



# Advertising through Consumers' Eyes

An Original Survey  
Initiated by



Xenia Kourtoglou, MSc.  
Founder



# Content



✓ **The Digital Evolution**



✓ **The Current Role & Status  
of Advertising**



✓ **Digital Ads : **The Next Day****



- ✓ **Online Quantitative (CAWI)**
- ✓ **Via YouGov panel (35.000+)**



- ✓ **Population: 16-64, National**
- ✓ **Sample: 800 individuals**
- ✓ **Fieldwork : 5 - 7/12/2022**



# Accrossmedia Survey

## Basic Specs

# More Sources...



Since 1995



YouGov® Profiles

Since 2021



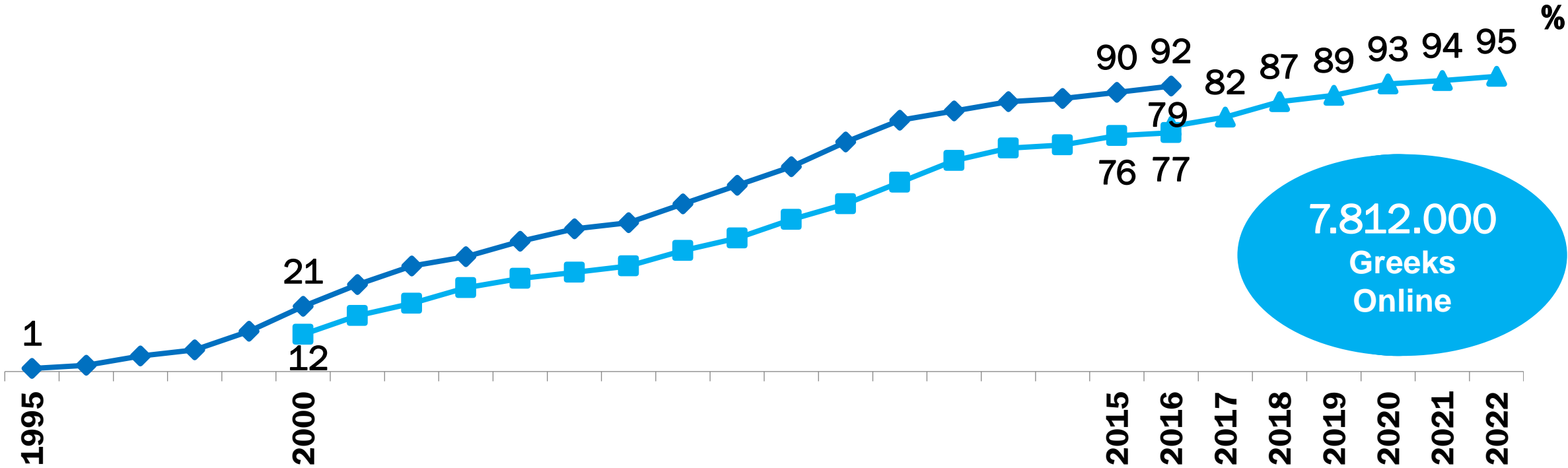
Regular National Surveys (20+/year)



# The Digital Evolution



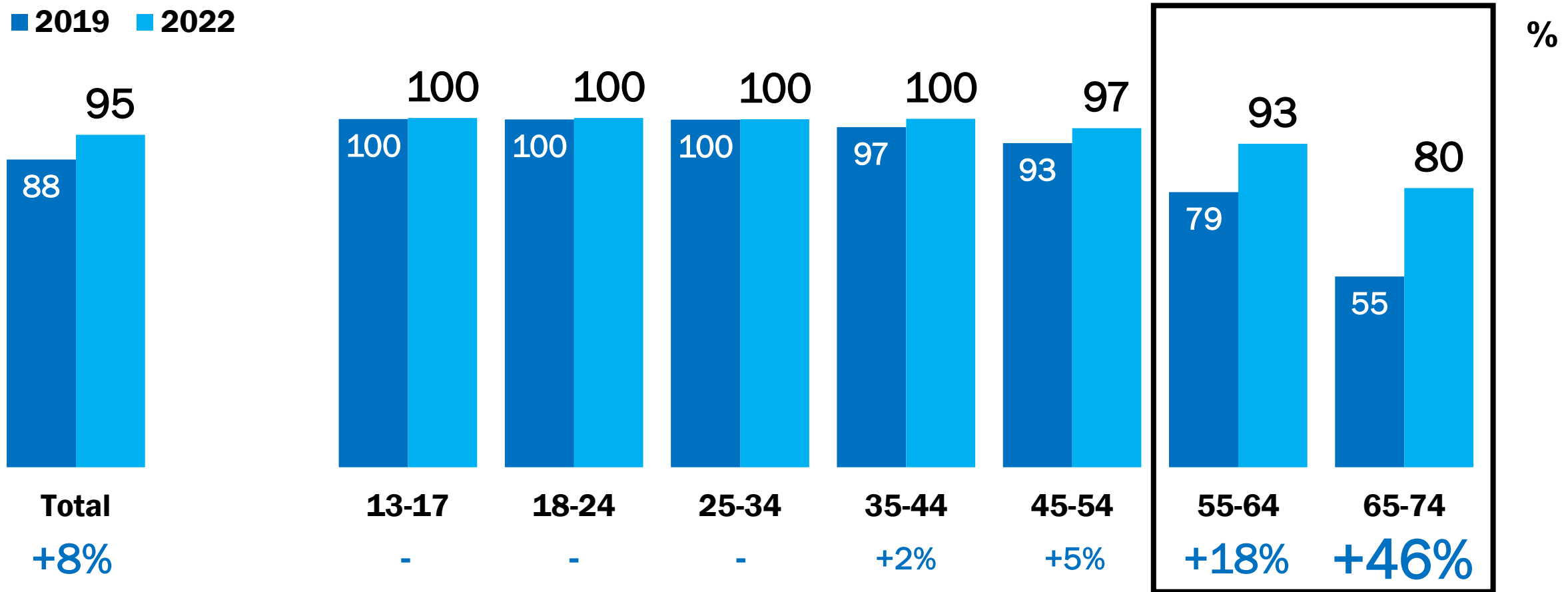
# The “Digital” Evolution in Greece





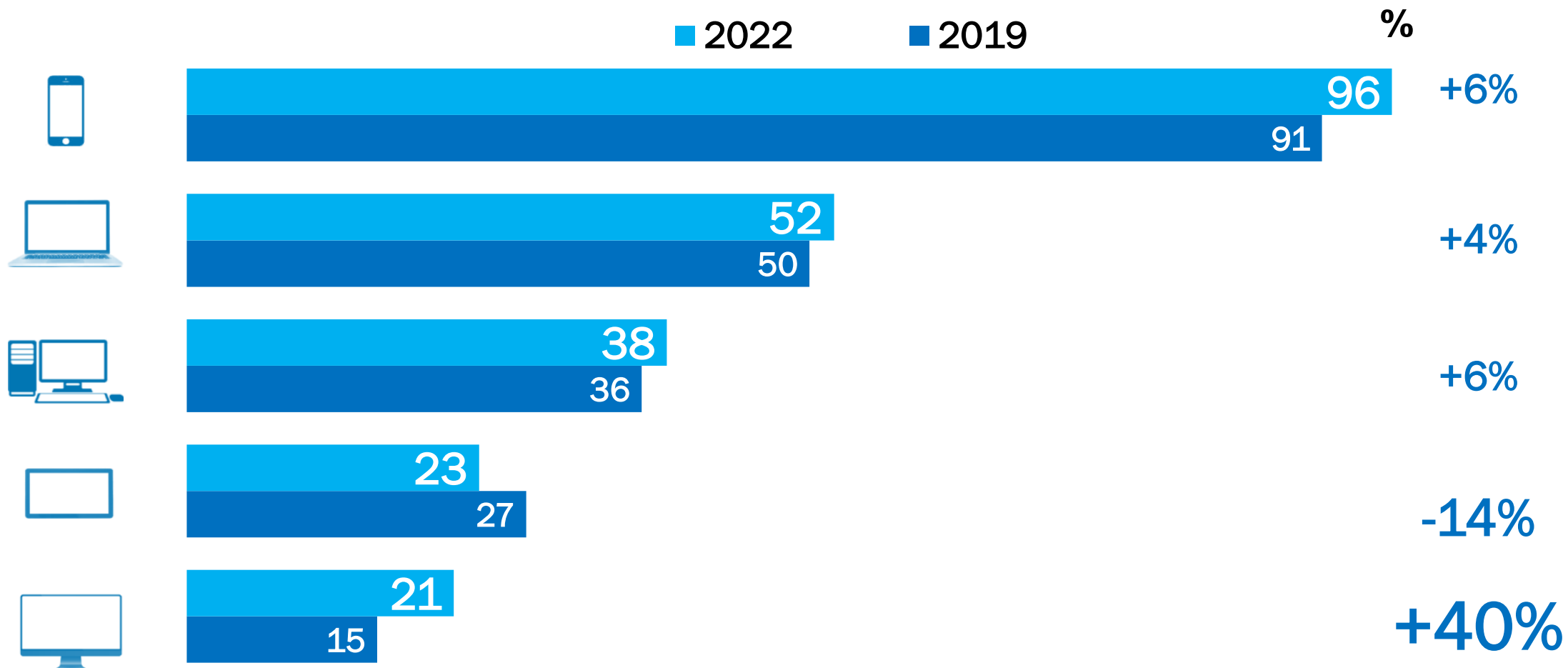
# ...including mature adults!

■ 2019 ■ 2022





# Smartphone is King !





# ***“Everything in the palm of my hand!”***



**Social (87%)**



**Email (77%)**



**Online shopping (76%)**



**Access to Information (74%)**



**Communication (73%)**



**E-banking (66%)**

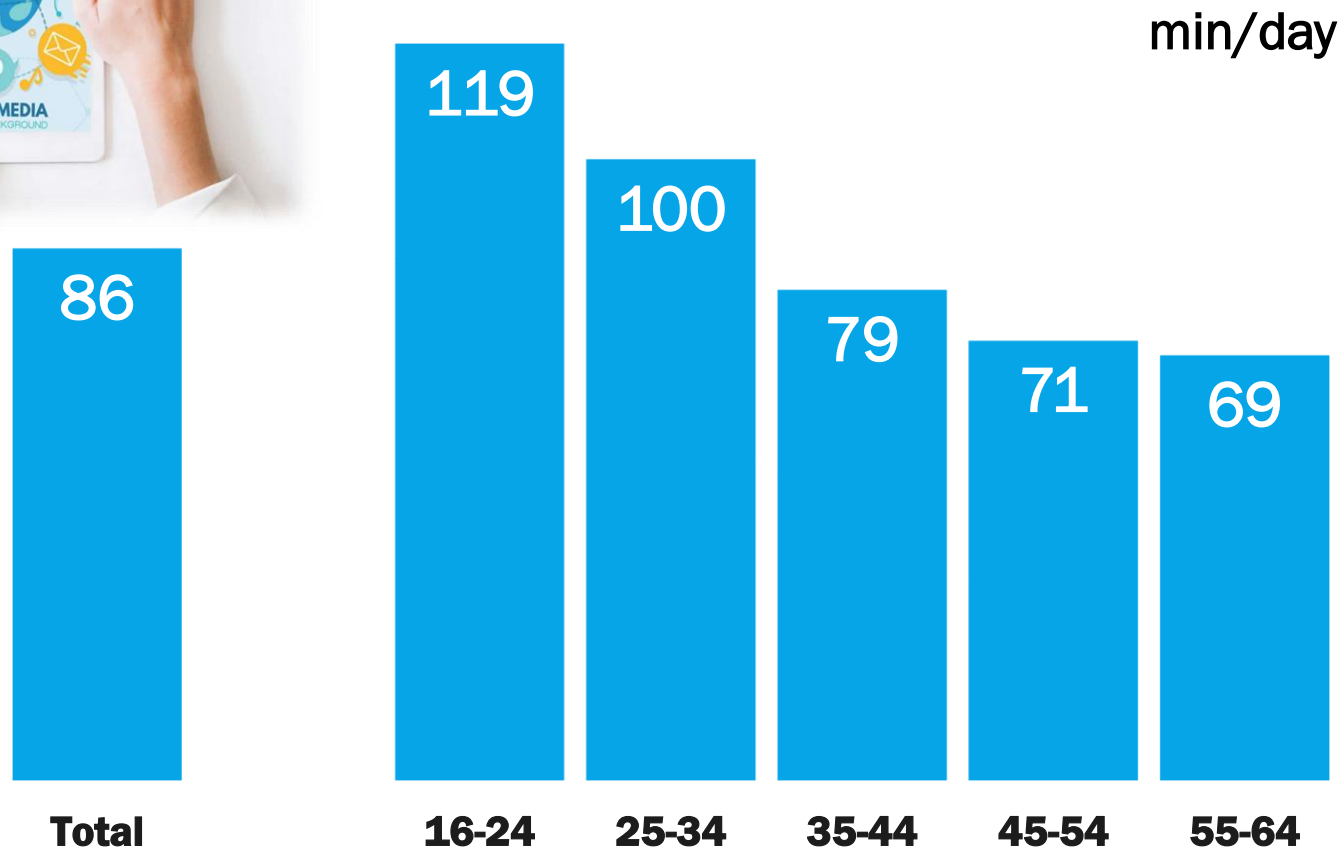


**Public Sector (51%)**

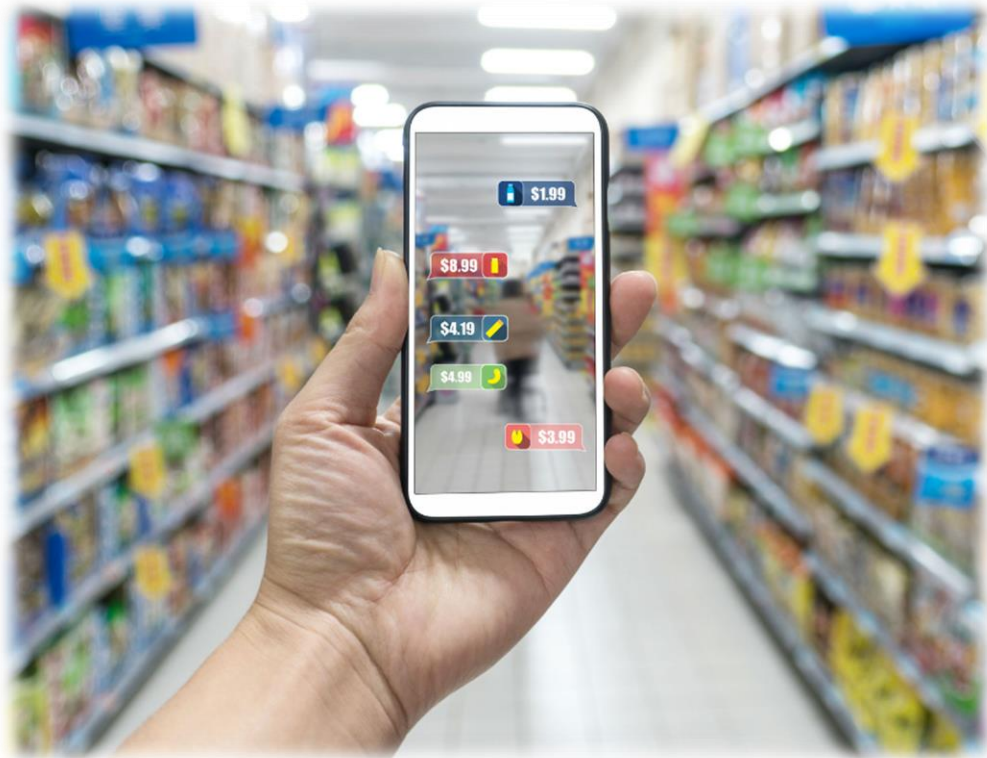


**Music (47%)**

**With  
conscious  
time spent  
on social  
1,5 hours /  
day**



# Consumers “navigate” through physical & digital, expecting a “seamless” experience



95%

Physical  
Stores  
Shopping

7,5/27  
categories

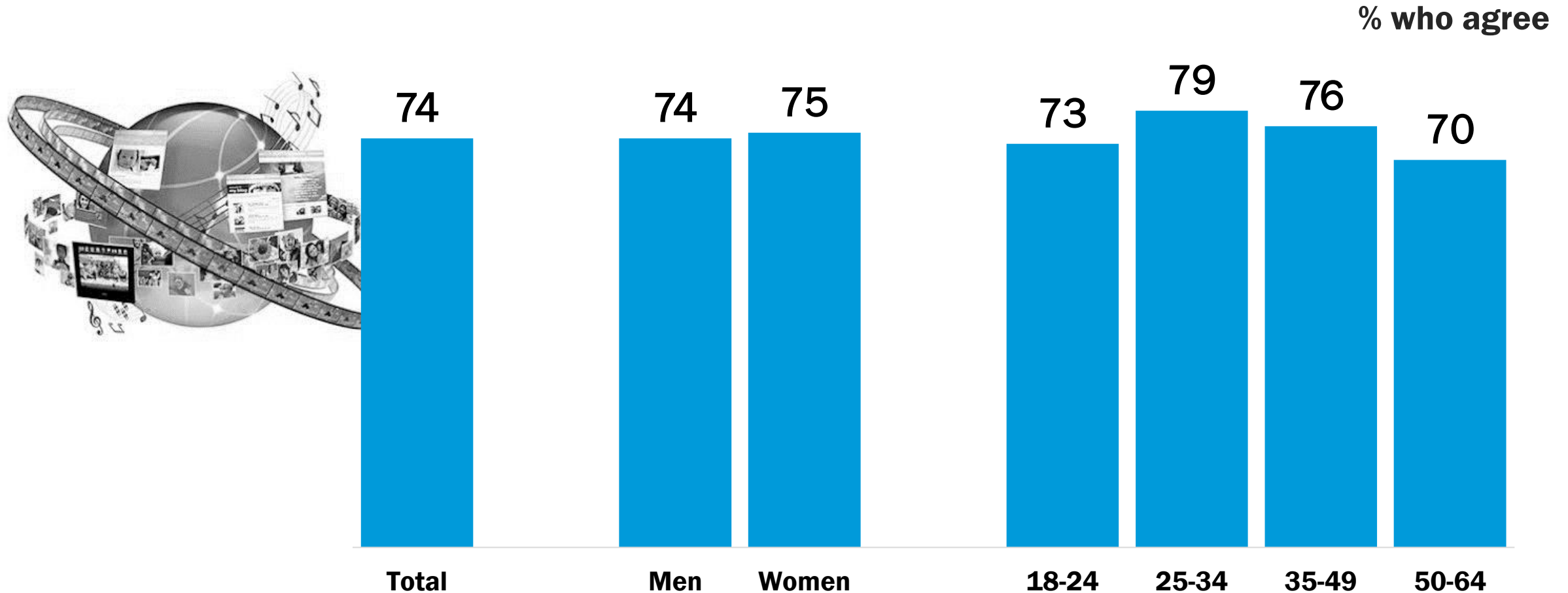
78%

Online  
Shopping

6,0/27  
categories

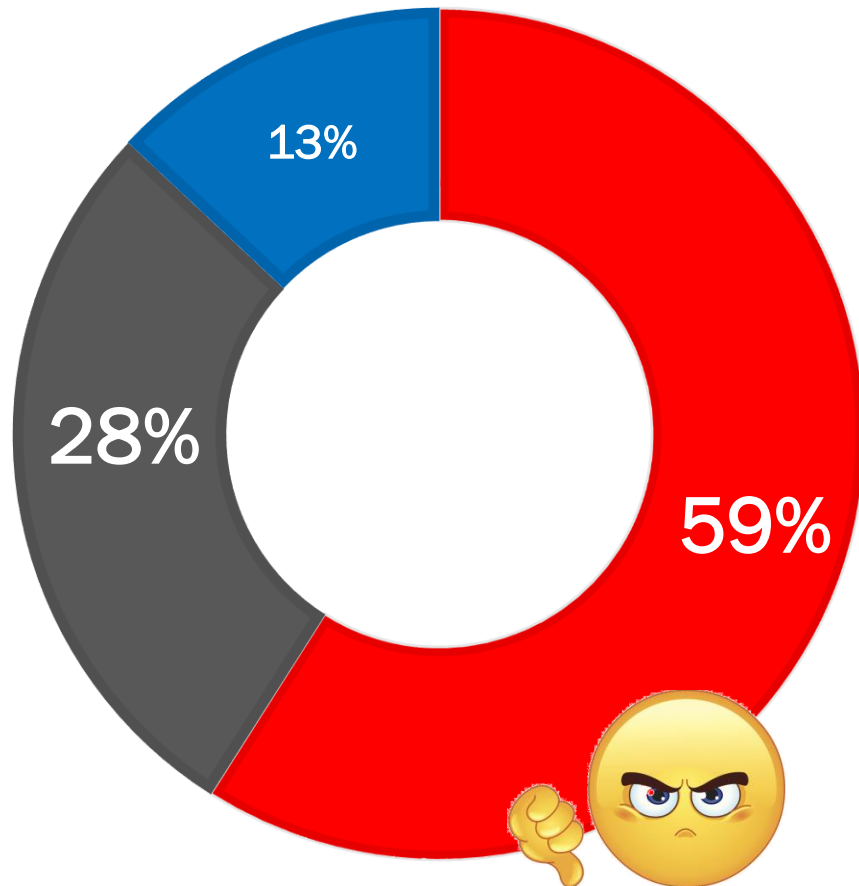
As far as the “media side” is concerned...

# “Internet is my main source of information/news”

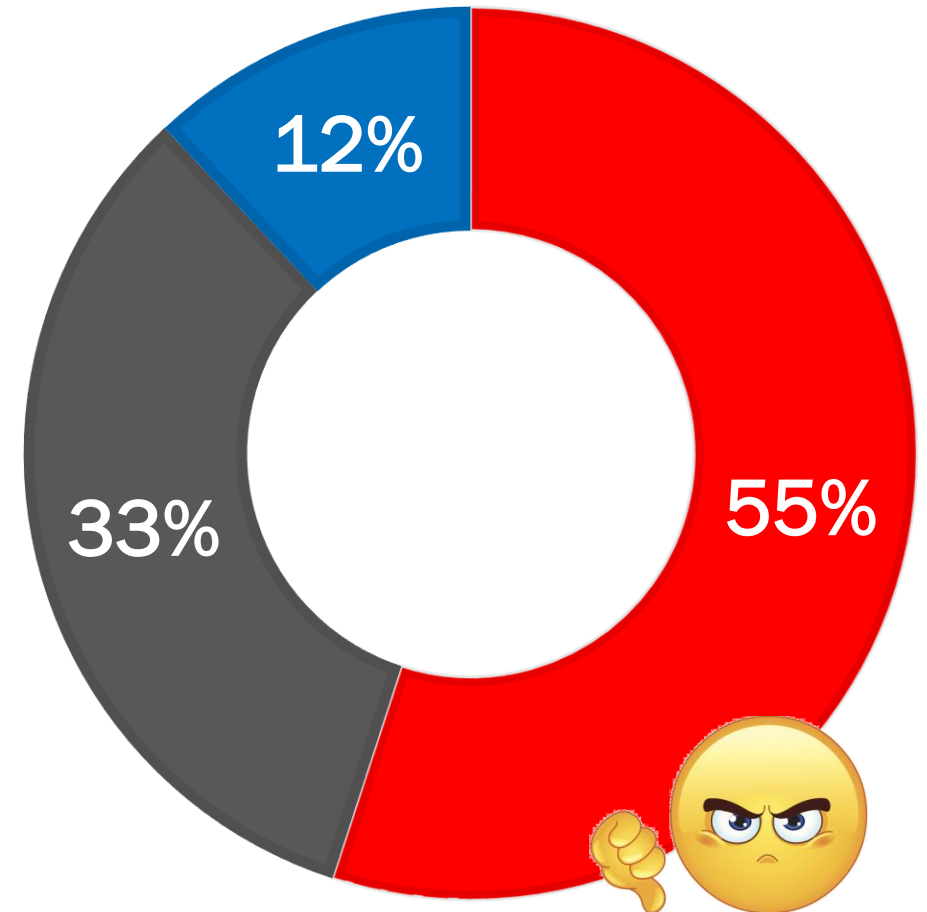


# Intention to pay for content online

*"I would pay for access to newspaper content online"*



*"I would pay for access to magazine content online"*



■ Definitely/ tend to disagree

■ Neither agree nor disagree

■ Definitely/tend to agree

# Takeaway #1

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- ✓ All Greeks are online with varying levels of tech savviness (segmentation is key)
- ✓ Digital technology is interwoven multi-functionally in people's daily life,...
- ✓ Creating a consumer who is demanding & impatient, and who...
- ✓ Dynamically expects a continuously improving life!

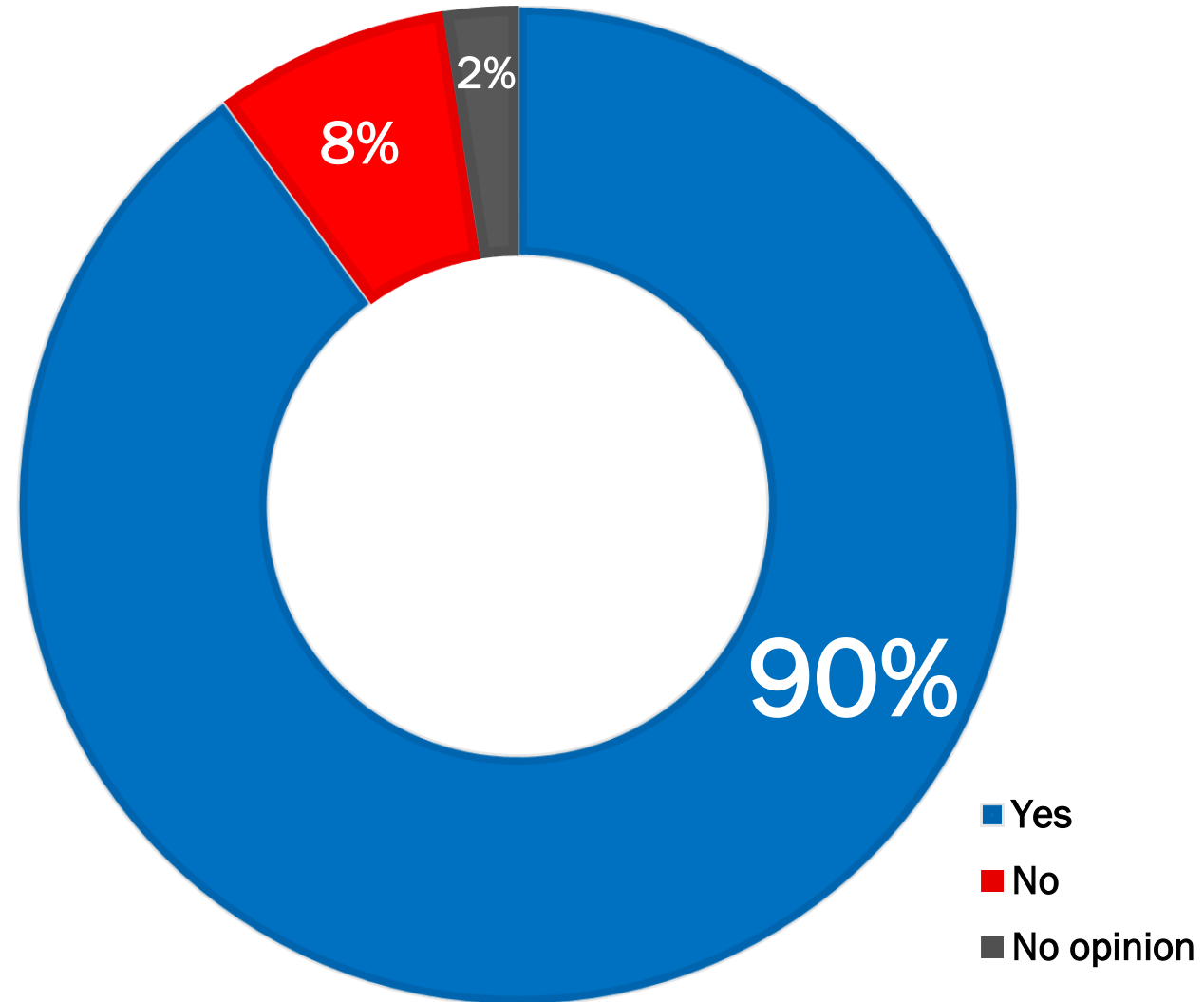




# The Role of Advertising

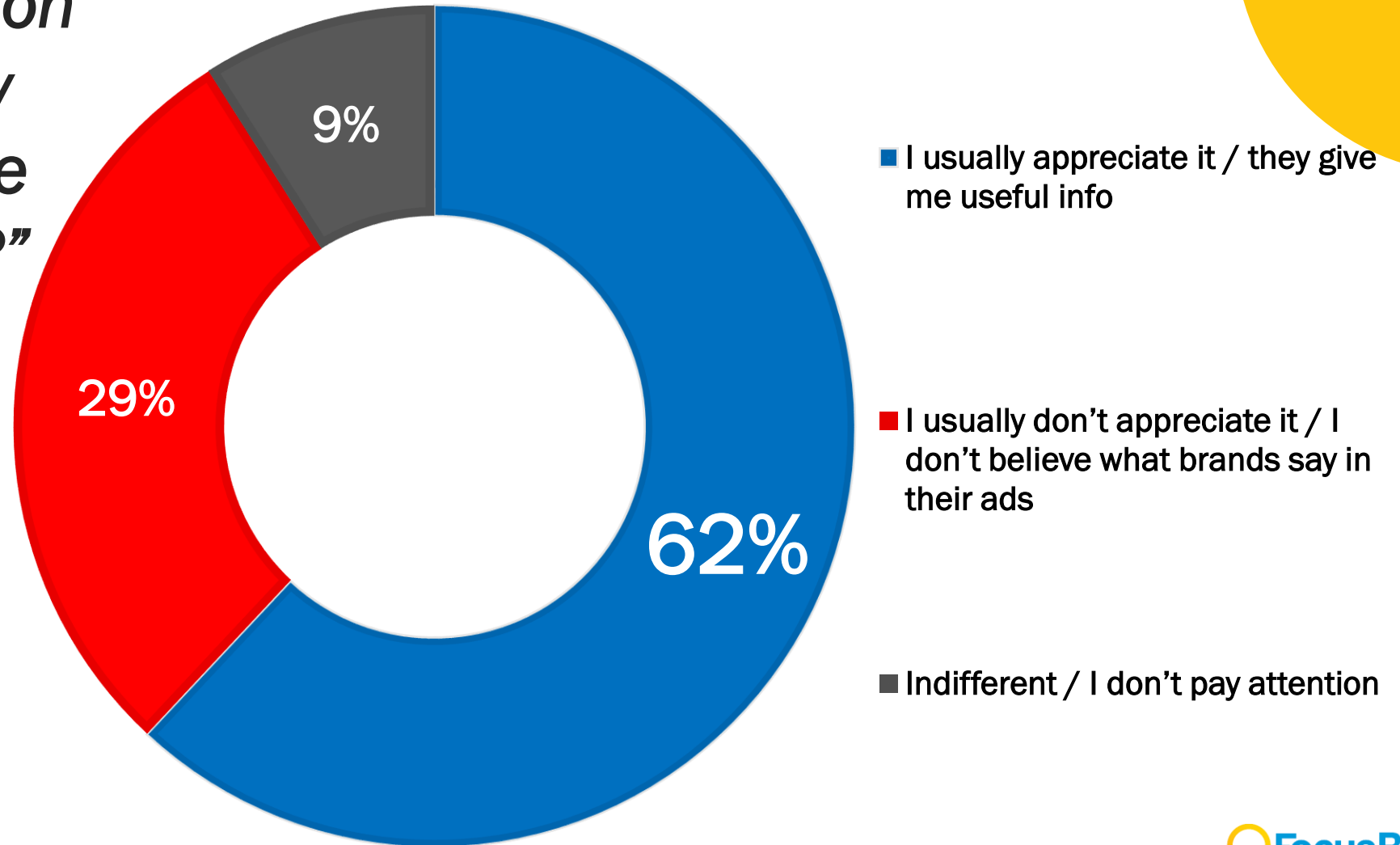
# How do consumers actually feel about ads?

*“Do you believe that advertisements are necessary in your life? Are they any useful?”*



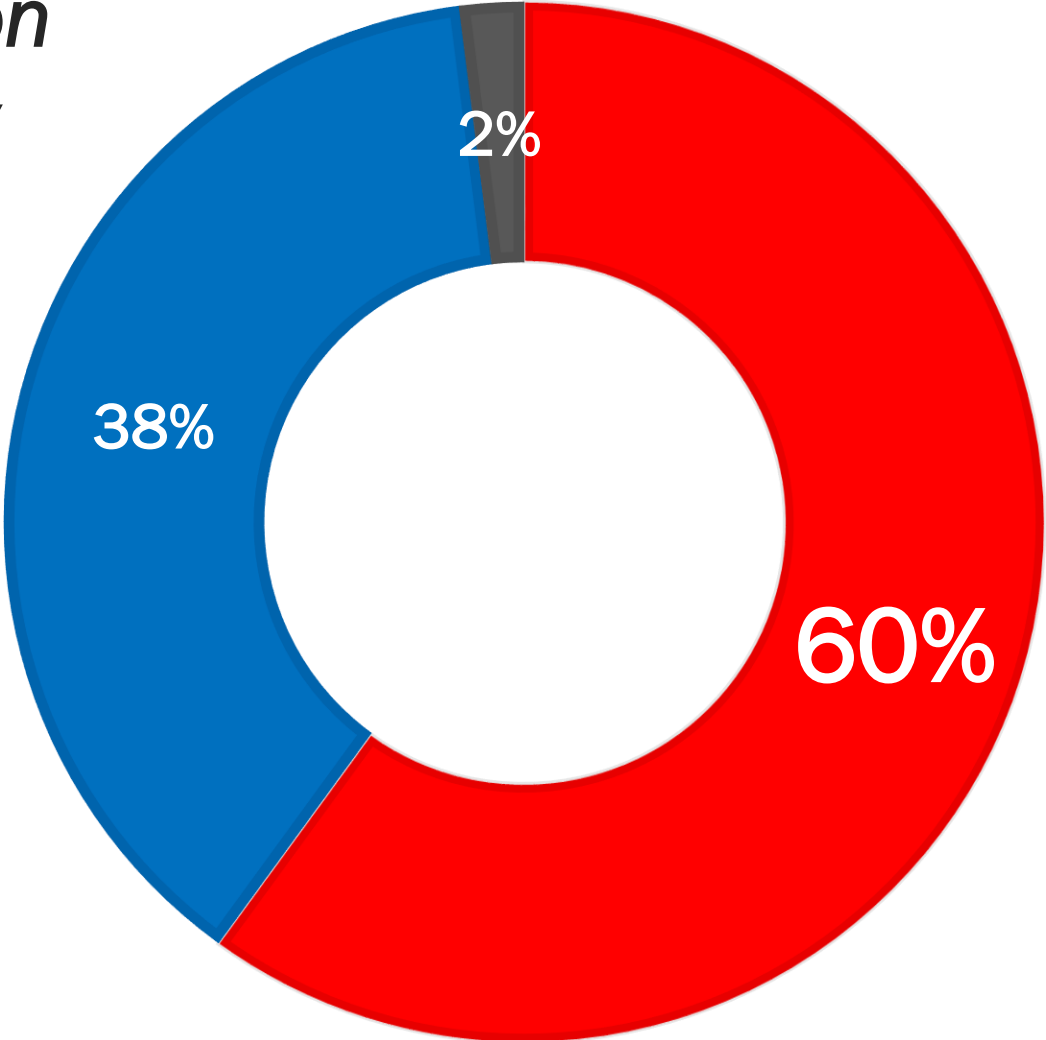
# How do consumers perceive ad quality?

*“What is your opinion about the quality of the ads you are daily exposed to?”*



# And how do consumers perceive ad quantity?

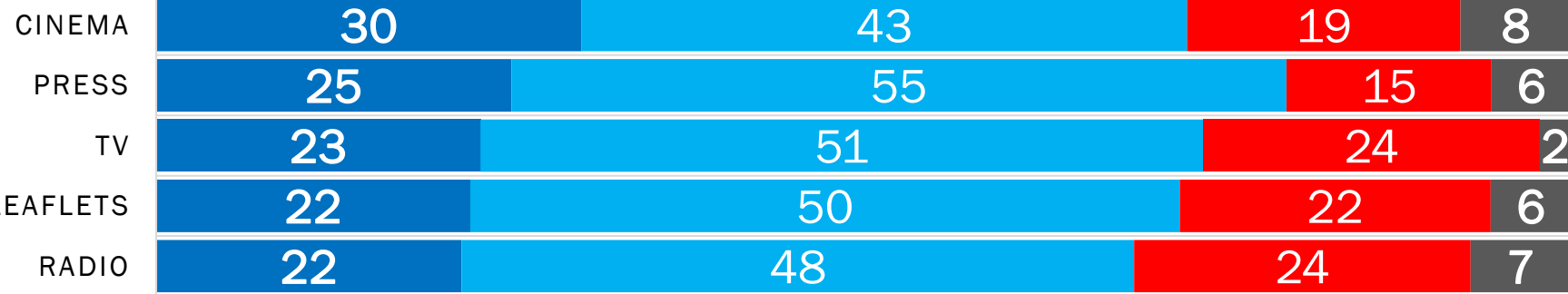
*“What is your opinion about the quantity of the ads you are daily exposed to?”*



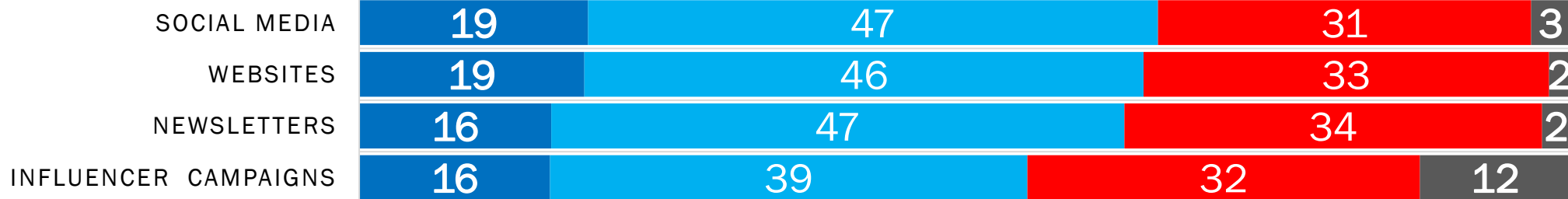
- Are many more than should be/ I feel bombarded
- As many as they should be/ I get informed on what I need to know about products/services
- Are fewer than should be/ I don't feel well informed about products/services that exist

# Media “vehicles” engage consumers differently

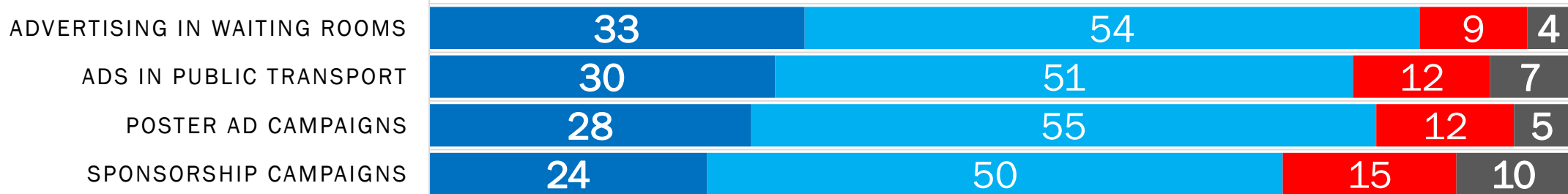
## Traditional Media



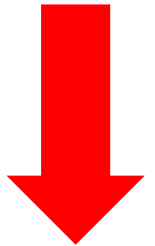
## New Media



## Out-of-home



%



■ They are not annoying/I usually pay attention

■ I usually get annoyed and I go away/pay no attention

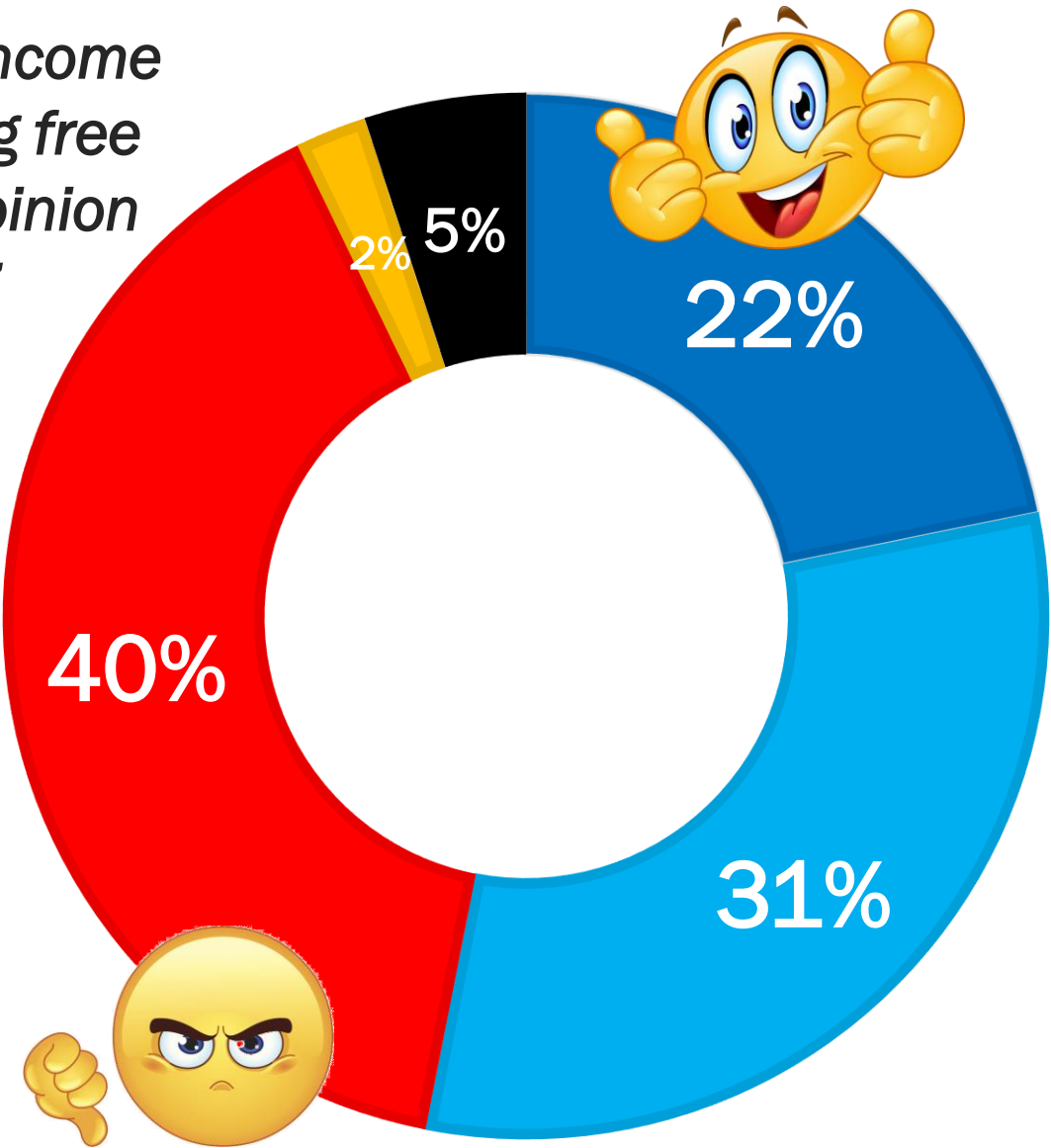
■ I pay attention only if I am interested in the product/brand

■ No opinion



# What about digital ads?

*“Ads comprise the only income source for those offering free content. What is your opinion about digital ads?”*



- They are OK/acceptable
- They are many but necessary/ I accept them
- They are too many/they should be limited
- They are too many/they should be stopped/I prefer to pay for ad free content
- I block them



# Takeaway #2

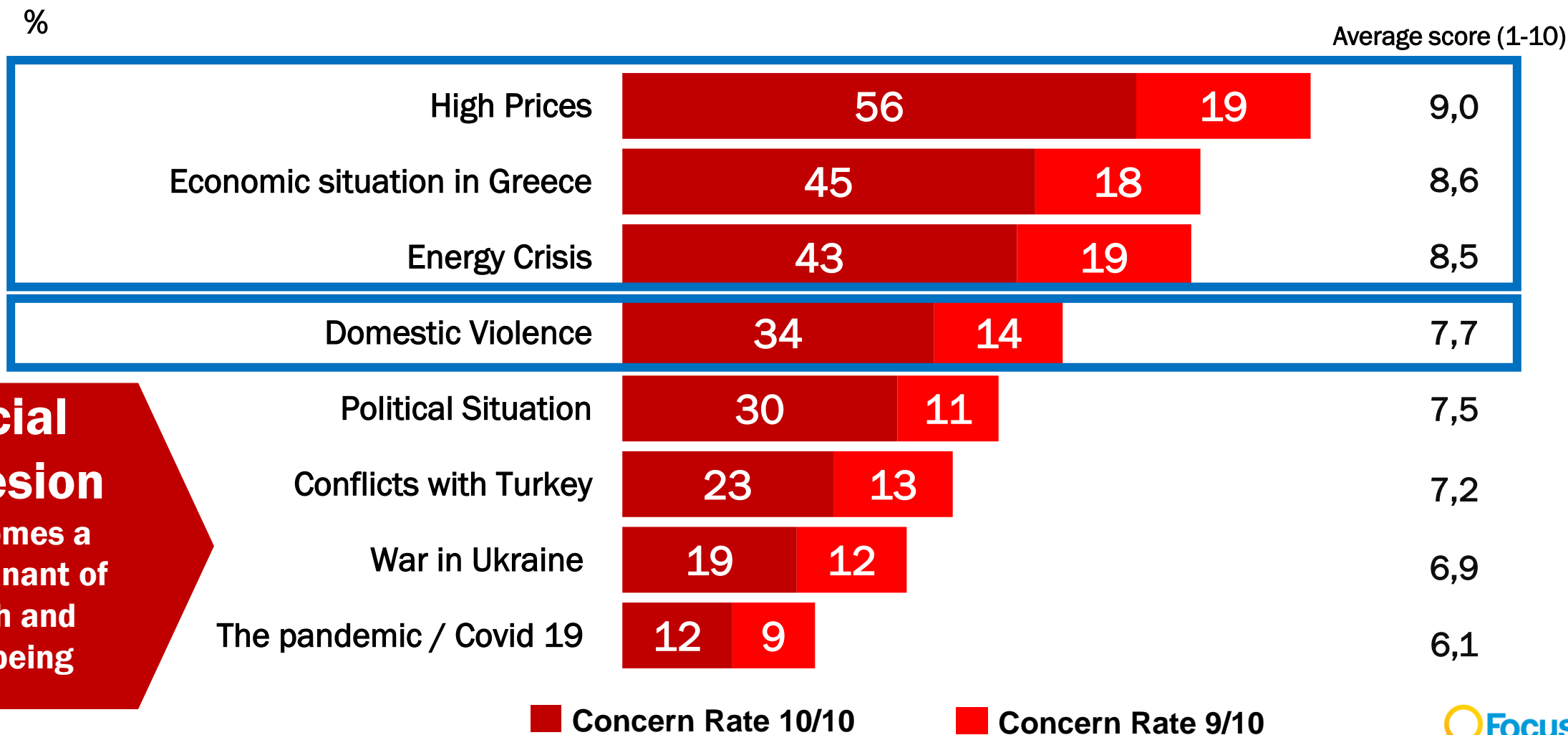
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- ✓ Consumers appreciate ads' usefulness and need advertising in their lives
- ✓ Although ad quality is felt quite good, and...
- ✓ ...while consumers recognize that ads are the sole income source for free content...
- ✓ Ad quantity and clutter form an “overdose” ...
- ✓ Especially in the daily digital environment, because they are annoying, intrusive, even “nerve wracking”!

**At the same time  
Greek society is  
faced with serious  
challenges which  
form a new mindset  
& set of values...**



# Climbing prices, economic situation and energy crisis are the “top 3” concerns of Greeks nowadays



**Social Cohesion**  
...becomes a determinant of health and well-being

# Despite the challenges, one in two Greeks donate for a good cause

49%

Willing to  
volunteer  
**their time**  
for a good  
cause

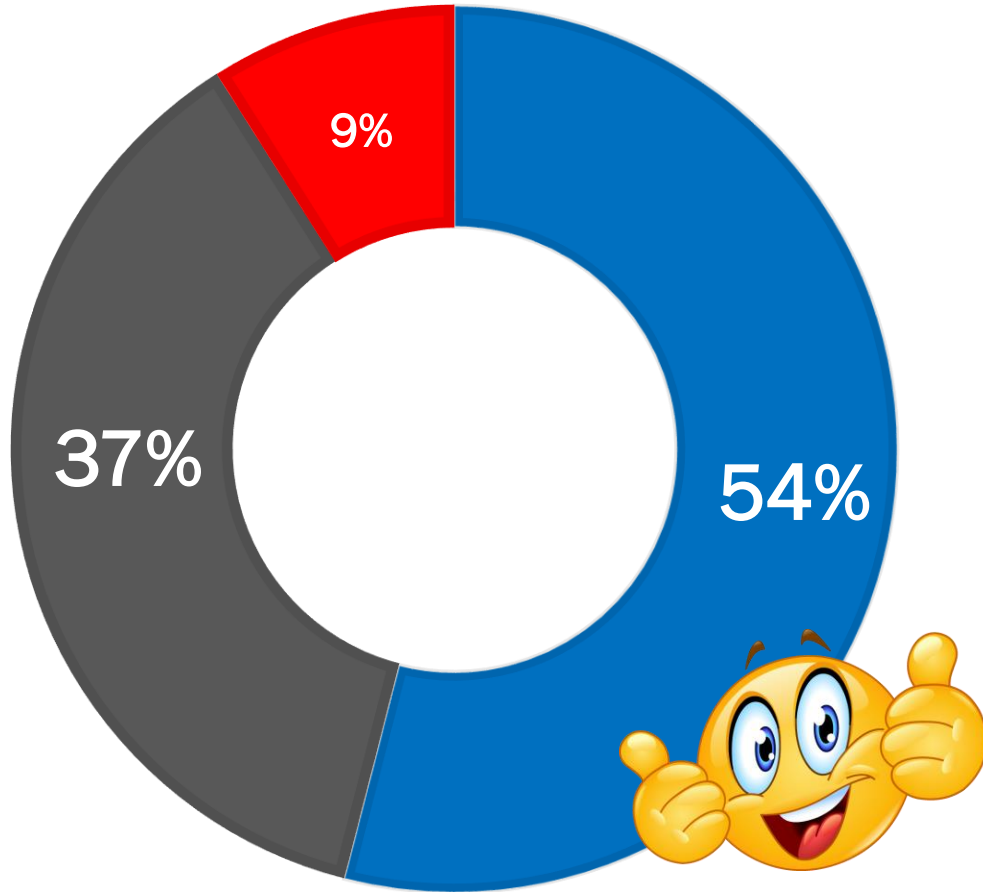
47%

Have  
donated  
money to  
charity in  
the last 3  
months

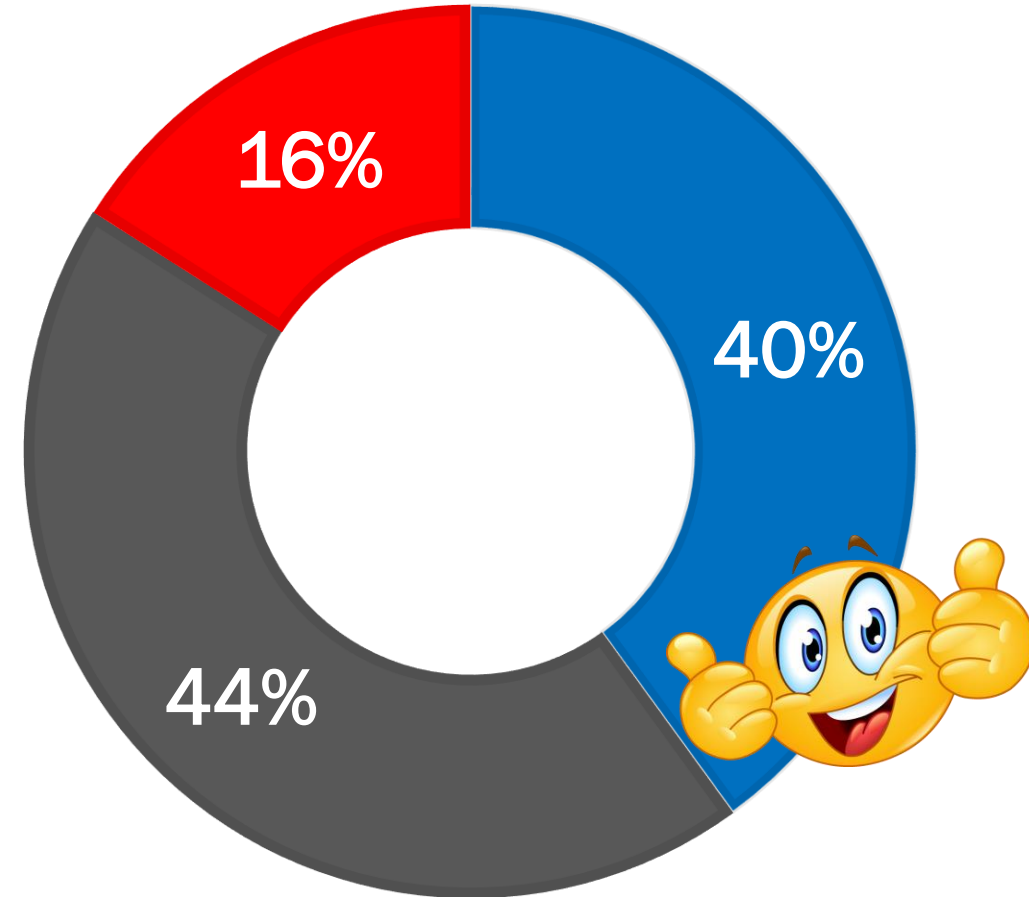


# Consequently, a major proportion of consumers appreciate **socially sensitive** companies & brands

*"I like it when companies have a moral message"*



*"I like brands that are willing to get involved in social issues"*



■ Definitely/ tend to agree

■ Neither agree nor disagree

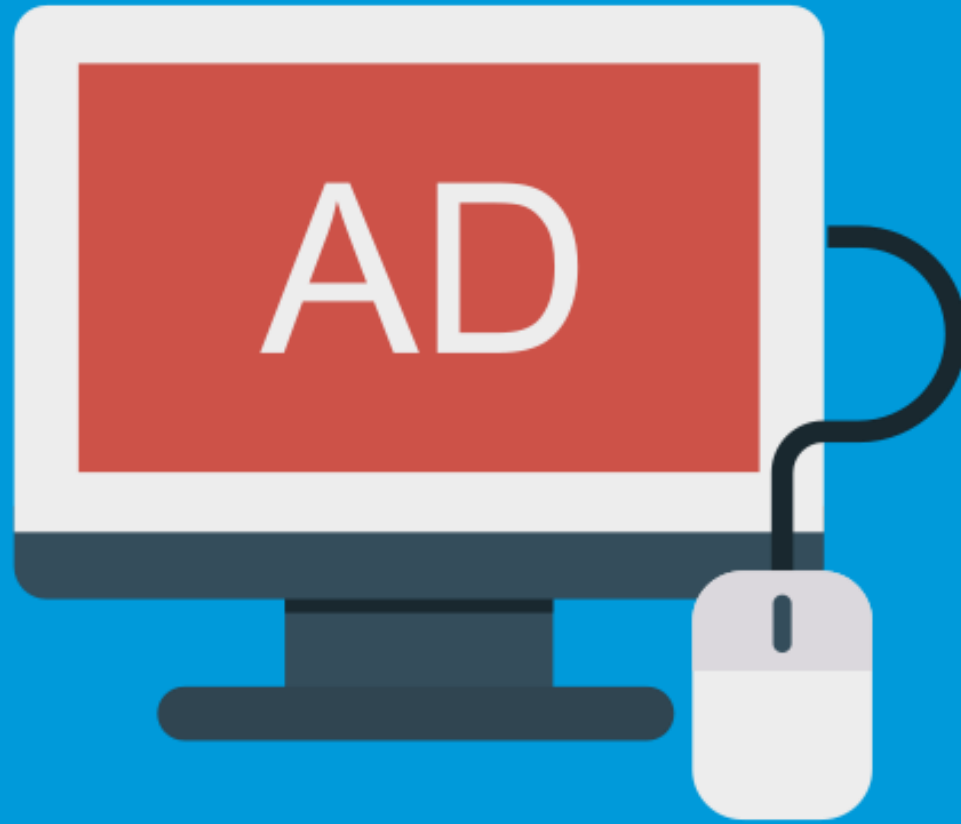
■ Definitely/tend to disagree

# Takeaway #3

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- ✓ Greek society is currently faced with many issues...
- ✓ High prices, economic situation, climate change, but also domestic violence, and more...
- ✓ Following the pandemic, people have reviewed priorities and values, ...
- ✓ Attributing higher importance on social cohesion, while...
- ✓ Expecting and appreciating organizations and brands who are **authentically socially sensitive**





# Digital Advertising the Next Day



# Accrosmedia brings a new era in digital advertising



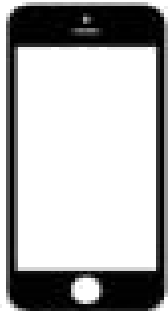
✓ **Respecting the Consumer**



✓ **Premium Ad Formats only**

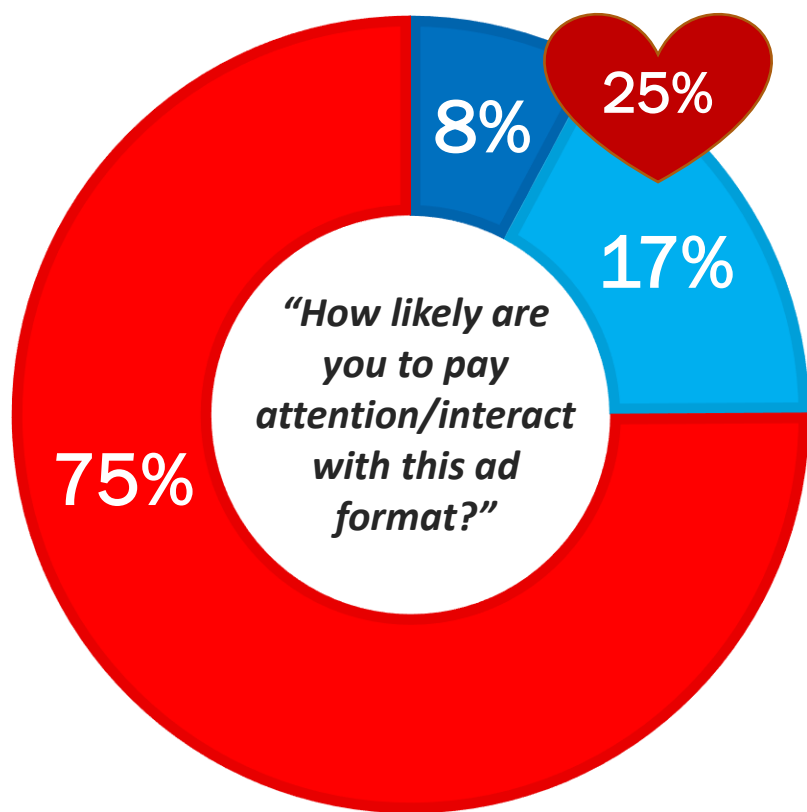


✓ **A socially sensitive philosophy**



# Ad Formats Evaluation : Mobile Standard

## STANDARDS ad Formats (Avg.)



- interaction intent rate 9-10/10
- interaction intent rate 7-8/10
- interaction intent rate 0-6/10

8%

### FULL-SCREEN SCROLLOVER ADS

Η διαφήμιση εμφανίζεται πριν την προβολή του video που ο χρήστης έχει επιλέξει να δει (με τον τελευταίο να μη μπορεί να την προσπεράσει)

8%

### HIGH AD DENSITY

Η διαφήμιση (ένα ή περισσότερα banners) καταλαμβάνει υψηλό ποσοστό της σελίδας (>30%) σε σχέση με το περιεχόμενο

8%

DEVICE: MOBILE

### PRESTITIAL ADS

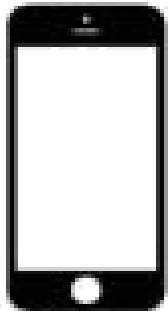
Η διαφήμιση εμφανίζεται απροειδοποίητα, καλύπτοντας συνήθως όλη την οθόνη, προτού ο χρήστης προλάβει να πλοηγηθεί στο περιεχόμενο της σελίδας

7%

DEVICE: MOBILE

### POP-UP ADS

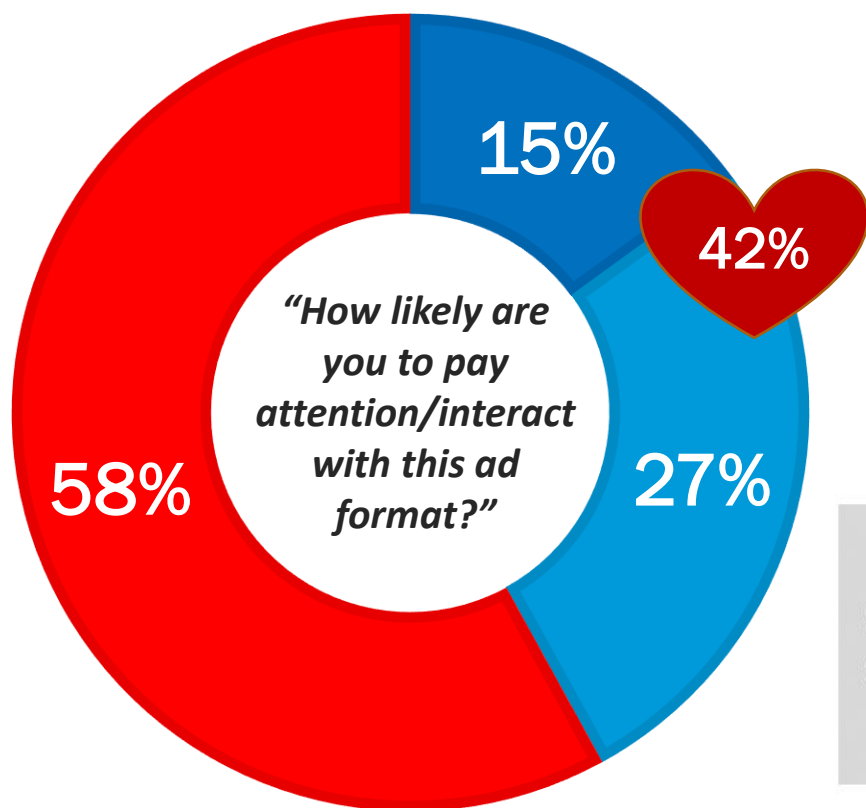
Η διαφήμιση εμφανίζεται απροειδοποίητα - ως pop-up παράθυρο - καλύπτοντας μέρος ή/και το σύνολο του περιεχομένου της σελίδας, στην οποία πλοηγείται ο χρήστης



# Ad Formats Evaluation :

## Accrossmedia 241 Mobile Formats

### STANDARDS ad Formats (Avg.)



- interaction intent rate 9-10/10
- interaction intent rate 7-8/10
- interaction intent rate 0-6/10

### CUBE

18%

DEVICE: MOBILE  
**CUBE**

Η διαφήμιση εμφανίζεται σε μορφή κύβου, με τον χρήστη να αποκαλύπτει όλες τις πλευρές κάνοντας horizontal scroll

### TOUCHPOINTS

17%

DEVICE: MOBILE  
**TOUCHPOINTS**

Η διαφήμιση αποτελείται από ένα interactive banner, το οποίο δίνει τη δυνατότητα στον χρήστη - κάνοντας click - να μάθει περισσότερα για ένα προϊόν ή/και υπηρεσία χωρίς να απομακρυνθεί από το τρέχον περιβάλλον

### TOPSCROLL

14%

DEVICE: MOBILE  
**TOPSCROLL**

Η διαφήμιση εμφανίζεται σε σταθερή θέση, στο πάνω μέρος της σελίδας

### BRAND-STORY-QUIZ

13%

DEVICE: MOBILE  
**BRAND STORY + QUIZ**

Η διαφήμιση αποτελείται από διαδοχικές κάρτες που επικοινωνούν μια ολοκληρωμένη ιστορία και καλούν τον χρήστη να αλληλεπιδράσει, κάνοντας click για να μεταβεί μεταξύ των καρτών και απαντώντας σε ένα quiz

### MIDSCROLL

12%

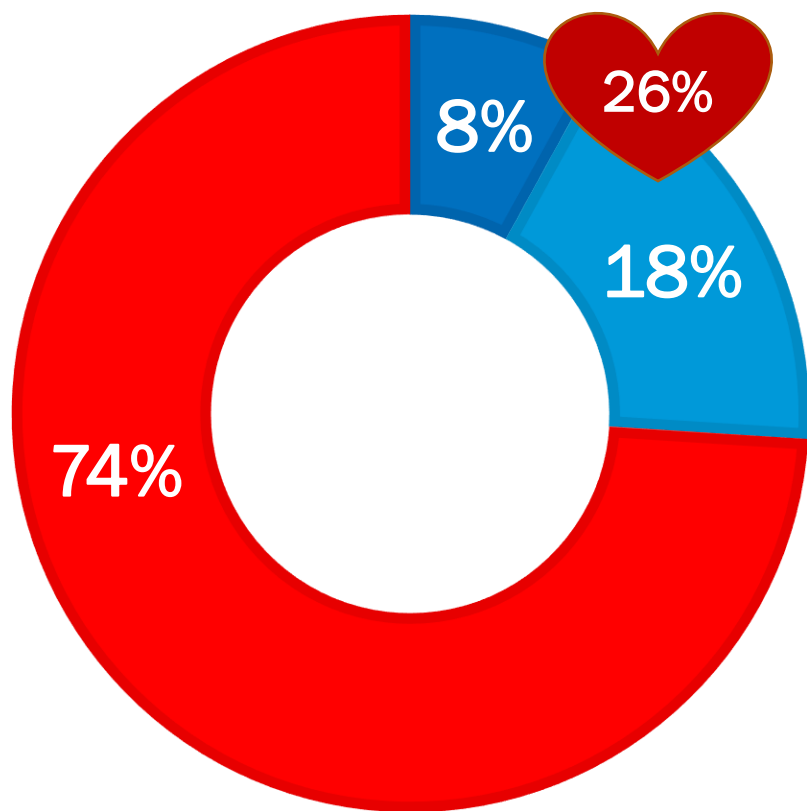
DEVICE: MOBILE  
**MIDSCROLL**

Η διαφήμιση εμφανίζεται σε σταθερή θέση, ανάμεσα στο περιεχόμενο της σελίδας, μετά από scroll down του χρήστη



# Ad Formats Evaluation : Desktop Standard

## STANDARDS ad Formats (Avg.)



- interaction intent rate 9-10/10
- interaction intent rate 7-8/10
- interaction intent rate 0-6/10

### PREROLL-NON-SKIPPABLE

DEVICE: DESKTOP

**PRE-ROLL NON-SKIPPABLE ADS**

9%

Η διαφήμιση (ένα ή περισσότερα video με διάρκεια >30") εμφανίζεται πριν την προβολή του video που ο χρήστης έχει επιλέξει να δει (με τον τελευταίο να μη μπορεί να την προσπεράσει)

gr-site-desktop-preroll-non-skippable

### LARGE-STICKY

DEVICE: DESKTOP

**LARGE STICKY ADS**

8%

Η διαφήμιση παραμένει σε σταθερή θέση, στο κάτω μέρος της σελίδας, καλύπτοντας ένα σημαντικό μέρος της οθόνης του χρήστη

### POP-UP

DEVICE: DESKTOP

**POP-UP ADS**

8%

Η διαφήμιση εμφανίζεται απροειδοποίητα - ως pop-up παράθυρο - καλύπτοντας μέρος ή/και το σύνολο του περιεχομένου της σελίδας, στην οποία πλοηγείται ο χρήστης

### PRESTITIAL-COUNTDOWN

DEVICE: DESKTOP

**PRESTITIAL ADS + COUNTDOWN**

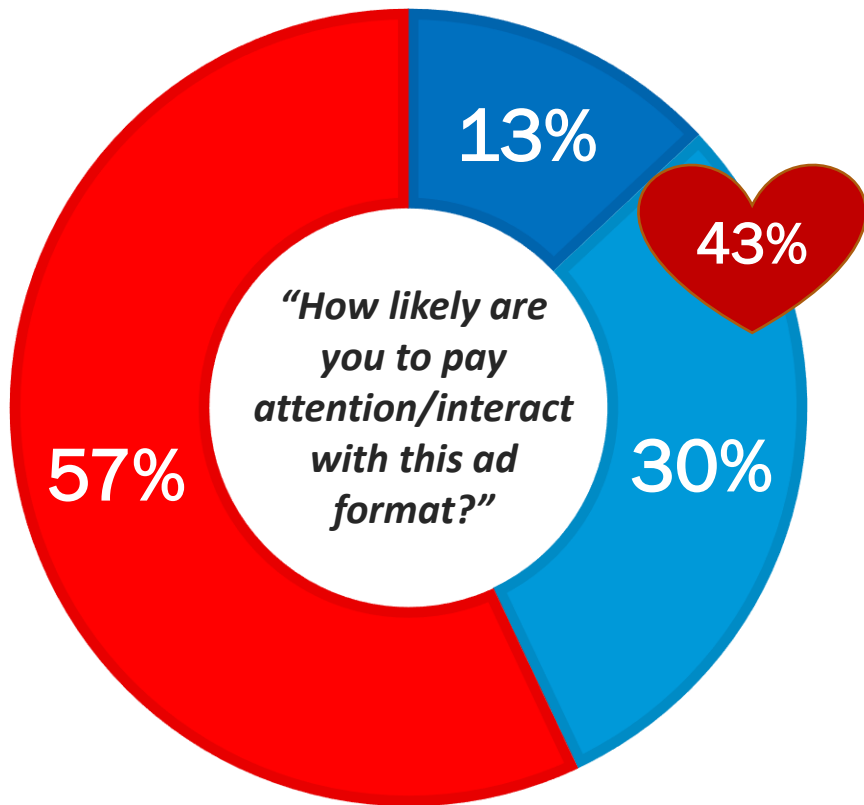
7%

Η διαφήμιση εμφανίζεται απροειδοποίητα, καλύπτοντας συνήθως όλη την οθόνη, με τον χρήστη να πρέπει να περιμένει κάποια δευτερόλεπτα προτού να έχει τη δυνατότητα να πλοηγεί στο περιεχόμενο της σελίδας

gr-site-desktop-prestitial-countdown

# Ad Formats Evaluation : Accrossmedia 241 Desktop Formats

## STANDARDS ad Formats (Avg.)



- interaction intent rate 9-10/10
- interaction intent rate 7-8/10
- interaction intent rate 0-6/10

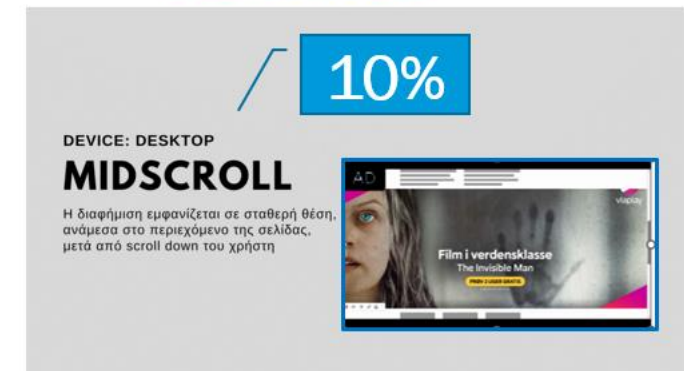
## SKIN



## TOPSCROLL



## MIDSCROLL

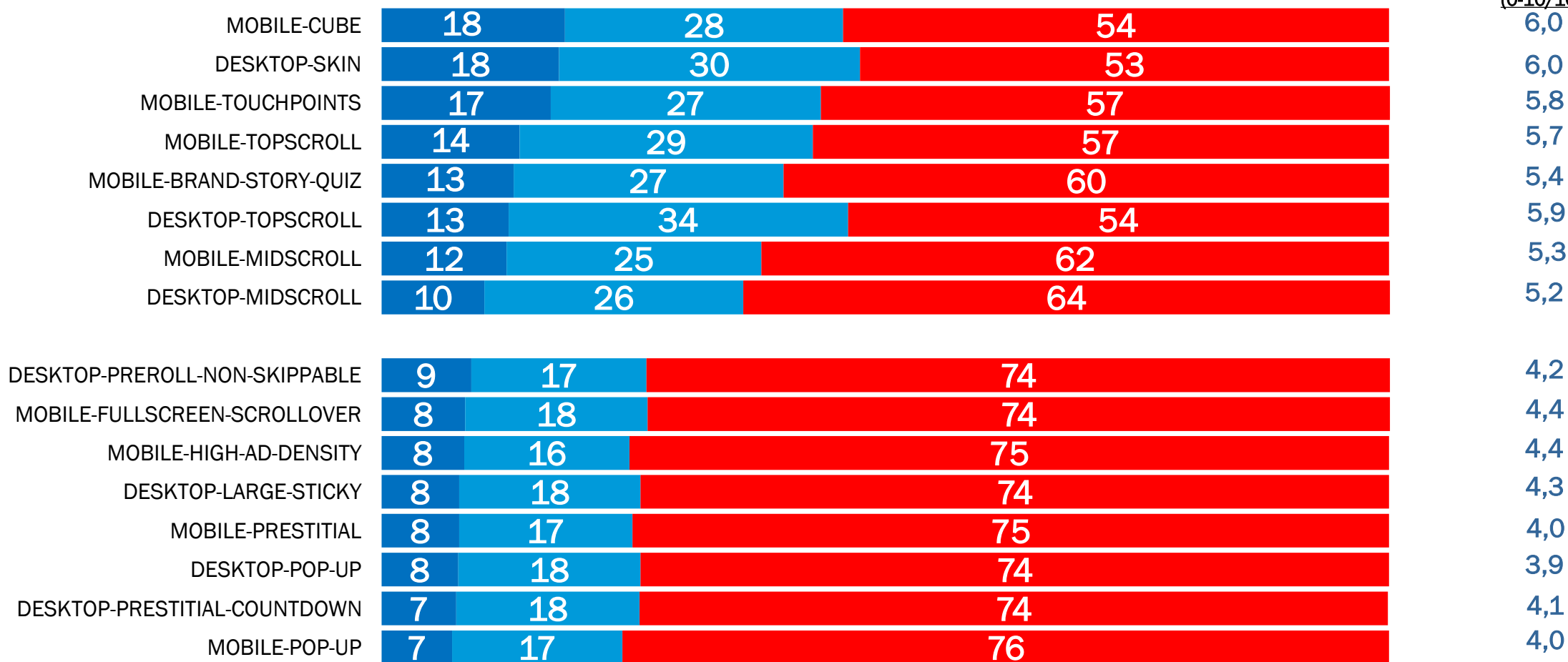




# Ad Formats Evaluation : Standard vs. Premium

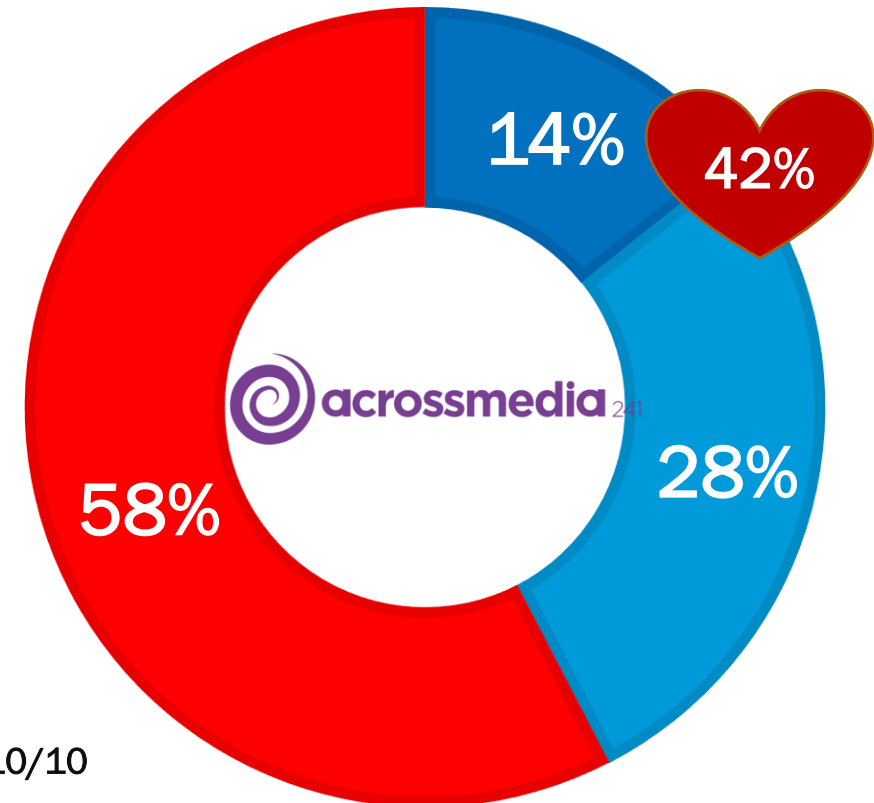
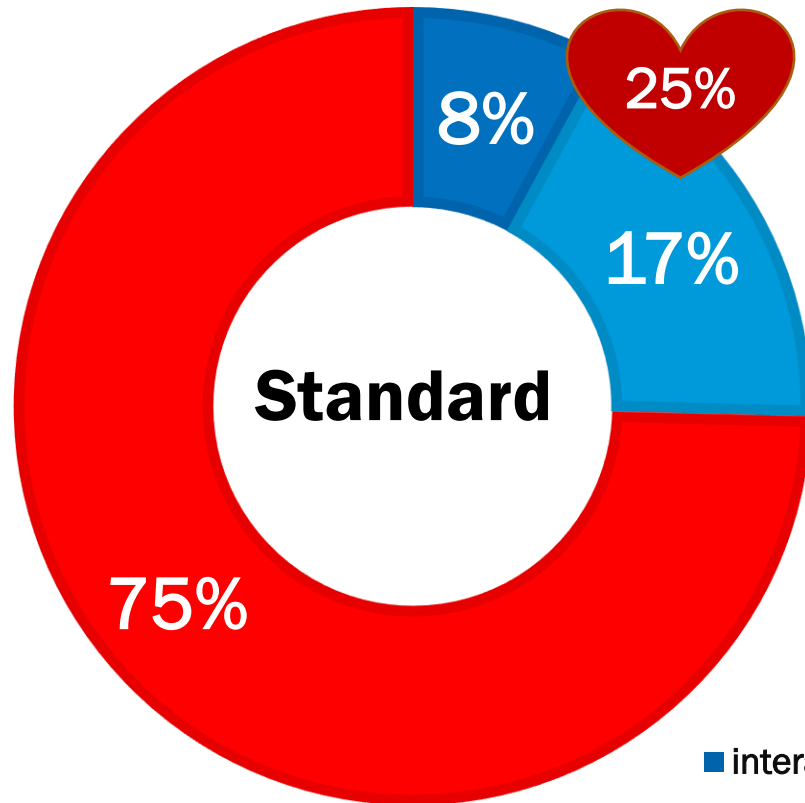
Average Score

(0-10/10)



■ Interaction intent rate 9-10
 ■ Interaction intent rate 7-8
 ■ Interaction intent rate 0-6

# Ad Formats Evaluation : Standards vs. Premium



- interaction intent rate 9-10/10
- interaction intent rate 7-8/10
- interaction intent rate 0-6/10

# Takeaway #4

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- ✓ Accrossmedia 241 dares to bring to the light a reality we knew would be negative, ...
- ✓ Expecting it to be even more negative!
- ✓ Understanding consumers' low engagement intention scores towards standard formats
- ✓ Consumers “reward” premium ad formats, acknowledging creators' positive intentions

**Last, but not least...**

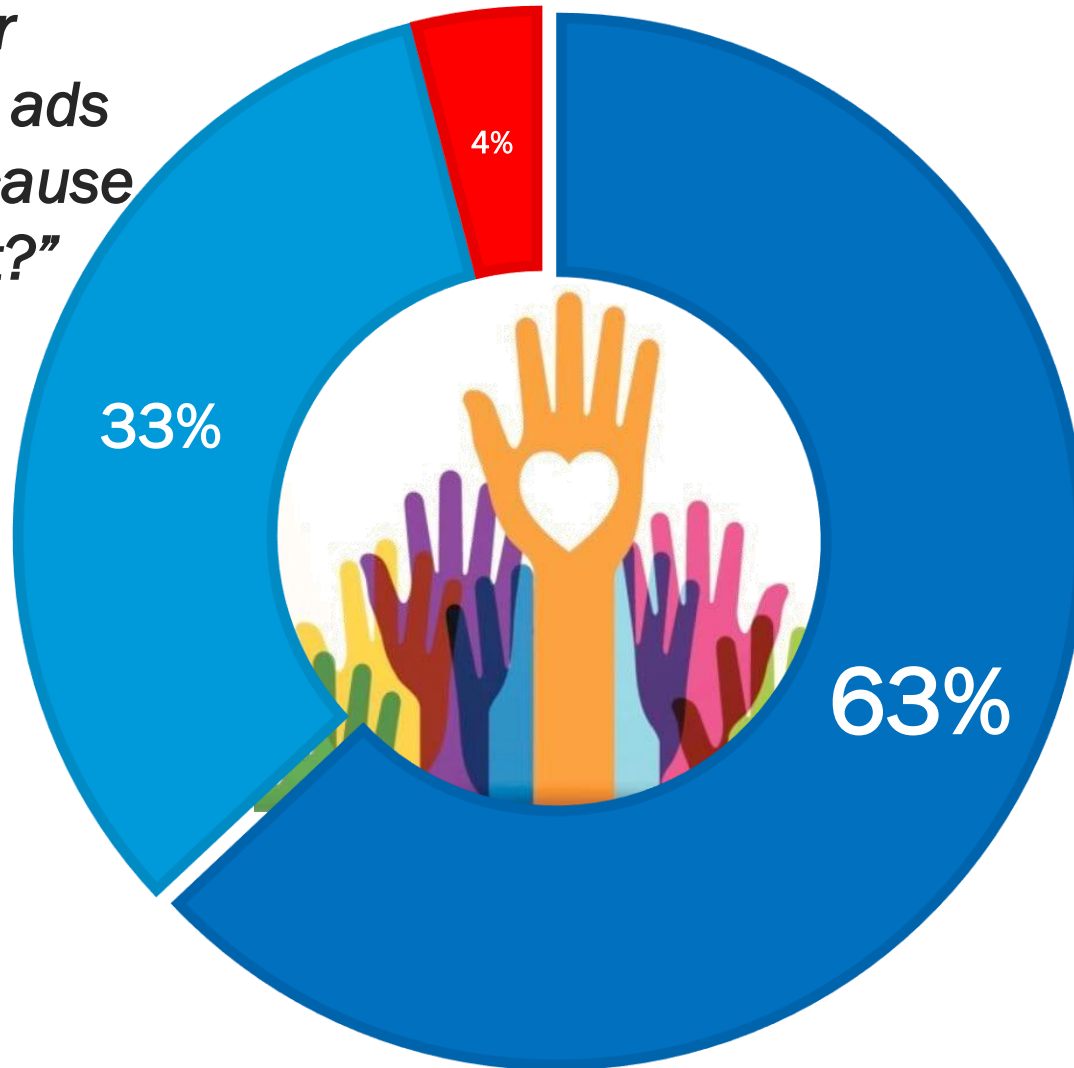


**...for a Good Cause**



# for a Good Cause

*“If, apart from their commercial message, ads contributed to a good cause how would you react?”*



- I would be touched and give them more attention
- I would like them more, but would not pay more attention
- I would be indifferent

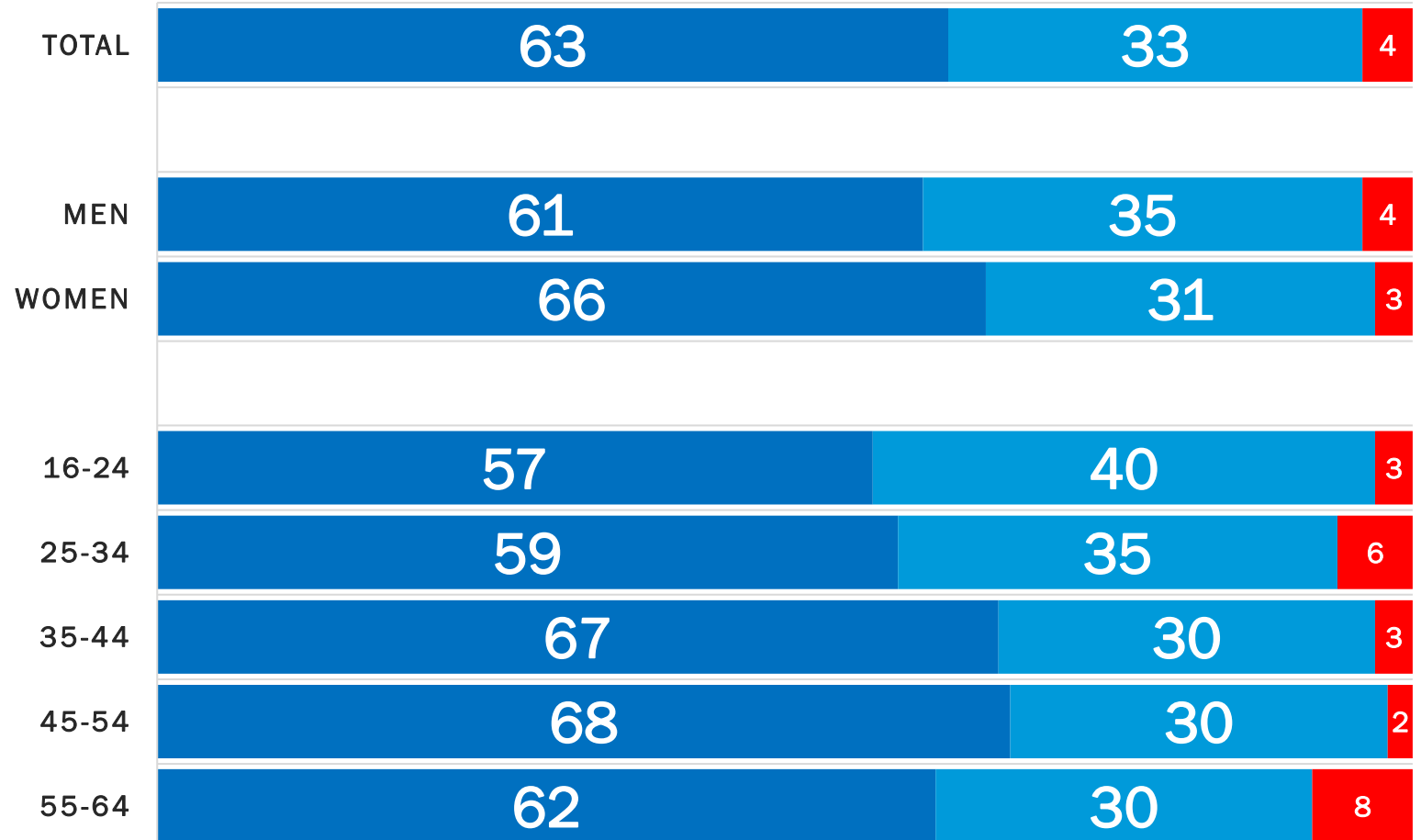


# for a Good Cause : women & 35-54

%

*“If, apart from their commercial message, ads contributed to a good cause how would you react?”*

- I would be touched and give them more attention
- I would like them more, but would not pay more attention
- I would be indifferent





# **Acrossmedia 241 welcomes & invites you all to...**

**offer consumers the ads  
they deserve!**



Σε ευχαριστούμε για το χρόνο σου σε αυτή τη διαφήμιση!  
Ελπίζουμε να νοιώθεις χαρούμενος και περήφανος! Μόλις βοήθησες κάποιον!  
Αν θέλεις να μάθεις περισσότερα για το πως το δίκτυο μεταφράζει τη προσοχή σου σε αγάπη και βοήθεια κάνε κλικ [εδώ](#)



# Advertising through Consumers' Eyes

An Original Survey  
Initiated by



Thank you!

Xenia Kourtoglou, MSc.  
Founder

 FocusBari  
άνθρωποι • έμπνευση • δημιουργία