



Eighty. A rather significant number in TV advertising.

It was 80 years ago—July 1, 1941—when the first TV ad ran during a Brooklyn Dodgers game against the Philadelphia Phillies. It was an ad for Bulova Watches and it ran for only 10 seconds. The production cost was somewhere between \$4-\$9 and considering that at the time only 1% of US homes had a television set, it didn't necessarily drive significant sales [shame they didn't have foot traffic studies back then]. But the 4,000 or so people who watched were witness to a moment that would change the advertising industry forever.

Over the past few decades, we have seen the TV ad business reach all sorts of milestones. The first ad in color. The first ad during the Super Bowl. The first ad for cigarettes. The last ad for cigarettes. The creativity and production reached incredible heights. And through it all consumers never stopped paying attention.

Let's take a tour through TV advertising history.



First Ad for Color TV: RCA Color TV, 1961

RCA released the first ad for color TV in 1961. This ad sparked the demand for consumers to make the switch from black and white to color TVs.

First QSR Ad: McDonald's, 1963

This was everyone's first introduction to Ronald McDonald.



First Super Bowl Ad: Noxzema, 1973

Super Bowl broadcasting didn't go nationwide until 1973. The first successful commercial was a Noxzema ad starring Farrah Fawcett and Jets' quarterback, Joe Namath.

Fast forward to today and the TV world has been flipped on its head. Linear has given way to CTV. Consumers are cutting cables and favoring streaming content that's suitable to their schedules. And it hasn't just been a change in how or what we watch. CTV is providing brands with all the benefits of digital advertising in a traditional medium that has matured greatly over the past few years. The opportunity to do more with creative on CTV is a clear focus at Sabio. We believe that in a multiscreen environment, brands can and should capitalize on driving deeper consumer engagement. To that point, we are pushing innovation through our CTV creative. Making them more interactive and transactional. Consumers expect

convenience in the digital world and Sabio's ad solutions create a simpler way for them to engage with brands. Just have a look for yourself:



Did you know that these are the most memorable brand taglines in history?

Just Do It. – Nike

Think Different – Apple

Where's the beef? – Wendy's

Open happiness – Coca-Cola

Because you're worth it – L'Oreal

Melts in Your Mouth, Not in Your Hands – M&Ms

Diamonds are forever – De Beers

The Breakfast of Champions – Wheaties

America Runs on Dunkin' – Dunkin' Donuts

Can you hear me now? – Verizon

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