

Click Here: The State of Online Advertising

New insights into the beliefs of consumers and professional marketers

October 2012



Methodology

Research firm Edelman Berland conducted an online survey of 1,250 adults, 18 years or older, including 1,000 general population and 250 Marketing Decision Makers, each in the U.S.

Interviewing took place from October 8th –16th, 2012.

The margin of sampling error at the 95% confidence level is as follows:

- U.S. (n=1,000): MOE = $\pm 3\%$
- U.S. (n=250): MOE = $\pm 6\%$

Additionally, this survey will be fielded in the following countries:

- UK
- Japan
- China

The data set for each country is nationally representative of the population of that country.

Summary of Key Findings

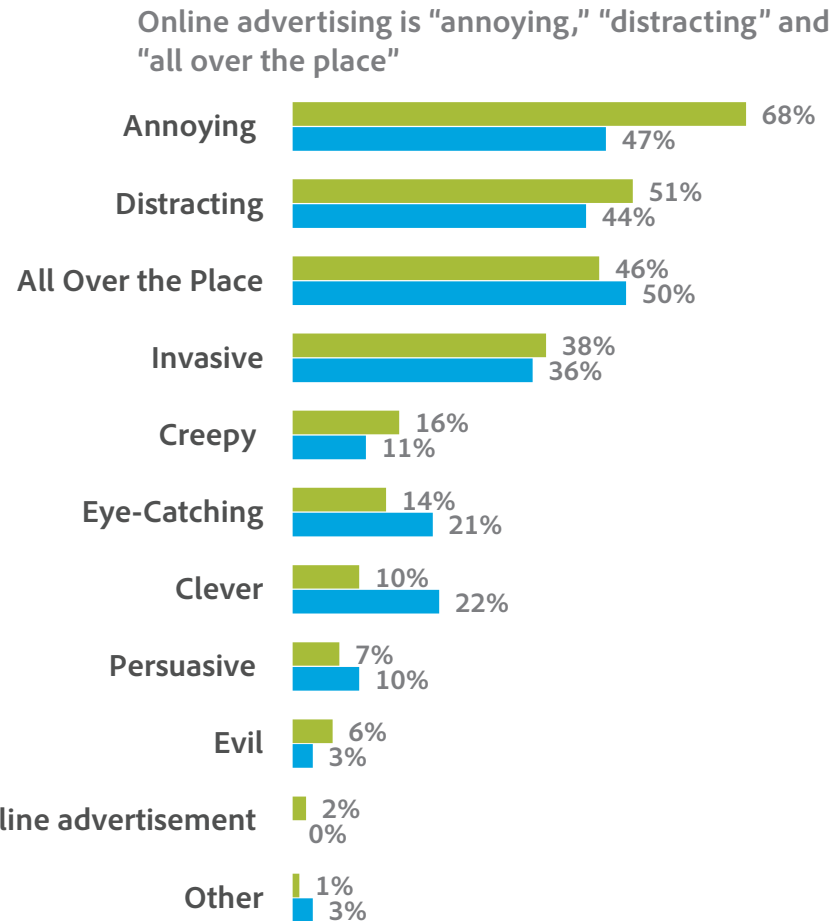
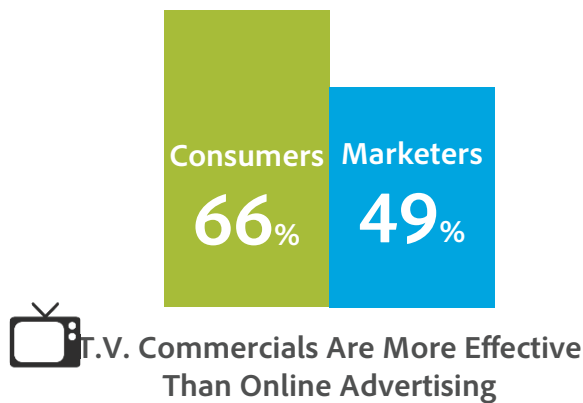
- 1 Print magazines and while watching a favorite TV show are the two most preferred places to look at an ad
- 2 Majority of respondents use social media; over half have liked on behalf of their favorite brands, but also wish there was a dislike button for social media
- 3 68% of consumers find online ads “annoying” and “distracting” and 54% say online banner ads don’t work
- 4 “Likes” get attention encourage consumers to “check out” a product, but doesn’t translate to sales
- 5 44% of consumers feel advertising works better on women than men
- 6 Consumers and marketing professionals agree that marketing is valued, strategic to business and paramount to driving sales
- 7 Professional advertising is the most effective form of advertising, 27% of marketers believe that user-generated content is the most popular form of online advertising
- 8 Advertising/Marketing professionals considered in the bottom professions among consumers – along with actors and dancers; not highly regarded by marketing professionals either
- 9 Most marketing is a bunch of B.S., 53% agree

Majority of consumers and marketers believe television commercials are more important than online advertising

Online Advertising: Effectiveness & Descriptions

■ Consumers ■ Marketers

T.V. More Important Than Online



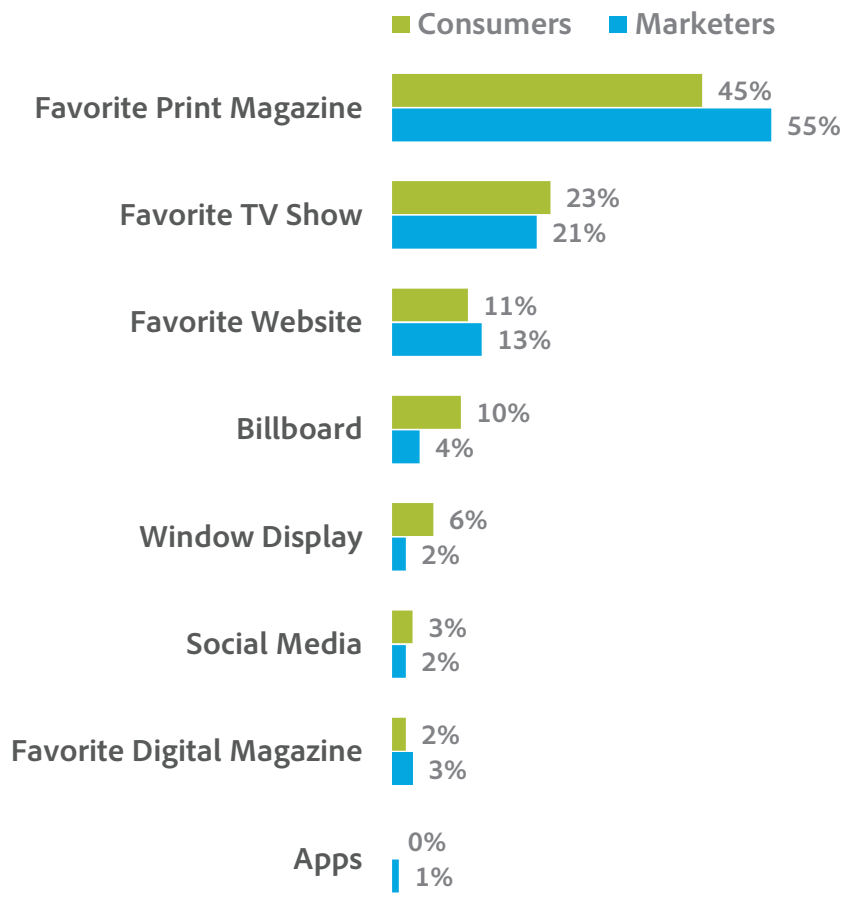
Q8. Please rate each of the following statements based on whether you agree or disagree. *All potential responses included in appendix Q46. Which of the following adjectives would you use to describe online advertising? (select all)

Print magazines and while watching a favorite TV show are the two most preferred places to look at an ad

Deconstructing Marketing

Favorite Print Magazines and Favorite TV shows are the two most preferred

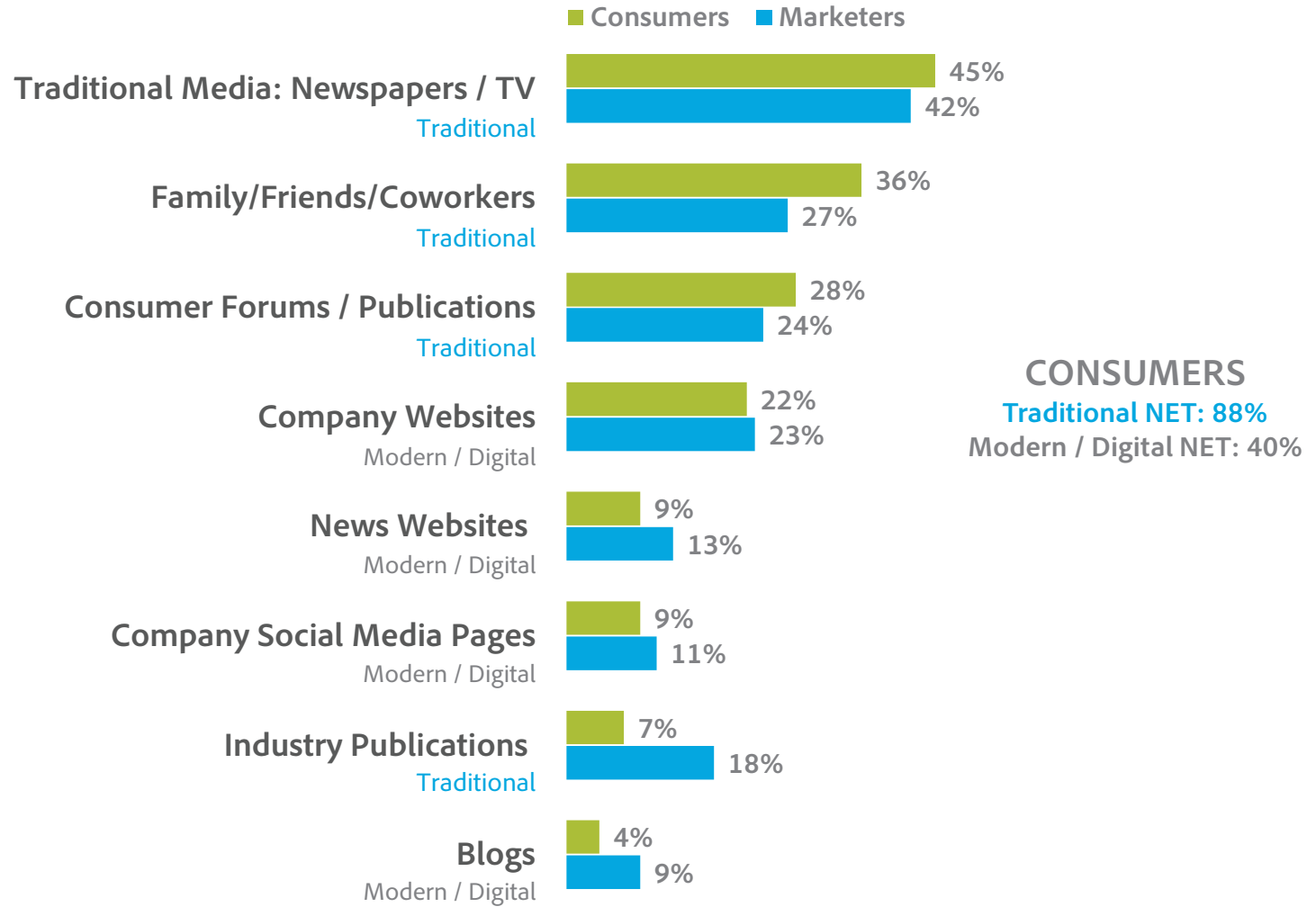
ONLY
31%
OF CONSUMERS ENJOY
READING AND VIEWING
ADVERTISEMENTS



Q30. Where do you prefer to look at an ad?
Q38 Do you enjoy viewing / reading advertisements?

Traditional media is considered to be the best for marketing and advertising

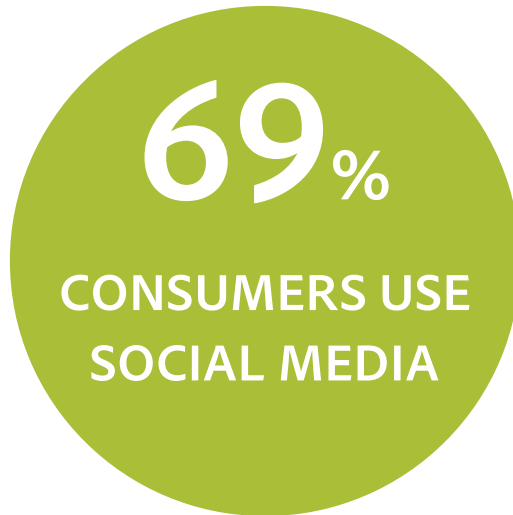
Best for marketing and advertising



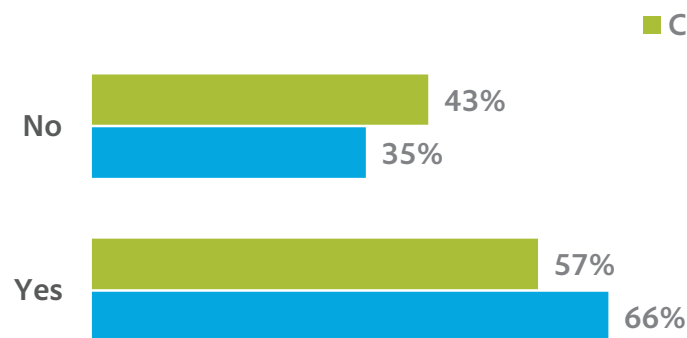
Q40. Which source is best for marketing and advertising? (select up to 2)

Majority of respondents use social media; over half have liked on behalf of their favorite brands, but also wish there was a dislike button for social media

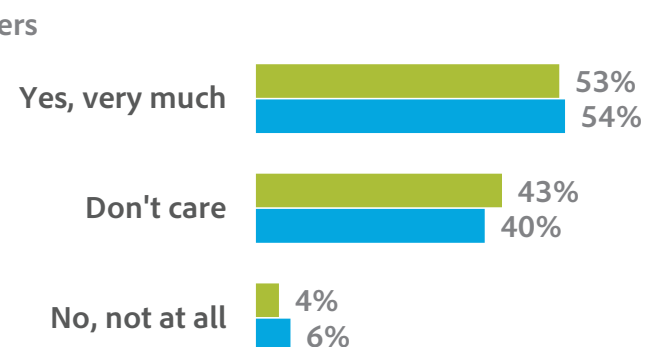
Social Media – Likes and Dislikes



Have you ever "liked" something on social media on behalf of a brand or product you enjoy?



Do you wish there was a dislike button on social media sites?



Q17. Do you use social media?

Q20. Have you ever "liked" something on social media on behalf of a brand or product you enjoy?

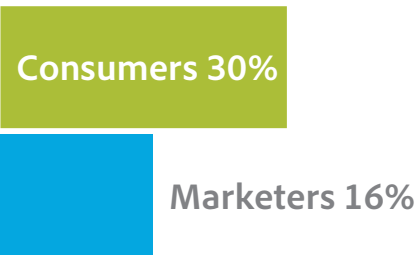
Q21. Do you wish there was a dislike button on social media sites?

Consumers and marketers feel online advertising is effective; but consumers don't want banner ads

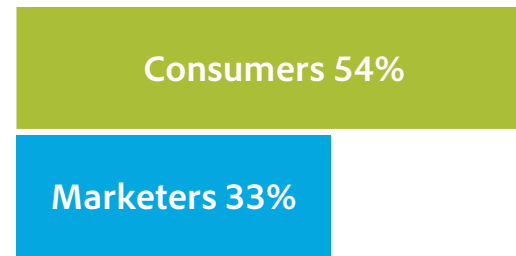
Online Advertising Effectiveness

For Consumers: Online Advertising Is Effective In The Right Taste; Just Not Web Ads

Online Advertising Is Not Effective



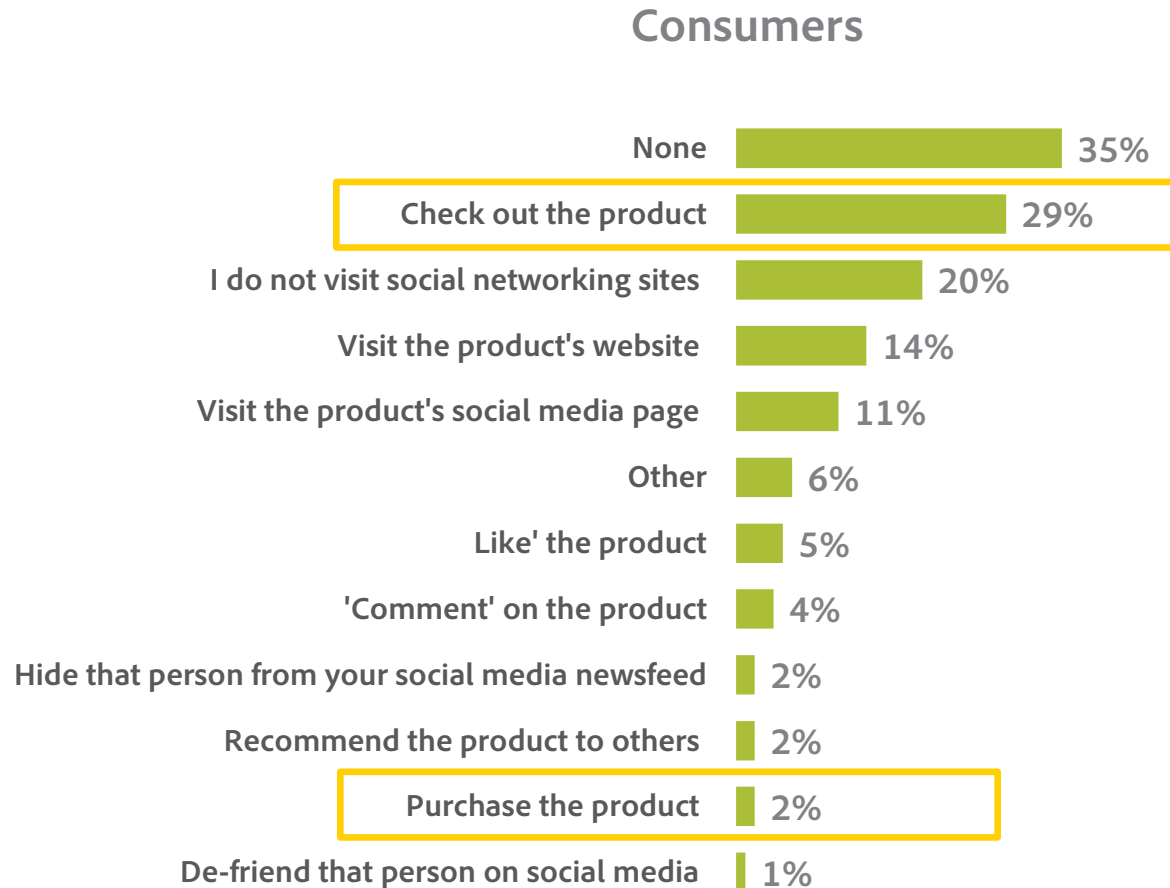
Web Banner Advertisements Do Not Work



Q8. Please rate each of the following statements based on whether you agree or disagree.

While “likes” may ignite product engagement, opportunity still exists to translate this to purchasing power

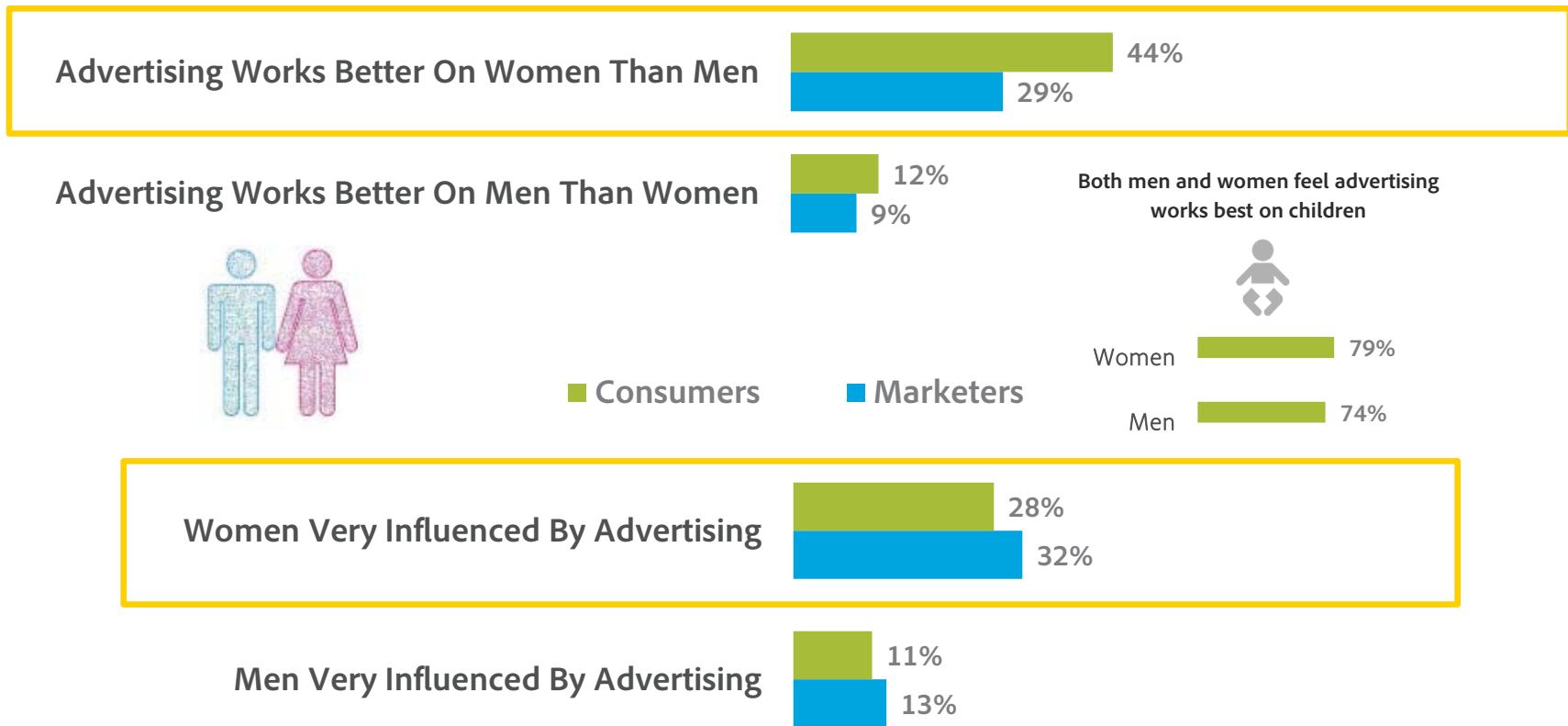
Which of the following would you do if you saw your friend like a product on social media or social networking site?



Q25. Which of the following would you do if you saw your friend like a product on social media or a social networking site? (multiple responses)

Consumers and marketers feel advertising works better on women than men

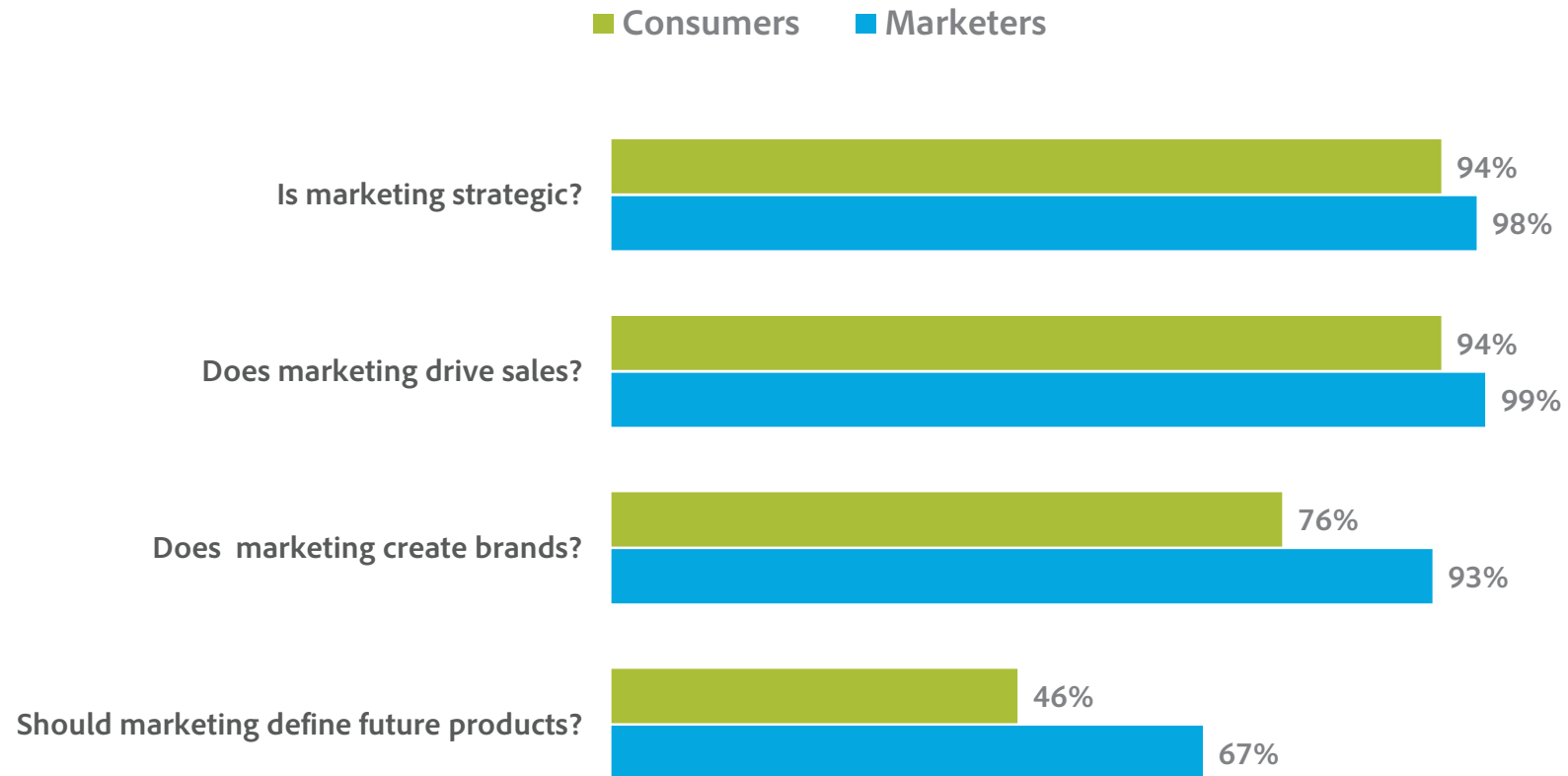
Deconstructing Marketing



Q8. Please rate each of the following statements based on whether you agree or disagree. *All potential responses included in appendix Q10. To what extent do you think each of the following consumer groups is influenced by advertising? Top Box Very Influenced

Marketing is strategic, and heavily contributes to sales impact

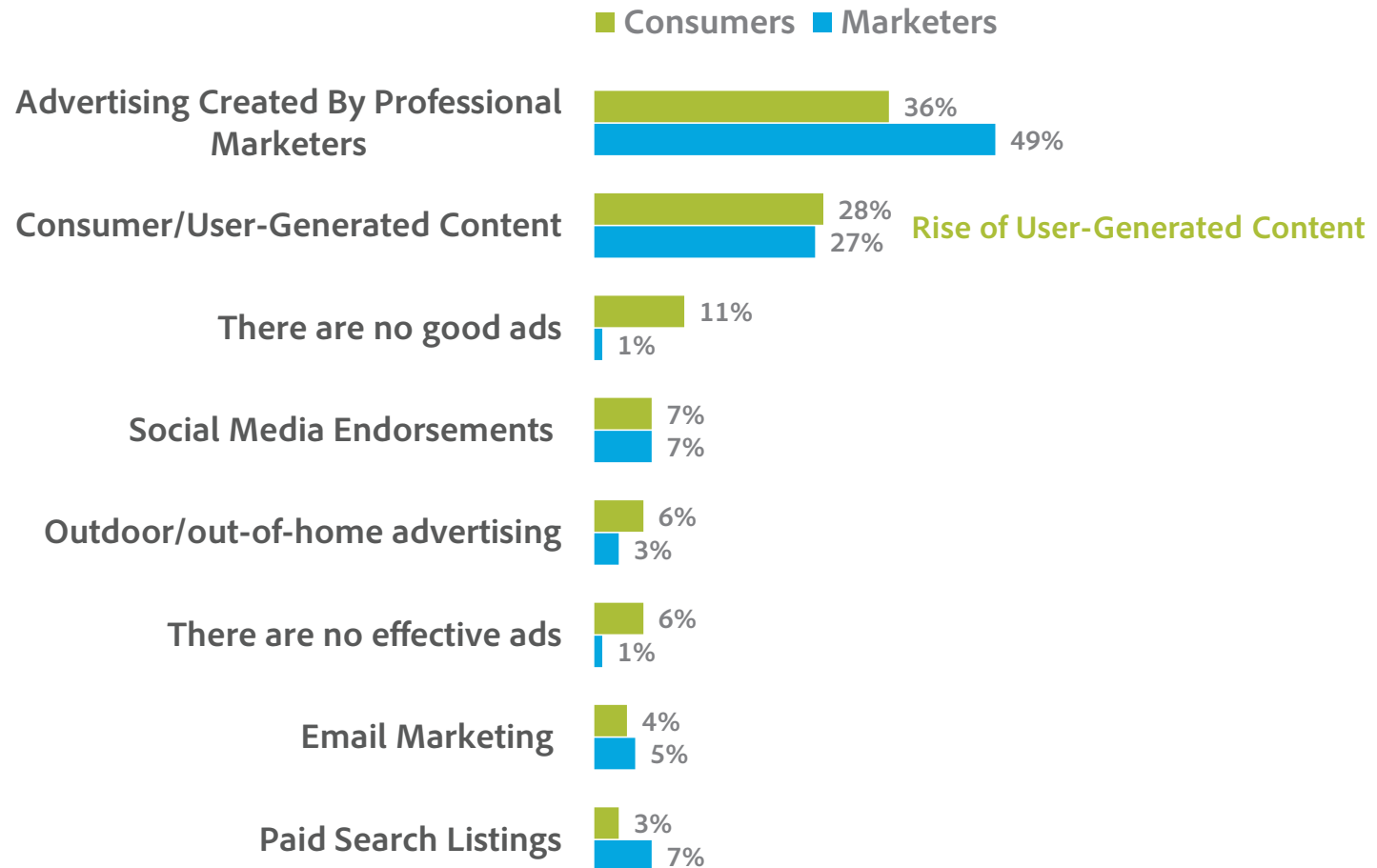
Best for Business



Q13. Is marketing strategic? Q14. Does marketing drive sales? Q15. Does marketing create brands? Q16. Should marketing define future products?

While professional advertising is the most effective form of advertising, user-generated content is increasingly appealing

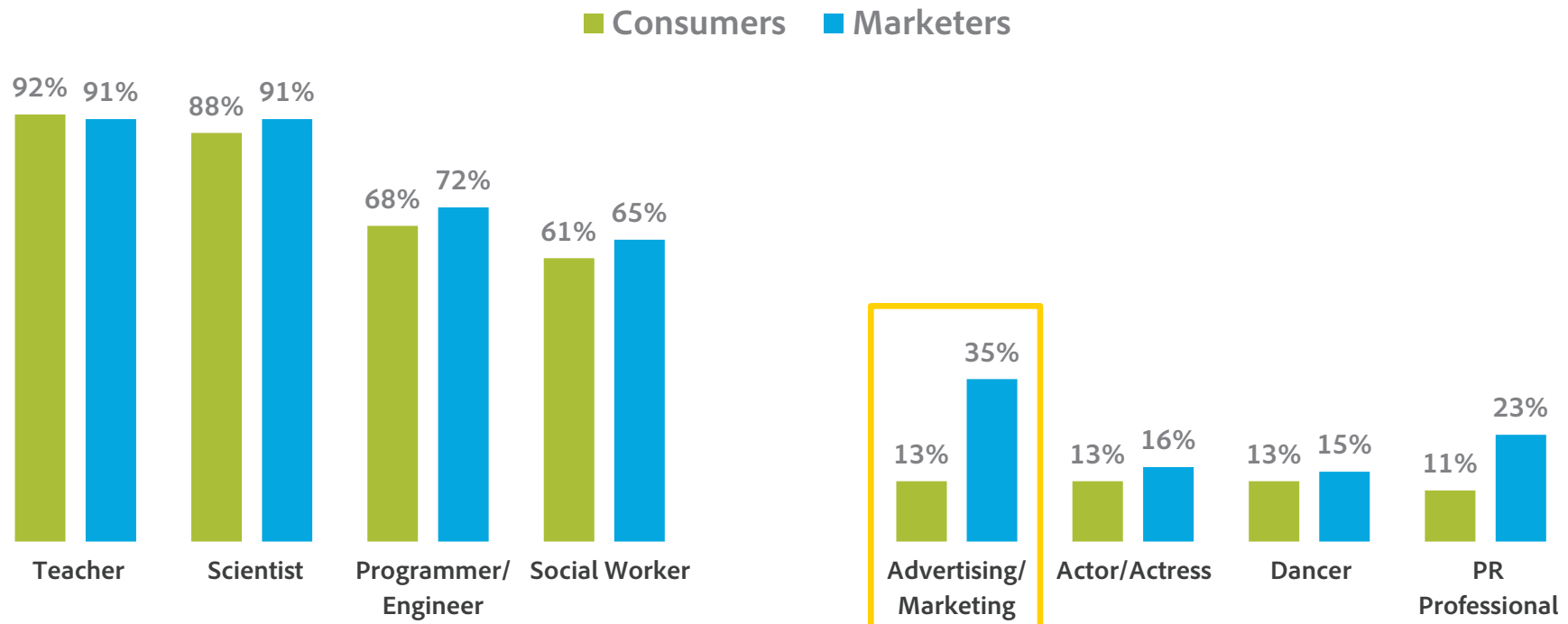
Deconstructing Marketing



Q12. Which type of promotion is most effective? (please select one response)

Advertising/Marketing considered bottom four to consumers; not highly regarded by Marketing Professionals either

Professions Valuable to Society



Top 4 Professions Most Valuable to Society

Least 4 Valuable Professions to Society

**Consumer emphasis*

Q1. Which profession provides the most value to society? Top 2 Box - 4,5 (not depicted: Graphic Designer, Artist, Writer, Singer, Politician, Lawyer, Banker, Cleaner, Chef, Architect)

Consumers want to be told a story

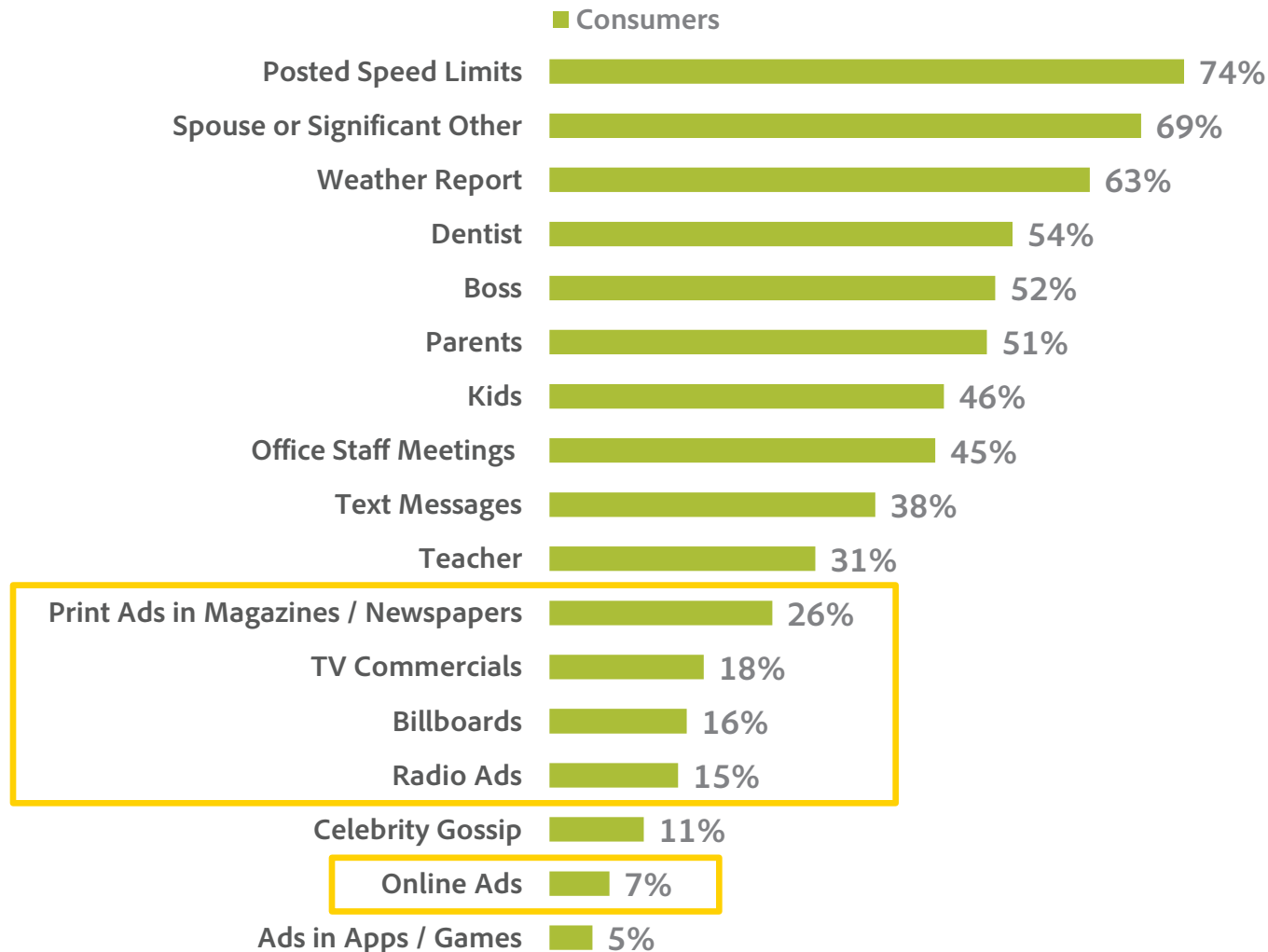
Agreed



Q8 Please rate each of the following statements based on whether you agree or disagree:

Consumers pay far less attention to ads than they do the speed limit

Attention



Q43. One a scale of 1-5 where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to each of the following? Top 2 Box 4,5

