



Insight

September 2009

Beware! This month's *Insight* might surprise you. Advertising is good. Yes it is. Not because many of us work in this industry but Nielsen says so. That's right. You and I and a vast majority of consumers say advertising is good for a bunch of reasons. The economy. Competition. Entertainment.

The whole story is below. Thank goodness after all these years, advertising is good!

Stay Positive!

**Ira
Your Virtual Media Director**



IB Up Close

I have done some pretty crazy things but this one must be a top 5. Recently given the opportunity to go to the Taj Mahal of drag racing tracks, ZMax in Concord, NC home of NASCAR I jumped at it! And, did I ever have a a great time. 0-100 (yes 100 miles per hour) in less than 6 seconds! And, I drove. But, then given the chance to ride tandem with a pro we burned rubber, took off and reached 153mph before he shut it down.

What a RUSH!!!



Advertising is Good

Nielsen survey reveals positive consumer feedback

They may not quite be grateful for advertising. But consumers realize it pays the bills for much of the content they enjoy -- and, for that matter, that it helps the economy to function. Those are among the significant findings of a newly released global survey by Nielsen, AdweekMedia's parent company.

Conducted in some 50 markets in March and April, the polling found 67 percent of respondents agreeing (including 14 percent agreeing "strongly") that "Advertising funds low-cost and free content on the Internet, TV, newspapers and other media." Likewise, 81 percent agreed (22 percent strongly) that "Advertising and sponsorship are important to fund sporting events, art exhibitions and cultural events."

More broadly, the survey found 71 percent of global respondents agreeing (13 percent strongly) that "Advertising contributes to growth of the economy." Sixty-eight percent agreed (16 percent strongly) that "Advertising stimulates competition, which leads to better products and lower prices."

The survey's global findings belied the notion that consumers trust advertising in traditional media more than ads in new media -- or vice versa. Brands' Web sites outscored other ad media in the numbers of respondents saying they trust them "completely" (13 percent) or "somewhat" (57 percent). On the other hand, text ads on mobile phones were at the very bottom of the trust rankings, with just 2 percent saying they trust these completely and 22 percent saying they trust them somewhat.

And there was a lackluster rating for "ads served in search-engine results," with 4 percent trusting these completely and 37 percent somewhat. Ratings for old media were closely bunched, with TV getting a typical rating for these of 8 percent "trust completely" and 53 percent "trust somewhat."

You'd expect the economic turmoil of the past year to have eroded consumer trust in markets and marketing. As such, there's a counterintuitive aspect to the findings that trust in advertising of all sorts of media was higher in the new survey than it was in a similar 2007 sounding. For instance, the proportion of respondents saying they trust brand Web sites at least somewhat rose from 60 percent in 2007 to 70 percent this time around. There was a particularly large gain for "ads before movies" -- from 38 percent then to 52 percent now -- which suggests that objections to such ads are fading as people become more accustomed to them.

Adweek 7/15/09

Welcome to our new readers of IB Media *Insight*. Each month we touch on a current media topic of interest in a short, concise format. You're busy. We get it.

Thanks to all for your thoughts on last month's *Insight* regarding YouTube on steroids.

Have a comment or suggestion on this month's topic or any you'd like covered in the future? Let us know. And, if you've enjoyed this month's edition, pass it on to someone who will appreciate it.

Next month? Coupons You Don't Clip? Sent to Your Cellphone?

We're IB Media, Your Virtual Media Director. Always ready to discuss how we may add value to your organization. Thanks again!

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