

THE HALO EFFECT

# TV AS A GROWTH ENGINE

Research conducted with VAB

Answering Marketers' Questions:

*How much impact have young, first-time advertisers seen from their TV campaigns?*

effectv  
A COMCAST COMPANY

VAB

**Brands that advertise on TV see immediate results, regardless of life stage.**

The conventional marketer's playbook has brands waiting until they are more established before they advertise on TV. DTC brands in particular have typically established their customer base through social media and other digital channels. However, to grow beyond their initial loyal, niche consumers they are adding platforms that provide a broader audience for increased penetration. TV, with its broad reach and increased targeting capabilities, can provide an accelerated timeline to that evolution and growth trajectory.

An analysis of brands across life stages makes it clear that there is a significant business benefit for younger DTC brands who advertise on TV.

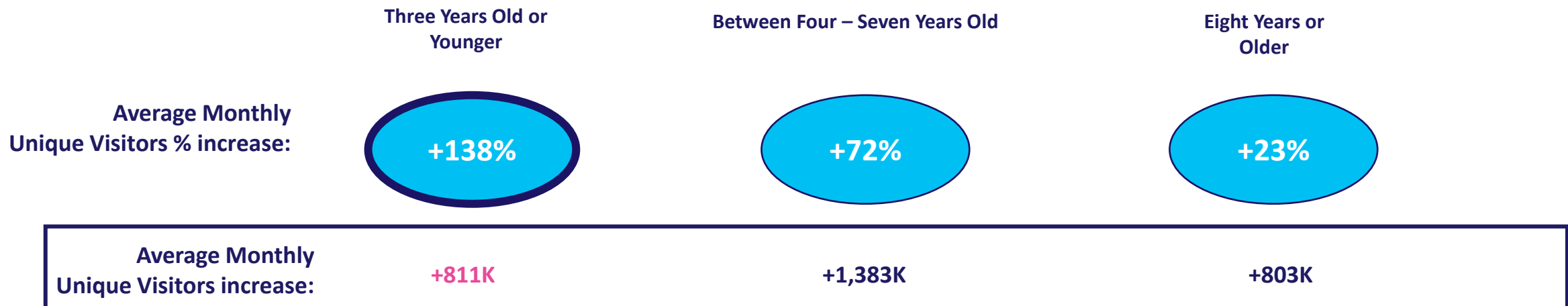
**TV advertising can significantly impact young brands, often at a greater rate than older, more established brands.**

DTC brands 3 years old or younger saw the *greatest impact* of their TV campaigns with website traffic during the months with TV advertising more than doubling (+138%) vs. pre-launch. This triple-digit increase equates to an average of over 800K more visitors to these younger brands' digital platforms each month they were airing on TV compared to pre-TV launch norms.

Similarly, older brands also reaped significant business impact of their campaigns. Brands between four and seven years old saw a +72% average increase in website traffic, equating to nearly 1.4 million potential new customers. Established brands eight years old or more also experienced a double-digit increase of +23% in website traffic, resulting in 803k increase in visitors.

**DTC Brands: 'When On TV' Monthly Average vs. Three-Month Average Prior To TV**

Average Website Unique Visitors



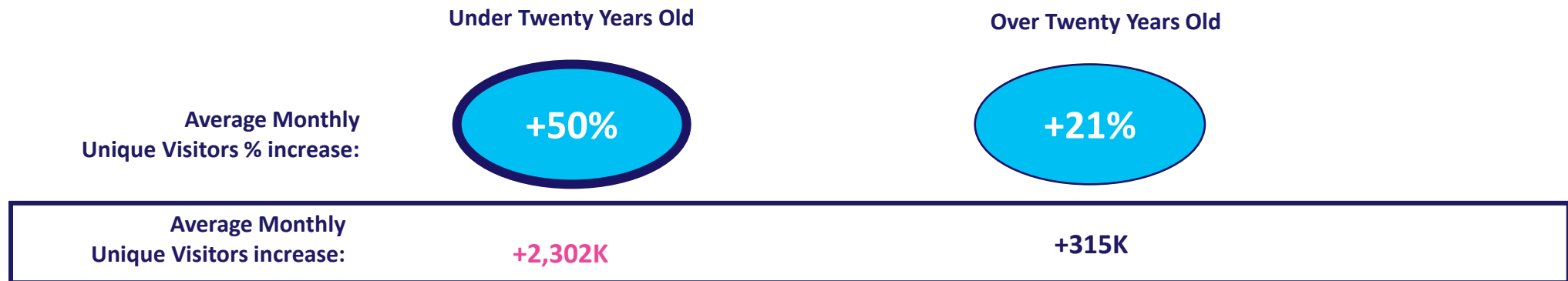
Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months). VAB analysis of Comscore mediameatrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months). Measurement Time Period: June 2016 – June 2020.

We also see TV's ability to drive impact for younger, non-DTC brands. Among these brands, the average unique visitors during months with TV advertising were 50% higher than their pre-TV launch website visitor norms.

This is in comparison to a +21% increase for brands in the older life stage. As we observed with the direct-to-consumer segment, TV advertising can drive consumer awareness and brand recall, especially for younger brands, which translates to a huge wave of new consumers entering a brand's digital storefront. In fact, the 50% average increase among the younger brand segment equates to an average of 2.3 million potential new online customers each month they were on TV, compared to pre-TV launch months.

**Non-DTC Brands: 'When On TV' Monthly Average vs. Three-Month Average Prior To TV**

Average Website Unique Visitors



***Marketer Takeaway:***

Regardless of your brand's life stage – whether a new category entrant or an incumbent - a TV campaign will drive immediate and sustained interest, action and a larger customer base.

# Related Questions

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

- ▶ *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?*
- ▶ *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](#).