TRANSPARENCY AND WHAT’S NEXT

Likely by now you’ve at least heard of the independent study on media transparency that the ANA commissioned late last year. Conducted by the investigative firm K2 Intelligence, the report, which was released in early June, has some serious findings. From 143 interviews and 150 individual sources, the investigation found non-transparent business practices are pervasive across the industry. K2’s research uncovered evidence of such practices in a number of media, including digital, out-of-home, print, and TV.

In an internal meeting with staff, Bob Liodice, president and CEO at the ANA, said the study “is likely the most significant thing we have done as an organization.” Certainly, the report has cast a sobering light on a dark corner of the industry.

A second report, based on the first, which was released earlier this month, aims to shed even more light on the subject and provide marketers with guidelines and recommendations. In August, ANA will cover the findings of both reports and give marketers actionable steps to address the lack of transparency in their media-buying processes and find a way to move forward with their agency partners. Until then, readers can find more information on both reports at ana.net/transparency.

— Andrew Eitelbach

LET’S GET COFFEE

Sometimes getting a meeting in person takes some convincing. In cooperation with Microsoft, Starbucks is aiming to make it a little easier. Last month the coffee company released a new add-in for Microsoft’s Outlook email client that lets users schedule meetings at local Starbucks coffee shops and send gift cards directly over email. Starbucks first announced the feature in March at Microsoft’s Build conference. It’s currently available for PC users, with plans to roll it out for Apple and mobile devices in the coming months.

32%

The amount of internet users in the U.S. who will be using ad blockers in 2017. Currently, 26.3 percent of internet users in the U.S. (69.8 million people) are using ad blockers.

source: 2016 eMarketer
// WATCH IT
“There would be no such thing as extremism in the world if people knew their heritage,” says one of the participants in a powerful spot from travel company momondo. In the campaign, “Let’s Open Our World,” the Danish brand interviews consumers about their heritage and then offers DNA tests to identify their ancestry and uncover from where those participants truly originated. For many in the video, the results challenge their sense of national pride and make them rethink their world views. It ends in offering them a trip to any country found in their DNA. As part of the campaign, momondo is running a contest online for free DNA tests and a chance to travel to an ancestral country. To watch it, visit ana.net/julymag16.

“We’re in a world today where the things you learned in college 15 years ago are no longer the skills that you need for your next job. Many of those skills — like data science or digital marketing — didn’t even exist 15 years ago.”

— DAPHNE KOLLER, PRESIDENT AND COFOUNDER AT COURSERA, ON THE RECODE DECODE PODCAST, DISCUSSING THE IMPORTANCE OF CONTINUAL LEARNING AND SKILL DEVELOPMENT

SHELF LIFE
Millennials aren’t entirely turning up their noses at print in favor of digital; here’s how respondents answered a question about whether books on a shelf were more accessible than digital files.

source: 2016 Omnipress Millennials and Print Survey

EDITOR’S NOTE: HALLELUJAH!
Magazines have a higher return on advertising media spend than other media.

$1.53 DIGITAL VIDEO  $2.63 DISPLAY
$3.94 MAGAZINES  $2.55 LINEAR TV
$2.62 CROSS MEDIA  $2.45 MOBILE

The values, which come from a 2016 Nielsen Catalina Solutions study that looked at data from 2004 through 2015, are not all on the same scale, as ad spend varied by channel. Average spend for display was $500,000; TV was just under $10 million; mobile $300,000; digital video $500,000; magazines $2 million; and cross media $1 million.

Calendar

ANA MASTERS OF MEASUREMENT CONFERENCE
September 14–16
Naples, Fla.

ANA MULTICULTURAL MARKETING & DIVERSITY CONFERENCE
October 9–11
Los Angeles, Calif.

ANA MASTERS OF MARKETING CONFERENCE
October 19–22
Orlando, Fla.

ANA/BAA MARKETING LAW CONFERENCE
November 9–11
Chicago, Ill.

// For more, visit ana.net/events.