

Value of Advertising Global Survey: Executive Summary

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Date at: 15 July 2009

Advertising, as a brand, is in trouble. Nielsen's annual 'Trust in Advertising' surveys show that consumer trust in advertising is low. Public discussion of advertising tends to focus on its alleged contribution to societal problems. In response, WFA launched in 2008 a global industry campaign to champion the value of advertising. The aim is to ensure that lawmakers and key opinion formers better understand the benefits of advertising and that these are better reflected in the policy making process.

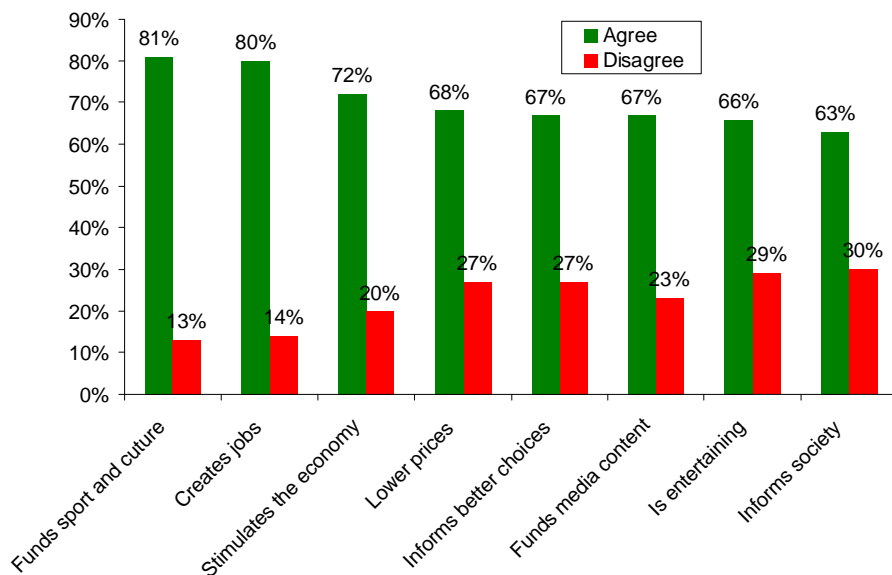
This document summarizes the results of a global survey which tested consumers' reactions to the central messages of the value of advertising campaign: advertising (1) benefits consumers, (2) powers the economy, (3) is the lifeblood of the media, (4) funds sports and culture, and (5) a is a force for good. The survey was conducted in May 2009 by Nielsen Online across 50 countries with over 25,000 respondents. More information and the full results are available here: <http://www.wfanet.org/valueofadvertising>

The objective of the survey was to provide a better understanding of consumer perceptions of the benefits of advertising. WFA members and industry partners are encouraged to use the survey as a platform to actively communicate the value of advertising, relying on the findings to fine-tune messages to the respective local and regional context.

Overview of findings

The study reveals that the vast majority of consumers see advertising as playing a key role in the economy: 80% of the world's consumers believe that advertising helps create jobs. 72% say advertising contributes to economic growth. 68% believe it helps to reduce prices by stimulating competition.

A clear majority of consumers across all markets also understand the importance of advertising and sponsorship as a critical source of funding for sports, the arts and the media.



The survey reveals interesting discrepancies between attitudes by region. Europeans are more skeptical about the informational and entertainment value of advertising. For example, 50% of Europeans agreed that advertising is a useful source of information, versus 81% in Latin America, 75% in Asia-Pacific and 71% in North America.

Overall, the results show broadly consistent, largely positive consumer views about the economic benefits of advertising. Europeans are the

most hesitant, in clear contrast to the emerging markets across Asia-Pacific, Latin America, the Middle East and Africa.

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Note: Graph excludes those who responded 'don't have an opinion'. Source: Nielsen Online Global Survey 2009: Base: 25,420. 50 countries