



2014 Marketing Word of the Year

PROGRAMMATIC

For the first time, the ANA surveyed its members to identify the marketing word of the year. Voting took place online between November 24 and December 2. In total, 349 members participated. The ANA staff identified a list of finalists for word of the year and then asked members to cast their vote to determine the winner. “Programmatic” received the most votes.

Here’s what we heard from some members who voted for programmatic as the ANA 2014 marketing word of the year:

- “This is the year that we woke up to the potential of programmatic, and it became the biggest buzzword in the industry.”
- “It is everywhere and will eventually be the only way media gets bought until the next big advance.”
- “It has been the focus of every meeting and every conference I have attended, even the ones it wasn’t the focus of.”
- “It is the least understood but most used word in marketing. Nobody can define it but everyone wants it.”
- “This was the word that has been thrown around the most and has everyone scrambling to understand what it means and how it would impact their business.”
- “Programmatic was one of the most used words in marketing this year, as marketers sought out more efficient and effective ways to purchase digital media.”
- “The programmatic discussion has overtaken nearly every discussion throughout the advertising supply chain, so as to be a pervasive emerging trend.”
- “Everyone is talking about it, trying to see how to measure it, implement and/or define it. But few people get it or do it.”

- “This is an unstoppable sea change for all media, including TV. I predict that, in short order, 80 percent of all media — not just digital media — will be traded programmatically.”
- “It is a word that is being used a lot by a lot of people, but it still needs to be understood by most people.”
- “Programmatic has as many positive connotations as it does negative ones. It is clearly the future of strategic and media planning, but there’s still a lot of uncertainty in what the present and future holds.”

Programmatic buying has been covered extensively by the ANA in 2014 via our national industry conferences (particularly the Media Leadership Conference), members only conferences (including Programmatic Day in October), committee meetings, webinars, publications, and survey research. It has also generated numerous inquiries from members to the ANA Marketing Knowledge Center.

A key insight from the ANA/Forrester white paper “Media Buying’s Evolution Challenges Marketers,” published in May, is that despite the proliferation of new programmatic buying technologies and vendors, programmatic buying isn’t well understood by marketers. More than half the marketers surveyed confessed they don’t understand programmatic buying well enough to use it to buy and manage campaigns.

The aforementioned verbatims further reinforce the fact that there is a lack of understanding of programmatic buying among some marketers. This realistic self-appraisal opens the door for continued training and education.

Other top choices in the 2014 marketing word of the year voting were content, millennials, omni-channel, customer-centricity, and transparency.