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May 30, 2025

## Question of the Week:

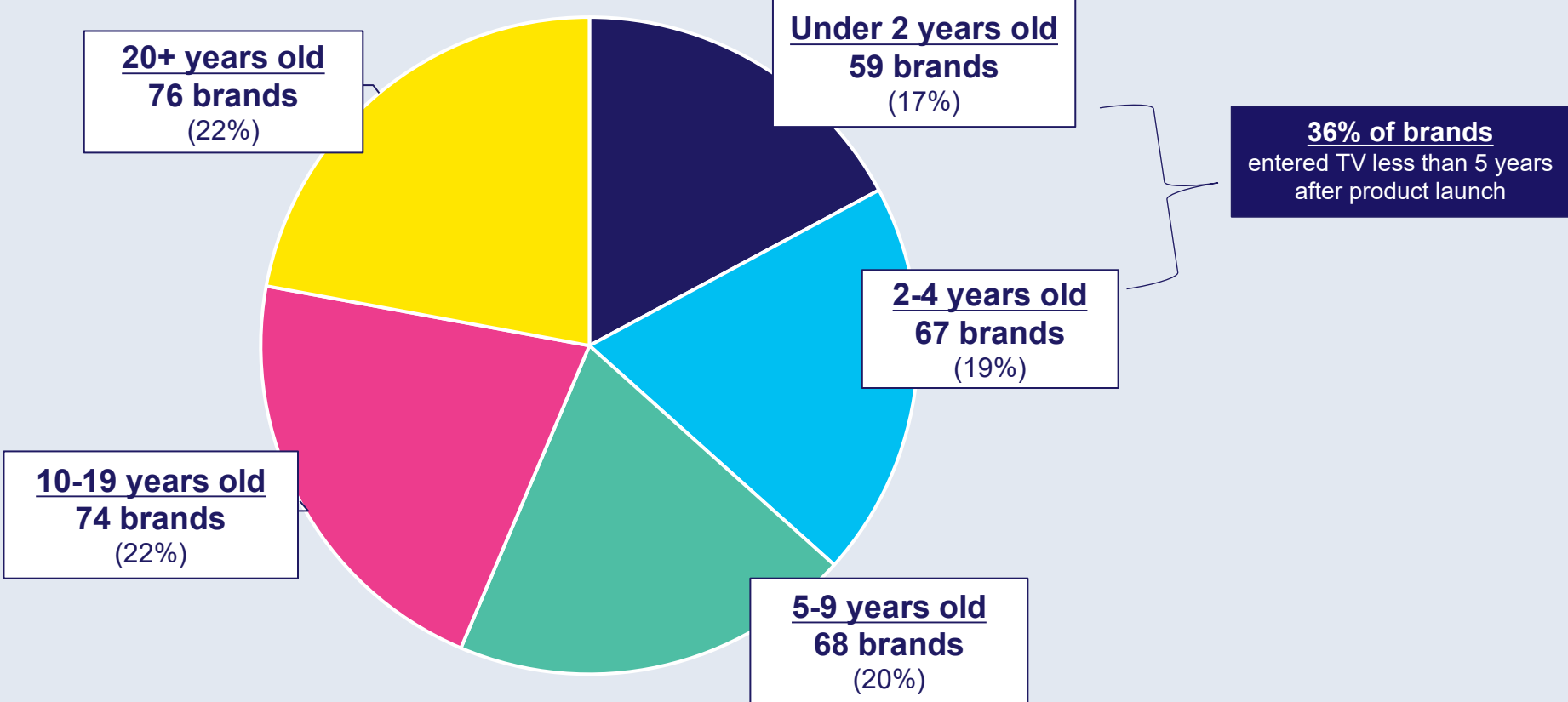
“What’s the average age of a first-time national TV advertiser?”

# New TV advertisers in 2024 represented a mix of lifestages, with more than one-third entering national TV less than 5 years after product launch

## Brand Lifestage When First National TV Campaign Launched

344 New TV Advertisers

**8 years old**  
Median Age



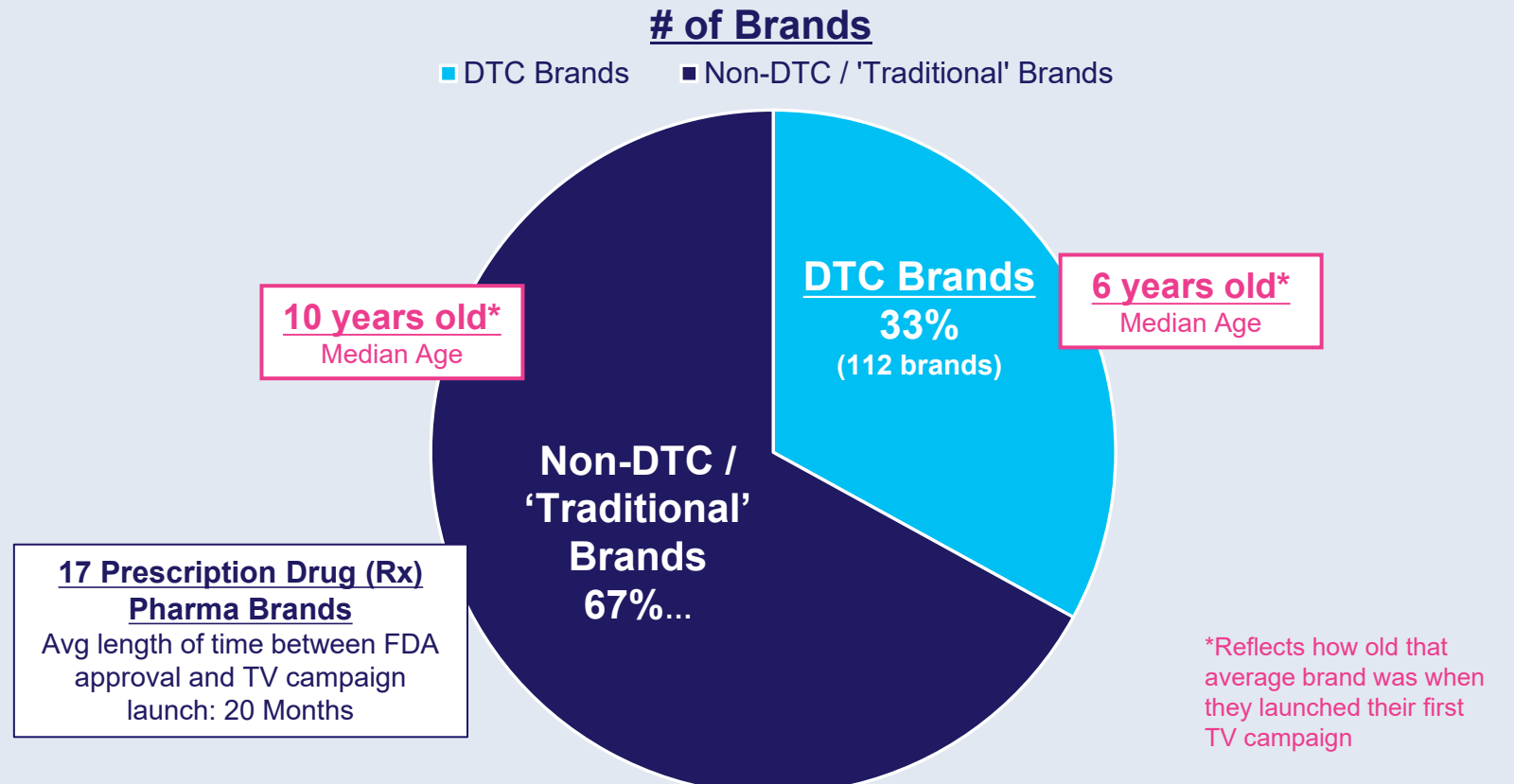
Source: VAB analysis of Nielsen Ad Intel data, 1/1/22-12/31/22 , 1/1/23-12/31/24 , 1/1/24-12/31/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with TV spend over \$100K.

# Data-driven, direct-to-consumer brands launched their first TV campaign several years earlier in their lifestage than more 'traditional' brands

- ▶ The **prescription drug (Pharma) category** has one of the quickest paths to multiscreen TV – with the average length of time from FDA approval to TV campaign launch being 20 months (based on 17 new Rx brand advertisers)



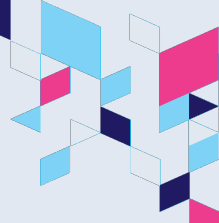
## Direct-to-Consumer (DTC) Brands vs. Non-DTC / 'Traditional' Brands



Source: VAB analysis of Nielsen Ad Intel data as of 2/10/25, 1/1/24-12/31/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with TV spend over \$100K. **3-year trend located in the appendix.**

**TV is for every business** as brands of all lifestages and budget sizes are leveraging TV as an effective performance channel



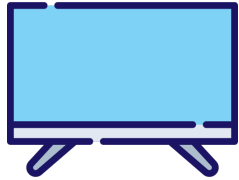


# Download our full-year 2024 analysis below to learn more about the 344 brands that invested in national TV for the first time

The image shows the cover of a report. On the left, a dark blue background contains the following text: 'Transform' with a logo, 'Impact in Action' with a play button icon and the subtitle 'Practical guidance from real-world marketing examples', and the main title 'Welcome to TV' in large pink letters, followed by 'The Billion and a Half Dollar Investment from New Advertisers' and 'Full Year 2024 Update' in smaller white and blue text. At the bottom left is the VAB logo with the tagline 'Insights. Inspiration. Impact.' On the right, a photograph shows a diverse group of five young adults smiling and posing for a selfie.

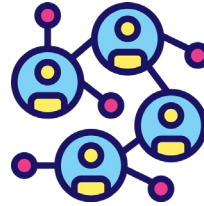
**28 pages**

# Analysis Takeaways: Technology and innovation has made TV easier to buy which enables more businesses to launch multiscreen TV campaigns



## Campaign Planning & Buying

- **Scalable data-driven targeting solutions** like audience-based buying, addressable TV, data-driven linear and access to programmatic capabilities have made TV much more accessible
  - We estimate that at least **approx. 40-50% of new advertisers** used an audience-based TV buying solution for their campaign
- Additionally, **Generative AI & Machine Learning** is being used more frequently for creative development, targeting & personalization, and buy optimization



## More Conduits to Buy TV

- There are **several ways** that first-time advertisers are buying TV including:
  - Holdco media agencies
  - Smaller, full-service, independent agencies
  - Advertiser / publisher-direct
  - TV ad manager platforms / 'self-serve' platforms
  - Performance (TV) agencies
  - DSPs
- We estimate that **approx. 5-10% of new advertisers** (mostly pharma) bought TV through Holdco media agencies, with another **~15%** buying through smaller, full-service independent agencies



## Advertisers of All Sizes & Budgets

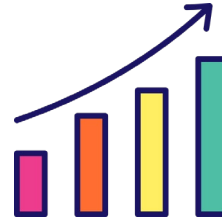
- The accessibility of TV today has allowed businesses of all types to confidently launch their first campaign, many of whom may have thought that multiscreen TV was out of reach only a few years ago - **including small to medium-sized businesses and digital-native, direct-to-consumer brands**
- We estimate that **approx. 60% - 70% of new advertisers** can be characterized as small to medium-sized businesses
- We also estimate that **approx. 5% - 10%**

# Analysis Takeaways: Multiscreen TV is driving mid-funnel results for brands seeking to reach new audiences and expand their customer base



## Outcomes-Based Metrics

- First-time advertisers **primarily launch TV campaigns** to:
  - Reach new audiences
  - Increase traffic to their digital storefront (website, mobile app, etc.)
    - To provide more info & to convert
  - Increase physical store traffic
  - Broaden their customer base
  - Drive sales & revenues
  - Boost customer lifetime value
- Building brand equity and consumer connection is also important, therefore they **look at TV to deliver both 'branding' and 'performance'**



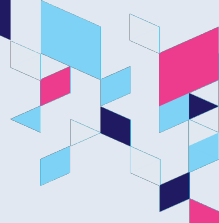
## TV Drives Immediate Mid-Funnel Results

- Since the average age of **first-time TV advertisers is 8 years old**, many brands did paid search, social, digital, OOH and / or podcasts in the years leading up to their TV campaign
  - Interestingly, data-driven, performance-obsessed DTC brands had a shorter average age of 6 years old
- But once they launched their TV campaigns, brands saw significant and immediate lifts to their **online branded search** (many of whom saw double- and triple-digit increases)



## Additional VAB Analyses

- Over the last six months, we've developed four analyses across 250+ new TV advertisers that examine the immediate lifts to **online branded search** and **website traffic** that advertisers achieve once they launch their first multiscreen TV campaign
- Furthermore, we've examined how **advertising continuity and a sustaining presence** on multiscreen TV drives greater lifts to website traffic



# Download VAB's other recent analyses where we examined the mid-funnel results of recent first-time TV campaign launches

## 3-Year Analysis of New TV Advertisers



(230 brands)

**48 pages**

## Pharmaceutical Category



(58 brands)

**52 pages**

## 'Ad Continuity' Analysis



(38 brands)

**22 pages**

# About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

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](https://theVAB.com).**