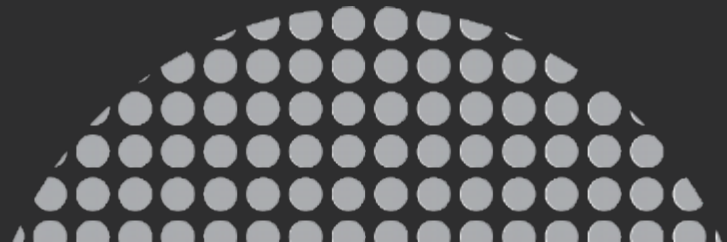
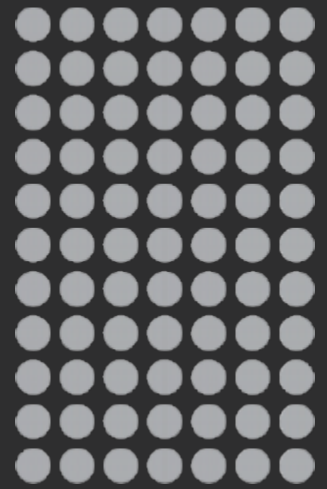


FINDINGS REPORT

# Digital Media & Advertising

March 2020

∴remesh **live!**



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# Key Findings

## **1. Viewers will stop and take notice of digital ads for products they are currently investigating or are interested in.**

If an ad is truly targeted and relevant, consumers tend to find them interesting and persuasive. While most adults use social media daily, the majority say they ignore or dislike advertising on social media. Over half of adults spend seven or more hours per day watching TV or streaming shows. Ads seen while streaming can be repetitive and annoying. The good news is that advertisers who use humor can be entertaining and obtain consumers' attention. Political ads and those using loud noise are the biggest turn-offs.

## **2. Viewers recommend that digital advertisers focus on making ads that are straightforward, honest, and enjoyable to watch.**

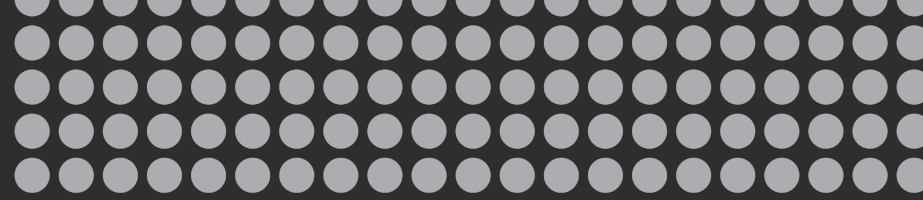
Key emotions consumers want to experience are primarily humor, followed by wonder and hope. Ads seen on Google and Amazon Prime are considered the most trustworthy advertising. Trustworthy ads come from reputable brands and often touch on genuine feelings or use humor. When a platform is trusted, the ads on that platform seem to be trustworthy as well.

# Key Findings

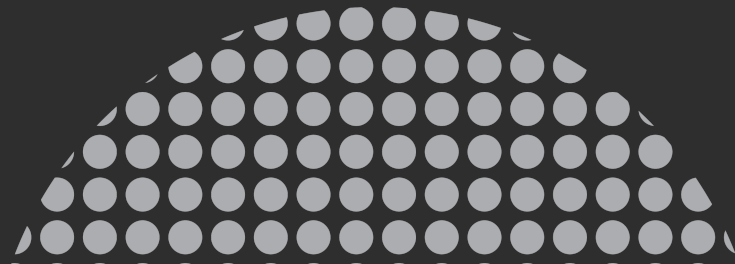
**3. Advertising in the age of COVID-19 can make things feel normal and many are fine with it. Yet advertisers should think carefully about the tone of ads to avoid being seen as “cashing in” on the pandemic.**

61% agree that “regular” digital advertising makes things feel normal while a third (33%) say that regular messaging feels inappropriate or out of place. Some find too many emails coming too fast from too many companies, and this can be annoying. Younger adults are especially sensitive to whether ads are appropriate during this difficult time.

Advertising in the age of COVID-19 shows consumers how companies are helping others in need or contributing to the greater good. Honest communication will be key. Another opportunity for advertisers would be to suggest ways to stay occupied and content at home.



# Digital Advertising Attitudes & Beliefs



## FEELINGS ABOUT SOCIAL MEDIA AND ADVERTISING

Nearly all participants (97%) spend time on social media everyday. Both younger and older adults spend between one and three hours a day. However, most dislike the advertising on social media or find it intrusive. Although the advertising is highly targeted, many (64%) ignore the ads and 49% use ad block. Ads are most likely to be noticed on YouTube (38%), Facebook (21%), and Instagram (11%). Older adults are more likely to see ads on Facebook and younger adults are more likely to see ads on Instagram. YouTube captures the attention of all ages.

### What are your feelings about social media advertising that you see on Facebook, Twitter, Instagram, and TikTok as compared to traditional television ads?

I dislike it, it is intrusive	64%
I tend to ignore them	64%
It can be quite annoying, especially how targeted and invasive it is	63%
It's very targeted and can get under my skin faster than regular tv ads	56%
They tend to be more intrusive and a lot more scams	55%
I think it's a means to an end but it's still annoying	52%
I use ad block so I don't see the ads	49%

## FEELINGS ABOUT SOCIAL MEDIA AND ADVERTISING

Approximately half of respondents (54%) spend seven or more hours a day watching either TV or streaming content. Advertising seen while streaming video on sources like Netflix, Amazon Prime, or Hulu is often perceived as repetitive and annoying. Some find that the interactive ads help to shorten the break between shows or segments. A sizable proportion (40%) are using AdBlock and never see them. Some just accept these ads and say they can live with them (28%).

In general, what are your feelings about advertising that you see while streaming video as compared to television ads?	
I feel they are annoying and tend to be repetitive	69%
They bug me because they pop up when you are not expecting them	61%
Especially annoying in the middle of a video	59%
If they take too much time out of the video to actually skip them or watch them, then they are pretty annoying	51%
They're usually the same ads as TV ads but I don't see TV ads	45%
I like that they offer interactive ads to shorten the breaks	41%
Don't see them because of adblock	40%
It's not that bad and I can live with it	28%

## SOCIAL MEDIA ADS: WHAT CONSUMERS FIND ENTERTAINING

Many are unable to describe an entertaining digital or social media ad and say they do not pay attention to digital ads. Yet, the majority agree humor can be the most entertaining and memorable approach. With digital advertising, a light or humorous approach is welcome.

What is the most entertaining digital or social media ad you've seen recently? Describe the approach or content.	
I couldn't name one, if I'm honest. I don't pay attention.	61%
Humor is what sticks with me and gets my attention	59%
I honestly can't think of one. Nothing has been interesting or entertaining to me recently.	54%
They are all annoying	53%
I saw one for deodorant and it was inappropriate and hilarious, about smelly bits and pits	43%
I like seeing pajama ads that say perfect for working from home	39%

Younger audiences (57%) find advertising on social media and streaming services to be even more annoying than older audiences (46%)



## SOCIAL MEDIA ADS: WHAT CONSUMERS FIND PERSUASIVE

Consumers find ads that are for products or companies they are already interested in to be most persuasive. Ads can be especially persuasive when they are targeted and are about a product that is currently being considered or explored. Humor is persuasive as well. Instagram tends to show ads that are well targeted and of interest.

What is the most persuasive type of digital or social media type ad you've seen recently? What would be likely to get you interested in learning more or considering a product or service?

It needs to be about a company or product that already interests me	72%
It has to be funny	62%
Targeted ads that show me something appealing I have recently been shopping for, but not yet purchased	53%
I click on Instagram ads the most, the products they are advertising actually interest me	50%
I like when ads are stylish and understated but i don't really pay attention specifically to content	47%
Facebook canvas	35%

Younger adults under 43 years old (55%) are even more likely to be persuaded by an ad for something they are shopping for than older adults 44 and older (48%)

## SOCIAL MEDIA ADVERTISING: THE WORST KINDS

Political ads are considered the worst type on social media. Ads that keep viewers from moving ahead or interacting with the interface are dreaded and the loud noises are annoying to viewers. Ads that have sexual references are a turnoff, especially to older generations such as Gen X and Baby Boomers, and those who may have children or grandchildren present.

What is the worst kind of digital or social media ad you've seen recently? What is it that annoys you?	
Political ads of any kind really get on my nerves. You never know if they are full of lies or actual truthful	74%
Any that block you from interacting with the interface	73%
Sponsored posts in my feed that seem to have nothing to do with my interests	67%
Loud noises and auto plays	59%
Targeted ads from merchants I don't use	56%
Ad that are sexual and/or gross because my kids are around	55%
One that has annoying jingles that get stuck in my head	36%
The ads by Gillette. They are using people's good intentions in order to make money.	32%

Adults over 43 (72%) are more averse to sponsored ads in feeds that are not relevant to their needs than younger adults (63%) and they find sexual ads more offensive (62%) than do younger adults (51%)

## STREAMING ADS: WHAT CONSUMERS FIND ENTERTAINING

When streaming content, many consumers are using services without ads such as Amazon Prime or Netflix. Many say they have a hard time even remembering what ads they see while streaming.

What is the most entertaining type of ad you've seen while watching a streaming service? Describe the approach or content?	
There are no ads on Amazon Prime	61%
I only use Netflix	57%
I pay for streaming so I don't see ads	56%
The wood chucks chucking wood ads	51%
Interactive ones are cool, but I don't see those much or enough. I can't even really remember the ones I have seen	51%
I do not have ads on my streaming services	50%

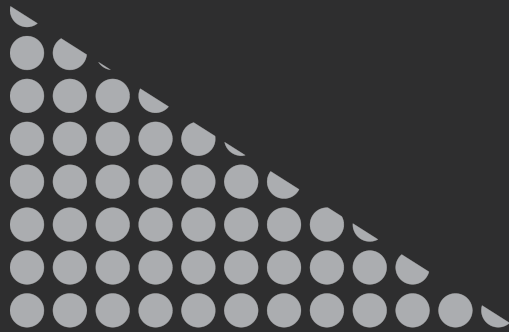
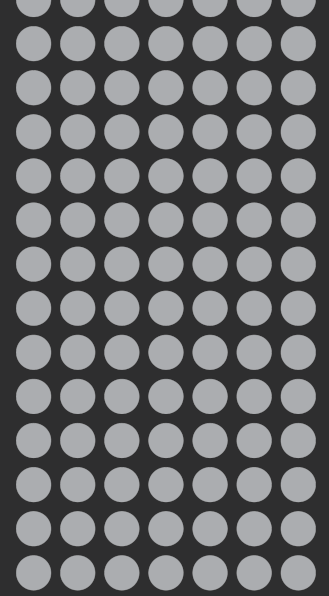
## STREAMING ADS: WHAT CONSUMERS FIND PERSUASIVE

The most persuasive ads seen while streaming tend to be for upcoming shows, or ads that offer a good deal or a way to save money.

What are some of the most persuasive ads seen while streaming?	
Ones for other shows on the same service	59%
Old spice ad. It just seemed funny and over the top that it made me want to try the product	56%
Can't think of any. If I hear about something interesting I usually research it myself anyway	54%
An ad that makes me feel like I'm saving a lot of money	54%
This would be ads that serve as trailers for upcoming shows or movies	53%
I was watching something on Amazon Prime and saw an ad for The Hunters, which got my attention and caused me to watch that show, which I'm really enjoying. The ad captured my attention and made me want to watch	51%



# Advice for Digital Advertisers



## ADVICE FOR HOW TO MAKE ADVERTISING APPEALING

Consumers recommend that advertisers focus on honest, straightforward, and enjoyable ads. The top three desired emotions evoked by ads are humor (89%), wonder (12%), and hope (12%). When creating humorous ads, advertisers should consider how to balance humor with the honesty consumers are looking for in an environment shadowed by COVID-19.

**If you could give those advertising on social media or streaming services one piece of advice to create appealing advertising to someone like you what would you say?**

Be creative and look for triggers that can bring out the best of good emotions	Keep it short and sweet
Make the ad enjoyable to watch	Make it snappy and to the point
Be really funny, like the Old Spice guy	Be honest and include information in the ad about service or product otherwise I will ignore it
Be honest and straightforward - no dumb gimmicky words or explanation points - put the product first not the model/celebrity	I would just say to avoid the clickbait look; it's played out and makes most people turn away instantly

## WHAT MAKES ADS FEEL TRUSTWORTHY

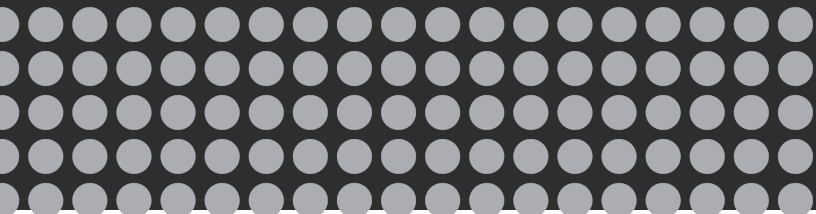
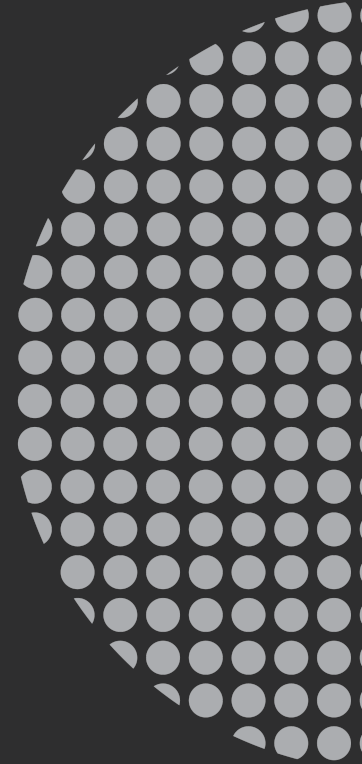
Ads on Amazon Prime Video and Google Ads are considered the most trustworthy. Ads feel trustworthy when they are from a reputable brand, and when they use humor or genuine feeling. It appears that when a platform is trusted, consumers perceive ads on that platform to be trustworthy as well.

What types of ads are trustworthy?	
Google Ads	25%
Instagram ads	13%
Facebook Ads	13%
Amazon Prime Video Ads	46%
LinkedIn Ads	13%
Hulu Ads	17%
YouTube Ads	21%
Cable Ads	22%

What makes an ad feel trustworthy?	
If It is from a trusted brand	84%
If it is from a reputable brand	72%
Only if I already use the product and I know the ad is truthful	64%
Humor	57%
Genuine feeling	53%
If it comes from an influencer	48%
I feel if the platform is trustworthy, then they probably wouldn't let nefarious ads through	40%



# Advertising During COVID-19





## FEELINGS ABOUT DIGITAL ADVERTISING DURING COVID-19

Americans are mixed when it comes to feelings about regular messaging during this extraordinary time. One in three (33%) feel that regular brand messaging is inappropriate while COVID-19 is top of mind. However, many are fine with it (38%) and find it comforting; others (16%) want advertising reframed in a new context. The fact that 61% say that regular digital messaging makes things feel normal is good news for advertisers.

Thoughts on receiving "regular" brand messaging, emails or digital now that COVID-19 is the primary concern among Americans	
I'm fine with it	38%
I find the "regular" messaging comforting or normal	13%
I'd be fine with it if it was reframed in the context of COVID-19	16%
It feels inappropriate or out of place	33%

Younger adults (under 43) are more likely to find advertising to be inappropriate (47%) during the COVID -19 pandemic than older adults (12%).

Thoughts on "regular" digital messaging with COVID-19	
It makes me feel like things can still be normal even amidst a pandemic	61%
I don't mind it it keeps things somewhat normal	59%
Life is still going on - it can't just be all COVID all the time, so regular things are just fine	57%
It helps me feel like things will get back to normal	54%
it feels like people are cashing in on a global disaster	49%
Businesses still have to promote their products to stay in business	48%
It's annoying to receive emails from all companies the same time, my inbox is full	43%

## ADVERTISING APPRECIATED IN THE TIME OF COVID-19

Consumers are interested (74%) in advertising that explains how companies are helping others or their community during these challenging days. They appreciate honest ads and those that address the issues of keeping supplies available or those that offer different delivery options. An honest and empathetic approach would be welcomed. There is also an interest in ads that suggest ways to stay busy and happy at home.

Are there types of ads you would like to see during this time with COVID-19?	
Ads that tell how they are HELPING underprivileged and those in need will make me more likely to buy	74%
Ads that focus on legitimately helping the greater good	72%
Ads about how stores are getting restocked would be great and more delivery service options	69%
How companies are helping with this crisis	65%
Honest ones	60%
Ads about things to do at home. People are getting bored	49%

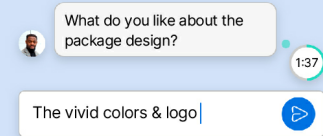
# Our Methodology

Participants provided their own unique responses to open ended questions and voted on others' responses as well. Open ended responses are ranked; we report on top ranked responses.

## How to be a participant

1

The Moderator asks the group a question.



2

Then, you vote on other participant responses in two different exercises.

### Which response do you prefer?

Select which response you agree with more by clicking on it. Continue voting until the time runs out.

Which response do you prefer? 0:57

The text is too small and difficult to read but I love the retro colors!

I like the bold colors but want to be able to read the ingredients better

I can't decide

### What do you think of this response?

Select whether you agree or disagree with the response shown. Continue voting until the time runs out.

“ The simplicity of the wording is nice 0:34

What do you think of this response?

I agree

I disagree

# Sample

Gender	
Male	46%
Female	53%
Non-binary	1%

Generation	
Gen Z	1%
Millennials	61%
Gen X	23%
Boomers	15%

Race/Ethnicity	
White	83%
Hispanic or Latino	5%
Native Hawaiian or Other Pacific Islander	2%
Black or African American	5%
Asian	6%
American Indian or Alaska Native	1%

# Thank You!

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