



Digital Consumer Insight Academy

Understanding the consumer: the reality of media saturation and the implications

Learn how the explosive growth in the volume of media has created a culture of marketing noise. Reflect on what this means for your own audiences and the implications for your marketing plans. Consider whether the media channels and techniques you use add to the noise or genuinely achieve cut-through.

These notes are drawn from one lesson in the Digital Consumer Insight Academy.



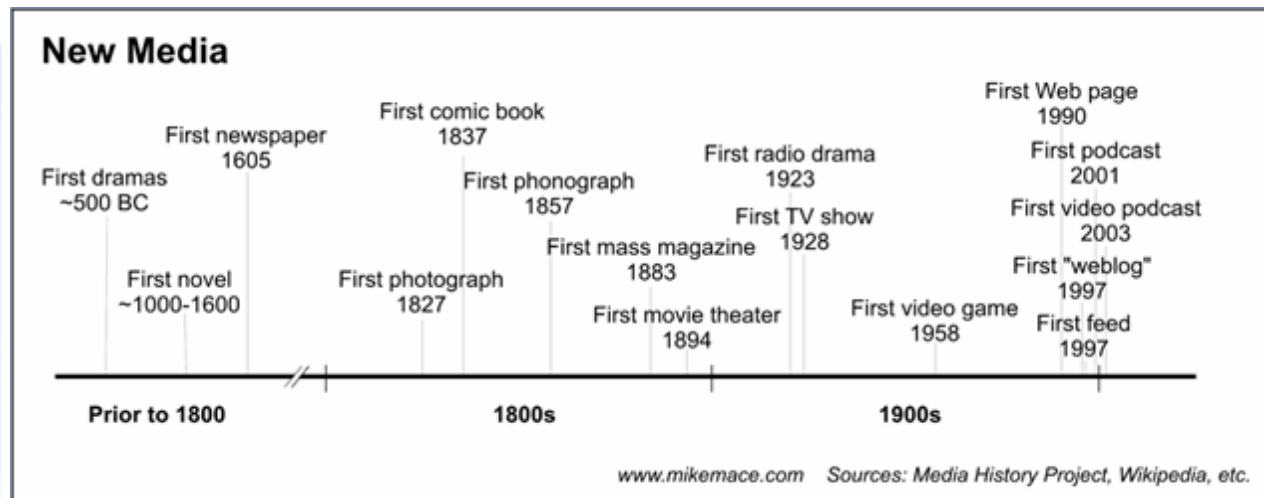
The consumer

Start by rethinking their experiences with media

Media saturation:
Only by understanding changes in consumer's experience of media can marketers achieve cut-through in campaigns.

Consumers, media saturation and data smog

Exponential
change;
Exponential
times...



- 2000: 40 million mobile wireless users worldwide, most in Europe, Asia.
- 2000: The dot.com industry crashes.
- 2000: 3G (3rd generation) licenses sold for wireless internet.
- 2001: Average American adult watches 4 hours of TV daily.
- 2001: Personal headsets display movies, video games, spreadsheets.
- 2001: The iPod music player.
- 2002: A Wi-Fi-equipped laptop, the Tablet PC also recognizes writing.
- 2002: On the Web, creators of online journals, or "web logs," now "blog on."
- 2002: UK workers spend more time with email than with their children.
- 2002: Pop-ups and pop-unders clutter computer screens.
- 2002: Worldwide PC sales pass one-billion mark.
- 2003: MySpace.com.
- 2003: The online iTunes Music Store offers tunes for 99 cents.
- 2003: Some U.S. states tax Internet bandwidth.
- 2003: Amazon.com scans texts of 120,000 books for Internet users.
- 2003: Estimated 5 trillion unwanted messages set on the Internet..
- 2003: World has 159 million cell phone users.
- 2004: Worldwide cell phone revenues surpass fixed-phone revenues.
- 2004: Google gets 138,000 requests a minute in 90 languages.
- 2004: Facebook makes friends.
- 2004: 1 in 5 people under 30 say Internet is main information source.
- 2004: \$21 billion spent on online ads in U.S. alone.
- 2004: Wi-fi cell phone/cameras are replacing some computers.
- 2004: 1.5 billion cell phones worldwide.
- 2005: 2 billion mobile phone consumers worldwide.
- 2005: Camera phones create instant citizen photojournalists.
- 2005: Wikipedia has 750,000 online encyclopedia articles in 50 languages.
- 2005: YouTube post its first video.
- 2006: Push email sends an alert when a letter arrives.
- 2006: Skype Internet phone system reports 100 million consumers.
- 2006: Phone companies deliver video by IPTV (Internet Protocol Television).
- 2006: Average American watches 4 hours 35 minutes of TV daily, a record..
- 2006: 100 million websites with domain names and content.
- 2006: Average American encounters an estimated 3,000 marketing messages daily.
- 2007: iPhone surfs web, emails, plays videos, iTunes, makescalls, takes photos.
- 2007: Mobile TV service for cell phones builds a consumer base.
- 2007: Nation of Estonia is nearly shut down by botnet attack. Web War One?



“We live in exponential times”

Consumers, media saturation and data smog

Consumers are bombarded from all sides



Consumers, media saturation and data smog

How many commercial messages does the average person receive each day?

- 247

The average American is exposed to 247 commercial messages each day.

http://www.consumerreports.org/main/detailv2.jsp?CONTENT%3C%3Ecnt_id=18759&FOLDER%3C%3Efolder_id=18151

- 600

According to Alf Nucifora, an Atlanta-based marketing consultant: “Research tells us that the average American consumer is exposed to more than 600 advertising messages a day in one form or another.” The Business Journal Phoenix

<http://phoenix.bizjournals.com/phoenix/stories/1997/05/05/smallb2.html>

- 3000

Shenk, in his book Data Smog, states that the average American encountered 560 daily advertising messages in 1971. By 1997 that number had increased to over 3,000 per day.” Practical Advice from the Union of Concerned Scientists” by Michael Brower, PhD, and Warren Leon, PhD: “The average American is exposed to about 3000 advertising messages a day, and globally corporations spend over \$620 billion each year to make their products seem desirable and to get us to buy them.” Union of Concerned Scientists Website

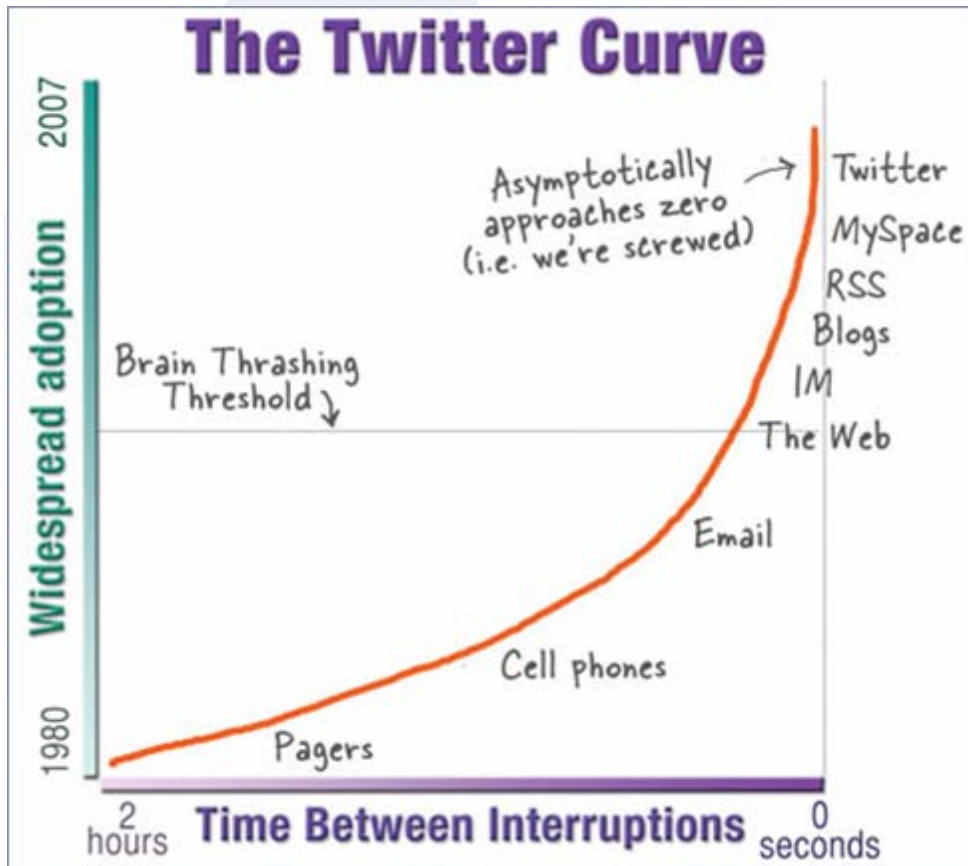
<http://www.ucsusa.org/publications/guide.ch1.html>

Sources: ‘Data Smog: Surviving the Information Glut’ by David Shenk
<http://www.ohsu.edu/son-empwellness/aug2000/data-smog.htm>
<http://www.december.com/cmc/mag/1997/jul/harper.html>

“If your digital marketing merely adds to the noise, you’re missing a trick”

Consumers, media saturation and data smog

Twitter interruption graph



- The frequency of consumer connection is reaching immediacy
- There has been exponential growth in speed since the arrival of pagers
- Twitter is part of a new generation of micro-blogs or presence applications that connect peer groups together
- Twitter can push messages to mobile or to other Twitter profiles for people you 'Follow'

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Twitter: instant connections to your group



twitter

What are you doing?

Thinking about a coffee and
chocolate break

Update

“People are retaking control
of their focus;
with brutal impacts on
advertising effectiveness”

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Implications

- The power of interruptive advertising is falling
- People are
 - Tuning-out from what they don't want to see
 - Tuning-in to what engages them
 - Rapidly evolving their ability to focus on media, aided by new tools that allow the selection and personal scheduling of media
- Which means marketers need to
 - Rethink their model
 - Rethink why people should listen
 - Rethink their channel selection

Reflections: Consumers and media saturation

- ✓ Smart marketers turn to the web, email and mobile for getting cut-through in their messaging
- ✓ Smart marketers learn enough about the technology and the planning process to know what's possible
- ✓ Smart marketers focus on integration, getting their channels and messaging to work together
- ✗ The media landscape will only become more cluttered
- ✗ The impact of interruptive advertising continues to gradually fall in all media
- ✗ Don't see digital channels as a wholesale replacement of classic media; assess each on its merits and practice integrated marketing

Next steps

- Find out more about consumer behaviour in the Digital Consumer Insight Academy
- Find out how to plan media effectively in the Digital Media Planning Academy
- Find out how to create marketing strategies that cut through the clutter Digital Marketing Models Academy

...for agencies and their brands



DIGITAL TRAINING ACADEMY

Making sense of the digital world