



October 2021

MEDIA MARKET DIGEST

AGENDA

Covid-19 situation

- How vaccination and the "red" zone affect the labor market
- 83% of Ukrainian citizens buy online
- The time spent on video games continues to grow

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Saatchi & Saatchi Ukraine updated Kyivstar's positioning and slogan

The costs of television and social advertising are inflated compared to the level of consumption

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IAB Europe Attitudes to Programmatic Advertising 2021 Report

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- Microsoft partners with Meta to integrate Teams into its Facebook-like Workplace
- YouTube will hide dislikes under video

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ICGA of Ukraine are presented the results of OOH market development for the 3rd quarter of 2021

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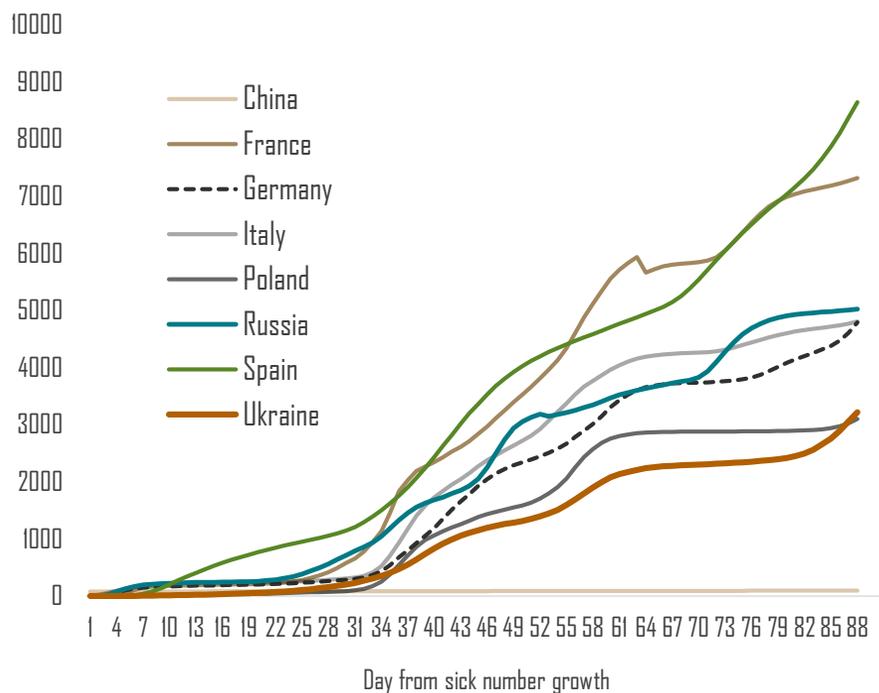
CONSUMER TRENDS

Covid-19 situation
Consumer behavior
Economic situation

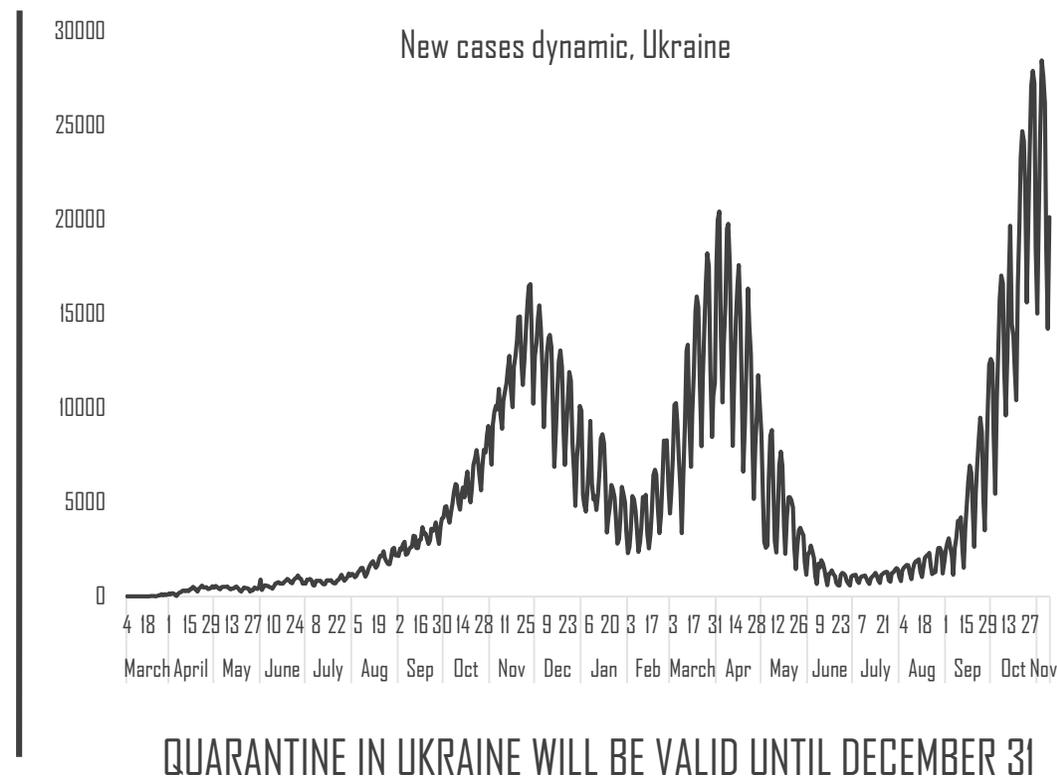


THE WORLD IS ALREADY IN THE THIRD WAVE OF COVID-19

All countries show Covid-19 numbers greater than before, but the growth differs



Ukraine entered new even greater than ever peak



3 253 327 Covid-19 cases in Ukraine

CONSUMER BEHAVIOUR TRENDS

How vaccination and the "red" zone affect the labor market

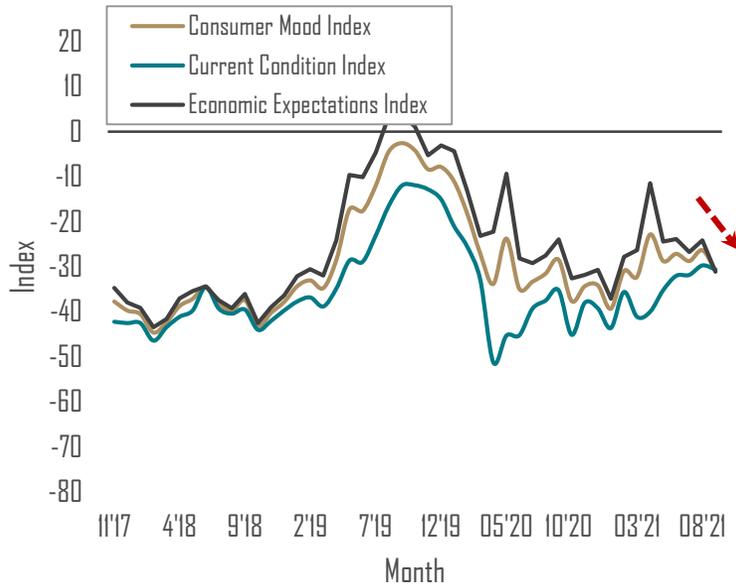
- The Ministry of Health has recently expanded the list of professions for which vaccination against COVID-19 has become mandatory.
- Since the beginning of vaccination, **43%** of working Ukrainians have changed the format of work organization.
- Reluctance of Ukrainians to be vaccinated -> **16.5%** population of Ukraine is fully vaccinated -> shortage of workers.
- Employers show an active demand for specialists, especially blue-collar workers.

Sostav.ua SOURCE



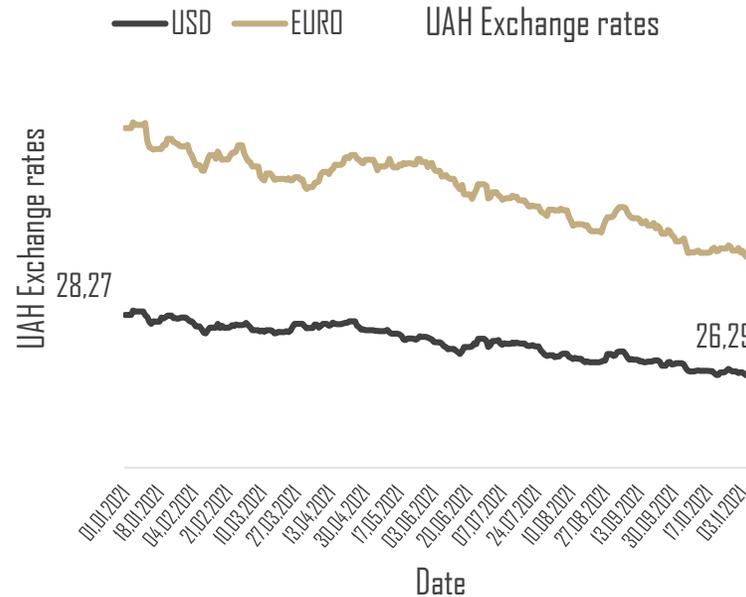
FINANCIAL SITUATION

The current condition index has decreased

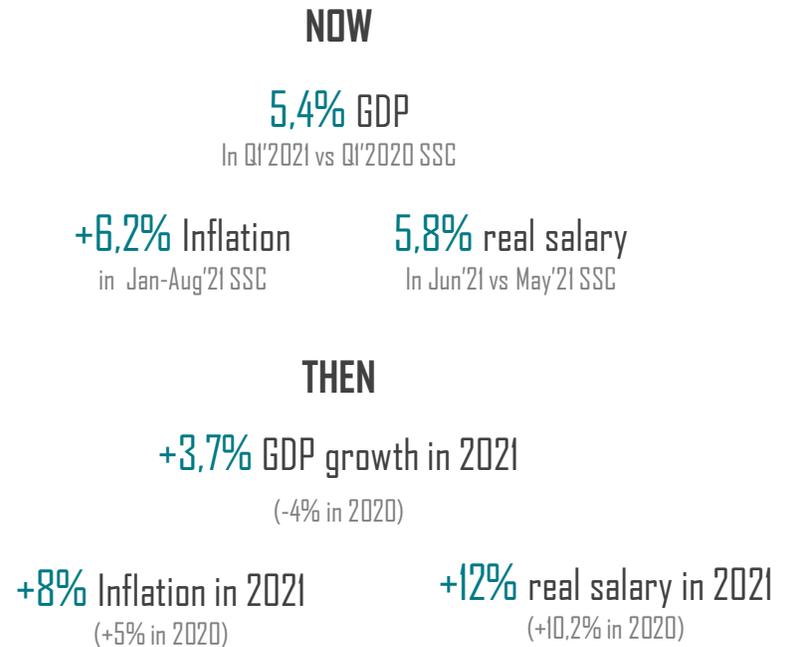


The fall of the indicator is caused by a decrease in all indices, except for the Index of expediency of large purchases, which increased by 2.5 points.

In general, the situation on the foreign exchange market is developing positively for the national currency



Recovery in economic activity contributes to the normalization of indicators



CONSUMER BEHAVIOUR TRENDS

85.6% of Ukrainians plan to change jobs in the coming year

TOP-3 reasons that motivate people to change jobs are lack of opportunities for salary growth, lack of opportunities for career development and unreliability of the employer. Also, common reasons were workplace toxicity, desire for change, conflict in the workplace, change of specialization/profession.

53.3% of the surveyed specialists stated that they would choose to work in one place for as long as possible for their career and change jobs only due to certain circumstances. At the same time, **27.8%** would choose to grow gradually within one company



SOURCE

Rating of mobile applications for September 2021



Telegram continues to steadily grow its audience, ahead of Instagram this time. Over the past 5 years, Telegram has increased its coverage from **17%** to **86%**. The application of electronic documents and public services Diya has already entered the daily use of Ukrainians with a rate of **54%** coverage. Along with the increase in the use of Internet banking (Privat24, monobank, etc.), Ukrainians are accustomed to using a smartphone for contactless payments.

SOURCE

KANTAR

Video streaming views continue to gain momentum during the pandemic, up by 21%

The fastest growth was observed for smart TV devices (by **64%**). Video consumption on mobile phones and computers also showed above-average growth, increasing by almost a third in each group.

Sostav.ua

SOURCE



CONSUMER BEHAVIOUR TRENDS – ONLINE SHOPPING



Consumers prefer to find out about products on the Internet, rather than in the store

64% of consumers say it is easier for them to find new products on the Internet. Also, consumers get more pleasure from browsing and finding products online: **54%** vs **40%** who prefer shopping offline. Social media disrupted the shopping process and allowed more spontaneous discovery, inspiration and pleasure during the shopping online. However, **67%** of consumers are more likely to make impulse purchases when shopping in an offline store.

SOURCE 

83% of Ukrainian citizens buy online

33% prefer online shopping, and **50%** of all respondents buy both online and offline.

Women are still more likely to shop offline because shopping for them remains a form of entertainment, relaxation or stress relief.

Payment for services confidently migrates online. Mobile recharge (**79%**) and utility bills (**69%**) – mostly, people understand the convenience and appreciate the speed of this method.

TOP category for online purchases - clothes and shoes (**42%**).



 Gradus

SOURCE



87% of Generation Z will be looking for inspiration for holiday shopping on social media

Social networks influenced the purchase decisions of **58%** of respondents. Consumers said that the platforms that influence their decisions are Facebook (**67%**), YouTube (**57%**) and Instagram (**52%**).

Consumer spending in the 4th quarter of 2021 will increase by **7%** compared to last year and by **9%** from 2019.

SOURCE

McKinsey
& Company

CONSUMER BEHAVIOUR TRENDS

DEPENDENCE ON SOCIAL NETWORKS

Mostly it seems to be impossible to deny social media for Ukrainians

Respondents would easily endure long interruptions in the work of social networks. But not everyone is ready to completely abandon them - only **19%** believe that they can do it without effort. And about **40%** said that such a refusal would be difficult or extremely difficult.

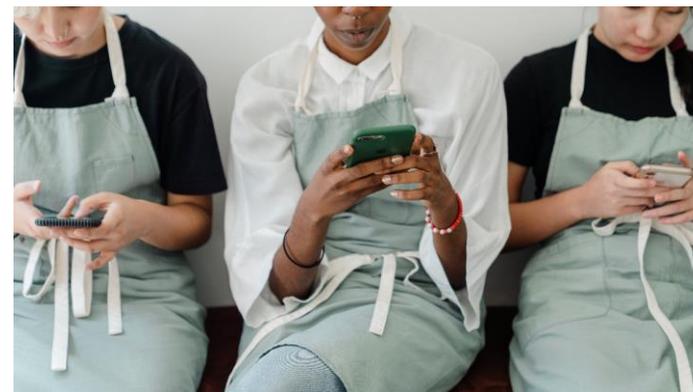


Gradus

SOURCE

Sales on social networks in Ukraine grew by 17% by 2021

Also, this increase in sales is partly due to the fact that Ukrainian buyers are ready for more expensive purchases on social networks. The average check in 2021 grew by **30%** and reached \$23.5. Users are ready to spend more because of trust in influencers, authors of favorite groups and advertising on social networks. TOP-3 social networks by increasing level of orders are Instagram (**+185%**), Pinterest (**+193%**) and Facebook (**+154%**).



Sostav.ua

SOURCE

CONSUMER BEHAVIOUR TRENDS

Gaming and cybersport attract more attention of the clients, as it is the medium which allows contacting a demanding target group. Both bright, but native formats of integration and increasing interest of the audience to this environment allow for the success of such projects as "L'Oreal MenExpert integration in Dota 2 tournament".



Olga Buzunova
Content Practice Director

The time spent on video games continues to grow

The amount of money spent in the U.S. on video games has increased **35%** over the past six months and while overall participation in video gaming remains high, it has decreased to **76%**, a three-point decline over the same period last year.

Despite the decline in number of people playing video games, the industry continues to see growth in the number of hours spent gaming. There was a dramatic increase in time spent playing games from 2019 to 2020, with average hours played per week jumping from 12.7 to 14.8, respectively. And the growth continues, increasing to 16.5 hours per week this year.



MEDIA FOCUS

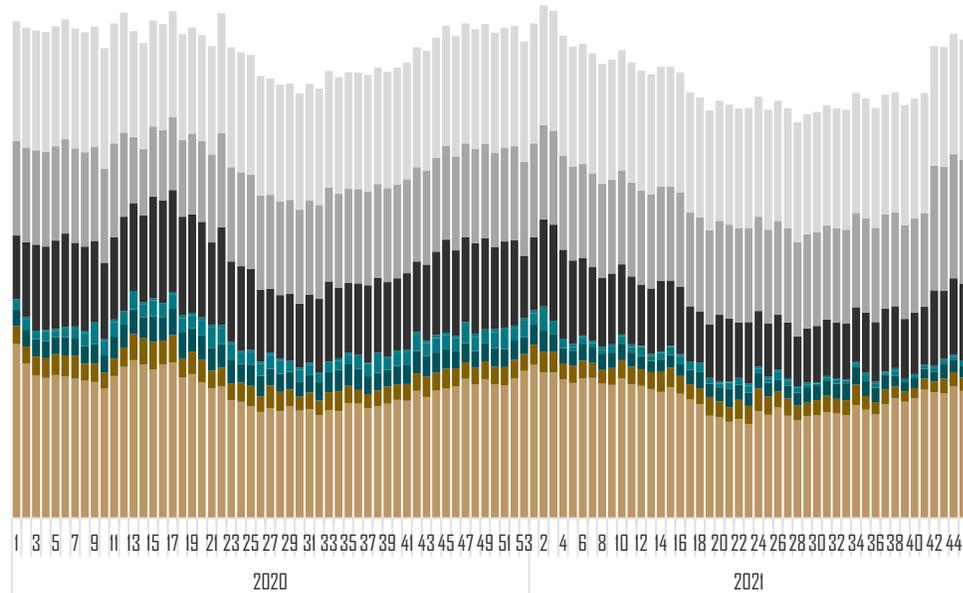
Ukrainian Media Market



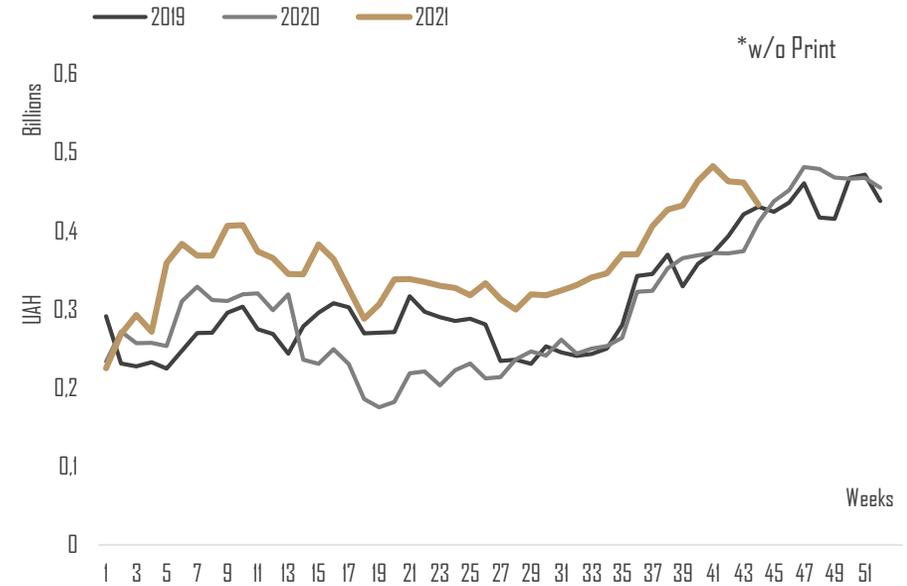
MEDIA INVESTMENTS IN 2021 IS HIGHER VS 2020

Video consumption seasonal growth

■ TV
 ■ YouTube
 ■ Facebook
 ■ Instagram
 ■ Online TV
 ■ Other Digital
 ■ OOH
 ■ Radio



The investment dynamics is recover



SAATCHI & SAATCHI UKRAINE UPDATED KYIVSTAR'S POSITIONING AND SLOGAN

First, slogan had to convey an updated brandosophy and communication platform. Second, be adaptable to any Kyivstar products and communications. And this is a wide range: from 4G, tariff plans, sponsorship of events to programs for digitalization of cities and Big Data-solutions for business.

Saatchi & Saatchi Ukraine team managed to formulate the most important thing that unites absolutely all Kyivstar products, services and projects. Everything the company does, it does **"Towards the important"** for its users.

SOURCE **Sostav.ua**

For many Kyivstar is not just a brand, but a real love mark! When working on updating the brand model and communication platform, we took this into account. The task was not in the plane of revolutionary change, it was necessary to focus the brand, to make it more understandable, given the assets, associations that have already been built. We believe that Kyivstar's stated value of "closeness to people", which emphasizes the importance of emotional connection, empathy and support, will not only help make the brand even more holistic, but will also find a response in people's hearts.



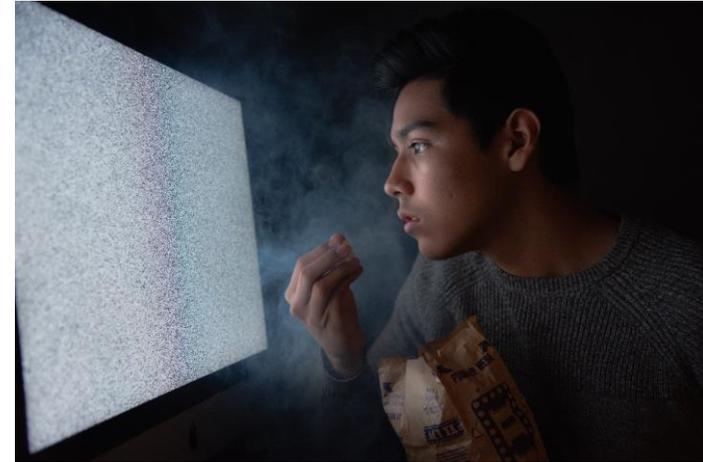
Kosta Schneider
Creative Director

MEDIA MARKET TRENDS

The costs of television and social advertising are inflated compared to the level of consumption

Spending on TV ad is twice the level of consumption the absolute gap reaches 86.9 billion \$. Probably, this testifies to the sustainability of this tool - its great coverage in combination with an attentive audience and the increased influence of audiovisual creativity. Advertisers greatly underestimate audio formats. Global spending on social media advertising now exceeds investment in analog television, while podcasts are potentially underestimated by 40 billion \$.

SOURCE **WARC**



TV

Monthly Trends

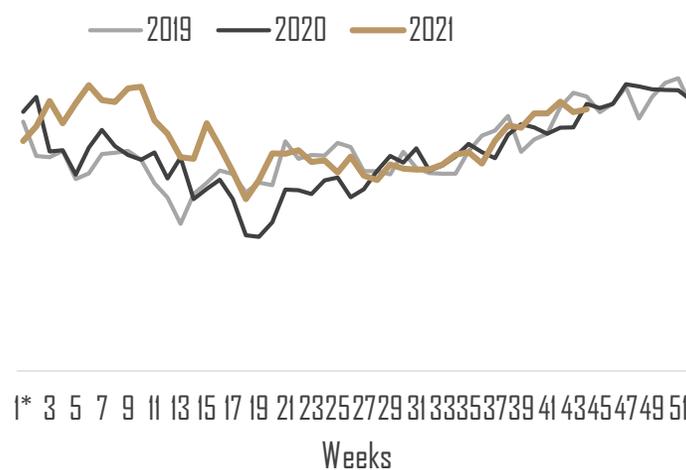
+8% 2021 vs 2020

+19% Oct 2021 to Sep 2021

99% SOR in Oct 2021

Dynamic is similar to previous years

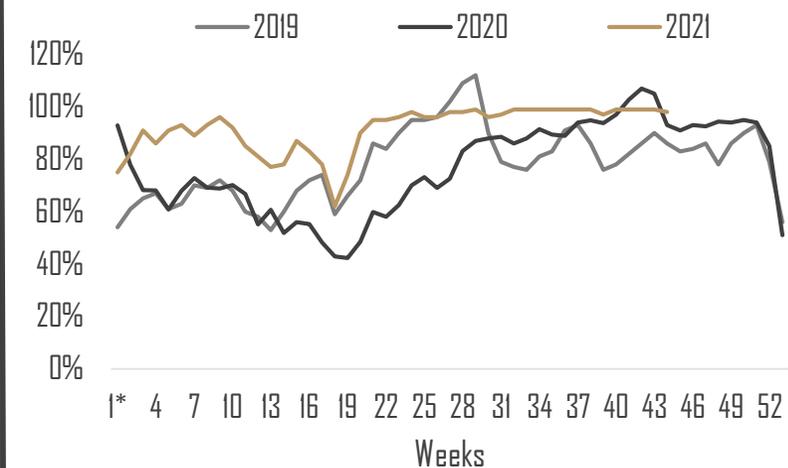
TV DA, '000 EqGRP



Sold-Out is 98% on 44w

Premium TV shows Sold-Out 99% while TvoE TV on 99% level

TV SOR, %



Source: MMW, Nielsen Ukraine (2014+); direct advertising, '000 EqGRP, TA 18-54 50k+

TV

Monthly Dynamic

Finance category grew almost in 2 times
Pharma category grew mostly thanks to Sanofi

TOP Categories

		2021 vs 2020	Oct'21 vs Sep'21
pharma	369	20%	39%
food	76	6%	46%
confectionery	61	0%	49%
hygiene	61	-5%	9%
trade	60	11%	1%
cosmetics	60	1%	-22%
finance	43	103%	-11%
detergent	41	7%	-27%
telecom	40	-20%	-21%
cold afb	38	7%	20%

TOP Advertisers

		2021 vs 2020	Oct'21 vs Sep'21
L'oreal	43	10%	-16%
Procter&Gamble	41		-10%
Pharmak	40	16%	-32%
Nestle	37	-11%	14%
PepsiCo	25	-13%	-1%
Reckitt Benckiser	25	-21%	19%
Sanofi	24	69%	25%
Henkel	18	-6%	-40%
Gladpharm	18	-7%	99%
Mars-Wrigley	18	-20%	72%

Source: GfK/Nielsen, Direct Advertising, excl. Social & Media, TA: 18-54 50k+, '000EqTRPs. Data owner is ITC.
Processed by "CCM" Subsidiary Enterprise

TV KEY NEWS



Review of global marketing budgets

Review of global marketing budgets in the information space for the period from May to September 2021.

TV is the only media outlet with further stable budget growth.

The advertising market for home appliances will grow until 2023

Zenith Agency presented the results of a study of the advertising market for home appliances. Zenith experts also predict that the cost of home appliance brands for TV advertising will average **6%** per year.



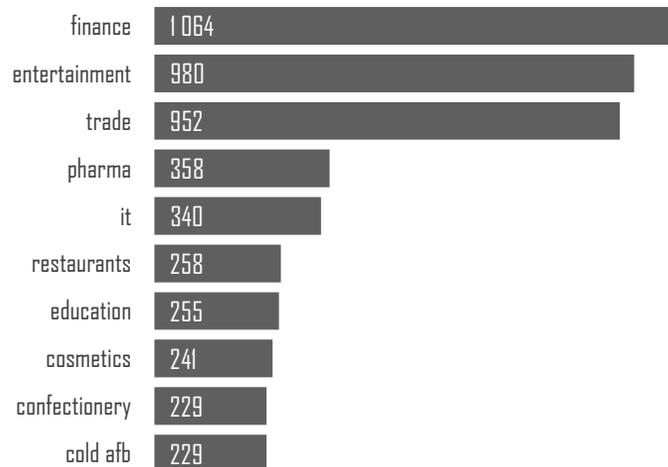
DIGITAL

Monthly Dynamic

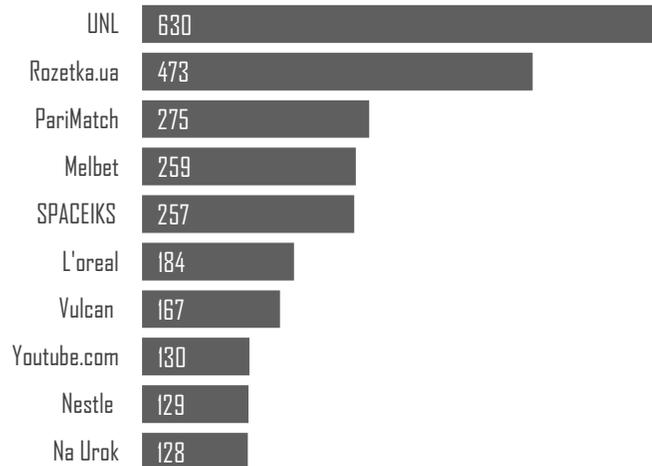
Technical conditions of monitoring do not make it possible to track dynamics correctly



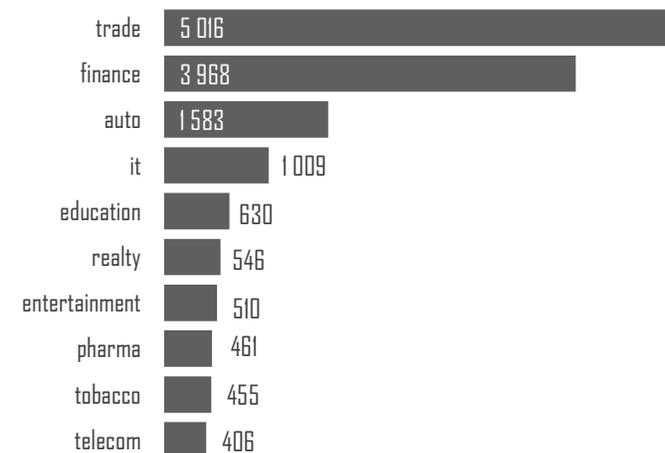
TOP VIDEO Categories



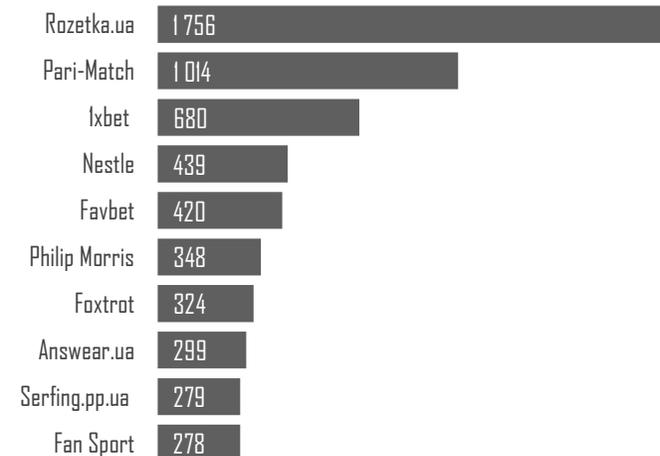
Advertisers



TOP DISPLAY Categories



Advertisers



Source: Kantar, mln Impressions

PROGRAMMATIC KEY NEWS

IAB Europe Attitudes to Programmatic Advertising 2021 Report

IAB Europe has published an annual study "Attitudes towards programmatic advertising by 2021". The vast majority of survey participants (80%+) among advertisers, agencies and publishers predict that programmatic budgets will continue to grow significantly over the next 12 months.

6. FUTURE OF PROGRAMMATIC

Over-the-Top (OTT) advertising seems to only be popular with advertisers, as 35% of surveyed pointed towards it as a potential growth area. Agencies and publishers did not share this optimism, as 9% of agencies and 19% of publishers think it will drive programmatic growth.

Artificial intelligence in programmatic advertising is seen as less appealing now, than in 2020. In 2021, 16% or less of all stakeholders deemed AI as a growth opportunity, while in 2020 almost 22% said they can see it as a key driver. This shift might be due to increasing investments in other digital channels, such as CTV.

Umair Malik,
Head of
Programmatic
Strategy, Smarto

We expect CTV/OTT to continue to dominate. Further 5G adoption and extremely fast speeds will contribute to OTT's success. Though there are challenges associated with the CTV/OTT market, selecting the right partner for OTT is critical for ensuring long-term success, eliminating third party vendor costs, reducing the risk of third party fraud by doing SSAUDAI in house, and delivering positive user experience.



The world`s leading conference on programmatic marketing "Programmatic I/O 2021" was held in NYC

The main topics for "Programmatic I/O 2021" were: the importance of futureproofing your digital strategy, contextual targeting, evolving consumers and markets.

Weather and Marketing: Propensity and Method to Purchase, Product Demand

Everyone knows that on hot days they sell ice cream, and when it rains - umbrellas. But the weather influences the buying decision much more than you can imagine.

Weekly increase in sales when temperature is 1° F hotter

- 2% soft drinks
- 24% air conditioners
- 11% skincare products
- 4% Infant Apparel
- 13% hedge trimmers

Weekly increase in sales when temperature is 1° F colder

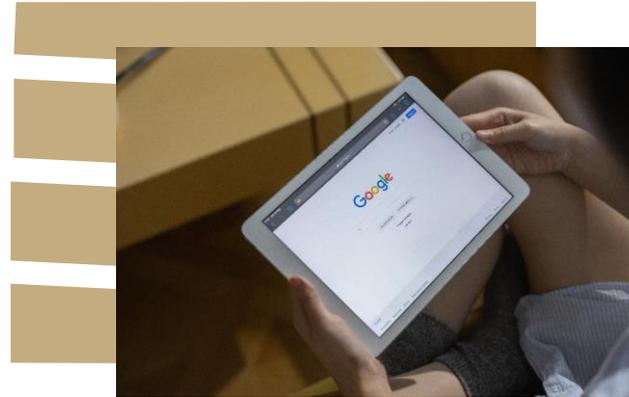
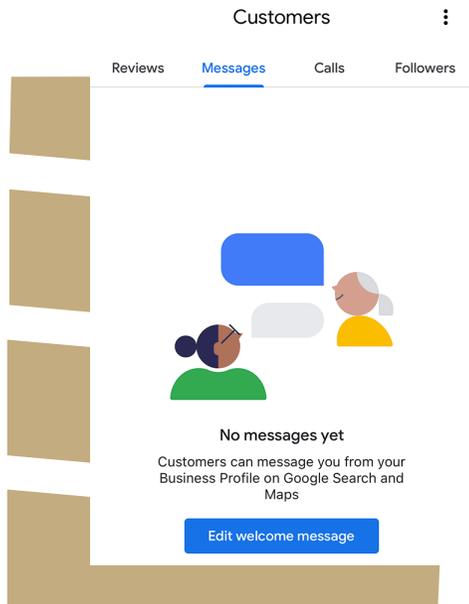
- 2% Soup
- 15% Portable heater
- 25% Mousetraps
- 2.5% Softline goods
- 5000 units lipcare

Source: 'Profit of One Degree' by wxtrrends.com

DIGITAL | CONTENT | PPC | **SEO** KEY NEWS

Google My Business has launched new messaging features

Google My Business has added new features to its mobile app. The update was noticed by Western specialists.

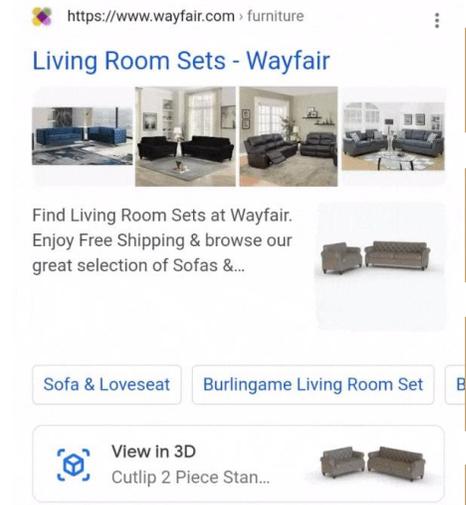


Google has updated the markup requirements for reviews

Now the field "author.name" (author name) must not exceed 100 characters. Otherwise, the page will not get the corresponding extended result in the search. This property is mandatory.

3D images of products now appear in Google search snippets

It has been noticed that 3D rotating images of products have appeared in Google search snippets. Right in the search results they can be rotated and viewed from all sides. The new option is related to the introduction of AR technology in search. Google users can view various animals, planets and many other objects in 3D.



DIGITAL | CONTENT | PPC | SEO | ECOMMERCE KEY NEWS

What's changed:

The document updated some examples, wording, screenshots, redesigned the "Lowest Quality Page" section, and updated information about the reputation of Web sites and content creators. The definition of the YMYL subcategory "Groups of people" has been expanded. Google has added more examples of YMYL content for the section.

Updated guidelines for researching the reputation of sites and content creators. Adjusted the definition of how reputation should be measured at the individual (site) level and what might be a good source of reputation information.

Reorganized and updated the "Lowest Page Quality" section, including examples.

The definition of "Upsetting-Offensive" (unpleasant or offensive content) has been simplified.

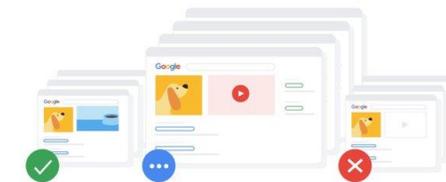
There are minor changes throughout the document (updated some screenshots, URLs, wording and examples; removed outdated examples; corrected typos, etc.).

The updated Assessor's Guide is out

On Oct. 19, Google updated the Assessor's Guide. It made more than 1,000 changes to the document, and the biggest updates were to the section on the lowest quality content associated with groups of people.



Anastasiia Zdoryk
Head of SEO
Department



SOURCE



The Keyword

DIGITAL | CONTENT | PPC | ECOMMERCE KEY NEWS

Microsoft is also integrating Workplace into Teams, which will enable Teams users to access Workplace content through an app within Teams. The app can be optionally pinned to the Teams navigation bar and will include a homepage of Workplace content. Microsoft Teams admins will also be able to mark content as important to showcase it in the Workplace app.

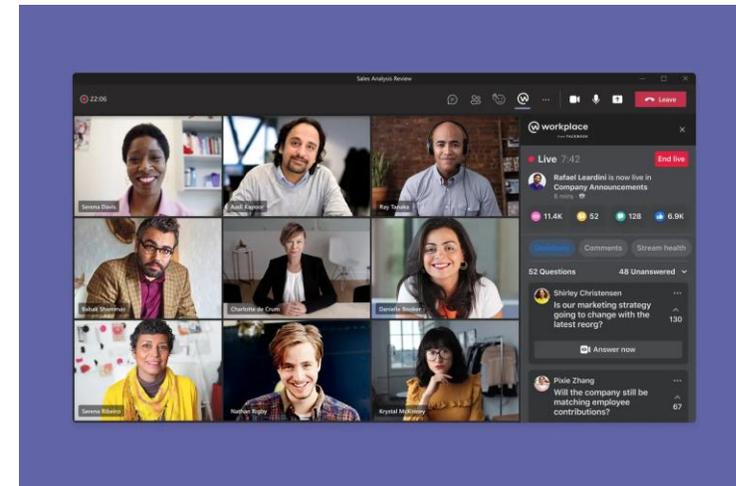
Microsoft partners with Meta to integrate Teams into its Facebook-like Workplace

Microsoft Teams is integrating into Workplace. Microsoft is partnering with Meta, the company formerly known as Facebook, to integrate Microsoft Teams into Zuckerberg's Workplace platform. Facebook Workplace, or Workplace by Meta as it's now been rebranded, will soon integrate Microsoft Teams to livestream video into Workplace groups.

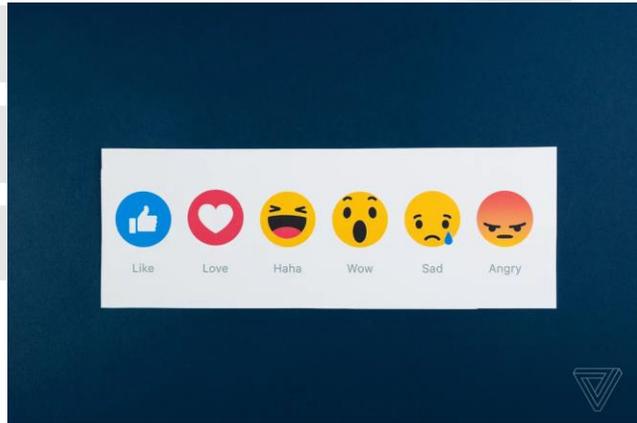
The Microsoft Teams integration into Workplace will also allow employees using Teams or Workplace to view, comment, and react to meetings in real time without having to switch between apps.



Yuliia Bilinska
Middle SMM Specialist
Performics



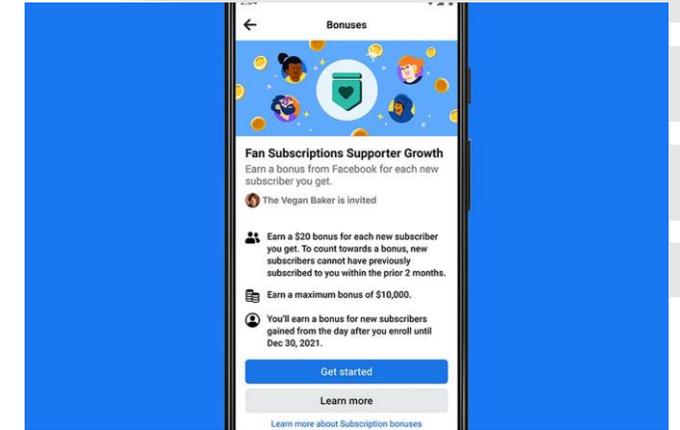
DIGITAL | CONTENT | PPC | ECOMMERCE KEY NEWS



Facebook will start downranking your Groups posts if you break its rules

It's also got a new moderation tool for admins.

Facebook is taking advantage of cracks that are starting to show in Apple's grip on iOS app payments.



While the company characterized the upcoming reports as "an orchestrated 'gotcha' campaign," it's also promoted its efforts to reduce hateful or false content while offering greater transparency around moderation. A September update offered detail about content that it demoted as problematic but didn't entirely remove, including posts by accounts that had violated its rules in the past.



Yuliia Bilinska
Middle SMM Specialist
Performics

Facebook skirts Apple's App Store fees with custom subscription links for creators

Facebook has found a way to skirt Apple's 30 percent tax on in-app transactions.

DIGITAL | CONTENT | PPC | ECOMMERCE KEY NEWS



Instagram's link stickers are rolling out to everyone

You can add links in Stories posts but not your feed. Instagram's link stickers, which let you include hyperlinks in Stories in the form of stickers, will now be available to everyone on the platform, the Facebook-owned social media network has announced.

SOURCE **THE VERGE**

The link stickers feature has now entirely replaced "swipe up," which was how Instagram users could previously link out to external webpages from their Stories, and which the platform discontinued in August. But with today's news, link stickers are now more widely available than swipe up ever was, since the old feature was only available to verified accounts or accounts with more than 10,000 followers.

Instagram and Twitter finally make link previews work again

The ice is thawing on a nine-year internet feud.

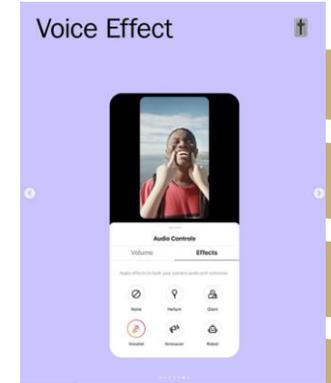
SOURCE **THE VERGE**

When you share Instagram links on Twitter, you'll see a preview of the link that includes an image instead of just the URL text starting. The feature is rolling out on Android, iOS, and the web. I didn't see a preview when I tried sharing an Instagram post on my Twitter feed, so it might not work for you just yet.



Yuliia Bilinska
Middle SMM Specialist
Performics

Instagram Reels now have text-to-speech and voice effects just like TikTok



Instagram has added text-to-speech and voice effects to its TikTok competitor Reels, two features TikTok has had for some time. The robotic voice-overs used as narration for videos grew so ubiquitous on TikTok in fact, that voice actor Bev Standing sued the company in May, saying it didn't have permission to use her voice. In September, TikTok reached a settlement with Standing that included a licensing agreement.

THE VERGE

If you want to add voice effects to your Reel, which lets you modify audio including a voice-over, after recording a Reel, tap the music note to open the audio mixer, tap "effects" and choose the voice effect you want. Options include "helium," "giant," and "robot."

SOURCE

DIGITAL | CONTENT | PPC | ECOMMERCE KEY NEWS



Instagram finally lets everyone post pictures from the desktop

The new Collabs feature effectively allows two accounts to co-author a post or Reel. The post or Reel will appear jointly to each user's followers and will share the same comment thread, as well as view and like counts. Collabs are enabled from the tagging screen, after which the second account will have to accept the invite.

SOURCE **THE VERGE**

The service is also rolling out the ability for users to post photos and videos from desktop browsers



Instagram is testing a Take a Break feature

Head of Instagram Adam Mosseri said Wednesday that the platform is testing the long-awaited Take a Break feature to give users reminders when they've spent a long time on the platform.

"It does what you think it does," Mosseri said in a video posted to Twitter. "If you opt in, it encourages you to take a break from Instagram after you spend a certain amount of time on the app; 10, 20, or 30 minutes," he said.

SOURCE

THE VERGE



Yuliia Bilinska
Middle SMM Specialist
Performics

Mosseri said Instagram worked with third-party experts for advice on what tips to offer and how to frame taking a break. If the company is "comfortable" with the feature, it could launch wider next month.

Instagram is getting rid of IGTV, sort of



Instagram is finally acknowledging that IGTV, its first big push into video, didn't pan out.

Today, the company is rebranding IGTV as "Instagram TV," and it's getting rid of the exclusive IGTV video format. Videos posted to the main Instagram feed can now run up to 60 minutes long — a length previously reserved for IGTV videos — and you'll no longer have to leave the main app to view them.

A spokesperson for Instagram says the IGTV app, now called the Instagram TV app, will remain as a "destination for people to visit with the intent of watching video."

SOURCE

THE VERGE

Reels still has one major shortcoming, though: it doesn't offer a consistent way for creators to get paid out, as YouTube and TikTok do. Facebook plans to pay \$1

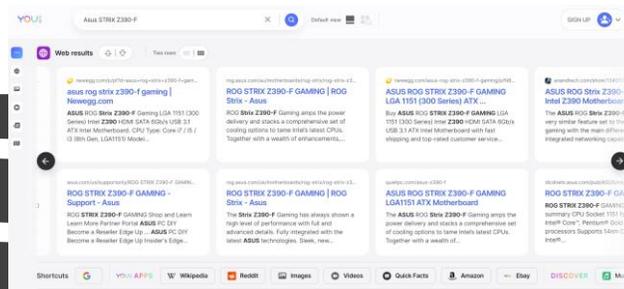
DIGITAL NEWS

You.com search engine with tiles instead of list and source ratings is an interesting alternative to Google

Features of the search engine: The search results in the form of a grid makes it much easier to compare results.

Users can choose the priority of the sources themselves.

You.com does not display ads.



YouTube will hide dislikes under video

YouTube will hide video dislikes on its website. The dislike button will still be there, but for personal review, not public shame.

Instagram to launch paid subscription to exclusive content from bloggers

Instagram Badge - buying a virtual author badge during a live broadcast, which you want to hold. Instagram Subscriptions is a subscription to exclusive author content that only those who have paid will see.

OOH

OOH market increased in monitored inventory by 89% vs same period 2020

TOP Categories

	2021 vs 2020	
trade	884	88%
realty	479	82%
auto	261	69%
entertainment	259	93%
medicine	174	141%
sport	126	43%
telecom	106	108%
restaurants	104	70%
finance	100	34%
it	97	123%

TOP Advertisers

	2021 vs 2020	
Sport Life	82	20%
Fuzzy Group	81	124%
Epicenter	72	119%
Integral Bud	62	245%
Metro	43	36%
Lifecell	38	116%
Winner Imports Ukraine	35	370%
IDS Group	29	261%
Riel	27	-28%
RST	26	100%

Source: Communication Alliance-OOH, Budget, Mln UAH. Data is processed by "CCM" Subsidiary Enterprise

OOH KEY NEWS

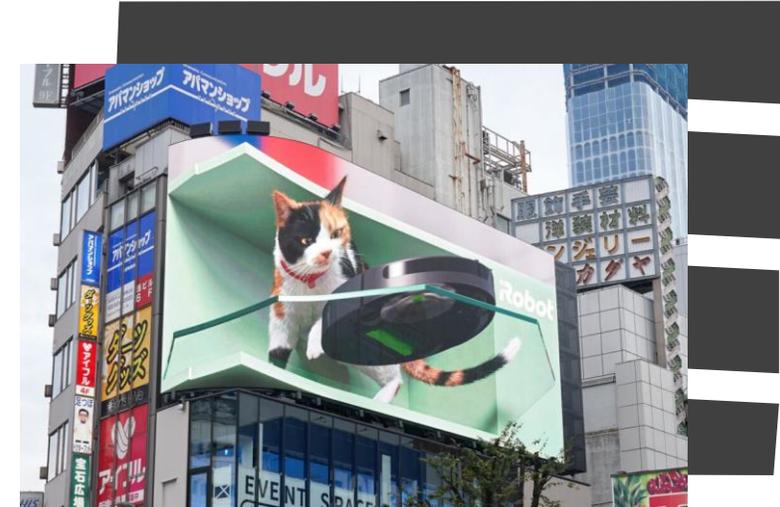


PRIME Group discussed the future of Outdoor Advertising Market development

The event in the format of a business breakfast was on October 20, 2021. Main themes for discussion were OOH market development after 2020 and its expectation in 2022Y, DOOH improvement in advertising industry and content feature.

The Industrial Committee of Outdoor Advertising of Ukraine are presented the results of OOH market development for the 3rd quarter of 2021 in power BI format.

Up to this report, OOH market in Ukraine increased in comparison with 3Q 2020. About **50%** of all Ads spends are based in Kyiv, also about **48%** of OOH investments are still based on 3x6 format, but its share of spend is decreasing slowly from quarter to quarter. Besides this Digital OOH has increased from **14%** in 1Q 2021 to **21%** in 3Q 2021.



The Tokyo 3D-cat befriended a robot pilot

Cat settled on the screen in the Shinjuku area in July. In four months, she got used to the new place, but now she has to share space with a robot pilot. On November 2, iRobot, a company that makes Roomba pilots, introduced a neighbor's adorable caliber cat, and so far, they are getting along great.

OOH CASES



To promote his chocolate, Cadbury put Australians on billboards

This Outdoor advertisement, created by VCCP, consists of three such billboards in London, Manchester and Birmingham. In each city it appeared for one day. Such billboards have special platforms on which sit two Australians (a man and a woman). Their task is to answer questions from passers-by about this new Cadbury product for the UK. And next to each of these seats you can read the inscription "He is wonderful. Just ask this Australian."

Yahoo helps assess the impact of DOOH on sales

Yahoo has launched the In-Flight Sales Analysis (ISA) solution for the DOOH advertising segment. The technology allows advertisers to compare online and offline sales with DOOH advertising, as well as to measure and optimize the effectiveness of relevant campaigns in almost real time. The solution is based on the integration of data from reliable suppliers: Catalina, Epsilon, IRI and NCSolutions.



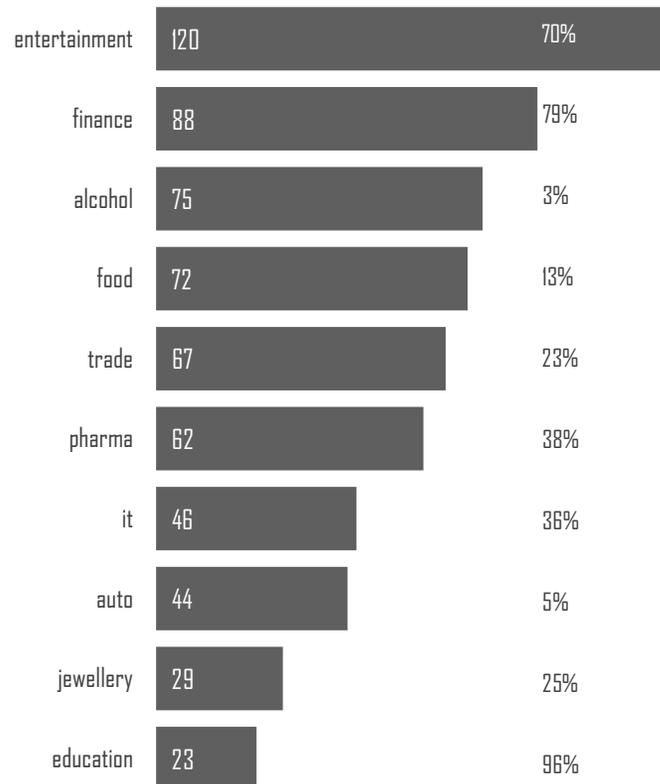
RADIO

Radio market increased by 40% vs Oct'20

Education increased almost twice vs 2020

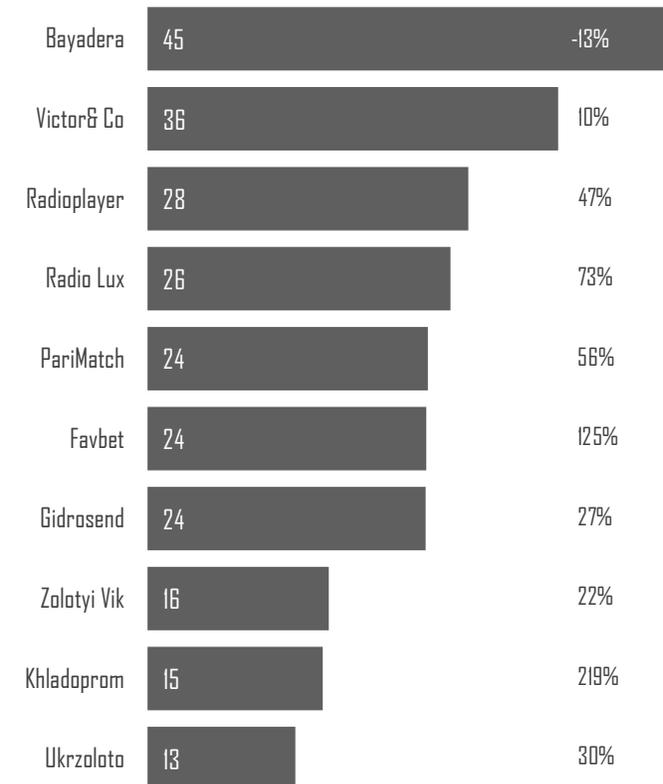
TOP Categories

2021 vs 2020



TOP Advertisers

2021 vs 2020



Source: Communication Alliance-OOH, Budget, Mln UAH. Data is processed by "CCM" Subsidiary Enterprise

THANK YOU!


Zenith
The ROI agency



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