



December 2021

# MEDIA MARKET DIGEST

# AGENDA

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## Covid-19 situation

- 2021 Summary
- Generation Z – trend makers
- Influencers and their impact on consumer trends

p.3-9

## Ukrainian Digital Advertisers Insights: advertisers' view of the digital advertising market in 2021 and 2022 forecasts

- Growth of aggregated data and SuperApps: forecast for 2022
- Advertising of electronic cigarettes has been banned in Ukraine

p.11-17

## Addressable TV advertising market will grow to \$7.5 billion worldwide next year

p.18-20

## TikTok got more traffic than Google in 2021, showing the app's meteoric rise

p.21-25

## Outdoor advertising will appear in metaworlds

p.26-27





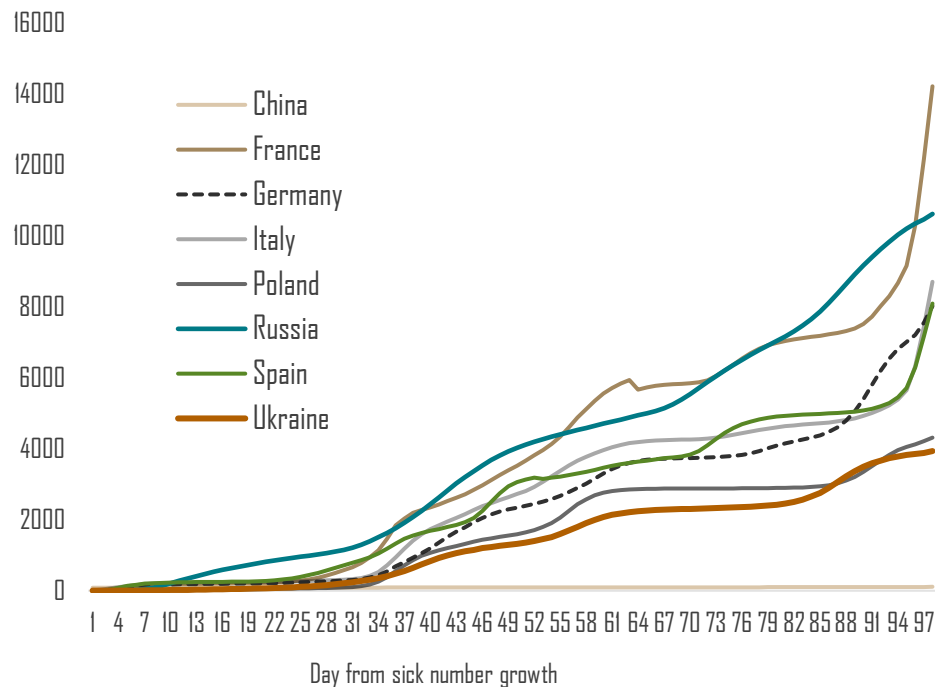
# CONSUMER TRENDS

Covid-19 situation  
Consumer behavior  
Economic situation

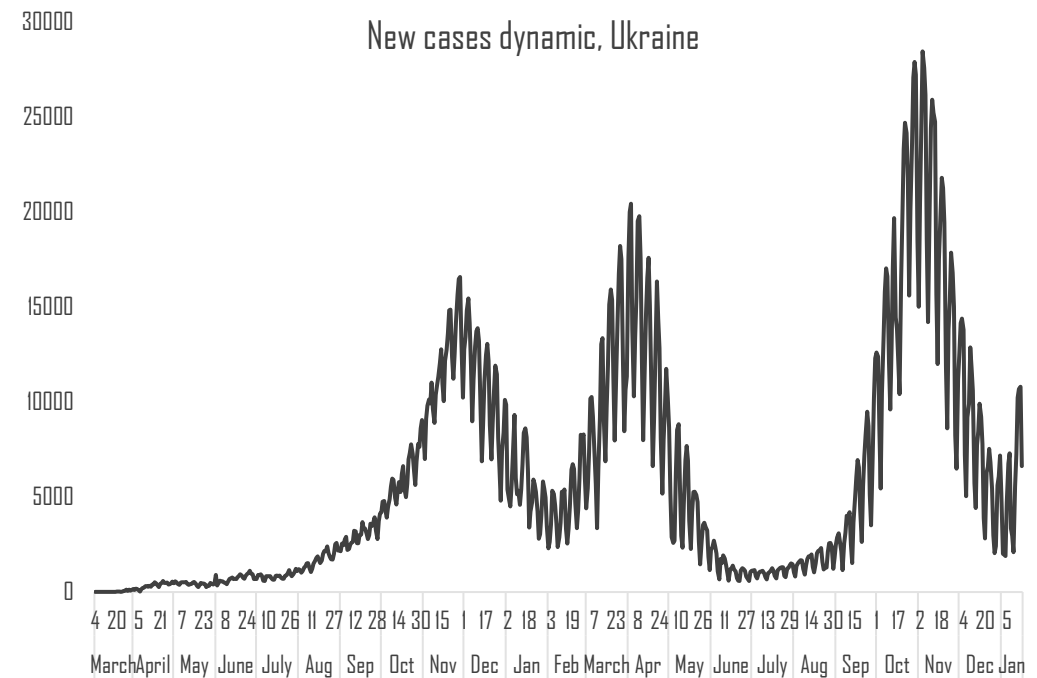


# THE WORLD HAS ALREADY OVERCAME THE THIRD WAVE OF COVID-19

All countries show Covid-19 numbers greater than before, but the growth is still different



Number of new cases in Ukraine is becoming bigger day by day



QUARANTINE IN UKRAINE WILL BE VALID UNTIL MARCH 31

**3 936 582** Covid-19 cases in Ukraine



# CONSUMER BEHAVIOUR TRENDS

## The impact of COVID-19 on job market and Ukrainian companies

### The labor market in 2021

**30%** of job seekers spend from 1 to 6 months looking for a job.

The first reason for dismissal and job search is still salary. But working conditions take second place and become more important.

The largest number of vacancies in 2021 was opened for specialists in the fields of sales, IT, banking, marketing, advertising and PR, as well as in the field of transport and logistics.

Kyiv is the leader in the number of vacancies in 2021.

The average salary in open vacancies in all trade unions for the year compared to 2020 increased.



SOURCE

**Sostav.ua**



### Covid-19 increases 6% of unemployed women in Ukraine

According to the latest data from the State Statistics Service of Ukraine, almost half a million Ukrainian women have become unemployed since the beginning of the Covid-19 pandemic.

The first year of the pandemic in Ukraine, **4%** of women lost their jobs, in 2021 this figure rose to **6%**. Speaking of the international employment market, the total number of unemployed women in Europe has increased by **3.3%** since the end of 2019.

The largest number of layoffs took place in the hotel and restaurant business.

**Sostav.ua** SOURCE

### 75% of Ukrainian companies expect an increase in income despite the pandemic

- **96%** heads of companies said that during the pandemic they managed to introduce something new.
- **81%** of respondents changed their approach to employee capacity development and internal communications.
- **79%** plan to invest in strengthening the viability of their organizations.

According to the survey, the main steps in response to the pandemic for Ukrainian companies were: investing in health, developing employee capacity, strengthening relationships with partners, improving customer experience and reassessing the value of reputation.

**81%** of respondents said that during the pandemic in their organization has changed the approach to capacity building of employees and internal communications.

SOURCE

**ONE PHILOSOPHY**



# CONSUMER BEHAVIOUR TRENDS

## Future trends

### 59% of consumers will boycott brands that ignore climate change

The willingness and desire to actively pursue more sustainable lifestyles has moved into the mainstream:

- **87%** of those surveyed said they want to do more to combat climate change.
- **45%** of users say they would consider alternative brands, companies or services that are greener or more sustainable than their current choices.
- **30%** of respondents said they are ready to pay more for brands that offer greener alternatives.



SOURCE  
M&R



### The 10 hot consumer trends 2030 – the Everspace Plaza

Consumer trends of our future are: immersive concerts, immersive plastic surgery, metatailors, travelling to unreal worlds, sport hybrids, design factory, virtual restaurants, always available shops, multidisciplinary medical centers, parks for communication with non-existent animals.

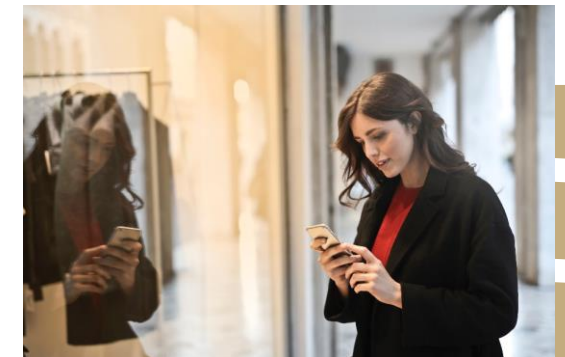
ericsson.com

SOURCE

### New patterns of consumer behavior will have the greatest impact on marketing strategy in 2022

**73%** of the owners of brands are responsible for the post-pandemic change in the behavior of the survivors, meaningfully inject into the marketing strategy in 2022.

From the point of view of that, as brand marketers plan to adapt to the COVID injection in 2022, the most popular methods will be an emphasis on digital channels (sometimes **61%**) and focus on customers received (**59%**).



SOURCE  
Sostav.ua

# CONSUMER BEHAVIOUR TRENDS

## 2021 Summary

### Ukrainians about the New Year 2021: moods, celebrations and shopping

Ukrainians buy gifts for the New Year in advance: **31%** - in part, **27%** - in full.

Those who buy all the gifts in advance do so a month or a week before the holidays (56% and 33% respectively). In addition, among those who buy gifts, they do so primarily in various stores in shopping malls (63%), as well as in online stores (54%) and supermarkets (32%).

The top 10 gifts included delicacies (48%), cosmetics (29%), toys, children's items (27%), decor items, souvenirs (24%), clothing (21%), gadgets (18%), alcohol (16%), ready-made kits gifts (15%), tea and coffee (12%), jewelry (12%).



SOURCE  
**KANTAR**



### Google presents the top queries of 2021 in Ukraine

The most popular search query of 2021 in Google Ukraine was "Euro 2020". In second place is the loud series "Squid Game". In addition, the top ten included inquiries "Bachelor 2021", "Classroom", Ukrainians were also interested in sporting events and the Eurovision Song Contest 2021.

Sostav.ua SOURCE

### Funny figures and facts of 2021 from the VARUS supermarket chain

For a year in supermarkets chains bought:

- **1,110,000** kilograms of ice cream. Dozens of times less than the weight of the average iceberg, but still a lot!
- **200** million liters of alcoholic beverages. Enough to fill half of Lake Synevyr.
- **1543** kilometers could be taken from spaghetti sold for a year in VARUS. Yes, the distance from the Dnipro to Budapest!
- **398** tons of coffee and 220 tons of tea.

The gender unity of tastes of the network's customers is impressive. Both women and men most often bought fruit in 2021.



SOURCE  
**Sostav.ua**

# CONSUMER BEHAVIOUR TRENDS

## Generation Z - trend makers



### Instagram Trend Report: how Gen-Z will shape culture in 2022

Instagram Trend Report includes 10 categories: fashion & beauty, shopping, music & dance, celebrities & creators, food, wellness, gaming, memes and social justice.

Some conclusions:

- Advocates are the most active users of social platforms (young people are engaged in taking social action, often online), and this trend will continue in 2022.
- Online shopping will shift from large online retailers to social media and augmented reality. Second-hand digital will appear.
- The fashion of maximalism prevails, combined with minimalistic faces and natural beauty.



### Truth matters: how to appeal to savvy Gen-Z shoppers

Prior to the Covid-19 pandemic, an independent study estimated that Gen Z's direct and indirect spending power reached up to **\$143** billion. This generation is now at a level making brands and retailers alike stand up and take note.

Some conclusions:

- Gen Z are the most information-hungry consumers.
- Profit over provenance will switch younger generations off your brand.
- Heritage won't be enough – price and functionality will.
- A synchronized experience is key.



# CONSUMER BEHAVIOUR TRENDS

## Influencers

### Gamers are more likely to trust influencers

Globally, **59%** of adults who follow influencers trust influencer recommendations and advice from brands, and this percentage is higher among those who follow gamer influencers (**66%**).

In 2022, investment in influencer marketing will increase, and game creators are proving popular as they can connect with hard-to-reach and diverse audiences. The pandemic has also exacerbated the trend towards online gaming, and influencers can play a key role in this –

YouGov believes fans enjoy the humor and personality of gamer influencers more than their gaming skills. Research suggests gamers have more potential benefits to brands than the average influencer.

SOURCE  
MMR



Each integration into cyber sport gains more effect when it is supported with the collaboration with bloggers. For example, we added Instagram bloggers popular with our TA as a media to strengthen our cyber gaming partnership project.



Olga Buzunova  
Content Practice Director

### New blogging statistics: which content strategies are working in 2021

8<sup>th</sup> annual analysis of blogger's work: COVID-19 affect, big challenges, trends in content management, trends in analytics, trends in SEO, trends in content promotion and editing, approaching headlines, trends in blog images, blogging formats and frequency, trends in blog post length and finally needed time for writing a blog post.

Here are some conclusions:

- Bloggers spent **67%** more time per post in 2021 than in 2014.
- Just **4%** of bloggers write 3000+ words on average a typical post.
- The most popular format, **how-to articles**, is the least likely to correlate with success.

Despite one might consider it to be a piece of cake, each item produced by a blogger is something that requires both personal creative effort and understanding of the brief we as an agency develop together with the client. Resulting nice and appealing content is the product of = "the client (through the agency) understanding of the rules of the game of the SN"\*"well developed brief"\*"professionalism and charisma of the blogger".

And there is no way avoid some rounds of comments. In Ukraine, influencers marketing, as well as the product standards are still developing, and not everybody on each side is ready to at the process as at a professional routine with the rules. Yet, the pace of the development is extremely high and I am sure, it will change quickly.

SOURCE  
Orbit Media Studios



# CONSUMER BEHAVIOUR TRENDS



SOURCE  
WARC  
AN ASCENTIAL COMPANY

## Beauty shoppers prefer offline stores over social media

More than a third (**34%**) of young people aged 18-24 believe that online skincare advice is important for purchasing decisions, and **33%** say the same about virtual makeup lessons.

- Six out of ten (**59%**) cite the store as their favorite way to shop for cosmetics.
- **39%** is influenced by personal experience, for example, communicating with consultants.
- Only **16%** believe that brand updates on social media help them discover products.



SOURCE  
MMR

## 85% of Ukrainian women faced stereotypes this year

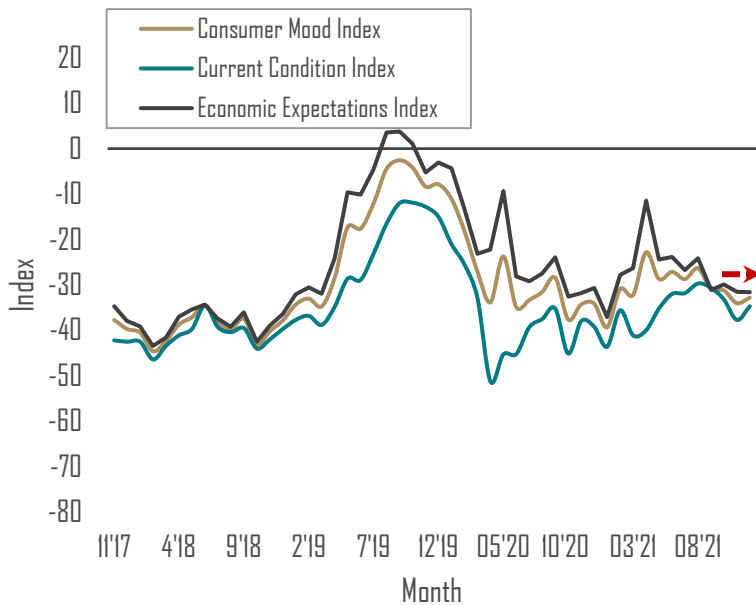
According to an all-Ukrainian survey of women initiated by Avon for the second time, **85%** of Ukrainian women have faced gender stereotypes in 2021, which is **+ 6%** compared to last year.

TOP-5 gender stereotypes faced by Ukrainian women in 2021:

- Responsibility for children lies with women - **54%**
- **40%** more men than women are hired for managerial positions,
- Family is the most important thing for a woman, work is in the background - **34%**,
- A woman does not know how/does not drive well - **33%**.
- Men have more chances to get a job - **31%**.

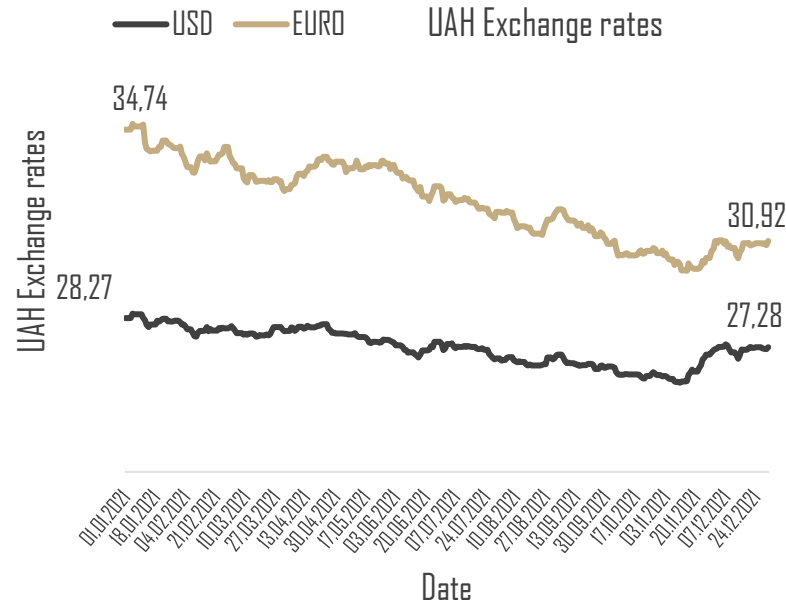
# FINANCIAL SITUATION

Consumer Mood Index increased slightly by 1.2 points



The growth of the CMI indicator was caused by the growth of indices of current and expected financial situation and the index of expediency to make large purchases.

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

NOW

2.7% GDP

In Jan-Nov'21 vs Jan-Nov'20 SSC

+7.5% Inflation  
in Jan-Nov'21 SSC

11.3% Real salary  
In Jan-Nov'21 SSC

THEN

+3.7% GDP growth in 2021

+3% GDP growth in 2022  
(-4% in 2020)

+10% Inflation in 2021  
+6% Inflation in 2022  
(+5% in 2020)

+10% Real salary in 2021  
+6% Real salary in 2022  
(+7.4% in 2020)



# MEDIA FOCUS

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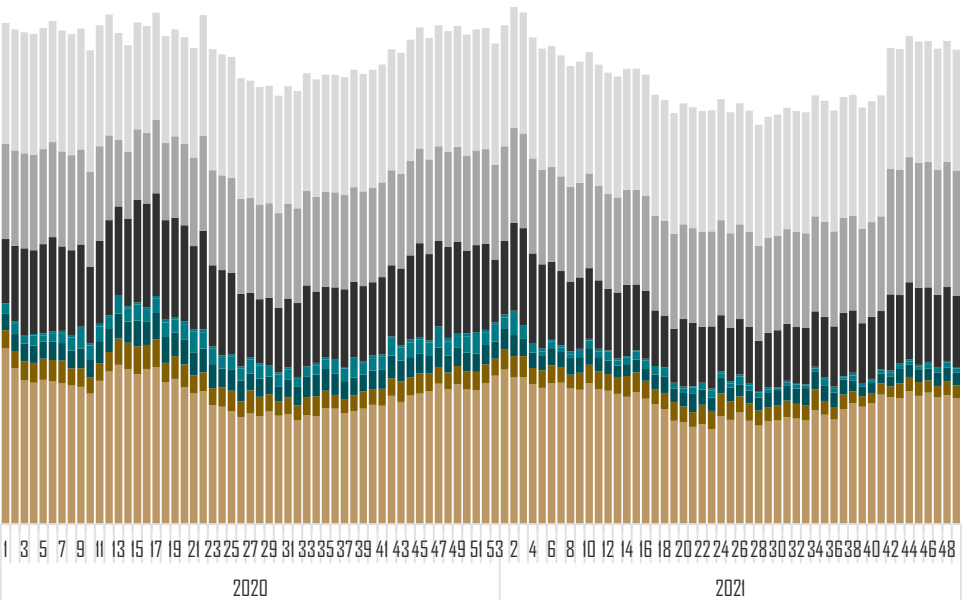
Ukrainian Media Market



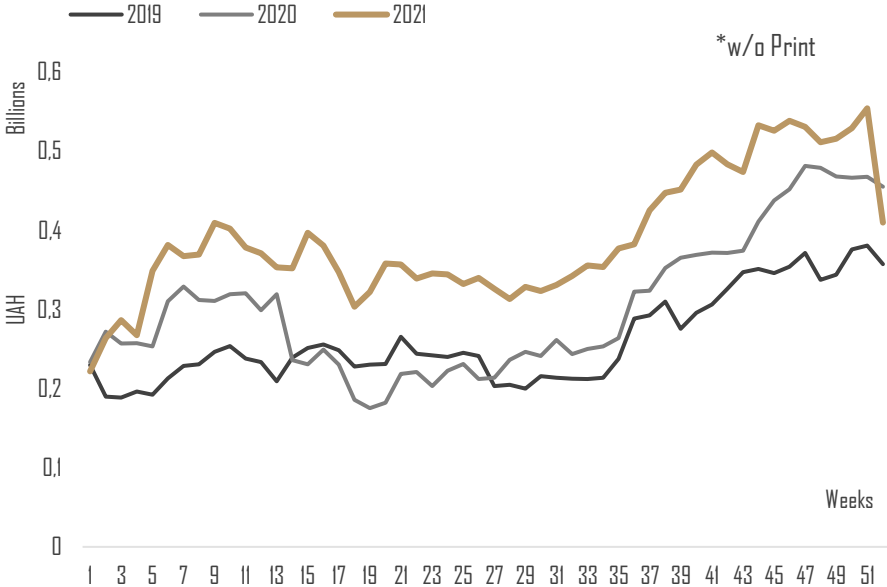
# MEDIA INVESTMENTS IN 2021 IS HIGHER VS 2020

## Video consumption seasonal growth

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



## The investment dynamics is recover



# MEDIA MARKET TRENDS

## Advertising

### Ukrainian Digital Advertisers Insights: advertisers' view of the digital advertising market in 2021 and forecasts for 2022

- Most companies (**77%**) turn to agencies for help with digital advertising.
- About half (**43%**) of companies are willing to pay digital agencies for consulting.
- The main products for which companies have increased their budget in 2021 - SMM (**33%**) and Search (**31%**), almost the same plan to increase in 2022 on SMM (**27%**), and on Search (**18%**) much less than in 2021 year.
- The main tasks of using the services of digital agencies: conducting media advertising campaigns (**55%**), contextual advertising (**47%**) and SMM (**45%**). At the same time, the least agencies are asked to develop digital strategies and analytics.



SOURCE  
Sostav.ua

### Worldwide digital ad spending year-end update

By the time 2021 concludes, worldwide ad spending will have grown faster than at any other point since we began tracking it 10 years ago. Digital ad spending in particular will chalk up historic increases. Next year, however, spending growth will settle back into more familiar territory.

This report updates 2021 forecast for worldwide ad spending, digital ad spending, display ad spending, and search ad spending, while also previewing 2022.

SOURCE  
M&R





# MEDIA MARKET TRENDS

## 20 surprising influencer marketing statistics



Interest in influencer marketing has only grown, which means a lot of research has been conducted, producing interesting statistics.

Here are some result of studies:

- **70%** of teens trust influencers more than traditional celebrities.
- Major brands plan to increase spend on influencer marketing.
- The influencer marketing industry is expected to hit **\$13.8bn** by 2022.
- **42%** of customers use ad-blocking technology.
- Facebook is the most influential social media network.
- **60%** of consumers have been influenced by social media or a blog while shopping at a store.

In terms of the consumer journey, influencers are very important in effecting consideration and purchase. As we see the development of the social networks in terms of the tools they offer for commerce, this effect would grow significantly.

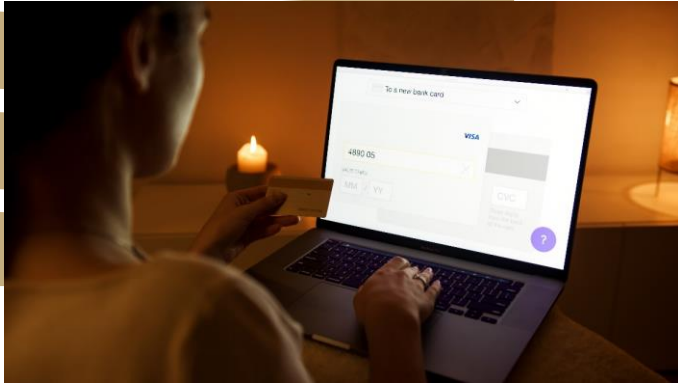


Olga Buzunova  
Content Practice Director



# MEDIA MARKET TRENDS

## 2022 forecasts



### 2022 Predictions: E-commerce everywhere

- The future of e-commerce will depend on personalization.
- E-commerce merges with in-store.
- In 2022, savvy retailers will look to elevate the role of associates in the overall store experience and leverage mobile technologies to support this.
- Retailers should provide real-time knowledge of what items are available for purchase and when they can be delivered.
- Ads will be more shoppable.
- Social commerce will diversify.

SOURCE  
**MARTECH**  
*MarTech is marketing.*

### Growth of aggregated data and SuperApps: forecast for 2022

- In 2022, aggregated data will be used by default.
- In a world where privacy is critical, marketers need to adapt to aggregated data to measure and optimize campaigns. It will also keep clients' privacy and budgets profitable.
- PUSH notifications and email marketing will be used more actively.
- Investments in mobile communications and mobile marketing will grow in 2022 as companies move their main and Internet traffic to mobile apps.
- More SuperApps (apps that offering several services at once) will be created.
- Consolidation of the gaming industry through M&A will be continued.

SOURCE  
**MAR**



# MEDIA MARKET TRENDS

## Marketing



### 3 important marketing lessons for 2022

- Politics and purpose of a brand are incompatible.
- Brands need to rethink how they use and fund social media.
- Ads must be fun.

### Estimation of the volume of the market of marketing services. conclusions 2021. Forecast for 2022

In 2021 we have an increase in activity in the market of marketing services in all categories.

We see the most activity in Event Marketing/Sponsorship, because bright events, even online or hybrid, are exactly what people need now: emotions, feelings of the game, entertainment, involvement in something interesting, alive. Consumer Marketing supports this mood - promotions, quotes, prizes and points - any reward, emotional or monetary, is very important now for buyers.

The market has already adapted to the new reality, so it is possible to continue to increase volumes in all areas, and in general - by **12%** in 2022 compared to 2021.

SOURCE  
**Sostav.ua**





# MEDIA MARKET TRENDS

## Advertising of electronic cigarettes has been banned in Ukraine

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The changes prohibit the display, advertising, promotion and sponsorship of smokeless tobacco products and devices for ensuring the smoking of tobacco products, introduces labeling requirements, prohibits the use of flavoring additives (fruit, berry) that mislead consumers. places.

The provisions of this law are aimed at reducing the attractiveness of tobacco products, protection from the effects of passing smoke, emissions from electronic cigarettes and aerosols of tobacco products for heating in public places, which will help prevent the occurrence of nicotine addiction in people.

Thus, the law will contribute to the implementation of the National Action Plan for Noncommunicable Diseases to achieve the global sustainable development goals approved by the decree of the Government of Ukraine.

The law comes into force twelve months after the date of publication.



SOURCE

# TV

## Monthly Trends

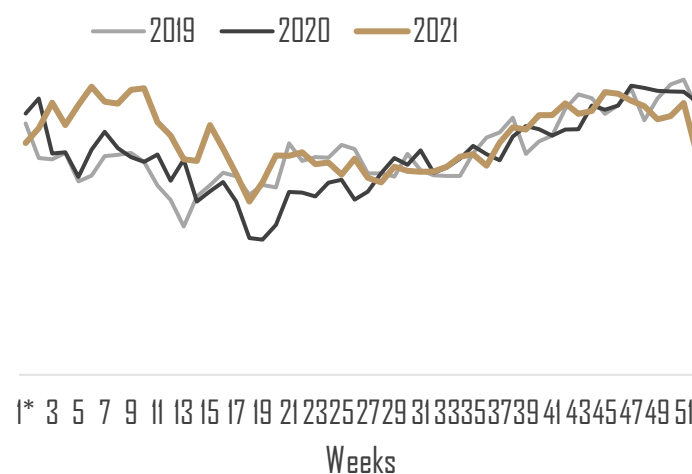
**+8%** 2021 vs 2020

**0,3%** Dec 2021 to Nov 2021

**99%** SOR in Dec 2021

### Dynamic is lower than previous years

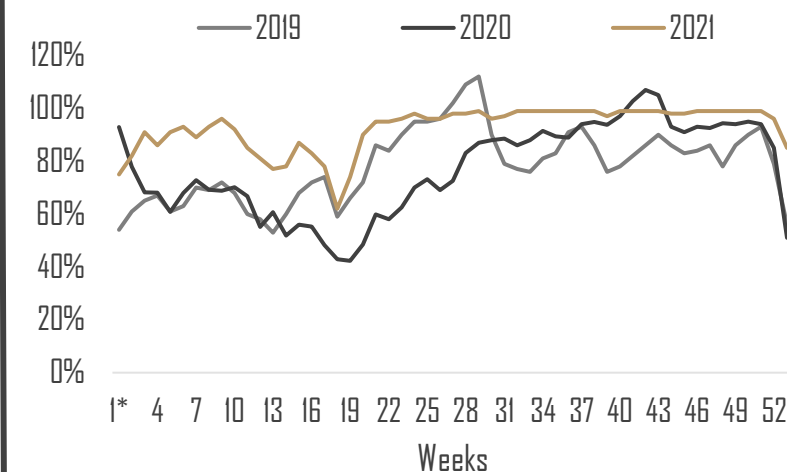
TV DA, '000 EqGRP



### Sold-Out is 96% on 52w

Premium TV shows Sold-Out 96% while TvoE TV on 95% 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  
Confectionery category grew mostly thanks to  
Ferrero in Dec'21 vs Nov'21

### TOP Categories

		2021 vs 2020	Dec'21 vs Nov'21
pharma	467	22%	-9%
food	88	-3%	-45%
trade	78	9%	22%
confectionery	77	-4%	67%
cosmetics	73	-2%	-11%
hygiene	71	-7%	-17%
finance	56	86%	-19%
telecom	52	-18%	36%
detergent	50	6%	32%
cold afb	45	16%	22%

### TOP Advertisers

		2021 vs 2020	Dec'21 vs Nov'21
L'oreal	52	2%	6%
Procter&Gamble	51	5%	-10%
Pharmak	49	14%	14%
Nestle	44	-11%	-13%
Reckitt Benckiser	34	-9%	59%
PepsiCo	29	-15%	-21%
Sanofi	27	51%	11%
Darnitsa	23	51%	29%
Mars-Wrigley	23	-11%	27%
Henkel	22	-7%	-19%

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

## Alexander Zhdanov, head of «Sirius Media», summed up 2021 for the advertising market and shared his own industry forecast

In 2021, Sirius Media began to exclusively sell advertising and cross-program sponsorship on the channels of the 1+1 media group. The growth of the entire TV market for direct advertising in 2021 was about **12%** compared to last year. At the same time, the income growth of Sirius Media this year is significantly higher than the market one. At the same time, the maximum soldout was about **94%** for the current year, while **91%** in the entire market.



SOURCE  
**Sostav.ua**



## Addressable TV advertising market will grow to \$7.5 billion worldwide next year

The international consulting company Deloitte believes that next year the media market will see a rise in the popularity of technologies that will make TV advertising more targeted. Also, promising researchers consider the market for mobile applications for monitoring mental health, which will grow by **20-30%** per year.

**Sostav.ua** SOURCE

## Elena Martynova and Sabina Ablyava from Starlight Media summarised the year 2021

Elena Martynova, the marketing director of Starlight Media, Sabina Ablyava, the marketing director of ICTV, spoke about the retiring TV year and plans for 2022.

**Sostav.ua** SOURCE

# DIGITAL

## Monthly Dynamic

Display adv decreased by 9%  
Video adv decreased by 23%  
in 2021 vs 2020



### TOP VIDEO Categories 2021 vs 2020

finance	1 285	1%
trade	1 223	-25%
entertainment	1 015	0%
pharma	510	-50%
it	425	-13%
cosmetics	325	-32%
education	300	51%
alcohol	289	-13%
restaurants	275	-26%
cold afb	274	-16%

### Advertisers 2021 vs 2020

UNL	630	-14%
Rozetka.ua	581	-12%
Melbet	328	570%
PariMatch	304	-25%
SPACEIKS	274	100%
L'oreal	231	-27%
Nestle	167	26%
Vulcan	167	4029%
Youtube.com	145	-36%
Kyivstar	144	-8%



### TOP DISPLAY Categories 2021 vs 2020

trade	5 882	-25%
finance	4 662	44%
auto	1 795	-8%
it	1 377	73%
education	727	50%
pharma	674	-30%
realty	651	-33%
tobacco	585	2%
telecom	572	-35%
entertainment	552	-44%

### Advertisers 2021 vs 2020

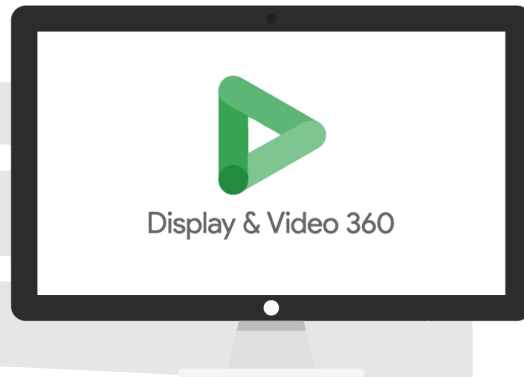
Rozetka.ua	2 087	-1%
Pari-Match	1 251	99%
Ixbet	795	331%
Nestle	487	-26%
Philip Morris	463	12%
Favbet	448	-39%
Asustek	370	323%
Foxtrat	338	-63%
Fan Sport	334	47%
Answer.ua	317	-52%

Source: Kantar, mln Impressions

# PROGRAMMATIC KEY NEWS

## Display & Video 360: new functions and changes

See what's new coming to Display & Video 360



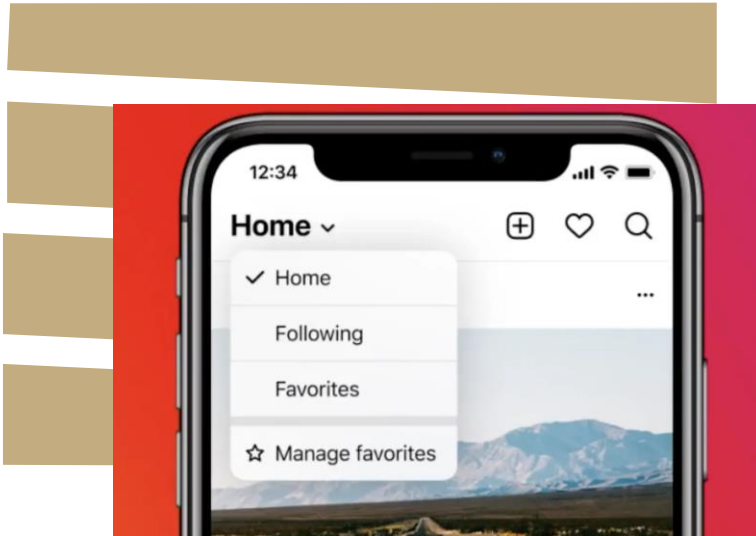
[SOURCE](#)

## European Parliament's Internal Market and Consumer Protection Committee (IMCO) did not agree on the proposed Digital Services Act (DSA)

IAB Europe commends avoidance of a ban on "targeted" ads



# DIGITAL | CONTENT | PPC | SEO | ECOMMERCE KEY NEWS



## New Instagram test brings back the chronological feed

Instagram head Adam Mosseri says the company has started testing two new feed settings, including the much-requested chronological option.

Mosseri demonstrated a new menu with three options for how Instagram's feed will display posts. The "Home" setting is what users are familiar with — a feed Instagram creates based on what it thinks will interest each user, ranked using an algorithm. A new "Favorites" feed will be populated with content from a subset of accounts a user chooses (Mosseri says he uses it for siblings, certain creators, and friends). And finally, a "Following" feed will return what many users have been asking for: a chronological stream of posts from accounts you follow.



Yuliia Bilinska  
Middle SMM Specialist  
Performics

**THE VERGE**

SOURCE



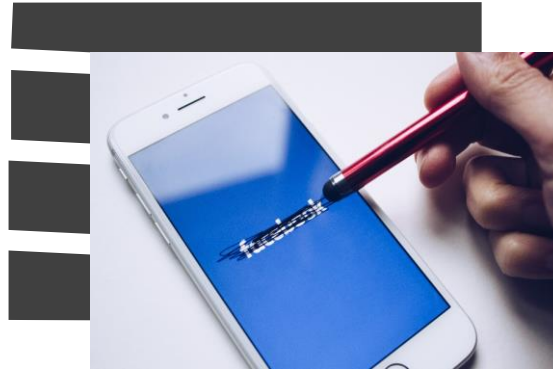
# DIGITAL | CONTENT | PPC | SEO | ECOMMERCE KEY NEWS

## TikTok got more traffic than Google in 2021, showing the app's meteoric rise

TikTok was the most popular website in 2021, surpassing even Google, according to Cloudflare.



SOURCE  
**INSIDER**



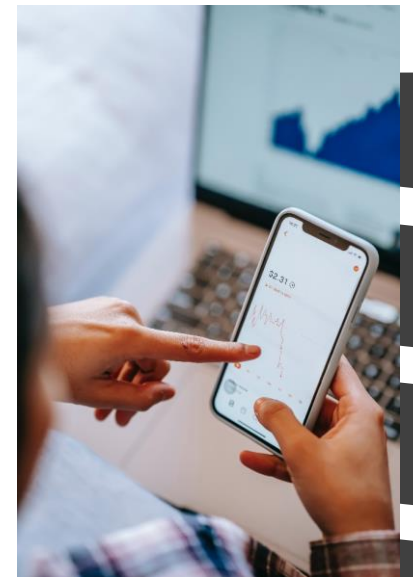
## Facebook just revealed its new name: Meta

The rebrand is part of the company's efforts to shift gears away from being known as just a social media company and focus on Zuckerberg's plans for building the metaverse.

**THE VERGE** SOURCE

## Telegram launches Sponsored Ads - both cheap and expensive at the same time

Telegram introduces an advertising platform. Ads will appear on all channels with more than 1000 subscribers, and the minimum cost to launch is **€2** million.



SOURCE  
**vector**

# DIGITAL | CONTENT | PPC | SEO | ECOMMERCE KEY NEWS

## + 20% to the cost of advertising and services. Who and how much will pay due to Google Tax

The increase depends on the policy of the service provider. Someone will add + 20% to the price, someone will leave it the same, including the tax in the cost of the service. For example, Facebook has already stated that VAT will be added to the advertising budget.



SOURCE

vector

## DoubleVerify to Buy OpenSlate for \$150 Million

DoubleVerify, a measurement and verification business, had agreed a deal to buy contextual targeting and brand safety specialist OpenSlate in a cash and stock transaction valued at \$150 million.

VIDEOWEEK  SOURCE

## Zoom Supports Continued Access for Basic Users with Advertising Program

Ads will be rolled out only on the browser page users see once they end their meeting. Only free Basic users in certain countries will see these ads if they join meetings that are hosted by other free Basic users.



SOURCE

zoom

# OOH

OOH market increased in monitored inventory by 79% vs same period 2020

## TOP Categories

	2021 vs 2020	
trade	940	79%
realty	475	70%
auto	261	49%
entertainment	253	98%
medicine	177	115%
finance	123	50%
sport	123	34%
it	110	122%
restaurants	108	64%
telecom	104	80%

## TOP Advertisers

	2021 vs 2020	
Fozzy Group	80	97%
Sport Life	78	7%
Epicenter	68	80%
Integral Bud	59	212%
METRO	43	26%
Lifecell	39	81%
Winner Imports	37	213%
RST	32	100%
IDS Group	30	236%
Futura Hata	26	100%

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

# OOH KEY NEWS

## Outdoor advertising will appear in metaworlds

The British OOH advertising operator Ocean Outdoor will launch digital billboards in video games and metaworlds. It's become possible after concluding an agreement with the London startup Admix, which places ads in games, as well as virtual and augmented reality.



OUTHOME JOURNAL SOURCE



## Social media amplifies the effect of OOH advertising - results of research

67% of Gen Y and Z remember OOH-advertising seen on social media, with 91% of buzzers and 82% of millennials ready to distribute content with OOH-advertising. These are the main conclusions of the survey "OOH Media Opportunities: Consumer Insights and Intent - Early 2022" (PDF), conducted by The Harris Poll commissioned by the American Association of OOH-advertising.

OUTHOME JOURNAL SOURCE SOURCE

## Bright campaign of Emit Positivity Community in December'21

The campaign bright messages ironically play on common expressions such as "be in the flow", "son of a mother's friend" and demonstrate our everyday pains and fears - appeared on the streets of Kyiv, Kharkiv, Odessa, Dnipro and Lviv. Up to its creative messages it was mostly quoted and buzzed in social networks.





# RADIO

Radio market increased by  
39% vs Dec'20

Education increased more  
than twice vs 2020

## TOP Categories

2021 vs 2020

entertainment	527	77%
alcohol	364	15%
finance	363	63%
trade	301	21%
food	298	12%
pharma	259	30%
it	209	58%
auto	192	2%
jewellery	133	33%
education	94	108%

## TOP Advertisers

2021 vs 2020

Bayadera	204	-2%
Victor& Co	146	12%
Radioplayer	112	47%
Radio Lux	104	70%
PariMatch	102	49%
Gidrosend	99	27%
Favbet	97	100%
Zoloty Vik	73	31%
Ukrzoloto	59	38%
Palace Ukraine	58	98%

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

# THANK YOU!

**Zenith**  
The ROI agency



**SPARK**  
FOUNDRY

 **Performics**

 **publicis**  
UKRAINE

SAATCHI & SAATCHI

*Leo Burnett*

**MSL**

  
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