

# Retail Industry: Holiday Edition

2021 TV Advertising Engagement Report



## How Can Retailers Shine Bright with Audiences this Season?

The economy may have opened back up, but there is no question both retailers and customers are forever changed. Now, with the winter holidays in full swing, supply chain uncertainties, and continued pandemic concerns, it's harder than ever for retailers to draw in customers. To help retailers break through during this critical shopping season and better understand their new consumer landscape, TVision analyzed viewer engagement with retail ads across TV and CTV to see where and how brands are best engaging audiences.

Top Retail Brands Ranked by Audience Attention

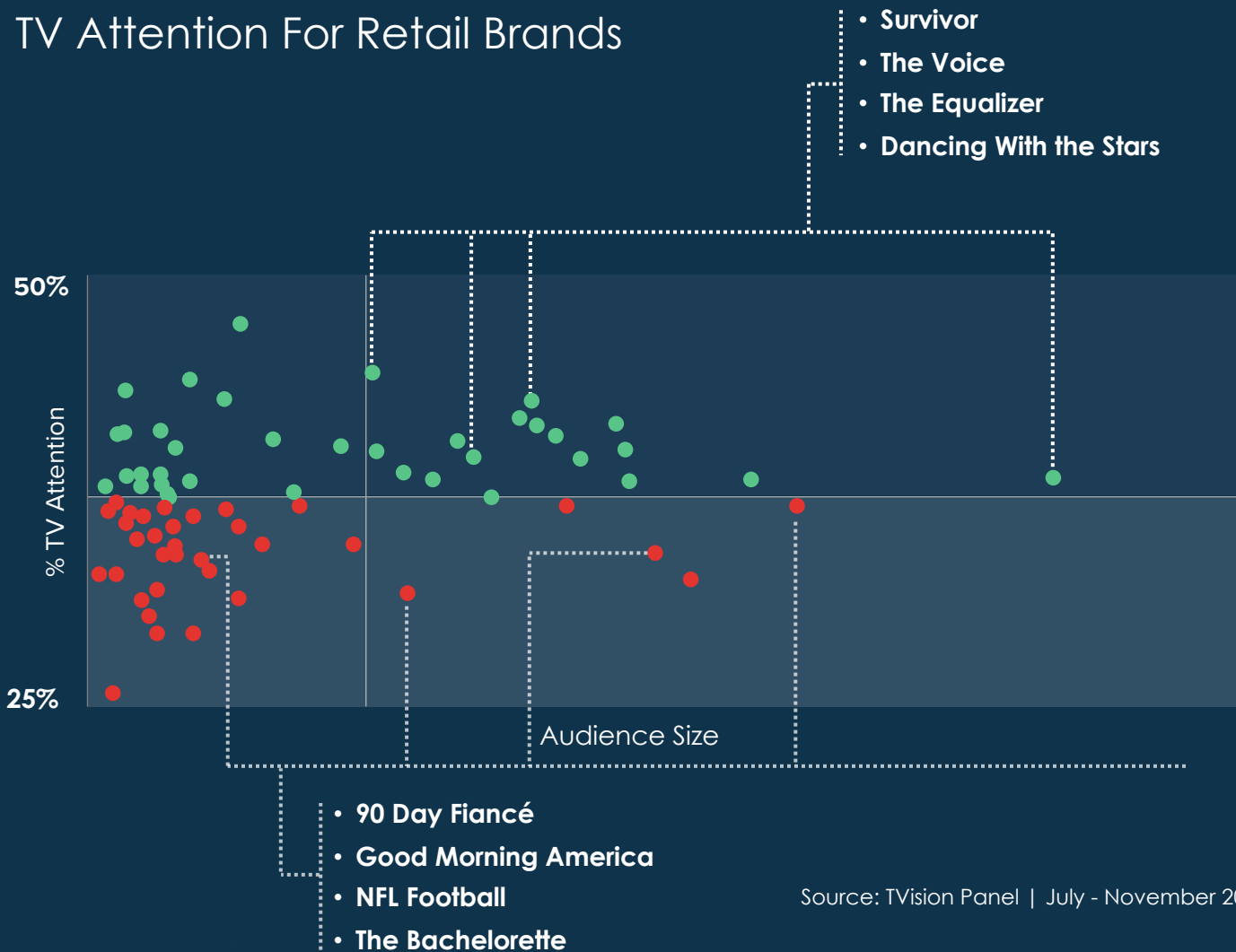
1. ETSY
2. AMAZON
3. MARSHALLS
4. GAP
5. T.J. MAXX
6. DICK'S SPORTING GOODS
7. WALMART
8. OLD NAVY
9. CHEWY
10. J.C. PENNEY

Source: TVision Panel | July –November 2021

## Retail Brands Capture Attention in Unscripted Television and Crime Dramas

Retailers come in a range of forms and specialize in a variety of products—sometimes within the same store. This means their ads need to grab attention from just as wide a range of audiences. The program in which the ad airs can have a major impact on the attention it receives. TVision analyzed the Ad Attention as well as Audience Size for hundreds of TV programs where retailers ran ads in the second half of the year. Mass merchandisers and department store ads feature prominently in popular programming like reality TV during primetime. We uncovered that ads that air during reality programs indeed captured strong attention, but not all reality programming is equal. Viewers paid significantly more attention to talent competitions than dating shows.

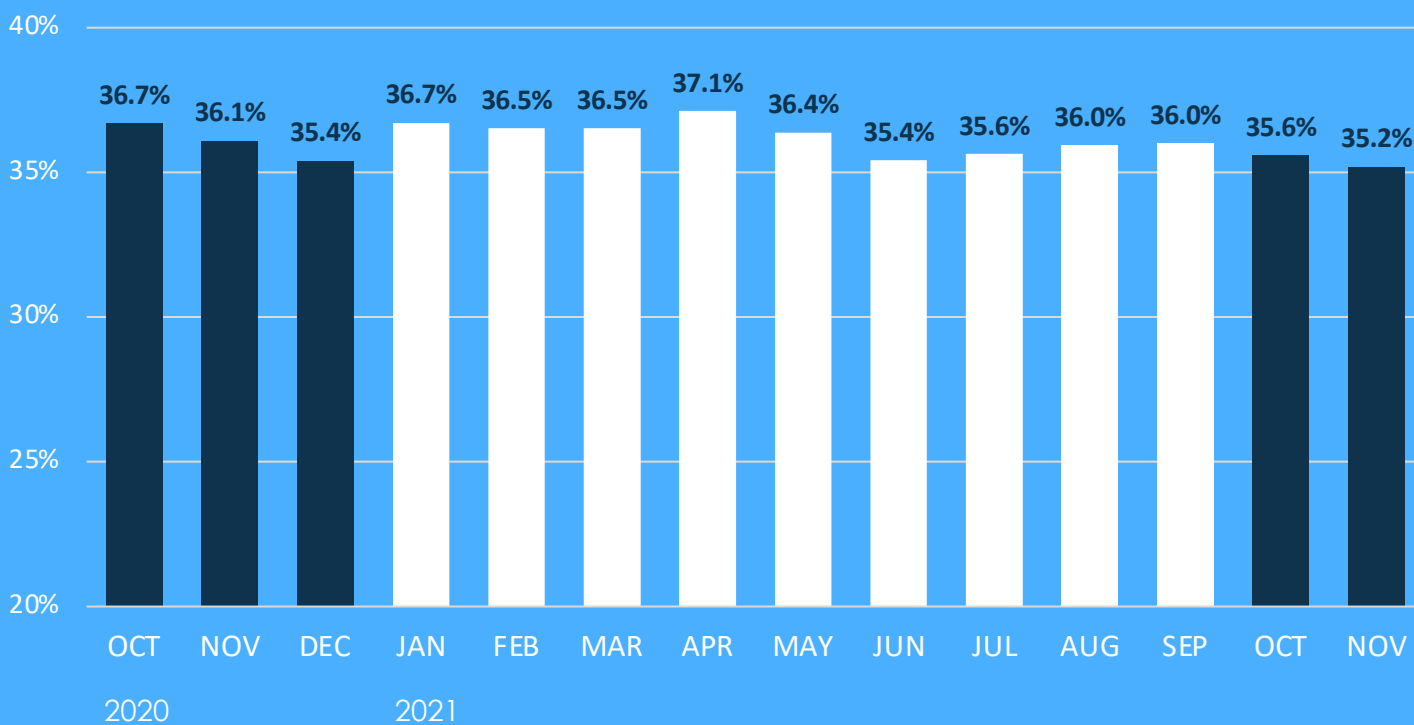
### TV Attention For Retail Brands



## When are Holiday Shoppers Most Likely to Pay Attention to Ads?

With retailers decking their halls and promoting holiday deals earlier and earlier, the days when Black Friday doorbusters kicked off the holiday shopping season are a thing of the past. But are customers embracing this early holiday spirit and paying attention to the deals they see on TV? Judging by last year's holiday season as well as the current, TVision's data shows that while consumers pay incrementally more attention to the early shopping season, as the months wear on it can be harder to break through. Retailers need to hit the ground running with the right creative and media early in order to capture the attention of busy viewers. Interestingly, ad attention for retail typically jumps back up at the start of the New Year, making January a good time to get maximum value from your ad investments.

### Ad Attention is Highest in the Early Holiday Season and New Year Monthly Retail Industry Average

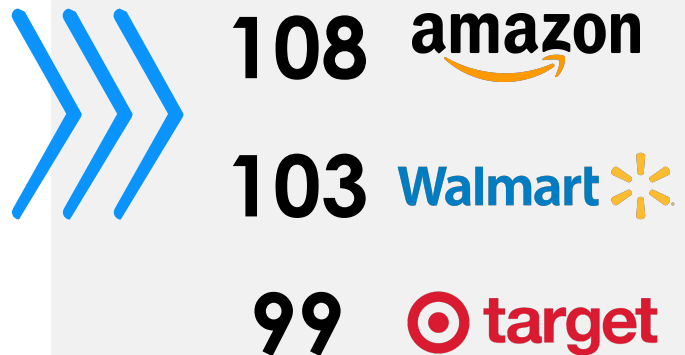


Source: TVision Panel | December 2020 – November 2021

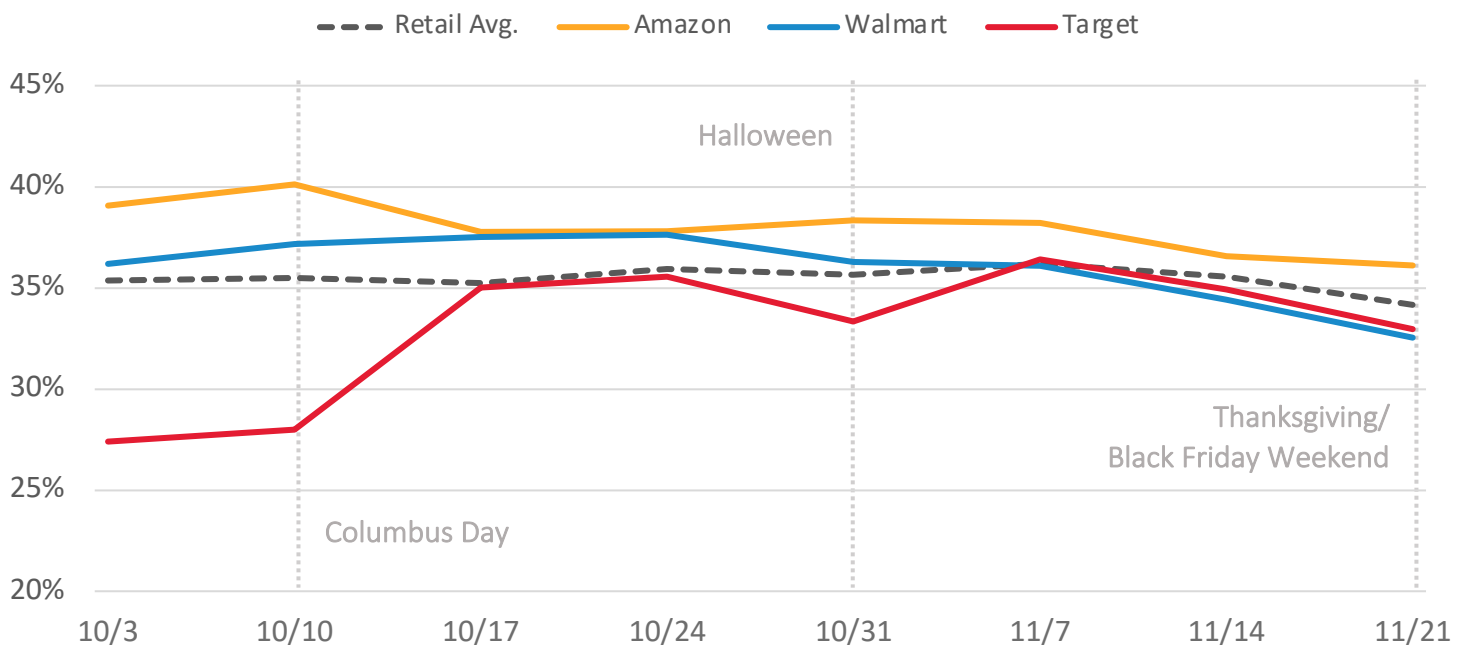
## Black Friday Spotlight: Mass Merchandisers

TVision looked at three of the largest retailers to see when viewers have been the most engaged so far this holiday season. As a point of reference, Amazon and Walmart both score significantly higher than what we have seen for average retail ad attention this year while Target comes in just below average. All three retailers saw higher attention in the weeks leading up to Black Friday vs. Thanksgiving weekend itself. Especially this year, customers got a head start on their holiday decor and gift lists to get ahead of supply concerns and shipping delays.

How Do Major Retailers Index Against the Industry YTD?

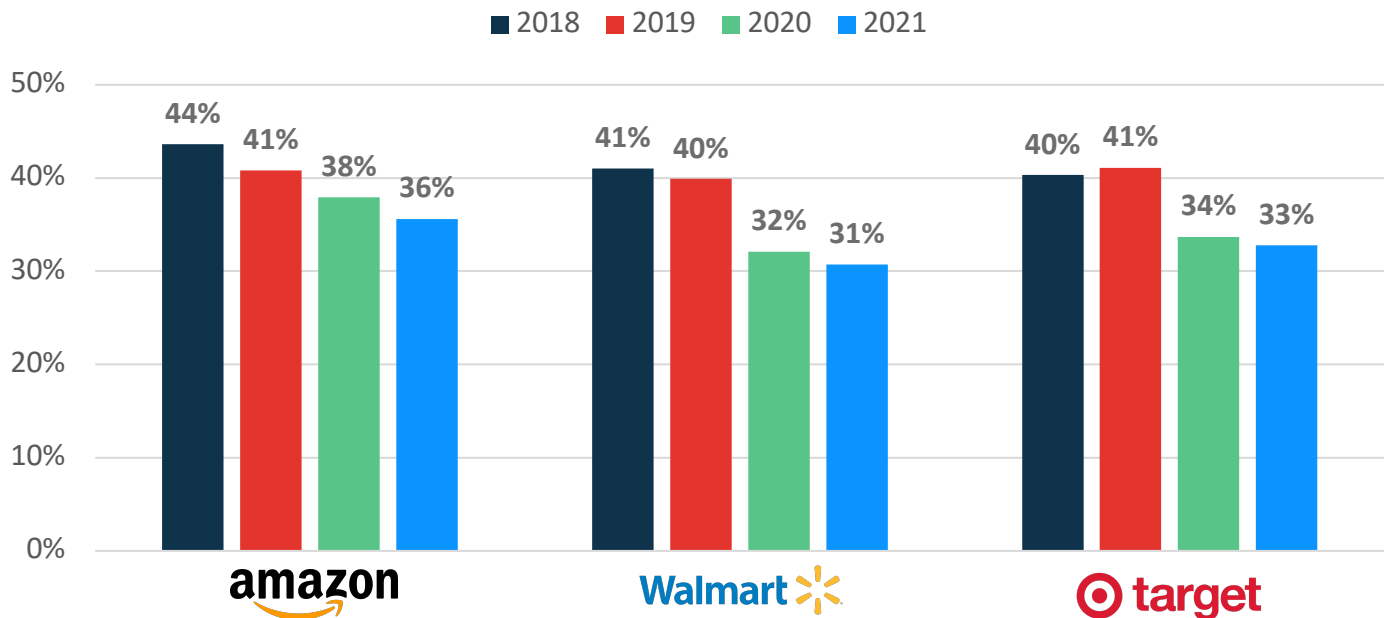


## Weekly Ad Attention for the 2021 Holiday Season So Far



Source: TVision Panel | Weekly Data from January –November 2021

## Ad Attention for Black Friday Week Is Decreasing Each Year



Source: TVision Panel | Black Friday Timeframe = 3 days leading up to Thanksgiving 2018, 2019, 2020, and 2021

For big-box retailers like, Amazon, Walmart, and Target, the lower ad attention for Black Friday week itself is not new. Between 2018 and 2021, all three retailers saw a nearly 10-percentage point drop in attention for ads that aired in the days leading up to Thanksgiving. This trend is likely to continue in years to come as customers tackle their lists earlier and retail marketing continues to rapidly evolve. A silver lining for retailers, January is just around the corner—providing opportunities to reach a less distracted audiences that is building new habits for 2022.

## Maximize Ad Attention for Holiday Shoppers and Beyond

1 Consider focusing on high-attention programming like unscripted TV and dramas series, which capture higher attention than other popular categories for retail brands like sports and dating shows. TVision can help brands find the most attentive audiences for their brand and category.

2 When planning your annual ad investment strategies, consider front-loading your holiday advertising, as well as shifting budgets to the earlier months of the year when attention is highest.

3 Look at your biggest competitors to see when their ads are engaging relevant audiences across channels and analyze which creative elements are grabbing the most ad attention.

## About TVision

### The Leader in TV Performance Metrics

TVision measures what was once unmeasurable—how people really watch TV. Using cutting-edge computer vision technology, only TVision measures person-level, second-by-second TV engagement. Marketers and media sellers access TVision's TV performance metrics via its software-as-a-service platform. TVision's customers include some of the largest brands in the world, top media networks and streaming applications.

## Key Metric Definitions & Methodology

### Methodology

TVision measures Ad Viewability and Ad Attention for every second of programming and advertising on television. Every time a person walks into the room, our technology detects who the viewer is, where they are in the room, and what their eyes are looking at. We do all this without personally identifying individual users, and without transmitting any images or videos. The data for this report is collected for the period of January 2021 – November 2021 from 5,000 homes across the United States unless otherwise specified. All data is weighted to represent the country. All demographic data is self-reported by the respondents.

### Key Metrics / Definitions Average



#### **Ad Attention (%)**

This metric measures how effectively viewers pay attention while ads are onscreen. This measures the proportion of impressions where a viewer had their eyes on the screen for two or more seconds to the specific creative.