

DIMENSION – a comprehensive approach

5,200+

“Connected adults”
consumers

40

Industry leaders from
Marketing, Media &
Communications

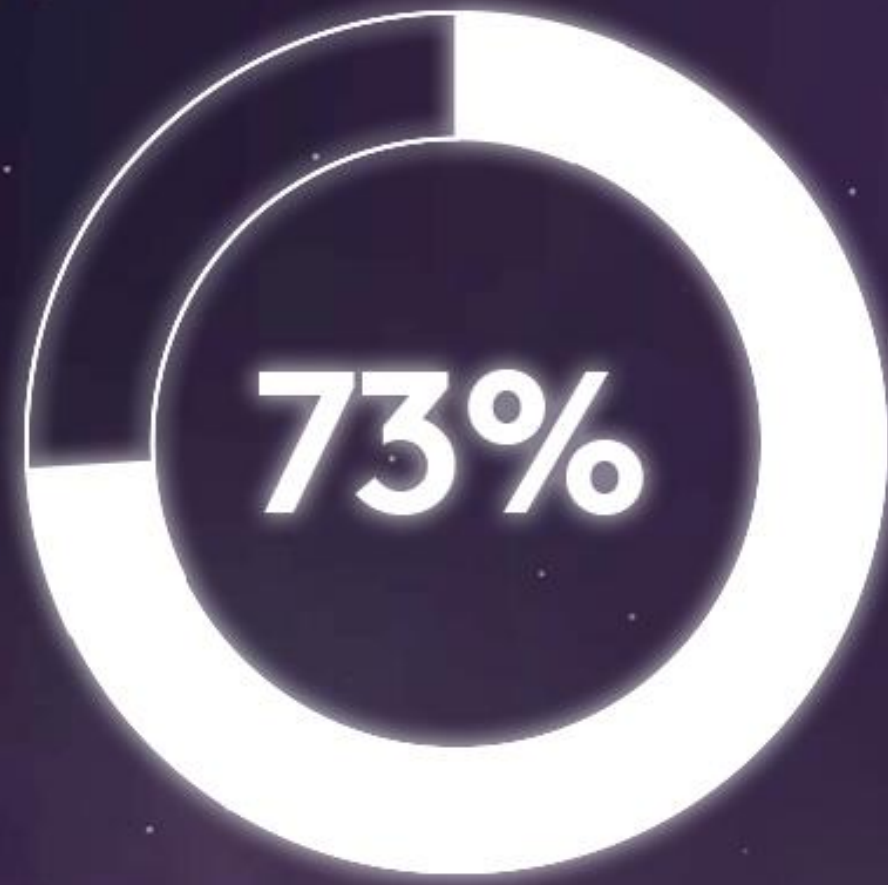
x5

countries
BR – CN – FR
UK – US

Supplemented

with Kantar expert opinion and data

Consumers: think **advertisers** are getting **better at reaching** them

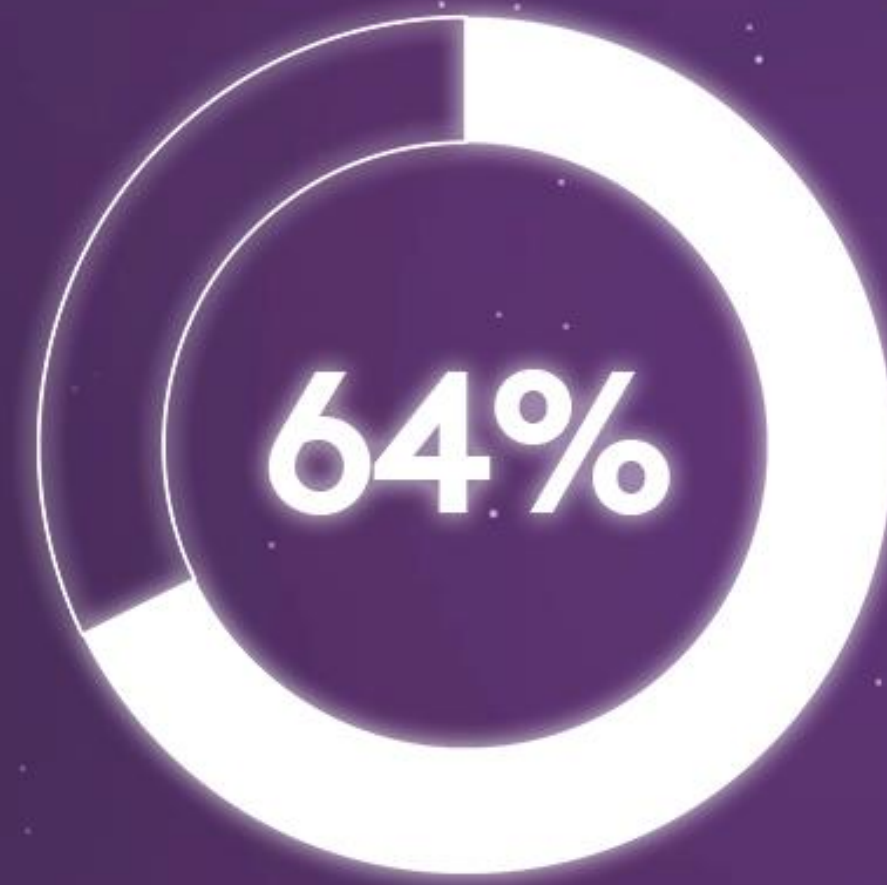


Agree

"Advertisers are doing a better job of communicating with me now than in the past"



Consumers believe **advertising is changing for the better**



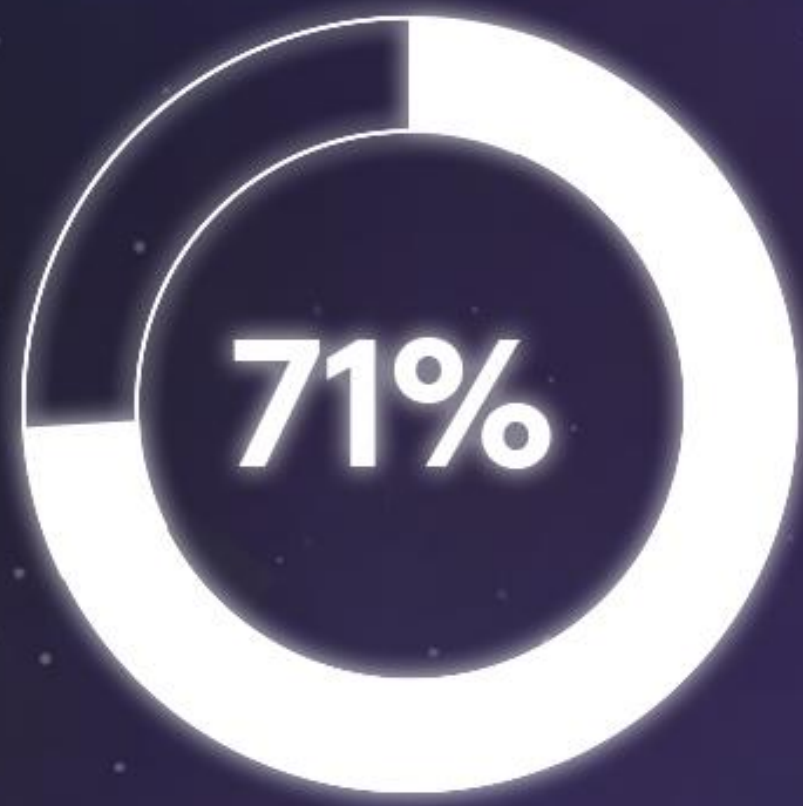
Agree they **prefer ads that are relevant to them**

Base: 5,213 connected adults

Source: Kantar Media, DIMENSION study, Oct–Dec 2016

But often online targeting isn't done well

Industry becoming its own worst enemy ...



agree/strongly agree that

'Sometimes I see the same ad over and over again, it's too repetitive.'



agree/strongly agree they

often see ads for something they've already bought

" We have become so bombarded by advertising I don't take any notice of it anymore."

Respondent, UK

... at risk of feeding ad blocking



20% say they always use adblocker software
(a further 34% say they 'sometimes' use a blocker)

Amongst those with adblockers,
47% claim to like or tolerate advertising – suggesting concern lies with aspects of online advertising as opposed to with advertising as a whole

Base: 5,213 connected adults

Source: Kantar Media, DIMENSION study, Oct–Dec 2016

Thank you



Download the report at

www.kantarmedia.com/DIMENSION