



# ADVERTISING SPENDING PROJECTIONS 2011

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## Expected Rise in Media Cost Calls for Cost Effective Solutions in 2011

The annual research study "Advertising Spending Projections" gathers an optimistic outlook about the economy and advertising industry in 2011. While nearly two thirds of the respondents indicate an increase in advertising budget this year, advertisers still press for more cost effective and creative solutions from agencies given the expected rise in media cost.

TV (27%) and newspapers (22%) still account for the biggest share of ad allocation with social media and mobile apps in the prevailing trend. In spite of the growing popularity of these online tools, the lack of measurable ROI is still a challenge to both media owners and users.

"It is apparent that with a call for cost effectiveness, many advertisers have a strong propensity to do more or explore more on digital platform including social media and mobile," said Mr Raymond Ho, Chairman of The Hong Kong Advertisers Association (HK2A), organizer of the survey.

"Consumers interact with marketers' brands across various channels, thus a holistic approach involving both traditional and new media is required. Traditional media helps advertisers build awareness while new media like social media and mobile engages the consumers. There is a call for the agencies to provide integrated solutions to advertisers," remarked Ms Celia Fan, Director of Media Research, The Nielsen Company, who led the survey.

The survey covered various commercial sectors including top spending advertisers and concentrated on both their planned advertising spending and business focuses in 2011. The Advertising Spending Projections Survey enters its twelfth consecutive year in 2011 and is HK2A's annual endeavour. More than 90 self-administered questionnaires were received from key advertisers and screened for final analysis, which will definitely provide timely reference on the trends of advertising expenditure, media selection and planning, and also the attitude towards media landscape for 2011.

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The study was conducted by The Nielsen Company and sponsored by a consortium of media titles and industry bodies including Buspak Advertising (Hong Kong) Ltd, Maxus, POAD Group Limited, 3HK, NOW TV, Adsfactor, ESD Services Limited, Focus Media Hong Kong, Hachette Filipacchi HK Limited, Hong Kong Cable Enterprises Limited, Hong Kong Economic Times, JCDecaux Cityscape, JCDecaux Transport, Microsoft Hong Kong Limited, Ming Pao Newspapers Limited, New Media Group Holdings Limited, One Media Group, Pixel Media, RoadShow Media Limited, South China Morning Post, Television Broadcasts Limited and Yahoo! Hong Kong Limited.

HK2A is a non-profit organization formed by a volunteer group of advertising & marketing professionals. The key objectives of the Association are to protect the legitimate interests of advertisers and promote higher professional standards and ethics in the advertising industry.

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The Hong Kong Advertisers Association  
香港廣告客戶協會



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新聞稿

二零一一年二月廿三日

## 預期廣告媒體收費增加 客戶轉求高成本效益方案

一年一度的「廣告預算調查」結果顯示，2011 年度本港整體經濟及廣告業前景持續樂觀，接近三分二參與調查客戶計劃增加 2011 年廣告預算。然而，客戶預期媒體收費相應增加，均力求具創意及高成本效益的廣告方案。

調查指出電視 (27%) 及報紙 (22%) 仍佔近半廣告預算總和，而社交媒體及流動應用程式 (mobile apps) 將成今年趨勢。網絡媒介雖然日趨普及，但缺乏可量度的投資收益回報(ROI)，對廣告客戶或有關媒介來說都是挑戰。

主辦是次廣告預算調查的香港廣告客戶協會主席何偉榮先生表示：「廣告客戶既渴求高成本效益的廣告方案，社交媒體及流動媒體等數碼媒介勢將成為客戶的另類選擇。」

負責是項調查之尼爾森公司媒介調查總監范翠玲小姐指出：「消費者透過不同渠道跟品牌互動，傳統與新媒體的整體配合極為重要。傳統媒體有助建立品牌知名度，新媒體如社交媒體及流動媒體等則能直接接觸消費群。廣告公司需以綜合廣告策略回應廣告客戶的要求。」

是次調查涵蓋各商業界別的廣告客戶，包括業內高投放率的客戶代表，除統計各公司於 2011 年的廣告預算外，更針對性地調查有關客戶的廣告策略。香港廣告客戶協會舉辦的「廣告預算調查」已踏入第十二屆，旨在為業界提供第一手有關來年廣告預算、媒體策劃、廣告公司聘用等最新資料。調查以網上問卷形式進行，有關數據由超過 90 份經不同行業主要廣告客戶提交的問卷中篩選、分析及總結。

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是次調查由專業市場調查公司尼爾森公司負責執行，並得到多個媒體聯合贊助，包括：Buspak Advertising (Hong Kong) Ltd、Maxus、博納戶外廣告有限公司 (POAD)、3HK、NOW TV、Adsfactor、生活易、Focus Media Hong Kong、Hachette Filipacchi HK Limited、有線電視企業、香港經濟日報、JCDecaux Cityscape、JCDecaux Transport、Microsoft Hong Kong Limited、明報、新傳媒、萬華媒體、Pixel Media、路訊通、南華早報、無線電視廣播有限公司及雅虎香港有限公司。

香港廣告客戶協會是由廣告客戶代表義務組織之非牟利機構，旨在保障廣告客戶之合法權益，並提升香港廣告業界之專業水平及操守。

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