
April 25, 2025

Question of the Week:

“How should I think about my advertising in the wake of economic uncertainty caused by tariffs?”



Continuing to advertise during economic uncertainty is the key to business growth

The recent announcements and actions on U.S. tariffs from the Trump administration have caused **upheaval in global financial markets**, created a **wave of economic uncertainty among consumers** and has formed a **cloud of caution over corner offices**.

This has led some businesses to **question their advertising investments** as they look to hold down costs throughout their companies.

Although there is over 100 years of analysis that demonstrates how businesses that advertise during times of economic uncertainty and continue to invest in both brand and performance channels, like multiscreen TV, achieve long-term growth; we've specifically **analyzed the last period of economic uncertainty to prove the value of advertising**.

It was only a few years ago that the U.S. was in a prolonged period of economic uncertainty – stoked by a global pandemic, the highest inflation in over 40 years, international conflicts and a lingering threat of recession. **During this same period, 931 advertisers launched their first TV campaigns**.

Continue reading to learn more about the **outsized business outcomes these bold, new TV advertisers achieved in the most challenging of economic environments** – all because they launched advertising campaigns.

Tariff announcements and policies are creating economic uncertainties and dominating conversations across the advertising industry

AP

4/3/2025

Trump announces sweeping new tariffs to promote US manufacturing, risking inflation and trade wars

AdAge

4/11/2025

19 ad leaders on how Trump tariffs and the economy are impacting brand and media strategy

 Reuters

4/12/2025

That seat will cost how much? US businesses already seeing impact of Trump tariffs

Forbes

4/11/2025

As Luxury Brands Brace For Tariffs, Affluent Consumers Hit Pause

CNN

4/16/2025

Fed Chair Powell gives starkest warning yet on potential economic consequences from tariffs

 **NBC NEWS**

3/4/2025

Trump puts tariffs on thousands of goods from Canada and Mexico, risking higher prices

BUSINESS INSIDER

4/4/2025

A running list of companies that have talked about raising prices due to Trump's tariffs

 **CNBC**

3/12/2025

'Volatility and conflict': Business leaders sound warnings over Trump's tariffs

n p r

4/2/2025

Trump unveils sweeping 10% tariff and 'reciprocal' tariffs on dozens of nations

FASTCOMPANY

3/20/2025

How Trump's tariffs are already impacting U.S. small businesses
Small businesses are already being hit hard, but here's what these tariffs could mean for the global economy in the long run.

Ad industry leaders are encouraging brands to continue brand-building activities while seeking growth opportunities in these uncertain times

“A lot of the conversation that we revive during periods like this is that we **don't want to sacrifice brand building**. And so, for example, if we had a large client that might be affected by tariffs or any other kind of economic downturn, the conversation that we would have is to remind them of all the proof points about why **it's important to continue to invest in your brand.**”

Deanna Cullen, head of media investment, Wpromote

“Panic-spending on activation may feel necessary in the moment, but **forsaking brand equity and consumer connection in the process creates a steeper climb post-recovery**. We've seen this pattern before. Economic uncertainty drives short-term thinking, but **history favors the brands that continue to invest in their identity and resonance.**”

Hasan Ramusevic, CEO, Hasan + Shumaker

“It's arguable that in recessionary times the **need for brand-level advertising investment is even greater** because you need to give people emotional reasons to buy that supersede the rational objections they may have to price. Basically, **how can you make consumers love you so much** that your brand or product is worth the cost?”

Kerry McKibbin, partner and president, Mischief USA

“Going dark might save a few bucks now, but it hands the mic to your competitors. And the data backs it up—**brands that keep advertising in tough times come out stronger**... The brands that nail both performance and brand-building are the ones who'll pull ahead while everyone else hits pause.”

Michael Shaughnessy, chief operating officer, Kargo

“**Our clients are cautious** and they are right to be cautious, but **they are also very competitive** because they are **looking for every growth opportunity.**”

Arthur Sadoun, CEO, Publicis Group

“The consumer is seeing all kinds of yellow-flashing lights not knowing if they will turn green or red. **We will see a shift toward more performance vs. brand marketing with value and benefit at the center.** Demand creation for all categories will be paramount with media dollars needing to be stretched.”

Bill Koenigsberg, CEO, Horizon Media

Source: Ad Age, 19 ad leaders on how Trump tariffs and the economy are impacting brand and media strategy, 4/11/25. Ad Age, Publicis CEO Arthur Sadoun blames the industry's weakening perception on rivals more than tariffs, 4/15/25.

Continuing to advertise during times of economic uncertainty has been a **central principle of business growth** for over the last 100+ years



100 years of analyses demonstrate how businesses that invest in brand equity during economic uncertainty grow sales faster than competitors

To learn more, download our 66-page report: [Keep Calm and Advertise On: How to Successfully Navigate Your Brand Through an Economic Downturn](#)

For 100 years, scholars have been demonstrating how brands that increase their ad budgets during an economic downturn grow sales much faster than their competitors – both during the time period and beyond it

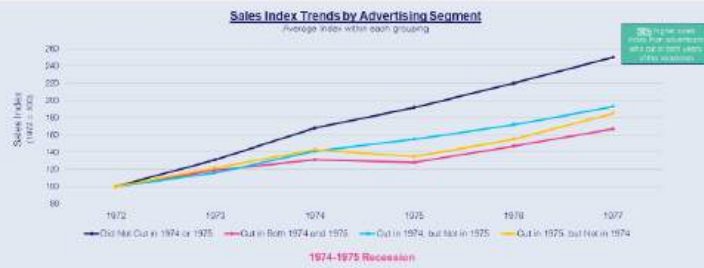
In the 1920's, companies that decreased their advertising spend saw sales decline both during the recession and then for the following three years.

In relative terms, these companies actually underperformed even those that elected to do no advertising at all.

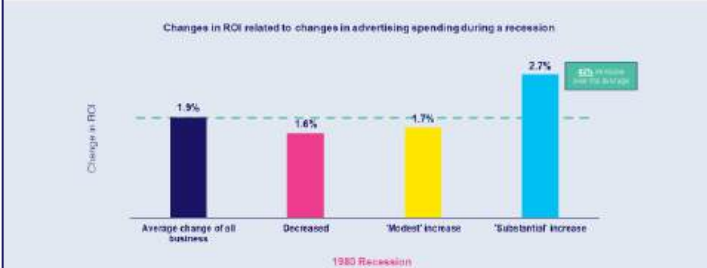
This was the first in a series of proof points over the last century to prove the ability of increased advertising during a recession to drive outcomes.



1974-1975 Recession: Similar patterns were seen in the 1970's as companies that did not cut their advertising budget not only remained strong during the recession but emerged even stronger after it



1980 Recession: An analysis conducted by WPP across almost 400 companies proved that increasing advertising during a recession has a positive impact on return on investment (ROI)



1981-1982 Recession: A McGraw-Hill research analysis of 600 companies showed that those who maintained or increased their ad spend averaged significantly higher sales growth for three years after the recession



1980s – early 2000s Recession Periods: The same PIMS study demonstrated that companies increasing their advertising investment also improved their 'Return on Capital Employed (ROCE)'



2008-2009 Recession: Based on the same analysis, investing in share of voice during the recession drove large, long-term profit growth afterwards as well



In times of continued economic uncertainty, brands must maintain their messaging to reap long-term benefits

“Marketers must resist cutting budgets. Every empirical study and almost every anecdotal report from past recessions strongly suggests that brands may deliver on their short-term financial goals but often lose those gains in the long term.

The power of brands erodes as advertising and marketing spend declines. The cost of recapturing lost short-term sales due to spending declines more than offsets the temporary financial gain... When marketers pull back investments, market capitalization is undercut and sub-optimizes long-term performance.

Brands that **increased investment** during the last recession saw **63% stronger ROI** and **60% ROI grew year-over-year.**”

Bob Liodice, CEO of the Association of National Advertisers (ANA)

ANA, Q&A: How to Develop Recession-Proof Marketing, January 26, 2023

The U.S. was recently in an extended period of **economic uncertainty during the pandemic years** and its immediate aftermath which featured hyper-inflation and global conflict



In 2022, the inflation rate was at the highest in more than 40 years, driven by a range of factors including the pandemic and global conflicts

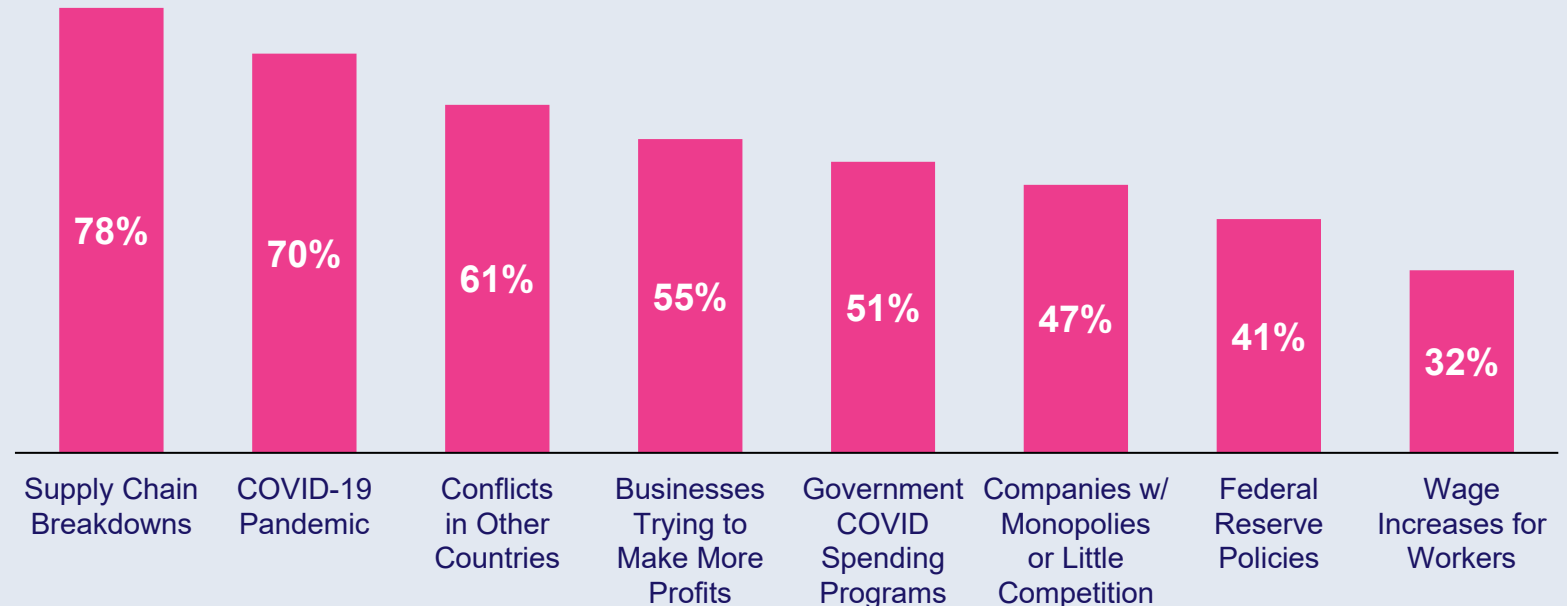
In June 2022, on average, the price of goods and services increased

9.2%

Increase in Consumer Price Index* for all items in June 2022, reflecting the largest 12-month increase since November 1981

How much of an impact, if any at all, do you think the following have had on price increases in the past year?

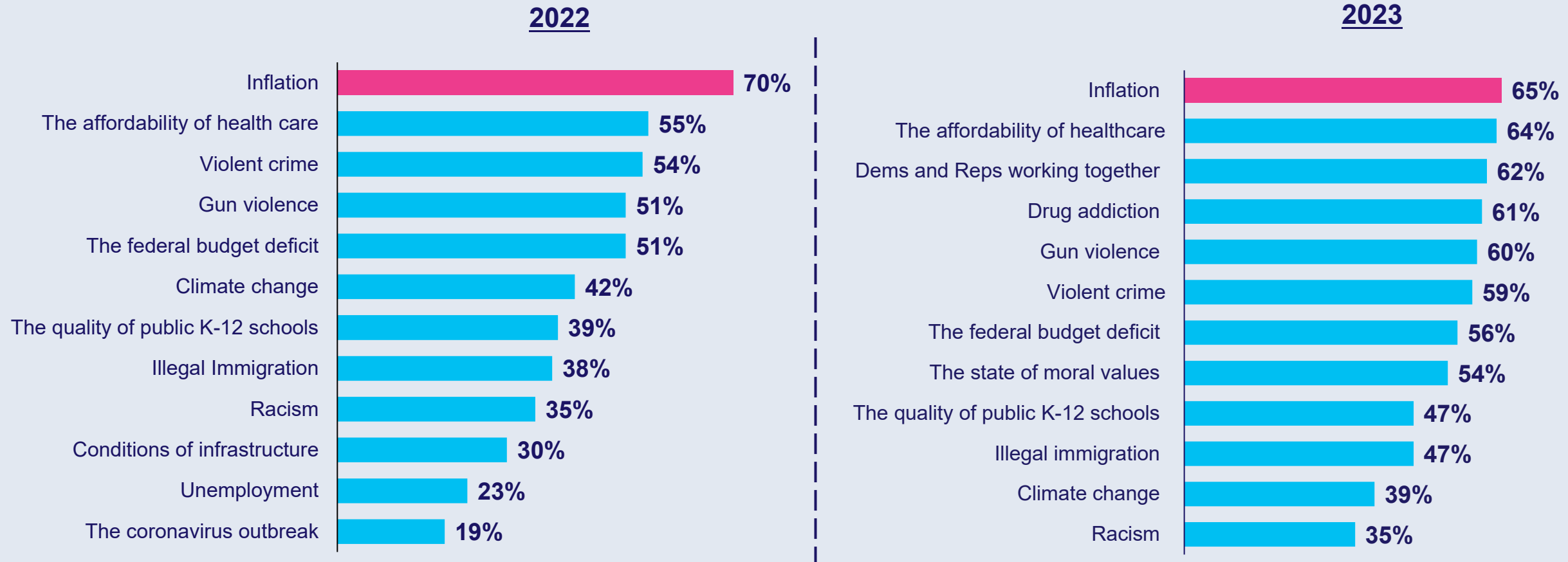
% of respondents who answered 'major' or 'significant' impact



Source: Bureau of Labor Statistics Consumer Price Index News Release, 7/13/22. *The Consumer Price Index (CPI) is a measure of the average change over time in the prices paid by urban consumers for a market basket of consumer goods and services. Ipsos & FiveThirtyEight, 2022 Election Tracking Survey. Data based on poll conducted April 27 – May 5, 2022 on behalf of FiveThirtyEight using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,006 adults age 18 or older interviewed online in English and Spanish.

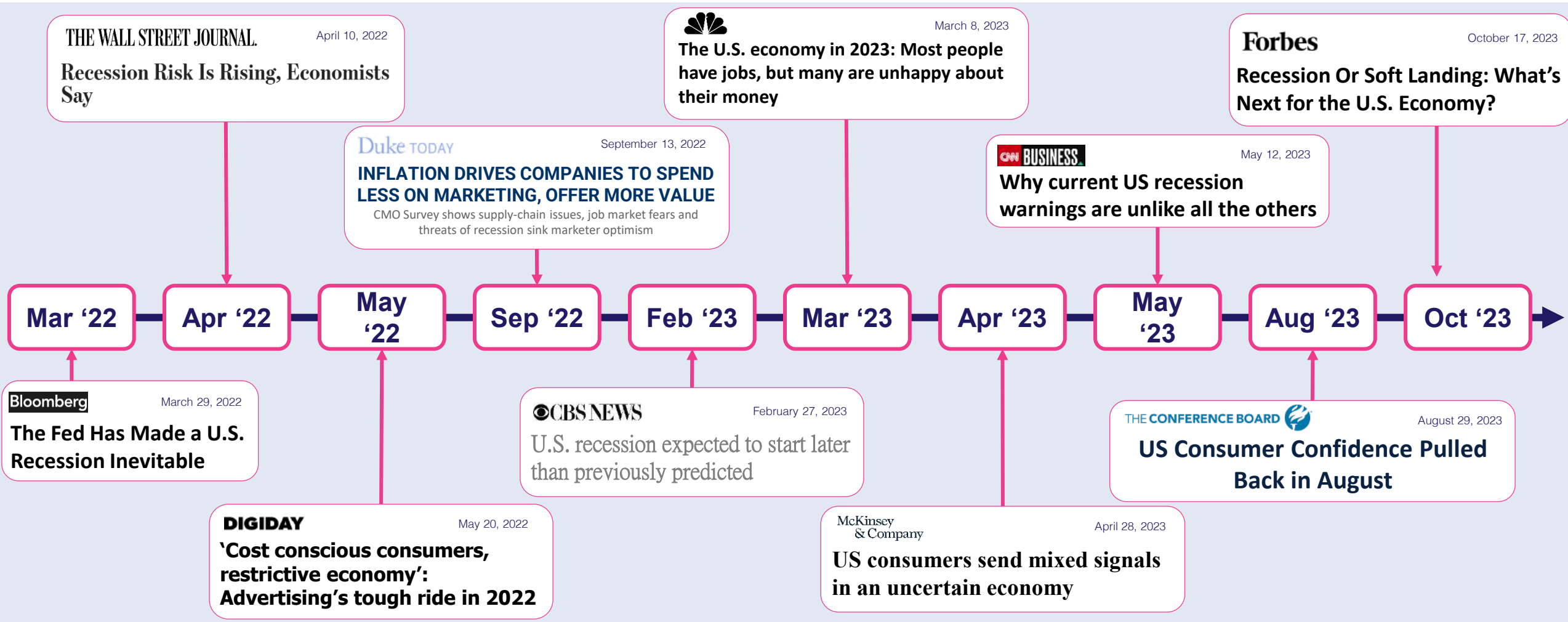
Over the course of 2022 & 2023, most Americans saw inflation as the most pressing issue and a ‘very big problem’ in the country

% who say each of the following is ‘a very big problem’ in the country today



Source: Pew Research Center, *By a wide margin, Americans view inflation as the top problem facing the country today*, 5/12/22. Based on survey of U.S. adults conducted April 25 – May 1, 2022; *Inflation, Health Costs, Partisan Cooperation Among the Nation's Top Problems*, 6/21/2023.

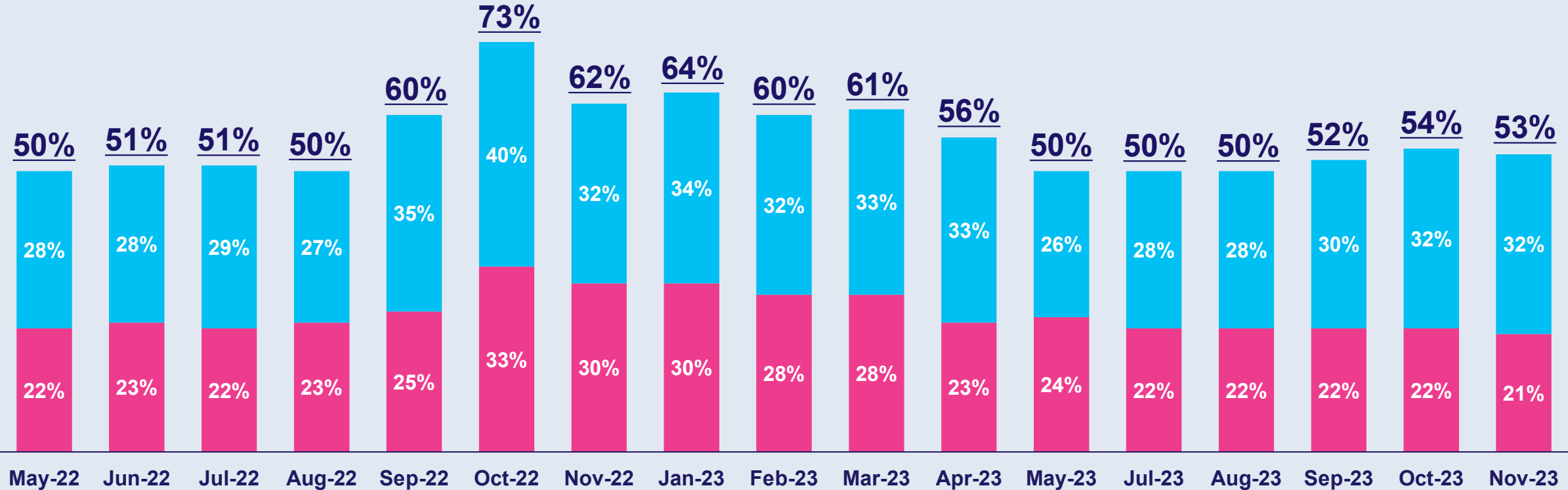
Because of this, the U.S. was under the shadow of a potential recession for several years which caused many marketers to spend cautiously



In fact, at least half of all U.S. adults thought we were either in a recession or at the beginning of one consistently during this period

Sentiment About Whether The U.S. Economy Is In A Recession

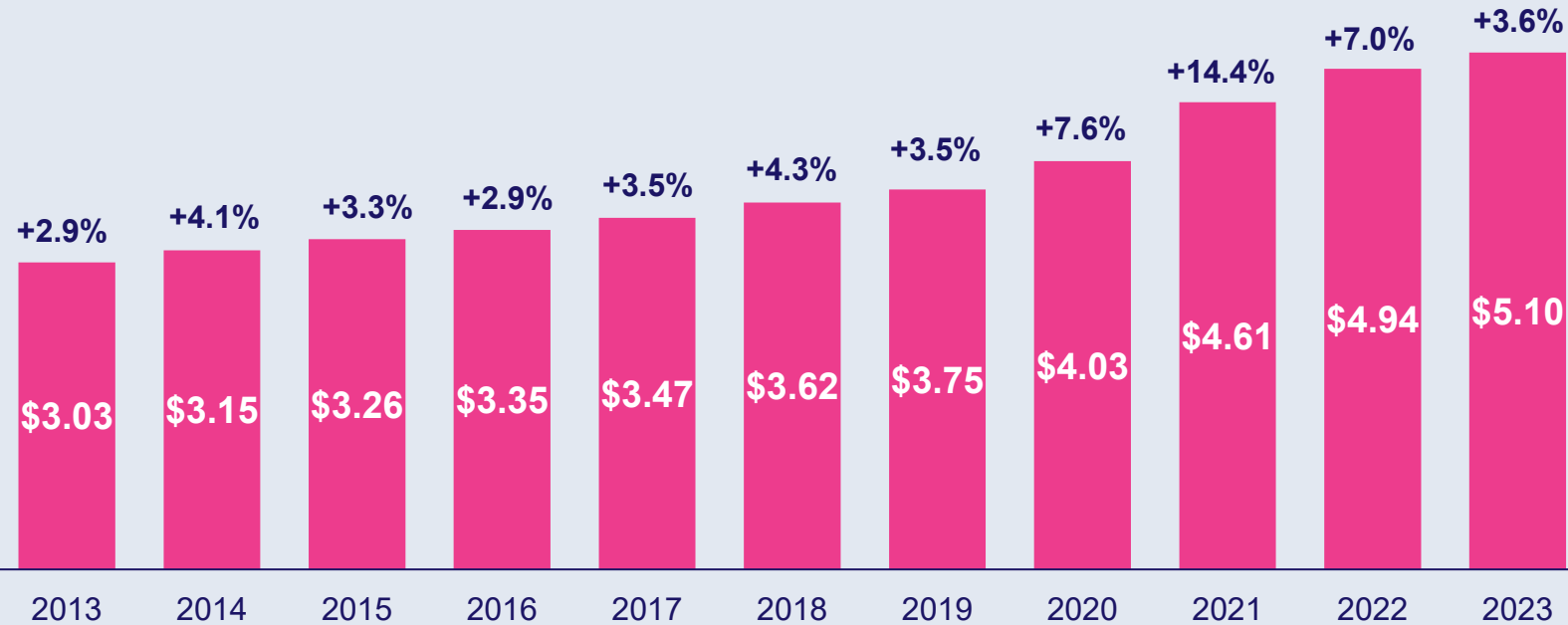
■ The economy is already in a recession ■ The economy is at the beginning of a recession



Source: VAB analysis of Dentsu, *Consumer Navigator: American Mindset* – May 2022, November 2022, June 2023, January 2024, April 2024, September 2024, January 2025 & March 2025, A18+. Note: No data available for December 2022, June 2023 and December 2023.

However, consumers continued spending throughout all this uncertainty as retail sales increased by over \$1 trillion annually between 2020 - 2023

Annual Retail Sales & YoY Growth
Spend in Trillions



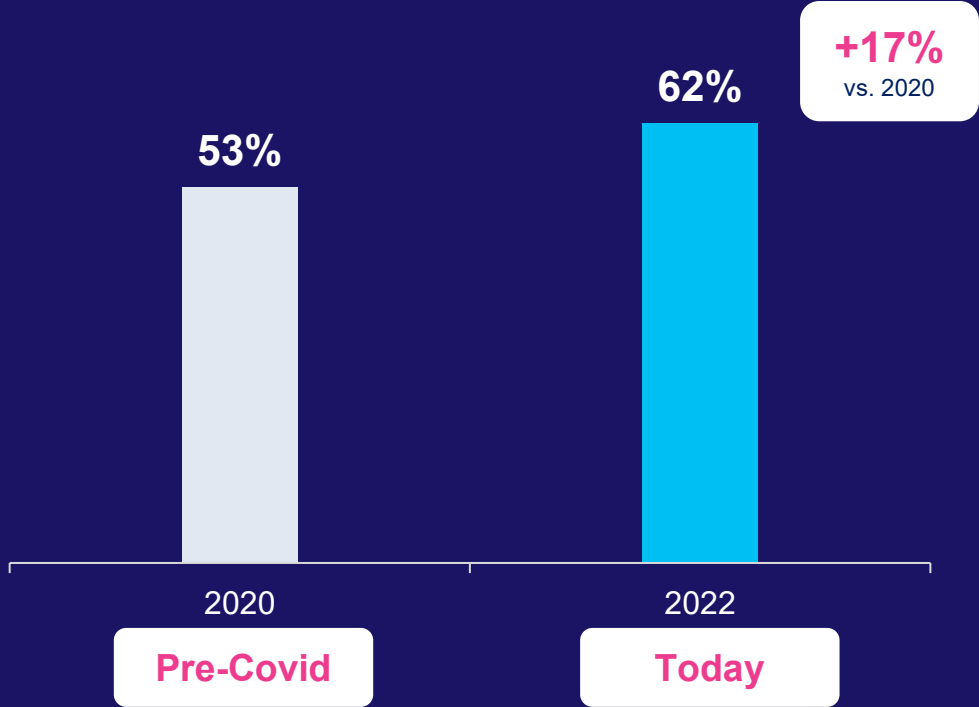
Source: National Retail Federation (NRF), *NRF Forecasts 2023 Retail Sales to Grow Between 4% and 6%*, 3/29/2023. 2023 retail sales sourced from National Retail Federation (NRF), *NRF 2024 Annual Retail Sales Forecast FAQ*, 3/27/2024.

During Covid, consumers built strong bonds with their favorite brands, illustrating the outsized equity and love formed during uncertain times



'I feel an emotional connection to the brand I buy from the most'

% of consumers who agree with the following



Source: Salesforce, *State of the Connected Consumer*, 2022. Base = 13,020 consumers among 29 countries.

Customers with strong brand love were more likely to overlook reasonable price increases during inflation, even citing “empathy” for the business

% of people that agree with the following statements



81%

“I have **empathy for small businesses** that need to increase prices due to inflation or shortages.”



73%

“I am willing to continue to buy from companies that increase their prices **if I feel valued as a customer.**”



71%

“I have empathy for companies where I've been a **long-time customer** when they need to increase their prices due to inflation or shortages.”

Source: Ipsos, *Here's how inflation is affecting our shopping*, June 2022. Ipsos Coronavirus Consumer Tracker, fielded May 24 – 25, 2022 among 1,120 U.S. adults. Q: How much do you agree or disagree with the following statements – agree summary.

Many still splurged on their favorite brands, even amidst the highest prices in 40 years, illustrating the importance of reinforcing unique brand value

% of adults 18+ who agree with the following statements



'Even though prices are rising due to inflation, I am not going to stop buying what I want'

54%



'I don't mind spending more money to get the products I want'

65%

Source: Ipsos, *Here's how inflation is affecting our shopping*, June 2022. Ipsos Coronavirus Consumer Tracker, fielded May 24 – 25, 2022 among 1,120 U.S. adults. MRI-Simmons 2022 Q2 Trending Topics Study, A18+. "Any agree" = somewhat / strongly agree.

During that period of economic uncertainty,
over **\$4 billion** was invested in TV by bold, new
advertisers who launched their first campaigns
between 2021 – 2023



931 new advertisers launched their first national TV campaign during the prolonged three-year period of economic uncertainty

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

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.

Over \$4B
was invested by
**931 first-time
national TV
advertisers**
Between 2021 - 2023

These 931 new TV advertisers that launched their first campaign between 2021 – 2023 represented a diverse mix of brands across 115 categories

2021-2023 New National TV Advertisers: Top 25 Categories Ranked by Total Advertisers

Rank	Category	# of Brands			
		2021	2022	2023	Total
1	Financial Services	21	19	21	61
2	Pharmaceutical	11	24	23	58
3	Apparel & Accessories	19	17	21	57
4	Professional Services	15	9	19	43
5	Legal Services	11	17	6	34
6	Health & Wellness	9	12	13	34
7	Insurance	15	9	8	32
8	Organizations	5	14	10	29
9	Vitamins & Supplements	7	8	14	29
10	Personal Care	10	12	6	28
11	Wellness & Beauty	14	2	12	28
12	Home	11	10	6	27
13	Mobile Apps	8	11	7	26
14	Home Improvement	4	11	11	26
15	Alcoholic Beverages	10	9	6	25
16	Home Furnishing	6	8	11	25
17	Food	7	6	7	20
18	Travel	3	5	10	18
19	Beverages	5	1	11	17
20	Pet	5	5	6	16
21	Gaming	6	2	4	12
22	Food Delivery	4	2	6	12
23	Cleaning & Sanitation	5	4	3	12
24	Fitness	6	5	0	11
25	Education	0	2	9	11
26	Other Categories (90)	98	79	63	240
	Grand Total	315	303	313	931

Source: VAB analysis of Nielsen Ad Intel Data from the following periods: 1/1/2021-12/31/2021, 1/1/2022-12/31/2022, 1/1/2023-12/31/2023. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with TV spend over \$100K.

These new advertisers invested in **multiscreen TV's ability to build brand equity and deliver business performance**, a balance that was even more critical for the consumer environment at the time



The first-time advertisers launched their TV campaigns to reach new and broader audiences, build brand equity and grow their customer base

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)



“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)

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)

Plow&Hearth.

“We’ve always focused on helping our customers design cozy, comfortable spaces that inspire enduring memories and connections. TV allows us to share Plow & Hearth’s story while highlighting the variety and quality of our offering.”

Leslie Newton, CEO, *Plow & Hearth*
(Plow & Hearth Press Release, 4/25/22)

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, GM & CMO, *Orchard Brands*
(Business Wire, 9/13/22)



“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 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)

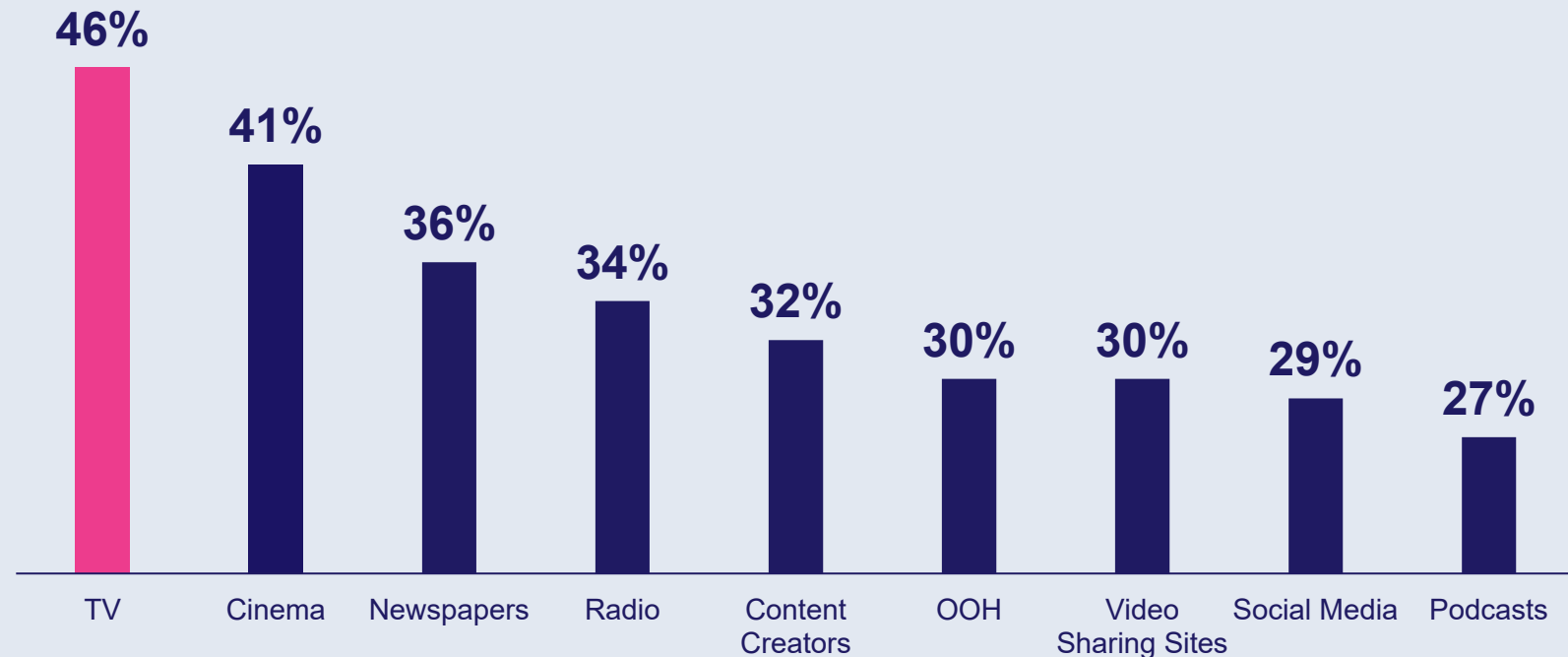
The 'halo effect' of TV creates a much more positive impact on consumer perception of its advertisers vs. all other platforms, especially social

Media signaling:

The perceived cost and scale of an advertising channel that can **enhance brand attributes** in the eyes of the consumer.

Signaling determines a platform's ability to strengthen brand perception in terms of its **financial footing, popularity** and **degree to which it could be trusted**.

'Signaling strength' by channel



How to read: 46% of respondents believe TV advertising enhances a brand's attributes

The 931 new TV advertisers saw **outsized results for mid-funnel outcomes, like website traffic**, during the height of economic uncertainty and hyper-inflation



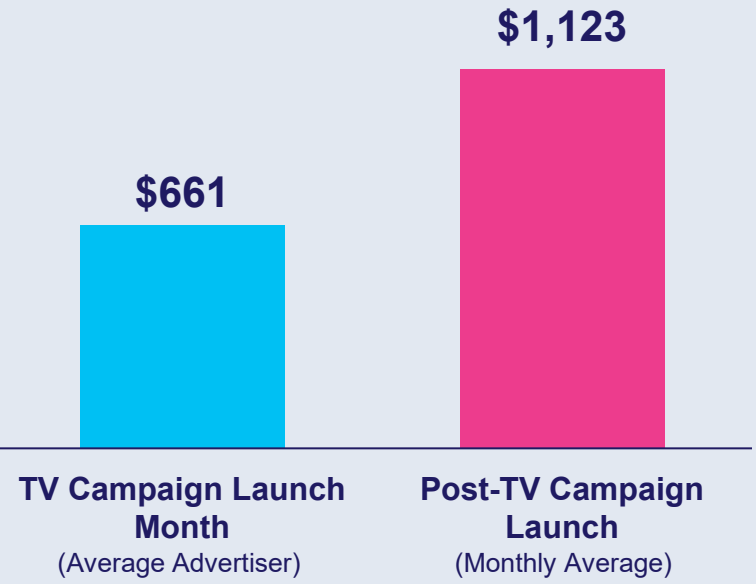
As seen across the 931 advertisers, the initial success of a TV campaign prompted an increase in investment as they battle for greater market share

New TV Advertisers Average National TV Spend

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

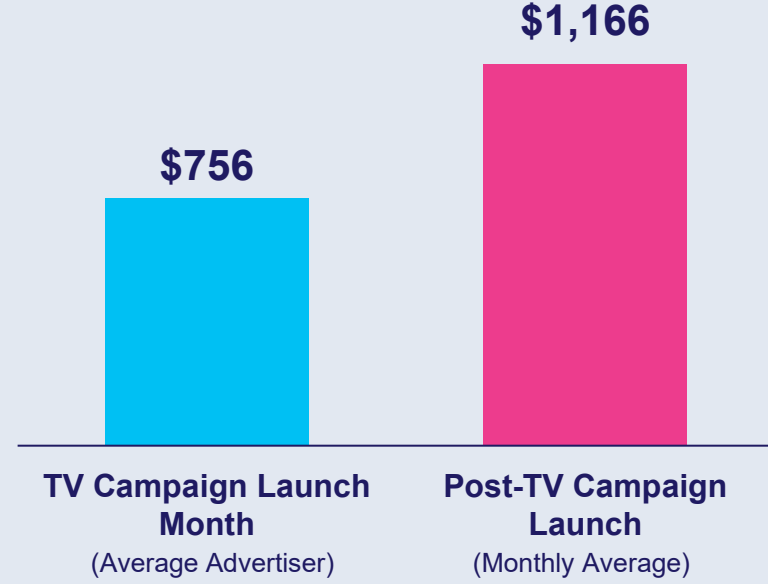
2021
(315 advertisers)

+70%



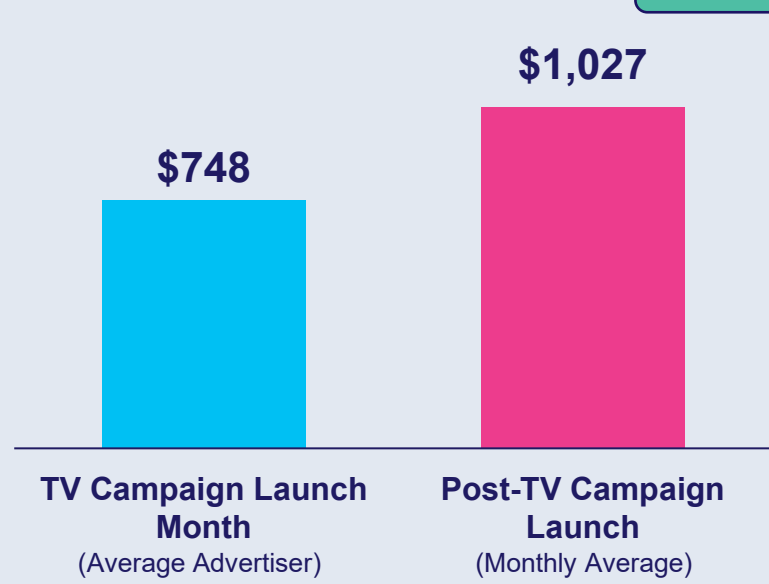
2022
(303 advertisers)

+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.

To quantify brand success, we analyzed first-time TV advertisers between 2021-2023 who had measured website traffic in Comscore



931

**Total first-time
national TV advertisers
2021 - 2023**



201

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

To learn more, download our 48-page report: [Breaking Through: How New Advertisers Are Using TV To Ignite Interest & Turn Consumers Into Customers](#)

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

The 201 brands examined within our analysis included brands of all sizes, especially many small and medium-sized businesses

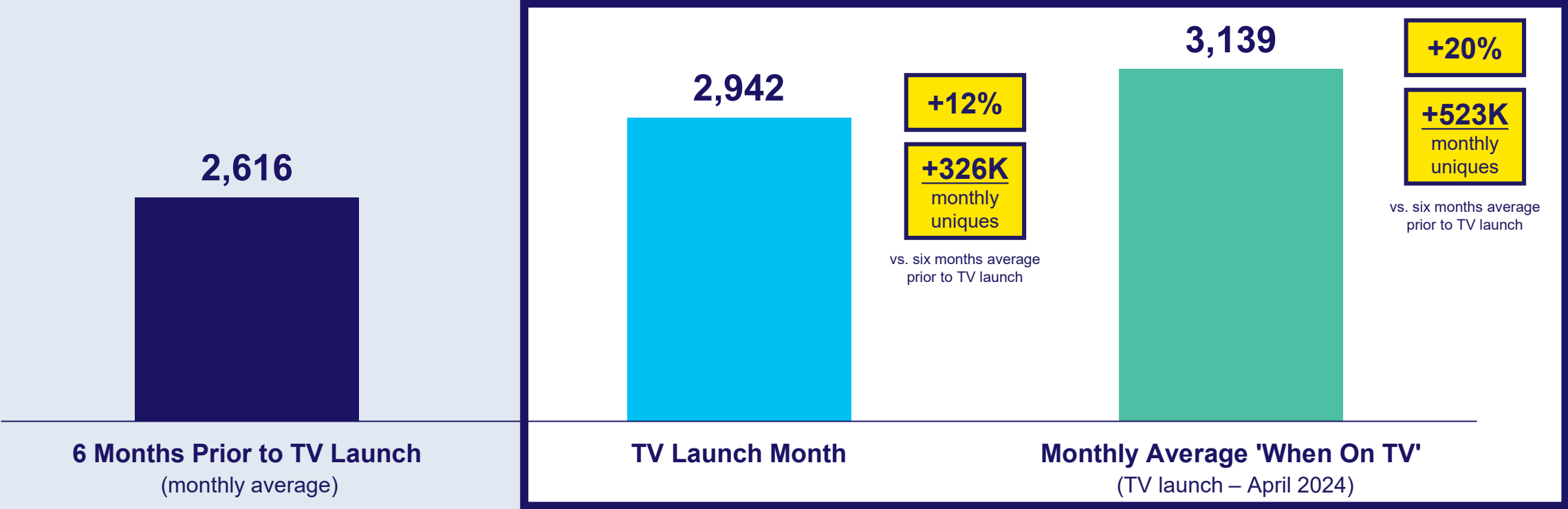


Source: VAB analysis of Nielsen Ad Intel, January 2021 – December 2023 (calendar months) & VAB analysis of Comscore mediamatrix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months).

Once their TV campaign launched, brands saw an immediate double-digit influx of website visitors on average which grew as activity continued

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

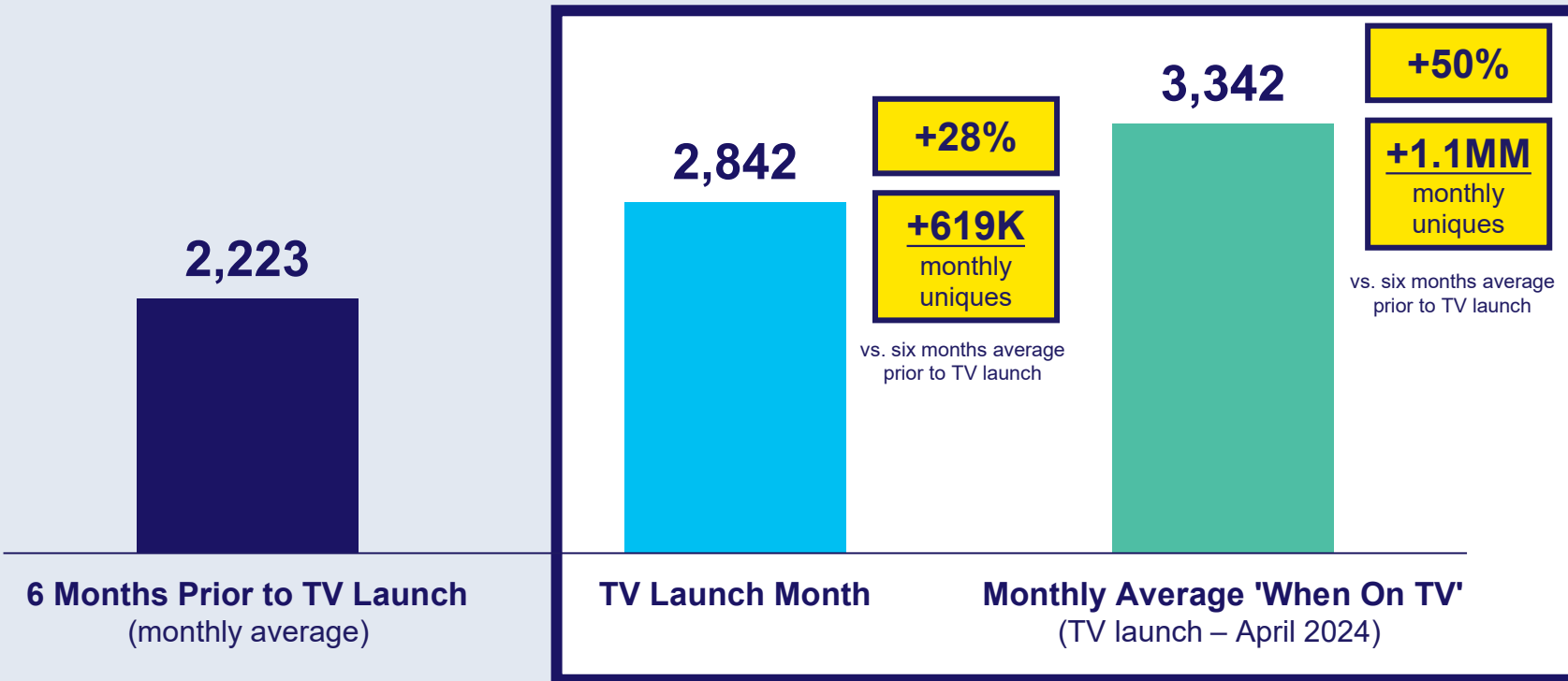


Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months), figures are based on monthly averages for the 173 brands analyzed. VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, national 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 examined for this analysis. During this four-year analysis, the average advertiser was on TV for 13 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.



Brands across TV investment levels saw double-digit average increases in their website traffic, with higher investment levels garnering higher lifts

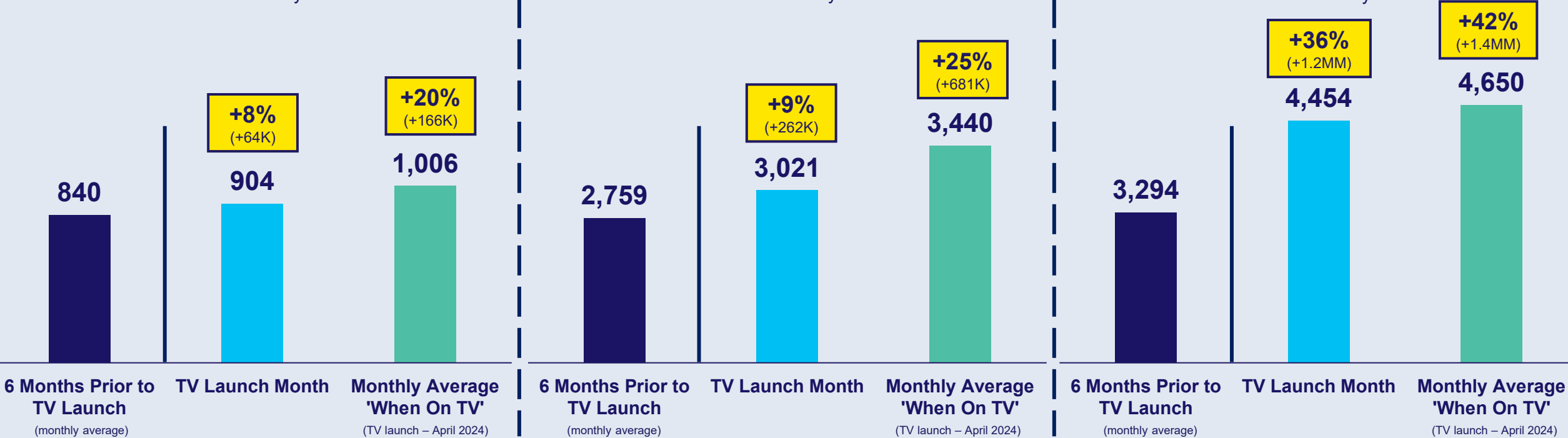
Average Monthly Website Unique Visitors

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

Under \$500K Spend 35 Brand Analysis

\$2MM - \$5MM Spend 35 Brand Analysis

\$10MM+ Spend 44 Brand Analysis



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 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).. The brands within this group invested their spend in TV between January 2021 – April 2024.

First-time advertisers who had **much more continuity** in their multiscreen TV campaigns saw even **greater lifts of curious customers** entering their digital storefronts



In our second analysis, we examined website & app traffic across 38 brands that launched their first national TV campaign in 2023

38

Brands included in analysis

To learn more, download our 22-page report:
[A Commanding Presence: How Ad Continuity in Multiscreen TV Drives Incremental Growth for Brands](#)

Source: VAB analysis of Comscore mediаметrix multiplatform media trend data, P18+. January 2021 – December 2024 (calendar months), figures are based on monthly averages for the brands analyzed in each segment. 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, January 2021 – December 2024 (calendar months).

Selection Criteria

- ▶ Brands with measured website traffic in Comscore
 - ▶ Note: most new advertisers are 'emerging' brands and thus not measured
- ▶ Brands that launched their first multiscreen TV campaign (including local TV) after 1Q 2021
 - ▶ This allowed us to have at least a few months of 'pre-TV launch' monthly website/app traffic data for each brand
- ▶ Focused on brands with similar 'pre-TV launch' monthly website/app traffic and excluded clear outliers from the selection set
 - ▶ A statistical outlier within this selection set could significantly skew results from a traffic comparison perspective

Analysis Methodology

- ▶ We analyzed Comscore website & mobile app traffic data between January 2021 - December 2024 to compare monthly unique visitors for each brands' measured website or app between their pre-TV launch period and post-TV campaign launch period
 - ▶ Some brands may have launched a local TV campaign prior to 2023, that activity has been included within this analysis

The 38 brands were grouped into four segments based on length of TV activity to best understand the business impact of a sustained presence

Under 6 Months on TV

(11 Brands)



6-12 Months on TV

(6 Brands)



13-18 Months on TV

(12 Brands)



19+ Months on TV

(9 Brands)



Average # of 'When on TV' months by segment once TV is launched*

3

9

15

25

*Analysis Time Period: Jan '21 – Dec '24

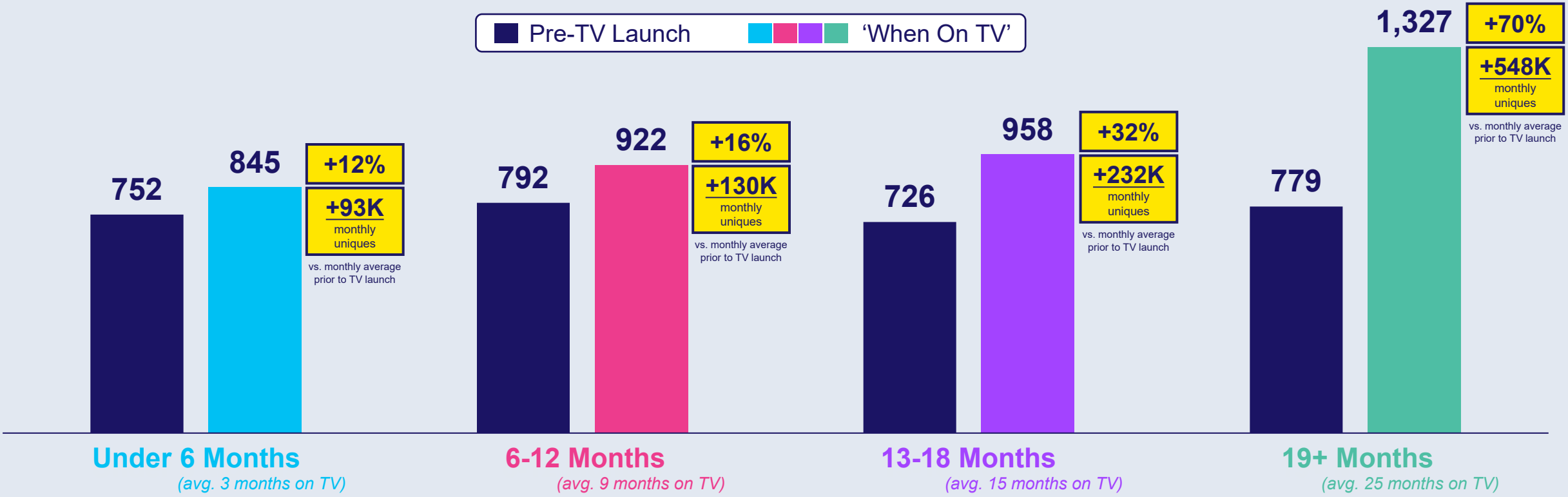
Source: VAB analysis of Nielsen Ad Intel, January 2021 – December 2024 (calendar months) & VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. January 2021 – December 2024 (calendar months). *Based on a 48-month analysis period

Although all TV advertisers saw spikes to their website traffic, the brands with the most commanding presence saw the biggest lifts

Brand Average: Average Monthly Website Unique Visitors

Monthly Website Unique Visitors (000) Comparison
based over a four-year time period: Jan '21 – Dec '24

■ Pre-TV Launch ■ 'When On TV'



Source: VAB analysis of Comscore mediameatrx multiplatform media trend data, P18+. January 2021 – December 2024 (calendar months), figures are based on monthly averages for the brands analyzed in each segment. 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 – December 2024 (calendar months), across the brands analyzed in each segment. During this four-year analysis, the average advertiser was on TV for 13 months and spent \$10.8MM.



Audience-based TV buying is an effective solution for brands to **precisely target their best customer prospects**, a critical priority for many businesses especially in times of economic uncertainty

Due to budgetary pressures from uncertain economic conditions, most marketers are open to new ways to plan, buy and measure TV campaigns

Impact of Uncertain Economic Conditions on Video Investment Approach

79%

of 'total marketer' respondents are more open to **new ways to plan, buy and measure the efficiency and effectiveness** of TV campaigns



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q25. How much do you agree or disagree with the following statements regarding your [company's/main client's] video investment approach considering today's uncertain economic conditions? (strongly/somewhat agree). Base = Total Respondents.

Economic uncertainty has placed a greater focus on strategies that deliver effectiveness and efficiencies against best customer prospects

Impact of Uncertain Economic Conditions on Video Investment Approach % of total marketers



88%

say that there is **increased scrutiny on ROI / media budgets** and **greater pressure to prove the effectiveness** of video campaigns



86%

say that there is a greater importance placed on the **need for their video campaigns to deliver efficiencies** on a **CPM** basis



85%

say that **precisely targeting best customer prospects** has become **more of a priority** for video campaigns

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q25. How much do you agree or disagree with the following statements regarding your [company's/main client's] video investment approach considering today's uncertain economic conditions? (strongly/somewhat agree). Base = Total Respondents.

Brands looking to precisely target customer prospects can utilize an audience-based TV buying approach across multiscreen TV platforms

Sample Target 'A'

Sample Target 'B'

Personal Characteristics



Under \$50K
HHI



Expectant
Mothers



College
Students



Avid
Gamers



\$150K+
HHI



Business
Executives



Binge
Streamers



Health-Conscious
Adults

Buying Habits



Affordable
Fashionistas



Trending
Recipe Chefs



Ready-Made
Meal Buyers



American-Made
Auto Enthusiasts



Seasoned
Travelers



Tech
Junkies



Luxury Vehicle
Buyers



Organic
Eaters

Source: MRI-Simmons Winter 2022 USA Study, A18+. Sample Target 'A' (21% of A18+ population) = (Household Income Under \$50K) + (Agree with 2 out of 5 statements: "The economy has a direct effect on my spending habits [any agree]", "I prefer road trips over trips that require a flight [any agree]", "I only save for a specific purpose [any agree]", "I like to experiment with new clothing styles [any agree]", "Meeting new friends on social media is important [somewhat important / very important]"). Sample Target 'B' (16% of A18+ population) = (Household Income \$150K+) + (Agree with 2 out of 5 statements: "I consider my work to be a career, not just a job [any agree]", "My friends and acquaintances look to me to organize our activities [any agree]", "My budget allows for me to buy expensive designer clothes [any agree]", "I am willing to pay more for a flight in order to travel on my favorite airline [any agree]", "I would be comfortable buying a "big ticket" item, like a car or appliance, completely online [any agree]"). "Any agree" = somewhat / strongly agree.

ABB enables marketers to seamlessly engage with multiple target audiences across premium, brand-safe multiscreen TV platforms

Tactics currently being used within audience-based TV buying strategies
% of total marketers using ABB



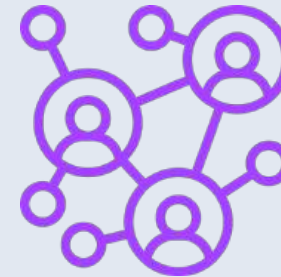
49%

are running their campaign **across different platforms / screens** beyond linear TV



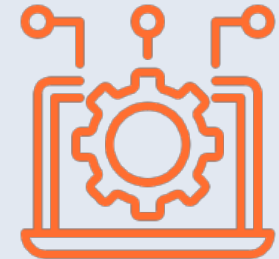
44%

are targeting **multiple audiences** in order to **focus on best customer prospects**



41%

are targeting **different audiences across different screens**



31%

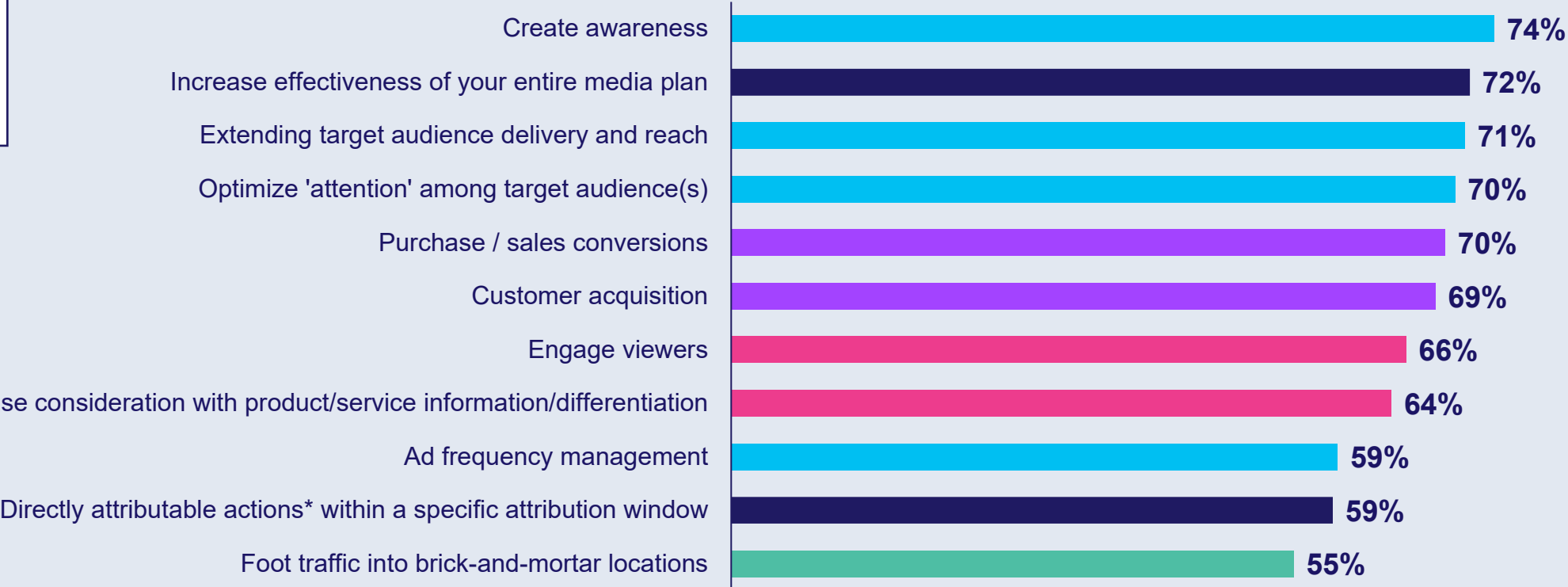
are using an **audience-based TV buying self-serve platform** developed by a media partner

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q140. What tactics is your [company/main client] currently using within [their/your] audience-based TV buying strategies? Base = 'Audience-Based Buying is a key part/small part/testing for TV' (n=190). *Q154. Thinking about the impact of brand safety on [your/your main client's] implementation of audience-based TV campaigns, how much do you agree or disagree with the following statements? (strongly/somewhat agree). Base = Total Respondents.

Marketers implement ABB within their TV strategy because it drives brand outcomes through the purchase journey

% of total marketers who believe audience-based TV buying can impact each of the following KPIs

Awareness
Consideration
Intent
Sales
Full-Funnel



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023 (n=210); Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q150. To what extent do you believe audience-based buying of TV advertising can impact each of the following KPIs? (extremely impactful / very impactful). Base = Total Respondents.

Personalized messaging through audience-based TV buying turns buyers into repeat purchasers and advocates

% of consumers who are more likely to...

Purchase



76%

Consider **purchasing from brands** that engage with them in a personalized and tailored way

Repurchase



78%

Repurchase from brands that offer personalized communications and products / services

Recommend



78%

Recommend brands to their friends and family that offer personalized communications and products / services

Source: McKinsey & Company, *Next in Personalization 2021 Report*. Based on consumer survey fielded 9/7/2021-9/8/2021 (n=1,013), sampled and weighted to match the US general population 18+. Question: "Please indicate how much you agree or disagree with the statements below when it comes to personalized communications and products/services from brands/businesses."; Purchase: "I am more likely to consider buying from brands/businesses that engage with me in a personalized and tailored way."; Repurchase: "I am more likely to repurchase from brands/businesses that offer personalized communications and products/services."; Recommend: "I am more likely to recommend brands/businesses to my friends and family that offer personalized communications and products/services." Numbers shown indicate respondents that selected "somewhat agree", "agree" and "strongly agree".

For more information, download: [How Might Customized, Targeted Video Ads Help Create Stronger Engagement?](#)

Key Marketer Takeaways

Advertising continuity is the key to growth during times of economic uncertainty

- ▶ Over one hundred years of historical analysis has consistently demonstrated how **businesses that invest in brand equity during economic uncertainty** grow sales faster than their competitors
- ▶ It was only a few years ago that the U.S. was in an extended period of economic uncertainty marked by a global pandemic, hyper-inflation, international conflicts and a lingering threat of recession; however, **consumers continued to spend – adding over \$1 trillion annually in retail sales** throughout those years
- ▶ 931 advertisers launched their first TV campaign during that period, and they were **rewarded with outsized outcomes like double-digit growth in their website traffic**, with performance-driven DTC brands seeing the greatest lifts
- ▶ Furthermore, brands that continued advertising and had a **much more sustaining presence in their multiscreen TV campaigns** saw the biggest lifts to their website traffic
- ▶ **Audience-based TV buying is an effective performance solution**, especially in times of economic uncertainty, for brands to precisely target their best customer prospects across premium, multiscreen TV platforms

Discover more: This 'Question of the Week' was developed in part based on the below content. Click report covers to download.



Keep Calm and Advertise On
How to Successfully Navigate Your Brand Through an Economic Downturn



Under Pressure
6 Marketing Strategies to Successfully Navigate Your Brand Through Inflation



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



Welcome to TV – Full Year 2022
Meet the New Advertisers Investing in Outcomes Amidst Economic Uncertainty



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



Unlocking Brand Growth with Audience-Based Buying
A Fresh Look at How Marketers Are Adopting Innovative TV Strategies



The Power of Premium Video
What It Means for Multiscreen TV and Why It Matters to Marketers

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.**

