

THE HALO EFFECT

# TV AS A GROWTH ENGINE

Research conducted with VAB

Answering Marketers' Questions:

*To what extent can a consistent on-air presence impact my business outcomes?*

effectv  
A COMCAST COMPANY

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**The longer that brands are active on-air, the higher their digital engagement as additional consumers are exposed to the brand and messaging.**

**A continuous presence heightens the top-of-mind awareness that ignites consumer action.**

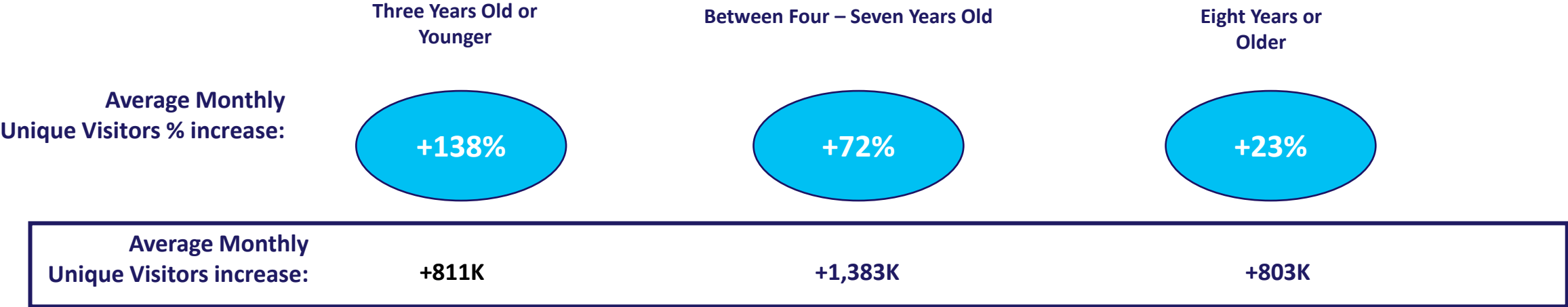
As we've demonstrated, brands see an *immediate lift* when their television campaign airs, however as they continue advertising, they see even greater lifts in digital conversion.

Across brands of all life stages, but particularly for younger brands, website traffic during the months on-air increased significantly vs. pre-launch. This growth reflects the additional consumers who saw the TV campaign and the increased message frequency among those already exposed to the advertising. This continued advertising created brand salience – top of mind awareness that creates a propensity of a brand to be thought of in buying situations - among consumers especially for the fresh, newer brands that were three years old or younger.

Both DTC and non-DTC brands saw significant increases in website traffic in the months that followed their TV launches.

Among DTC brands, while the greatest impact was among the younger brands, brands overall enjoyed double-digit lifts in website visits in the months following their TV launch.

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

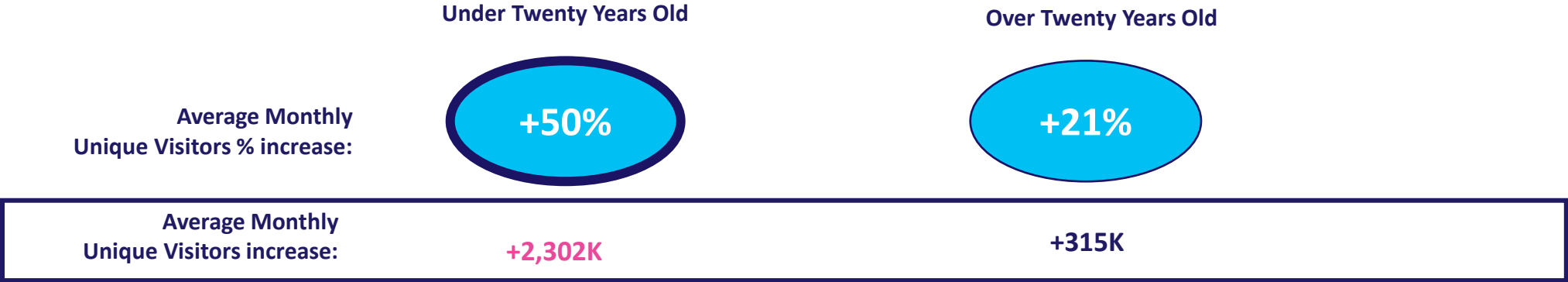


Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months). VAB analysis of Comscore mediameatrix multiplatform (desktop + mobile) media trend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

Similarly, for the non-DTC brands, the impact was more significant for the younger brands, however both segments experienced double-digit traffic increases during the months their TV campaign aired.

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

Average Website Unique Visitors



*Marketer Takeaway:*

While planning a strong launch is important, it's the sustained messaging over time that will continue to keep your brand top of mind, increase brand salience and inspire consumer action.

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 mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months). [Measurement Time Period: June 2016 – June 2020.](#)

# 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?*
- ▶ *How much impact have young, first-time advertisers seen from their TV campaigns?*
- ▶ *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](#).