



provoke
insights

Advertising Trends
Summer 2023

Background & Objectives

Overview

Provoke Insights, a leader in research for branding, advertising, media, and content marketing initiatives, conducts a bi-annual consumer trends study to keep a pulse on the market across multiple industries. The extensive study allows Provoke Insights to stay ahead of the trends and understand consumer mindset in the current moment.

As economic uncertainty looms, American consumers are changing their buying habits. Brands need to understand how this is impacting purchase decisions and budgets, and find better strategies to message to their audiences.

Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field in Spring 2023.

A random stratified sample was used to ensure a high degree of sample representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.



Advertising Receptivity

Although Americans are accessing entertainment channels, consumers recall very few of the ads they are exposed to. However, television and social are capturing more of this receptive audience.

Gen Z and urban viewers are most amenable to ads, while males tend to be the most adverse.

Consumers are most receptive to ads that are entertaining. This is especially prevalent among those who recall more ads, those living in urban areas, and parents.



Attitudes Towards Advertising

Advertising is moving the needle for many Americans as two-fifths recall ads while shopping and influence the products they choose. Furniture and fitness gear shoppers are the most receptive, as they recall ads when shopping for these items.

Social influencers are less influential overall; however, furniture shoppers are more likely to be converted through this channel. Surprisingly, social is not as effective for apparel.

When it comes to messaging, quality is more of a priority when shopping for skincare, appliances, electronics, and furniture. Consumers are more price-conscious when purchasing flights, toys, and alcohol. Brands in these categories should tailor messaging to these preferences.

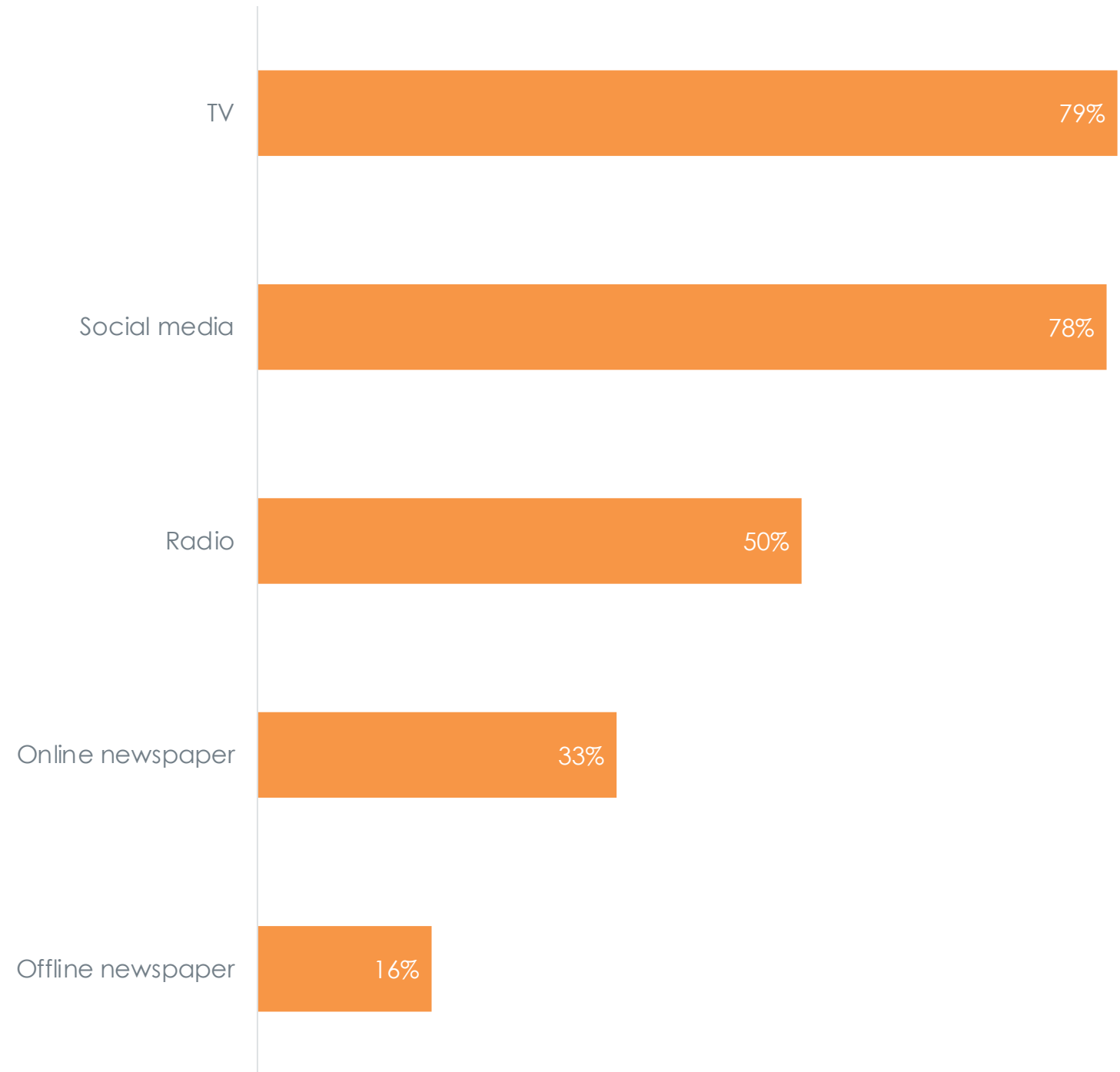
Overview



Advertising Trends

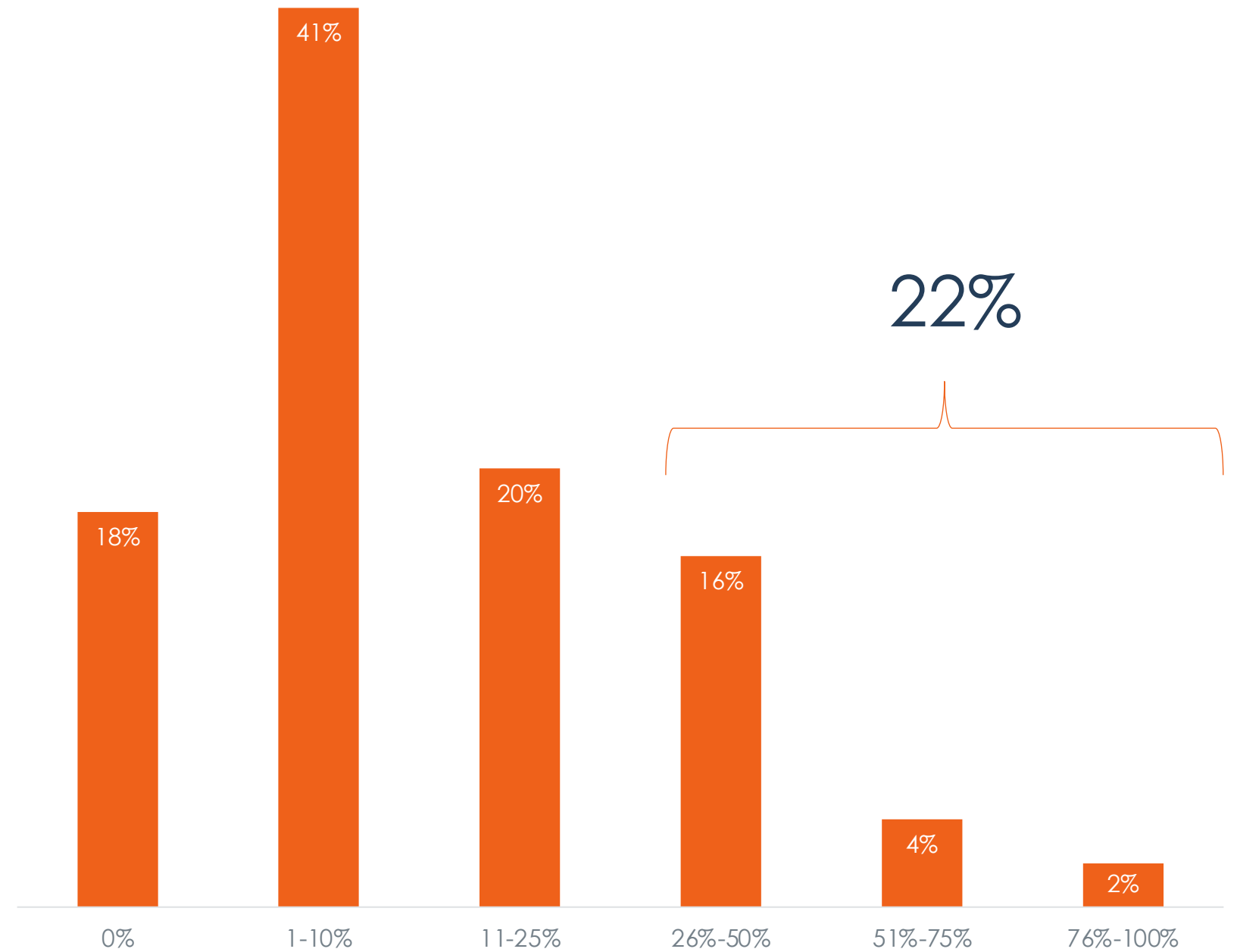
Mediums Accessed Weekly

Americans are spending the most time watching TV and on social.



Americans Recall Very Little Ads.

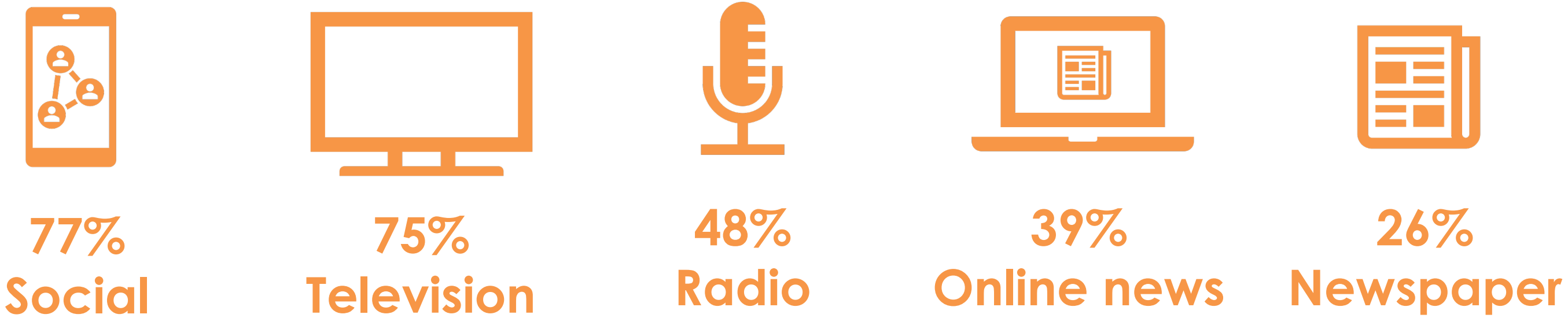
Most consumers only remember up to 10% of the ads they are exposed to.



Media Channels with Highly Receptive Audiences

Social media and television garner audiences with the highest ad recall.

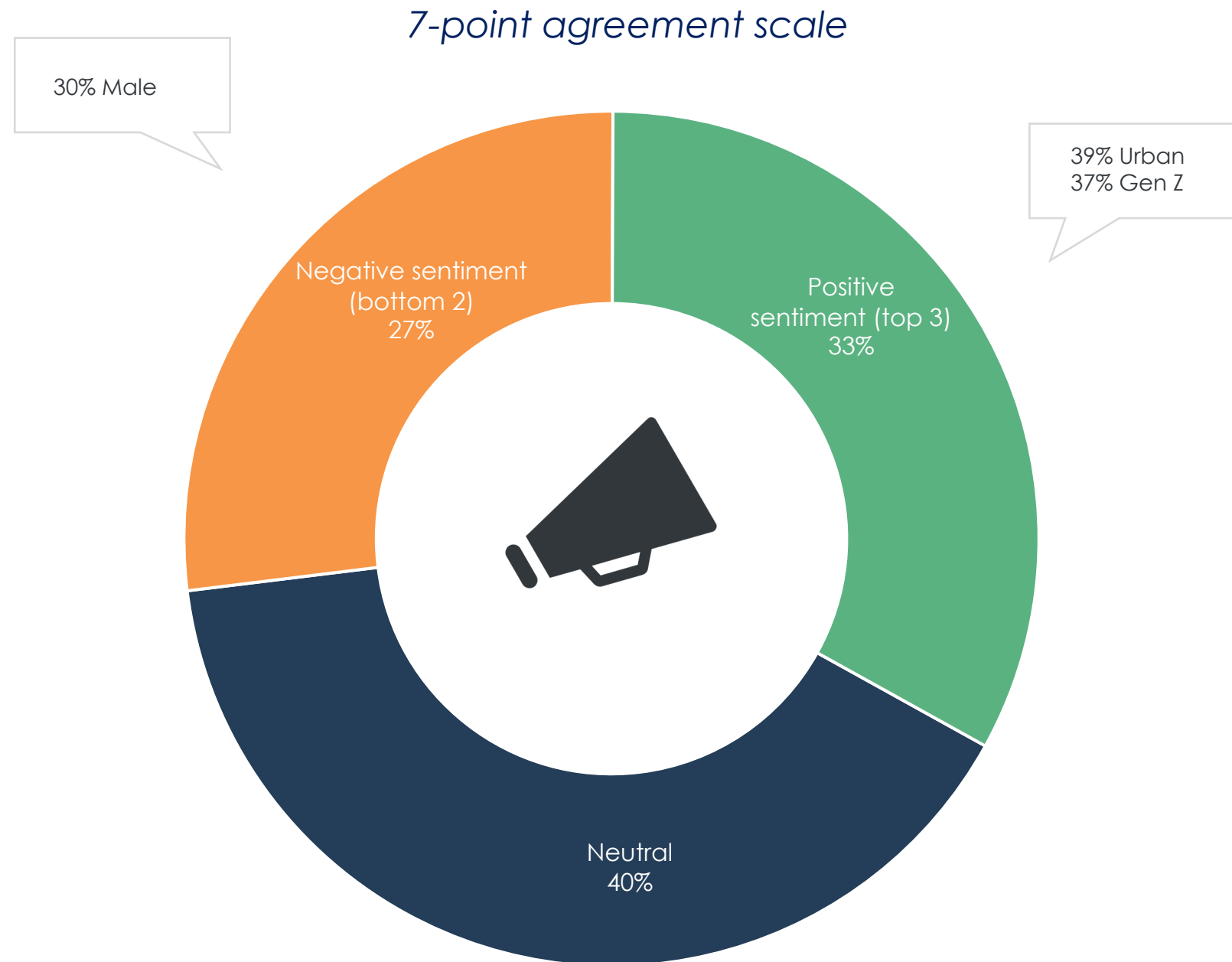
Channels accessed weekly among those who recall 50% or more of ads...



Recall 50% or more of ads (n= 166)


Sentiment Towards Advertising

Advertising serves a purpose as many Americans are in favor. This is especially true of Gen Z and urban viewers. Males are the most adverse ads.



*Based on statement: "Advertising is not a waste of my time"

These consumers are Significantly More Likely to Be

 64% recall 50% or more of ads

 63% Urban

 62% Parents

M 61% Millennials

\$ 61% HHI \$100K+

57%

of Americans
expect advertising
to be entertaining.
(Top 3 of 7-point agreement scale)

“Expect advertising to be entertaining”
Industry average: **41%**

Industry	Top 2 Agree	+/- vs. industry average
Outdoor Gear	46%	5%
Furniture	44%	3%
Airline Tickets	43%	2%
Fitness	43%	2%
Hotel Stay	41%	0%
Alcohol	40%	-1%
Skincare	38%	-3%
Home Improvement	38%	-3%
Apparel	36%	-5%

*Varying base sizes by industry

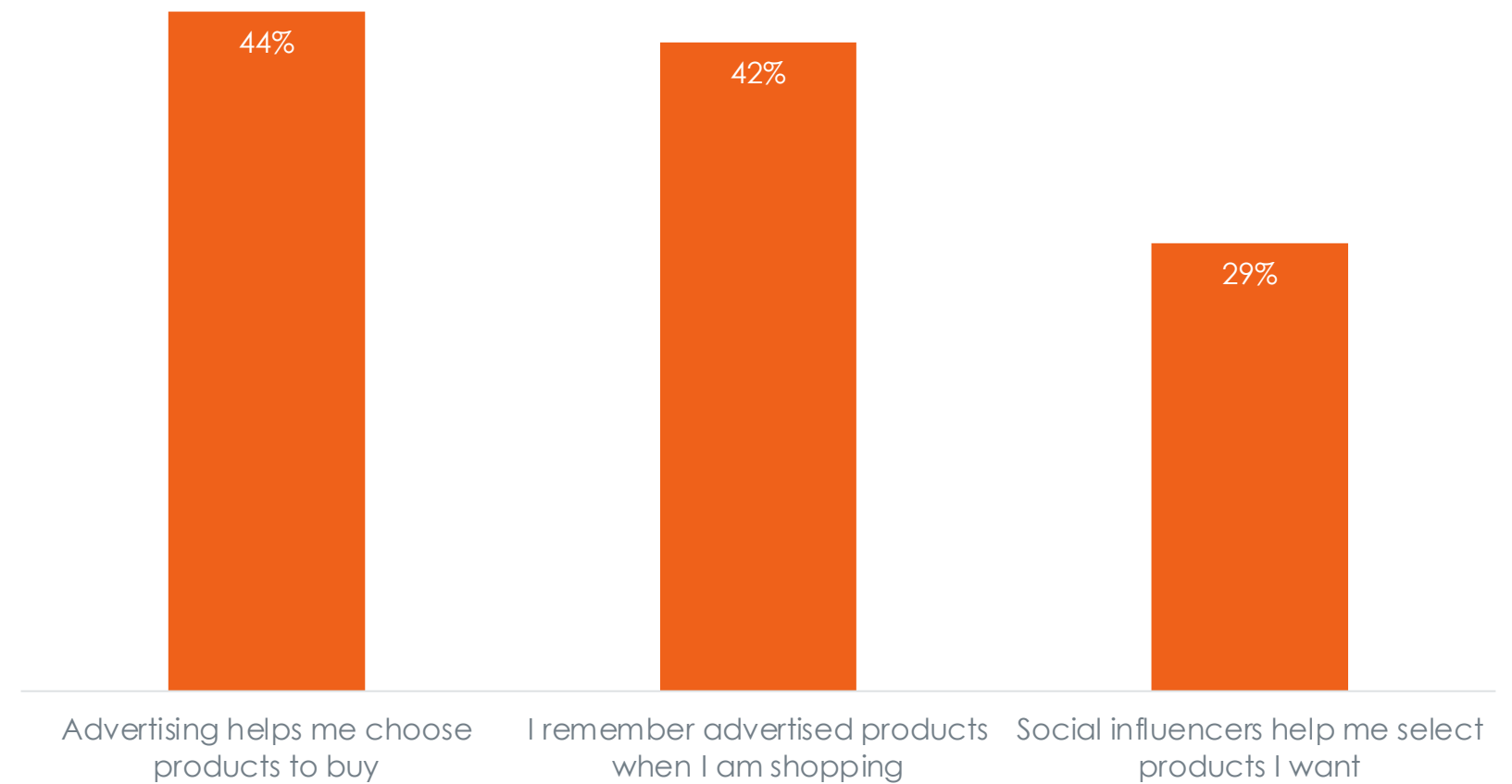


Outdoor gear shoppers have the highest expectations for advertising to be entertaining.

Top 3 on a 7-Point Agree Scale

Use Cases of Advertising

Americans utilize advertising when choosing products and while shopping. Social stars are less influential.



“Advertising helps me choose products”:
Industry average: **27%**

Industry	Top 2 Agree	+/- vs. industry average
Furniture	34%	7%
Outdoor Gear	33%	6%
Fitness	30%	3%
Hotel Stay	27%	0%
Airline Tickets	27%	0%
Home Improvement	25%	-2%
Alcohol	24%	-3%
Skincare	24%	-3%
Apparel	23%	-4%

*Varying base sizes by industry

Consumers utilize ads for purchasing decisions, especially when shopping for furniture.

“Remember advertised products when shopping”:
Industry average: **25%**

Industry	Top 2 Agree	+/- vs. industry average
Fitness	31%	6%
Furniture	31%	6%
Outdoor Gear	29%	4%
Hotel Stay	24%	-1%
Skincare	23%	-2%
Airline Tickets	23%	-2%
Alcohol	23%	-2%
Home Improvement	22%	-3%
Apparel	22%	-3%

*Varying base sizes by industry

Ads remain top of mind when shopping for fitness gear and furniture.

“Social influencers help me select products I want”
Industry average: **22%**

Industry	Top 2 Agree	+/- vs. industry average
Furniture	28%	6%
Outdoor Gear	26%	4%
Fitness	25%	3%
Airline Tickets	22%	0%
Hotel Stay	21%	-1%
Skincare	21%	-1%
Home Improvement	19%	-3%
Alcohol	19%	-3%
Apparel	17%	-5%

*Varying base sizes by industry

Social media has the largest influence among furniture shoppers. It's less effective for apparel.

Quality vs. Price

Quality is more of a priority when shopping for skincare, appliances, electronics and furniture. Consumers are more price conscious when purchasing flights, toys, and alcohol. Messaging for these brand categories should be tailored to these preferences.

Quality Index By Industry

Skincare	15%
Major appliances	14%
Electronics	14%
Furniture	14%
Home improvement items	9%
Fine jewelry/watches	4%
Beauty supplies	2%
Outdoor gear	1%
Apparel	0%
Fitness gear	-6%
Hotel stays	-7%
Alcohol	-12%
Toys	-16%
Airline tickets	-34%

Index created by percent who stated quality over price minus the average

Price Index By Industry

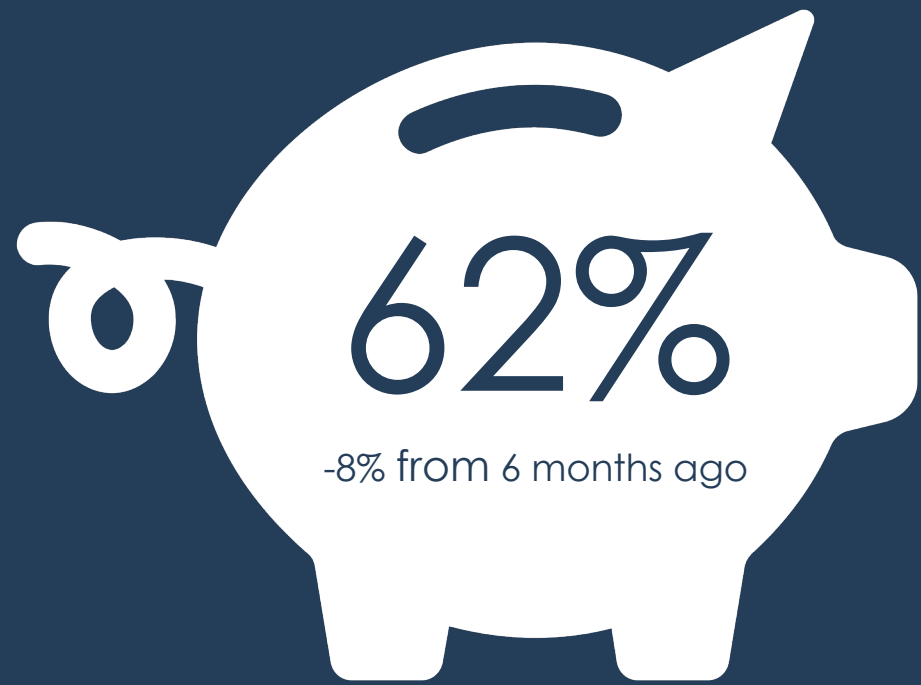
Airline tickets	34%
Toys	16%
Alcohol	12%
Hotel stays	7%
Fitness gear	6%
Apparel	0%
Outdoor gear	-1%
Beauty supplies (not skincare)	-2%
Fine jewelry/watches	-4%
Home improvement items	-9%
Furniture	-14%
Electronics	-14%
Major appliances	-14%
Skincare	-15%

Index created by percent who stated price over quality minus the average

A man in a dark suit, white shirt, and patterned tie is holding a white marker. He is standing next to a chalkboard. On the chalkboard, there is a line graph with an arrow pointing upwards and to the left. The graph shows a fluctuating line that starts high on the left, goes down, then up, then down, then up, and finally down. The background is dark.

External Trends Impacting Brands in Spring/Summer 2023

Consumers are still in saving mode, particularly those who live in rural areas out West.



**More Budget
Conscious in the Last 6
Months**

Who is Significantly More Likely to Be in Saving Mode



69% Live in Rural area



66% Live in the West

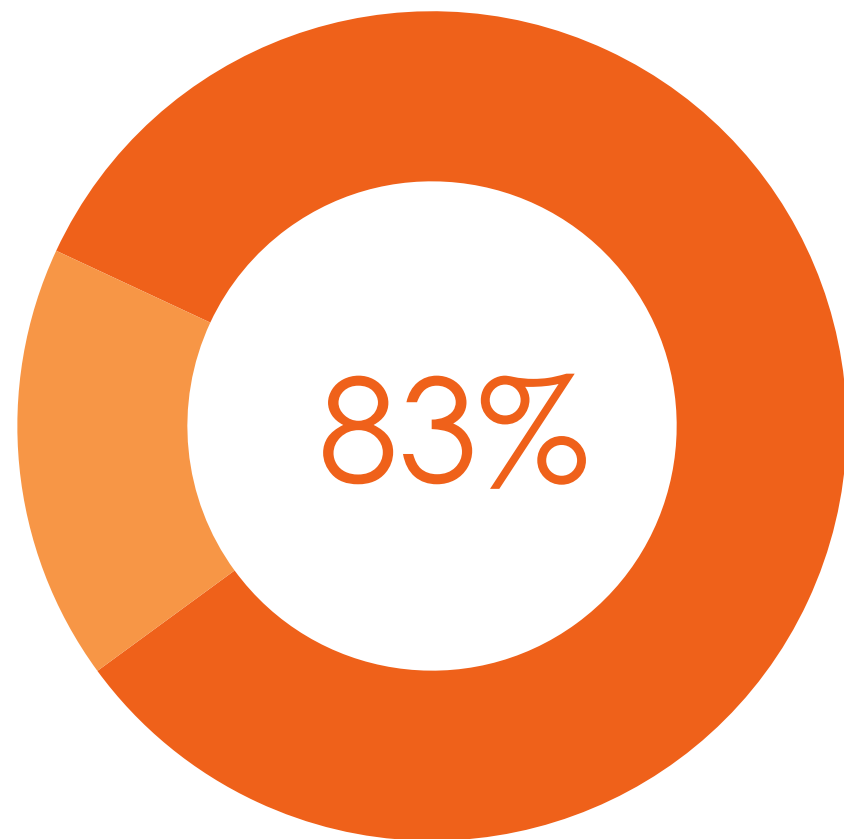
B

65% Baby boomers

Spending Behavior Changes

Consumers are couponing and shopping at discount stores more.

Changed Spending Behavior in the Last 3 Months



Base: All Qualified Respondents (N=1,500)



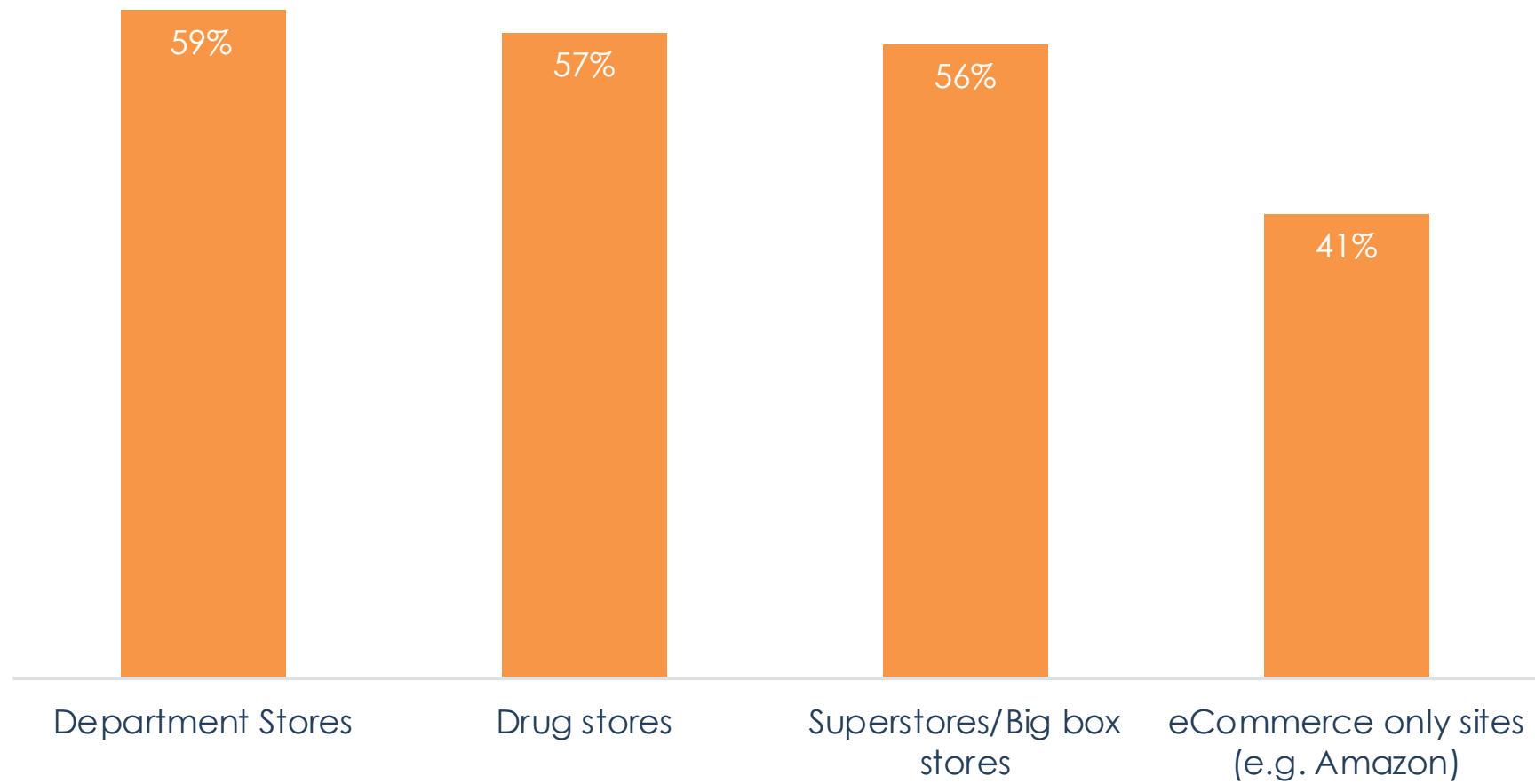
Ways Spending Behaviors Have Changed



Base: Spending behavior has changed (n=1,250)

Price Increases

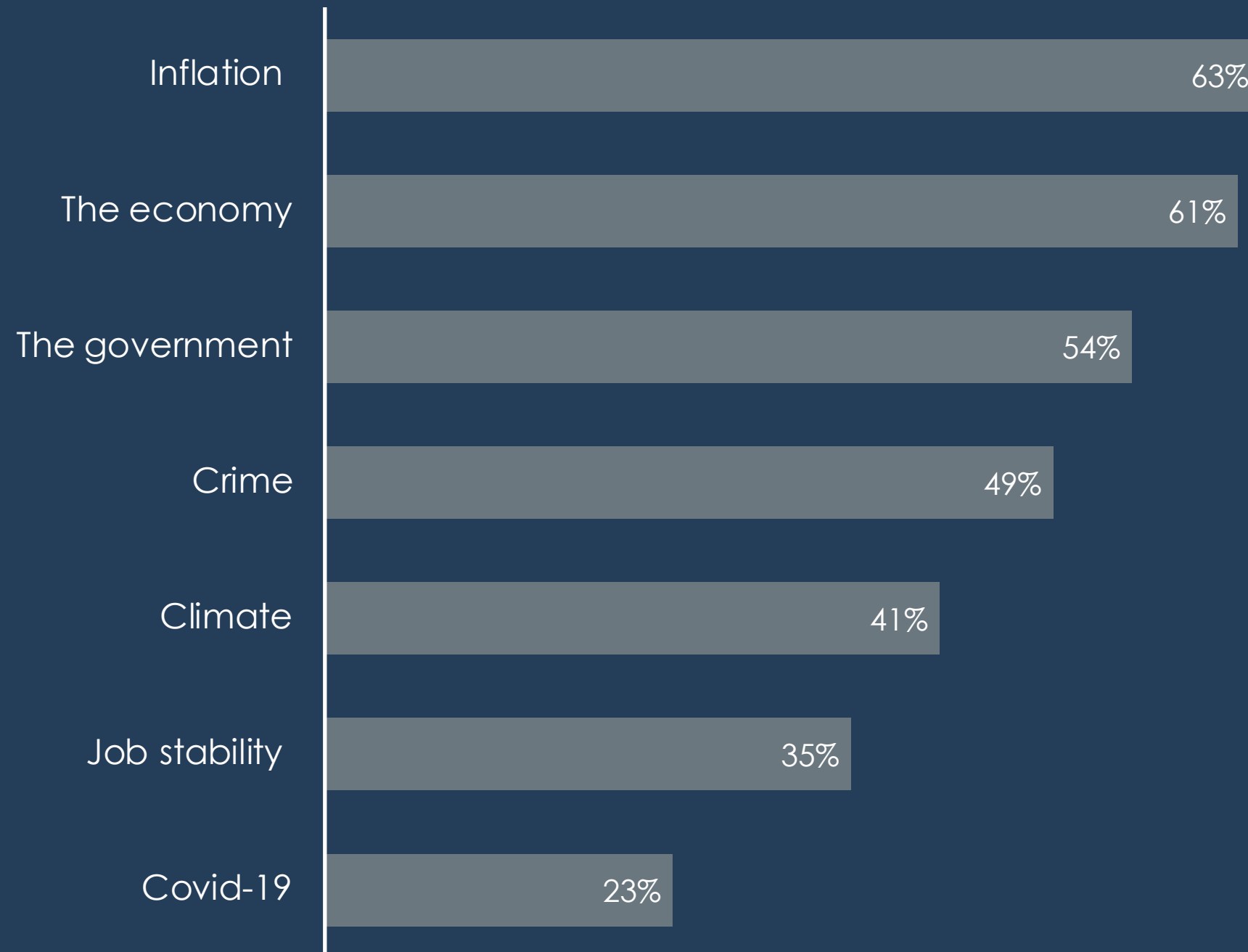
Consumers are noticing price increases at retailers across the board.



Top Concerns Impacting Consumers

Inflation and the economy are the leading issues impacting Americans.

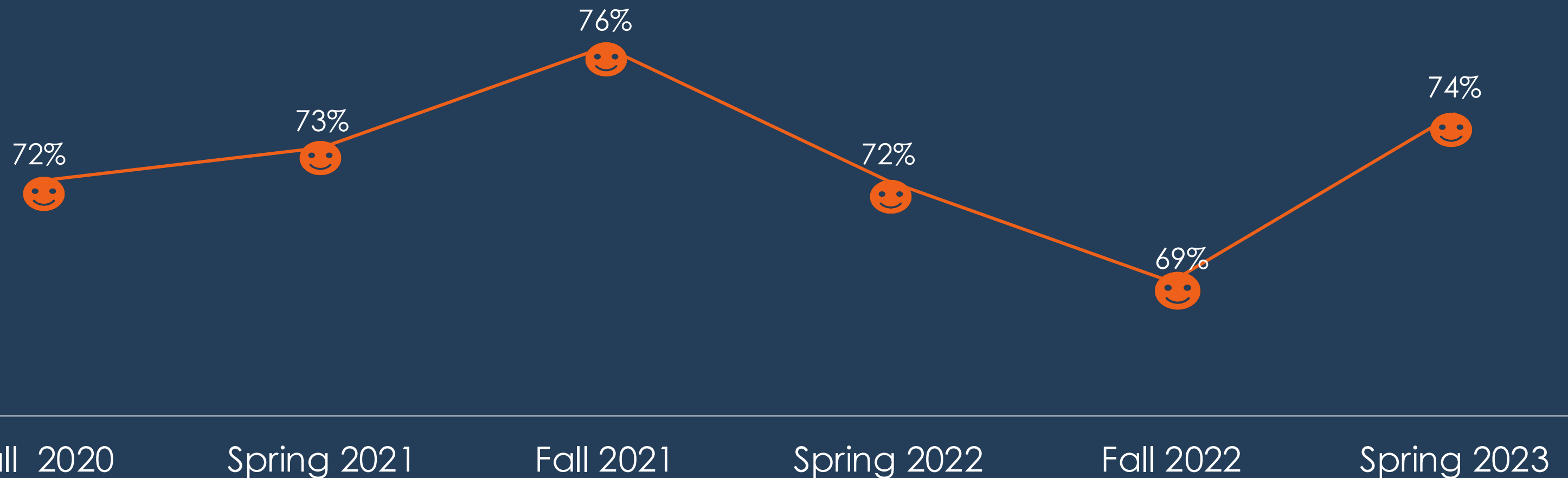
Extremely/Very Concerned
(5-point scale)



Consumer Optimism


Optimism levels are at the highest levels since Fall 2021.

Very/Moderately Optimistic




Finding the Optimism In Everyday

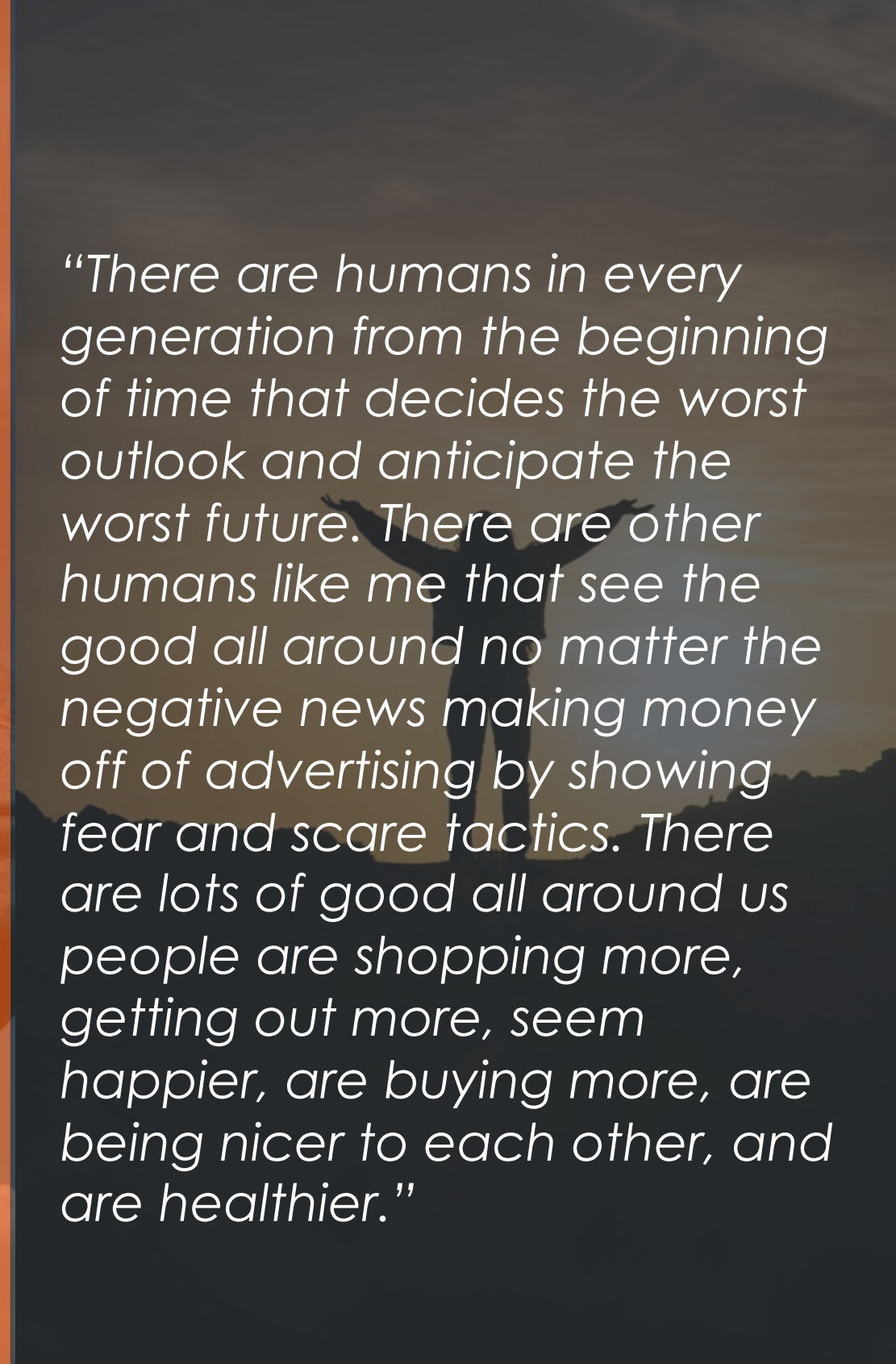
"I am optimistic about the future because of the younger generation. Today's youth are growing up in a more inclusive, diverse, and progressive world than ever before. They are passionate, informed, and eager to make a positive impact. Young people are driving change through activism, innovation, and social entrepreneurship. They advocate for a better future, demand action on important issues, and challenge the status quo."



"I am generally optimistic and believe that "tomorrow is another day", meaning every day is an opportunity to improve upon the past and make a brighter future."



"There are humans in every generation from the beginning of time that decides the worst outlook and anticipate the worst future. There are other humans like me that see the good all around no matter the negative news making money off of advertising by showing fear and scare tactics. There are lots of good all around us people are shopping more, getting out more, seem happier, are buying more, are being nicer to each other, and are healthier."



Relevant Concerns Fuel Lack of Optimism

Divisive Government

“If our country were less politically and economically divisive, I would feel more optimistic. People have lost the ability to disagree in a civil manner. Our healthcare system is a nightmare. We do not take care of our society's most vulnerable.”

“People stop hating each other over politics & race, opinions. Get rid of political parties only interested in themselves.”

“Government that works for the majority of the people not just the interests that give them money.”

Inflation

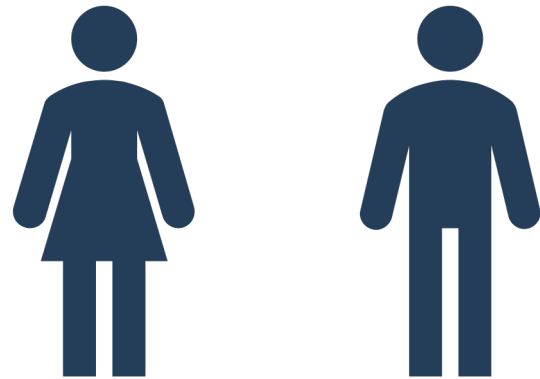
“What would make me more optimistic about the future is an increase in personal finances and a decrease in the cost of everyday items and necessary products and services such as gas, clothing, utilities, and food”

“I would be more optimistic if inflation were to go down.”

“Making sure I am financially stable and have money for my son.”

Respondent Overview

Gender



51%
Female

49%
Male

*<1% other identity

Generation

42 years old
Median Age

Z 16% Gen Z

X 30% Gen X

M 35% Millennials

B 18% Baby Boomers

Parental Status



40%
Have children

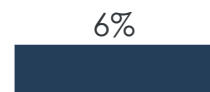
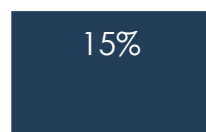
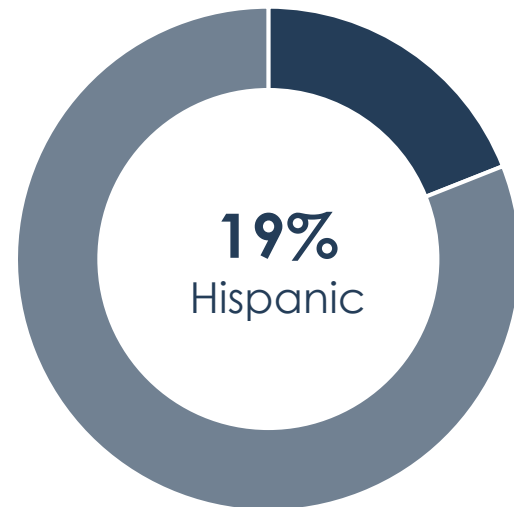


57%
Moms



43%
Dads

Ethnicity



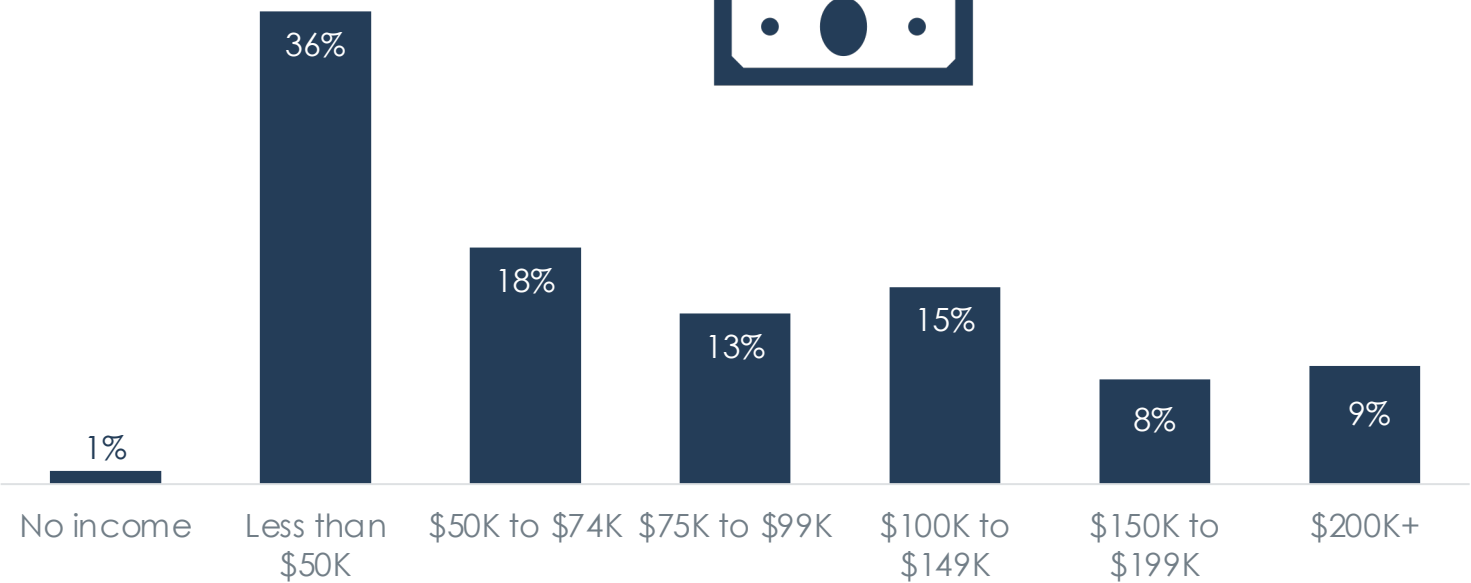
White

Black

Asian

Mixed/Other/Prefer not to say

Household Income



No income

Less than \$50K

\$50K to \$74K

\$75K to \$99K

\$100K to \$149K

\$150K to \$199K

\$200K+