



PRESS RELEASE

Study reveals on-line video continues to grow, may be an extension of the TV era

Thirteenth annual Digital Marketing Pulse Survey provides actionable insights for Canadian marketers

Toronto, ON – October 2, 2019 – Ipsos Canada, Vizeum Canada and the Canadian Marketing Association (CMA) today released key findings from the 13th annual Digital Marketing Pulse Survey, which tracks levels of familiarity and usage of various digital marketing tactics among agencies and client-side marketers.

“Canadian marketers show strong familiarity and increased usage of established tactics, including email marketing, programmatic, digital signage, social and online video,” said Steve Levy, COO for Ipsos in Canada. “Conversely, awareness and usage of some newer digital tactics, such as augmented reality, wearables and voice search marketing, remains low or flat.”

Familiarity with on-line video (OLV) has been increasing steadily. In the past year, it has moved from 66% to 77% for agencies and 63% to 74% for marketers. The gains in frequent usage have been even stronger – from 58% to 73% for agencies and from 47% to 62% for marketers. These shifts reflect the fact that there are more platforms offering OLV and more brands creating OLV, which allows for more flexibility and has resulted in shifts in production guidelines. Very few (5%) marketers agree with the view that brand image/safety concerns have caused them to reduce their spend in online video.

“This research provides actionable insights for Canadian marketers to leverage tactics in specific ways,” said Adrian Capobianco, president of Vizeum. “Marketers can see which tactics are on the rise, which are not, and which can help them drive greater success.”

The study also surveys consumers and integrates their perceptions into the report to help marketers understand the public’s perspectives on many of the tactics that marketers use.

“This research helps us better understand the needs of marketers, and of consumers, to help us build trust in the power of marketing to transform business,” said John Wiltshire, the CMA’s president and CEO.



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About the Canadian Marketing Association

The CMA is the voice of the marketing profession in Canada. With more than 400 members, we represent leaders across the corporate, not-for-profit, public, post-secondary and health sectors. We provide a forum for members to engage in thought-leadership discussions, participate in professional development offerings and contribute to an environment where consumers are protected, and businesses can thrive. We act as the primary advocate for marketing with governments, regulators and other stakeholders. Our Chartered Marketer (CM) designation ensures that marketing professionals are highly qualified and up to date with best practices. We champion self-regulatory standards, including a mandatory Code of Ethics and Standards of Practice and a series of guides to help marketers keep current and maintain high standards of professional conduct. Our members make a significant contribution to the economy through the sale of goods and services, investments in media and new marketing technologies, and by providing significant employment opportunities for Canadians.

About Vizeum

[Vizeum](#) is a leading media agency in Canada and part of the global Dentsu Aegis Network. We work with some of the biggest national and global brands. We deliver a range of services to our clients including digital marketing, content marketing and the development of data strategies and social strategies, as well as the traditional functions of planning and buying of all media.



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About Ipsos

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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