

# TV AS A GROWTH ENGINE

Research conducted with VAB

As TV has become more data-enabled, addressable and accessible, brands are accelerating their TV investment strategy earlier in their life stage to establish awareness, identity and unique positioning.

Research conducted by Effectv and VAB details the impact of bringing TV up in a brand's marketing timeline in terms of digital engagement and overall growth.

## 7 REASONS BRANDS ARE ACCELERATING THEIR PATH TO TV

- Availability & Accessibility:** greater product availability creates greater TV accessibility both on the national and local level, sooner in a brand's life stage.
- Legitim�er:** TV creates, builds and enhances brand reputation while legitimizing their product or service offerings.
- Targetability:** targeting solutions like addressable TV, video-on-demand and data-enabled linear TV create efficiency and limit wastage.
- Full-Funnel Outcomes:** TV has shown its ability to drive brand results beyond upper funnel metrics like awareness to consideration, intent and sales.
- Inclusivity:** Enhanced targeting capabilities creates audience efficiencies which lowers the traditional cost of entry.
- Storytelling:** the sight, sound and motion opportunities of a 15/30/60-second ad on the biggest screen available in the home.
- Halo Effect:** TV significantly improves the performance and ROI of all other digital channels.

## EARLY AND SUSTAINED PRESENCE ON TV IS KEY

### BEFORE

The journey from a direct-to-consumer (DTC) brand's first social media buy to their initial TV investment would take eight years on average...



### BUT NOW

Research indicates that brands across all life stages see strong results from TV, particularly younger brands...

**TV Launch Month vs. Three-Month Average Prior To TV**  
Average Website Unique Visitors

Life Stage	Unique Visitors % increase:	Unique Visitors increase:
Three Years Old or Younger	<b>+23%</b>	+137K
Between Four and Seven Years Old	<b>+19%</b>	+370K
Eight Years or Older	<b>+10%</b>	+329K

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 mediameatrx: multiplatform (desktop + mobile) media trend data; PIB+, Jun '16 - Jun '20 (calendar months).

## DRIVING OUTCOMES WITH TV

Both DTC and non-DTC brands across all life stages see measurable results from TV advertising across the board.

The study analyzed 140 DTC brands and 50 non-DTC brands in various life stages.

Here are some of the study's findings...



### EXAMPLE 1

#### ONLINE DELIVERY SERVICES & MEAL KIT SUBSCRIPTIONS

Online delivery (ex. DoorDash, Postmates) and meal subscriptions (ex. Sun Basket, Daily Harvest) benefited greatly from their TV investment. The category skews younger in terms of the eight brands included in the analysis with only the youngest two life stage segmentations reflected.

**Average Website Unique Visitors: "When on TV" Monthly Avg. vs. Three-Month Avg. Prior to TV**

Three Years Old or Younger	<b>+368%</b>
Between Four and Seven Years Old	<b>+84%</b>

### EXAMPLE 2

#### HOME GOODS & SERVICES

There were 12 home brands (ex. Puls, Purple, Article, Modsy) across life stages within categories such as home goods, services, mattresses and home furnishings. Brands three years old or younger experienced triple-digit lifts in their average website visitors in the months they were airing on TV, in line with the outcomes seen within the overall analysis.

**Average Website Unique Visitors: "When on TV" Monthly Avg. vs. Three-Month Avg. Prior to TV**

Three Years Old or Younger	<b>+157%</b>
Between Four and Seven Years Old	<b>+24%</b>
Eight Years or Older	<b>+20%</b>

### EXAMPLE 3

#### BUSINESS-TO-BUSINESS

Many B2B brands incorporate TV advertising into their media mix to capitalize on its key benefits. An analysis of eight B2B brands (ex. BlueVine, ServiceNow, Palo Alto Networks, Paycom) within categories such as computer software and small business insurance saw impressive digital performance. The younger brands experienced a double-digit lift in unique website visitors when they were on TV. This illustrates TV's ability to target niche audiences.

**Average Website Unique Visitors: "When on TV" Monthly Avg. vs. Three-Month Avg. Prior to TV**

Under Twenty Years Old	<b>+38%</b>
Over Twenty Years Old	<b>+9%</b>

No matter the size or age of a business, TV does not discriminate. It gives brands at all life stages the platform to catapult their business forward. TV drives outcomes for brands of all types, with younger brands benefiting the most from launching their TV investment as early as possible to establish their identity and customer base through storytelling, reach and precision.

**For more findings from "TV as a Growth Engine,"  
Download the full report.**

