

DIGITAL ADVERTISING

Connecting more effectively with Canadians online

Digital now represents the largest share of ad spending, while TV ad spend is declining

Advertising Spend in Canada (\$ billions)



Source: IAB Canada Internet Advertising Revenue Survey 2013/2014

Yet, online ads can become lost in the crowd

20% of all online page views last less than **5 seconds**

Correct branded recognition is **1 in 2** after **5 minutes**

Correct branded recognition is **1 in 4** after **10 minutes**

So how can you make the most of your digital advertising?

Ipsos ASI Digital Principles

- 1 Consider the Format
- 2 Consider the Content
- 3 Consider the Context
- 4 Consider the Audience
- 5 Consider the Future

Ipsos ASI Digital Principles incorporate learning from a *new* analysis of our Ipsos ASI Canada 2014 Digital Ad Database as well as research across a variety of other Ipsos and industry sources

Consider the Format

The more dynamic the ad, the greater the impact

Consider rich media, interactive elements & disruptive formats

Display Ads: Ensure each frame can stand on its own, and don't overload the viewer (keep it interesting, but simple)

Video Ads: Consider embedding in long-form content (e.g. TV episodes and movies) to elicit stronger engagement

Consider the Content

Creative quality is the main driver of success in digital

Engage the Consumer: Generate an emotional connection to your brand

Be Strategic: Ensure key messages are clear, direct and prominent

Integrate the Brand: Clearly incorporate the brand name, product imagery and/or brand cues, ensuring brand and campaign consistency

Keep It Simple: Clear and straight-forward messages and calls-to-action

Consider the Context

Digital media is best used as a complementary piece within a cross-media campaign

Multi-media campaigns often enjoy a multiplier effect, particularly when the digital ads leverage the brand equities established in other media

Employ consistency across media with regards to creative style, messaging, and brand cues (e.g. colour, tagline, iconography)

Consider the Audience

Millennials are the growing audience

Cord Cutters: More likely to view video content on PC or mobile media

Media Integrators: 3 in 4 connect their TV to the Internet

Content Seekers: Seek out brand content - not for the brand, but for the content itself

Immersion in digital means that they are more likely to suffer from banner blindness; they ignore banners and video, but respond to social media

Consider the Future

Digital change is happening fast; we need to evolve with it

Rise of Native: To be successful, build an emotional relevant connection, be buzz-worthy, ensure there is a connection back to the brand message

Mobile Growth: Leverage the unique opportunities in mobile (geo-targeting, accessibility/immediacy, data management); consider optimal ways to modify offline and digital creative for a mobile platform