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New Insights About Today's Local Ad Buyers

Findings from Borrell's Q2 Survey
August 2023

- Unique insights on marketing habits of
- ✓ Retailers
 - ✓ A&E Marketers
 - ✓ Health Care
 - ✓ Content Marketers
 - ✓ Master Marketers
 - ✓ Novice Marketers
 - ✓ OTT/CTV Buyers
 - ✓ Broadcast TV Buyers
 - ✓ Local Ad Agencies
 - ✓ And more!

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Survey Methodology

Want to know what YOUR advertisers are planning?

Our Q4 survey starts Sept. 6

To join, send email to
taryn@borrellassociates.com



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- 14th year conducting local advertiser surveys
- Now conducted 2x per year, in Q2 and Q4
- Current survey was fielded in Q2 2023
- Solicited through client/prospect lists of media cos.
- 4,184 starts
 - 1,779 partials (we use only fully completed surveys)
 - 204 disqualified
- Two completed surveys:
 - Direct Buyers, 1,938 respondents
 - Ad Agencies, 380 respondents

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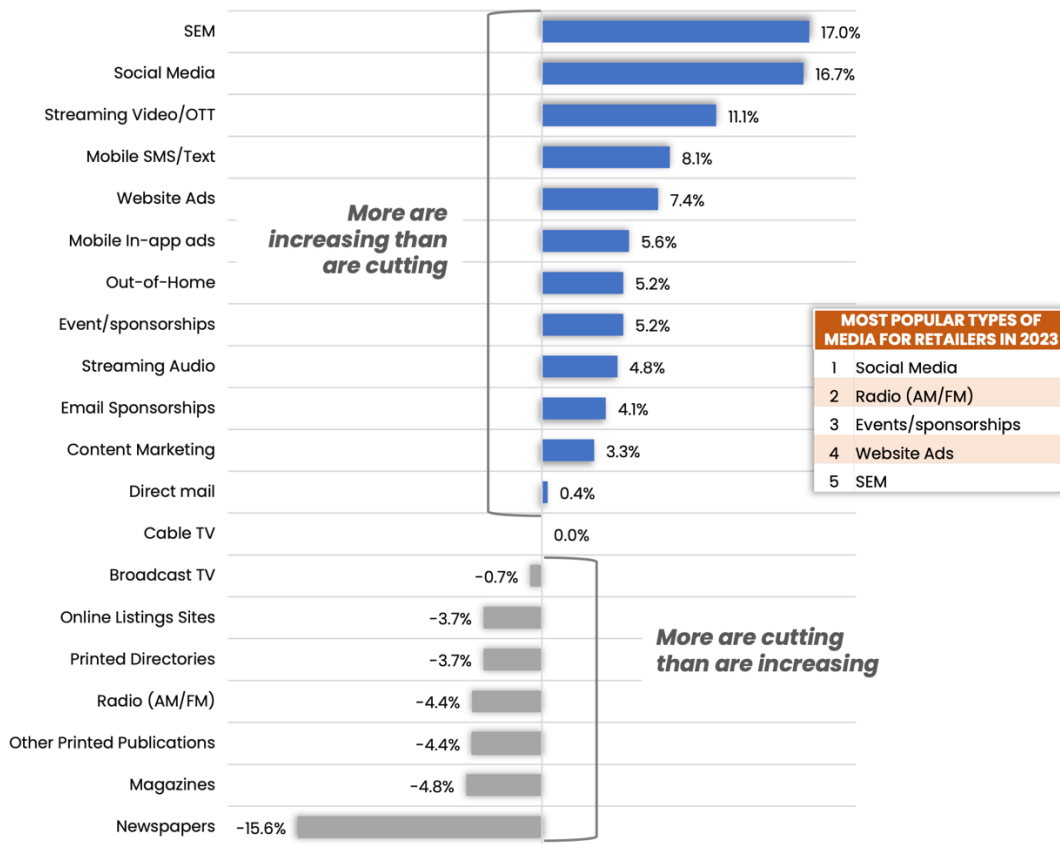
Types of Media Used

	%	#
Radio (AM/FM)	78%	296
Social Media	78%	296
Website Ads	76%	287
Broadcast TV	72%	274
SEM	71%	270
Streaming Video/OTT	69%	262
Out-of-Home/Outdoor	62%	234
Events/sponsorships	61%	233
Cable TV	59%	225
Streaming Audio	56%	211
Magazines	55%	208
Newspapers	52%	198
Direct Mail	44%	166
Email Sponsorships	39%	150
Other printed publication	38%	146
Content Marketing	38%	146
Mobile In-app ads	36%	137
Mobile SMS/Text ads	24%	91
Online Directory Listings	23%	89
Printed directories	8%	29
Other Non-Digital	14%	53
Other Digital	13%	49



HOW IT'S CHANGING

Increasers vs. Decreasers: Net Change in Planned Media Usage for Retailers

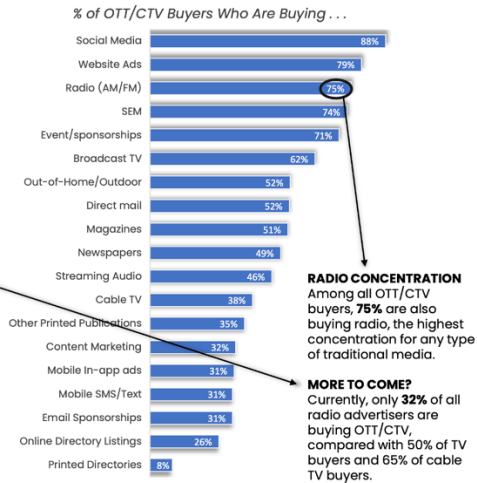


OTT/CTV BUYERS: WHO'S BUYING, PART I Sample Size: 334*

LIKELIHOOD OF BUYING OTT AMONG BY TYPE OF MEDIA CUSTOMER

% of Those Who Buy This also bought OTT/CTV in		# in sample
	2022	2023	
Cable Advertisers	61%	65%	208
Streaming Audio Buyers	57%	60%	209
TV Advertisers	45%	50%	453
Outdoor Advertisers	39%	45%	421
Master Marketers	35%	42%	516
SEM Buyers	30%	37%	769
Those Buying Digital From a Local Media Co.	28%	33%	826
Radio Advertisers	27%	32%	912
Direct Mail Advertisers	26%	32%	602
Magazine Advertisers	25%	31%	661
Newspaper Advertisers	22%	26%	765
Businesses with > 25 Employees	30%	35%	727
Retail Businesses	27%	31%	215
Businesses more than 5 years old	19%	23%	1,666
Health Care & Social Assistance Businesses	14%	18%	173
Avg. Buying Any Form of Local Advertising	17%	21%	1,938

WHAT ELSE OTT BUYERS ARE BUYING



*Total number of respondents who are buying OTT/CTV/Streaming Video advertising
OTT/CTV is defined as any form of video advertising delivered over an Internet connection, including paid short-form (Reels/TikTok) video
SOURCE: Borrell's Local Advertiser Survey | Fielded Mar-May 2023

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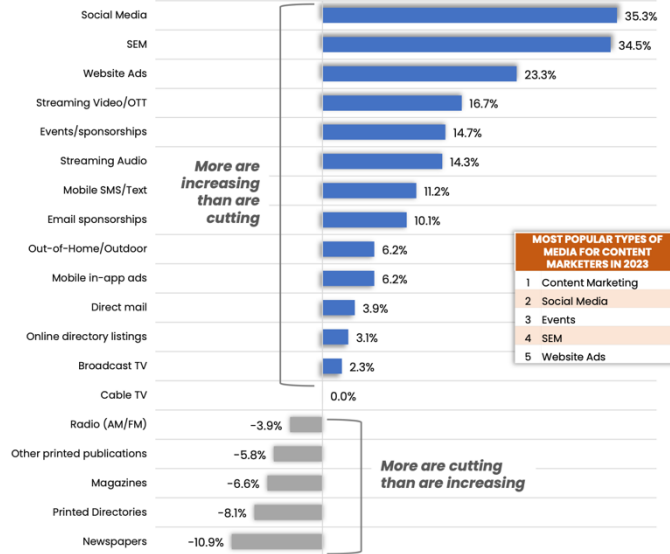
CONTENT MARKETERS* BUYING PATTERNS Sample Size: 258

WHAT THEY'RE BUYING

Type of Advertising	% of Content Marketers Buying		
	This	% Planning to Increase or Start Buying	% Planning to Trim or Eliminate
Social Media	82.9%	41.9%	6.6%
SEM	73.3%	39.1%	4.7%
Website Ads	68.6%	28.7%	5.4%
Streaming Video/OTT	35.3%	21.7%	5.0%
Events/sponsorships	72.1%	23.6%	8.9%
Streaming Audio	23.3%	18.6%	4.3%
Mobile SMS/Text	22.9%	14.0%	2.7%
Email sponsorships	23.6%	14.3%	4.3%
Out-of-Home/Outdoor	36.0%	15.1%	8.9%
Mobile in-app ads	15.5%	8.9%	2.7%
Direct mail	45.7%	14.7%	10.9%
Online directory listings	36.8%	10.5%	7.4%
Broadcast TV	30.6%	9.7%	7.4%
Cable TV	17.8%	5.8%	5.8%
Radio (AM/FM)	53.1%	10.9%	14.7%
Other printed publications	35.3%	5.0%	10.9%
Magazines	49.2%	9.3%	15.9%
Printed Directories	16.7%	0.8%	8.9%
Newspapers	46.1%	4.7%	15.5%
Net Planning to ...		77.9%	49.3%

HOW IT'S CHANGING

Increases vs. Decreases: Net Change in Planned Media Usage for Content Marketers

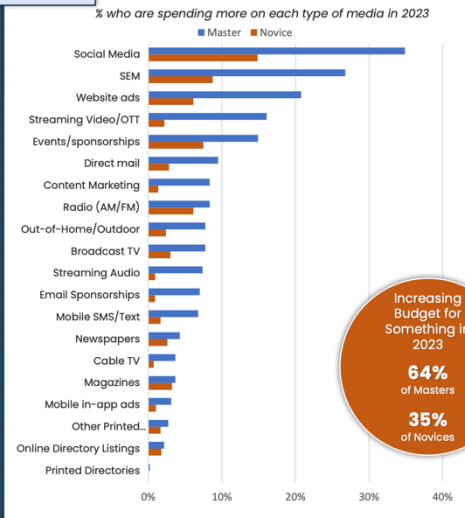


*Content marketers include a cross section of businesses but are twice as likely to be involved in professional and business services, finance, or insurance.
SOURCE: Borrell's Local Advertiser Survey | Fielded Mar-May 2023

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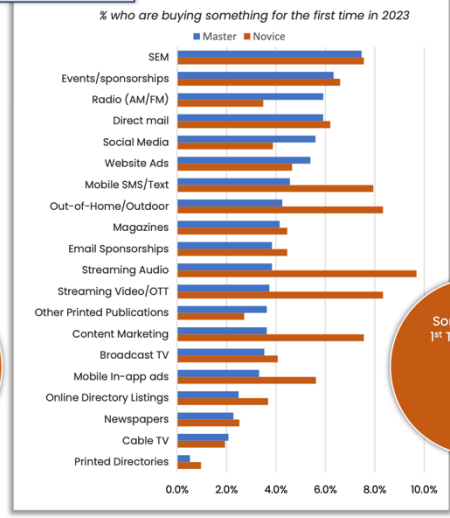
MASTER MARKETERS VS. NOVICES: ADDING Sample Size: 1,480

SPENDING MORE



Increasing Budget for Something in 2023
 64% of Masters
 35% of Novices

TRYING NEW THINGS



Buying Something for 1st Time in 2023
 39% of Masters
 50% of Novices



Masters have logged more than 10,000 lifetime hours of marketing tasks, calculated by Borrell from survey questions on respondents' marketing history. Novices have logged fewer than 3,333 hours. There were 516 respondents classified as Master Marketers in our survey and 964 Novice Marketers.
 SOURCE: Borrell's Local Advertiser Survey | Fielded Mar-May 2023

Point #2: LISTEN/LEARN



Understand Us

We'd like to see a media company "taking the time to understand who the company is and the goals that already exist instead of assuming the agency knows best."

Know My Industry

We want you to "understand and research our company and industry before offering support."

Possessing "in-depth knowledge of a specific industry is key."

My Agenda, Not Yours

"LISTEN to the needs (don't have an agenda). Be a resource."

"Listen to what the client is asking for. I get tired of companies trying to sell me what they want me to buy rather than listening to my needs."

Learn, Then Act

"Take time to learn my business and needs so that you can operate with little to no guidance. I am hiring you because I do not have time to do it which means I don't have time to hold your hand."

What Advertisers Want You To Know

We asked respondents to let us know how media companies could improve.

This is what they said.

Local Advertiser Survey | Fielded Mar-May 2023
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Point #4: BRING CREATIVITY



Be Fresh

"Being fresh, vibrant, and engaging is the most attractive thing for a media company to draw my attention."

Apply New Trends

Bring us "more knowledge for social media trends and advertising (like) Tik Tok."

Think Outside the Box

"Think outside of the box in ways to help companies that have small budgets."

Come With Ideas

"Come with ideas about our business at the very first meeting."

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