

## Consumer Empowerment in the Digital Single Market

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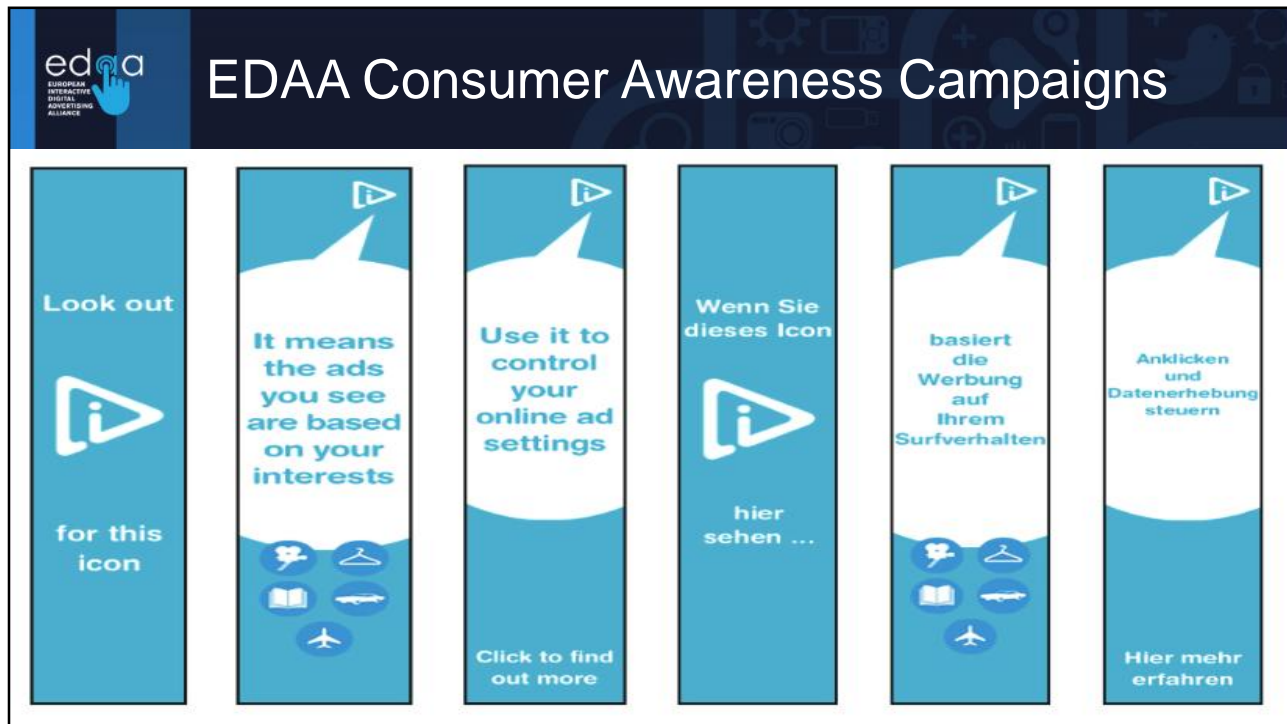
1 March 2016



## EDAA Consumer Awareness Campaigns

- EDAA launched a pan-European consumer awareness campaign in 2013 to help empower EU citizens to make their own choices about online advertising.
- Between 2013 and the end of 2015, the EDAA ran the campaign across 11 different countries – including two bursts in Germany and Portugal.
- By end 2015, the campaign delivered over 710m total impressions and nearly 175m unique impressions across all markets so far. In addition, more than 715,000 clicks have been made with an average click through rate (CTR) of 0.10.





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## EDAA Consumer Awareness Campaigns

Look out  
for this icon

It means the ads you see are based on your interests

Use it to control your online ad settings

Wenn Sie dieses Icon hier sehen ...

basiert die Werbung auf Ihrem Surfverhalten

Anklicken und Datenerhebung steuern

Click to find out more

Hier mehr erfahren



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## Consumer Research

- Aim to measure consumer attitudes and perceptions and assess priorities for future awareness campaigns
- Tailored to Self-Regulatory Programme
- Research commissioned jointly by EDAA and TRUSTe
- Conducted by Ipsos-MORI, leading independent research agency

**TRUSTe**

**Ipsos**

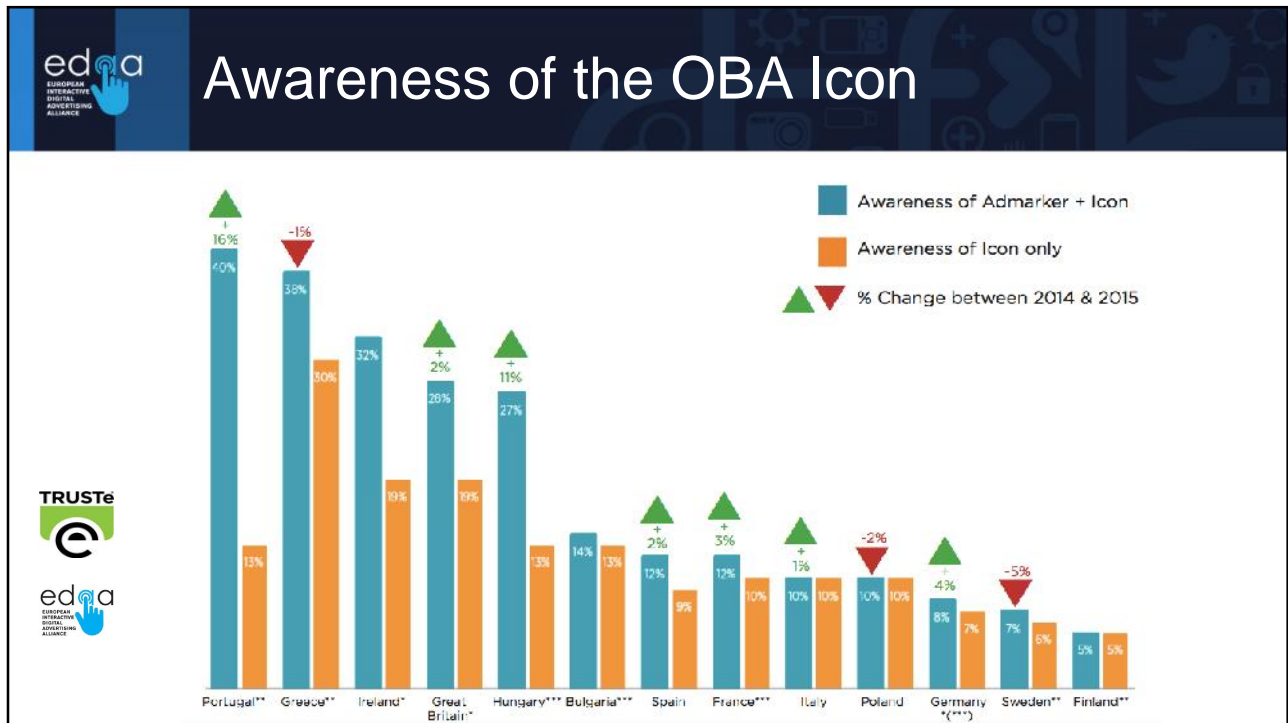
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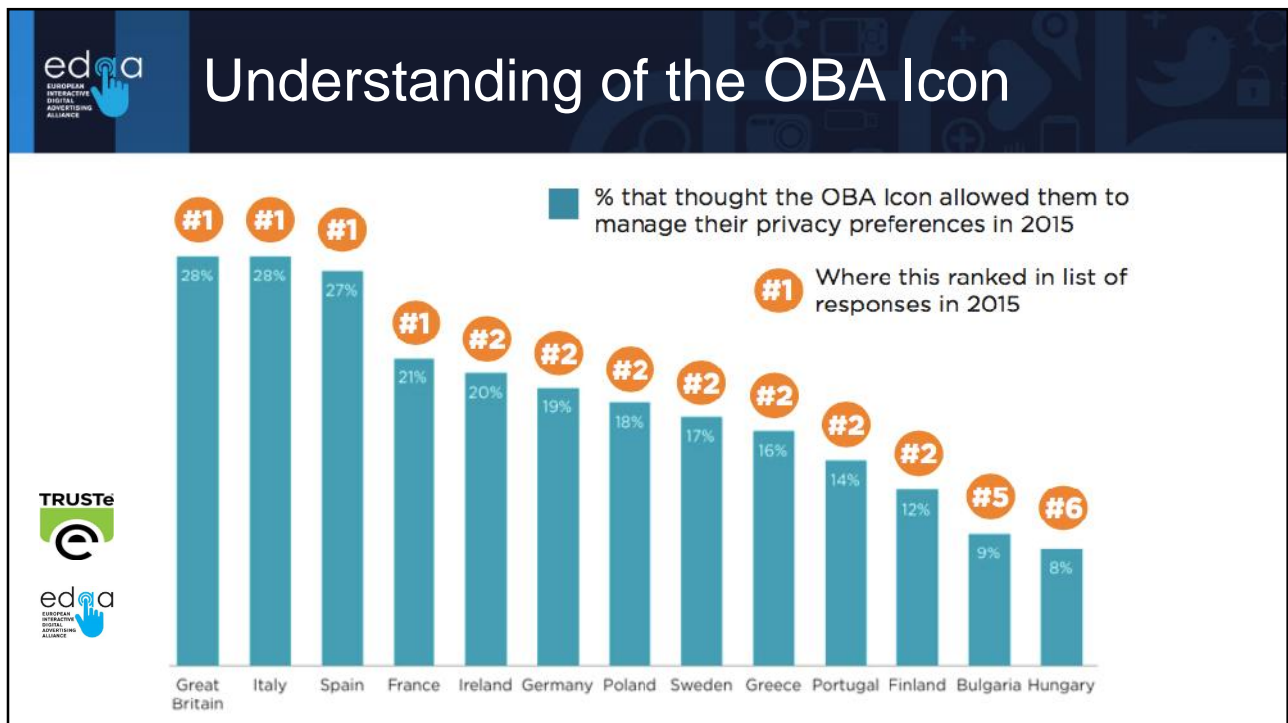
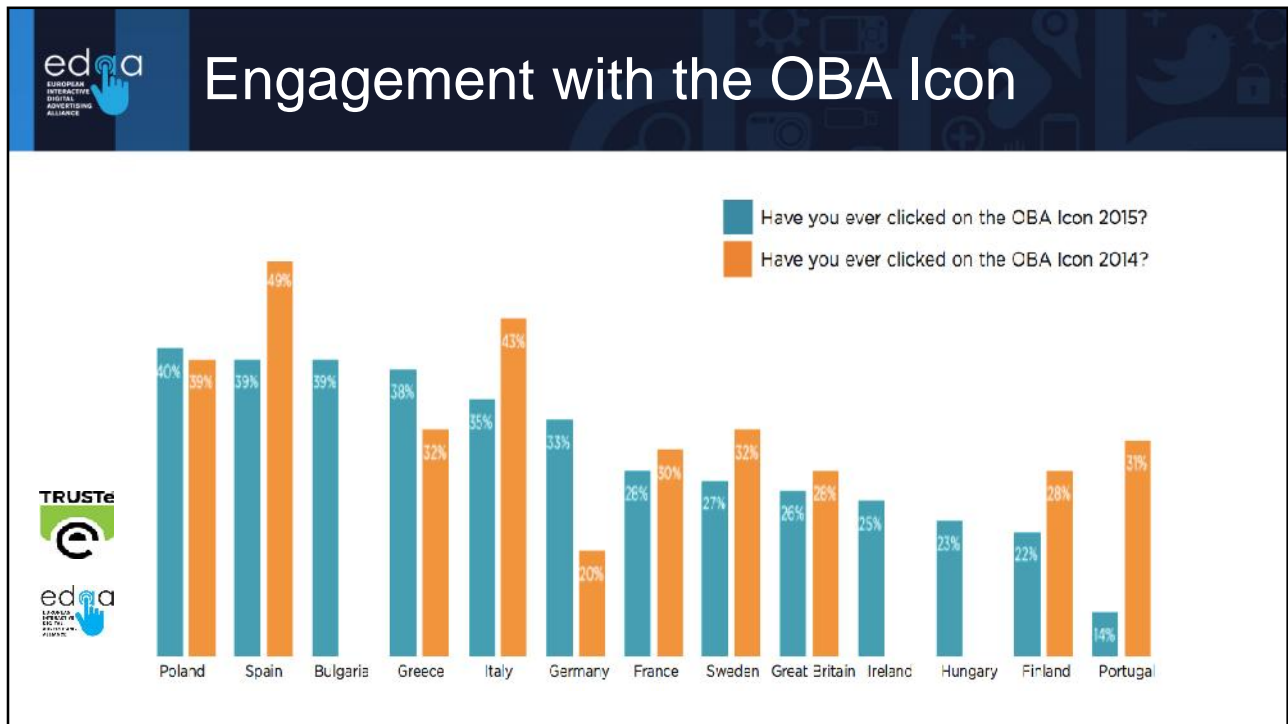


# Research Methodology

- Conducted from 21 October – 13 November with 13,000 consumers across 13 European markets
- Countries selected on basis of geographic spread and current implementation status
  - BL, DE, ES, FI, FR, GB, GR, HU, IE, IT, PL, PT, & SE
- Results weighted to known offline population profile
- Tracking data available for all markets except Bulgaria, Finland and Ireland which were included for the first time in 2015.
- Certain questions in GB can be tracked for 4 years where TRUSTe has commissioned comparable research in 2012 and 2013.



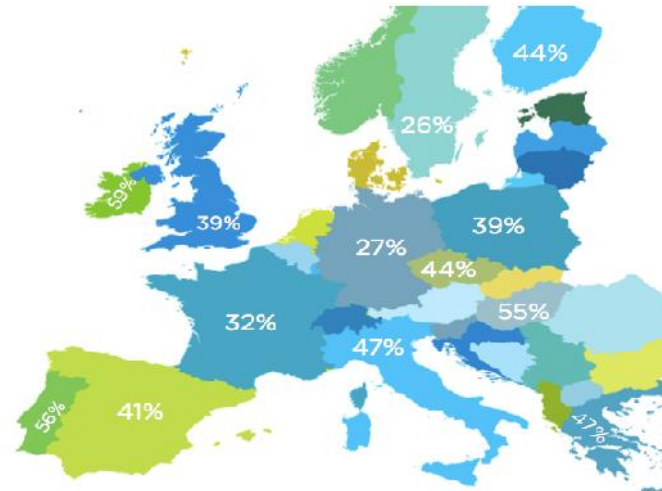







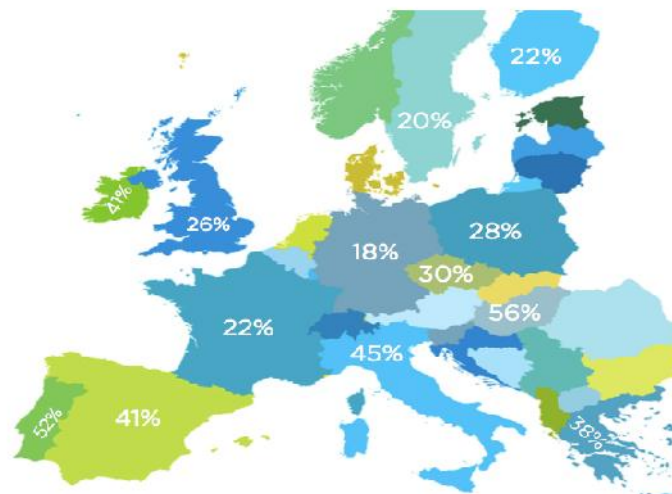
## Potential Benefits – Positive towards OBA

All countries saw an increase in favourability for the concept of OBA through the EU Self-Regulatory Programme, with potential for a significant impact in some countries such as Ireland (59%), Portugal (56%), Bulgaria (55%) and Greece and Italy (47%).



## Potential Benefits – Increase Brand Trust

Again the results show the potential power of the Programme to increase the level of trust in the brand being advertised with the greatest potential impact in Bulgaria (56%), Portugal (52%) and Italy (45%).





# Conclusions

1. Recognition of the OBA Icon continues to rise and the Admarker clearly helps
2. Consumers actively engage with the OBA Icon and want to learn more
3. Consumer understanding of the initiative is improving over time
4. EDAA's Consumer Awareness Campaign is essential for promoting consumer empowerment
5. Consumers want relevant advertising, with meaningful choice and control
6. Investment in the EU Self-Regulatory Programme showing increasing benefit for businesses

Questions?

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