

**KANTAR**

# Media Reactions 2024

Pre-launch sales deck





# Media Reactions is the first global equity evaluation of a selection of media channels and media brands among consumers and marketers.

After four successful years, we are repeating Media Reactions in 2024 as well.

**All the elements that worked well are still here:** same core ad equity metrics, consumer and marketer metrics, channel and brand-level data, same multi-country scope, with updates to include trending topics.

# Contents

1. <b>Introduction</b> and summary	4
2. <b>What, how much</b> and <b>when</b>	8
3. <b>Metrics</b> and survey outline <b>2023</b>	15
4. Sample <b>outputs 2023</b>	20



# 1. Introduction and overview



## Study background

Media Reactions is the **first** global equity evaluation of a selection of media channels and media brands among consumers and marketers.

It provides an overall ad equity summary, along with detailed diagnosis of views about different media environments.



## Ad equity matters:

Campaigns are seven times more impactful among more receptive audiences

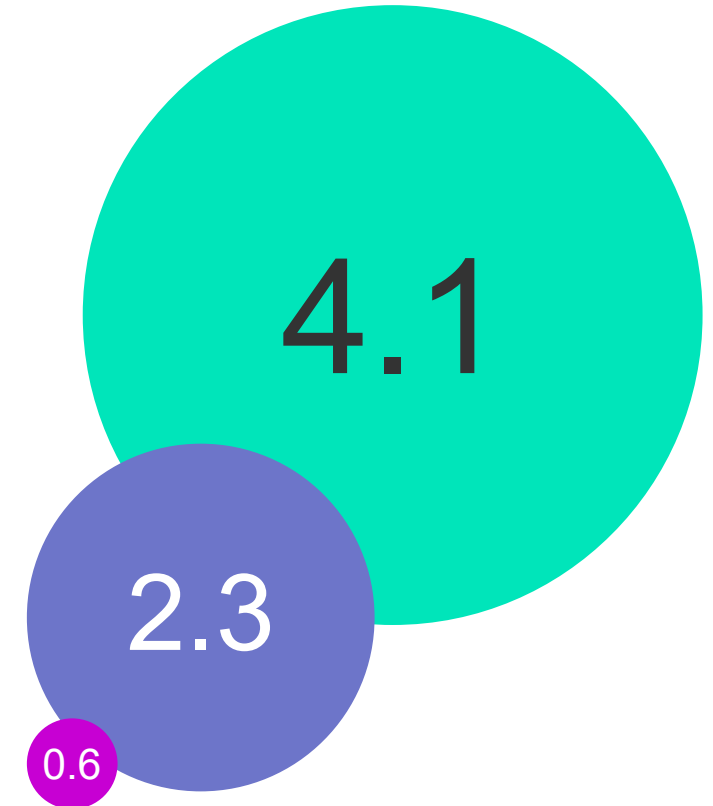
Ad receptivity

Average brand impact delta %

Positive

Neutral

Negative



# Media Reactions objectives and study details

## Research objectives

---

- Consistent and repeatable research into the power of media channels and media brands
- Demonstrating the valuable role that premium media environments play in building brands long-term
- Providing clear and actionable insights into how the medium is part of the message

## Dis

---

**Methodology:** online interviews conducted via online panel

**Fieldwork Market:** Belgium

**Target Audience:** 16-65 years

**Sample size:** 801

**FW dates:** 13/Jun - 18/Jul

## Marketer study details

---

**Methodology:** online interviews conducted via online panel

**Fieldwork Market:** Global

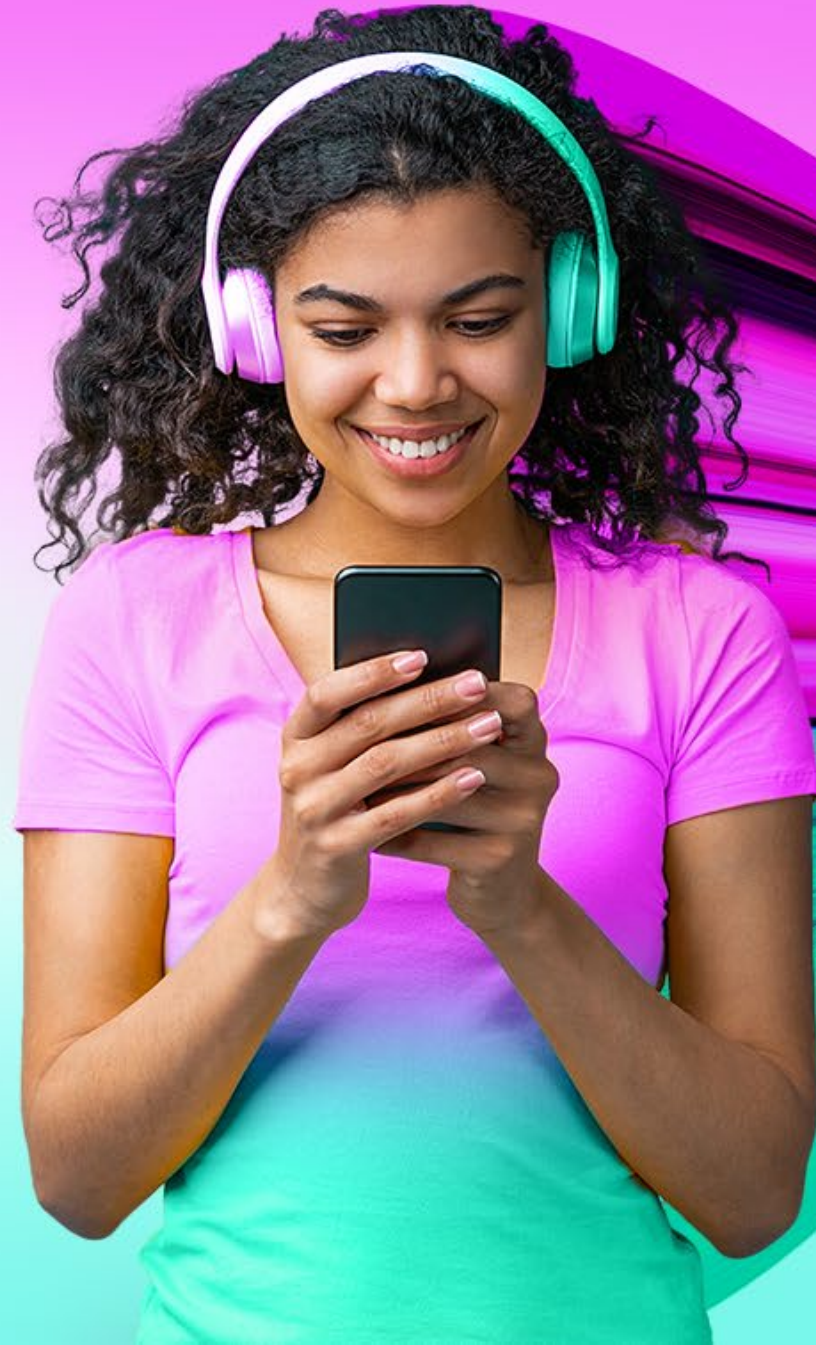
**Target Audience:** senior marketers from advertisers, media and creative agencies and media companies

**Sample size:** 1006 globally

**FW dates:** 9 June – 18 July 2024



2.  
Media and  
metrics **outline** –  
*last year*





# Main metrics included in the consumer research study

## Advertising equity

– asked for both channels and media brands

---

### Usage/ exposure

Scale: a lot nowadays/ nowadays/  
in the past/ never

### Overall advertising receptivity

Scale: very positive to very negative\*

### Positive advertising attitudes

1. are more trustworthy\*
2. are more relevant and useful to me
3. are more fun and entertaining
4. are better quality
5. are more innovative\*
6. capture my attention\*\*

### Negative advertising attitudes

1. have too much advertising
2. feature ads which are too intrusive
3. feature ads which are more dull and boring
4. feature ads which are too repetitive
5. are targeted using my personal data in a way I don't like
6. are something I try to ignore

# Media Reactions coverage

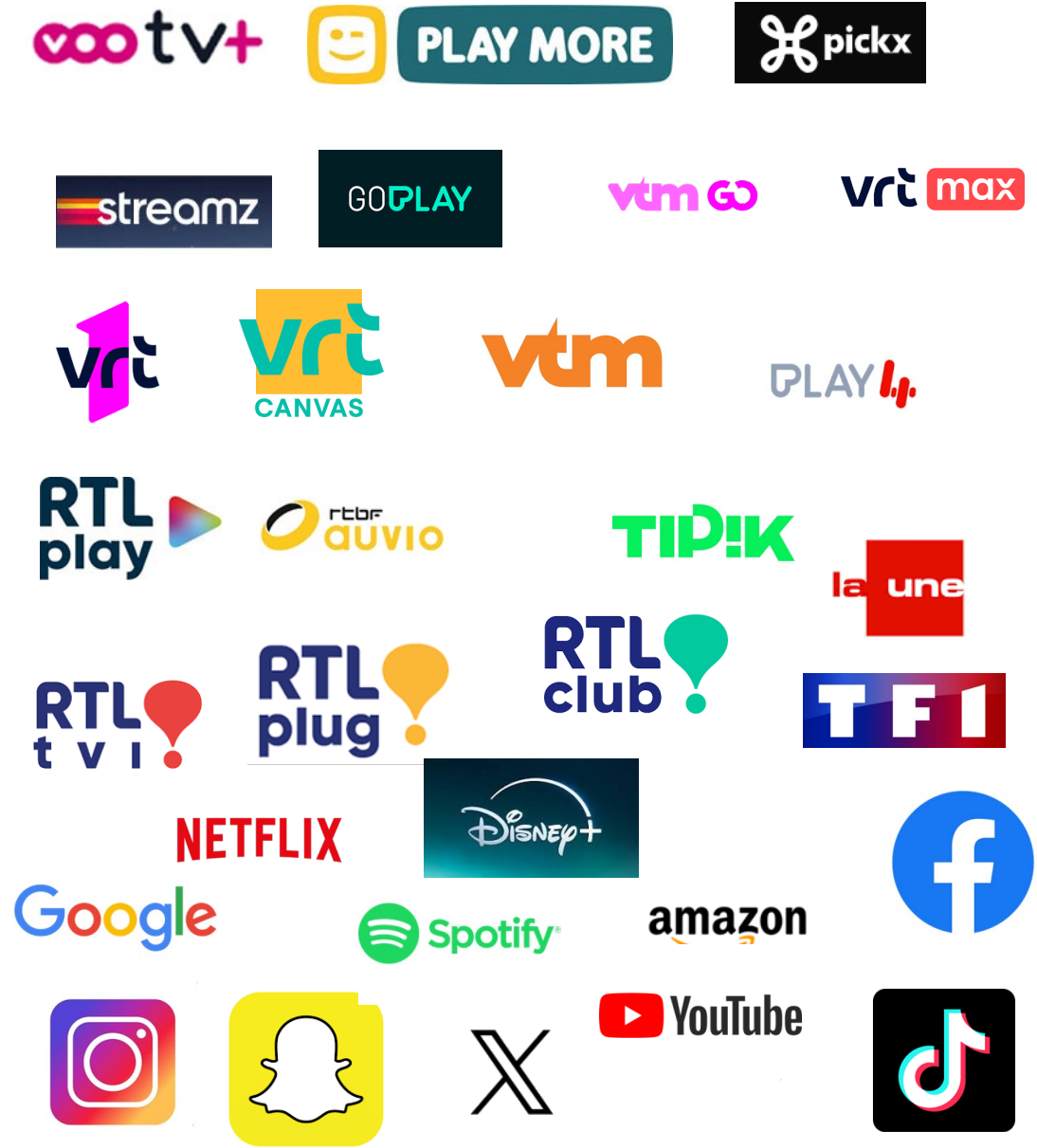
## What coverage

**Channel-level**  
covers 22 touchpoints  
(consistent globally)

- TV ads, TV sponsorship, newspaper ads, magazine ads, radio ads, OOH, Digital OOH, cinema ads, sponsored events, TV product placement, PoS ads, streaming TV ads, online display, online video, music streaming ads, ads in podcasts, influencers branded content, social media stories, social media ads in feeds, ads in online games, online video streaming ads, ads in online ecommerce websites

**Brand-level** results for 30 brands

- Google, YouTube, Facebook, Instagram, X/Twitter, Snapchat, TikTok, Amazon, Spotify, Netflix, Streamz, Proximus Pickx, VRT Canvas, VRT Max, Play More, VRT 1, Play 4, VTM GO, VTM, Go Play, La Une, RTL tvi, Tipik, RTL Club, RTL Plug, TF1, Auvio (RTBF), RTL Play, VOO TV+, Proximus Pickx, Disney+



# Definition of channel names

**Short name used in the report    Full name asked in the questionnaire**

<b>TV</b>	TV ads
<b>TV sponsorship</b>	TV program sponsorship
<b>Newspaper</b>	Newspaper ads
<b>Magazine</b>	Magazine ads
<b>Radio</b>	Radio ads
<b>OOH</b>	Billboard/Outdoor ads (posters)
<b>Digital OOH</b>	Digital Billboard/Outdoor ads (video screens)
<b>Cinema</b>	Cinema ads (appear before movies at the cinema)
<b>Sponsored events</b>	Events sponsored by a brand
<b>TV product placement</b>	Products integrated into TV shows
<b>POS</b>	Ads in shops (offline)

**Short name used in the report    Full name asked in the questionnaire**

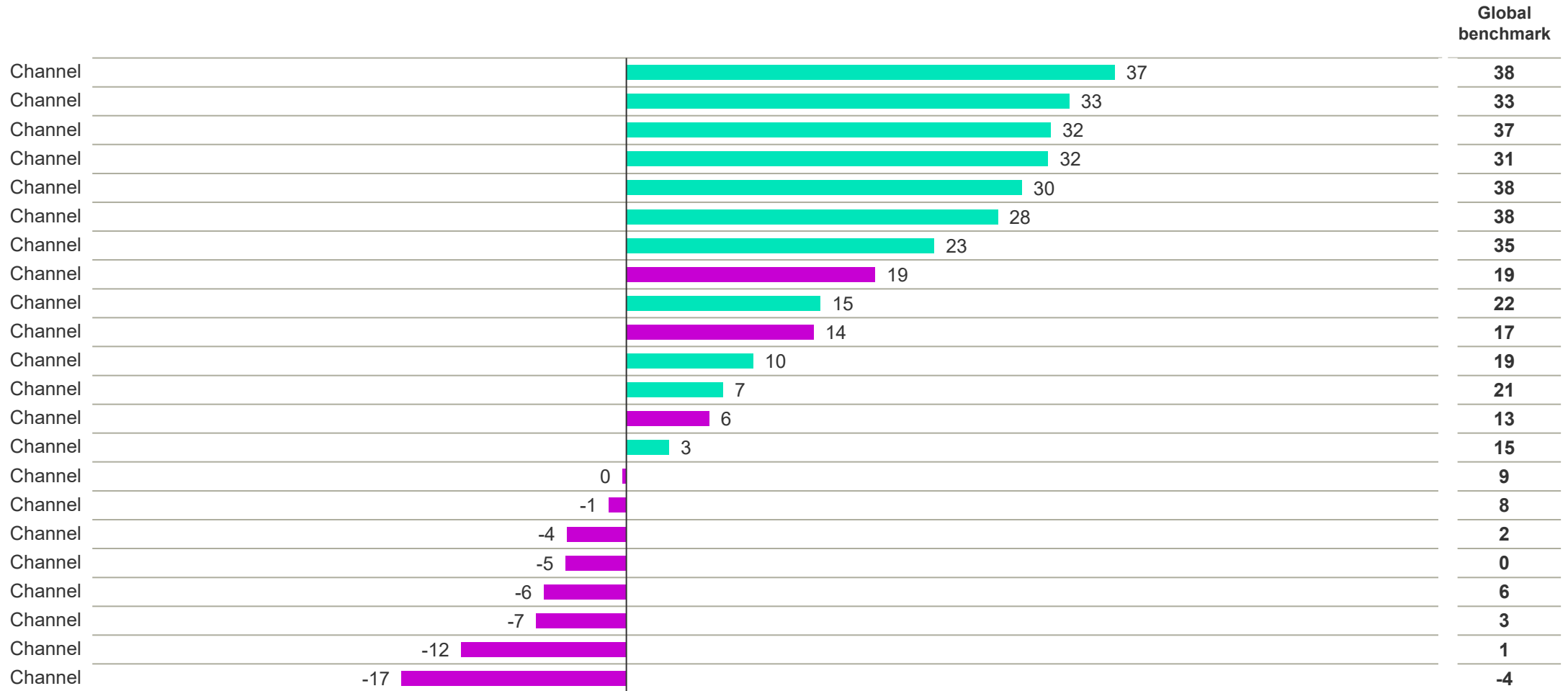
<b>Display</b>	Online display ads (images + text)
<b>OLV</b>	Online video ads
<b>TV streaming</b>	TV ads while streaming via a smart TV
<b>Music streaming</b>	Ads in digital streaming music services
<b>Podcasts</b>	Ads in podcasts
<b>Influencer content</b>	Branded content shared by online influencers
<b>SM stories</b>	Ads in social media stories
<b>SM news feeds</b>	Ads in social media news feeds
<b>Online/mobile games</b>	Ads in online or mobile games
<b>Video streaming</b>	Ads in videos streaming websites or apps
<b>Ecommerce</b>	Ads in online ecommerce websites



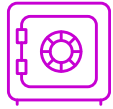
3.  
Sample  
**outputs -**  
*last year*



# Sample output: Advertising equity (for channels and media brands)



# Sample output: Relative advertising attitudes for media channels – positive attitudes



**Trustworthy**



**Relevant and useful**



**Fun and entertaining**



**Better quality**



**Innovative**

Channel

Channel

Channel

Channel

Channel

Channel

Channel

Channel

Channel

Channel

Channel

Channel

Channel



# Sample output: Relative advertising attitudes for media channels – negative attitudes



**Too much advertising**

Channel

Channel

Channel

Channel



**Too intrusive**

Channel

Channel

Channel



**Dull and boring**

Channel



**Too repetitive**

Channel

Channel



**Excessive targeting using personal data**

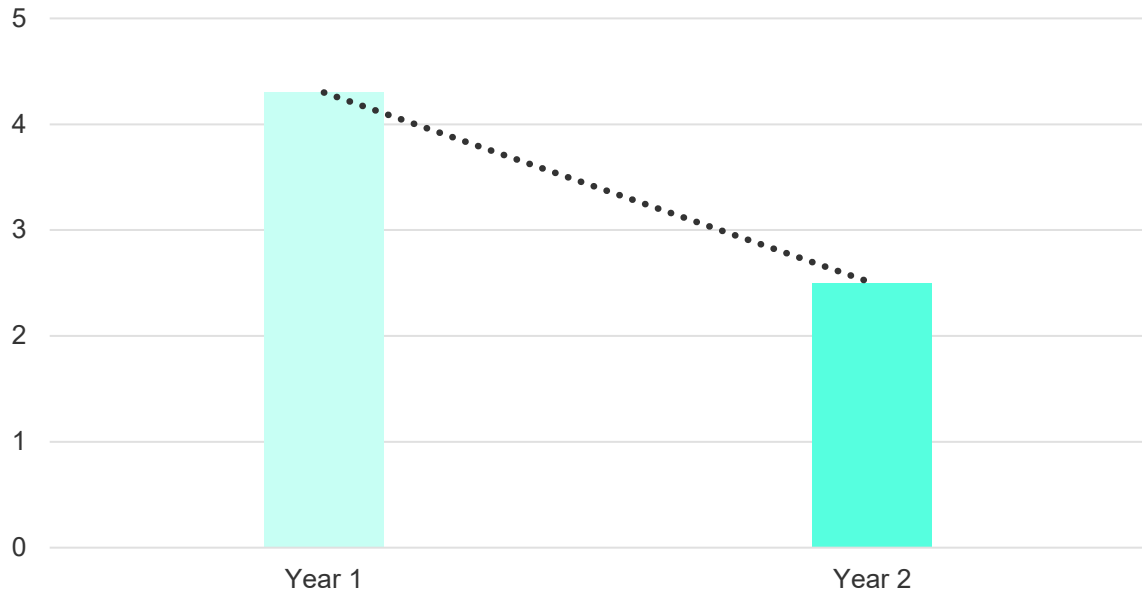
Channel

Channel

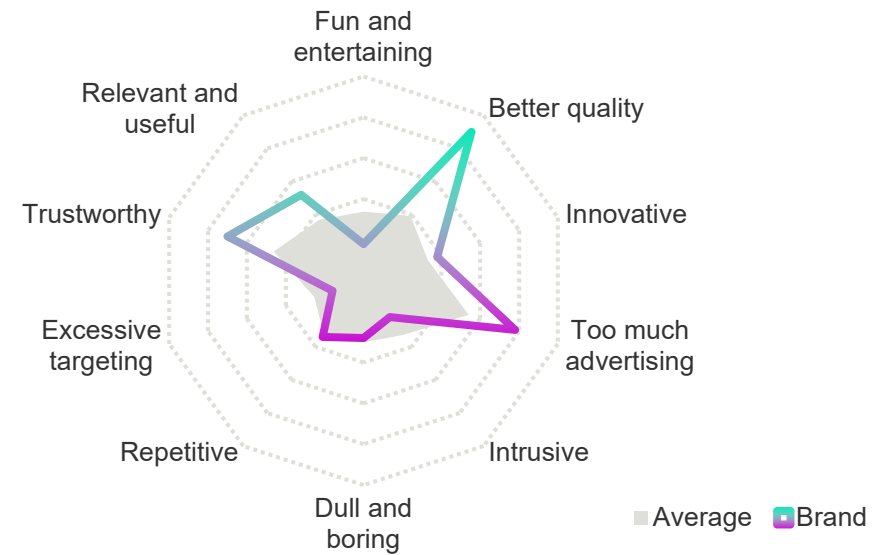
# Sample output: Individual Media Brand Summary

(Ad equity overview – media brands only)

## Advertising Equity – 2 of 36

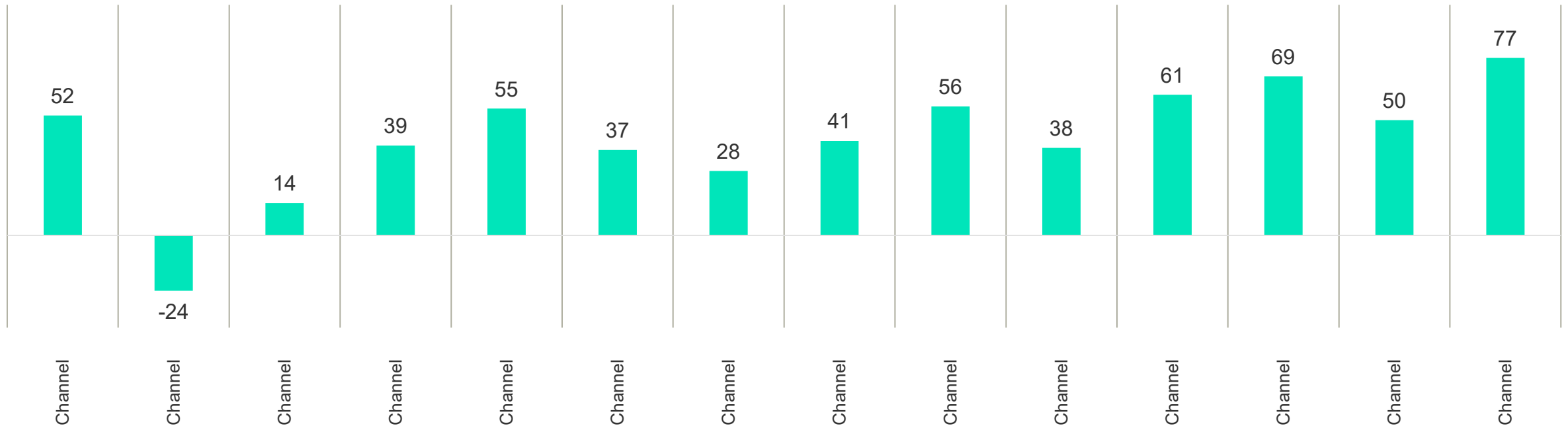


## Advertising attitudes



# Sample output: marketer ad receptivity (for channels and global media brands)

## Ad receptivity of media channels





**4.**  
**What, how much**  
**and when**



# Standard deliverables



Consumer research data tables and ppt reports can be purchased for any or all of the individual countries.



Global data tables and reports also provide an aggregated view across the countries.



Data tables include comprehensive top breaks which provide sub-group analysis among key demographic, behavioural and attitudinal metrics.



The ppt reports include summary statistics (overall ad equity) as well as detailed diagnoses for both media channels and media brands.

# Custom deliverables



---

**Customised ppt reports** – these can be created on request; price will depend on the spec.

For example, we can provide reports focused on a particular demographic sub-group to align with the target audience of your brand.

Or we can provide a report which combines learning for your brand in several European markets.



---

**Customised data/ analytics** – these can be created on request; again price will depend on the spec.

This could be helpful e.g. if you wish to create a customised ad equity formula based on specific attributes most relevant to your brand or media platform.



---

**Workshops** – can be designed to share the findings along with other relevant Kantar media effectiveness learning and case studies.

# Media Reactions 2024 pricing

This is the pricing for standard tables and reports.

<b>Media Reactions pricing (€)</b>	<b>Data tables</b>	<b>Standard ppt with commentary</b>	<b>Data tables plus standard ppt with commentary</b>
<b>Belgium</b>	3.500 €	5.000 €	7.000 €
<b>Global summary</b>	6.000 €	9.000 €	13.000 €



**KANTAR**

**Media Reactions  
2024**

**Thank you**

