

THE HALO EFFECT

TV AS A GROWTH ENGINE

Research conducted with VAB

Answering Marketers' Questions:

How long will it take to see impact from my TV investment, and does it matter if I'm a direct-to-consumer brand or not?

effectv
A COMCAST COMPANY

VAB

Both DTC and non-DTC brands see an immediate double-digit increase in unique visitors to their digital platforms during their TV launch month.

Unique Visitors % increase:

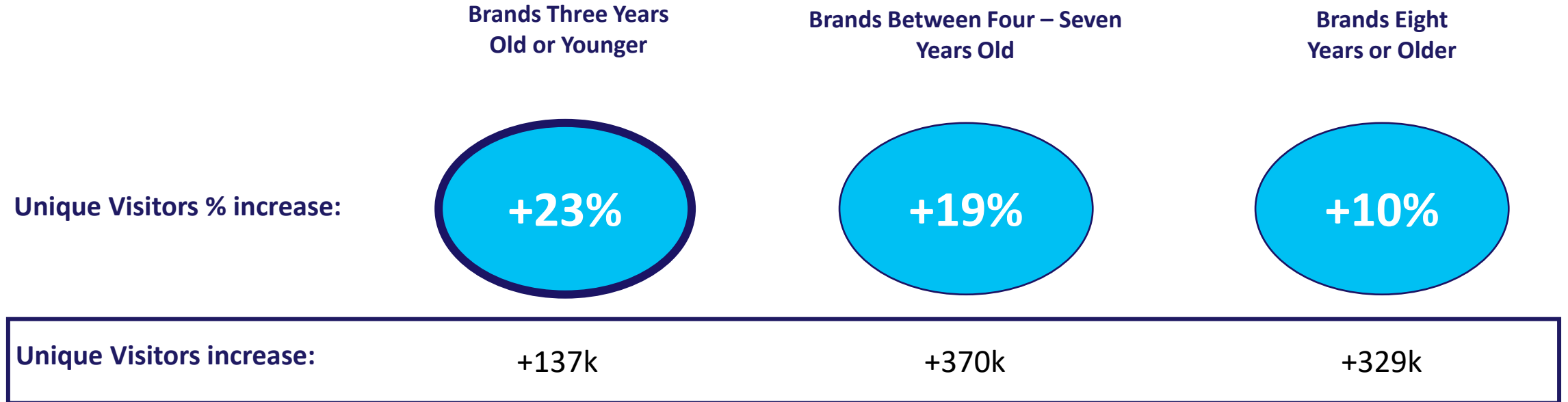
Brands that advertise on television see immediate results.

The analysis on the following page shows how the addition of TV to their marketing plans drives action and outcomes for brands. TV's scale and immediacy quickly brings potential new customers through the front door of a brand's digital storefront and piques the curiosity of consumers who may not have been exposed to the brand earlier through other channels.

It's important to keep in mind that, by the nature of their business model, direct-to-consumer brands have had a digital presence since near inception and many have been advertising on digital platforms, especially social media, well before their entrance into TV. Therefore, these increases are in the context of existing digital advertising preceding the launch of a TV campaign and thus demonstrate the ability of TV to drive incremental impact on top of those existing campaigns.

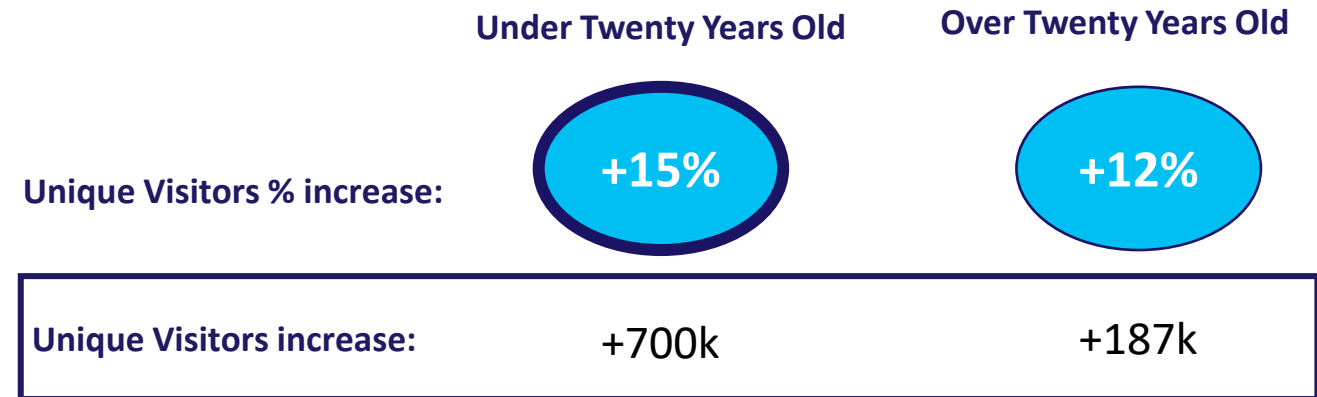
DTC Brands: TV Launch Month vs. Three-Month Average Prior To TV

Average Website Unique Visitors



Like the direct-to-consumer segment, the average non-DTC brand saw an immediate double-digit increase in unique visitors to their digital platforms during their TV launch month compared to the three-month average prior to the campaign. Since these companies are typically not as reliant on their website to generate sales as the DTC brands, website traffic increases may be comparatively less as messaging may focus on brand building rather than conversion or a direct website call-to-action.

Non-DTC Brands: TV Launch Month vs. Three-Month Average
Prior To TV
Average Website Unique Visitors



Marketer Takeaway:

Whether your brand's business model has an ecommerce component or not, a TV campaign can *immediately* increase consumer awareness, interest and action resulting in a larger customer base.

Related Questions

Additional marketer questions answered by *The Halo Effect: TV as a Growth Engine*

- ▶ *How much impact have young, first-time advertisers seen from their TV campaigns?*
- ▶ *To what extent can a consistent on-air presence impact my business outcomes?*
- ▶ *How should I think about my TV investment? Is there a strategy that is proven to generate better outcomes?*
- ▶ *If I can't afford to advertise my brand consistently on TV, is there a benefit to running a TV campaign*

About our Marketer's Guide

The Halo Effect: TV as a Growth Engine

As TV has become more accessible to brands earlier in their life stage through data informed strategies, it is important to consider when is the right time to use TV to take that next leap forward. Historically, brands have waited to invest in TV, however there has been a movement recently by brands towards investing earlier so it's important to understand the impact of this strategy shift.

To illustrate TV's influence on driving business outcomes and growth, [Effectv](#) and VAB developed [The Halo Effect: TV as a Growth Engine](#), an expansive analysis of hundreds of brands who have turned to TV as a way to drive their businesses forward.

You may find the full guide, inclusive of methodology, [here](#).