

# THE INS & OUTS OF AD SENTIMENT

Improving The Way People Feel  
About Online Advertising

M E D / A H U B



# SENTIMENT TOWARDS ADVERTISING IN GENERAL IS ON THE DECLINE

**48% Favourable**  
**In 1992\***

**25% Favourable**  
**In 2018\***

1980

1990

2000

2010

2020

**Public favourability towards advertising has  
been in long-term decline since the early 1990s\***

Public Favourability Towards Overall Advertising - % Favourable



**IT'S CRUCIAL FOR  
US AS AN INDUSTRY  
TO FIGURE OUT  
WHAT'S DRIVING  
THIS DECLINE**

In this report, **we explore the drivers of online ad sentiment** and what we can do about it

# TWO-PRONGED METHODOLOGY

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## DRIVERS OF AD SENTIMENT



### Online Interviews

Nationally Representative Online Sample  
(n=1,270)

### Focus

Drivers of negative/positive ad sentiment

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## IMPACT OF CREATIVE CONTENT



### Ad Testing

Tested 44 different ads within YouTube testing environment on PC and mobile  
(n=3,708)

### Focus

Impact of various ad content on web experience metrics and brand KPIs

# THE STATE OF FEELINGS ABOUT ONLINE ADVERTISING



# IN ADDITION TO NEGATIVE FEELINGS, MANY SIMPLY FEEL “MEH”

RANGE OF FEELINGS TOWARDS ONLINE ADVERTISING



OVERALL AD SENTIMENT

## NEGATIVE AD SENTIMENT

- ✓ Does not trust online ads.
- ✓ Believes that online ads don't serve an important purpose.
- ✓ Unaccepting of online ads.
- ✓ Hates online ads.
- ✓ Believes that online ads are bad for the society.

## POSITIVE AD SENTIMENT

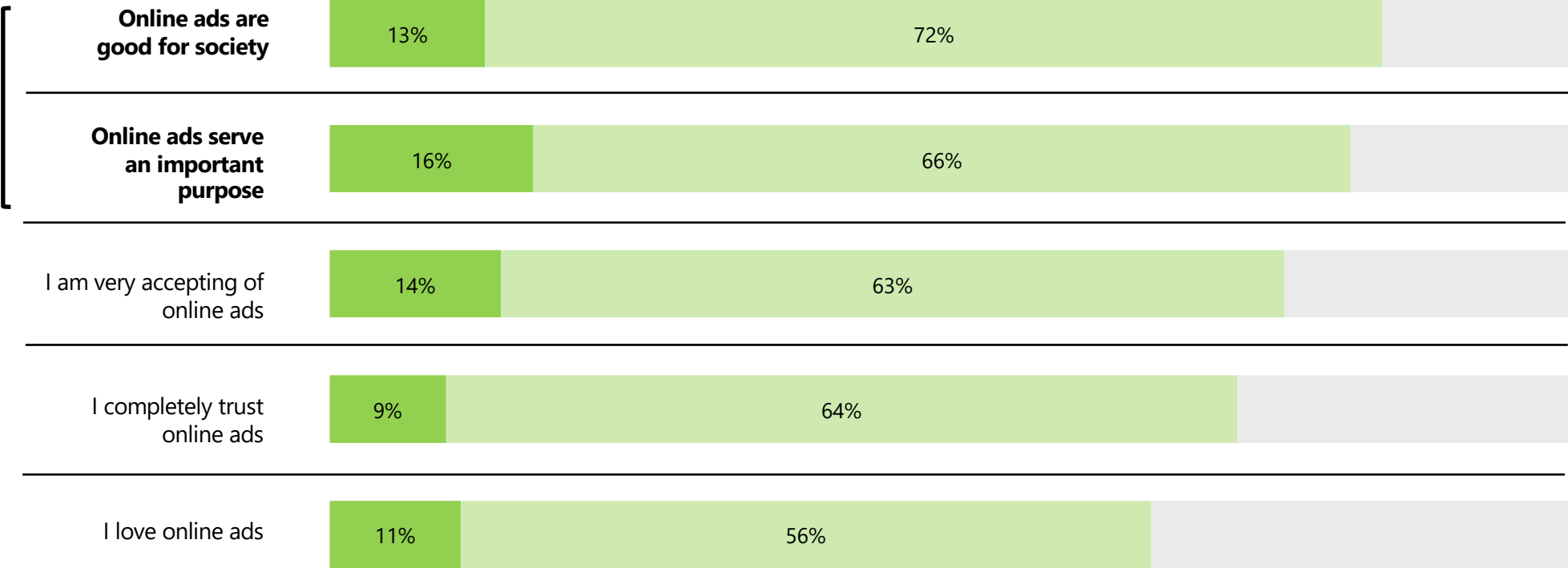
- ✓ Trusts online ads.
- ✓ Believes that online ads serve an important purpose.
- ✓ Accepting of online ads.
- ✓ Loves online ads.
- ✓ Believes that online ads are very good for the society.

# PEOPLE AREN'T INHERENTLY OPPOSED TO ONLINE ADVERTISING

In fact, the vast majority are open to the role online ads play

## AVERAGE RATING - 1-10 SCALE

■ Positive Opinion (8-10) ■ Neutral Opinion (4-7)

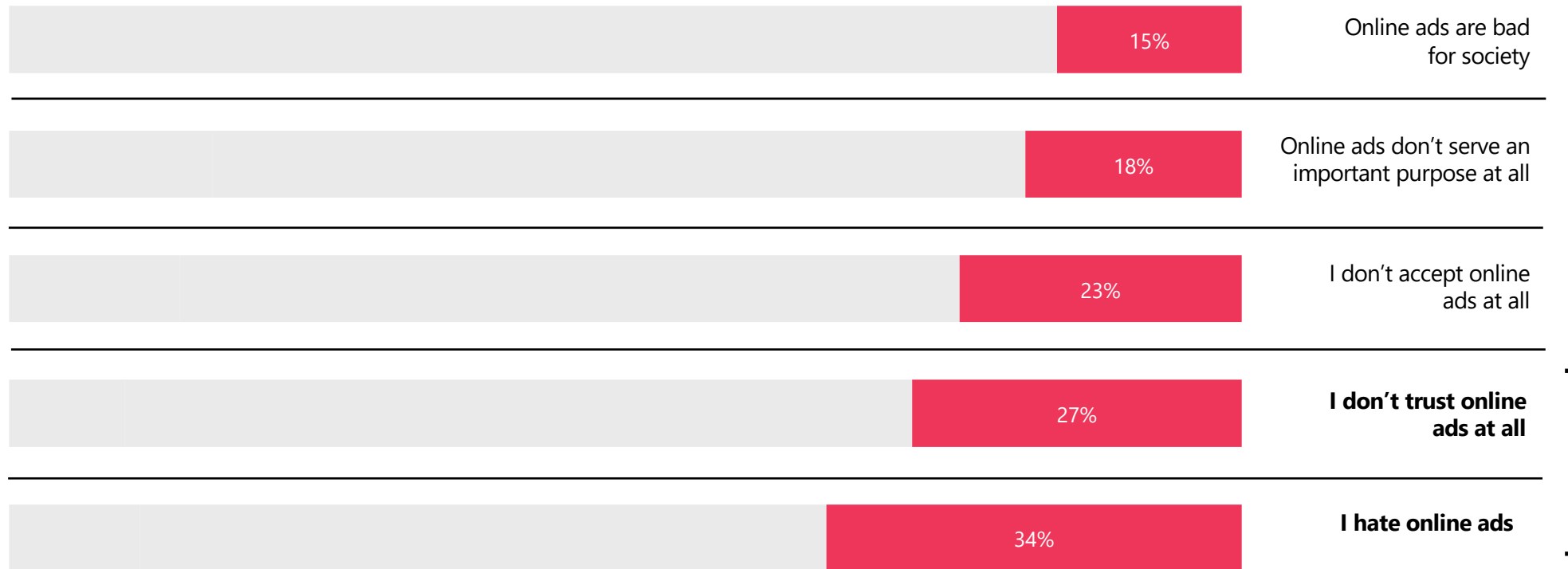


# THE JUST DON'T LOVE OR TRUST THE ADS THEY ARE SERVED

About one-third of people report "hating" them and/or not trusting them

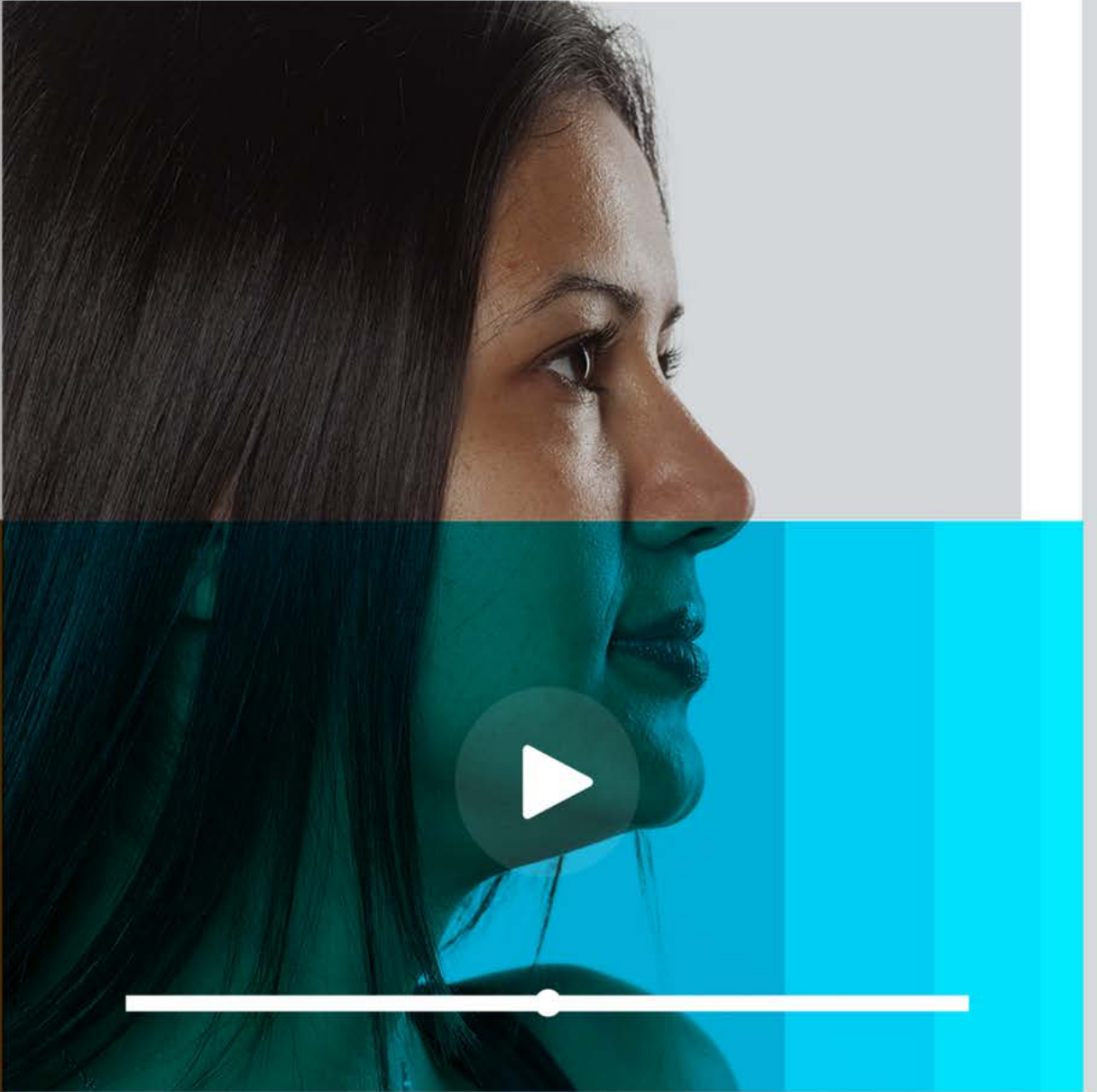
## AVERAGE RATING - 1-10 SCALE

■ Negative Opinion (1-3)

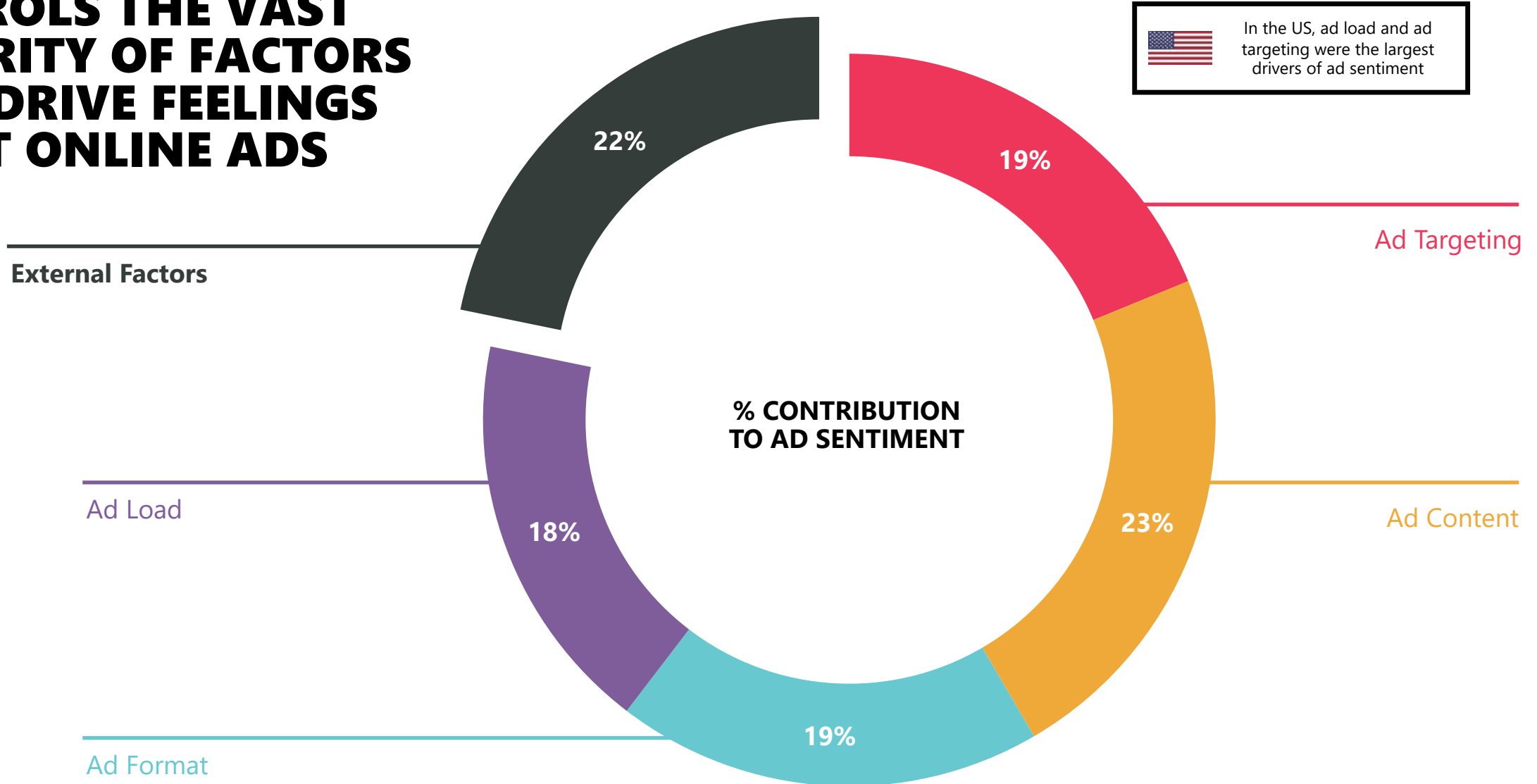




AD SENTIMENT:  
**GETTING TO  
THE HEART OF IT**



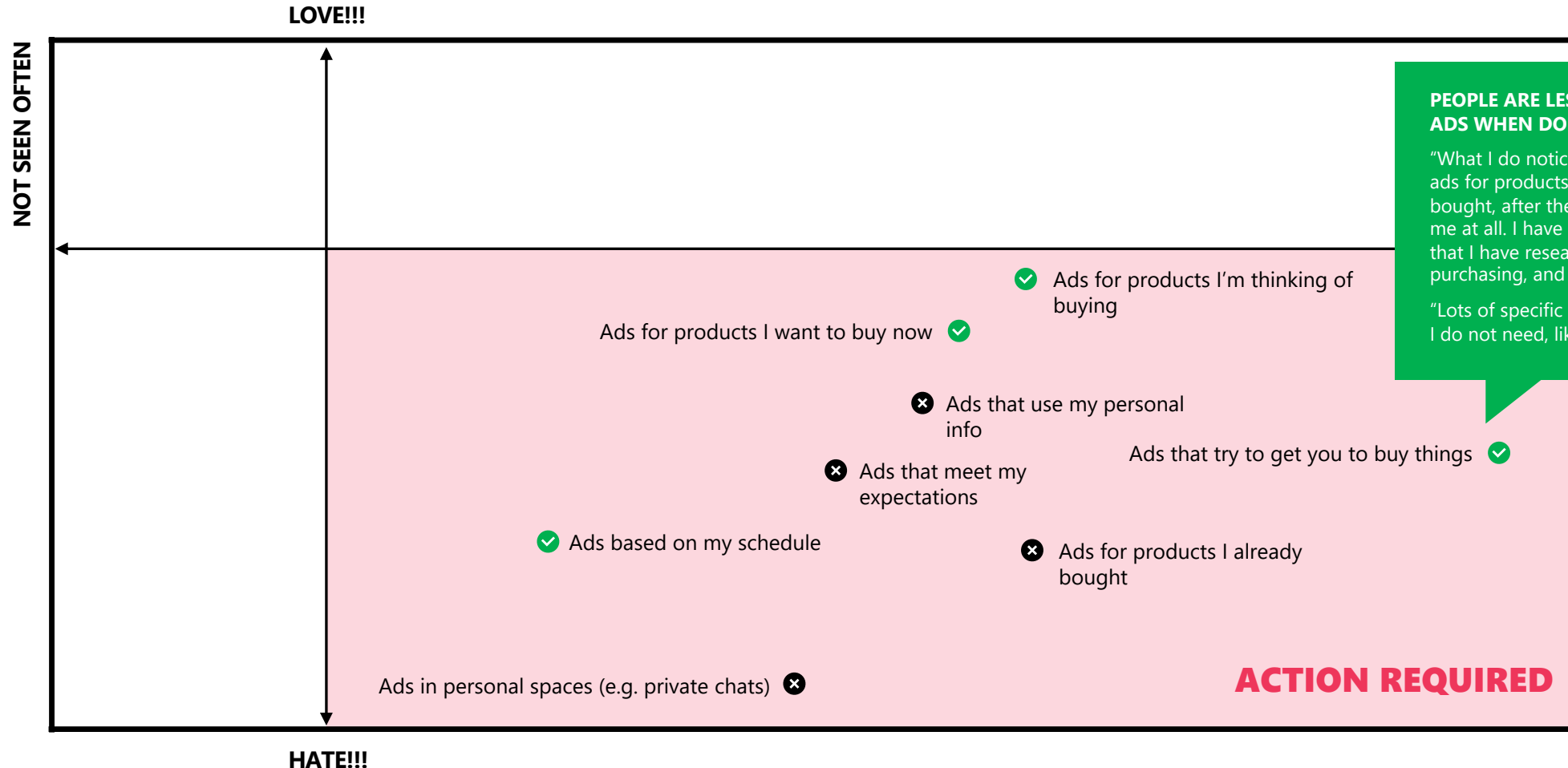
# OUR INDUSTRY DIRECTLY CONTROLS THE VAST MAJORITY OF FACTORS THAT DRIVE FEELINGS ABOUT ONLINE ADS



# 'AD TARGETING' REQUIRES THE MOST ACTION

Many are getting too many ads that are aggressively pushing them to buy and often continue after they've already purchased

**AD TARGETING DEEP DIVE**    ✓ Significant Drivers of Ad Sentiment    ✗ No Significant Drivers of Ad Sentiment



**PEOPLE ARE LESS OPEN TO TARGETED ADS WHEN DONE POORLY**

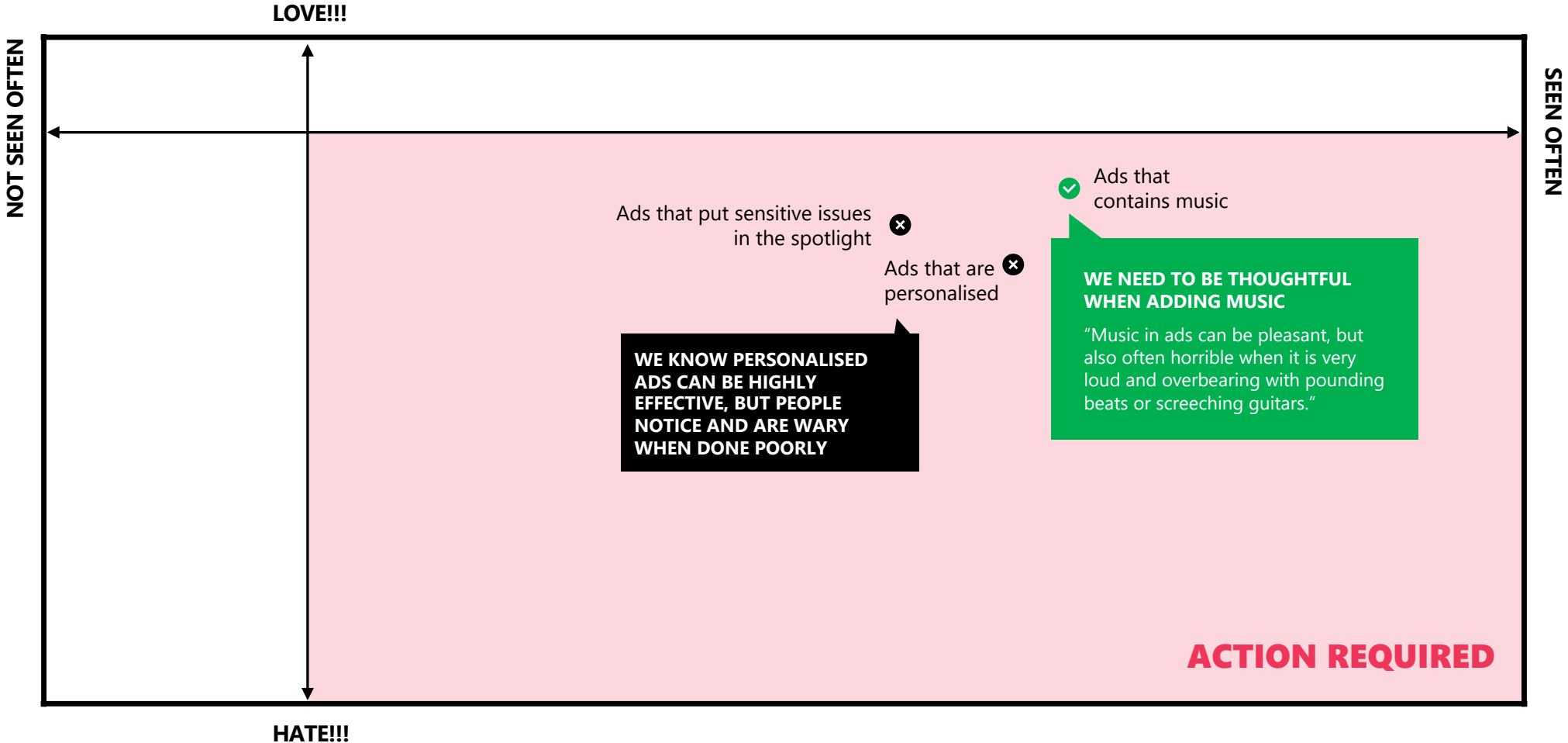
“What I do notice is the amount of online ads for products that I have already bought, after the fact. This is not serving me at all. I have seen ads for products that I have researched and considered purchasing, and these are good ads.”

“Lots of specific types of ads for products I do not need, like car insurance.”

# ADVERTISERS NEED TO GET THE MUSIC RIGHT

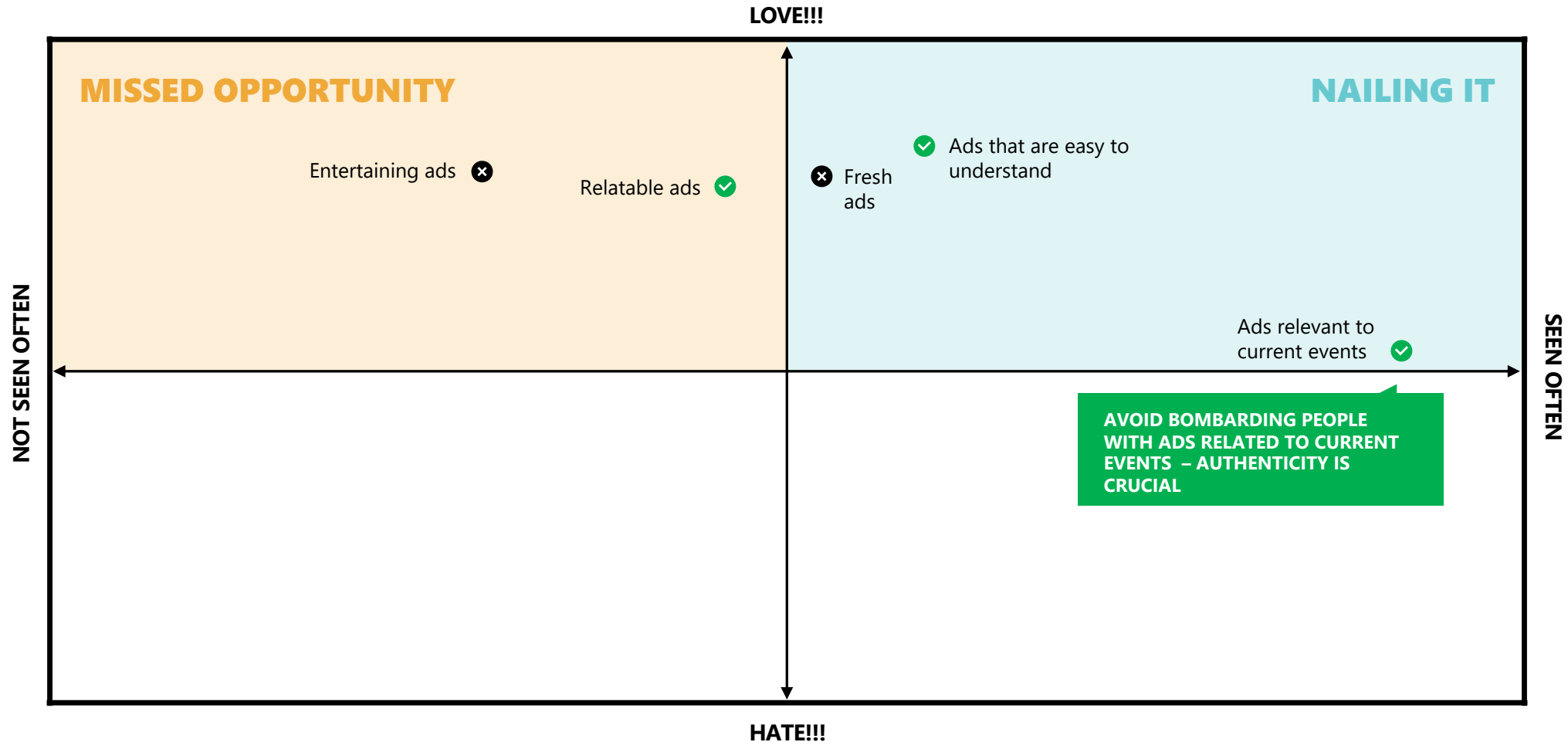
Global advertisers who rely on music to avoid multiple creative iterations should be particularly thoughtful

AD CONTENT DEEP DIVE ✔ Significant Drivers of Ad Sentiment ✘ No Significant Drivers of Ad Sentiment



# ENSURE AUTHENTICITY BEFORE JUMPING IN ON CURRENT EVENTS

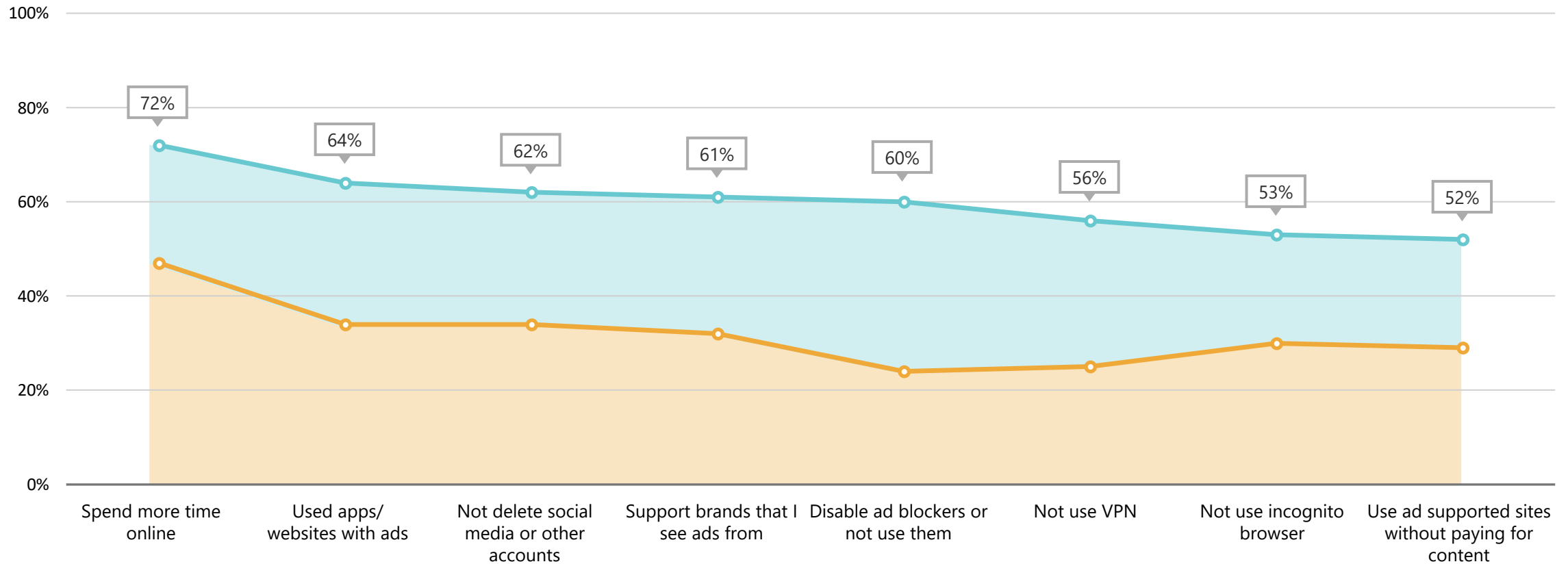
AD CONTENT DEEP DIVE    ✓ Significant Drivers of Ad Sentiment    ✗ No Significant Drivers of Ad Sentiment



# SATISFIED PEOPLE SPEND MORE TIME ONLINE AND EVEN DISABLE THEIR AD BLOCKERS

ACTIONS AND CONSIDERATIONS DUE TO **POSITIVE** AD SENTIMENT

○ Completed 
 ○ Considered 
 ▾ Total Action

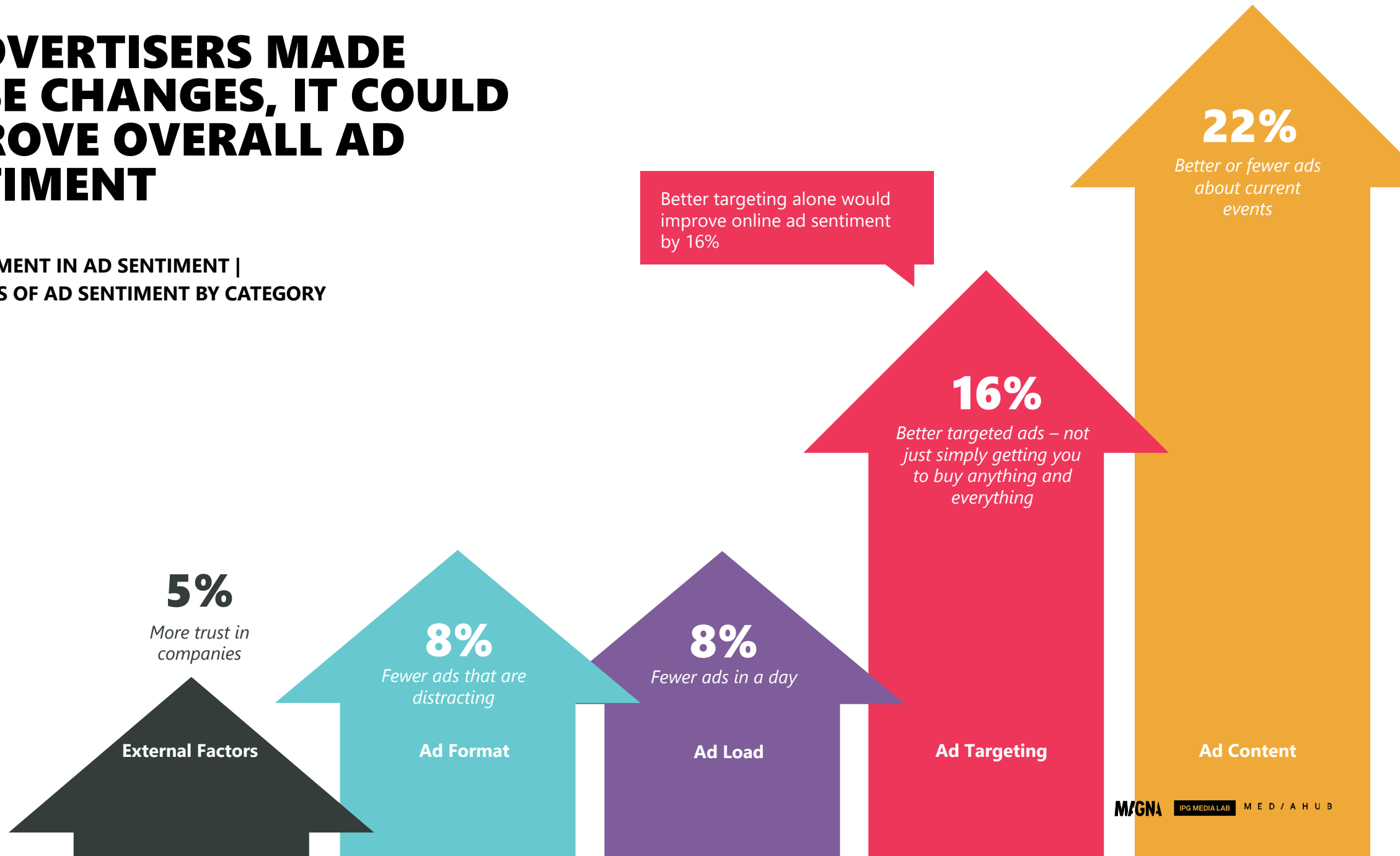


Total n=1,270

14 Q: You indicated that you have positive opinions of online advertising. What changes have you considered or done because of this?

# IF ADVERTISERS MADE THESE CHANGES, IT COULD IMPROVE OVERALL AD SENTIMENT

% IMPROVEMENT IN AD SENTIMENT | TOP DRIVERS OF AD SENTIMENT BY CATEGORY



**FOR FURTHER INFORMATION AND ACCESS TO THE  
FULL REPORT**

**PLEASE CONTACT:**

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