

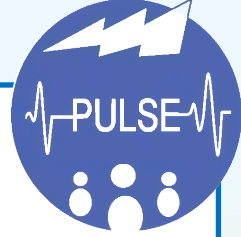
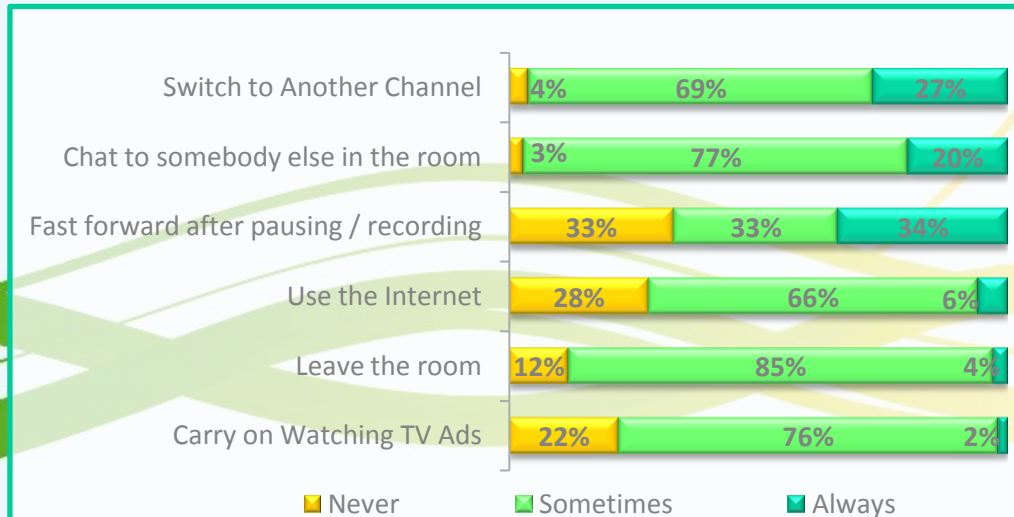
# Carat Pulse News

March 2011

## Ad Avoidance and The Meshing Opportunity

We know that audiences switch out of TV viewing during ad breaks. This month we revisited the TV ad avoidance issue. Traditional responses to advertisements, such as switching to another channel (96%, sometimes or always), chatting to somebody else in the room (97%, sometimes or always), or leaving the room (89%, sometimes or always) are apparent. Media multi-tasking is, however, becoming increasingly important, with 72% of our panel saying that they sometimes/always browse online during TV ad breaks.

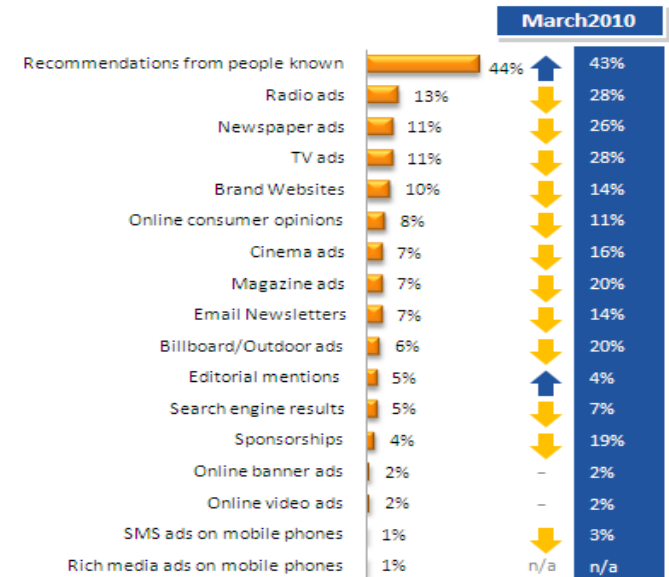
With just under three quarters of our panel saying that they are inclined to go online while watching TV, there is clear scope for development of this already complementary relationship. With widespread access to broadband, consumers are now closer to the point of purchase than ever before. There exists a huge opportunity here for truly integrated advertising campaigns which leverage different media channels against each other to create ads capable of capturing the attention of increasingly demanding and inquisitive consumers.



## Advertising Channels and Consumer Trust

We have tracked the levels in trust that Irish consumers place in the various media channels used for advertising brands since last year. The survey sought to explore the levels of trust across the various media as advertising vehicles rather than as channels of news, information or entertainment. It is evident from the latest March data that a trust deficit has emerged right across the media landscape.

The Carat / iReach panel confirmed that well-established channels, such as radio (down 15%), newspaper (down 15%), magazines (down 13%) and television (down 17%), have experienced a profound decline in trust since 2010. Online vehicles too are subject to increasing levels of distrust and scepticism, but with a less radical drop than what can be seen across mainstream media.



Please Note: The Pulse survey is conducted completely online. iReach Market Research use all best endeavors to ensure survey design, sampling and subject solicitation, distribution methods and response rates remove any possible bias in using an online survey approach over a telephone survey approach.

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