

DIMENSION

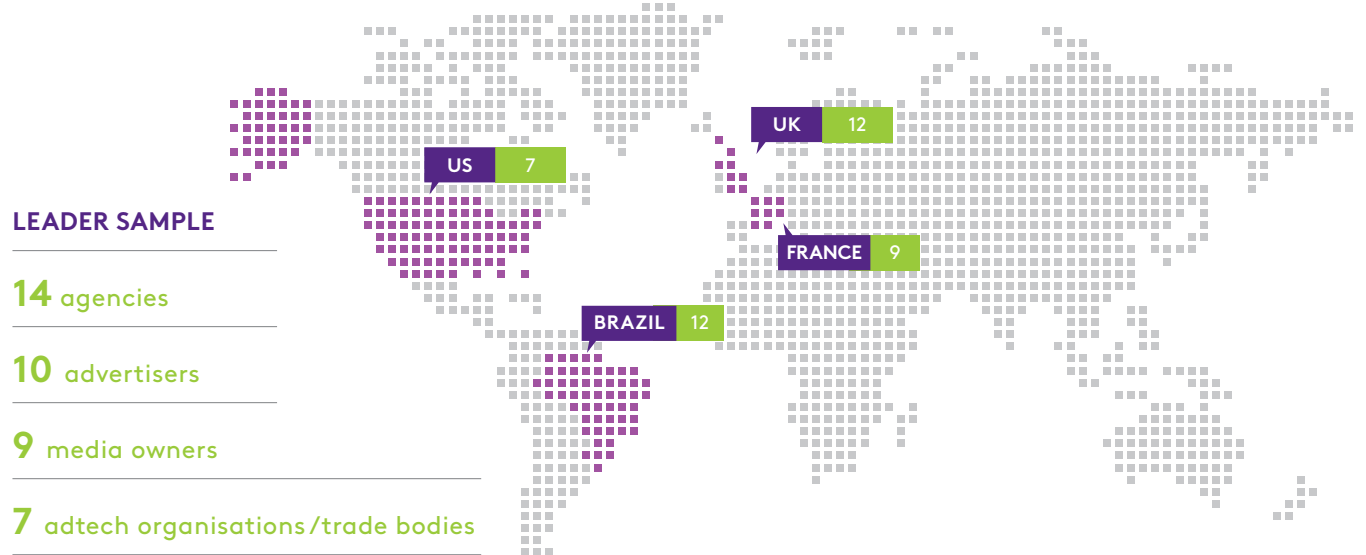
COMMUNICATION PLANNING
IN A DISRUPTED WORLD



OVERVIEW

DIMENSION by Kantar Media explores the key communication planning, buying and measurement issues faced by the industry from the twin perspectives of the industry's leaders and the consumers they are trying to reach.

The study offers a transparent and comprehensive view on the challenges – and opportunities – created by the increased availability of data, automation and changing consumer behaviour.



LEADER SAMPLE

14 agencies

10 advertisers

9 media owners

7 adtech organisations/trade bodies

8 LEADER INSIGHTS

Those in a leadership position within the media industry face a daunting task. Technology has completely reshaped the business, and it's not done yet. Everything – from how (and by whom) content is created right through to how it's delivered and consumed by the end-user – has been and continues to be transformed.

Here is a brief summary of some of the key challenges and opportunities they face:

- 1** Data, accessing it and using it is both a challenge and an opportunity.
- 2** Media agencies have become adept at using data but to date the same take-up is **yet to occur within their creative counterparts**. We are yet to arrive at a point where data feeds ideas as opposed to driving short-term actions.
- 3** **NOT ALL DATA IS EQUAL.** Advertisers need to become 'smart data consumers', interrogating what they have and understanding its limitations.
- 4** An inclusive **cross-channel** measurement system is desirable.
- 5** Access to data and objective verification of data within walled gardens is essential if we are to build truly effective consumer-centric plans. Industry leaders recognise the **need to improve the whole online advertising experience** for consumers.
- 6** Whilst a degree of automation within the media process is inevitable (and desirable) the **importance of human involvement** (particularly in planning) **cannot be overstated**.
- 7** Outcome-based trading (or a risk-and-reward) and remuneration requires **confidence from all involved in the metrics** used to define success.
- 8** The future is collaborative, not transactional.

Go to kantarmedia.com/DIMENSION to download the full study

Source: Kantar Media, DIMENSION study, Oct-Dec 2016

Methodology: DIMENSION interviewed 40 industry leaders based in Brazil (12), France (9), the UK (12) and the US (7). Many have global or regional roles encompassing a larger geography than their base. 14 came from agencies (creative, media or PR), 10 from advertisers, 9 from media owners, 7 from adtech organisations and trade bodies.