

THE HALO EFFECT

# TV AS A GROWTH ENGINE

Research conducted with VAB

Answering Marketers' Questions:

*If I can't afford to advertise my brand consistently on TV,  
is there a benefit to running a TV campaign?*

effectv  
A COMCAST COMPANY

VAB

Due to the nature of ad impact, brands reap lingering benefits of their TV advertising even when off-air.

**TV campaigns create a distinct halo effect, especially for younger brands, during the months when they are *not airing* on TV.**

While the greatest impact of a TV campaign is felt when a brand is actively running a campaign, that impact extends to hiatus weeks. Strong TV investment with relevant and memorable creative messaging builds a sense of mental availability for brands among consumers which is acted on even in months when they are not advertising on TV. This layers on to the consumers that have already entered a brand's digital storefront in previous months during the campaign and have now become habitual purchasers of the brand online.

Studies have shown that the full impact of advertising's effect is not seen immediately as sales can be spread across hours, days, weeks, months and even years. Because of this, the impact of TV has historically not been assigned its proper value within attribution models.

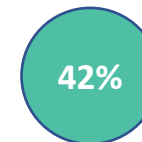
### Share of Sales Impact by Timeframe

#### Hours / Days



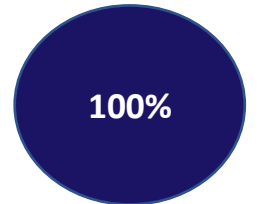
(via digital attribution)

#### Weeks / Months



(via marketing mix modeling)

#### Months / Years

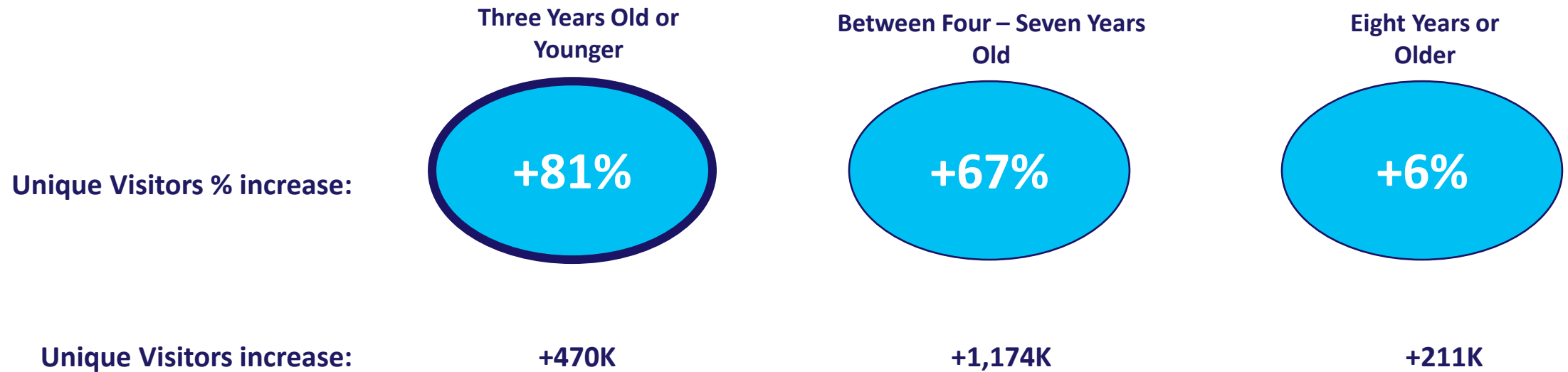


(via brand equity modeling)

Source: Ebiquity, 'Advertising Through a Recession,' April 2020.

As this chart and the one on the following page show, both DTC and non-DTC brands who invested more heavily in their campaigns on a monthly basis continued to see greater spikes in their website visitors in "off" months after their TV launch versus their pre-launch norms. This was even greater among younger brands.

**DTC Brands: 'When Not On Air' After TV Launch**  
**Monthly Average vs. Three-Month Average Prior To TV**  
Average Website Unique Visitors

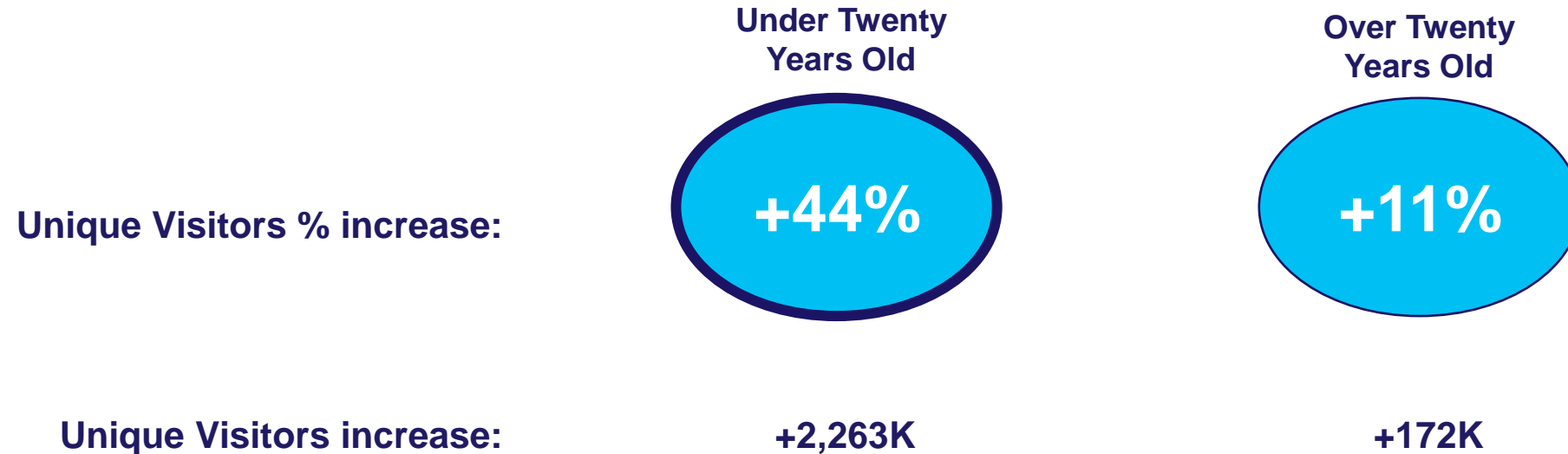


*\*Excludes brands that were not off-air for any months after TV launch*

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 mediameatix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months).

## Non-DTC Brands: ‘When Not On Air’ After TV Launch Monthly Average vs. Three-Month Average Prior To TV

Average Website Unique Visitors



### *Marketer Takeaway:*

*While the greatest impact of a TV campaign is made while a brand is in flight, the activity is powerful even after a brand is off-air. So while there are proven and significant benefits to a continuity plan, brands who are budgeting for bursts of activity will reap benefit even in between on-air weeks.*

\*Excludes brands that were not off-air for any months after TV launch

# 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?*
- ▶ *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?*

## 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](#).