

# Maximizing Ad Effectiveness for NEW BRANDS

Using benchmarks to connect media exposure with performance outcomes





# The challenge of launching a new brand

New brands (those with a baseline brand awareness of 33% or less) have a chance to create something fresh, capture attention, and define how consumers perceive your products or services. Unlike established brands, you can curate your narrative, positioning, and values that serve as the foundation for strategic advertising. The challenge is: how do you break through competitive noise, earn consumer attention, and build brand credibility from the start? Early-stage marketing success isn't just about getting your brand in front of people; it's about understanding:

1. How your ads connect with **target audiences**
2. How ads influence **sentiment & behavior**
3. How to **optimize every touchpoint**

# What are DISQO's ad effectiveness benchmarks?

DISQO's Ad Effectiveness Benchmarks give brands the clarity they need to measure and confidently compare success across channels and strategies. Built on data from over 1,650 campaigns measured from March 2021 through December 2024, they reveal how ads drive real impact across brand equity outcomes—like awareness, familiarity, and favorability—and performance outcomes, such as search, site visits, and e-commerce activity.

By delivering a true cross-channel full-funnel view of performance, benchmarks help marketers eliminate guesswork, understand what's working, what's not, and how to grow. Whether the goal is to boost awareness, drive site visits, or lift sales, DISQO's measurement approach of linking brand sentiment with consumer actions helps turn campaign results into clear, actionable insights.

The following whitepaper, built from DISQO's normative benchmark data, reveals five exclusive insights that new brands can use now to establish long-term brand equity.



# Awareness: the biggest challenge (and opportunity) for new brands

New brands start at zero, making awareness the first and most critical step toward brand equity. DISQO's benchmarks show that new brands see just a +0.10-point lift in **unaided awareness**, compared to +0.20 for emerging brands and +0.74 for established brands. **Aided awareness** is stronger (+2.40 points), but still lags due to the absence of built-in market credibility. To break through, brands must lean into high-reach, high-frequency campaigns that drive recognition and trust.

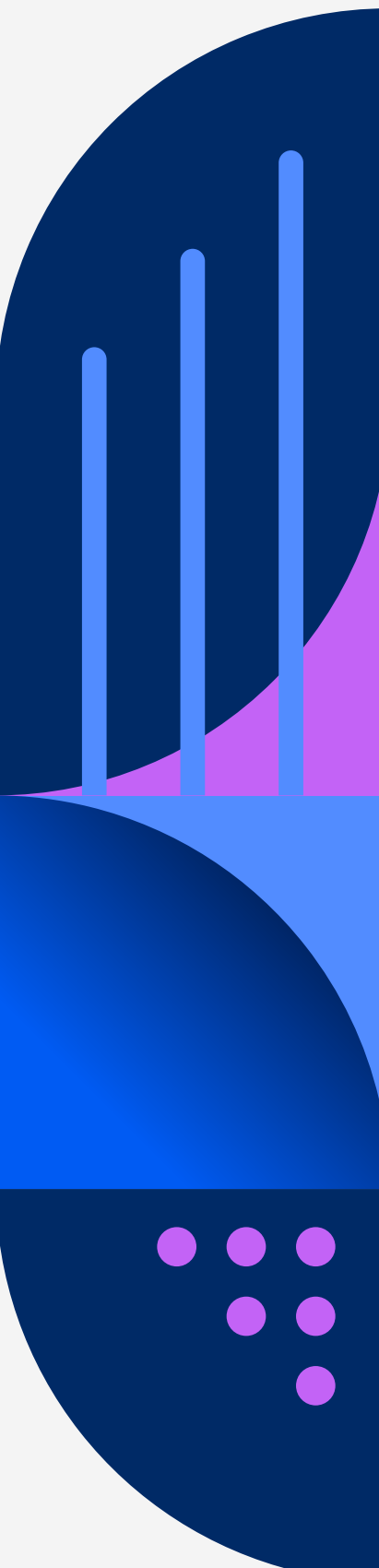
## EXAMPLE

A new cookware brand launches with CTV and social ads focused on accessibility and quality, using consistent messaging like "Designed for Everyday Chefs." The cohesive campaign helps establish awareness even before consumers begin shopping.



## YOUR CALLS TO ACTION:

- Invest** in broad-reach, cross-channel campaigns (CTV, social, digital display).
- Apply** brand cues consistently across creative to build recognition.
- Lead** with brand mission and values to create emotional connection early.



# Although awareness can be high, consumers need more brand context

New brands see a +1.00-point lift in **ad awareness**, showing their ads are noticed and recalled. However, **tagline association** remains at 0.00, revealing that messaging isn't sticking. This often occurs in crowded product categories where new brands blend in or lack consistent, distinctive exposure.

## EXAMPLE

Take a new snack brand launching with a strong look but a generic tagline like "Better for You, Better for the Planet." While the ad is seen, consumers may struggle to connect it to the brand. With stronger, more memorable messaging and repetition across platforms, new brands can turn that attention into lasting recognition over time.



## YOUR CALLS TO ACTION:

- Use consistent, repeatable messaging to **reinforce positioning**.
- Run sequential campaigns to **build familiarity** across channels.
- Make your tagline and value prop **central** in creative storytelling.

# Purchase intent is promising, but trust is a barrier

New brands see a +1.73-point lift in **purchase intent**, a strong sign that advertising drives interest. But with **familiarity** at 2.24 (below the 2.50 norm), many consumers still hesitate to act. Without trust signals or deeper engagement, unfamiliar brands often struggle to convert attention into commitment.

## EXAMPLE

A new fitness subscription app might see strong ad interest, but prospects may not follow through if they don't find reviews, endorsements, or a trial offer. Adding trusted validation and interactive experiences can help bridge that trust gap.



## YOUR CALLS TO ACTION:

- Use brand storytelling at scale to **build credibility** over time.
- Highlight social proof** (testimonials, expert quotes, ratings) in ad creative.
- Engage users with interactive or immersive ad formats to **build confidence**.

# Digital and social drive strong competitive performance

While new brands generate strong engagement, **brand search** (+0.07) and **site visitation** (+0.14) remain below benchmark averages. This signals a disconnect between ad interest and follow-through, where consumers may notice the brand but don't explore further.

## EXAMPLE

A new skincare brand runs a viral social ad but sees minimal site traffic. By enhancing the on-site experience with personalized tools or helpful content, the brand could turn curiosity into deeper exploration.



### YOUR CALLS TO ACTION:

- Design** landing pages that are clear, relevant, and action-oriented.
- Use retargeting to **bring back users** who clicked but didn't convert.
- Consistent messaging** across placements to guide journey forward.

# CTV and social media are excellent platforms for new brands

CTV is a high-performing channel for new brands, delivering a +1.89-point lift in **aided awareness**, nearly double the +0.98 average across all channels. Social media performs even stronger, delivering over 3x the baseline in **awareness lift**, proving its power in driving early engagement and discovery through short-form, interactive content.

## EXAMPLE

A new tech accessories brand launches CTV ads featuring real-life product use, pairing with short-form influencer Reels across TikTok and Instagram. The combined effort builds broad awareness and relevance, helping the brand gain early momentum across audiences and platforms.



## YOUR CALLS TO ACTION:

- Use CTV to tell **long-form, immersive brand stories** at scale.
- Tap into short-form** social content to spark real-time engagement and conversation.
- Align messaging** across video and social to ensure a unified brand experience.

# “Best for” channel-specific strategies

## CTV: awareness and trust-building

**Best for:** Maximizing reach, storytelling, and brand familiarity.

**Strategic Focus:** Develop a multi-ad sequence that introduces the brand, reinforces messaging, and ends with a clear CTA.

## Social media: competitive visibility and engagement

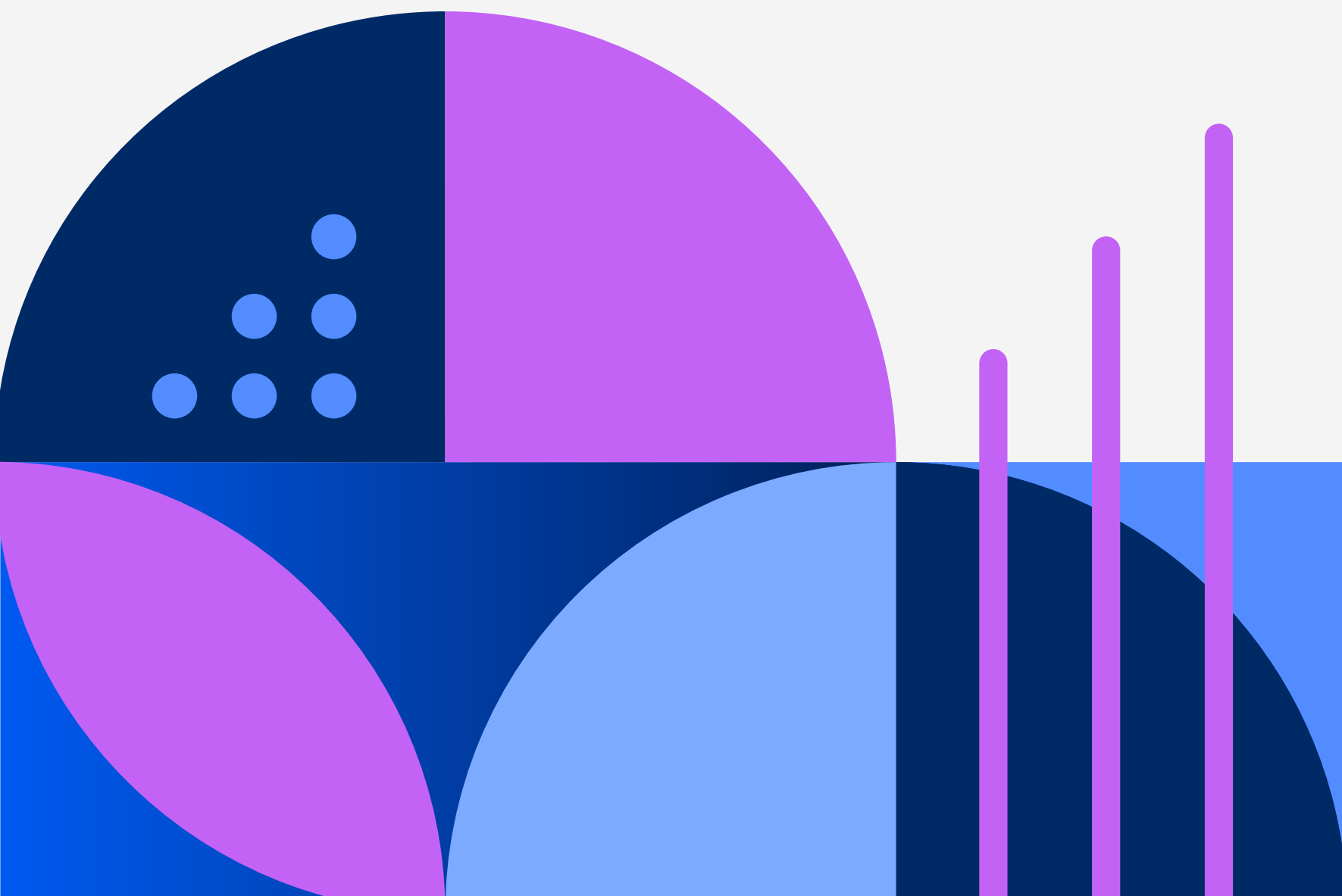
**Best for:** Rapid awareness, viral discovery, and interactive brand storytelling.

**Strategic Focus:** Launch teaser campaigns, use influencer collaborations, and encourage UGC (user-generated content).

## Search & display: convert interest to action

**Best for:** Capturing high-intent users and reinforcing brand legitimacy.

**Strategic Focus:** Run retargeting ads and ensure landing pages emphasize credibility (testimonials, press features, FAQs).



# Actionable strategies for new brands

## Fast-tracking awareness and recall

Use high-reach channels (CTV, digital video, programmatic) to establish a strong brand presence.

Reinforce branding consistency across creative formats to increase memorability.

## Converting curiosity into consideration

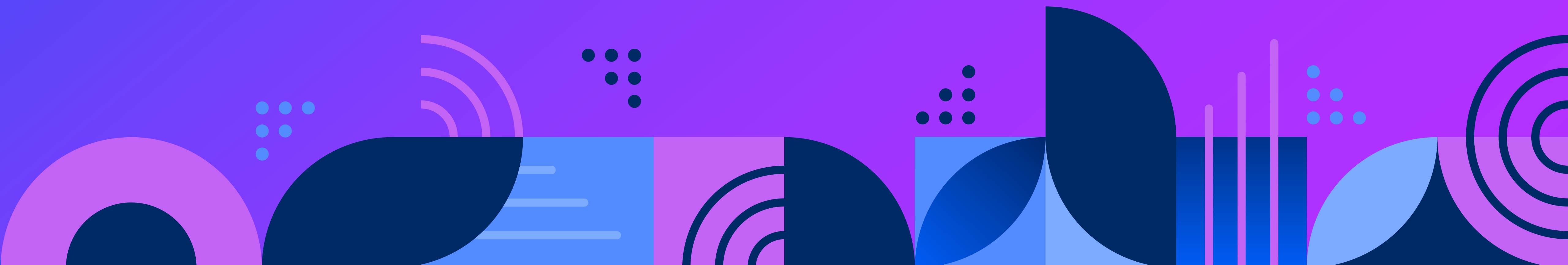
Optimize mid-funnel campaigns for competitive search traffic and retargeting.

Leverage social proof (reviews, endorsements, earned media) to validate credibility.

## Building momentum with full-funnel optimization

Monitor Brand Lift and Outcomes Lift metrics with an ad measurement partner like DISQO to adjust creative, messaging, and placement in-flight.

Invest in post-click experiences (landing pages, loyalty programs) to drive action beyond the first ad exposure.



# Curious how your last campaign stacks up to industry benchmarks?

Access DISQO's 2025 benchmark reports for answers here:

[2025 Advertising Effectiveness Benchmarks](#)

[2025 Social Media Benchmarks](#)

[2025 CTV Ad Effectiveness Benchmarks](#)

