

Fast Facts



What you need to know about new & emerging trends, platforms or technology

Welcome to TV

14 Facts on the \$1.4 Billion Investment from New Advertisers

Full Year 2023 Update





2023 marked the highest TV investment by new advertisers since we began this analysis five years ago

Although economic uncertainty among consumers continued through 2023, optimism began to improve towards the end of the year as inflation rates declined and spending grew.

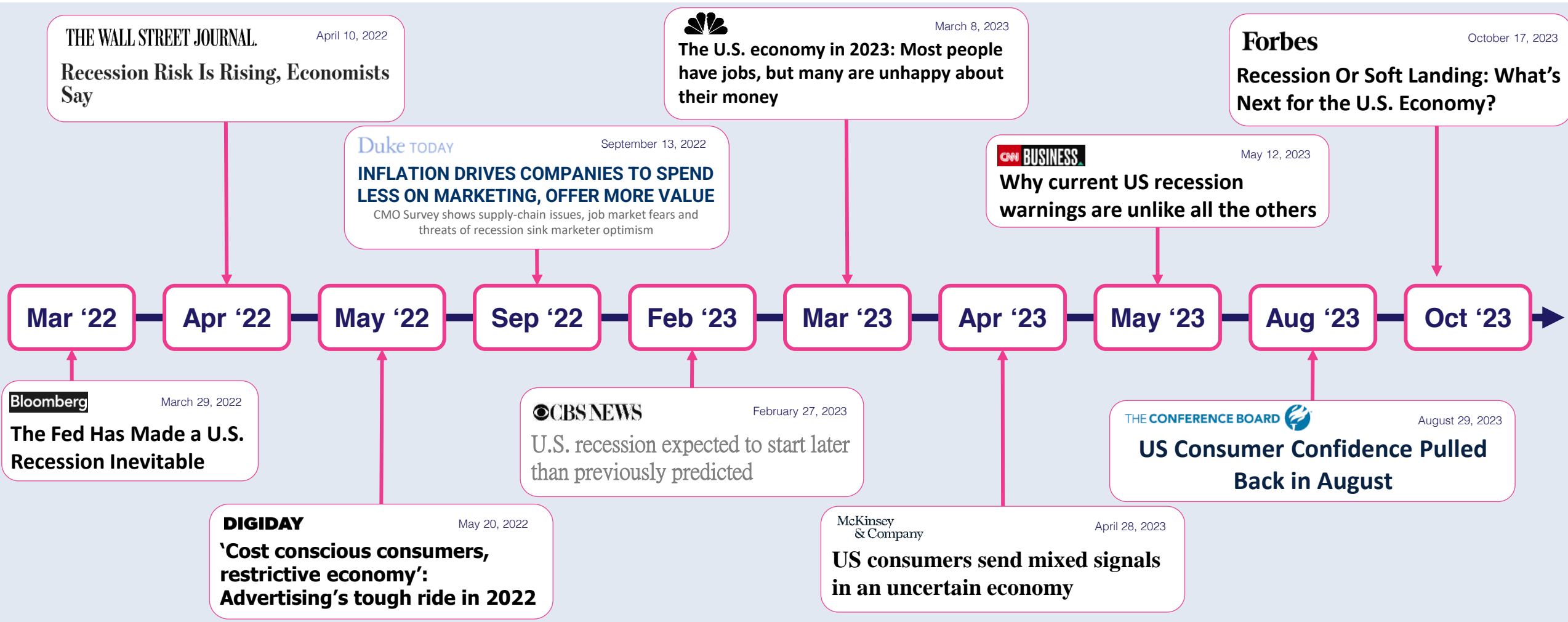
Throughout this period, the national TV marketplace was resilient with a continual influx of new entrants. Surpassing investment from each of the last five years, this analysis underscores the **renewed focus by many advertisers and categories on brand-building strategies to grow their business**, especially through premium video – both TV and streaming.

Why are new advertisers turning to premium video, like TV?

TV - and its advanced, data-driven targeting capabilities – **builds brands while powering performance that delivers business results**. From marketers' own words, they are launching new TV campaigns to improve brand awareness, build relevancy and ignite consumer excitement while driving growth and profitability.

1

The economy has been under the shadow of a potential recession for a while, which has caused some marketers to be cautious about spending



2

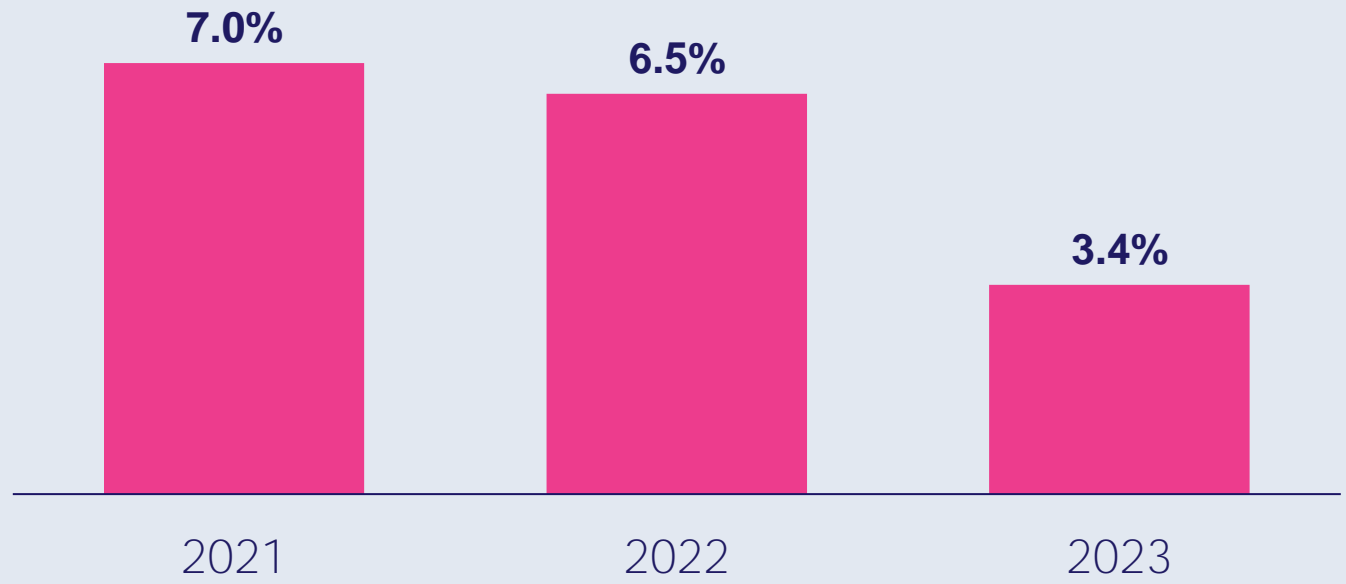
Despite recession concerns, the decline in the U.S. inflation rate is getting closer to the Federal Reserve's target needed to stabilize pricing

Inflation rates dropped

47%

Between January and December 2023

U.S. Annual Inflation Rates*
2021-2023



Note: According to the Federal Reserve, a 2% average inflation rate is a standard target during 'healthy' economic periods.

Source: Statista monthly inflation rate data, 2/15/2024. *CoinNews, U.S. Annual Inflation Rates 2021-2023.

3

Consumer optimism began improving by the end of the year as inflation rates declined and recessionary anxieties started to subside



51%

of consumers either believe the economy is fine or is experiencing just a downturn, **but not a recession** (vs. 44% in April)



41%

Believe the **economy will get better** in the next 6-12 months (vs. 29% vs. April)

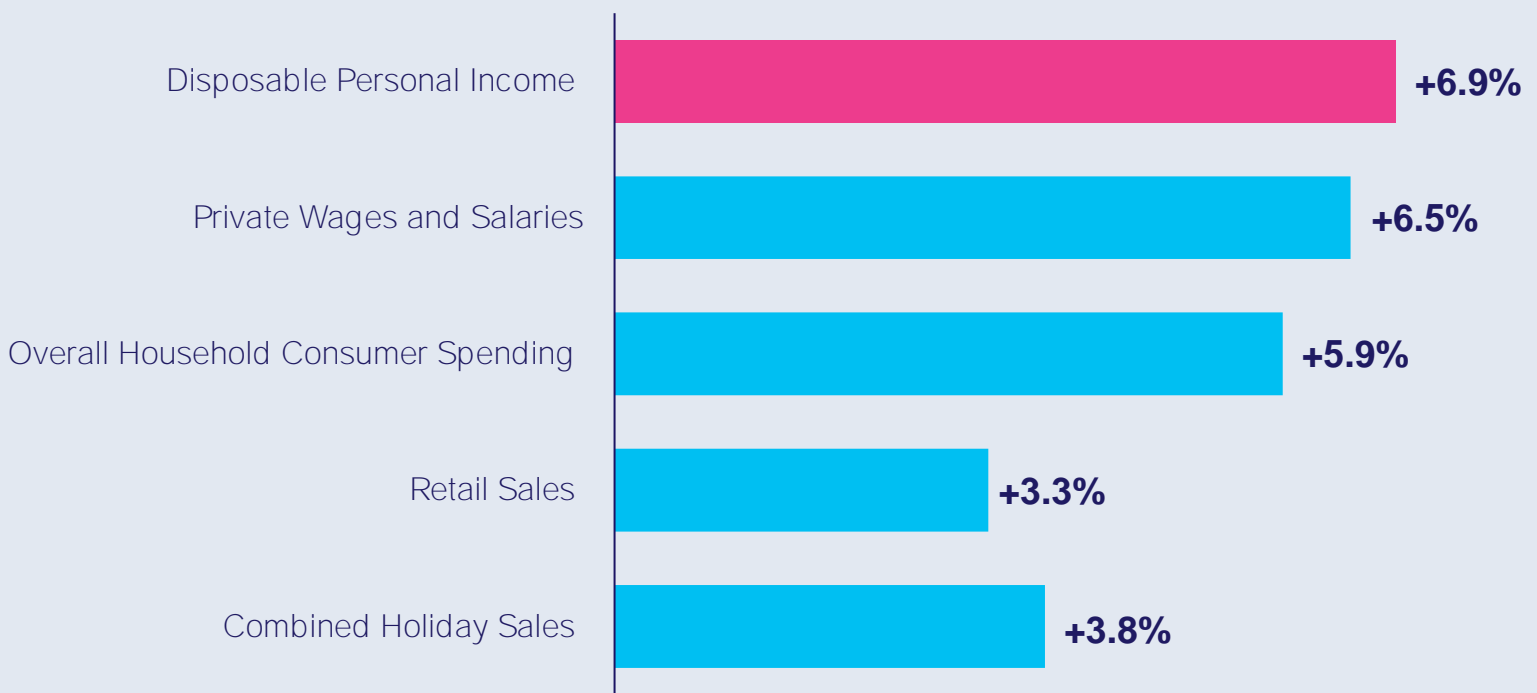
Source: Dentsu, *Consumer Navigator: Pandemic & Economic Sentiment*, November 2023.

4

Wages and disposable income also increased by year end which, coupled with higher consumer optimism, drove higher spending

YOY Change in Financial Standing

% increase, December '23 vs. December '22



Source: NRF, *NRF State of Retail & the Consumer*, February 1, 2024.

Marketers are increasingly implementing brand-building efforts to foster relationships with consumers as optimism increases



PAYSEND

“This campaign is a **significant milestone** for Paysend for us to **build the brand** in the U.S. and **disrupt the market** with a competitive alternative.”

Rupert Bedell, CMO, *Paysend*
(Paysend, 8/21/23)

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Even though economic uncertainty persists, 2023 saw the highest TV investment by new advertisers since we began this analysis 5 years ago

▶ During the full year of 2023, **313 advertisers** across **56 categories** invested over **\$1.36 billion** in national TV for the first time

New National TV Advertisers 2019 – 2023



Year	# of New Advertisers	# of Categories	New TV \$\$\$
2019	114	61	\$840MM
2020	283	95	\$1.28B
2021	315	74	\$1.32B
2022	303	71	\$1.33B
2023	313	56	\$1.36B

For a full list of the 313 brands with spend [click here](#)

Source: VAB analysis of Nielsen Ad Intel data as of 2/7/24, 1/1/23-12/31/23. Prior years based on VAB analysis of Nielsen Ad Intel Data from the following periods: 1/1/2019-12/31/2019, 1/1/2020-12/31/2020, 1/1/2021-12/31/2021, 1/1/2022-12/31/2022. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$100K.

New TV Advertisers



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Advertisers launched national TV campaigns to improve brand awareness, ignite excitement and build business growth



"We are always **building everything we do on insight...** We had very high performance in CTV, so this [Super Bowl Campaign] is **another way of us leaning into our signals.**"

Kory Marchisotto, Chief Marketing Officer, *Elf*
(AdAge, 2/9/23)



"Our goal has always been making quality essentials accessible to more people, and **TV advertising can help us bring that purpose to larger audiences while supporting business growth.**"

Tori Moreland, Head of Branding, *Quince*
(Business Wire, 4/10/23)



"Bringing PopCorners to the Super Bowl stage for the first time is a **tremendous moment for a brand on the rise...** We're showcasing why fans love this air-popped, never fried snack in an **exciting and unexpected way.**"

Brett O'Brien, Chief Marketing Officer, *Frito-Lay North America*.
(Cision, 2/6/23)



"It's our first time, and we are thrilled to be part of the 2023 Big Game lineup... **Through the largest stage possible,** we want to share with our consumers that they can shop with a sense of freedom."

Spokesperson, *Temu*
(AdAge, 2/12/2023)



"Prime will be getting its own Super Bowl commercial. Holy sh*t. **The first ever YouTuber Super Bowl commercial** for a product that KSI and I created... Actually f**king insane."

Logan Paul, Co-Founder, *PRIME*
(Dextero, 1/26/23)



"We are taking our marketing efforts to new heights by expanding our presence through **major streaming TV partnerships.** But it's not just about the channels we're utilizing; it's about how we are **highlighting our consumers.**"

Allison Ellsworth, Chief Brand Officer, *Poppi*.
(PR Newswire, 6/16/23)

7 National TV newcomers strategically timed their brand debuts with high-profile events and partnerships to cultivate legitimacy and 'talk value'

MediaPost October 2, 2023
HubSpot Launches First National Ad Campaign On NFL Sunday Ticket

PR Newswire June 16, 2023
 Soda's Back! Poppi Unveils Largest Consumer-Driven Ad Campaign, Bridging Streaming, Social and Out-of-Home Across Major Markets This Summer

AdAge April 12, 2023
HOW E.L.F. BEAUTY'S SUPER BOWL SPOT WITH JENNIFER COOLIDGE BOOSTED THE BRAND
 Chief Brand Officer Laurie Lam on where E.l.f. has found success and what comes next

AdAge February 12, 2023
WHAT IS TEMU? SEE THE BRAND'S SUPER BOWL DEBUT HERE
 E-commerce brand is new to the U.S. market

MEMPHIS BUSINESS JOURNAL March 30, 2023
Memphis-based Frontdoor gears up for national ad campaign with MLB star Ronald Acuña Jr.

SBCAMERICAS September 8, 2023
bet365 & Aaron Paul kickstart NFL season with 'Never Ordinary' TV campaign

WSJ February 13, 2023
YouTube Stars Run Ad for Sports Drink Prime
 Prime, the sports drink founded by social-media stars Logan Paul and KSI, ran a pre-game Super Bowl ad in part to get kids' parents familiar with the product.

PHILADELPHIA BUSINESS JOURNAL February 17, 2023
76ers star Tyrese Maxey to make Starry debut in new commercial with Keke Palmer

MM+M February 5, 2023
BMS' DTC plaque psoriasis ad debuts during Grammys

businesswire February 6, 2023
Limit Break's Upcoming Super Bowl Commercial Breaks the Paradigm for Online Gaming; Interactive Advertising

Inside The Wizards May 12, 2023
Bradley Beal's LMNT Commercials Share A Message Of Hunger & Humility

PR Newswire August 22, 2023
 Pvolve Unveils its First-Ever Global Ad Campaign Featuring Brand Partner Jennifer Aniston

CISION February 6, 2023
 PopCorners® First Super Bowl Campaign Reimagines "Breaking Bad" TV Series to Break Into Something Good™ - the Wholesome Snacking Business

Note: Magenta border represents celebrity partnerships, blue border represents high-profile announcements like the Superbowl or Grammys, Purple represents hybrid.

Cutting-edge brands and ‘digital-natives’ are leveraging TV to captivate audiences across demographics, including young adults and affluent

**Click on any logo to visit their website*

‘Younger-skewing’ brands

Brands targeting younger audiences



Innovative products

Brands using cutting-edge technology to offer inventive products / services



Digital endemics

Brands specializing in digital services across a range of categories



Source: VAB analysis of Nielsen Ad Intel data as of 2/7/24, 1/1/23-12/31/23. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$100K.

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National TV has seen a sustained surge in categories that cater to essential consumer ‘needs’ and their lifestyle ‘wants’

Categories that are seizing opportunities as consumer optimism increases

Consumers turn to **healthcare** and **pharmaceutical** brands for proactive health solutions, aiming to avoid costly medical treatments or visits to professionals.

Increasing consumer optimism is raising demand for **financial, legal** and **insurance services**, which encompasses financial counseling, loan assistance and medical and life insurance.

To address the evolving demands of hybrid work environments, **professional services** brands provide tailored digital solutions to streamline workflows, boost productivity and aid HR operations.

Versatile apparel meets consumer needs with a wide range of activewear, casualwear and professional attire, allowing individuals to navigate daily routines seamlessly while prioritizing comfort and style.

Consumers increasingly seek holistic health solutions from affordable and adaptable **fitness** and **wellness brands**. These brands address physical, mental and emotional health needs.

Lifestyle brands emphasize 'affordable luxuries' – spanning home improvement, alcoholic beverages and travel – which supports consumers' passions while staying budget-conscious.

*Click on any logo to visit their website


Source: VAB analysis of Nielsen Ad Intel data as 2/7/24, 1/1/23-12/31/23. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$100K.

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The categories catering to essential consumer ‘needs’ and lifestyle ‘wants’ account for over three-fourths of new TV advertiser investment

FY ‘23 New National TV Advertisers: Top 15 Categories Ranked by Total Spend

Rank	Category	# of Brands	% of total brands	Category \$\$\$ (000)	% of total spend
1	Pharmaceutical	23	7%	\$691,391.9	51%
2	Beverages (Non-Alcohol)	11	4%	\$59,427.6	4%
3	Organizations	10	3%	\$59,226.3	4%
4	Apparel & Accessories	21	7%	\$58,628.2	4%
5	Professional Services	19	6%	\$52,072.9	4%
6	Legal Services	1	0%	\$34,501.3	3%
7	Personal Care	6	2%	\$30,202.4	2%
8	Home	6	2%	\$28,752.0	2%
9	Food	7	2%	\$27,781.0	2%
10	Wellness & Beauty	12	4%	\$24,618.2	2%
11	Travel	10	3%	\$21,853.4	2%
12	Marketplace	2	1%	\$21,313.0	2%
13	Vitamins & Supplements	14	4%	\$19,624.3	1%
14	Financial Services	7	2%	\$18,918.0	1%
15	Insurance	4	1%	\$17,493.7	1%
16	Other Categories (47)	160	51%	\$197,321.3	14%
Grand Total		313		\$1,363,125.6	

 =categories highlighted align within at least one of the ‘functional’ categories (healthcare & pharma, financial services & personal protection, professional services, versatile apparel, fitness & wellness and ‘lifestyle’ brands that incorporate alcohol beverages, home and travel)

Source: VAB analysis of Nielsen Ad Intel data as of 2/7/24, 1/1/23-12/31/23. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$100K.

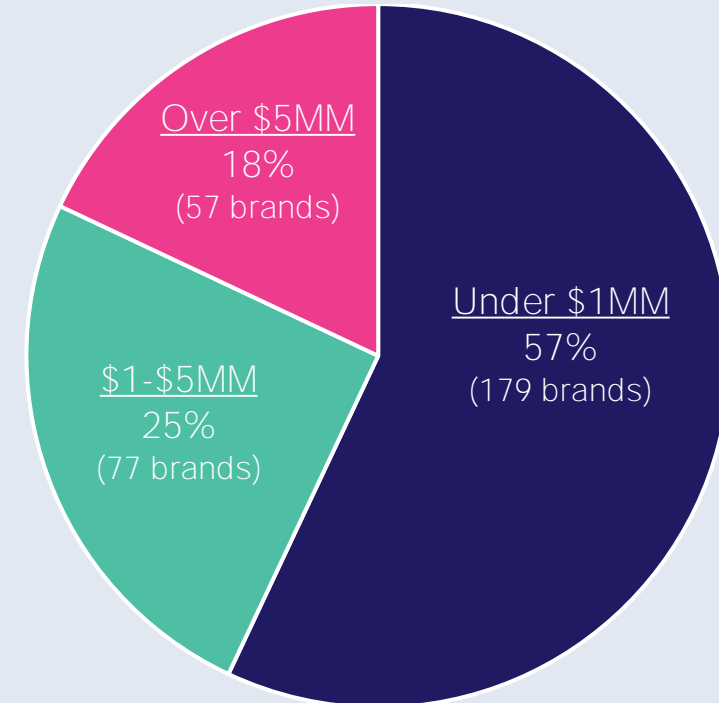
11

New advertisers employ different strategies as some begin by ‘testing’ TV while other immediately ‘go big’ to support their campaign launch



FY '23 New National TV Advertisers by Spend Segment

% of brands within spend buckets



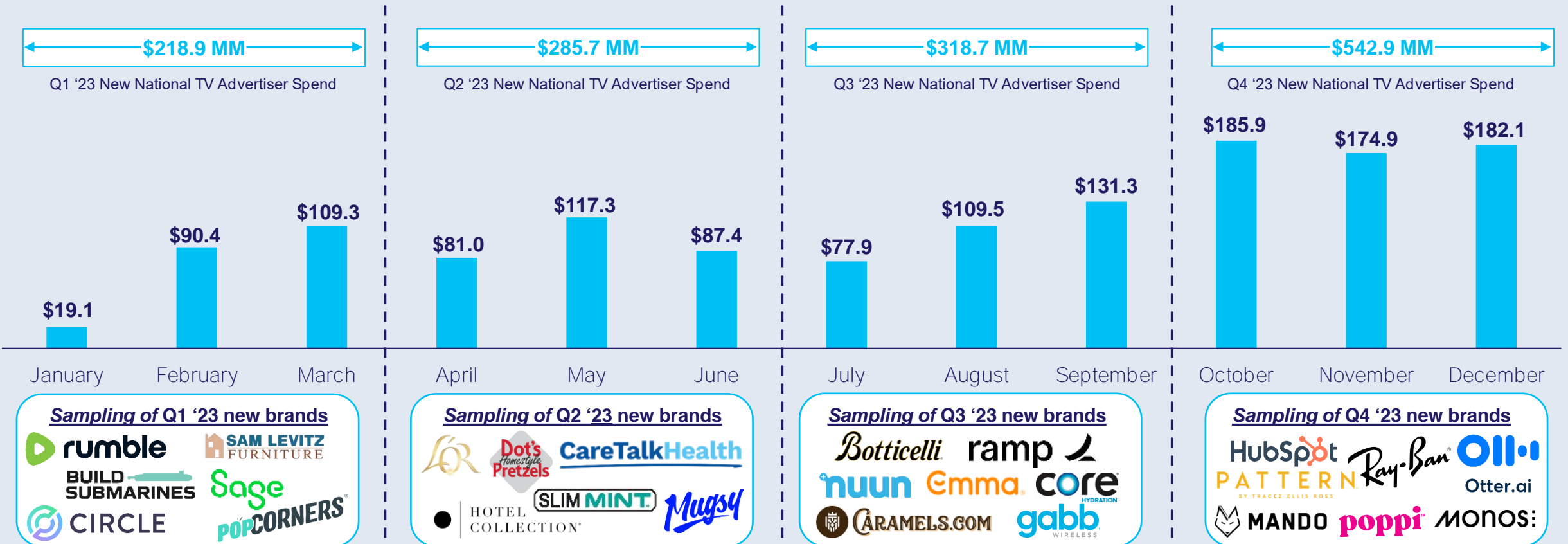
Source: VAB analysis of Nielsen Ad Intel data as of 2/7/24, 1/1/23-12/31/23. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$100K.

12

Brands invested more dollars in 4Q '23 TV launches as consumer confidence began to rebound within a long period of uncertainty

2023 New National TV Advertisers Monthly Spend

Millions



Source: VAB analysis of Nielsen Ad Intel data as of 2/7/24, 1/1/23-12/31/23. 2022 data based on VAB analysis of Nielsen Ad Intel Data, 1/1/22-12/31/22. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$100K. [Click on any brand logo above to visit their website.](#)

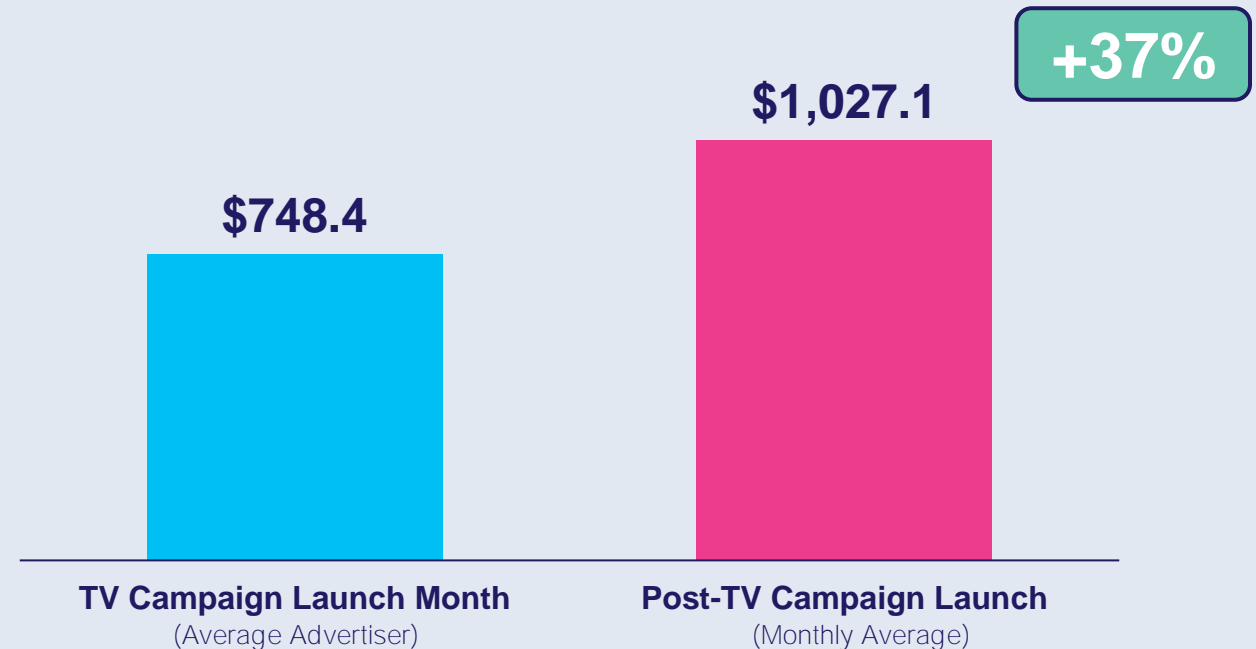
13

The initial success of a TV campaign prompts new advertisers to boost their investments and battle for additional category market share



FY '23 New Advertisers Average National TV Spend

Launch Month vs. Post-Launch
(\$\$\$)

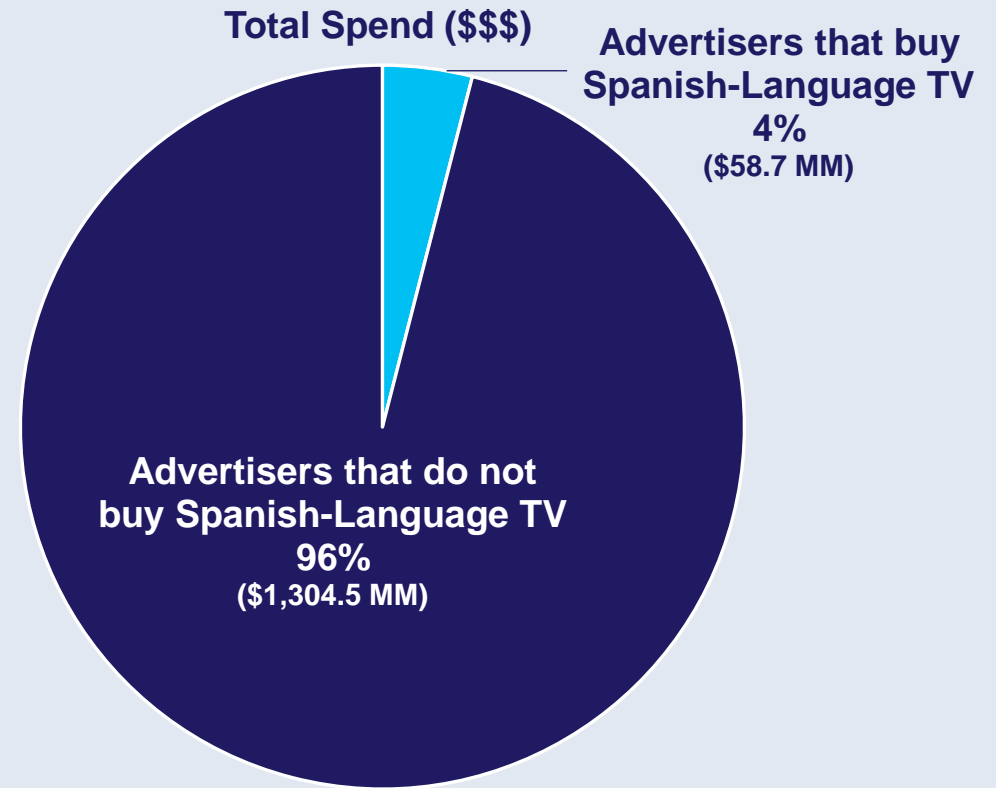
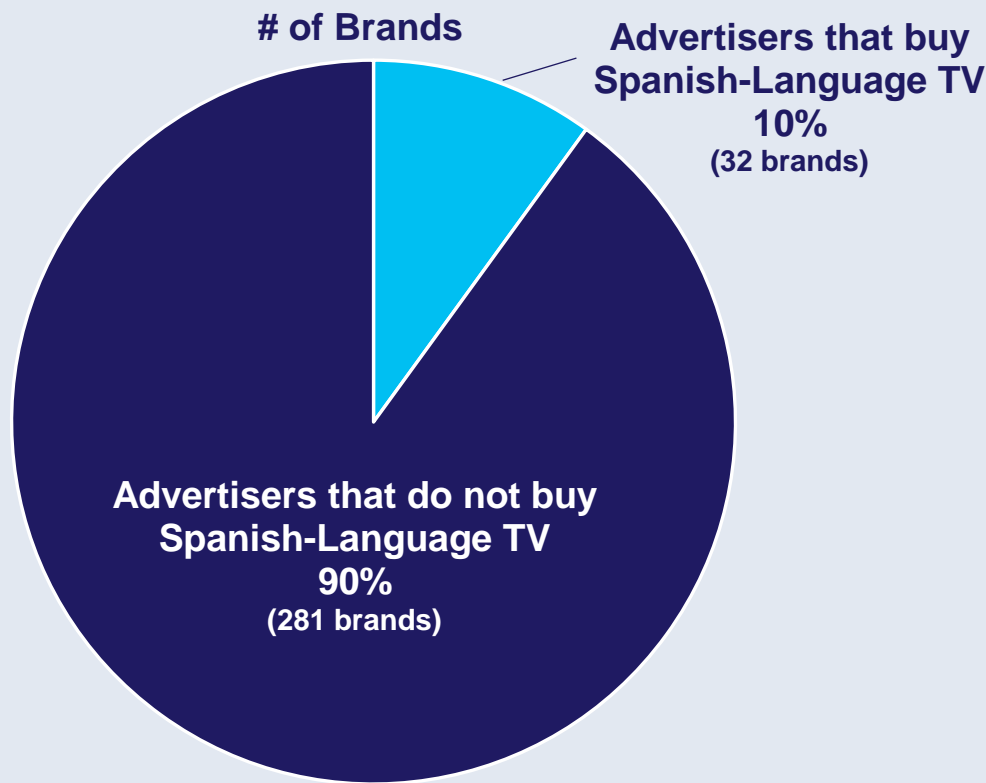


To gauge how advertisers perceived the impact of their TV campaigns, we compared the average investment across brands during the first month of their campaigns with the average investment for the months that followed.

Source: VAB analysis of Nielsen Ad Intel data as of 2/7/24, 1/1/23-12/31/23. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$100K.

A huge opportunity exists for new advertisers to engage high-growth audiences by including Spanish-Language TV nets within their buys

2023 New National TV Advertisers



Source: VAB analysis of Nielsen Ad Intel data as of 2/7/24, 1/1/23-12/31/23. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$100K.

Interested in getting the full new TV advertisers' list, complete with total TV spending and hyperlinks to each of their websites?



[Click this button](#) to download the list!



Key Marketer Takeaways

- ▶ While the economy has been marked by an extended period of uncertainty, consumer optimism began to increase towards the end of the year as inflation rates decreased and disposable income grew
- ▶ Throughout periods of economic uncertainty and growing consumer optimism, new advertisers have constantly entered the TV marketplace to increase brand visibility, establish credibility and enhance profitability
- ▶ Data-driven TV and advanced targeting solutions affords advertisers the flexibility to employ different strategies based on their KPIs - **from experimental ‘test and learn’** campaigns to large buys aimed at achieving mass reach
- ▶ Diverse-targeted media, like Spanish Language TV, represents an opportunity for new advertisers to engage highly desirable and growing audience segments

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25 Ways TV Grows Brands
Powering Performance Through Full-Funnel Business Outcomes



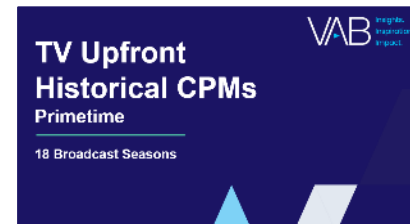
How TV Drives Outcomes
Real data and examples on the effectiveness of TV to inform your go-to-market strategy



Advertising, Accelerated
An Update on 15 Streaming Trends That Are Impacting Marketing Plans



You Oughta Know
Why All Impressions Aren't Created Equal & What it Means for Video Measurement



TV Upfront Historical Primetime CPMs



Welcome to TV: Full Year '22
Learn more about the 303 new advertisers that invested over \$1.3 Billion in national TV in 2022

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