

86% Branding/ Marketing Professionals Feel That Branded Integrations, such as Product Placements, Are an Effective Way of Reaching Target Audiences

A Mix of Traditional Advertising, including Social Media/ Digital Influencer Programs and Branded Integration Seen as Best Option for Marketing Campaigns

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A Mix of Traditional Advertising, including Social Media/ Digital Influencer Programs and Branded Integration Seen as Best Option for Marketing Campaigns

Washington, DC – There is no denying the impact that ads and brands can have on the American public, with 88% of branding and marketing professionals agreeing that people are influenced by the brands they see represented in all content mediums, and 85% also agreeing that audiences are subconsciously influenced by the brands they see, according to a recent online survey conducted by Ipsos Public Affairs on behalf of Branded Entertainment Network (BEN) Entertainment. However, similar proportions (75%) also feel that people have become immune to ads due to the vast amount of content and information are exposed to each day.

The Changing Advertisement Landscape

There is general consensus that traditional advertising is no longer as influential as it once was, with a majority rating many forms of traditional advertising such as print ads (66%), radio (53%), and TV (52%) as being less effective today than they were five years ago. Another two in five (43%) say the same of online pop-up ads.



Nine in ten branding and marketing professionals further agree that people are watching less traditional TV and moving towards alternative non ad supported options like Netflix, Amazon, HBO, and Showtime (94%). Similarly, eight in ten recognize that the option to skip ads when using streamed content has led to commercial avoidance, making them less effective (81%).

However, most do not go so far as to think people can't relate or interact with traditional advertising altogether - although 39% do agree here (versus 59% disagree). In fact, when asked to set the best overall allocations for a 360 marketing campaign for the brands they represent, traditional advertising (33%) combined with social media/ digital influencer programs (30%) are most common, each making up about a third of the ideal campaign, on average.

Today, there are more options available for brands aiming to create a marketing campaign and/or increase brand awareness, with 99% of all marketing and branding professionals agreeing that the marketing/ advertisement industry has more options for pushing out brand messages than just relying on traditional commercial or print ads.

More than nine in ten (95%) professionals surveyed also say that it is important for brands today to engage with digital influencers on YouTube, Vine, Instagram, and other digital platforms - compared to only 4% who do not think this is important.



Branded Integrations

Nearly nine in ten (86%) branding/ marketing professionals feel that branded integrations, such as product placements, are an effective way of reaching target audiences, compared to only 14% who see these as ineffective.

Three quarters further agree that the presence of brands represented in all content mediums makes the content more realistic (78%), and seven in ten (70%) believe that branded integrations are successful because they allow for a more natural/ organic approach compared to traditional advertising. Similar proportions would agree that branded integrations are a growing business (69%), with 43% of branding and marketing professionals saying that the brands/ clients they represent are likely to invest in a branded integration over the next year.

- Among those who have invested in branded integrations in the past, more than three quarters (77%) would recommend/ invest in product integrations again as a medium to increase brand awareness.

These are findings from an Ipsos poll conducted April 11th – 15th, 2016 on behalf of Branded Entertainment Network (BEN). For the survey, a sample of 102 US adults ages 18 and over who work full-time in the marketing/ advertising industry was interviewed online, in English. This sample includes respondents who are either decision makers/ representatives of a specific brand, or work for an agency that is responsible for making decisions on behalf of brands.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and



“river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. The source of these population targets is U.S. Census 2014 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 11.2 percentage points for all respondents (see link below for more info on Ipsos online polling “Credibility Intervals”). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=102, DEFF=1.5, adjusted Confidence Interval=12.7).

For more information about Ipsos online polling methodology, please go here <http://goo.gl/yJBkuf>

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