

# What advertisers must **get right** – **right now** – to connect with Aussies

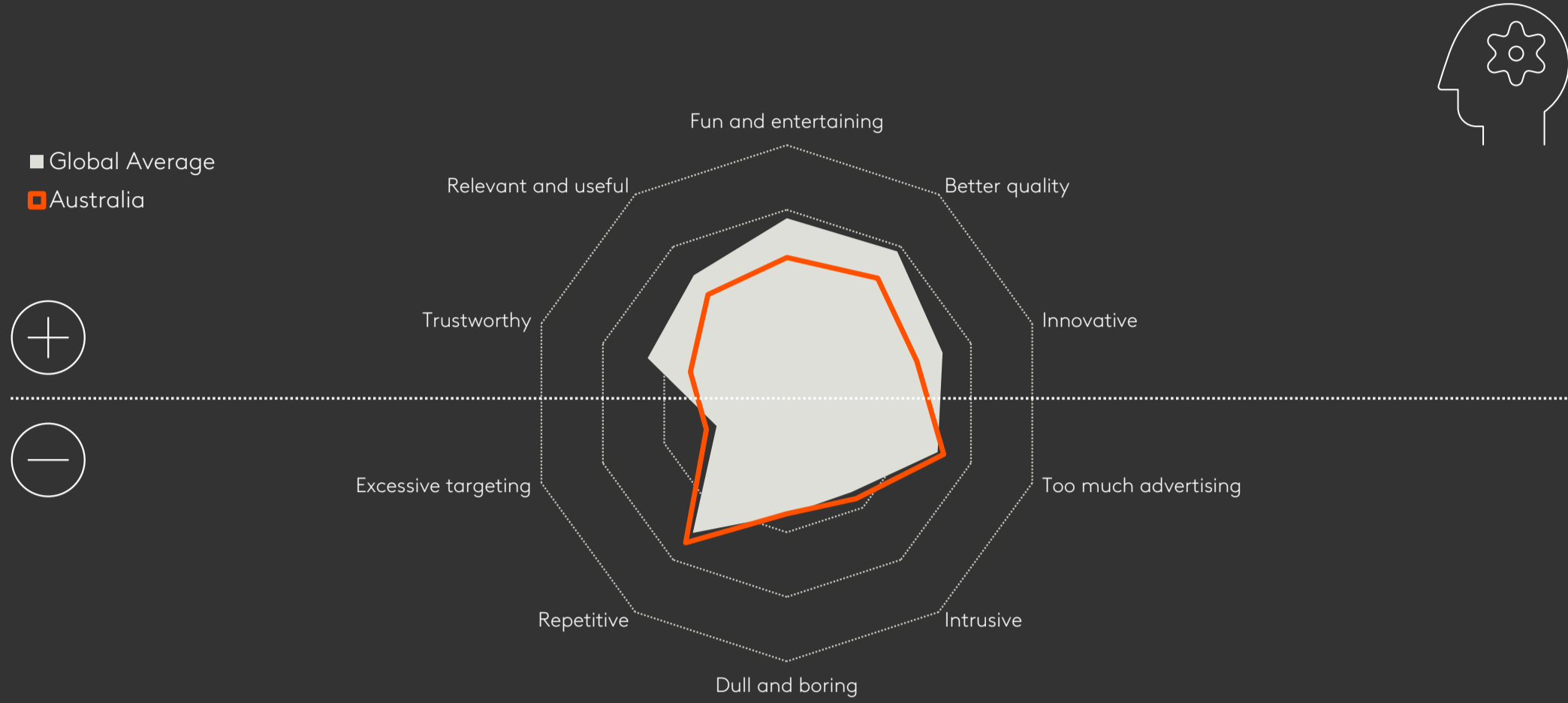
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## Both **Creative** and **Media** are needed for **impactful ads**

2022's increased digital media spend is expected to continue in 2023, therefore, it is imperative to be judicious about both creative content and media context. Ads need both great creative and the right environment for optimal impact.

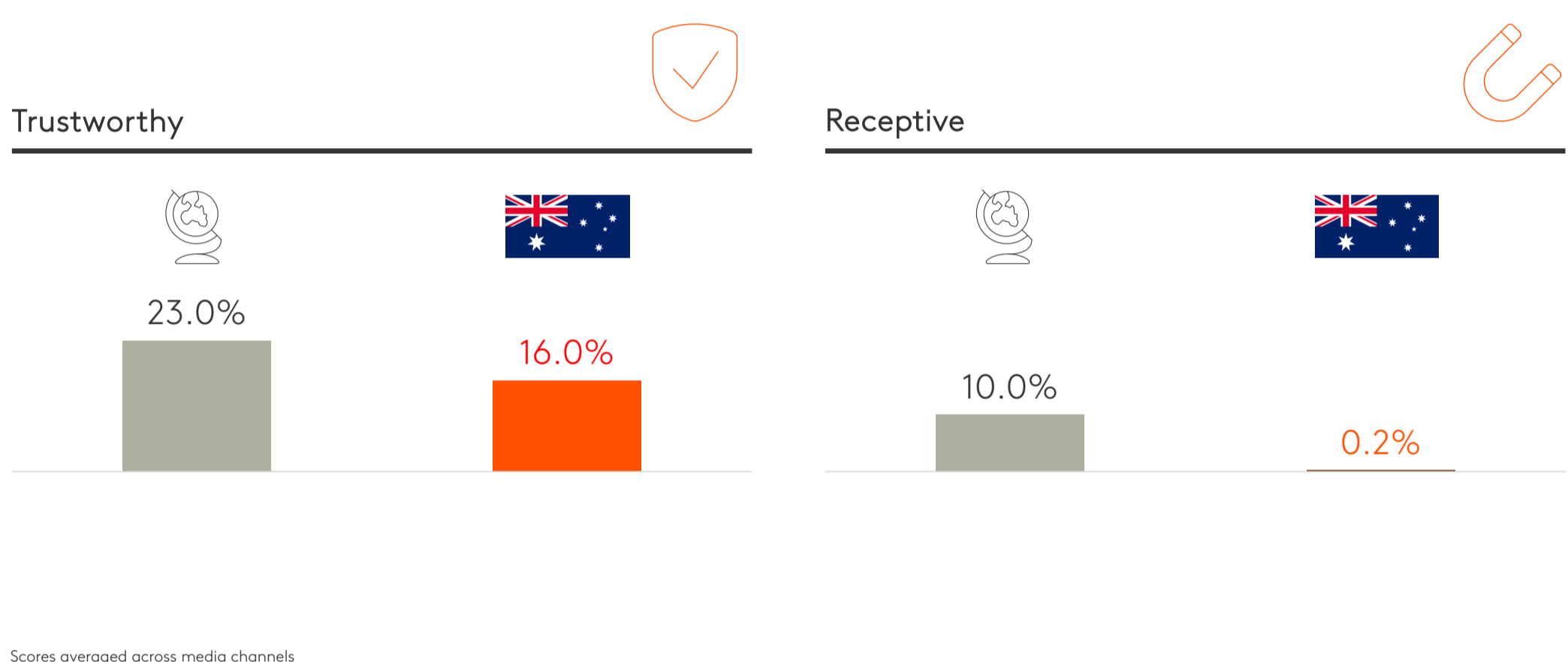
## Australia is not seeing the same growth in consumer advertising equity as seen in many other markets

Aussies are less receptive to advertising on channels – most noticeably digital. Advertisers must focus on ensuring that digital formats are not intrusive and repetitive.

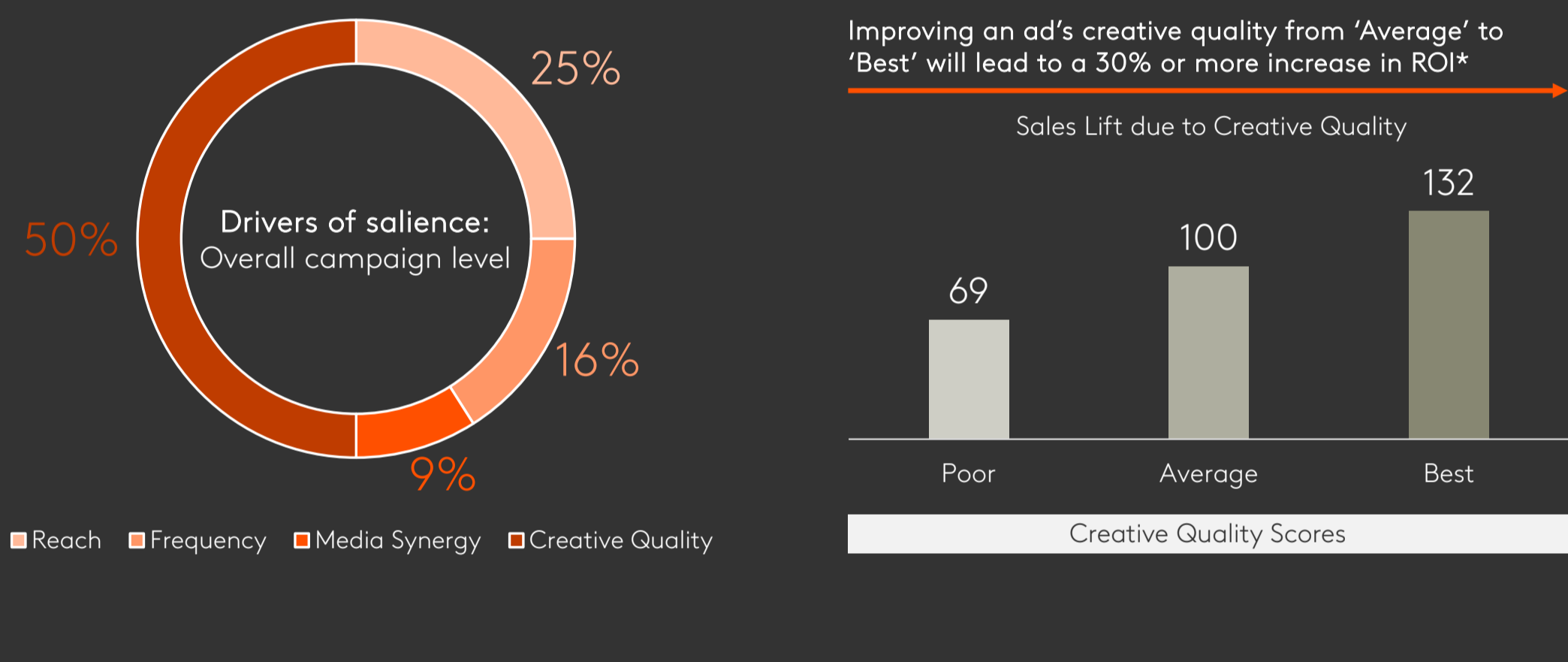


## As Aussies are generally less trusting and receptive to advertising

Look to reach Australians where they are most receptive by choosing the right platform and channel mix.



## Creative quality is not only important for top-of-mind awareness, but better ads resulting in higher ROI

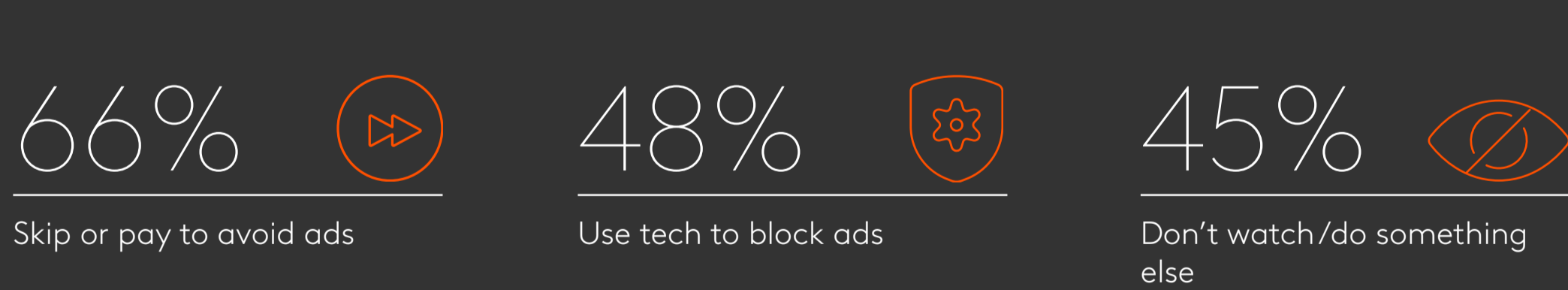


## Campaigns are **7 times** more impactful among receptive audiences

There is more marketing content **competing for their attention**. The most trusted global and local platforms in Australia tend to run better quality, more relevant and less repetitive or intrusive advertising. Platforms offer different personalities and context to complement both brand and creative.

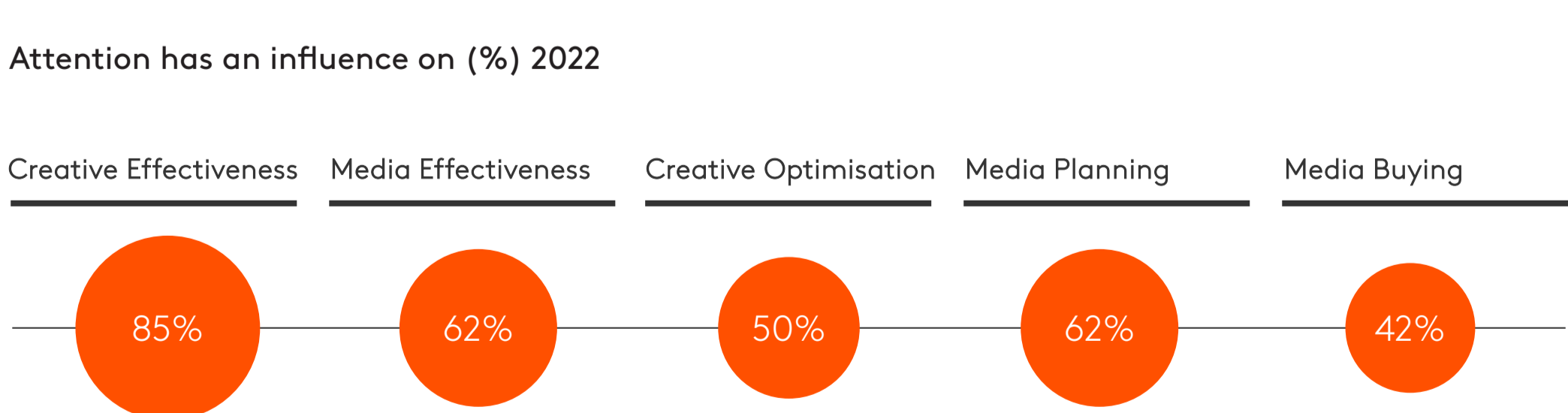
## Too much marketing spend is being wasted delivering a great ad in the wrong place or the wrong ad in a great place

- If you don't get context right...
- More people will skip, and some will even pay for no ads
  - You'll contribute to people being more likely to use blocking technology
  - Even if you use non-skippable formats, plenty of people will just look away if your content is not relevant for that person in that context



## Marketers see attention as an important influence on creative and media effectiveness in Australia

However, there is still room to factor it into creatives optimisation and media planning and buying processes. And don't use overly intrusive formats at the expense of consumer preference.



## Understanding the **effectiveness** of content across digital contexts

- Every digital second counts**: Entertaining, Engaging and Emotive content will capture and retain attention.
- Attention Matters**: BUT it's just a stepping-stone on the road to success (building brands, driving sales).
- Receptivity**: Campaigns are more impactful among receptive audiences.
- Trust**: The most trusted platforms tend to run better quality, more relevant and less repetitive or intrusive advertising.
- Test and Learn**: Putting in place a measurement program to "Test and Learn" is key.

## Connect with our Media Team today to optimise your advertising

All insights are from Kantar's Media Reactions 2022 unless stated. 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. [Click here](#) to find out more.

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