

Impact in Action

Practical guidance from real-world marketing examples

Welcome to TV

Meet the New Advertisers Who Are
Creating Consumer Curiosity and
Brand Consideration

1st Half 2025 Update





Multiscreen TV enables brands of all sizes to boost consumer curiosity and consideration

In early 2025, a wave of new advertisers entered the marketplace seeking **stronger awareness**, a **greater share of voice** and the ability to **challenge category leaders**. Industries ranging from automotive and AI to health and wellness turned to multiscreen TV, recognizing its **unmatched reach** and **reputation** to **elevate perception** and **enhance brand consideration**.

Why are they turning to multiscreen TV?

These advertisers see multiscreen TV as a **deliberate investment in brand equity**. By placing themselves alongside **trusted, high-quality content**, they aim to **build credibility**, **connect with audiences** at scale and **differentiate themselves** from competitors.

As we'll show, multiscreen TV also fosters consumer curiosity and increased consideration by driving **substantial, immediate lifts in online branded search** for both younger and more established brands.

Who are the new advertisers?

A wide range of bold, first-time multiscreen TV advertisers, across various life stages, budget sizes and categories which include **digital native brands** and those that provide for **essential consumer needs** such as pharma, financial services and apparel.

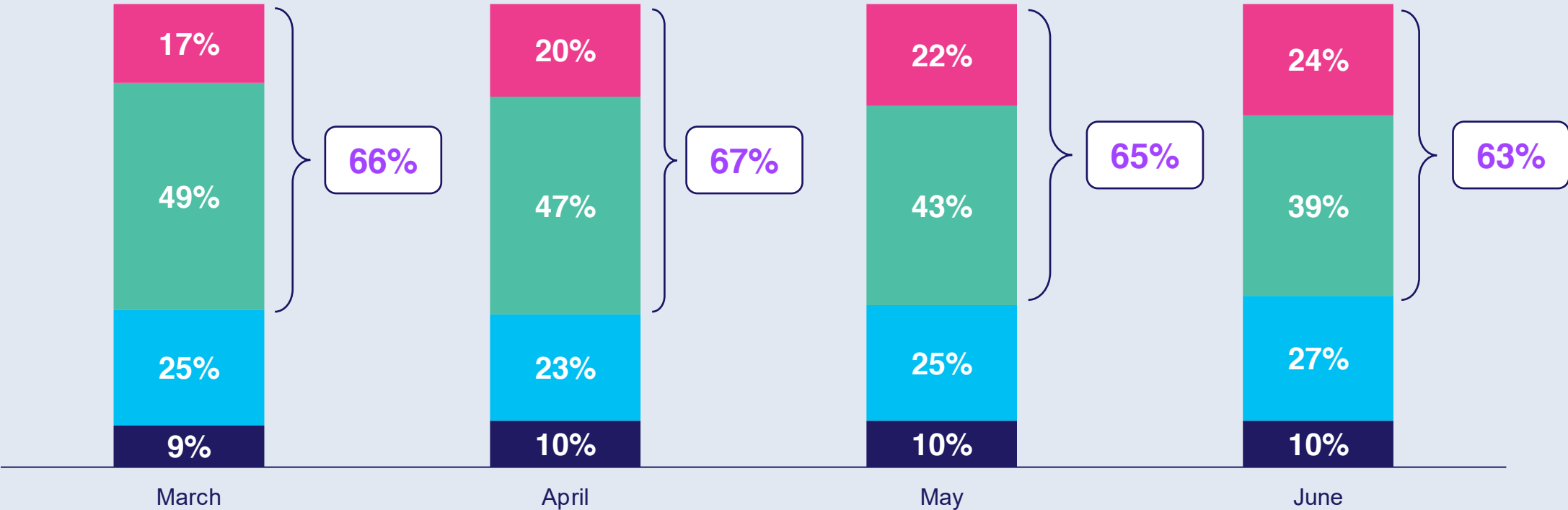
Understanding **consumer sentiment and behaviors** through the first half of 2025



Consumer sentiment improved only slightly through the first half of 2025, as over 60% of adults continued to have a negative view of the economy

How consumers are feeling about the state of the U.S. economy

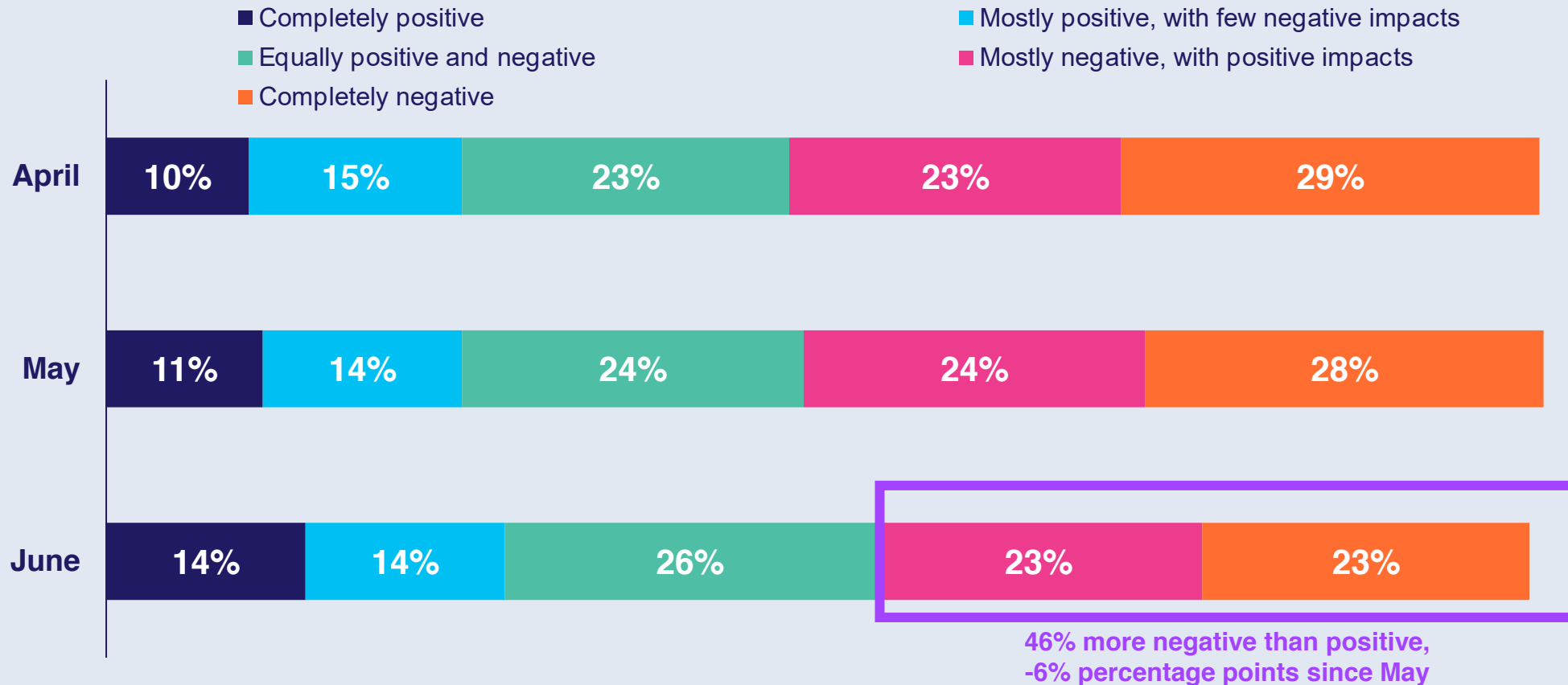
■ Excellent shape ■ Good shape ■ Not very good shape ■ Terrible shape



Source: Dentsu, *Consumer Navigator: American Mindset*, June 2025.

Consumers' negative view of tariffs softened slightly by June as prices held relatively steady after initial policies were announced in April

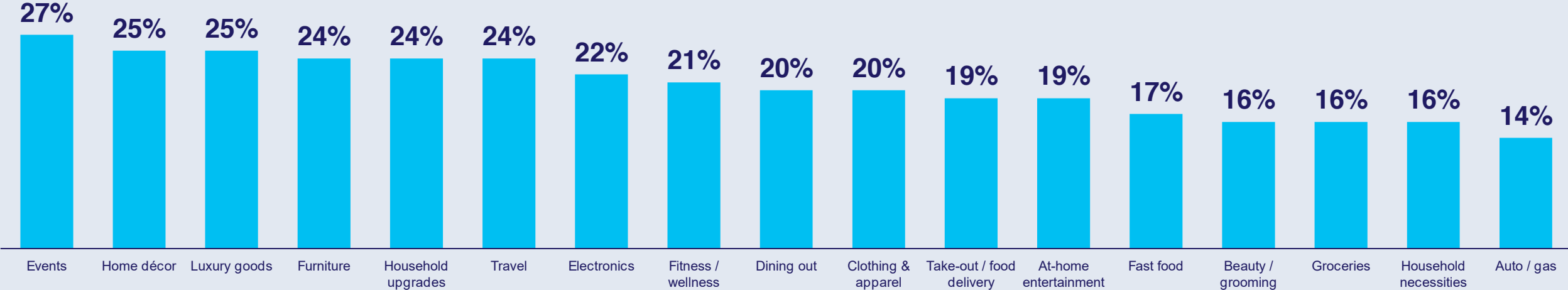
Expected impact of tariffs on the U.S. economy



Source: Dentsu, *Consumer Navigator: American Mindset*, June 2025.

Even with economic uncertainty, a subset of Americans increased their spending on experiences as well as goods and services

% of Consumers who have increased their spending or made an impulse purchase in the past 30 days, by category



Source: Dentsu, *Consumer Navigator: American Mindset*, June 2025.

While there were positive economy signs in the first half of 2025, tariff policies weighed on the minds of cautious consumers



“Overall, the economy has shown **continued momentum so far in 2025** — bolstered by low unemployment and real wage gains — however, **significant policy uncertainty** is weighing on consumer and business confidence.”

Matthew Shay, President and CEO, *National Retail Federation*
NRF Press Release, 4/2/2025

In the first half of 2025, many emerging advertisers turned to multiscreen TV to **build awareness, spark brand interest and drive customer growth**



Brands who launched their first TV campaign preached the platform's ability to drive reach, awareness and relevancy



ChatGPT

"We want the message to **feel relevant** to the audience that is watching the Super Bowl, which includes **tens of millions of people** who have no familiarity with AI."

Kate Rouch, Chief Marketing Officer, *OpenAI*
(The Verge, 2/9/25)



"Excited to celebrate a milestone moment for Kiehl's—our **first-ever national TV commercial**, debuting during the Oscars and spotlighting one of Hollywood's unsung heroes – stunt doubles!"

Devin Merullo, Assistant Vice President, *YSL Beauty*
(LinkedIn, March 2025)



"Launching in Walmart means you need to support the products. **There needed to be more awareness brought to us, so we finally felt it was time to lean into a more official campaign** - and we are profitable, so we could make that decision responsibly."

Katie Sturino, Co-Founder, *Megababe*
(Inc, 5/15/25)



"We just launched our first commercial for **Smash Kitchen!!** In a category that often plays it safe, we wanted to do something **different and delicious.**"

Sameer Mehta, Co-Founder & CEO, *Smash Kitchen*
(LinkedIn, June 2025)



"We're constantly infusing **creative and audience insights**, so the **media engine gets better every second**, just like the Slate vehicle itself."

Kasha Cacy, Chief Media Officer, *Slate*
(AdAge, 4/24/25)



"We made our **first TV commercial** - attacking the concept of being told that we are fine... Fine is not good enough. You deserve better than fine - and we want you to feel great."

Joanna Strober, CEO & Founder, *Midi Health*
(Instagram, 6/25/25)

First-time advertisers turned to social media to celebrate their launches, helping amplify awareness and conversation beyond the TV screen



Kiehl's
SINCE 1851

 **kiehls** • Follow
Hollywood, California

And we're live at the **#oscars** 🏆



ogx

 **ogx_beauty** • Who is she?
Meet the new face of OGX tomorrow.
#OGX



Megababe

 **megababe** • Follow
Original audio


Our new Megababe commercial is LIVE and it's upsetting some non-Megababes...which was exactly the point! Thigh chafe is not taboo and applying Thigh Rescue to your inner thigh should be just as normalized as applying any other body care product 🙌




Midi

 **joannastrober** Follow
Original audio

We made our first TV commercial - attacking the concept of being told that we are fine when we know that when we are gaining weight, not sleeping, feeling anxious, experiencing joint pain, we are not fine. Fine is not good enough. You deserve better than fine - and we want you to feel great.



RIVIAN

 **riviantracker** Follow

Rivian's First National Ad Campaign Isn't About Trucks—It's About You

Rivian is stepping into the national spotlight with a new kind of advertising campaign—one that puts real owners and their everyday adventures at the center. The company just launched its first-ever 360 national brand campaign, called "Real Rivian Adventures," and it's not your typical car commercial.



mochi
HEALTH

 **joinmochi** Follow
Original audio

Mochi in the wild 🌿👁️ Our NEW TV Ad is officially live! 🎬

Source: Social media posts found across Instagram, Facebook and LinkedIn as of 10/8/25.

By connecting their launches to recognizable partners and marquee televised events, brands established authenticity and enhanced perception

ADWEEK

February 5, 2025

OpenAI to Air Its First Super Bowl Ad

WWD115

March 2, 2025

Kiehl's Makes National Commercial Debut During Oscars 2025 With Western Campaign Honoring Hollywood Stunt Performers

WWD115

May 13, 2025

Why Jennifer Aniston Says 'No Gimmicks Needed' in Her Hair Care Brand LolaVie's First TV Campaign

COSMETICS BUSINESS

April 7, 2025

OGX names Shay Mitchell as first global ambassador in bold campaign

AdAge

April 24, 2025

Inside the unorthodox marketing plans for Slate, a Jeff Bezos - backed EV

Roku Advertising

July 22, 2024

How DTC wellness brand fatty15 turned TV screens into shopping carts with Roku Ads Manager

STOCK TITAN

March 28, 2025

American Rebel Launches Nationwide Ad Campaign on March 31 with 30 Second TV Spot, Complemented by Digital Media Across Leading Websites, to Increase Exposure of the Company and its Products to Millions of Viewers

ADWEEK

May 1, 2025

As Tesla's Favorability Dips Below Zero, EV Maker Rivian Drops Its First Major Ad Campaign

FIERCE Pharma

April 22, 2025

Galderma, seeking to build \$2B product, starts DTC campaign for eczema drug across TV, digital

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

Multiscreen TV helps modern, digitally born brands expand beyond niche audiences and accelerate performance

**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 9/4/25, 1/1/25-6/30/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with national TV spend over \$50K.

First time multiscreen TV entrants come from a wide range of categories that meet essential consumer needs such as healthcare and apparel

Functional categories that are seizing opportunities across multiscreen TV

Consumers are increasingly seeking out **health** and **pharmaceutical** brands that offer practical ways to support their everyday mental and physical well-being.



With lingering economic uncertainty due mainly to tariff policies, consumers are focusing on essential **financial services** like insurance, planning and loans to protect their finances and peace of mind.



Across industries such as cybersecurity, AI and printing, **professional services** are equipping consumers to manage hybrid work more efficiently through practical digital solutions.



Apparel & accessory brands are emphasizing adaptable styles, from activewear to casual and workwear, helping consumers seamlessly manage different parts of their daily lives.



Amid ongoing economic concerns in the first half of the year, consumers turned to **fitness** and **health and wellness** brands that provide budget-friendly ways to support their physical and mental health.



Consumers turned to lifestyle brands and attainable luxuries despite economic pressures, such as **travel**, **alcoholic beverages** and **jewelry**, allowing consumers to enjoy meaningful experiences and passions.



**Click on any logo to visit their website*

Source: VAB analysis of Nielsen Ad Intel data as of 9/4/25, 1/1/25-6/30/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with national TV spend over \$50K.

In addition to brands in ‘essentials’ categories, there was a surge in new TV advertisers from digital-native categories like mobile apps and AI

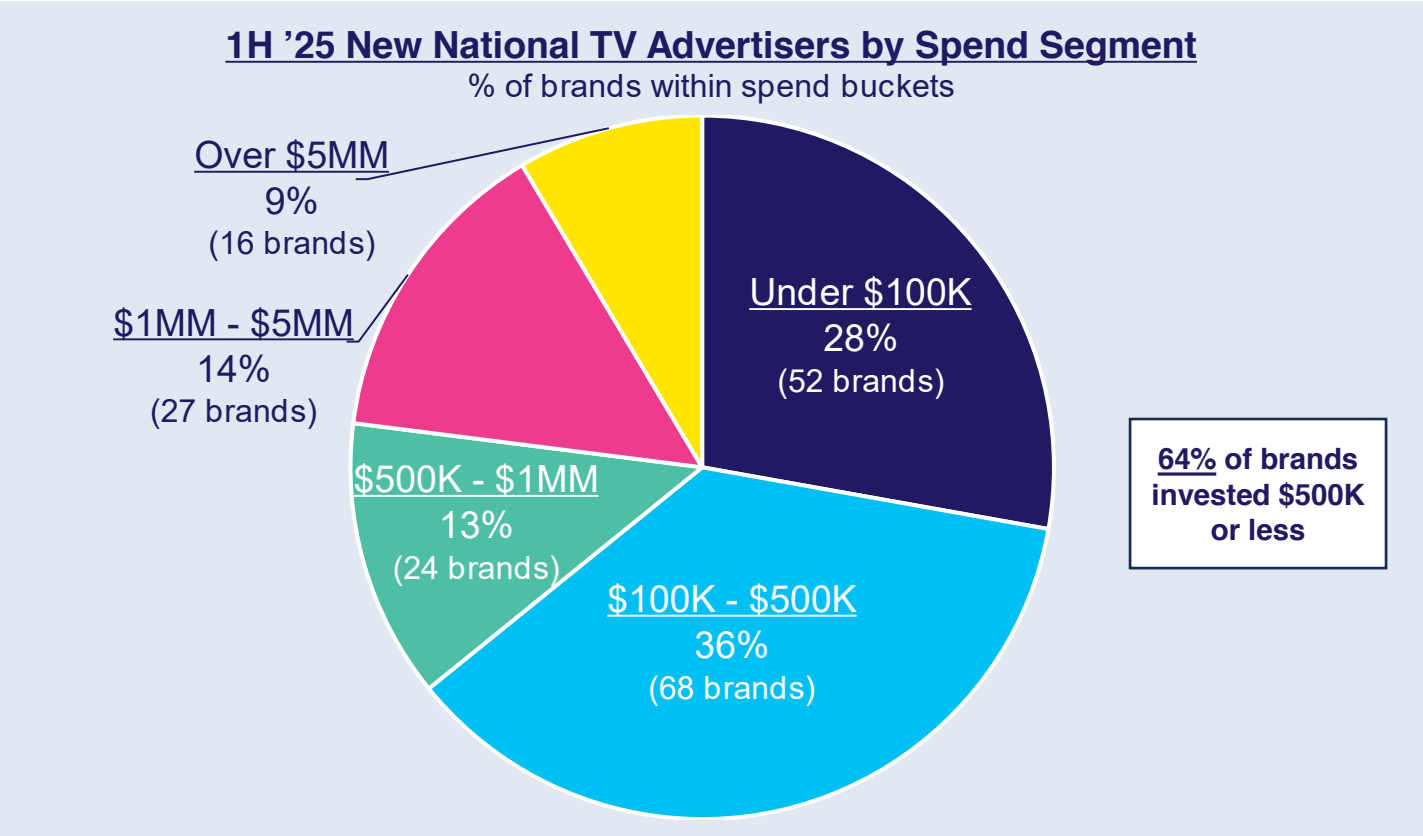
1H '25 New National TV Advertisers: Top 15 Categories Ranked by Total Spend

Rank	Category	# of Brands	% of total brands	Category \$\$\$ (000)	% of total spend
1	Pharmaceutical	18	10%	\$113,531.2	36%
2	Mobile Apps	14	7%	\$62,637.5	20%
3	Personal Care	16	9%	\$26,725.2	9%
4	Home Improvement	8	4%	\$26,093.3	8%
5	AI	3	2%	\$15,681.2	5%
6	Organization	20	11%	\$9,985.5	3%
7	Health & Wellness	15	8%	\$9,200.8	3%
8	Apparel & Accessories	11	6%	\$9,083.7	3%
9	Home Furnishing	4	2%	\$7,431.1	2%
10	Legal Services	2	1%	\$7,240.8	2%
11	Vitamins & Supplements	3	2%	\$3,574.7	1%
12	Food & Beverage	8	4%	\$3,326.6	1%
13	Financial Services	12	6%	\$2,469.8	1%
14	Media	3	2%	\$2,048.3	1%
15	Real Estate	2	1%	\$1,883.8	1%
16	Other Categories (26)	48	26%	\$300,913.3	96%
Grand Total		187		\$313,668.5	

 =represents a consumer ‘essentials’ category including pharma, financial services, apparel & accessories, health & wellness.

Source: VAB analysis of Nielsen Ad Intel data as of 9/4/25, 1/1/25-6/30/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with national TV spend over \$50K.

TV investment ranges from 'test and learn' campaigns and launches from small & medium-sized businesses to immediate 'big bets' by larger brands



Source: VAB analysis of Nielsen Ad Intel data as of 9/4/25, 1/1/25-6/30/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with national TV spend over \$50K.

First-time multiscreen TV campaigns spark measurable increases in consumer engagement, **turning heightened awareness into real customer growth** through substantial lifts in online branded search

How to read the charts in this section:

Google Search Trend Index = represents search interest relative to the highest point during a specific time period for a given region, a value of **100 is the peak popularity for the term**, a value of 50 means that the term is half as popular.

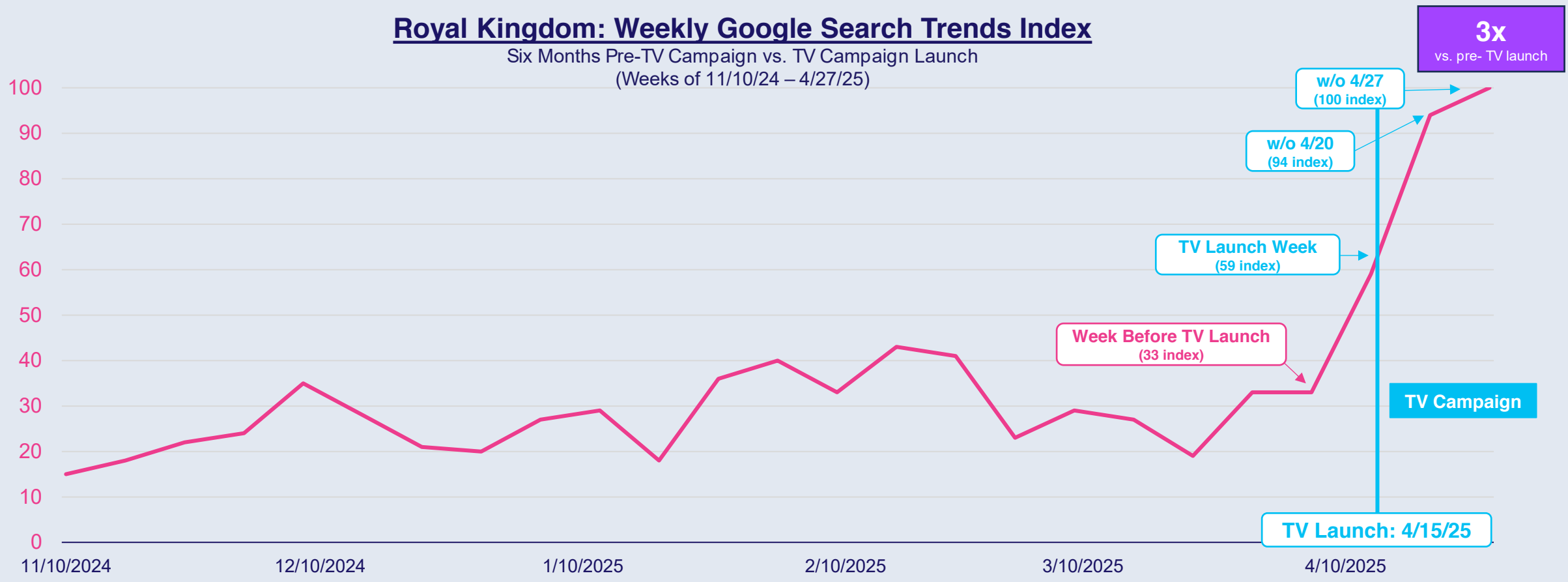




Royal Kingdom, a gaming app with heavy digital spend, saw an immediate lift in branded online search once they launched a TV campaign

Royal Kingdom: Weekly Google Search Trends Index

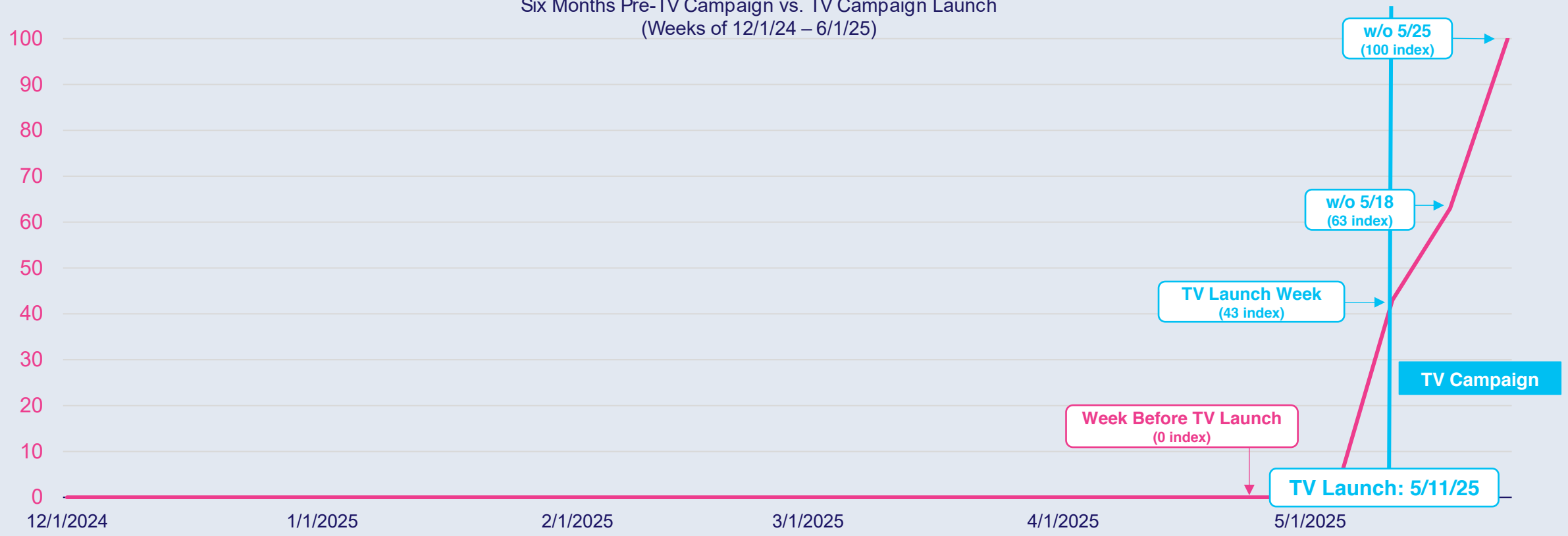
Six Months Pre-TV Campaign vs. TV Campaign Launch
(Weeks of 11/10/24 – 4/27/25)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 11/10/24 – 4/27/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2025 – June 2025 (calendar months). Royal Kingdom was launched in the U.S. on November 21, 2024. Note: Light blue line marks the first day of TV spending for each brand.

Cerefolin, a cognitive support / brain wellness brand, saw their first meaningful branded online search only when they launched a TV campaign

Cerefolin: Weekly Google Search Trends Index
Six Months Pre-TV Campaign vs. TV Campaign Launch
(Weeks of 12/1/24 – 6/1/25)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 12/1/24 – 6/1/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2025 – June 2025 (calendar months). Cerefolin was launched on November 11, 2003. Note: Light blue line marks the first day of TV spending for each brand.



Humane World for Animals, a 70-year-old organization, also saw their first meaningful search activity once they launched their first TV campaign

Humane World for Animals: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch
(Weeks of 9/7/24 – 2/16/25)



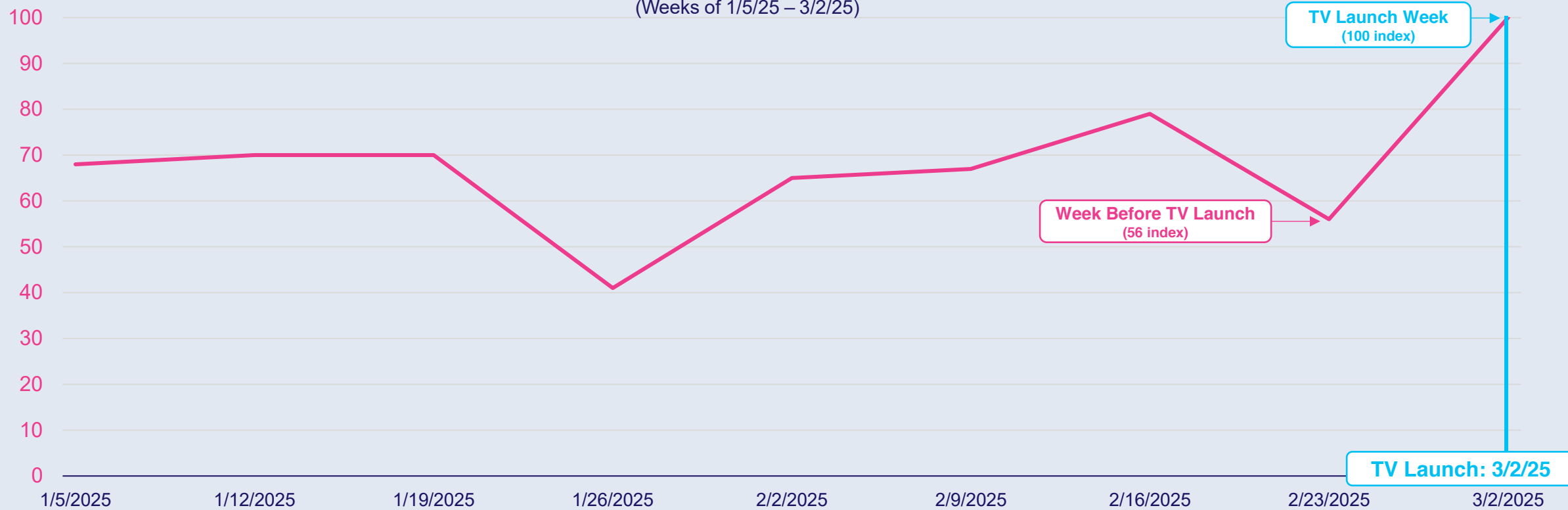
Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 9/7/24 – 2/16/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2025 – June 2025 (calendar months). Humane World for Animals was founded on November 22, 1954. Note: Light blue line marks the first day of TV spending for each brand.



Kiehl's, a 174-year-old cosmetics brand, saw their branded search nearly double when they launched their first nat'l TV campaign during the Oscars

Kiehl's: Weekly Google Search Trends Index

TV Campaign Launch vs. 1H '25 Activity
(Weeks of 1/5/25 – 3/2/25)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 1/5/25 – 6/29/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2025 – June 2025 (calendar months). **Kiehl's was founded in 1851.** Note: Light blue line marks the first day of TV spending for each brand.

Slate Trucks launched their TV campaign only two days after their public debut to drive immediate online interest among potential customers

Slate Trucks: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch
(Weeks of 11/3/24 – 4/27/25)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 11/3/24 – 4/27/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2025 – June 2025 (calendar months). Slate Trucks debuted on April 24, 2025. Note: Light blue line marks the first day of TV spending for each brand.

Key Marketer Takeaways

Multiscreen TV helps brands of all sizes build awareness and ignite consumer engagement

- ▶ **Multiscreen TV is an accessible and effective platform for brands of all sizes and lifestyles** which helps new advertisers break through and connect meaningfully with their target audiences.
- ▶ Emerging companies, including Direct-to-Consumer brands, and small & medium-sized businesses **are turning to multiscreen TV to build brand credibility, enhance perception and drive mid-funnel metrics** such as interest and consideration.
- ▶ Multiscreen TV campaigns ignite significant increases in online search activity, pushing engaged consumers to brands' digital platforms and **accelerating performance across the purchase funnel** for both younger and more established brands.

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Visit our [Multiscreen TV Attribution Resources](#) to learn from the winning marketing strategies of brands who utilize premium video platforms to achieve full-funnel outcomes, ranging from incremental reach to favorability to website visits and sales.



Breaking Through
How New Advertisers Are Using TV
To Ignite Interest & Turn Consumers Into Customers



Best in Show
Five Advantages of Multiscreen TV,
From Brand to Performance



Dedicated to Your Good Health
How TV Drives Discovery & Encourages Education
in the Pharma DTC Category



The Power of Premium Video
What it Means for Multiscreen TV and Why it
Matters to Marketers



**What's the average age of a
first-time national TV advertiser?**



Welcome to TV: Full Year '24
The Billion and a Half Dollar Investment from
New Advertisers

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at [theVAB.com](https://thevab.com)

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VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies ***complimentary access*** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

1H '25 New National TV Advertiser Lists



New Advertiser List: The national TV marketplace enabled these **187 bold new** advertisers across categories and budget levels to increase reach and relevancy

1st Half 2025 New National TV Advertisers

Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)
Royal Kingdom	\$42,592.6	Zealthy	\$1,232.9	Altadena Community Preservation	\$439.7	California Community Foundation	\$199.3	Perry Ellis	\$96.8	Health & Her	\$56.0
Nemluvio Rx	\$21,939.7	Coalition to Empower Our Future	\$1,181.1	PureHealth Research	\$434.1	Beyond Tennis	\$197.8	Nature's Answer	\$94.6	Elevate	\$55.8
EBGLYSS Rx	\$21,802.6	Megababe Beauty	\$1,170.8	Golden Paw Society, Inc.	\$426.9	U.S. Small Business Administration	\$193.7	Paired	\$93.3	American Rebel Beer	\$53.5
CAPVAXIVE Rx	\$18,015.2	The National Interest	\$1,166.2	CoreWeave	\$422.6	DUER	\$178.1	Patriots for a Secure America	\$92.1	Aggressor Adventures	\$53.4
Attruby Rx	\$16,642.7	88 Fortunes	\$1,123.1	Winona Feminine	\$413.6	Wolf Mattress	\$172.8	Mood Bloom	\$92.0	Big Dog Ranch Rescue	\$53.2
Spruce	\$16,591.9	Orla Floral	\$1,097.0	Foresight Sports	\$407.6	JCC Association of North America	\$172.0	Calvary Outreach	\$91.2	Inbound Response	\$52.4
ChatGPT	\$15,000.0	Michael Todd Beauty	\$1,036.5	ReversePhone.com	\$406.2	The Voice of the Martyrs	\$171.9	Alpha Dog Nutrition	\$88.6	College HUNKS	\$52.3
Rezdiffra Rx	\$10,534.8	Realty Central	\$1,023.3	MaryRuth Organics	\$404.8	Visit Oman	\$171.0	Bring a Trailer	\$88.2	XTI Aerospace	\$52.1
Mochi Health	\$9,529.2	Securing American Greatness	\$972.1	Josephine County	\$400.3	COOFANDY	\$170.9	KURU Footwear	\$87.9	Sonic Power	\$51.8
Gold Fish Casino Slot Games	\$8,645.2	OneSkin	\$952.4	Venu	\$395.6	FluffCo	\$159.7	GHOST	\$86.4	Garage Beer	\$51.3
DateMyAge.com	\$7,642.9	NasalFresh MD	\$949.8	Alaya Naturals	\$391.8	The Hill	\$154.2	SailPoint	\$83.2	Connect Biopharma	\$51.0
OGX Beauty	\$7,451.3	Yeezy	\$940.3	VALR Energy	\$361.6	Invictus One	\$152.0	Ultimate Tax Group	\$81.1	The Hope Alliance	\$50.1
Abogado.com	\$7,037.7	Humane World for Animals	\$919.5	Free Rein	\$347.5	Dr. Phytos	\$148.3	Aztec Minerals	\$77.1		
Ponvory Rx	\$6,449.8	LolaVie	\$908.9	Medicus Pharma	\$345.3	fatty15	\$142.7	Pharmaceutical Reform Alliance	\$75.0		
Tagrisso Rx	\$6,390.9	MLB PRO SPIRIT	\$897.7	Hit It Rich!	\$343.0	Hill	\$141.4	Right Trailers	\$73.8		
CordaRoy's	\$6,355.1	Florajen	\$882.0	DC Worlds Collide	\$341.9	Safe Money Innovators	\$140.4	Hinge Health	\$71.4		
Xdemvy Rx	\$4,777.8	Wander	\$860.5	Plunge	\$331.1	Sunrise Association	\$140.0	Caldera+Lab	\$70.7		
Everdries	\$3,551.2	Kiehl's	\$818.2	Design Home	\$306.0	Denvix	\$136.7	ISCO Industries	\$69.4		
Kitsch	\$3,529.9	Window Nation	\$736.4	Hostinger	\$294.4	WhistlePig Whiskey	\$135.2	Hollow Socks	\$69.1		
Cerefolin Brain Wellness	\$3,040.2	Rockies.TV	\$727.8	A Better Tomorrow in America	\$288.2	Slate	\$128.0	NXTbets	\$67.7		
Play Equity Fund	\$2,768.8	BeatBox	\$710.7	Slipstick	\$265.9	Ogee	\$115.6	Lippert	\$67.1		
Fast Growing Trees	\$2,652.8	Transformer Table	\$699.3	Commvault	\$259.3	SendAFriend	\$114.3	Cashmere Cookware	\$66.1		
Star Patrol	\$2,547.4	Rivian	\$699.2	Character AI	\$258.6	JSX	\$113.1	Love One Louisiana	\$65.7		
52 Pills	\$2,443.9	Wet & Forget	\$640.2	Businessolver	\$256.9	Grain Wood Furniture	\$110.7	Conestoga Wagon Co	\$64.4		
Seniors 4 Better Care	\$2,351.3	Paingone	\$630.8	GLDN	\$256.4	BugMD	\$109.6	Care Income Advisors	\$63.7		
Splash Refresher	\$1,956.7	Neffy	\$626.4	America PAC	\$255.6	PBZ OTC	\$107.9	JubileeTV	\$59.9		
Viasox	\$1,943.9	Midu Health	\$608.9	Golf Clash	\$247.4	Blaize	\$106.4	CLEARSTEM	\$59.2		
Te	\$1,744.0	Protect Our Jobs	\$605.0	Bird Golf	\$238.7	Ducal	\$105.4	React	\$58.8		
Patio Enclosures	\$1,665.9	Trump Watches	\$577.8	REX Shares	\$224.3	Republican Red Winery	\$100.5	Graze Robotics	\$57.7		
Briumvi Rx	\$1,596.4	pH-D Feminine Health	\$571.9	Timothy Plan	\$222.5	Kérastase	\$100.3	Womaness	\$57.7		
Chopzilla	\$1,588.7	Smash Kitchen	\$529.4	Hari Mari	\$213.9	Rodeo Picks	\$99.9	Ovation Tax Group	\$57.3		
Combat Bugs	\$1,510.1	Calamos	\$509.4	Rugiet	\$211.9	Don't Bug My Pet	\$99.2	Outcomes4Me	\$57.2		
ecoNugenics	\$1,460.6	Reelz+	\$480.6	Charlie	\$209.6	IVY	\$98.2	Odyssey Trust	\$57.1		
Rhythms of the Village	\$1,253.7	Felix	\$465.6	Bliss	\$206.1	Moody's	\$98.2	Nanit	\$56.4		
Two Dragons Martial Arts	\$1,253.7	Hello Cake	\$455.9	Legal Tax Defense	\$203.2	Freedom Caucus	\$96.9	Earnings Hub	\$56.2		



To click through to a brand's website, view in 'slide show' and click on the respective link.

Source: VAB analysis of Nielsen Ad Intel data as of 9/4/25, 1/1/25-6/30/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with national TV spend over \$50K. The above chart represents the full list of new advertisers, including direct-to-consumer brands.

The Direct-to-Consumer segment continues to drive new entrants with 54 brands across 19 categories, spending almost \$50 million during the first half of 2025

1st Half 2025 New National TV DTC Advertisers

Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)
Mochi Health	Personal Care	\$9,529.2	Winona Feminine	Health & Wellness	\$413.6	Grain Wood Furniture	Home Furnishing	\$110.7
Abogado.com	Legal Services	\$7,037.7	ReversePhone.com	Security	\$406.2	BugMD	Personal Care	\$109.6
CordaRoy's	Home Furnishing	\$6,355.1	MaryRuth Organics	Health & Wellness	\$404.8	Don't Bug My Pet	Pet Care	\$99.2
Everdries	Apparel & Accessories	\$3,551.2	Alaya Naturals	Vitamins & Supplements	\$391.8	Perry Ellis	Apparel & Accessories	\$96.8
Fast Growing Trees	Home Improvement	\$2,652.8	Plunge	Home Improvement	\$331.1	Alpha Dog Nutrition	Pet Care	\$88.6
Viasox	Apparel & Accessories	\$1,943.9	Hostinger	Computer Software	\$294.4	KURU Footwear	Apparel & Accessories	\$87.9
Te	Health & Wellness	\$1,744.0	Businessolver	Professional Services	\$256.9	Caldera+Lab	Personal Care	\$70.7
ecoNugenics	Health & Wellness	\$1,460.6	GLDN	Jewelry	\$256.4	Hollow Socks	Apparel & Accessories	\$69.1
Zealthy	Pharmaceutical	\$1,232.9	Hari Mari	Apparel & Accessories	\$213.9	CLEARSTEM	Personal Care	\$59.2
Megababe Beauty	Personal Care	\$1,170.8	Rugiet	Pharmaceutical	\$211.9	Womaness	Personal Care	\$57.7
Michael Todd Beauty	Personal Care	\$1,036.5	Charlie	Financial Services	\$209.6	Outcomes4Me	Health & Wellness	\$57.2
OneSkin	Personal Care	\$952.4	Bliss	Personal Care	\$206.1	Nanit	Health & Wellness	\$56.4
Yeezy	Apparel & Accessories	\$940.3	DUER	Apparel & Accessories	\$178.1	Earnings Hub	Financial Services	\$56.2
LolaVie	Personal Care	\$908.9	COOFANDY	Apparel & Accessories	\$170.9	Inbound Response	Professional Services	\$52.4
Wander	Real Estate	\$860.5	FluffCo	Bedding	\$159.7			
Transformer Table	Home Furnishing	\$699.3	Dr. Phytos	Pet Care	\$148.3			
Midi Health	Personal Care	\$608.9	fatty15	Vitamins & Supplements	\$142.7			
Reelz+	Streaming Services	\$480.6	Denvix	Auto	\$136.7			
Felix	Financial Services	\$465.6	Ogee	Personal Care	\$115.6			
Hello Cake	Pharmaceutical	\$455.9	SendAFriend	Gift Box	\$114.3			

To click through to a brand's website, view in 'slide show' and click on the respective link.



Logos represent a sampling of new national TV DTC advertisers

DTC brands accounted for 29% of total new TV advertisers and 16% of total TV spend

Source: VAB analysis of Nielsen Ad Intel data as of 9/4/25, 1/1/25-6/30/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with national TV spend over \$50K.