

Advertising through Consumers' Eyes

National Survey Results based on
Profiles by Focus Bari | YouGov



YouGov Profiles Basic Specs

- ✓ Online Quantitative Survey (CAWI)
- ✓ Through YouGov panel
- ✓ Population : Men & Women, 18-64 years (NSSG estimate 6.495.473 people)
- ✓ Sample : 7.862 individuals
- ✓ Fieldwork : continuous, data reported May, 2022
- ✓ Focus Bari is the Affiliate Partner of YouGov in Greece
(<https://www.focusbari.gr/yougov/συνεργασία-με-yougov>)

The YouGov Profiles Survey by Focus Bari

The international Survey YouGov Profiles has been launched in Greece by Focus Bari in September 2021. Profiles runs continuously throughout the year, covering a vast range of Greeks' habits, attitudes, opinions, mentality and behavior regarding an extended variety of product categories and markets. Comprising a unique source of consumer insights, Profiles becomes a leading consumer understanding and targeting mechanism.

The present report relates to Greeks' attitudes regarding advertising, a traditionally top priority category among the Greek population.

Engagement &
Attention



We cover:

Personalization &
Identification

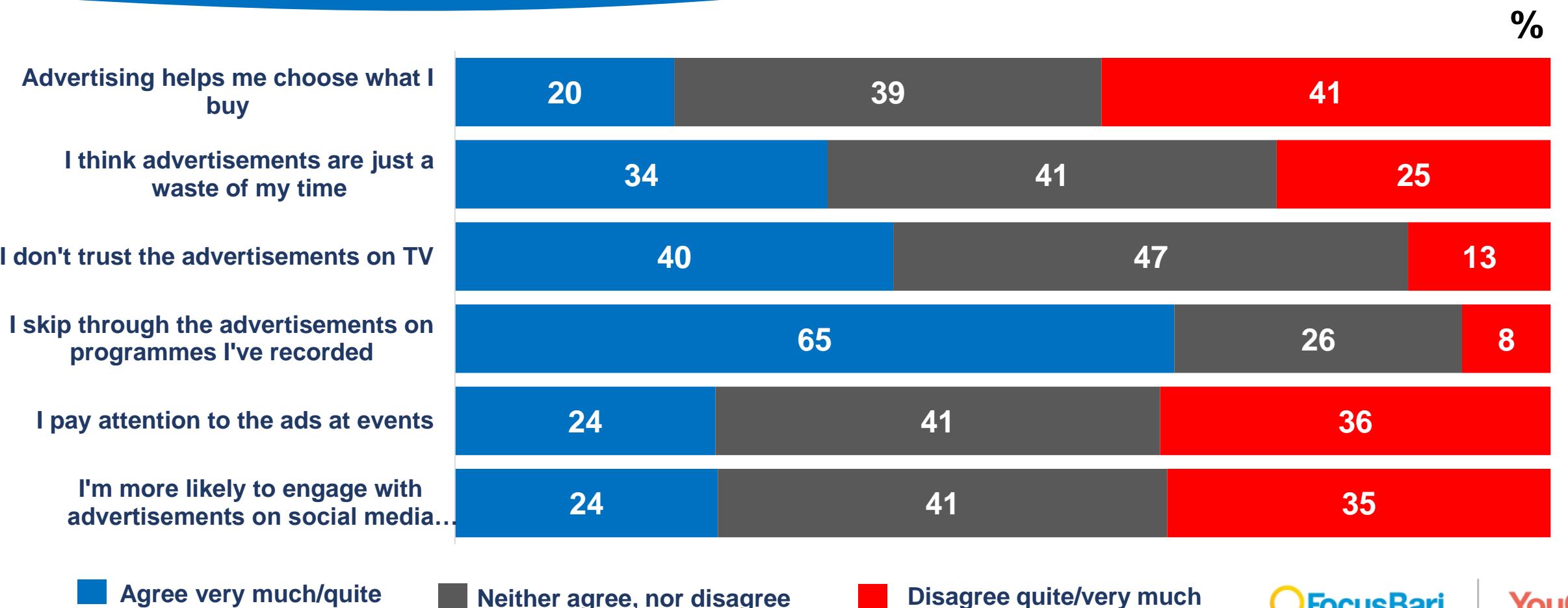


Preferences &
Desires



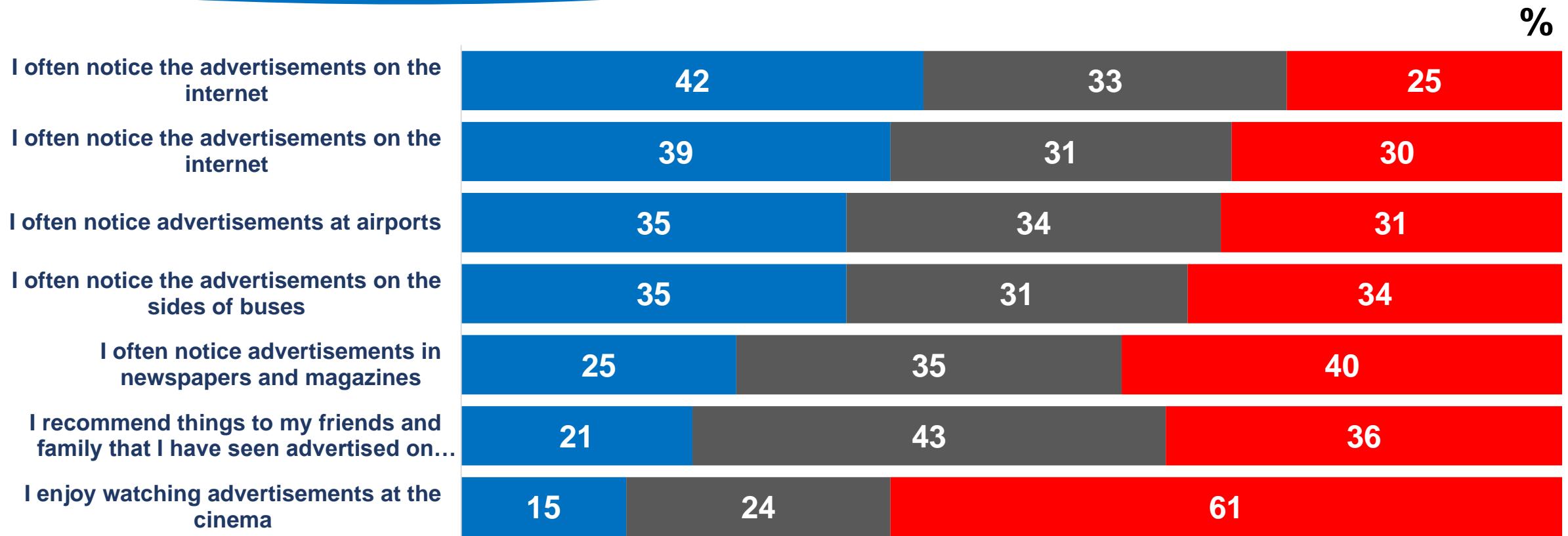
Engagement & Attention

% who agree / disagree with each statement



Engagement & Attention

% who agree / disagree with each statement



■ Agree very much/quite

■ Neither agree, nor disagree

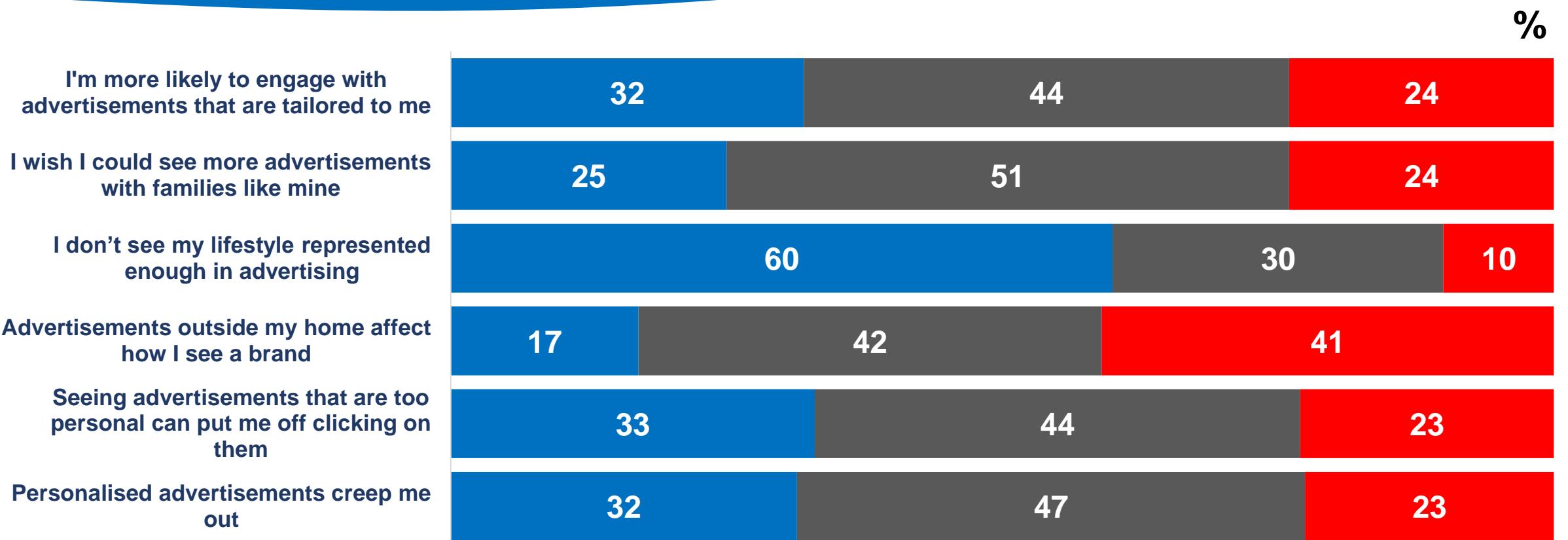
■ Disagree quite/very much

#1. Takeaway

- ✓ As expected, people say they are rather not influenced by advertisements
- ✓ TV advertisements seem to have a negative image, though it still is a dominant Medium
- ✓ Considering the rest of the Media, it seems that internet ads—especially those in the social networks—catch consumers' attention, followed by outdoor—bus stops, airports, vehicles, while...
- ✓ Print ads score lower in ad attention, followed by cinema ads
- ✓ Interestingly, a considerable proportion of consumers pay attention to ads at events
- ✓ Of course, the degree of attention paid to an ad is a multi-factor variable, related to the creative, the message, the relevance to consumers at the specific point in time.

Personalization & Identification

% who agree / disagree with each statement



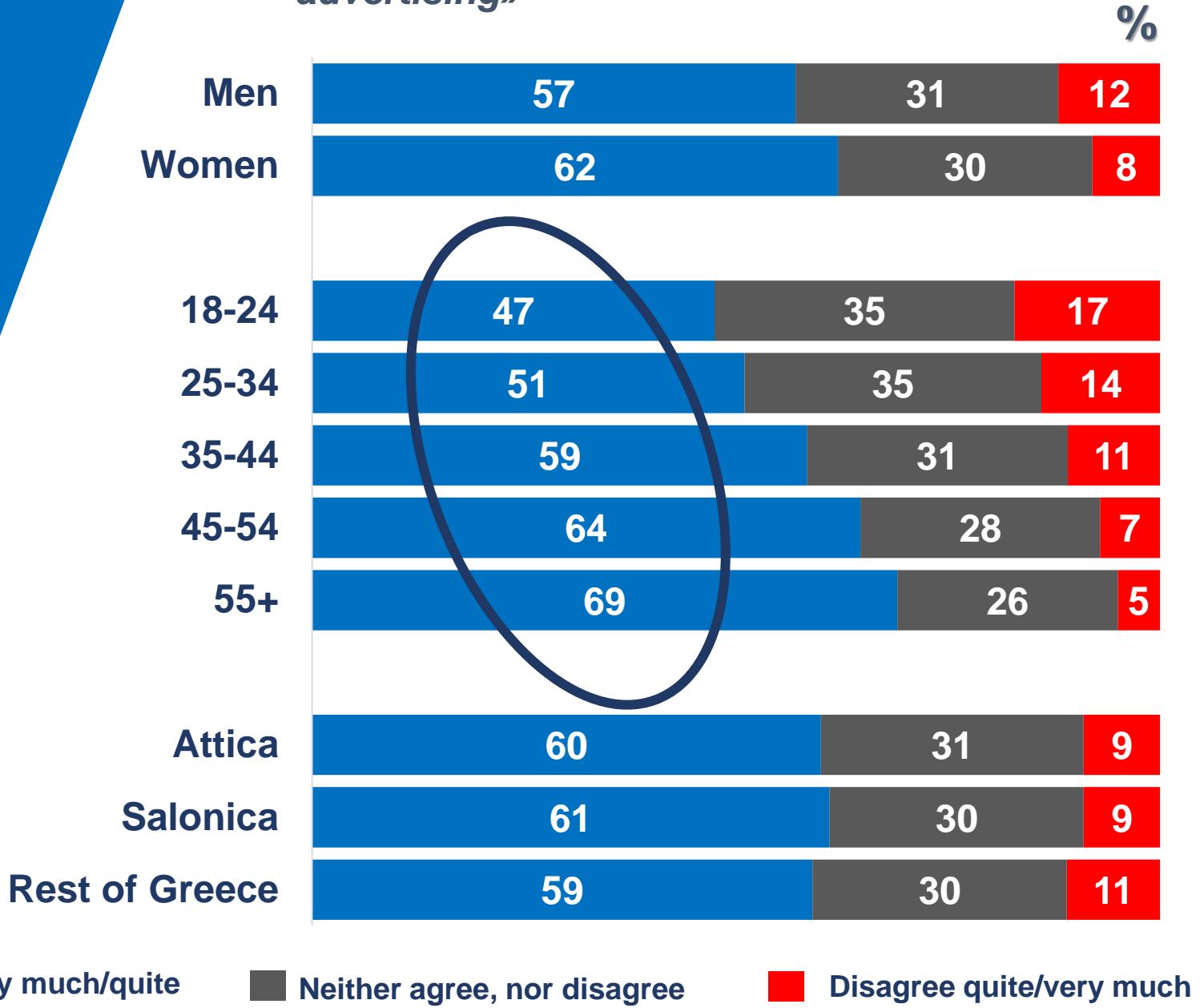
■ Agree very much/quite

■ Neither agree, nor disagree

■ Disagree quite/very much

Regarding demographics, the only worth noting difference relates to “identification” with one’s lifestyle, with the older adults feeling quite “left out” by advertising

«I don't see my lifestyle represented enough in advertising»

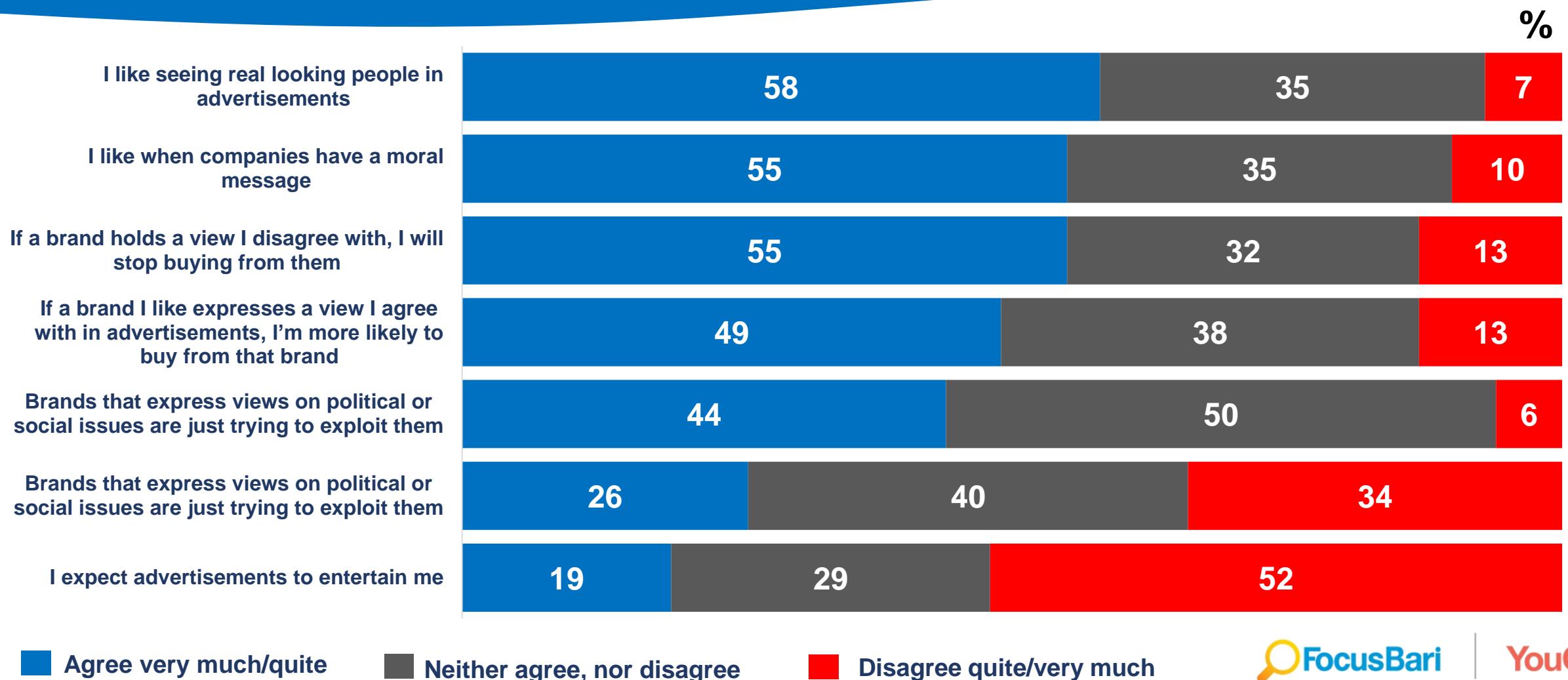


#2. Takeaway

- ✓ The majority of consumers feel that advertising does not represent their own lifestyle
- ✓ This is the only finding that presents worth noting differences between age groups, with older ages tending to agree with this statement to a much higher extent than the young
- ✓ For sure, consumers have always liked to identify themselves with the “heroes” participating in advertisements
- ✓ As far as personalized advertisements are concerned, it seems that consumers are “divided”
- ✓ A considerable proportion prefer advertisements to be tailor-made to their interests, while...
- ✓ A similar proportion feel reluctant, hesitant, even creeped out when advertising becomes too personalized

Preferences & Desires

% who agree / disagree with each statement



#3. Takeaway

- ✓ The majority of consumers prefer to see real looking people in advertisements, obviously because they can better relate or identify
- ✓ Also, because they seem to prefer a lifestyle projected by advertisements that is closer to theirs
- ✓ Consumers honor the brands that keep moral values, although a considerable proportion...
- ✓ Tend to believe that when brands deal with political or social issues, they do so because they want to exploit them
- ✓ Alignment of a brand's views with those of consumers seems to have quite a strong effect on its sales, either positive or negative.
- ✓ Finally, celebrities in advertisements do not seem to be favored by a large proportion of consumers, while...
- ✓ Only a limited part expect advertisements to entertain them (as it did in the past)

The Survey YouGov Profiles by Focus Bari

For more information about YouGov Profiles Survey in Greece by Focus Bari,
please contact:

Anna Karadimitriou anna@focus.gr
Antigoni Dimopoulou antigoni@focus.gr

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Thank you!



May 2022