STUDY: TV HAS ‘HALO EFFECT’ FOR DTC, OTHER BRANDS

RESEARCH: SUSTAINED PRESENCE DRIVES LIFT

New research from Comcast Cable’s ad sales division, Effectv, and VAB finds that linear TV can lift performance in all brand life stages, and is particularly effective for relatively young DTC brands.

The new study, based on an analysis spanning a four-year period (June 2016 to June 2020), is the last in a research series on linear TV advertising effectiveness from the organizations.

This one used website traffic driving as an indicator of campaign effectiveness. The study employed Nielsen Ad Intl syndicated research to determine when brands launched their TV campaigns, their active TV flight months and their estimated investment levels. Monthly unique website visitors for the brands were then analyzed through Comscore Media Metrix media trend multi-platform data.

Brands were categorized by age ranges: three years or fewer (40 brands, defined as "young"); four to seven years (60 brands); and eight years or older (40 brands). For DTC, the study analyzed 140 brands in more than 25 industry verticals, categorizing them based on how soon the brand introduced TV advertising after launch.

DTC brands that advertised on TV saw immediate results, regardless of life stage. The average DTC brand within each life stage saw an immediate, double-digit increase in unique visitors to its digital platforms during the TV launch month, compared to the three-month average prior to campaign.

For non-DTC, the study analyzed 50 companies over 15 industry categories, divided among two life-stage segmentations (older or younger than 20 years).

As with the DTC segment, the average non-DTC brand within each life stage saw an immediate, double-digit increase in unique visitors to its digital platforms during their TV launch month.

A key takeaway from the report, The Halo Effect: TV as a Growth Engine, is that sustained presence on TV is key. Again, young brands — and new DTC brands in particular — saw the greatest lift from a sustained presence. On average, unique website visitors for young brands during months with TV advertising were 50% higher than their pre-launch website visitor norms — equating to "millions of potential new online customers each month they were on TV," the report says.

Brands at older life stages saw a 21% increase in website visitors, "illustrating that TV still drives significant uplift for mature brands but they can also rely on a greater level of awareness due to time in market.

"This study establishes that TV is a critical growth engine for brands at any life stage," says James Rothwell, vice president of ad sales, marketing and development, at Comcast’s Cable advertising sales division.

ADVERTISER NEWS

Walmart shoppers are stocking up on products such as cleaning supplies and toilet paper as the number of COVID-19 cases and hospitalizations across the U.S. has skyrocketed in recent weeks. Out-of-stock levels are not where they were in the spring, but it was still "disappointing" to see "as many out-of-stocks as we have in consumables right now generally," according to Walmart CEO Doug McMillon. Home Depot says it will invest $1 billion to pay "incremental" raises for its associates. A company spokesperson declined to give specifics on the bump workers can expect. "It varies market by market. Our compensation, at all levels, is based on skills, responsibilities, performance and market rates," Home Depot's representative said... Lowe's reported that same-store sales at its U.S. locations rose 30.4% in the third quarter as online revenues jumped 106%. The retailer's stock did trade lower, however, after the home improvement retailer posted earnings of 91 cents a share, down from $1.36 during the same period in 2019... Apple said it will reduce its take of app sales from 30% to 15% for some smaller developers. The tech giant has come under criticism for fees that drive up app prices and put smaller companies at a disadvantage... Mars is primarily known for candy brands such as M&M’s and Snickers. Soon it will be also known as the parent company of Kind bars, which produces breakfast, protein and other bars with no artificial flavors and preservatives. Mars’ acquisition of Kind follows an investment in made in the company three years ago... Heading into the holiday season, Target looks unstoppable as it continues posting banner sales growth and expansion in its omnichannel services. The retailer reported Q3 comparable sales growth of 20.7%, driven by growth in both store traffic (up 4.5%) and ticket size (up 15.6%). Digital comp sales increased 155%, with sales in Target’s same-day channels (Order Pick Up, Drive Up and Shipt) growing 217% in Q3. Target’s top-line sales for the quarter were up 21.3% year over year to $22.3 billion... In a performance that topped analyst expectations in several measures, off-price retailer TJX Cos., which runs T.J. Maxx, Marshalls, HomeGoods, Sierra and Homesense, yesterday said Q3 net sales fell 3.2% year over year to $10.1 billion. Store comps, excluding e-commerce and locations closed due to the pandemic, fell 5%. Total inventories as of Oct. 31 declined to $5 billion from $6.3 billion in the year-ago quarter, due to planning, stronger-than-expected sales and supply chain bottlenecks... Starbucks is raising the pay of its store employees in the U.S., reported Fox Business. All Starbucks U.S. store employees will receive an increase of at least 10%, with the raises to roll out by Dec. 14, according to an internal memo cited by Fox. Employees with three years of continued service will also receive a pay bump of at least 11%. Starting wages will rise 5%.

(Continued on Page 3)
SECONDHAND CLOTHING SALES ARE BOOMING

A massive force is reshaping the fashion industry: secondhand clothing, Quartz says.

According to a new report, the U.S. secondhand clothing market is projected to more than triple in value in the next 10 years — from $28 billion in 2019 to $80 billion in 2029 — in a U.S. market currently worth $379 billion. In 2019, secondhand clothing expanded 21 times faster than conventional apparel retail did.

Even more transformative is secondhand clothing’s potential to dramatically alter the prominence of fast fashion — a business model characterized by cheap and disposable clothing that emerged in the early 2000s, epitomized by brands like H&M and Zara.

Fast fashion grew exponentially over the next two decades, significantly altering the fashion landscape by producing more clothing, distributing it faster and encouraging consumers to buy in excess with low prices.

While fast fashion is expected to continue to grow 20% in the next 10 years, secondhand fashion is poised to grow 185%.

Researchers who study clothing consumption and sustainability believe the secondhand clothing trend has the potential to reshape the fashion industry and mitigate the industry’s detrimental environmental impact on the planet.

MORTGAGE DEMAND SURGES POST-ELECTION

The month of November is not historically a strong time for homebuying, but this one, like the rest of 2020, isn’t following any rules. Homebuyer demand is surging again, after taking a slight break around the election.

Mortgage applications to purchase a home rose 4% for the week, according to the Mortgage Bankers Association’s seasonally adjusted index. Volume was a decisive 26% higher annually. Demand had fallen off for about a month around the election, even though mortgage rates hovered near a record low.

Continued low mortgage rates are boosting the demand. The average contract interest rate for 30-year fixed-rate mortgages with conforming loan balances ($510,400 or less) increased to 2.99% from 2.98%, with points increasing to 0.37 from 0.35 (including the origination fee) for loans with a 20% down payment.

INDUSTRIAL PRODUCTION ROSE 1.1% IN OCTOBER

U.S. industrial production increased last month as output continued its slow climb back from deep declines last spring due to pandemic-related shutdowns.

The Federal Reserve says its index of industrial production — a measure of output at factories, mines and utilities — rose a seasonally adjusted 1.1% in October, following a revised 0.4% decline in September.

Output remains 5.6% below where it was in February, before the coronavirus pandemic hit, the Fed said.

Economists said they expect to see production continue to make up lost ground in the coming months since demand for goods has held up better than demand for services. But the alarming rise in new coronavirus cases around the U.S. could slow that expansion.

AVAILS

WPBF 25, the Hearst-owned ABC affiliate in the beautiful West Palm Beach, Fla., market, has an incredible opportunity for you! WPBF 25 is looking for a dynamic sales superstar to join our phenomenal sales team. The ideal candidate will bring both broadcast and digital sales experience and will possess the drive and ability to thrive in a fast-paced, highly competitive market. Your creativity, originality and passion for developing new business will be encouraged and rewarded! Click HERE to apply, EOE.

KOIN 6 TV/KRCW Portland’s CW, the Nexstar Media Group-owned CBS and CW duopoly in Portland, Ore., has an immediate opening for an Account Executive. The ideal candidate will be passionate, persistent and enjoy the sales process. Bachelor’s degree and 3+ years of media sales experience preferred. Must multitask in a fast-paced environment and have a track record of success! We’re looking for an effective driver of revenue through growing existing accounts and new business development. Visit our WEBSITE for more info or to apply now.

Sports production and distribution group seeks a person to obtain sponsorships for live D-2 college basketball and football for the 2020-21-22 seasons. Candidates should have background and proven expertise to reach out to companies for sponsorship opportunities doing business primarily in N.C., S.C., Ga., Va., Tenn., and Fla. markets. This is a commission-based position with a success fee for reaching sales goals. To apply, email: cdharwood@aol.com, EOE.

See your ad here tomorrow! Click HERE for details.

MASTERCARD: SHOPPERS IN ‘MINDFUL’ MOOD

Americans will be more conscious of where they shop this holiday season.

Seventy-seven percent of Americans will choose to shop local this year, while 75% plan to be more conscious about where they shop, favoring businesses that share their personal values, according to a new Mastercard survey.

Holiday shoppers are planning to prioritize small (78%), minority- (68%), women- (68%) and Black-owned (66%) businesses, the survey showed. And 53% note that they would rather not receive a gift at all than to receive one from a retailer whose personal values don’t align with their own.

In addition, 73% of shoppers would give up their gifts altogether to spend face-to-face time with friends and family this holiday season.

The study also found that 55% of consumers see the holidays as a time to celebrate and unwind after a stressful year, and 71% are looking forward to an overall slower-paced holiday season.

More than half (58%) say they are less stressed about shopping compared to years past and are leaning into the unique holiday season by updating old traditions (51%), embracing virtual celebrations (29%), planning contactless gift exchanges (23%) and more.
NETFLIX, AMAZON PRIME LEAD SVOD TOP 10 LIST

Newcomers Disney+, HBO Max and Apple TV+ have entered this year’s list of the top 10 U.S. subscription OTT video (aka subscription-based video-on-demand) services, produced by marketing research and consulting firm Parks Associates.

Parks also reports that 78% of U.S. broadband households subscribe to at least one OTT service, up from 71% the previous year.

The 2020 ranking is based on estimated subscriber numbers through September 2019, gathered through Parks’ OTT Video Market Tracker.

The specific subscriber numbers are in its annual paid Tracker report, but not released publicly with the ranking.

As in 2019, Netflix, Amazon Prime Video and Hulu lead in paid subscriptions.

Those top three services are now followed by Disney+, ESPN+, HBO Max, Apple TV+, CBS All Access, Showtime and Starz.

MLB.TV and Sling TV, eighth and tenth last year, didn’t make this year’s list.

But Parks’ 2019 ranking was based on estimated subscribers through October 2019, prior to the 2019 launches of Disney+, Apple TV+ (as well as the 2020 launches of HBO Max and Peacock).

AUTO FINANCE VOLUME RECOVERS FROM SLUMP

U.S. auto finance volume rebounded overall in the third quarter for newly originated loans and leases, but not so much for borrowers with subprime credit, according to the latest Quarterly Report on Household Debt and Credit from the New York Federal Reserve.

In total, originations were $168.2 billion in the third quarter, the New York Fed reports. That was an increase of 5.7% vs. Q3 2019 and, more to the point, an increase of about 24% over Q2, when the worst of pandemic-related business shutdowns took hold.

The New York Fed reports newly originated loans and leases were $135.9 billion in Q2 2020, down 12.7% vs. the same quarter last year. Those figures include new and used cars and trucks.

Proportionately, borrowers with subprime credit missed out on the rebound in Q3. Subprime loans and leases were down 6% vs. a year ago in Q3, while prime-risk loans and leases increased. The New York Fed defines subprime as credit scores below 620.

PFIZER: COVID-19 VACCINE SAFE, 95% EFFECTIVE

The drug maker Pfizer said yesterday that its coronavirus vaccine was 95% effective and had no serious side effects — the first set of complete results from a late-stage vaccine trial as COVID-19 cases skyrocket around the globe.

The data showed that the vaccine prevented mild and severe forms of COVID-19, the company said. And it was 94% effective in older adults, who are more vulnerable to developing severe COVID-19.

Pfizer, which developed the vaccine with its partner BioNTech, said the companies planned to apply to the FDA for emergency authorization “within days,” raising hopes that a working vaccine could soon become a reality.

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(Continued from Page 1)

president, global agency, brand and industry relations, Comcast Advertising. “And for newer brands, TV presents an opportunity to ‘legitimize’ their products, bringing credibility and scale in ways no other advertising medium can.”

“Direct-to-consumer brands have been disrupting entrenched categories for some years now, and their digital-centric business models have created data-driven marketing practices to drive growth,” Rothwell adds to Digital News Daily. “Those efforts have typically gravitated toward search, social media and other digital executions, but the key shift in recent years for [linear] TV has been the enhanced use of data for audience precision and attribution. In short, DTC brands are now able to execute the same strategies in TV that brands are accustomed to in the digital arena.”

According to VAB, DTC companies accounted for 66% of new national TV advertisers in 2019.

Younger, data-driven DTC brands now “spend aggressively and advertise more consistently than their competitors, resulting in higher engagement and better digital outcomes,” concurs Jason Wiese, senior vice president, director of strategic insights, VAB.

THIS AND THAT

About 12 million of the 21.1 million Americans currently receiving unemployment benefits will see them disappear the day after Christmas if Congress fails to act, according to a Century Foundation report. About 4.4 million people have already exhausted their benefits this year...

Verizon has revamped its Stream TV box and added a feature that will make misplaced remote controls beep until they’re found.

Stream TV now has built-in support for Netflix and Amazon Prime, as well as a redesigned Android TV interface...

SVOD pioneer Roku says households with an estimated 20 million people streamed election news across the platform’s advertising-supported news channels, including directly on The Roku Channel. A nationwide survey of more than 2,000 U.S. adults, conducted by The Harris Poll for Roku prior to the elections, found that more than 8 out of 10 (83%) surveyed likely voters reported being streamers.

TUESDAY NIELSEN RATINGS - LIVE + SAME DAY

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<thead>
<tr>
<th>Time</th>
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<th>Program</th>
<th>Adults 18-49 Ratings/Share</th>
<th>Viewers in Millions</th>
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