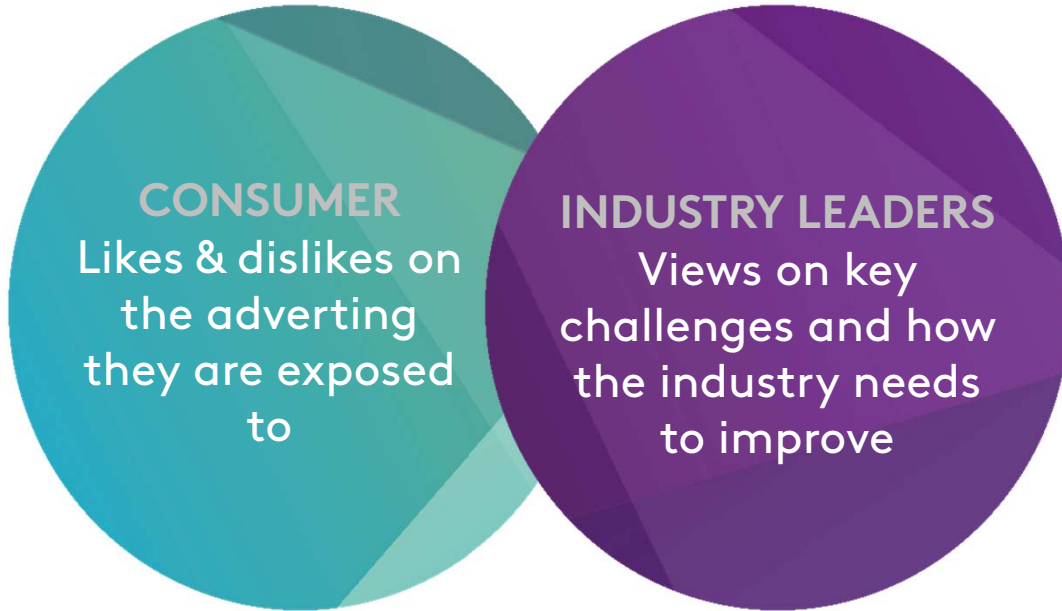


## Mining For Meaningful Data

Extracts from DIMENSION 2018

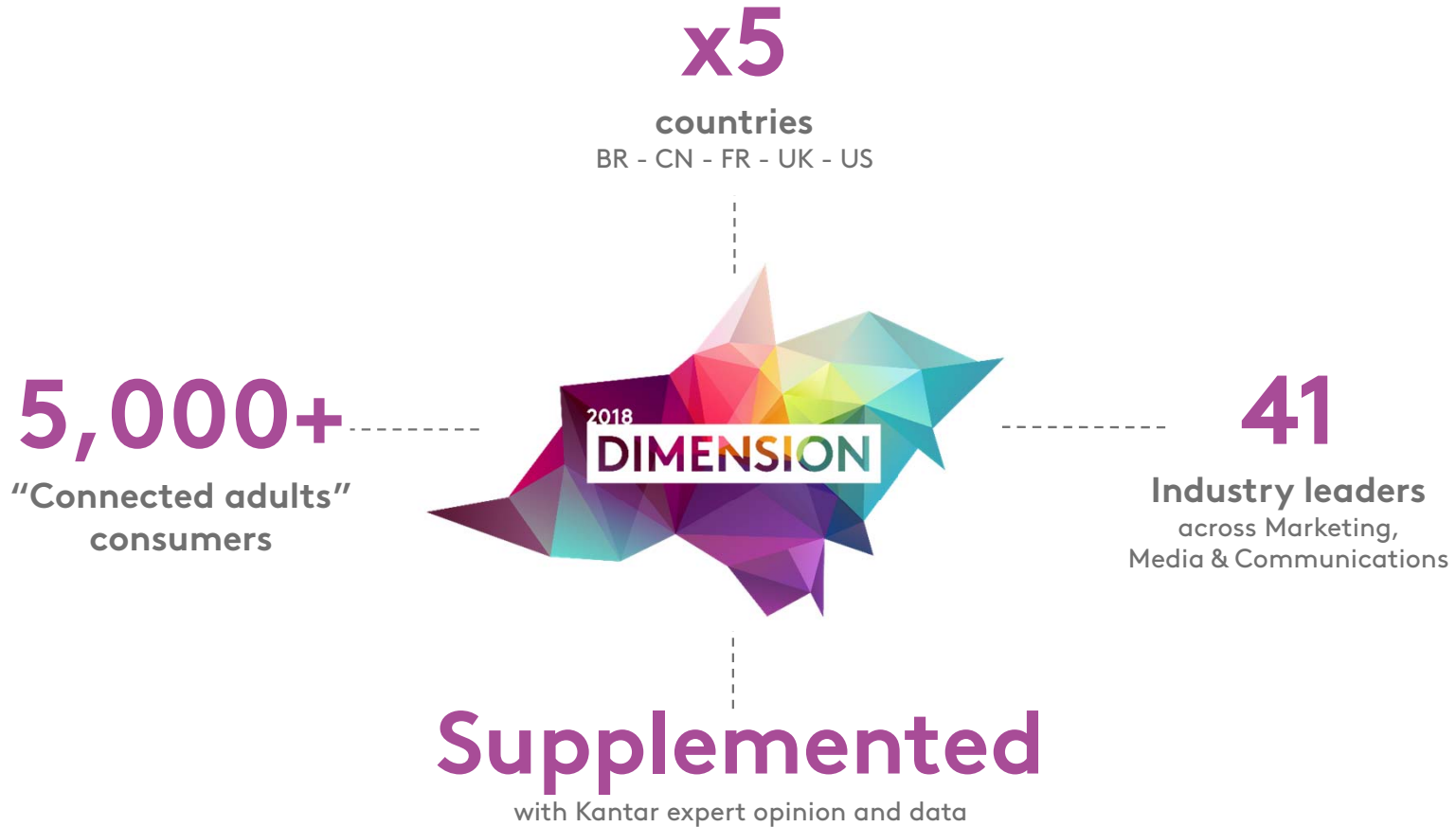
Anna Reeves  
Chief Marketing Officer, Kantar Media

## DIMENSION: two sides of the same coin



**DIMENSION** explores the key communication planning, buying and measurement issues faced by the industry from the twin perspectives of the industry's leaders, and the consumers they are trying to reach.

# DIMENSION: who's views?





## **Mining Meaningful Data**

**How consumer attitudes to advertising are evolving**

## Mixed media economy

We are living in a **mixed media** economy



*I find that the market — in its aim of wanting to keep up with youth culture and modernism — is going too fast for most users.*



*Eric Trouset, Directeur du développement de la BU Media, La Poste*

Established media forms **remain resilient**



**96%**  
access TV  
via a **TV**  
**set**



**88%**  
listen to  
the  
radio  
**offline**



**79% / 82%**  
read a newspaper/magazine  
**in print**



## Could do better

Slight decline in consumers feeling “advertisers doing better at communicating with me now than in the past”

73% (2017)



71% (2018)

Whatever technological changes have been implemented, the **same issues remain** from the consumer perspective



Say they see the **same** ads over and over

Much needs to be done to raise both **creative standards** and **relevance** online with consumers



See an **increasing** number of relevant ads



‘I prefer to see ads that are **relevant to my interests**’

## Online – not just offline on a screen

//  
*More than 85% of spots broadcast on our digital platforms are the same as those on television. That's an issue. I think it's insufficiently adapted.*

//  
*Laurent Bliaut, Directeur Général Adjoint, TF1 Publicité, France*

More people claim they enjoy ads **on TV as viewed on a TV set** than they do within online forms of the medium



vs



33%

25%

The same holds true for **printed magazines versus ads in online print**



vs



32%

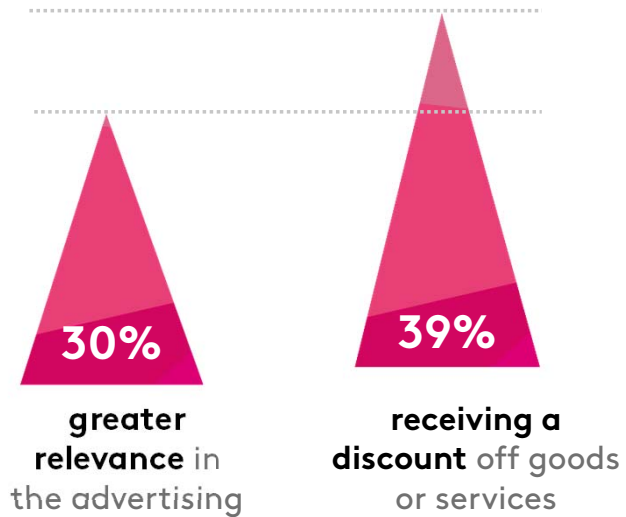
26%

## The value of data

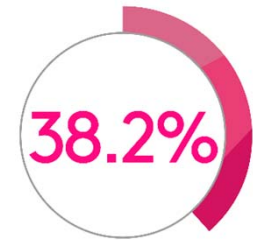
Consumers understand the **trade-off** between data and personal benefit



Prepared to provide data ...



Privacy a real concern



**disagree with giving up personal information** in return for ad relevance



## 'New' media forms

New media forms used by nearly  
**75% of connected adults**



**71%**  
music  
streaming



**76%**  
online video



**14%**  
smart  
speakers

### **Creative excitement and advertiser expectation**

– riding ahead of consumer use?

- virtual reality
- augmented reality
- voice activated systems



## To conclude

In trying to **keep ahead**, brands are learning to communicate in **multiple ways** with consumers who are themselves **developing and evolving** new media habits.

The challenge is to **sift the mass of data** to identify the truly **valuable and insightful**, and to underpin all communication planning with **solid, consistent measurement**.

The momentum and the future is **towards integration**.

Thank You!

**#**km**summit**