European Study Into Marketers? Views on Media Effectiveness Announced

Contributed by Millward Brown
Wednesday, 29 June 2005
Last Updated Wednesday, 29 June 2005

MB completes its largest European study into marketersâ€™ views on media effectiveness and trends
Online marketing increases but traditional media channels still lead the way
Millward Brown, a global research leader today announces the results of its EuroMedia Trends 2005 Study.
The study, which focuses on marketing and media decision-making was conducted among senior-level marketing executives across a wide range of industries. It covers trends in marketing and media decision-making, perceptions about media and marketing channel performance, media and marketing spending patterns, and the integration of digital and online media into the marketing mix.
Key findings:

â€¢ Central and Eastern European marketers are optimistic about their budget growth expectations while in Western Europe they are more cautious
â€¢ Online marketing in Europe is becoming more popular but the level is still below that of the US
â€¢ European marketers favour traditional media channels to achieve diverse objectives, while in the US online marketing is used to generate trial or repeat purchase
â€¢ In Europe, marketers seem to focus more on short-term sales building rather than longer-term brand equity building
â€¢ In Central and Eastern Europe, integrated marketing campaigns are more widespread than in Western Europe
Commenting on the implications of the findings, Brian Jacobs, who heads up Millward Brownâ€™s Global Media Practice said: â€œMillward Brownâ€™s research has shown that European consumers are using multiple media in many different ways and are available to be reached beyond traditional communication channels. Our study showed that online marketing is becoming increasingly important to marketers across Europe with 42 percent of respondents having a centralised online marketing group at their company.â€•
He continued: â€œHowever, almost half of Western European marketers are not yet converted to integrated marketing campaigns, which take advantage of the strengths of each medium in a holistic way. European marketers need to improve their understanding of which media channels are best to meet their individual marketing objectives if they want to maximise the return on their marketing investment.â€•
Detailed results from the study will be presented to clients at a series of events being held across nine countries throughout Europe.
Editor's note:
Study background:
Millward Brown conducted more than 700 interviews with marketing decision makers across Europe. In Western European countries interviews were conducted in Germany, France, Italy, Spain, Portugal and the UK. In Central and Eastern European countries, research was undertaken in Croatia, Czech Republic, Hungary, Greece, Poland, Romania, Russia and Turkey.
About Millward Brown:
Millward Brown (http://www.millwardbrown.com/), one of the worldâ€™s top 10 marketing research organisations, is recognised as a leading authority on advertising, marketing communications, media, and brand equity research. Through the use of an integrated suite of validated research techniques â€“ both qualitative and quantitative â€“ Millward Brown helps clients build strong brands and services. Millward Brown has more than 70 offices in 42 countries. Additional practices include Millward Brown's Global Media Practice (a global media effectiveness unit), Millward Brown Optimor Date: 16 May 2005