

## Media Reactions 2020: Where great ads thrive



Great advertising deserves great media environments. We've long known that the medium is part of the message, and that it shapes and flavours how advertising is consumed and perceived. People's reactions to the context in which they see an ad can make or break a campaign.

**Media Reactions** is the first global equity evaluation of a selection of both media channels and media brands among consumers and marketers. It provides a view of the current media landscape and how to navigate it. With an ad equity ranking and a detailed diagnosis of perceptions about different media environments, it provides essential guidance for campaign planning.

### **Not just a game of numbers**

Media investment decisions are not straightforward. Eyeballs and cost per impression matter, but they are not the full story. Consumers don't necessarily love advertising, but they do have clear opinions about the formats and places they find advertising acceptable, and how much they trust ads in different environments.

### **Media ethics matter**

Politics and subjective judgements are increasingly shaping the marketing industry, and media choices need to account for ethics and changing attitudes. Transparency of supply chains, brand safety, removal of fraud and freedom of speech are just some of the issues that can impact attitudes to media brands and the advertising which appears on those platforms.

### **Matching platform and principles**

Consumer perceptions of how media brands are responding to these challenges can have long-lasting positive and potentially negative effects on perceptions of not just the platforms but also the advertisers that use them. As a result, advertisers and agency partners are carefully considering the surrounding content and holding media brands to a higher degree of scrutiny than ever before.

The challenges for advertisers, agencies, media brands and industry bodies are interrelated, though each sector has a slightly different focus.

Media Reactions explores a wide range of questions that are being asked across the marketing industry including:

#### **Advertisers**

- Are we investing in trusted environments?
- Which platforms are the best 'fit' for our brand?
- Which emerging media/ outlets should we be trialling?

#### **Agencies**

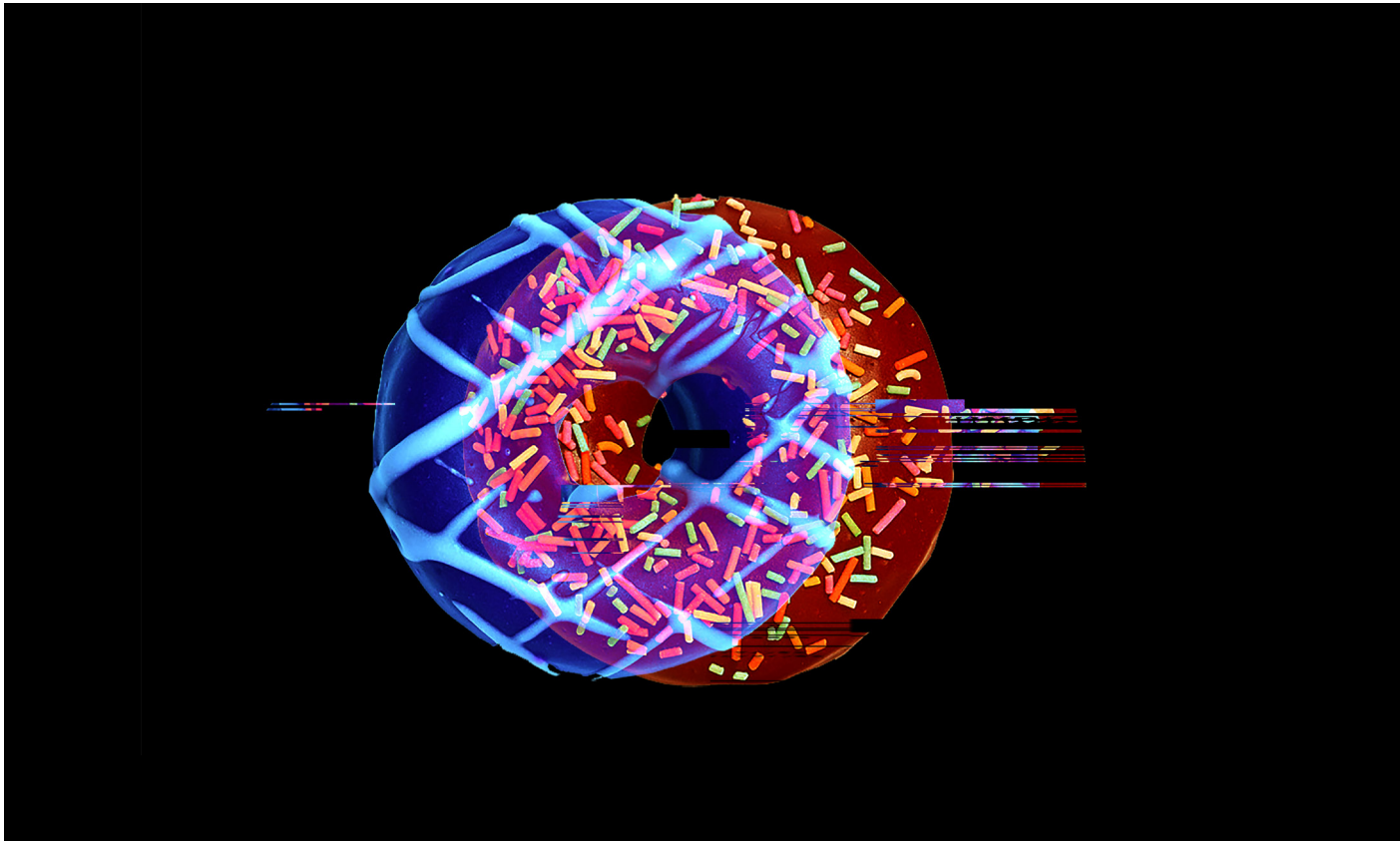
- Are we ensuring our clients invest in the most appropriate media environments?
- Are we accounting for the brand value of trusted and premium environments?
- Are we designing smarter plans than other agencies?

#### **Publishers**

- Does my platform have more/ less advertising equity than direct competition?
- What strengths can I leverage?
- What weaknesses should I address?

#### **Industry bodies**

- How is our channel perceived?
- What are the drivers of media decisions?
- What consumer and marketer challenges do we need to address?



### About our study

We've been talking to [consumers](#) and [marketers](#) for many years about their media experiences and perceptions. This year we've combined the studies to give a complete view of the current media landscape and how to navigate it.

Beyond the publicly available materials, global and country data files and reports are available to purchase with much more detail.

### Consumer survey

We conducted a 15-minute online survey amongst 16-65 year olds, 500 interviews in each of Australia, Brazil, China, France, Germany, UK and 1,000 in the US.

### Marketer survey

733 senior marketers (Advertisers, Agencies and Media Companies) answered a 15-minute online survey.

Media Reactions complements Kantar's comprehensive portfolio of media measurement and effectiveness solutions.

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### Find out more

Visit our website to find out more and download our complimentary summary of some of the highlights.

[www.kantar.com/mediareactions](http://www.kantar.com/mediareactions)

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