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Preparing for a digital future – Advertising to Finnish Millennials

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Abstract:
This thesis explores the topic of online advertising. The main focus of the thesis is to find out how advertisers can reach Millennials through online advertising. The researcher explores which online channels Millennials prefer among other things. Therefore, the purpose of the thesis is to find out which advertising channels and formats advertisers should use in order to reach this generation and prepare for future trends. In other words, finding out which advertising methods advertisers should utilize in order to reach Millennials. The first part of the research consists of the theoretical part, where data gathered from literature and web sources are being presented. The last part of the research consists of a quantitative study where a survey was conducted in order to collect data from Millennials themselves to back up the data presented in the literature study part. The result of the survey points out that Millennials spend their time mostly in social media channels, prefer mobile over desktop and want relevant, fun and interesting content, preferably in the form of videos and pictures. The study also shows that half of the respondents use an ad blocking software and find online advertisement slightly annoying, which creates a big challenge for advertisers. The conclusion of this research is that advertisers need to consider investing more in social media channels as well as in content and video formats while using mobile as the communication channel.

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1. INTRODUCTION

The advertising industry is facing a turning point. Media consumption habits are changing as consumers spend less time watching TV and listening to radio and more time on the internet. Traditional medias like print and linear television are losing their audiences rapidly as more and more consumers move into digital channels. Digital advertising is therefore becoming increasingly important as an advertising medium as for building brand awareness. However, like any other advertising scene, also online advertising is developing towards a specific direction. The direction is set by the young cohort, Millennials, which are roughly defined as the age-group of under 35 years old who are used to digital technology and are heavy online media users.

Millennials are a valuable population segment, mostly because of the huge buying power they behold, not even mentioning the huge size of the group. These aspects make Generation Y a very important age-segment and is why advertisers need to be interested in reaching this generation.

Reaching Millennials online can be a challenge though. As technology develops, so does the advertising field, which has led to the fact that nowadays there are more ways than ever to do advertising. Keeping up with the changing advertising scene has become essential. It is time for advertisers to realize that the advertising scenery does not remain the same year after year – it changes constantly. Deciding on which digital channels to focus on in order to reach Millennials can be though in todays circumstances. That is therefore something the researcher is interested in finding out by the help of this research.

1.1 Aim of the study

The aim of this bachelor's thesis is to find out how advertisers can reach Millennials online. The study explores different channels of online advertising and analyses which forms of advertising should be used, when advertising to Millennials.

Millennials are at the moment the leading generation that change and influence consumer behavior, spending habits as well as brand preferences. That is why the researcher finds it important and relevant to study this specific generation.

Why the researcher has decided to put the focus on digital media is obvious. Digital advertising is stealing the market share from other traditional mediums, which is why the research will focus on online marketing specifically. In addition to that, online media is the most popular source for information among Millennials (Jefferson, Tanton, 2013). The researcher also wants to investigate how Millennials are changing the way online advertising is conducted. Advertising habits have to be adapted according to what Millennials prefer, which means that advertisers need to go where Millennials spend their time. The researcher therefore wants to give insight of the online advertising scene in order to establish a clear picture of how advertisers can reach Millennials in the best possible way.

The research is based on three research questions that are related to the topic of online advertising. The questions are focused on advertiser point of view since that is what the researcher wants to put emphasis on. The aim is to give an answer to the following questions:

Q1 How can advertisers reach Millennials online?
Q2 Which online channels does Millennials prefer?
Q3 What are the challenges of reaching Millennials online?

1.2 Definitions

Millennial = Generation Y, the next Generation of Generation X. People born between 1980 and 2000.

Ad blocking = A software that blocks display ads online. (Technopedia.com, 2016)

Advertising medium = An element through which a message is communicated. (Merriam-webster.com, 2016)

FOMO = Fear-of-missing-out, anxiety over thinking of missing out on something (Stein, 2013)

CTR = Click-through-rate, the number of times a user clicks an ad divided with how many times the ad is shown. (AdWordsHelp.com, 2016)

Beacon = Technology that can push ads and messages to consumers' phones with the help of Blootooth (iBeacon.com, 2016)

Programmatic buying/RTB = Automation of traditional media buying

2. RESEARCH METHODOLOGY

2.1 Research method

The material used for this project is mainly collected from web sources in the form of articles and researches. There is plenty of material available, but the researcher tries to limit the material to the most relevant ones. The research is based on existing data, which is then backed up with analyses and a survey. The information for the research is gathered both from digital and literature sources, which is then combined to an extent that the researcher sees as best to get a solid, unified text. There is also an analytical approach to the questions to get a more interesting touch to the research.

2.2 Data collection

In addition to the findings of the literature study, the researcher wants to investigate the actual opinions and preferences of Millennials on this topic. An online questionnaire was used as a method in order to gather this data. The researcher handed out an questionnaire to individuals that matched the age range of a millennial, which is 16-36 years. The questionnaire was conducted in English. In order to filter out people who are not native Finnish Millennials, the researcher picked out the people of the sample group manually. The questions in the questionnaire were related to the research questions. The main focus was to find out which online channels Millennials prefer, how much time they spend on different channels and what kind of content Millennials find interesting and relevant online. The number of questions was limited to 10 in order to keep the questionnaire simple and short, and most of all, fast to answer. The questions were to their form mostly multiple choice questions. In some of the questions, an additional comment field was added to get an explanation for the answer or to attain more information. The questionnaire was created by the help of Surveymonkey. The researcher picked out this specific tool of the reason that the researcher was familiar with the tool from before. The researcher used the help of Facebook to gather answers to the questionnaire. A Facebook event was created in order to get the right target group of native Finnish Millennials. The link was handed out to all 250 members in the event. Altogether 100 answers was attained, which means that the respondent rate was 40%, which can be considered to be very high. Already this result indicates that social media is a powerful and effective tool to reach

Millennials. The answers to the questionnaire were collected under the time period between 7.2.2016 – 22.2.2016

The results of the questionnaire are presented in pie and staple charts, one question at a time. The answers are converted into percentages to be easier to analyze. Only the most common answers of the additional questions are being presented in order to keep the main focus on the statistical result.

2.3 Data analysis

The collected data is analyzed by comparing and looking at it from different angles to understand the big picture. The source of error in this case is having a broad topic that is hard to limit. This research is enriched by data statistics. It is important to have statistics for the researcher to draw conclusions and be able to analyze. It is relevant for this research to use statistical data, since much of what is claimed must be and is in this case based on real statistical data. Some of the data is in the form of tables and graphs.

2.4 Expected results

The researcher expects to get an answer to the main research questions of how to reach Millennials online and how to keep up to future trends of online advertising. It is also expected to find out what challenges advertisers face, when trying to reach Millennials. The researcher expects to identify the key advertising methods and channels that should be used in order to reach Millennials. Furthermore, the researcher is expected to attain interesting answers from the recipients of the questionnaire. It is also expected that the researcher gains new knowledge about this specific topic and gets a deeper understanding of what online advertising to Finnish Millennials is all about.

3. THEORETICAL FRAMEWORK

3.1 Background

The context of advertising is familiar to most people. Advertisement is visible everywhere – in newspapers, out-of-home, television, flyers and now more than ever, on the web. The main purpose of advertising is to persuade potential customers to buy something and therefore most of companies' advertisement is about promoting new products or services. "Advertisers strive to create value for their customers and at the same time bring in profit to the company. They ask, which action affects customers in the desired way and make decisions based on counting the contact price of each channel" (Paloheimo, 2016, p.19). As the key purpose of advertising has kept as same through time, the mediums have evolved with a new form of advertising. Online advertising. As common internet users, most people also know what online advertisement is about. Online advertising has become an important part of companies' advertising strategy. Still, for many, it is still quite a new thing. Companies' have for a long time relied on offline advertising and traditional mediums for reaching their target audiences. Online advertising has however existed for a very long time. Internet provides limitless opportunities, which is one of the reasons it has become a big and meaningful media. However, some people still refuse to take digital channels as an advertising medium seriously. Companies' mindsets have been stuck to the image that internet may be a good place to advertise artists, conserts, soda and candy, but for anything else 'serious' like insurances, cars and bank loans, digital is not the way to go. However, under the other half of the decennia, companies have started to realize that online advertising is something that has to be taken with big seriousness. (Jönson, 2010, p.20). The first ten years of the 2000-millennia could therefore be said to be the 'testing' period for online advertising. The next ten will be the time when everything is done with a digital first mindset. (Jönson, 2010, p.12)

Back in the days, advertisers found online marketing expensive and not worth the investment. Nowadays, online advertising is the most cost-efficient form of advertising (Hhglobal.com, 2016), which is why more and more companies move their advertising budgets online. However, there is always a limited budget available for advertising. Companies need to decide on which advertising medium to utilize to get the desired

effect. New ways of doing online advertising are born all the time and it is up to the advertisers to keep up and be updated of all new features and advertising forms available.

The most visible form of online advertisement is display banners on websites. Display advertising is the digital advertising form that is most popular at the moment and where the biggest amount of money investments go into. (Jönson, 2010, p.56) Banner advertising is however usually experienced as negative by consumers. Many also think that banners slow down the page. The first online banner was published in 1994 by AT&T and the following year, the publishing platform DoubleClick was created. (1stwebdesigner.com). It has taken many years to understand the real potential of online display advertising. Today, banners can be bought from basically any media and there are different sizes and types available.

"Advertisers have begun to find new channels to reach their customers. Blog Marketing is getting more professional; the use of content marketing is increasing. Similarly, marketers and advertisers invest more into their own channels. Video usage is increasing, and the means of mobile advertising and marketing will expand. Multi-channeling is the trend, and one solution when pursuing fragmented audiences." (IAB Executive Director Birgitta Hakala)

As Hakala states in the quote above, the world around us is evolving faster than ever. So is digital marketing. Buying habits, production as well as processing of information is changing. The change is most visible in the young generation (Paloheimo, 2016, p.36). People are moving faster and navigating faster between digital channels while trying out new trending apps and services. New technologies are being invented all the time and the word digitalization is on everyone's lips. Strategic Planner of Dagmar Oy Sami Salmenkivi describes digital disruption as following: "Marketing is a service. It is not something that is meant to disturb. Marketing is listening. It is about experiences, instead of ads. Internet is at the same time a distribution-, sales- and communication channel". (Sipilä, 2008, p. 120) Also, in the book Valuable Content Marketing, CEO of Hubspot Brian Halligan states that: "Search engines, blogs and other internet trends have fundamentally transformed the way people and businesses purchase products (and services), but most small businesses still use outdated, inefficient marketing methods -

like print advertising, telemarketing and trade shows - that people increasingly find intrusive and screen out."

Consumers are nowadays more aware than ever before. Already at a young age people start thinking and concerning about global warming, ethical choices, eco-friendliness and politics. Also advertising must be done from a different angle to reach this new generation of people with a lot of knowledge. The marketing industry is forced to wake up to the new generation of digital native population, the Millennials.

Millennials, also known as the generation Y or the ´´nexters´´, are the following generation of Generation X. The definition of a millennial is argued, but most investigators say that Millennials are born between 1980 and 2000, which means that the group is between 16-36 years old. Millennials are born and raised among technology and are therefore used to continuous change. For Millennials, new technology is not a challenge. Instead it is more of an opportunity. A great part of Millennials are so called FOMOs, which means fear-of-missing-out (Stein, 2013). Which could be a reason why Millennials spend a big part of their days online and in social media applications. Getting the newest updates on what is happening and not missing out on anything important or less important is crucial. Mark Prensky (2016) declares: "Digital communication like chatting and blogging are part of the communication culture learned as a child. People born after 1980 communicate, search, and buy digitally just as smoothly as back in the days when people used telephones, read magazines and paid by cash" (Paloheimo, 2016, p.36). Sami Salmenkivi, Strategic Planner of Dagmar Oy divides consumers into "Tourists", who go online to pay bills, book trips or to search information. Millennials are part of the other group, "habitants", who basically live online. They communicate, entertain and meet people digitally. (Sipilä, 2008, p.125)

Millennials are therefore said, a tuff group to advertise to. Millennials go online to read reviews of a product, they trust in word-of-mouth and turn to a friend for further opinions instead of trusting advertisement. Additional to that, Millennials expect to get relevant and personal advertisement more than any other generation. It is needless to say, that Millennials are a challenge for advertisers.

3.2 Media Investments

Media is a communication channel where information is available and accessible for everyone (Korpi, 2010). There are three types of media: paid, earned and owned.

Paid media is what is generally understood as 'traditional' media like display advertising, TV, print and paid search. Earned media is the communication and discussion that happens between the audience for instance in comments or with word-of-mouth. Owned media is content that the creator produces and has total control over like blogs, social media pages etc. (Chaffey & Smith, 2016). This research focuses mainly on paid and owned media.
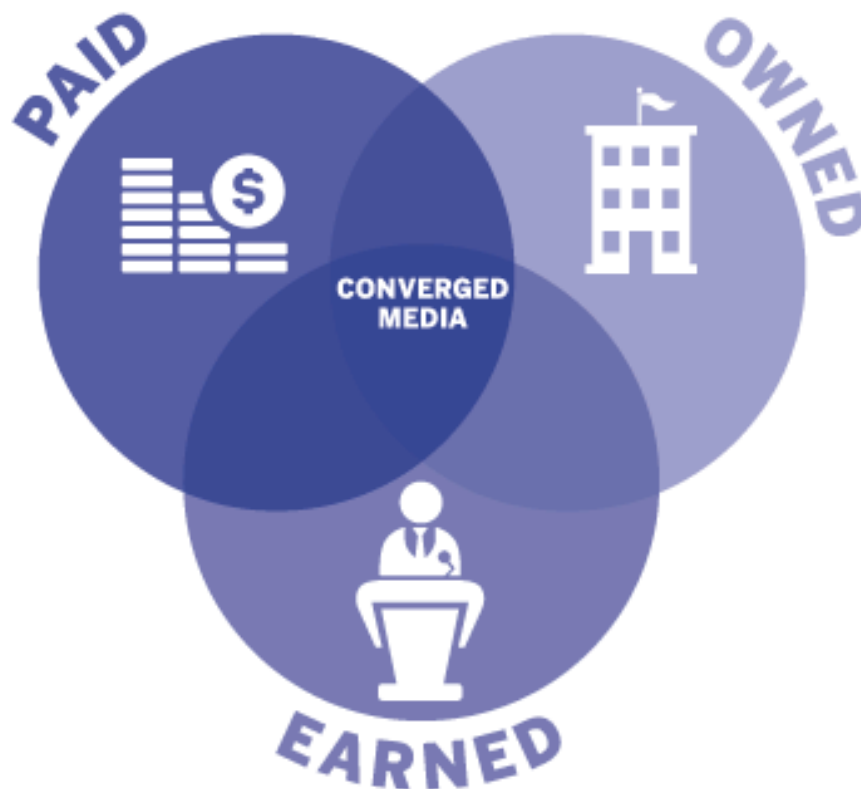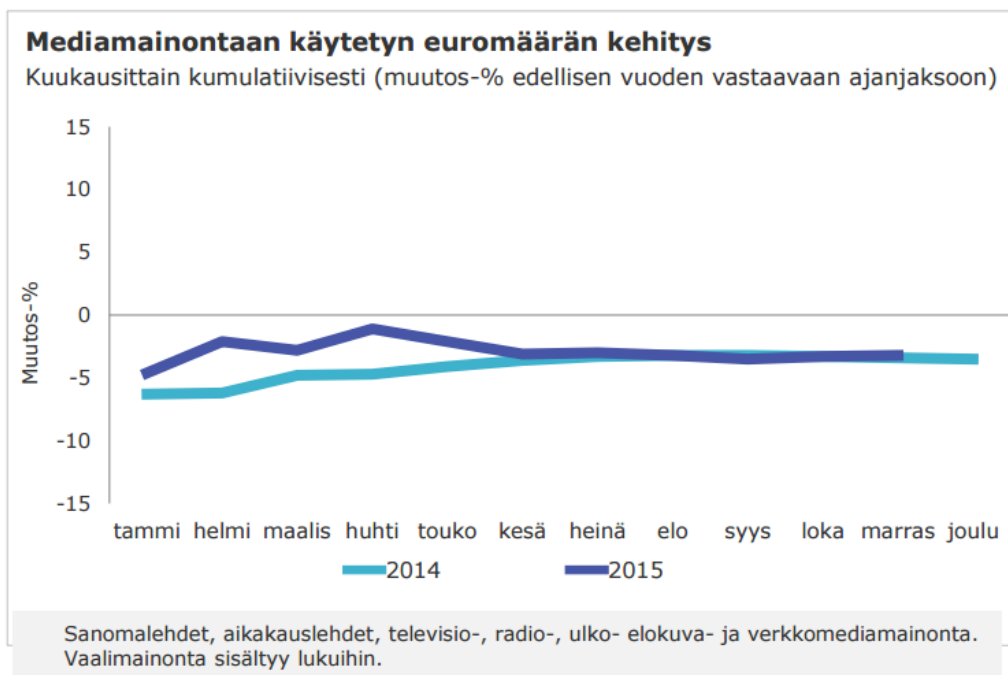

Fig 1. The model of paid, owned and earned media (Chaffey & Smith, 2016)

Before going into further details of where media investments should be going, a look into where investments are going at the moment, and how much it stands for of the whole media investment cake needs to be taken.

According to a study made by the International Advertising Byro, IAB Finland, one fourth of all media investment are going into digital channels at the moment. The same study indicated that digital marketing increased by almost 10% in Finland in the first quarter of 2015. One does not need to be a fortuneteller to say that digital advertising will be a big part of future advertising. Already now, digital advertising is on its way to pass traditional mediums like print- and TV-advertising (AdWeek, 2015). Advertisers are forced to rethink their strategies to ensure that the consumers are being served with the right ads in the right forms, at the right time. Advertisers nowadays have too often their main focus on the brand they are advertising. However, at the end of the day it all comes down to consumer centricity. No matter how well advertising is done and how well it is targeted, the most important thing is to ensure that the consumer gets relevant and accurate advertising, personalized for the needs of the individual. The big questions that all advertisers are asking at the moment is where to put the investments and efforts in the future?

In 2015, companies in Finland invested 1155 million euros in advertising, which is 2,1% less than the year before (Marmai.fi, 2016). However, all together 286 million euros was invested into online advertising, which is a bigger number than the year before. (IAB, 2016) According to Institutet för reklam- och mediestatistik, IRM, media investments are going to increase further with 12,4% by the end of year 2016. Mostly search, WebTV, mobile and programmatic buying are going to be responsible for these investments, IRM suggests. At the same time, the use of data in digital marketing is increasing at a heavy pace. When "mass advertisement" is not working anymore, advertisers need to come up with new ways of targeting their ads. Advertisers must understand the need and wants of the customer and narrow down the target audiences all the way down to small or even individual- level.

Mediamainontaan käytetyn euromäärän kehitys
Kuukausittain kumulatiivisesti (muutos-% edellisen vuoden vastaavaan ajanjaksoon)

Sanomalehdet, aikakauslehdet, televisio-, radio-, ulko- elokuva- ja verkkomediamainonta.
Vaalimainonta sisältyy lukuihin.

Fig 2. The development of overall media investments in Finland 2014-2015
(TNS Ad Intelligence, 2015)

Figure 2 shows the overall advertising investments of 2014 and 2015. As can be seen, media investments have followed the same line in 2015 as the year before. The investments into digital marketing however, are increasing year by year. The trend has been that companies invest less in overall marketing, but more into digital channels. (TNS-Gallup, 2016) Tarja Holmgren, Advertising Chairman of the Advisory Board of Finland states that " Advertising expenditure for online media are already more than half of the total media investments. In the digital environment, online advertising gives more opportunities for measurement of advertising and monitoring purchasing behavior. Digital advertising will continue to grow, because readers will increasingly shift to the web " (TNS-Gallup, 2016)
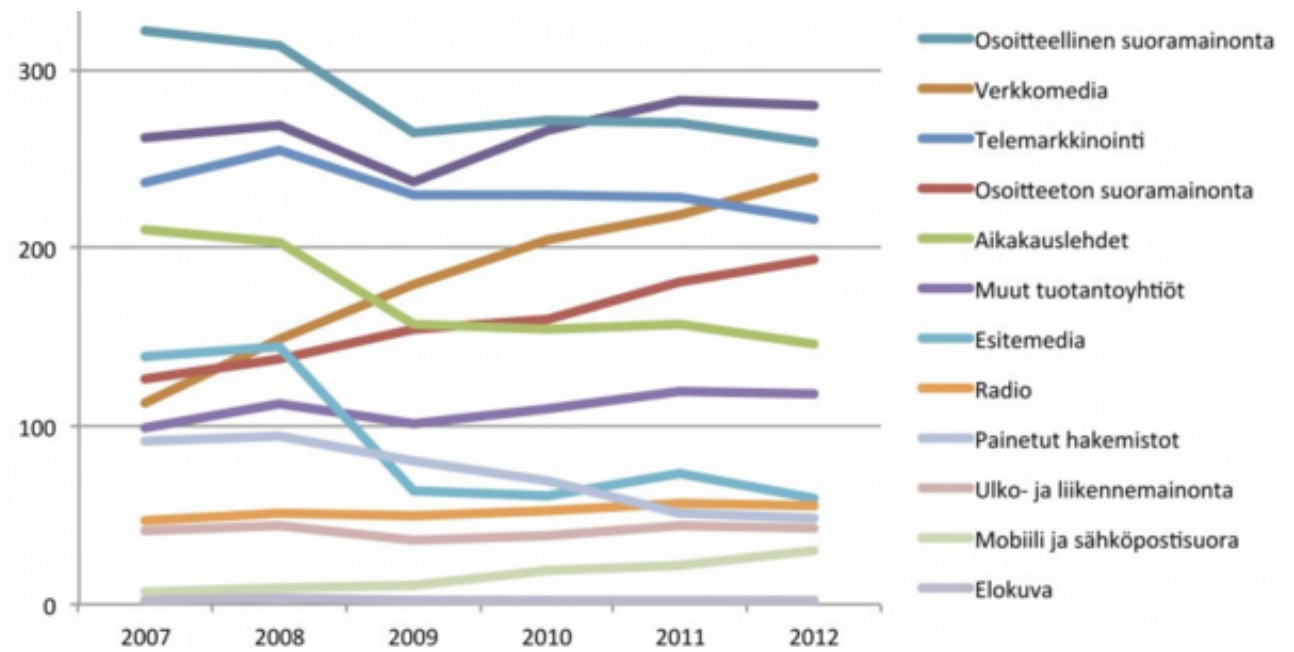
Fig 3. Distribution of media investments in Finland 2007-2012 (Finnish advertising council)

Figure 3, a diagram created by the Finnish advertising council shows the change and development of media investments between years 2007 to 2012. As can be read from the diagram, the only advertising medium that is going steeply upwards is the deep orange one, which stands for digital advertising. As media consumption is shifting towards digital mediums, it is a natural choice for advertisers to follow behind.

A research conducted by Fonecta (2016), reveals where advertisers predict that they will focus their media investments for this year. The result shows that 38% of Finnish advertisers are going to invest in content advertising, 28% in social media, 26% in performance metrics, 26% in process development and 22% in online service development.

Suuret suomalaiset markkinoijat panostavat 2016:

1. Sisällöntuotanto ja sisältömarkkinointi
🏷 **38%**

2. Somen tehokkaampi hyödyntäminen.
🐦 **28%**

3. Tehokkuus, mittaaminen ja seuranta
⏱ **26%**

4. Prosessien selkeyttäminen (markkinointi, CRM, asiakaspalvelu)
⚙ **26%**

5. Verkkopalvelun kehittäminen
🌐 **22%**

Fig.4 Media investment prediction for 2016 of Big finnish advertisers (Fonecta, 2016)

3.3 Content advertising

Traditional display advertising has met some heavy criticism lately. Some people talk about "banner-blindness", which refers to its ineffectiveness. Millennials are spending more and more time in channels that are ad-free, in other words, there is no advertising space to be bought by advertisers. Why these consumers choose to spend their time in ad-free channel is easily said the fact that the younger generation often get annoyed by ads in their social media feeds. That means that advertisers need to take another approach. Advertisers need to pay attention to the fact that the human brain chooses what to pay attention to and what to filter out. That is why consumers do not necessarily recall which ad they just heard on the radio or even saw on the TV, not even mentioning the amount of ads that are seen and ignored on the web. Then how can advertisers reach their target audiences, if consumers are most likely to not notice ads? The conclusion is to use

messages that appeal to users on a deeper level. The key is to wake up emotions in people, feelings of wanting to know more, feelings of connecting with the brand.

This phenomenon has created a whole new advertising form utilizing the power of content. Content advertising has increased heavily among advertisers in the recent years, and it is about to take off even bigger in 2016. The key idea of content advertisement is storytelling. In this way, ads do not really look like ads. The purpose is to offer consumers relevant and interesting content that they can interact with and spend time with the brand.

The internet has in the last fifteen years gone through a significant change. Various different factors have contibuted to the change, as technology-, device and operating systems have developed. In addition to the technical development, also human forces have contibuted to the born of web 2.0. which has made internet a huge conversation field, where people can interact and take part in content creation and conversations.

Web 2.0 is defined as the time where web users are abled and allowed to create content online themselves. Tim O'Reilly was the man to come up with the expression Web 2.0., which describes the other, or 'next' phase of internet. Web 2.0 is about utilizing all the features that technology provides. According to O'Reilly a website must fulfill all the following requirements to be called Web 2.0 (O'reilly.com, 2016)

1. The user must be able to create and modify the content on the website
2. The user must gain control over the information
3. The design of the website must be interactive and usable

Nowadays it is nearly impossible to avoid ads. Ads are everywhere and it is resulting in consumers getting overwhelmed. As Jefferson and Tanton state in their book (2013), getting the web strategy and content right has never been more important in the evolving online world. Pushing out old content, that everyone already has seen is not the way to get consumers attention. Advertising is often done in the same way year after year and only a few have the courage to make major changes. Media buying habits die hard so to say. Advertisers need to move out of their comfort zone and dare to start trying out new things. Nowadays it is only content of high quality and value that is getting read and shared by people. One way to add value to the content is making sure it is genuinely useful, relevant, informative and entertaining for the audience (Jefferson & Tanton,

2013). It just needs to be out there, so when the time comes and the consumer needs the information, it is there to be found. It is also important to identify what kind of content the target audience finds interesting and relevant. This question is researched further in the questionnaire and the result is presented later on in the thesis.

The next thing is to look at what kind of content there is. Content can be brought up in every channel in almost any form. It can be in the form of interesting articles, games, or even competitions to get the consumers to engage.

This leads the research on to interactive content, a buzzword of 2015. With interactive content, consumers are encouraged to engage and interact with the ad. This is done by adding rich media, animations and a more visual aspect to the ad in order to stand out in the crowd. (Socialmediatoday.com, 2015)

Another form of content marketing is blogs. Blogs have existed for a long time, but now they are more popular than ever with the appearance of a younger population. Nowadays anyone can be a journalist and create own content in the form of text. At the moment blogs are one of the most popular form of social media, where people can engage with the content (Korpi, 2010). A study conducted by Kopla and Aller indicates, that almost 30% of Finnish people read blogs on a weekly basis. The study also showed, that 9/10 think that blogs are here to stay and already are a media of their own. One advertiser in the study describes blogs in the following way: "The best advertisement for us, is when someone recommends a product in their blog. It brings positive buzz around the brand and affects the sales for sure in the long run". Additional to the fact that blogs already are seen a media of their own, blogs also eat up other media consumption. The study showed that blogs have replaced watching TV for 63% of the respondents. The same percent for reading magazines was 44%. A blogger that took part in the study claims: "The number and quality of blogs will change through time. Anyhow, the development has been the following: blogs have become bigger and bigger as a media and I can't see that it is slowing down any time soon". Blogs have clearly found their part in Finnish media consumption, and will undoubtedly have a place in the future also.

3.4 Ad format

Trying to reach Millennials online can be challenging. Therefore, it is important to find the right ad formats that appeal to the young generation. Video as an ad format is a great way to break through to Millennials. The first video on internet was downloaded already in the 1990's. Back in the day's videos were of low-quality and took hours to download. Nowadays with the help of streaming, videos does not have to be downloaded, instead one can watch a video immediately with the help of a server. (Jönson, 2010, p.34)

Moving picture have been in the picture for a long time – but now more than ever. The young generation have definitely taken up on this trend. Nowadays it is normal for people to film their daily life and put up videos on a Youtube-channel for an instance. According to Cisco, video will expand so much, that in 2019, it will cover a whole 90% of all internet traffic. The Cisco report also predicted that every second, 1 000 000 minutes of video will be shared in 2019. Also data from Facebook indicates that 50% of people in the U.S watch already at least one video per day.

Videos are definitely a big thing and technology already has taken video to a whole another level with 360 degree videos. Millennials are already very familiar with live broadcasting technologies like Periscope, with over 10million monthly users worldwide (Social Media Today, 2015) and Facebook Live, but in 2016 the demand of live streaming will explode with the introduction of 360 degree broadcasts, the founder of social media examiner, Mikael Stelzner believes. (Social Media Today, 2015) What 360 degree broadcasts bring to the table, is the feeling of being actually present where the stream takes place. (Social Media Today, 2015) Live streams can be broadcasted by anyone, which also makes it fun, unscripted and spontaneous.

Also Youtube video watching is booming among Millennials. According to Youtube's own statistics, video watching is increasing with 60% every year. Youtube is ranked as 4th among commercial channels in weekly reach in Finland (TNS Gallup - Oct/Nov 2015). This result speaks for itself. Youtube has dominated the video world for a long time.

Youtube is the world's largest video site with over 2,3 million users monthly in Finland only (ComScore 12/2015). What are people doing in Youtube then? What kind of videos are Millennials watching? Basically just anything. According to MTV's white paper on Finns social media usage in 2015, people are watching mainly how-to-do videos, animal videos, movie trailers, video blogs, unboxing videos, product reviews and videos of people playing video games, as crazy as it sounds. People can spend up to many hours per day in Youtube, which makes it an opportune platform for advertisers. According to Youtube's Audience Study, 78% of people in the age range of 13-64 years use Youtube. Additional to this, Youtube also acts as the second largest search engine. According to TNS Gallup, 42% of people have researched a new product on Youtube before buying it.

Like said, Youtube has been the king of video platforms for many years, but times are changing. Ben Phillips from MediaCom suggest the following: "It's not just the medium on which we watch video that's changed, but also the platforms on which we watch it. Whereas YouTube used to be almost the only game in town, it now has serious rivals, notably Facebook".

Additional to Facebook, video is also changing the blog world. A study of Finnish blog behavior carried out by Kopla and Aller showed, that 44% of the respondents think that video blogs will challenge the traditional blogs in the future. Also, a study by MTV suggested in 2014 that "People will spend more time with video blogs in 2015. Video blogs mean more or less same as blogs for bloggers. The video bloggers, or vloggers tell about their everyday life, do sketches or let's Play - videos where they guide how to play a videogame for their thousands of followers..." This prediction turned out to be very much true. At the moment, the most followed vlogger on Youtube is PewDiePie, who makes videos about games, with over 40million followers worldwide.

So, to add up, video is everywhere. Videos are being consumed heavily by Millennials and they seem to enjoy the format. But is there any proof on whether video as an advertising format actually is effective?
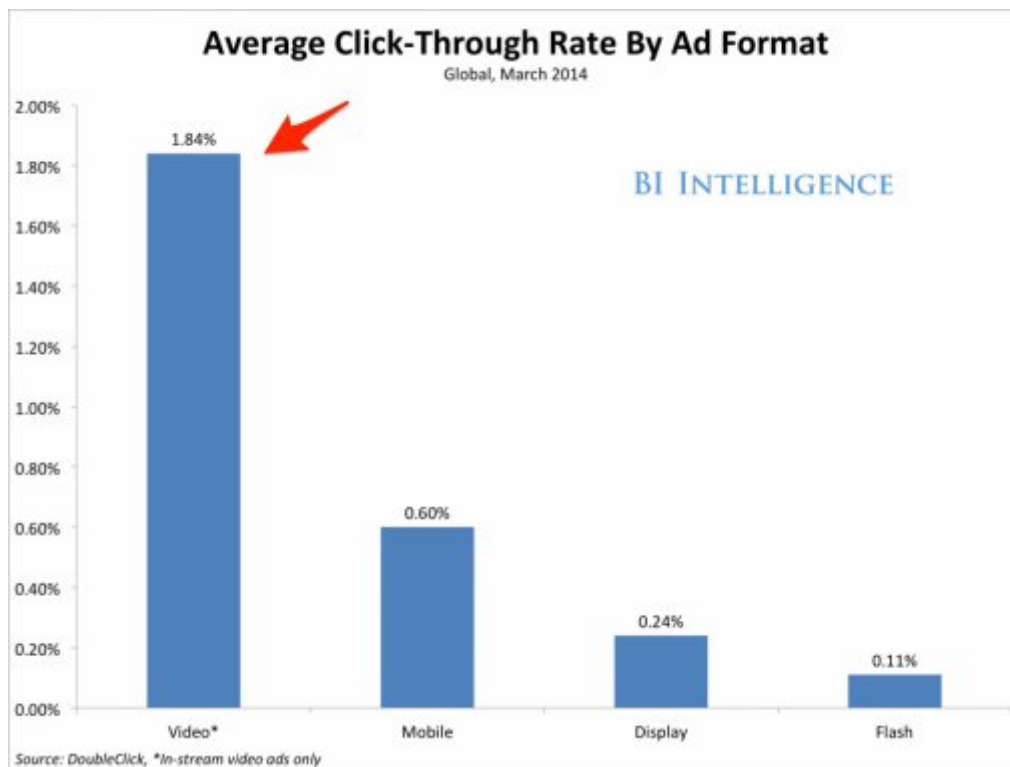
Fig.5 Average Click-Through Rate By Ad Format

Figure 5 above shows in a diagram the average click-through rate by ad format. As can be seen, video beats all other formats clearly with an average of three times higher CTR (click-through-rate) than mobile formats. Video is therefore to be said, a very considerable ad format and should be taken into serious deliberation by advertisers.

3.5 Device

Mobile, and to be more specific – smartphones have undoubtedly become a big part of millennial's everyday life. A whitepaper conducted by eMarketer predicted, that one third of all people in the world will use smartphones by the year 2017. There are new types of smartphones emerging to the market all the time. Only in three years, the penetration of mobile has more than doubled and we can say that almost all people between the ages of 15-49 are using a smartphone. (Tilastokeskus, kuluttajabarometri, 2012-2015 elokuu) Eventually to that, 70% of all mobile users start their day with opening or checking their

phone. The leading company in the mobile market 12snap defines that mobile is the only medium, that consumers keep with them during the day (Sipilä, 2008). The smartphone follows around everywhere. Consumers use their phone in every situation, at work, in school, in the store, at home, while watching TV. This enables advertisers to catch the consumer throughout the whole media-day and that is why mobile advertising has become increasingly important. (Tilastokeskus, kuluttajabarometri, 2012-2015 elokuu)

About 49% of Finnish people prefer mobile over desktop, shows a consumer study carried out by InterQuest. The study also showed, that there are mobile pioneers are to be found in all age-groups, not just the young cohort. This indicates that mobile is not just for youngsters, it is a media for all ages. However, the mobile usage is heavier among Millennials. Tino Keskinen argues in his book about mobile marketing, that Millennials are the most active ones with mobile devices. He states: "This target group is the most technically talented and are willing to try out and use new solutions that are provided. Mobile marketing is an inevitable part of ad-campaigns that are targeted to a young audiences" (Keskinen, 2001,p.16)

At the end of 2015, Google announced that they will be changing their search algorithm in a way so that websites that are mobile-optimized will be preferred in google searches. And those that are not, will in some cases not be displayed at all. Therefore, it is about time for companies to wake up to the mobile-revolution. A lot of advertises have updated their sites to mobile-friendly versions already, but there are also many that have not will be in a hurry to do so.

US Retail Mcommerce Sales, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
Retail mcommerce sales (billions)	$41.71	$56.67	$74.93	$96.22	$112.28	$130.12	$149.79
—% change	65.3%	35.9%	32.2%	28.4%	16.7%	15.9%	15.1%
—% of retail ecommerce sales	16.0%	19.0%	22.0%	25.0%	26.0%	27.0%	28.0%
—% of total retail sales	0.9%	1.2%	1.6%	1.9%	2.2%	2.4%	2.7%

Note: includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; includes sales on tablets; excludes travel and event ticket sales
Source: eMarketer, June 2015; confirmed and republished, Aug 2015

190741   www.**eMarketer**.com

Fig 6. US Retail Mcommerce Sales 2013-2019 (eMarketer, 2015)

Mobile has been seen up to this day more as an influencer of sales, instead of being the main sales generator. That will change, according to eMarketer's trend report. In the figure on the previous page, eMarketer predicts that by 2019 mobile sales will double. So, how will this happen? Which are the aspects that will fire up mobile sales? One aspect is the fact that smartphone screens are getting bigger. This makes browsing through websites more convenient, which then encourages to buy more. At the moment, mobile online buying is still coming behind due to the small screens. Only 33% of a study group had bought online in a research conducted by InterQuest, while the same percentage for desktop was as high as 87%. Still, the study also showed that 29% think that they will be buying more online via mobile in the future. This indicates that mobile is continuing its growth and will become even more important. Another thing is, that mobile payments will take off in 2016, with Apple and Android launching their mobile payment apps, which makes buying easy. Also Facebook has its fingers in the game once again with adding buy buttons, where the consumer can get the product straight away by just one click. Facebook has big trust in the mobile revolution, since eMarketer predicts that Facebook will become mobile only one day.

The society is coming to a point where consumers demand to get service anytime and anywhere in real time and mobile provides just that. Anyhow, a mobile device is personal for many people and that is why mobile advertisement should be as personalized as possible. Mobile marketing is interactive, personal and innovative. Additional to that, mobile is the unifying link between all channels. Mobile marketing at its best is relevant and topical (Sipilä, 2008, p. 168)

3.6 Social Media Channels

New features, apps and services are born on the internet faster than advertisers have time to learn about them. At the same time the popularity of these new services can grow rapidly, and then suddenly drop out of nowhere. It is therefore a big challenge for advertisers to know, which new services to focus on and invest in.
The majority of marketers (59%) are using social media for 6 hours or more each week. (Social Media Examiner). Also, 83% of marketers indicate that social media is important for their business. (Social Media Examiner) And for the first time ever, social media has passed e-mail and search engine advertising, indicates a survey made by DiViA (MTV Whitepaper, 2015).

Social media is not a new thing. Ever since Facebook was launched in 2004, new social media channels have been springing up like mushrooms after a rain. Marketing through social media channels however, is a quite new thing. According to a research conducted by Conen in 2008, 85% of social media users want companies to be present in social media.

Millennials are, as already stated before, heavy social media users. According to a research conducted by eMedia, 15-24 year olds spend 28 hours online per week.
Millennials are the early adopters of any new applications and technology that appear on the market. Social media is a big part of Millennials days. According to Fonecta (2016), Millennials can be reached online by only using social media services. Millennials follow brands and celebrities through social media channels, since it is their way of gaining information on new products and engaging with brands they are interested in.

What's in store for the future then? eMarketer predicts in their report of digital trends for 2016 that marketers will find their way to communicate to consumers via messaging apps. MTV's whitepaper suggests the same. According to their research, people- and especially Millennials have moved over to messaging apps from timeline- communication. Messaging apps are not used only for chatting. They are much more than that. People share content, pictures and videos through messaging apps. Messaging apps have not yet been discovered in advertising means, but this will undoubtedly change, when messaging apps expand their providing. As can be seen from the diagram in Figure 4, messaging apps already have surpassed social networks.

Fig.7 Monthly active users for top 4 social networks and messaging apps

Facebook is one of the big platforms that is on its way to take up on this trend as they are bringing advertising opportunities both to Whatsapp and Facebook Messenger. What these features are, Facebook has not revealed yet, but based upon their sayings, it won't be "traditional marketing".

3.6.1 Snapchat

Snapchat is fast becoming one of the mostly used apps between Millennials according to Martin-Wilbourn Partners (2016). Financial Times announced in November of 2015 that they are getting an enormous amount of 6 billion snap views daily. Snapchat allows people to take photos or videos, which are then deleted as soon as someone opens them. A person can choose how long to show the picture. Snapchat is widely used among young people. The fact, that the pictures are not saved in others camera rolls makes Snapchat more fun and people more willing to share. In an interview conducted by Business Insider, a recipient answered the question "What do you use Snapchat fore"
As following: "Snapchat is the ultimate social media tool — users want to share their lives to anyone they choose to elicit possible feedback, but without the necessity of it being stored.." (Kosoff, 2016)

For advertisers, Snapchat holds many opportunities to reach Millennials. It works for instance as a teaser to promote new products or sales coming up. Snapchat is a great tool for catching Millennials' attention. It is important to keep in mind, that Snapchat is a very interactive and real-time tool. It communicates what is happening right here at this moment. A great example of what advertisers can do on Snapchat is what Burberry did with their new Spring collection for 2016. They decided to launch the whole collection on Snapchat first, before they launched it anywhere else. It turned out to be a great success and the case have gone viral, inspiring other advertisers to take part in this fun and funky app.

The results of Snapchat advertising have been overall very good. The first snapchat ad received positive feedback from 60% of the audience, which is a four times better result than average ads. (Ad Age, 2015) This indicates that consumers are taking ads on snapchat in pretty well, which can mean only good for advertisers.

3.6.2 Instagram

Instagram is like the new Facebook. Especially Millennials spend their time on Instagram, instead of other social media platforms these days. Instagram is a picture sharing app, where the emphasis is on visual aspects. People share pictures of their day like a diary, but in public. Instagram was launched in 2010 and bought by Facebook in 2012 (Someco.fi). Instagram is the most active social-media channel according to a study by PewResearch. The study indicates also, that 50% of Instagram users, use it daily. Instagram opened for advertising in Finland 31st of September in 2015. So far, advertisers have been slow to invest money into Instagram, as well as other visual channels. Instagram however unravels a huge potential with its inspirational pictures, since Millennials are said to be visual-inspiration shoppers (Entrepreneur.com, 2016).

3.6.3 Periscope

26% of all view time in Finland is streaming (TNS Gallup - Oct/Nov 2015). People find new ways of entertaining themselves and one of them is clearly streaming, which leads the topic on to Periscope. Periscope is a live-streaming app, bought by Twitter in March 2015. Only in two years, Periscope has managed to pass the milestone of 2million users, which is the same phase as Facebook collected the same number of users. (Dagmar.fi, 2015) Periscope allows anyone to stream live video on just about anything. These streams can be followed all over the world. Periscope provides a limitless list of potential brand boosting for advertisers. Advertisers have not yet woken up to this genius app, but the researcher thinks it will not be long until also this app will be filled up with brand content.

3.7 Targeting Millennials

When advertising to a special group, in this case Millennials, it is important to find the right target group. Back in the old days, advertisers used mass advertising, where the purpose was to reach as many people as possible, no matter if the people happened to be potential buyers or not. Nowadays, advertisers are wiser than that. Target groups are

carefully picked out and campaigns are planned in a way that only the people who really belong to the target group are being served with an ad.

Databased thinking is something that has been slowly but steadily creeping into advertiser's minds. Especially big data is on its way to become a trend. Big Data started to evolve in 2013 in Finland, when all kinds of IT-companies started to take it to use. Based on collected data, advertisers can target the ads correctly, at the right time, to the right user, in the right devise. Data, based on purchase intentions can be used then again for tactical advertising. Based on behavior taking place on the website, data can be collected and used in advertising campaigns. This is a huge leap for advertisers who want to target a specific group by demographics.

Another new way of reaching specific groups online is real-time-bidding. In other words, programmatic buying or RTB. Programmatic buying is online advertising automation, utilizing systems buying advertising. These systems offer tools for real-time purchasing, allocation and optimization of all types of online visibility. Programmatic buying is a more efficient way of doing online advertising since it does not include time-taking processes like inquiries and media bookings. All the manual effort is removed in other words. Programmatic buying allows advertisement to continue from one media format to another more easily. TV commercials story can continue with video advertising online using a video or a banner, which is activated by the user to the desired function. The story can go in the other direction also, from the web to TV. In this way, ads can follow the user through different devices. Especially Millennials are big fans of using different devices simultaneously. Finnish advertisers used about 7% of their media investments into programmatic buying in 2014 (Fonecta, 2016). However, media agencies see the big potential in programmatic buying, and the investments are increasing rapidly year by year (Fonecta, 2016).

When talking about targeting a specific audience. The most important aspect to keep in mind is relevancy. Beacons have clearly been one of the hot topics this year. Everyone seems to be talking about it, but no one really knows what to do with it. The idea behind Beacons is to provide as relevant advertising as possible. Small sensors send out signals via Bluetooth, which then recognizes if there is a smartphone nearby. It is also possible to retarget customers. The signals leave a trace and recognize where the person has moved before. Advertisement can therefore then be retargeted to the person, so called physical

retargeting.

The downside with Beacon is that the user must have uploaded a special app to and agree to the smartphone to send push notices. And on the top of all, have Bluetooth on. Information that is stored via Beacon technology is where the customer is moving and how often the person have visited a store. Advertisers can also choose to bring content from their own channels to customers' phones. They can bring for an example Instagram feeds for inspiration. This technique is used mostly in shopping centers at the moment, but the researcher believed that it will start to spread as soon as advertisers find a way to use it to serve them best.

3.8 Challenges

This part of the research answers Question 3. What are the challenges when advertising to Millennials?

Digitalization is happening fast. Millennials sure keep up with the digitalizing world and are early adopters of new technology. However, for advertisers, digitalization is not always a good thing and can create many challenges.

No matter how well targeted and relevant advertising is done by agencies, there are always those, who get annoyed by pop-up banners on every site. Some consumers, and especially Millennials are getting so annoyed, that they install an ad-blocking software on their computer, which blocks out all banners on websites. The number of ad-block users have increaser heavily in the recent year. This is a major challenge for advertisers, since they need to come up with different ways to reach their target audience. So who exactly are these ad blockers then? Adobe conducted a survey on this and reported their findings in their Ad blocking Report for 2014. They found out that the ad blockers are primarily Millennials. More specifically men in the age of 18-29. What the report also found, was that it is spreading by word-of-mouth, since nearly half of the respondents answered that they got to know about ad blockers from a friend. These findings indicate that the young generation are aware of the functions of advertising, since they have grown

up using the web actively. What this holds for the future, is hard to say. Ad blocking will surely keep on increasing and particularly among young people. This means that advertisers need to get creative and possibly put more effort into content and native marketing instead of traditional display advertising.

A study by AudienceProject indicates that 37% of Finnish internet users use an ad blocking software. Most ad-blocker users are found in the age group of 15-25years old. In Finland,53% of 15-25years old use an ad-blocking software, the study tells. Ads are often blocked on desktop rather than mobile or tablet devices. Only a few block ads on mobile phones.
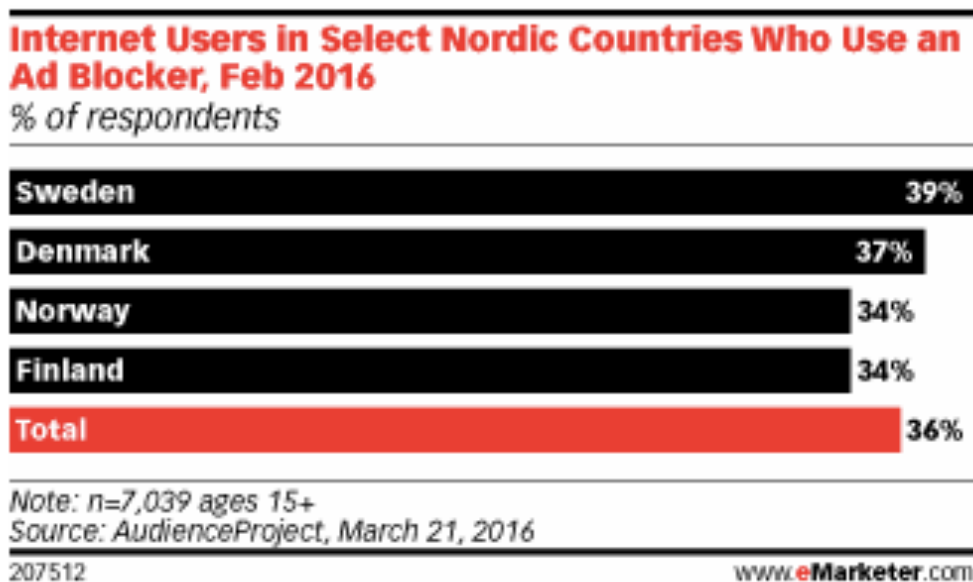
Fig 8. Internet users in select Nordic countries who use an Ad Blocker (eMarketer, 2016)

According to eMarketers report (2015) of social trends for 2016, ad blocking will start to affect social media also. Up to this day, social media has been ad blocking immune, but as technology develops, ad blockers will get smarter and social media platforms like Facebook will have to be ready to fight back. Unfortunately, there is no way to stop people from installing these ad blocking programs. There has been some talk of media shutting their page down for those who use ad blocking, but that has remained as a threat as it has

not happened yet. Also changing online channels and services into paid versions is something that many have considered, which is however not a very considerable choice, since consumers are not ready to pay for services that they are used to getting free. In an interview conducted by Business Insider, a recipient stated that: "I'm a millennial. I will pay for nothing — just throw in more ads or something." (Kosoff, 2016) What people do not quite understand however is, that when they block ads, that is exactly what they are supporting – online medias turning into paid versions. What advertisers can do and already are doing much, is moving on to native and content advertising. Ads that are 'hidden' in some form of engaging content, so that they do not really look like ads.

Another challenge with digitalization and targeting Millennials is the data amount nowadays available. Reni Waegelein, ICT-Manager at Veikkaus says in an interview conducted by Effiecode that the word "big data" is just a buzzword, because data has always existed. He thinks that there is a risk with big data and automation. The risk being that the creativity and content can easily be forgotten. It always comes down to the content in the ad if the receiver gets interested in the product or service in question or not. The other risk with data according to Waegelein, is that it can get too big and too much data available can be impossible for one advertiser to handle.

There has been a big fuzz about RTB at the moment when the media industry is going through a digital transformation, but also challenges with real-time-bidding has been discovered. With programmatic buying, the network is blind. In traditional media buying, the whole process from the beginning to the end is transparent. In RTB, it is not. Other challenges are mainly between the advertiser and the advertising agency. RTB continues its way past traditional media buying, but the fact that the network is non-transparent is a challenge that advertisers must consider carefully in the future.

4. RESULTS

This part of the study aims to answers Q1 How can advertisers reach Millennials online? And Q2 Which online channels does Millennials prefer?

A internet questionnaire consisting of ten questions was created in order to research furhter the online ad preferences of Millennials. The questionnaire was then handed out to a sample group of 250 people, of which 100 persons answered the questionnaire. That means that the respondentrate was as high as 40%. The questionnaire was created with the help of SurveyMonkey, because the researcher was familiar with this tool from before.

In the first question of the questionnaire, the respondents were asked to specify which gender they represent. The information is relevant in order to draw conclusions and evaluations based on the responses.
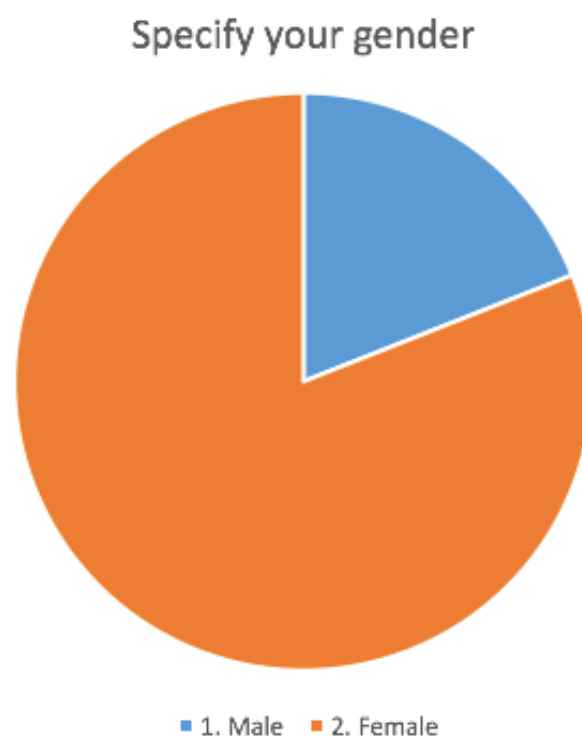
Fig 9. The answer to question 1 in the questionnaire: Gender of respondent

The answer indicated that 81% of the respondents was female and the rest 19% male. The result was expected, since the majority of the sample group consisted of females.

The next question in the questionnaire was a question about age. Despite the fact that the researcher had specifically sent out the questionnaire to only Millennials, the researcher found it to be interesting to see how the age divides among respondents.
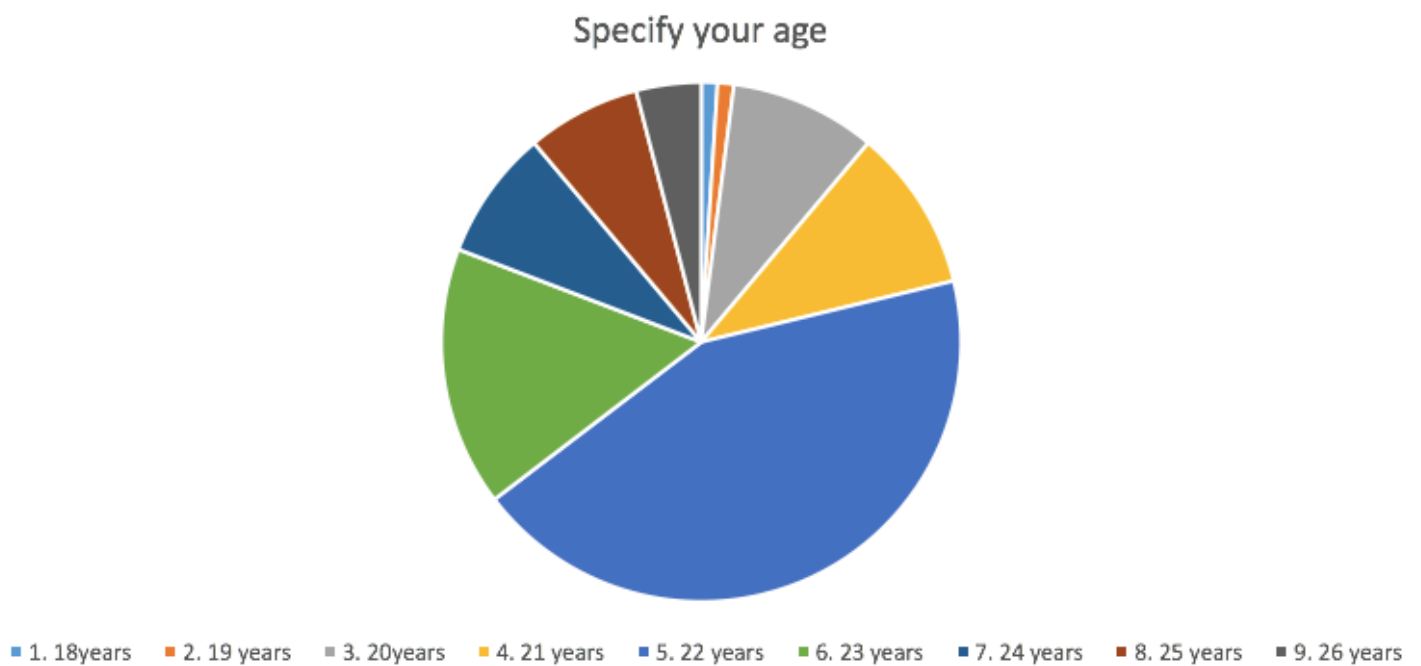
Fig 10. The answer to question 2 in the questionnaire: Age of respondent

The group that the researcher sent the questionnaire out to consisted mainly of people aged between 18 to 29 years. The majority of 43% of the respondents tuned out to be 22 years old. There was also many responses from people aged 20, 21 and 23. The rest of the answers were divided quite evenly throughout the ages of 24-26 years old.
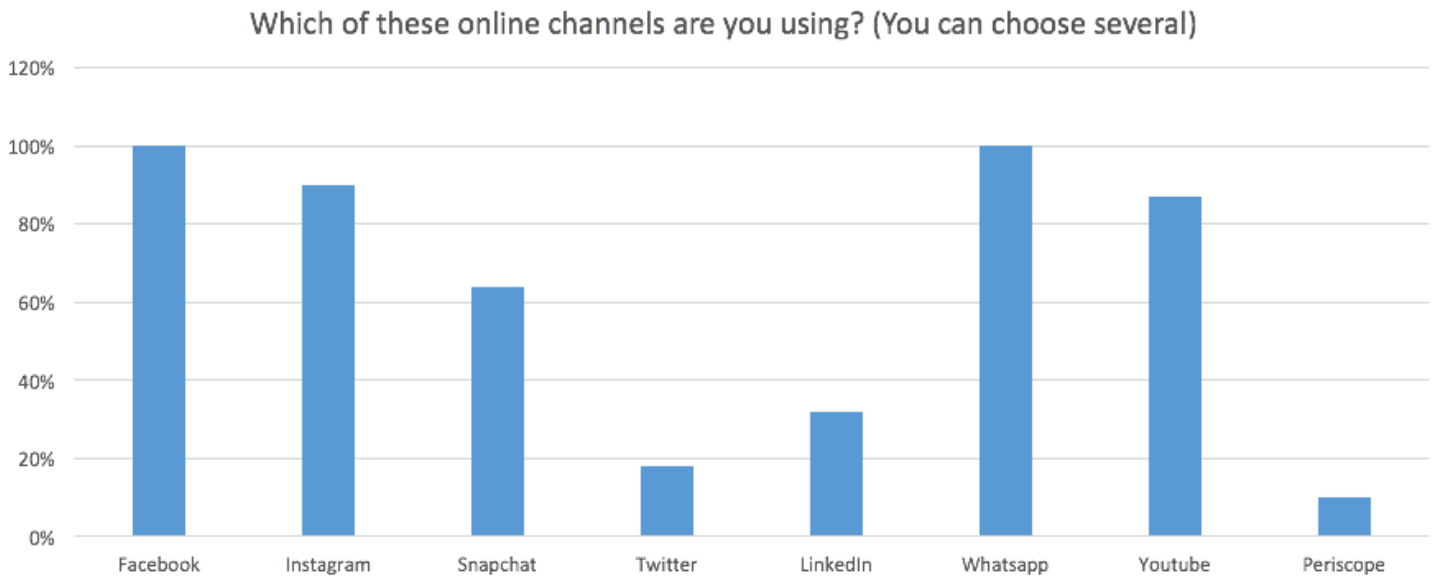
Fig 11. The answer to question 3 in the questionnaire: Usage of channels

In question 3, respondents were asked which of the presented online channels they are using. The answer possibilities were Facebook, Instagram, Snapchat, Twitter, LinkedIn, Whatsapp, Youtube and Periscope. These channels were picked out by the researcher of the reason that they were seen as trending channels at the moment as well as most popular among Millennials.

The responses pointed out that the most used channels are at the moment Facebook, Instagram, Whatsapp and Youtube. The least used channels among recipients were Twitter, Periscope and LinkedIn. The questionnaire also contained a other section, where respondents could write if they were using any additional services of the ones provided.

Other services used were Reddit, a service where users can post interesting links, Telegram, an messaging app for Android devices. Skype, a video-call service, Jodel, an online community application that shows real-time updates on what consumers are posting on the app and Tumblr, an image sharing service online.
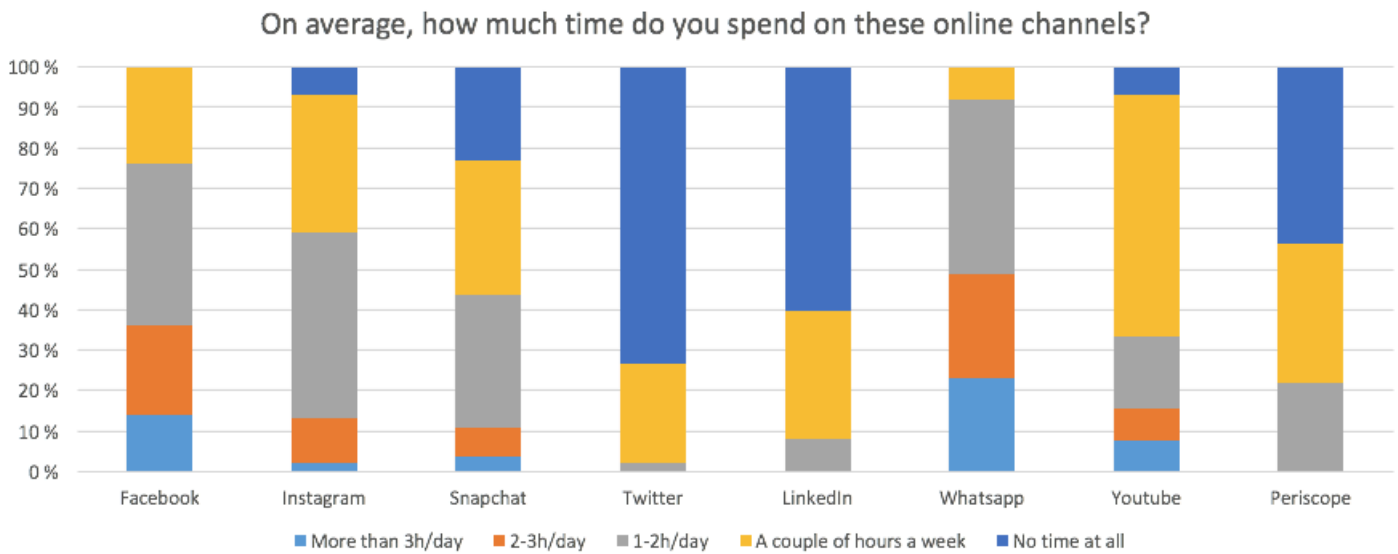
On average, how much time do you spend on these online channels?

Legend: ■ More than 3h/day ■ 2-3h/day ■ 1-2h/day ■ A couple of hours a week ■ No time at all

Fig 12. The answer to question 4 in the questionnaire: Time spent on different channels

Question 4 researched how much time respondents spend on different channels. The answer possibilities were the same as in question 3, Facebook, Instagram, Snapchat, Twitter, LinkedIn, Whatsapp, Youtube and Periscope. According to the result, most time is spent on Facebook and Whatsapp, where respondants spend at least 3h per day. Least time is spent on Youtube and Periscope. The percentage amount of no time spent at all was the biggest on Twitter, LinkedIn and Periscope, which matches the result in question 2. However, Periscope is a fairly new app, with a lot less users that the other channels presented in the chart, which must be taken into consideration when analyzing the result.

The next question in the questionnaire was the following: Which device do you prefer, when performing following tasks? The tasks were: surfing online, buying online and communicating with friends.
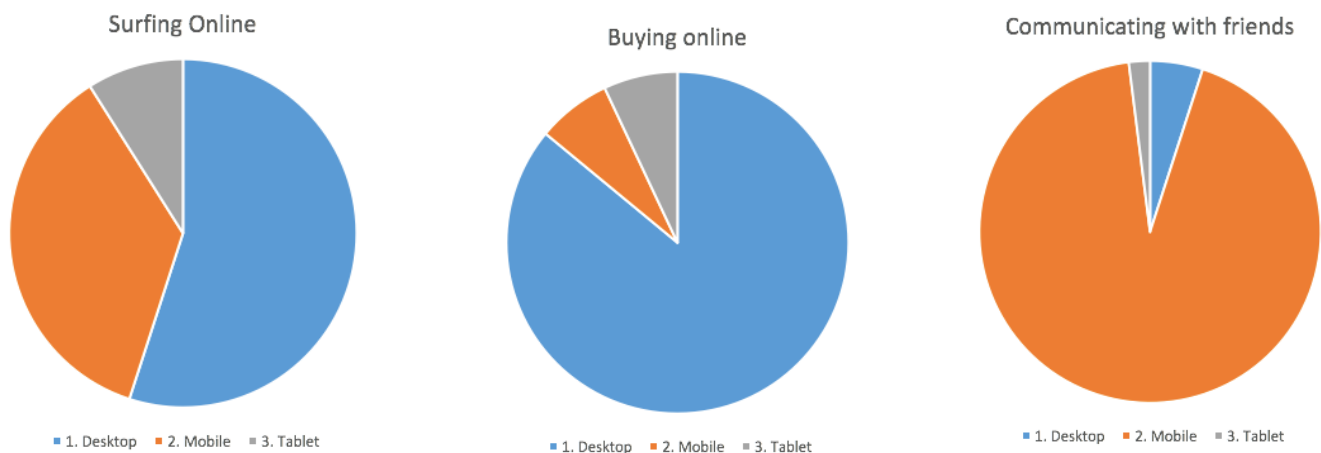
Fig 13. The answer to question 5 in the questionnaire: Device usage

The answers state, that the respondents prefer desktop over mobile and tablet when surfing online. This answer is a bit of a surprise, when comparing to the big mobile usage among Millennials. However, the share of mobile is quite big, being 36%. The researcher thinks that the share of mobile will increase rapidly in the upcoming years. What the answers also indicates is that when Millennials buy online, desktop has the clear majority, being 86%. Communicating with friends is done through mobile though. The share of tablet is small in all of the three tasks.

Do you find online advertisement annoying?

■ 1. Yes ■ 2. No ■ 3. Slightly
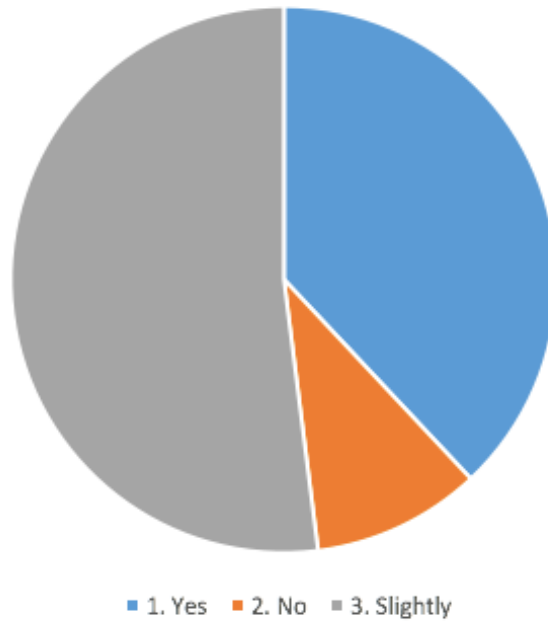
Fig 14. The answer to question 6 in the questionnaire: Online Advertisement

Next question was whether the respondent finds online advertisement annoying or not. The answer options were yes, no and slightly. 38% of the respondents were of the opinion that online advertisement is annoying. 52% found online advertisement slightly annoying and 10% finds online advertisement not annoying at all. As already discussed in the literature part of the research, online advertisement is most often banners on a website. Many Millennials value good content over banners, which then can result in an irritation when seeing traditional banner-advertisement in online environments.

Do you use an ad-blocking software online?

■ 1.Yes   ■ 2. No
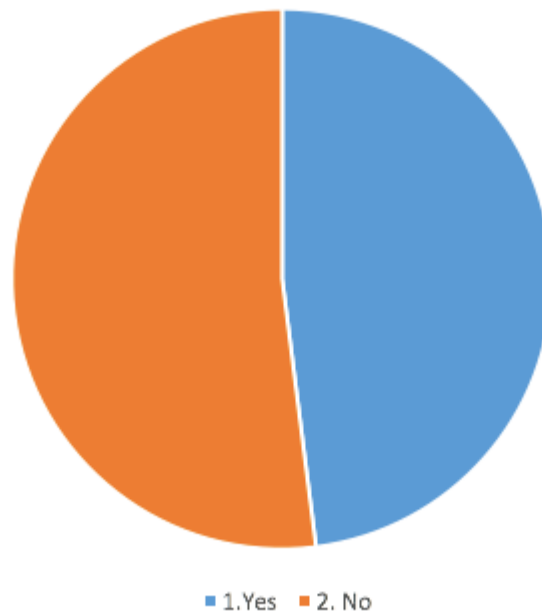
Fig 15. The answer to question 7 in the questionnaire: Ad blocking

Question 7 was about online ad blocking software's. The question was whether the respondent is using one online or not. According to the results, 48% percent of the respondents answered that they use an ad-blocking software online as presented in Figure 15. That means, that 52% of the respondents are not using an ad-blocking software. The result is very similar to the study conducted by AudiencPproject, which indicated that 53% of Finns, use an ad blocking software. The result surprised anyhow the researcher with its rapid expansion among Millennials.
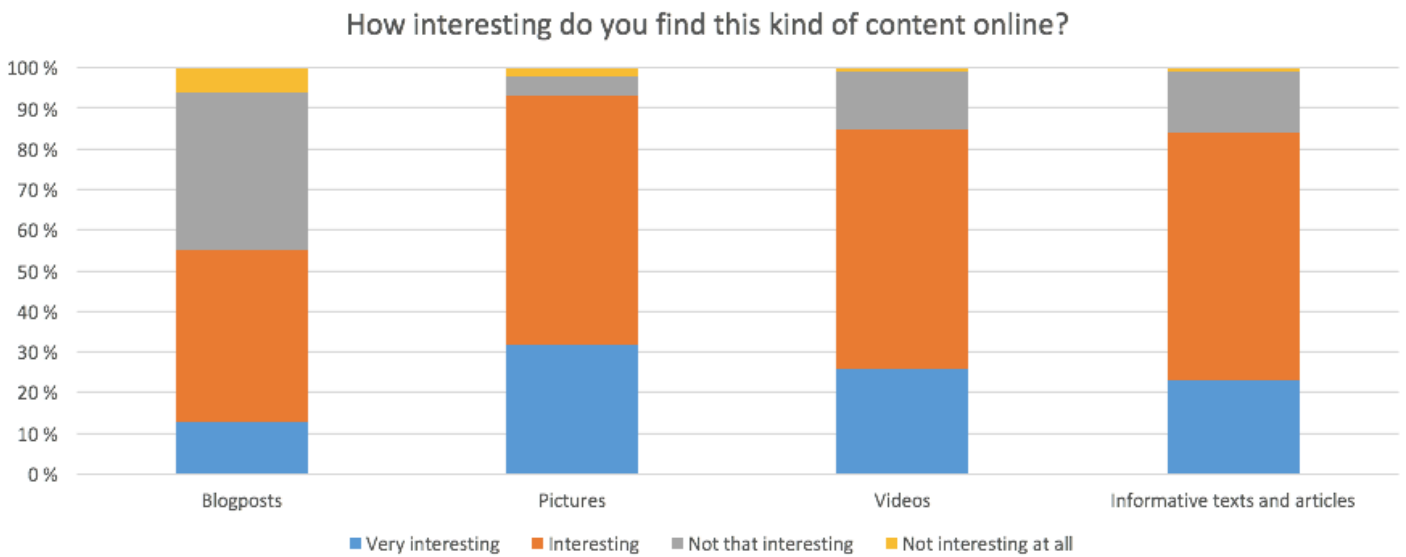
Fig 16. The answer to question 8 in the questionnaire: Content

Question 8 was about online content. The respondents were asked to state how interesting specific kinds of content they find. The options were blogposts, pictures, videos and informative texts and articles. Interest level options were very interesting, interesting, not that interesting and not interesting at all. The respondents found pictures the most interesting. Very close after pictures was videos. Least interesting was blogposts, which has a significantly lower percentage, than the other options in the question.
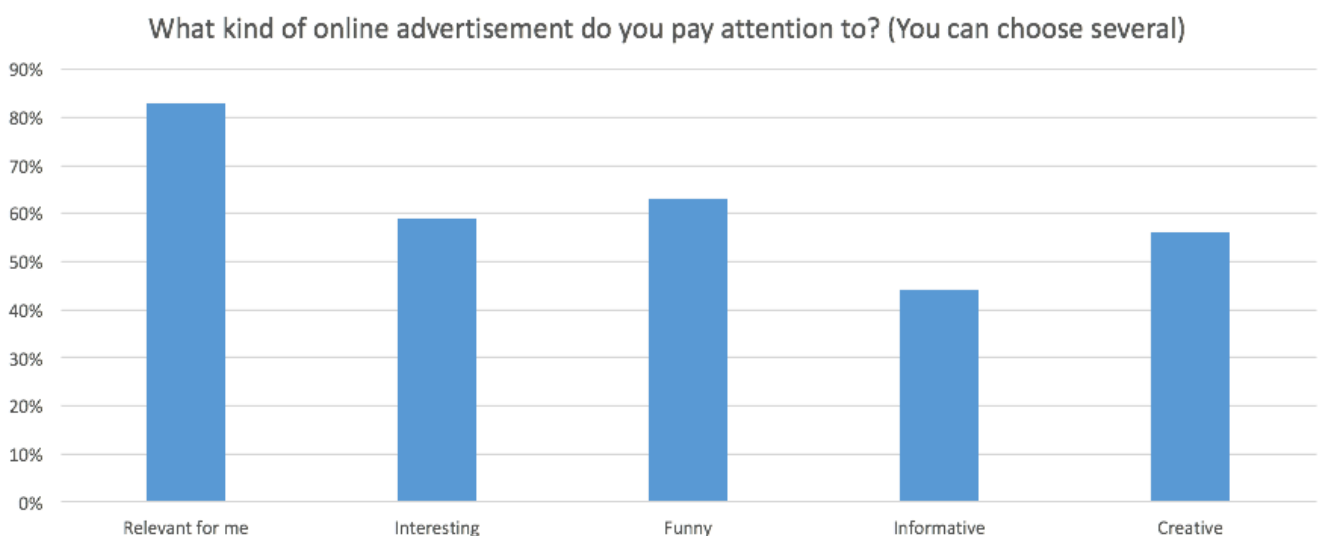

Fig 17. The answer to question 9 in the questionnaire: Type of advertisement

In the next question, respondents were asked about what kind of advertisement they pay attention to online. The answering options were: relevant, interesting, funny, informative and creative. According to the results, respondents pay most attention to relevant content. The same was stated in the literature part in the study. Least attention is paid to informative content. Also interesting and funny advertisement got a quite high percentage in this question.
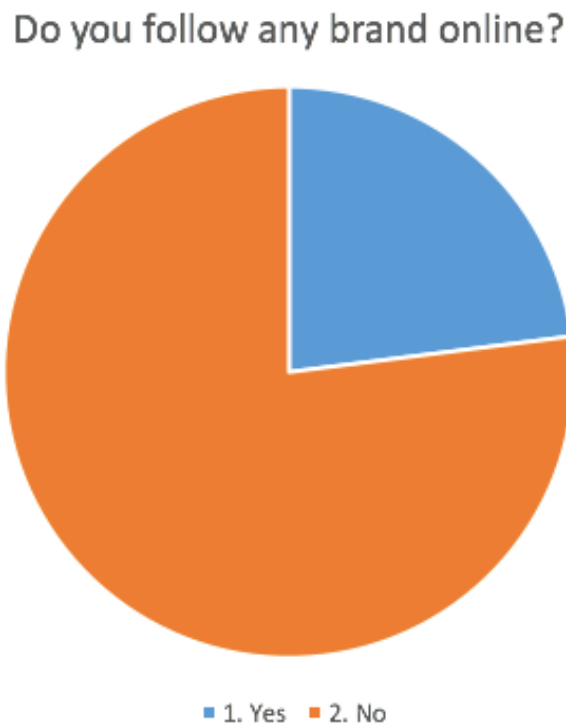

Do you follow any brand online?

■ 1. Yes   ■ 2. No

Fig 18. The answer to question 10 in the questionnaire: Brands

In the tenth, and last question, respondents were asked to state if they were following any brand online. 77% percent of the respondents answered that they are not following any brand online, while 23% percent answered that they do follow a brand online. An additional question was provided for those respondents that answered yes. The respondent was asked to write out which brand they are following and why. The results indicated that people follow mostly fashion brands and restaurants. Brands like Gina Tricot, BikBok, Asos, McDonald's and Hesburger came up. The reason why respondents are following

these brands, are mainly because they have an interest in the brand itself. Also factors like interesting content and wanting to know about sales and discounts came up.

As a result of the questionnaire, interesting findings was made. The researcher found out that Millennials prefer Instagram, Facebook and Whatsapp of online channels. Most time is spent on the two lastly named. Millennials use their mobile phones, when surfing online, but when buying online, desktop is the most used device, which was an interesting finding. Millennials find advertising slightly annoying, which has led to half of the respondents using an ad-blocking software online.

What was surprising to notice, was that according to the result in question 8, respondents find blogposts least interesting of the available choises. This was surprising of the reason that in the literature research part, blogs were announced to be the most popular kind of content online by Millennials. An additional finding was that Millennials prefer relevant, fun and interesting content online. Only, also 23% of the respondant are following a brand online. The ones that were following brands were doing it to know about upcoming sales and discounts.

5. CONCLUSIONS

In this part of the research, all findings are being presented and discussed. The aim of the research was to answer the following three research questions:

Q1 How can advertisers reach Millennials online?
Q2 Which online channels does Millennials prefer?
Q3 What are the challenges of reaching Millennials online?

In order to answer the questions, the writer researched existing data in the literature part. A questionnaire was then used to examine the opinions of the target group. Both literature research and questionnaire data were analysed be the researcher, in order to answer the questions.

As was already found out in an early stage of the literature research, Millennials are a challenging group to advertise to. Millennials basically live online. One of the biggest reasons to go online is to keep up with friends on social media, but most of all Millennials go online to read reviews of a product or watch how to- videos on Youtube etc. Additional to that, Millennials expect to get relevant and personal advertisement more than any other generation.

The results of the questionnaire were somewhat the same as the findings in the literature part of the study. One of the questions however was surprising to the researcher. The question was whether the recipient was using an ad-blocking software online, where half of the respondents stated that they were using one. This topic was also discussed in the literature part, which indicated that about 37% percent of Millennials is using an ad-blocking software in Finland at the moment. The result indicates that the use of ad-blocking softwares have increased rapidly in the near future and will continue to do so. The researcher thinks this is an important issue to study furhter and keep track on, since it is affecting a lot advertisers' work and limits the way Millennials can be reached in online environments.

What does the results mean for advertisers? Advertisers need to make Millennials their top priority and reach out to Millennials wherever they are, through the right channels with the right devices and with the right messages. It means, that advertisers need to move their spend into more nteresting, interactive and fun online channels. Like the research result suggest, investing in mobile, video formats and content advertising is the way to go when wanting to reach Millennials. Advertisers can choose to jump on the train with Millennials, or settle to run behind.

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Fig 9.
The answer to question 1 in the questionnaire: Gender of respondent

Fig 10.
The answer to question 2 in the questionnaire: Age of respondent

Fig 11.
The answer to question 3 in the questionnaire: Usage of channels

Fig 12.
The answer to question 4 in the questionnaire: Time spent on different channels

Fig 13.
The answer to question 5 in the questionnaire: Device Usage

Fig 14..
The answer to question 6 in the questionnaire: Online advertisement

Fig 15.
The answer to question 7 in the questionnaire: Ad blocking

Fig 16.
The answer to question 8 in the questionnaire: Content

Fig 17.
The answer to question 9 in the questionnaire: Type of advertisement

Fig 18.
The answer to question 10 in the questionnaire: Bramds

APPENDICES

Online advertising preferences of millennials

1. Select you gender

○ Male

○ Female

2. Please specify your age

[   ]

3. Which of these online channels are you using? (You can choose several)

☐ Facebook

☐ Instagram

☐ Snapchat

☐ Twitter

☐ LinkedIn

☐ Whatsapp

☐ Youtube

☐ Periscope

Other, which?

[   ]

4. On average, how much time do you spend on these online channels?

	More than 3h/day	2-3h/day	1-2h/day	A couple of hours per week	Not at all
Facebook	○	○	○	○	○
Instagram	○	○	○	○	○
Snapchat	○	○	○	○	○
Twitter	○	○	○	○	○
LinkedIn	○	○	○	○	○
Whatsapp	○	○	○	○	○
Youtube	○	○	○	○	○
Periscope	○	○	○	○	○

5. Which device do you prefer, when performing following tasks?

	Desktop	Mobile	Tablet
Surfing online	○	○	○
Buying online	○	○	○
Communicating with friends	○	○	○

6. Do you find online advertisement annoying?

○ Yes

○ No

○ Slightly

7. Do you use an ad-blocking software online?

○ Yes

○ No

8. How interesting do you find this kind of content online?

	Very interesting	Interesting	Not that interesting	Not interesting at all
Blogposts	○	○	○	○
Pictures	○	○	○	○
Videos	○	○	○	○
Informative texts and articles	○	○	○	○

9. What kind of online advertisement do you pay attention to? (You can choose several)

☐ Relevant for me

☐ Interesting

☐ Funny

☐ Informative

☐ Creative

Other?

[   ]

10. Do you follow any brand online? If so, which brand and why?

○ Yes

○ No

Which? Why?

[   ]