

Impact in Action

Practical guidance from real-world marketing examples

Welcome to TV

Meet the New Advertisers Who Are Turning Attention into Action

Full Year 2025 Update





Multiscreen TV converts attentive viewers into customer prospects for first-time advertisers

In 2025, a wave of first-time multiscreen TV advertisers, especially emerging direct-to-consumer brands and small-to-medium-sized businesses, invested in Premium Video across TV and streaming to build consumer trust, reach audiences in high-attention environments and turn the attention into action by potential customers.

Why are they turning to multiscreen TV?

Multiscreen TV helps marketers unify branding and performance – delivering **meaningful reach** while also influencing behaviors through the funnel like **branded search, site visitation, in-store traffic** and **purchase intent**.

Who are the new advertisers?

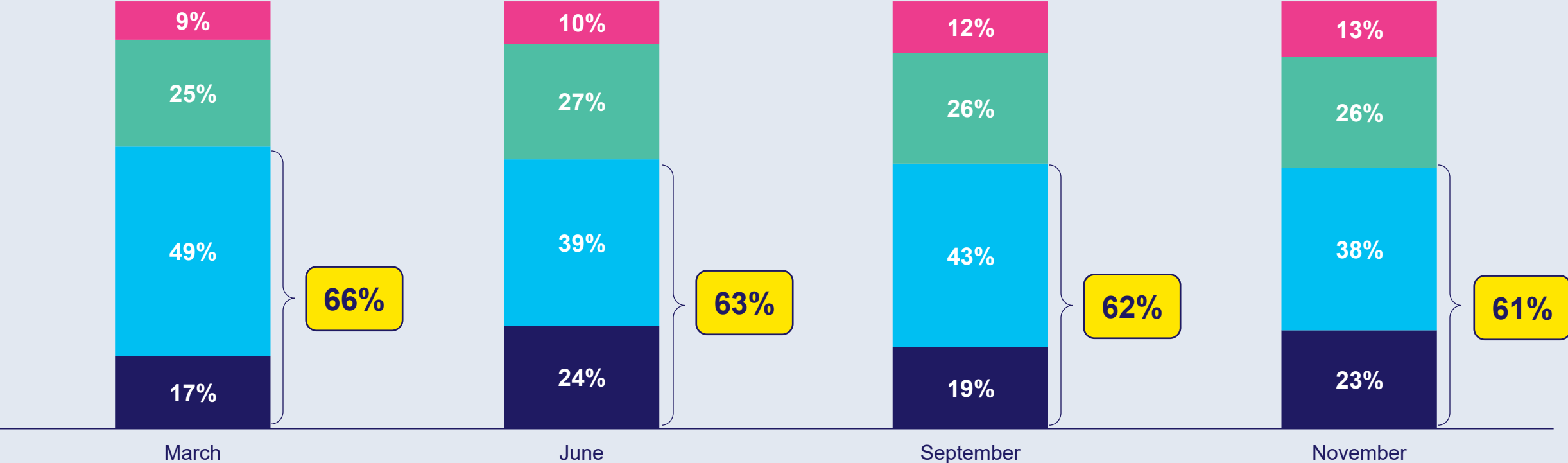
A wide range of advertisers across various life stages, budget sizes and categories which include **digital-endemics, innovative tech companies** and **younger-skewing brands** along with brands from more traditional categories like **pharma, health & wellness** and **professional services**.

Consumer sentiment on the economy improved marginally through 2025, though it still skewed more negative by the end of the year

How consumers feel about the shape of the U.S. economy

Rolling 3-month average

■ Terrible shape ■ Not very good shape ■ Good shape ■ Excellent shape



Source: Dentsu, American Mindset Consumer Navigator, November 2025. Based on survey of 1,000 U.S. respondents 18 years of age or older, administered August 4, 2025.

Despite uncertainty, consumers were spending more, signaling demand and reinforcing the value of building brand presence



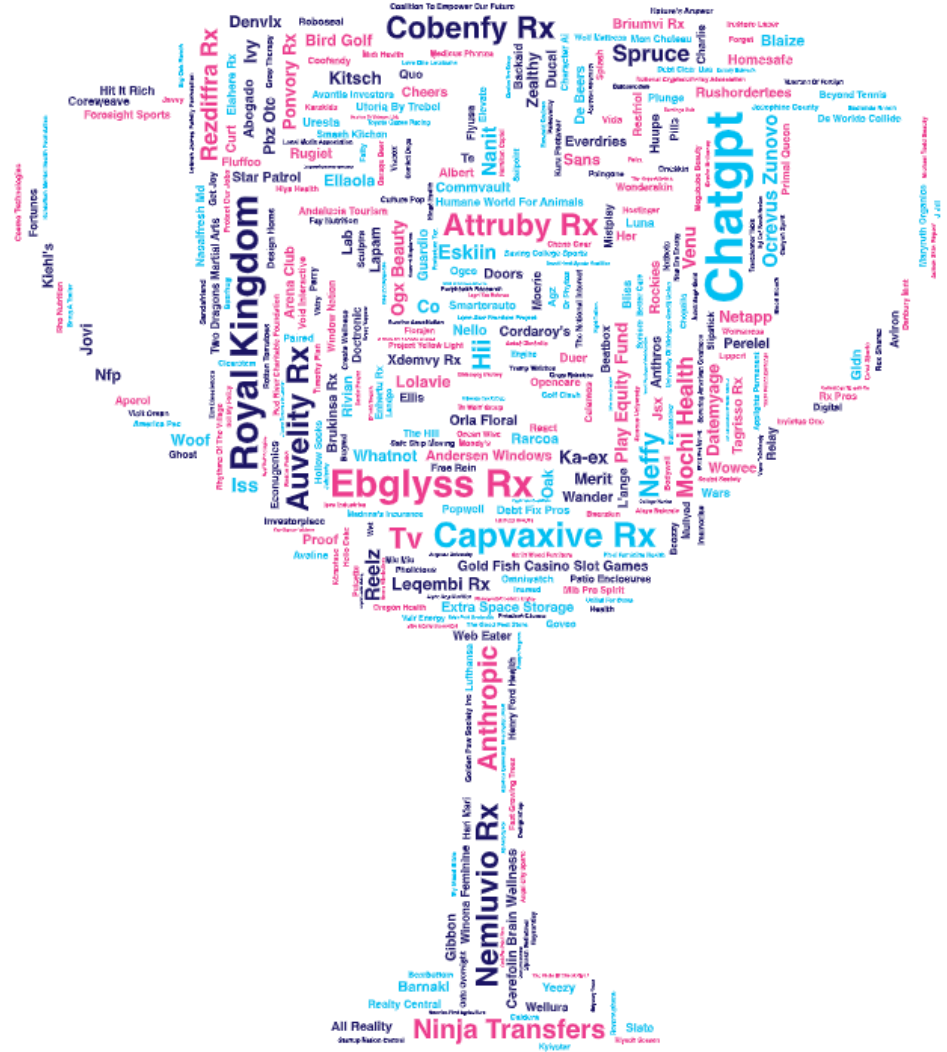
“December Retail Monitor data saw a **sharp surge in growth** as **consumers continued prioritizing holiday spending on family and friends**. Continued economic momentum helped land 2025 holiday sales near the top of NRF’s forecast, reaffirming that **consumers remain on solid footing**.”

Matthew Shay, President and CEO, *National Retail Federation*

NRF Press Release, 1/12/2026

Across multiscreen TV,
354 advertisers across
52 categories invested
over \$1.07B for the first
 time in 2025

**New National TV Advertisers
 FY 2025**



For a full list of the 354 brands with TV spend, see page 30-32 in the appendix or [click here](#)

Source: VAB analysis of Nielsen Ad Intel data as of 3/2/26, 1/1/25-12/31/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with total measured 2025 national TV spend of \$100K+ (however, for the sake of continuity, brands featured in the 1H '25 report with spend over \$50K are also included in this analysis even if their total 2025 TV spend was below \$100K).

New brand entrants pointed to their first national TV campaign as a catalyst for expanding their visibility and building consumer trust



“We want the message to **feel relevant** to the audience that is watching the Super Bowl, which includes **tens of millions of people** who have no familiarity with AI.”

Kate Rouch, Chief Marketing Officer, *OpenAI*
(The Verge, 2/9/25)



“**We thought TV was out of reach.** Starting with \$500/week in streaming retargeting felt doable, and the results gave us confidence to jump into linear. **TV builds trust you don’t always get on social.** **People see you on TV** and connect the dots - **then they buy** on Walmart.com or in store.”

Joseph Trudeau, Co-founder, *Pholicious*
(Tatari, 2/5/25)



“With this campaign, we’re introducing J.Jill to **more people, in more places**, and inviting them to see that style isn’t static... It’s a reminder that when you have the right story and the right strategy, you can turn what’s already yours into something unstoppable.”

Whitney Stratten, Chief Client Officer, *Marketing Architects*
(Business Wire, 5/19/25)



“With **empowering campaign visuals** and a new brand platform, “Bold Spirits, Rise” **marks a new era** for DELEÓN and celebrates rising talent and fearless creativity.”

Ari Anderman, Head of Marketing, *Diago*
(LinkedIn, April 2025)



“**Excited to celebrate a milestone moment** for Kiehl’s - our **first-ever national TV commercial**, debuting during the Oscars and spotlighting one of Hollywood’s unsung heroes - stunt doubles!”

Devin Merullo, Assistant Vice President, *YSL Beauty*
(LinkedIn, March 2025)



“We made **our first TV commercial** - attacking the concept of being told that we are fine... Fine is not good enough. You deserve better than fine - and we want you to feel great.”

Joanna Strober, CEO & Founder, *Midi Health*
(Instagram, 6/25/25)


First-time advertisers proudly celebrate campaign launches on their social media channels, helping amplify awareness and conversation



Kiehl's
SINCE 1851

kiehls • Follow
Hollywood, California

And we're live at the #oscars 🏆



Fay Nutrition
11,697 followers
5mo • Edited •

It's not a fad. It's **Fay Nutrition**.


Our first TV commercial 💜



Megababe

megababe • Follow
Original audio

Our new Megababe commercial is LIVE and it's upsetting some non-Megababes...which was exactly the point! Thigh chafe is not taboo and applying Thigh Rescue to your inner thigh should be just as normalized as applying any other body care product 🙌



uresta

Lauren Barker ✓ • 3rd
CEO & Co-founder at Uresta

We're on TV! 📺 🎥

If you told me at the start of this journey that I'd be watching Uresta commercials on my own television, I'm not sure I'd believe you. Today is a major "pinch me" moment for the brand.




RIVIAN

riviantrackr Follow

Rivian's First National Ad Campaign Isn't About Trucks—It's About You

Rivian is stepping into the national spotlight with a new kind of advertising campaign—one that puts real owners and their everyday adventures at the center. The company just launched its first-ever 360 national brand campaign, called "Real Rivian Adventures," and it's not your typical car commercial.



DesignShop
4.7K followers • 2 following

Our very first TV ad! Now live here too. 📺
We know renovating is hard. We're here to make finding the perfect materials easier.

Source: Social media posts found across Instagram, Facebook and LinkedIn as of 4/1/26.

Celebrity partnerships and associations with marquee televised events helped brands build credibility and enhance perception among consumers

ADWEEK

February 5, 2025

OpenAI to Air Its First Super Bowl Ad

WWD115

March 2, 2025

Kiehl's Makes National Commercial Debut During Oscars 2025 With Western Campaign Honoring Hollywood Stunt Performers

WWD115

May 13, 2025

Why Jennifer Aniston Says 'No Gimmicks Needed' in Her Hair Care Brand LolaVie's First TV Campaign

COSMETICS BUSINESS

April 7, 2025

OGX names Shay Mitchell as first global ambassador in bold campaign



September 1, 2025

Cody Campbell's group launches TV blitz to "save college sports"

businesswire
A BERKSHIRE HATHAWAY COMPANY

May 19, 2025

National Retailer J.Jill and Marketing Architects Debut New TV Campaign to Tell a Deeper Brand Story



June 6, 2025

Derek Jeter Fronts Arena Club's Debut TV Spot from Orchard

CHIEF MARKETER

November 10, 2025

Vktry's Marketing Grows Up with First National TV Ad Campaign

AdAge

April 24, 2025

Inside the unorthodox marketing plans for Slate, a Jeff Bezos - backed EV

ANDERSEN
WINDOWS & DOORS

March 20, 2025

Andersen Windows Announces New 'Nice Windows' Ad Campaign Featuring Drew and Jonathan Scott

Note: Magenta border represents celebrity partnerships, blue border represents high-profile announcements like the Super Bowl or Oscars.

Multiscreen TV enables younger-skewing, innovative and digital-endemic brands to expand their audience and accelerate performance

**Click on any logo to visit their website*

'Younger-skewing' brands
Brands targeting younger audiences

Innovative products
Brands using cutting-edge technology to offer inventive products / services

Digital-endemics
Brands specializing in digital services across a range of categories

Source: VAB analysis of Nielsen Ad Intel data as of 3/2/26, 1/1/25-12/31/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV.

New multiscreen TV entrants come from a range of categories related to organizations, health & wellness, professional services, lifestyle and more

Categories that are driving new ad investment in multiscreen TV

*Click on any logo to visit their website

Organizations, which accounted for **12%** of first-time multiscreen TV entrants, signals a shift toward **purpose-driven advertising** where brands and advocacy groups alike are using TV to meet consumer needs, influence decisions and drive action at scale.



Brands that serve the overall **health & wellness** of consumers are investing in national multiscreen TV to service their needs within **pharmaceuticals, vitamins and supplements, fitness** and more.



The focus on financial security grows amidst economic uncertainty, creating interest for new entrants across **banking, insurance** and **legal services** to connect with consumers seeking stability and greater control of their finances.



As self-expression and personal identity grow in importance, **apparel, beauty, jewelry** and **fragrance** brands are investing in TV and offering consumers products with messaging that reflect individuality, confidence and evolving everyday rituals.



Lifestyle brands across **home, food, beverage, travel, pet care, alcohol** and more are investing in multiscreen TV to build brand reputation and favorability among consumers who are looking to engage in experiences and affordable luxuries.



Innovative digital-native brands across **AI, software, electronics, cybersecurity, aerospace** and more are investing in multiscreen TV to build trust as consumers and businesses turn to technology to enhance their lives, work and personal security.



Source: VAB analysis of Nielsen Ad Intel data as of 3/2/26, 1/1/25-12/31/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV.

As with past years, Pharma continues to be the top ‘new TV ad investment’ category although there was a surge in digital-endemic categories

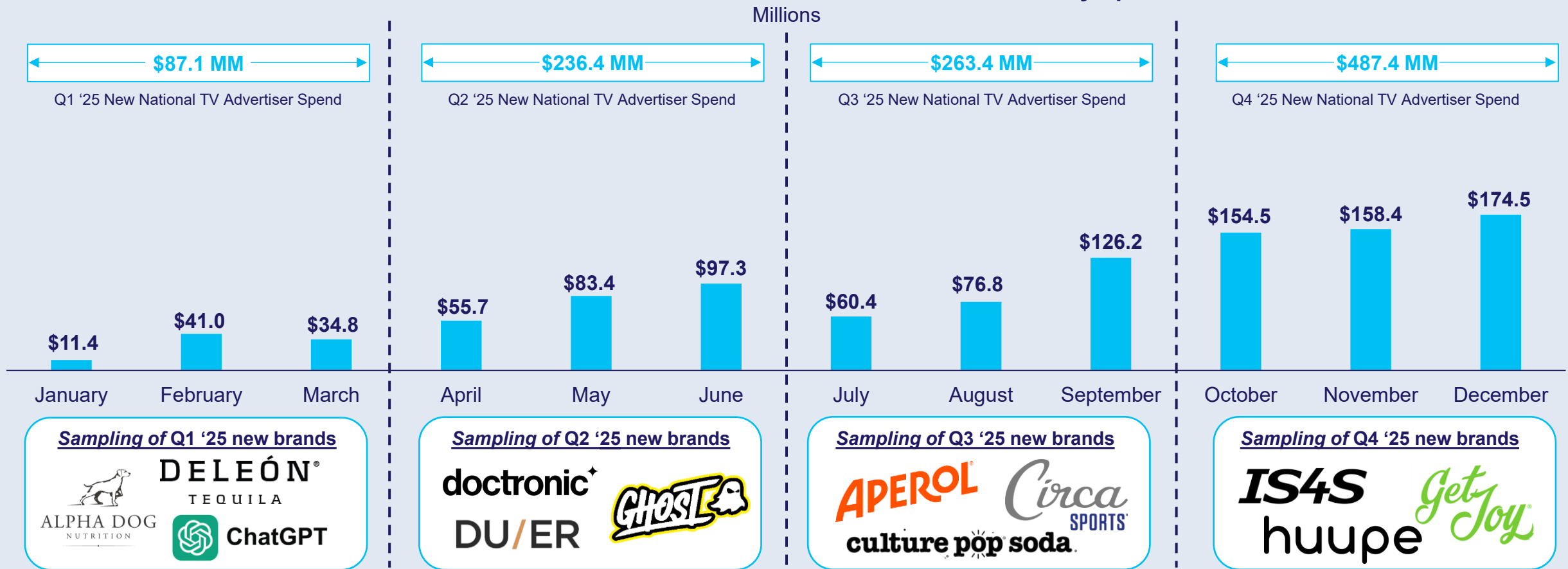
FY ‘25 New National Multiscreen TV Advertisers: Top 15 Categories Ranked by Total Spend

Rank	Category	# of Brands	% of total brands	Category \$\$\$ (000)	% of total spend
1	Pharmaceutical	26	7%	\$423,747.5	39%
2	Artificial Intelligence	6	2%	\$116,968.5	11%
3	Mobile Apps	16	5%	\$107,865.4	10%
4	Health & Wellness	30	8%	\$51,784.6	5%
5	Organizations	41	12%	\$46,991.1	4%
6	Home Improvement	16	5%	\$44,564.2	4%
7	Beauty	17	5%	\$35,414.9	3%
8	Apparel & Accessories	18	5%	\$35,377.1	3%
9	Personal Care	11	3%	\$28,759.0	3%
10	Arts & Crafts	1	0%	\$25,407.4	2%
11	Vitamins & Supplements	14	4%	\$24,840.7	2%
12	Home Furnishing	8	2%	\$16,138.1	2%
13	Financial Services	22	6%	\$14,643.5	1%
14	Food & Beverage	11	3%	\$10,842.7	1%
15	Jewelry	4	1%	\$9,879.0	1%
16	Other Categories (37)	113	32%	\$81,166.2	8%
Grand Total		354		\$1,074,389.7	

Source: VAB analysis of Nielsen Ad Intel data as of 3/2/26, 1/1/25-12/31/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV.

First-time TV advertiser investment skewed towards the last four months of the year to capitalize on consumer spending leading into the holidays

2025 New National Multiscreen TV Advertisers: Total Monthly Spend



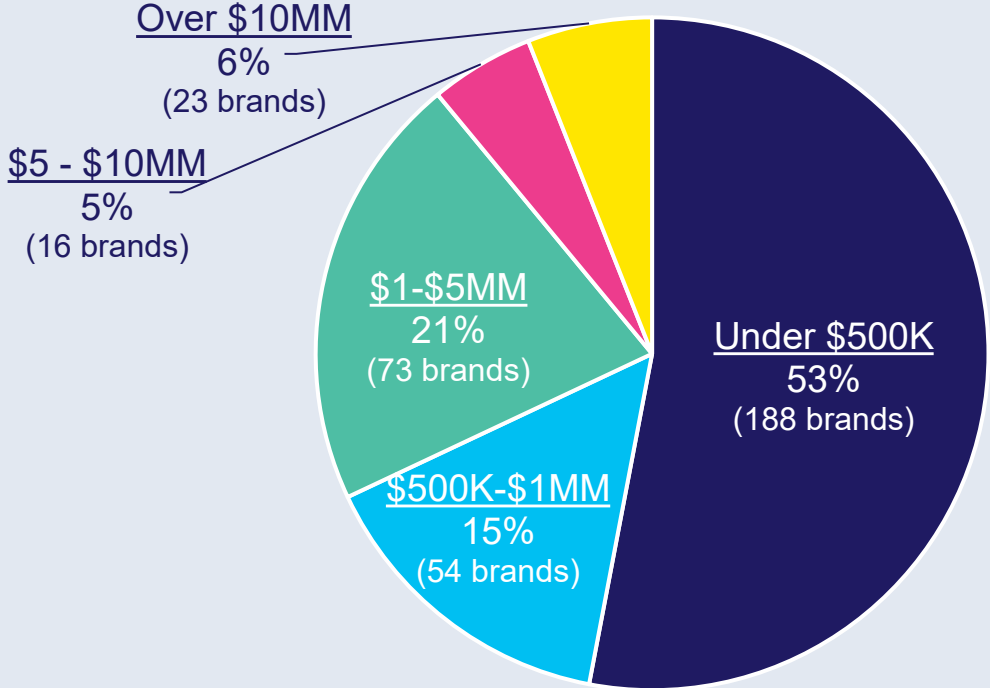
Source: VAB analysis of Nielsen Ad Intel data as of 3/2/26, 1/1/25-12/31/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with total measured 2025 national TV spend of \$100K+ (however, for the sake of continuity, brands featured in the 1H '25 report with spend over \$50K are also included in this analysis even if their total 2025 TV spend was below \$100K). \$\$\$ % by quarter: 1Q = 8%; 2Q = 22%; 3Q = 25%; 4Q = 45%.

TV investment ranges from ‘test and learn’ campaigns and launches from small & medium-sized businesses to ‘bigger bets’ by larger brands



FY '25 New National Multiscreen TV Advertisers by Spend Segment

% of brands within spend buckets



Source: VAB analysis of Nielsen Ad Intel data as of 3/2/26, 1/1/25-12/31/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with national TV spend over \$100K. Brands featured in 1H'25 report with spend over \$50k are included for the full year analysis, incorporating any 2H'25 spend. Brands reflect those with total measured 2025 national TV spend of \$100K+ (however, for the sake of continuity, brands featured in the 1H '25 report with spend over \$50K are also included in this analysis even if their total 2025 TV spend was below \$100K).

First-time multiscreen TV campaigns sparked substantial lifts in online branded search, **converting attentive viewers into real customer prospects**

How to read the charts in this section:

Google Search Index = represents search interest relative to the highest point during a specific time period for a given region, a value of **100 is the peak popularity for the term**, a value of 50 means that the term is half as popular.

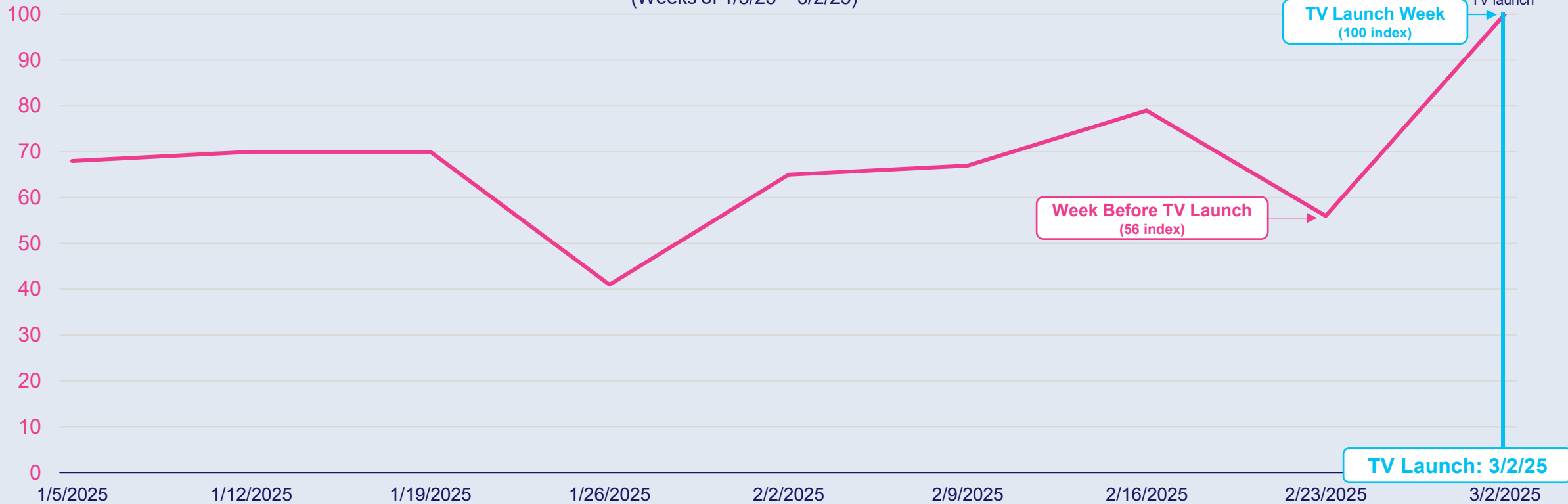




Kiehl's, a 174-year-old cosmetics brand, saw their branded search **nearly double** once they launched their first nat'l TV campaign during the Oscars

Kiehl's: Weekly Google Search Trends Index

TV Campaign Launch vs. 1H '25 Activity
(Weeks of 1/5/25 – 3/2/25)

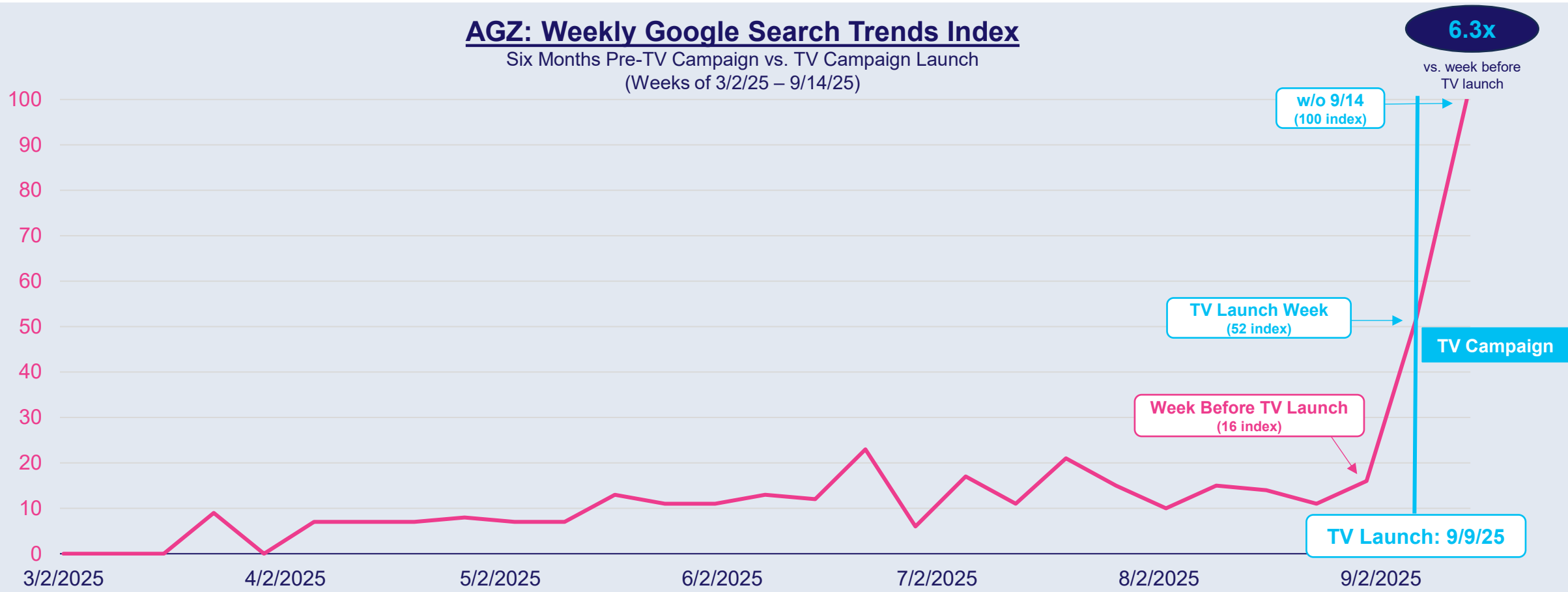


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 1/5/25 – 6/29/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV January 2025 – June 2025 (calendar months). Kiehl's was founded in 1851. Note: Light blue line marks the first day of TV spending for each brand. Kiehl's = \$818K TV spend in 2025.



AGZ, a nighttime drink sleeping aid, saw a **six-fold increase** in online branded search by the week after their first TV campaign launch

AGZ: Weekly Google Search Trends Index
Six Months Pre-TV Campaign vs. TV Campaign Launch
(Weeks of 3/2/25 – 9/14/25)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 3/2/2025 – 9/14/2025. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV between January 2025 – December 2025 (calendar months). Note: Light blue line marks the first day of TV spending for each brand. AGZ launched August 21, 2025. [Click here to view AGZ's commercial](#) (via iSpot.tv). AGZ = \$901K TV spend in 2025.



Royal Kingdom, a gaming app with heavy digital spend, saw an immediate lift in branded online search once they launched a TV campaign

Royal Kingdom: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch
(Weeks of 11/10/24 – 4/27/25)

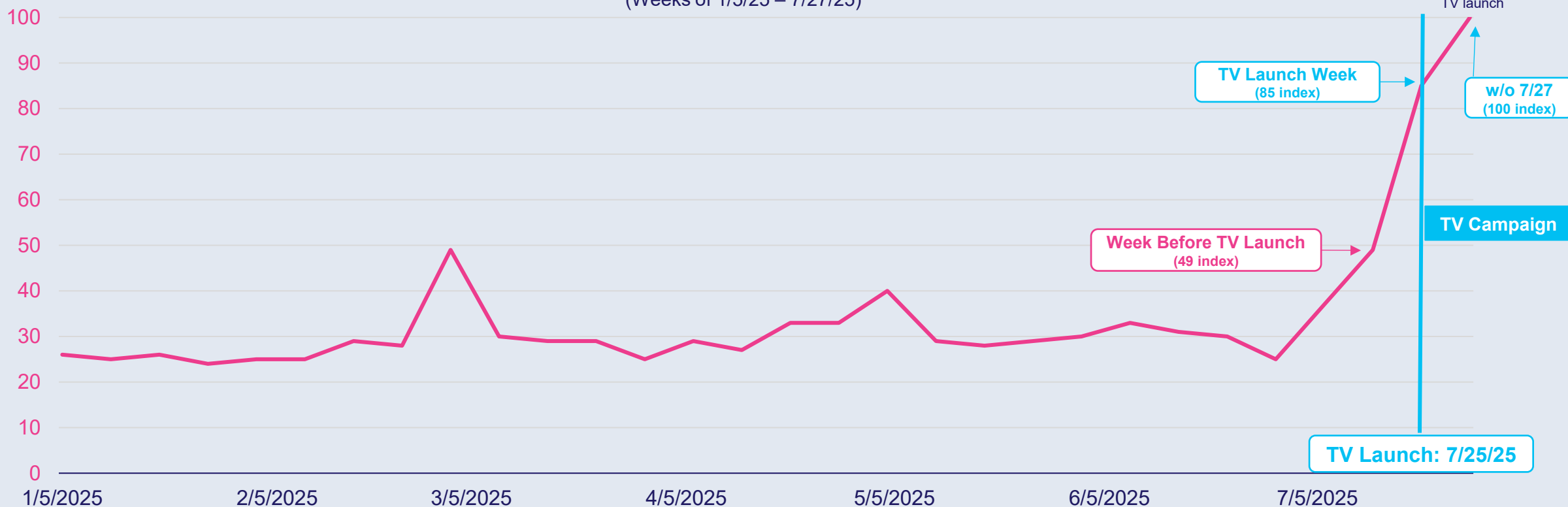


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 11/10/24 – 4/27/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV January 2025 – June 2025 (calendar months). Royal Kingdom was launched in the U.S. on November 21, 2024. Note: Light blue line marks the first day of TV spending for each brand. Royal Kingdom = \$79.8MM TV spend in 2025.

Andalucía (Spain) Tourism doubled their online branded search a week into their first TV campaign compared to the week prior to launch

Andalucía: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch
(Weeks of 1/5/25 – 7/27/25)

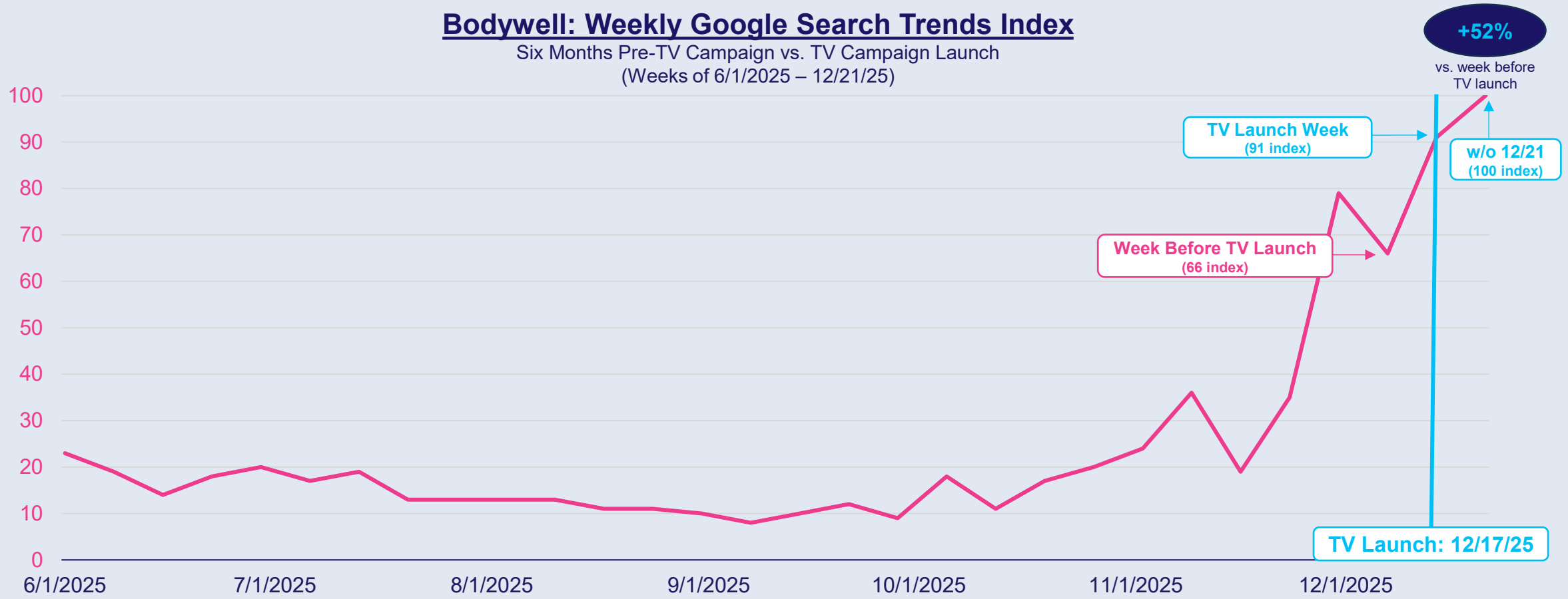


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 1/5/25 – 7/27/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV between January 2025 – December 2025 (calendar months). Note: Light blue line marks the first day of TV spending for each brand. Andalucía Tourism launched in November 2023. Click here to view Andalucía's commercial (via iSpot.tv). Andalucía = \$1.5MM TV spend in 2025.

Bodywell, a radiation protection product, saw a significant lift in online branded search after launching their first national TV campaign

Bodywell: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch
(Weeks of 6/1/2025 – 12/21/25)

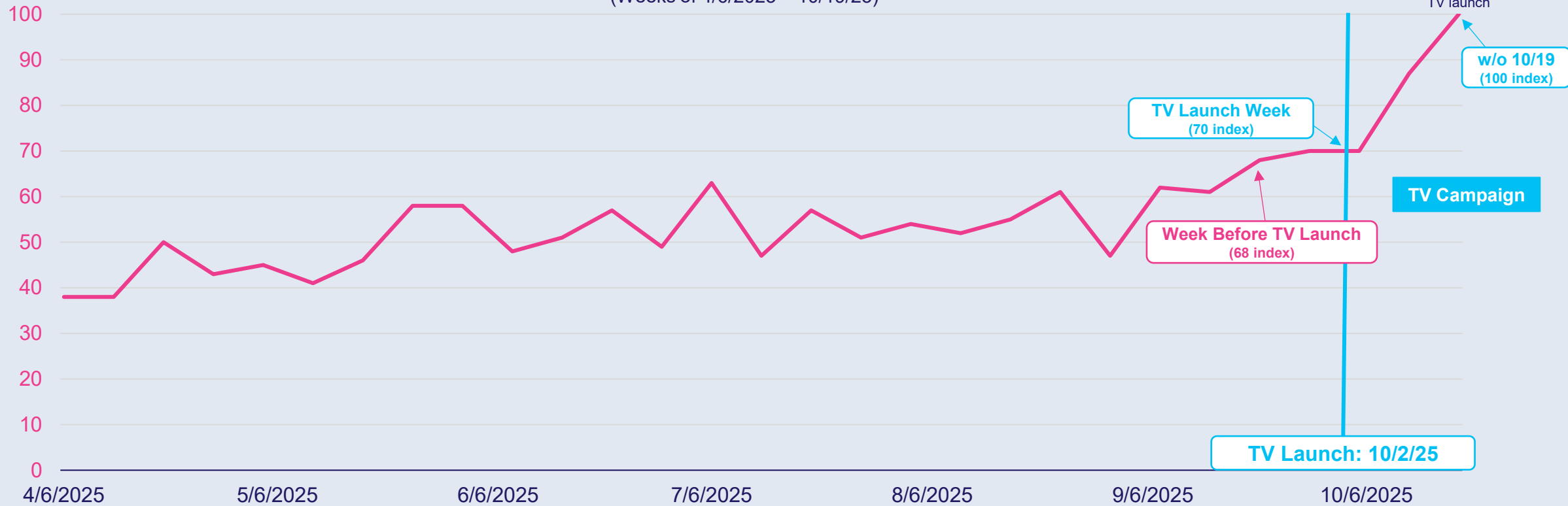


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 6/1/2025 – 12/21/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV between January 2025 – December 2025 (calendar months). Note: Light blue line marks the first day of TV spending for each brand. Bodywell was formally established in 2009. [Click here to view Bodywell's commercial](#) (via iSpot.tv). Bodywell = \$150K TV spend in 2025.

Guardio, a cybersecurity service, saw their online branded search incrementally grow through the first few weeks of their TV campaign

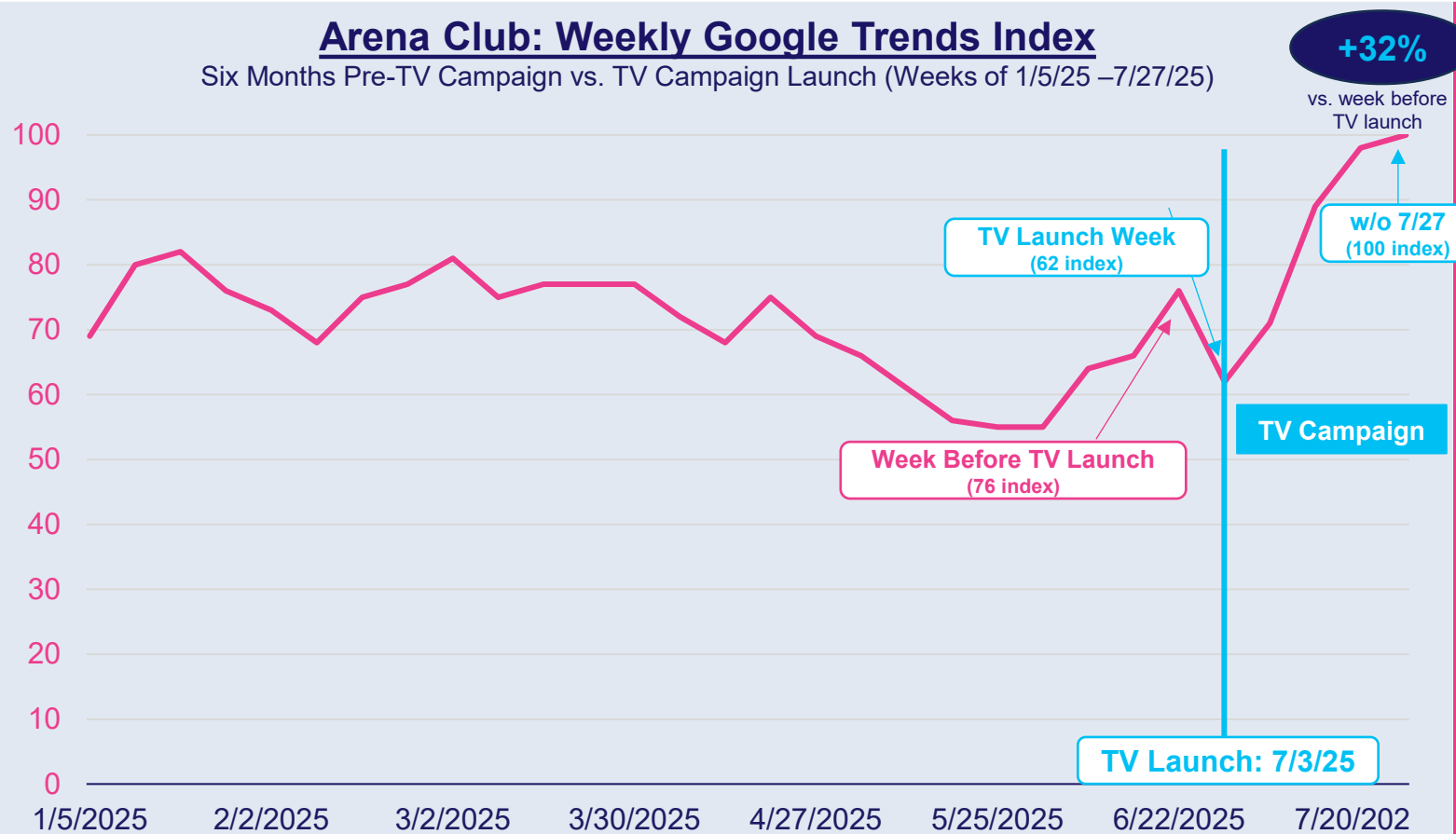
Guardio: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch
(Weeks of 4/6/2025 – 10/19/25)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 4/6/2025 – 10/19/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV between January 2025 – December 2025 (calendar months). Note: Light blue line marks the first day of TV spending for each brand. Enhertu Rx was founded in 2018. [Click here to view Guardio's commercial](#) (via iSpot.tv). Guardio's = \$5.8MM TV spend in 2025.

Arena Club, an online trading card marketplace, saw their online branded search rebound and increase through the first month of their TV campaign



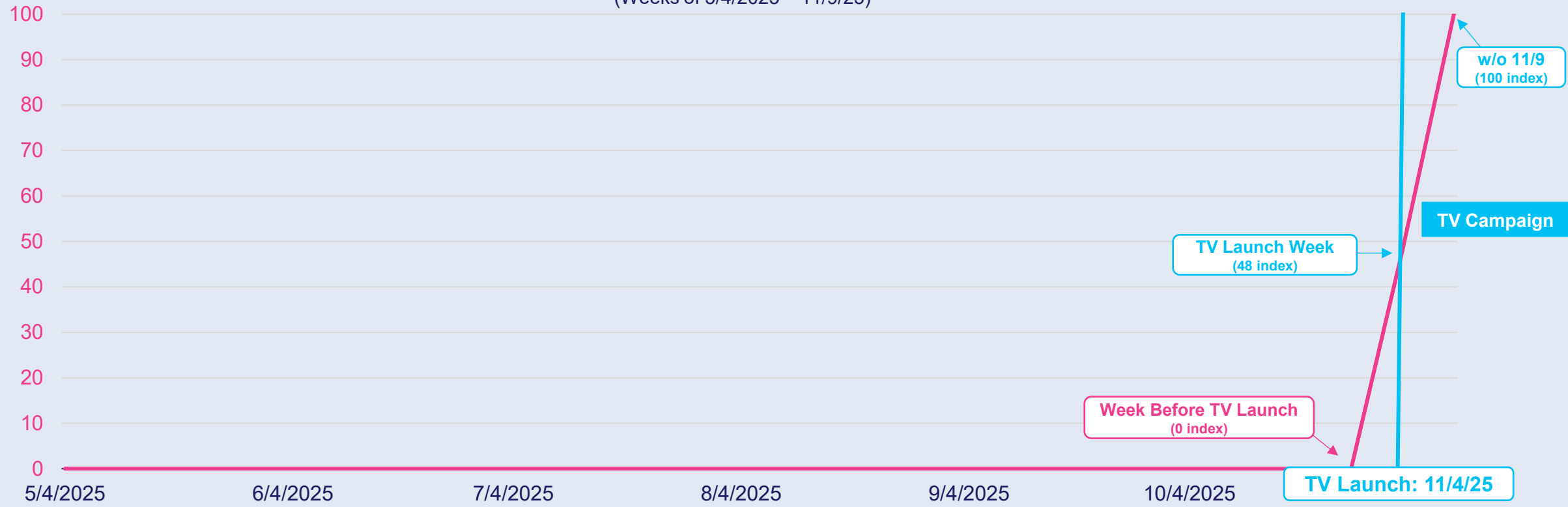
“Collecting has always been about ‘the chase,’ that heart-pounding moment of discovery. **This ad brings it to life.** Our mission at Arena Club remains constant: to **deliver trust, excitement, and accessibility** to every collector.”

Brian Lee
CEO & co-founder, Arena Club
 (Little Black Book Online, 6/6/2025)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 1/5/25 –7/27/25. **Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular.** VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV between January 2025 – December 2025 (calendar months); Note: **Light blue line marks the first day of TV spending for each brand.** Arena Club launched in September 2022. [Click here to view Arena Club's commercial](#) (via iSpot.tv). Arena Club = \$1.7MM TV spend in 2025.

AppLights PERMANENT saw their first meaningful branded online search when they launched a TV campaign at the beginning of the holiday season

AppLights PERMANENT: Weekly Google Search Trends Index
Six Months Pre-TV Campaign vs. TV Campaign Launch
(Weeks of 5/4/2025 – 11/9/25)

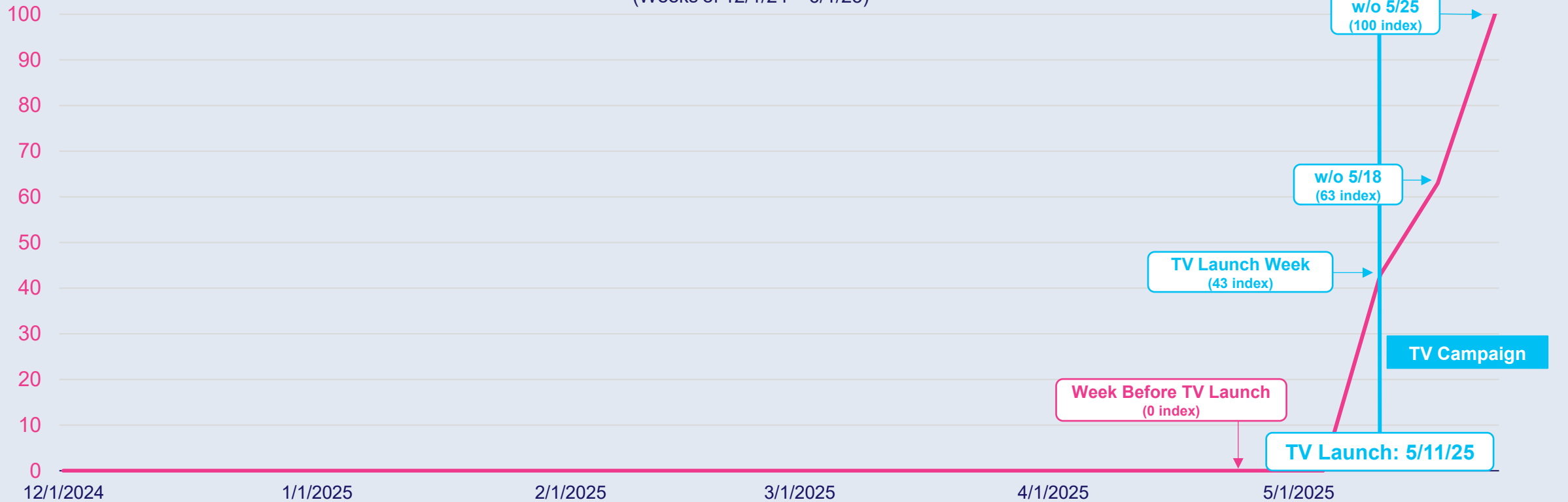


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 5/4/2025 – 11/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV between January 2025 – December 2025 (calendar months). Note: Light blue line marks the first day of TV spending for each brand. AppLights PERMANENT launched on November 3, 2025. [Click here to view AppLights PERMANENT's commercial](#) (via iSpot.tv). \$3.4MM TV spend in 2025.

Cerefolin, a cognitive support / brain wellness brand, saw their first meaningful branded online search only when they launched a TV campaign

Cerefolin: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch
(Weeks of 12/1/24 – 6/1/25)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 12/1/24 – 6/1/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV January 2025 – June 2025 (calendar months). Cerefolin was launched on November 11, 2003. Note: Light blue line marks the first day of TV spending for each brand. Cerefolin = \$10.3MM TV spend in 2025.

First-Time TV Advertiser: Case Study from Tatari

Examining how a data-driven TV strategy evolved from streaming retargeting into a **broader linear TV campaign to drive sales**





Tatari and Pholicious leveraged a CTV and linear TV campaign to grow awareness, build credibility and drive sales growth

Challenge

- ▶ Pholicious, an instant pho brand, wanted to educate consumers to help **build authenticity** and **credibility**, **drive sales growth** and support retail partners

Solution

- ▶ Pholicious enabled Tatari's Pixel (one-click via Shopify) to **build remarketing pools** and **track conversions** ahead of their appearance on *Shark Tank*
- ▶ The brand launched **30-second streaming retargeting ads at ~\$500 / week**, focusing on site visitors who hadn't purchased the product and delivering TV ads where they streamed content
- ▶ Then, they **launched a national linear TV campaign** working closely with Tatari to manage spend within their budget alignment and furthering creative messaging around a 3,000-store feature with Walmart
- ▶ Tatari and Pholicious aligned TV flights with retail windows to **drive in-store traffic** and **website demand**
- ▶ They measured performance by channel and creative (testing dayparts, networks and spend levels to stay on CPA and ROAS targets)

Results

- ▶ Streaming retargeting delivered substantial ROAS with their Walmart-specific creative ROAS jumping from **4.5** to **7.9**
- ▶ During the linear TV campaign, online impressions for Walmart.com grew from **150K** to **600K**
- ▶ Pholicious **doubled down on linear TV spend** to sustain the momentum

Company / Platform

- ▶ Tatari / CTV, Linear TV



Source: Tatari, Case Study: *How Pholicious Went from Shark Tank to Walmart with a Scalable TV Ad Strategy*, September 2025.



Key Marketer Takeaways

Multiscreen TV attracts high-intent audiences & creates quantifiable action

- ▶ Multiscreen TV is an accessible and effective platform for brands of all life stages, sizes and budgets which helps new advertisers break through and connect meaningfully with their target audiences.
- ▶ Emerging direct-to-consumer brands, innovative tech companies and small-to-medium-sized businesses are turning to multiscreen TV to build meaningful reach, expand awareness, establish consumer trust and generate momentum among prospective customers
- ▶ Multiscreen TV is driving measurable mid-funnel impact – leading to immediate spikes and incremental increases in online branded search as first-time campaigns are launched and a sustaining presence is created

Creators

Jason Wiese

EVP, Strategic Insights & Measurement
jasonw@thevab.com

Leah Pujalte

VP, Audience & Behavioral Insights
leahm@thevab.com

Karolina Guillen

Associate Director, Insights, Strategy & Analytics
karolinag@thevab.com

Amanda Cashman

Insights Analyst
amandac@thevab.com

Discover more

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

Through **Upfront** season, marketers are making important decisions about their video investment strategy.

We're here to help.

Visit our [Upfront Planning Resource Center](#) for a curated a list of resources filled with the data, analysis and insights needed to make informed investment decisions.



Rising Tides

26 Streaming Insights That Are Impacting Marketing Plans in 2026



The Impression Gap

What works harder for marketers on CTV - Premium Video or YouTube?



The Power of Premium Video

What It Means for Multiscreen TV and Why It Matters to Marketers



The Illusions of the Internet

Uncovering the Fallacies & Realities of Audience, Advertising & Content



Performance Starts With Brand

How marketers are looking to balance short-term sales with long-term growth



A Commanding Presence

How Ad Continuity in Multiscreen TV Drives Incremental Growth for Brands

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.



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.**



FY '25 New National Multiscreen TV Advertiser Lists



New Advertiser List: The national TV marketplace welcomed 354 bold new advertisers across categories and life stages to build scale

FY 2025 New National Multiscreen TV Advertisers

Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)
ChatGPT	\$91,065.5	88 Fortunes	\$4,046.5	Megababe Beauty	\$1,573.8	Vida	\$864.2
Royal Kingdom	\$79,783.1	Coalition to Empower Our Future	\$3,823.3	VKTRY	\$1,569.5	Wander	\$860.5
EBGLYSS Rx	\$68,961.7	Red River Charitable Foundation	\$3,689.4	Avantis Investors	\$1,552.5	Hollow Socks	\$859.2
CAPVAXIVE Rx	\$62,631.0	Viasox	\$3,668.5	Andalucia Tourism	\$1,544.9	Wowee	\$856.6
Nemluvio Rx	\$62,481.8	Midi Health	\$3,654.2	Henry Ford Health	\$1,514.1	Perelei	\$829.3
Cobenfy Rx	\$56,201.5	OneSkin	\$3,594.6	University of Michigan Credit Union	\$1,514.1	Kiehl's	\$818.2
Attruby Rx	\$32,903.8	Kars4Kids	\$3,467.2	Badlands Ranch	\$1,510.1	Madrina's Insurance	\$807.7
Auvelity Rx	\$27,111.2	AppLights Permanent	\$3,405.1	Nanit	\$1,400.8	Window Nation	\$736.4
Ninja Transfers	\$25,407.4	J.Jill	\$3,329.3	Zealthy	\$1,389.0	Rockies.TV	\$727.8
Neffy	\$24,792.1	Oats Overnight	\$3,236.9	Merit	\$1,371.0	Rivian	\$723.1
Anthropic	\$22,692.2	Chopzilla	\$3,048.6	NetApp	\$1,364.5	RARCOA	\$719.9
Mochi Health	\$21,680.2	Javvy	\$2,912.6	MaryRuth Organics	\$1,262.6	BeatBox	\$719.7
Rezdiffra Rx	\$20,414.0	fatty15	\$2,792.8	Rhythms of the Village	\$1,253.7	EllaOla	\$684.7
Spruce	\$18,474.8	Saving College Sports	\$2,782.6	Two Dragons Martial Arts	\$1,253.7	Web Eater	\$669.6
Ocrevus Zunovo	\$17,985.2	Fast Growing Trees	\$2,652.8	The National Interest	\$1,166.2	Lone Star Freedom Project	\$659.3
Play Equity Fund	\$14,258.9	Create Wellness	\$2,642.7	Pulsetto	\$1,142.4	Rotten Tomatoes	\$633.1
OGX Beauty	\$12,257.4	Engine	\$2,577.9	Paingone	\$1,134.9	Protect Our Jobs	\$631.8
LEQEMBI Rx	\$11,543.4	Ocean Wise	\$2,393.1	DC Worlds Collide	\$1,129.7	Angel City Sports	\$621.8
Kitsch	\$10,766.1	Insmed	\$2,376.8	Orla Floral	\$1,097.0	Venu	\$620.0
DateMyAge.com	\$10,465.4	Seniors 4 Better Care	\$2,351.3	Project Yellow Light	\$1,089.4	ENHERTU Rx	\$613.5
Ponvory Rx	\$10,386.1	Wet & Forget	\$2,315.1	Grow Therapy	\$1,080.2	RoboSeal	\$608.7
Cerefolin Brain Wellness	\$10,339.7	Miu Miu	\$2,234.2	Doctronic	\$1,079.4	Oregon Health & Science University	\$608.5
RushOrderTees	\$10,287.7	Florajen	\$2,181.1	Elahere Rx	\$1,028.0	Uforia by TREBEL	\$607.0
Xdemvy Rx	\$9,647.7	National Cryptocurrency Association	\$2,116.3	Realty Central	\$1,023.3	Lebron James Family Foundation	\$587.1
De Beers	\$9,376.5	Michael Todd Beauty	\$2,107.4	Plunge	\$1,014.7	pH-D Feminine Health	\$581.4
Rugiet	\$8,965.2	Transformer Table	\$2,092.1	Gibbon	\$1,014.5	Mistplay	\$571.1
Gold Fish Casino Slot Games	\$8,645.2	Splash Refresher	\$2,050.1	InvestorPlace	\$986.0	iMemories	\$570.1
Abogado.com	\$8,373.3	Alaya Naturals	\$2,025.1	Securing American Greatness	\$972.1	Wonderskin	\$561.8
Briumvi Rx	\$8,011.2	Paleovalley	\$1,967.6	Reelz+	\$960.9	Timothy Plan	\$552.5
Andersen Windows & Doors	\$7,985.7	Felix	\$1,890.8	MLB PRO SPIRIT	\$957.9	iRestore Laser	\$545.6
CordaRoy's	\$6,907.6	Combat Bugs	\$1,889.8	NasalFresh MD	\$949.8	Design Home	\$545.2
Brukinsa Rx	\$6,888.6	The Good Feet Store	\$1,849.7	Quo	\$946.6	Smash Kitchen	\$529.4
Extra Space Storage	\$6,560.0	PureHealth Research	\$1,823.8	Yeezy	\$940.3	Eskini	\$528.4
Tagrisso Rx	\$6,390.9	Trump Watches	\$1,796.8	Welllura	\$933.4	Hill	\$525.6
Everdries	\$6,117.4	Toyota Gazoo Racing	\$1,771.8	All Reality	\$918.2	PBZ OTC	\$521.8
Anthros	\$5,953.5	Commvault	\$1,749.3	LolaVie	\$908.9	Calamos	\$509.4
Guardio	\$5,813.2	Winona Feminine	\$1,745.4	Whatnot	\$907.0	Danbury Mint	\$500.4
Star Patrol	\$5,160.6	Te	\$1,744.0	Opencare	\$905.7	Medicus Pharma	\$494.8
PROOF	\$5,081.3	ecoNugenics	\$1,740.9	AGZ	\$901.1	Jovi	\$486.0
Debt Fix Pros	\$4,818.8	Arena Club	\$1,733.7	LAPAM	\$900.1	Startup Nation Central	\$483.4
52 Pills	\$4,352.4	HomeSafe	\$1,696.6	Primal Queen	\$893.3	L'ange	\$482.6
SmarterAuto	\$4,166.6	Patio Enclosures	\$1,665.9	Safe Ship Moving	\$883.1	Woolf	\$480.4
Humane World for Animals	\$4,146.2	Golden Paw Society, Inc.	\$1,663.4	Void Interactive	\$875.5	Foresight Sports	\$470.9

Source: VAB analysis of Nielsen Ad Intel data as of 3/2/26, 1/1/25-12/31/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with total measured 2025 national TV spend of \$100K+ (however, for the sake of continuity, brands featured in the 1H '25 report with spend over \$50K are also included in this analysis even if their total 2025 TV spend was below \$100K).

To click through to a brand's website, view in 'slide show' and click on the respective link.

New Advertiser List Cont.: The national TV marketplace welcomed 354 bold new advertisers across categories and life stages to build scale

FY 2025 New National Multiscreen TV Advertisers

Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)
Hostinger	\$294.4	Wolf Mattress	\$172.8	Republican Red Winery	\$110.6	Odyssey Trust	\$57.1
Businessolver	\$294.1	JCC Association of North America	\$172.0	BugMD	\$109.6	Earnings Hub	\$56.2
RAD Technologies	\$292.9	The Voice of the Martyrs	\$171.9	Augusta University	\$107.7	Health & Her	\$56.0
A Better Tomorrow in America	\$288.2	Visit Oman	\$171.0	Blaize	\$106.4	Elevate	\$55.8
Hiya Health	\$285.1	Dr. Phytos	\$170.3	Rodeo Picks	\$106.0	Big Dog Ranch Rescue	\$53.2
Slipstick	\$265.9	Emerald Cruises	\$168.8	DeLeon Tequila	\$105.7	Inbound Response	\$52.4
Hamilton CapTel	\$264.3	Kyivstar	\$167.7	Ducal	\$105.4	College HUNKS	\$52.3
Cheers	\$263.4	SendAFriend	\$166.2	Vapor Technology	\$105.3	Sonic Power	\$51.8
Moerie	\$258.1	Elm Biosciences	\$163.2	Freedom Caucus	\$105.0	Garage Beer	\$51.5
GLDN	\$256.4	DesignShop	\$160.3	NeuOra Microceuticals	\$102.8	The Hope Alliance	\$50.1
America PAC	\$255.6	Active Skin Repair	\$160.2	Kérastase	\$100.3		
Liz Buys Houses	\$250.7	Texas Bullion Exchange	\$159.5	Don't Bug My Pet	\$99.2		
Golf Clash	\$247.4	COOFANDY	\$157.1	IVY	\$98.2		
United for Cures	\$246.2	Avaline	\$151.5	Moody's	\$98.2		
Aperol	\$246.1	Bodywell	\$149.9	Perry Ellis	\$96.8		
FlyUSA	\$244.6	Govee	\$147.6	Nature's Answer	\$94.6		
Orion Metal Exchange	\$243.0	HeySunday	\$142.8	Paired	\$93.3		
Rx Pros	\$238.9	Miss Universe Skincare	\$142.1	Patriots for a Secure America	\$92.1		
Bring a Trailer	\$234.3	Safe Money Innovators	\$140.4	Mood Bloom	\$92.0		
Riyadh Season	\$225.6	Sunrise Association	\$140.0	Calvary Outreach	\$91.2		
Circa Sports	\$222.9	Happy Yappers	\$138.5	GHOST	\$86.4		
New Era Energy & Digital	\$216.0	Veterans of Foreign Wars	\$138.1	SailPoint	\$83.2		
Hari Mari	\$213.9	WhistlePig Whiskey	\$135.2	Right Trailers	\$82.1		
Charlie	\$209.6	Denvix	\$133.8	Ultimate Tax Group	\$81.1		
Bearbottom	\$208.6	Albert	\$133.4	Aztec Minerals	\$77.1		
The Hill	\$206.8	Canyon Spirit	\$130.2	Hinge Health	\$74.2		
Bliss	\$206.1	Aggressor Adventures	\$128.1	Caldera+Lab	\$70.7		
Legal Tax Defense	\$203.2	Slate	\$128.0	Connect Biopharma	\$70.0		
Pharmaceutical Reform Alliance	\$203.0	Oak & Luna	\$127.7	CURT	\$69.5		
California Community Foundation	\$199.3	Lufthansa	\$127.2	NXTbets	\$67.7		
Beyond Tennis	\$197.8	Get Joy & Co.	\$126.0	Cashmere Cookware	\$66.1		
Local Media Association	\$197.3	ISCO Industries	\$123.4	Love One Louisiana	\$65.7		
America First Agriculture (AFA)	\$195.4	Big Oak Ranch	\$120.8	Conestoga Wagon Co	\$64.4		
U.S. Small Business Administration	\$194.1	Pompa Program	\$120.6	American Rebel Beer	\$64.2		
Bowlers to Veterans Link	\$191.5	XTI Aerospace	\$120.5	Care Income Advisors	\$63.7		
Noble Gold Investments	\$187.0	Grown Brilliance	\$118.3	Lippert	\$63.5		
NFP	\$185.7	Alpha Dog Nutrition	\$117.6	Womaness	\$62.2		
BAERSkin	\$185.5	Motor Home Specialist	\$116.5	JubileeTV	\$59.9		
Advantage Gold	\$179.1	Mon Chateau	\$115.8	CLEARSTEM	\$59.2		
Lendgo	\$178.9	Ogee	\$115.6	React	\$58.8		
DUER	\$178.1	Debt Clear USA	\$114.3	Graze Robotics	\$57.7		
Chene Gear	\$177.7	JSX	\$113.1	Ovation Tax Group	\$57.3		
Huntsman Mental Health Foundation	\$176.7	Bearhug	\$110.7	Outcomes4Me	\$57.2		

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Source: VAB analysis of Nielsen Ad Intel data as of 3/2/26, 1/1/25-12/31/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with total measured 2025 national TV spend of \$100K+ (however, for the sake of continuity, brands featured in the 1H '25 report with spend over \$50K are also included in this analysis even if their total 2025 TV spend was below \$100K).

The Direct-to-Consumer segment continues to drive new entrants with 81 brands across 24 categories, spending over \$146 million in 2025

FY 2025 New National Multiscreen TV DTC Advertisers

Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)
Ninja Transfers	Arts & Crafts	\$25,407.4	Quo	Professional Services	\$946.6	Bliss	Beauty	\$206.1
Mochi Health	Personal Care	\$21,680.2	Yeezy	Apparel & Accessories	\$940.3	Advantage Gold	Financial Services	\$179.1
Rugiet	Pharmaceutical	\$8,965.2	All Reality	Streaming Services	\$918.2	Lendgo	Financial Services	\$178.9
Abogado.com	Legal Services	\$8,373.3	LolaVie	Beauty	\$908.9	DUER	Apparel & Accessories	\$178.1
CordaRoy's	Home Furnishing	\$6,907.6	Opencare	Health & Wellness	\$905.7	Dr. Phytos	Pet Care	\$170.3
Everdries	Apparel & Accessories	\$6,117.4	Wander	Real Estate	\$860.5	SendAFriend	Gift Box	\$166.2
Anthros	Home Furnishing	\$5,953.5	Hollow Socks	Apparel & Accessories	\$859.2	Elm Biosciences	Beauty	\$163.2
SmarterAuto	Insurance	\$4,166.6	Perelal	Health & Wellness	\$829.3	DesignShop	Home Improvement	\$160.3
Viasox	Apparel & Accessories	\$3,668.5	iMemories	Photography	\$570.1	COOFANDY	Apparel & Accessories	\$157.1
Midi Health	Personal Care	\$3,654.2	iRestore Laser	Personal Care	\$545.6	Bodywell	Electronics	\$149.9
OneSkin	Beauty	\$3,594.6	Jovi	Health & Wellness	\$486.0	HeySunday	Home Improvement	\$142.8
fatty15	Vitamins & Supplements	\$2,792.8	Hello Cake	Pharmaceutical	\$455.9	Denvix	Auto	\$133.8
Fast Growing Trees	Home Improvement	\$2,652.8	Relay	Financial Services	\$450.7	Pompa Program	Health & Wellness	\$120.6
Michael Todd Beauty	Beauty	\$2,107.4	Barnakl	Home Improvement	\$432.2	Alpha Dog Nutrition	Pet Care	\$117.6
Transformer Table	Home Furnishing	\$2,092.1	Sell My Policy	Insurance	\$390.1	Ogee	Beauty	\$115.6
Alaya Naturals	Vitamins & Supplements	\$2,025.1	OmniWatch	Cybersecurity	\$380.9	BugMD	Home Improvement	\$109.6
Felix	Financial Services	\$1,890.8	Grain Wood Furniture	Home Furnishing	\$324.9	Don't Bug My Pet	Pet Care	\$99.2
Winona Feminine	Health & Wellness	\$1,745.4	KURU Footwear	Apparel & Accessories	\$324.7	Caldera+Lab	Beauty	\$70.7
Te	Health & Wellness	\$1,744.0	Uresta	Health & Wellness	\$324.6	Womaness	Personal Care	\$62.2
ecoNugenics	Health & Wellness	\$1,740.9	FluffCo	Home Furnishing	\$305.4	CLEARSTEM	Beauty	\$59.2
Arena Club	Sports	\$1,733.7	Protection Tax	Financial Services	\$303.5	Outcomes4Me	Health & Wellness	\$57.2
Megababe Beauty	Beauty	\$1,573.8	Hostinger	Computer Software	\$294.4	Earnings Hub	Financial Services	\$56.2
Avantis Investors	Financial Services	\$1,552.5	Businessolver	Professional Services	\$294.1	Inbound Response	Professional Services	\$52.4
Nanit	Health & Wellness	\$1,400.8	GLDN	Jewelry	\$256.4			
Zealthy	Pharmaceutical	\$1,389.0	Liz Buys Houses	Real Estate	\$250.7			
MaryRuth Organics	Health & Wellness	\$1,262.6	Rx Pros	Health & Wellness	\$238.9			
Plunge	Home Improvement	\$1,014.7	Hari Mari	Apparel & Accessories	\$213.9			
InvestorPlace	Financial Services	\$986.0	Charlie	Financial Services	\$209.6			
Reelz+	Streaming Services	\$960.9	Bearbottom	Apparel & Accessories	\$208.6			

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MICHAEL TODD BEAUTY



iMemories



INVESTORPLACE

DTC brands accounted for **23%** of total new TV advertisers and **14%** of total TV spend

Logos represent a sampling of new national TV DTC advertisers

Source: VAB analysis of Nielsen Ad Intel data as of 3/2/26, 1/1/25-12/31/25. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, streaming TV. Brands reflect those with national TV spend over \$100K. Brands featured in 1H'25 report with spend over \$50k are included for the full year analysis, incorporating any 2H'25 spend.