Beat: Business

AD FORECAST #7 - IMPACTS OF INFLATION

LEADERS AND EXPERTS OF MEDIA AGENCIES

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USPA NEWS - In Terms of where the Growing Global Ad spend is going, Five Companies continue to dominate. Ecommerce Business Alibaba, Google Parent Alphabet, Amazon, TikTok Owner Bytedance, and Parent of Facebook and Instagram, Meta, are predicted to attract more than Half of Global Ad spend this Year...

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Retail Media is also forecast to see Notable Growth. It is also said that Financial Services will be the Fastest Growing Sector in Terms of Ad Spend in 2024. A Recent Report by WARC has shown that Global Advertising Spending is expected to rise by 4.4% this Year and 8.2% in 2024, a Boost that will see the Market top $1trn for the First Time Next Year, with just Five Companies netting over Half of the Money.

With a US Presidential Election, the Olympics, and the UEFA Men’s Euros all in 2024, Major Events are expected to spur Growth. But Certain Channels are expected to lead: Social Media will be the Fastest-Growing Medium. Connected TV (CTV) is also projected to grow well Next Year.

Inflation is a Significant Concern right now. For Marketers, this Worry isn't just about Revenue, but also attached to Media Spend. What should Marketers plan to spend when so much feels Uncertain? The Answer, of course, isn't so Clear and Changes depending upon the Industry.

As the Cost-Of-Living Crisis weighs heavy on Consumers and a Potential Economic Downturn Looms, Businesses around the World are making Tough Decisions about Price points and Media Plans. Unlike the ongoing Supply Chain Issues that impact certain Products or Industries, Inflation is impacting Nearly Everyone and nearly Every Brand.

Inflationary Pressure is mirrored in the Global Advertising Market, with Media Buyers wrestling with Unprecedented Levels of Ad Cost Inflation, particularly for TV. The Question now is which Consumer Habits will stick as we emerge from the Pandemic, and what does that mean for Media Investment Strategy?

- AdForecast #7 "Impacts Of Inflation" Event
Animated By Emmanuel Charonnat, Director - CB Expert

For its 7th edition, AdForecast gives the Floor to the Leaders and Experts of Media Agencies (GroupM, Publicis, Mediabrands, Dentsu, Havas, OMG) to imagine and anticipate the Advertising Market in 2024. Several Agencies update their Annual Forecasts on this Occasion...

France Pub unveils an Exclusive Analysis of the Impact of Inflation on the Advertising Dynamics of the Sectors. Kantar presents a Study on New Advertising Creations linked to Purchasing Power. Advertisers (Aldi, AXA) share their Views on Market Trends and the Impacts of Information (Consumer Prices, Media Costs)...

How do Brands show Imagination to maintain or develop their Share of Voice, while coping with Changes in Consumer Behavior?

* Pierre Louette, president of the Les Echos/Le Parisien Group, was introducing the Event devoted to Forecasts and Analyzes of the Advertising Market and the Impacts of Inflation.

* “We are at a Tipping Point”
An interview with Mathieu Morgensztern, CEO GroupM France & Country Manager WPP in France

* “Sectoral Trends impacted by the Social Divide"
An Exclusive Analysis of the Evolution of the Advertising Market by Xavier Guillon, Managing Director of France Pub, who also presents his Forecasts for the 2023 Landing.

* Exclusive Forecasts from Media Agencies (2023 & 2024)
Media Agencies update their Advertising Market Forecasts during AdForecast, with their Prospective Insights
Julie Humeau, Director of Media Insights, Dentsu France
Céline Baumann, Head of Magna, Mediabrands

* "Is a Brand in Danger when it reduces its Media Investments?"
A Havas Media/Kantar Worldpanel Study presented by Faiza Rabah, Insights Director, Havas Media Network France, who also reveals Havas Media Forecasts.

* Selected Summary of Forecasts, by Emmanuel Charonnat, director of CB Expert

* "Inflation and Advertising: Creative Trends"
An Exclusive Kantar Study, presented by Léopold Sarthou, Insights Manager at Kantar

* “The Impacts of Inflation”, a Round Table with
Anne-Marie Gaultier, DG Marketing and Communication - Aldi
Thomas Boutte, Brand Director - AXA France & Administrator of the Advertisers' Club (Club Des Annonceurs)
Anne Thétier, General Director in Charge of Trading - OMG France

* "2024, an Exciting and Tense Year"
An Interiew with Pascal Crifo, CEO - Blue 449 & Publicis Sport + Member - The Publicis Media France Comex.

* Conclusion
Corinne Mrejen, Managing Director - Pôle Les Echos-Le Parisien Partenaires + Chief Impact Officer,
Reacting to the Morning's Presentations and providing her Point of View on the Advertising Market.

Source:
AdForecast #7 "Impacts Of Inflation" Event
On October 2023 @ Les Echos-Le Parisien Headquarters

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