

LongTerm Digital Q2 2020 Insights

Key Commercial Actions

LongTerm Digital conducts extensive market research across the quarter to identify the latest digital trends, understand market demand and investigate specific areas of the industry. Our team of digital specialists combine detailed desk research with qualitative and quantitative insight from interviews with our impressive panel of buy-side experts. The quarterly report increases digital advertising understanding and helps identify commercial opportunities & challenges.

Top Requests for Media Owners

INSIGHTS

1

TAILORED SOLUTIONS

Agencies need solutions which are bespoke to their clients' current situation. A 'one size fits all' approach is not useful. They want media owners to take the necessary time to understand clients' needs and create tailored solutions accordingly. **How have your solutions changed since the pandemic started?**

2

EFFECTIVE COMMUNICATION

81% of the buy-side said they had less direct time with media owners than before. 15 minutes video conferencing is the new 1 hour meeting. Media owners need to be accessible to the buy-side but understand current time pressures. Providing support, understanding that clients are constantly replanning and not hounding is key. **Have your internal sales success metrics and targets changed accordingly?**

3

PRODUCT UPDATES

In light of time pressures, a desire to get clients spending again and changing audience engagement, the buy-side need clear and concise product updates. Proactive updates, product support where applicable and innovation to help meet new and changing KPIs effectively. **Have you identified new product opportunities and how do you currently update the buy-side?**

4

FLEXIBILITY

Agencies and clients appreciate flexibility more than ever at this time; service levels, turnaround times, creative support and removal of cancellation fees/penalties. Ever-changing restrictions and shifting consumer behaviours mean they need to be able to adjust plans at late notice. **How have you improved your managed-service and/or how do you support flexibility requirement?**

5



Top Marketer Challenges

TONE OF VOICE

Keeping messaging appropriate and relevant to consumers' shifting mindsets

BRAND SAFETY

Ensuring ads aren't shown next to sensitive/controversial pandemic content

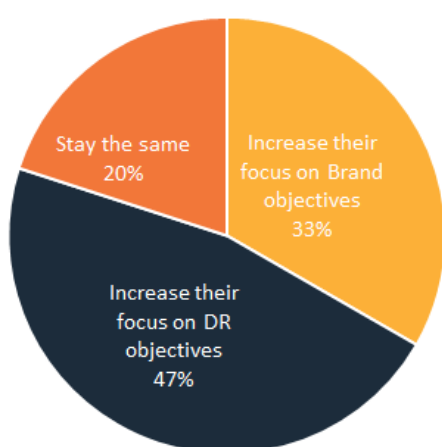
ATTRIBUTION

The changing media mix and digital browser privacy actions are impacting measurement capabilities

BRAND VS DR SPEND

Whether to focus on brand-building or sales during the pandemic

Over the next 6 months, do you think brands will change their focus between Brand and DR objectives?



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Whilst the pandemic is widely expected to increase DR-led activity (short-term goals, greater budget scrutiny etc.) a significant amount of the buy-side - **33%** - outlined they would be increasing their focus on brand objectives. If brands fail to protect and adapt their brand image during the pandemic, they may struggle to regain their position post-pandemic.

Top Advertising Industry Challenges

TRUST & TRANSPARENCY

In supply chain costs, programmatic tech and client/agency relationships

DIVERSITY & REPRESENTATION

Across the media landscape; industry leadership positions, employees, ad content, creative

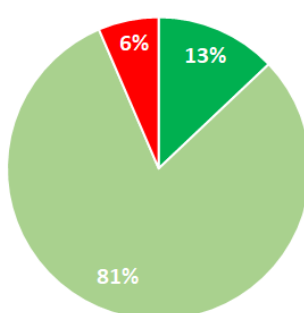
MEASUREMENT

Holistic views of campaign performance & cross-platform measurement consolidation

DATA & TARGETING

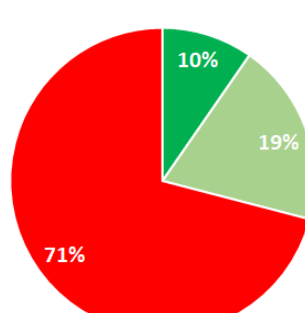
The future demise of the third-party cookie creates challenges for current targeting solutions

Current view of Third-Party data:



Not valuable
Very valuable
Valuable

Future view of Third-Party data:



Will become more valuable
Will stay the same
Will become less valuable

LongTerm Digital Q2 2020 Insights: Data & targeting

94% of the buy-side said third-party data was still currently valuable, but **71%** indicated it would become less valuable in future (next 12 months).

Buy-Side Day-to-Day Challenges

COLLABORATION & CONNECTION

Remote working is hampering agency working dynamics

AGGRESSIVE CHASING

Panelists reported feeling 'hounded' by media owners; smarter comms are needed

SPEED OF RESPONSE

Slow responses from media owners are frustrating panelists; they need timely support

PHONE & ZOOM FATIGUE

Opportunities to deviate from endless virtual work meetings are welcomed

92%

of the panel were either agreed or neutral they need media owners' managed service and account management support more than ever

81%

of the panel said they have less direct time with media owners than before

38%

of the panel said that media owners are providing a worse service than they used to

Top Pandemic Media Owner Responses

Media owners broadly took the following 3 key actions during the pandemic:

FINANCIAL SUPPORT & INCENTIVES

Wavering cancellation fees, offering flexibility on bookings and incentivising spend (rates, ad credits and added value) are helping advertisers to keep spending and reduce uncertainty.

CREATIVE SUPPORT

Increased challenges around content creation and production coupled with the need for more digital assets has resulted in increased support from media owners; changing copy, building formats, utilising panels for creative insight etc.

DIGITAL PRODUCT INNOVATION

Changing consumer behaviour and subsequent platform engagement has created some new advertising opportunities that clients are looking to capitalise on.

The above is a snapshot of our analysis and market findings. To find out more about our services please visit www.longtermdigital.com or get in touch via team@longtermdigital.com.