

# Re-evaluating media re-recorded

## Most important attributes for growing brands in a recession

Rk	Attribute	Relative importance (index)	2018 rank	Diff.
1	Increases brand salience	263	4	3
2	Targets the right people in the right place at the right time	237	1	-1
3	Triggers a positive emotional response	222	3	0
4	Increases campaign ROI	197	2	-2
5	Maximises campaign reach	131	5	0
6	Gets your ads noticed	61	6	0
7	Short-term sales response	45	10	3
8	Guarantees a safe environment	12	9	1
9	Low cost audience delivery	11	7	-2
10	Builds campaign frequency	9	8	-2
11	Transparent third party audience measurement	8	11	0
12	Low production cost	2	12	0

## Overall performance ranking

### 2020 - Evidence

1	TV	108,5
2	Radio	102,5
3	Newspapers	82,1
4	Magazines	76,5
5	Out of home	71,2
6	Direct mail	69,6
7	Social media	65,0
8	Cinema	61,4
9	Online video	55,0
10	Online display	49,7

*Evidence. Based on sum of scores for all 12 attributes weighted by importance*

### 2020- Perception

1	TV	52,5
2	Online video	47,0
3	Radio	46,0
4	Social media	44,6
5	Out of home	43,1
6	Cinema	42,8
7	Online display	37,6
8	Newspapers	37,5
9	Magazines	33,6
10	Direct mail	33,6

*Perception Based on sum of mean scores for all 12 attributes weighted by importance. N= 102*