

THE INS & OUTS OF AD SENTIMENT

Improving The Way People Feel
About Online Advertising

M E D / A H U B



SENTIMENT TOWARDS ADVERTISING IN GENERAL IS ON THE DECLINE

48% Favourable
In 1992*

25% Favourable
In 2018*

1980

1990

2000

2010

2020

**Public favourability towards advertising has
been in long-term decline since the early 1990s***

Public Favourability Towards Overall Advertising - % Favourable



**IT'S CRUCIAL FOR
US AS AN INDUSTRY
TO FIGURE OUT
WHAT'S DRIVING
THIS DECLINE**

In this report, **we explore the drivers of online ad sentiment** and what we can do about it

TWO-PRONGED METHODOLOGY

DRIVERS OF AD SENTIMENT



Online Interviews

Nationally Representative Online Sample
(n=1,270)

Focus

Drivers of negative/positive ad sentiment

IMPACT OF CREATIVE CONTENT



Ad Testing

Tested 44 different ads within YouTube testing environment on PC and mobile
(n=3,708)

Focus

Impact of various ad content on web experience metrics and brand KPIs

THE STATE OF FEELINGS ABOUT ONLINE ADVERTISING



IN ADDITION TO NEGATIVE FEELINGS, MANY SIMPLY FEEL “MEH”

RANGE OF FEELINGS TOWARDS ONLINE ADVERTISING



OVERALL AD SENTIMENT

NEGATIVE AD SENTIMENT

- ✓ Does not trust online ads.
- ✓ Believes that online ads don't serve an important purpose.
- ✓ Unaccepting of online ads.
- ✓ Hates online ads.
- ✓ Believes that online ads are bad for the society.

POSITIVE AD SENTIMENT

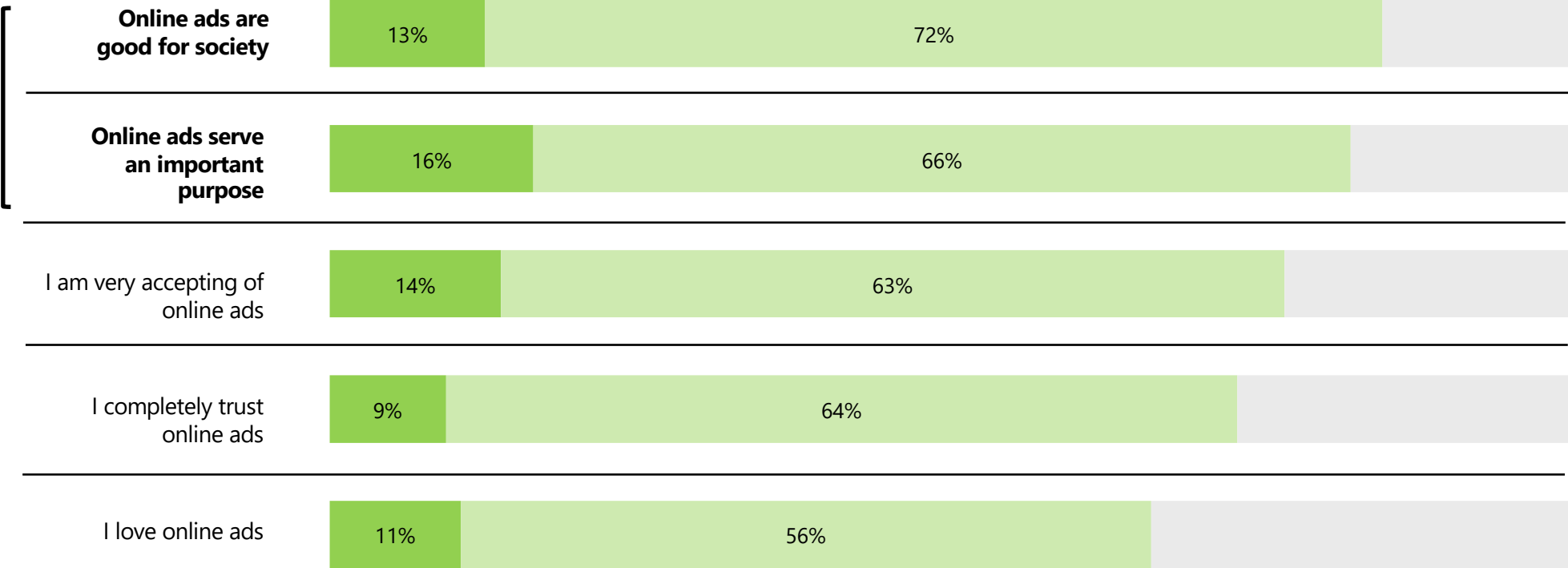
- ✓ Trusts online ads.
- ✓ Believes that online ads serve an important purpose.
- ✓ Accepting of online ads.
- ✓ Loves online ads.
- ✓ Believes that online ads are very good for the society.

PEOPLE AREN'T INHERENTLY OPPOSED TO ONLINE ADVERTISING

In fact, the vast majority are open to the role online ads play

AVERAGE RATING - 1-10 SCALE

■ Positive Opinion (8-10) ■ Neutral Opinion (4-7)

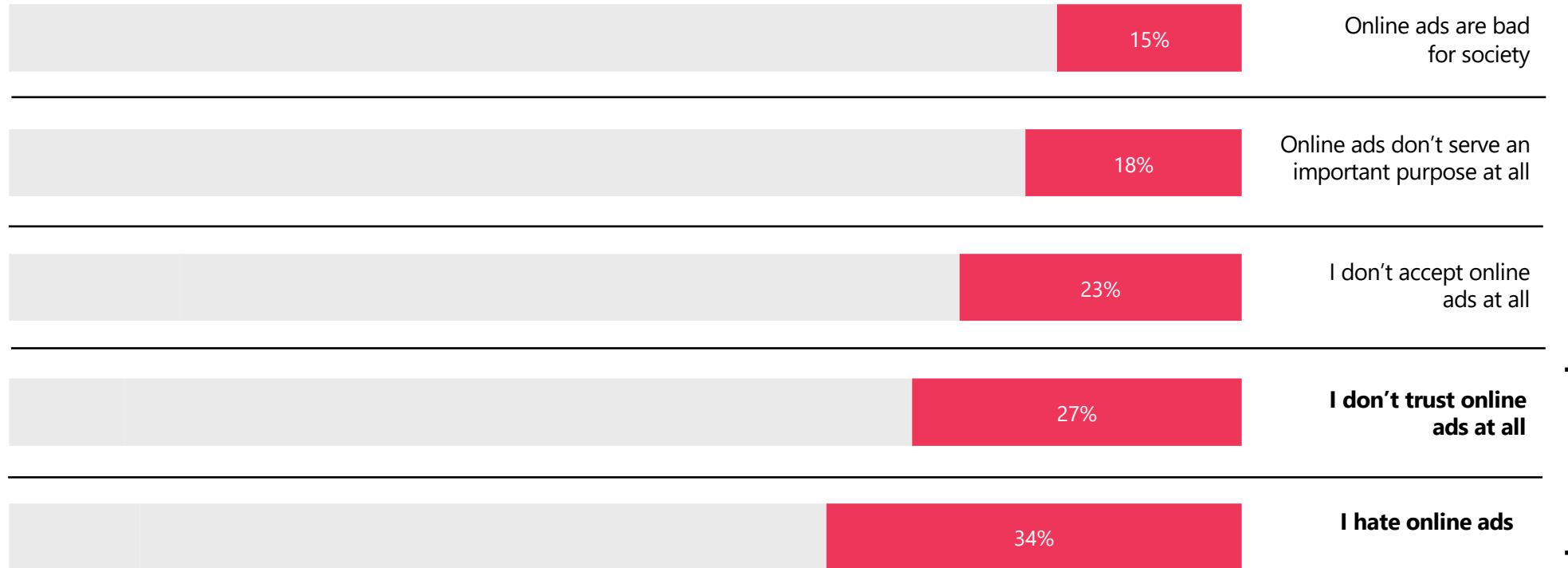


THE JUST DON'T LOVE OR TRUST THE ADS THEY ARE SERVED

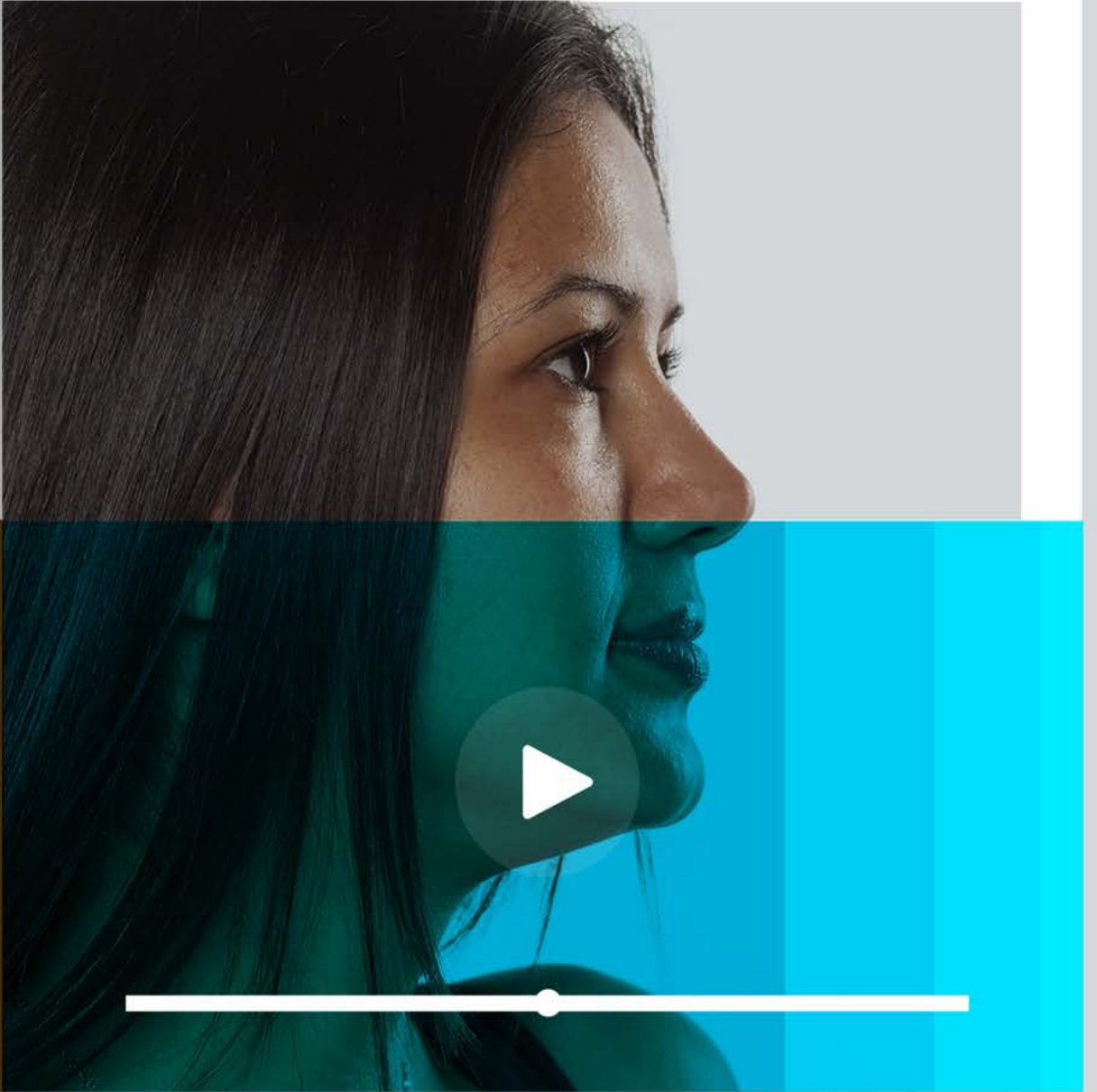
About one-third of people report "hating" them and/or not trusting them

AVERAGE RATING - 1-10 SCALE

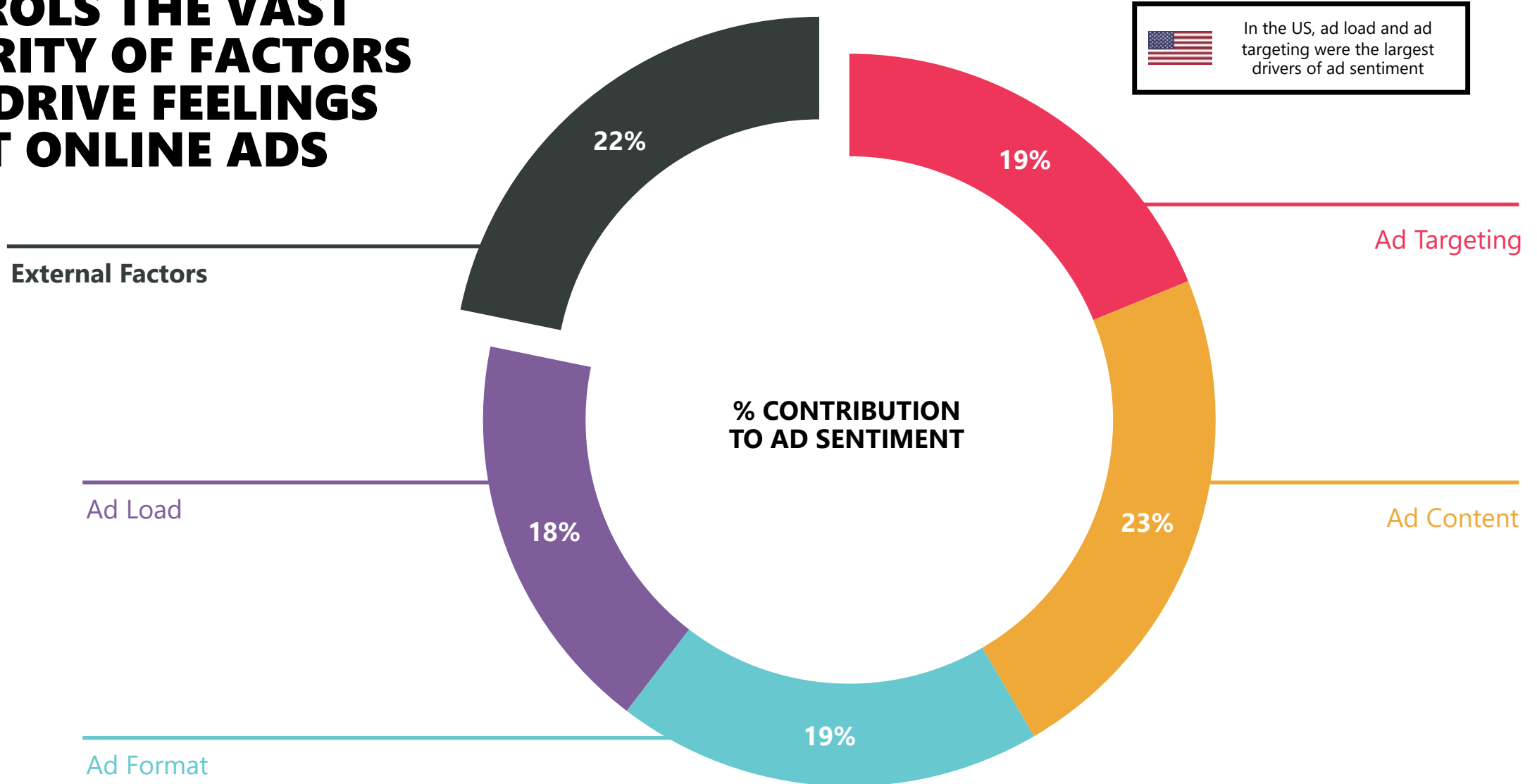
■ Negative Opinion (1-3)



AD SENTIMENT:
**GETTING TO
THE HEART OF IT**



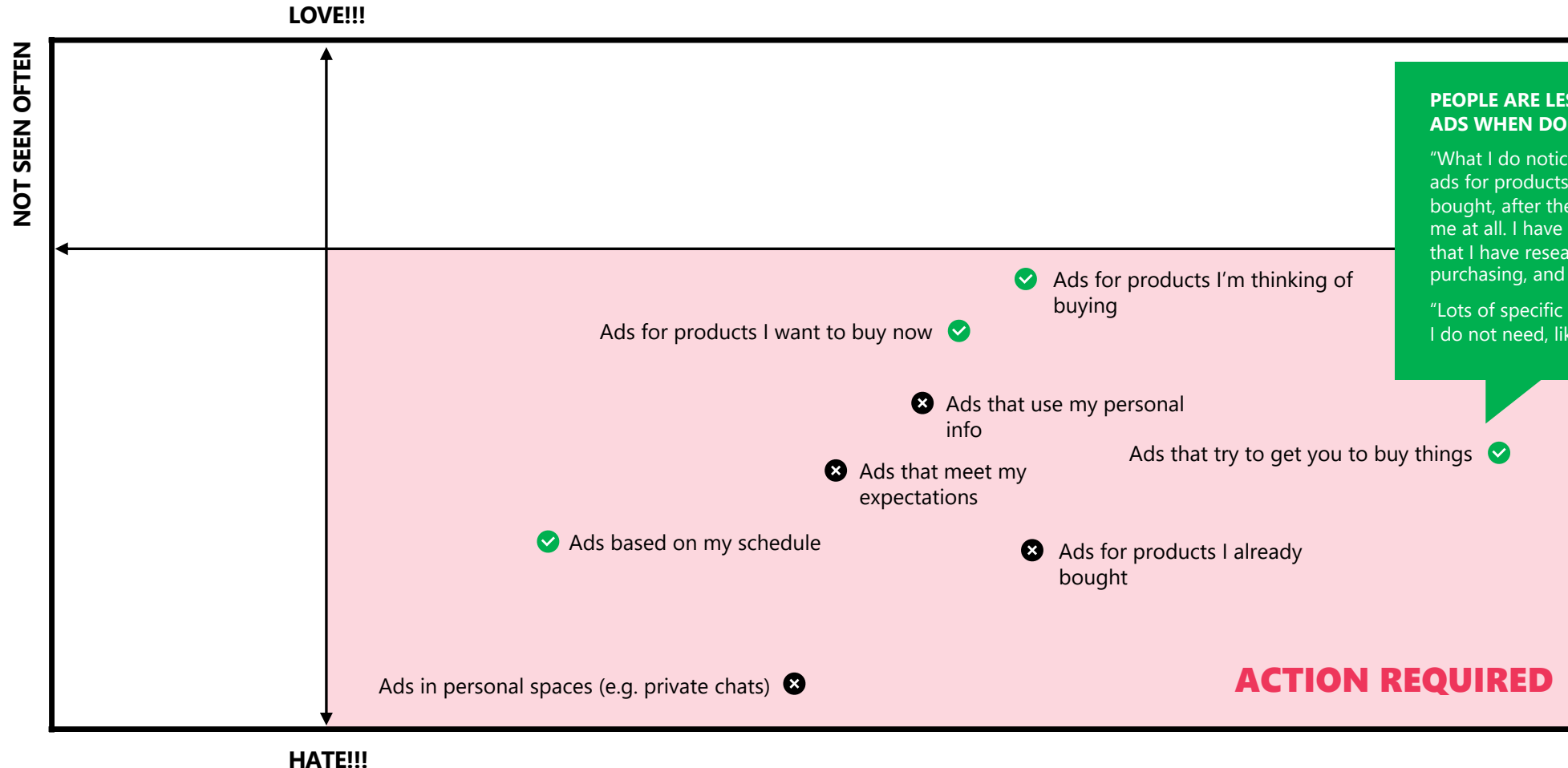
OUR INDUSTRY DIRECTLY CONTROLS THE VAST MAJORITY OF FACTORS THAT DRIVE FEELINGS ABOUT ONLINE ADS



'AD TARGETING' REQUIRES THE MOST ACTION

Many are getting too many ads that are aggressively pushing them to buy and often continue after they've already purchased

AD TARGETING DEEP DIVE ✓ Significant Drivers of Ad Sentiment ✗ No Significant Drivers of Ad Sentiment



PEOPLE ARE LESS OPEN TO TARGETED ADS WHEN DONE POORLY

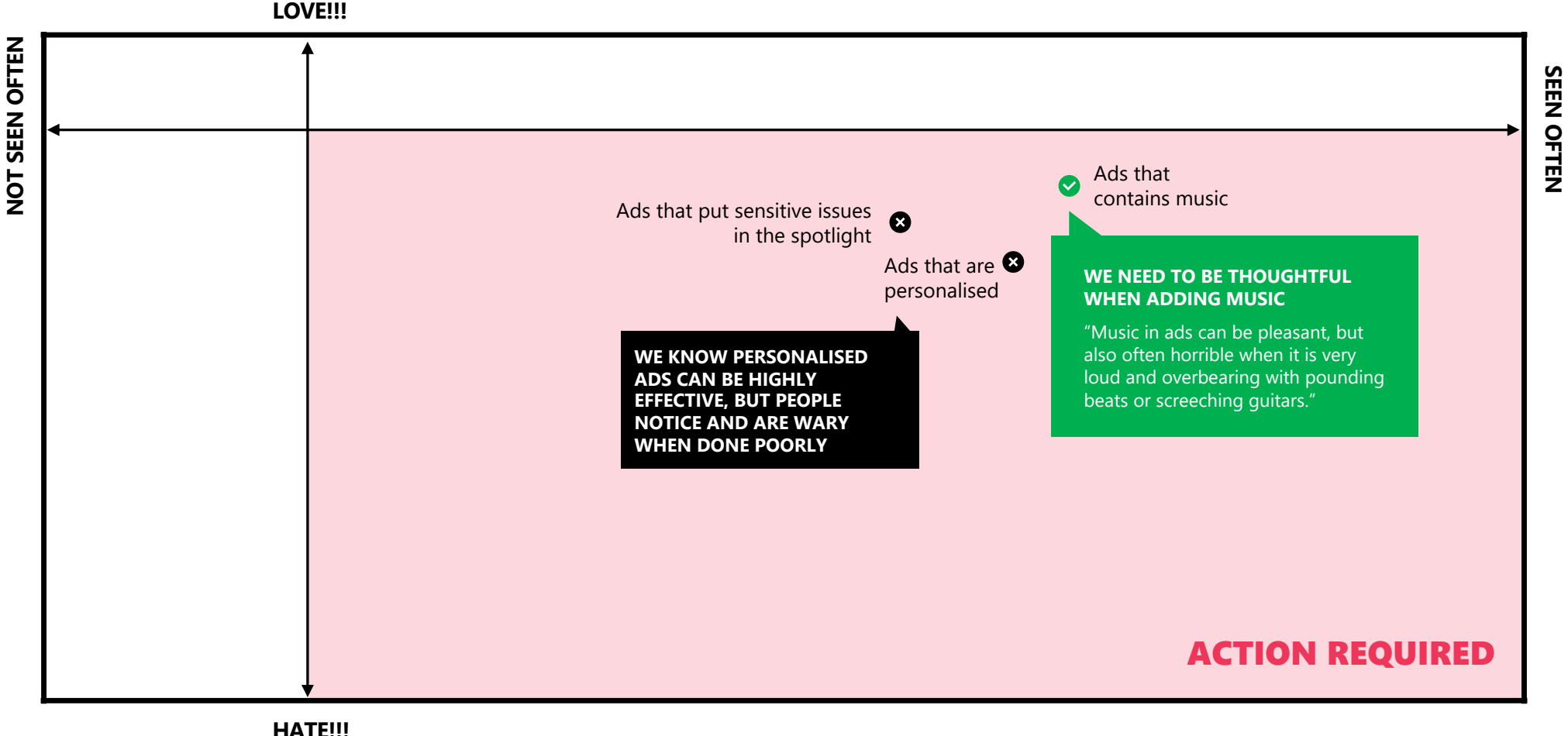
“What I do notice is the amount of online ads for products that I have already bought, after the fact. This is not serving me at all. I have seen ads for products that I have researched and considered purchasing, and these are good ads.”

“Lots of specific types of ads for products I do not need, like car insurance.”

ADVERTISERS NEED TO GET THE MUSIC RIGHT

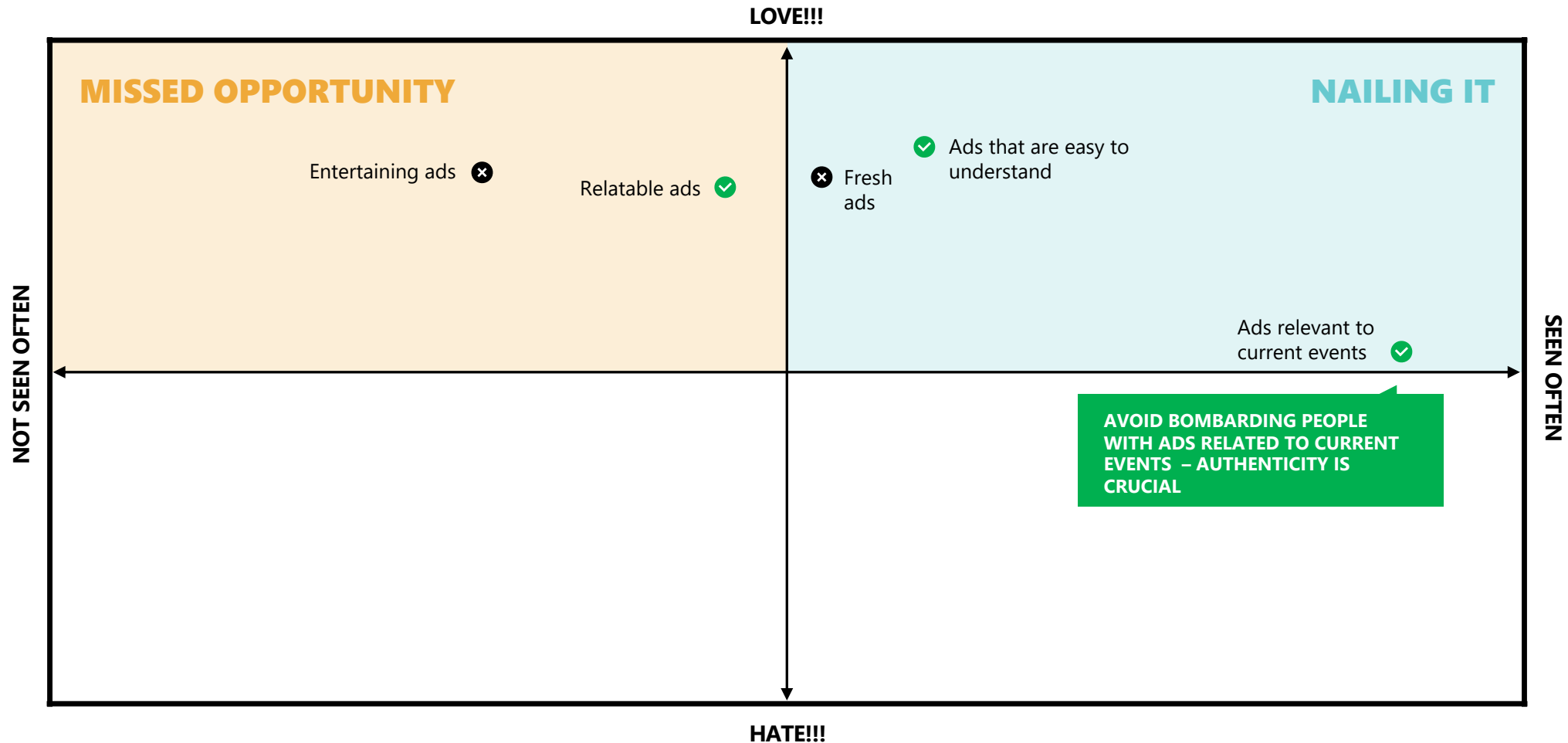
Global advertisers who rely on music to avoid multiple creative iterations should be particularly thoughtful

AD CONTENT DEEP DIVE ✔ Significant Drivers of Ad Sentiment ✘ No Significant Drivers of Ad Sentiment



ENSURE AUTHENTICITY BEFORE JUMPING IN ON CURRENT EVENTS

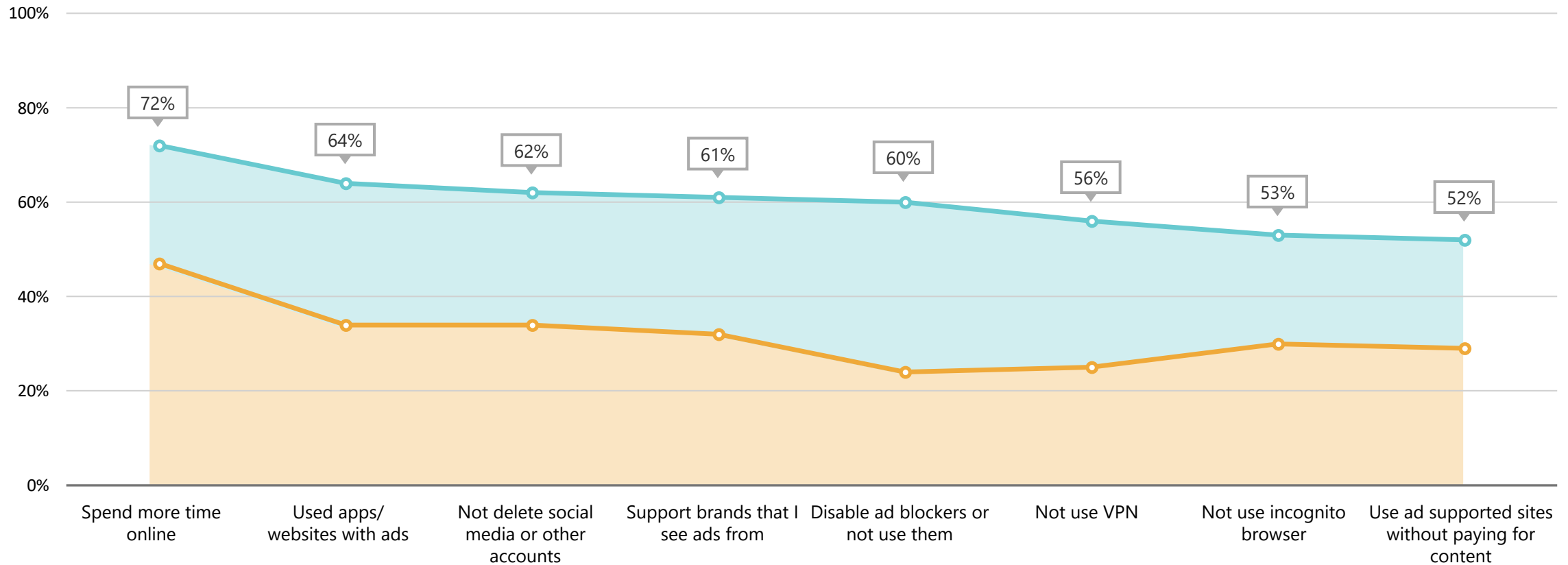
AD CONTENT DEEP DIVE ✓ Significant Drivers of Ad Sentiment ✗ No Significant Drivers of Ad Sentiment



SATISFIED PEOPLE SPEND MORE TIME ONLINE AND EVEN DISABLE THEIR AD BLOCKERS

ACTIONS AND CONSIDERATIONS DUE TO **POSITIVE** AD SENTIMENT

Completed Considered Total Action

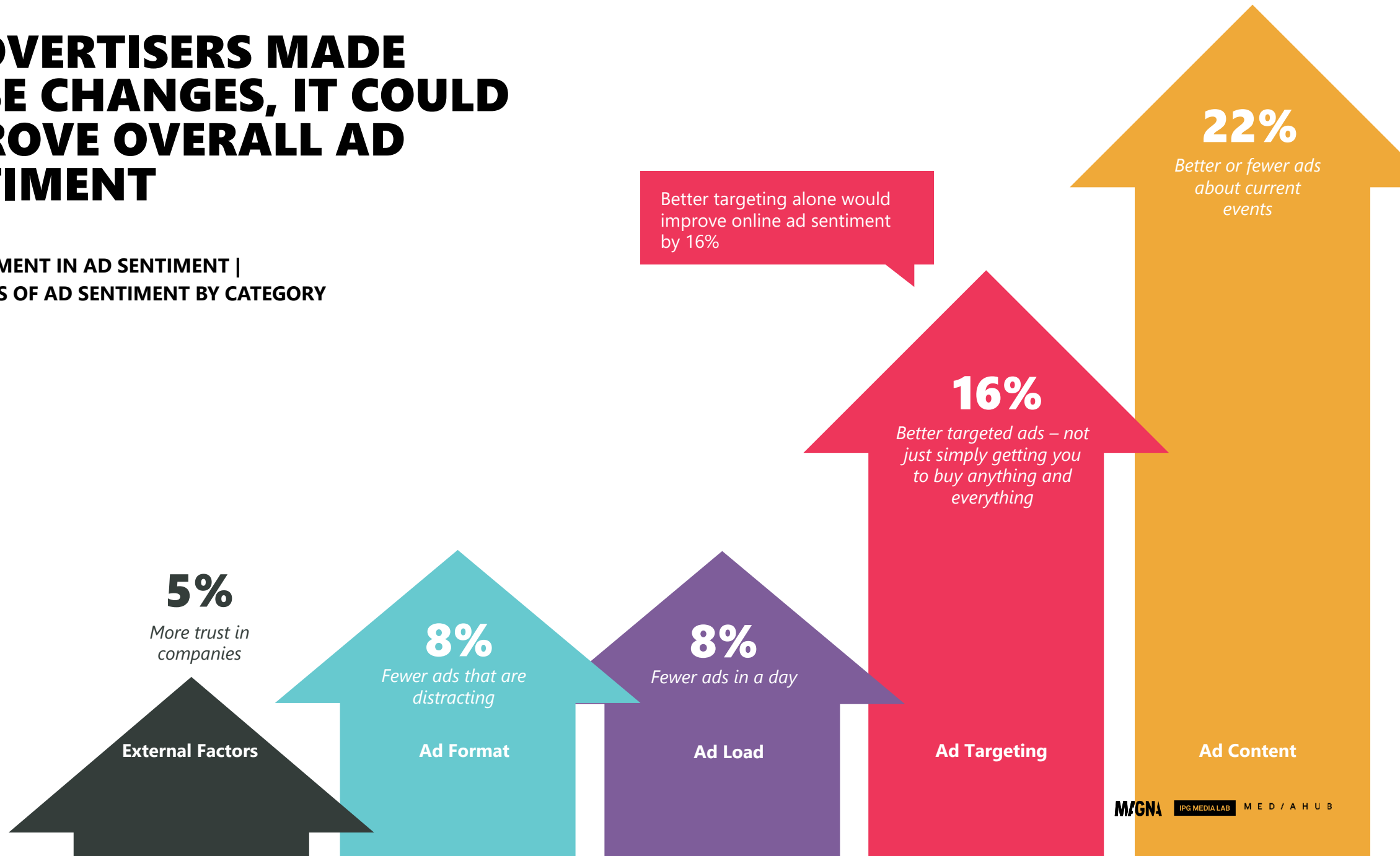


Total n=1,270

14 Q: You indicated that you have positive opinions of online advertising. What changes have you considered or done because of this?

IF ADVERTISERS MADE THESE CHANGES, IT COULD IMPROVE OVERALL AD SENTIMENT

% IMPROVEMENT IN AD SENTIMENT | TOP DRIVERS OF AD SENTIMENT BY CATEGORY



**FOR FURTHER INFORMATION AND ACCESS TO THE
FULL REPORT**

PLEASE CONTACT:

**ANDREW LIVINGSTON
MANAGING DIRECTOR MEDIAHUB**

ANDREW.LIVINGSTON@MEDIAHUBWW.COM