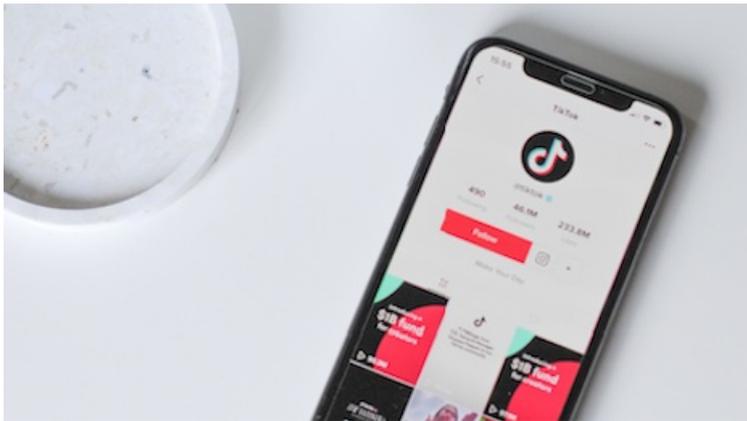


MARKETING

Consumers gravitating towards TikTok, podcast ads: Kantar

September 3, 2021



Marketers and consumers continue flocking to TikTok. Image credit: Unsplash

By KATIE TAMOLA

Brands are exploring new frontiers with their ad formats, increasingly turning to channels such as mobile games, streaming services and podcasts that were previously under the radar.

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New research from **Kantar** explores the ways brands are effectively engaging consumers in the digital world, such as producing authentic and trustworthy campaigns without being too aggressive. Brands must continue to foster advertising channels that have worked in the past, while being open to embracing newer and innovative platforms and formats.

"Publishers need to take advantage of the openness of consumers and advertisers to digital channels, to further improve their reputation - not to differentiate themselves from offline channels, but to work alongside them," the report said. "The key to this is to put online media channels on a level playing field by addressing their weaknesses, such as advertising intrusiveness, oversaturation and repetition."

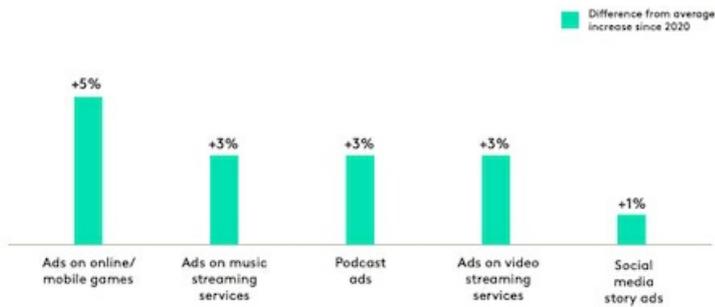
Kantar's findings are based on more than 14,500 consumer interviews, covering more than 290 brands in 23 markets.

Getting the message out

Brands are actively trying to garner attention for their offerings without saturating the consumer's landscape to avoid irritation or negative feelings.

Ads in online and mobile games increased in 2021 by 5 percent since last year, as customers note thinking that gaming ads are more "trustworthy" and "relevant and useful."

The five most improved online channels for ad equity among consumers



Ads in online and mobile games increased in 2021 by 5 percent since last year. Image credit: Kantar

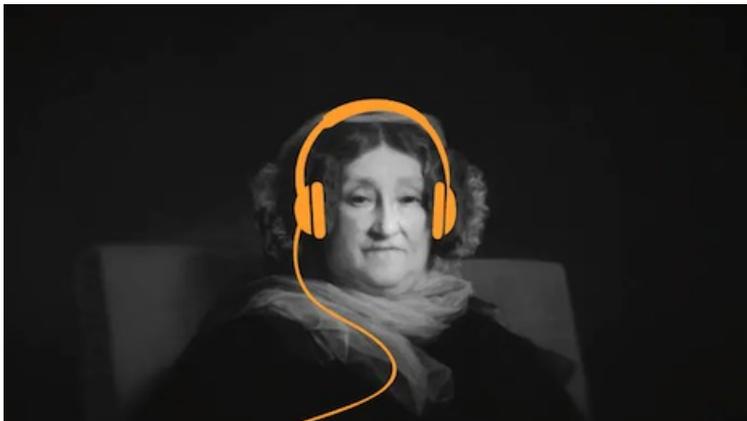
With the COVID-19 pandemic still having global impacts, consumers are spending more time on gaming and streaming apps and marketers are following suit.

Ads on music streaming services, video streaming services, and podcast ads have increased by 3 percent since 2020. Social media story ads also increased by 1 percent.

Luxury brands are not excluded from this shift, increasingly turning to gamification efforts ([see story](#)) and podcasts ([see story](#)) to creatively reach new affluent audiences.

Consumers are responding as well, giving positive feedback in terms of ad equity, or the sentiments consumers assign to the advertising experience within specific platforms, apps, et cetera.

Podcasts had the second-highest ad equity among media channels in 2020, and in 2021 they have overtaken influencer content to claim the number one online channel spot. Consumers are increasingly reacting positively to podcasts, and markets increased investment will continue into 2022, accelerating brands' audio offerings.



More luxury brands are tuning to new channels such as podcasts. Image credit: LVMH

The second-highest ad equity channel for 2021 was influencer content, followed by ecommerce ads, ads on television streaming services and social media story ads.

TikTok earned the top global ad equity rankings for 2021 among consumers, followed by Amazon, Instagram, Google and Twitter.

Globally, consumers also identified TikTok as the most innovative platform followed by Instagram and Spotify.

The rise of TikTok is clear, with the number of consumers exposed to ads on the platform almost doubling from 19 percent to 37 percent in the past year. As in 2020, consumers categorize the ads on the platform as "fun and entertaining," but there are also people who indicate there are too many ads.

Blending online video, influencer content and social media ads will continue to be one of the most effective approaches for brands. They must also consider how to balance local and global advertisements.

The top media channel for North America is cinema, while podcasts are the top online media channel. In Europe, the top media channel and top online media channel are point-of-sale and ecommerce, respectively.

Secure and innovate

Brands should consider how to balance global scale with local relevance by selecting a suitable blend of global and local media partners.

Contemporary consumers also yearn to feel safe when it comes to information security within a brand's digital offerings, as well as actively seeking innovation and brands staying true to their ethos.

Respondents rated Spotify as the most trusted environment, followed by Google and Amazon. To increase trustworthiness and security of ecommerce experiences, there are several tools brands can employ.

The growth of ecommerce has contributed to an increase of counterfeit goods, but brand protection teams are turning to digitalization as a way to fight fraud.

During a webinar hosted by Luxury Daily on April 7, speakers from the ecommerce and brand protection industries discussed how shifts in consumer behavior have impacted authentication and anti-counterfeiting efforts. Consumer-facing technology such as smart tags has become a crucial element in protecting brands and shoppers from counterfeit luxury products ([see story](#)).

Maintaining flexibility and an openness to innovation are some of the imperative techniques in fostering a successful ecommerce presence.

During a session at the Women in Luxury eConference on June 2, a group of women executives in majority-female luxury sectors discussed the most effective ways to maintain and expand consumer bases through online offerings. The panelists spoke about the accelerated trends they have observed during the COVID-19 pandemic and how brands are actively working to adapt to both stagnant and changing consumer needs and translate ecommerce growth to their other offerings, including in-store experiences ([see story](#)).

Brands must continue to providing safe and innovative means and methods to consumers, meeting them on the apps and platforms they are most likely to frequent.