

2021

Welcome to TV

Who's Behind The \$1.3 Billion Investment During a Year of Uncertainty

Full Year 2020 Update

What You'll Learn...

Most of us would agree that 2020 was a tumultuous year for marketers.

Increased economic pressure and the urgent need to reinvent go-to-market strategies meant that media investment decisions were under intense scrutiny. However, despite this uncertainty, **2020 witnessed hundreds of new TV advertisers** enter the marketplace. We explore who these new advertisers were and equip you with the real-world lessons you can apply to your brand.

- ▶ **Embracing an Opportunity:** To what extent did brands embrace 2020 to increase their share of mind and share of market by launching their first TV campaign?
- ▶ **Where are the Opportunities – or the Competition?** Which categories grew hotter, how many new brands entered and how much did they spend?
- ▶ **What about COVID?** How much of this new TV ad spend was driven by brands tied to the conditions of the pandemic vs. those that are unrelated? What opportunities (or challenges) do these brands present in a post-pandemic world?
- ▶ **Are they Winning?** What are the initial indicators of how successful these first-time TV advertisers have been?



Sensing a chance to seize greater market share during an unprecedented time of disruption, **\$400MM more** in ‘new advertiser’ spending flowed into the national TV marketplace from more brands, and across more categories, compared to the prior year

New National TV Advertisers
2019 vs. 2020 Comparison



Year	# of Brands	# of Categories	New TV \$\$\$ (MM)
2019	114	61	\$843.4
2020	283	95	\$1,279.1
# YoY Diff	+169	+34	+\$435.7
% YoY Diff	+148%	+56%	+52%

For a full list of the 283 brands with spend [click here](#)

Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/3120. 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. MM = millions. DTC brands are included within the total brand count.

Marketers recognized TV - as a **builder of awareness, brand trust and growth** - especially as consumer behaviors evolved during the pandemic

only
NATURAL
DIAMONDS

"The campaign celebrates the many emotional connections created by diamond jewelry, something that research shows will **resonate strongly as we emerge from the crisis.**"

David Kellie, CEO, *National Diamond Council*
(Parent company of *Only Natural Diamonds*)
(National Jeweler, 8/31/20)

carparts.com™

"This campaign is about **empowering drivers and bringing awareness to the selection we offer as well as the ease and convenience of shopping on CarParts.com...**We're assuring them, on national TV, that we will deliver the part they need, when they need it."

Houman Akhavan, Chief Marketing Officer, *US Auto Parts Network*
(Parent company of *CarParts.com*)
(Business Wire, 5/19/20)

GOAT

"The past months have **accelerated the trend of rapidly shifting consumer behavior** toward increased online shopping, and GOAT will continue to be a brand with a distinct point of view and the leading destination for sneakers, apparel and more,"

Eddy Lu, CEO, *GOAT*
(On why launching a campaign during the COVID-19 pandemic was the "ideal time" to engage with a wider audience)
(Footwear News, 8/24/20)

Ménage à Trois

"Actively engaging with the next generation of consumers has been key to our success, and we're confident that **this investment in a commercial designed to reach [Millennial and older Gen Z female audiences]** will further fuel the growth of the iconic Ménage à Trois brand."

Dave Derby, SVP of Marketing,
Trincher Family Estates (parent
company of *Ménage à Trois* wines)
(PR Newswire, 11/18/20)

cbdMD
POWERED BY NATURE. ENHANCED BY SCIENCE.

"We consider ourselves trailblazers in the CBD space. We look forward to sharing our new TV commercial nationwide and continuing to **reinforce why so many consumers trust cbdMD** for their health and wellness needs."

Ken Cohn, CMO, *cbdMD*
(Yahoo Style, 8/31/20)

W

MACK WELDON

[Brian Berger, CEO, *Mack Weldon*] is optimistic **[TV] will become a meaningful part of its mix.**

Adweek, 6/25/2020

function — of beauty

"We want to **turn TV into a performance marketing channel.**"
(when discussing the main objective of the campaign is driving sales, not brand awareness)

Kari Skitka, SVP of Growth, *Function of Beauty*
(Glossy, 1/10/20)

MAYVENN

We have a lot of indicators from our other marketing channels that **television is a really engaging place for a lot of our customers** and are finding out about new things.

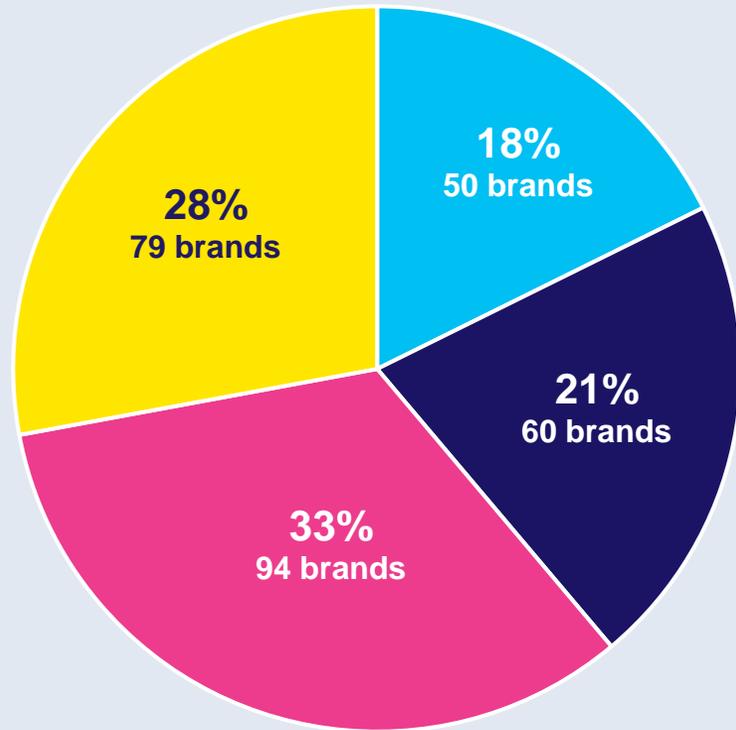
Diishan Imira, Founder, *Mayvonn*
(Beauty Independent, 3/7/20)

233 brands launched their first TV campaign after the start of the pandemic, with almost 90% of new spending occurring in the last three quarters – a slightly heavier skew than 2019

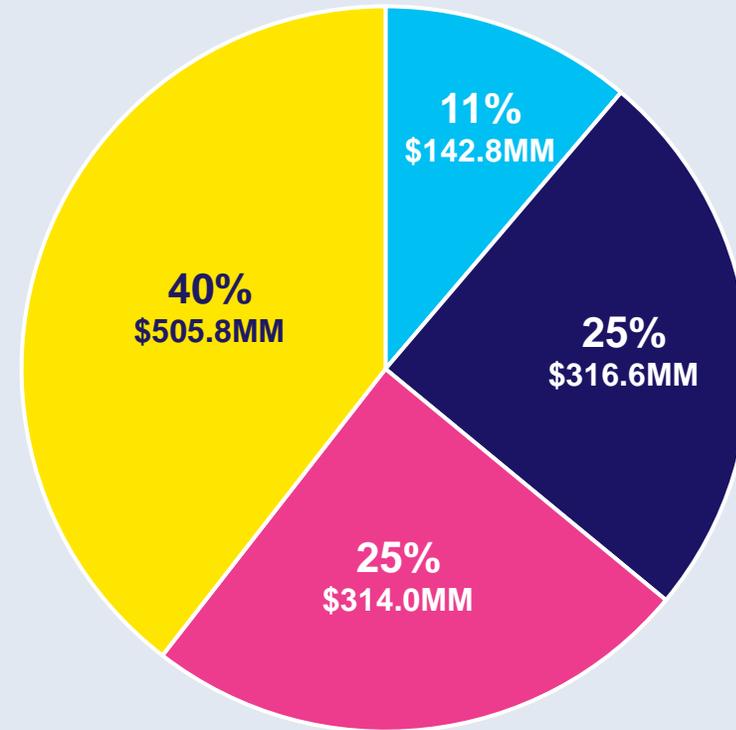


2020 New National TV Advertisers

New TV Advertisers by Quarter



New TV Advertisers Quarterly Spend (\$\$\$)



Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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. MM = millions.

National TV showed remarkable resiliency with strong new advertiser spending throughout each month of the pandemic

2020 New Nat'l TV Advertisers Monthly Spend

Millions

Sampling of Q1 '20 new brands

Sampling of Q2 '20 new brands

Sampling of Q3 '20 new brands

Sampling of Q4 '20 new brands



Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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.

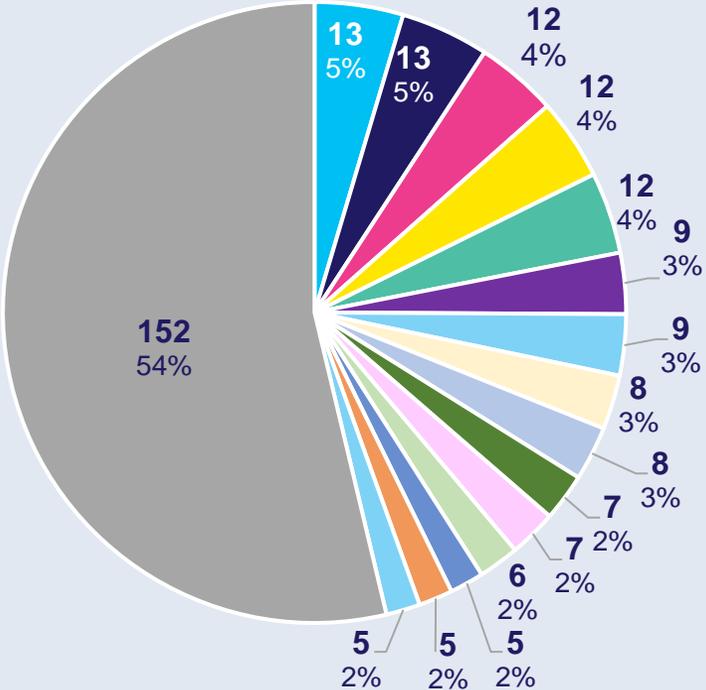
Major campaigns supporting new product and service launches in **pharma** and **video streaming** drove much of the spending as did an influx of new COVID-related advertisers



Top 15 Categories Ranked by # of New TV Advertisers by Category

% share of total new TV advertiser categories

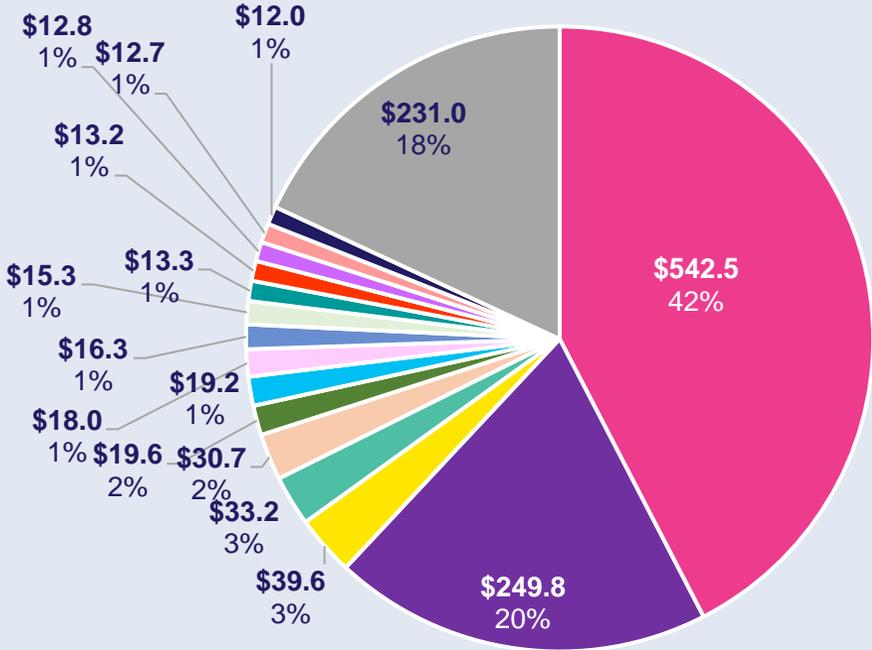
- Financial
- Business Services
- Pharmaceuticals
- Vitamins & Supplements
- Skincare & Beauty
- Streaming Service
- Mobile App
- Wellness & Fitness
- Direct Response
- Home Furnishing
- Apparel
- Medical Equipment
- Alcohol
- Snacks & Candy
- Online Education
- Other (80 categories)



Top 15 Categories Ranked by New TV Advertiser \$\$\$ by Category

% share of total new national TV advertiser spend (in millions)

- Pharmaceuticals
- Streaming Service
- Vitamins & Supplements
- Skincare & Beauty
- Pain Relief
- Home Furnishing
- Financial
- Apparel
- Alcohol
- Moving & Storage
- Seltzer
- Telco
- Auto
- Beverages
- Business Services
- Other (80 categories)



Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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.



Summary: 2020's Bold New TV Advertisers

- ▶ Despite a global pandemic and economic uncertainty, almost \$1.3 billion entered the national TV marketplace from 283 first-time national advertisers across 95 categories in 2020
- ▶ Sensing a chance to seize greater market share during an unprecedented time of disruption, new advertisers collectively accounted for over \$400MM more in new national TV spending during 2020 than the prior year
- ▶ The TV marketplace showed remarkable resiliency throughout the year as 233 brands launched their first TV campaign after the start of the pandemic for a total investment of \$1.1 billion, or 90% of all new advertiser spend

Which brands made the \$1.3 Billion investment?



Since 2020 represented such unprecedented times, we wanted to understand what type of brands launched their first national TV campaign last year

Therefore, we allocated each new advertiser into one of three segments:

- 'COVID-Endemic' brands
- 'COVID-Related' brands
- 'non-COVID' brands

'COVID-Endemic' Brands:

brands in categories that serve consumer needs *directly associated with COVID* (i.e., hand sanitizer, face masks / shields, at-home medical testing)

Sampling of 'COVID-endemic' brands



'COVID-Related' Brands:

brands in categories that serve evolving consumer behaviors *driven by COVID* (i.e., contactless solutions - online subscriptions, alcohol delivery; stress relief - vitamins, CBD; lifestyle / behavioral changes - moving & storage, online education)

Sampling of 'COVID-related' brands



'non-COVID' Brands:

brands in categories *not related to the pandemic* that most likely would have advertised regardless (i.e., streaming services, pharmaceuticals unrelated to COVID, tax services)

Sampling of 'non-COVID' brands

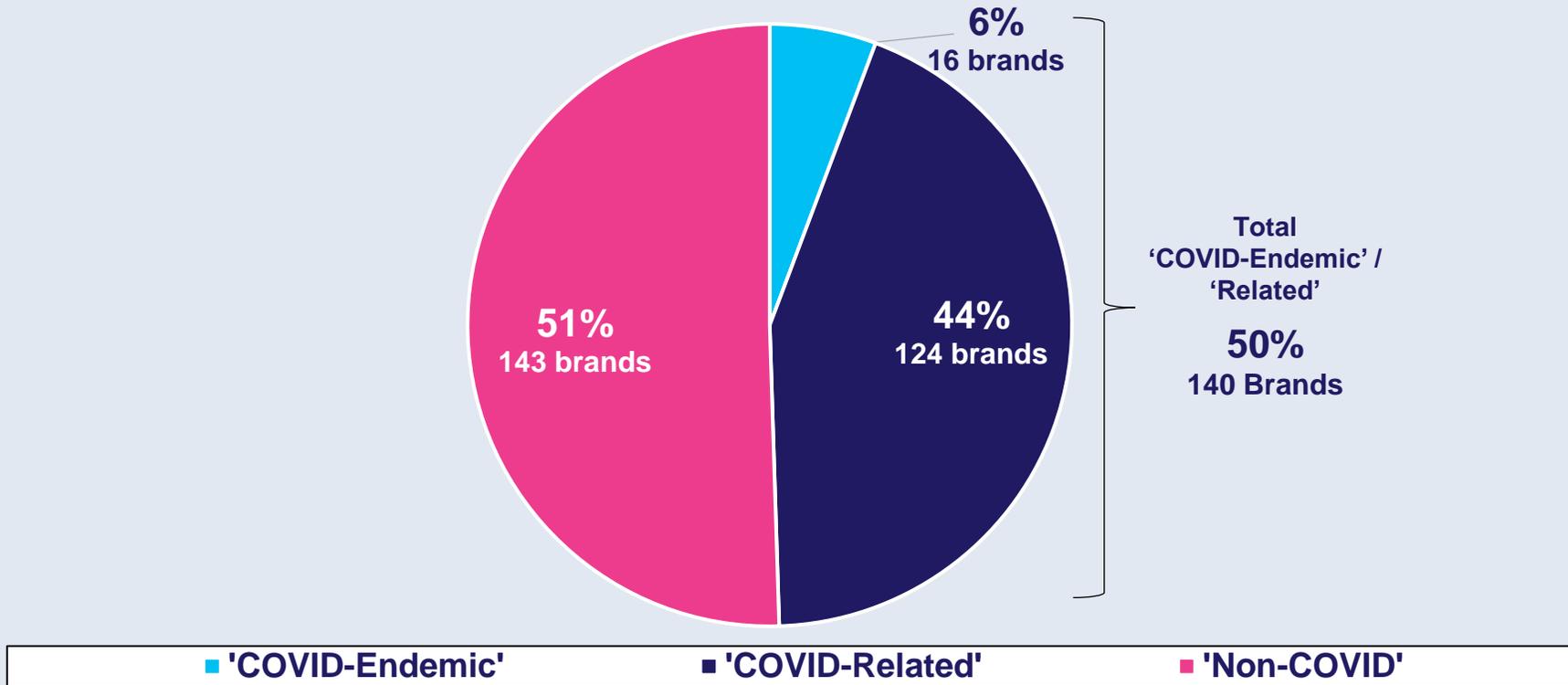


The influx of new advertisers was driven equally by both 'COVID' and 'non-COVID' brands



2020 New National TV Advertisers: 'COVID-Endemic' / 'Related' vs. 'Non-COVID' Brands

% of 'COVID Endemic' / 'Related' vs. 'Non-COVID' Brands



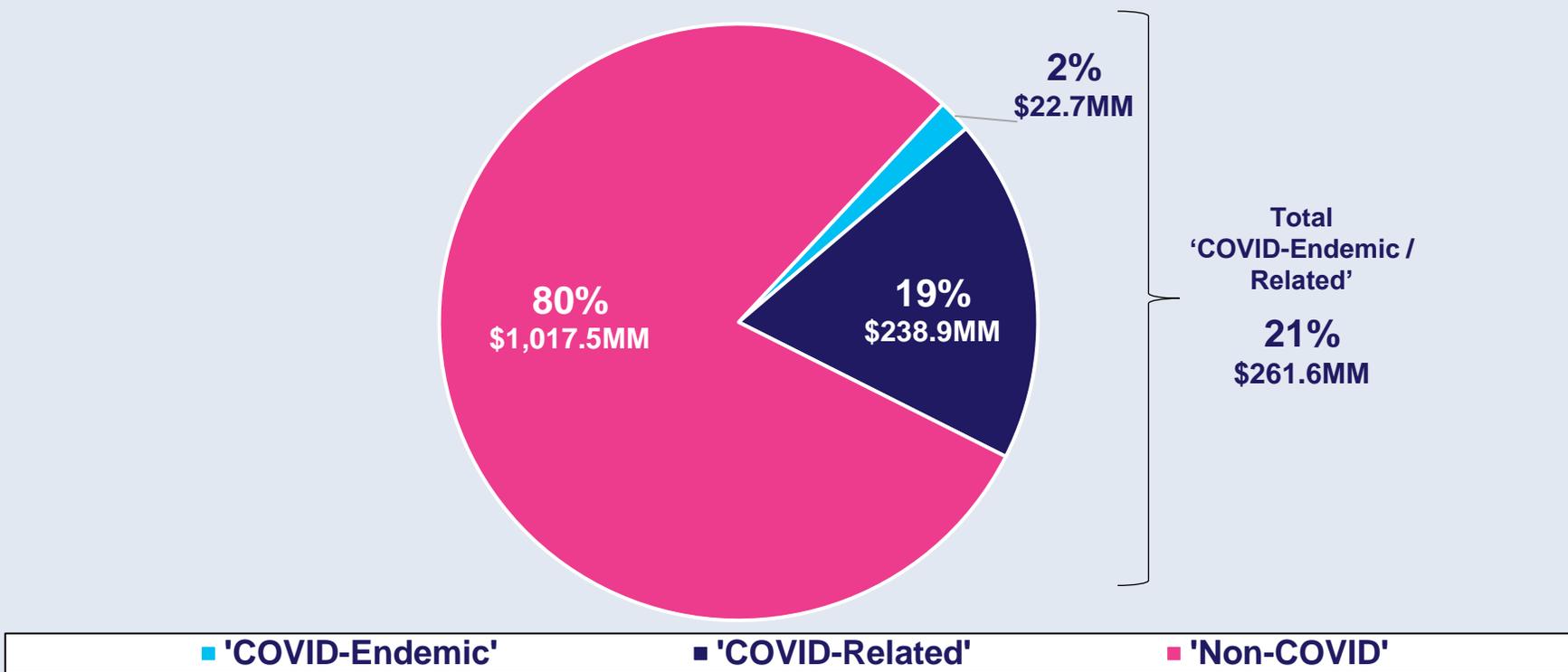
Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$100K. MM = millions. Numbers may not add up to 100% due to rounding.



However, **'non-COVID' brands** spent more and accounted for **80%** of new national TV spend illustrating how challenger brands saw the pandemic as an **opportunity to grow**

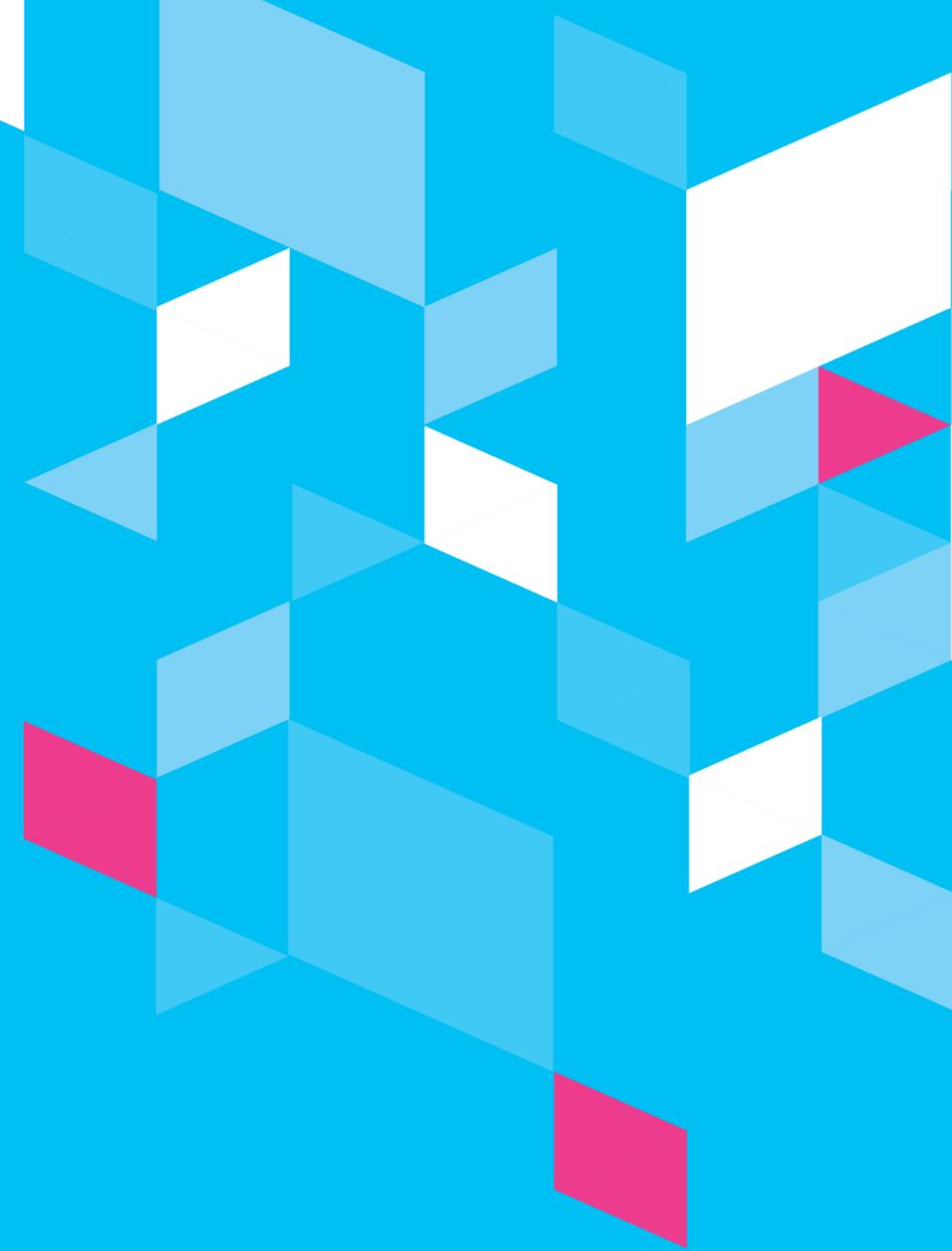
2020 New National TV Advertisers: 'COVID-Endemic' / 'Related' vs. 'Non-COVID' Brands

Total \$\$\$ of 'COVID Endemic' / 'Related' vs. 'Non-COVID' Brands



Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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. MM = millions. Numbers may not add up to 100% due to rounding.

Exploring the opportunities among 'non-COVID' brands

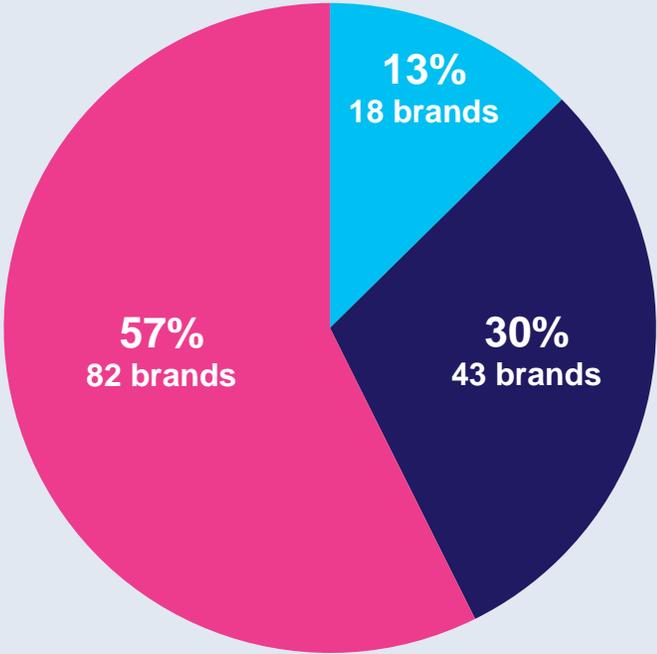




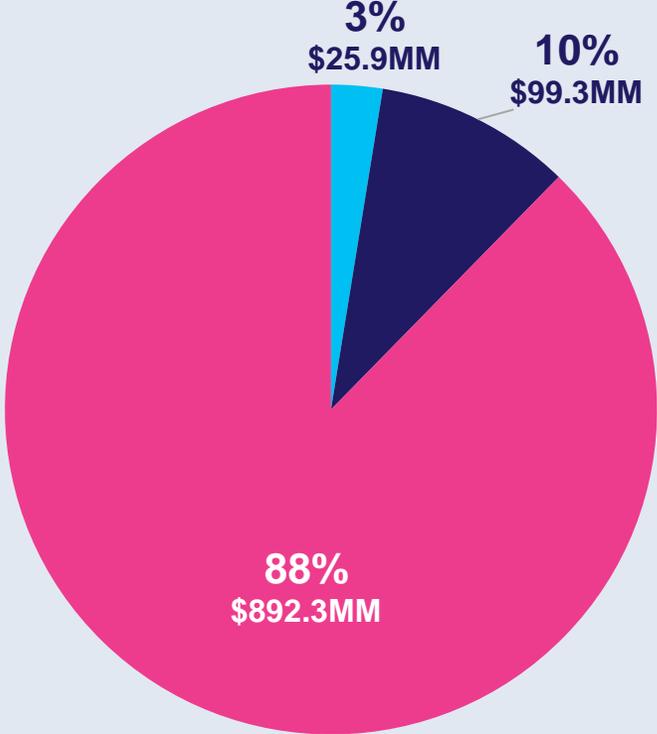
A majority of the 'non-COVID' advertisers, and almost all the spending, are **young brands** founded in the last five years, an indication of the desire to challenge the incumbent and accelerate growth early in their life stage

2020 New National TV 'Non-COVID' Advertisers by Life Stage

% of Brands within 'COVID-Groupings' by Life Stage



Total \$\$\$ of Brands within Life Stage



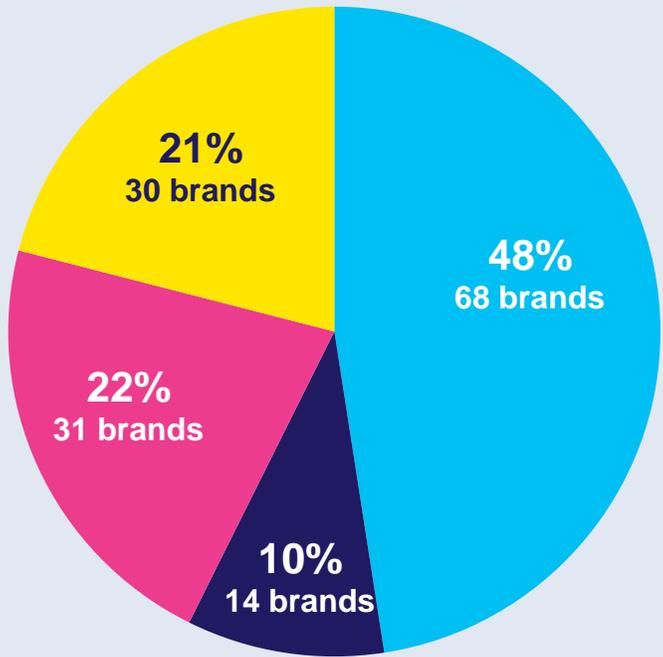
■ **Founded Prior to 2000** ■ **5-20 Years Old** ■ **Under 5 Years Old**

Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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. MM = millions.

Across all 'non-COVID' brands, TV investment levels run the gamut between brands that are utilizing a 'test and learn' strategy for their first campaign and brands that immediately 'go big' to provide the necessary support behind their major product or service launches



2020 New National TV 'Non-COVID' Advertisers by Spend Segment
 % of Brands within Spend Buckets



■ Under \$500K ■ \$500K - \$1MM ■ \$1MM - \$5MM ■ Over \$5MM

Under \$500K
 Sampling of Brands:

\$500K - \$1MM
 Sampling of Brands:

\$1MM - \$5MM
 Sampling of Brands:

Over \$5MM
 Sampling of Brands:

Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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. MM = millions.

To further understand these advertisers, we allocated each 'non-COVID' brand into one of two category segments:

- 'Legacy' categories
- 'Newer' categories

'Legacy':

More traditional categories that have been in existence for decades

Sampling of 'Legacy' Categories



Pharmaceuticals



Financial Services



Telecommunications



Vitamins & Supplements



Restaurant



Insurance

'Newer':

Categories that have come of age in the 'digital era' over the last 10-20 years

Sampling of 'Newer' Categories



E-Commerce



Food Delivery



Computer Software
(cloud computing)



Streaming Services



Online Education



Telemedicine

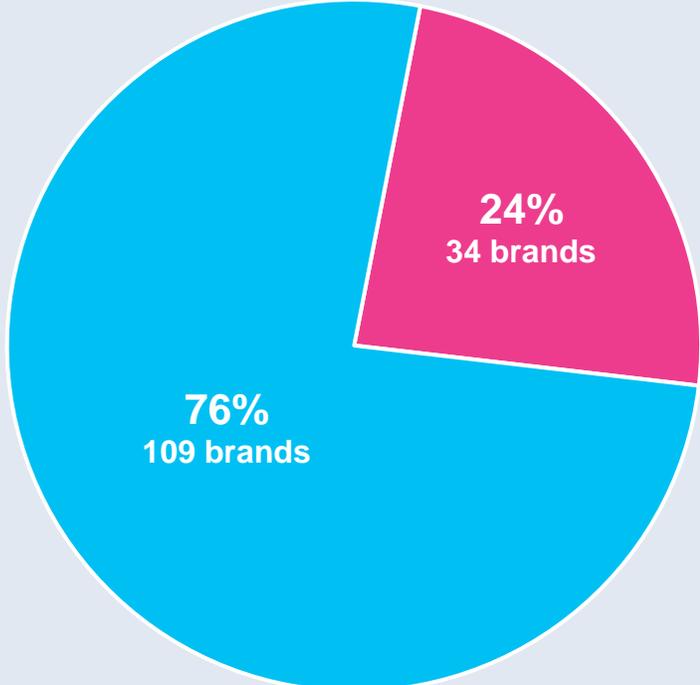


The 'legacy' categories accounted for over 70% of the brands and spend among 'non-COVID' brands

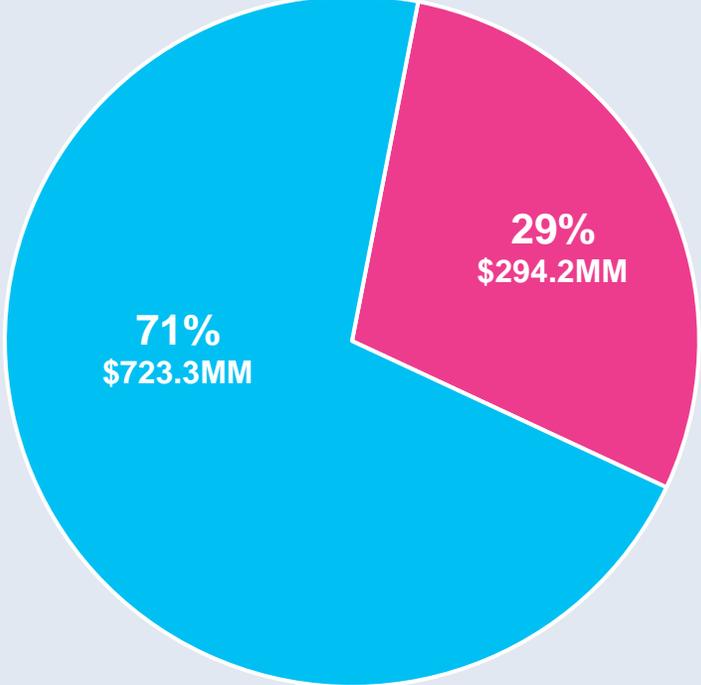
- ▶ Streaming services, which is the largest category in the 'newer' segment, collectively spent less than half of pharma, which is the largest category in the 'legacy' segment

2020 New National TV Advertisers: 'non-COVID' Brands

% of Brands: 'Legacy' vs. 'Newer' Categories



Total \$\$\$ of Brands: 'Legacy' vs. 'Newer' Categories



■ 'Legacy' Categories ■ 'Newer' Categories

Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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. MM = millions. 'Legacy' reflects more traditional categories that have been in existence for decades, like pharma and telco. 'Newer' categories reflect categories based on ecommerce, online services & delivery, technology/computers/cloud/software.

'Legacy' 'non-COVID' brands are in highly-competitive categories with a long history of major TV investment through the decades, especially pharma but also including health, vitamins, beverages, skincare and telco



2020 New National TV 'non-COVID' Advertisers: Top 'Legacy' Categories

Top 15 Categories by # of New TV Advertisers per Category

Rank	Category	# of Brands	% of Brands
1	Pharmaceuticals	12	11.0%
2	Skincare & Beauty	7	6.4%
3	Vitamins & Supplements	6	5.5%
4	Direct Response	6	5.5%
5	Financial	6	5.5%
6	Snacks & Candy	5	4.6%
7	Auto Insurance	4	3.7%
8	Nutrition	4	3.7%
9	Home Furnishing	4	3.7%
10	Jewelry	4	3.7%
11	Alcoholic Beverages	3	2.8%
12	Pet Care	3	2.8%
13	Pain Relief	3	2.8%
14	Hair Care	3	2.8%
15	Insurance (Misc)	3	2.8%
16+	28 Additional Categories	36	33.0%
Total		109	100%

Top 15 Categories by New TV Advertiser \$\$\$ by Category

Rank	Category	Total \$\$\$	% of \$\$\$
1	Pharmaceuticals	\$542.5MM	75.0%
2	Pain Relief	\$30.7MM	4.2%
3	Vitamins & Supplements	\$22.2MM	3.1%
4	Sparkling Water	\$13.3MM	1.8%
5	Telco	\$13.2MM	1.8%
6	Beverages (Misc)	\$12.7MM	1.7%
7	Skincare & Beauty	\$9.8MM	1.4%
8	Snacks & Candy	\$8.9MM	1.2%
9	Alcoholic Beverages	\$8.6MM	1.2%
10	Jewelry	\$8.6MM	1.2%
11	Hair Care	\$7.1MM	1.0%
12	Food (Misc)	\$5.9MM	0.8%
13	Wallets	\$3.8MM	0.5%
14	Hearing Aids	\$3.2MM	0.4%
15	Insurance (Misc)	\$3.2MM	0.4%
16+	28 Additional Categories	\$29.7MM	4.1%
Total		\$723.3MM	100%

Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/3120. 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. MM = millions. 'Legacy' reflects more traditional categories that have been in existence for decades, like pharma and telco. Non-COVID = brands in categories not related to the pandemic that most likely would have advertised regardless.



Looking to fast-track sales, many 'legacy' category brands leveraged national TV to build awareness of their products, especially within the pharmaceutical category

New 2020 National TV 'non-COVID' Advertisers by 'Legacy' Category

Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)
Vizzy Hard Seltzer	Alcoholic Beverages	\$4,221.1	Strategic Wealth	Financial Services	\$167.6	Vogelzang Law	Legal Services	\$383.6	Oak City Fish & Chips	Restaurant	\$350.0
Saint Archer Brewing	Alcoholic Beverages	\$3,377.5	Life Cuisine	Food (Misc)	\$5,925.9	Your Superfoods	Nutrition	\$1,403.3	Hilltop Restaurant	Restaurant	\$102.6
Saucy Brew Works	Alcoholic Beverages	\$1,009.5	Gurunanda	Fragrances	\$583.3	Betterbody Foods	Nutrition	\$233.0	M Gemi	Shoes	\$436.7
DuckDuckAuto	Auto Insurance	\$1,623.4	Perfume.com	Fragrances	\$285.7	Texas Superfood	Nutrition	\$201.7	Tula	Skincare & Beauty	\$6,057.8
Just Auto	Auto Insurance	\$632.6	Saia Trucking	Freight Services	\$1,235.0	Zenwise	Nutrition	\$128.4	Thrive Causemetics	Skincare & Beauty	\$2,258.3
Nations Insurance	Auto Insurance	\$381.7	Demdaco	Gifts	\$1,124.0	Britebrush	Oral Care	\$303.5	Art Of Sport	Skincare & Beauty	\$787.4
Solidquote	Auto Insurance	\$297.2	Direct Bullion	Gold / Silver	\$160.1	Voltaren	Pain Relief	\$29,320.9	Winky Lux	Skincare & Beauty	\$198.0
Lucid Autos	Automotive	\$246.9	Corvus Gold Mining Co	Gold / Silver	\$152.7	Chirp Wheel	Pain Relief	\$1,127.6	Mally	Skincare & Beauty	\$175.7
Mancinis Sleepworld	Bedding	\$126.1	Function Of Beauty	Hair Care	\$6,112.4	Tivic Health	Pain Relief	\$230.5	Fresh Face	Skincare & Beauty	\$168.5
Creative Roots	Beverages (Misc)	\$10,481.9	Hot Tools	Hair Care	\$856.7	Century Biotics	Personal Care	\$299.4	Sio Beauty	Skincare & Beauty	\$162.8
Suerox	Beverages (Misc)	\$2,172.1	Lus Brands	Hair Care	\$122.8	Sweatblock	Personal Care	\$267.6	Bear Naked Granola	Snacks & Candy	\$4,118.6
Omni Agent Solutions	Business Services	\$2,164.9	Lively Hearing Aids	Hearing Aids	\$3,244.4	Kitty Poo Club	Pet Care	\$1,304.6	Late July Tortilla Chips	Snacks & Candy	\$2,292.9
Splat! Bugs	Children's Toys	\$244.0	Moon Pod	Home Furnishing	\$1,100.7	Wild One	Pet Care	\$957.7	Crunchmaster	Snacks & Candy	\$1,921.7
Miraclemist	Cleaning Products	\$238.0	Broyhill	Home Furnishing	\$566.6	Ruff Greens	Pet Care	\$239.6	Sugarfina	Snacks & Candy	\$398.5
Barista Joes Coffee	Coffee	\$105.2	Rugs Usa	Home Furnishing	\$507.5	Rinvoq RX	Pharmaceutical	\$140,461.2	Think!	Snacks & Candy	\$170.2
Riduzone	Direct Response	\$612.1	Brentwood Home	Home Furnishing	\$381.8	Descovy RX	Pharmaceutical	\$79,246.4	Aha Sparkling Water	Sparkling Water	\$13,339.4
Super Cute Little Babies	Direct Response	\$498.1	Tiburon	Insurance (Misc)	\$2,511.7	Ubrelyv RX	Pharmaceutical	\$73,346.1	Anthem Tax	Tax Services	\$118.9
Hy-Impact	Direct Response	\$497.1	Calvert Insurance	Insurance (Misc)	\$339.2	Rybelsus RX	Pharmaceutical	\$71,310.5	Ryan Tax	Tax Services	\$115.7
Stuffaloons	Direct Response	\$424.1	Build America Mutual	Insurance (Misc)	\$334.4	Kisqali RX	Pharmaceutical	\$60,069.2	Visible	Telco	\$13,150.9
Mushably	Direct Response	\$281.6	Only Natural Diamonds	Jewelry	\$3,562.6	Nurtec ODT RX	Pharmaceutical	\$33,752.1	Premier Protein	Vitamins & Supplements	\$12,386.3
Superthotics	Direct Response	\$138.5	Mejuri Jewelry	Jewelry	\$3,411.9	Nucala RX	Pharmaceutical	\$32,288.4	Kori Krill Oil	Vitamins & Supplements	\$7,438.7
Wizard Laboratories	Eyewear	\$322.1	Manly Bands	Jewelry	\$1,369.7	Caplyta RX	Pharmaceutical	\$21,075.1	Vital Proteins	Vitamins & Supplements	\$1,162.3
Netcredit	Financial Services	\$1,665.8	Kendra Scott Jewelry	Jewelry	\$222.4	Shingrix RX	Pharmaceutical	\$14,961.7	Equelle	Vitamins & Supplements	\$537.0
Splash Financial	Financial Services	\$477.0	Karving King	Kitchen	\$885.1	RxSaver	Pharmaceutical	\$7,755.2	Rejuvenate	Vitamins & Supplements	\$404.8
Figure Loan Co	Financial Services	\$247.1	Legal Capital Loan Co	Legal Financing	\$1,029.4	Tepezza RX	Pharmaceutical	\$6,251.6	Ladder	Vitamins & Supplements	\$247.9
Direct Financial Usa	Financial Services	\$183.7	Slater Slater Schulman	Legal Services	\$1,503.0	Primatene	Pharmaceutical	\$2,008.9	Ridge	Wallets	\$3,759.5
Sovereign Lending Group	Financial Services	\$180.8	Harris James Law	Legal Services	\$427.0	Offerpad	Real Estate	\$485.0	Clean Harbors	Waste Management	\$447.5
									Mayvonn Wigs	Wigs	\$219.6



Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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. MM=millions. 'Legacy' reflects more traditional categories that have been in existence for decades, like pharma and telco. Logos above represent a sampling of 'non-COVID' national TV advertisers from 'legacy' categories.



Beyond streaming services, which dominates the ‘newer’ categories, TV is attracting advertisers from emerging growth categories as varied as oat milk, consumer-accessible medical aids, personal security and online gambling

2020 New National TV ‘non-COVID’ Advertisers: Top ‘Newer’ Categories

Top 15 Categories by # of New TV Advertisers per Category

Rank	Category	# of Brands	% of Brands
1	Streaming Services	9	26.5%
2	Mobile App	7	20.6%
3	Medical Equipment	5	14.7%
4	Personal Security	2	5.9%
5	Education	1	2.9%
6	Laser Hair Removal	1	2.9%
7	Laser Therapy	1	2.9%
8	Phone Accessories	1	2.9%
9	Phone Captioning	1	2.9%
10	Plant-Based Food	1	2.9%
11	Robotics	1	2.9%
12	Language-Translation Headphones	1	2.9%
13	Sports Media	1	2.9%
14	Oat Milk	1	2.9%
15	Online Gambling	1	2.9%
Total		34	100%

Top 15 Categories by New TV Advertiser \$\$\$ by Category

Rank	Category	Total \$\$\$	% of \$\$\$
1	Streaming Services	\$249.8MM	84.9%
2	Oat Milk	\$11.6MM	3.9%
3	Medical Equipment	\$10.0MM	3.4%
4	Personal Security	\$5.8MM	2.0%
5	Mobile App	\$5.3MM	1.8%
6	Sports Media	\$5.2MM	1.8%
7	Phone Accessories	\$2.3MM	0.8%
8	Phone Captioning	\$1.7MM	0.6%
9	Laser Hair Removal	\$0.6MM	0.2%
10	Laser Therapy	\$0.5MM	0.2%
11	Plant-Based Food	\$0.4MM	0.1%
12	Online Gambling	\$0.3MM	0.1%
13	Language-Translation Headphones	\$0.3MM	0.1%
14	Robotics	\$0.2MM	0.1%
15	Education	\$0.2MM	0.1%
Total		\$294.2MM	100%

Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/3120. 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. MM = millions. ‘Newer’ categories reflect categories based on ecommerce, online services & delivery, technology/computers/cloud/software. Non-COVID = brands in categories not related to the pandemic that most likely would have advertised regardless.

Within a suddenly crowded, highly-competitive landscape, several streaming services dominated TV spend as they looked to capture consumer attention and capitalize on changing behaviors during COVID



New 2020 National TV 'non-COVID' Advertisers by 'Newer' Category

Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)
Undeniably Dairy	Education	\$191.9	Codycross App	Mobile App	\$108.0
Waverly Labs	Language-Translation Headphones	\$256.5	Planet Oat Milk	Oat Milk	\$11,571.7
Kenzzi	Laser Hair Removal	\$638.3	BetMGM	Online Gambling	\$337.6
Curavi Pro	Laser Therapy	\$456.0	Bond	Personal Security	\$5,724.4
Purepap	Medical Equipment	\$7,655.6	Invisawear	Personal Security	\$110.5
Urolift	Medical Equipment	\$1,616.0	Pela	Phone Accessories	\$2,305.1
Cefaly	Medical Equipment	\$305.9	ClearCaptions	Phone Captioning	\$1,658.3
Biowave	Medical Equipment	\$225.8	Beyond Meat	Plant-Based Food	\$408.0
Monogram Orthopaedics	Medical Equipment	\$201.1	UiPath	Robotics	\$194.8
Robokiller	Mobile App	\$3,147.1	The Athletic	Sports Media	\$5,224.5
Fetch Rewards	Mobile App	\$591.5	Peacock	Streaming Service	\$52,536.2
Lilys Garden App	Mobile App	\$506.0	Tubi TV	Streaming Service	\$45,579.6
Tapeacall App	Mobile App	\$352.6	Discovery+	Streaming Service	\$42,332.3
Zooba App	Mobile App	\$341.8	Quibi	Streaming Service	\$41,241.1
War Machines App	Mobile App	\$291.6	HBO Max	Streaming Service	\$39,649.9
Undeniably Dairy	Education	\$191.9	AT&T TV	Streaming Service	\$27,245.3
Waverly Labs	Language-Translation Headphones	\$256.5	Pure Flix	Streaming Service	\$764.1



Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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. MM=millions. 'Newer' categories reflect categories based on ecommerce, online services & delivery, technology/computers/cloud/software. Logos above represent a sampling of 'non-COVID' national TV advertisers from 'newer' categories.



Summary: ‘non-COVID’ Brands

- ▶ A majority of ‘non-COVID’ advertisers are young brands founded in the last five years, an indication of the desire to challenge incumbents and accelerate growth early in their life stage
- ▶ There’s not a one-size-fits all approach for new TV entrants, different brands employ different go-to-market strategies – some utilize a ‘test and learn’ approach for their first campaign while some others immediately ‘go big’ in support of key product launches
- ▶ Pharmaceuticals, a ‘legacy’ category, and streaming services, a ‘newer’ category, drove most of the TV spending within the ‘non-COVID’ segment due to the sheer number of launches that were looking to jumpstart sales and subscriptions amid strong competition
- ▶ Beyond those two, brands in highly competitive legacy categories such as health, beverages and skincare along with brands in emerging growth categories as varied as oat milk, security and online gambling sought to capitalize on the benefits of TV to engage consumers, drive awareness and fast-track sales

Analyzing the COVID segments to understand which brands will most likely remain relevant to consumers post-pandemic

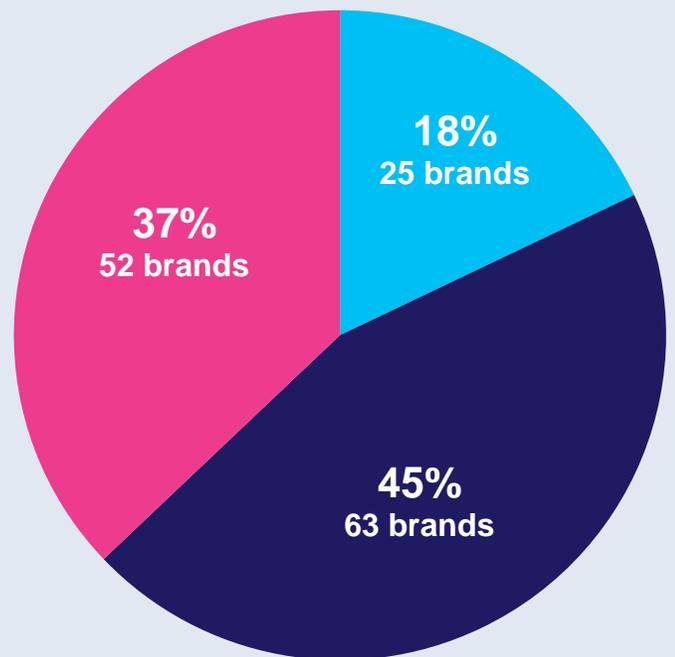




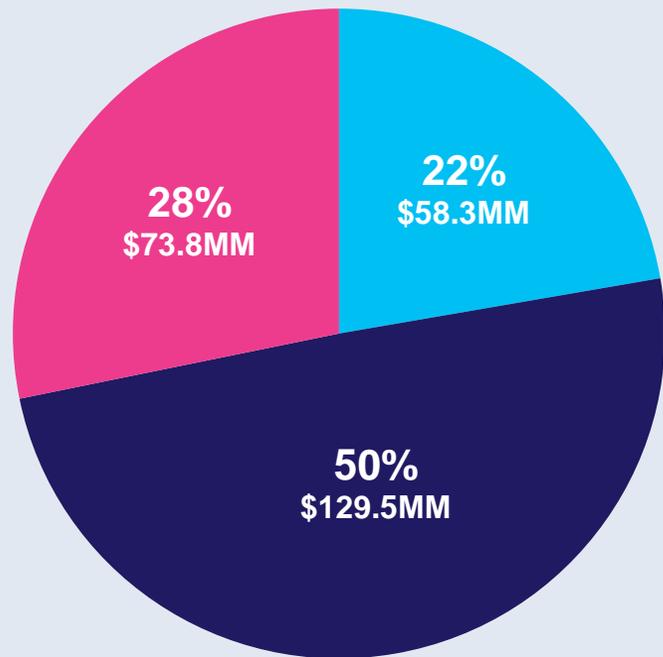
COVID segment advertisers are **more diverse across life stages** as brands with relevant products and services entered the marketplace looking to engage consumers and spur sales during the pandemic

2020 New National TV 'COVID-Endemic' & 'COVID-Related' Advertisers by Life Stage

% of Brands within COVID-Groupings by Life Stage



Total \$\$\$ of Brands within Life Stage



■ **Founded Prior to 2000** ■ **5-20 Years Old** ■ **Under 5 Years Old**

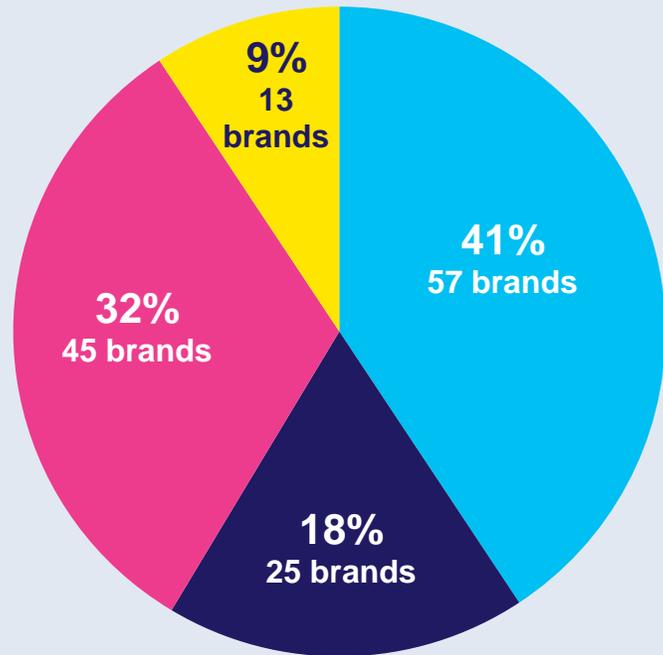
Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$100K. MM = millions.

From a spending perspective, 'COVID-endemic' brands focused more on **short campaign bursts** while some 'COVID-related' brands began **testing TV** and others developed a **sustaining presence**, with heavier investment, to position themselves for long-term growth



2020 New National TV 'COVID-Endemic' & 'COVID-Related' Advertisers

by Spend Segment
% of Brands within Spend Buckets



■ Under \$500K ■ \$500K - \$1MM ■ \$1MM - \$5MM ■ Over \$5MM

Under \$500K
Sampling of Brands:

Zazzle okcupid
piestro Ministry of Supply^o
CreditNinja NATURELO^o
PREMIUM SUPPLEMENTS

\$500K - \$1MM
Sampling of Brands:

DRIZLY BLUESCAPE^o
jackbox games^o prose
paloalto^o NETWORKS COOL TURTLE^o

\$1MM - \$5MM
Sampling of Brands:

ambetter. + FIGS
Curology cbdMD^o
WHOOP^o Teladoc^o
HEALTH

Over \$5MM
Sampling of Brands:

MUSELY Greenlight
carparts.com^o TRUIST^o FH
VITRAZZA^o LIVELY

Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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. MM = millions.



Within the ‘COVID-endemic’ and ‘COVID-related’ segments, we wanted to understand which new advertisers have a greater likelihood for post-pandemic longevity - from a product, advertising and competitive perspective - as opposed to those that were primarily capitalizing on the pandemic

Therefore, we allocated each COVID advertiser into one of two segments:

- ‘Post-COVID Relevant’
- ‘COVID-Opportunistic’

‘Post-COVID Relevant’ Brands:

Brands in competitive categories offering products and services with a unique value proposition during COVID that will continue to be relevant post-pandemic (either launched TV campaign in 2nd half of 2020 or, if earlier, continued spending in the 2nd half of the year)

(38% of total new advertisers / 19% of total new TV spending)

Sampling of ‘Post-COVID Relevant’ brands



‘COVID-Opportunistic’ Brands:

brands that typically launched a campaign specifically promoting a direct COVID product or service at the beginning of the pandemic with a limited investment (and had little or no spending through the second half of the year)

(11% of total new advertisers / 2% of total new TV spending)

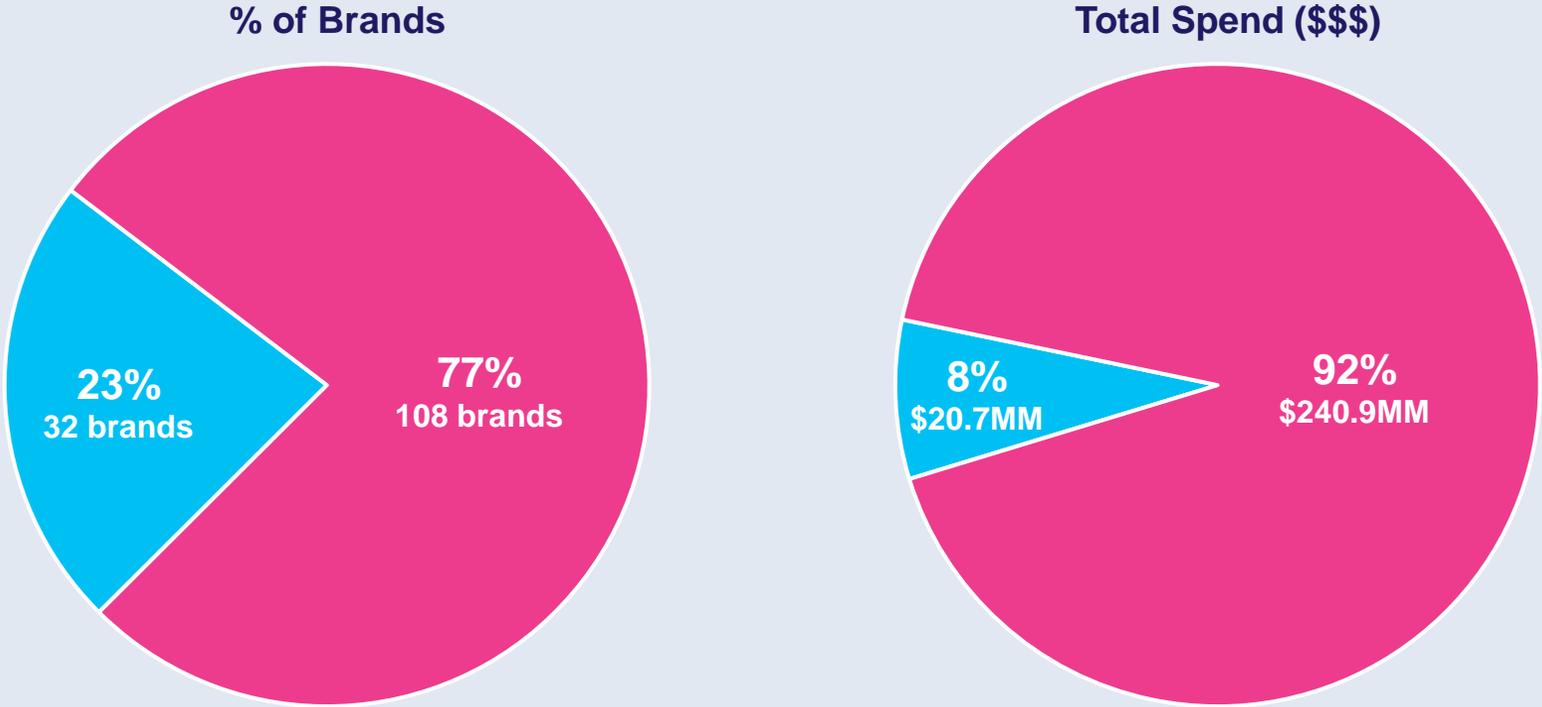
Sampling of ‘COVID-Opportunistic’ brands



Except for some of the most endemic brands to the pandemic, most 'COVID-related' brands offer products or services relevant to consumers post-pandemic and are poised for further TV spending into the future



2020 New National TV Advertisers: 'COVID-Endemic' & 'Related' Brands By Type



■ 'COVID-Opportunistic' Brands ■ 'Post-COVID Relevant' Brands

Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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. MM = millions. 'COVID-Opportunistic' brands typically launched a campaign specifically promoting a direct COVID product or service (face masks / shields, some online education tools, etc.) at the beginning of the pandemic with a limited investment and had little or no spending through the second half of the year. 'Post-COVID Relevant' brands are typically in historically competitive categories and offer products and services with a unique value proposition during COVID that will continue to be relevant post-pandemic. These brands typically either launched their TV campaign in 2nd half of 2020 or, if earlier, continued spending through at least 3Q '20.

‘Post-COVID Relevant’ brands are in categories where changing behaviors fueled by the pandemic are expected to become more lasting - such as **health & wellness, work-from-home solutions, casual wear, financial services**



2020 New National TV ‘Post-COVID Relevant’ Advertisers: Ranked by Category

Top 15 Categories by # of New TV Advertisers per Category

Rank	Category	# of Brands	% of Brands
1	Business Services	10	9.3%
2	Wellness & Fitness	7	6.5%
3	Apparel	7	6.5%
4	Financial	6	5.6%
5	Vitamins & Supplements	5	4.6%
6	Skincare & Beauty	5	4.6%
7	Online Education	4	3.7%
8	Sanitizers	4	3.7%
9	Golf	3	2.8%
10	Sanitizers	3	2.8%
11	Telemedicine	3	2.8%
12	Home Furnishing	2	1.9%
13	Food Delivery	2	1.9%
14	Alcohol Delivery	2	1.9%
15	Health Insurance	2	1.9%
16+	35 Additional Categories	43	39.8%
Total		108	100%

Top 15 Categories by New TV Advertiser \$\$\$ by Category

Rank	Category	Total \$\$\$	% of \$\$\$
1	Skincare & Beauty	\$23.4MM	9.7%
2	Apparel	\$18.0MM	7.5%
3	Vitamins & Supplements	\$17.3MM	7.2%
4	Home Furnishing	\$17.0MM	7.1%
5	Financial Services	\$16.1MM	6.7%
6	Moving & Storage	\$14.8MM	6.1%
7	Automotive	\$12.5MM	5.2%
8	Online Banking	\$11.3MM	4.7%
9	Wellness & Fitness	\$11.2MM	4.6%
10	Women's Healthcare	\$8.5MM	3.5%
11	Health Insurance	\$8.3MM	3.4%
12	Business Services	\$8.0MM	3.3%
13	Alcoholic Beverages	\$7.7MM	3.2%
14	Telemedicine	\$7.3MM	3.0%
15	E-Commerce	\$6.2MM	2.6%
16+	35 Additional Categories	\$53.1MM	22.1%
Total		\$240.9MM	100%

Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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. MM = millions. ‘Post-COVID Relevant’ brands are typically in historically competitive categories and offer products and services with a unique value proposition during COVID that will continue to be relevant post-pandemic. These brands typically either launched their TV campaign in 2nd half of 2020 or, if earlier, continued spending through at least 3Q ‘20.

Some of the biggest individual advertisers among the 'Post-COVID Relevant' brands were those that capitalized on changing consumer needs by offering easy online product ordering and solutions across diverse categories like banking, beauty and business

New 2020 National TV 'Post-COVID Relevant' Advertisers by Category

Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)
Firstleaf	Alcohol Delivery	\$2,901.8	Dr Brite Disinfectants	Cleaning Products	\$2,026.9	Kangaroo Security	Home Security	\$1,761.1	Phonsoap	Sanitizers	\$359.3
Drizly	Alcohol Delivery	\$944.3	Trade Coffee	Coffee	\$501.7	Our Place Always	Kitchen	\$1,474.1	Smarttouch	Sanitizers	\$306.7
Bulleit Bourbon	Alcoholic Beverages	\$6,774.3	Cityzenith	Computer Software	\$251.8	Kalorik	Kitchen	\$1,347.0	Oofos Shoes	Shoes	\$1,656.7
Menage A Trois Wine	Alcoholic Beverages	\$932.4	Cleanboss	COVID-19 Multi-Products	\$173.2	Figs	Medical Apparel	\$2,666.5	Musely	Skincare & Beauty	\$18,087.2
Lively Lingerie	Apparel	\$9,003.7	Sentinelone	Cybersecurity	\$1,114.8	Innovo Medical	Medical Equipment	\$1,398.7	Curology	Skincare & Beauty	\$2,686.5
Vuori	Apparel	\$2,610.3	Splunk	Data Platform	\$204.4	Carbon Health Medical	Medical Service	\$170.4	Vanity Planet	Skincare & Beauty	\$2,129.2
Jenni Kayne	Apparel	\$2,316.0	Govx	E-Commerce	\$6,220.9	Simply Piano App	Mobile App	\$434.5	Lumin	Skincare & Beauty	\$320.0
Mack Weldon	Apparel	\$2,189.9	Onewheel	Electric Skateboard	\$755.7	Happy Color App	Mobile App	\$318.5	Spongelle	Skincare & Beauty	\$209.4
Goat Apparel	Apparel	\$1,625.6	Liingo	Eyewear	\$1,632.8	Makespace	Moving & Storage	\$7,743.1	Teladoc	Telemedicine	\$3,538.5
Ministry Of Supply	Apparel	\$176.5	Greenlight	Financial Services	\$13,129.6	Moving Help	Moving & Storage	\$7,028.4	Plushcare	Telemedicine	\$2,742.3
Prettylittlething	Apparel	\$103.2	Adyen Credit Svcs	Financial Services	\$1,018.8	Truist Bank	Online Banking	\$10,877.1	Rex MD	Telemedicine	\$1,065.7
LetsGetChecked	At-Home Medical Testing	\$3,281.4	Debtblue	Financial Services	\$617.1	Community Savings Bank	Online Banking	\$446.6	Jackbox Games	Video Games	\$757.1
Quest Direct	At-Home Medical Testing	\$425.3	Bills.com	Financial Services	\$611.5	Okcupid	Online Dating	\$432.3	Stressballs	Vitamins & Supplements	\$7,198.3
Carparts.com	Automotive	\$12,509.2	Digit App	Financial Services	\$607.1	Brainly	Online Education	\$581.8	Natural Vitality	Vitamins & Supplements	\$4,835.7
Literati	Book Subscription	\$2,281.4	Creditinja	Financial Services	\$123.4	Duolingo	Online Education	\$548.0	Nutrafol	Vitamins & Supplements	\$4,464.0
Paychex	Business Services	\$3,670.2	Hungryroot	Food Delivery	\$1,278.7	Skillshare	Online Education	\$262.6	Naturelo	Vitamins & Supplements	\$434.9
Kajabi	Business Services	\$1,129.1	Martha & Marley	Food Delivery	\$445.5	DMAI AILA	Online Education	\$120.3	Persona Vitamins	Vitamins & Supplements	\$322.4
Blue Yonder	Business Services	\$988.2	Sqairz Golf	Golf	\$1,083.7	Bonfire	Online Printing	\$5,493.9	Webflow	Web Design	\$137.4
Twilio	Business Services	\$936.8	Sik Golf	Golf	\$488.5	Nice N Clean	Personal Care	\$540.8	Whoop	Wellness & Fitness	\$3,946.5
Medallia	Business Services	\$475.9	TeeOff	Golf	\$287.7	Touch Screen Purse	Phone Accessories	\$3,723.4	Hyperice	Wellness & Fitness	\$3,535.4
Exults	Business Services	\$257.0	Dormie Network	Golf	\$256.3	Piestro	Pizza Vending Machine	\$313.1	Fightcamp	Wellness & Fitness	\$1,307.6
Generation	Business Services	\$237.4	Ambetter Insurance	Health Insurance	\$4,575.5	Jet Token	Private Jet Membership	\$481.6	Tempo Exercise	Wellness & Fitness	\$1,284.6
Patriot Software	Business Services	\$119.4	Myhealthpolicy	Health Insurance	\$3,718.8	NRIA Realtors	Real Estate	\$2,090.7	Obe	Wellness & Fitness	\$696.7
Clearone Advantage	Business Services	\$105.7	Vitrazza	Home Furnishing	\$15,242.0	Circa Resort & Casino	Resorts	\$243.0	Aerotrainer	Wellness & Fitness	\$242.2
Flowcode Computer	Business Services	\$100.8	Open Spaces	Home Furnishing	\$1,276.2	Edgewood Tahoe	Resorts	\$163.4	Hit It Great	Wellness & Fitness	\$168.7
cbMD	CBD Products	\$2,227.5	Mavix Chairs	Home Furnishing	\$526.6	RVshare	RV Rentals	\$516.9	Rory	Women's Healthcare	\$6,510.5
Biolief	CBD Products	\$102.2	Kindred At Home	Home Healthcare	\$410.5	Williams Hand Sanitizer	Sanitizers	\$1,741.5	Simplehealth	Women's Healthcare	\$2,018.1



Logos represent a sampling of new 'post-COVID relevant' national TV advertisers
 Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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.
 'Post-COVID Relevant' brands are typically in historically competitive categories and offer products and services with a unique value proposition during COVID that will continue to be relevant post-pandemic.

The more 'opportunistic' brands are across a **variety of 'COVID-related' categories**, beyond the truly endemic ones such as face masks and shields and sanitizers



2020 New National TV 'COVID-Opportunistic' Advertisers: Ranked by Category

Top 15 Categories by # of New TV Advertisers per Category

Rank	Category	# of Brands	% of Brands
1	Face Mask / Shield	4	12.5%
2	Business Services	2	6.3%
3	Education	2	6.3%
4	Real Estate	1	3.1%
5	Medical Service	1	3.1%
6	Vitamins & Supplements	1	3.1%
7	Direct Response	1	3.1%
8	Computer Software	1	3.1%
9	E-Commerce	1	3.1%
10	Sanitizers	1	3.1%
11	Economic Development	1	3.1%
12	Cough Drops	1	3.1%
13	Moving & Storage	1	3.1%
14	Cybersecurity	1	3.1%
15	Online Banking	1	3.1%
16+	12 Additional Categories	12	37.5%
Total		32	100%

Top 15 Categories by New TV Advertiser \$\$\$ by Category

Rank	Category	Total \$\$\$	% of \$\$\$
1	Education	\$3.7MM	18.0%
2	Social Networking	\$2.6MM	12.6%
3	Face Mask / Shield	\$2.4MM	11.7%
4	Sanitizers	\$2.0MM	9.6%
5	Business Services	\$1.8MM	8.6%
6	Oral Care	\$1.1MM	5.4%
7	Real Estate	\$1.0MM	4.6%
8	Personal Care	\$0.7MM	3.2%
9	Online Dating	\$0.6MM	3.1%
10	Computer Software	\$0.6MM	3.1%
11	Hair Care	\$0.6MM	2.8%
12	Moving & Storage	\$0.6MM	2.7%
13	Economic Development	\$0.5MM	2.3%
14	Legal Services	\$0.3MM	1.7%
15	Kitchen	\$0.2MM	1.2%
16+	12 Additional Categories	\$2.0MM	9.5%
Total		\$20.7MM	100%

Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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. MM = millions. 'COVID-Opportunistic' brands typically launched a campaign specifically promoting a direct COVID product or service (face masks / shields, some online education tools, etc.) at the beginning of the pandemic with a limited investment and had little or no spending through the second half of the year.



Many of the ‘opportunistic’ brands entered the TV marketplace early in COVID to **immediately reach consumers with their unique product offering** but did not keep a strong, sustaining presence as the pandemic continued

New 2020 National TV ‘COVID-Opportunistic’ Advertisers by Category

Brand	Category	\$\$\$ (000)
Palo Alto Networks	Business Services	\$965.5
Bluescape	Business Services	\$815.9
Vantagepoint	Computer Software	\$641.9
Biovanta Cold Remedies	Cough Drops	\$131.2
Avira	Cybersecurity	\$218.2
House Party Karaoke	Direct Response	\$151.4
Zazzle	E-Commerce	\$166.4
Jobs Ohio	Economic Development	\$484.2
ID Tech Camp	Education	\$3,398.7
Year Up School	Education	\$320.4
Zshield	Face Mask / Shield	\$1,315.1
Cool Turtle	Face Mask / Shield	\$819.6
FastShipFaceMask.com	Face Mask / Shield	\$163.4
Fresh View	Face Mask / Shield	\$127.8
Rescue One Financial	Financial Services	\$138.0
Red Star Yeast	Food (Misc)	\$219.7

Brand	Category	\$\$\$ (000)
Prose	Hair Care	\$582.9
Revolution Cooking	Kitchen	\$247.1
Timeshare Termination	Legal Services	\$349.9
Lunella	Medical Service	\$135.1
Moving Apt	Moving & Storage	\$552.8
Empower App	Online Banking	\$144.9
Dating.Com	Online Dating	\$648.5
Quantic School	Online Education	\$129.4
Hello Toothpaste	Oral Care	\$1,117.6
Salon Step	Personal Care	\$654.0
Elliott Homes	Real Estate	\$957.4
Beckhams B&M Bar-B-Q	Restaurant	\$124.4
Handvana	Sanitizers	\$1,978.9
Nextdoor	Social Networking	\$2,608.3
Flat Tummy	Vitamins & Supplements	\$178.3
Scoop	Wellness & Fitness	\$223.9



Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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. ‘COVID-Opportunistic’ brands typically launched a campaign specifically promoting a direct COVID product or service (face masks / shields, some online education tools, etc.) at the beginning of the pandemic with a limited investment and had little or no spending through the second half of the year. Logos above represent a sampling of ‘COVID-opportunistic’ national TV advertisers.



Summary: ‘COVID-Endemic’ & ‘COVID- Related’ Brands

- ▶ COVID segment advertisers are more diverse across life stages as brands with relevant products and services entered the marketplace looking to engage consumers and spur sales during the pandemic
- ▶ ‘COVID-endemic’ brands focused more on short campaign bursts towards the beginning of the pandemic while ‘COVID-related’ brands employed a mix of TV tests and continuity plans to position themselves for long-term growth
- ▶ Except for some of the most endemic brands to COVID and those that sought out a sales opportunity in the early days of the pandemic, most ‘COVID-endemic’ / ‘related’ brands are poised for further spend and growth in the future as they continue to satisfy consumers’ changing needs that will live on post-pandemic
- ▶ ‘Post-COVID Relevant’ advertisers exist in categories where evolving behaviors are expected to become more permanent and brands are capitalizing on changing consumer needs by offering easy online solutions

Initial Success Stories

Real-world examples highlighting business outcomes from first-time national TV advertisers

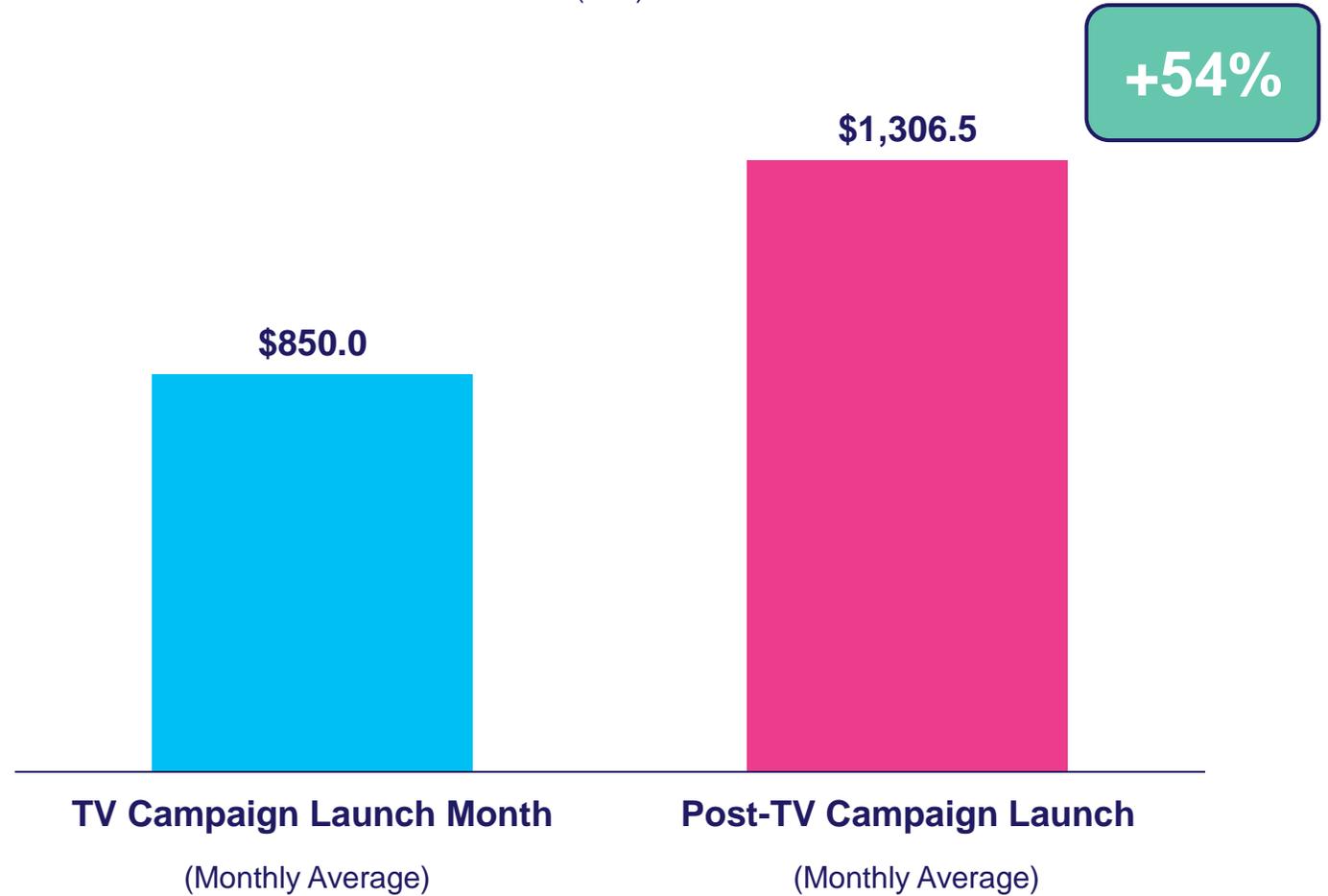


The success of their initial TV campaign activity quickly led new advertisers to **increase their TV investment**

In a time of pandemic-fueled economic uncertainty, new national TV advertisers increased their spend by **54%** on average after their campaign launch month

2020 New Advertisers Average National TV Spend: Launch Month vs. Post-Launch

(000)



Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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 DTC apparel brand implemented a data-driven TV campaign to **scale their customer acquisition** and **improve efficiencies**

Challenge

- ▶ During a pandemic year, a DTC apparel brand wanted to reach their custom target audience while lowering their cost-per-new website session. Facing an increasingly competitive environment on paid social and paid search channel – with increasing CPMs and decreasing conversion rates – the brand wanted to explore ways to diversify their channel selection.

Solution

- ▶ Simulmedia helped the client run highly-targeted TV ads to reach their custom audience across networks, combined with performance metrics on the ads' impact on digital engagement and conversions

Campaign Flight

- ▶ November 2020

Results

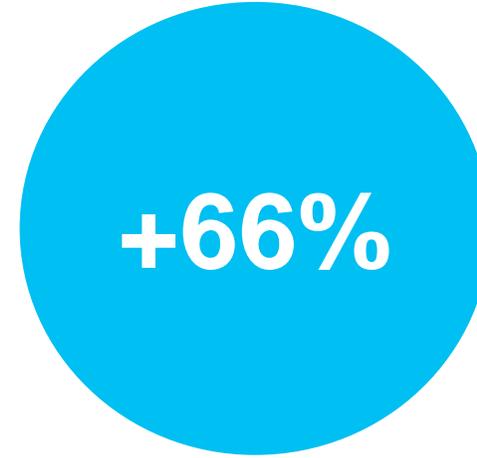
- ▶ Optimizations between campaigns led to improvements across all the brand's key metrics: cost-per-new session, cost-per-acquisition, and conversion rate from new to acquisitions

Company / Platform

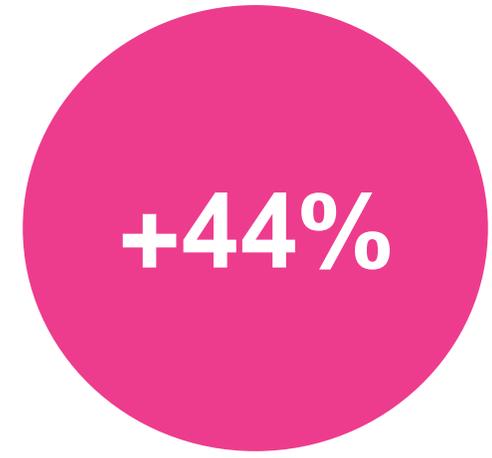
- ▶ Simulmedia / Data-driven linear



Improvement in
Cost-per-New Session



Improvement in
Cost-Per-Acquisition



Improvement in
**Conversion Rate from New
Session to Acquisition**

“Brand and performance marketing don't operate in silos. TV advertising today is an extension of a brand's integrated campaign, **driving reach, awareness and conversions** by **precisely targeting high-intent, scalable audiences.**”

– Philip Sandler, SVP, Head of Marketing & Growth, Simulmedia Inc.

Source: Simulmedia, Case Study: DTC Apparel Brand Uses Data-Driven TV Ads to Diversify and Scale Customer Acquisition.

SIMULMEDIA[®]



Data analytics and testing grew a DTC Insurance brand's TV presence with an **increased investment in national linear TV and OTT** which drove response rates

Challenge

- ▶ A DTC insurance brand wanted to increase awareness and grow site visits by expanding from local to national TV and OTT

Solution

- ▶ Utilized TVSquared's platform to increase client's Linear TV and OTT spend efficiency by reviewing their response rates and optimizing by creative, day and daypart

Campaign Flight

- ▶ 1Q 2020

Results

- ▶ As a result of expanding the campaign to include national TV and OTT, the brand's response rate in early 2021 (Jan and Feb) was about 30% higher than their best quarter the previous year

Company / Platform

- ▶ TVSquared / Data-driven linear, OTT

By shifting TV investments to a mix of **75% linear** (90% national, 10% local) and **25% OTT**, an online insurance comparison site achieved....

170% Increase

Increase in Linear Investment YoY

200% Increase

in OTT Investment YoY

30% Increase

in response rate vs. best quarter of previous year

Source: TVSquared, Case study: *Evolving & Growing TV with Data Flight* duration: Q1 2021.



Key Takeaways For Marketing Plans



Brands Turned To TV For Growth During Challenging Times

In a year of a global pandemic and economic uncertainty, bold brands were undeterred and flocked to national TV for the first time to capture increased viewer attention and capitalize on changing consumer needs by building their share of voice to take market share from competitors that may have pulled back their advertising



The Accessibility and Inclusiveness of TV

Economic uncertainty creates opportunities for challenger brands to disrupt their category by leaning into the benefits of TV – scale, brand building, storytelling, immediacy and legitimacy. A lot of the new advertisers that launched during the pandemic are early in their life stage with a wide range of investment levels



No 'One Size Fits All' Approach For New Advertisers

Depending on the business objectives and desired outcomes, different brands employ different go-to-market strategies to deliver successful results – some utilize a 'test and learn' approach for their first campaign while some others immediately 'go big' in support of major product or service launches



Leverage Data-Driven TV Strategies To Drive Success

Advancements in data-driven targeting capabilities and measurement analytics can lower the traditional cost of entry into TV, improve efficiencies, drive greater results through the funnel and allow you to gain key insights which can be used to optimize current and future campaigns

Jason Wiese

SVP, Director of Strategic Insights
jasonw@thevab.com

Leah Montner-Dixon

Insights Manager
leahm@thevab.com

Karolina Guillen

Senior Insights Analyst
karolinag@thevab.com

Discover more

Looking for more data, insights and takeaways?
Check out this related VAB content

Click here for the full list of 2020 new national
TV advertisers by **brand and spend**



The Halo Effect
TV as a Growth Engine



Keep Calm and Advertise On
How to Successfully Navigate Your Brand
Through an Economic Downturn



Weathering The Storm
TV's Resilience Amid A Pandemic &
Economic Uncertainty



Beyond The Headlines
The State OF TV Today And
The Opportunities For Tomorrow

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

About VAB

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.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

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.



The national TV marketplace enabled these **283 bold new advertisers** across categories and budget levels to increase reach and relevancy

Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)
Rinvoq RX	\$140,461.2	Touch Screen Purse	\$3,723.4	ZShield	\$1,315.1	Duolingo	\$548.0	SmartTouch	\$306.7	Strategic Wealth	\$167.6
Descovy RX	\$79,246.4	MyHealthPolicy	\$3,718.8	FightCamp	\$1,307.6	Nice N Clean	\$540.8	Cefaly	\$305.9	Zazzle	\$166.4
Urbelvy RX	\$73,346.1	Paychex	\$3,670.2	Kitty Poo Club	\$1,304.6	Equelle	\$537.0	BriteBrush	\$303.5	FastShipFaceMask.com	\$163.4
Rybelsus RX	\$71,310.5	Only Natural Diamonds	\$3,562.6	Tempo Exercise	\$1,284.6	Mavix Chairs	\$526.6	Century Biotics	\$299.4	Edgewood Tahoe	\$163.4
Kisqali RX	\$60,069.2	Teladoc	\$3,538.5	Hungryroot	\$1,278.7	RVshare	\$516.9	SolidQuote	\$297.2	Sio Beauty	\$162.8
Peacock	\$52,536.2	Hyperice	\$3,535.4	Open Spaces	\$1,276.2	Rugs USA	\$507.5	War Machines App	\$291.6	Direct Bullion	\$160.1
Tubi TV	\$45,579.6	Mejuri Jewelry	\$3,411.9	Saia Trucking	\$1,235.0	Lilys Garden App	\$506.0	TeeOff	\$287.7	Corvus Gold Mining Co	\$152.7
Discovery+	\$42,332.3	ID Tech Camp	\$3,398.7	Vital Proteins	\$1,162.3	Trade Coffee	\$501.7	Perfume.com	\$285.7	House Party Karaoke	\$151.4
Quibi	\$41,241.1	Saint Archer Brewing	\$3,377.5	Kajabi	\$1,129.1	Super Cute Little Babies	\$498.1	Mushabellly	\$281.6	Empower App	\$144.9
HBO Max	\$39,649.9	LetsGetChecked	\$3,281.4	Chirp Wheel	\$1,127.6	HY-IMPACT	\$497.1	SweatBlock	\$267.6	Superhotics	\$138.5
Nurtec ODT RX	\$33,752.1	Lively Hearing Aids	\$3,244.4	DEMADCO	\$1,124.0	Sik Golf	\$488.5	SkillShare	\$262.6	Rescue One Financial	\$138.0
Nucala RX	\$32,288.4	Robokiller	\$3,147.1	Hello Toothpaste	\$1,117.6	Offerpad	\$485.0	Exults	\$257.0	Webflow	\$137.4
Voltaren	\$29,320.9	SentinelOne	\$2,901.8	Moon Pod	\$1,100.7	Jobs Ohio	\$484.2	Waverly Labs	\$256.5	Lunella	\$135.1
AT&T TV	\$27,245.3	PlushCare	\$2,742.3	Sqairz Golf	\$1,083.7	Jet Token	\$481.6	Dormie Network	\$256.3	Biovanta Cold Remedies	\$131.2
Caplyta RX	\$21,075.1	Curology	\$2,686.5	Rex MD	\$1,065.7	Splash Financial	\$477.0	Cityzenith	\$251.8	Quantic School	\$129.4
Musely	\$18,087.2	Vuori	\$2,610.3	Legal Capital Loan Co	\$1,029.4	Medallia	\$475.9	Ladder	\$247.9	Zenwise	\$128.4
Vitrazza	\$15,242.0	Nextdoor	\$2,608.3	Adyen	\$1,018.8	Curavi Pro	\$456.0	Revolution Cooking	\$247.1	Fresh View	\$127.8
Shingrix RX	\$14,961.7	Tiburon	\$2,511.7	Saucy Brew Works	\$1,009.5	Clean Harbors	\$447.5	Figure Loan Co	\$247.1	Mancinis Sleepworld	\$126.1
Aha Sparkling Water	\$13,339.4	Jenni Kayne	\$2,316.0	Blue Yonder	\$988.2	Community Savings Bank	\$446.6	Lucid Autos	\$246.9	Beckhams B&M Bar-b-q	\$124.4
Visible	\$13,150.9	Pela	\$2,305.1	Palo Alto Networks	\$965.5	Martha & Marley	\$445.5	Splat! Bugs	\$244.0	CreditNinja	\$123.4
Greenlight	\$13,129.6	Late July Tortilla Chips	\$2,292.9	Wild One	\$957.7	M Gemi	\$436.7	Lus Brands	\$122.8	Lus Brands	\$122.8
Carparts.com	\$12,509.2	Literati	\$2,281.4	Elliott Homes	\$957.4	Naturelo	\$434.9	DMAI Animal Island Learning Adventure	\$120.3	DMAI Animal Island Learning Adventure	\$120.3
Premier Protein	\$12,386.3	Thrive Causemetics	\$2,258.3	Drizly	\$944.3	Simply Piano App	\$434.5	Patriot Software	\$119.4	Patriot Software	\$119.4
Planet Oat Milk	\$11,571.7	cbdMD	\$2,227.5	Twilio	\$936.8	OkCupid	\$432.3	Anthem Tax	\$118.9	Anthem Tax	\$118.9
Truist Bank	\$10,877.1	Mack Weldon	\$2,189.9	Menage A Trois Wine	\$932.4	Harris James Law	\$427.0	Ryan Tax	\$115.7	Ryan Tax	\$115.7
Creative Roots	\$10,481.9	Suerox	\$2,172.1	Karving King	\$885.1	Quest Direct	\$425.3	FandangoNOW	\$114.2	FandangoNOW	\$114.2
Lively Lingerie	\$9,003.7	Omni Agent Solutions	\$2,164.9	Hot Tools	\$856.7	Stuffaloons	\$424.1	InvisiWear	\$110.5	InvisiWear	\$110.5
RX Saver	\$7,755.2	Vanity Planet	\$2,129.2	Cool Turtle	\$819.6	Kindred At Home	\$410.5	Codycross App	\$108.0	Codycross App	\$108.0
Makespace	\$7,743.1	NRIA Realtors	\$2,090.7	Bluescape	\$815.9	Beyond Meat	\$408.0	ClearOne Advantage	\$105.7	ClearOne Advantage	\$105.7
PurePap	\$7,655.6	Dr Brite Disinfectants	\$2,026.9	Art of Sport	\$787.4	Rejuvenate	\$404.8	Barista Joe's Coffee	\$105.2	Barista Joe's Coffee	\$105.2
Kori Krill Oil	\$7,438.7	Simplehealth	\$2,018.1	Pure Flix	\$764.1	Sugarfina	\$398.5	PrettyLittleThing	\$103.2	PrettyLittleThing	\$103.2
Stressballs	\$7,198.3	Primatene	\$2,008.9	Jackbox Games	\$757.1	Vogelzang Law	\$383.6	Hilltop Restaurant	\$102.6	Hilltop Restaurant	\$102.6
Moving Help	\$7,028.4	Handvana	\$1,978.9	Onewheel	\$755.7	Brentwood Home	\$381.8	Biolief	\$102.2	Biolief	\$102.2
Bulleit Bourbon	\$6,774.3	Crunchmaster	\$1,921.7	Obe	\$696.7	Nations Insurance	\$381.7	Flowcode Computer	\$100.8	Flowcode Computer	\$100.8
Rory	\$6,510.5	Kangaroo Security	\$1,761.1	Salon Step	\$654.0	PhoneSoap	\$359.3				
Tepezza RX	\$6,251.6	Williams Hand Sanitizer	\$1,741.5	Dating.com	\$648.5	Tapeacall App	\$352.6				
Govx	\$6,220.9	NetCredit	\$1,665.8	Vantagepoint	\$641.9	Oak City Fish & Chips	\$350.0				
Function Of Beauty	\$6,112.4	ClearCaptions	\$1,658.3	Kenzzi	\$638.3	Timeshare Termination	\$349.9				
Tula	\$6,057.8	Oofos Shoes	\$1,656.7	Just Auto	\$632.6	Zooba App	\$341.8				
Life Cuisine	\$5,925.9	Liingo	\$1,632.8	Calvert Insurance	\$617.1	Calvert Insurance	\$339.2				
Bond	\$5,724.4	Goat Apparel	\$1,625.6	Riduzone	\$612.1	BETMG	\$337.6				
Bonfire	\$5,493.9	DuckDuckAuto	\$1,623.4	Bills.com	\$611.5	Build America Mutual	\$334.4				
The Athletic	\$5,224.5	Urolift	\$1,616.0	Digit App	\$607.1	Persona Vitamins	\$322.4				
Natural Vitality	\$4,835.7	Slater Slater Schulman	\$1,503.0	Fetch Rewards	\$591.5	Wizard Laboratories	\$322.1				
Ambetter Insurance	\$4,575.5	Our Place Always	\$1,474.1	Gurunanda	\$583.3	Year Up School	\$320.4				
Nutrafol	\$4,464.0	Your Superfoods	\$1,403.3	Prose	\$582.9	Lumin	\$320.0				
Vizzy Hard Seltzer	\$4,221.1	Innovo Medical	\$1,398.7	Brainly	\$581.8	Happy Color App	\$318.5				
Bear Naked Granola	\$4,118.6	Manly Bands	\$1,369.7	Brovhill	\$566.6	Urbanflx TV	\$314.3				
Whoop	\$3,946.5	Kalorik	\$1,347.0	Moving Apt	\$552.8	Piestro	\$313.1				
Ridge	\$3,759.5										

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, 1/1/20 – 12/31/20. 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.





In recognition of evolving consumer behaviors driven by the pandemic, **118 direct-to-consumer brands** across 56 categories entered the national TV marketplace and spent **over \$460 million** during 2020

New 2020 National TV DTC Advertisers by Category

Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)
Peacock	Streaming Service	\$52,536.2	Vuori	Apparel	\$2,610.3	Wild One	Pet Care	\$957.7	Lumin	Skincare & Beauty	\$320.0
Tubi TV	Streaming Service	\$45,579.6	Nextdoor	Social Networking	\$2,608.3	Drizly	Alcohol Delivery	\$944.3	Happy Color App	Mobile App	\$318.5
Discovery+	Streaming Service	\$42,332.3	Pela	Phone Accessories	\$2,305.1	Art Of Sport	Skincare & Beauty	\$787.4	Urbanflx TV	Streaming Service	\$314.3
Quibi	Streaming Service	\$41,241.1	Literati	Book Subscription	\$2,281.4	Pure Flix	Streaming Service	\$764.1	War Machines App	Mobile App	\$291.6
HBO Max	Streaming Service	\$39,649.9	Thrive Causemetics	Skincare & Beauty	\$2,258.3	Jackbox Games	Video Games	\$757.1	TeeOff	Golf	\$287.7
AT&T TV	Streaming Service	\$27,245.3	cbdMD	CBD Products	\$2,227.5	Onewheel	Electric Skateboard	\$755.7	Perfume.com	Fragrances	\$285.7
Musely	Skincare & Beauty	\$18,087.2	Mack Weldon	Apparel	\$2,189.9	Obe	Wellness & Fitness	\$696.7	Sweatblock	Personal Care	\$267.6
Greenlight	Financial Services	\$13,129.6	Dr Brite Disinfectants	Cleaning Products	\$2,026.9	Dating.com	Online Dating	\$648.5	Skillshare	Online Education	\$262.6
Lively Lingerie	Apparel	\$9,003.7	Simplehealth	Women's Healthcare	\$2,018.1	Just Auto	Auto Insurance	\$632.6	Waverly Labs	Language-Translation Headphones	\$256.5
RxSaver	Pharmaceutical	\$7,755.2	Kangaroo Security	Home Security	\$1,761.1	Digit App	Financial Services	\$607.1	Ladder	Vitamins & Supplements	\$247.9
Makespace	Moving & Storage	\$7,743.1	Netcredit	Financial Services	\$1,665.8	Fetch Rewards	Mobile App	\$591.5	Figure Loan Co	Financial Services	\$247.1
Moving Help	Moving & Storage	\$7,028.4	Oofos Shoes	Shoes	\$1,656.7	Prose	Hair Care	\$582.9	Lucid Autos	Automotive	\$246.9
Rory	Women's Healthcare	\$6,510.5	Liingo	Eyewear	\$1,632.8	Brainly	Online Education	\$581.8	Aerotrainer	Wellness & Fitness	\$242.2
Govx	E-Commerce	\$6,220.9	Goat Apparel	Apparel	\$1,625.6	Duolingo	Online Education	\$548.0	Mayvenc Wigs	Wigs	\$219.6
Function Of Beauty	Hair Care	\$6,112.4	DuckDuckAuto	Auto Insurance	\$1,623.4	Equelle	Vitamins & Supplements	\$537.0	Avira	Cybersecurity	\$218.2
Bond	Personal Security	\$5,724.4	Our Place Always	Kitchen	\$1,474.1	Mavix Chairs	Home Furnishing	\$526.6	Ministry Of Supply	Apparel	\$176.5
Bonfire	Online Printing	\$5,493.9	Manly Bands	Jewelry	\$1,369.7	Lilys Garden App	Mobile App	\$506.0	Zazzle	E-Commerce	\$166.4
Nutrafol	Vitamins & Supplements	\$4,464.0	Kalorik	Kitchen	\$1,347.0	Trade Coffee	Coffee	\$501.7	FastShipFaceMask.com	Face Mask / Shield	\$163.4
Whoop	Wellness & Fitness	\$3,946.5	Zshield	Face Mask / Shield	\$1,315.1	Offerpad	Real Estate	\$485.0	Sio Beauty	Skincare & Beauty	\$162.8
Ridge	Wallets	\$3,759.5	Fightcamp	Wellness & Fitness	\$1,307.6	Jet Token	Private Jet Membership	\$481.6	Empower App	Online Banking	\$144.9
Touch Screen Purse	Phone Accessories	\$3,723.4	Kitty Poo Club	Pet Care	\$1,304.6	Splash Financial	Financial Services	\$477.0	Lunella	Medical Service	\$135.1
Teladoc	Telemedicine	\$3,538.5	Tempo Exercise	Wellness & Fitness	\$1,284.6	Curavi Pro	Laser Therapy	\$456.0	Quantic School	Online Education	\$129.4
Hyperice	Wellness & Fitness	\$3,535.4	Hungryroot	Food Delivery	\$1,278.7	Martha & Marley	Food Delivery	\$445.5	FandangoNOW	Streaming Service	\$114.2
Mejuri Jewelry	Jewelry	\$3,411.9	Open Spaces	Home Furnishing	\$1,276.2	M Gemi	Shoes	\$436.7	Invisawear	Personal Security	\$110.5
LetsGetChecked	At-Home Medical Testing	\$3,281.4	Chirp Wheel	Pain Relief	\$1,127.6	Simply Piano App	Mobile App	\$434.5	Codycross App	Mobile App	\$108.0
Lively Hearing Aids	Hearing Aids	\$3,244.4	Demdaco	Gifts	\$1,124.0	Okcupid	Online Dating	\$432.3	Prettylittlething	Apparel	\$103.2
Robokiller	Mobile App	\$3,147.1	Hello Toothpaste	Oral Care	\$1,117.6	TapeACall App	Mobile App	\$352.6			
Firstleaf	Alcohol Delivery	\$2,901.8	Moon Pod	Home Furnishing	\$1,100.7	Zooba App	Mobile App	\$341.8			
Plushcare	Telemedicine	\$2,742.3	Sqairz Golf	Golf	\$1,083.7	BetMGM	Online Gambling	\$337.6			
Curology	Skincare & Beauty	\$2,686.5	Rex MD	Telemedicine	\$1,065.7	Persona Vitamins	Vitamins & Supplements	\$322.4			
Figs	Medical Apparel	\$2,666.5	Adyen	Financial Services	\$1,018.8						



DTC brands accounted for 42% of total new TV advertisers and 36% of total TV spend

Logos represent a sampling of new national TV DTC advertisers

Source: VAB analysis of Nielsen Ad Intel data, 1/1/20-12/31/20. 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.