

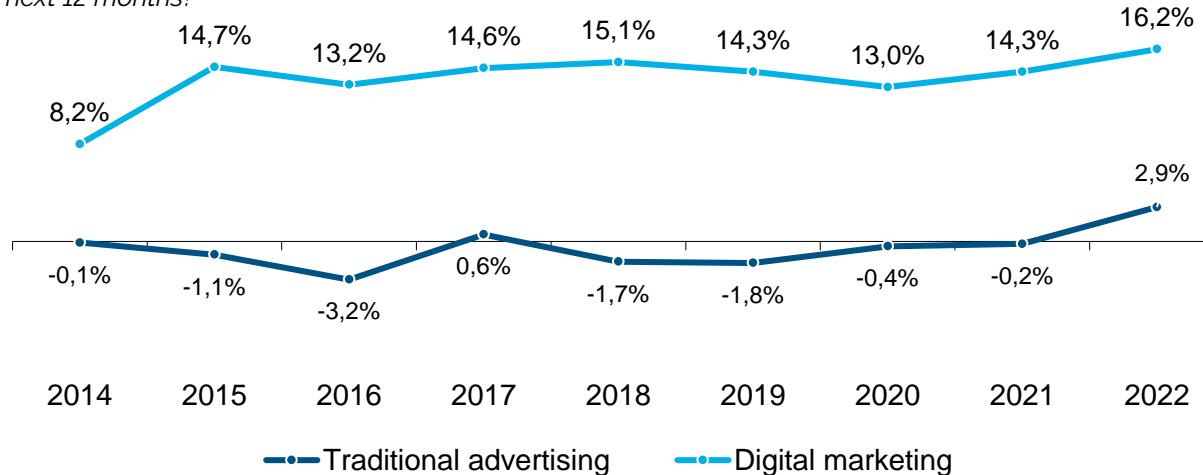
(Small) reappraisal of digital marketing in sight



Expected investments in traditional advertising & in digital marketing

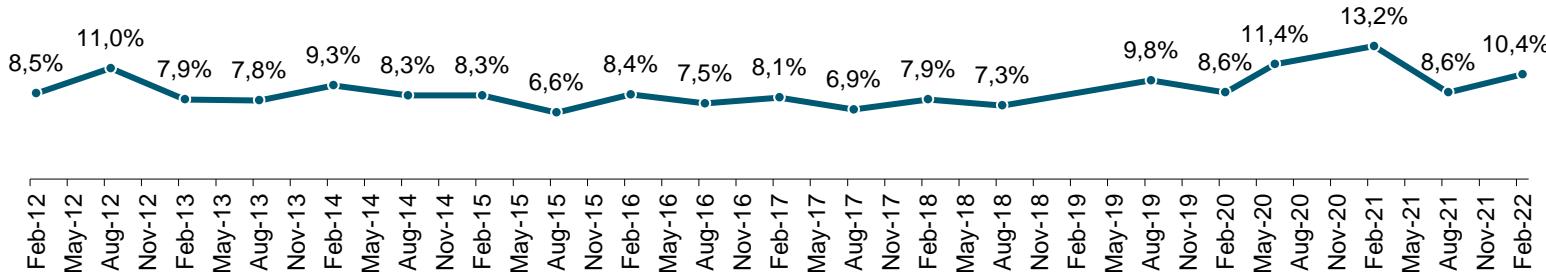
Relative to the prior 12 months, by what percent do you expect your marketing budget to change in the next 12 months in traditional advertising?

Relative to the prior 12 months, by what percent do you expect your digital marketing budget to change in the next 12 months?



Marketing budgets as a percent of revenues (decl.)

Marketing expenses account for what percent of your company's revenue?



Contributions of digital marketing

To what degree has the use of digital marketing contributed to your company's performance during the last year?

