

MEDIJU TENDENCES. DATOS BALSTĪTAS IZVĒLES



AIVARS ŠMITS

Intense Meda Baltics
Stratēģis, biznesa analītiķis

Pieredze – 20 gadi

CIPARGALVA

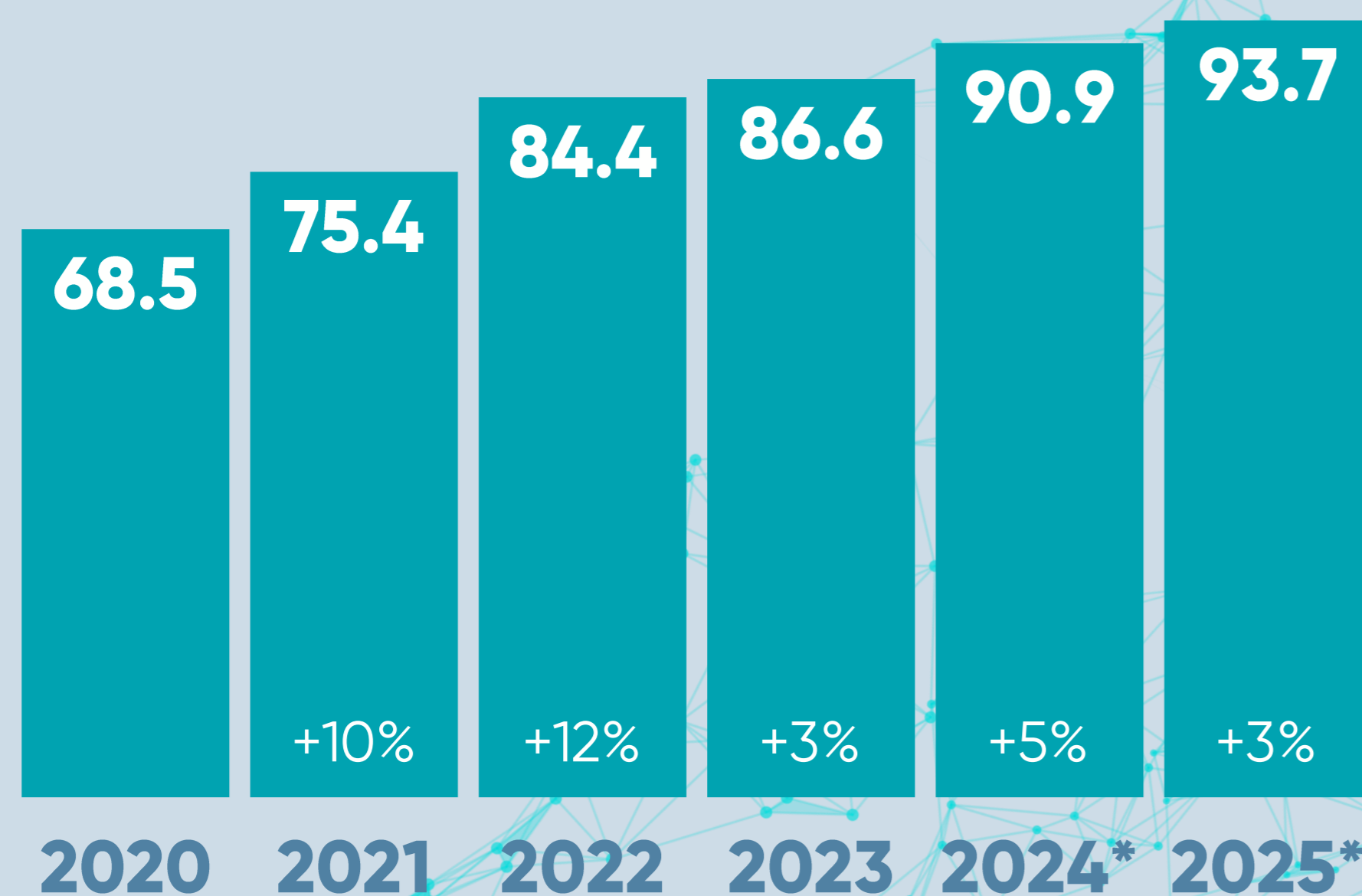


Reklāmas tirgus

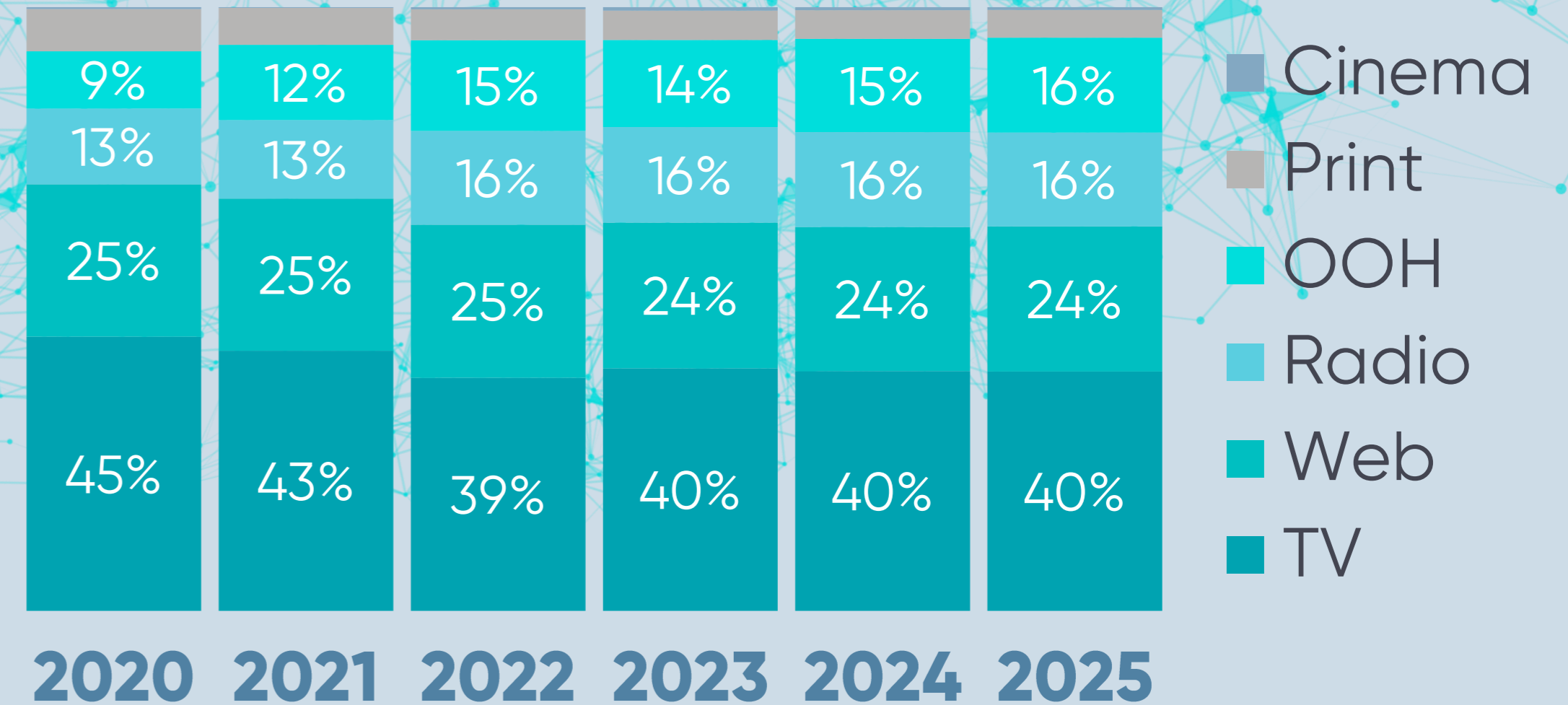
Investīciju pieaugums 2024.
gadā par 5%.

TV saglabā līderpozīcijas
vietējo mediju vidū

Reklāmas investīcijas, Eur



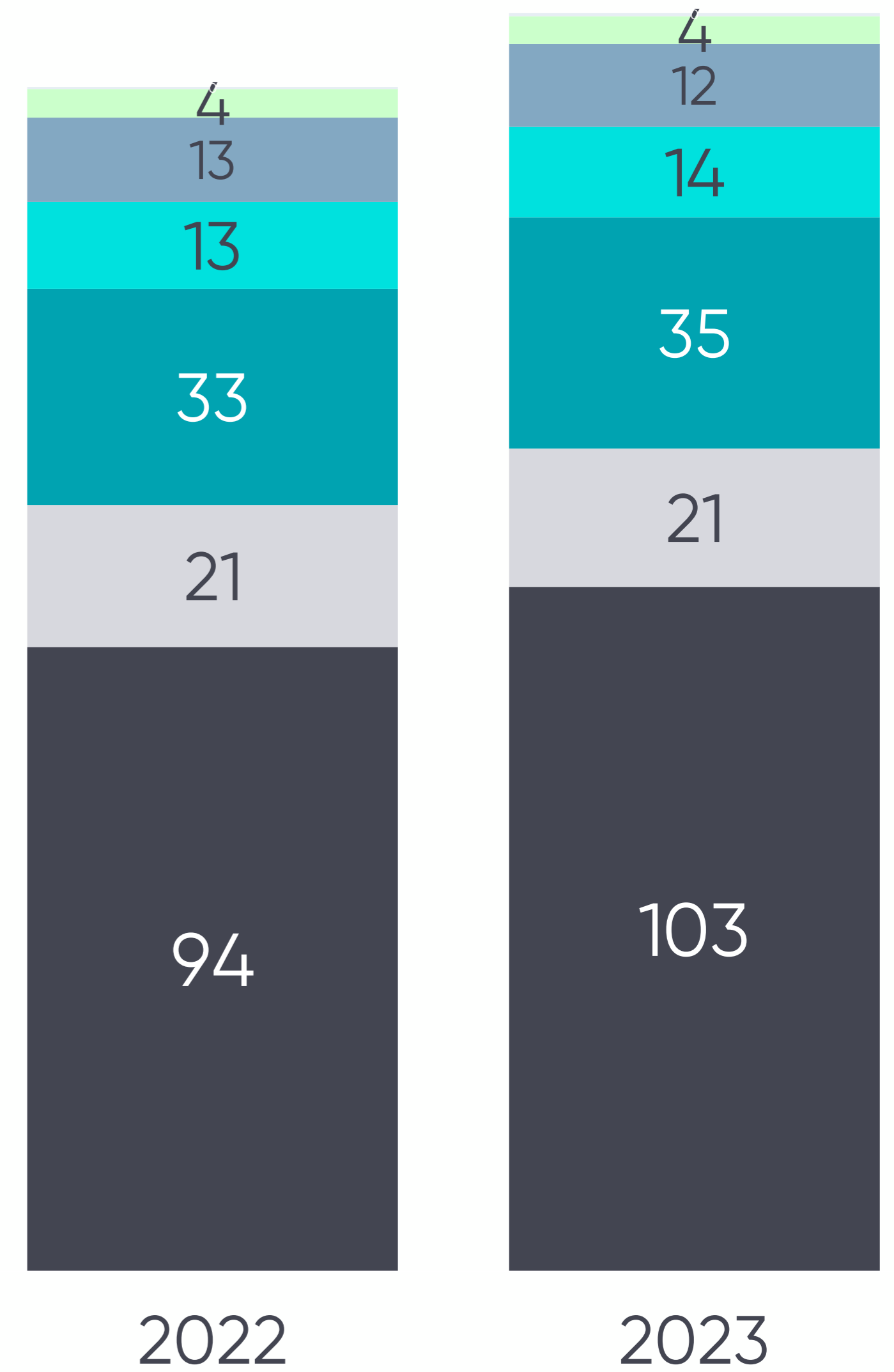
Tirgus daļa, Eur





- Web Global
- Web Local
- TV
- Radio
- OOH
- Print

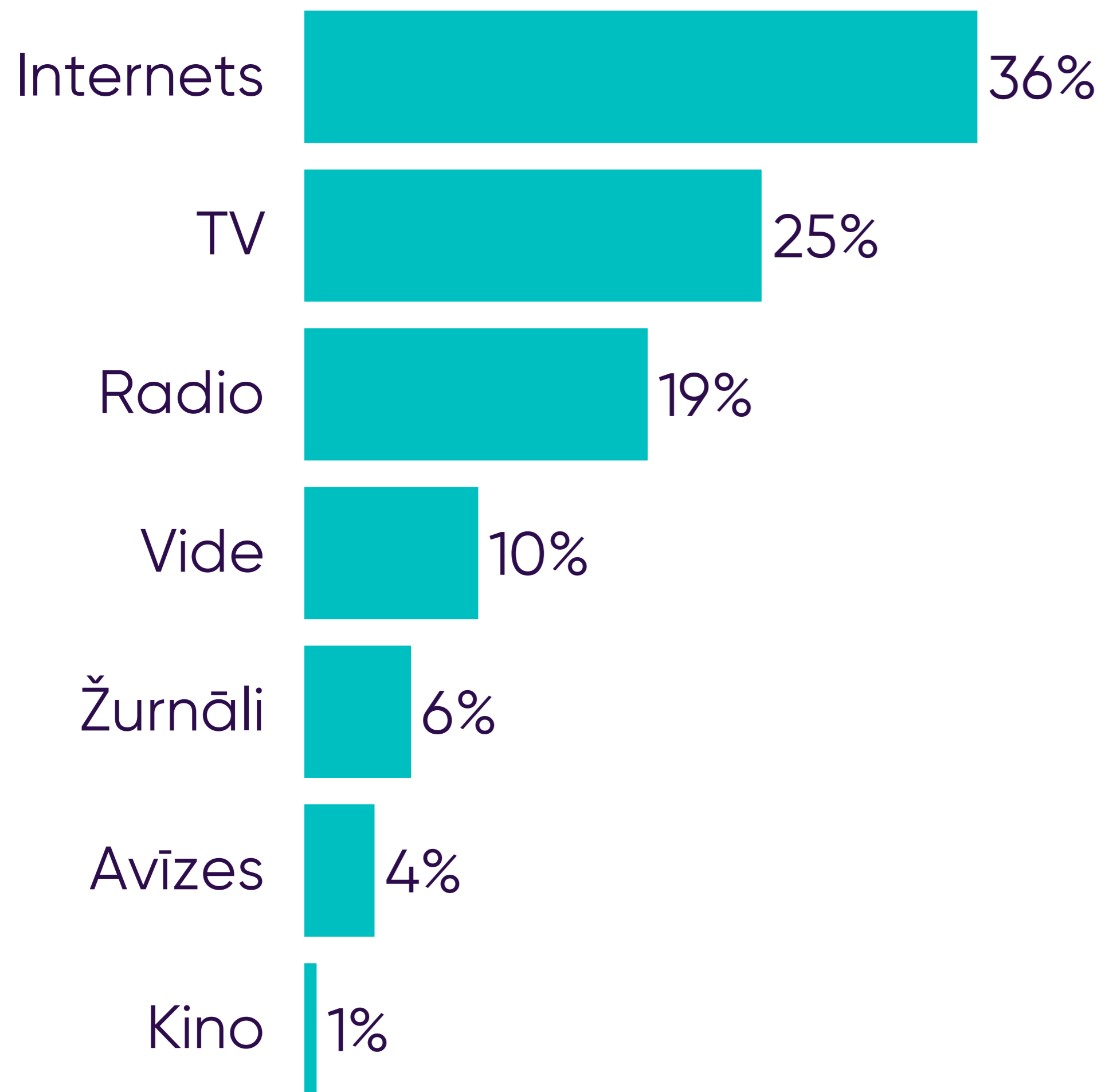
→
Web Global



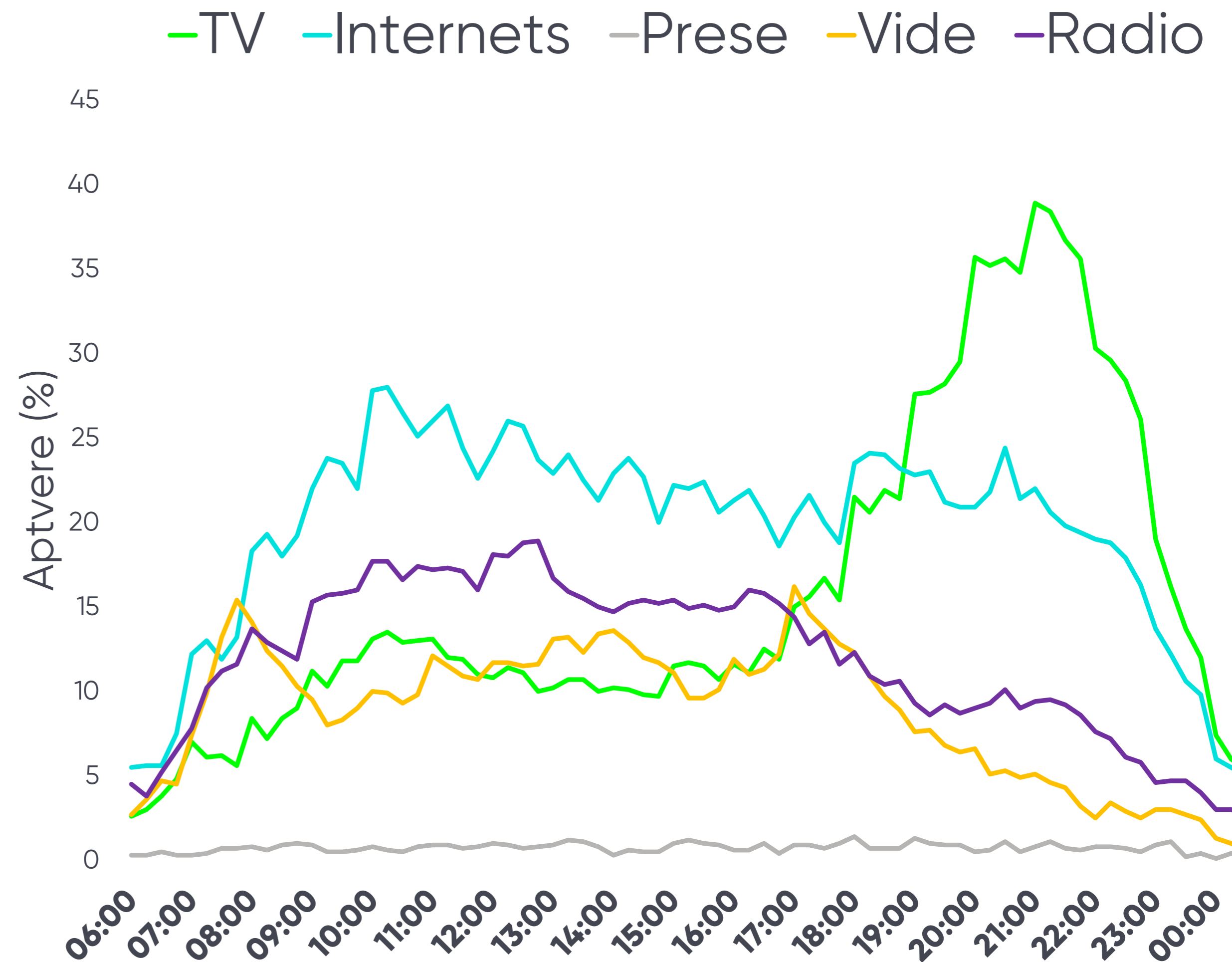
**I know that half
of my advertising
dollars are wasted...
I just don't know
which half.**

John Wanamaker, father of modern advertising

Pavadītā laika daļa

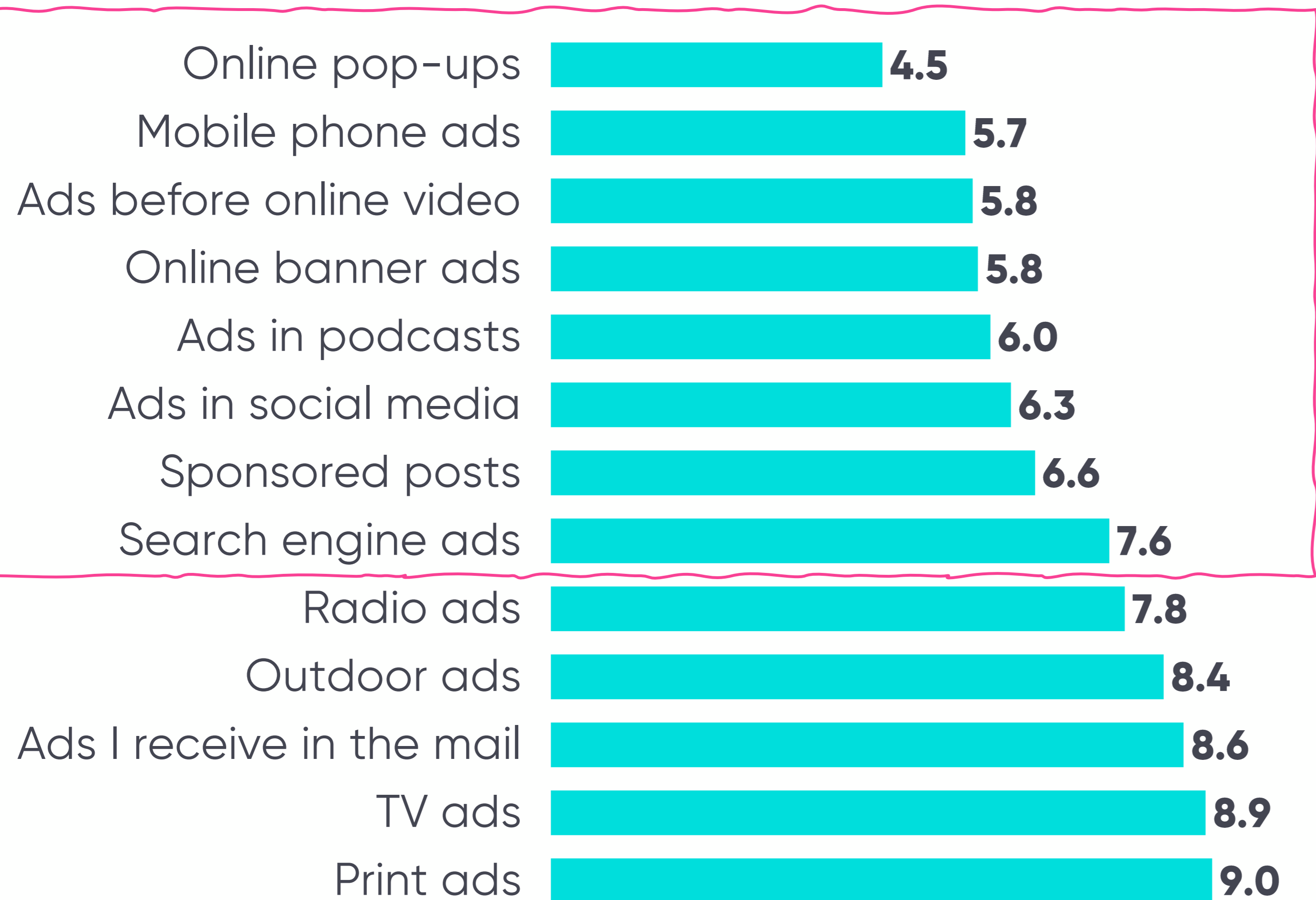


Mediju diena



Kuri reklāmu veidi jums visvairāk nepatīk?

1 – patīk vismazāk;
13 – patīk visvairāk.



**Es lietoju reklāmu
bloķētājus**

40%

**The customer is not
a moron. She's your wife**

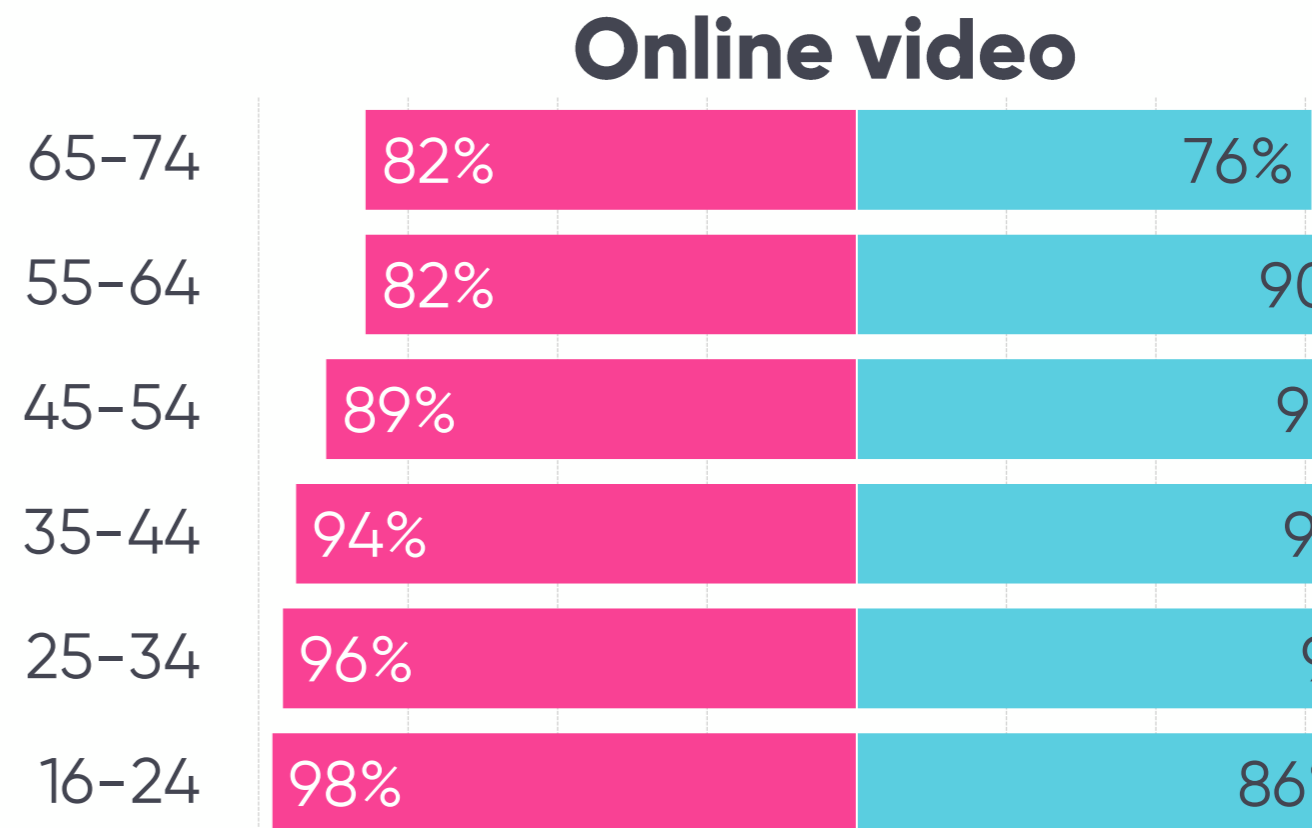
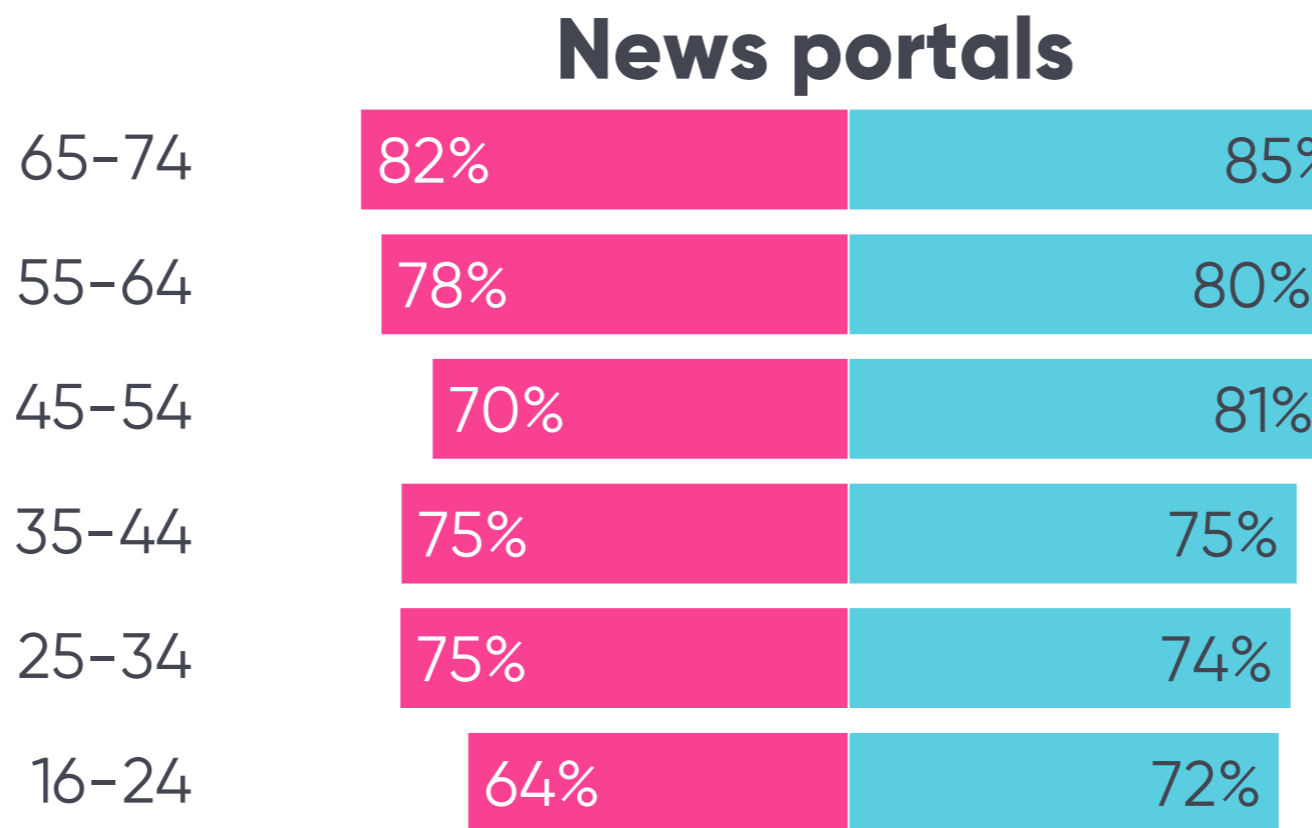
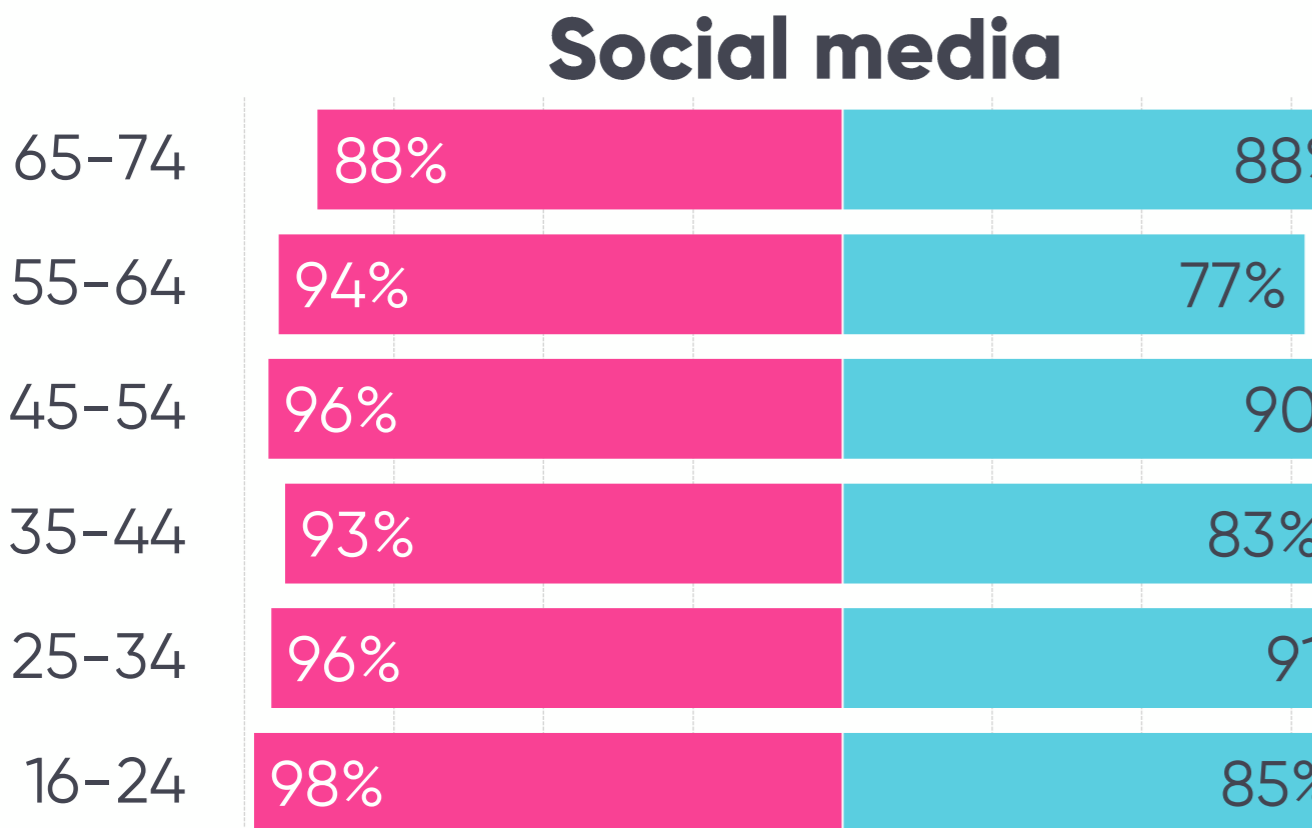
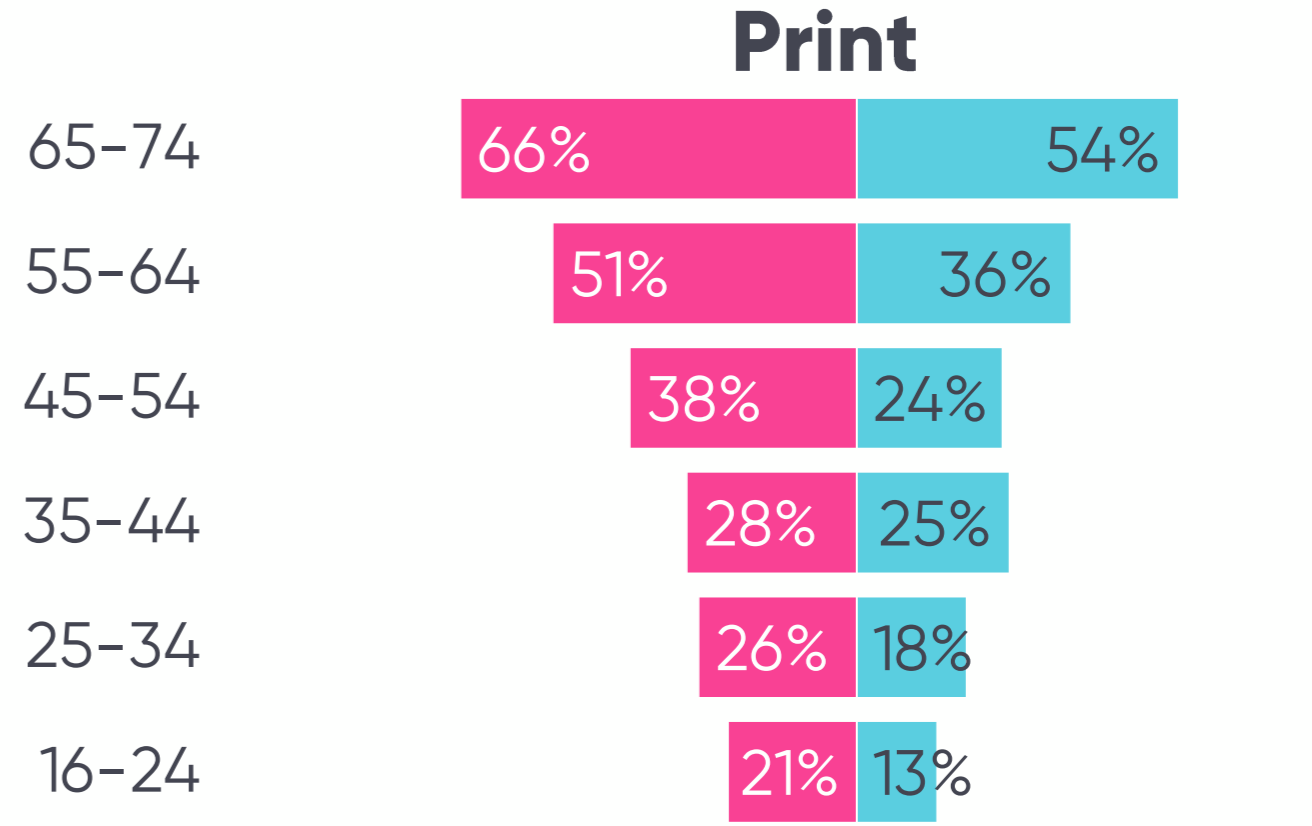
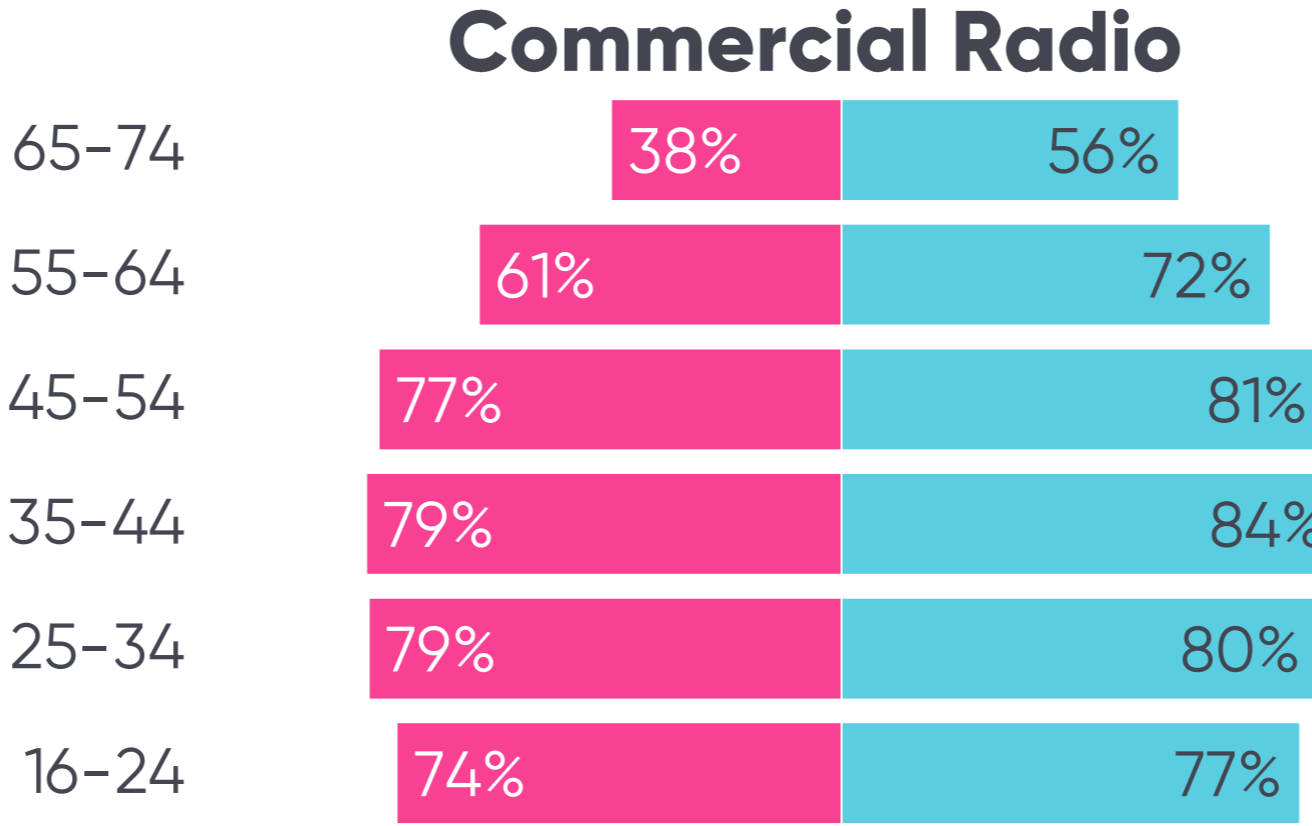
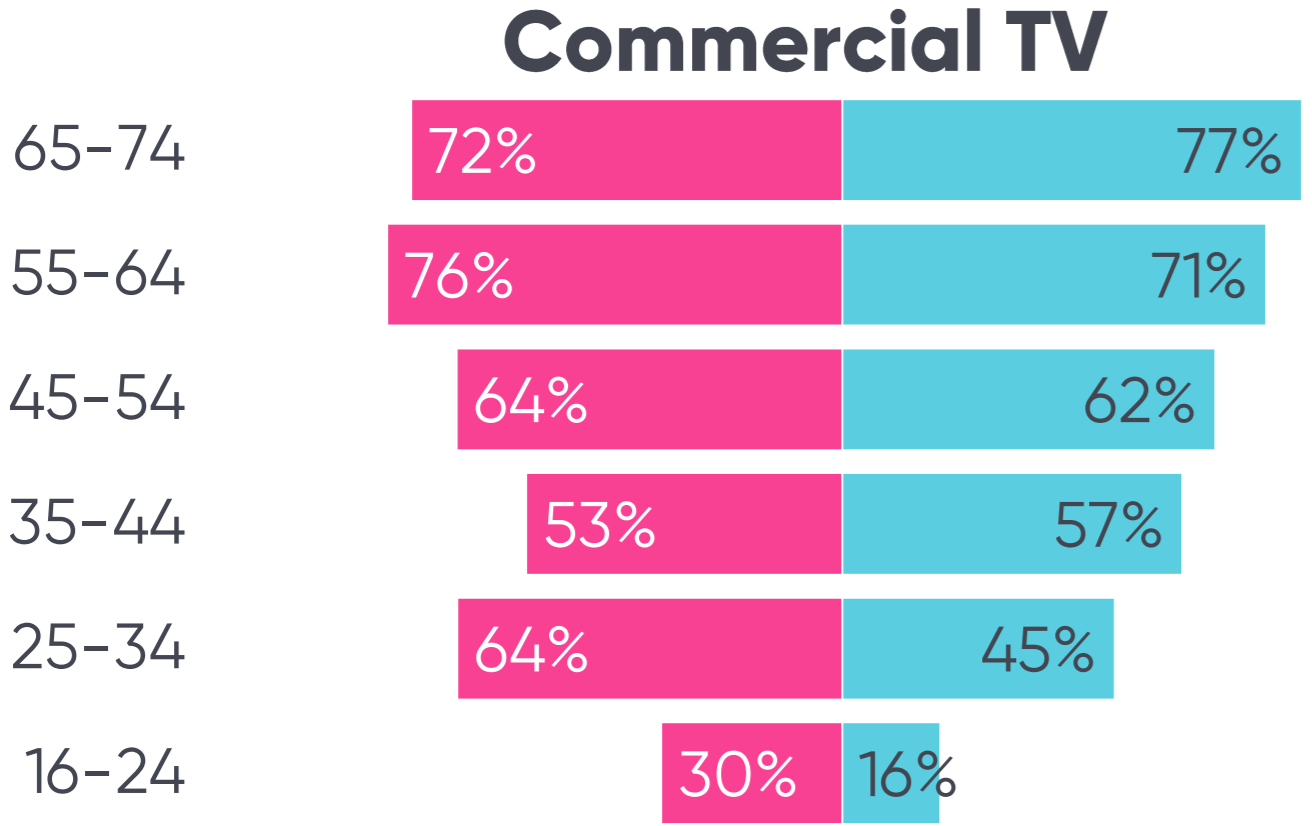
— David Ogilvy



AUDITORIJAS PROFILS

Vecums x Dzimums – nedēļas sasniedzamība

Sievietes Vīrieši

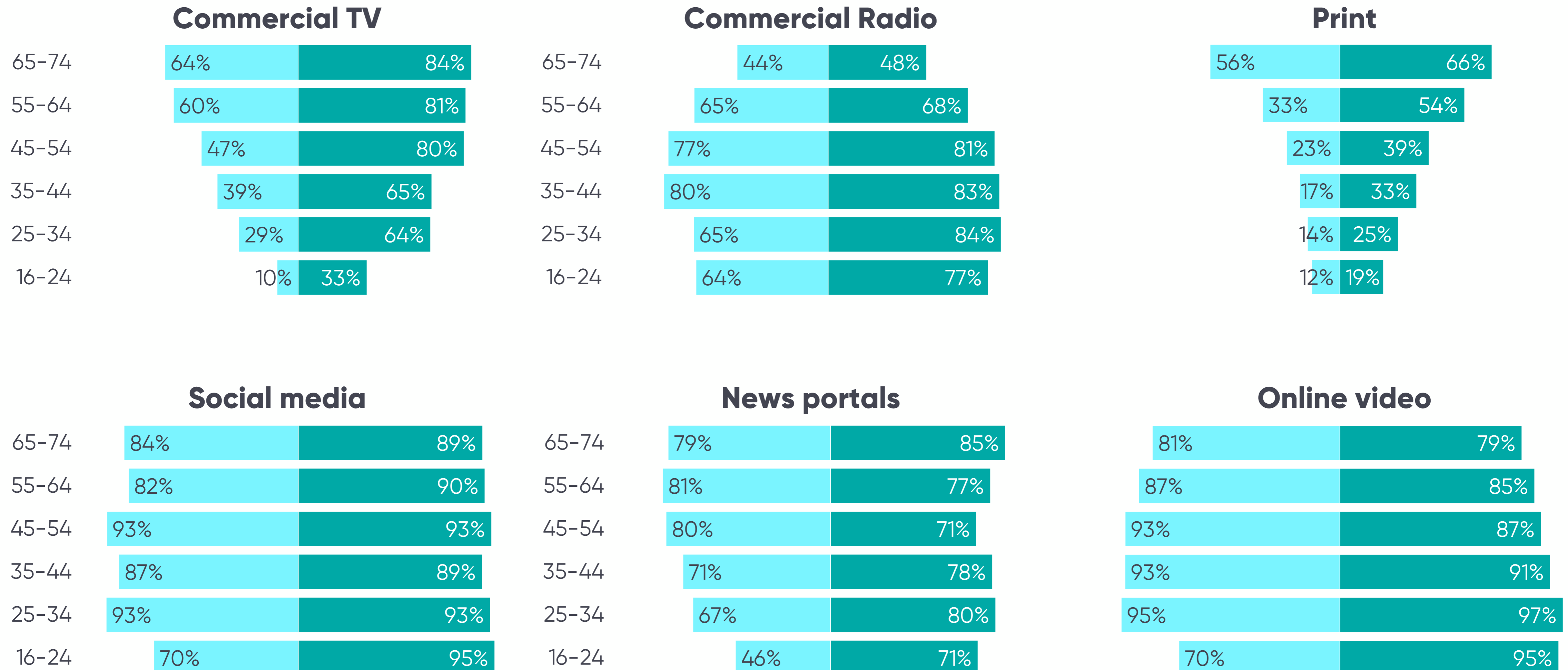


Source: Kantar Atlas 2024, Instar, SuperNova, Weekly reach%

AUDITORIJAS PROFILS

Vecums x Nacionalitāte – nedēļas sasniedzamība

Nelatvieši Latvieši

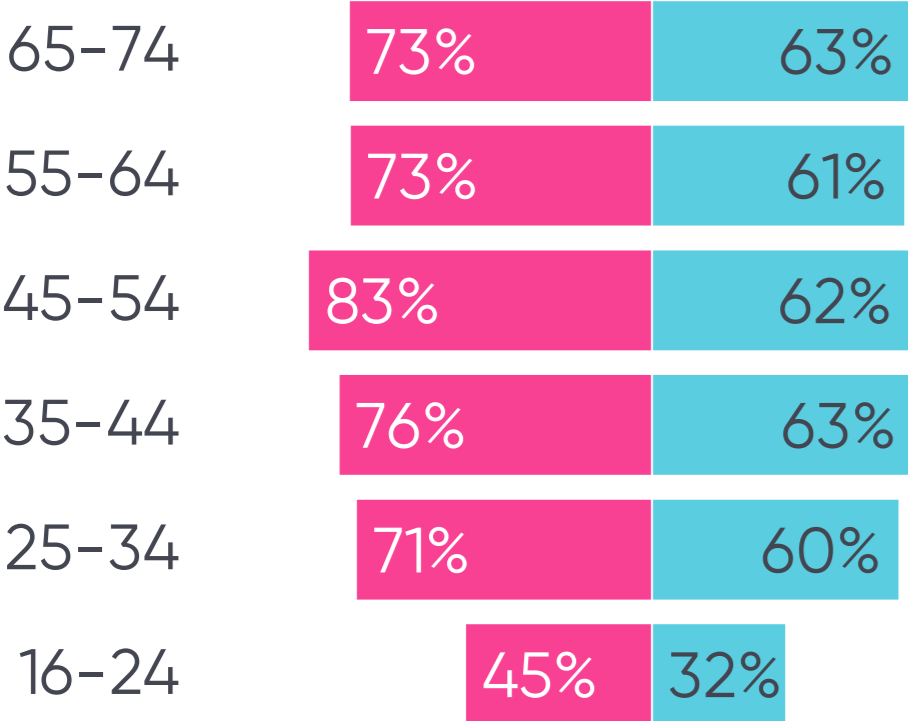


DIGITĀLO MEDIJU AUDITORIJAS PROFILS

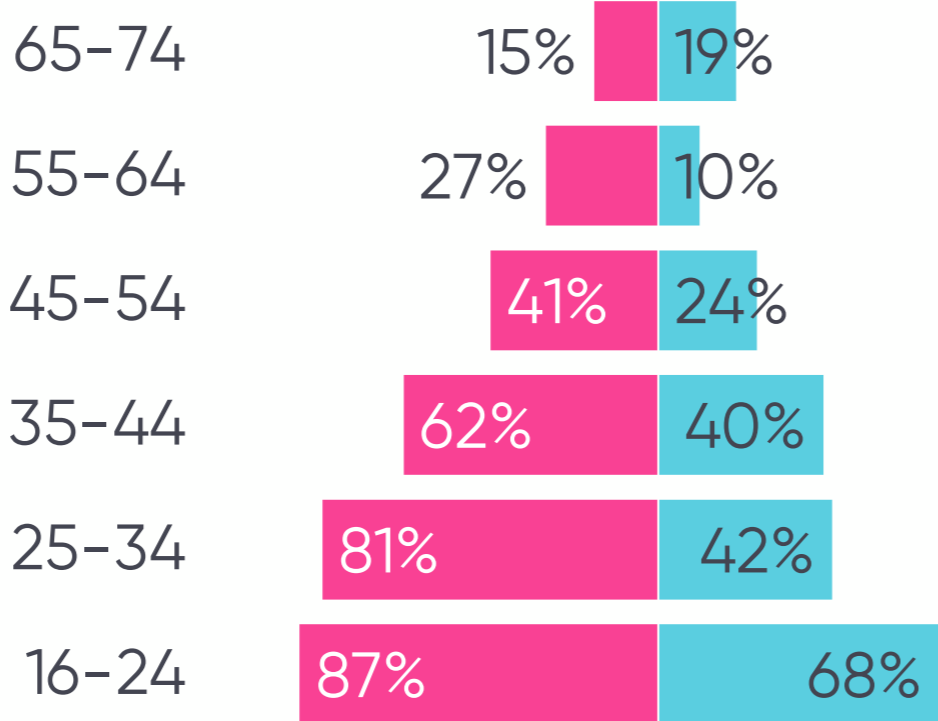
Vecums x Dzimums – nedēļas sasniedzamība

Sievietes Vīrieši

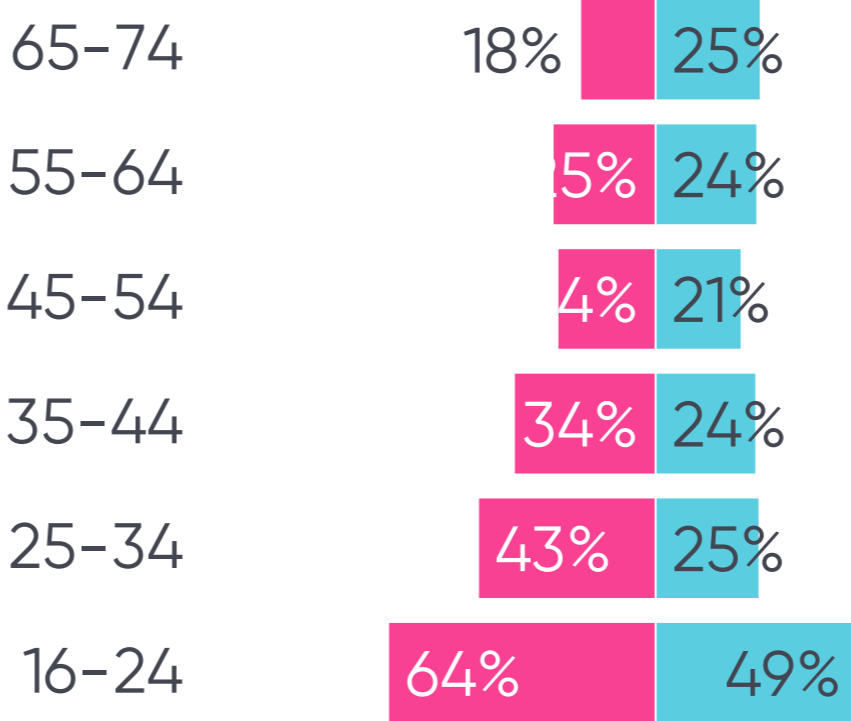
Facebook



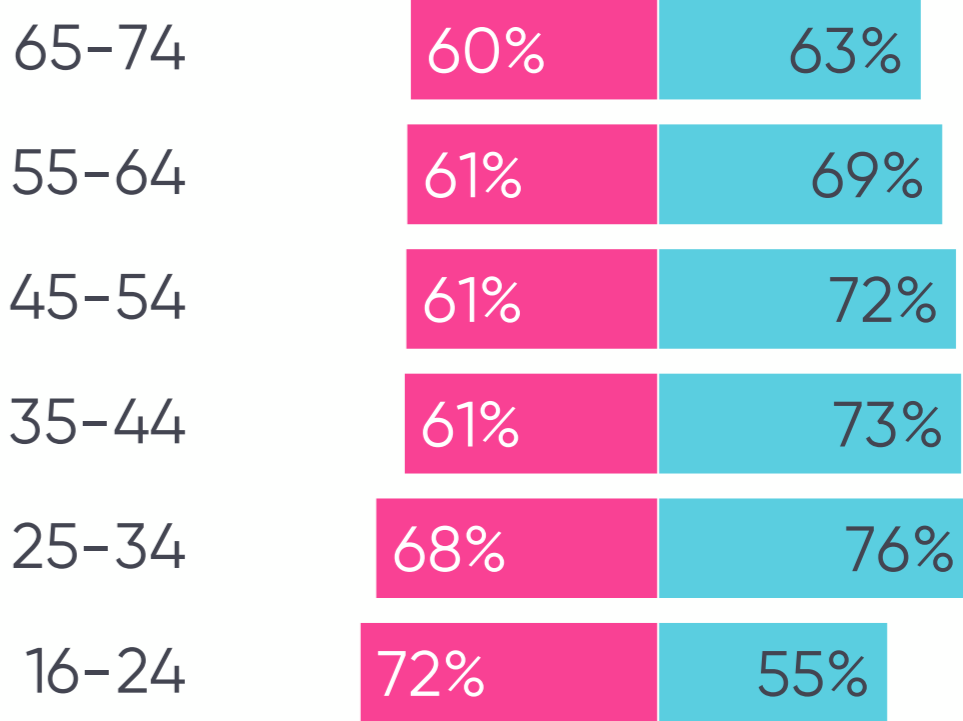
Instagram



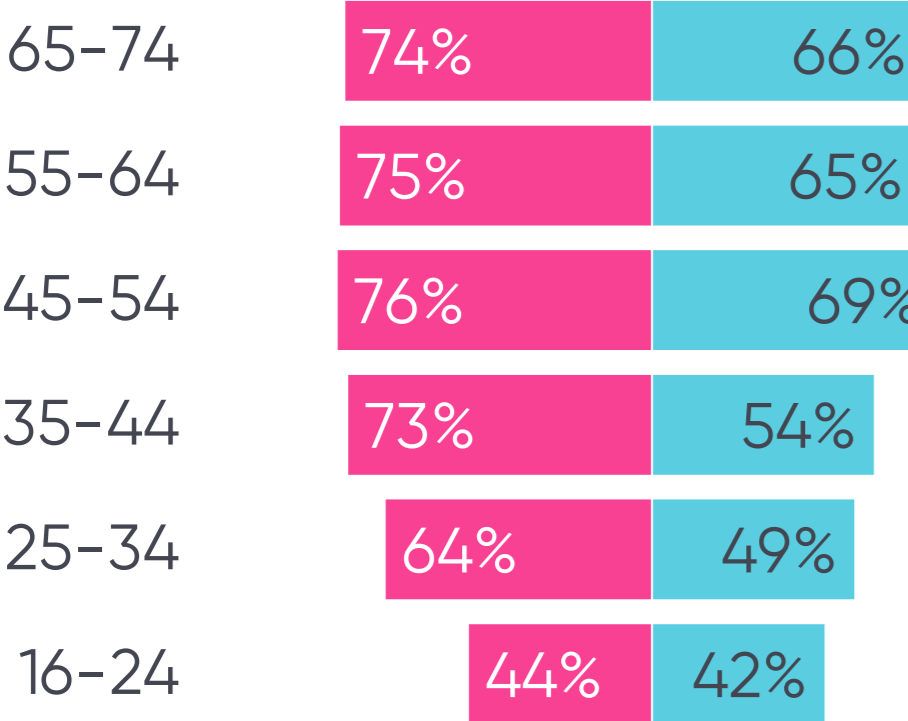
TikTok



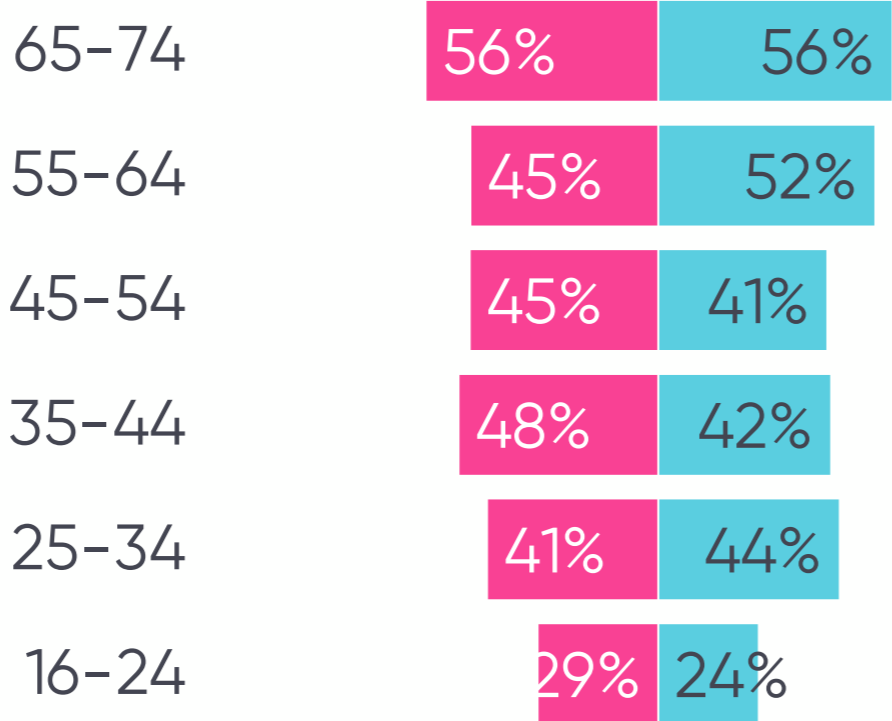
YouTube



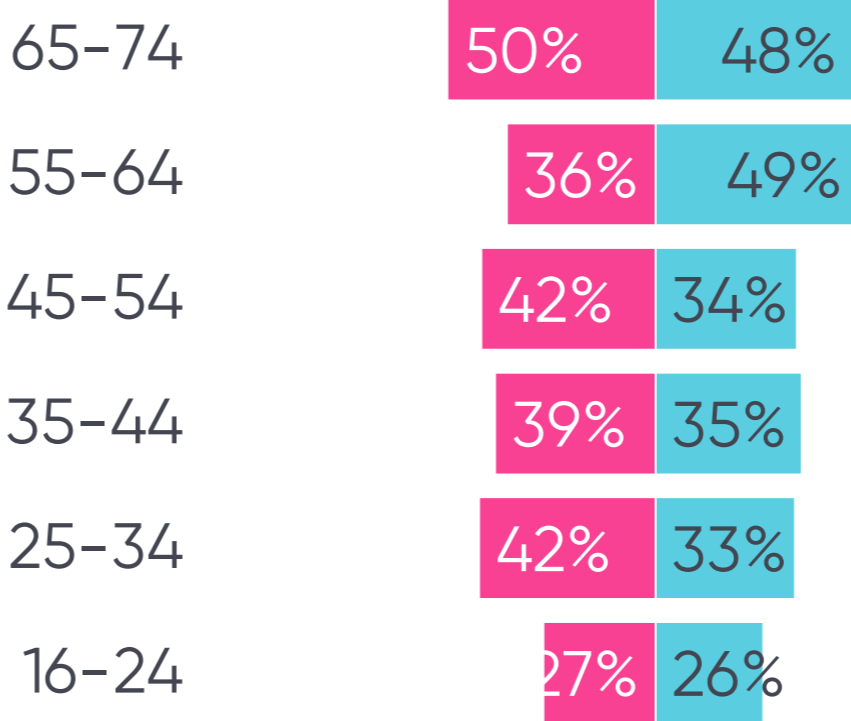
Inbox



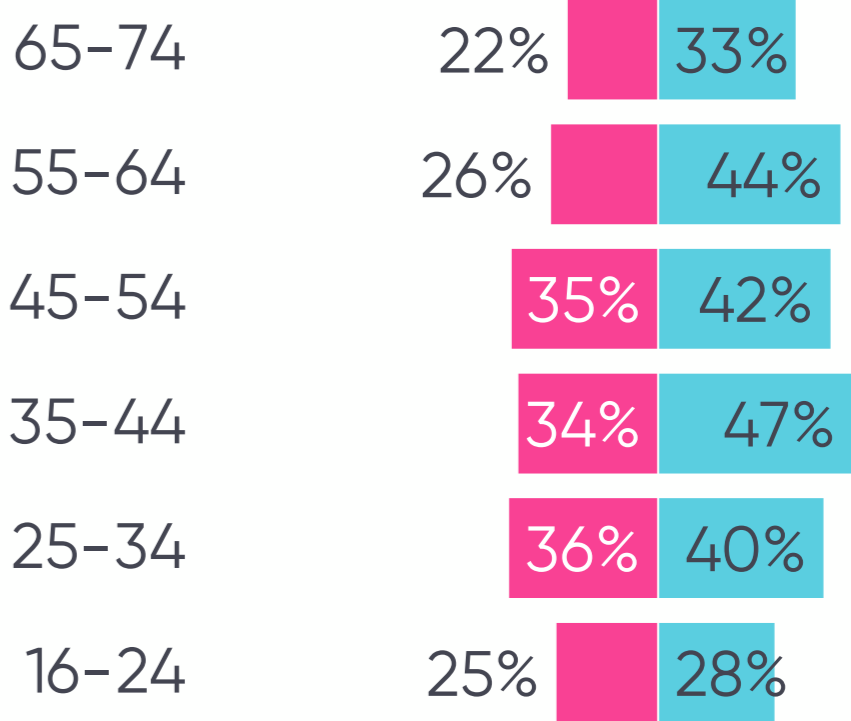
Delfi



TVNET Group



SS.com



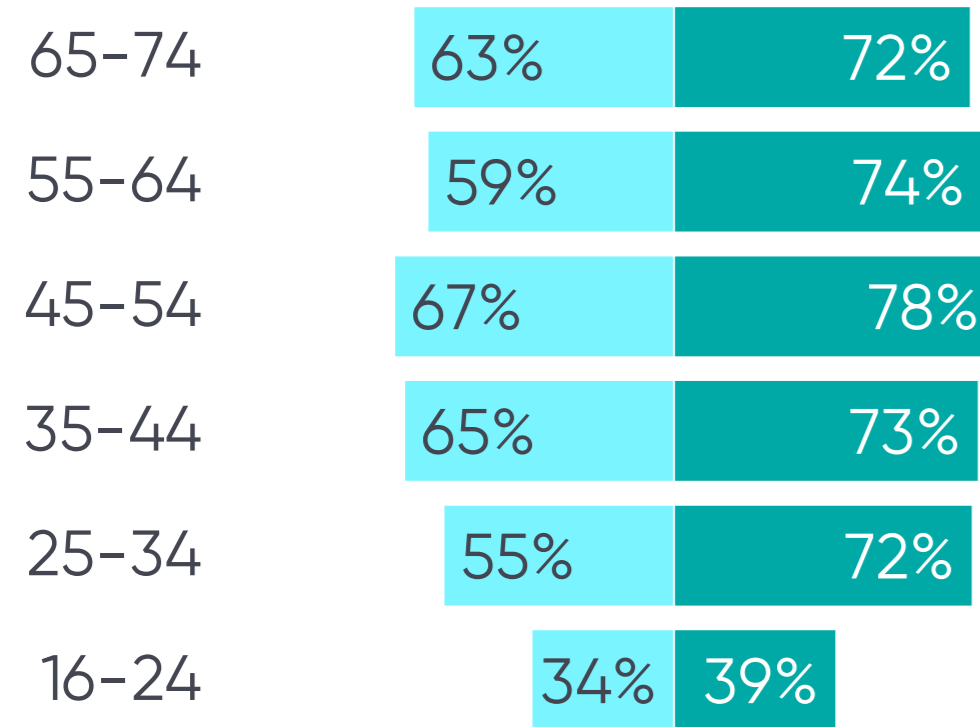
Source: Kantar Atlas 2024, Weekly reach%

DIGITĀLO MEDIJU AUDITORIJAS PROFILS

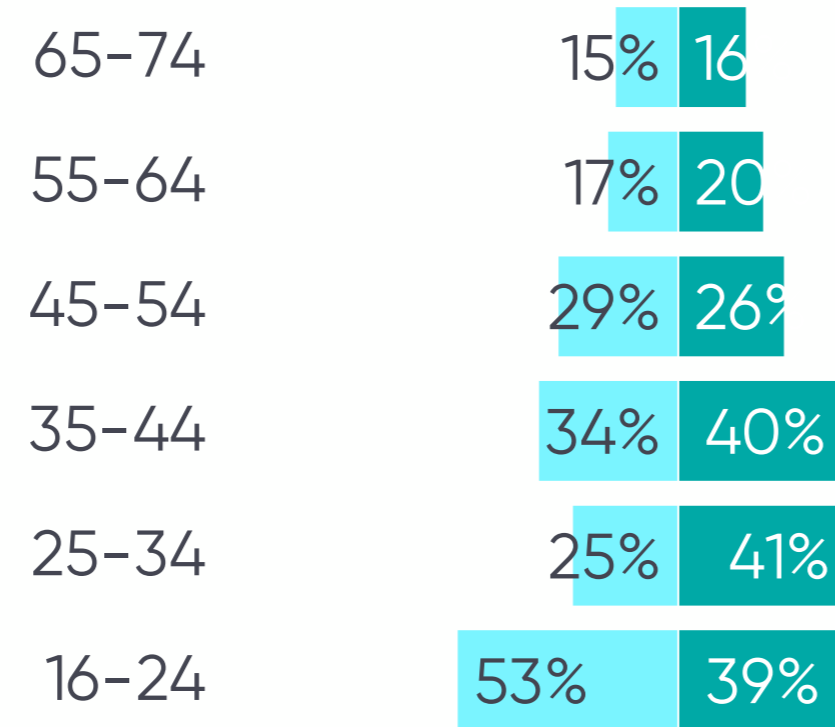
Vecums x Nacionalitāte – nedēļas sasniedzamība

Nelatvieši Latvieši

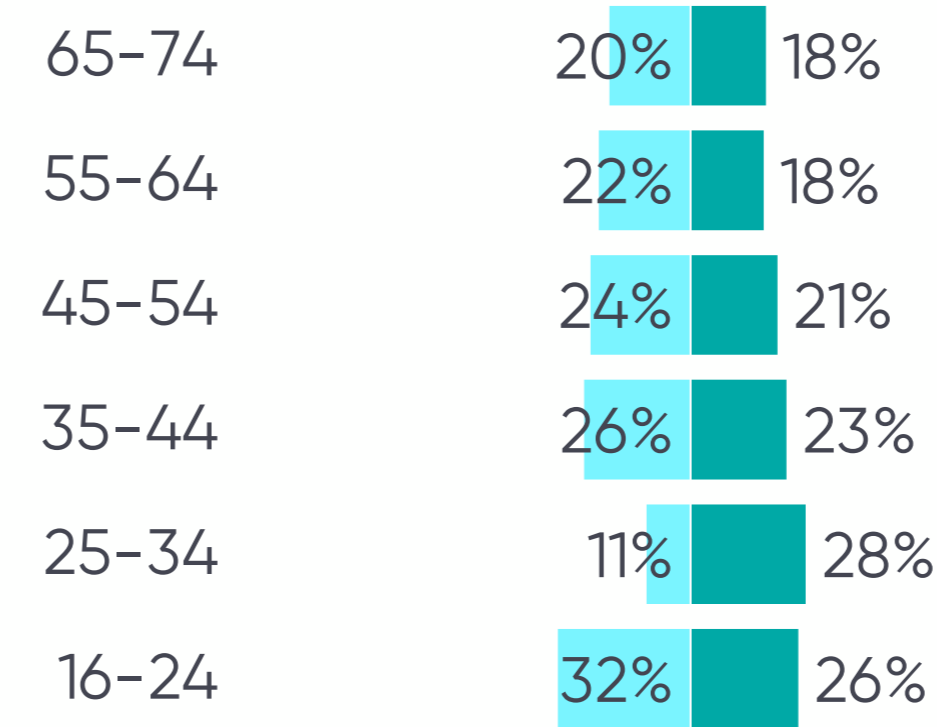
Facebook



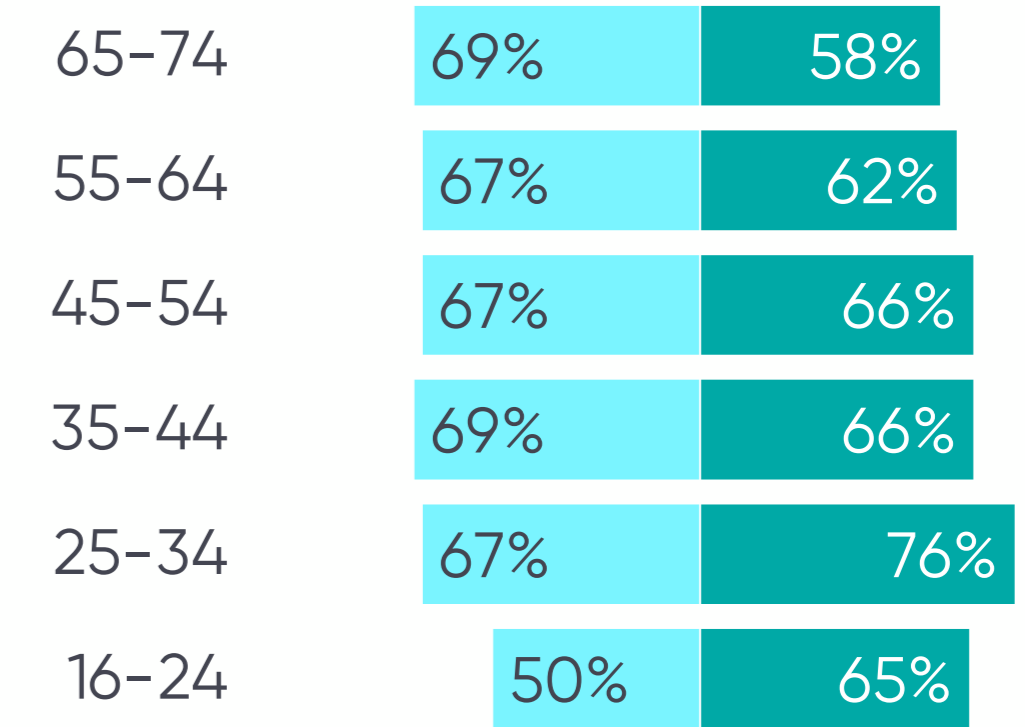
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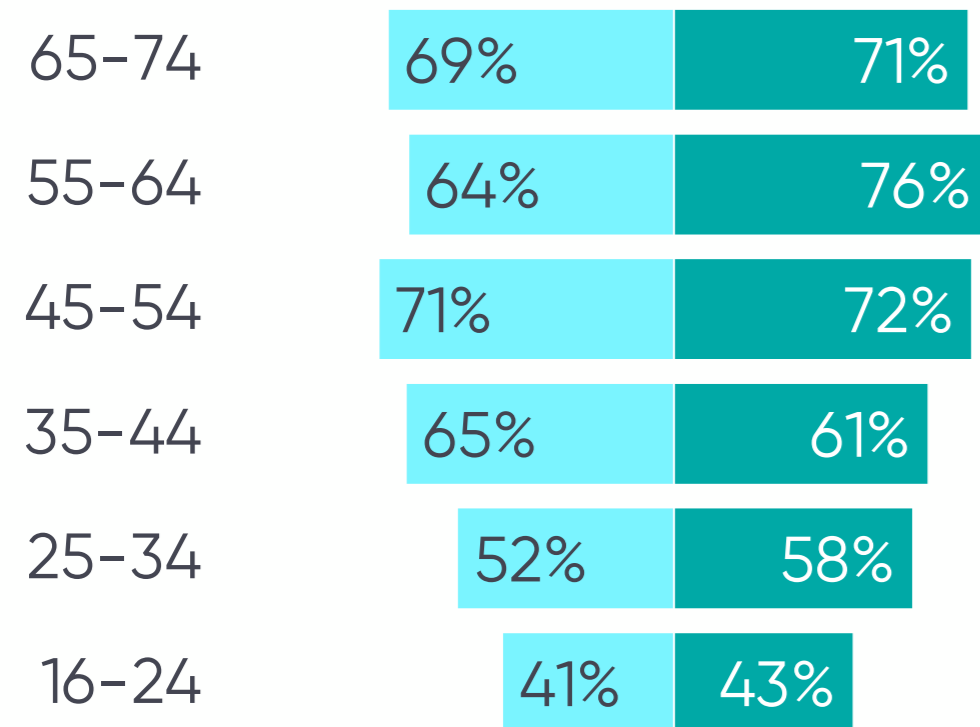
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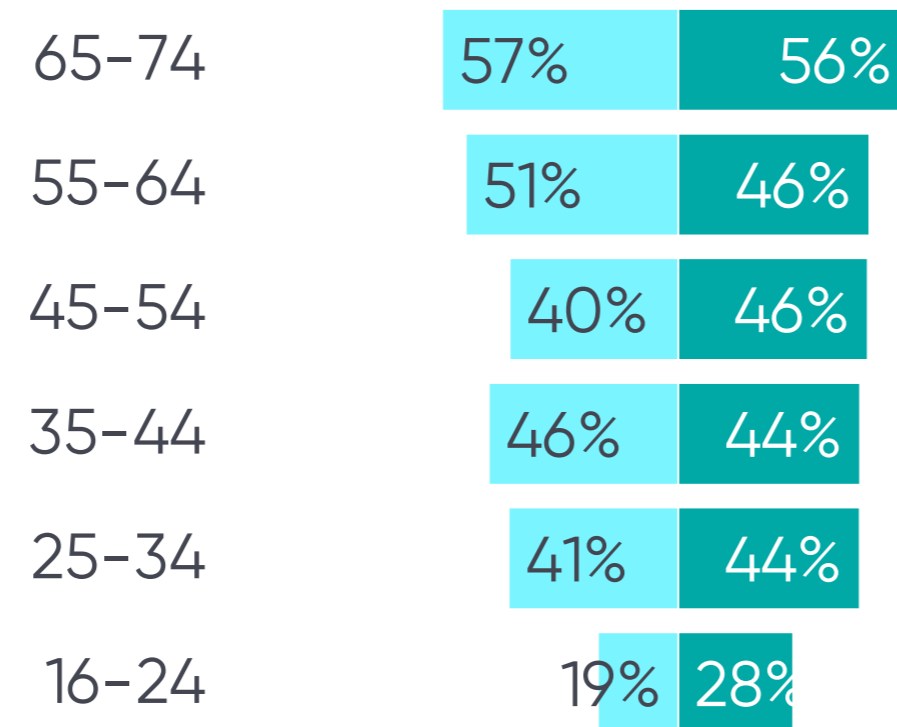
YouTube



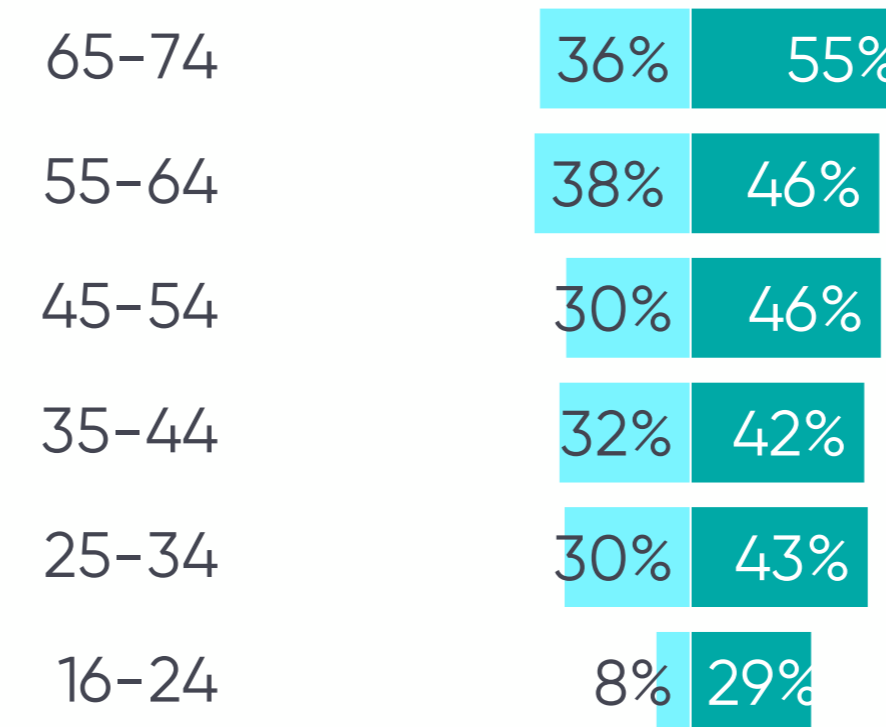
Inbox



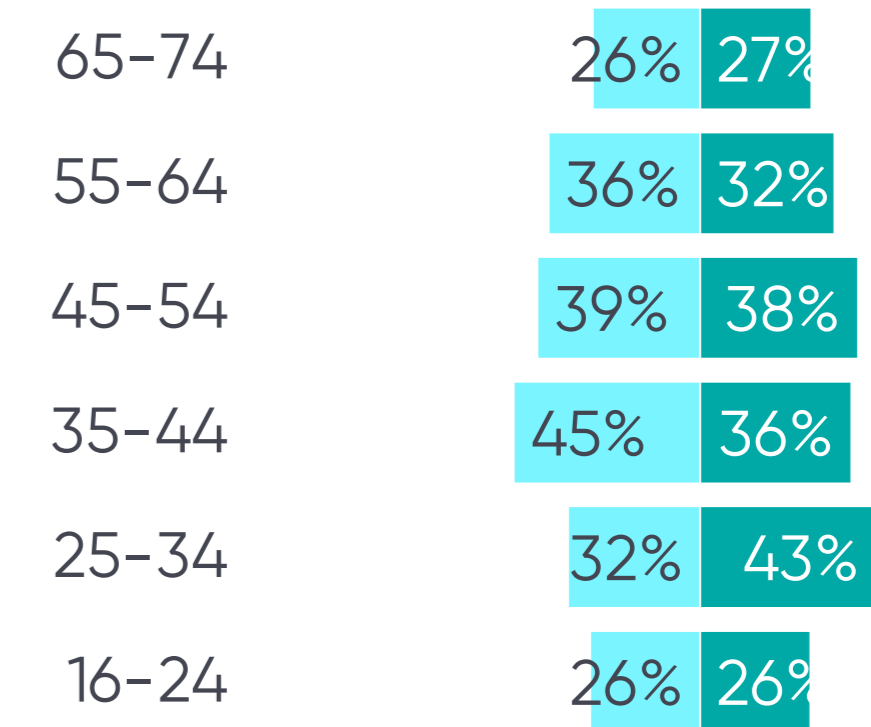
Delfi



TVNET Group



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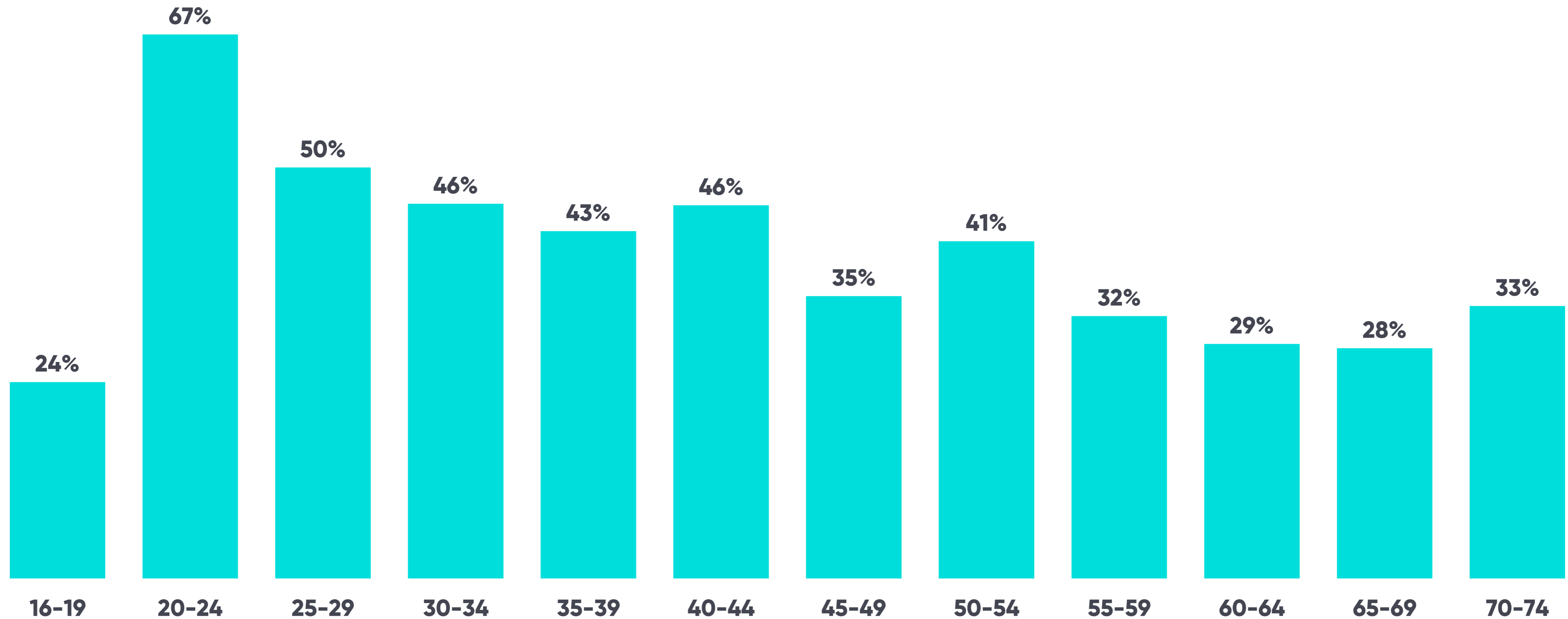
**Patērētāji nedomā tā, kā jūtas.
Viņi nesaka to, ko domā,
un nedara to, ko saka.**

– David Ogilvy

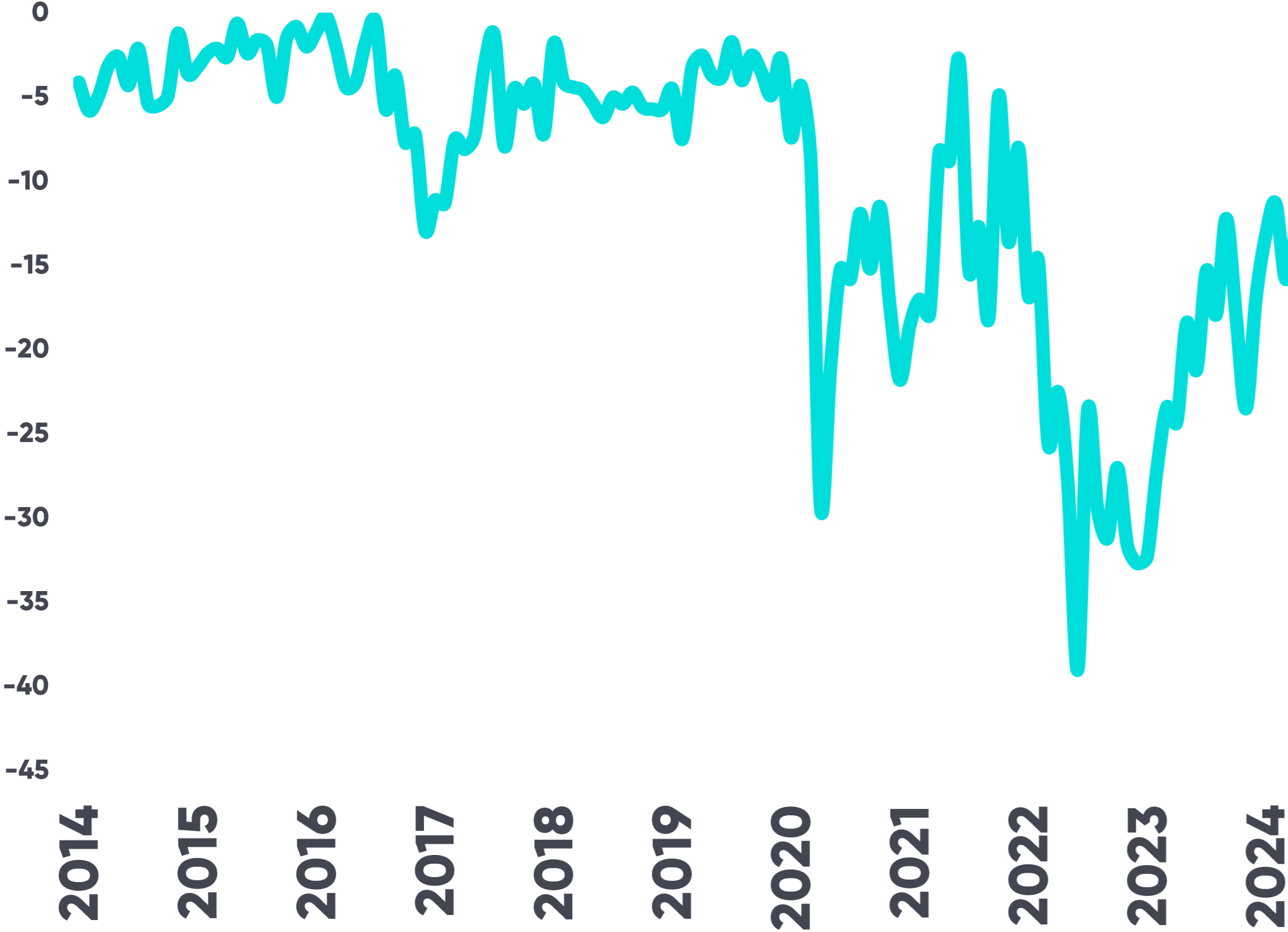


ĪENĀKUMI UZ VIENU ĢIMENES LOCEKLI

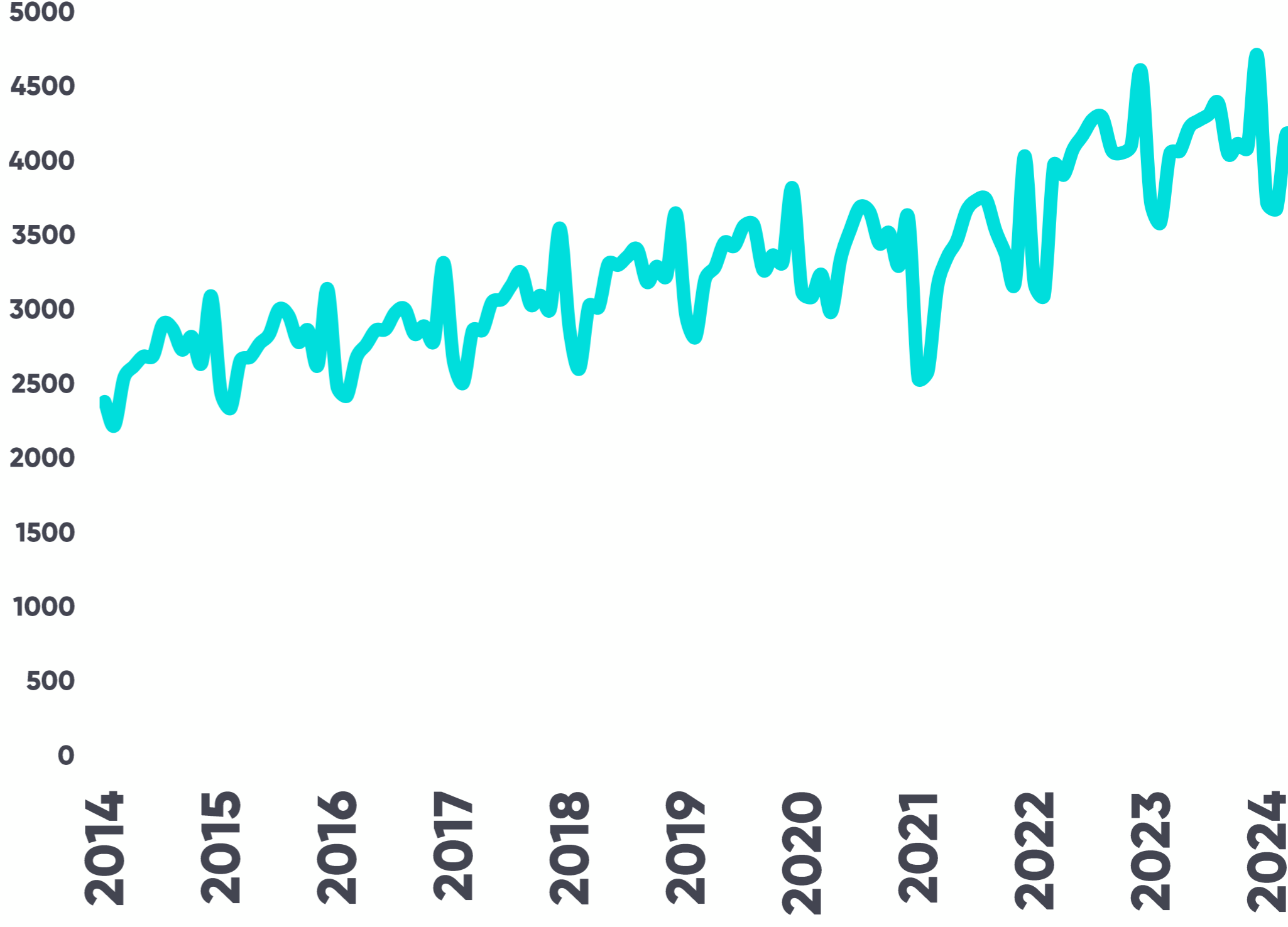
(% ar ienākumiem virs 800€ NET)



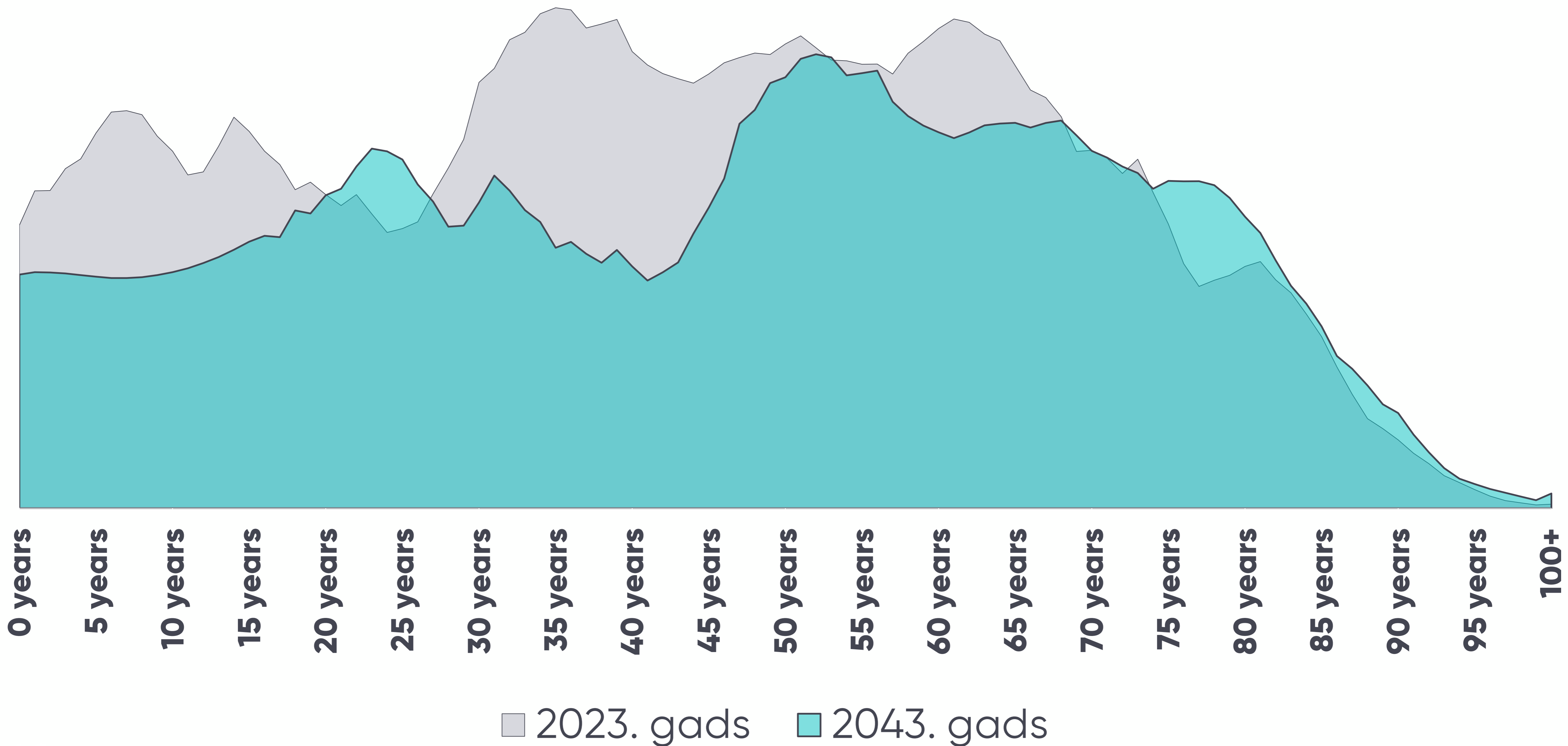
CONSUMER CONFIDENCE



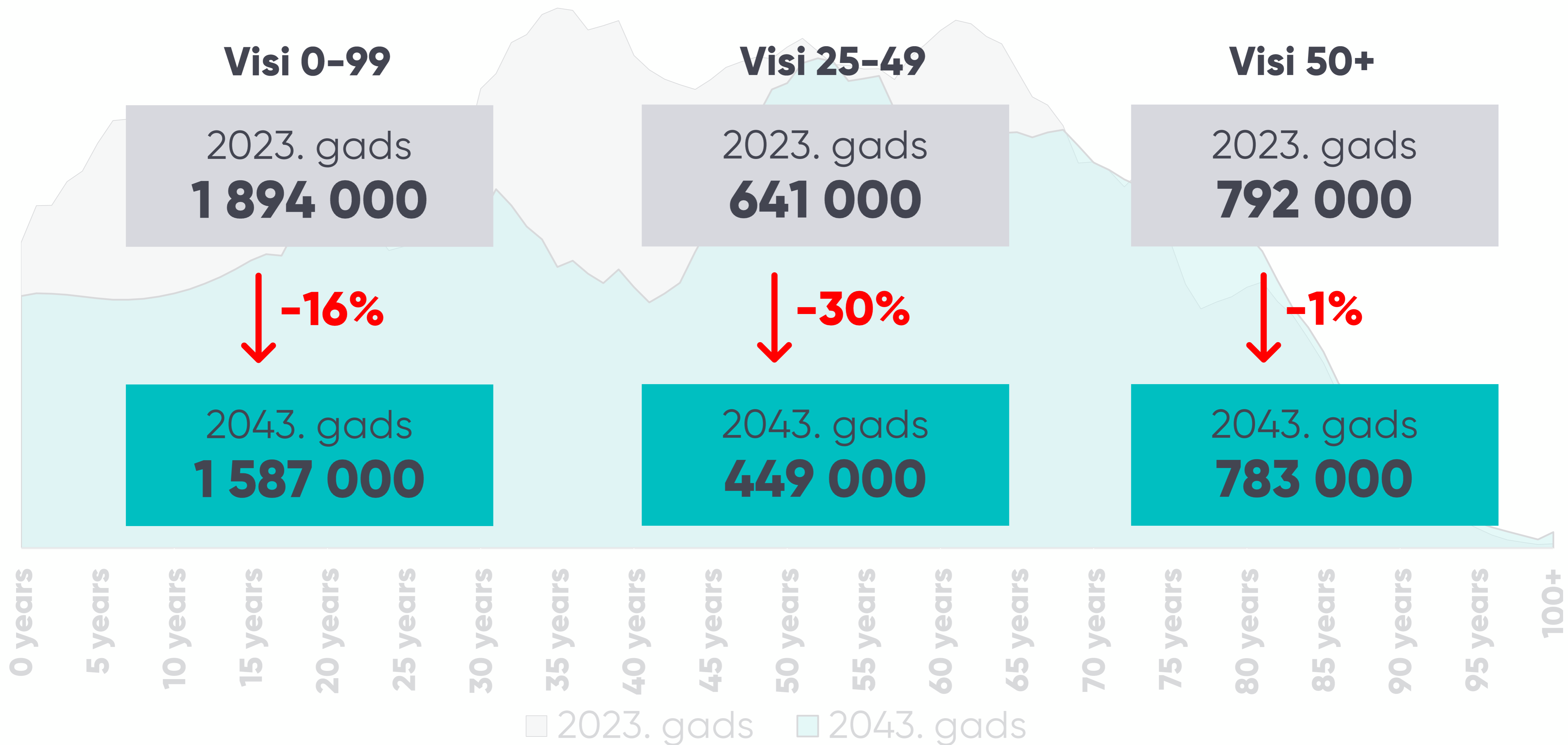
RETAIL SALES



LATVIJAS IEDZĪVOTĀJU VECUMA STRUKTŪRA



LATVIJAS IEDZĪVOTĀJU VECUMA STRUKTŪRA



Šobrīd tikai **~10%**
no reklāmas
investīcijām ir
mērķētas
uz **auditoriju**
50+



**Neatkarīgi no tā, cik
skaista ir stratēģija,
laiku pa laikam jums
vajadzētu papētīt arī
rezultātus.**

— Winston Churchill

