

Consumers Show Advertising Love

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- Nielsen releases ad survey
- Commissioned by WFA
- Consumers still show faith in advertising

Global - According to a survey conducted by Nielsen for the World Federation of Advertisers, seven in 10 consumers agree that advertising contributes to economic growth while eight in 10 agree that advertising helps create jobs.

The survey involved 25,420 consumers in 50 countries in March/April and additionally, 68% of consumers feel that as a critical driver of competition between companies, advertising leads to better products and lower prices.

The survey also showed a majority of consumers across all markets believe advertising and sponsorship is a critical source of funding for exhibitions, cultural and sporting events (81%) and the media (67%).

However the survey also revealed some discrepancies between the attitudes of consumers across regions.

"European consumers appear to be more skeptical, with only half agreeing that advertising helps them make better choices," Jonathan Carson, president of online international for The Nielsen Company, said.

"Consumers in the rest of the world are much more enthusiastic: four out of five Latin Americans, three quarters of consumers in Asia Pacific and seven in ten in North America agree".

When asked whether advertising is entertaining, 79% in Latin America, 76% in Asia Pacific and 59% in North America agreed.

In contrast, almost half of European consumers disagreed.

WFA partnered with The Nielsen Company for this survey as part of a broader campaign to champion advertising at a time when policy makers worldwide are considering introducing new restrictions.

"Advertising is a powerful economic stimulus, and consumers are clearly aware of this. But, we still have more work to do so that governments, too, understand the important role it plays and take this into account when formulating policy," Stephan Loerke, WFA managing director, said.