

Πιο engaging πεθαίνεις!  
Πόσα clicks πιάσαμε σήμερα;  
CPM ή CRUU;

Τετάρτη 2/7/2014

# To Workshop

“Από το brief μέχρι την αξιολόγηση  
μιας Digital καμπάνιας”



# Ενότητα 1

## Digital Overview

# The Greek & European Digital Landscape

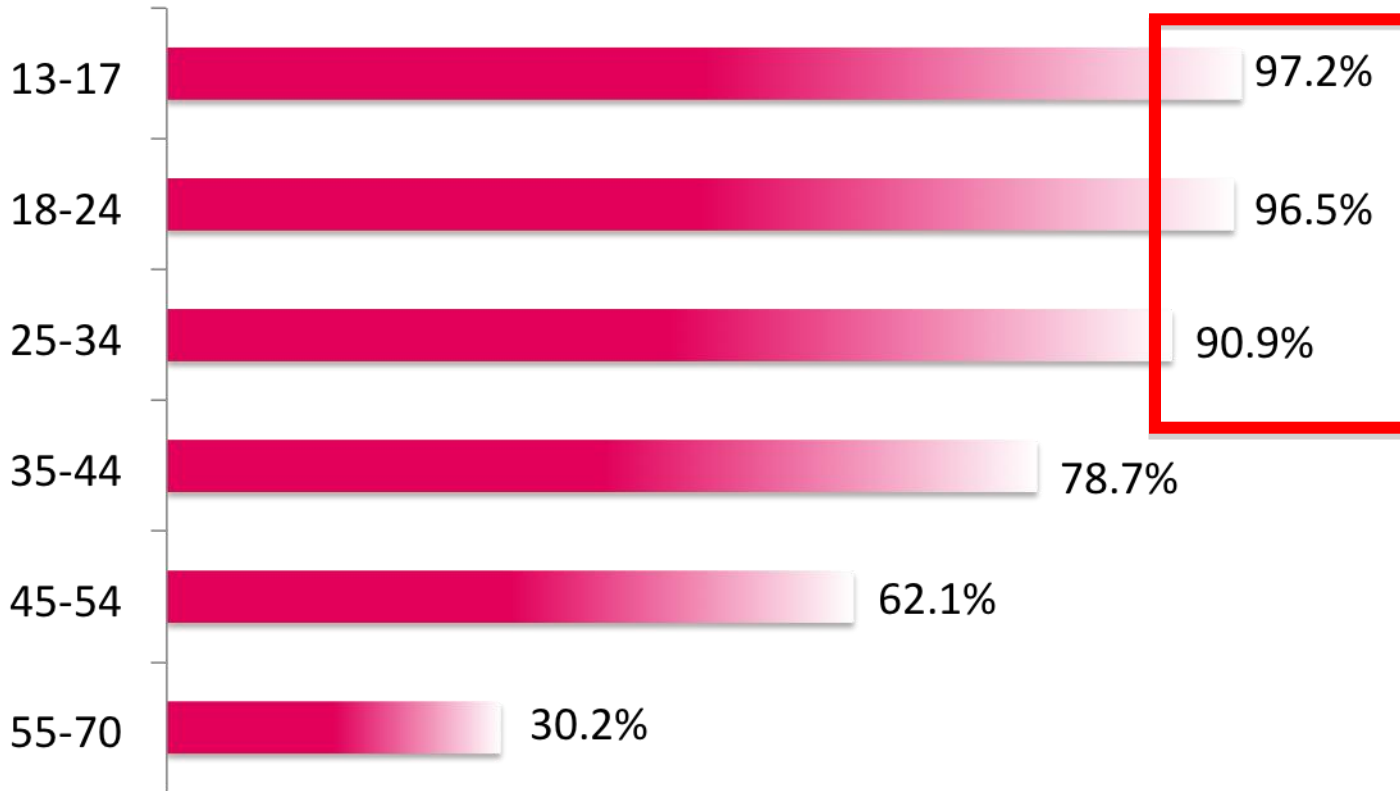
# Digital: not so niche anymore



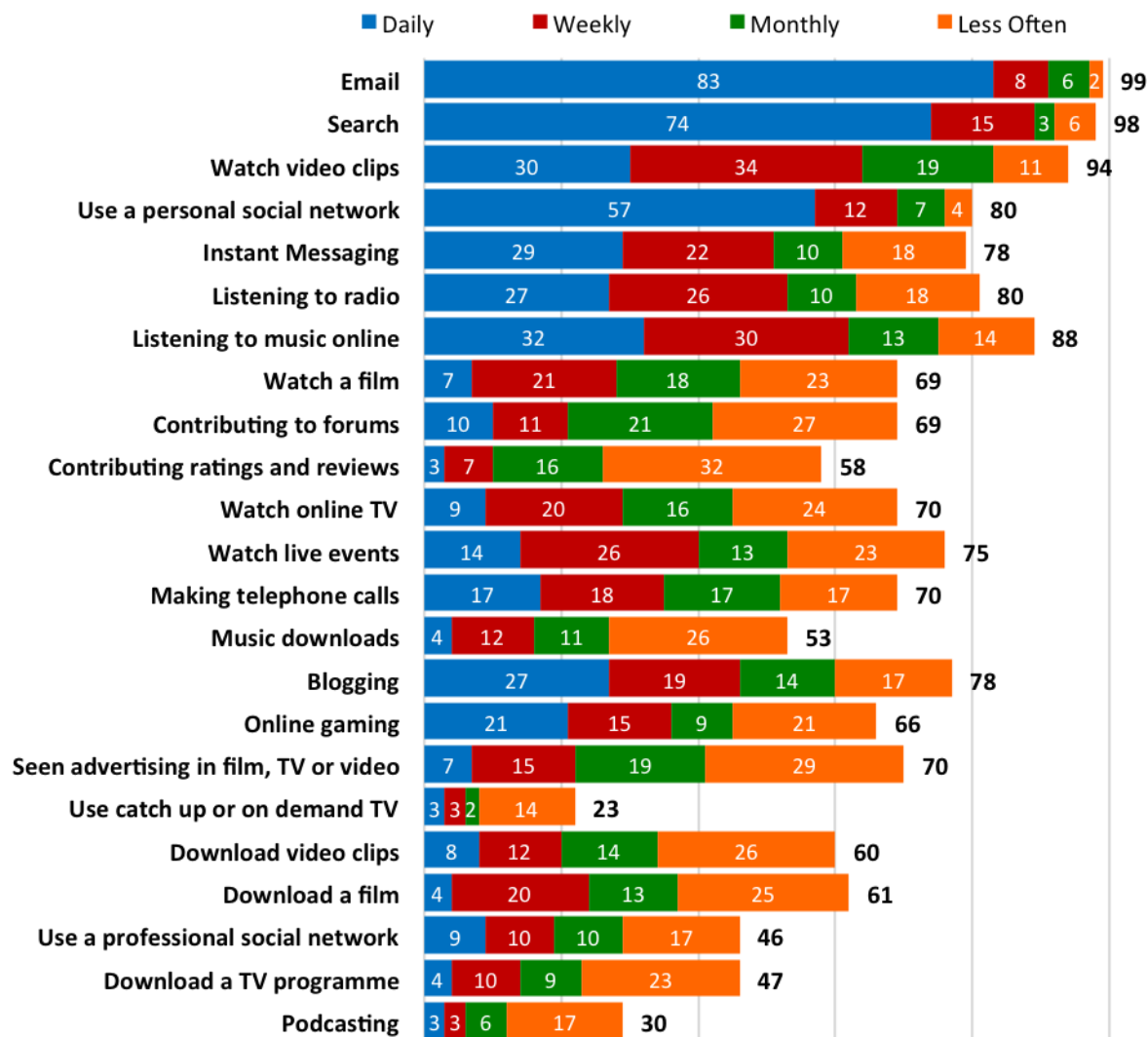
**4.7 million Greek  
active internet users**



# Almost universal adoption by younger ages...



# Greeks use the Internet for a variety of purposes...



Source: IAB Europe Mediascope 2012

# Media-meshing becomes the norm...

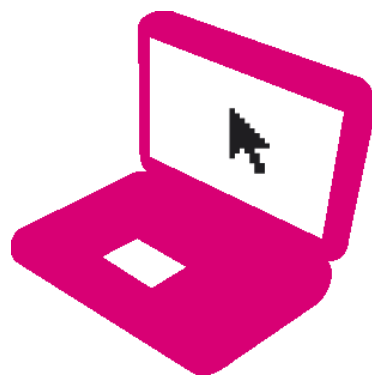
**80%**

of Greek  
Internet users  
watch TV  
online

EU: 73%  
WE: 67%  
NE: 81%  
SE: 65%  
CEE: 81%



**13%** watch TV online at least daily  
A further **26%** watch TV at least weekly



**80%**

of Greek  
Internet users  
listen to the  
radio online

EU: 67%  
WE: 61%  
NE: 67%  
SE: 64%  
CEE: 73%



**27%** listen to the radio online at least daily  
A further **26%** listen at least weekly

**96%**

of Greek  
Internet  
users read  
news online

EU: 91%  
WE: 86%  
NE: 94%  
SE: 91%  
CEE: 96%



**63%** read news online at least daily  
A further **20%** read news at least weekly



# The Internet influences brand choice...

**51%** of all Greek Internet users are inclined to find out more about products they see advertised online

EU: 47% WE:35% NE:34% SE:45% CEE:59%

**33%** of all Greek Internet users often visit the websites of their favourite brands

EU: 46% WE:42% NE:34% SE:48% CEE:49%

**27%** of all Greek Internet users are more likely to buy a product of a brand that they follow on a social networking site

EU: 30% WE:19% NE:18% SE:29% CEE:42%

**46%** of all Greek Internet users state the way a brand communicates online is important in influencing their opinion of that brand

EU: 41% WE:31% NE:26% SE:41% CEE:51%

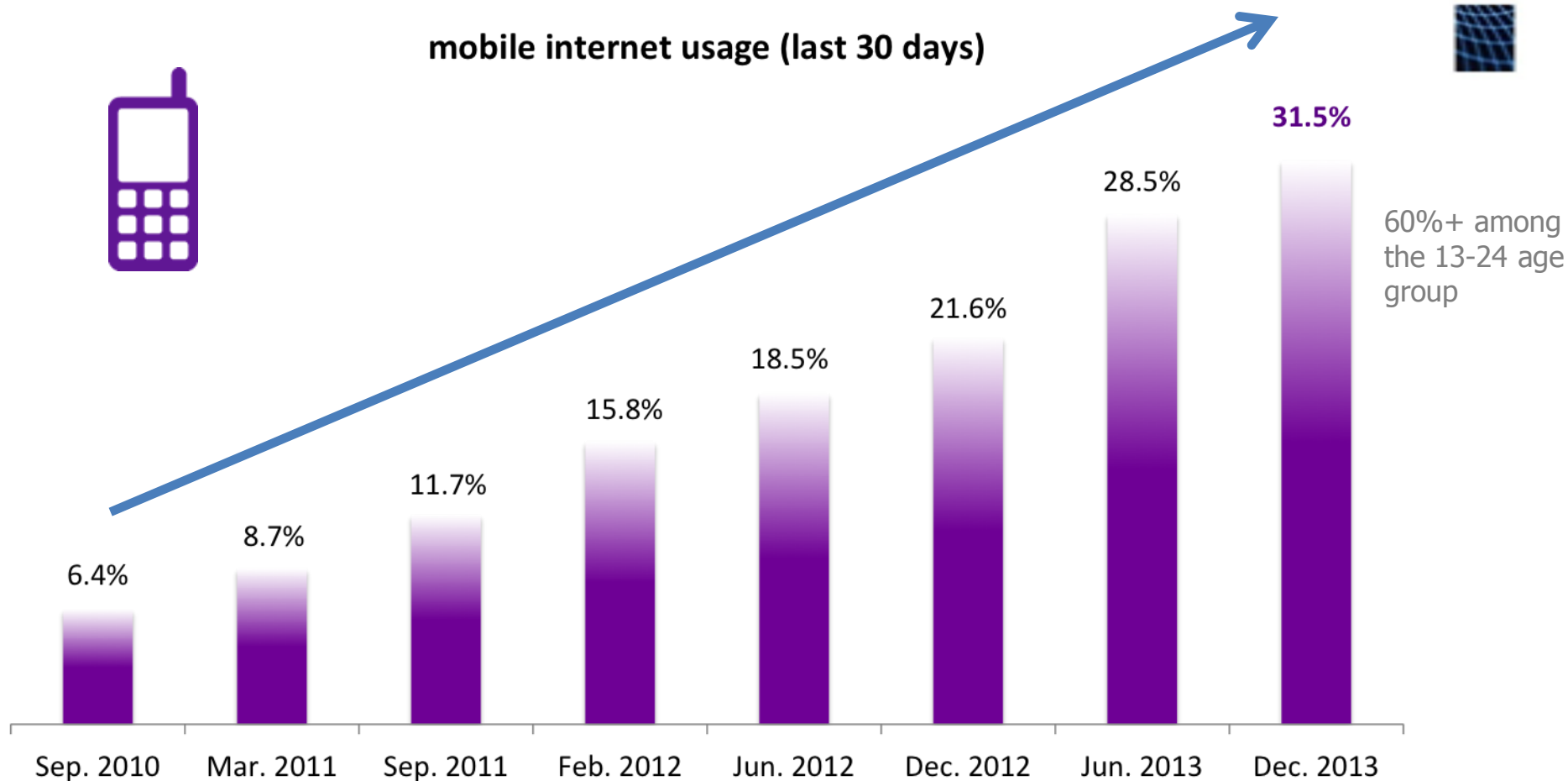
# ...it also influences purchase decision

The Internet is important when deciding to purchase

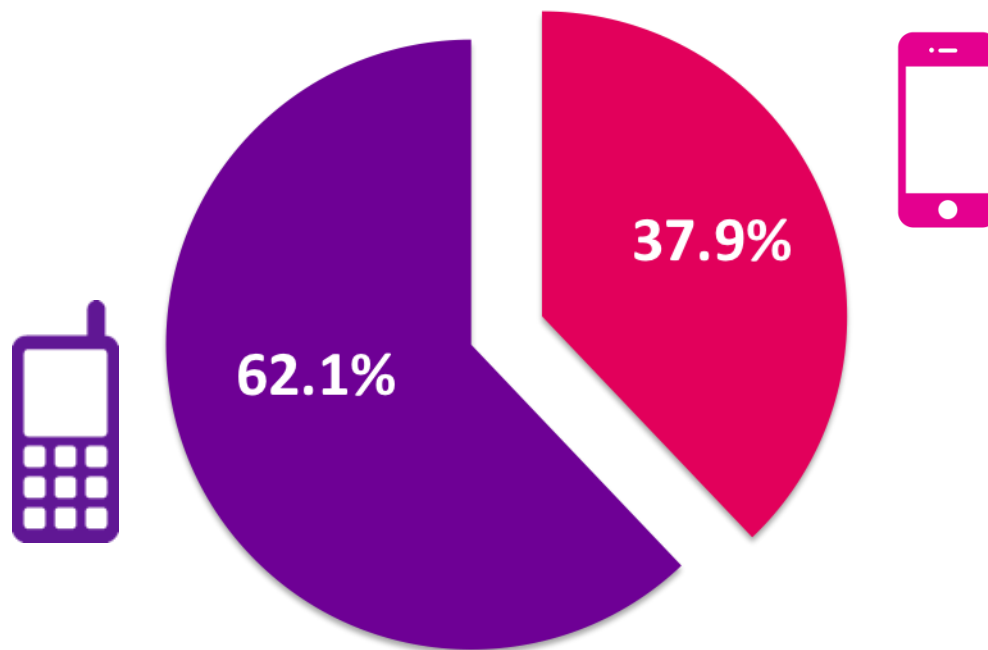
Greece

<b>Travel tickets</b>	<b>78%</b>
<b>Electrical goods</b>	<b>67%</b>
<b>Holidays</b>	<b>76%</b>
<b>Mobile handsets/contracts</b>	<b>66%</b>
<b>Financial products or services</b>	<b>31%</b>
<b>Cars</b>	<b>46%</b>
<b>Clothes and accessories</b>	<b>42%</b>
<b>Insurance</b>	<b>24%</b>
<b>Toiletries/ Cosmetics</b>	<b>37%</b>
<b>Health products</b>	<b>40%</b>
<b>Home furnishings</b>	<b>53%</b>

# Mobile is reaching significant milestones

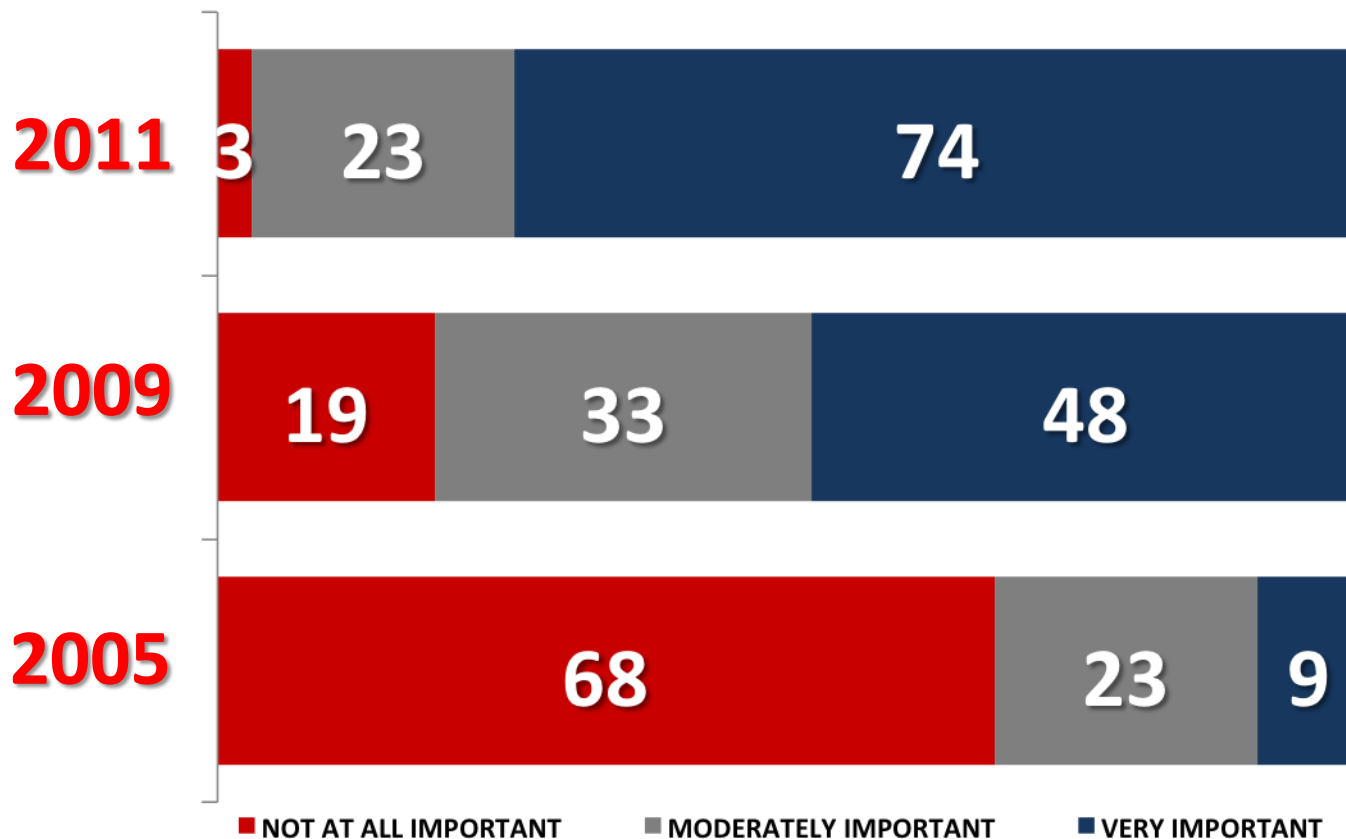


# Almost 4 in 10 mobile phone owners own a smartphone

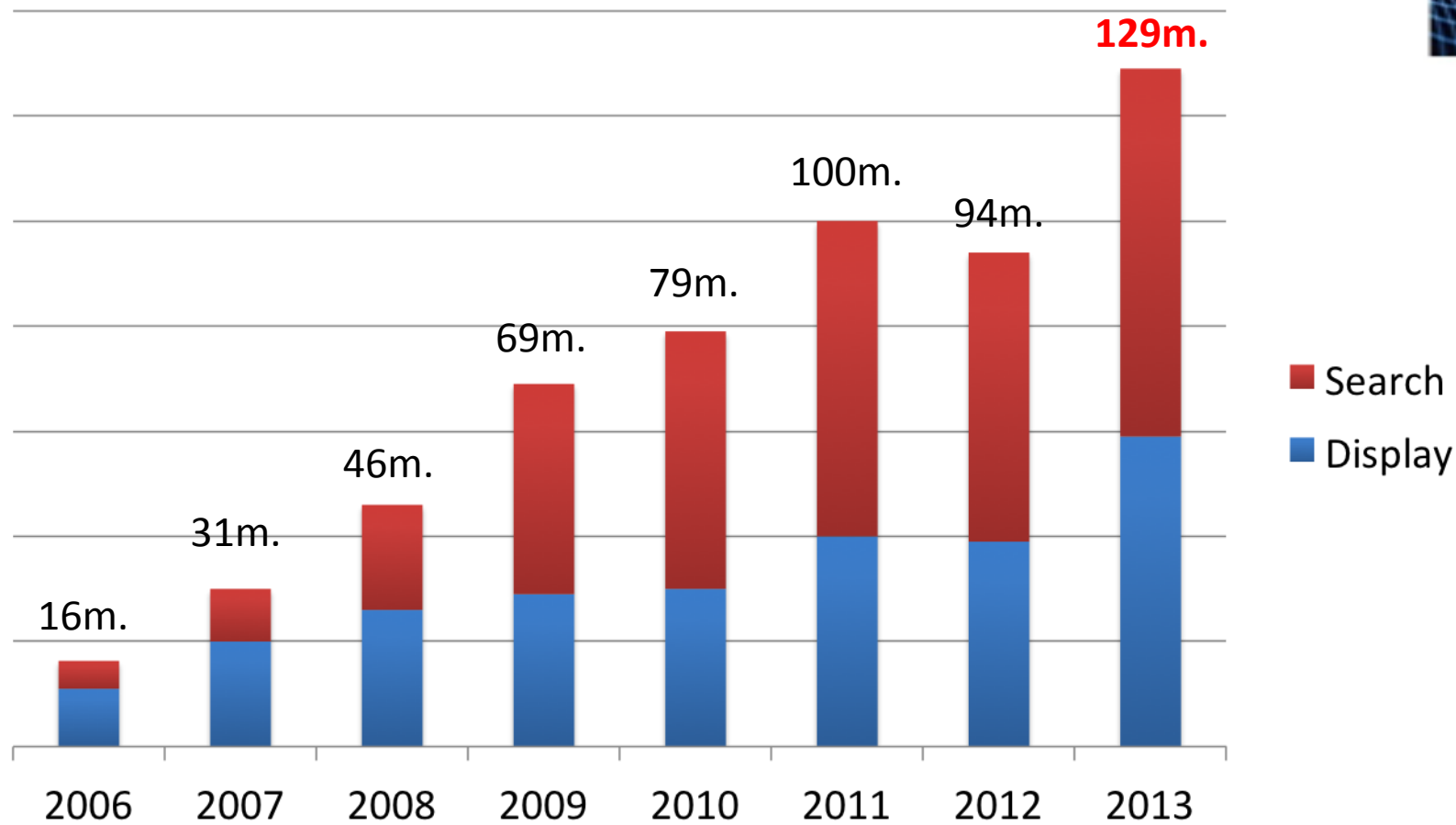


# Marketers' & advertising professionals' attitudes are rapidly catching up with the new trends

*How important do you consider digital within the media mix? (1-5)*



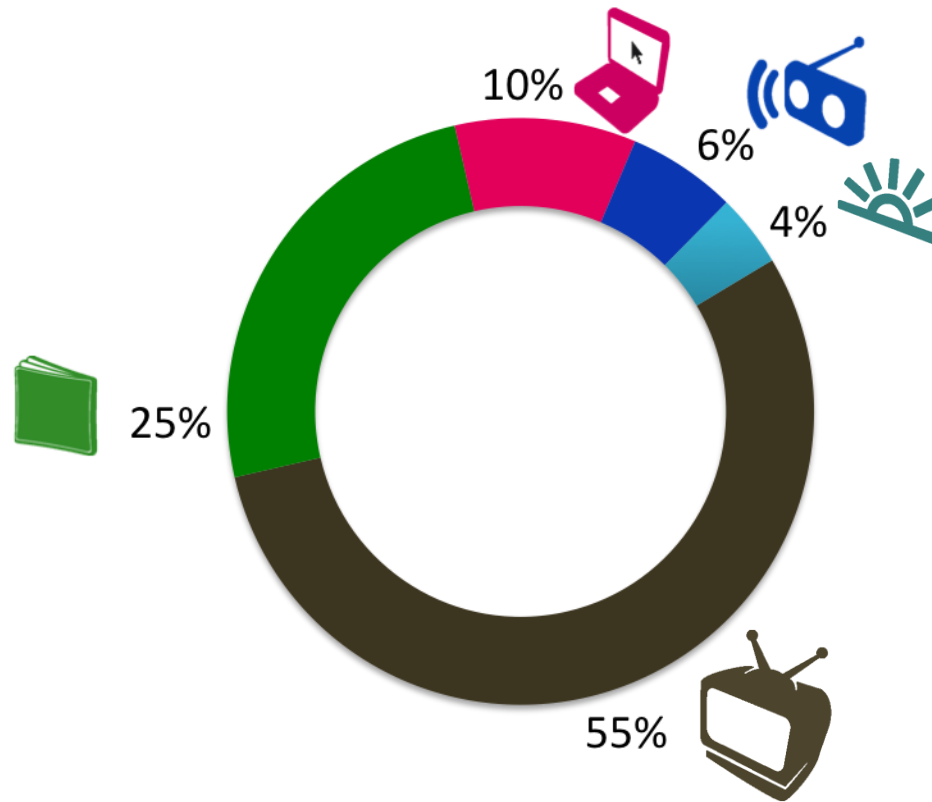
# Ad investment in digital has grown significantly over the past few years...



# with FMCGs rapidly becoming one of the top categories advertised online (display)

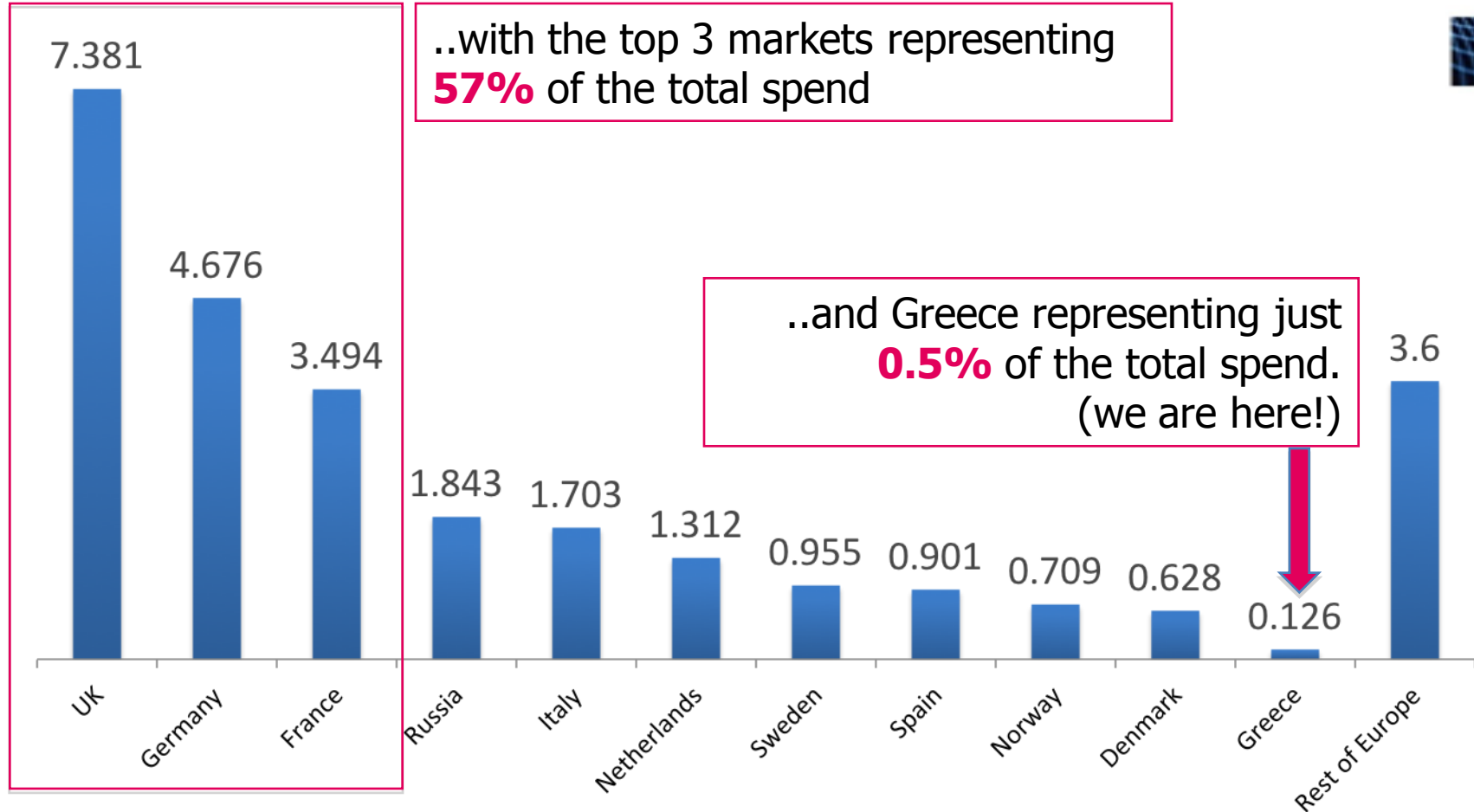
Industry	2013 € ('000s)	% share
1. Financial Services	<b>15.577</b>	21%
2. Telecommunications	<b>13.884</b>	19%
3. FMCG	<b>12.823</b>	17%
4. Retail	<b>7.805</b>	10%
5. Entertainment, Media & Leisure	<b>5.289</b>	7%
6. Travel, Tourism & Transport	<b>4.324</b>	6%
7. Automotive	<b>3.953</b>	5%
8. Government & Institutions	<b>2.935</b>	4%
9. Technology & Consumer Electronics	<b>2.138</b>	3%
10. Education	<b>1.726</b>	2%

but still represents a small portion  
of the total Greek ad spend





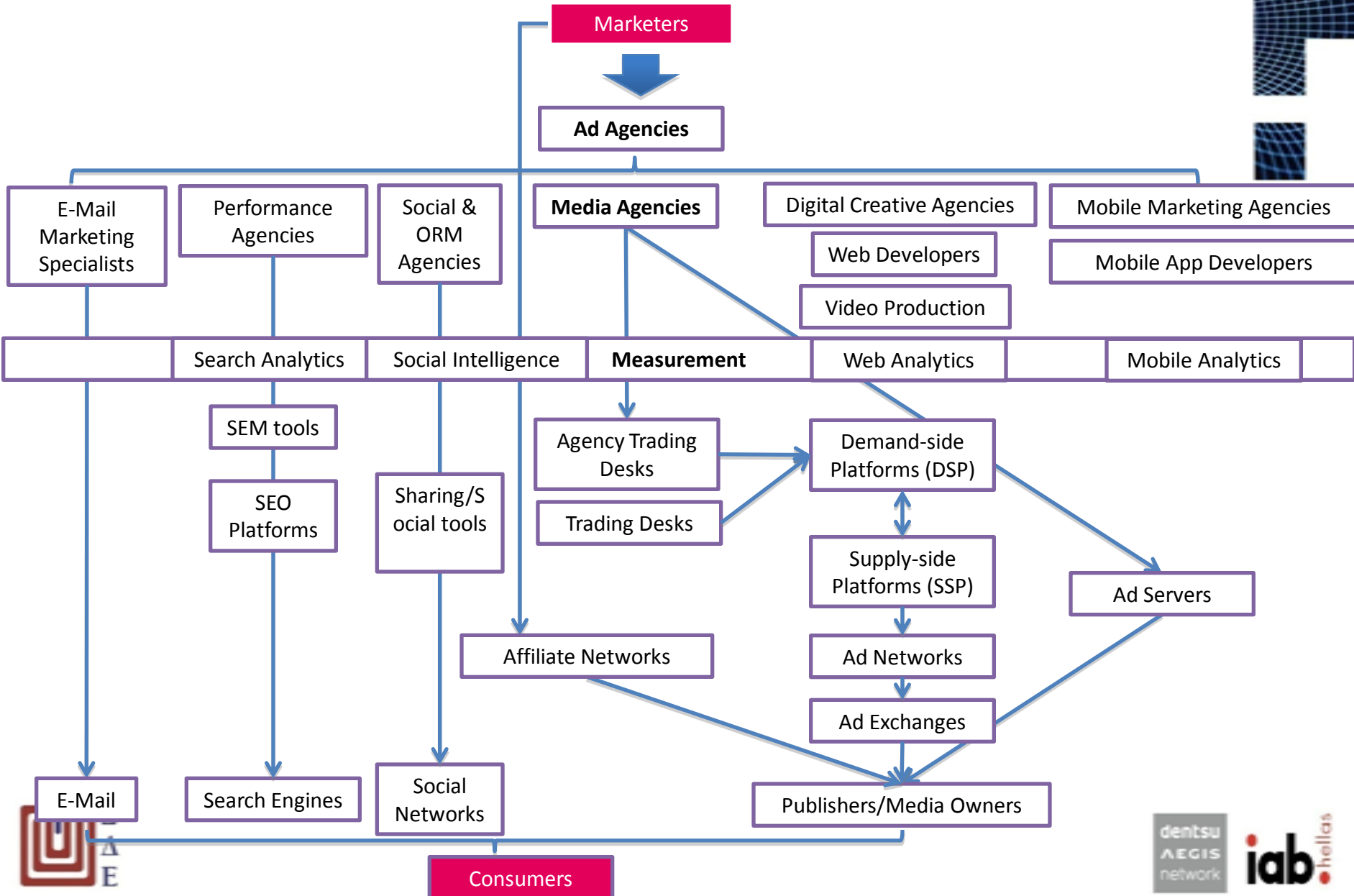
# in Europe, digital advertising is a **27,3 billion** business..



# Ultimately, what would drive more brand investment in digital?

- **96%** of Greek respondents state the need for identifying an agreed core set of effectiveness KPIs
- **94%** of Greek respondents state the need for an industry-wide accepted online measurement currency
- **94%** of Greek respondents state that online measurement should become more compatible with TV
- **90%** of Greek respondents state the need for better understanding how online channels work with other media for brand advertising

# Combined with a deeper understanding of the new advertising value chain





Thank you!

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