

The Power of TV:

How Sight, Sound and Motion Get Consumers Tuned In and Turned On

A brand or product's presence on TV reaches an attentive and receptive audience.

TV viewers are in a position to pay more attention and be more open to learning about the brands and products they see on the screen (as opposed to deciding whether or not to scroll past an online ad or open an email).

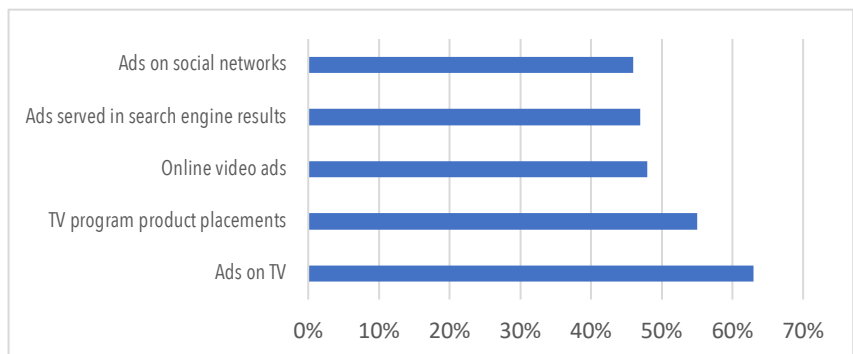
With product integration, the brand is presented as an integral part of the storyline. This means you have the audience's full attention (and you don't even have to worry about them skipping the commercials!).

At any given minute in the U.S., over [37.5 million adults are watching TV content](#). Despite advertising being available on more and more digital channels, your largest and most receptive audience can still be found on TV.



TV allows your brand or product to build awareness and establish trust with your consumers. TV's sight, sound and motion make your products memorable. Having your marketing message woven inside the editorial of a program keeps viewers tuned in and turned on.

A Nielsen [global survey](#) found that when it comes to trust, both TV product placement and TV advertising still outperform online video, search engine, and social media advertisements.



Visibility matters. A 2018 ad [study](#) found strong relationships between sales and on-screen coverage (percentage of screen used). The study also noticed a strong relationship between coverage and an increase in attention. **TV always displays 100% coverage, 100% of the time.**

TV allows you to build awareness and authenticity with an attentive and receptive audience, which makes these consumers more likely to search for your product and click your online ads, leading to more sales.