UK Ad Spend Remains Sturdy While Global Predictions Fall

Contributed by PRWeb
Wednesday, 10 July 2013
Last Updated Wednesday, 10 July 2013

Warc a marketing analysis service has published a revised version of it January Consensus Ad Forecast, detailing expenditure growth across individual advertising platforms.

The report slashes the original 4% overall growth estimate down to 3.4%, indicating a more sluggish market revenue than expected. Spearheading the rest of the world, the BRIC nations will preserve their lead of at least double the ad spend growth, despite also experiencing a decrease. Particularly affected are Spain (-2.8% to -9.5%) and Italy (-1.1% to -8.1%); and also Germany, sinking from a growth of 1.3% down to damages of -0.1%, and France, which similarly drops from 0.1% to -2%. The UK and US retain a reasonable stability, losing only 0.3% and 0.4% respectively but remaining within the positive spectrum. Japan and Australia are the only contenders to experience an upgrade, although neither managed to increase by more than 0.3%. The latest 2014 figures still indicate a more widespread stabilisation, with the majority of countries enjoying a significant burst of productivity â€“ in spite of receiving an overall loss of 0.1% compared to Januaryâ€™s report â€“ and the BRIC group will continue to outperform their counterparts. Deconstructing figures in relation to advertising medium, the -0.6% drop is collectively attributed to print, radio and cinema advertising, whereas television outstrips its earlier forecast with an elevation of 70%, followed in the distance by Internet and Out-of-home, which grew by 0.1% and 0.2% respectively. Media Agency Group CEO, Lee Dentith, said: â€œWhile the global market has seen a disappointing turn over the first half of 2013, the UK advertising industry continues to behave as a European frontrunner, standing as the only market in the West of the continent to uphold a predicted growth. Traditional formats such as cinema, radio and print have declined in growth, as advertisers are moving their spend towards TV (including VOD and catch-up), online and outdoor advertising due to the shift in consumer behaviour. The rise in smart devices enables them to spend more time online, even more so whilst out of home, which has subsequently given rise to digital and interactive outdoor developments. A 13.9% growth in online advertising is fantastic for the industry and consumers alike who are experiencing a richer advertising message from their favourite brands. Media Agency Group do not discount the power of traditional advertising formats and can plan and execute offline and digital advertising campaigns with the same finesse. The audience is key to the advertising format executed, and Media Agency Group develop bespoke campaigns suited to audience, brand message and objectives.â€•