

THE HALO EFFECT
DIGITAL ♥ **TV**

Research conducted with MediaScience



EXECUTIVE SUMMARY

In unprecedented times marketers are forced to get savvy and specific with their creative messaging. There is an abundance of advanced advertising capabilities that promise to reach audiences here, there and everywhere. It's more important than ever before to determine exactly how these solutions impact brand health, and what role TV plays in today's evolving media landscape.

Upper funnel awareness is key for brands to maintain growth and reach potential customers, but how effective is digital advertising at building brand metrics without being paired with TV?

Technology and data allow brands to target the customers they're looking for, but upper-funnel brand building is key to activate this capability to its fullest potential. Brand awareness is universally important for all brands, but for new brands breaking into their industries, the perception of their brand could make or break their success. TV legitimizes new brands as established companies in ways that digital media cannot and provides the best canvas for a marketer to tell their story. This study found that consumers were 35% more likely to make a purchase for an unknown brand's product after seeing the ad on TV compared to those exposed on digital alone.

For the brands that predominately spend in digital environments, our findings indicate that these efforts should be just one part of a broader media plan. Consideration of a holistic TV plus digital strategy that includes both upper and lower funnel tactics will yield the best outcomes.

Key Findings

01

Adding TV to digital **improves total campaign performance**

02

TV provides a halo effect for digital ads, causing the digital ads themselves to be more appealing, versus when a digital ad appears alone

03

Known brands benefit when TV is added to digital, but the **lift is far greater for unknown brands when TV is included**

04

Viewers spend more time with digital ads when **preceded by a TV ad**

INTRODUCTION

Many marketers have shifted their focus to short-term sales activation using mobile video ads and, in some cases, with less value being placed on long-term brand building. Marketing science tells us that too much weight on single channel, short-term messaging can eventually erode brand strength, so we wanted to put that theory to the test.

Effectv worked with MediaScience to study and evaluate brand metrics and advertising perceptions for digital-only campaigns versus campaigns that include both digital and TV components.

This study demonstrates TV advertising's ability to build the brand strength necessary for both new and established brands that are being considered for purchase by consumers. The result? At the most fundamental level, the study found that advertising campaigns are more effective with the inclusion of TV than campaigns that are digital-only.

Source: 'TV Builds Brand Equity' Consumer Survey. TV Advertising Research by Mediascience for Effectv. September 2019



THE STUDY DESIGN

The study panel sample consisted of:



147 Adult (18+) Men & Women, representative of the U.S. population

Viewers were shown ads on:



YouTube Only



Facebook Only



YouTube + TV



Facebook + TV

With an even mix of well-known and unknown brands



Viewers were measured with:



Biometrics



Facial Coding



Eye Tracking



Survey Questions

THE KNOWN VS. UNKNOWN

Study participants were shown an even mix of well-known and unknown brands in several video viewing environments. Among the unknown brands were the three fictitious companies listed below. Effectv produced geographically-tailored 30-second ads for both TV and digital applications.

The Unknown Brands:

Category: Automotive

Brand: Dogwood Car Dealership

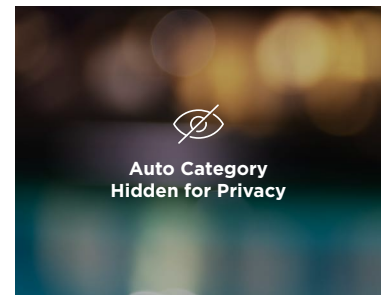
Audience Target: Adults 25-54, Families with Kids, SUV Lessees

Creative:

[Click to watch](#)



The Known Brands:



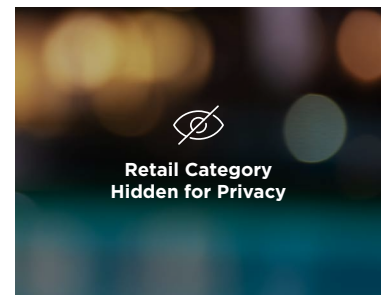
Category: Retail

Brand: Momentum Shoes

Audience Target: Adults 25-54, Active Lifestyle

Creative:

[Click to watch](#)



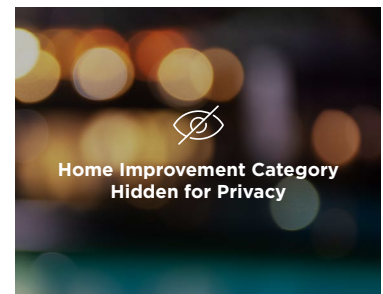
Category: Home Improvement

Brand: Hard Rock Countertops

Audience Target: Adults 35-55, Homeowners

Creative:

[Click to watch](#)



Source: 'TV Builds Brand Equity' Consumer Survey. TV Advertising Research by Mediascience for Effectv. September 2019

BETTER TOGETHER

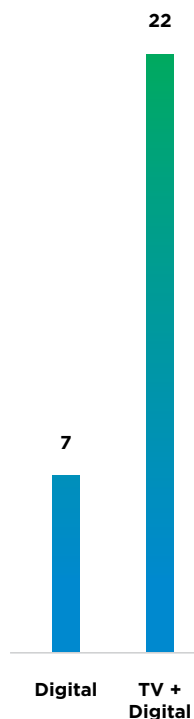
Through measurement based on eye-tracking, the study found that more visual attention leads to better recall, which leads to higher purchase intent. 30-second ads were used in both TV and digital environments. Total exposure time with the ads were equal across both TV and digital.

More Visual Attention

3X

Viewers spent **3X more time** with ads when aired on TV + digital compared to digital alone.

Visual Attention Time Looked (Sec)

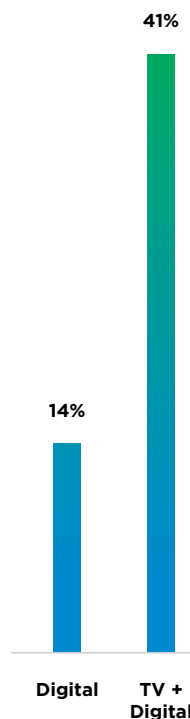


Better Recall

2X

Brand recall more than doubled when a digital ad is accompanied by a TV ad for the same brand.

Unaided Recall

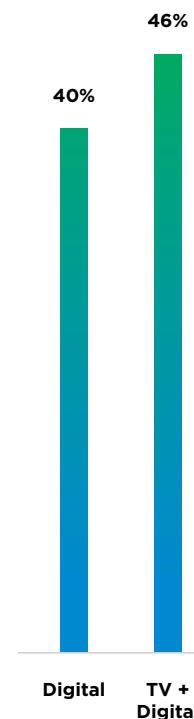


Lift in Purchase Intent

+15%

We saw a lift in purchase intent of +15% when ads aired on TV plus digital compared to digital alone.

Purchase Intent



The combination of advertising on TV & digital produces more visual attention to the ad-versus appearing on digital alone. This leads to a significant lift in brand memory. Purchase intent is significantly lifted when a digital ad is accompanied by a TV ad for the same brand.

I CAN SEE YOUR HALO

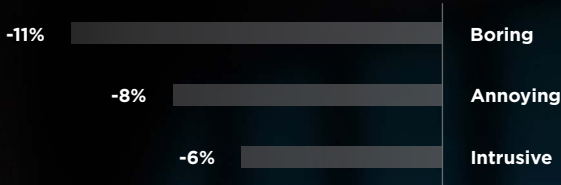
— **+12%** —
 lift in **brand attitude**
 when a digital ad is
 preceded by a TV ad

TV provides a halo effect for digital ads—digital ads themselves are more appealing to viewers when accompanied by a TV ad.

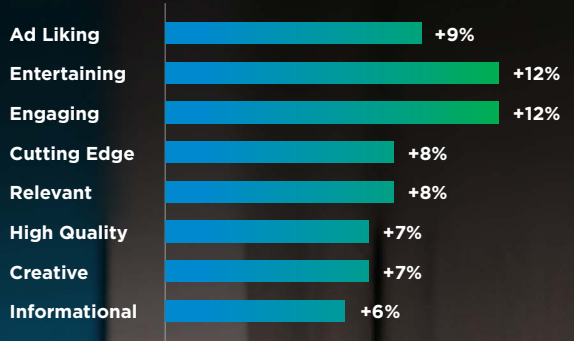
Study participants reacted more favorably to digital ads that followed their exposure to the ad on TV.



Digital ads were perceived to be less intrusive and less annoying after TV exposure



Digital ads were more liked and ad evaluations improved after TV exposure



Source: 'TV Builds Brand Equity' Consumer Survey. TV Advertising Research by Mediascience for Effectv. September 2019



NEW BRAND, WHO'S THIS?

Running TV alongside digital improves overall campaign performance for both **known** and **unknown** brands. However, study findings point to a bigger impact on key performance metrics for unknown brands, compared to known brands. Overall, TV helps consumers connect to all brands, but the lift in key metrics is greater for unknown brands.

Study participants also stated that seeing an ad on TV legitimizes the brand, creating trust. When that same brand is seen on digital channels, there is a positive impact on brand metrics due to this aspect of the halo effect of TV.



Lift in Unaided Recall



Lift in Brand Recognition



Lift in Brand Attitude



Lift in Purchase Intent



Source: 'TV Builds Brand Equity' Consumer Survey, TV Advertising Research by Mediascience for Effectv, September 2019

HEY, OVER HERE!

The results have shown that the addition of TV to digital video environments (YouTube and Facebook) significantly improves brand performance. Lower attention levels in the digital video environment could be a factor in ad effectiveness.



TV

94%

of viewers watched
the TV ads

vs



Digital

78%

of viewers watched
the digital ads



Viewers watched TV ads

2.7x

longer than viewers
of digital ads

Source: 'TV Builds Brand Equity' Consumer Survey. TV Advertising Research by Mediascience for Effectv. September 2019

SUMMARY

During uncertain times, it can be challenging to know how and where to put advertising dollars. The details from this report show that adapting is key. Advertising on TV is essential to maximizing total integrated campaign performance – especially for lesser known brands. When TV is added to a digital campaign, overall performance dramatically improves.

Brands, no matter what their stage of maturity or size, stand to benefit from a combined TV plus digital strategy. One without the other could erode brand strength and purchase consideration overtime. This study proves the memory effects of digital video are enhanced with the brand building power of TV, and that's why digital loves TV.

Source: 'TV Builds Brand Equity' Consumer Survey. TV Advertising Research by Mediascience for Effectv. September 2019



