

# MULTI-SCREEN MARKETING HAS GONE MAINSTREAM.



79%

CONDUCT MULTI-SCREEN  
MARKETING



49%

USE MULTIPLE AGENCIES



52%

SAY AGENCIES WORK CLOSELY



# MIDDLE-FUNNEL MESSAGES DRIVING MULTI-SCREEN CAMPAIGNS.

## PRODUCT INFO/CALLS TO ACTION IN TV-BASED MULTI-SCREEN CAMPAIGNS



WHERE TO BUY

50%



PRODUCT USES

36%



PRICE

26%



PRODUCT REVIEWS

16%



PRODUCT COUPONS

12%



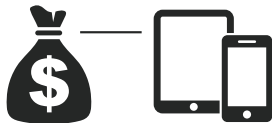
OTHER

24%



# “TRADITIONAL” DIGITAL IS STILL LEADING THE WAY.

**8 IN 10**  
REPORT THAT  
**LESS THAN 25%**  
IS SPENT ON TABLETS  
AND SMARTPHONES.



**6 IN 10**  
REPORT THAT  
**LESS THAN 25%**  
IS SPENT ON DIGITAL  
PLACE-BASED MEDIA.



**1 IN 3** REPORT THAT  
**HALF OR MORE**  
IS SPENT ON  
'TRADITIONAL' DIGITAL  
(COMPUTER SCREENS).



&

**MOST TIME**  
IS DEVOTED TO  
COMPUTER-CENTRIC  
DIGITAL.



# SMARTPHONES ARE DESERVING OF MARKETERS' ATTENTION.



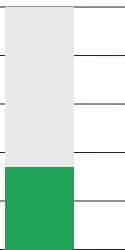
77%

OF THE TIME WHEN WE'RE USING A TV,  
WE'RE USING ANOTHER DEVICE.



49%

WITH A SMARTPHONE



34%

WITH A PC/LAPTOP



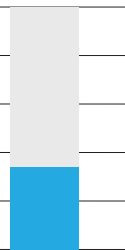
67%

OF THE TIME WHEN WE'RE USING A PC,  
WE'RE USING ANOTHER DEVICE.



45%

WITH A SMARTPHONE



32%

WITH A TV