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 8\textsuperscript{th} – 16\textsuperscript{th}, 2012.

The margin of sampling error at the 95% confidence level is as follows:
- U.S. (n=1,000): MOE = ± 3%
- U.S. (n=250): MOE = ± 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

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)

- Annoying
- Distracting
- All Over the Place
- Invasive
- Creepy
- Eye-Catching
- Clever
- Persuasive
- Evil
- Never seen an online advertisement
- Other

T.V. More Important Than Online

<table>
<thead>
<tr>
<th>Consumers</th>
<th>Marketers</th>
</tr>
</thead>
<tbody>
<tr>
<td>66%</td>
<td>49%</td>
</tr>
</tbody>
</table>

T.V. Commercials Are More Effective Than Online Advertising

Never seen an online advertisement

Q8: Please rate each of the following statements based on whether you agree or disagree. *All potential responses included in appendix.
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.

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

- **Traditional Media: Newspapers / TV**
  - Traditional: 45% (Consumers), 42% (Marketers)

- **Family/Friends/Coworkers**
  - Traditional: 36% (Consumers)

- **Consumer Forums / Publications**
  - Traditional: 28% (Consumers), 24% (Marketers)

- **Company Websites**
  - Modern / Digital: 22% (Consumers), 23% (Marketers)

- **News Websites**
  - Modern / Digital: 9% (Consumers), 13% (Marketers)

- **Company Social Media Pages**
  - Modern / Digital: 9% (Consumers), 11% (Marketers)

- **Industry Publications**
  - Traditional: 7% (Consumers), 18% (Marketers)

- **Blogs**
  - Modern / Digital: 4% (Consumers), 9% (Marketers)

CONSUMERS
- Traditional NET: 88%
- Modern / Digital NET: 40%
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**

- **CONSUMERS USE SOCIAL MEDIA**: 69%
- **MARKETERS USE SOCIAL MEDIA**: 83%

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

<table>
<thead>
<tr>
<th>Answer</th>
<th>Consumers</th>
<th>Marketers</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>43%</td>
<td>35%</td>
</tr>
<tr>
<td>Yes</td>
<td>57%</td>
<td>66%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Answer</th>
<th>Consumers</th>
<th>Marketers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, very much</td>
<td>53%</td>
<td>54%</td>
</tr>
<tr>
<td>Don't care</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>No, not at all</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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
  - Consumers 30%
  - Marketers 16%

- Web Banner Advertisements Do Not Work
  - Consumers 54%
  - Marketers 33%

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?

Consumers

- **None** 35%
- **Check out the product** 29%
- **I do not visit social networking sites** 20%
- **Visit the product's website** 14%
- **Visit the product's social media page** 11%
- **Other** 6%
- **Like' the product** 5%
- **'Comment' on the product** 4%
- **Hide that person from your social media newsfeed** 2%
- **Recommend the product to others** 2%
- **Purchase the product** 2%
- **De-friend that person on social media** 1%

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

Data from 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

- Advertising Works Better On Women Than Men: 44% Consumers, 29% Marketers
- Advertising Works Better On Men Than Women: 12% Consumers, 9% Marketers
- Both men and women feel advertising works best on children
- Women Very Influenced By Advertising: 28% Consumers, 32% Marketers
- Men Very Influenced By Advertising: 11% Consumers, 13% Marketers
Marketing is strategic, and heavily contributes to sales impact

Best for Business


- Is marketing strategic? Consumers: 94%, Marketers: 98%
- Does marketing drive sales? Consumers: 94%, Marketers: 99%
- Does marketing create brands? Consumers: 76%, Marketers: 93%
- Should marketing define future products? Consumers: 46%, Marketers: 67%
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 Created By Professional Marketers
  - Consumers: 36%
  - Marketers: 49%

- Consumer/User-Generated Content
  - Consumers: 28%
  - Marketers: 27%

- There are no good ads
  - Consumers: 11%
  - Marketers: 1%

- Social Media Endorsements
  - Consumers: 7%
  - Marketers: 7%

- Outdoor/out-of-home advertising
  - Consumers: 6%
  - Marketers: 3%

- There are no effective ads
  - Consumers: 6%
  - Marketers: 1%

- Email Marketing
  - Consumers: 4%
  - Marketers: 5%

- Paid Search Listings
  - Consumers: 3%
  - Marketers: 7%
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

- Teacher: 92% Consumers, 91% Marketers
- Scientist: 88% Consumers, 91% Marketers
- Programmer/Engineer: 68% Consumers, 72% Marketers
- Social Worker: 61% Consumers, 65% Marketers

Least 4 Valuable Professions to Society

- Advertising/Marketing: 13% Consumers, 35% Marketers
- Actor/Actress: 13% Consumers, 16% Marketers
- Dancer: 13% Consumers, 15% Marketers
- PR Professional: 11% Consumers, 23% Marketers

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)
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**

- **Posted Speed Limits**: 74%
- **Spouse or Significant Other**: 69%
- **Weather Report**: 63%
- **Dentist**: 54%
- **Boss**: 52%
- **Parents**: 51%
- **Kids**: 46%
- **Office Staff Meetings**: 45%
- **Text Messages**: 38%
- **Teacher**: 31%
- **Print Ads in Magazines / Newspapers**: 26%
- **TV Commercials**: 18%
- **Billboards**: 16%
- **Radio Ads**: 15%
- **Celebrity Gossip**: 11%
- **Online Ads**: 7%
- **Ads in Apps / Games**: 5%

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