



TV'S HALO EFFECT

AMPLIFYING ADVERTISING'S
DIGITAL AND BUSINESS IMPACT

 A COMCAST COMPANY x **ADWEEK** BRANDED

TV'S HALO IS FAR-REACHING

In the past, TV ads signified for brands what record deals did for musicians—you've made it. TV was the purview of the Coca-Colas and General Motors of the world, the brands that could shell out millions to buy consumers' recognition and affinity.

But like many things, TV advertising's playing field has been leveled. This is mostly thanks to data-informed strategies, streaming's rise and improved attribution tactics.

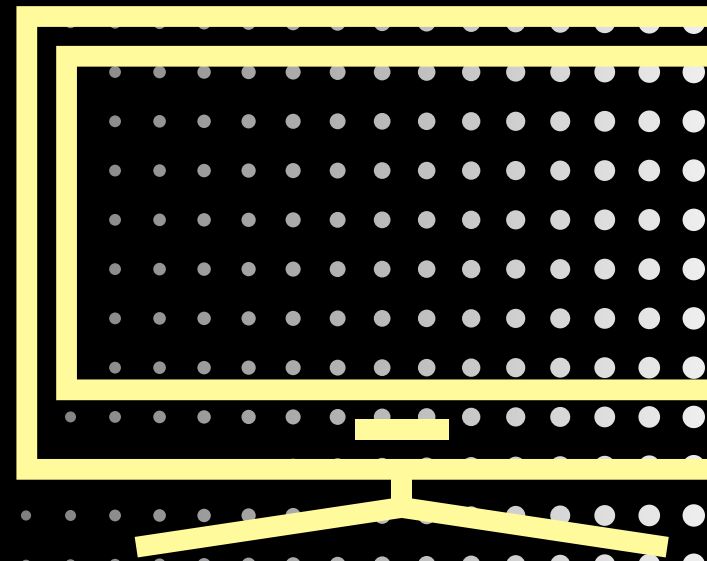
In fact, media buyers and small- and medium-sized businesses need to be on TV for its "halo effect." Broken down, the halo effect is what happens to your brand awareness, conversion rates and digital media performance once consumers see your product or brand on TV.

TV acts as the great legitimizer, awareness generator and message amplifier. It becomes a vehicle for improving the ROI and performance of digital channels like paid search, display and owned brand platforms.

You don't have to look far to understand the psychology behind this. No matter if you are a just-launched direct-to-consumer brand, a medium-sized franchise looking to take the next step or a legacy brand looking to get into a local market, aligning yourself with the giants of the world via TV sends a powerful message to consumers.

Ok, you get it. TV matters and it's accessible. But how can you get there? What strategies have been successful for brands like you? And how can you leverage the halo effect to generate the results you need?

Over the past few months, Effectv (a Comcast company) and its research partners have been hard at work answering those questions to provide marketers and media buyers with the insights, strategies and statistics you need to make TV work. We've distilled the key takeaways from the three reports in the following pages. Read on to learn how you can get started with TV and achieve the results you need without breaking the bank.



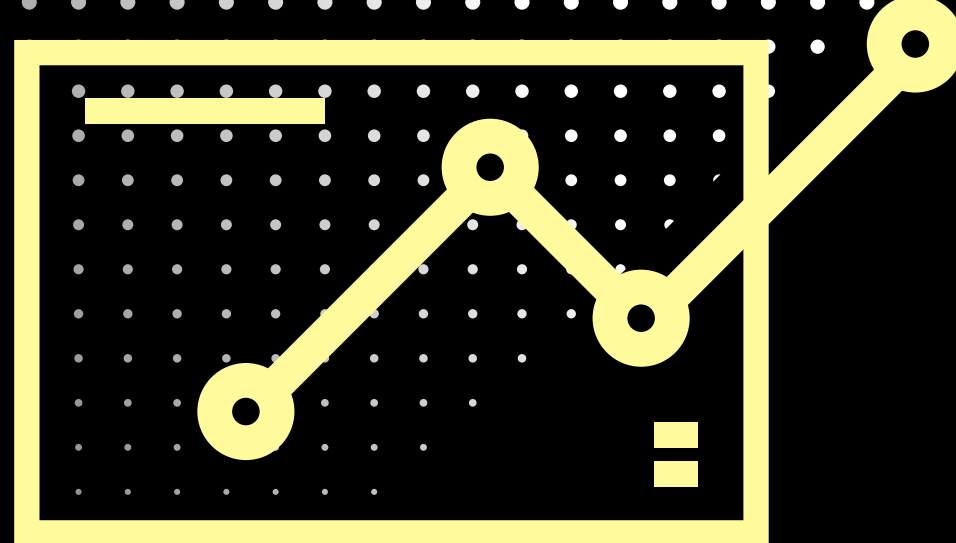
TV DRIVES DIGITAL (ESPECIALLY NOW)

According to Comcast viewership data, people are spending 38% more time watching video-on-demand and 8% more total time with TV because of the pandemic. This behavioral shift coincides with the reality that many physical storefronts are closed and consumer interactions are severely limited. And although increased viewing time and digital-first shopping are largely due to the pandemic, they represent an acceleration of trends that were already emerging and are now likely here to stay.

With consumers changing the way they shop and upping their media consumption, you need a new way to keep them engaged and visiting your website and app. Now, more than ever, TV is the way to get them there. Here are three ways to use TV to drive digital performance and a look at the impact this strategy can have when it's done right.

TV'S EFFECT ON WEBSITE ENGAGEMENT CAN'T BE OVERLOOKED

Analysis conducted by Effectv and TVSquared found that, on average, following a TV ad airing, an additional 520 visitors came to an advertiser's website per week. Plus, there was an average 4.7% lift in immediate visitors following an ad's airtime. This is TV's halo effect exemplified in both the short- and long-term. On the other side of the equation, those advertisers that went off-air saw their total search and direct website visitation drop by 20% for the weeks they were off-air compared to when they were on.



DATA-DRIVEN STRATEGIES STEER RESULTS IN UNCERTAIN TIMES

With viewership up but fragmented across a larger selection of networks, using data science to identify your audiences' viewing habits is essential. Overall, the most successful way to go about this is by buying broadly across a large number of networks and investing in a substantial and consistent schedule of ads. Studying over 500 TV campaigns, the Effectv/TVSquared research found that on average, campaigns that ran across more than 20 networks yielded **127% higher immediate website visitor lift numbers** than campaigns running across fewer than 10 networks.

ADJUST CREATIVE MESSAGING TO REFLECT CONSUMERS' REALITIES

Your messaging needs to reflect the current state of the world. That's even truer during an event as seismic as the pandemic. Effectv and TVSquared analyzed brands across categories between March and April 2020 that changed creative to address the pandemic and compared their performance to brands that didn't. Those that ran adjusted messaging saw an average lift of 37% in immediate website visitors, compared to those that didn't and saw only a 13% average lift.



TV AS A GROWTH ENGINE

Historically, advertisers and media buyers stayed away from TV until they had the sizable budgets that used to be necessary. But thanks to data-driven innovations, the barriers to entry are much lower for TV advertising. And holding out on TV could be a huge mistake. Analysis by Effectv and VAB examined hundreds of new and established companies to measure TV's ability to drive outcomes at different life cycle stages. They concluded that TV can legitimize younger brands that launch a sustained TV presence early on. Here are three other key takeaways from the study.

YOUNG BRANDS HAVE THE MOST TO GAIN FROM TV

While brands that advertised on TV saw immediate results regardless of life stage, those that saw the biggest lift were brands three years old or younger. The analysis found that these young companies gain a 23% increase in average website traffic within the first launch month alone. While the decision to launch TV campaigns for a young company might be a big, scary leap, it is the fastest way to establish your brand story to a wide audience and legitimize yourself by aligning with the other brand names within a commercial pod.

CONSISTENCY MATTERS

To successfully challenge incumbents, younger brands have to keep a consistent presence on TV. A continuous approach creates brand salience and top-of-mind awareness that drives the propensity of a brand to be thought of in buying situations. The Effectv/VAB analysis found that **website traffic during months with TV advertising was more than double (up 138%)** what it was pre-launch, as more consumers saw the TV campaign and message frequency increased among those who saw it at the start.

TARGETING AND ADVANCED ATTRIBUTION CAPABILITIES HAVE MADE TV INCLUSIVE

Making any big purchase is scary, but for young brands or those with small ad budgets, deciding to put a decent chunk of budget into TV can be downright terrifying. However, enhanced targeting capabilities through advanced TV solutions have created efficiencies. This innovation has lowered the overall cost of entry, and brands of any size can now enter the space confident that their ads will reach the consumers who matter. With this lower cost-of-entry, hesitant brands can start with test campaigns and wait to take them to scale until they are sure they are achieving a return on the investment.



DIGITAL 3 TV

During periods of economic uncertainty, it's natural for marketers and media buyers to want to focus on short-term sales activations. But what these tactics miss is the long-term benefits created when there is equal value placed on brand-building initiatives. Marketing logic tells us that too much weight on single-channel, short-term messaging can erode brand strength. But Effectv, in partnership with MediaScience, wanted to put this theory to the test. They ran a study that evaluated brand metrics and advertising perceptions for digital-only campaigns vs. campaigns that include both digital and TV components. Here's what they found out.

ADDING TV TO DIGITAL IMPROVES TOTAL CAMPAIGN PERFORMANCE

Using eye-tracking, biometrics, surveys and facial coding technology, the study examined whether more visual attention leads to better recall and eventual higher levels of purchase intent. The answer was overwhelmingly yes. Study participants spent three times more time with ads when they first aired on TV vs. digital-only. Plus, brand recall more than doubled when a digital ad was accompanied by a TV ad for the same brand. Of course, attention doesn't mean much if it doesn't lead to sales. But the study found a 15% lift in purchase intent when ads aired on TV plus digital, compared to digital alone.

DIGITAL ADS BECOME MORE APPEALING WHEN PAIRED WITH TV ADS

Digital advertising has a problem with consumers. It annoys them. But the Effectv/MediaScience study surprisingly found that digital ads become more appealing and less annoying when accompanied by, or preceded by, a TV ad. There was a 12% lift in brand attitude when a digital ad was preceded by a TV ad and overall, digital ads were perceived to be less annoying and intrusive after TV exposure. This is the essence of the halo effect.

UNKNOWN BRANDS' DIGITAL CAMPAIGNS BENEFIT THE MOST WHEN TV IS INCLUDED

TV overwhelmingly helps consumers connect to both known and unknown brands' digital campaigns. But the effects are most pronounced for unknown brands. Study participants reported a **220% lift in unaided recall** for unknown brands and an 86% lift in brand recognition. Plus, the participants noted that seeing an ad on TV legitimized the brand and created trust that it is established enough to warrant a purchase.



WHAT'S NEXT?

You get it. Advertising on TV isn't exclusive to massive blue-chip brands. It's an ideal channel for small and emerging brands that need to get their stories out there and establish legitimacy. But how do you go from never advertising on TV to running broad and deep campaigns that drive people to your website and lift your digital executions? Start with these three questions to make TV an integral and impactful part of your media strategy.

1. WHAT ARE YOUR GOALS?

Before you start getting excited about networks or creative, you need to know what you want your TV campaign to achieve. Do you want to legitimize your brand and story for a broad swath of consumers? Are you trying to target a niche demographic and drive them to your website? Are you looking at building brand equity or driving actual conversions? Your answers will serve as a touchstone to the

campaign. Identify one or two concrete goals, make sure your entire team understands what they are and then use them to guide all of the small decisions that will go into your big ad.

2. WHAT'S YOUR BUDGET?

The beauty of TV today is that you can start with a small test investment and increase it once the return is proven. On average, brands three years or younger ramped up their spend on TV after the first month by 78%, according to Effectv and VAB analysis. Build your budget with this in mind.

3. WHAT'S YOUR PLAN TO GET BUY-IN?

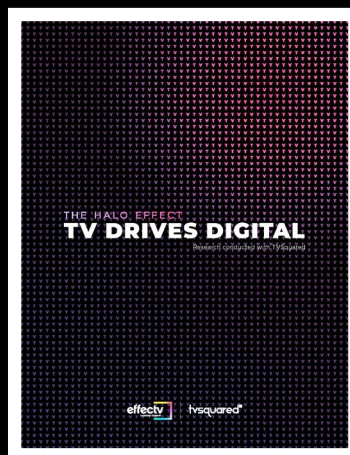
Whether you are launching your first-ever TV ad or your hundredth, convincing management that the investment is worth it could be a challenge. Start with your goals and lay out a roadmap that shows how the ads play into the rest of your strategy. Explain the halo effect and demonstrate how TV will improve the return on your digital investment and shift the behaviors of your target customers. Emphasize that TV ads are no longer a siloed execution and that they are a key performance driver of other forms of media.

ABOUT EFFECTV

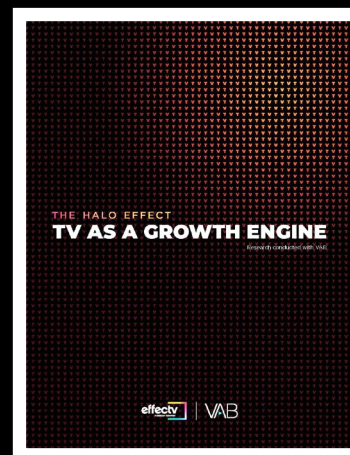
Effectv, the advertising sales division of Comcast Cable, helps local, regional and national advertisers use the best of digital with the power of TV to grow their business. It provides multi-screen marketing solutions to make advertising campaigns more effective and easier to execute.

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SERIES REPORTS

TV Drives Digital



TV as a Growth Engine



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