

ebiquity

UK 2020

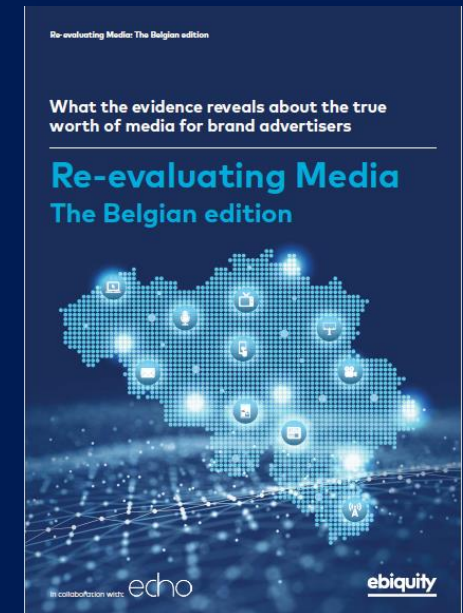
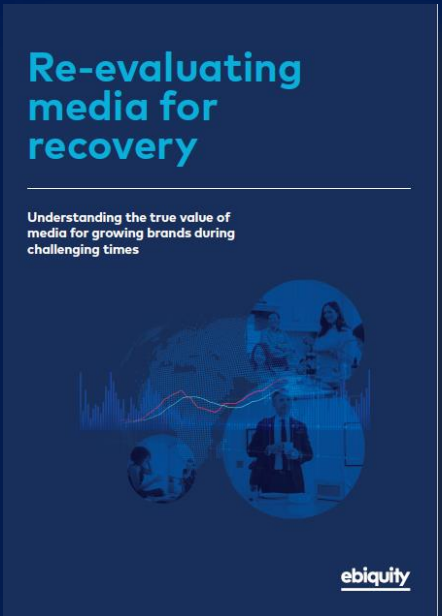
Re-evaluating media for the recovery

<https://www.ebiquity.com/news-insights/research/>

BE 2019

Re-evaluating media The Belgian Edition

<https://thinkvia.be/re-evaluating-media/>



To understand the relative effectiveness of different media types in delivering a campaign that supports brand growth in uncertain times



Which media attributes are most important?

How do ten different media types perform against each attribute?

Does the evidence support perceptions?

How we did it

PUBLIC RESEARCHED EVIDENCE

Secondary research

- Over 100 studies
- Industry media planning tools
- Ebiquity's knowledge and proprietary data

What the evidence says

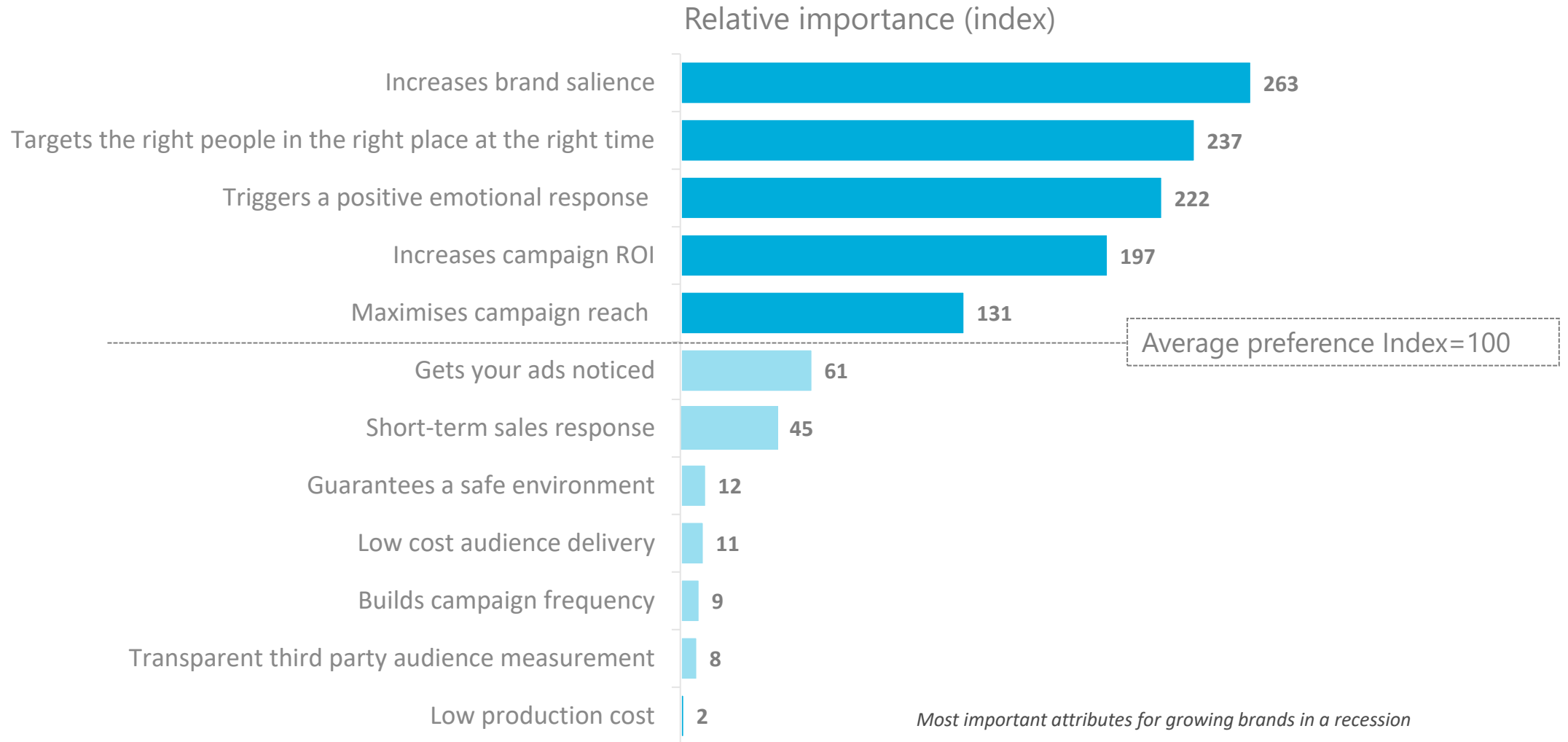
ATTRIBUTE RANKING/ PERCEPTIONS

Primary research

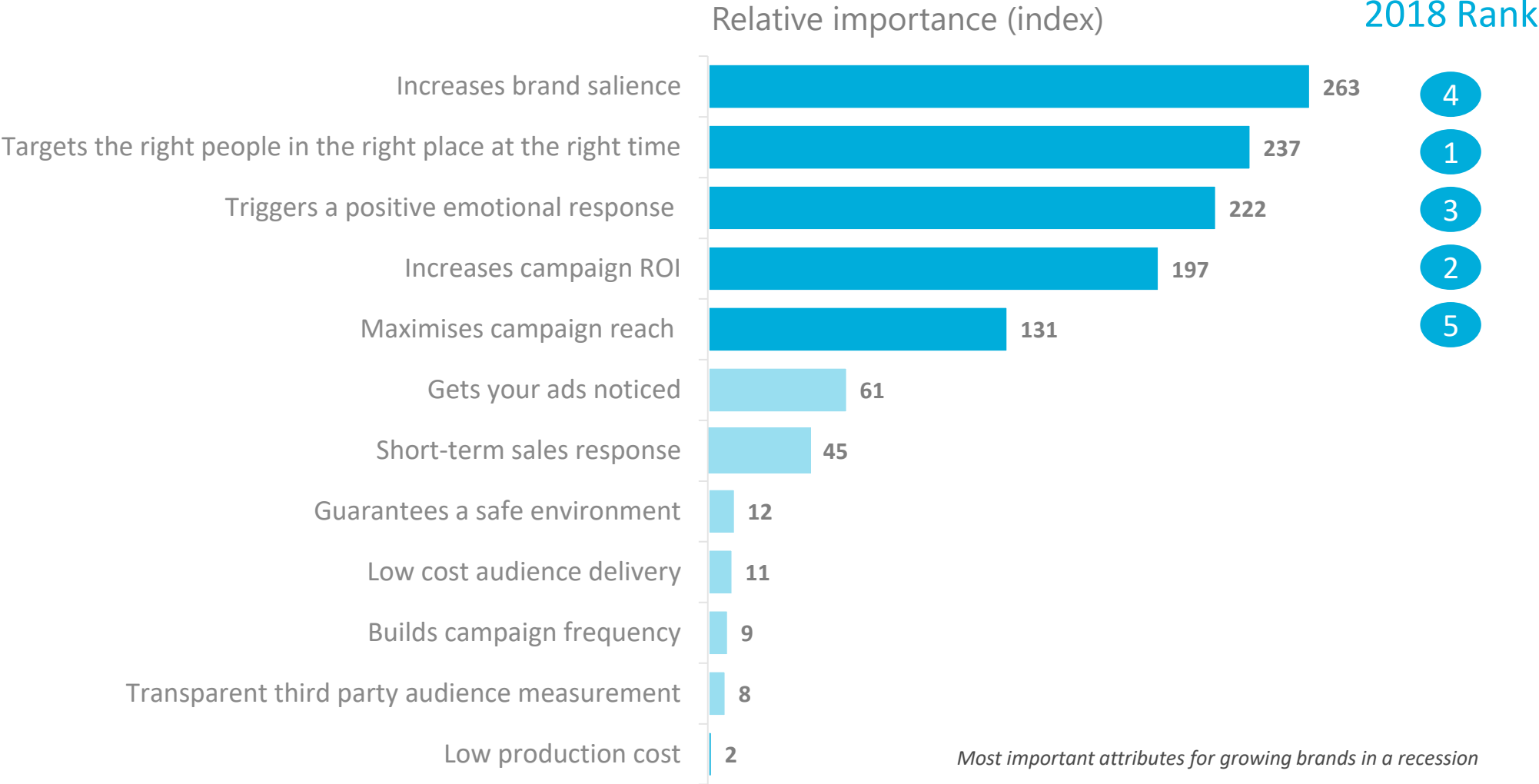
- 102 interviews
- 58 advertisers
- 44 agencies

What advertisers and agencies say

Five attributes stand out as the most important – and by some margin



The same five as in our 2018 study – but slightly re-shuffled



Please rate each medium for its ability to...

- TV
- Radio
- Newspapers
- Magazines
- Out of home
- Direct mail
- Social media
- Cinema
- Online video
- Online display



- Targets the **right people** in the **right place** at the right time
- Increases campaign **ROI**
- Triggers a **positive emotional** response
- Increases brand **salience**
- Maximises campaign **reach**
- Gets your ads **noticed**
- Low cost** audience delivery
- Builds campaign **frequency**
- Guarantees a **safe** environment
- Short-term **sales response**
- Transparent** third party audience measurement
- Low production cost**

Over 50 sources and more than 100 research reports reviewed

All Media	Cinema	Newspapers	Digital / social	Out of home	Radio
Ad Research Foundation	Cinema Advertising Association	Associated Press	AOL	Clear Channel	Radiocentre
Advertising Association	Digital Cinema Media	Dow Jones	eMarketer	Exterion	
CMO Council	Global Cinema Ad. Association	Guardian Media Group	Facebook	JCDecaux	
IPA	Pearl & Dean	News International	Google	OAA	
ISBA		Newsworks	IAB	Outsmart	
Kantar		Reuters	InSkin	Posterscope	
Mediatel			JICWEBS	Primesight	
WARC	Direct mail	Magazines	OFCOM	Rapport	TV
WFA	DMA	Bauer	Pinterest	Route	Channel 4
	JICMAIL	Conde Nast	Twitter	Talon	ITV
	Royal Mail MarketReach	Magnetic Media	UKAOP		Sky
		PPA	UKOM		Thinkbox
		Time Inc.	YouTube		

MAXIMISES CAMPAIGN REACH

2020 - Evidence

- 1 Out of home
 - 2 TV
 - 3 Radio
 - 4= Social media
 - 4= Direct mail
 - 6 Newspapers
 - 7 Magazines
 - 8 Online display
 - 9 Online video
 - 10 Cinema
-

2020 - Perception

- 1 TV
 - 2 Online video
 - 3 Social media
 - 4 Out of home
 - 4 Radio
 - 6 Online display
 - 7 Newspapers
 - 8 Magazines
 - 9 Cinema
 - 10 Direct mail
-

INCREASES BRAND SALIENCE

2020 - Evidence

- 1 TV
 - 2= Newspapers
 - 2= Magazines
 - 2= **Radio**
 - 5= Direct Mail
 - 5= Online video
 - 7 Out of home
 - 8= Cinema
 - 8= Online display
 - 8= Social media
-

2020 - Perception

- 1 TV
 - 2 **Radio**
 - 3 Online video
 - 4 Cinema
 - 5 Out of home
 - 6 Social media
 - 7 Magazines
 - 8 Newspapers
 - 9 Online display
 - 10 Direct mail
-

Overall performance ranking – weighted scores – PERCEPTION

What advertisers and agencies say

2018 UK

1	TV	48.9
2	Online video	41.6
3	Social media	41.3
4	Out of home	39.6
5	Cinema	39.1
6	Radio	38.9
7=	Newspapers	36.3
7=	Direct mail	36.3
9	Online display	35.5
10	Magazines	35.1

2019 BE

1	Social media (paid)	34.0
2	Online video	33.1
3	Radio	31.6
4	Television	30.9
5	Direct mail	30.2
6	Cinema	28.9
7	Online display	28.1
8	Out of home	27.7
9	Magazines (print)	27.5
10	Newspapers (print)	25.8

2020 UK

1	TV	52.5
2	Online video	47.0
3	Radio	46.0
4	Social media	44.6
5	Out of home	43.1
6	Cinema	42.8
7	Online display	37.6
8	Newspapers	37.5
9	Magazines	33.6
10	Direct mail	33.6

Overall performance ranking – weighted scores – EVIDENCE

What the evidence says

2018 UK

1	TV	107.1
2	Radio	103.2
3	Newspapers	87.8
4	Magazines	79.5
5	Out of home	71.7
6	Direct mail	67.0
7	Social media	65.8
8	Cinema	61.4
9	Online video	57.6
10	Online display	50.0

2019 BE

1	Television	68.0
2	Radio	61.7
3	Direct mail	54.8
4	Newspapers (print)	51.7
5=	Out of home	51.5
	Magazines (print)	51.5
7	Social media (paid)	47.8
8	Cinema	47.1
9	Online video	46.8
10	Online display	44.5

2020 UK

1	TV	108.5
2	Radio	102.5
3	Newspapers	82.1
4	Magazines	76.5
5	Out of home	71.2
6	Direct mail	69.6
7	Social media	65.0
8	Cinema	61.4
9	Online video	55.0
10	Online display	49.7

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