

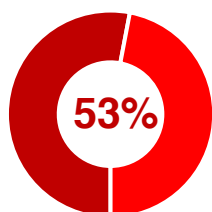
AIMS/2020

IMPACT OF COVID-19 SURVEY

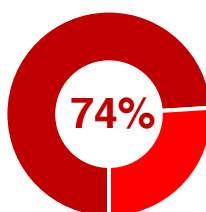


Inadvia surveyed advertiser and media-agency decision makers to understand how COVID-19 has affected their advertising investment decisions. Here are the key findings.

Audience targeting is even more important

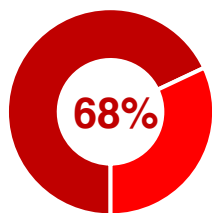


Increased or maintained their ad spend on addressable media channels since the onset of COVID-19.

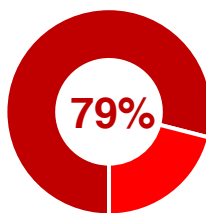


Anticipate their ad spend on addressable media will increase in 2021. Only 10% predict a decrease.

Programmatic advertising continues to thrive

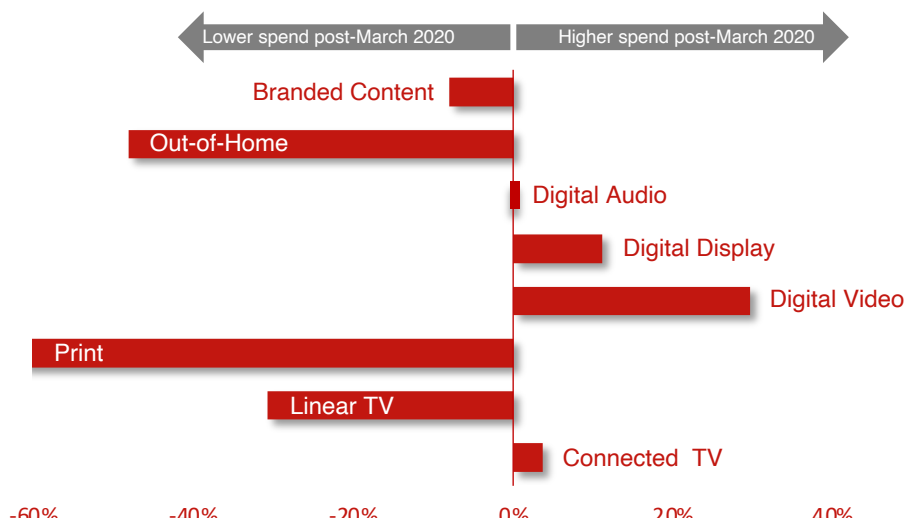


Increased or maintained their ad spend via programmatic channels since the onset of COVID-19.



Anticipate their ad spend via programmatic channels will increase in 2021. Only 5% predict a decrease.

Digital has outperformed traditional



Aggregate investment position of survey participants after the onset of COVID-19 (vs pre-COVID-19).

COVID-19 has driven less investment in traditional media, while digital channels have been attracting greater budgets overall.

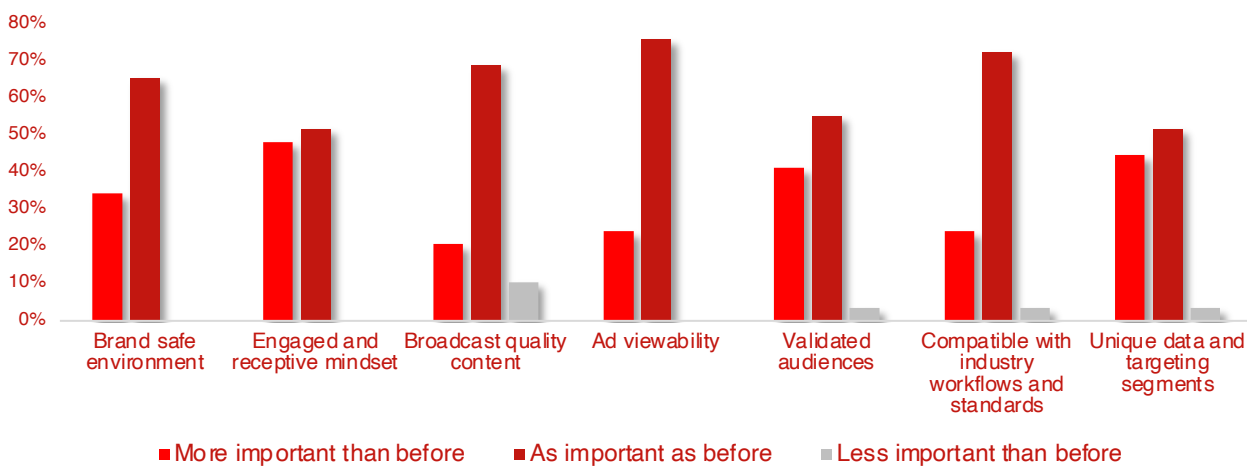
The traveller is still a desirable audience



82% of respondents believe reaching in-market travellers will be important in their marketing/media strategy post-COVID-19.

Inflight advertising is in a strong position

Many of the key strengths of programmatic inflight advertising are considered as important, or *more* important, than before the pandemic, and remain key buying points for advertisers. This will ensure inflight attracts budgets from premium advertisers.



If it can overcome challenges...

By far the most-cited challenge by survey participants centres around passenger numbers giving the required audience scale and reach for advertisers post-pandemic. This was followed by difficulties advertisers face accessing available inventory, caused by the fragmentation of the IFE industry (both hardware and software). There was also some concern around the perceived hygiene of the seatback screen.

Top 3 Challenges

1. Scale and reach/traveller volumes
2. Disparate IFE platforms
3. Touchscreen hygiene

...and capitalise on opportunities

The opportunity for inflight advertising centres on its inherent strength – a highly valuable audience. But this must be coupled with improved, more accurate data-led targeting and measurement that is aligned with the rest of the digital marketing ecosystem. Now more than ever, advertisers require increased transparency and accountability when trying to reach their desired audience segments. Once this can be delivered, then media investment will start to flow more into this relatively untapped advertising channel.

Top 3 Opportunities

1. Impression-based solutions
2. Great opportunity to embrace digital and data-led solutions
3. Remains a unique audience