Advertising in Streaming and Social Media

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FACTS and STATS

Our **society** consumes media **every day** through **streaming** and **social media**

- **12 hours** and **8 minutes** **per day** are spent on media (eMarketer, 2018)
- **60%** of Millennials and Gen X + **70%** of Gen Z **subscribe to video streaming** (Cook, 2019)
- **Social Media apps** have the **highest download rate** worldwide (Cook, 2019)
- **Social Media** has climbed by **5 minutes per day per user each year** (Buleen, 2018)

So What?

This **trend** has **impacted** the **advertising industry** + how **consumers** view advertising

- **67%** of **consumers enjoy content without commercials** (Cook, 2019)

Advertising is an **important informative medium** for products, services, events, organizations, etc.

But, **consumers do not like ads.**

SO, **how is the advertising industry implementing new techniques and are they effective?**

What is Native Advertising?

"Native ads blend into the surroundings on platforms where people congregate to consume content."

"They don't look like ads … They look like content."

https://pubnative.net/wp-content/uploads/2017/02/3_Feb_2016.jpg

https://www.digitalmarketer.com/blog/what-is-native-advertising/

How Consumers Feel

1. Consumers **do not trust** native advertising (+50%)

2. Consumers think native ads **discredit** news sites (62%)

3. Consumers feel **deceived** by native ads (48%)

   - perceive ads as articles
   - struggle to identify the ad sponsor (study done by Contently.com ; Joe Lazauskas)

https://contently.com/2015/09/16/the-problems-facing-native-advertising-in-5-charts/

But the Reality is…

- Many companies are switching to digital advertising
- The ads are receiving likes, comments, shares, mentions AND are impacting purchase intent

SO,

- Become familiar with your media platforms
- Take time to recognize whether the post is “sponsored”
- Became advertising literate