



Key Findings
From the
BrightRoll and IAB Canada 2015
Advertising Agency Survey

2015 BRIGHTROLL AND IAB CANADA AGENCY SURVEY

Survey Goals:

The BrightRoll research team and IAB Canada are committed to understanding what matters most to Canada's advertising agencies. Year-over-year, we mine for insights into trends and topics that deserve more attention. How do agencies allocate their media budgets? How have agency RFPs changed over time? What metrics do they most frequently use to measure success? It is our goal to uncover interesting, relevant, and valuable insights that video advertisers may use to grow their business.



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Methodology:

This is the third year BrightRoll has partnered with IAB Canada to mine insights from Canada's leading advertising professionals. This year's report is based on responses from over 100 executives at top advertising agencies across Canada. The regular deployment of this survey has allowed us to build a unique database that showcases trends in agency behavior over time.

Our survey allowed for a three-week collection period for responses 2/25/2015 to 3/13/2015, with two email reminders. We incentivized participation with a drawing to win an Apple iPad.

In March of 2015, we collected 130 responses to this survey, aggregated the data, and compared it to the results of previous years. The BrightRoll research team sifted through the results and selected six of the most interesting takeaways to share.



2015 BRIGHTROLL AND IAB CANADA AGENCY SURVEY

Key Findings:

Agencies report that:

- ① Digital video is becoming mainstream.
- ② Online video advertising is effective.
- ③ Confidence in programmatic is growing.
- ④ Completed views, conversions, and brand lift are the metrics that matter most.
- ⑤ Targeting tops the list of digital video benefits.
- ⑥ Mobile and tablet spending are poised for growth.



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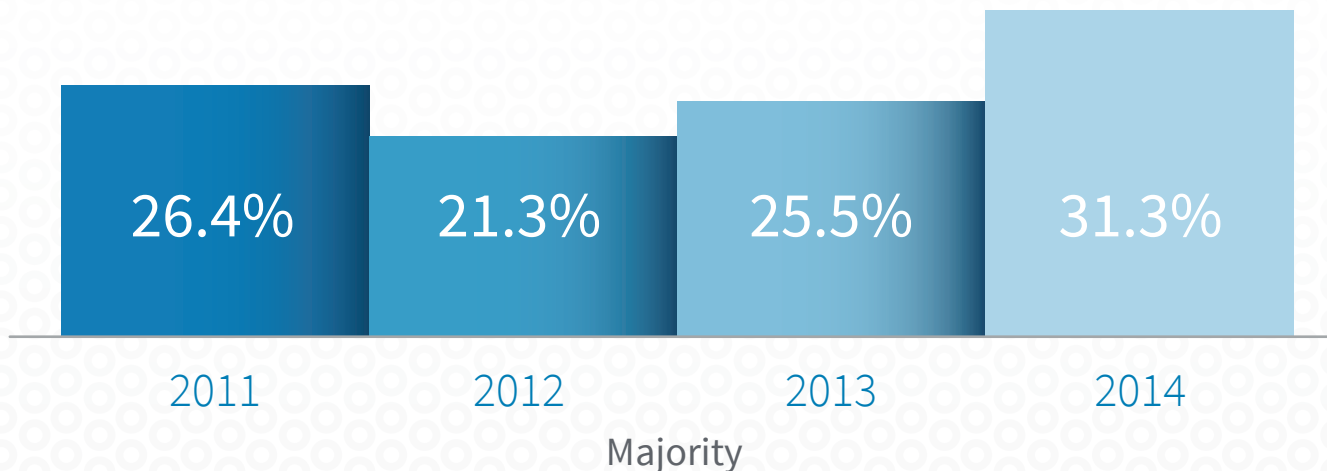
Digital video is
becoming mainstream.

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We asked agencies: What portion of your RFPs include a video ad component? In 2012, 21.3% said a majority of their RFPs; in 2014, that number grew to 31.3%. That's an increase of 47% in only two years.

What percent of your digital RFPs included a video ad component in the last 12 months?

Percent of sample with video in "Majority" of RFPs:

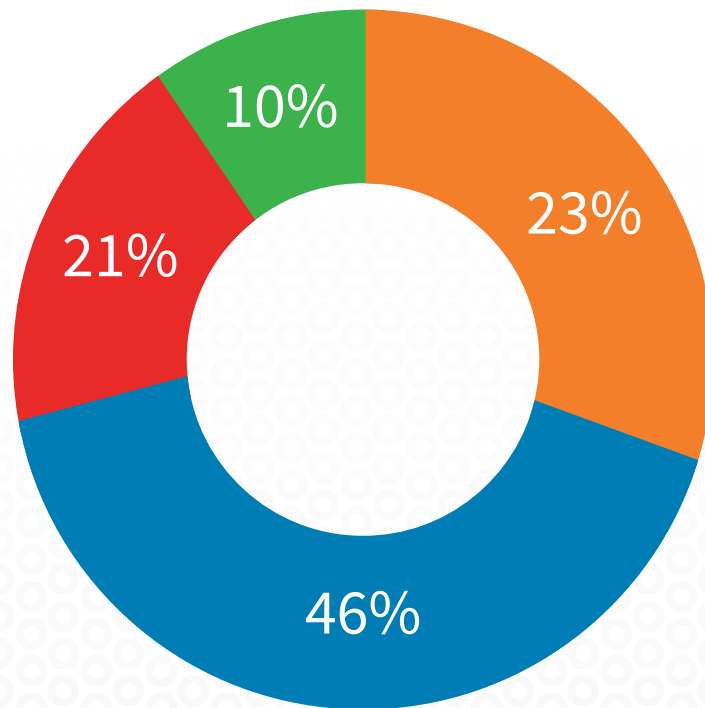


②

Online video
advertising is effective.

2015 BRIGHTROLL IAB CANADA AGENCY SURVEY

We believe that digital video is effective, but we were surprised by this response: 67% of agency respondents said they believed online video advertising is as effective or more effective than TV.



In your experience, how effective is online video advertising when compared to the following alternatives?

- Online video is less effective than TV
- Online video is about the same as TV
- Online video is more effective than TV
- I don't know

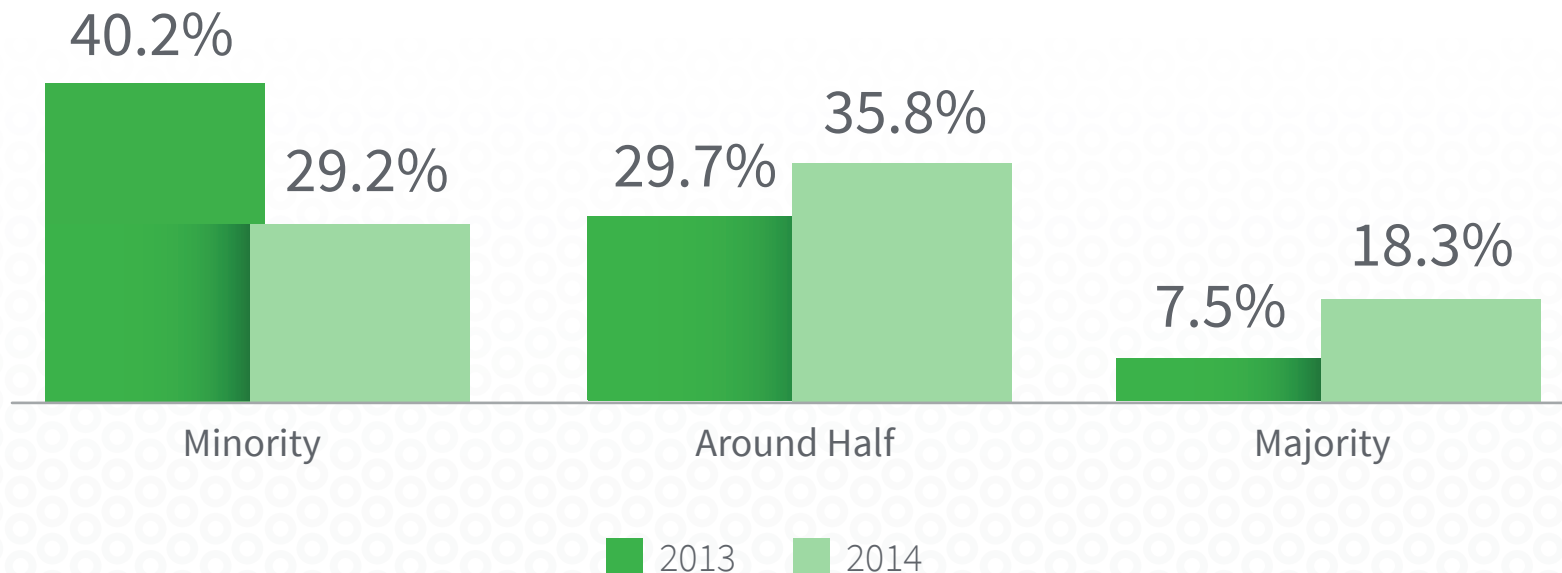
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Confidence in programmatic
is growing.

2015 BRIGHTROLL IAB CANADA AGENCY SURVEY

Agency respondents show confidence in programmatic. Nearly 2.5X more respondents plan to dedicate a majority of digital video budgets to programmatic in the next twelve months.

What percent of your overall digital video budget do you expect to be programmatic in the next 12 months?



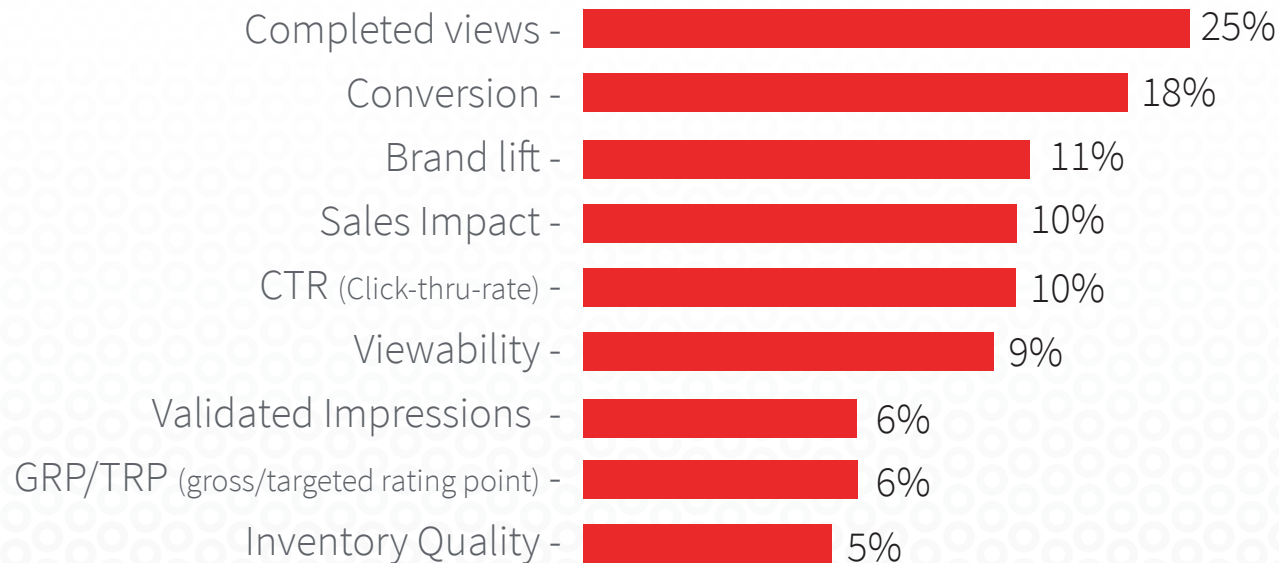
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Completed views, conversions, and brand lift are the metrics that matter most.

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Click-thru is relevant, but its importance is declining. Agency respondents ranked completed views, conversions, and brand lift as the three metrics that mattered most.

What is the most important success metric for your digital video campaign?

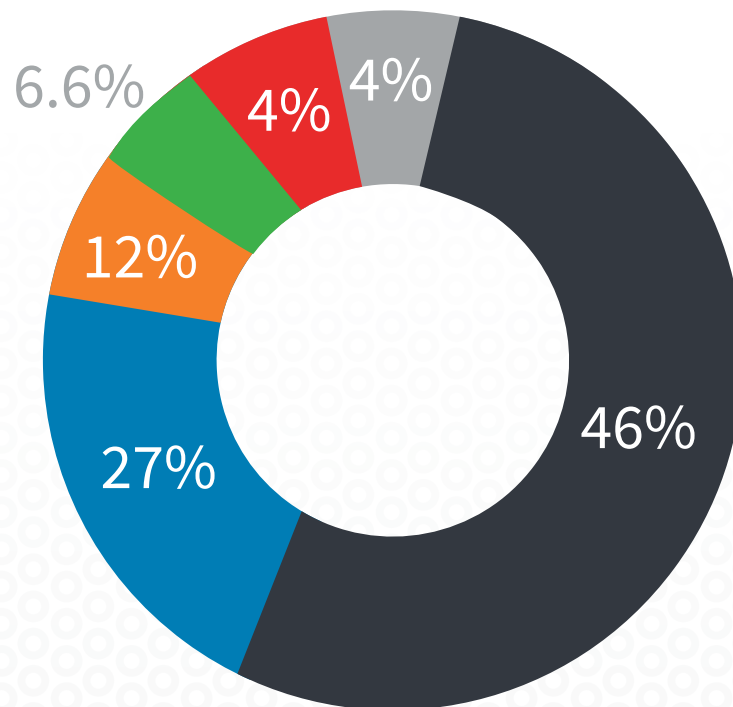


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Targeting tops the list of digital video benefits.

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Almost half of agency respondents report that targeting capability is the most valuable aspect of digital video. That's more than reach, price, format, creative reuse, and "other" benefits combined.



Which aspect of digital video advertising do your clients view as most valuable?

- Targeting capabilities
- Reach
- Price relative to TV
- Ad unit format
- Ability to reuse creative
- Other

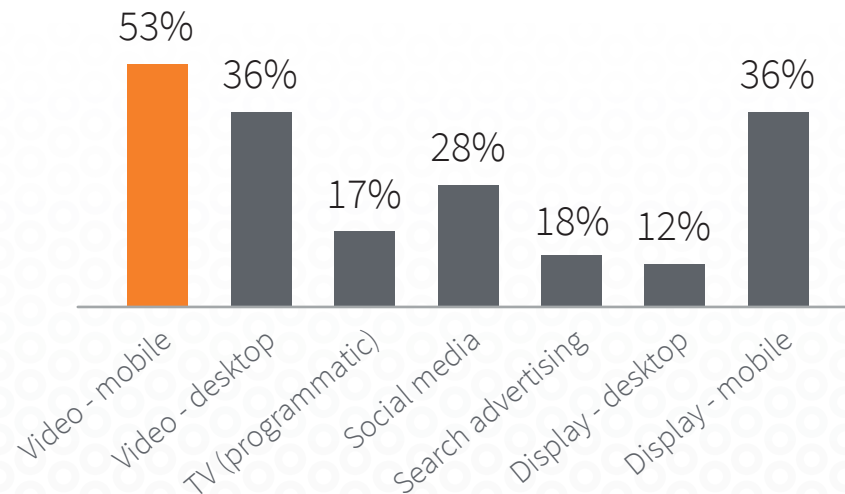
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Mobile and tablet spending are poised for growth.

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53% of agency respondents agree that mobile video is where they expect the largest increase in digital media spend. 85% of agency respondents are likely to dedicate budget to tablet video.

Which ad category do you expect to see the largest overall increase in digital media spending this year?



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Summary of Findings:

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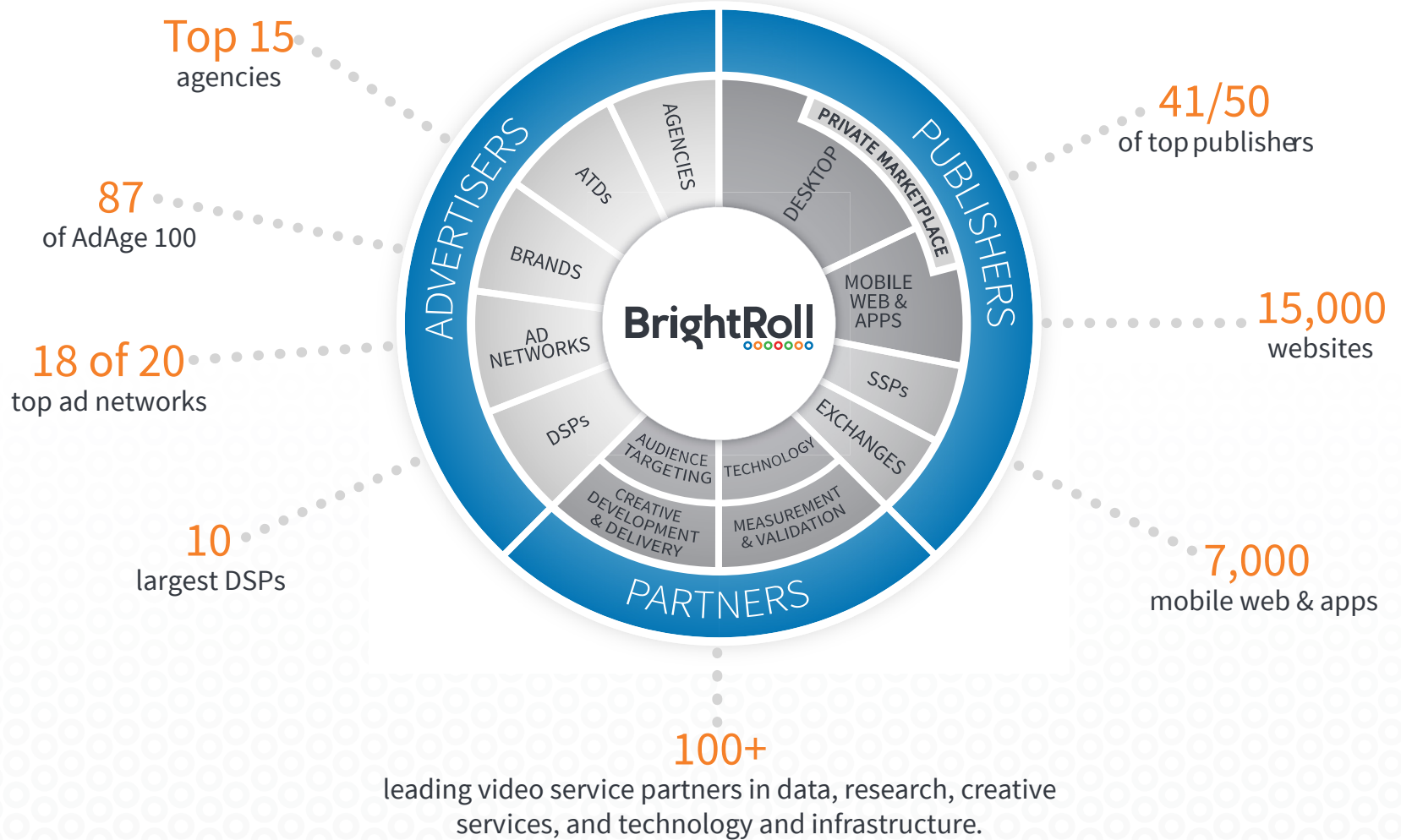


About IAB Canada

The Interactive Advertising Bureau of Canada (IAB Canada) is the national voice and thought leader of the Canadian interactive marketing and advertising industry. We are the only trade association exclusively dedicated to the development and promotion of the digital marketing and advertising sector in Canada.

As a not-for-profit association, IAB Canada represents over 250 of Canada's most well-known and respected advertisers, ad agencies, media companies, service providers, educational institutions and government associations. Our members represent a diverse range of stakeholders in the rapidly growing Canadian digital marketing and advertising sector, and include numerous small and medium sized enterprises.

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