

# BUILDING YOUR BRAND WITH TV ADVERTISING

With a consistent and strategic approach, you can support and sustain all phases of the marketing funnel.

[For more insights, visit our blog](#)



## TV Drives Brand Awareness and Action

The [TV Makes Memories Report](#) highlights how different types of ad exposures impact memory. Research reveals that two ads on a TV screen – traditional and streaming – were more effective than two digital ads on a mobile device.<sup>1</sup>

Elicits Visual Attention

**87%**

Viewed

1.4x more than digital

Leads to Recall

**44%**

Recalled (unaided)

2.2x more than digital

Lifts Purchase Intent

**44%**

Purchase Intent

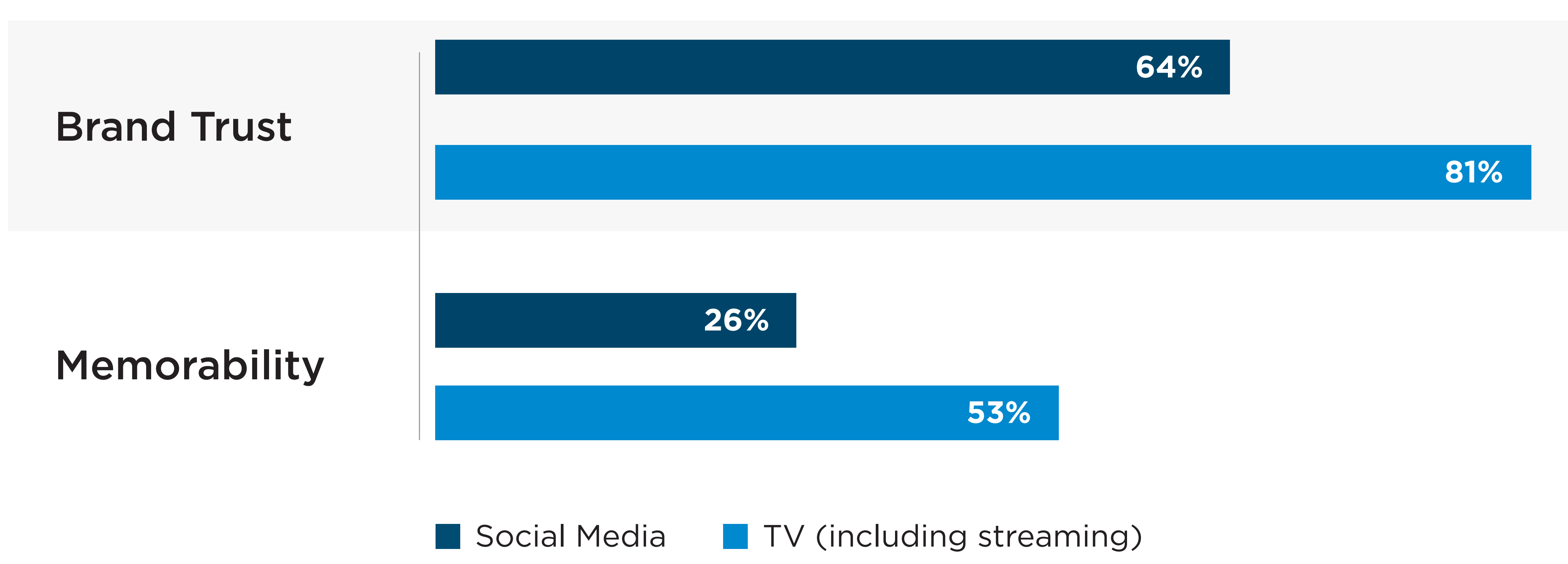
1.3x more than digital

Awareness

Action

The study also discovered that ads viewed on a TV screen **increased brand trust and memorability.**<sup>1</sup>

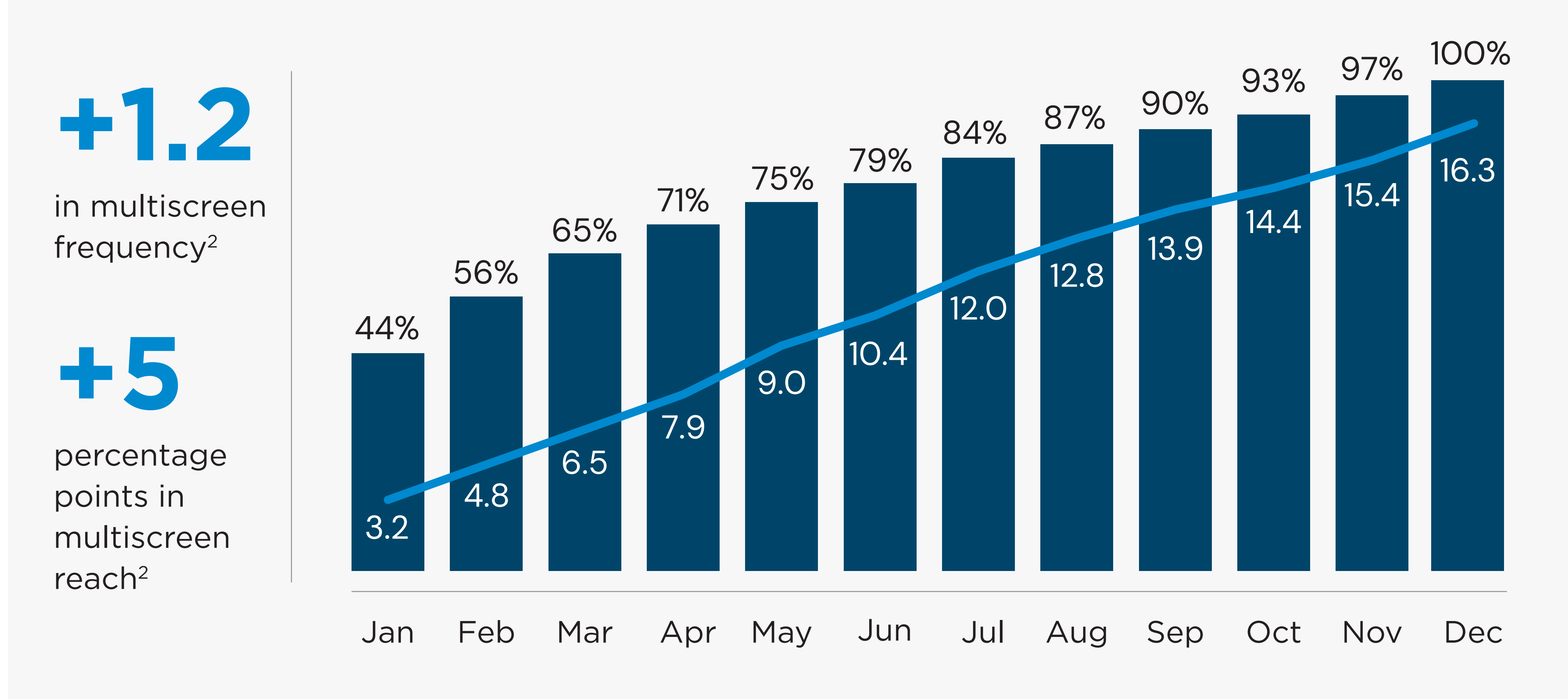
Ads Viewed by Consumers



## A Consistent Presence Can Reach More Households at a Higher Frequency

For every month of their campaign after the first 30 days, Effectv advertisers achieved:

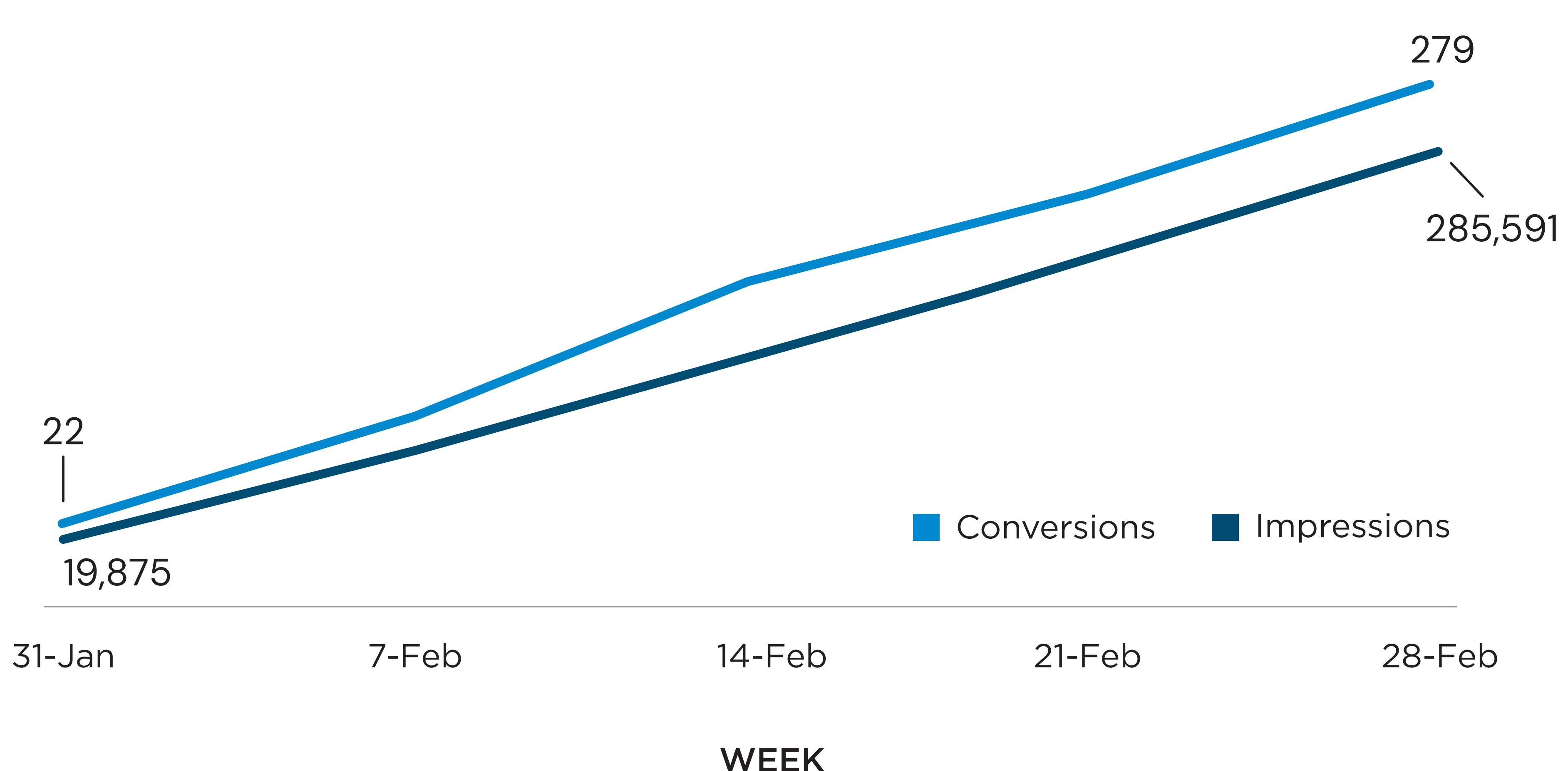
Cumulative Multiscreen Total Household Reach (out of 100%) and Frequency for 12-Month Campaigns



## Consistent Advertising Builds Brand Equity Over Time

Effectv's website attribution data reveals more impressions can drive more conversions.\*<sup>3</sup>

Cumulative Impressions and Conversions



Contact Us for More Information

Sources: \*Conversions defined as website visits measured by TVSquared. 1. Media Science, Effectv Study, March 2022, n=188. Analysis compares two ads on digital, TV + digital ad, and two TV ads. TV comprises a traditional TV ad and/or a streaming TV ad. Digital comprises Facebook & YouTube on a mobile device. 2. Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Effectv Streaming Effectv Premiere campaigns (Jan-Dec 2021). Total HHs. 3. Multiscreen Impact Powered by TVSquared, 01/31/2022 – 02/28/2022. Comcast analysis of advertiser campaign.

