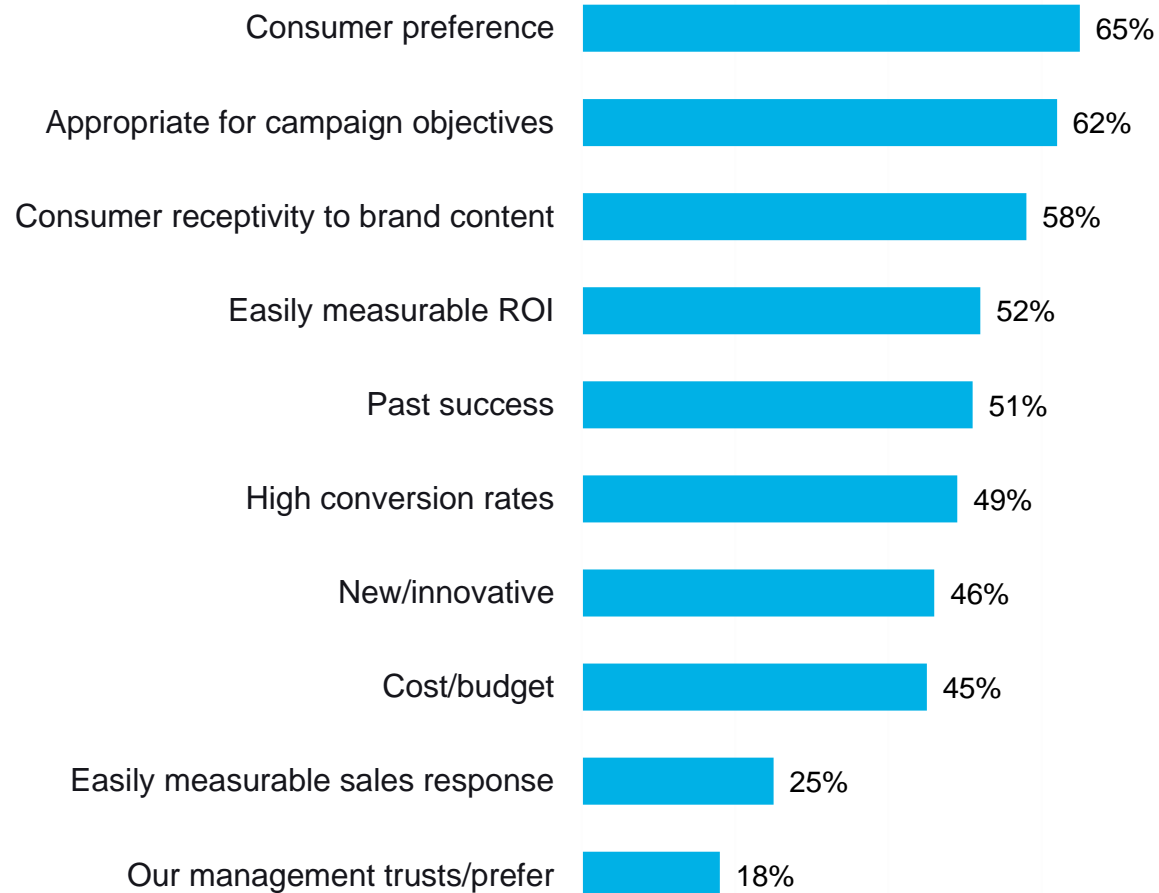


The dilemma of consumer preference

Digital not welcome in consumer's wish list

Influences on media budget allocation (%) 2021

Which of the following factors most influence how your organization allocates its media budget among marketing channels? Select all that apply.



Preferred channels: consumer vs marketer

| Rank | Consumers | Marketers |
|------|-------------------|----------------------|
| 1 | Cinema ads | Online video ads |
| 2 | Sponsored events | Social media stories |
| 3 | Magazine ads | Influencer Content |
| 4 | Point of sale ads | TV ads |
| 5 | Newspaper ads | Digital OOH ads |

As a marketer, how would you describe your attitude towards each of the following formats of advertising? Ranking based on Net Positive %.