

ATTITUDES TOWARDS ONLINE ADVERTISING

gemiusAdHoc

Lithuania

2006

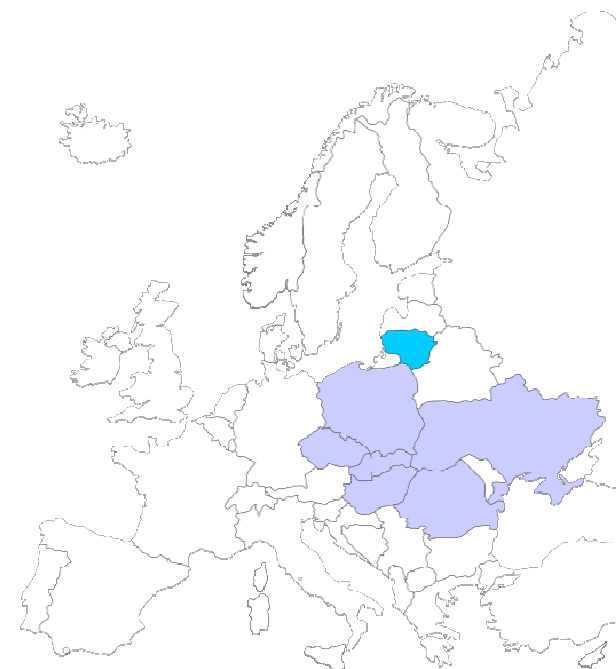


TABLE OF CONTENTS

- Methodology 3
- Executive summary 10
- Summary 12
- General attitudes towards online advertising 18
- Attitudes towards the format of advertisements..... 25
- Declared behaviour in response to online advertising 28
- The perceived image of the advertised companies..... 32
- Demographics 34



METHODOLOGY OF THE RESEARCH



METHODOLOGY

- The research was conducted by Gemius & partners in seven European countries: the Czech Republic, Hungary, Lithuania, Poland, Romania, Slovakia and Ukraine.
- In **Lithuania** Gemius conducted the research in cooperation with **AdNet**. Data from the Lithuanian research was taken into account in this report.



METHODOLOGY

- The aim of the research was to identify attitudes of Internet users towards online advertising.
- Questions involved in the research concerned:
 - general attitudes towards advertising (online & TV)
 - attitudes towards advertisements' formats
 - declared behaviour in response to online advertising
 - the perceived image of the advertised companies.
- The recall of different formats of advertisements was aided by screen shots of advertisements' formats.
- The research was conducted on the Internet in the form of a pop-up survey (random sampling) on 9th–17th of May 2006.
- The total sample of 3070 valid cases, used in the study, was re-weighted with the use of an analytic weight computed on the basis of structural data on Internet users taken from the gemiusAudience research in Lithuania.

FORMATS OF ADVERTISEMENTS (international) (1)

Banner

Products Company Case Studies gPublishersIndex

Gemius
THINKING BEYOND BORDERS

Log In

Monitor & analyze online behavior
Analyze Internet audience profiles
Analyze campaign effectiveness
Conduct online surveys

gemiusTraffic
helped us to really manage our corporate web sites. We gained a professional research tool.
Krzysztof Pius,
Manager Marketing Communication,
Toyota Motor Poland Co., Ltd.

Freedom of speech in the Ukrainian Internet - what do people think about it?
20 March 2006

MEET YOUR ONLINE AUDIENCE
You have invested time and money into building your web site. Now, let that web site work for you.

If you want to:

- Gain credible data on the usage of your web site
- Understand the socio-demographic profile of your online audience

Billboard

Products Company Case Studies gPublishersIndex

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Brandmark

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- Gain arguments to sell advertising space online

Make use of the **gemiusTraffic** or **gemiusProfile** studies.

Button

Products Company Case Studies gPublishersIndex

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WATCH YOUR COMPETITION
Do you analyze your online performance? Now you can compare your online performance to that of your competitors.

If you want to learn:

- How your web site's performance compares to your competitors,
- How web sites rank according to reach or other indicators,
- How selected target groups use the Internet.

Make use of the **gemiusAudience** study.

CHECK YOUR ONLINE ADVERTISING
So you have conducted an online advertising campaign.

Now you can determine:

- Whether the money you spent was spent effectively
- Whether your campaign reached its desired goals
- How the campaign impacted on your brand

Make use of the **gemiusEffect** study.

Gemius Hungary and Toyota Motor have started cooperation!
20 March 2006

Both companies agreed to jointly introduce gemiusAudience study to the Hungarian market under the local

FORMATS OF ADVERTISEMENTS (international) (2)

Monitor & analyze online behavior
Analyze Internet audience profiles
Analyze campaign effectiveness
Conduct online surveys

gemiusTraffic
Helped us to really manage our online life, game a professional

http://www.gemius.com - Advert

Pop-up

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Freedom of speech in the Lithuanian Internet - what do people think about

March 2006

Since October 2005 Gemius SA has conducted its gemiusAudience research study on the Lithuanian market. The first results are already published, to the satisfaction of all participants and the public, at the present there are over 40 web-sites taking part in the research and the number of them is increasing constantly.

gemiusAudience - a deep insight into the Lithuanian online market!

27 March 2006

A typical Internet user in Estonia is 35-40, 24-year-old. He spends monthly 2.6 hours and 54 minutes on average and his favorite website is delfi.ee. So comprehensive data were provided with the first results of a holistic Internet audience's research on the Estonian market - gemiusAudience.

Monitor & analyze online behavior
Analyze Internet audience profiles

gemiusTraffic
Helped us to really manage our online life, game a professional

http://www.gemius.com - Advertisement

Pop-under

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http://gemius.com/flash/index.php

Interstitial

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Skyscraper

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FORMATS OF ADVERTISEMENTS (international) (3)

Toplayer

Check your online advertising. So you have conducted an online advertising campaign. Now you can determine:

- Whether the money you spent was spent effectively
- Whether your campaign reached its desired goals
- How the campaign impacted on your brand

Streaming

Check your online advertising. So you have conducted an online advertising campaign. Now you can determine:

- Whether the money you spent was spent effectively
- Whether your campaign reached its desired goals
- How the campaign impacted on your brand

Upgrade to gemiusTraffic professional

Subject: Upgrade to gemiusTraffic professional From: Gemius.com 2006-04-13 16:09

Gemius

mailing

Sponsored link

www.gemius.com/gemiusTraffic

Check your online advertising. So you have conducted an online advertising campaign. Now you can determine:

- Whether the money you spent was spent effectively
- Whether your campaign reached its desired goals
- How the campaign impacted on your brand

FORMATS OF ADVERTISEMENTS (only in the Lithuanian research) (4)

Halfpage

The screenshot shows the Gemius website interface. A large yellow rectangular area is overlaid on the page, labeled "Halfpage". The website content includes a navigation menu, a main header with the Gemius logo, and several text-based sections such as "MEET YOUR ONLINE AUDIENCE", "WATCH YOUR COMPETITION", and "CHECK YOUR ONLINE ADVERTISING".

Expand banner

The screenshot shows the Gemius website interface. A large yellow rectangular area is overlaid on the page, labeled "Expand banner". A red dashed line indicates the expanded state of the banner. The website content is similar to the previous screenshot, showing the Gemius logo and various text sections.

Scroller Scroller Scroller Scroller Scrol

The screenshot shows the Gemius website interface. A large yellow rectangular area is overlaid on the page, labeled "Scroller Scroller Scroller Scroller Scrol". A red arrow points to the scroller area. The website content includes a navigation menu, a main header with the Gemius logo, and several text-based sections such as "MEET YOUR ONLINE AUDIENCE", "WATCH YOUR COMPETITION", and "CHECK YOUR ONLINE ADVERTISING".



EXECUTIVE SUMMARY

ad.net

Executive summary

The highlights of the study include the following findings:

- According to the study, more than half of the respondents declared to accept online advertisements as the price for free access to web sites.
- The study shows that TV advertisements are perceived as more irritating comparing to internet ones.
- According to the opinion of 44.5% of the respondents, online advertising is efficient.
- The study found that pop-up was the most frequently recognized as a format.
- From all of the presented creatives, the sponsored link was the favourite one.
- 70% of the respondents declared to click on online advertisements.



SUMMARY

ad.net

General attitudes towards internet advertising (1)

- **Frequency of advertisements' emission:** 51% of Internet users perceive advertisements as appearing on the Internet too often/much too often.
- **Online advertising as the price for free access to web sites:** More than half of Internet users accept treating online advertisements as the price for free access to web sites. 15% would prefer to pay for the access to web sites than watch advertisements on them.
- **Perception of TV and online advertisements:** Advertisements are perceived in general as irritating, however 13 percentage points more of Internet users stated the same when asked about TV advertisements. Not less than 40% of Internet users stated that adverts are informative and creative. However, similar proportion of the respondents claimed that adverts are boring. Only 6-7% of Internet users stated that they trust advertisements.

General attitudes towards online advertising (2)

- **Characteristics of advertisements which attract Internet users' attention:** The most frequently chosen features of adverts were 'which product/service is advertised' (58%) and 'is the advertisement pretty/nice' (42%). Format of creatives was perceived as less important.
- **Perceived efficiency of advertising:** According to the opinion of 44.5% of respondents, online advertising is efficient.
- **Feeling of being deceived:** 41.6% of respondents claimed to feel deceived by online advertisements.

Attitudes towards advertisements' formats

- **Familiarity with different formats of creatives:** In Lithuania the respondents were most familiar with the pop-up type of creative (63.2%). More than 50% of the respondents as formats that they were familiar with mentioned: brandmark (58.4%), e-mailing (56.3%) and a sponsored link (52.1%). The least frequently chosen was halfpage (30.3%).
- **Attitudes towards advertisements' formats:** The sponsored link was the most frequently chosen as a favourite one (38.9%). The lowest percentage of the respondents stated they like the interstitial (9.2%). It can be noticed that the most liked advertisements are the smallest ones, which do not interrupt Internet activity too much. These are the sponsored link, scroller, and button. Moreover, Internet users dislike such adverts as the interstitial, e-mailing, pop-up, pop-under and brandmark (it is liked by no more than 12% of Internet users), which are more imposing. Internet users need some additional activities (such as closing windows or deleting e-mails) to deal with it.

Declared behaviour in response to online advertising

- **Looking for additional information about the advertised product/service:** 30% of respondents – after being exposed to an online ad - look for additional information from time to time. 11% stated to do it often, whereas 3.4% claimed to do it always.
- **Declared Clickthrough frequency:** 70% of Internet users declared to click on online advertisements, the biggest share of respondents stated to do it from time to time (27%). According to the opinion of the respondents 28% of Internet users never click on adverts.
- **Option of purchasing the product:** 20% of Internet users who took part in the research, would like to have an option of purchasing products straight after clicking the online advertisement and being re-directed to an online store's web site.

The perceived image of the advertised companies

- According to the opinion of 61% of the respondents, companies that are advertising on the Internet, are **modern**. 31% of the Internet users stated that they are **technologically advanced**. Not less than 20% of the respondents stated that they are **dynamic** and **innovative**. In general, companies which choose to advertise on the Internet are perceived as modern, but not the rich ones.

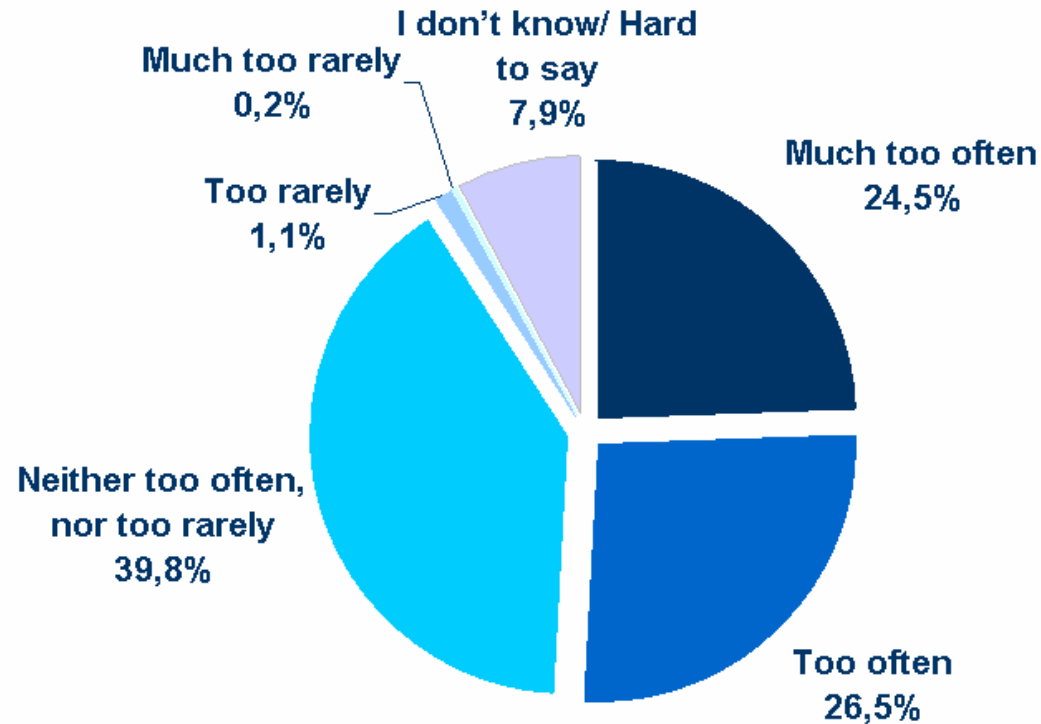


General attitudes towards online advertising

ad.net

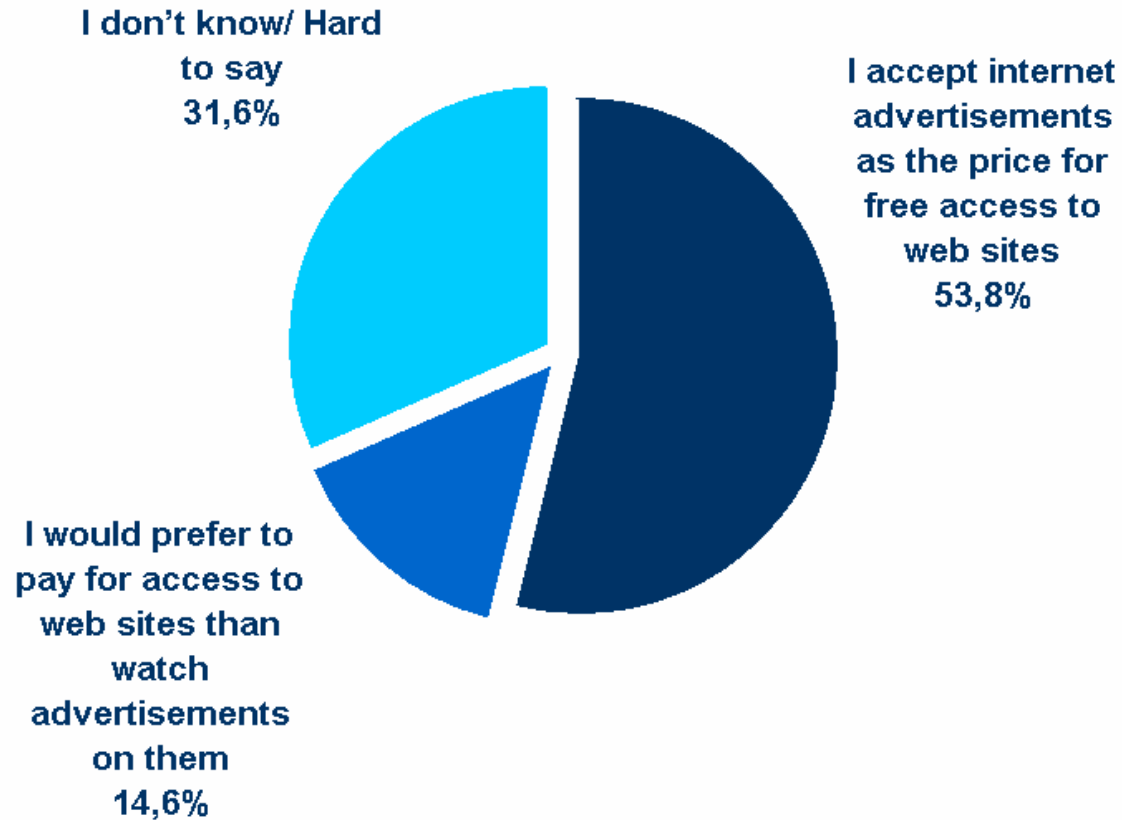
Frequency of advertisements' emission

'Do you think that advertisements appear on the Internet ...?'



Online advertising as the price for free access to web sites

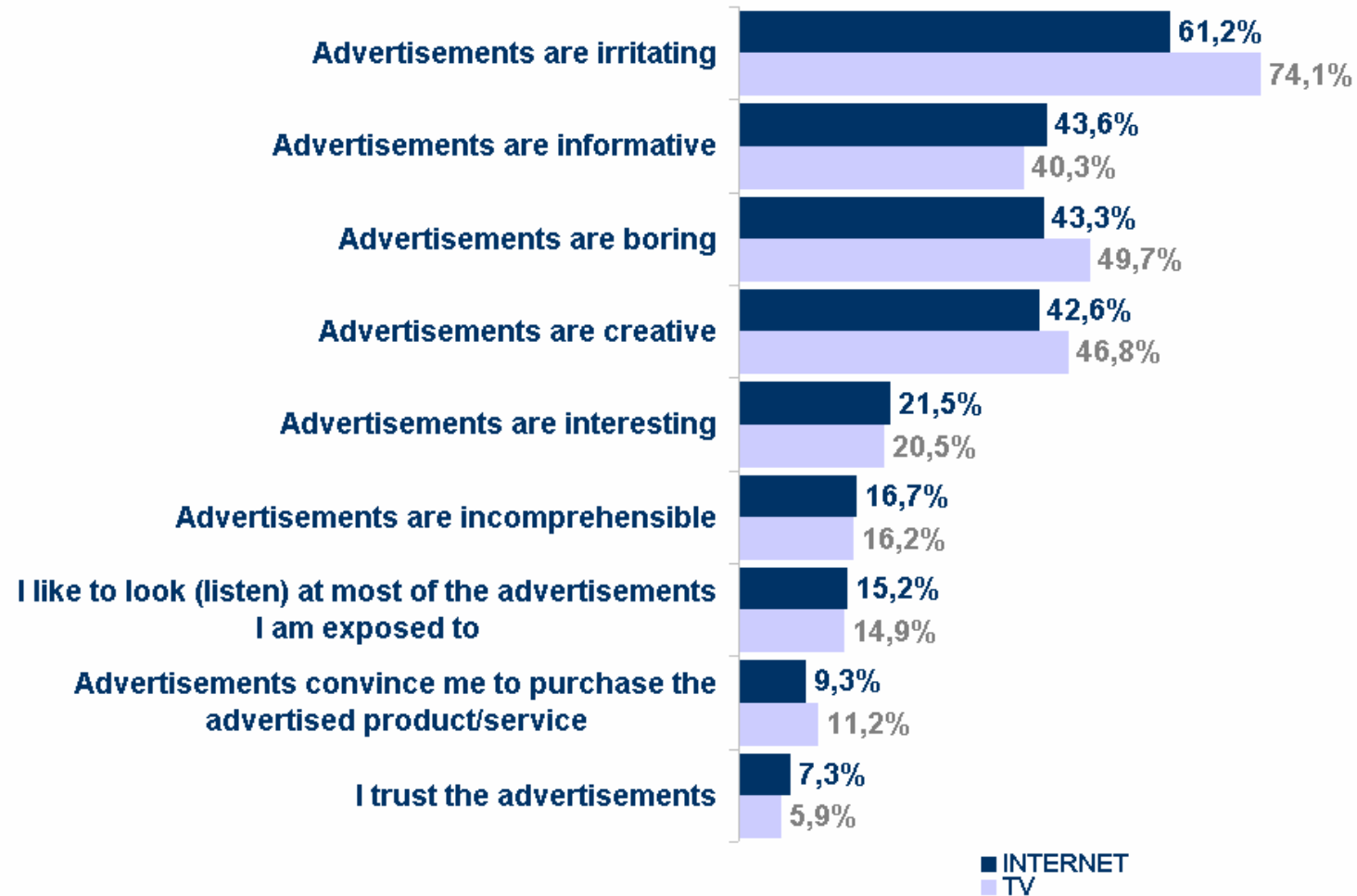
‘With which of the statements below do you agree?’



Attitudes towards TV and online advertisements

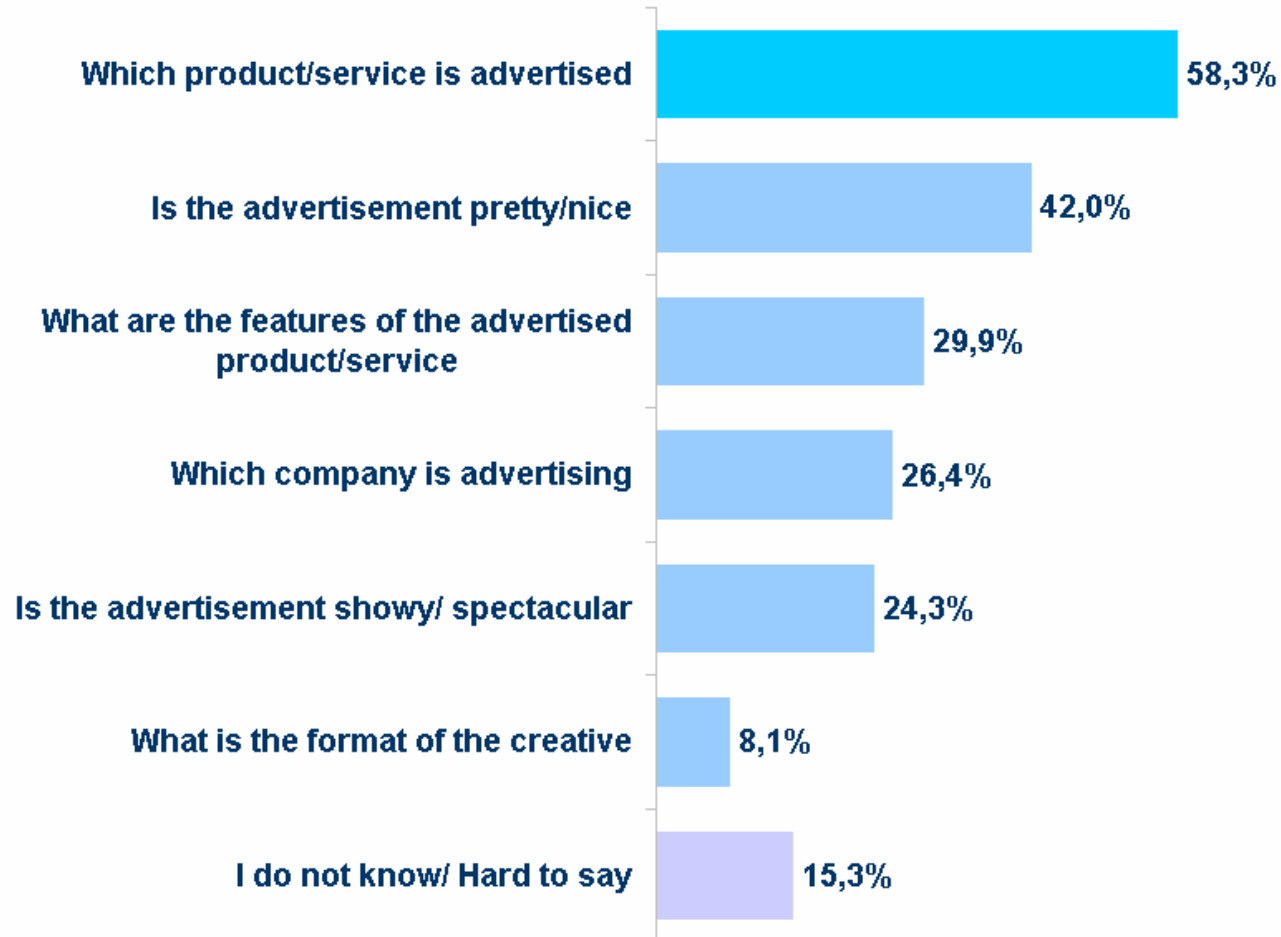
'To what extent do you agree with the following statements?'

The percentage of the 'strongly agree' and 'agree' ratings is presented on a chart.



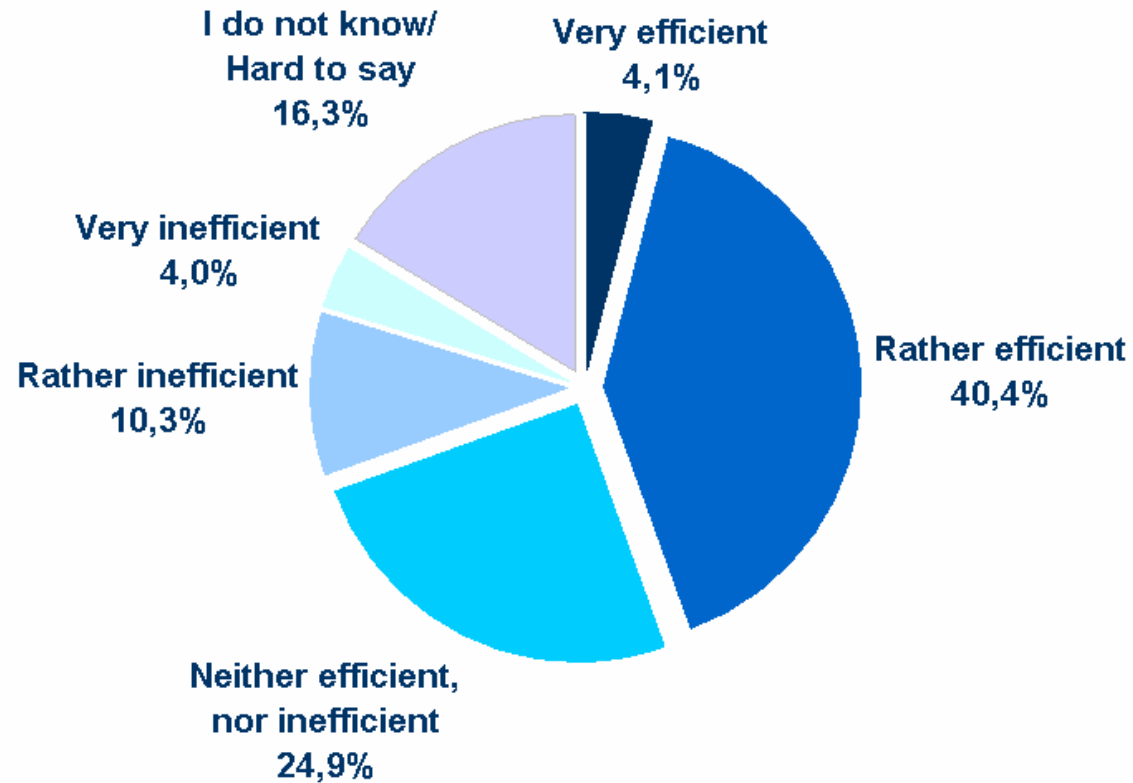
Features of advertisements which attract attention of internauts

‘What do you pay the most attention to in online advertisements?’



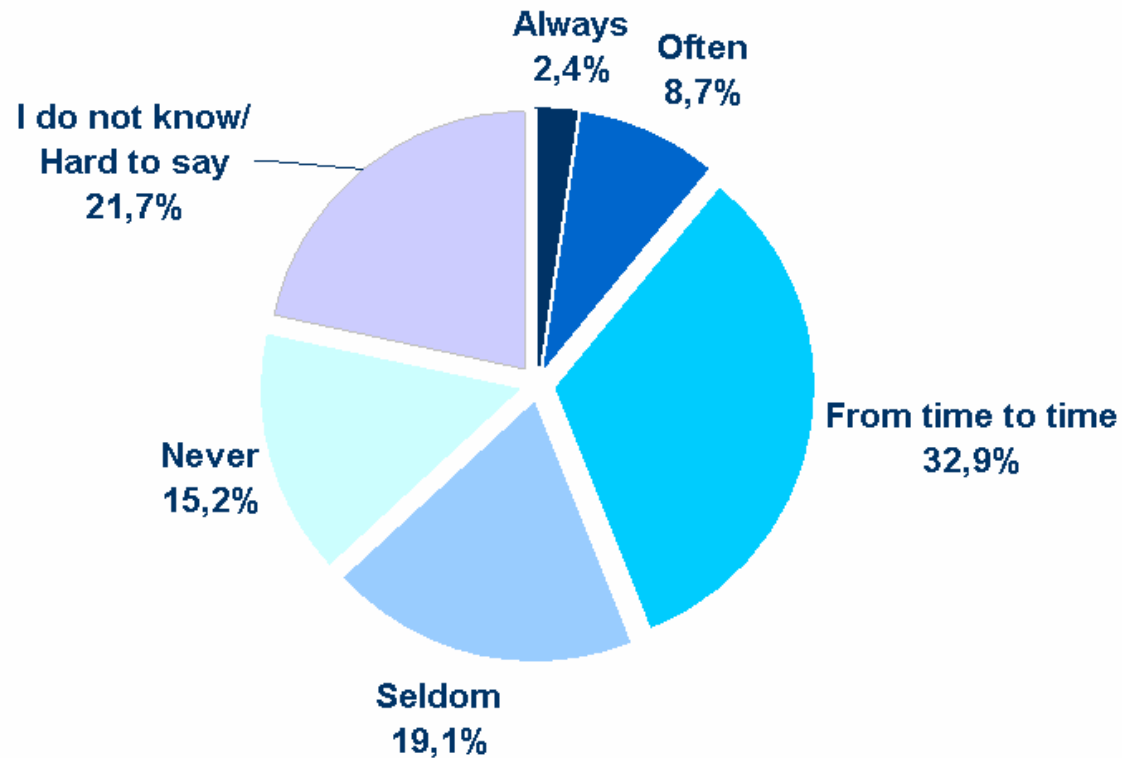
Efficiency of advertising

'Do you think that online advertisements are efficient?'



Feeling of being deceived

'How often do you feel deceived by online advertisements?'



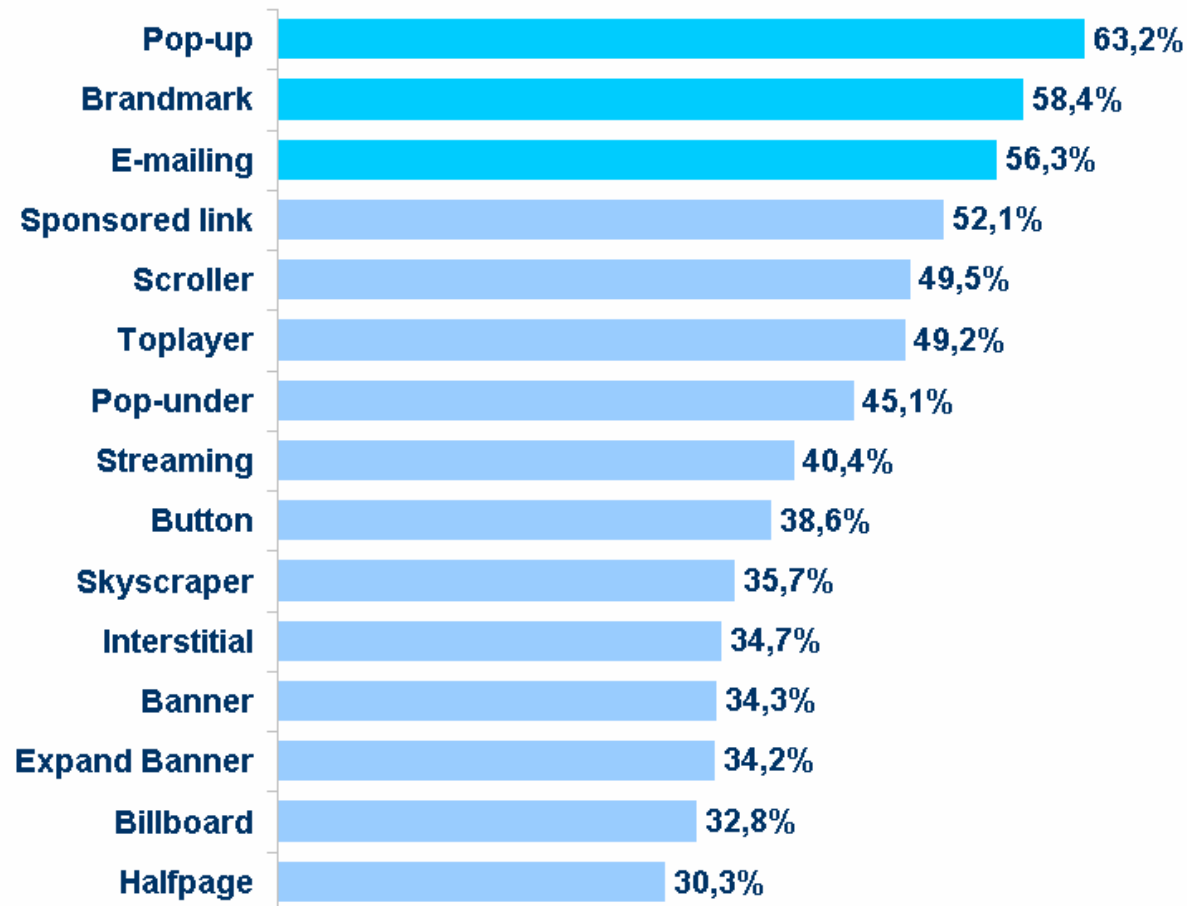


Attitudes towards formats of advertisements

ad.net

Familiarity with different advertisements' formats

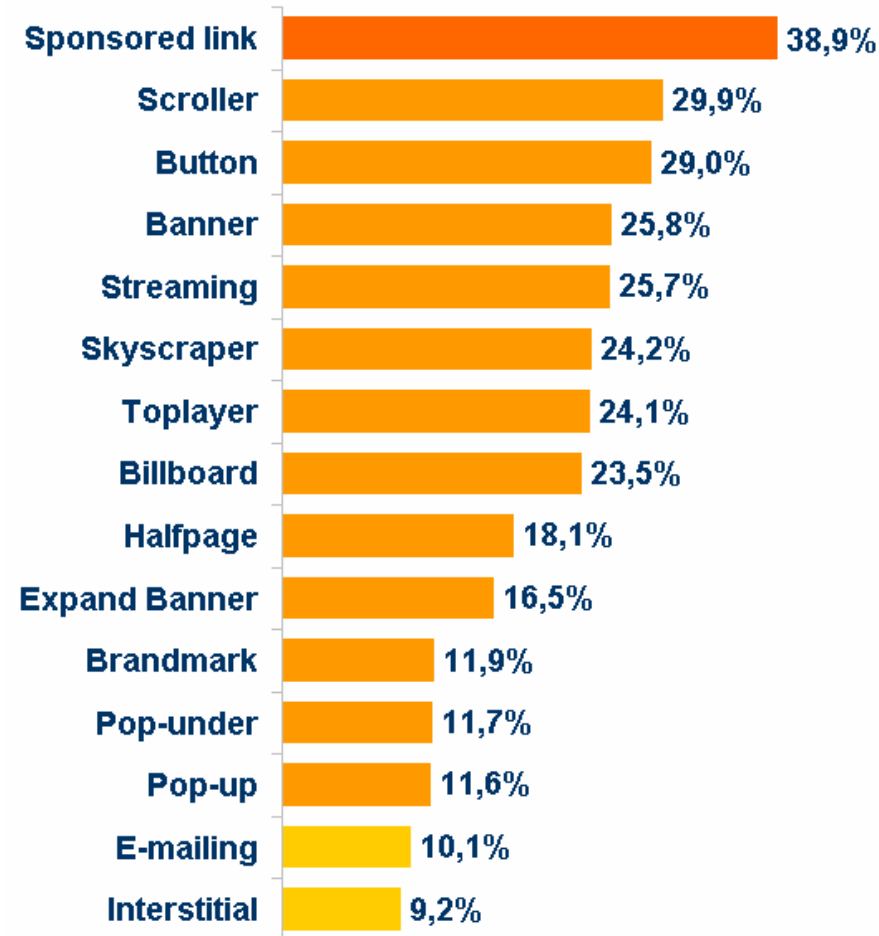
'Which of the listed formats of creatives do you know?'



Attitudes towards advertisements' formats

'What is your attitude towards the listed formats of creatives?'

The percentage of the 'definitely like' and 'like' answers is presented on a chart.



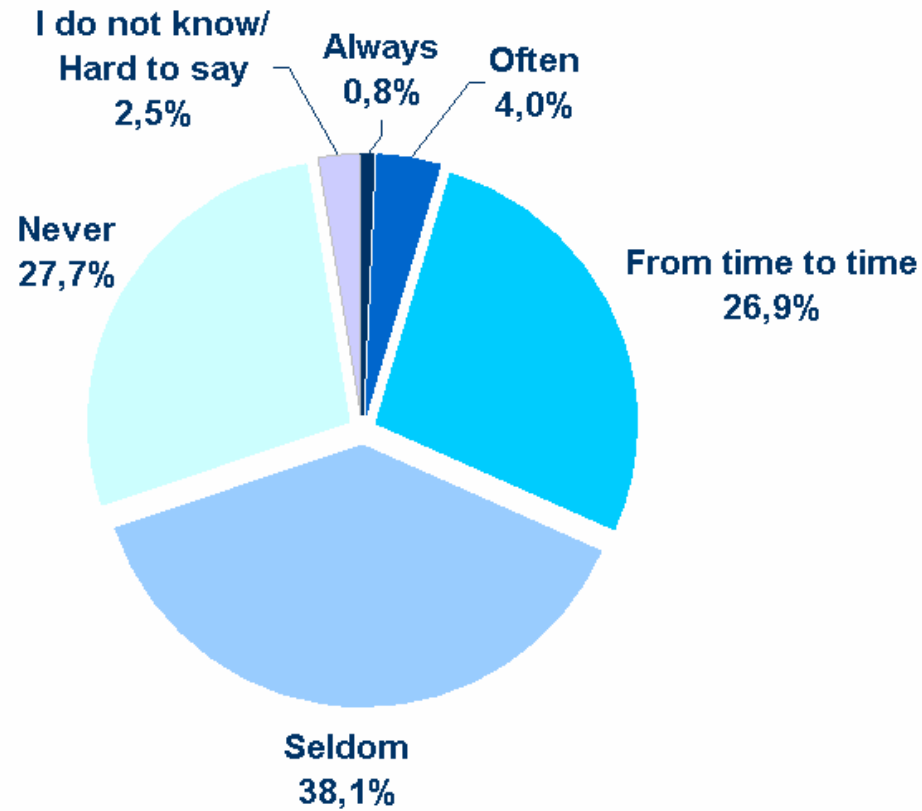


Declared behaviour in response to online advertising

ad.net

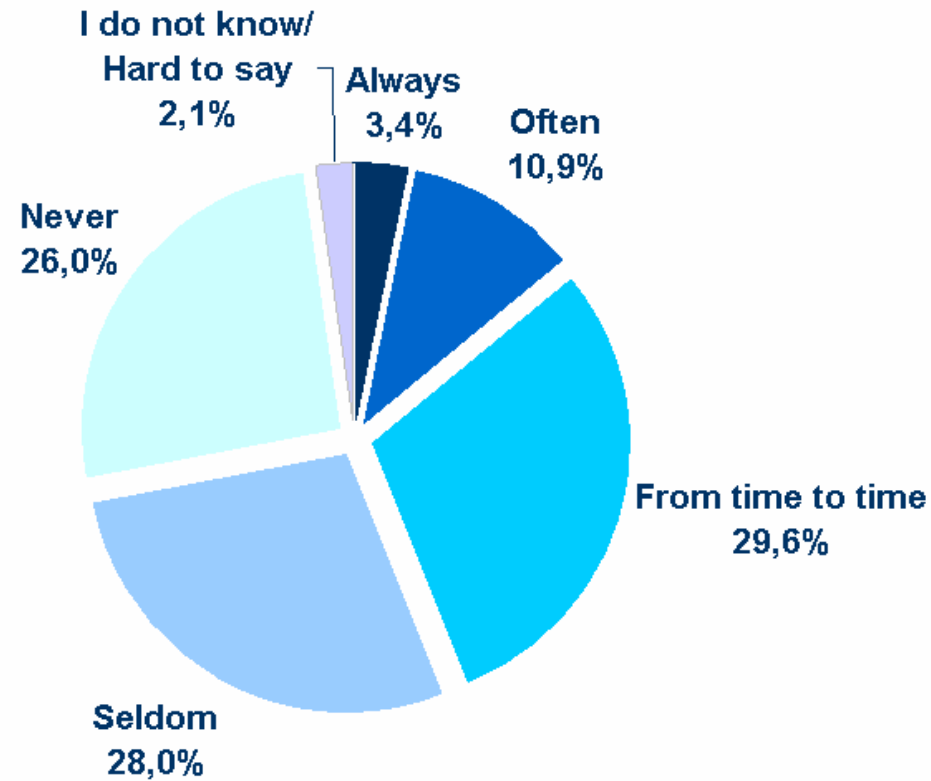
Declared Clickthrough frequency

'Do you click on online advertisements?'



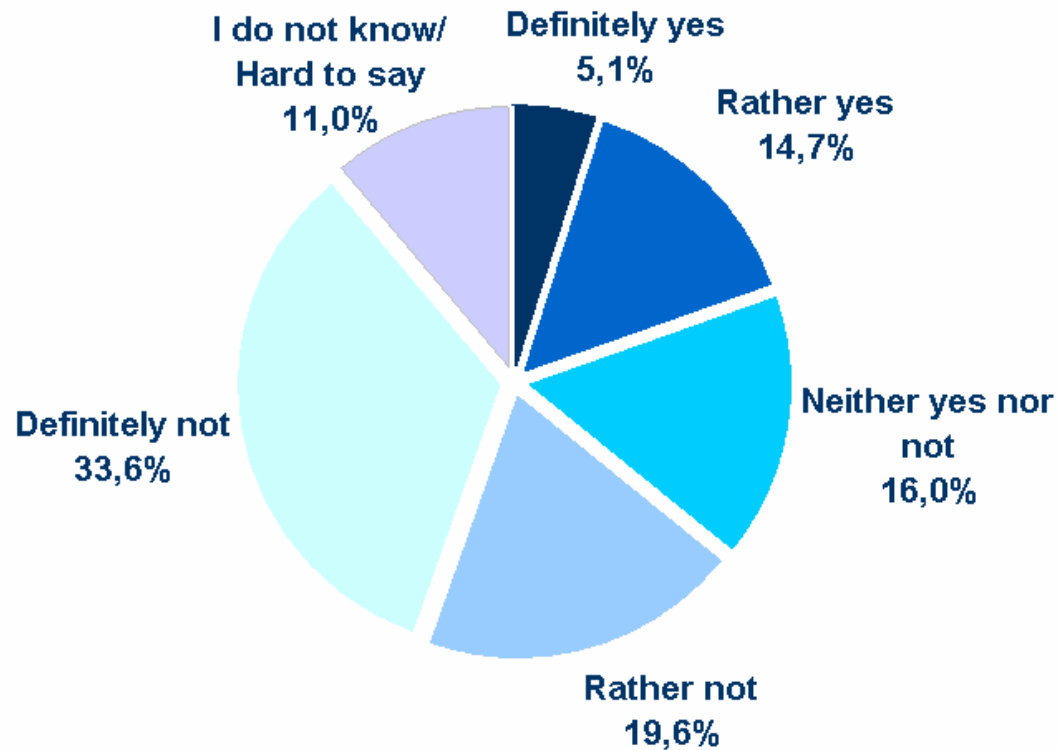
Looking for additional information

'Do you look for additional information about the advertised products/services on the web sites?'



Option of purchasing products

'Would you like to have the option of purchasing products straight after clicking the online advertisement and being re-directed to an online store's web site?'



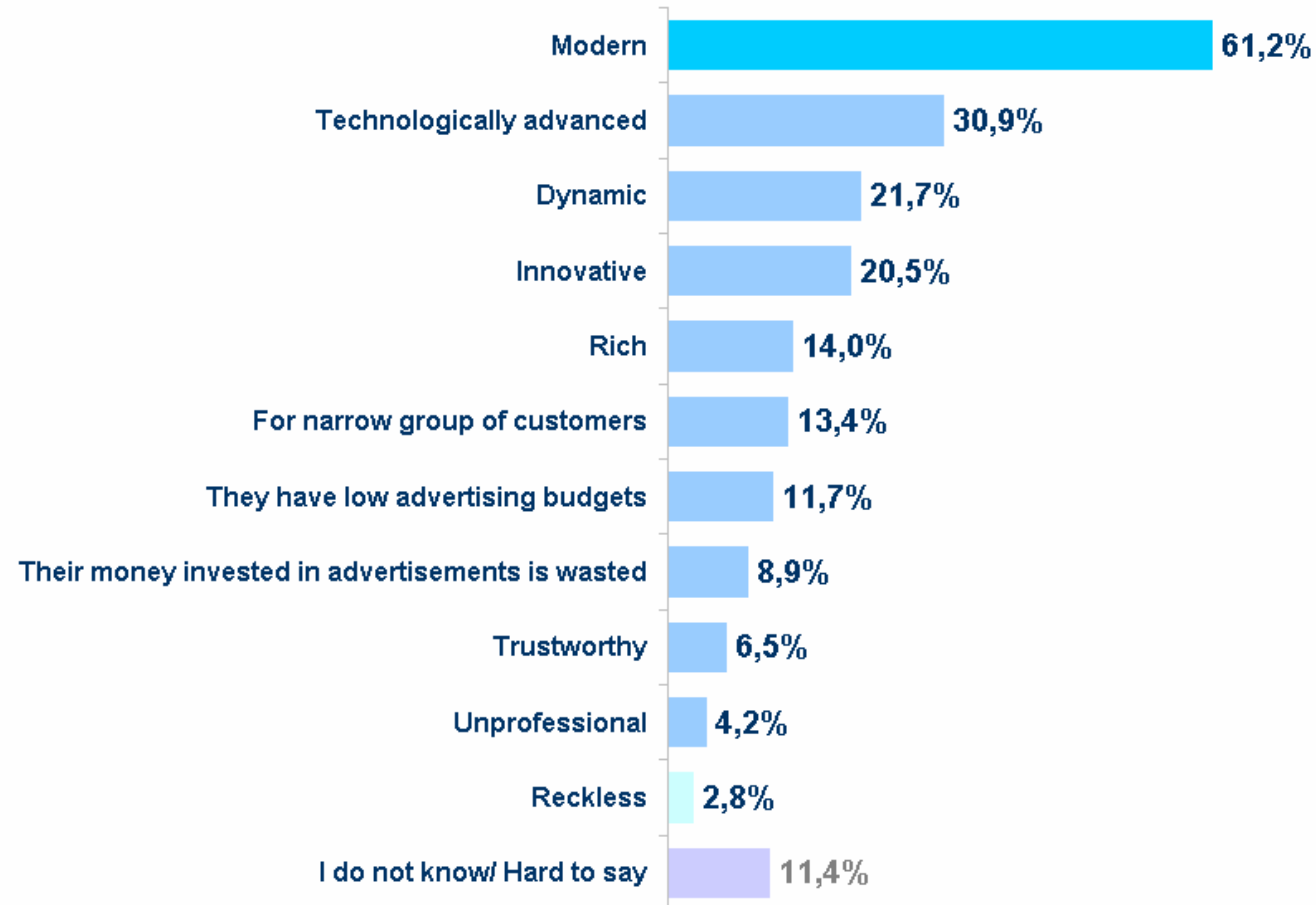


The perceived image of the advertised companies

ad.net

The perceived image of the advertised companies

‘What is your opinion about the companies that advertise on the Internet?’



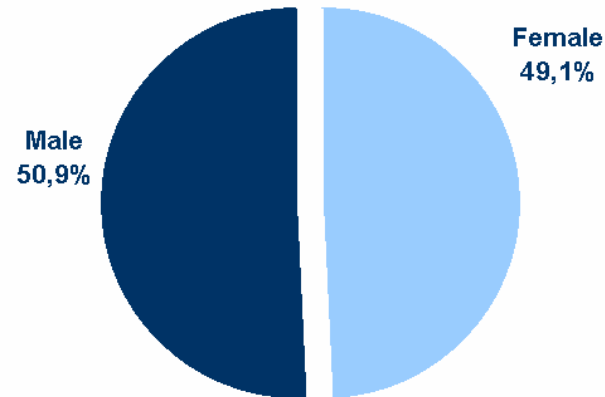


Demographics

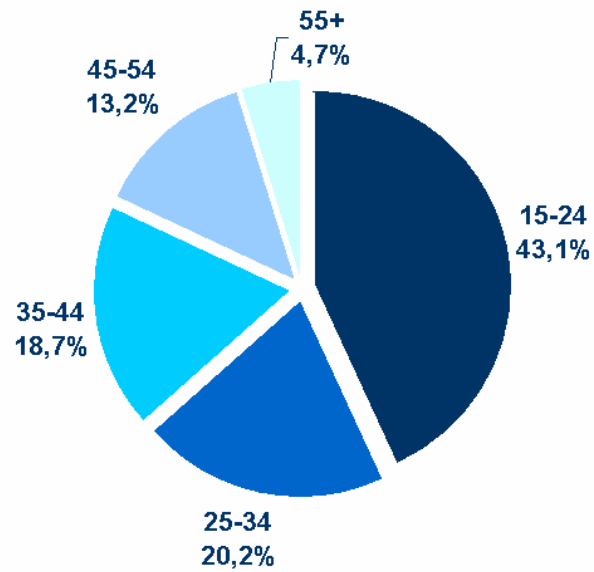
ad.net

Basic demographics

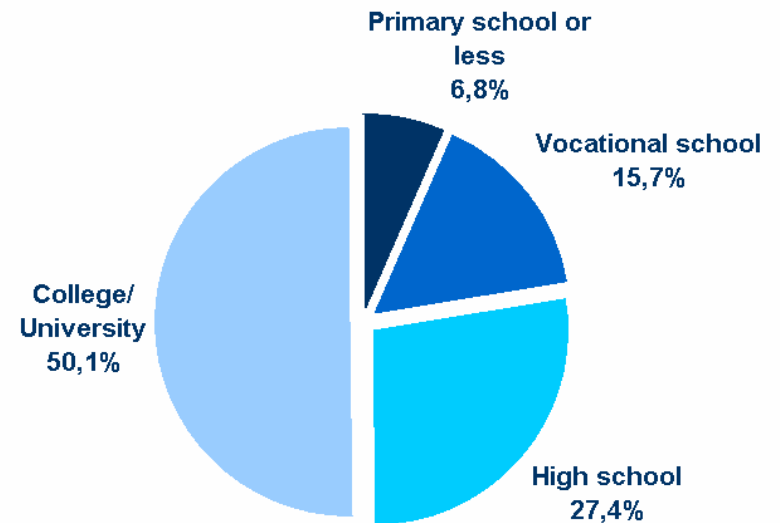
Gender



Age

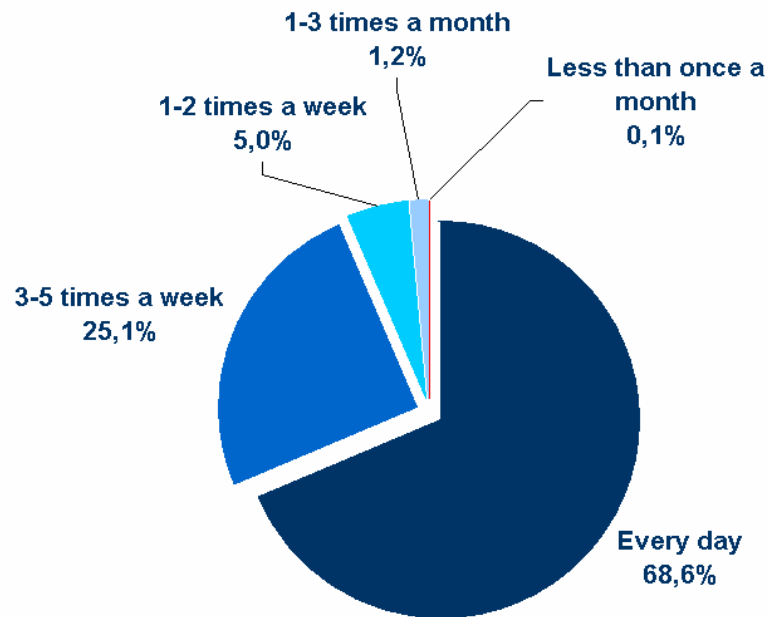


Education

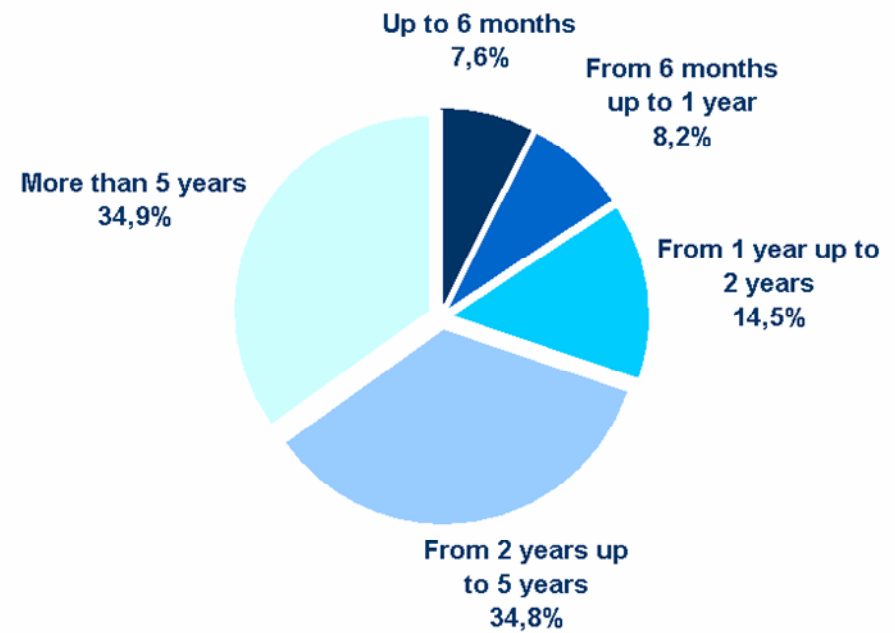


Declared Internet usage (1)

'How often do you use Internet?'

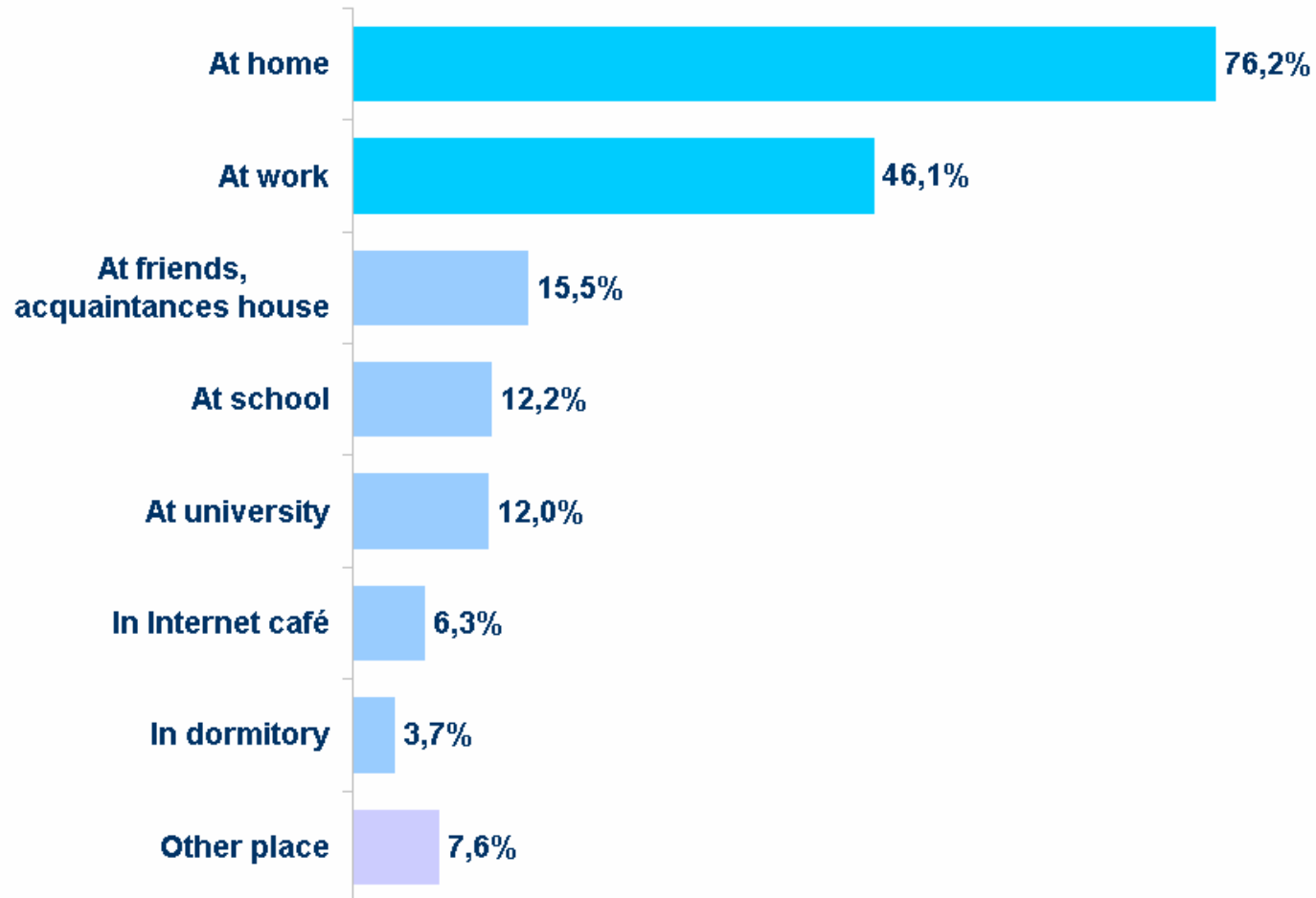


'How long have you used Internet?'



Declared Internet usage (2)

'Where do you usually use the Internet?'



UAB Gemius Baltic

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<http://www.gemius.com>