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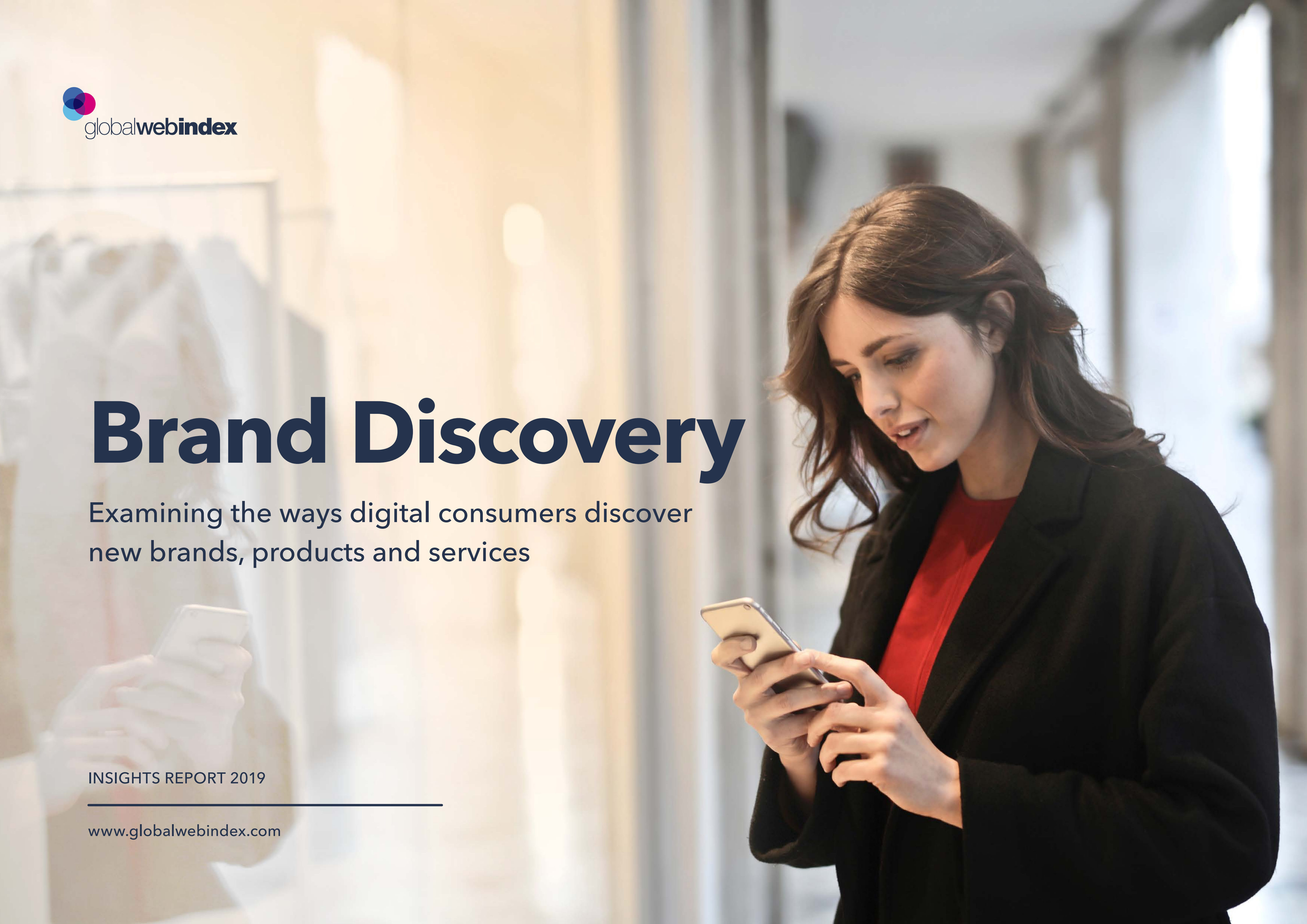

Brand Discovery

Examining the ways digital consumers discover new brands, products and services

INSIGHTS REPORT 2019

www.globalwebindex.com

Contents

Introduction

GlobalWebIndex Insight reports take a deep-dive into the crucial topics of the industry. In this report we examine the ways that digital consumers discover new brands, products and services, focusing in on the most effective ways that marketers can hope to engage their target audiences. We cover five key methods of brand promotion:

Advertising Effectiveness – which types of ads are consumers most receptive to? How are ad-blockers impacting this?

The Power of Recommendation – online recommendations are more widely available than ever, but how do online sources of advice compare with word-of-mouth?

Influencer Marketing – how many are following vloggers and celebrities? How effective is this new and growing form of brand promotion?

Social Media Marketing – how impactful is it at the start of the purchase journey? How many are clicking on sponsored posts each month?

Sponsored Media Content – who is the most receptive to this form of advertising? Do consumers tend to notice product placement in TV shows and films?

Outdoor Advertising – how is this classic advertising form keeping up with the times?

Direct and Experiential – as direct-to-consumer brands boom, what's driving their discovery among consumers?

Key Findings

Search engines have outstripped online ads as the primary way internet users find out about new brands and products. In 19 out of 45 markets tracked, search engines lead TV by an average of 6.5 percentage points. Search enjoys its greatest lead in European markets – typically where television advertising is more restricted.

32% say they discover new brands via online ads, but digital isn't yet competitive with the reach of TV, especially among older consumers. TV is cited as a typical discovery source by 36% of internet users, ranging from 34% among those 16-24 to 44% among those 55-64s, whereas online ads drop off rapidly with older consumers.

Ads on broadcast TV are the most cited source in 15 out of 45 markets, notably in the U.S., where it retains a narrow 1-percentage point lead over search engines. Online ads are the main source in our four mobile markets (Kenya, Nigeria, Morocco and Egypt), but otherwise dominate in Brazil, Mexico, Saudi Arabia and Russia. Overall we associate it with mobile-first, lower and middle-income markets.

For all the claimed power of the algorithm, **just 1 in 6 internet users say personalized purchase recommendations are a typical way that they discover new brands**. By the time consumers are exposed to personalized product recommendations, they're already several steps along the purchase journey. Higher-income consumers are more likely to cite this as a source, though, so it is an area to watch.

Age is the single-most important determinant of brand discovery source. Older audiences are much more focused on TV, where younger audiences have a more equal split between TV and other potential brand discovery sources.

Sources like in-app advertising, pre-roll ads and cinema advertising do much better with younger audiences. Outdoor and radio advertising have much less age bias, relatively speaking. **Combined, digital and traditional advertising is still key to achieving mass reach.**

Key Findings

Ad-blocking has become widespread. Nearly 1 in 2 internet users have used an ad-blocker in the past month, up from approximately 1 in 3 in 2017.[1] Half of ad-blockers say they still see or interact with online ads in some format[2], so they are clearly being selective about how and when they block ads. **Frustration with ads** is the main reason people block ads.

Globally, about half of internet users post online reviews each month. Younger audiences are more likely to do this (49% have) but it's a widespread behavior. **Word-of-mouth, whether through conversation or aggregated through review sites, has moved online for younger audiences, but it matters no less.**

Influencers and vloggers remain important for reaching younger audiences, but even in the youngest age range, just 1 in 5 say they typically find out about products and brands from vloggers, bloggers or celebrities.

The average digital consumer spends 2 hours 15 minutes a day on social networks/services – that's a lot of time for brands to grab a consumer's attention but there's a lot of competition. **Brands' own pages are one of the fastest growing sources of product discovery.**

Sponsored editorial content is one way to bypass consumer frustration with ads and ad-blocking, while provided much-demanded lifestyle guidance. Articles seen on a newspaper/magazine's website tend to perform slightly better than those in print, but both score relatively low overall. Product placement in TV shows and films, in contrast, can be one of the most effective forms of brand promotion.

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1 Question asked 2015-2017: Within the past month, have you used an ad-blocker on your mobile phone to prevent websites or apps from displaying ads when you visit them?, Which of the following things have you done when accessing the internet from your main computer? [Used ad-blocking tools to stop websites from displaying advertisements when I visit them].

2 For information on how our ad-blocking segments are defined, click **here**.

Introduction

From TV and print advertising to celebrity endorsements and sponsored social media posts, marketers have a huge host of different channels at their disposal for reaching their target audience. GlobalWebIndex tracks 29 different ways in which digital consumers discover new brands and products, covering more traditional channels like search engines and TV ads, and then digital options like bloggers and recommendations on social media.

Across the board, **media consumption has shifted online and onto smaller screens – and taken brand discovery options with it**. It's a very different media landscape from ten years ago, but we aren't seeing major disruption in the industry. Highly traditional advertising sources, like outdoor billboards or direct mail, are continuing to reach large audiences, undisturbed by the social media or influencers cropping up around them.

No single channel dominates brand discovery

Search engines are the most important brand discovery source, but they're also a source that's one step further along the purchase journey compared to the media that proactively address consumers before they've articulated a need.

What we are seeing is a greater diversification, especially with younger audiences, who are consuming a wider range of media and hence discovering brands from more sources. TV, once undoubtedly dominant, isn't introducing as many consumers to new brands and services as it once was.

Introduction

Sources of brand discovery

% who say they typically find out about new brands, products or services via the following

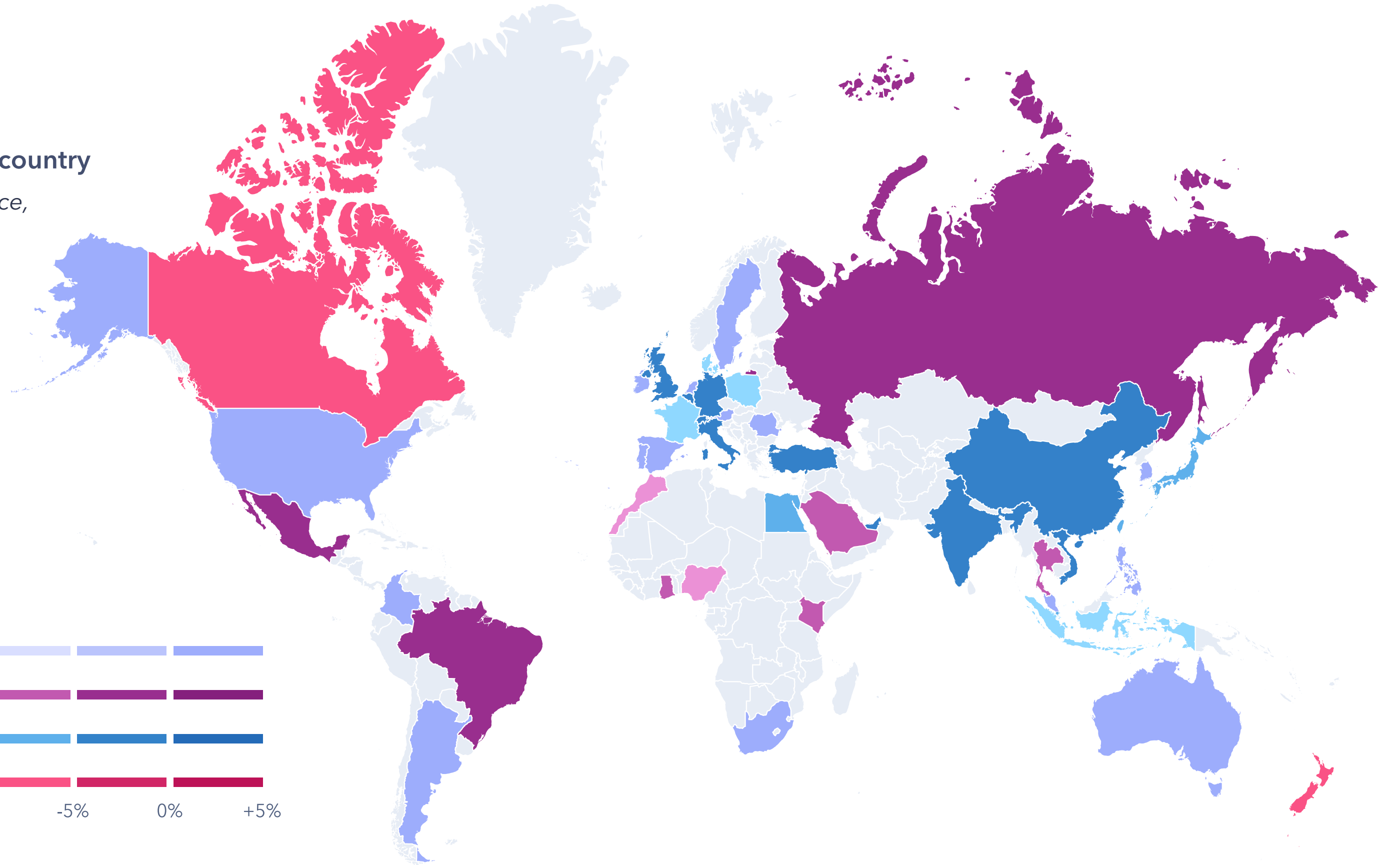
	Q4 2016	Q4 2018	DIFF.
Search engines	44%	38%	−6%
Ads seen on TV	40%	36%	−4%
Ads seen online	31%	32%	+1%
Word-of-mouth recommendations	37%	32%	−5%
Brand/product websites	28%	27%	−1%
Recommendations/comments on social media	25%	26%	+1%
TV shows/films	29%	27%	−2%
Ads seen on mobile or tablet apps	20%	24%	+4%
Consumer review sites	24%	23%	−1%
In-store product displays or promotions	24%	22%	−2%
Ads seen before online videos or TV shows start to play	19%	21%	+2%
Product comparison websites	23%	21%	−2%
Product samples or trials	–	20%	–
Updates on brands' social media pages	14%	18%	+4%
Product brochures/catalogues	–	17%	–
Ads on billboards or posters	18%	17%	−1%
Ads in magazines or newspapers	19%	17%	−2%
Emails or letters/mailshots from companies	–	17%	–
Personalized purchase recommendations on websites	15%	16%	+1%
Ads seen on public transport	–	15%	–
Ads seen at the cinema	14%	14%	–
Posts or reviews from expert bloggers	13%	15%	+2%
Stories/articles on newspaper or magazine websites	16%	16%	–
Ads heard on the radio	14%	14%	0%
Endorsements by celebrities or well-known individuals	14%	14%	0%
Vlogs	9%	13%	+4%
Stories/articles in printed newspapers or magazines	13%	13%	0%
Forums/message boards	14%	13%	−1%
Deals on group-buying websites (e.g. Groupon)	14%	12%	−2%

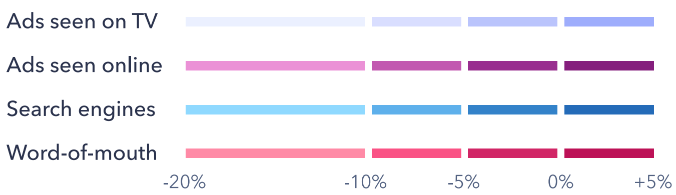
Question: How do you typically find out about new brands and products?
Source: GlobalWebIndex Q4 2018, Q4 2016
Base: 138,962 Internet Users (Q4 2018), 57,522 (Q4 2016) Internet users aged 16-64

Introduction

Top brand discovery source by country

% in each country who cite the source, plus difference from TV





		TV LEAD/GAP
Argentina	46%	–
Australia	44%	–
Austria	47%	–
Colombia	46%	–
Ireland	41%	–
Malaysia	48%	–
Netherlands	45%	–
Philippines	53%	–
Portugal	48%	–

		TV LEAD/GAP
Romania	48%	–
South Africa	49%	–
South Korea	44%	–
Spain	41%	–
Sweden	40%	–
USA	40%	–
Brazil	45%	−1%
Ghana	47%	−8%
Kenya	54%	−7%

		TV LEAD/GAP
Mexico	41%	−3%
Morocco	28%	−11%
Nigeria	49%	−15%
Russia	44%	−3%
Saudi Arabia	31%	−6%
Thailand	43%	−6%
Belgium	40%	−1%
China	31%	−4%
Denmark	44%	−18%

		TV LEAD/GAP
Egypt	36%	−9%
France	46%	−21%
Germany	41%	−1%
Hong Kong	35%	−2%
India	40%	−2%
Indonesia	48%	−11%
Italy	47%	−4%
Japan	45%	−7%
Poland	42%	−13%

		TV LEAD/GAP
Singapore	38%	−7%
Switzerland	41%	−5%
Taiwan	44%	−6%
Turkey	50%	−2%
UAE	35%	−5%
UK	44%	−3%
Vietnam	44%	−2%
Canada	43%	−8%
New Zealand	48%	−7%

Question: How do you typically find out about new brands and products?
Source: GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users Aged 16-64

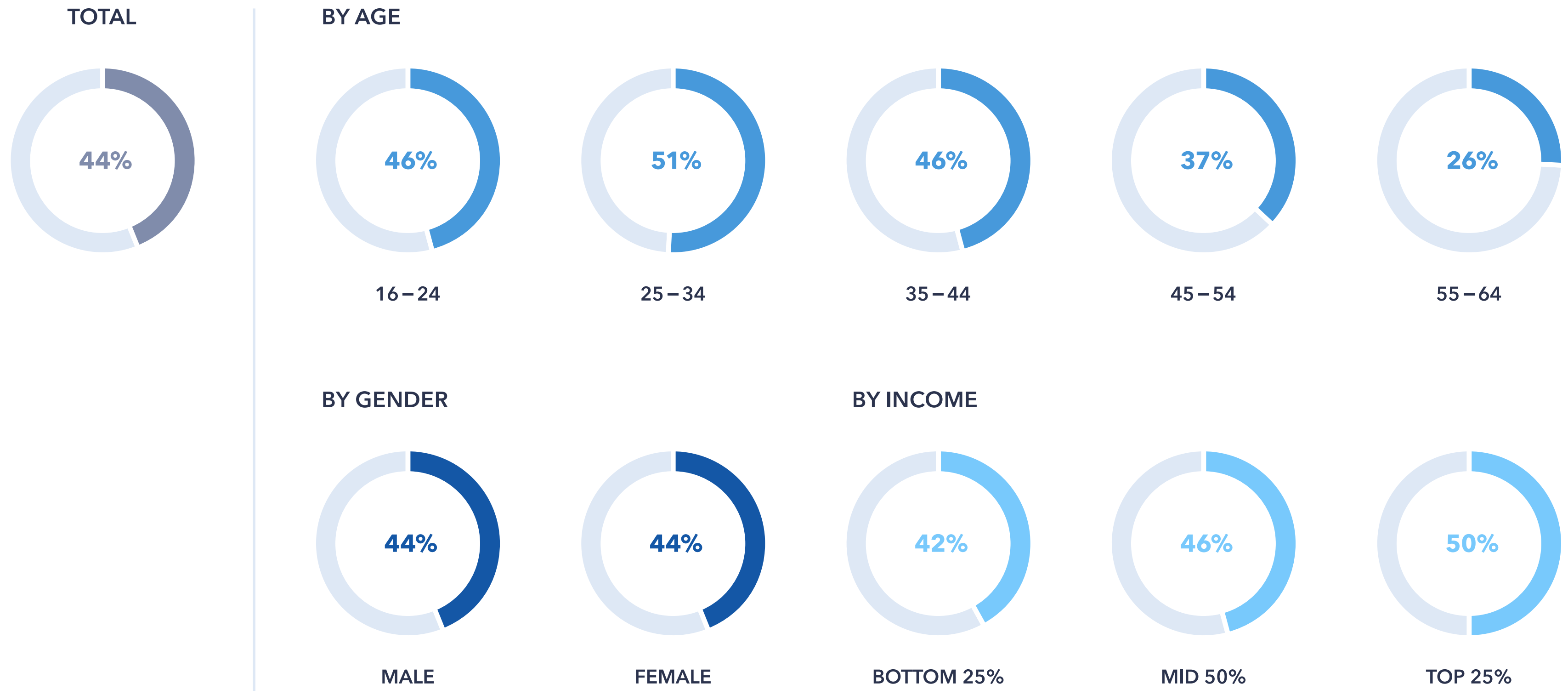
Brand Discovery

Advertising Effectiveness

Receptiveness to ads

Ad receptiveness

% who say they tend to buy brands they see advertised



Question: To what extent do you either agree or strongly agree with the statements below? Strongly Agree and Somewhat Agree **Source:** GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users aged 16-64

Receptiveness to ads

Advertising is just one aspect of how consumers discover new brands, but it's a crucial one. Advertising can be frustrating, intrusive or boring – often cited reasons for ad-blocking – but it isn't all gloom. For many consumers, ads are also providing them with ideas, inspirations, and opportunities that interest them.

44% of internet users globally say they tend to buy brands they see advertised. This ranges from 51% of those 25-34 years of age to 26% of those between 55 and 64. Fundamentally, self-reported ad receptiveness relates to the degree to which respondents feel connected to consumer trends, pop culture and commercialism, and their level of curiosity toward new products and experiences.

For instance, people who are interested in celebrity news and gossip (57%), reality TV (55%) and fashion (53%) are more likely to be open to advertising, for instance, compared to those who cite an interest in books, music, DIY or cooking.

The more interested you are in keeping up on trends, the more likely you are to be receptive to advertising. This cuts across general statements about pursuing novelty or trying new things down to specific interest groups, like people who want to keep up with the latest fashions (64%) or tech (64%) and who describe themselves as brand conscious (63%).

People who'd buy a product or service simply for the experience of being part of the community built around it – the classical *experiential consumer* – are the most receptive to ads (70%), **as they look to advertising for general cultural inputs**.

Higher-income people are also much more likely to be receptive to advertising. Whereas 52% of those in the top 10% income bracket self-identify as receptive to advertising, the same applies to just 42% of those in the bottom quarter – and just 27% of those who prefer not to say, who tend to be our lowest socioeconomic group.

Hence, **we see much higher ad receptiveness in emerging markets**. BRIC markets (Brazil, Russia, India, and China) have agreement in excess of 55%, versus just 28% in the OECD[1] and 23% in EU5[2], which have the oldest and least elite internet users (likely because of ubiquitous internet access).

> Younger, more affluent and trend-conscious consumers are more receptive to advertising

[1] **OECD markets surveyed:** Australia, Austria, Belgium, Canada, Denmark, France, Germany, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, South Korea, Spain, Sweden, Switzerland, Turkey, UK, USA. **OECD markets not surveyed:** Czech Republic, Estonia, Finland, Greece, Hungary, Iceland, Israel, Latvia, Lithuania, Luxembourg, Slovakia, Slovenia

[2] France, Germany, Italy, Spain, United Kingdom

TV ads vs online ads

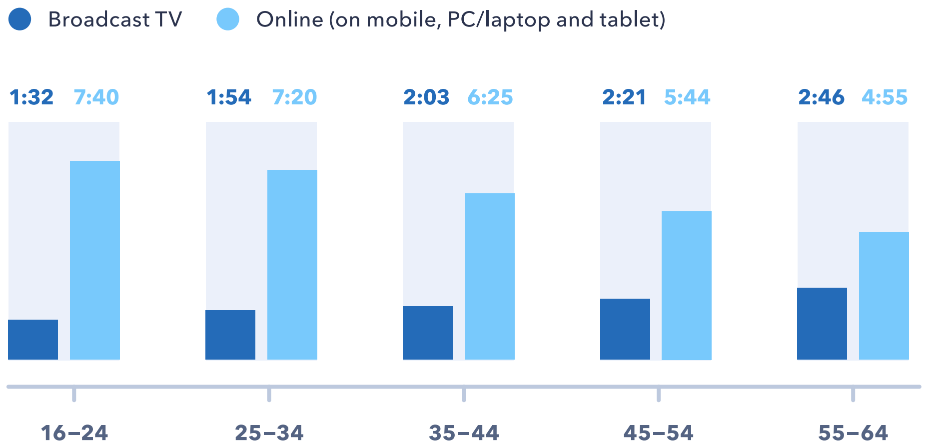
TV remains a key channel for brand discovery across the world and in every demographic. There's been declines in time spent on TV and in the share of people who cite TV ads as a typical brand discovery source, but these are declines from a highly dominant position.

TV remains, despite all, the most important advertising channel

Younger audiences watch much less linear TV than older generations. That doesn't mean TV is dead, just that it needs to be thought of as **the leader in a crowded field**. Not only do older audiences watch more TV in absolute terms, their media consumption habits are also more focused on TV at the expense of other habits, whereas **younger audiences split their time among a wider range of media channels that they access through their mobiles**.

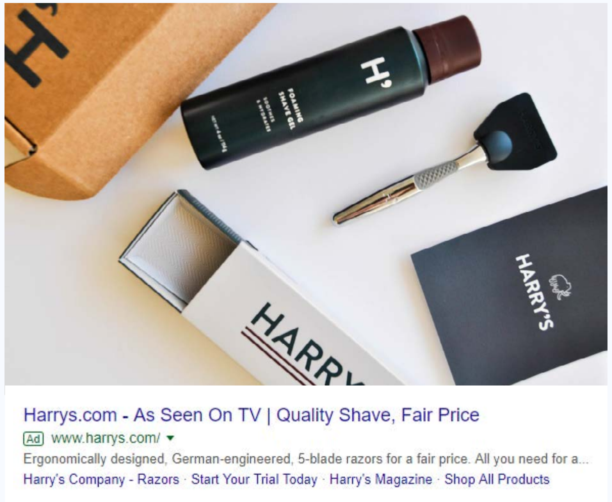
Daily time spent online and watching TV by age

Average daily time spent in h:mm



TREND IN ACTION

D2C using traditional above-the-line advertising tools



Launched in 2014, Harry's has been known as a famous direct-to-consumer brand that challenged the existing players in the market with its lower price-point and better customer success. Harry's razor blades and male grooming products have become available in-store in some countries as of 2019, but the model remains primarily D2C.

But even a brand this successful as an online marketer has needed to push for a larger mass audience, and so Harry's also ran TV spots since 2017 as well as other above-the-line ad spots, like outdoor. Television ads are then leveraged as "costly signals" that beef up the credibility of the brand – such as in the classic tagline *As Seen On TV*.

Question: Roughly how many hours do you spend online on a PC/laptop/tablet or mobile during a typical day? // Roughly how many hours do you spend watching television during a typical day?
Source: GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users aged 16-64 (115,393 responses for broadcast TV question)

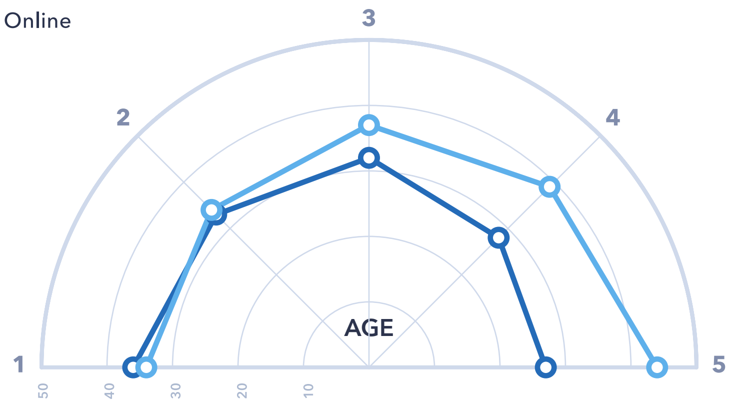
TV ads vs online ads

TV ads vs. online ads

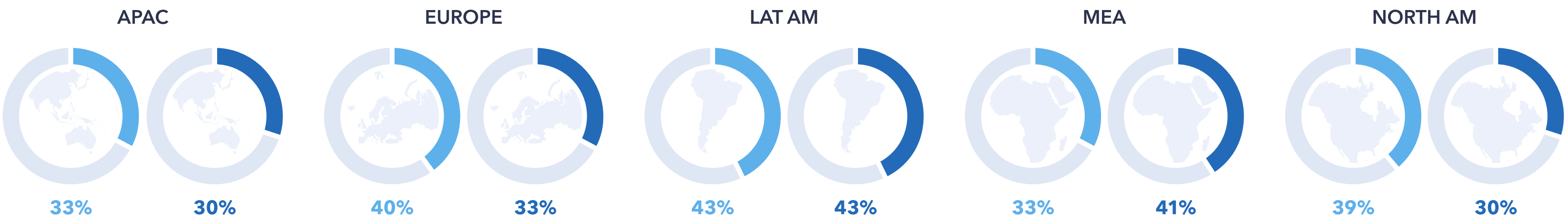
% who find out about new brands, products or services via TV or online ads

● Ad Seen on TV ● Ad Seen Online

		Ad Seen on TV	Ad Seen Online
1.	16–24	34%	36%
2.	25–34	34%	33%
3.	35–44	37%	32%
4.	45–54	39%	28%
5.	55–64	44%	27%



REGION



Smart TVs may lead older audiences to integrate more online content into their daily viewing habits, but as of yet, linear TV is king with audiences over the age of 35.

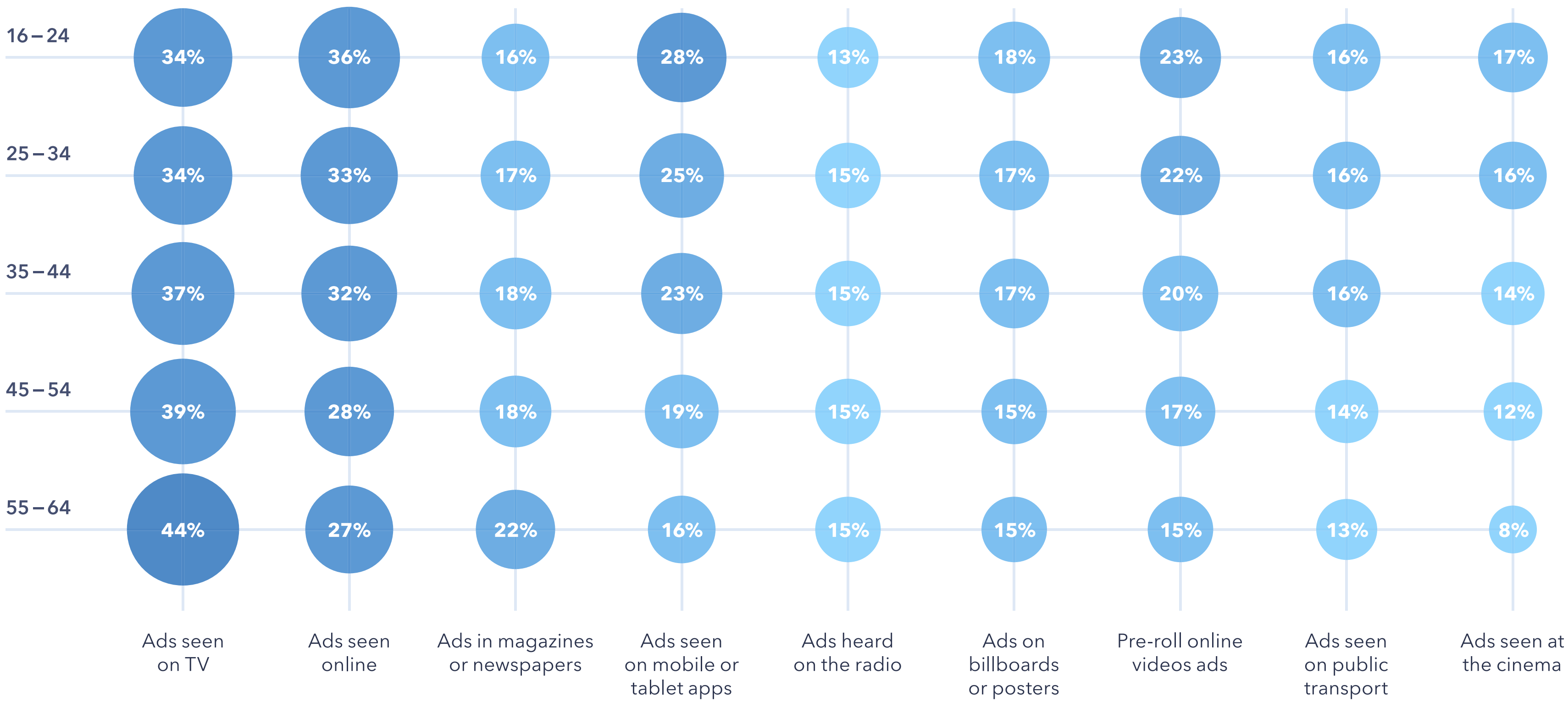
Unlike search and many online ads, it provides a **common frame of reference for brand discovery** because of its ability to bring together mass audiences in inherently public ways. As a way of achieving mass fame and legitimacy for new brands, it only competes with outdoor advertising.

Question: How do you typically find out about new brands and products? **Source:** GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users Aged 16-64

Other Forms of Advertising

Brand discovery via advertising

% who say they discover brands and products via the following channels



It's not just online and TV that marketers need to consider – there's also print, cinema and in-app advertising among others, which remain impactful with many consumers.

Since 2016, we've seen a substantial increase in channels that would previously have been considered niche or below-the-line. Vlogs and blogs have increased dramatically, as have in-app ads and brands' own social media posts. Pre-roll ads are also becoming noticed by more consumers, which could suggest that they are taking up the roll that TV ads have had.

Overall, what we are seeing is fragmentation: search engines are the dominant way people discover brands, but are actually cited by fewer people today than in 2016. ***Offline* word of mouth is less frequently cited, as online media increase, as are TV ads, magazine articles and product placement to a minor degree.**

Question: How do you typically find out about new brands and products?
Source: GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users Aged 16-64

Ad-blocking

Ad-blocking

% who have used an ad-blocker in the past month

47% OF INTERNET USERS ARE **USING AD-BLOCKERS**

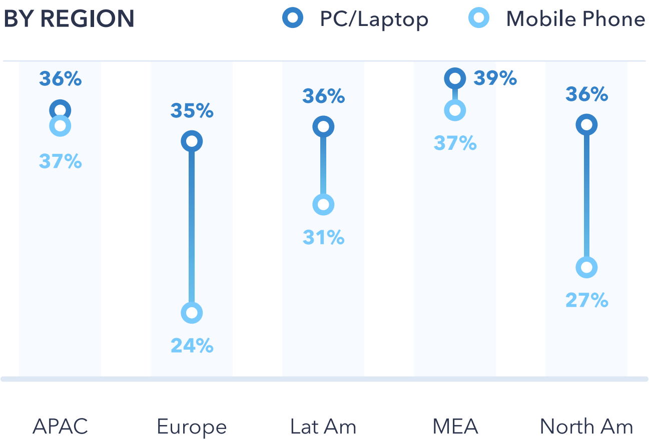
BY DEVICE

36% PC/Laptop

33% Mobile

15% Tablet

BY REGION



Frustration with advertising drives ad-blocking

Just under half the population have used an ad-blocker in the last month. Mobile ad-blocking was mostly seen in the APAC region until recently, but has become a global phenomenon, as the majority of ad-blockers now block ads on their mobile devices at least once per week in all regions.

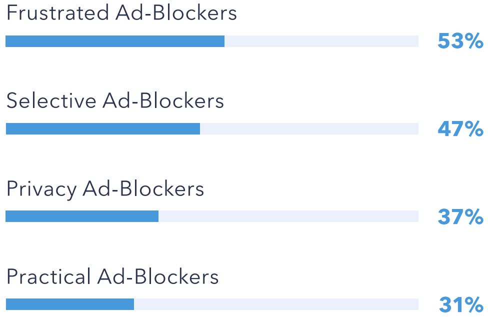
With a decent proportion still discovering brands via online ads, these ad-blocking figures do not suggest that individuals are blocking every ad on every site they visit.

47% of blockers fall into a 'selective' cohort which encompasses those who block ads but say they still discover brands or products via online ads. This is a strong year-on-year increase that's **coincided with the overall increase in ad-blocking**.

These people have used an ad-blocker on at least one occasion in the past month – with multi-device usage, whitelisting and selective usage of blocking browsers all meaning that people blocking ads in some contexts can still be exposed to them in others.

Ad-Blocking Segmentation

% of ad-blocker users who fall into the following segments



Consumers mainly block ads because they are annoying or intrusive, rather than because they're concerned about privacy or wanting to conserve data or battery.

Question: Which of the following have you done in the last month? **Source:** GlobalWebIndex Q4 2018 **Base:** 115,393 Internet Users aged 16-64

Question: GWI Ad-Blocking Segmentation **Source:** GlobalWebIndex Q4 2018 **Base:** 49,009 adblockers aged 16-64

Brand Discovery

The Power of Recommendations

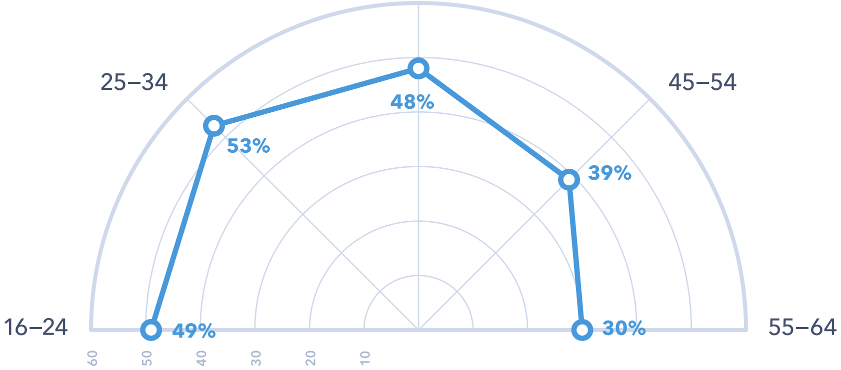
Online reviewing

Online reviews

% who posted a review of a product, company or service in the last month

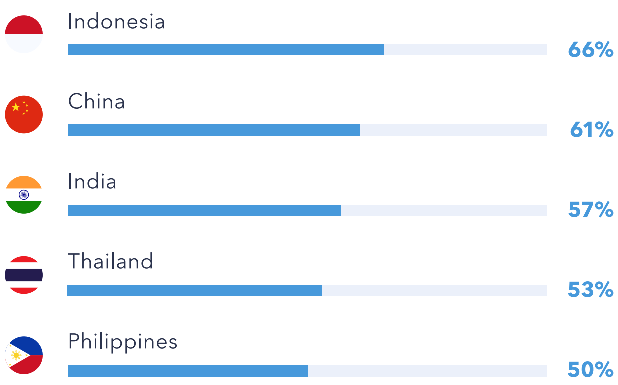
47% OF INTERNET USERS POSTED A REVIEW

AGE



GENDER

TOP 5 MARKETS



There's a growing demand for content that can help shoppers navigate the marketplace. From professional bloggers, unboxing videos to free-for-all comments sections, a majority of consumers look for a second-opinion before they make a purchase.

57% say they always seek an expert opinion, and a third of internet users globally say that reviews affect their purchasing decisions.

There's certainly no shortage of consumers who are willing to review brands, products or services. Globally, **close to half of internet users report posting reviews online each month** – highlighting the great amount of noise and potential for brand advocacy online.

Across the demographic breaks, **25-34s are the biggest reviewers**, with numbers decreasing with age to hit a low of 30% among 55-64s. It's also interesting that all the top 5 markets for online reviewing are fast-growth APAC markets – largely the result of internet populations here skewing towards younger and affluent demographics.

> **57%** say they always like to seek an expert opinion before purchasing products and services
>
> **59%** say they regularly inform friends and family on new products and services

Question: In the past month, which of the following things have you done on the internet via any device?
Source: GlobalWebIndex Q4 2018 **Base:** 115,393 Internet Users aged 16-64

Digital vs traditional recommendations

Online advice is more readily available than ever before. Consumers can access a wealth of consumer review sites, forums, social recommendations, as well as recommendations from the likes of expert bloggers and vloggers. And that's on top of the traditionally important word-of-mouth recommendations from friends and family.

With internet users spending longer and longer online each day, you might expect this mass of online recommendation to be the most powerful source of product discovery. But **word-of-mouth recommendations from friends/family outscore all of the online options** – they're just more trusted.

By and large, **word-of-mouth is more important to older audiences, women and higher-income groups**. But there's not a huge demographic divide here. Forums and message boards often serve similar functions, but tend to be more specialist in the topics they cover and have a younger, male-oriented audience.

Messaging apps play a large role in facilitating brand discovery. As we covered in our **2018 report** on messaging apps, we've seen a shift in communications away from social media into private messaging apps like Whatsapp, Facebook Messenger and WeChat. **In the U.S. and UK**, 49% of internet users are sharing information about offers/ discounts and 45% are sharing links to or pictures of products through these channels. It's still word of mouth, mobile-facilitated or not.

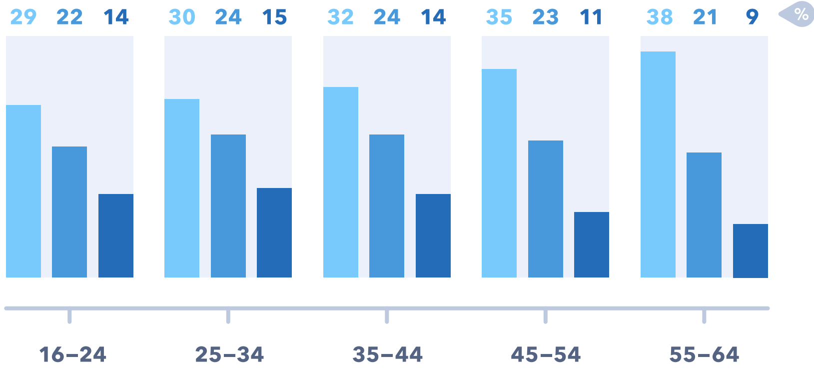
> Word-of-mouth recommendations outscore all online recommendation channels

Traditional vs digital recommendations

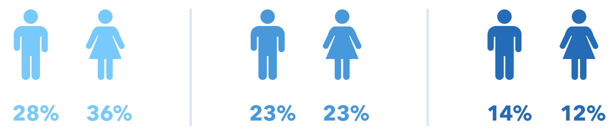
% who say they discover new brands or products via the following

Word-of-Mouth · Consumer Review Sites · Forums

AGE



GENDER



INCOME

Bottom 25%	28%	20%	12%
Mid 50%	34%	24%	14%
Top 25%	34%	26%	16%

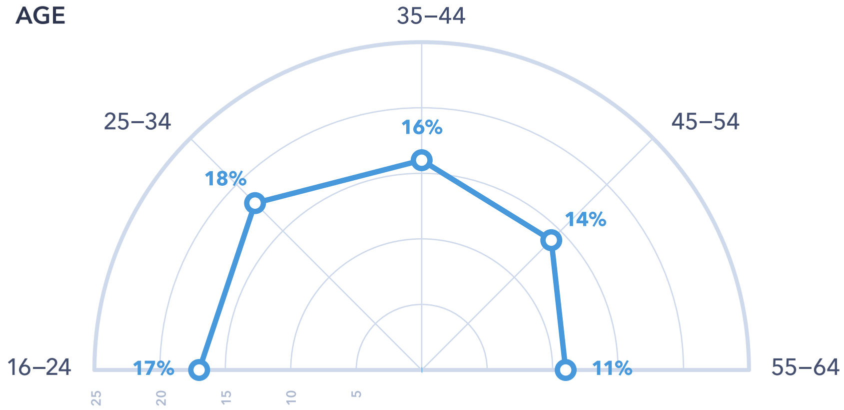
Question: How do you typically find out about new brands and products?
Source: GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users Aged 16-64

Personalized product recommendations

Personalized purchase recommendations

% who say that they typically find out about new brands, products or services via personalized purchase recommendations on a website

AGE



INCOME

19%

Top 25%

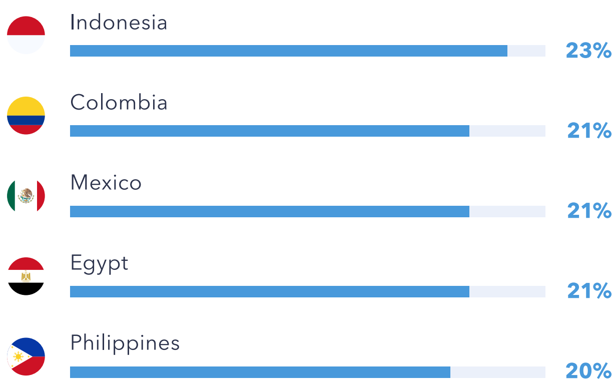
17%

Mid 50%

15%

Bottom 25%

TOP 5 MARKETS



Suggested products are an ingrained part of the ecommerce experience. The difference between a mediocre and a profitable ecommerce can be in the up- and cross selling opportunities that a good system should provide. This is why they're such valuable ad spaces, as Amazon's **recent good fortunes** have shown.

For consumers, suggested products should bring real value – rather than being haunted by the product they searched once for weeks after their initial search, consumers should experience product suggestions that are helpful and complement their purchases.

Perhaps this explains why just **16% of consumers say they find brands via personalized product recommendations**, putting it towards the bottom of the list of effective brand discovery channels.

Personalized product recommendations are not winning ground as a source of brand discovery – not until the recommendation engines become smarter.

25-34s do post slightly higher figures, but even here their impact remains somewhat limited. Although they're becoming an increasingly popular approach by brands, it seems that they're failing to grab the attention of consumers sufficiently early in the sales funnel.

By the time consumers are exposed to personalized product recommendations, they're already several steps along the purchase journey.

Question: How do you typically find out about new brands and products? **Source:** GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users aged 16-64

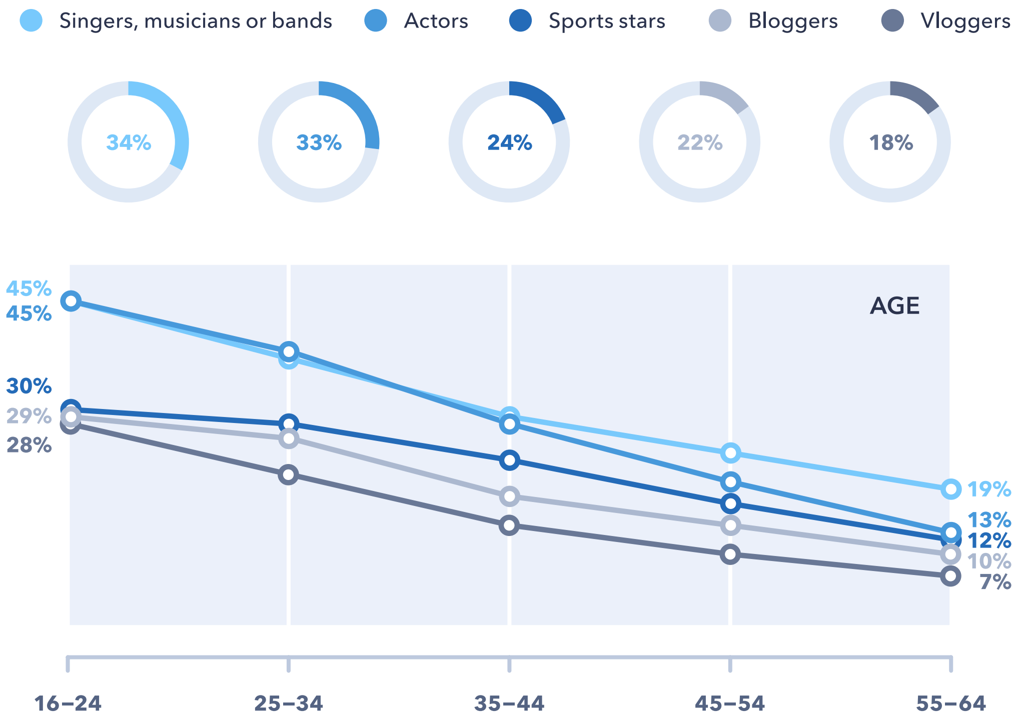
Brand Discovery

Influencer Marketing

Influencer following on social media

Influencer "following" on social media

% who follow these type of people on social media



Vlogs and blogs were the fastest growing sources of brand discovery 2016-2018, with no clear end in sight. Influencers are still relatively niche compared to traditional mass-media options, but they have an outsized importance with key younger audiences and audiences interested in topics like adventure sports, arts, fashion and tech.

And they're commercially important: 54% of people who discover brands through vloggers say they tend to buy brands they see advertised, and 59% of them describe themselves as brand-conscious.

"Empties" – on the hunt for a new authenticity

Alongside how-to's and their personal musings, product reviews are one of the most important types of content that influencers produce. There's been a shift, though, from unboxing videos to *empties* – the products they actually use. As influencers have professionalized over the past ten years, there's also mounting pressure for them to remain authentic. Sharing video reviews of the personal products they use themselves, rather than just sponsored unboxings, has become a popular genre.

Question: Who do you follow on social media?
Source: GlobalWebIndex Q4 2018 **Base:** 115,393 Internet Users aged 16-64

Digital vs traditional recommendations

> The value is in the bond between audience and influencer

More than half of 16-24s say they have watched a vlog in the last month, for instance, and 1 in 3 are actively following vloggers on social platforms.

Because of this openness to advertising and consumer culture, influencers and their fans form an extremely important nexus for brand discovery in a few key industries and sectors, but haven't necessarily entered the mainstream.

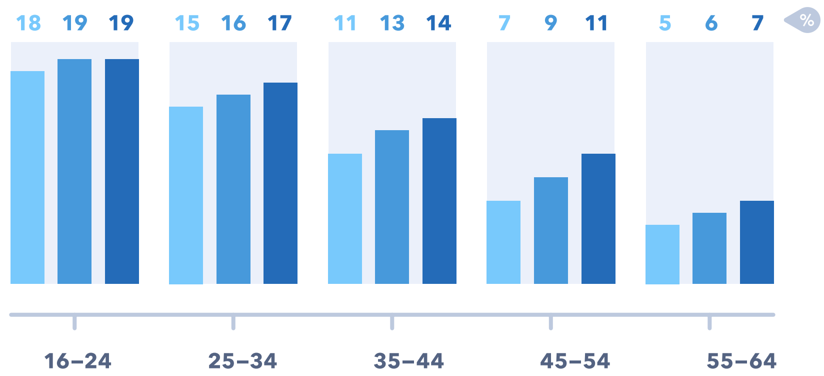
As we explore in our **Generation Z Audience Report**, this audience tend to be big on celebrities, and are more open to suggestions and cultural inputs. Their receptiveness to influencer marketing really stands out – celebrity endorsements and vlogs are the two channels where they over-index most strongly.

Influencer marketing receptiveness

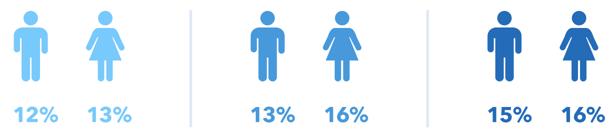
% who say they find out about new brands, products or services via...

Vlogs · Celebrity Endorsements · Post from an Expert Blogger

AGE



GENDER



HIGHEST INDEXING AUDIENCES BY SOURCE*

Cosmopolitan	1.41	Cosmopolitan	1.36	Cosmopolitan	1.35
Aspirational	1.35	Status Seeker	1.35	Aspirational	1.33
Status Seeker	1.28	Image Conscious	1.34	Technophile	1.31

* For more information on how our attitudinal segmentation audiences are defined, please click here

Question: How do you typically find out about new brands and products? **Source:** GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users Aged 16-64

Brand Discovery

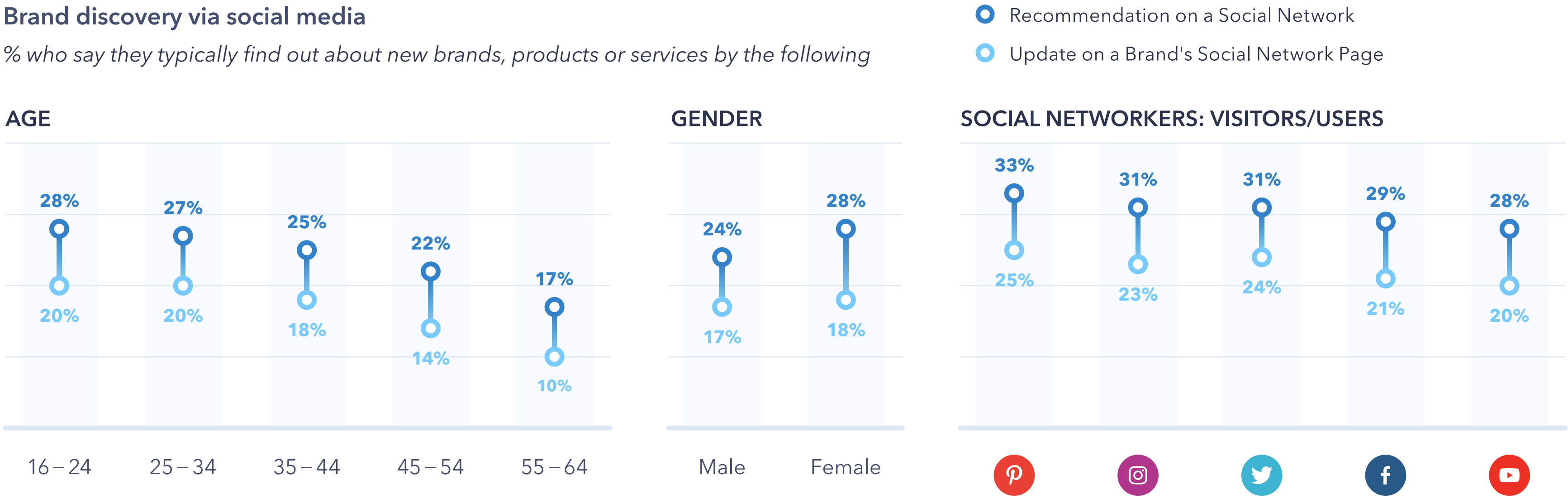
Social Media Marketing

Insights Report 2019

Brand discovery on social media

Brand discovery via social media

% who say they typically find out about new brands, products or services by the following



As social media have become more dominated by brands and entertainment content, they've become more significant brand discovery routes

The average digital consumer spends **2 hours 20 minutes a day on social networks/services**, and social media are playing a growing role in introducing consumers to new brands and products.

For one, **social media users request and give recommendations through the platforms**, much as you'd do offline or through other channels. That is the 'social' side. **Recommendations seen on social networks can claim to be one of the most important brand discovery sources.**

This underlines the important role social networks play in enhancing brand awareness and credibility. Once again we see a noteworthy peak for this option among 16-34s, with Pinterest users taking the top spot among the social networkers.

On the media side of social media, **brands have taken up much more space in feeds and stories** in recent years and made tremendous efforts to optimize their advertising, increase engagement and integrate social media into the sales funnel.

Just under **4 in 10 consumers follow a brand they like on social media**. More than a quarter follow brands they're thinking of buying something from. That is a decent share of consumers who are willing to have branded content on their newsfeeds.

Importantly, **updates to these branded pages are growing fast as a tool for raising awareness of new products**. This is especially true for 16-34s (almost a fifth discover new products this way) and we see figures reach even higher among the various social networkers.

Question: How do you typically find out about new brands and products? **Source:** GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users Aged 16-64

Brand Discovery

Native Advertising & Content

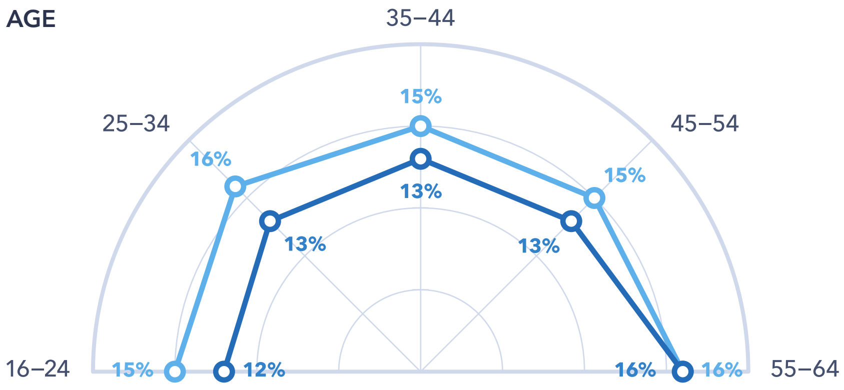
Editorial content

Editorial content

% who say they typically find out about new brands, products or services via the following

● Stories on a Newspaper/Magazine's Website ● Stores in a Printed Edition of a Newspaper/Magazine

AGE



REGION

APAC	16%	14%
Europe	14%	13%
Latin America	17%	13%
MEA	15%	12%
North America	13%	12%

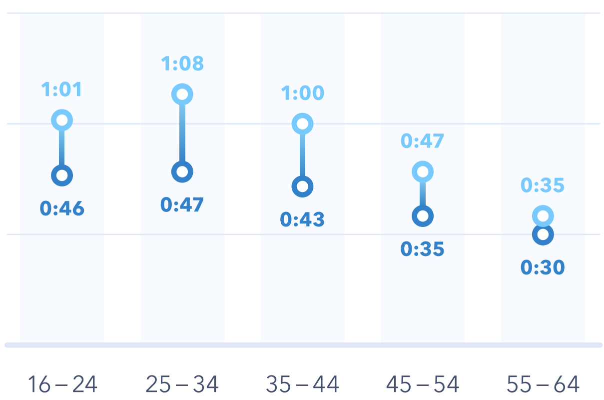
INCOME

Bottom 25%	14%	11%
Mid 50%	16%	13%
Top 25%	18%	17%

Time Spent Reading Print vs Online Press by Age

Average hh:mm typically spent per day reading...

○ Online Press ○ Physical Print Press



Native advertising has been hailed as a key way brands can reach consumers who are increasingly frustrated with ads or have taken measures to block them. Whether through partnered advertorial content or pure earned media, consumers were to be engaged in a **natural environment** that already has their interest.

Overall, **articles or stories on a newspaper/magazine's website tend to perform slightly better than those in a printed edition**, though both appear towards the bottom of the list. Across the demographic breaks, **the effectiveness of articles in print increases in line with age**, whereas the figures are much more consistent for articles online.

Interestingly, **slightly more consumers say they discover brands and products through ads than in editorials**. This highlights one of the risks of editorial and native advertising – that it might raise product awareness or brief consumers about what is happening in the marketplace, which interests a lot of readers, but without the consumer being able to trace it back to any particular brand.

Question: How do you typically find out about new brands and products? **Source:** GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users Aged 16-64

Question: Roughly how many hours do you spend reading physical/printed forms of press during a typical day? | Roughly how many hours do you spend reading online forms of press during a typical day? **Source:** GlobalWebIndex 2018 **Base:** 391,130 Internet Users Aged 16-64

Product placement in TV & movies

Product placement in TV shows and films is one of the most effective methods of brand promotion. It's been a hugely popular method of advertising for decades and shows no sign of slowing down. It is more consistently popular across age and income than many other sources of brand discovery, subject to the differences in film and TV preferences between different audiences.

Over a quarter of internet users say they find new brands or products this way, meaning that they're more likely to do so than via the actual brand or product website. The rate of discovery is somewhat higher among those under 35, who are also most likely to be interested in movies, but even among the oldest age group, there's still 24% who find new brands/products this way.

Latin America has the highest share of internet users who say they discover brands through films and TV – a full 32%, compared to just 21% in Europe. This is in line with the peak in movie interest we see in Latin America, with this region also ahead for being fans of most the film franchises/studios we track, such as Disney, Marvel or Pixar.

> With the recent ability to skip commercials, the expectation is that consumers will only pay attention to the content that is relevant to their interests.

Product Placement in *Queer Eye*

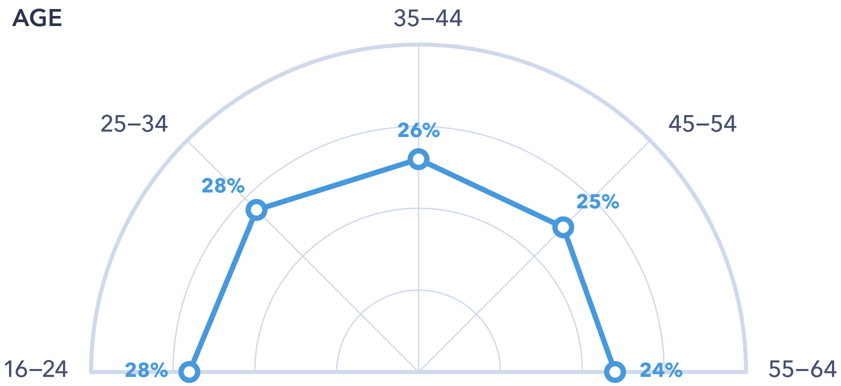
In Netflix' hit reality show *Queer Eye*, now running on its third season, a crew of lifestyle experts swoop in to help ordinary people with all-around makeovers of their clothes style, personal care, cooking, and personal lives. Product placement is a key part of the revenue model, as hosts introduce new products from Lacoste to Target and IKEA to the participants.

Product placement in TV & movies

Product placement

% who say they typically find out about new brands, products or services via TV shows or films

AGE



INCOME

25%
Top 25%

27%
Mid 50%

27%
Bottom 25%

REGION

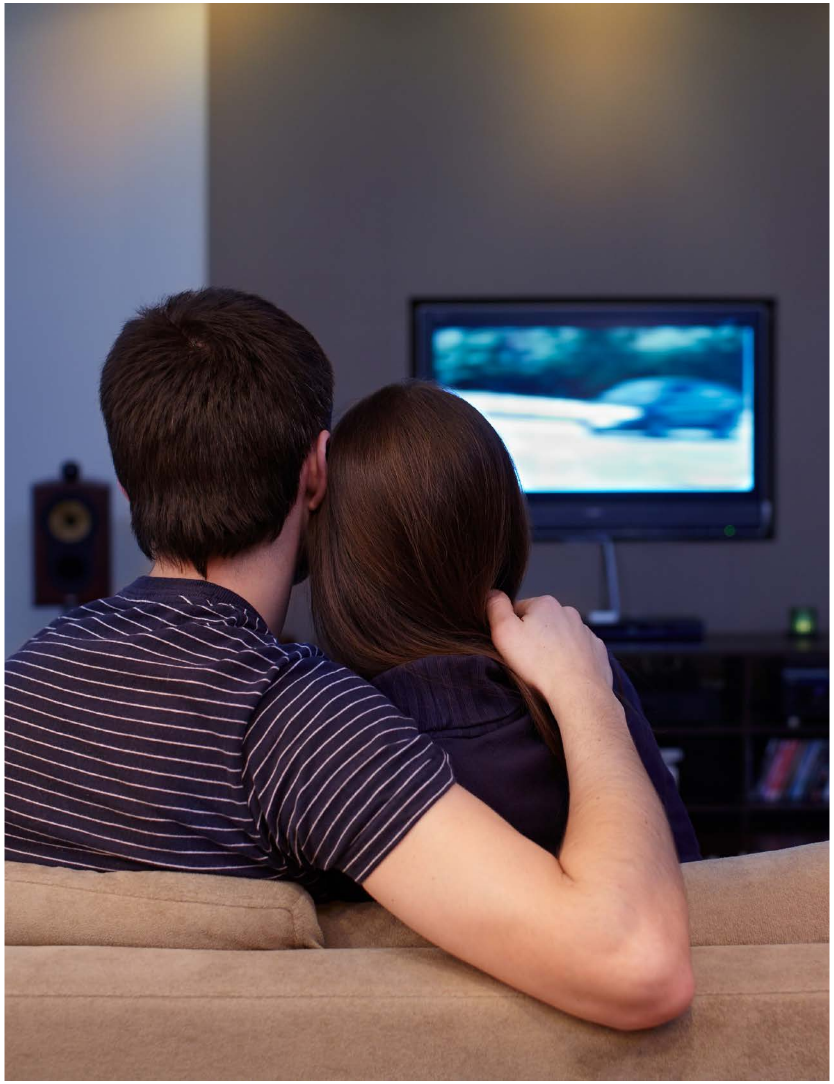
APAC 28%

Europe 21%

Latin America 32%

MEA 29%

North America 22%



Question: How do you typically find out about new brands and products? **Source:** GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users Aged 16-64

Brand Discovery

Outdoor Advertising

Insights Report 2019

Outdoor advertising

Out of home advertising (OOH) – from billboards and posters to mass transit ads – is one of the most resilient forms of advertising with a truly global presence – especially in urban locations.

Younger audiences are somewhat more likely to cite posters and public transport ads as a source of brand discovery, but the **age variation is less significant than with many other media**.

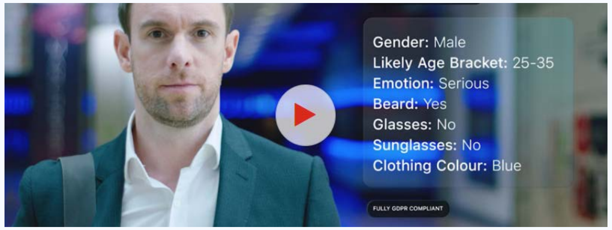
As you'd expect, outdoor advertising is cited by more urban commuters as a source of brand discovery, but car owners are also highly impacted, as they are groups who spend more time on the move and in less structured routines, like **students, freelancers and business people**.

The rise of digital out-of-home and smarter, better targeted content are fast shoring up this venerable platform against its challengers. As we've seen for TV, **integration with social media is an increasingly important way to amplify the impact of outdoor campaigns**.

QR codes have been a common way of linking up communications. QR codes on posters are a common technique, especially in Asian markets like China, where 15% of consumers report that they've scanned a QR from a brand or company code in the past month, compared to 9% in Europe and 8% in the U.S. They're already built into many popular apps – notably Snapchat and WeChat – and an ingrained part of how many people use them.

> Unblockable and ubiquitous, outdoor is poised to hold its own against online media

Dynamic imagery



Better bandwidth and more powerful mobile phones have paved the way for a large-scale shift in visual culture – from static imagery to animations, gifs, videos, live feeds and loops. Ad spend on digital out-of-home (DOOH) is on its way to outstripping traditional static billboards. The *animated environment*, long envisioned in science fiction, could well become a reality.

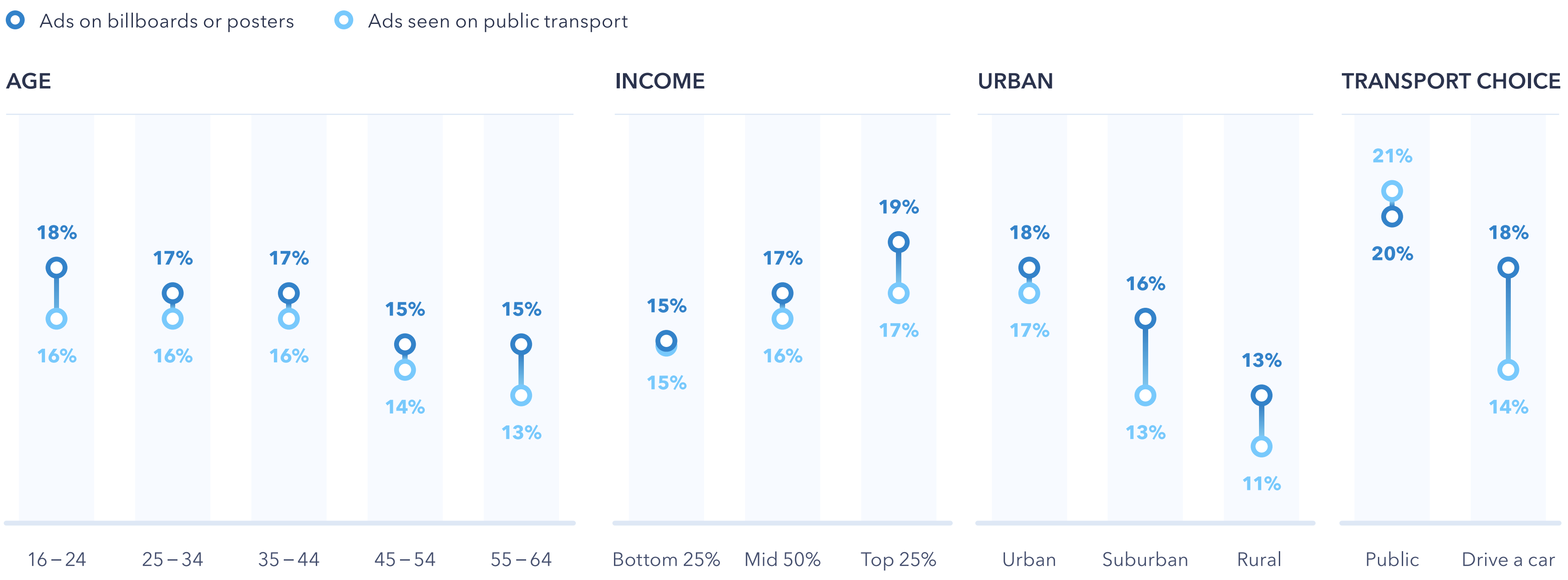
Bidooh, a Manchester-based startup, has brought the facial-recognition outdoor ads seen in *Minority Report* (2002) to life, and are rolling it out in a number of **Far East and a number of East, Central and Southern European markets**.

Digital OOH is emerging as a testground for technologies beyond facial recognition. Ad targeting based on local search trends, display timing based on the speed of traffic passing a billboard, and other techniques based on integration of a variety data sources is making DOOH smarter, more flexible. But with most targeted ads, there's a risk that consumers and passers-by will be uncomfortable with surveillance these ads necessarily rest on – GDPR compliant or not.

Outdoor advertising

Outdoor advertising

% who say they typically find out about new brands, products or services via outdoor advertising



Question: How do you typically find out about new brands and products? **Source:** GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users Aged 16-64

Brand Discovery

Direct & Experiential Marketing

Direct & experiential marketing

The proliferation of social media has opened a space for a new generation of direct-to-consumer (or D2C) companies to connect with consumers. Generally built around mail-order and subscription models in high-margin FMCG categories, they've been able to use the new infrastructure to great effect.

Direct and experiential marketing are doing the heavy lifting with key demographics.

These new entrants have had to take on large risks to prove themselves. Casper mattresses, for example, forwent hundreds of dollars in returns fees[1] in order to put potential customers at ease. These models incorporate classic direct marketing techniques with above-the-line campaigns, in models that have been widely successful in conquering margins.

Whether bypassing retailers, publishers or preconceptions, many brands hinge their marketing efforts on their ability to get their message and their products **directly in front of the consumer**.

Email marketing and direct mail are said to be undergoing a renaissance in recent years. Our research suggests they have an impact on par with high-profile advertising techniques like outdoor, cinema and even algorithmic recommendations. On the market-level, **brochures and catalogues pack the same punch social media posts**.

From meal packs to makeup and magazines, letting your product do the talking is a powerful way to overcome resistance before a client takes on a longer commitment. Our research finds that older and higher income consumers are particularly likely to discover brands in these ways.

TREND IN ACTION

Smol launches direct-to-consumer laundry detergent

Smol ("Small, cute") launched by former Unilever executives is a classic case. Launched in 2017, they send small trial samples out at cost, then deliver monthly shipments of laundry detergent. The packaging is neutral, eco-friendly and designed to fit in a letterbox.

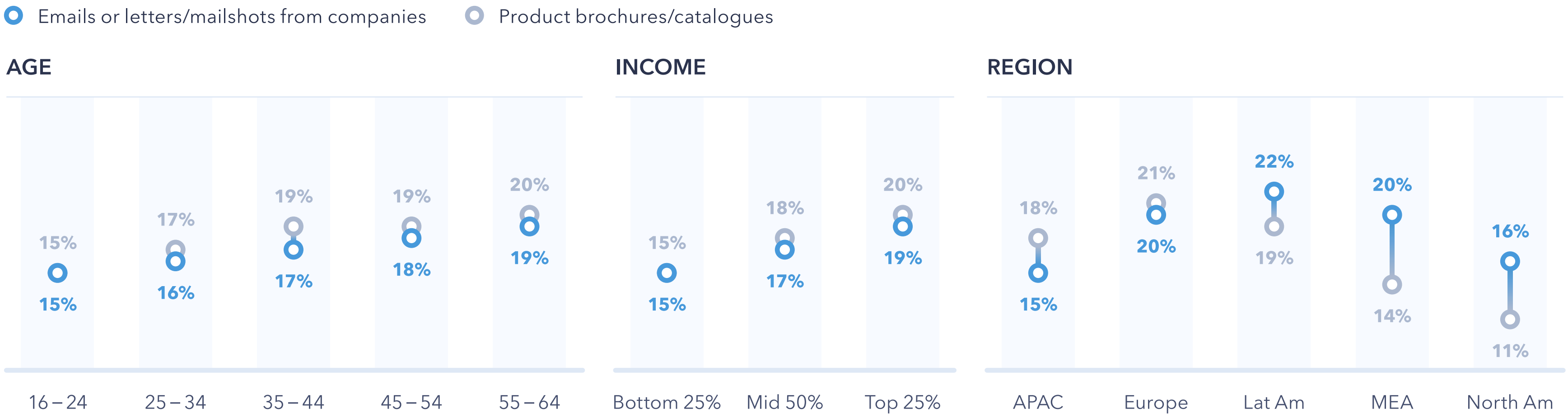
Smol's model shows how compressed the purchase journey has become with D2C, social first-brands: consumers are going from no exposure in a low salience category to signed subscribers within a matter of moments.

1 *Inc.com*, How Casper Became a $100 Million Company in Less Than Two Years. Link.

Direct & experiential marketing

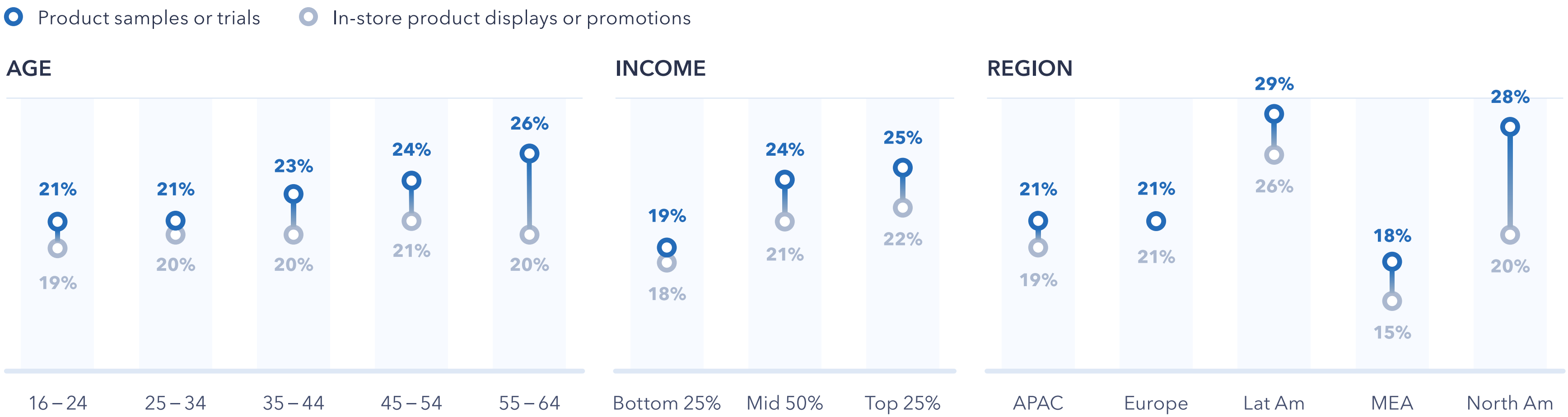
Direct marketing

% who say they typically find out about new brands, products or services via mail, email, and brochures



Samples and in-store

% who say they typically find out about new brands, products or services via product samples, displays or trials



Question: How do you typically find out about new brands and products? **Source:** GlobalWebIndex Q4 2018 **Base:** 138,962 Internet Users Aged 16-64

Future outlook

Television is in slow decline, but still does not have clear challengers. Ads can be seen in a variety of online environments, but not at the same scale or with the same instant recognizability. Pre-roll ads have a similar effect, but aren't yet introducing new brands or products to consumers at the same pace.

In the changing marketing landscape, a **number of traditional brand discovery sources are showing great resilience**. Outdoor, direct mail and cinema advertising aren't going anywhere. Greater integration with social platforms and messaging apps will help marketers maximize the impact of their campaigns, as will better targeting.

Ad relevance is going to continue to be a challenge. Many consumers are receptive to advertising in their own description, but large shares aren't – predominantly consumers who are older and are less hooked on trends. Ad-blocking will continue to grow as long as people are annoyed by ads and have the tools to switch them off.

Influencer marketing should be expected to grow. There's a large demand for recommendations, guidance, tutorials and endorsements – content that can help people navigate the marketplace with greater confidence. Expect the formats to change though. From *unboxing to empties*, influencers will continue to walk the fine line between their own commercial success as media owners and their editorial credibility.

Notes on methodology

All figures in this report are drawn from **GlobalWebIndex's online research among internet users aged 16-64**. Please note that we only interview respondents aged 16-64 and our figures are representative of the **online** populations of each market, not its total population.

OUR RESEARCH

Each year, GlobalWebIndex interviews over 550,000 internet users aged 16-64. Respondents complete an **online questionnaire** that asks them a wide range of questions about their lives, lifestyles and digital behaviors. **We source these respondents in partnership with a number of industry-leading panel providers**. Each respondent who takes a GWI survey is assigned a unique and persistent identifier regardless of the site/panel to which they belong and **no respondent can participate in our survey more than once a year** (with the exception of internet users in Egypt, Saudi Arabia, and the UAE, where respondents are allowed to complete the survey at 6-month intervals).

OUR QUOTAS

To ensure that **our research is reflective of the online population in each market**, we set appropriate **quotas on age, gender, and education** – meaning that we interview representative numbers of men vs women, of 16-24s, 25-34s, 35-44s, 45-54s and 55-64s, and of people with secondary vs tertiary education.

To do this, we conduct research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources.

This research is also used to calculate the 'weight' of each respondent; that is, approximately how many people (of the same gender, age, and educational attainment) are represented by their responses.

MOBILE SURVEY RESPONDENTS

From Q1 2017 on, GlobalWebIndex has offered our Core survey on mobile. This allows us to survey internet users who prefer using a mobile or are mobile-only (who use a mobile to get online but do not use or own any other device). Mobile respondents complete a shorter version of our Core survey, answering 50 questions, all carefully adapted to be compatible with mobile screens.

Please note that the sample sizes presented in the charts throughout this report may differ as some will include both mobile and PC/laptop/tablet respondents and others will include **only** respondents who completed GWI's Core survey via PC/laptop/tablet. For more details on our methodology for mobile surveys and the questions asked to mobile respondents, please download this **document**.

GLOBALWEBINDEX SAMPLE SIZE BY MARKET

This report draws insights from GlobalWebIndex's Q4 2018 wave of research across 45 countries, with a global sample of 138,962 respondents.
The sample by market breaks down as follows:

Argentina	1,543
Australia	4,019
Austria	1,271
Belgium	1,279
Brazil	2,314
Canada	2,265
China	15,130
Colombia	1,473
Denmark	1,258
Egypt	1,763
France	5,095
Germany	5,135
Ghana	1,000
Hong Kong	1,821
India	7,522
Indonesia	1,747
Ireland	1,239
Italy	5,188
Japan	1,800
Kenya	1,000
Malaysia	1,535
Mexico	2,641
Morocco	1,000

Netherlands	1,300
New Zealand	1,278
Nigeria	1,000
Philippines	1,608
Poland	1,801
Portugal	1,265
Romania	1,307
Russia	2,211
Saudi Arabia	1,473
Singapore	2,737
South Africa	1,531
South Korea	1,268
Spain	5,161
Sweden	1,302
Switzerland	1,261
Taiwan	1,755
Thailand	1,492
Turkey	1,632
UAE	1,755
UK	10,201
USA	24,995
Vietnam	6,394

Notes on methodology: Internet penetration rates

ACROSS GLOBALWEBINDEX'S MARKETS

GlobalWebIndex's research focuses exclusively on the internet population and because internet penetration rates can vary significantly between countries (from a high of 90%+ in parts of Europe to lows of c.20% in parts of APAC), the nature of our samples is impacted accordingly.

Where a market has a high internet penetration rate, its online population will be relatively similar to its total population and hence we will see good representation across all age, gender and education breaks. This is typically the case across North America, Western Europe and parts of Asia Pacific such as Japan, Australia and New Zealand. Where a market has a medium to low internet penetration, its online population can be very different to its total population; broadly speaking, the **lower the country's overall internet penetration rate, the more likely it is that its internet users will be young, urban, affluent and educated.** This is the case throughout much of LatAm, MEA and Asia Pacific.

This table provides GlobalWebIndex forecasts on internet penetration (defined as the number of internet users per 100 people) in 2019. This forecasted data is based upon the latest internet penetration estimates from the International Telecommunication Union (ITU) for each market that GlobalWebIndex conducts online research in.

GLOBALWEBINDEX VERSUS ITU FIGURES

As GlobalWebIndex's Core Research is conducted among 16-64 year-olds, we supplement the internet penetration forecasts for a country's total population (reproduced above) with internet penetration forecasts for 16-64s specifically.

Forecasts for 16-64s will be higher than our forecasts for total population, since 16-64s are the most likely age groups to be using the internet.

Internet Penetration Rates

GlobalWebIndex's Forecasts for 2019 based on 2017 ITU data

Argentina	78%	Indonesia	39%	Russia	80%
Australia	88%	Ireland	87%	Saudi Arabia	83%
Austria	88%	Italy	62%	Singapore	85%
Belgium	89%	Japan	92%	South Africa	62%
Brazil	71%	Kenya	43%	South Korea	95%
Canada	94%	Malaysia	83%	Spain	87%
China	59%	Mexico	69%	Sweden	96%
Colombia	66%	Morocco	69%	Switzerland	96%
Denmark	97%	Netherlands	93%	Taiwan	83%
Egypt	54%	New Zealand	93%	Thailand	58%
France	85%	Nigeria	36%	Turkey	71%
Germany	88%	Philippines	64%	UAE	95%
Ghana	48%	Poland	79%	UK	96%
Hong Kong	91%	Portugal	78%	USA	80%
India	42%	Romania	72%	Vietnam	55%

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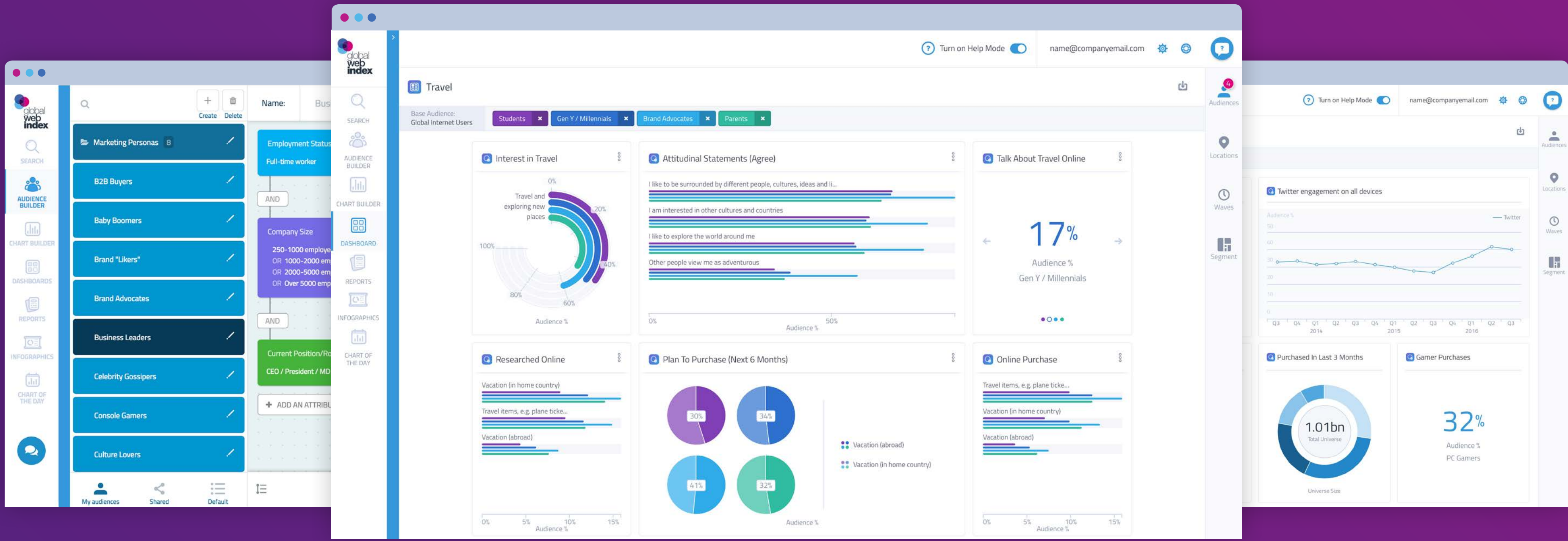

Get more from your data.

Run your own custom studies using our panel of 22 million consumers, and get instant access to insight tailored to your business needs.

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