



2022 – 3<sup>rd</sup> Quarter

# The VAB Top 10

Our 10 must-read Insights charts of the quarter



# About VAB

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.**

*Curious to learn more about VAB?* Check out this [quick video](#) to see what we do and how we can help you develop business-driving marketing strategies.

# Rethink creative with a focus on empathy: To compete for a shrinking share of wallet, savvy marketers understand they need to rethink their messaging during inflationary times



[Click here for the full report](#)

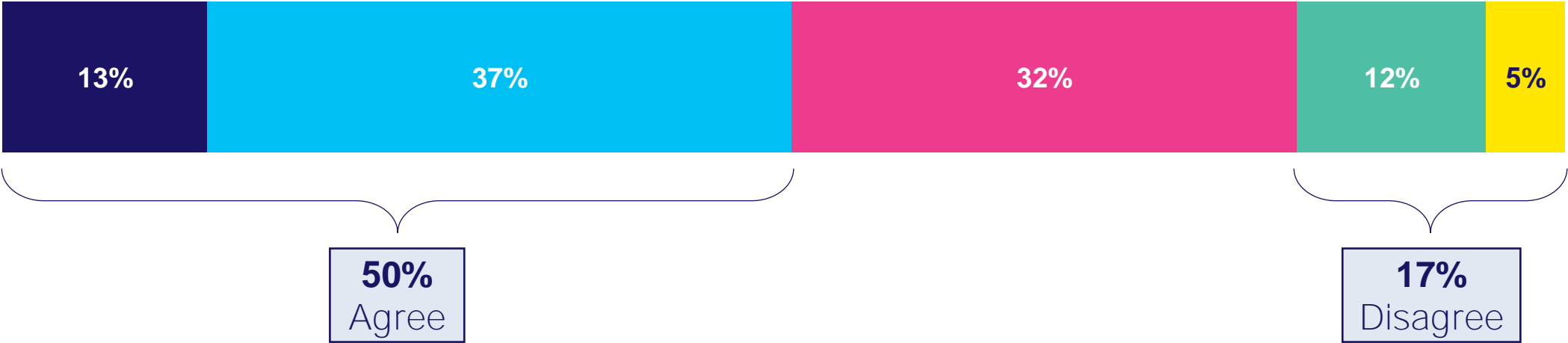


[Click the icon above to learn about the other 5 marketing strategies to navigate your brand through inflation](#)

## My (company / main client's) company will have to rethink our messaging in order to compete for a share of consumers' smaller discretionary spending

% of respondents who agree

■ Completely agree   ■ Somewhat agree   ■ Neither agree nor disagree   ■ Somewhat disagree   ■ Completely disagree



Source: Advertiser Perceptions, Monthly Omnibus, April 2022.

# Applying lessons from Covid to Inflation: Marketers who evolved their messaging to foster a greater connection with their community during Covid experienced new customer growth



[Click here for the full report](#)

Click the icon above to learn about the other 5 marketing strategies to navigate your brand through inflation

**Transform** **Marketer's Guide**  
 Innovative thinking to make a lasting impact on your business growth.



## Digital Platform: Unique Visitors (000)

3-Month Average YoY:  
 Apr – Jun '19 vs. Apr – Jun '20

**+99%**  
 (+1.2 MM)

**+79%**  
 (+1.2 MM)

**+57%**  
 (+3.4 MM)

**+23%**  
 (+6.2 MM)

Source: VAB analysis of Comscore mediаметrix multiplatform (website + mobile) media trend data, P18+. Three-month average: April – June 2019 vs. April – June 2020 (calendar months).

# Applying lessons from Covid to Inflation: Many marketers who offered reassurance, hope and practical help through their creative experienced increased interest and trial during Covid



Click here for the full report

Click the icon above to learn about the other 5 marketing strategies to navigate your brand through inflation

**Transform** **Marketer's Guide**  
 Innovative thinking to make a lasting impact on your business growth.



## Digital Platform: Unique Visitors (000)

3-Month Average YoY:  
 Apr – Jun '19 vs. Apr – Jun '20

**+35%**  
 (+1.0 MM)

**+26%**  
 (+10.2 MM)

**+15%**  
 (+5.0 MM)

**+57%**  
 (+1.0 MM)

Source: VAB analysis of Comscore mediامتريx multiplatform (website + mobile) media trend data, P18+. Three-month average: April – June 2019 vs. April – June 2020 (calendar months).

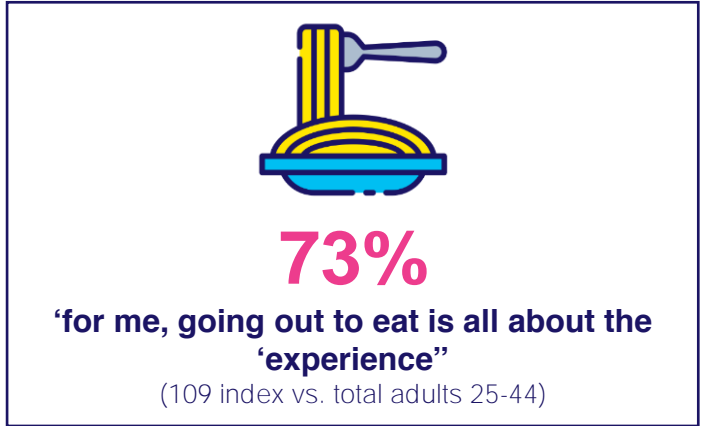
# The value of engaging ‘Sophisticates’ at the cinema: Influential Adult 25-44 frequent movie goers highly value exceptional experiences and are willing to pay extra for them



[Click here for the full report](#)



## % of Adult 25-44 Frequent Movie Goers who say...



Source: VAB analysis of MRI-Simmons 2021 Fall Doublebase Study, Base: P25-44.

# One of 18 case studies on measurement innovation: An auto insurance brand partnered with AudienceXpress to reach in-market customers and drive them through the sales funnel



[Click here for the full report](#)



Category:  
**Insurance**



**Incremental Lift /  
Website Traffic**

**Challenge**

▶ An insurance company sought to heighten its brand awareness in order to increase sales leads and drive incremental lift in policies written

**Measurement Innovation**

▶ Using AudienceXpress, the insurance company was able to measure the success of their campaign against multiple KPIs across key audience segments

**Target Segments**

- ▶ A25-64
- ▶ HHI \$100k+
- ▶ In market for auto insurance

**Learnings**

- ▶ Through the analysis the brand was able to determine how each audience segment progressed through the sales funnel, with HHI\$100k+ having the highest likelihood to convert leads to policies written
- ▶ In addition to driving new customers, the campaign provided the brand with a directional roadmap that informed current and future media investments across various media channels

**Company / Viewing Source / Media Type**

▶ AudienceXpress / Comcast Viewership Data / CTV

**Campaign Results Overview**



**+73%**

**Total incremental lift in leads**

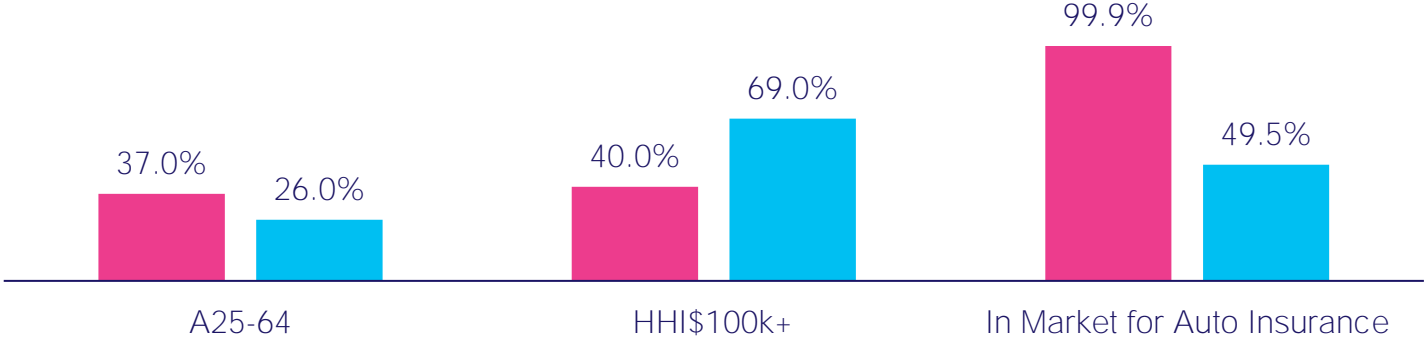


**+11%**

**Total Increase in policies written**

**Incremental Lift Across Key Audience Segments**

■ Increase in Leads    ■ Increase in Policies Written



Source: AudienceXpress, Insurance Case study. Campaign time period: July 8 – October 24, 2021.



# One of 18 case studies on measurement innovation: BET leveraged VideoAmp's viewing behavior data to highlight the value of the BET Award's audience for advertisers



[Click here for the full report](#)



Category:

Entertainment



Tune - in



And check out our webinar series on **Modern Video Measurement** to hear from our partner, VideoAmp!

### Challenge

- BET wanted to highlight the value of the BET Awards audience by identifying and measuring advanced audience segments

### Measurement Innovation

- VideoAmp's second by second viewership data allowed BET to go beyond providing standard audience metrics to their advertisers. This enabled BET to identify and measure advanced audience segments. Proving the effectiveness of the BET Awards to reach and engage with high value audiences

### Target Segment

- Targeting included P18-49, and advanced audience segments: BET Change Makers and BET Cultural Innovators

### Learnings

- Advanced Audience AA viewing for the BET Awards was more than 2.5x higher than the network's prime audience
- BET has strong engagement with its advanced audiences, as well as viewers with high propensity to be trendsetters and ad-receptive
- BET Awards had the highest engagement of the night across all linear programming during its airtime

### Company / Viewing Source / Media Type

- VideoAmp / VideoAmp Platform / Linear

## Campaign Results Overview

+ 39%

YOY growth in households with P18-49 impressions by the BET Awards

500k

BET Change Makers and BET Cultural Innovators reached by the BET Awards

10x

Higher total minutes viewed on average than the average of all programs across TV

Source: VideoAmp, Case study: *BET Awards 2022*  
 Advanced Audience Definitions:  
 BET Change Makers Age 18+ • Male / Female • African American Viewers who are influencers around Social Responsibilities  
 BET Cultural Innovators Age 18+ • Male / Female • African American Viewers who consider themselves to be trendsetters for all cultures



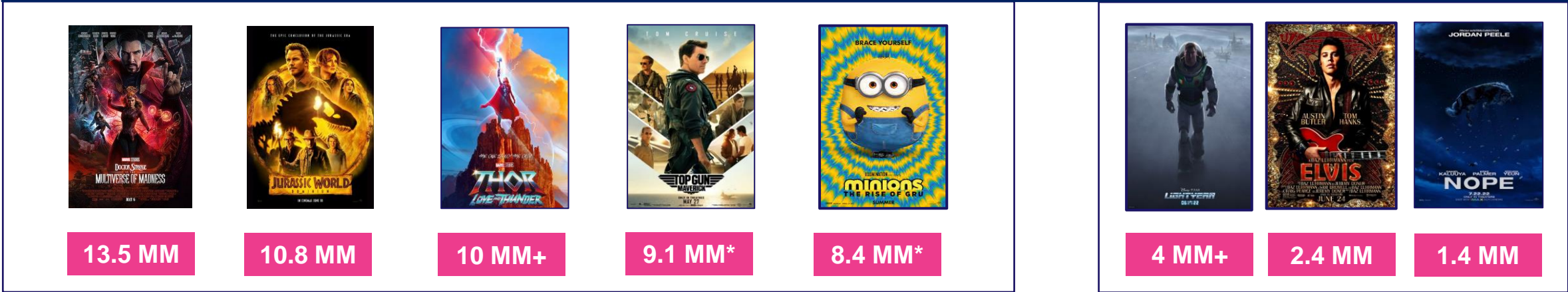
# The summer scale of cinema: More adults attended the opening weekend of new movie releases than participated in other summer activities like going to baseball games, bars or beaches



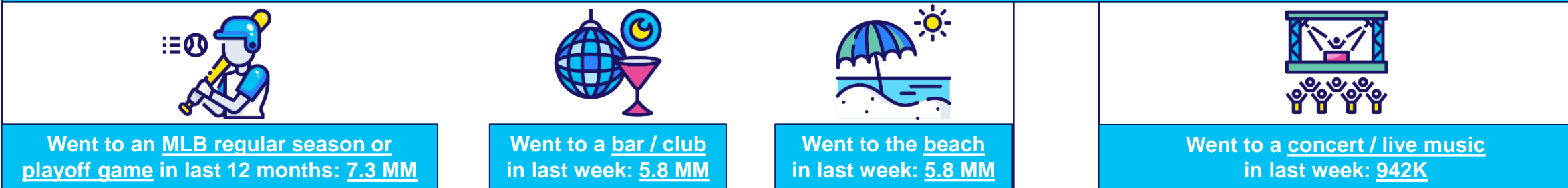
Click here for the full report

**Discover** A Fresh Take  
 Staying ahead of evolving dynamics in the marketplace and our culture

## Cinema: Estimated 3-Day Opening Weekend Adult 18+ Admissions



## Other 'Out-of-Home' Activities by Comparison (Adult 18+)



Source: Screendollars Newsletter, based on data from EntTelligence. \* Top Gun: Maverick's estimated 4-day opening weekend over Memorial Day weekend – 11.4 MM; Minions: The Rise of Gru's estimated 4-day opening weekend over July 4th weekend – 9.7 MM. 'Other activities' based on MRI-Simmons Fall 2021 Doublebase USA study, P18+, 'concert / live music' includes country, rock, classical, or other.

# Reaching the ‘Elusives’ and ‘Sophisticates’ at the movies: Between blockbusters and specialty films, there was something for every key audience at the local cineplex this summer



Click here for the full report

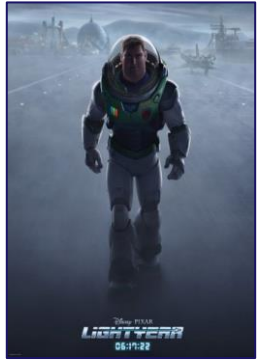


## ‘Elusives’ (young, diverse, ‘cordless’)

% of P18-34 opening weekend attendance



**The Black Phone**  
**64%**



**Lightyear**  
**61%**



**Doctor Strange: MoM**  
**61%**



**Thor: Love and Thunder**  
**53%**

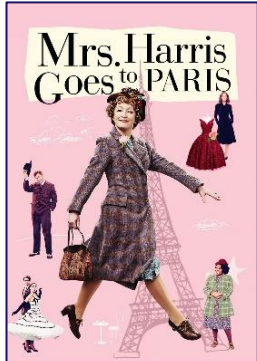
Click here to download [“Capturing the ‘Elusives’ at the Cinema”](#) to learn about the opportunities to reach this audience

## ‘Sophisticates’ (influential, cultured, adults 25-44)

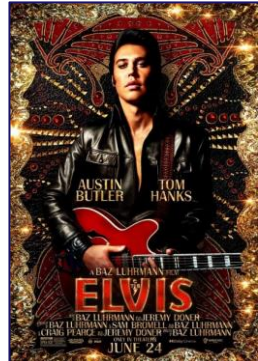
% of P25+ opening weekend attendance



**Top Gun**  
**87%**



**Mrs. Harris Goes to Paris**  
**87%**



**Elvis**  
**80%**



**Nope**  
**63%**

Click here to download [“Engaging the ‘Sophisticates’ at the Cinema”](#) to learn about the opportunities to reach this audience

Source: 2022 Comscore Post-Trak reported box office demographics for opening weekend of above movies, with supplemental data from deadline.com.

# Highlighting Black representation: Cultural and ethnic heritage is important to Black adults, so authentic characters and storylines that reflect this resonate well with this audience



[Click here for the full report](#)

[Discover](#) [Marketer FAQs](#)

# 83%

of Black adults believe that their **cultural & ethnic heritage is an important part of who they are**

*Represents the highest percentage among ethnicity groups\**

“Across streaming, cable and broadcast platforms, viewership among adults age[s] 18 to 49 peaked in many cases when a show had a majority-minority cast.

People basically want to see the TV shows that look like America, **that have characters they can relate to and have experiences that resonate with them.**”

**Darnell Hunt**  
Dean of the Social Sciences at UCLA

Source: VAB analysis of MRI-Simmons USA Study, Fall 2021; Black P18+. 'My cultural / ethnic heritage is an important part of who I am (any agree)'. \*\*% of P18+ respondents that agree with this statement: Asian - 82%, Hispanic – 78%, American Indian or Alaska Native - 75%, NH White – 52%. For more information, download: [How does on-screen representation deepen engagement with Black consumers and drive business impact for brands?](#)

# Highlighting Asian representation: Programs showcasing important issues and stories relevant to their community are appreciated by Asian audiences for the opportunities they create



[Click here for the full report](#)



# 59%

of Asian respondents agree that 'having shows that highlight issues / stories that are **important to racially diverse communities available on a streaming service makes it more valuable to me**'

“Being Asian American, there is this truth serum that we all have, I take a lot of pride in being able to say that I’m Asian and talking about it. Talking about it will **normalize casting more Asians and giving them those opportunities**, then that means a lot.”

**Olivia Munn**  
Actress & Advocate for Stop Asian Hate

Source: VAB analysis of MRI-Simmons Cord Evolution Study, March 2022: Asian P18+ . % of P18+ respondents that agree with this statement: Black - 66%, Hispanic – 59%, American Indian or Alaska Native - 51%, NH White – 43%; USC Annenberg Media, “Olivia Munn discusses Asian heritage and representation with USC Price”, 9/8/20. For more information, download: [How does on-screen representation deepen engagement with Black consumers and drive business impact for brands?](#)

**Jason Wiese**

SVP, Director of Strategic Insights  
jasonw@thevab.com

**Leah Montner-Dixon**

Associate Insights Director  
leahm@thevab.com

**Karolina Guillen**

Insights Manager  
karolinag@thevab.com

**Benjamin Vandegrift**

VP, Measurement Solutions  
benjaminv@thevab.com

**Reed Kiely**

Associate Insights Director  
reedk@thevab.com

# Discover more

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



**VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at [theVAB.com](https://thevab.com)**



We are committed to providing marketers with the data and insights they need to develop thoughtful, inclusive campaigns & strategies. To find out more on the unique media consumption behaviors and cultural trends of multicultural consumers, visit the VAB's **[Multicultural Marketing Resource Center](#)**.