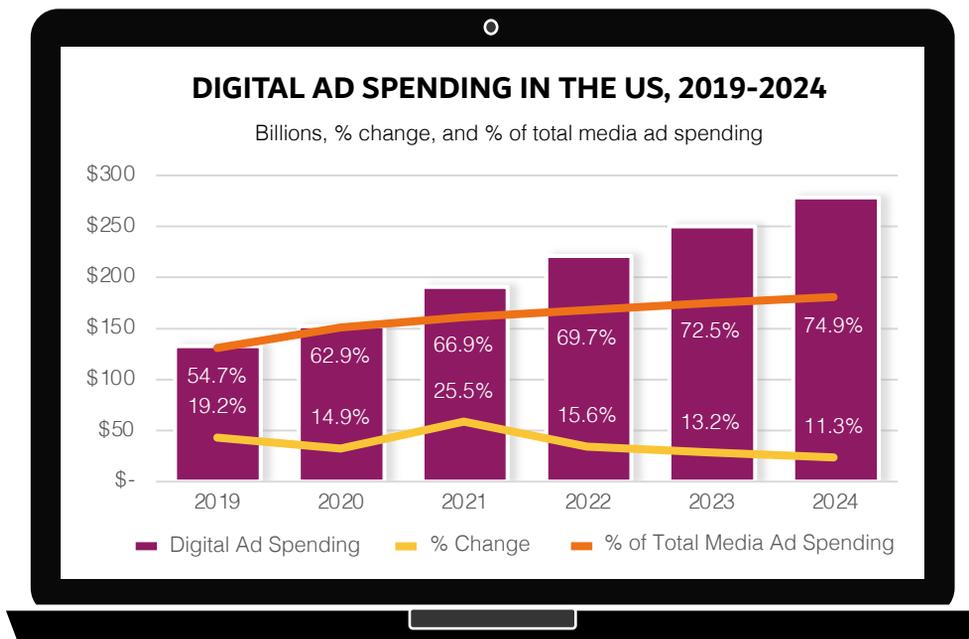


# THE RISE OF DIGITAL MEDIA DURING THE PANDEMIC AND THE IMPORTANCE OF DEVELOPING FULLY INTEGRATED CAMPAIGNS

The events of 2019-2021 were catalysts for mainstream adoption of digital advertising by brands across seemingly every industry and budget. Digital is now utilized to target consumers across a variety of segments and industries. Analysis has shown the roles that each channel plays and how they synergize with and without one another both offline and online. Deeper analysis has shown that cross-channel strategy which includes digital media is the best way to increase brand exposure and awareness while also driving ROI. Digital plays a key role in that channel mix, and as such, it is important to gain learnings from the quick changes in the media landscape & identify the grey matter that makes a great campaign.

## HOW MUCH DID DIGITAL AD SPEND RISE BETWEEN 2019-2021?

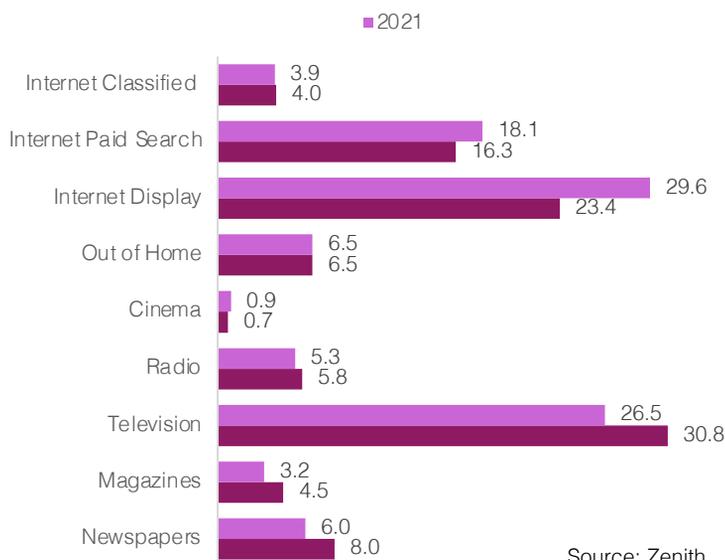


Source: eMarketer, March 2021

In 2020, marketing budgets were slashed. Traditional OOH advertising was down by 46%, terrestrial radio lost 31% of its ad spend, and tried-and-true linear TV lost 24% of its marketing budgets. However, where other channels were losing funds, digital grew. The digital space saw growth of nearly 15% in 2020 and over 25% in 2021 YOY. By the end of 2021, over 66% of advertising budgets were spent on digital inventory. Experts claim this trend will continue, with some estimating \$278B will be spent on digital advertising by the year 2024. When compared to a total estimated advertising spend of \$370B in 2024, these speculations would mean that digital will capture nearly 75% of all advertising budgets.

## HOW HAVE OTHER CHANNELS BEEN AFFECTED?

### SHARE OF GLOBAL ADSPEND BY MEDIUM (%)



Source: Zenith

Between 2018 and 2021, massive shifts in marketing budgets have been undertaken by all industries. Whether the company is DTC, B2B, or anything in between, chances are they have shifted their dollars around in the past three years. The graph to the left shows how these trends have played out. Notable changes were in television (which lost 4.3% of global ad-share) and internet display (which gained 6.2% of global ad-share). Total ad spend since 2019 has only grown by \$43 billion and digital by itself has grown by \$59 billion; meaning that digital has not only been growing along with the market, but also leaching on budgets from other channels.

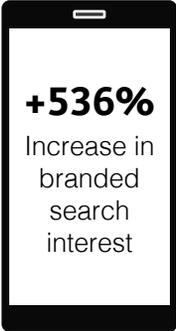
## WHAT QUALITIES DEFINE A SUCCESSFUL DIGITAL CAMPAIGN?

Among the many things that define a successful digital media campaign, there are often five crucial elements that will nearly always be present.

- 1. Flexibility:** When set up correctly, digital campaigns can provide optimal flexibility to make shifts in everything from budget changes, targeting, tactics, creatives, and more. This is crucial for achieving maximum ROI. Digital campaigns are unique because they can be optimized daily for quick, same-day tactical shifts.
- 2. Reach/Frequency:** Reach and frequency are not just metrics, but tools to be utilized. These tools need to be closely monitored to determine where media works best and when budget should be pulled back or allocated elsewhere to avoid oversaturation and consumer fatigue.
- 3. Strategy:** Without a set, coherent, and data-backed strategy, a digital campaign will set sail in a vast sea without a compass. Although the campaign may be moving forward, lack of strategy often means that the direction and tactics used are arbitrary, leading to a lackluster ROI. A solid strategy steers the ship in the right direction and allows for course adjustments along the way to maximize success in the digital market.
- 4. Cost Efficiency:** Digital media does not necessarily require the large budgets that other channels do. They can be incredibly effective at utilizing smaller budgets to hit a target audience given its hyper-targetability when compared to more traditional channels. Successfully scaled digital campaigns often see even more cost efficiency through frequent optimization.
- 5. Cross-Channel Integration:** While digital is great as a standalone channel, it truly shines when used to compliment others. For example, branded paid search is a must have for businesses running TV or audio. Now, more than ever, people are researching what they hear on TV, the radio, and on podcasts. Being above the fold when consumers search your brand, category, or products maximizes the results of your overall campaign & ensures your competition doesn't steal this primed traffic.

# THE VALUE OF CROSS-CHANNEL INTEGRATION

2018-2021 has proven to be revolutionary in the way that businesses are connecting with their customers. Now, more than ever, people are using multiple devices to consume media and find information. Digital adoption has never been higher, but consumers are still hesitant to give up their current media platforms. The average person also requires multiple impressions from a brand to even consider buying their products or services. Cross-channel integration helps overcome this hurdle by providing an individual with multiple touchpoints from a brand seamlessly throughout their day. [One study](#) showed that running TV advertisements along with Google search ads increased branded search interest by 526% (as opposed to just running google search ads alone which raised interest by 50%).



**+536%**  
Increase in  
branded  
search  
interest



**+11%**  
In Total  
Product  
Sales

Another study by [Google and Dove](#) showed that even in a highly saturated industry, running digital ads in synergy with national TV increased sales by 11% over baseline (as opposed to a 6% lift with strictly digital advertising). The study also concluded that in addition to an 11% lift in advertised product purchases, sales also were lifted over baseline for other complementary Dove offerings. These studies and more have proven the benefits of cross-channel, fully integrated campaigns such as increased sales of advertised products, elevation of brand interest and brand lift. This strategy will be a defining trait of successful marketing campaigns in the coming years and will continue see a drastic increase in popularity with up-and-coming, next generation brands who are looking to connect with their consumer on a deeper and more holistic level.

## ABOUT AUTHORS



Melissa Washburn is a Group Media Director at Havas Edge. With a demonstrated history working in marketing, she is expertly skilled in digital strategy, business development, team development, campaign management, and lead generation (SEM, Display, Social, etc). Melissa has a passion for creating and implementing digital marketing strategies for clients that are catered to & optimized for their desired goals.



Tyler Lombardi is a Growth Coordinator at Havas Edge. He specializes in marketing research, project management, and business development across all verticals. Tyler strongly believes in value of learning something new every day and utilizing newfound knowledge to drive success for his team, and the clients he works with.

## CONTACT US:

We would love to hear from you. To get in contact with us about your campaign goals, use the information below. We at Havas Edge are excited to connect with you! Email: [newbiz@havasedge.com](mailto:newbiz@havasedge.com)

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