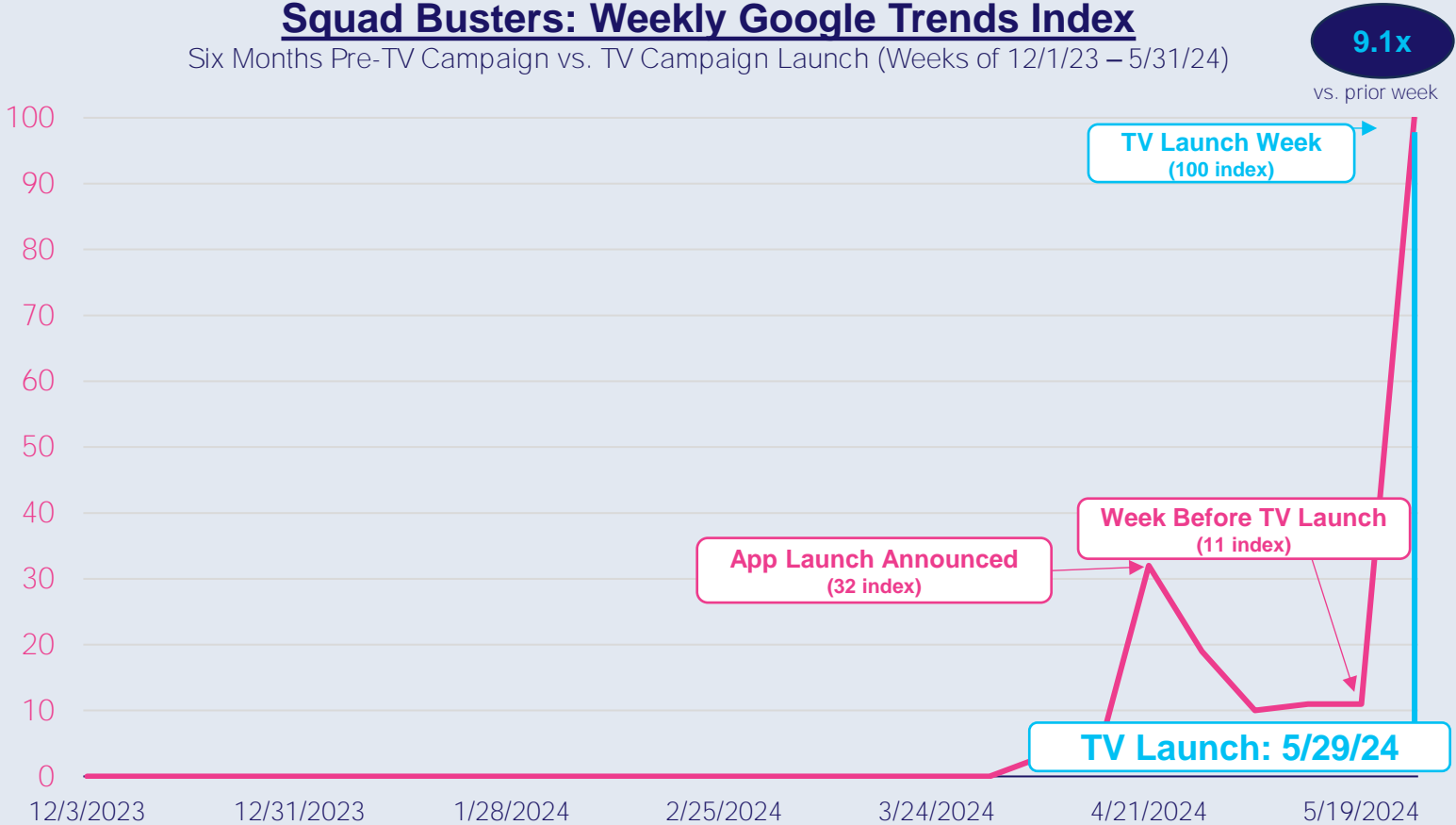
Google Search Index = represents search interest relative to the highest point during a specific time period for a given region, a value of **100 is the peak popularity for the term**, a value of 50 means that the term is half as popular.



Squad Busters used TV to spark curiosity and drive app downloads and engagement

Squad Busters: Weekly Google Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 12/1/23 – 5/31/24)



9.1x
vs. prior week



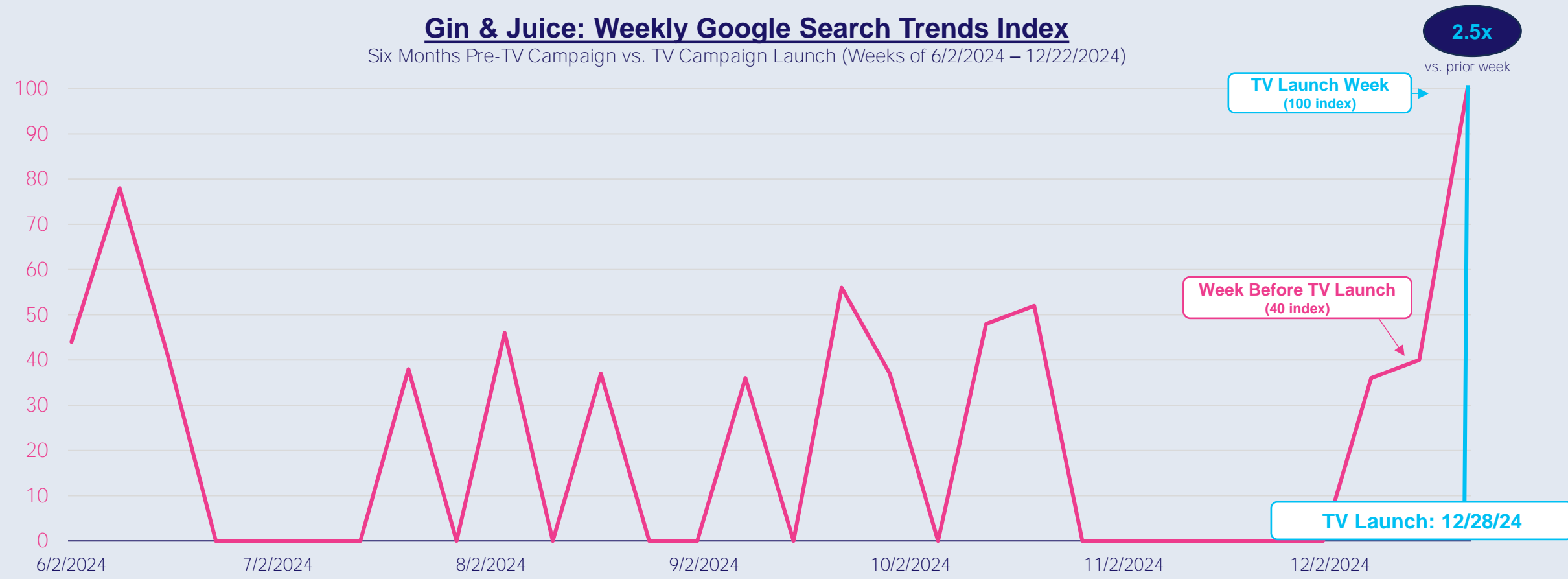
“To mark this launch, our team wanted to create a **show-stopping moment**, so it felt fitting to have Hollywood icons face off against social media stars in a fun way, showing that life is more fun when you’re with a squad”

Ilkka Paananen
CEO, Supercell
(Adweek, 5/30/2024)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 12/1/23 – 5/31/24. 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, streaming TV between January 2024 – December 2024 (calendar months); Note: Light blue line marks the first day of TV spending for each brand. Squad Busters launched on May 29, 2024 (launch was announced on 4/25/24). [Click here to view Squad Busters' commercial](#) (via iSpot.tv).

Gin & Juice amplified their celebrity-owned brand with TV, boosting attention, discovery and interest

Gin & Juice: Weekly Google Search Trends Index
Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 6/2/2024 – 12/22/2024)

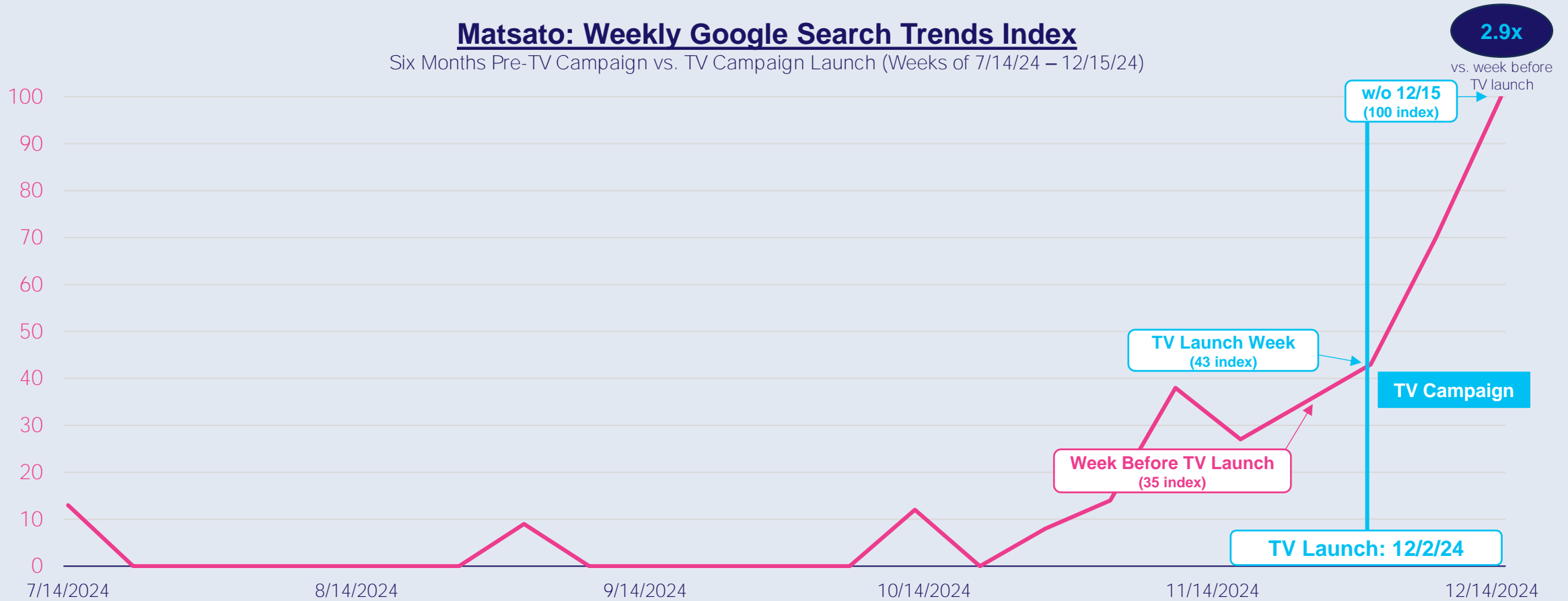


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 6/2/24 – 12/22/24. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value 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, streaming TV between January 2024 – December 2024 (calendar months). Note: Light blue line marks the first day of TV spending for each brand. Gin & Juice by Dre and Snoop launched February 12, 2024. [Click here to view Gin & Juice's commercial](#) (via iSpot.tv).

Matsato saw steady gains in online interest and brand engagement as their multiscreen TV campaign continued after launch week

Matsato: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 7/14/24 – 12/15/24)

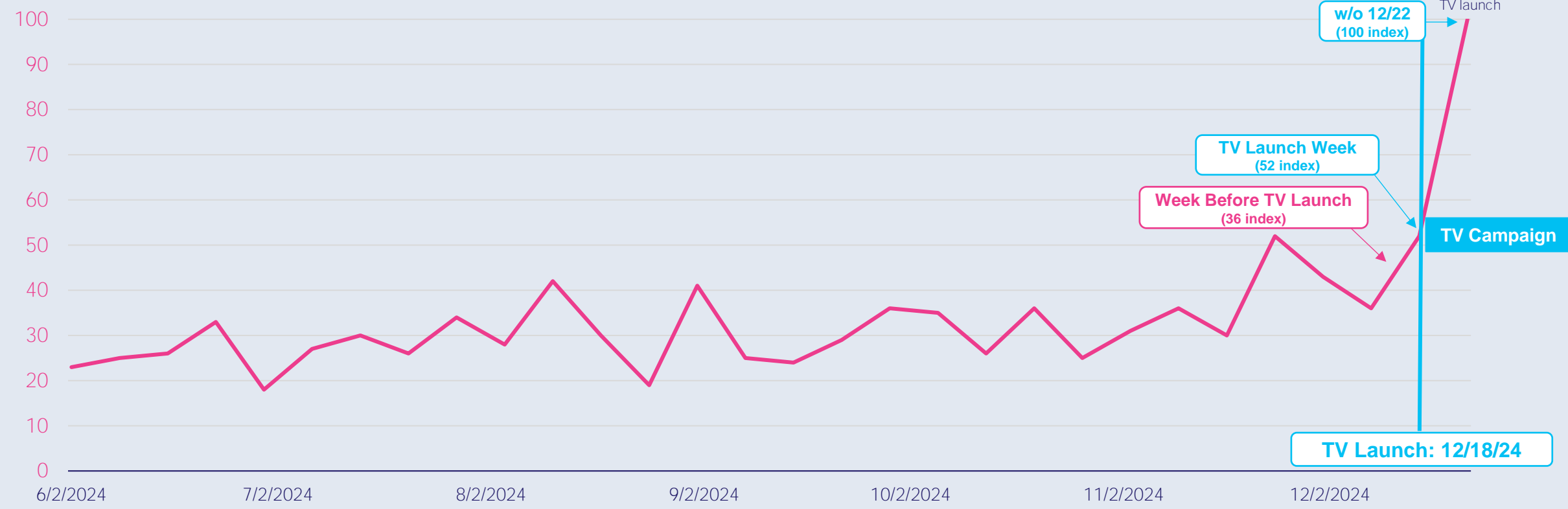


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 7/14/24 – 12/15/24. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value 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, streaming TV between January 2024 – December 2024 (calendar months). Note: Light blue line marks the first day of TV spending for each brand. The Matsato trademark was registered on May 7, 2024. [Click here to view Matsato's commercial](#) (via iSpot.tv).

Clocks & Colours saw a spike in online branded search within a week after their TV launch

Clocks and Colours: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 6/2/24 – 12/22/24)

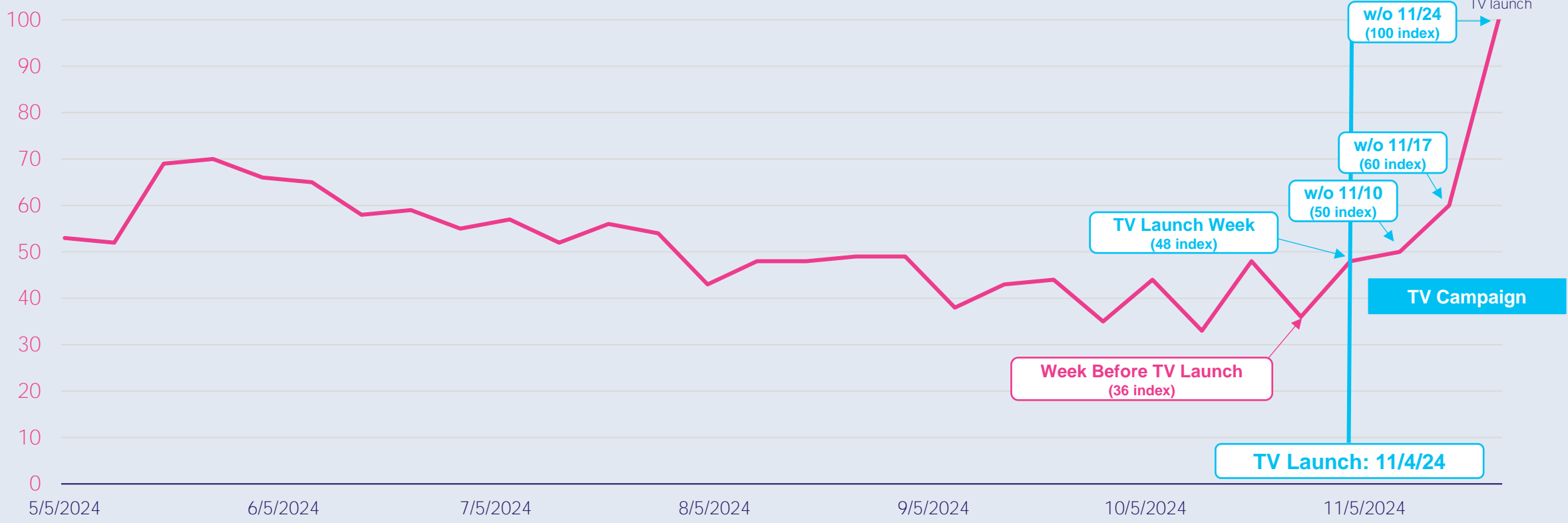


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 6/2/24 – 12/22/24. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value 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, streaming TV between January 2024 – December 2024 (calendar months). Note: Light blue line marks the first day of TV spending for each brand. Clocks & Colours launched in 2013. [Click here to view Clocks & Colours' commercial](#) (via iSpot.tv).

Woxer saw online search steadily increase throughout the month after their TV campaign launch

Woxer: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 5/5/24 – 11/24/24)

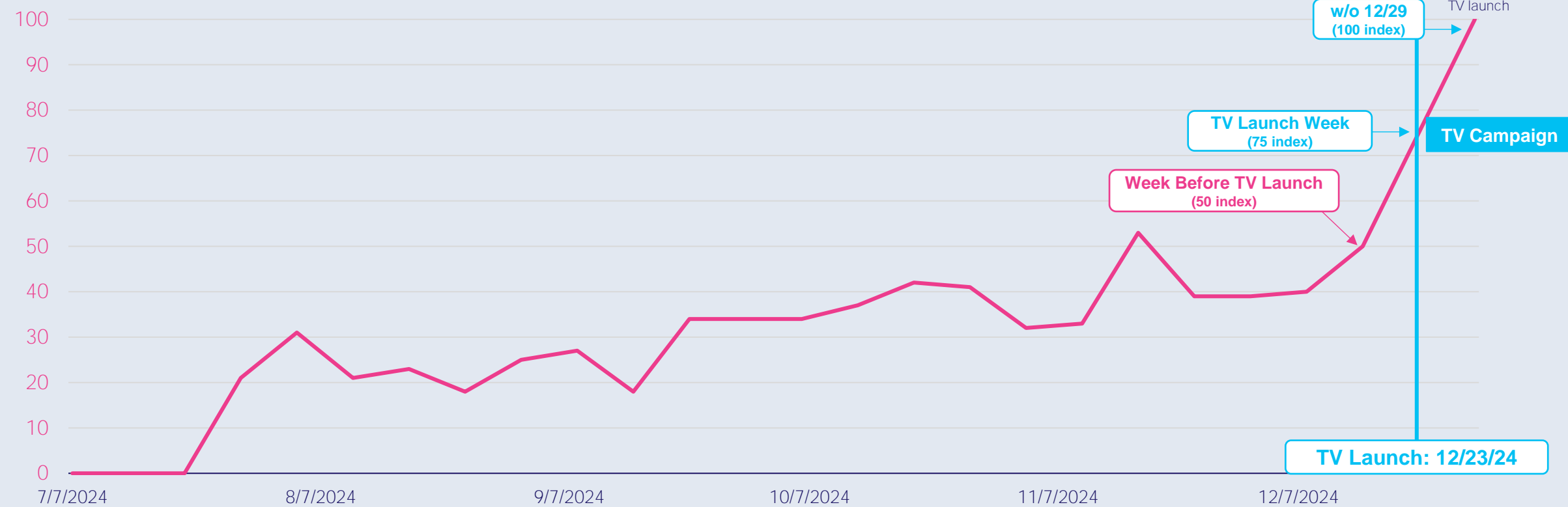


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 5/5/24 – 11/24/24. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value 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, streaming TV between January 2024 – December 2024 (calendar months). Note: Light blue line marks the first day of TV spending for each brand. Woxer launched on Oct 3, 2019. [Click here to view Woxer's commercial](#) (via iSpot.tv).

Pacagen saw its online search activity double one week after launching their first TV campaign

Pacagen: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 7/7/24 – 12/29/24)



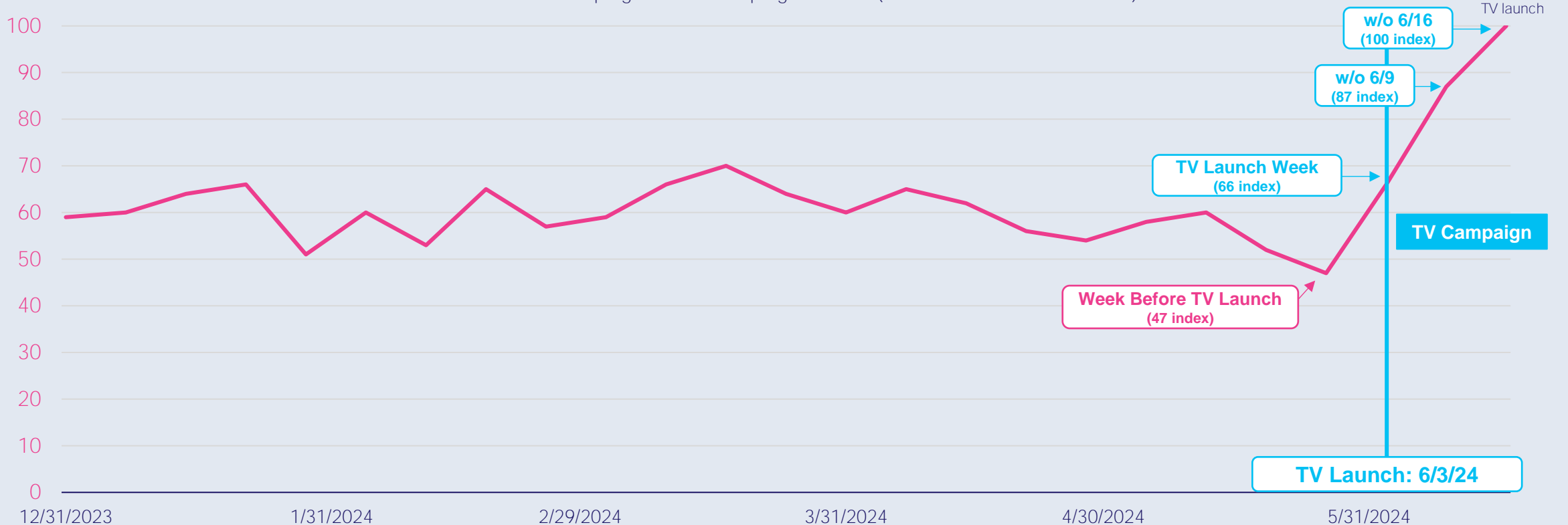
Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 7/7/24 – 12/29/24. **Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value 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, streaming TV between January 2024 – December 2024 (calendar months). Note: **Light blue line marks the first day of TV spending for each brand.** Pacagen founded in 2023 and product launched on 4/11/24. [Click here to view Pacagen's commercial](#) (via iSpot.tv).



Lumineux saw its online search activity double two weeks after launching their first TV campaign

Lumineux: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 12/31/23 – 6/16/24)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 12/31/23 – 6/16/24. 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, streaming TV between January 2024 – December 2024 (calendar months). Note: Light blue line marks the first day of TV spending for each brand. Lumineux launched 2014. [Click here to view Lumineux's commercial](#) (via iSpot.tv).

Key Marketer Takeaways

First-time multiscreen TV advertisers unlock growth with the scale, trust and performance that TV delivers

- ▶ Multiscreen TV is helping brands achieve growth by **expanding reach, building credibility** and **capturing consumer attention** in a competitive marketplace, making it especially valuable for marketers looking to **drive relevance at scale**
- ▶ From product launches to seasonal pushes, advertisers are turning to TV at pivotal business moments, using it as a **flexible solution that fits a wide range of objectives, budgets** and **timing needs**, which supports brands at every stage of their growth journey
- ▶ Multiscreen TV campaigns are **sparking consumer interest that translates into action**, driving branded search, digital engagement and ultimately allowing marketers to gain not just exposure but **performance outcomes** that move the needle on business goals

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Check out this related VAB content

Through Upfront season, marketers are making important decisions about their video investment strategy.

We're here to help.

Visit our [Upfront Planning Resource Center](#) for a curated a list of resources filled with the data, analysis and insights needed to make informed investment decisions.



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



A Commanding Presence
How Ad Continuity in Multiscreen TV
Drives Incremental Growth for Brands



Best in Show
Five Advantages of Multiscreen TV,
From Brand to Performance



Bigger, Bolder & More Ad-Supported
25 Streaming Trends That Are Impacting
Marketing Plans in 2025



Welcome to TV: 1H '24
Meet the New Advertisers Who Are Building
Engagement and Unlocking Brand Growth



Welcome to TV: Full Year '23
14 Facts on the \$1.4 Billion Investment
from New Advertisers

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VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

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.**



FY '24 New National Multiscreen TV Advertiser Lists



New Advertiser List: The national TV marketplace welcomed 344 bold new advertisers across categories and life stages to drive awareness and intent

FY 2024 New National Multiscreen TV Advertisers

Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)
Wegovy Rx	\$285,382.5	Horsepower Bull Shot	\$5,004.2	Vital Farms	\$1,664.4	DIME	\$784.7	Preserve Gold	\$489.5	Nutrius	\$328.2	Odele	\$207.2	MyCoffee	\$145.4
CAMZYOS Rx	\$111,829.9	Lumen	\$4,998.9	Facet	\$1,583.6	Cuddly	\$737.7	Coventry Direct	\$485.5	IMBXX	\$320.0	HLTH Code	\$205.0	Gin&Juice by Dre and Snoop	\$144.1
EYLEA Rx	\$94,408.6	Henry	\$4,805.8	Spoonful of Comfort	\$1,548.6	United States Steel	\$717.9	JEWLR	\$480.5	IQAir	\$318.3	OKYO Pharma	\$203.2	Nova Minerals	\$144.0
Bimzelx Rx	\$83,555.1	Chomps	\$4,744.8	Airmoto	\$1,540.5	VetsRef	\$694.8	Lemme	\$470.8	Laundry Sauce	\$317.7	Liquid Rubber	\$199.6	Transcode Therapeutics	\$143.4
PLUVICTO Rx	\$76,889.3	Right for America	\$4,695.7	CIIC	\$1,509.1	Nebraska Corn Board	\$691.8	Coalition To Strengthen America's Healthcare	\$468.0	Emerson Collective	\$310.8	Asbestos.com	\$197.9	My Patriot Supply	\$142.8
Gemini	\$68,714.6	Yrefy	\$4,550.3	Qar	\$1,500.5	United Wholesale Mortgage	\$680.5	Laser Photonics	\$459.9	Nature's Lab	\$309.9	Inspira	\$197.1	MoneyBot5000	\$141.0
XOLAIR Rx	\$44,736.8	Tree Top	\$4,438.5	Blue Man Pills	\$1,369.6	EDPNC	\$674.3	CUFI	\$459.5	Crowe	\$309.0	Johnny Was	\$195.7	Heaven Health Management	\$136.0
Honeylove	\$43,646.6	Happy Thursday	\$4,157.4	Kinder's	\$1,342.8	DR	\$669.3	Getting America Help	\$457.3	The Golf Warehouse	\$308.3	Mobile X Global	\$195.2	FibroBiologics	\$134.5
AIRSUPRA Rx	\$43,559.2	Bright Sky US	\$4,155.7	Oceania Cruises	\$1,342.7	Full Leaf Tea Co.	\$666.2	Policy Paul	\$454.1	Madison Avenue Couture	\$307.8	Boldify	\$195.2	Arnold Palmer Spiked	\$133.3
Monopoly Go!	\$34,199.6	COPE	\$3,279.6	Branch	\$1,292.2	GameChange	\$664.3	Better Plan Benefits	\$440.7	KitNipBox	\$307.7	ReflexMD	\$193.360	Degrees Pharmaceutical (60P)	\$132.8
Harbor Freight	\$31,614.2	Policy Fetch	\$3,188.8	AEW Figure Fighters	\$1,288.1	Slumberpod	\$662.8	Sell My House Fast	\$433.4	Villeroy & Boch	\$302.7	Made In USA	\$189.7	Takedown	\$132.3
Partice	\$30,115.3	Perplexity AI	\$3,107.7	Sun Cruiser	\$1,256.9	Atlas F.C.	\$654.0	Angel Ride	\$430.1	Modular Closets	\$302.2	Copper Compression	\$188.7	Arlington Renegades	\$132.3
I ZERVAY Rx	\$23,232.6	Evernorth	\$3,058.2	Wonder Ads	\$1,250.2	ZLINE	\$648.6	Story Corps	\$428.4	Sundays for Dogs	\$301.8	Daves Hot Chicken	\$188.6	Wheatley Vodka	\$130.8
Iberogast	\$21,625.0	Traveller Whiskey	\$2,864.6	Brady United	\$1,249.3	Pocket Vac	\$637.8	FuturHealth	\$425.0	SAYSH	\$294.3	Mackenzie Limited	\$187.9	Rubrik	\$130.7
MIERO Rx	\$18,810.7	Poplush	\$2,703.8	Beekman 1802	\$1,220.5	Montana Knife Co	\$637.8	Wholly	\$423.4	Accident.com	\$289.9	Anthem Gold Group	\$186.8	Pillow4Pain	\$126.1
VOQUEZNA Rx	\$14,246.4	Swash	\$2,696.1	King Par Superstore	\$1,189.7	Valley Strong Credit Union	\$637.3	Luki Lab	\$423.1	Hotel Xcaret Mexico	\$289.3	Guy Fieri's Flavortown	\$183.5	GameAbove	\$125.3
SYFOVRE Rx	\$13,894.6	Collars & Co.	\$2,643.5	The Wellness Company	\$1,179.1	Compare.com	\$634.3	Johnston & Murphy	\$422.1	President / Prison	\$279.8	Aer Lingus	\$183.1	Artic Air Ice Jet	\$123.3
Librela Rx	\$13,775.8	Great American Pure Flix	\$2,626.7	Angel AI	\$1,170.2	Taffy.com	\$627.0	Decora Girlz	\$420.2	GMR Gold	\$276.4	ResortPass	\$177.9	Memphis Showboats	\$123.2
National Council for Mental Wellbeing Fanatics Sportsbook	\$12,727.6	Prepared Hero	\$2,517.3	All It Takes	\$1,106.1	My Medic	\$626.8	Okta	\$418.2	Qualla	\$276.2	Lee Greenwood	\$175.1	Pacagen	\$123.0
Jolie	\$11,697.3	Par	\$2,309.7	Truth and Courage PAC	\$1,079.3	Dayforce	\$623.8	Trumpy Trout	\$417.3	Quigg Hush	\$274.5	Tiziana Life Sciences	\$174.4	Posh Peanut	\$121.5
Dose	\$10,497.7	Incogni	\$2,180.8	Revival	\$1,075.4	Jack Archer	\$616.3	IRX	\$416.3	My Life In A Book	\$267.4	flyExclusive	\$174.1	Sunrise Flour Mill	\$120.1
Zepbound Rx	\$10,002.0	Everglow	\$2,134.4	Republican Jewish Coalition	\$1,052.2	GrowTrax	\$589.5	Skinesa	\$410.6	Great Lakes Conservatives Fund	\$263.0	Trinity Biotech	\$172.2	Aptevo Therapeutics	\$119.0
I FLO	\$9,968.6	Truth Social	\$2,129.3	Set-Rite Plumbing	\$1,014.1	Origin Investments	\$589.5	Rhoback	\$409.6	Sleep Masters	\$262.2	Infinite Reality	\$171.6	DC Defenders	\$117.5
FinanceBuzz	\$9,223.9	Chamberlain University	\$2,108.0	Replenza	\$995.4	Goldline Fine Jewelers	\$568.5	Puppy Food Bank	\$403.1	Brio Water	\$261.1	Doctor Butler's	\$171.1	Personallnjury.com	\$116.6
Paze	\$9,198.1	Minky Couture	\$2,101.1	Shop LC	\$981.7	Aday	\$565.0	Turkey Tourism	\$397.6	Revzilla	\$261.0	Simpler Hair Color	\$167.2	Vision Marine Technologies	\$116.0
Squad Busters	\$8,630.8	Historic Victory Coins	\$2,085.0	Save50	\$936.6	NUFABRX	\$562.8	Tea Forte	\$396.5	Ice	\$257.3	Soudah Peaks	\$166.4	Banco Pichincha	\$115.5
Nutri	\$8,602.1	Kapitus	\$1,976.4	Blissy	\$915.2	Metagenics	\$555.6	CoverageX	\$396.0	The University of Texas at Dallas	\$252.4	On Location	\$165.3	DebitMD	\$114.4
Velsipity Rx	\$8,256.3	bella	\$1,967.8	Nordic Naturals	\$890.6	Sun West Mortgage Company	\$551.0	Digital Innovation for America	\$385.2	Elastic	\$247.6	Alliance Entertainment	\$163.1	Enlivex	\$113.6
Thesis	\$8,049.0	INVEGA HAFYERA Rx	\$1,953.8	IAO Clean	\$874.3	ARCA	\$548.4	Pets & People Together	\$370.5	East Coast Appliance	\$247.1	Celligence	\$162.1	CRIMPT	\$111.8
Dogs Inc	\$7,543.8	Features	\$1,951.7	VMC	\$858.3	CBIZ	\$547.2	No On 33	\$368.5	Yes on 35	\$245.0	Michigan Panthers	\$162.1	Holiball	\$111.4
American Values 2024	\$7,432.7	BRUNT	\$1,944.7	Kind Science	\$857.5	VitaHustle	\$544.8	American Society of Radiologic Technologies	\$360.8	FeatherSnap	\$241.4	Old Glory Bank	\$161.7	Healthcare For Action	\$110.6
Dr Marty	\$7,319.3	EDF Action	\$1,897.3	CERAMAX	\$851.2	GoldStandardX	\$543.3	CookUnity	\$354.1	Raisin	\$235.7	Syndicate Smokedown	\$160.2	point.me	\$108.4
Caraway	\$7,140.8	Graza	\$1,877.3	Win It Back PAC	\$847.5	Simple Modern	\$538.9	Delta Sigma Theta Sorority	\$353.5	Doctor's Choice	\$235.3	Stander	\$158.9	Alta Global	\$108.1
Eroxon	\$6,948.6	LLT Management	\$1,836.0	Mill	\$828.2	Coign	\$536.1	Felo	\$352.7	Slur	\$233.2	Clocks and Colours	\$158.4	bioAffinity Technologies	\$106.2
Reliance Medicare Helpline	\$6,465.7	Password	\$1,835.6	Mercy Chefs	\$827.3	CHALKBOARD	\$535.5	Financial Services Forum	\$347.9	Fist Assist	\$232.3	Students for Life of America	\$155.5	Better Life Science	\$105.7
AllExpress	\$6,242.6	ZYMFENTRA Rx	\$1,767.7	WINSENATE	\$812.9	StandWithUkraine	\$529.7	Beyond Yoga	\$343.9	Anti-Psychopath PAC	\$228.7	Fable	\$154.8	UNFEKOR	\$104.5
BMG360	\$5,722.0	Little Spoon	\$1,762.9	Charlotte's Web	\$809.9	Chalkless	\$526.4	Picanova	\$342.5	American Tax Services	\$226.9	Campbell Risk Management	\$151.9	Energy Fuels	\$104.3
Lumineux	\$5,704.5	Angel's Envy	\$1,742.3	USAgging	\$809.5	Treda	\$526.3	Nella	\$341.1	Squishmallows	\$222.9	CF Nutrition	\$150.4	The GLD Shop	\$103.9
Horsepower Duck	\$5,677.7	Plus500	\$1,727.6	UPrinting	\$807.7	Cushion Lab	\$516.6	Two Blind Brothers	\$334.6	Can-Fite BioPharma	\$222.3	Poder Lailnx	\$150.2	Z Modular	\$103.8
Zuke's	\$5,643.5	Alloy	\$1,723.0	IURTLBOX	\$799.6	Project Freedom	\$510.9	Howard Capital Management	\$334.0	Strauss	\$219.9	Flipzoo Magic Tails	\$149.1	First Liberty Institute	\$103.8
Opill	\$5,033.1	Abacadabra	\$1,691.7	EALSCARA	\$789.7	THOR Kitchen	\$509.1	Manta Sleep	\$333.1	Fisher Traction	\$217.2	Remind Magazine	\$148.4	Miracle.Made	\$103.0
Pepper	\$5,031.8	UFL	\$1,688.3	ENHERTU Rx	\$789.4	Woxer	\$493.0	Dairy Farmers of Wisconsin	\$330.5	Gem	\$212.5	RYZE	\$146.4	Zomedica	\$100.5

Source: VAB analysis of Nielsen Ad Intel data as of 2/10/25, 1/1/24-12/31/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with TV spend over \$100K. The above chart represents the full list of new advertisers, including direct-to-consumer brands.

To click through to a brand's website, view in 'slide show' and click on the respective link.

The Direct-to-Consumer segment continues to drive new entrants with 112 brands across 23 categories, spending over \$200 million in 2024

FY 2024 New National Multiscreen TV DTC Advertisers

To click through to a brand's website, view in 'slide show' and click on the respective link.

Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)
Honeylove	Apparel & Accessories	\$43,646.6	Blue Man Pills	Personal Care	\$1,369.6	Simple Modern	Home	\$538.9	Matsato	Kitchenware	\$213.1
Fanatics Sportsbook	Gambling	\$11,697.3	Kinder's	Food	\$1,342.8	CHALKBOARD	Gambling	\$535.5	Gem	Vitamins & Supplements	\$212.5
Jolie	Personal Care	\$10,497.7	Branch	Home Furnishing	\$1,292.2	City Beauty	Personal Care	\$526.4	Odele	Personal Care	\$207.2
Dose	Vitamins & Supplements	\$10,002.0	Beekman 1802	Personal Care	\$1,220.5	Cushion Lab	Home	\$516.5	HLTH Code	Vitamins & Supplements	\$205.0
Thesis	Vitamins & Supplements	\$7,543.8	The Wellness Company	Vitamins & Supplements	\$1,179.1	THOR Kitchen	Kitchenware	\$509.1	Liquid Rubber	Home Improvement	\$199.6
Dr.Marty	Pets	\$7,140.8	Revival	Home Furnishing	\$1,075.4	Woxer	Apparel & Accessories	\$493.0	Inspira	Health & Wellness	\$197.1
Caraway	Kitchenware	\$6,948.6	Blissy	Personal Care	\$915.2	JEWLR	Apparel & Accessories	\$480.5	Johnny Was	Apparel & Accessories	\$195.7
Eroxon	Personal Care	\$6,465.7	Nordic Naturals	Vitamins & Supplements	\$890.6	Lemme	Vitamins & Supplements	\$470.8	Boldify	Personal Care	\$195.2
AliExpress	Online Marketplace	\$6,228.8	TAO Clean	Personal Care	\$874.3	FuturHealth	Vitamins & Supplements	\$425.0	ReflexMD	Health & Wellness	\$193.3
Lumineux	Personal Care	\$5,704.5	Kind Science	Personal Care	\$857.5	TRX	Health & Wellness	\$416.3	Made In USA	Marketplace	\$189.7
Pepper	Apparel & Accessories	\$5,031.8	CERAMAX	Kitchenware	\$851.2	Skinesa	Personal Care	\$410.6	Copper Compression	Health & Wellness	\$188.7
Lumen	Health & Wellness	\$4,998.9	Mill	Home	\$828.2	Rhoback	Apparel & Accessories	\$409.6	Mackenzie Limited	Food Delivery	\$187.9
Yrefy	Financial Services	\$4,550.3	Charlotte's Web	Vitamins & Supplements	\$809.9	CookUnity	Food Delivery	\$354.1	Guy Fieri's Flavortown	Kitchenware	\$183.5
Policy Fetch	Insurance	\$3,188.8	FALSCARA	Personal Care	\$789.7	Beyond Yoga	Apparel & Accessories	\$343.9	ResortPass	Travel	\$177.9
Popilush	Apparel & Accessories	\$2,703.8	DIME	Personal Care	\$784.7	Two Blind Brothers	Apparel & Accessories	\$334.6	Simpler Hair Color	Personal Care	\$167.2
Collars & Co.	Apparel & Accessories	\$2,643.5	Cuddly	Pets	\$737.7	Manta Sleep	Health & Wellness	\$331.3	Clocks and Colours	Apparel & Accessories	\$158.4
Pact	Apparel & Accessories	\$2,309.7	VetsRef	Pets	\$694.8	IMBXX	Vitamins & Supplements	\$320.0	Fable	Home Furnishing	\$154.8
Incogni	Professional Services	\$2,180.8	Full Leaf Tea Co.	Beverages	\$666.2	QAir	Home	\$318.3	RYZE	Beverages	\$146.4
Everglow	Personal Care	\$2,134.4	Slumberpod	Home Furnishing	\$662.8	Laundry Sauce	Cleaning Supplies	\$317.7	Pillow4Pain	Health & Wellness	\$126.1
Minky Couture	Home Furnishing	\$2,101.1	ZLINE	Home Furnishing	\$648.6	Madison Avenue Couture	Apparel & Accessories	\$307.8	Pacagen	Health & Wellness	\$123.0
bella	Kitchenware	\$1,967.8	Montana Knife Co	Tools	\$637.8	KitNipBox	Pets	\$307.7	Posh Peanut	Apparel & Accessories	\$121.5
BRUNT	Apparel & Accessories	\$1,944.7	Compare.com	Insurance	\$634.3	Villeroy & Boch	Kitchenware	\$302.7	Sunrise Flour Mill	Food	\$120.1
Graza	Food	\$1,877.3	Taffy.com	Food	\$627.0	Sundays for Dogs	Pets	\$301.8	CRIMPIT	Kitchenware	\$111.8
Boarderie	Food Delivery	\$1,766.9	My Medic	Health & Wellness	\$626.8	SAYSH	Apparel & Accessories	\$294.3	Holiball	Home	\$111.4
Little Spoon	Food Delivery	\$1,762.9	Jack Archer	Apparel & Accessories	\$616.3	Qualia	Vitamins & Supplements	\$276.2	point.me	Travel	\$108.4
Alloy	Health & Wellness	\$1,723.0	Aday	Apparel & Accessories	\$565.0	Doggie Hush	Pets	\$274.5	Better Life Science	Health & Wellness	\$105.7
Spoonful of Comfort	Food Delivery	\$1,548.6	NUFABRX	Health & Wellness	\$562.8	My Life In A Book	Gifts	\$267.4	UNEEKOR	Sports	\$104.5
ClcC	Apparel & Accessories	\$1,509.1	Metagenics	Vitamins & Supplements	\$555.6	Strauss	Apparel & Accessories	\$219.9	The GLD Shop	Apparel & Accessories	\$103.9



DTC brands accounted for 33% of total new TV advertisers and 14% of total TV spend

Logos represent a sampling of new national TV DTC advertisers

Source: VAB analysis of Nielsen Ad Intel data as of 2/10/25, 1/1/24-12/31/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with TV spend over \$100K.