



**MEDIA PLANNING IN  
TODAY'S CHALLENGING  
ENVIRONMENT:**



**Whistl** are experts in **enabling** brands to **connect** with **consumers** in their homes

We apply **insight** and **data analytics** to target households that fit specific geo-demographic profiles



# *We're here for you*

RELISH ARE A BRAND PARTNERSHIPS  
AGENCY

When more than one brand works  
together, the benefits multiply for all  
stakeholders

Advertisers reach new audiences

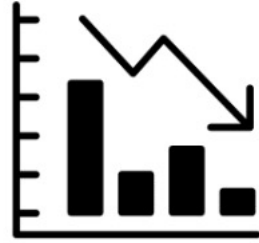
Distributors enhance their customers  
experiences





## CHALLENGES

# Reduction of advertising inventory



1

Smaller budgets

2

Budget stretching

3

Delaying campaigns to gauge economic climate



## Audience Fragmentation

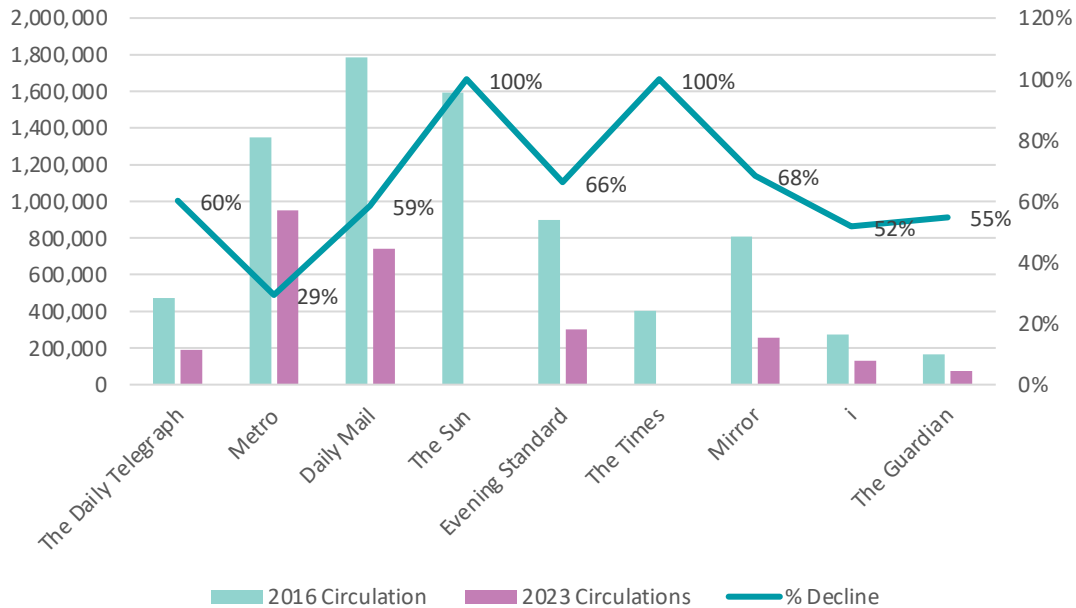
Increase in niche target audiences, but still pressure to scale. Leads to mining niches



# Challenges to Advertising Channels

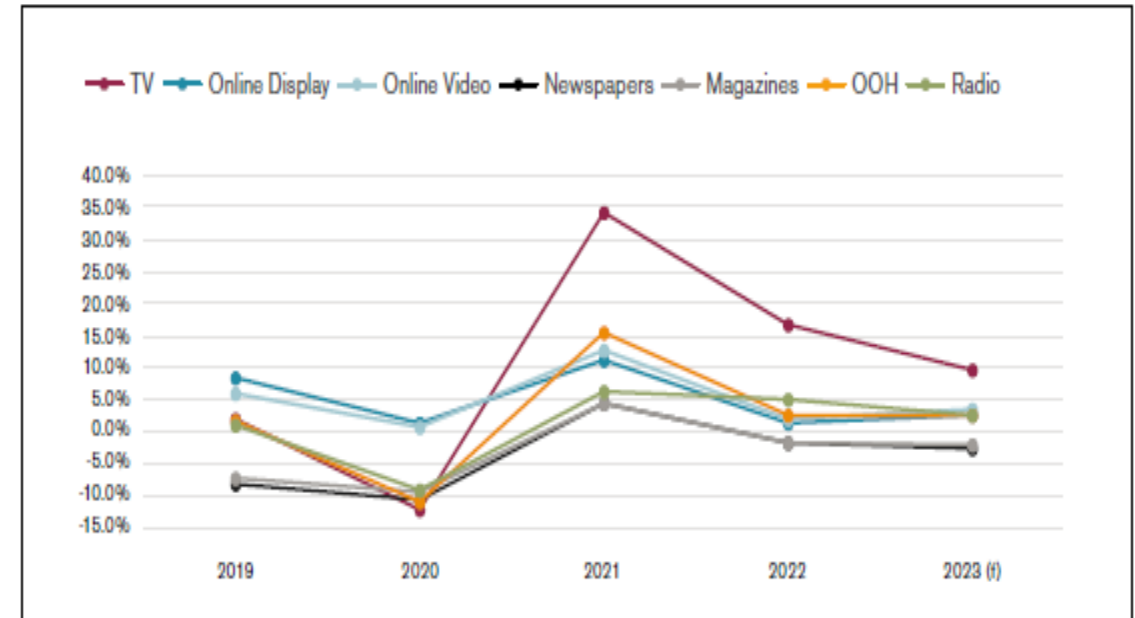
Declining circulations and increasing costs

National Press Circulations 2016 - 2023



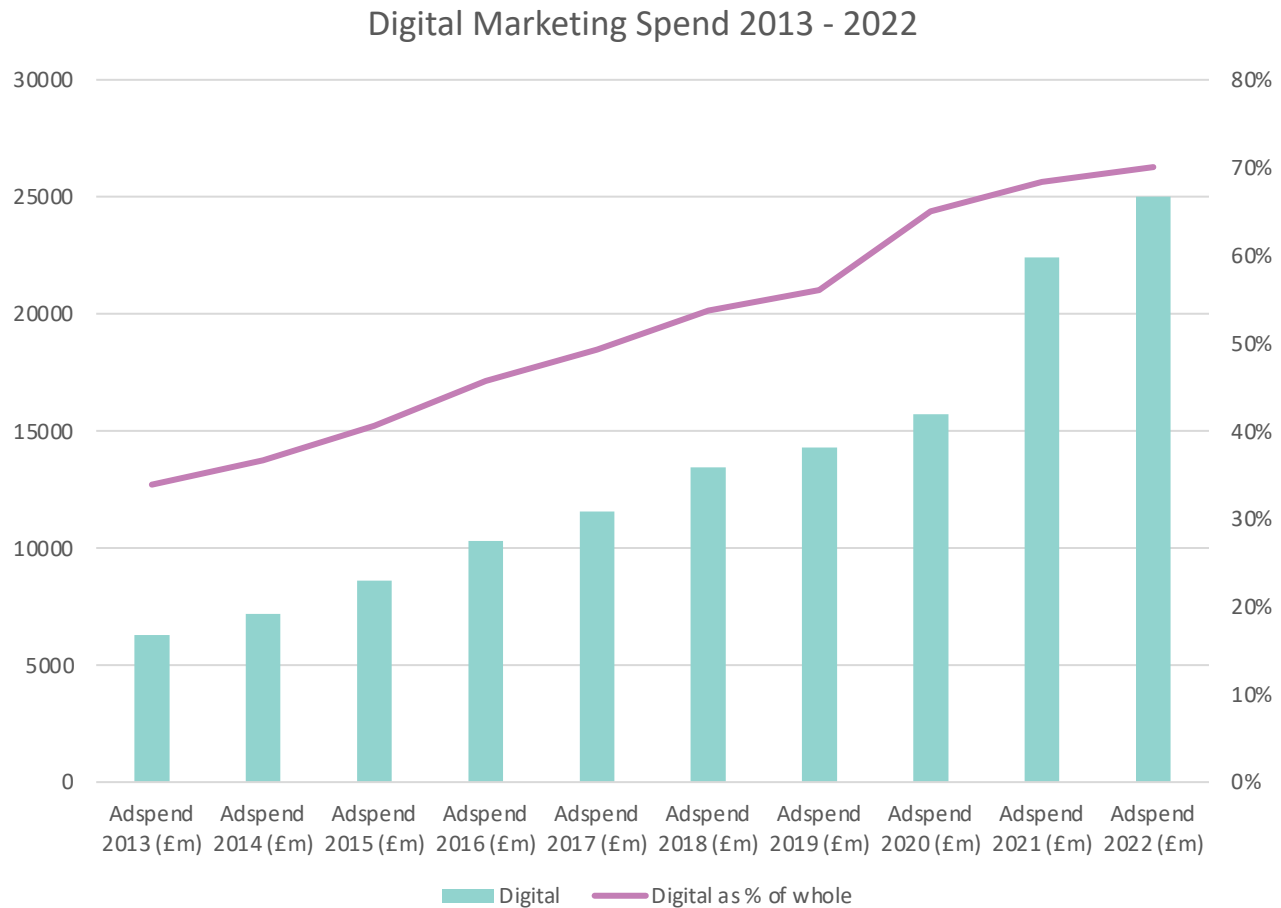
UK media inflation predicted to reach 3.8% in 2023

5-year trend 2019-2023(f)



22% inflation in Admail costs since 2018

# Who Cares?



# Challenges to Advertising Channels



TECH

## Apple's power move to kneecap Facebook advertising is working

PUBLISHED FRI, SEP 24 2021·8:54 AM EDT | UPDATED FRI, SEP 24 2021·8:45 PM EDT



Alex Kantrowitz

SHARE

### KEY POINTS

- Apple made changes in iOS 14.5 that are creating issues for advertisers who rely on Facebook to sustain their businesses.
- Facebook expects people to spend less money as a result and some marketers to seek alternatives.
- Apple competes with Facebook's messaging apps, and it's working hard to build a robust ad platform of its own.



April 2021 – end to default data sharing on apps



Sept 2021 – blocked default tracking practices



Sept 2022 – impacted push notifications



Sept 2023 – further restrictions in tracking practices

# Challenges to Advertising Channels



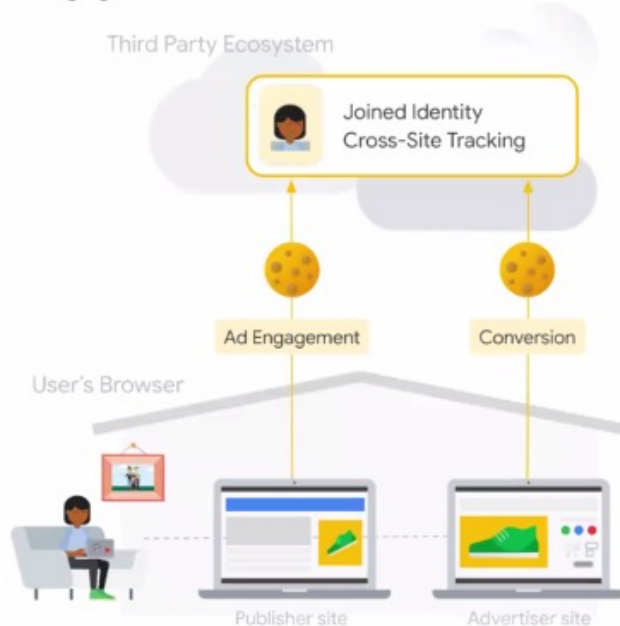
## Google ready to kick the cookie habit by Q3 2024, for real this time

As for privacy concerns about the Topics API? We'll get back to you

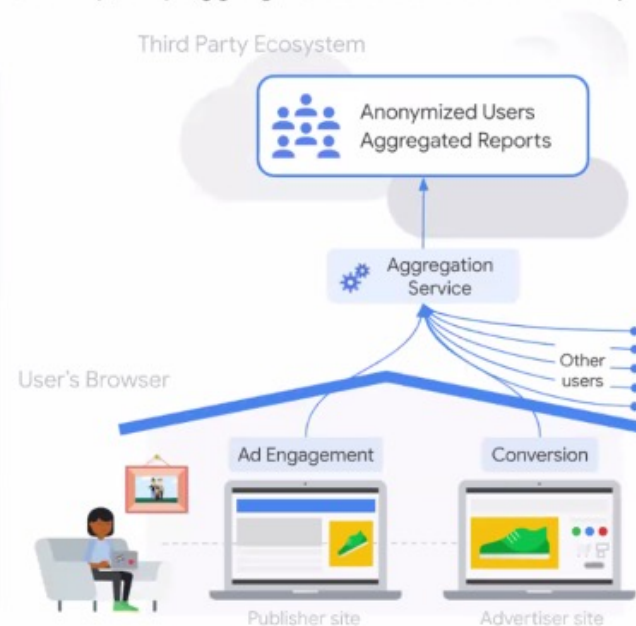


Original plan for 2022

**Measurement Today:** 3P cookies track ad engagement and conversions at the user level.



**With Privacy Sandbox:** User's browser records activity; only aggregate data is shared externally.



Privacy

**Update: Google is delaying its deprecation of tracking cookies**

Natasha Lomas @nprnt / 2:38 PM GMT+1 • June 24, 2021

Comment

June 2021 – delayed to 2023

Enterprise

**Google delays move away from cookies in Chrome to 2024**

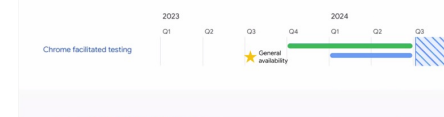
Kyle Wiggers @kyle\_wiggers / 7:34 PM GMT+1 • July 27, 2022

Comment

July 2022 – announced further delay

**Third-Party Cookies Phase Out and Chrome facilitated Testing**

Opt-in Testing with Labels 1% 3PC Deprecation Third-Party Cookie Phase Out



2023 – plan for 2024 finally issued

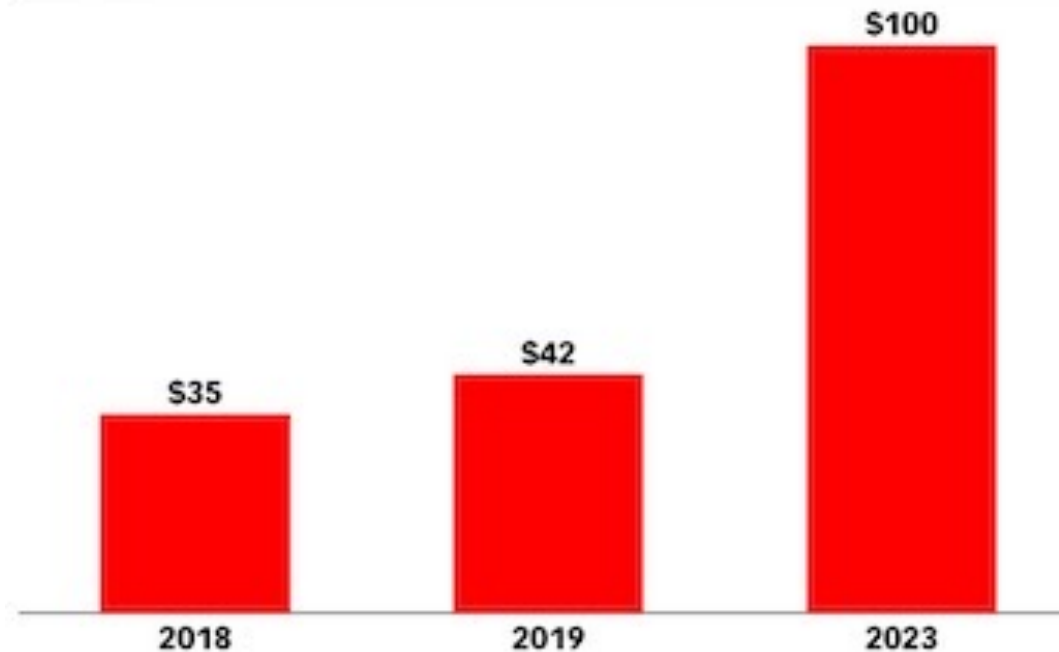


# Challenges to Digital Effectiveness: Adfraud

Grows in line with the growth in digital marketing

## Ad Spending Lost to Ad Fraud Worldwide, 2018, 2019 & 2023

billions



*Note: includes fraudulent activities via in-app advertising, mobile and online; 2019 dollars lost to fraud=21% increase vs. 2018*

*Source: Juniper Research, "Future Digital Advertising: Artificial Intelligence & Advertising Fraud 2019-2023" as cited in press release, May 21, 2019*

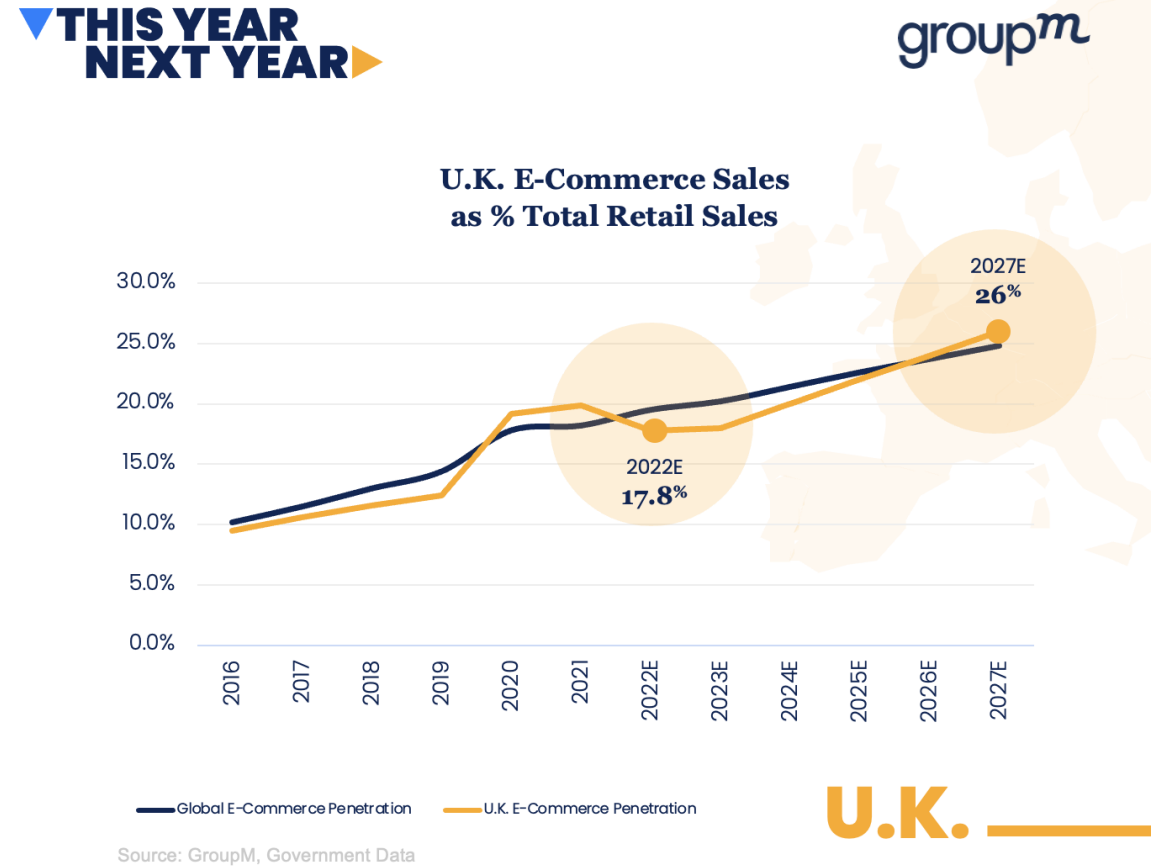
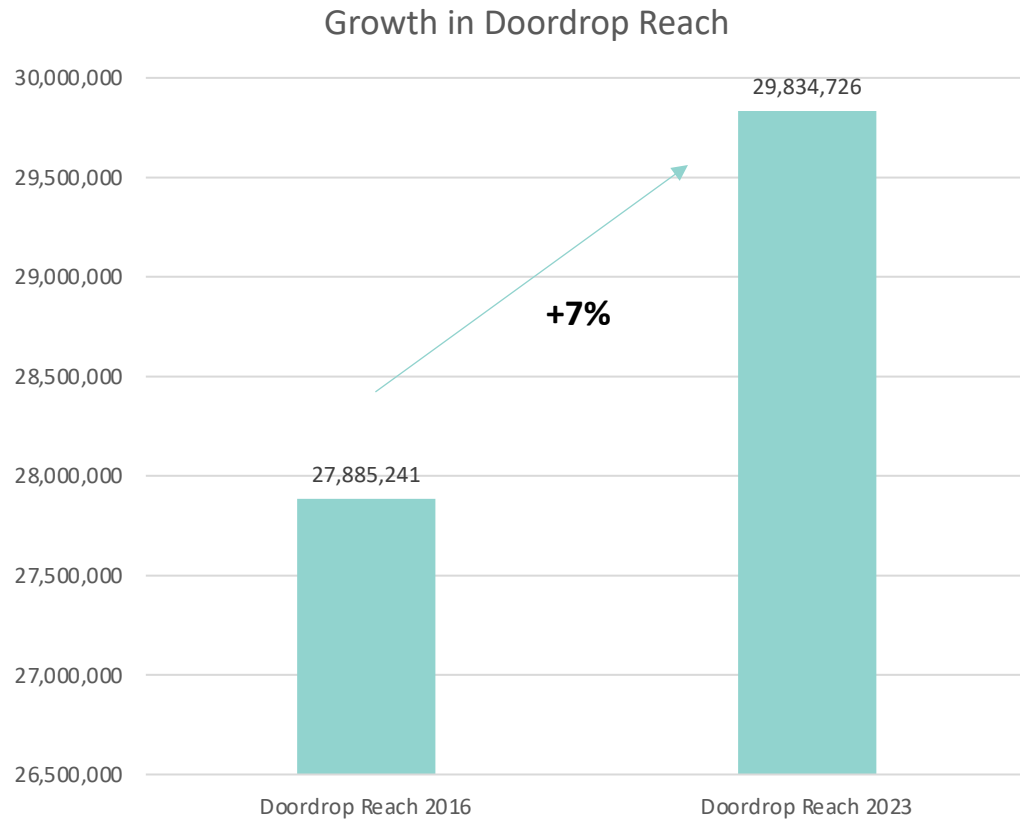
A green rectangular sign with rounded corners and a white border is mounted on two wooden posts. The sign features the text "Uncertainty" in a large, bold, white sans-serif font, with "Just Ahead" in a smaller, white sans-serif font directly below it. The background is a dramatic, overcast sky filled with grey and white clouds.

**Uncertainty**  
Just Ahead



# WHISTL'S ANSWER

Offering channels where cost-effective reach is growing



0% inflation in Door to Door costs since 2018

# Trust matters



adfraud in doordrop





 All

 Images

 Videos

 Maps

 Shopping

 More

Tools

About 44 results (0.30 seconds)

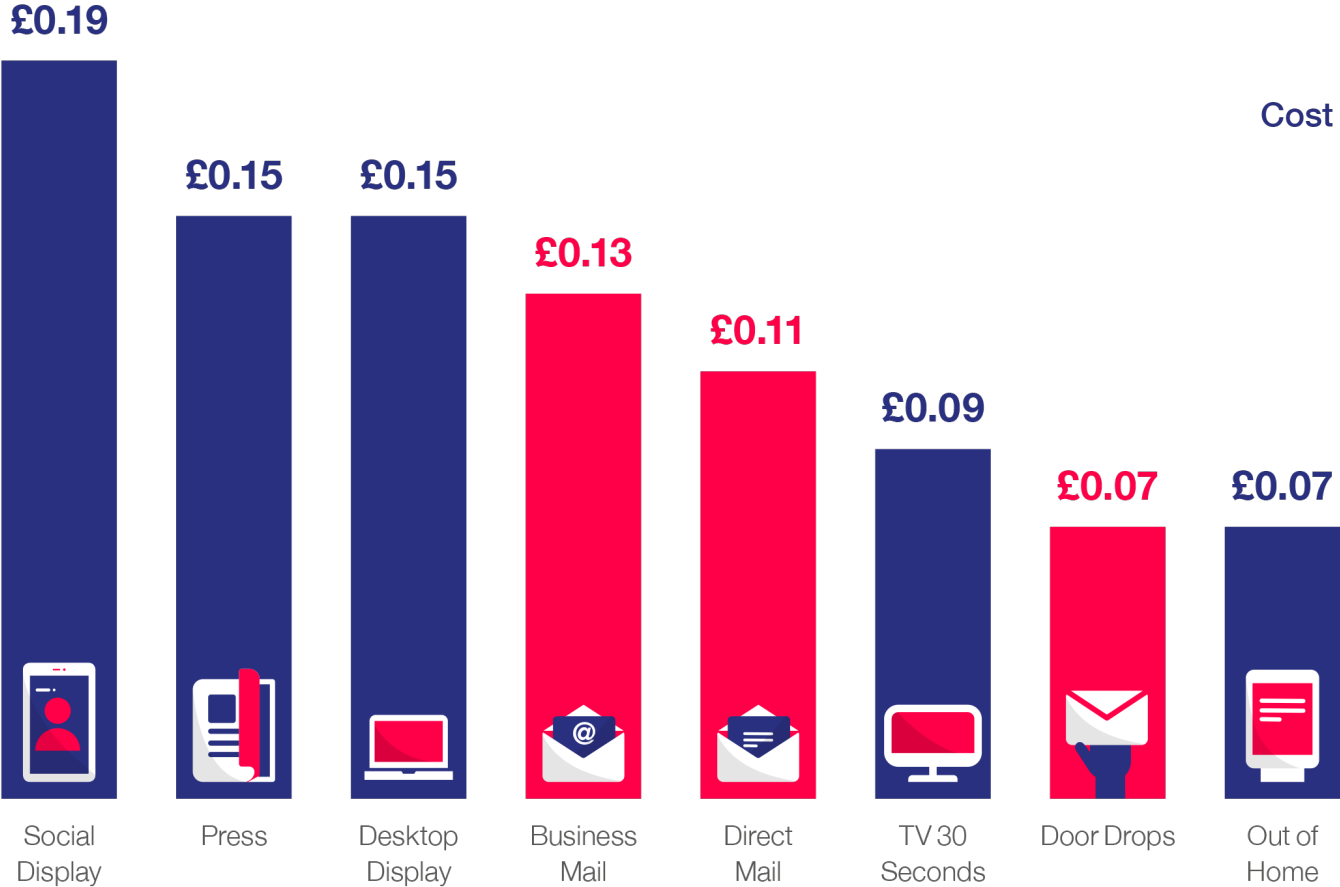
Are you looking for *ad fraud* in doordrop



It looks like there aren't many great matches for your search



# Attention matters



Cost per minute: ABC1 Adults

Highest attention efficiency

Source: JICMAIL Item Data Q4 2022.; Lumen; TVision; Kite Factory CPM data

# Effectiveness matters

**“by the end of 2020, 80% of our marketing budget was going to Google and Meta”**

**“In 2021 doordrops began delivering the same CPAs as in-platform Facebook”**

**“Between September 21 and March 22 doordrops became one of our biggest channels delivering the highest volume of subscriptions”**

**ODDBOX**

**Eat good. Do good.**

**“We discovered that doordrops are not only a great channel for conversions at scale but also for that strong Lifetime Value : Customer Acquisition Cost ratio we are looking for”**





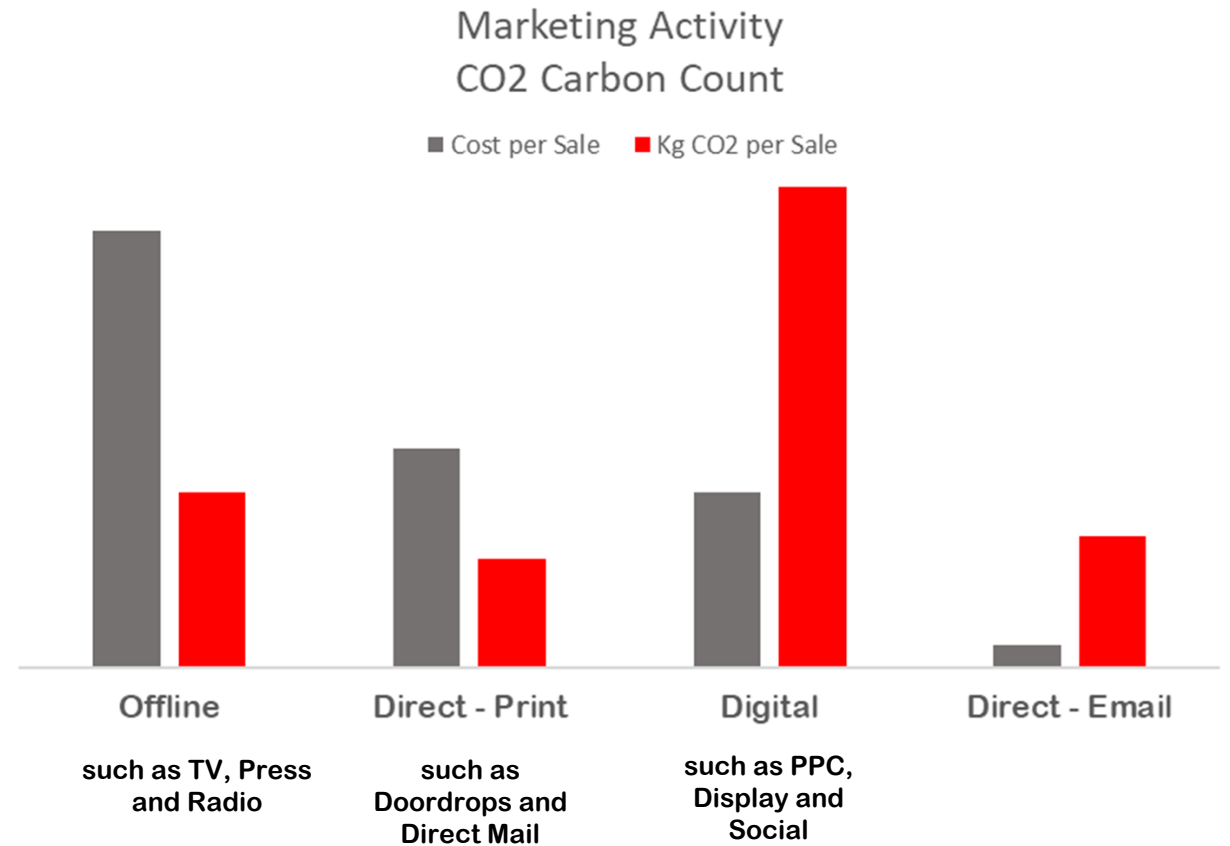
# Sustainability matters

**WE'RE NOW A B CORP™**

*5,000,000kg of fruit & veg rescued and counting!*

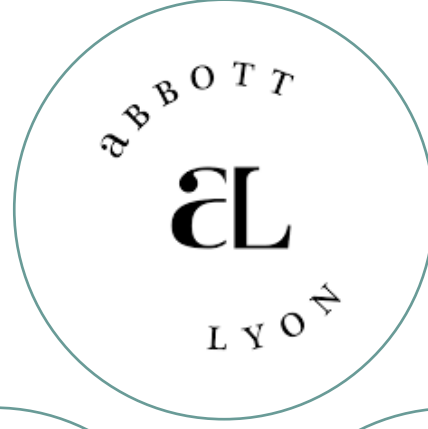
**ODDBOX**  
FRUIT & VEG THAT MAKE A DIFFERENCE  
[www.oddbox.co.uk](http://www.oddbox.co.uk)

Certified **B** Corporation



Source: UniFida

# INCREASES IN PLANNING OPPORTUNITIES



# NICHE TARGET AUDIENCE? NICHE RETAILERS



# SWAP INVENTORY

Inserts stay around 55% longer than ads\*

- High response rates from targeted mailing
- Align with trusted communications from partner brand
- Add call to action, competitions and offers to boost sampling campaign – qr codes!
- Give context and more info on your sample and brand
- Easy to test creative, timings and regions
- Vouchers provide trackable metrics to drive footfall
- Quality paper stock and finishes showcase your brand beautifully
- SUSTAINABLE CREDENTIALS





# ECOM? USE YOUR PD TO GENERATE REVENUE



Match product samples

+

PRETTYLITTLETHING

=



Customers experience surprise and delight



# SUMMARY

- We are living through an unprecedented period of change that is challenging some of the media planning norms of the last couple of decades
- The transference of marketing budgets from traditional to digital media need not be one way
- Regulatory change is bringing headwinds to digital channels that compliant print channels can benefit from
- Could it be your missing ingredient?