

Digital Advertising: Incl Impact of COVID-19 - Canada - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on the digital advertising industry.
- How the digital advertising market will fare post-COVID-19.
- Explores digital ad exposure, attitudes toward TV commercials, online ad behaviours, digital ad success and attitudes towards advertising.
- Examines the challenges the digital advertising market faces, explores market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends this market is experiencing.

As consumers have expanded their digital activities, marketers have also broadened the ways they connect with consumers while they are online. From desktop-based web browser ads to social media news feed videos, brands have more avenues to reach consumers digitally than ever before. Marketers have to advertise where the audience is, and COVID-19 has only accelerated consumer reliance on digital devices and solutions.

Consumers are most commonly exposed to social media and video streaming ads, however, many get annoyed at brands when they see their ads repeatedly. When it comes to ads that consumers see on TV, whether through cable or satellite, half cite that they enjoy watching funny commercials. Furthermore, over half of consumers agree that advertisements are a necessary part of the internet and realize that ads come at the cost of free content. Consumer sentiment also points to a positive response to actions taken by brands in addressing the effects of COVID-19 on Canadians. Consumers also cited that they are more likely to do business with brands that helped people during the current COVID-19 pandemic and, similarly, half stated that they like companies that use ads to show how they are helping consumers during COVID-19.



“The COVID-19 pandemic has put significant pressure on businesses and this has resulted in a stricter approach to spending, undoubtedly affecting ad spend. As consumers spend ample time performing online activities that have been replaced by those done in-person, an emphasis on digital advertising is critical for businesses of all sizes.”

– Andrew Zmijak, Research Analyst, Consumer Behaviour

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