

Digital Advertising - Canada - 2022

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This report looks at the following areas:

- The impact of COVID-19 on the digital advertising market.
- How the market for digital advertising will fare post-COVID-19.
- Media consumption, changes in media consumption compared to pre-pandemic, exposure to digital advertising, reaction to digital advertising, sharing personal information with brands and attitudes towards digital advertising.
- The challenges the market faces, market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends in the market.

Digital advertising is an essential component of marketing strategies for large multinationals as well as smaller local brands. In an increasingly digital age, brands cannot afford to not have a digital presence and must supplement that presence with a sound digital marketing strategy. The COVID-19 pandemic drove consumers to increase their digital activity, and consumers have been watching or listening to more content across most mediums compared to pre-pandemic.

Smartphone ads are not viewed in the best light, supported by the fact that most consumers agree pop-up ads are more annoying on a smartphone than on a desktop/laptop computer. Half also think that it is harder to avoid ads on a smartphone than it is on computer.

Due to increased use, about half of all consumers can recall a social media ad within the past three months. The importance of social media in the category is palpable. Half of consumers cited that social media is the best place for new businesses to advertise. A similar share agree that they can discover lots of new brands from social media ads.



“As the COVID-19 pandemic has led to greater digital media consumption, brands must have a robust, comprehensive and efficient digital advertising strategy to succeed in the market. With digital activities on the rise, brands will need to utilize the extensive array of media channels and technology in order to reach their target audience.”

– Andrew Zmijak, Research Analyst, Consumer Behaviour

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Consumers also want more choice of what ads they encounter. Additionally, the best way for brands to alleviate people's concerns over information gathering is to offer guarantees that their information won't be sold to third parties.

The digital ad industry has thrived due to the tracking and attribution capabilities of digital ads, allowing marketers to accurately measure their performance in the online space. The movement toward privacy, control and a cookieless future could put unprepared marketers at a disadvantage.

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- Consumer survey data
- Mintel Trend Drivers
- Consumer qualitative research
- Abbreviations

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