



Online Publishers  
Association

# Branding On Display

**November 2012**

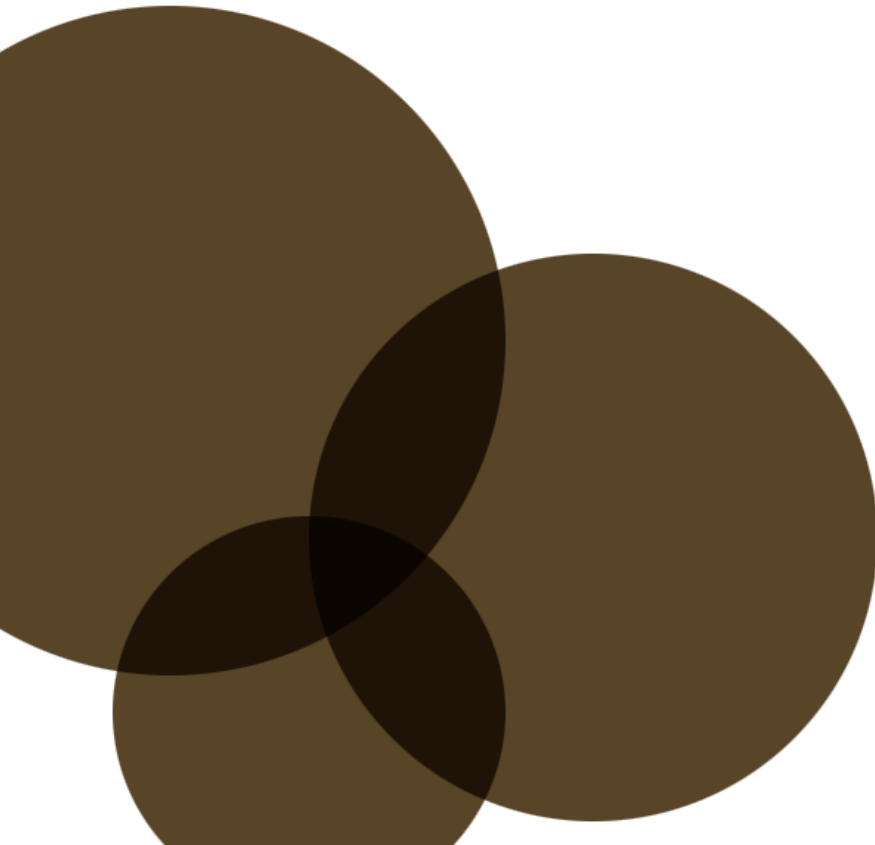
*Conducted in partnership with*





# OPA

## **Background, Objectives and Methodology**



# OPA



# The OPA Wanted to Better Understand Brand-Focused Advertisement Online

- What **role does branding** play in online advertising?
- What are Agency and Marketer **priorities and goals** for brand advertising?
- How do Agencies and Marketers perceive different **media types' effectiveness** against these priorities and goals?
- What are the **trade-offs facing** Agencies and Marketers?

# The OPA Collaborated with Advertiser Perceptions



- **Our Team** Founded by executives Ken Pearl and Randy Cohen, Advertiser Perceptions has assembled one of the most skilled and responsive advertiser insights teams anywhere.
- **Syndicated Research** The Advertiser Intelligence Report (AIR) is the largest multi-client tracking study of media decision makers in the world. It provides media company executives with the plans and opinions of more than 1,500 marketers and agencies every six months.
- **Custom Research** Leveraging the powerful sample source that is created by AIR, advertiser research is available on a limited, custom and proprietary basis.
- **Thought Leadership** Advertiser Perceptions regularly conducts thought leadership research for our clients.
- **Our Clients** Advertiser Perceptions serves more than 500 media brands worldwide.
- **Study Participants** Our study participants represent some of the world's most influential media decision-makers.



# The OPA Focused on Agency and Marketer Decision-Makers Involved in Brand-Focused Advertisement

- **Methodology:**
  - Online surveys conducted on a blind-basis with cash incentives
  - 251 surveys completed
  - $\pm 6\%$  margin of error at a 95% confidence level
  - Participants instructed to focus on biggest/most important brand/client
  - Timeframe: August 7-15, 2012
- **Sample:**
  - U.S. marketer and agency contacts from Advertiser Perceptions “Media Decision Maker Database”
- **Qualifications:**
  - Digital video/display decision-making involvement
  - \$1 million minimum digital ad spend over the past 12 months
  - Involved in brand-focused advertising



# Respondents Represent a Range of Budgets and Ad Categories; Two-Thirds Come From Agencies

- **Respondent Profile:**

- Marketer vs. agency:

- 33% Marketer
    - 67% Agency

- Client/brand ad budgets:

- \$1-2M: 20%
    - \$2-5M: 24%
    - \$5-10M: 22%
    - \$10M+: 34%

- Ad categories/vertical segments:

- Automotive
    - Computer Equipment & Office Supplies
    - Entertainment
    - Financial, Insurance & Real Estate
    - Packaged Goods
    - Publishing & Media
    - Retail
    - Transportation, Hotels & Resorts
    - Telecom, B2B & B2C Services

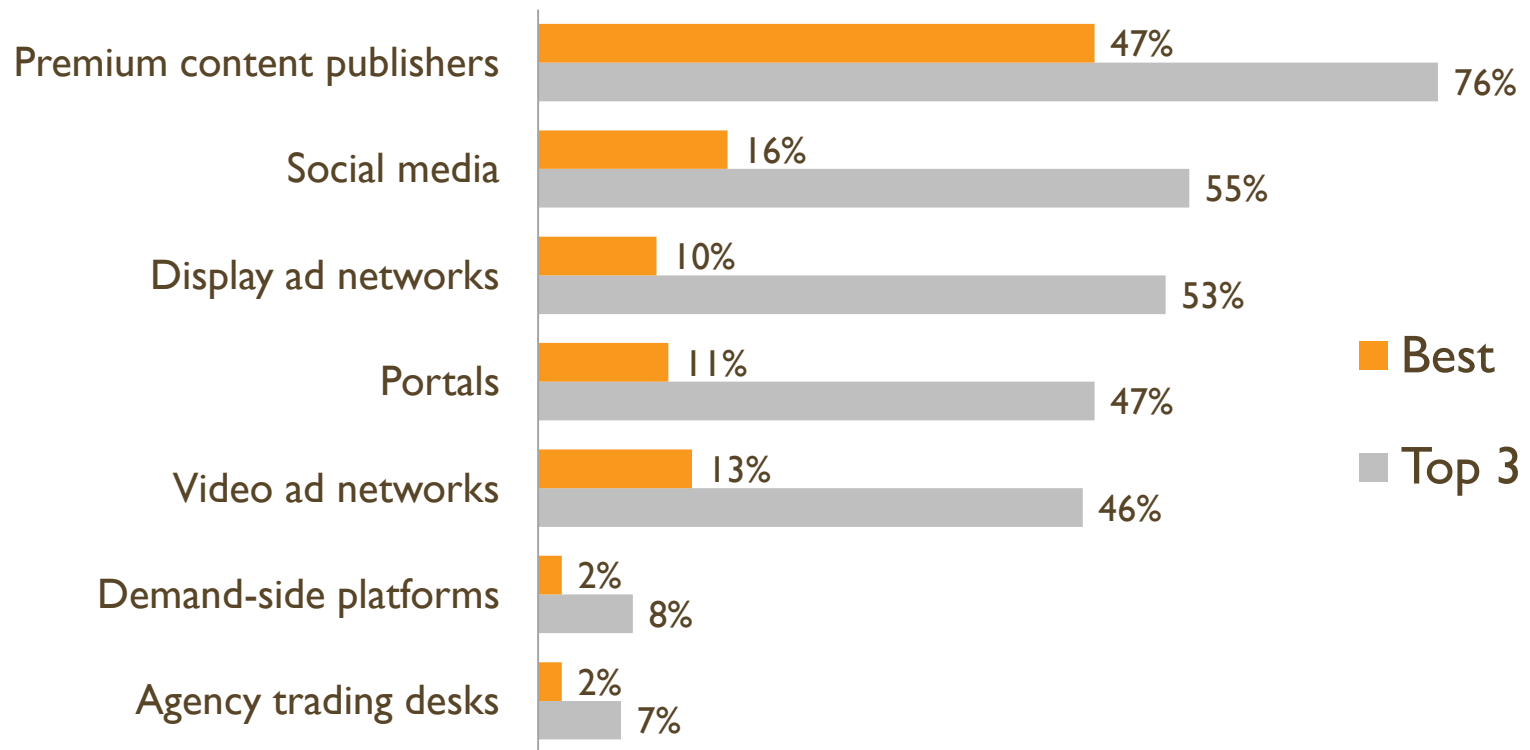


## Perceptions of Media Options



# Marketers and Agencies Prefer Premium Content Publishers Over All Others for Brand Advertising

## Best/Top Three Media Types for Brand-Focused Advertising Campaigns (% of Respondents)



Base: Total Respondents N=251.

Q3a: Which of the following digital media types do you think are the top three (3) advertising vehicles for brand-focused campaigns?

Q3b: Which one of the following digital media types do you think is the best advertising vehicle for brand-focused campaigns?



# Premium Content Publishers Are Preferred for Target Audience, Branding Objectives and Brand Quality

## Reasons Why Premium Content Publishers Are Best for Brand-Focused Advertising (% of Respondents)



Base: [DIGITAL MEDIA TYPE] Considered Best Advertising Vehicle for Brand-Focused Advertising, Premium Content Publishers N=117  
Q4b: Which of the following would you count as reasons for your feeling that using [DIGITAL MEDIA TYPE] is the best advertising vehicle to conduct brand-focused digital advertising campaigns?

# While Social Media “Best Delivers” Target Audience & Reach at Rates Comparable to Premium Content...

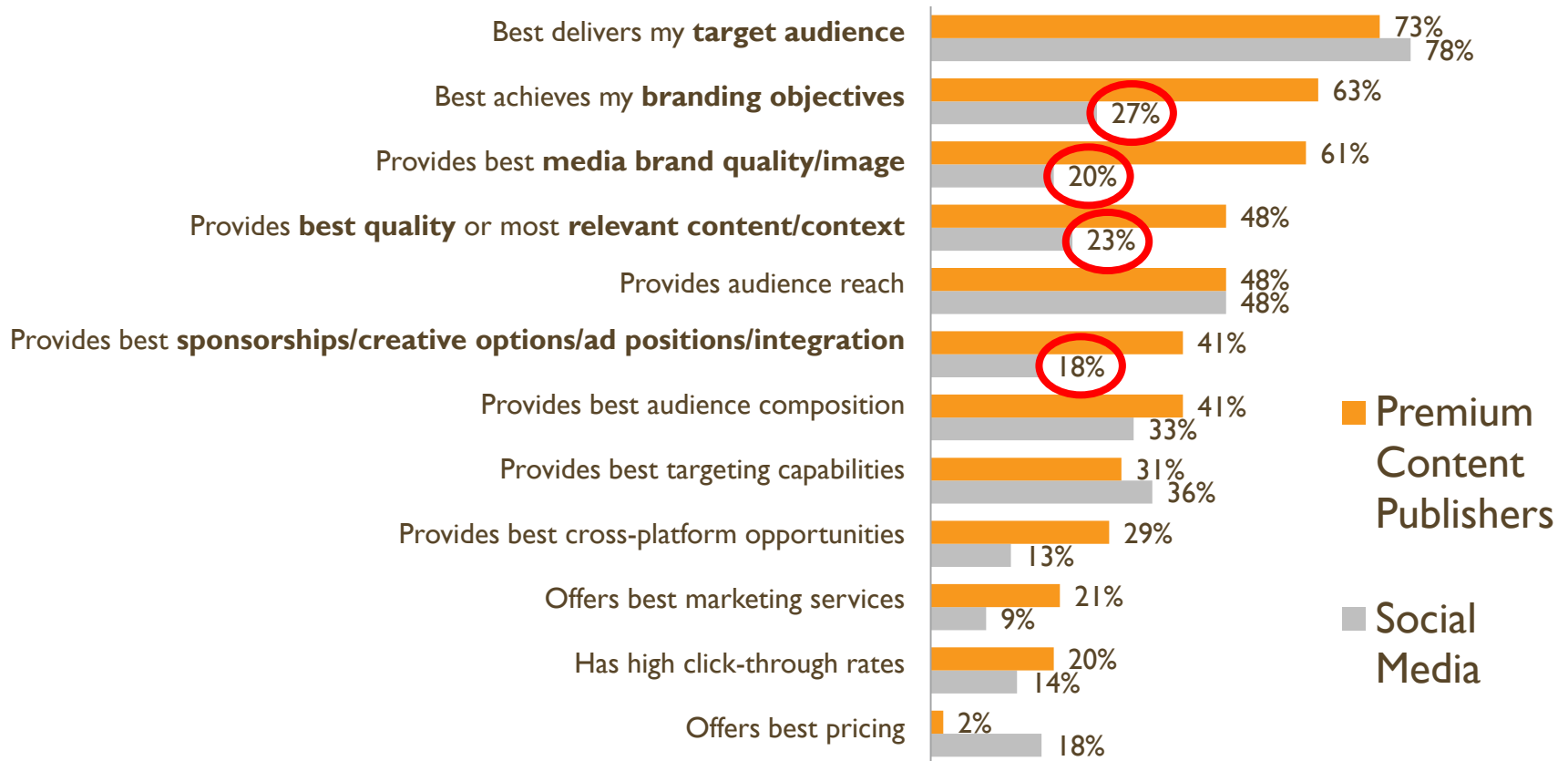
## Reasons Why Premium Content Publishers / Social Media Are Best for Brand-Focused Advertising (% of Respondents)



Base: [DIGITAL MEDIA TYPE] Considered Best Advertising Vehicle for Brand-Focused Advertising, Premium Content Publishers N=117, Social Media N=39  
Q4b: Which of the following would you count as reasons for your feeling that using [DIGITAL MEDIA TYPE] is the best advertising vehicle to conduct brand-focused digital advertising campaigns?

# ...It Falls Short in Delivering on Branding Objectives, Brand Quality, Relevant Context and Creative Options

## Reasons Why Premium Content Publishers / Social Media Are Best for Brand-Focused Advertising (% of Respondents)

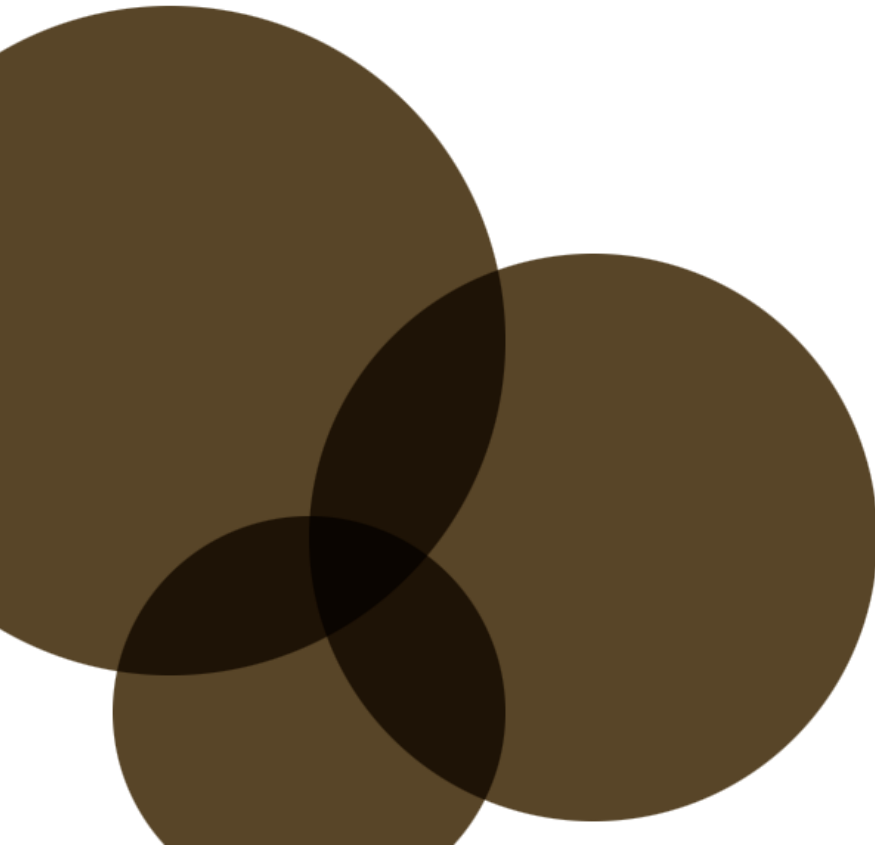


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# OPA

## Target Audiences

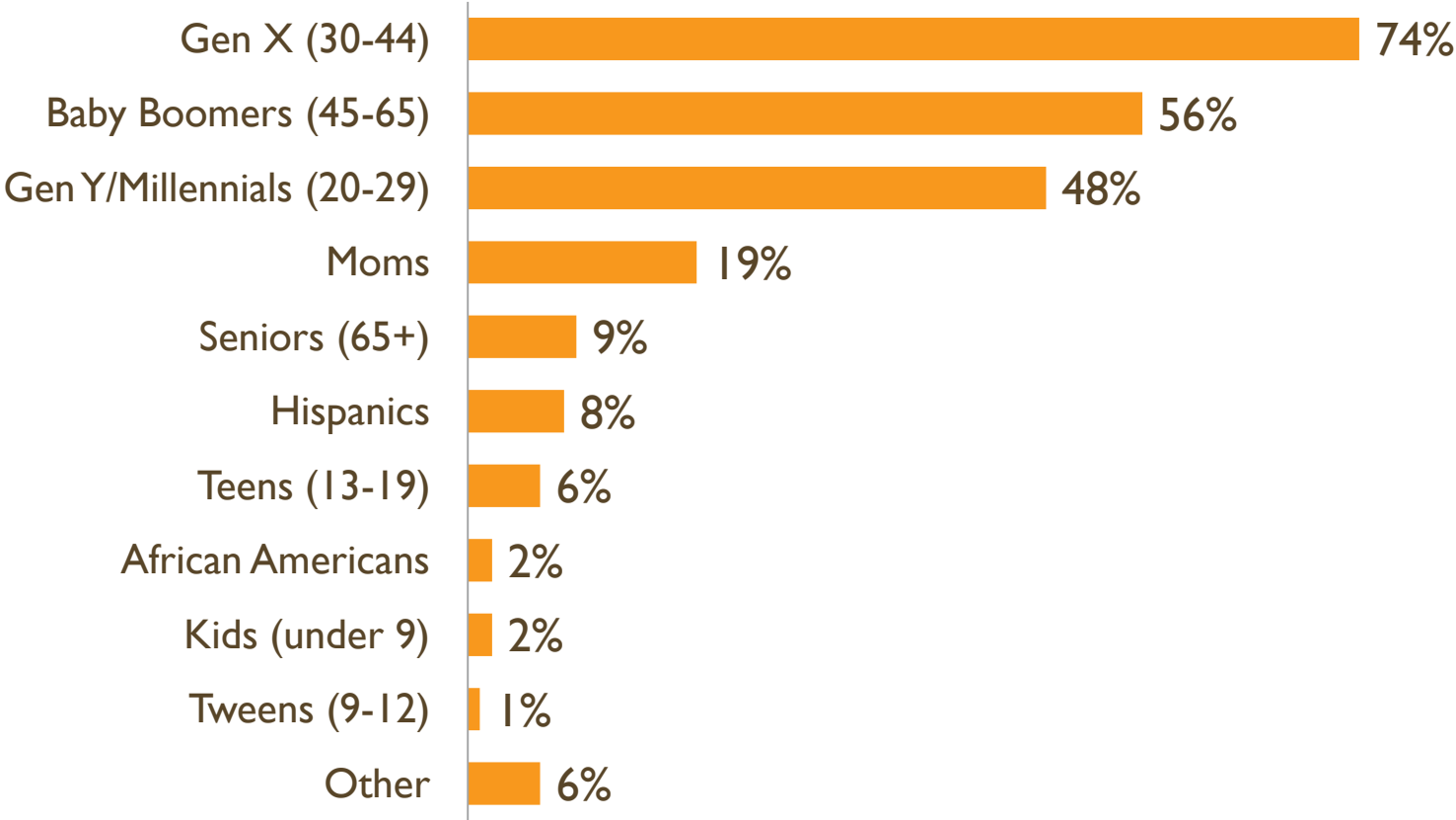


# OPA



# Agencies and Marketers Prioritize Gen X, Baby Boomers and Gen Y / Millennials

**Audience Segments Advertisers Must Reach**  
(% of Respondents)



Base: Total Respondents N=251.  
Q2b: And which are your top 3 in terms of MUST reach for your brand-focused digital advertising?



# Premium Content Publishers Equal or Surpass Social Media in Two of Top Three Target Segments

## Media Type Best at Reaching Target Audience Segments (% of Respondents, Segments Listed in Order of Importance)

|                            | <i>Gen X</i> | <i>Baby Boomers</i> | <i>Gen Y/<br/>Millennial</i> |
|----------------------------|--------------|---------------------|------------------------------|
| Importance                 | 1            | 2                   | 3                            |
| Premium Content Publishers | 27%          | 45%                 | 13%                          |
| Social Media               | 24%          | 5%                  | 56%                          |

Base: Considered Must Reach. Gen X N=186, Baby Boomers N=141, Gen Y N=121

Q.2c: Which of the following digital media types do you think reach each of the segments that you identified as your top segments in terms of MUST reach for brand-focused advertising?

Q.2d: Which one digital media type do you think best reaches each of the segments that you identified as your top segments in terms of MUST reach for brand-focused campaigns?

The slide features several decorative circles. In the top left corner, there are three overlapping orange circles of varying sizes. On the left side, there are three overlapping brown circles of varying sizes. In the bottom right corner, there is a small 'OPA' logo. The main title 'Branding Objectives' is centered on the right side of the slide.

## Branding Objectives

# Classic Brand Advertising Goals Remain the Priority

## Most Important Goals/Results From Brand-Focused Advertising Campaigns (% of Respondents)



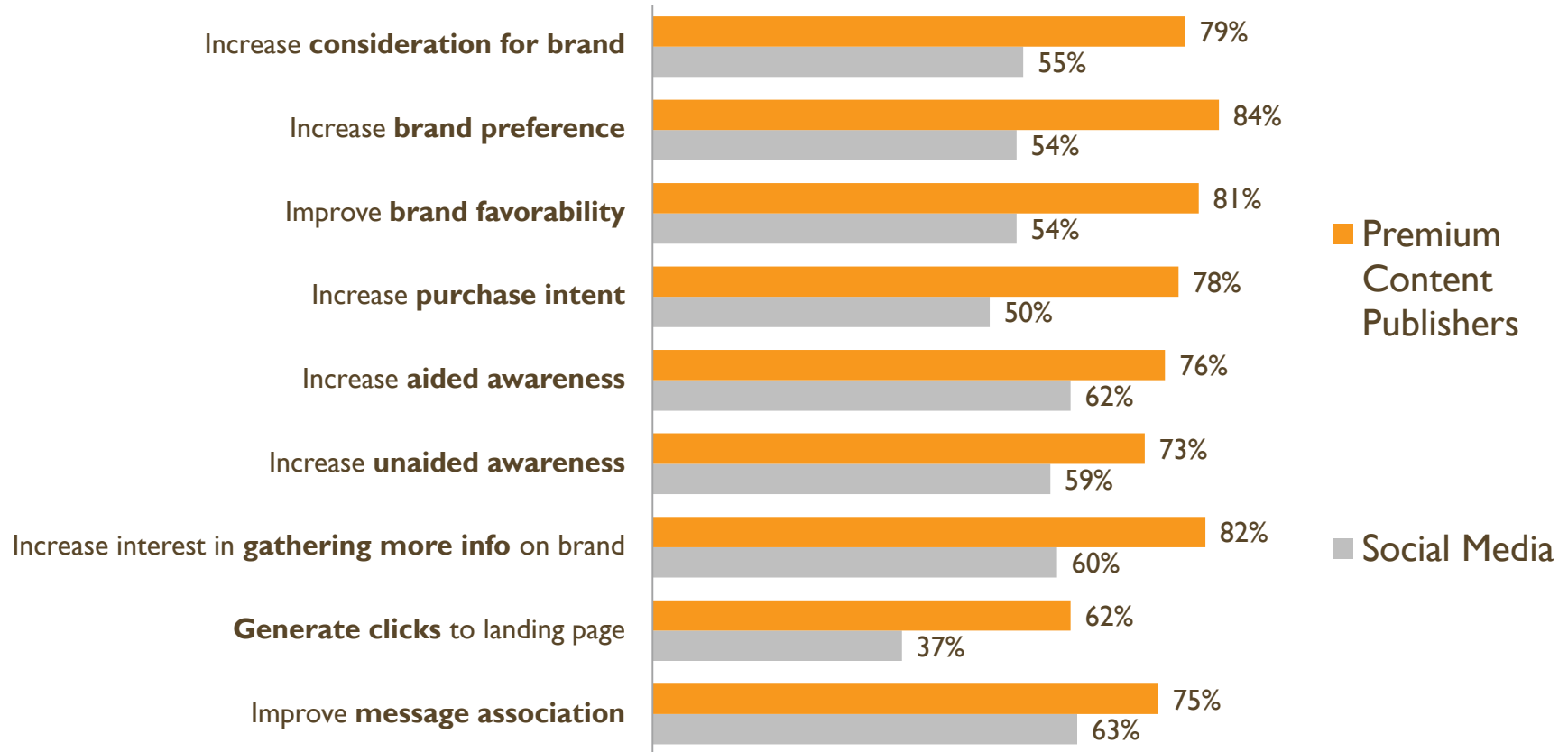
Base: Total Respondents N=251.

Q5a: What would you say are the three most important goals/results from your brand-focused advertising campaigns?



# Marketers & Agencies Report Premium Content Publishers “Best Deliver” on Top Brand-Focused Goals

## Media Types that Best Deliver Most Important Goals/Results (% of Respondents, Goals Listed in Order of Importance)



Base: [GOAL/RESULT] Considered Top Three Goals/Results for Brand-Focused Advertising

Q5b: For each of your most important goals/results from your brand-focused advertising campaigns, please rank the top 3 media types that you feel best deliver the desired goals/results on these advertising campaigns.



# Agencies and Marketers Also Use Premium Content Publishers for Performance Objectives

## Purposes of Premium Content Publishers (% of Respondents, Purposes Sorted by Current Use)



Base: Total Respondents N=251.

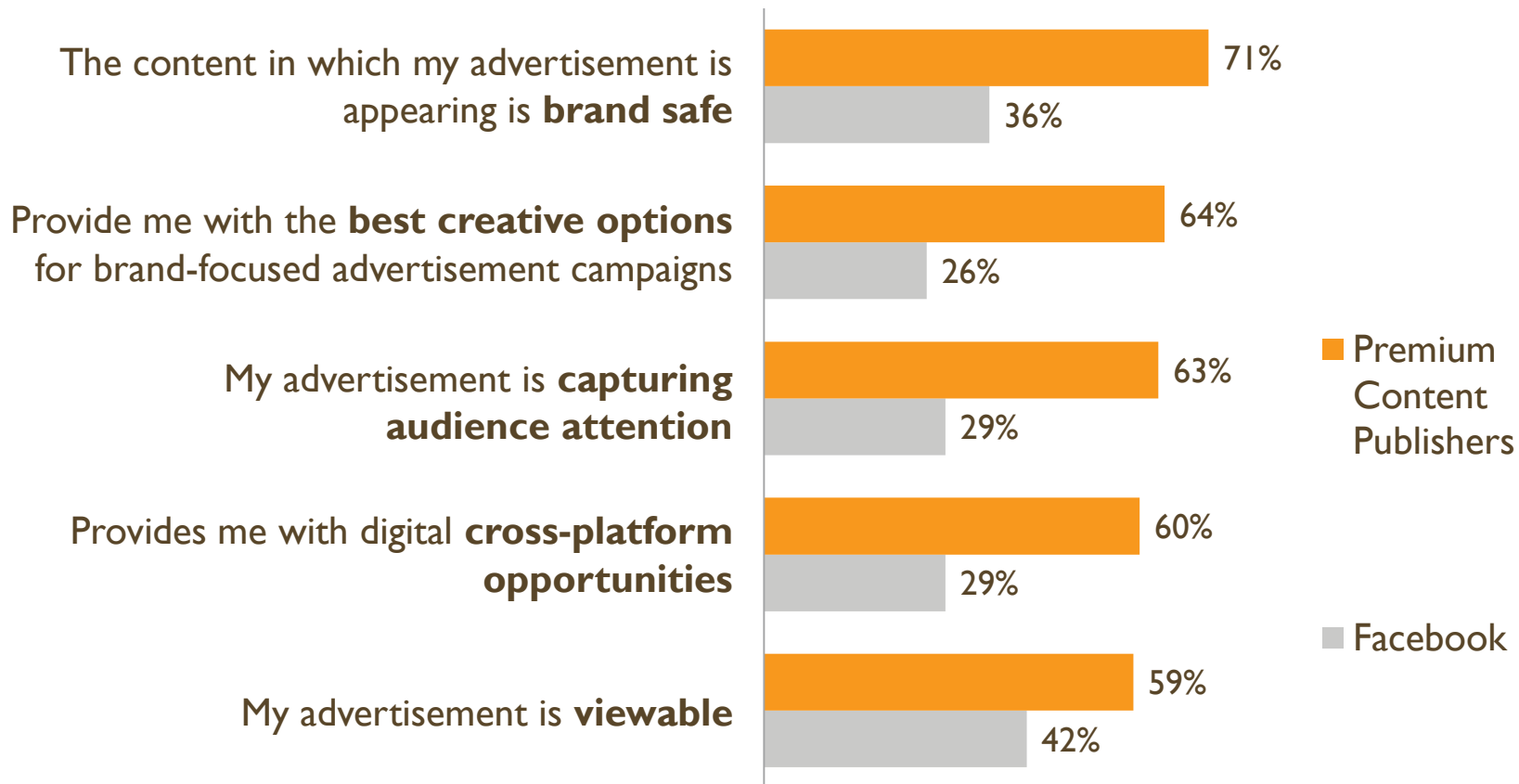
Q7a: Thinking specifically about your use of Premium Content Publishers for either brand or performance advertising, which of the following purposes did your digital advertising serve?



## Brand Quality

# Agencies & Marketers Say Premium Content Publishers Outpace Facebook Across Key Priorities

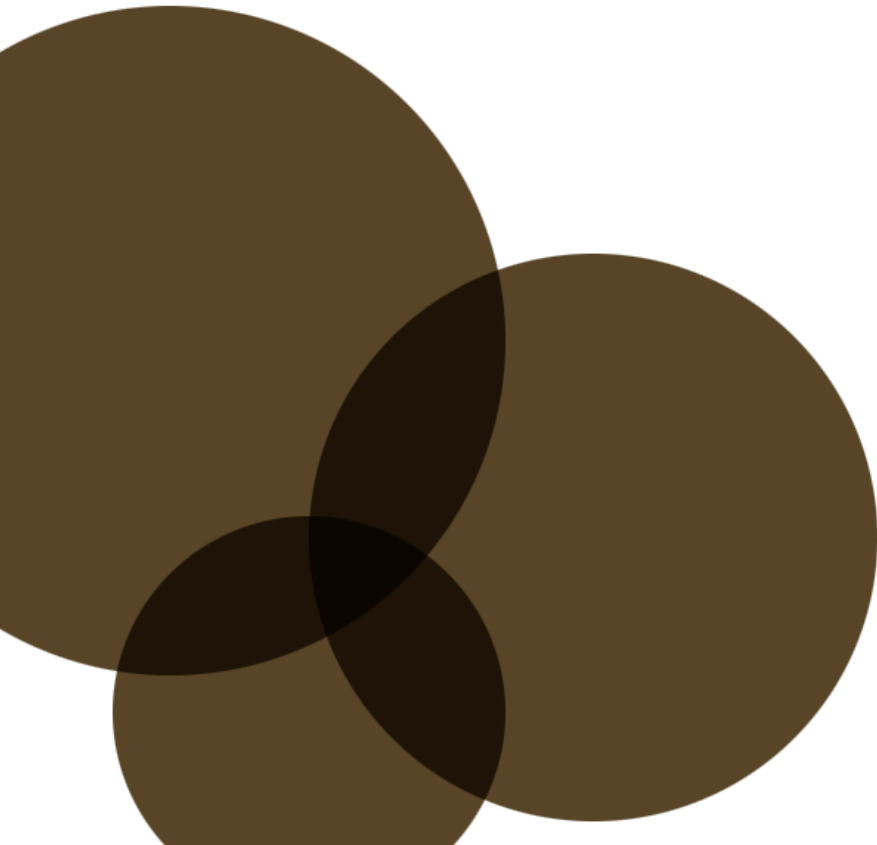
## Statements About Premium Content Publishers / Facebook (% Rating 4 or 5, Strongly Agree/Agree, on 5-Point Scale)



Base: Total Respondents, N=251; Spend Money on Advertising with Facebook Using Brand-Focused Advertising Campaigns N=58  
Q12d/14d: Please tell us to what extent you agree or disagree with the following statements regarding your brand-focused advertising on Premium Content Publishers / Facebook.



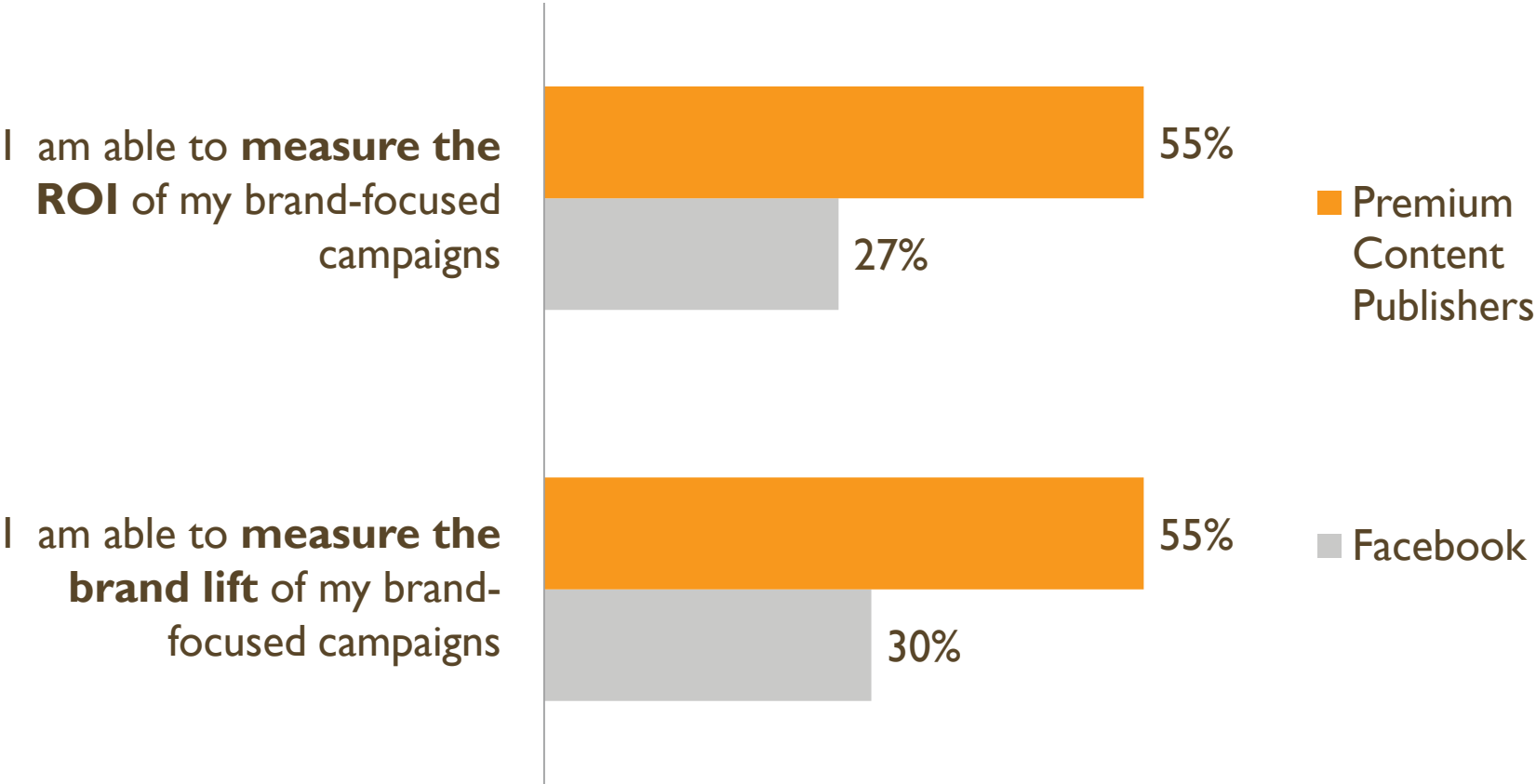
## Measurement





# Ability to Measure ROI and Brand Lift is Superior with Premium Content Publishers vs. Facebook

Statements About Premium Content Publishers and Facebook  
(% Rating 4 or 5, Strongly Agree/Agree, on 5-Point Scale)

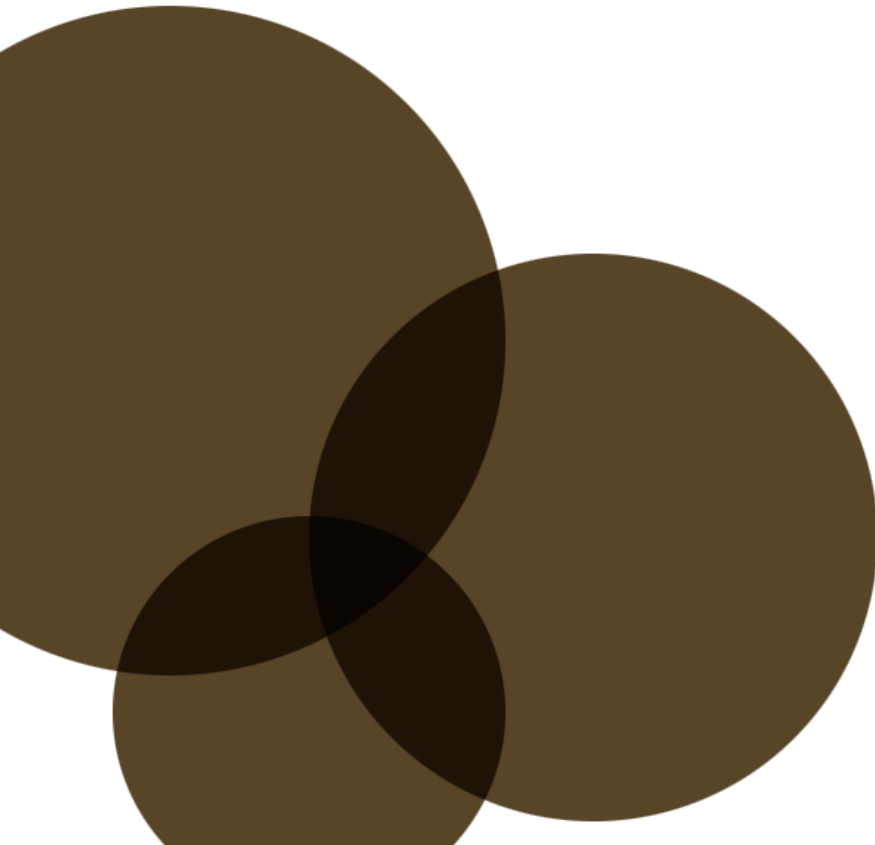


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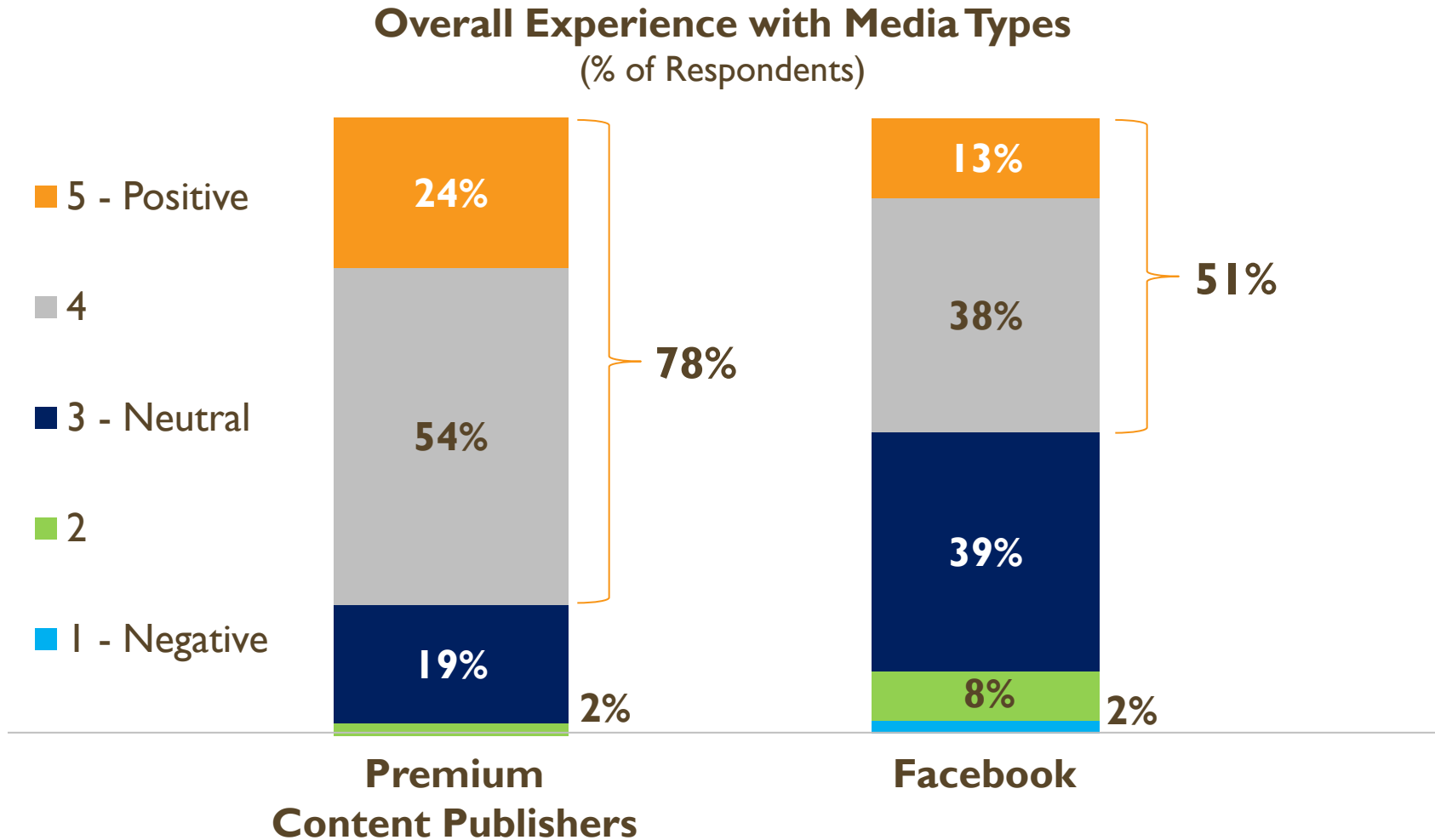




## Satisfaction



# 78% Have Positive Experiences with Premium Content Publishers, Compared to Half with Facebook



Note: Values do not add up to 100% due to rounding.

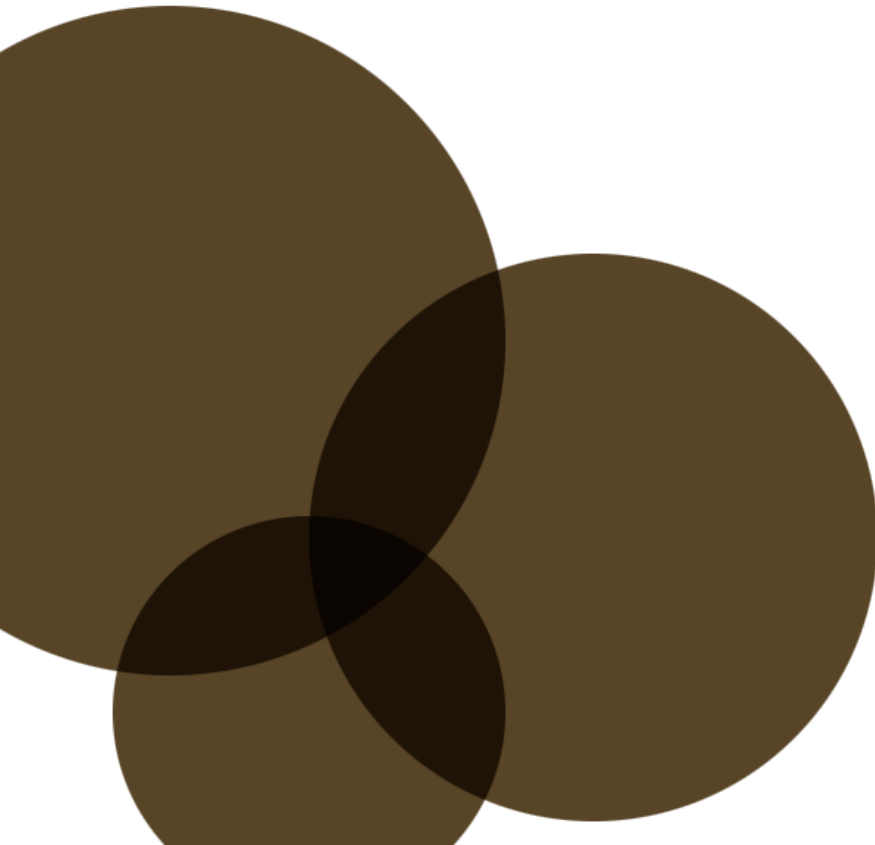
Base: Total Spend Money on Advertising with Facebook Using Brand-Focused Advertising Campaigns N=58

Q12b/14a: How would you rate your overall experience for brand-focused advertising with Premium Content Publishers / Facebook?





## Conclusion





# Premium Content Publishers Are Preferred For Brand-Focused Advertising Over Other Digital Options

- Agencies and Marketers are **pursuing classic branding objectives online**
- Agencies and Marketers report that **Premium Content Publishers** are **superior at delivering** against their **branding objectives** over all other media
- **Premium Content Publishers** equal or surpass Social Media in reaching two of the top three target segments
- **Premium Content Publishers best deliver on brand quality** on a number of dimensions, including brand safety and creative options, compared to Facebook, the largest Social Media platform
- Decision-makers report **significantly higher levels of satisfaction with Premium Content Publishers** than with Facebook



# Contacts

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