



THE STATE OF VISUAL COMMUNICATIONS IN 2016

Global Industry Research from LEWIS

OUTLINE



METHODOLOGY



DEMOGRAPHICS



STRATEGIES



*MEASUREMENT
& EVALUATION*



*MARKETING
BUDGET*



*ADMIRABLE
BRANDS*

METHODOLOGY

10 minute
online survey
instrument

{ approximately 28
total questions }

422

total responses

{ North America,
South America,
Europe and Asia }

Targeted Survey
Respondents:
**Global Marketing
Decision Makers**



**Survey respondents
provided by
Precision Sample:**

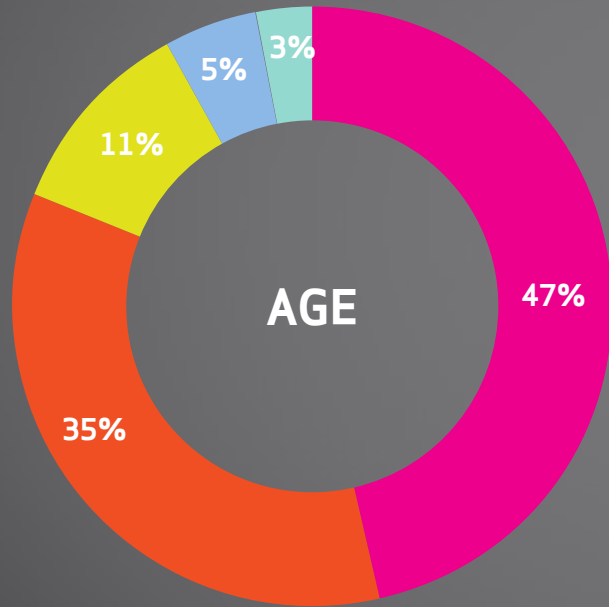
Precision Sample has an active proprietary panel of over 3.5M respondents. Their panel is routinely validated with a stringent screening process including **Verity** and **RelevantID** by Imperium.

Field Dates
3.25-3.28
2016

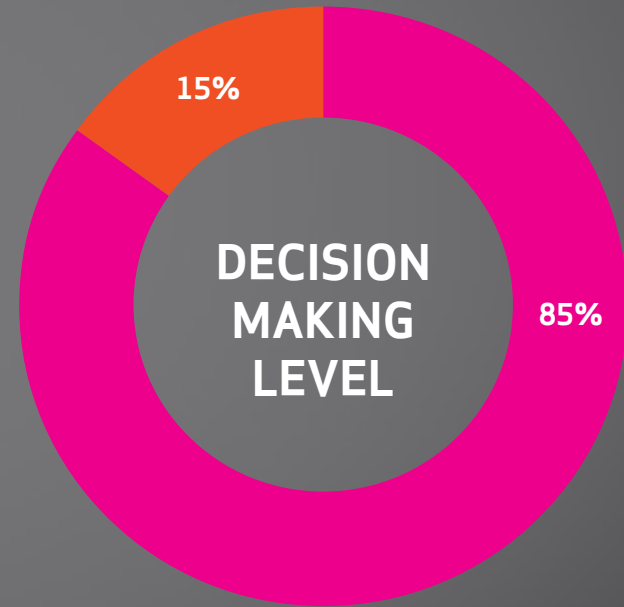
90%
confidence interval
margin of error
+/- 4.7%

DEMOGRAPHICS 1/2

WE INTERVIEWED 422 MARKETING DECISION MAKERS

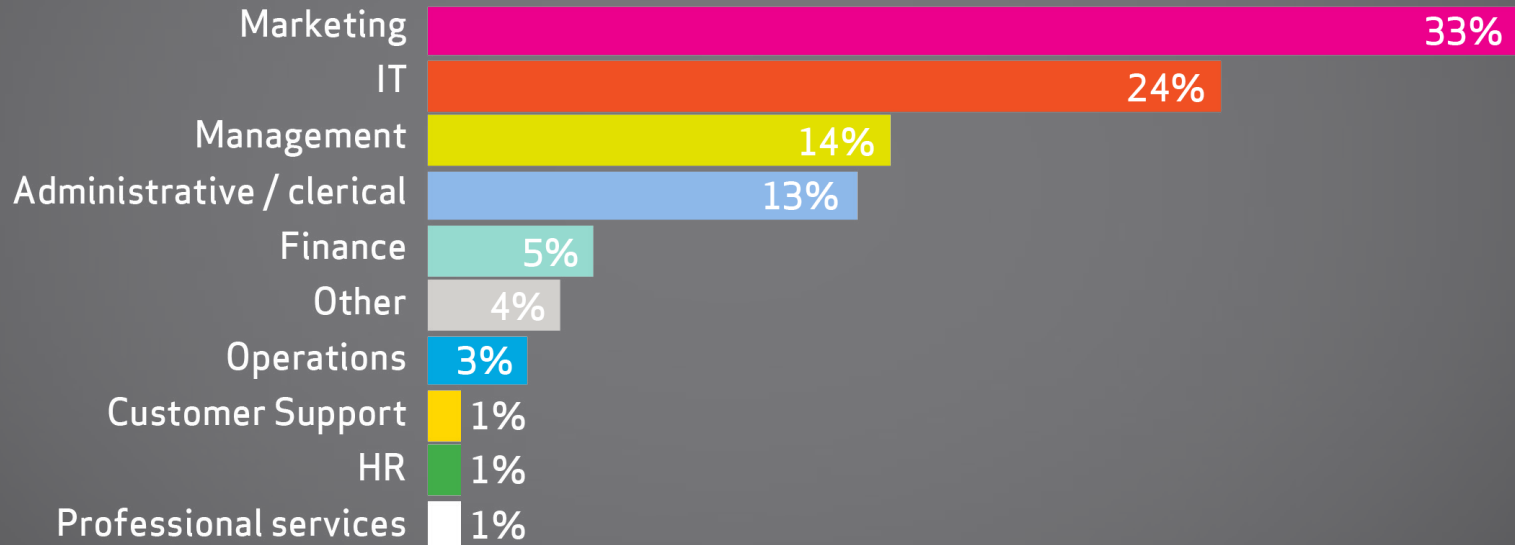


■ 25-34 ■ 35-44 ■ 45-54 ■ 18-24 ■ 55 or over



■ I am the primary decision maker

DEMOGRAPHICS 2/2



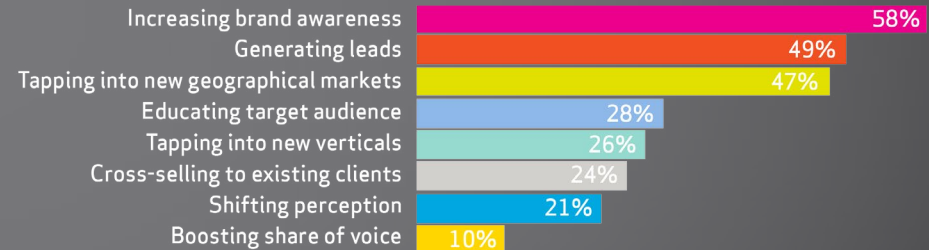
MARKETING & VISUAL CONTENT STRATEGY 1/4

Almost 60% of marketing professionals said that increasing brand awareness is the core of their company's marketing strategy.

About half of marketers put the focus of marketing campaigns on generating leads and tapping into new geographical markets.

Educating target audiences and tapping into new verticals ranked next in terms of importance.

WHAT IS(ARE) THE MAIN STRATEGIC AIM(S) WITH YOUR COMPANY'S MARKETING?



MARKETING & VISUAL CONTENT STRATEGY 2/4

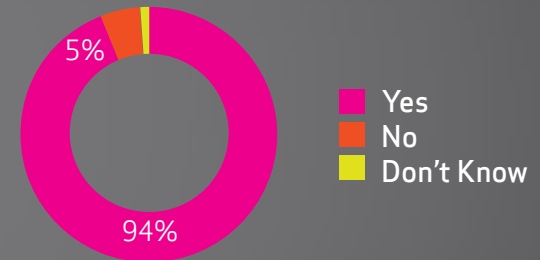
Almost 95% of marketing managers say that their company has a separate visual content marketing strategy.

67% of marketers produce visual content because it is more engaging.

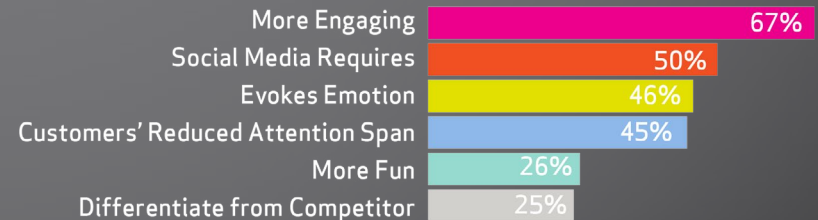
Around half of respondents choose visual content either because many social media channels such as YouTube or Instagram requires it, or because visual content evokes emotion and addresses customers' reduced attention span.

Only a quarter of marketers produce visual content because it is more fun or because it differentiate their companies from their competitors.

DO YOU HAVE A SEPARATE VISUAL CONTENT MARKETING STRATEGY?



WHY DO YOU PRODUCE VISUAL CONTENT?

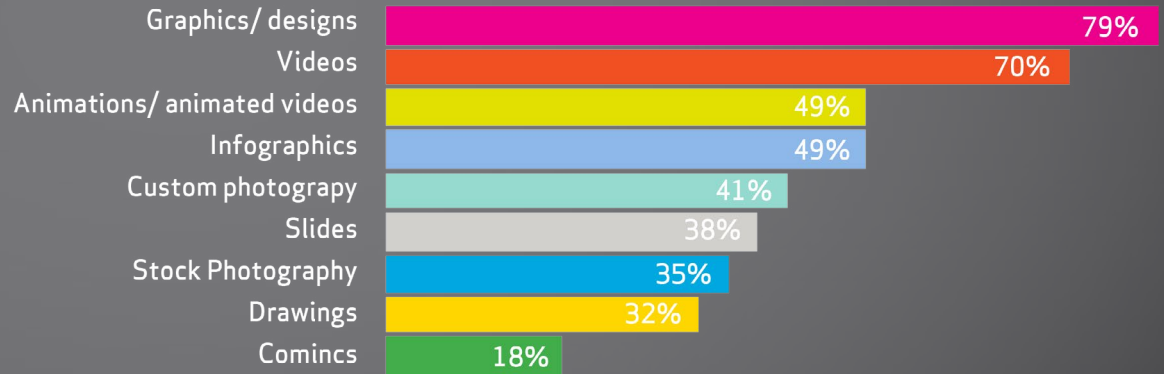


MARKETING & VISUAL CONTENT STRATEGY 3/4

Professional marketers produce a wide variety of visual content. Graphic design and videos are the most popular visual assets, at 79% and 70%.

Also chosen by almost half of marketing managers for their visual content campaigns are animated videos, infographics, and custom photography.

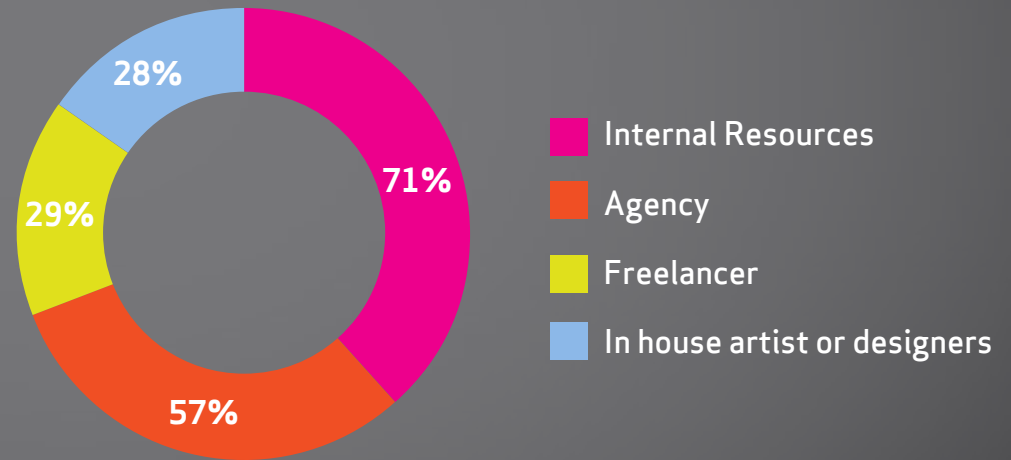
DO YOU PRODUCE/OUTSOURCE ANY OF THE FOLLOWING VISUAL CONTENT FOR YOUR MARKETING CAMPAIGNS?



MARKETING & VISUAL CONTENT STRATEGY 4/4

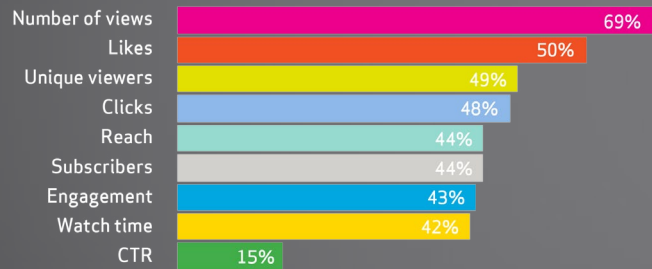
Most marketers (71%) use internal resources to produce visual content. More than half of marketers also outsource visual content to agencies. About a quarter use either an in-house artist or freelancer.

WHO PRODUCES YOUR VISUAL CONTENT?



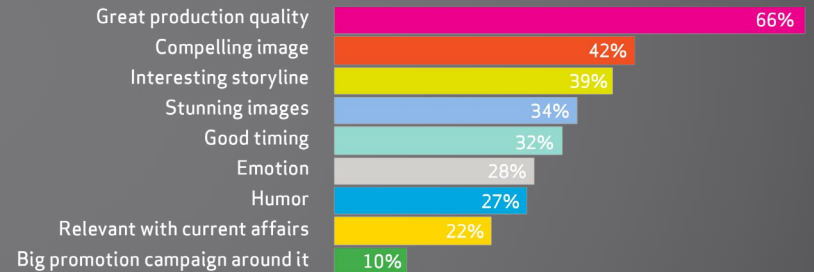
KEY PERFORMANCE INDICATORS

WHICH KEY PERFORMANCE INDICATORS (KPI) DO YOU USE TO MEASURE THE EFFECTIVENESS OF VISUAL CONTENT ?



When asked to pick the top KPIs used to measure the effectiveness of visual content, 69% of marketing managers picked number of views. The rest of KPIs receive relatively equitable endorsement, including: likes, followed closely by unique viewers, clicks, reach, subscribers, engagement, and watch time.

WHAT ARE THE THREE MOST IMPORTANT SUCCESS FACTORS WITH REGARDS TO VISUAL CONTENT?



According to 66% of respondents, visual content is successful when it has great production quality. The second most highly-rated success factor is having a compelling image, at 42%, followed closely by Interesting storyline, at 39%.

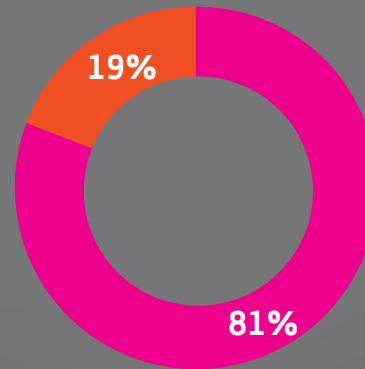
RETURN ON INVESTMENT 1/2

81% of marketing managers feel that they can measure the ROI of visual content.

In addition, the majority (75%) of them are happy with the ROI of the visual content produced for or by their organizations.

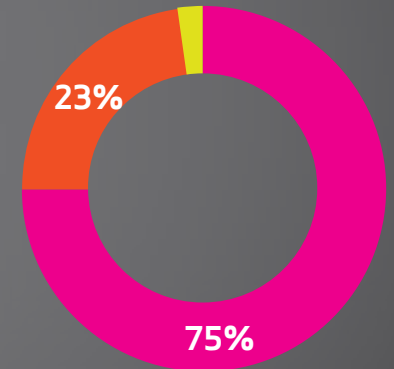
About a quarter of those interviewed find the ROI neutral while only 2% find it to be unsatisfactory.

DO YOU FEEL YOU HAVE A GOOD INSIGHT INTO THE RETURN ON INVESTMENT (ROI) OF YOUR VISUAL CONTENT?



Yes
Neutral

ARE YOU HAPPY WITH THE ROI ON YOUR VISUAL CONTENT?



Yes
Neutral
No

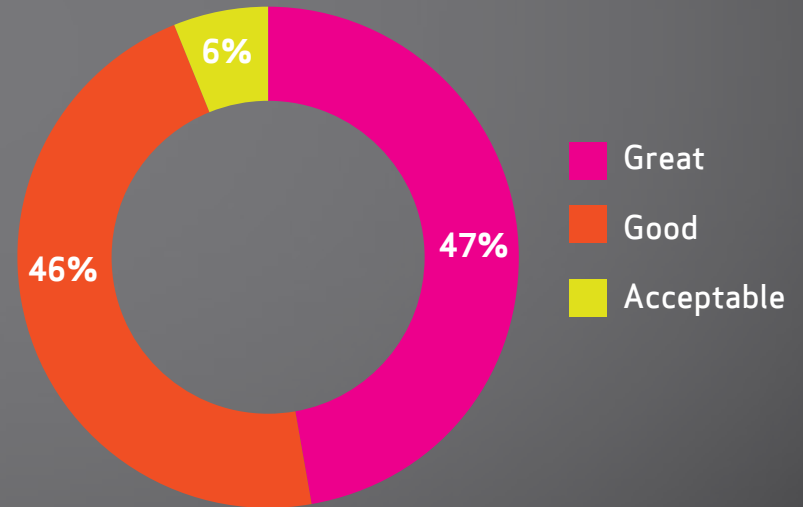
RETURN ON INVESTMENT 2/2

Marketers are rather confident about their organizations' ability to produce visual content.

More than 93% of interviewers feel positive about the contents produced for or by their companies.

The rest of marketing professionals, 6%, find their visual content acceptable.

HOW DO YOU RATE YOUR ORGANIZATION'S ABILITY TO PRODUCE VISUAL CONTENT EITHER INTERNALLY OR EXTERNALLY?



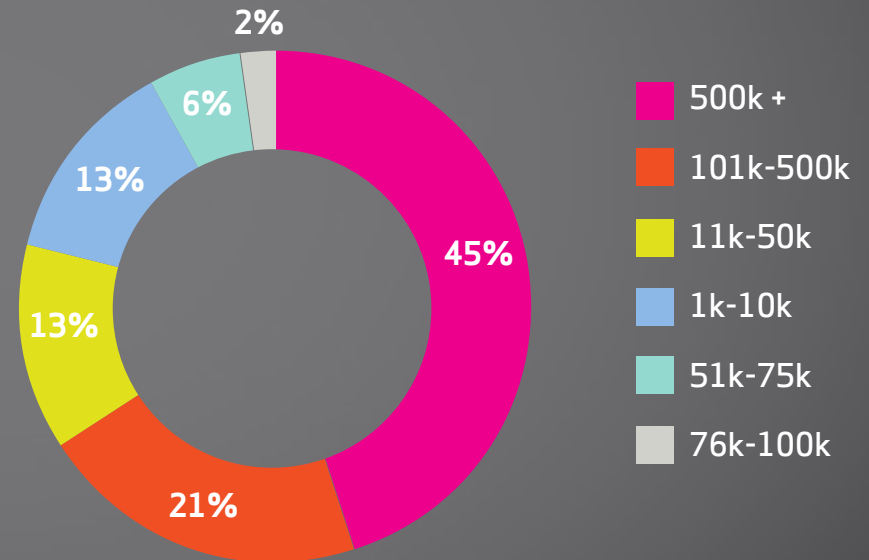
BUDGET 1/3

Companies are spread out toward two extremes, those that spent a significant amount of money on marketing and those with a much smaller budget.

In 2015, 45% of participant managers say that their companies spent more than 500k on marketing. 21% spent between 100k and 500k.

On the other end of the scale, less than 10% spent between 50 and 100k, whilst over a quarter only spent 1 and 50k.

WHAT WAS YOUR COMPANY'S SPENDING ON MARKETING IN 2015? (US \$)

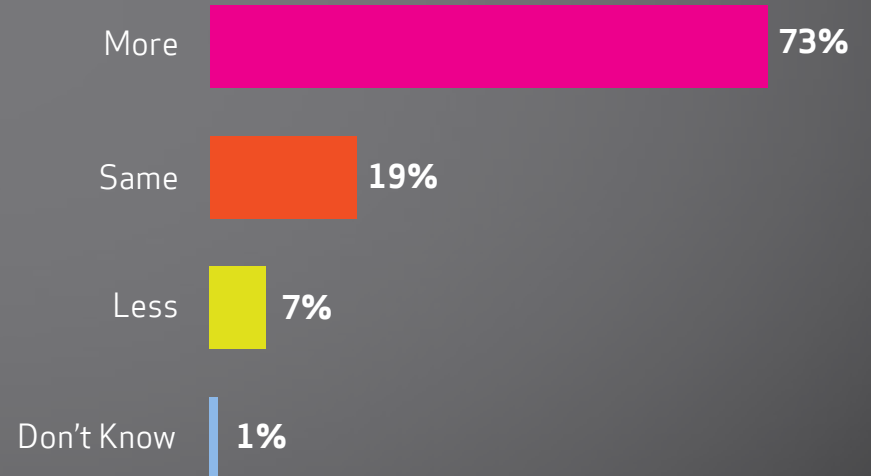


BUDGET 2/3

73% of surveyed marketing managers predict that their company will spend more on marketing, compared to 2015.

19% say their company will spend the same amount while 7% estimate a lesser budget, compared to 2015.

IN 2016, DID YOUR COMPANY BUDGET MORE, LESS, OR ABOUT THE SAME AMOUNT OF MONEY FOR MARKETING COMPARED TO 2015?



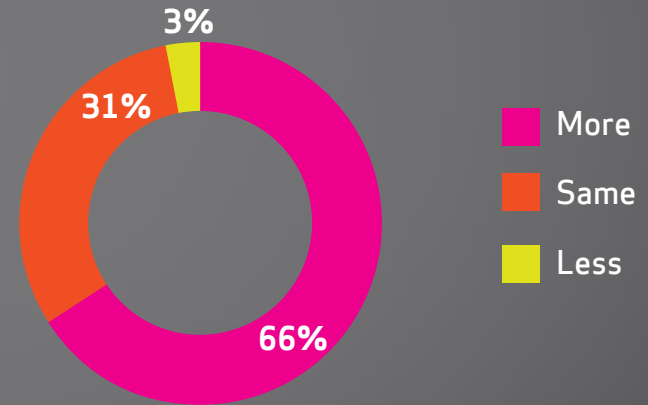
BUDGET 3/3

66% of marketing decision makers also predict that their company will spend more money on visual content.

31% estimate a 2016 marketing budget similar to that of 2015.

Only 3% say that their company will spend less on visual content in 2016 in comparison to 2015.

DO YOU PLAN TO SPEND MORE, LESS, OR ABOUT THE SAME ON VISUAL CONTENT IN 2016?





**FOR MORE INFO AND TIPS
ON THE TOPIC OF VISUAL
COMMUNICATIONS, VISIT
teamlewis.com/visualcomms**

