

LIONS MARKETERS SERIES

Key Takeaways

MASTERING MODERN MEDIA

Exploring how brands should
navigate the new media landscape

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Media Reactions 2021

Find out where great ads thrive



We know that media is not just a game of numbers. Eyeballs, reach, audience demographics and cost per impression all clearly matter, but they are not the full story.

We've long known that the medium is part of the message. Media shapes and flavours how advertising is perceived. These Media Reactions have the ability to make or break a campaign.

The story today covers three media dilemmas that marketers are facing around the world:

1. **The Digital Dilemma**
2. **The Glocal Dilemma**
3. **The Innovator's Dilemma**

The Digital Dilemma



The Digital Dilemma is about a holistic approach to media as digital is more integrated into consumers' day to day lives and more channels become digitised. It's no longer a punching match between online and offline. The marketers' dilemma is that consumers are generally much less positive about ads in online channels.

Offline channels still dominate the overall ranking as they did last year. The leader, cinema, is going strong especially in English speaking markets, US, UK and Australia. In second place, sponsored events are leading in all Latin American countries, along with multiple Asian and European markets.

Digital platforms are being used more, and digital media spend is rising, but it is important to be aware of the negativity which still exists, despite some of it being alleviated. Online publishers need to make an effort to address these weaknesses, while advertisers and agencies need to be aware and take necessary precautions. As an example, for media channels where repetition is an issue, frequency caps can be quite useful.

The Glocal Dilemma



Global media brands appeal to big multinational advertisers looking for scale and consistency, and to local advertisers who want easy buying and impressive targeting capabilities.

However, Media Reactions data makes it clear that you shouldn't underestimate the power of local and regional media giants. Local media brands can deliver the authentic and culturally sensitive advertising environments that many consumers value.

The usage of TikTok almost doubled within Kantar's study in 2021, and just as seen for online media channels, consumers have therefore formed more opinions about the ad platform, both positive and negative. TikTok is seen as the most fun and entertaining media brand in 19 markets out of the 23 Kantar measured.

Overall, consumers perceive global platforms as having more fun, innovative and relevant ads. However, they believe local media brands are more careful with their targeting and offer more trustworthy ads.

The Innovator's Dilemma



The innovator's dilemma is about how much marketers should embrace newer, innovative platforms and formats versus how much they should stick with tried and trusted media. Trust and innovation make a different impact on marketers and consumers, but both angles matter.

The channel level ad equity ranking among marketers is very different. Marketers prefer online formats such as OLV, social media stories, influencer content, but also TV and digital OOH which don't make the top 5 for consumers. Clearly they are coming at this question from different perspectives, with marketers keen to deliver impactful ads whereas consumers generally want an uninterrupted viewing experience.

Instagram leads the marketer receptivity rankings globally. It is also the brand that best appeals to both groups. TikTok, while not making the top 5 yet, is on the rise and is right below Spotify who ranked 5th for marketers, a new entry itself.

Implications for advertisers and agencies



Consider channels' traditional and online formats as two halves of a whole. Plan for both sides, as consumers do not differentiate between the way media is bought. While doing so, embrace the least intrusive digital formats, and avoid heavy frequency in more 'irritating' environments.

Moving into 2022, marketers will have to consider how to balance global scale with local relevance by selecting a suitable blend of global and local media partners. Global publishers are able to provide simple scale as well as relevant and innovative ad formats which is especially tempting for international brands. However, some local publishers can bring greater authenticity through ads which tend to be a little more trustworthy, so it's worth investing time in identifying local gems.

Understanding your brand personality archetype will allow you to decide how progressive you want to be in your adoption of more innovative new channels and platform partners. Combine 'safe' channels with ongoing innovation efforts. Upweight spend in places that match your desired personality to enhance the power of 'medium as the message'.

Implications for media brands

Digital channels need to further improve their reputation, not to differentiate themselves from offline channels, but to work alongside them. The key to this is to put online media channels on a level playing field by addressing their weaknesses, such as advertising intrusiveness, repetition and targeting concerns. Heavily commercialised media platforms (both online and offline) especially need to reconsider their ad load.

Global media brands need to invest in localisation efforts in key markets. Local brands need to differentiate by showcasing their authenticity and cultural sensitivity, or risk being squeezed out in the increasingly competitive media landscape.

All platforms need to innovate to some extent to stay relevant. Issues like brand safety, media transparency and measurement matter enormously to advertisers, so publishers can build trust with marketers by investing time and effort in these initiatives. Similarly, new ad formats and new targeting and reporting features will help drive innovation perceptions. Understand the strength of your personality type and the advertisers you can help the most, and appeal to their needs.

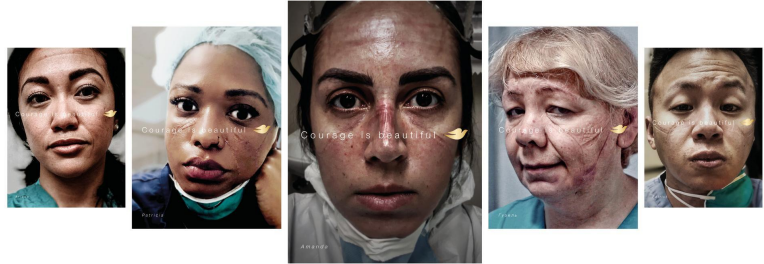
Courage is Beautiful


Dove & Ogilvy London

March 2020. The spread of COVID-19 had just reached global pandemic levels. The brief for Dove was simple: what can we do to help make the situation better?

Healthcare workers were being stretched to their limits. Dove also decided to show their support for these heroes. Dove evolved the definition of their long-standing “Campaign for Real Beauty” to remind people that beauty isn’t how you look, but what you do – and during the pandemic, front-line healthcare workers and their courageous actions were the true embodiment of beauty.

This campaign won the Grand Prix in both the Industry Craft and Print & Publishing Lions



Courage is beautiful 

How Dove revealed the true face of the pandemic

2 Billion+ earned impressions globally

360,000 hashtag mentions in a day on Twitter alone

349% rise in Facebook engagement

99% positive sentiment on social

\$5 Million+ donated by Dove

Dove paid homage to frontline workers
CNN

Dove gives back to healthcare professionals

GRITZA

Beautiful in its CLAMOUR

A powerful ad that shines a light on healthcare heroes

Brings a new meaning to beauty
TRAVEL

Dove's most powerful campaign ever
POPUGAR

Dove has always challenged conventional notions of beauty. During the pandemic, we saw how frontline healthcare workers were fighting to save lives through selfless actions, with smudged makeup on their faces from bygone masks. Their courage opened the true meaning of beauty and deserved to be honored.

Courage is beautiful. It showed powerful portraits of real frontline healthcare workers, wearing the physical and emotional toll of the pandemic on their faces. The campaign was aired on TV, social media, magazines and helped COVID-19 relief hospitals, raising them while honoring Dove's financial support to healthcare workers globally.

By identifying their commute and shift times, we programmed our (RED) to broadcast our tributes to them at the exact time that drove, started and ended. Working with various focalists, we collected data on key workers' shift patterns and optimum times, ensuring that they were working appearing 16-to four shifts.

Based on this data, we bought media sites adjacent to the most overwhelmed hospitals in major cities, programming them to broadcast our ads at the exact time healthcare workers started or ended their shifts, giving them a dose of encouragement to keep on saving lives, with a few smiling images. Dove's courageous definition of "beauty" yet again.

Behind the work

The biggest challenge was ensuring they didn't spoil the media choices because making it too polished would take away its authenticity.

Alessandro Manfredi, EVP at Dove says, "**you won't be perceived as intrusive if you are talking about something people are interested in**". He said it's key to always be on the **edge of culture**.

Social media helps brands remain culturally relevant by unearthing quiet conversations people care about.

It is essential to work with the right influencers for your brand, because if they share the same values, they can be much more effective in communicating a message.



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- The Work
- LIONS Awards

“Our people are more inspired. They're learning faster than perhaps some of their peers. They're understanding the importance of the role they play to build our brands in a meaningful way for consumers and they're empowered to take action. It's wonderful to see our capabilities transformed.”

Jodi Harris | Global Vice President
Marketing Culture & Capabilities | AB InBev

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