

**what advertisers must
get right - right now -
to connect with aussie consumers**



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KANTAR

What advertisers must
get right – **right now**
– to connect with
Aussie consumers

iab.
australia

Nicole Jones

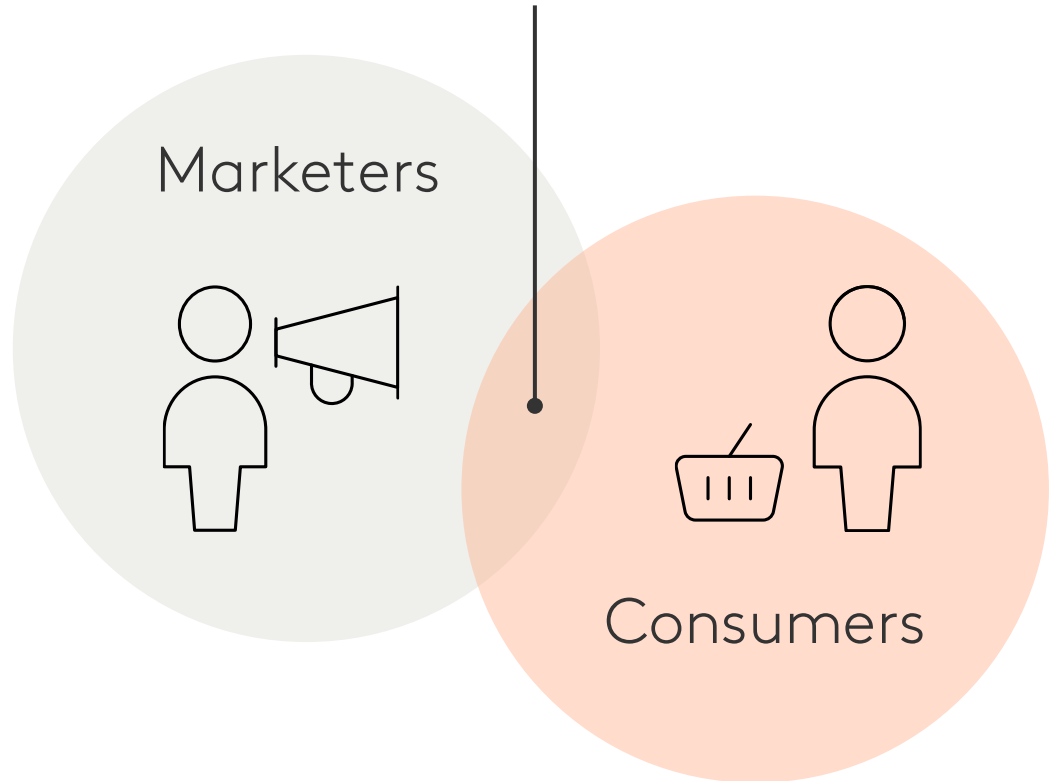
October 25th, 2022

Study background

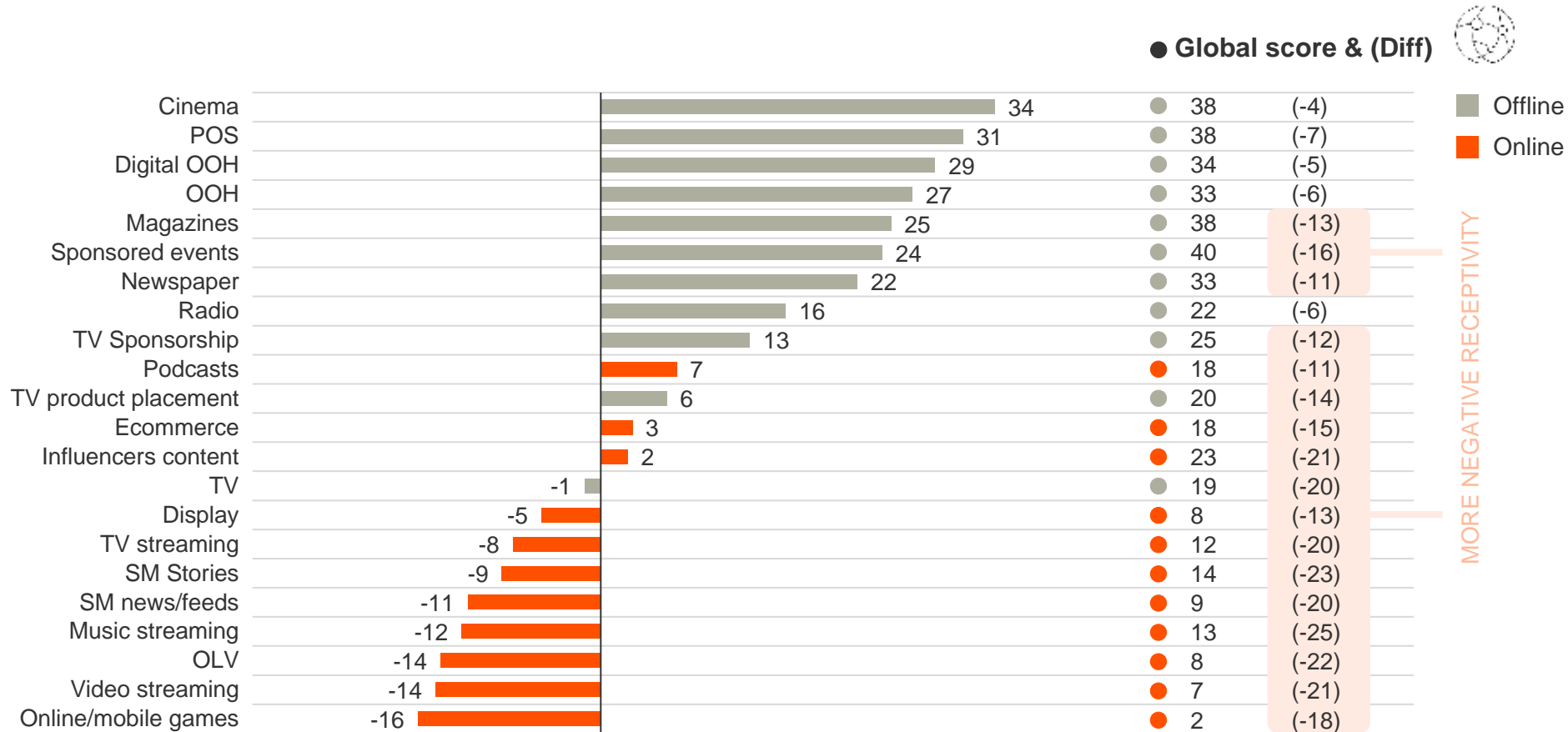
Media Reactions is the first global equity **evaluation** of a selection of media channels and media brands among consumers and marketers.

It provides an overall ad equity summary, along with detailed diagnosis of views about different media environments.

Media Reactions



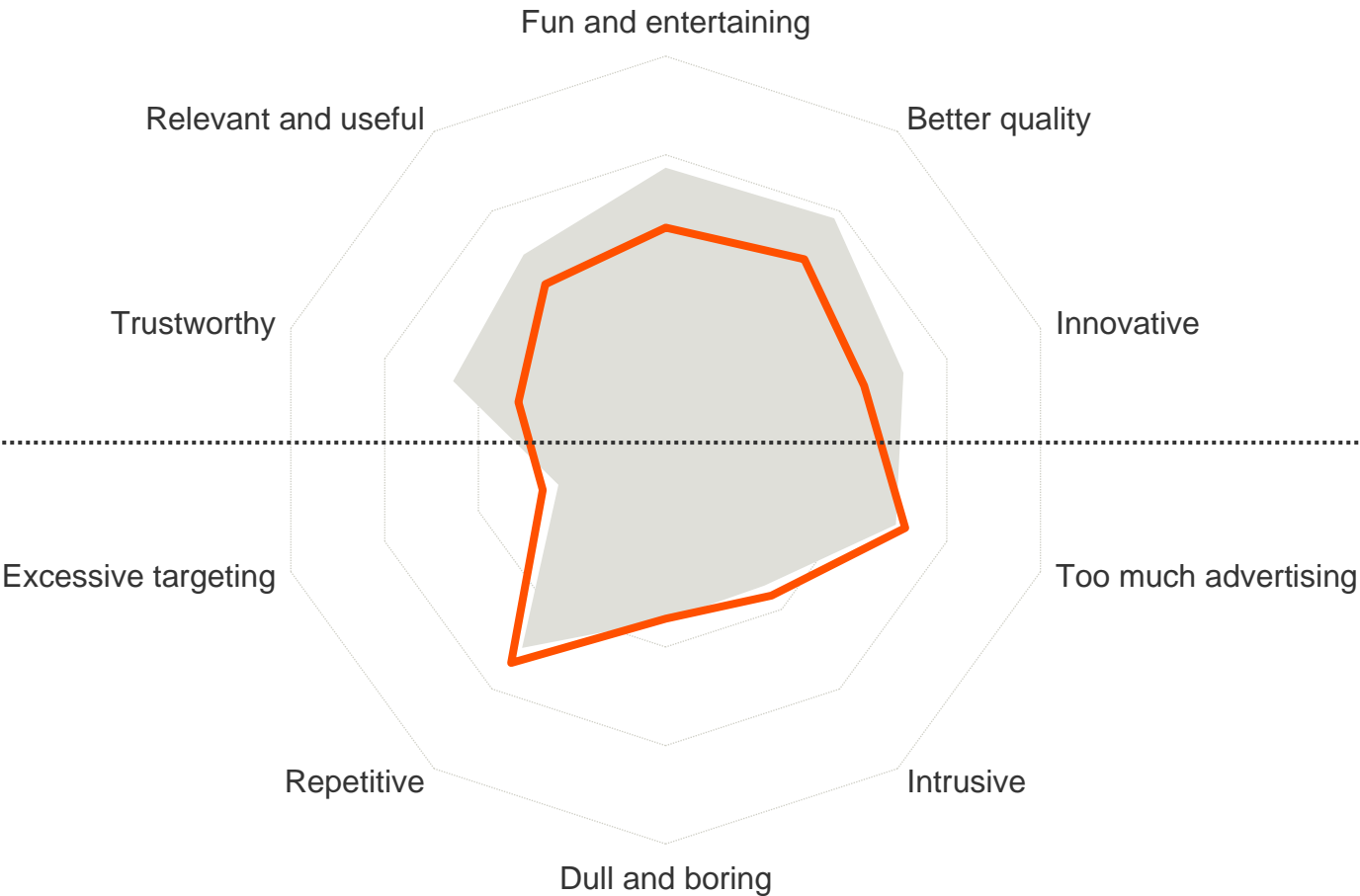
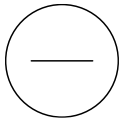
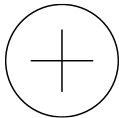
Australia is not seeing the same growth in consumer advertising equity especially among digital



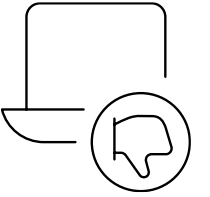
Advertising attitudes are slightly muted compared to global



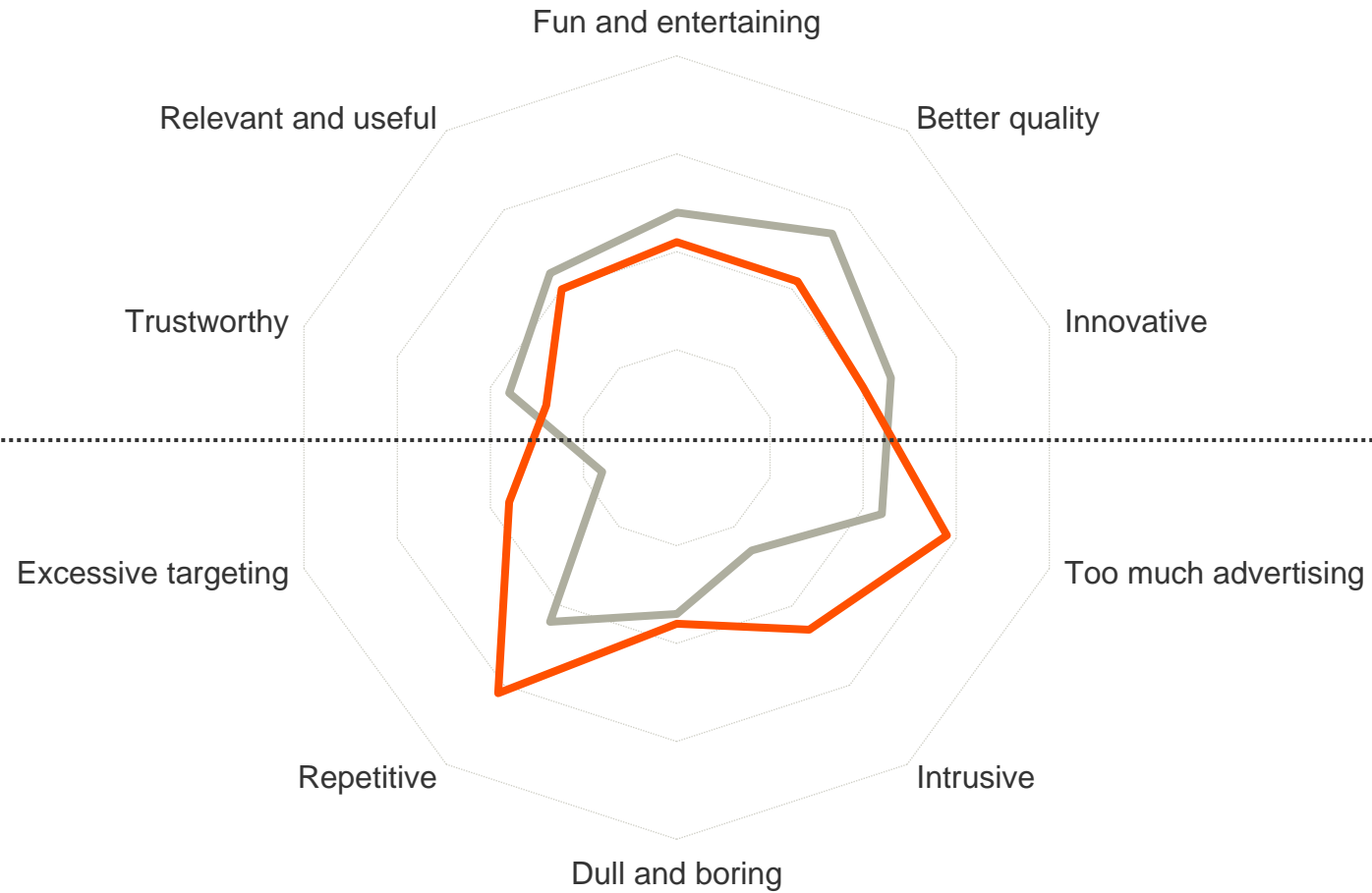
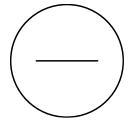
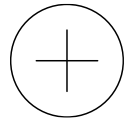
■ Global Average
■ Australia



Online formats need to work more to become less intrusive



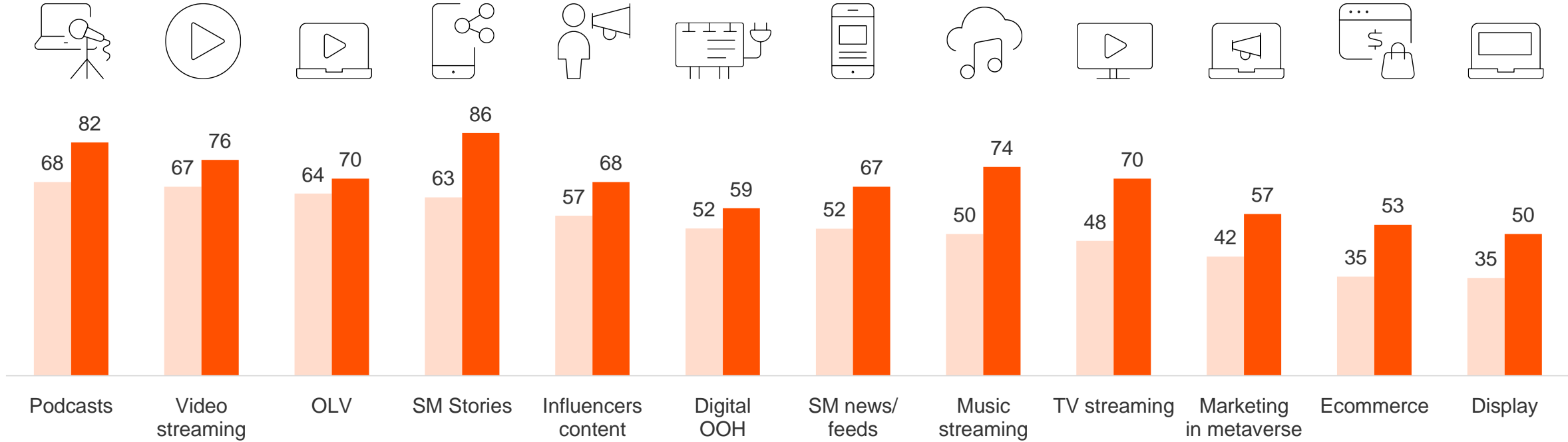
Offline Channels
Online Channels



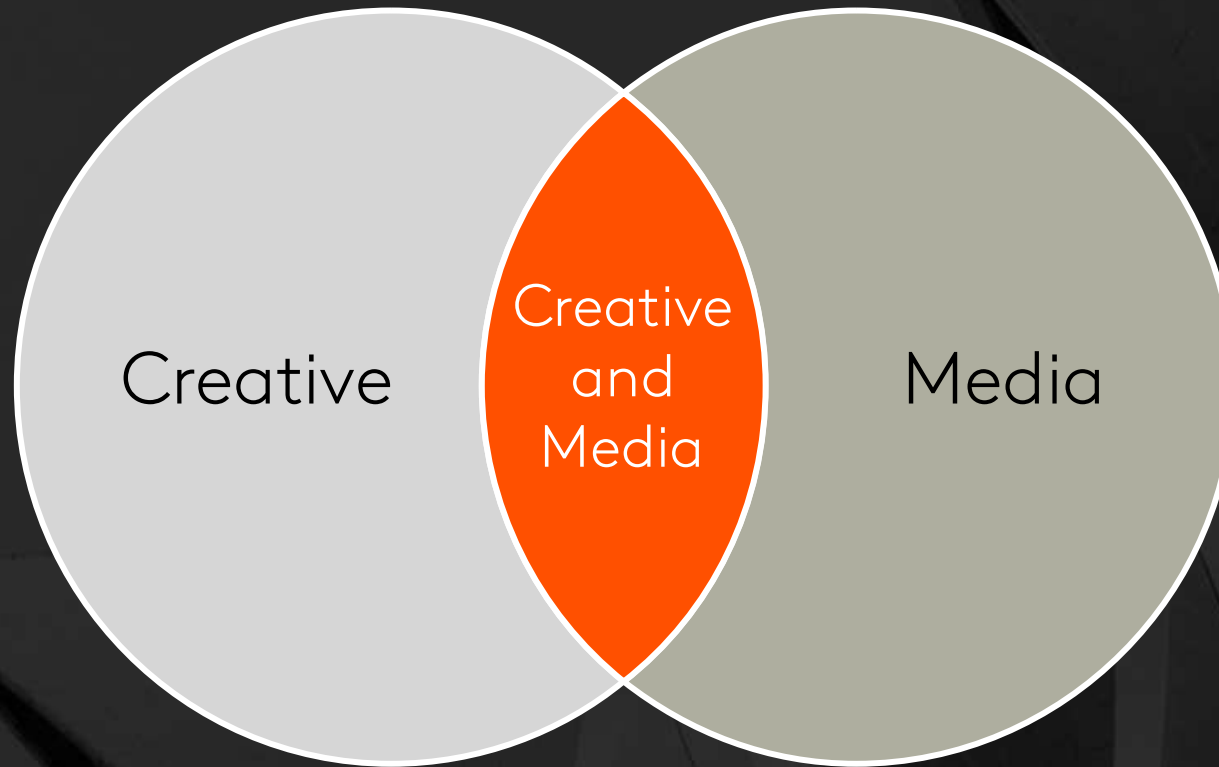
Digital media spend is increasing in 2022; this is expected to continue in 2023

Changes in budget/resource allocation – Digital Media (% net +ve) - NZ + AUS Marketers

Change in 2022 Anticipated in 2023



To ensure your ads are **impactful** both Creative and Media are needed



Too much marketing spend is being wasted delivering a great ad in the wrong place or the wrong ad in a great place

66%



Skip or pay
to avoid ads

48%



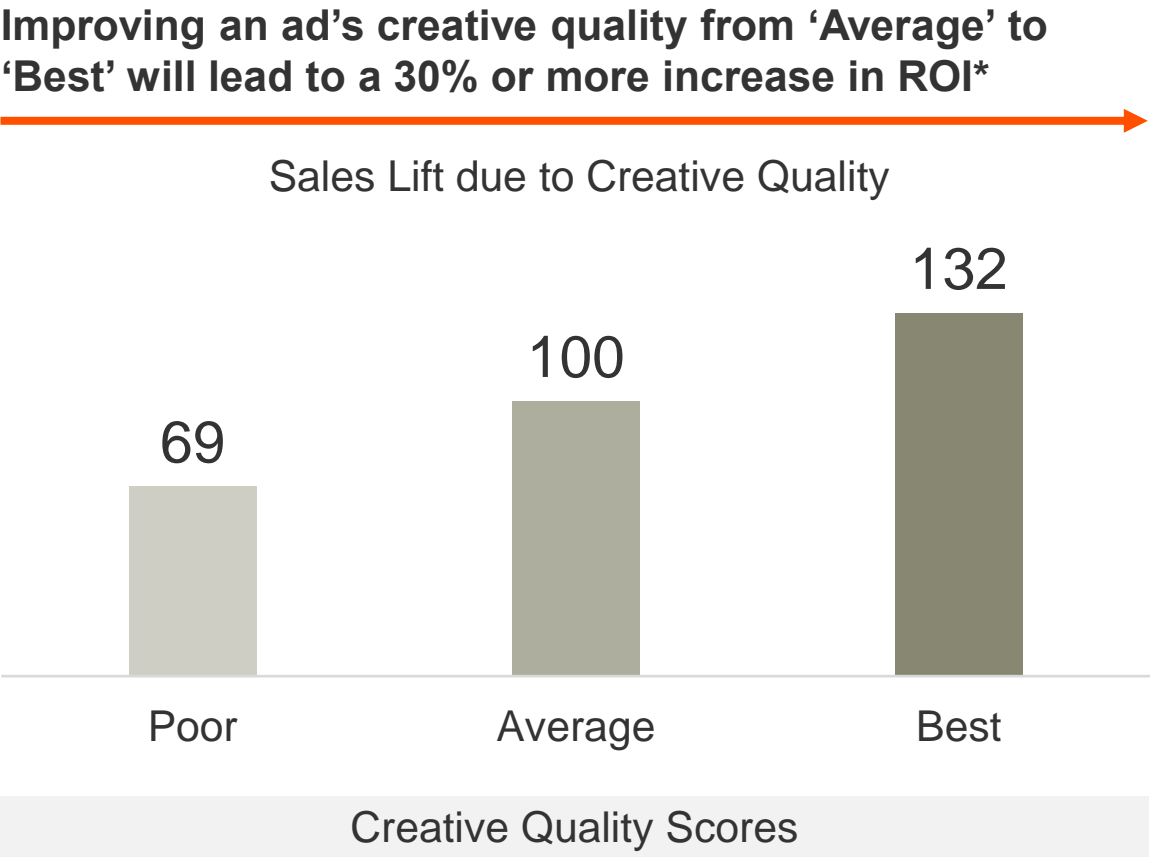
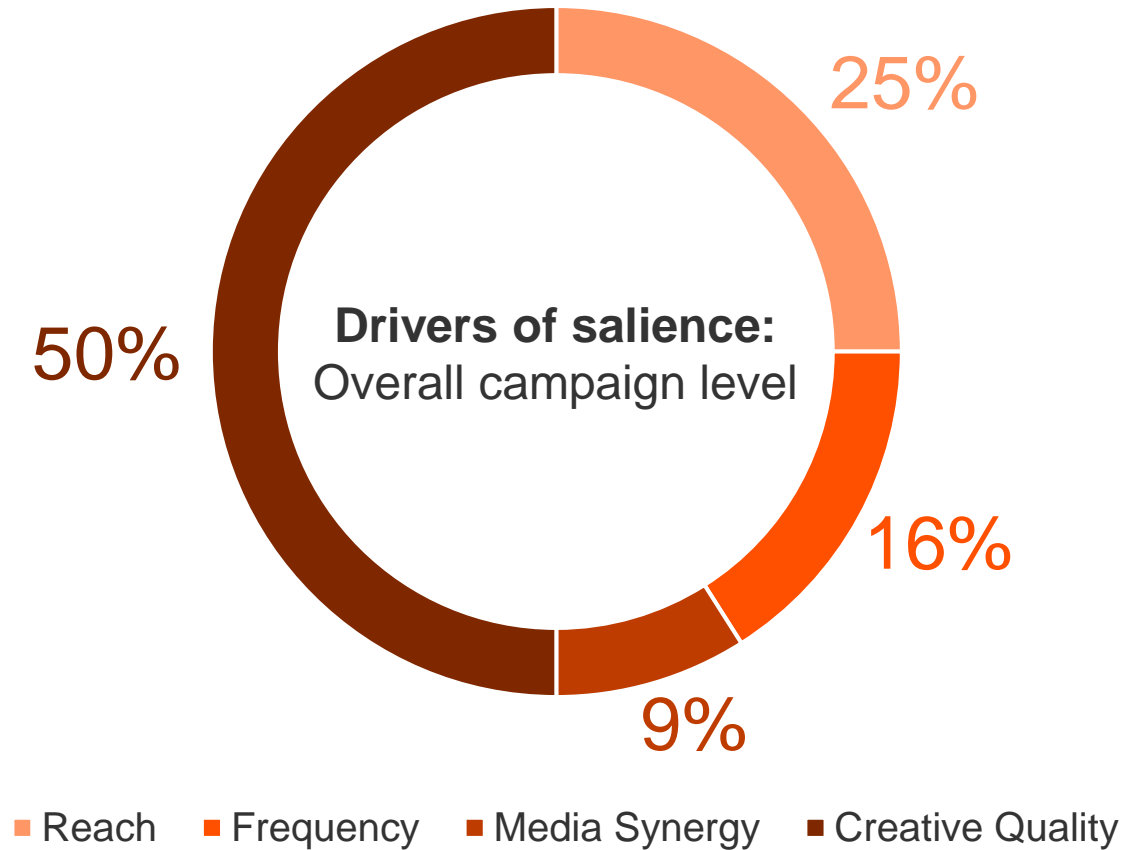
Use tech to
block ads

45%



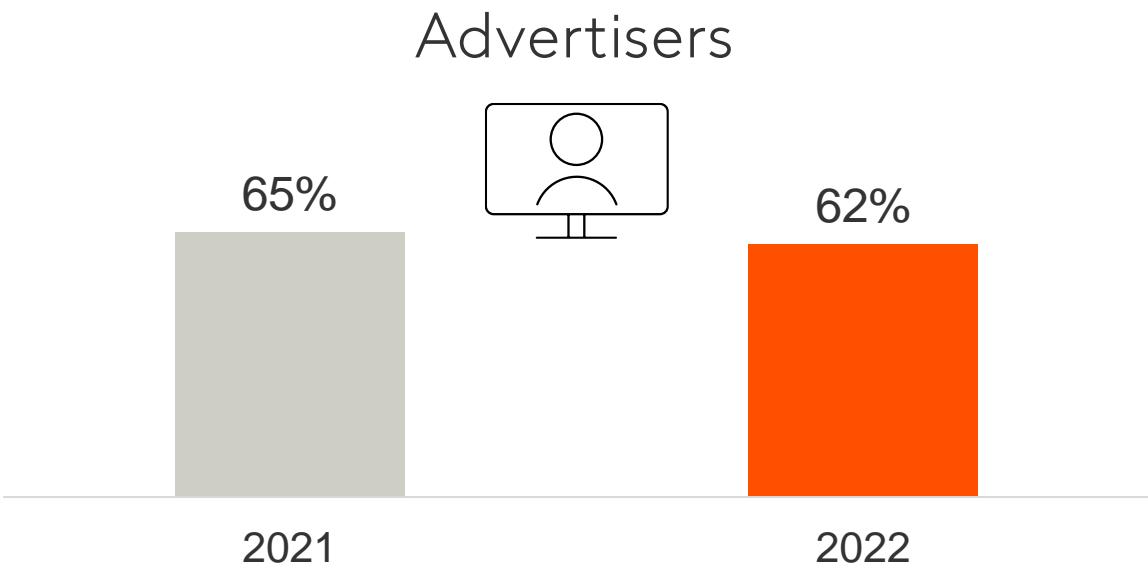
Don't watch /
do something else

Creative Quality is not only important for top-of-mind awareness, but better ads result in higher ROI

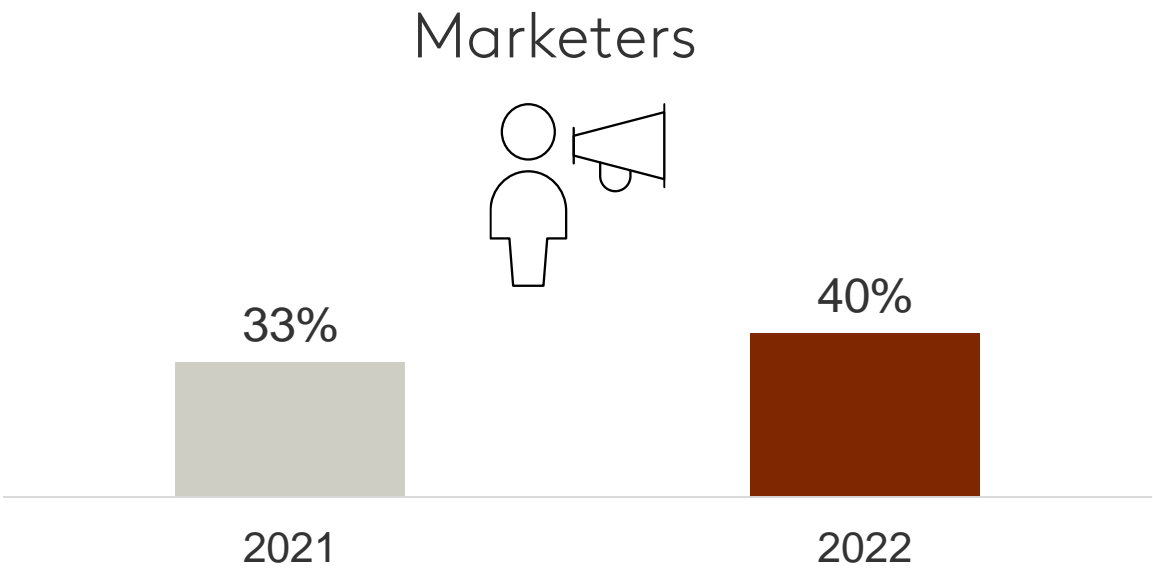


However, Advertisers are less confident that they are tailoring content across contexts

Confidence that your organisation tailors content to contexts (Top 2 Box)



Testing “little or none” of their creative



Our human brain is programmed to pay attention to things that are very different, highly personally relevant and make us feel something



Create content that is very distinctive and **entertaining** in its own right



Say something very relevant in an **engaging** and distinctive way



Adopt a very **emotive** strategy

Entertaining: animoji-type graphics, editing à la TikTok



Chupa Chups XXL Flavour Playlist

La fábrica de sombreros – TV, Spain



Engaging: simple, sleek, effective demonstration



KitchenAid 'Make to Stand Out'

Digitas - Digital, Australia

go  head...

KitchenAid®

Emotive: a sensitive storyline woven into the shopping experience



Mitre 10

With You All The Way – TV, New Zealand



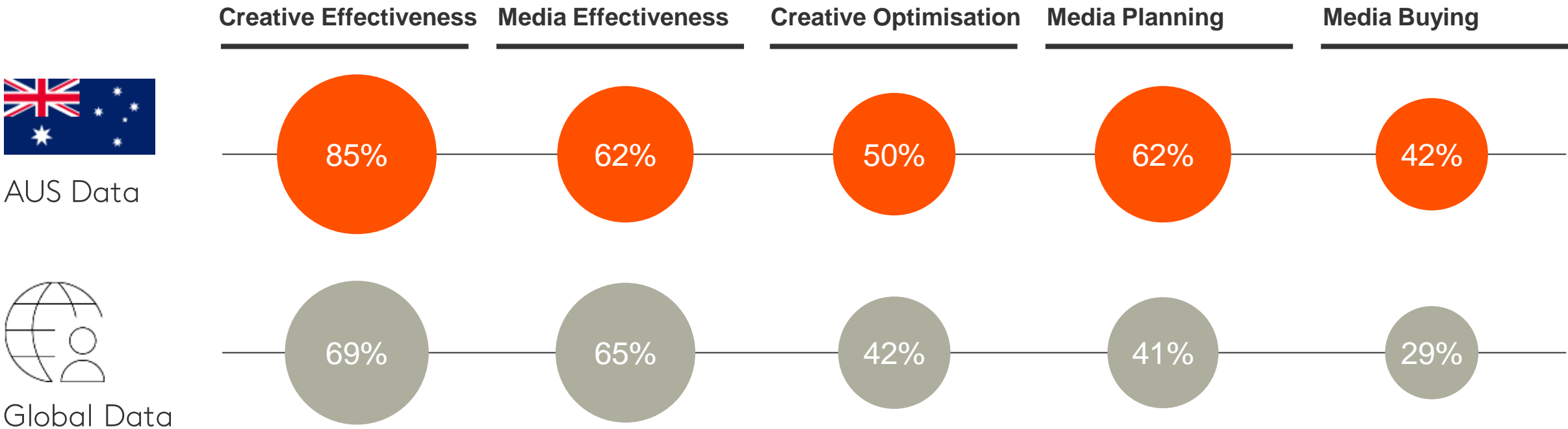
“ If your advertising goes unnoticed, everything else is academic. ”

— Bill Bernbach



Marketers in Australia understand the influence that attention has compared to global markets

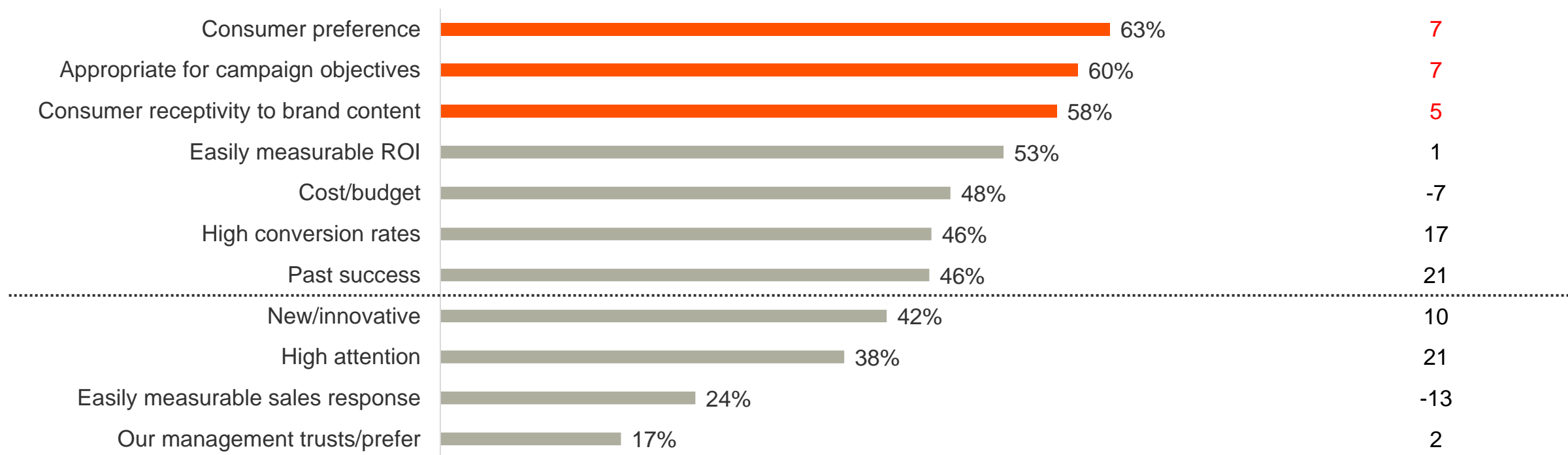
Attention has an influence on (%) 2022



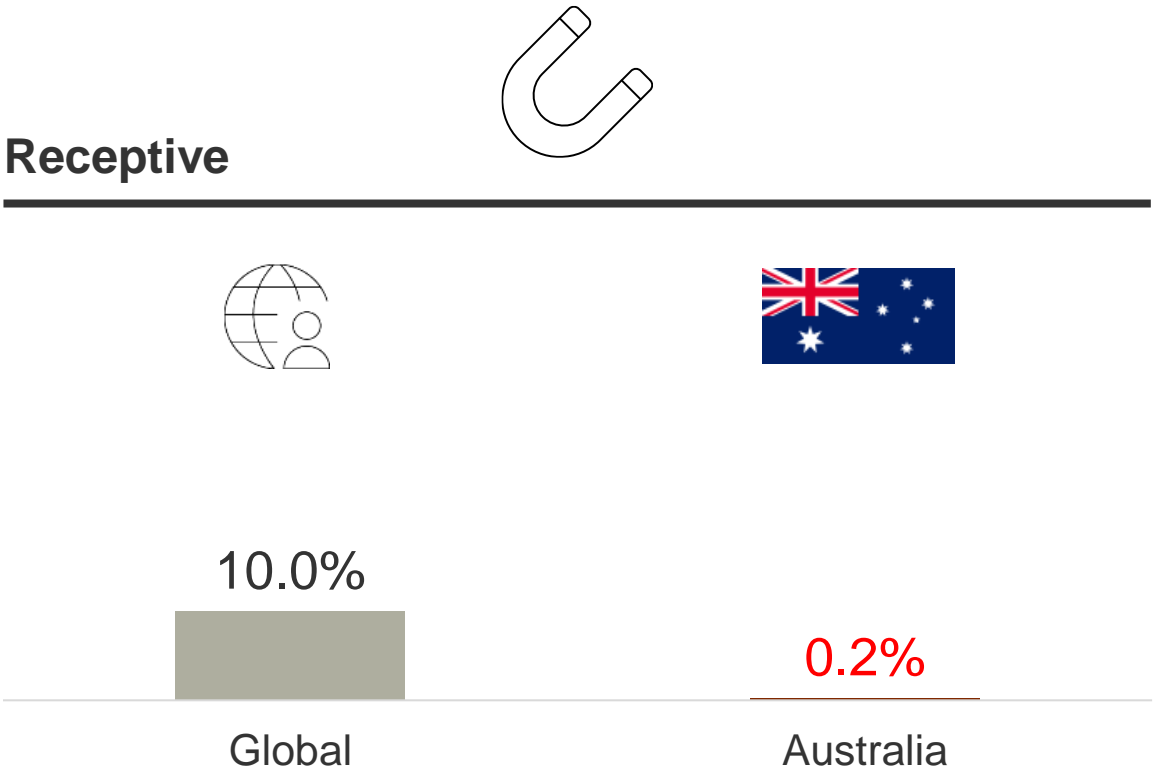
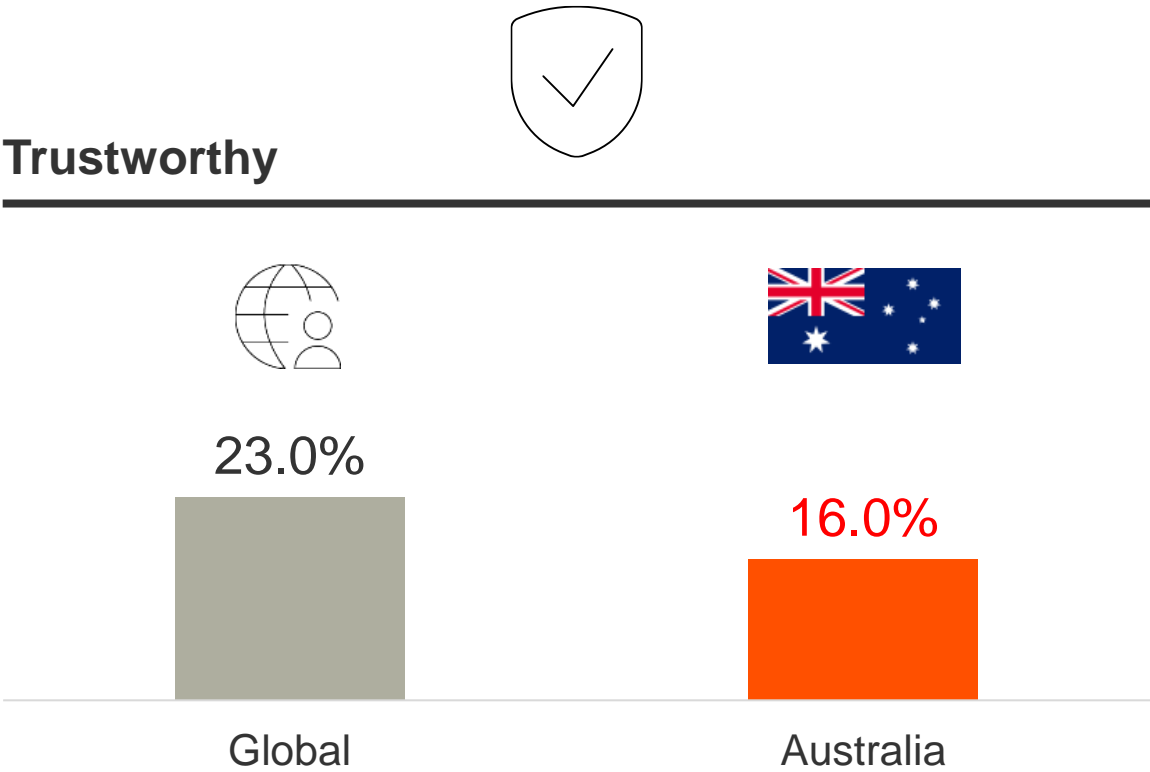
Attention is important but don't use overly intrusive formats at the expense of consumer preference

Influences on media budget allocation (%) 2022

% Difference vs AUS/NZ



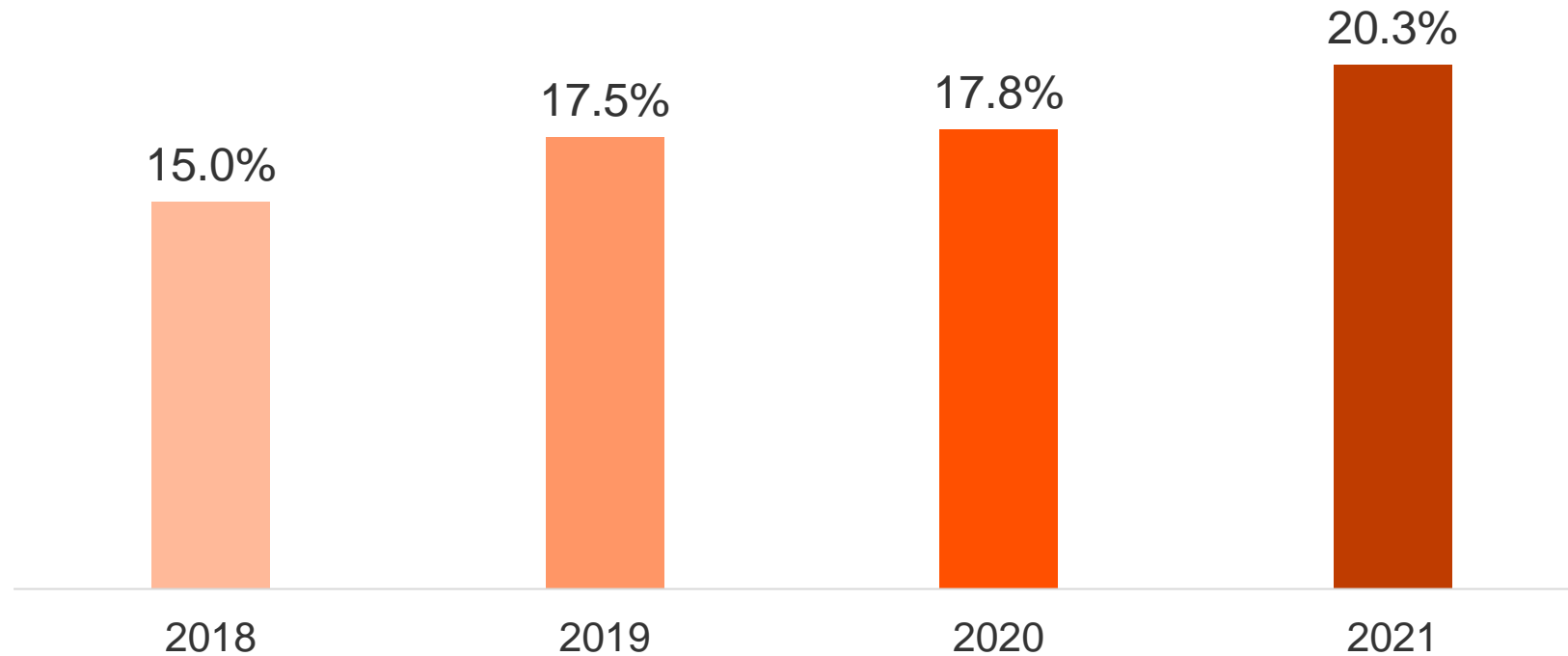
Australians are still generally less trusting and receptive to advertising than most global markets



Campaigns are seven times more impactful among receptive audiences

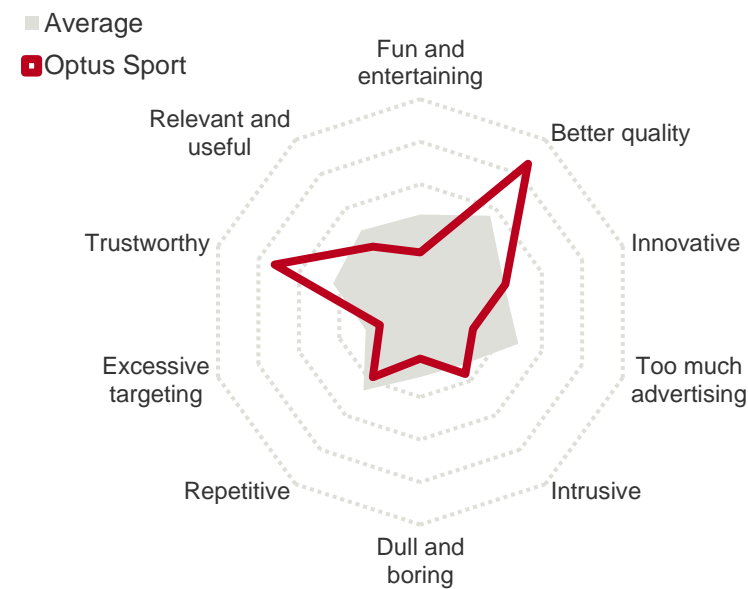
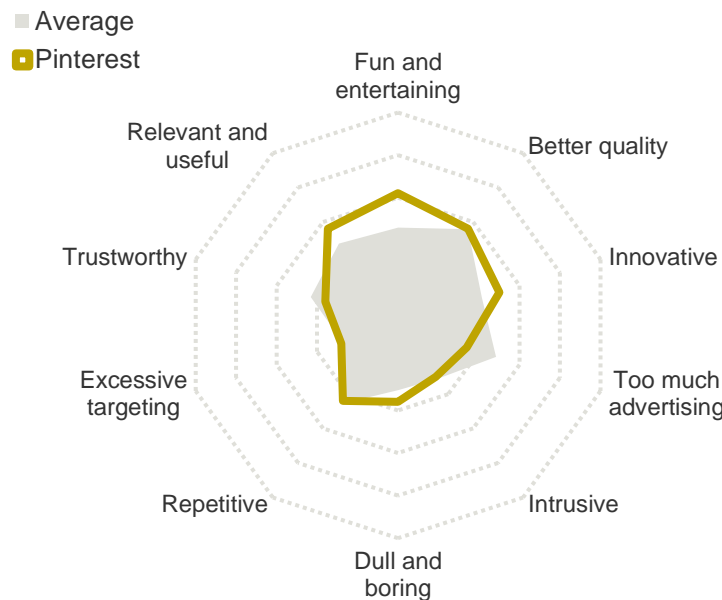
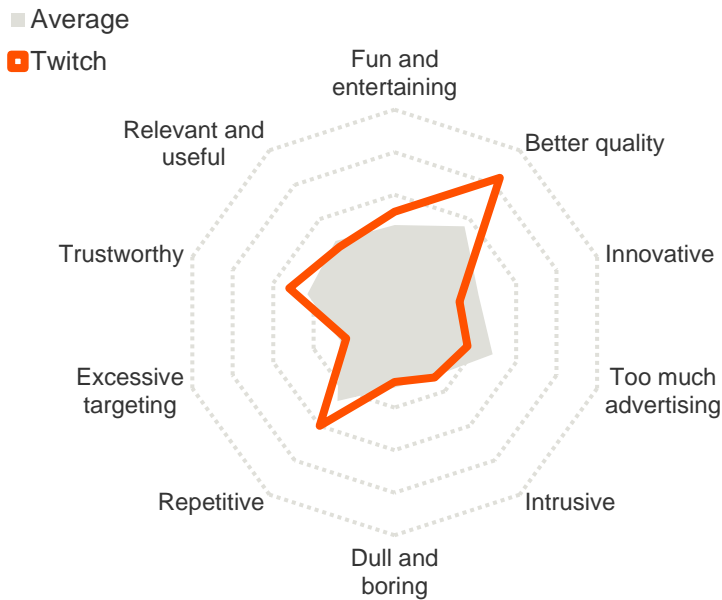
There is more marketing content **competing for their attention**.

Total touchpoint impact on brands



The most trusted platforms in Australia tended to run better quality, more relevant and less repetitive or intrusive advertising

Advertising Equity – Advertising Attitudes



This is true at a local brand level as well

Advertising Equity – Advertising Attitudes



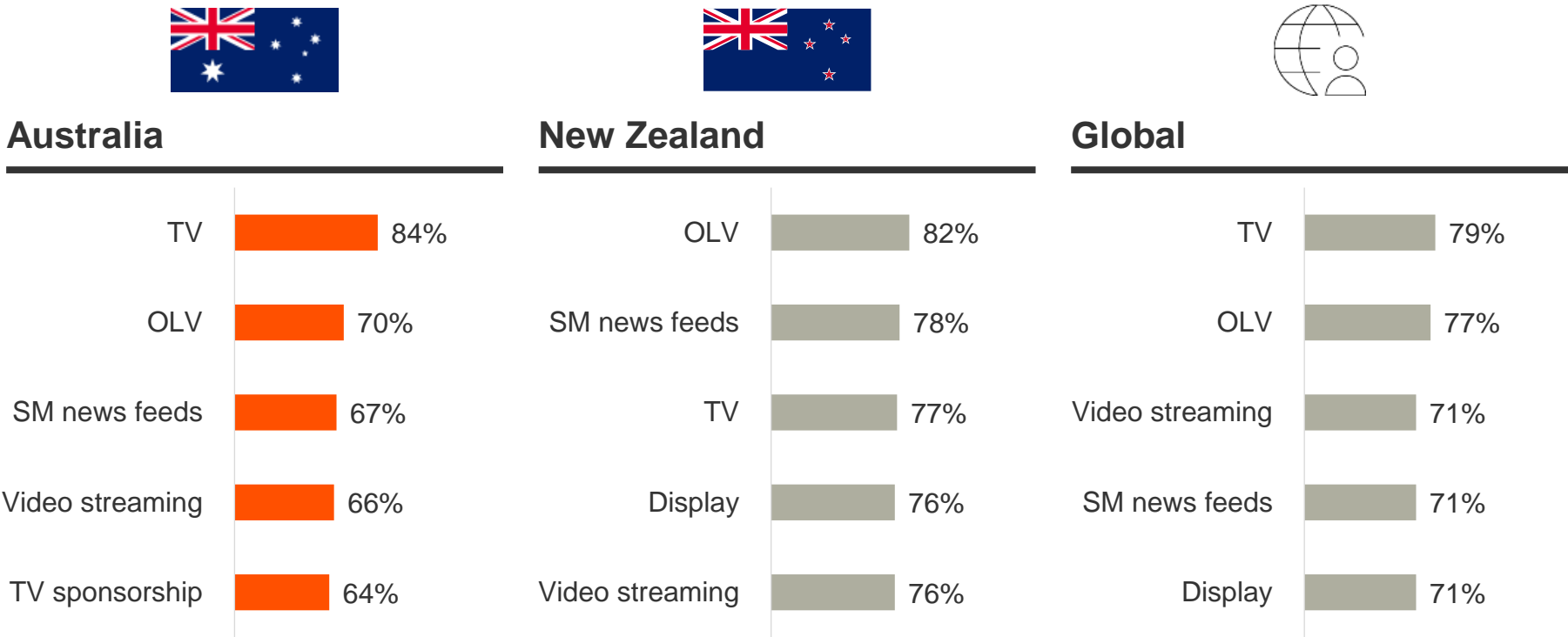
Kayo



It remains key to put thought into both channel and platform

Advertising exposure for media channels by market:

Top 5 media channels by exposure per market



In Conclusion...

Understand the effectiveness of your content across digital contexts

Every digital second counts

Entertaining, Engaging and Emotive content will capture and retain attention.



Attention Matters

BUT it's just a stepping-stone on the road to success (building brands, driving sales).



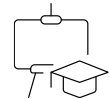
Receptivity

Campaigns are more impactful among receptive audiences.



Trust

The most trusted platforms tended to run better quality, more relevant and less repetitive or intrusive advertising.



Test and Learn

Putting in place a measurement program to “Test and Learn” is key.

Thank you

Nicole Jones

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