

Top-performing TV ads offer bright colors, creativity, comedy, according to EDO report

Article

The news: TV advertising analytics and measurement firm **EDO** has released its rankings of the most effective TV ads across 15 industries for the first half of 2024, offering valuable

insights into what drives consumer engagement.

Newcomers are making waves. Magic Spoon's "Tastiest Revolution" ad outperformed the Food and Beverage average by 1,633%, proving innovative creative allows new brands to rival established giants.

Why it matters: In an increasingly fragmented TV landscape, understanding what makes an advertisement truly effective has never been more crucial.

EDO's analysis reveals distinct, effective themes within specific product categories. **Laura Grover**, EDO senior vice president and head of client solutions, said categories have learned how to connect with consumers to drive engagement.

For example:

- In the Alcohol category, **Ciroc's** "Lemons" 30-second ad was 271% more effective than the average.
- For Insurance, The **Hagerty Group's** "Ouch" 30-second spot outperformed by 530%.
- In Automotive, **Lexus's** "Escape Room" ad was 388% more effective than the average luxury automotive creative.

These results underscore the importance of understanding industry norms and consumer expectations when crafting ad campaigns.

What works: The study identified several creative tactics that contributed to ad effectiveness:

- Bright, punchy colors
- Laugh-out-loud comedy
- Musical cues from diverse artists (e.g., **Aretha Franklin** and **Charli XCX**)
- Celebrity appearances (e.g., **AT&T Wireless's** ad featuring **Carmelo Anthony**, **Kendrick Perkins**, and **TJ Ford**)
- Timely themes (e.g., **Ford's** "Living Legacies" Black History Month ad)

Driving action: EDO's analysis revealed a strong link between ad effectiveness and consumer engagement. Grover explained, "What [the ranked ads] all have in common is an ability to

inspire viewers to take action in the minutes after the ads aired—a proven predictor of the future sales that will grow their businesses."

This engagement is measured through outcomes such as search activity, website visits, and app downloads. For instance:

- **Intuit Credit Karma's "Airport"** 15-second ad in the Banking and Finance category was 608% more effective than average.
- In Travel, **Three Forks Ranch's "Luxury & Adventure"** 30-second spot outperformed by 1,060%.
- For Pharma Rx, **Omnipod's "Bath Time and Pizza"** 15-second ad was 459% more effective than average.

Our take: By targeting category-specific themes, using innovative creative,, and driving immediate consumer engagement, brands can boost TV ad effectiveness in this results-driven era.

Most Effective Media for Brand Marketing Objectives According to US Advertisers, Nov 2023
% of respondents



Source: Proximic, "2024 State of Programmatic Report," Jan 16, 2024

284669

Insider Intelligence | eMarketer