



Beyond the Scroll

How TV drives performance
for emerging brands

Introduction

Social media has been a go-to for emerging brands thanks to its ease of use and trackability. TV—both traditional and streaming—offers high engagement but has often felt out of reach due to cost or complexity. Now, platforms like Comcast’s Universal Ads Manager are making TV as simple to buy and manage as social, giving advertisers a chance to rethink their media mix.

While both mediums have demonstrated their effectiveness in engaging audiences, this research set out to discover the impact of **adding streaming TV advertising to social media advertising for emerging brands**.

The results are striking: Combining streaming TV ads with social media increases several brand metrics – with significantly higher increases when compared to well-known brands.

In this report, Comcast’s Universal Ads demonstrates how adding streaming TV to social media advertising supports emerging brands throughout the marketing funnel by helping them break through the noise to accelerate brand growth, and offers key insights and advice for those brands looking to get started with TV.

About the study

Universal Ads partnered with MediaScience to study how different types of ad exposures impact recall and perceptions for emerging brands.

436 participants across both in-lab and in-home environments

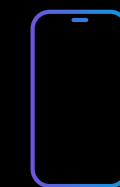
Viewers were shown 30-second ads in

- Social media environments
- Streaming TV environments

Viewers were exposed to an even mix of well-known and unknown (emerging) brands

Viewers were measured with:

- Biometrics including eye tracking
- Post-exposure survey



Social media environment

The first group of participants scrolled through social media feeds of Instagram and/or YouTube. A second group scrolled through a video feed of YouTube Shorts and/or Facebook Reels. Ads were embedded throughout.



Streaming TV environment

Participants chose to watch a 30-minute program from a number of viewing options within an unbranded streaming interface. Ads were integrated throughout.

Defining Emerging Brands

In this research, “**emerging brands**” refers to brands that are new to streaming advertising or do not have a strong brand identity. We analyzed brands that would not have been known to the viewer, including fictional brands created for the sake of this study.



A man and a woman are sitting on a couch in a dimly lit room at night. The woman is holding a remote control and pointing it towards the right. The man is looking at the TV. The room is dark, with some light coming from the TV and a small light source in the background.

**TV doesn't just
capture attention.
It earns it.**

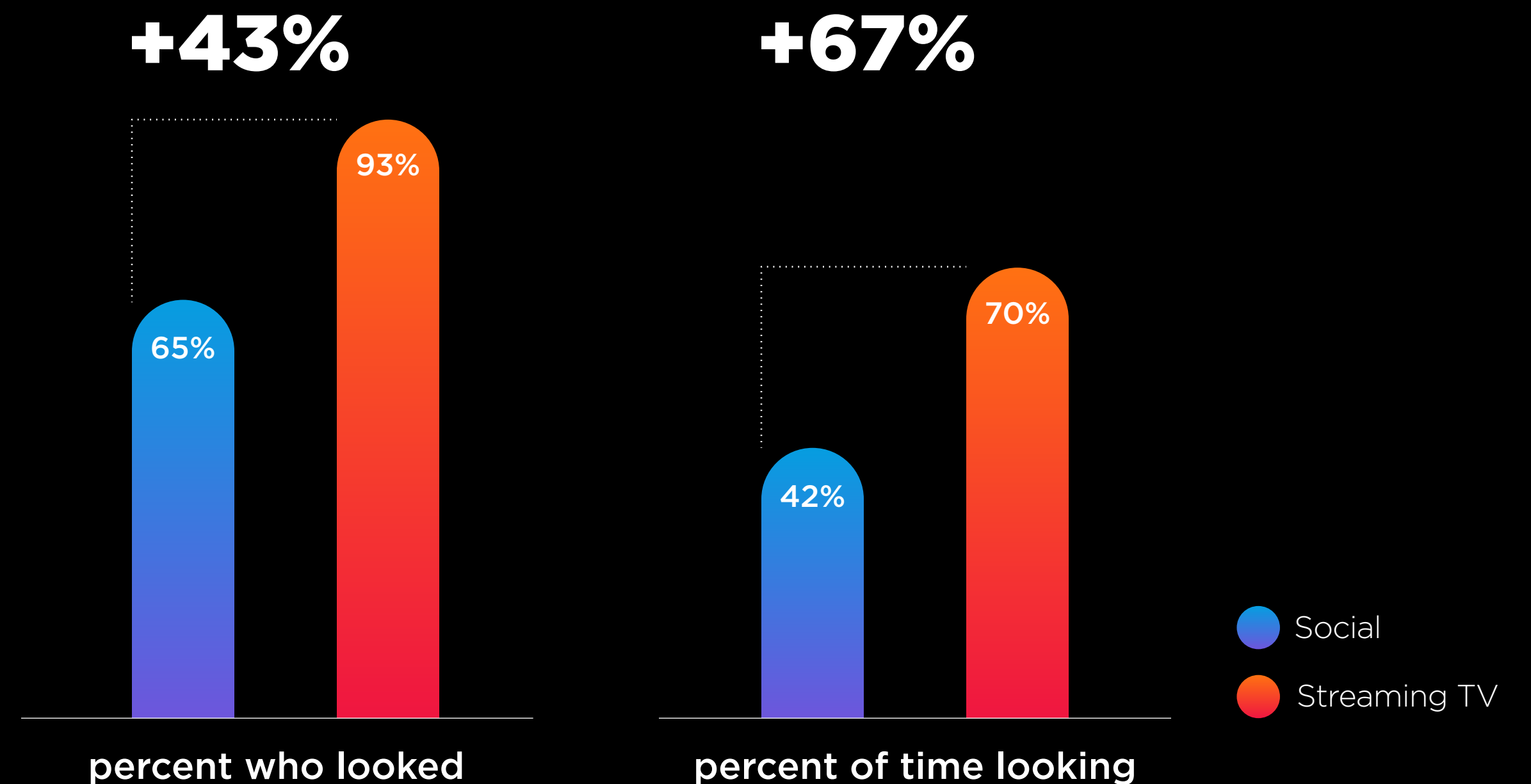
TV captures attention for emerging brands

Advertising starts with gaining attention – something TV excels at. In fact, research found that viewers of streaming TV content are **+43% more likely to look at the ad** and spend **+67% more time watching** the ads compared to social media.

These findings support other research on brand discovery as Americans are **+42% more likely** to say they discover a new brand through a TV ad, versus through social media.¹

Visual ad attention by media type

Visual attention measured by eye tracking



TV advertising provides greater impact on attention for emerging brands compared to well-known brands. This impact on visual attention is **2.9X higher** for emerging brands versus well-known.

Source: 1. Dynata survey commissioned by Comcast Advertising of viewers, March 2025, n=1,000.

Adding TV increases brand recall

Growing a brand requires building memories that will eventually lead to consumer action. For emerging brands, pairing streaming TV and social media together drives increased results.

When viewers are exposed to an ad for an emerging brand on both streaming TV and social media, **unaided brand recall is 2.8X higher** than for those who are only exposed to two social media ads.

The results are more apparent when pairing a streaming TV ad with a social video feed ad, resulting in **5X higher unaided brand recall**.



In addition to recall, TV positively impacts brand perception - with emerging brands benefiting from a **2.3X higher lift** in brand perception than well-known brands.

Impact on brand recall by media type

2.8X

TV and all social



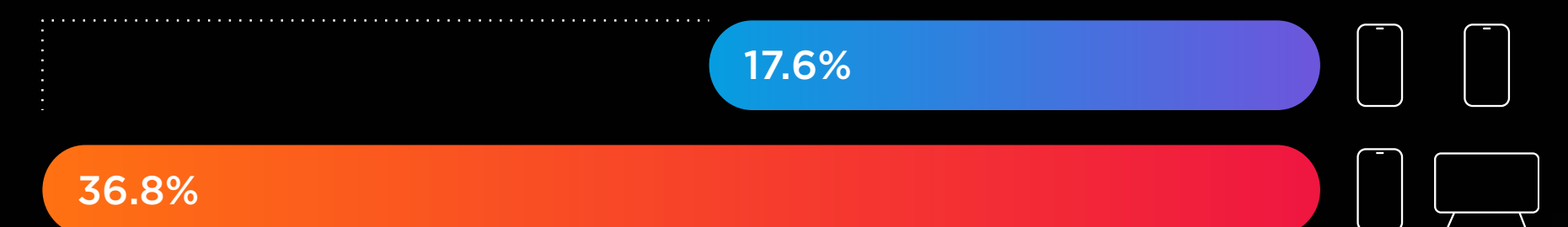
5X

TV and social video feed



2.1X

TV and social feed



Two Social

Streaming TV + Social

Chart data represents all social together along with breakouts for Social Video Feed, which refers to reels and/or shorts feeds, and Social Feed which refers to the main homepage feed.

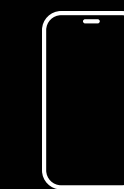
Incorporating TV leads to higher purchase intent

While driving awareness is crucial, emerging brands need to know that their advertising is driving interest and intent. Social media has been great at demonstrating this, but the research shows that pairing social with streaming drives even better results.

When a second social media exposure is added, it has no significant impact on purchase intent. However, adding a streaming TV ad exposure to social leads to a **+24% increase for emerging brands**.

Impact on purchase intent by media type

1 social



Baseline

1 social + 1 social



No significance

1 social + 1 streaming TV



+24%

lift in purchase intent



When viewers are exposed to two streaming TV ads, there is a **+33% lift in purchase intent for emerging brands** as compared to one social. This was not observed in well-known brands, highlighting TV's unique ability to drive intent for emerging brands.

**TV and social are
stronger together
– unlocking
meaningful growth.**

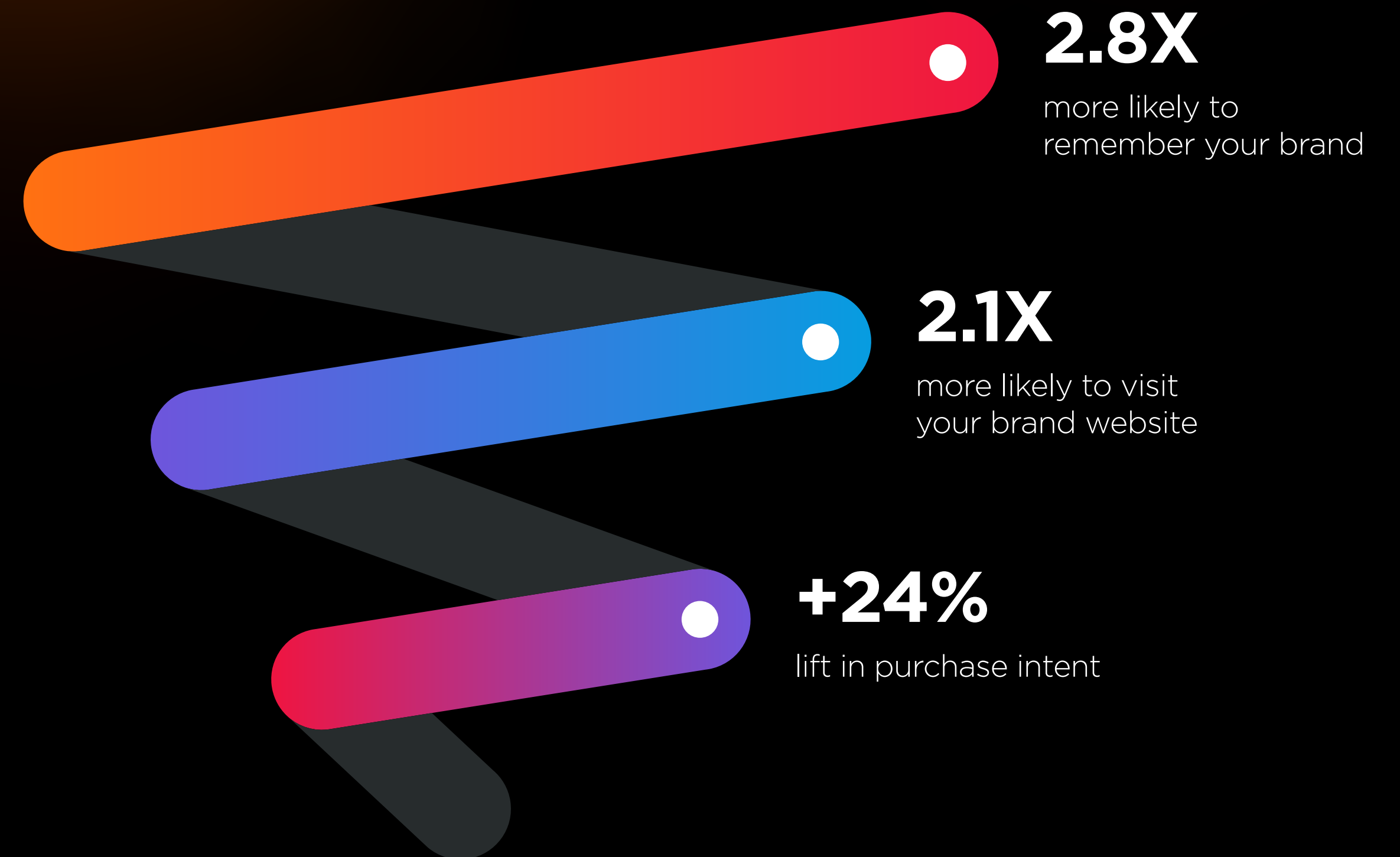
TV drives results throughout the marketing funnel, especially when paired with social media

The impact of streaming TV advertising for emerging brands lies in its ability to influence consumers throughout the funnel.

When audiences are exposed to ads on both streaming TV and social media, compared to social media only, they are significantly more likely to remember the brand, visit the website to learn more, and consider making a purchase.

TV and social media are complementary forces, and their combined impact is undeniable for emerging brands. TV provides an opportunity like no other to leverage the engagement that premium, full-screen content offers to make a big first impression with new audiences.

Impact on the purchase journey when TV is added to social media



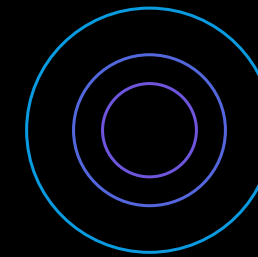
Actionable advice for how emerging brands harness the power of TV

For those brands new to TV advertising, here are some actionable tips for how to get started.



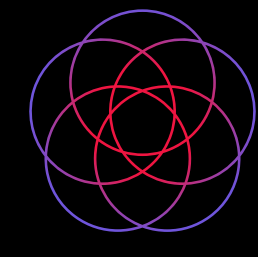
Start small, then scale

TV may have once required huge budgets and fully staffed teams to manage the process, but those days are over. With Universal Ads Manager there are no requirements for big budgets – advertisers can work with a budget that feels right for their brand.



Know the KPI's and goals from the start

Approach TV advertising with a clear picture of the desired outcomes for each campaign. Understanding the goals will help ensure the campaign is set up for success. With Universal Ads Manager, emerging brands can build streaming TV campaigns with precise targeting to ensure they reach their audience – and measure it with Universal Ads' measurement suite.



Test and learn

Emerging brands don't need to worry about being restricted to one TV creative and can identify what messages are landing. Brands can leverage Comcast's Universal Ads' AI Creative Generator or creative to make multiple versions of creatives to see what resonates with their target audience.

To learn more about how to harness the performant power of TV to drive results and growth for your brand, visit UniversalAds.com/contact

