

# LET'S BUILD THE NEW NORMAL DIFFERENT.

WE ARE NOT AN ISLAND. WE ARE PART OF SOMETHING FAR, FAR BIGGER.



Together we thrive

IAN WHITTAKER PRESENTS

## Public Media Essential in The New Different.

### THREE MACRO TRENDS

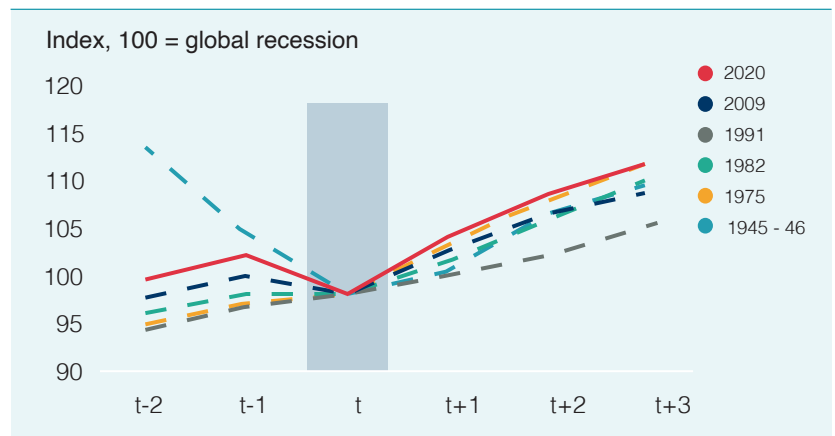
**01.** Strong economic bounceback - high inflationary pressure.

**02.** Advertising's new golden age.

**03.** OOH benefits from move to brand and move into the digital ecosystem.

# 01.

### ECONOMIES ARE IMPROVING

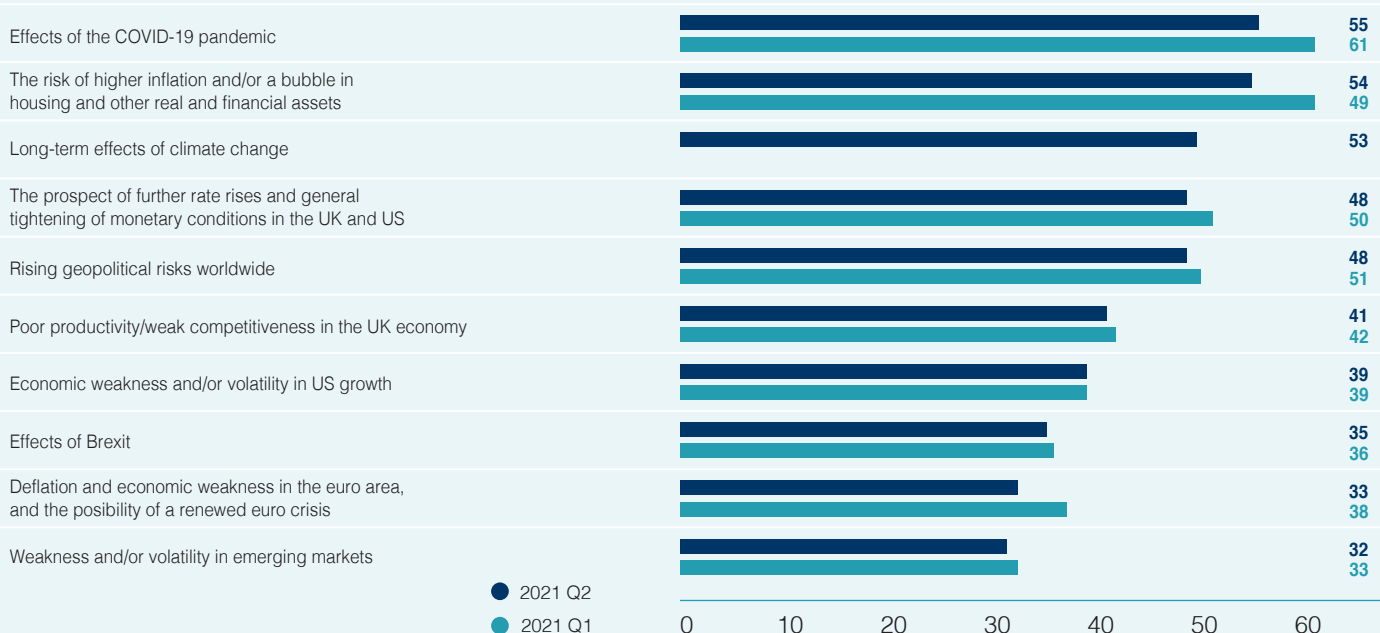


Source: The World Bank, June 2021

### INFLATION IS BACK

#### Risk to business posed by the following factors

Weighted average ratings on a scale of 0-100 where 0 stands for no risk and 100 stands for the highest possible risk



Source: Deloitte UK CFO Survey, Q2 2021

# 02.

## ADVERTISING'S LINK WITH THE ECONOMY REMAINS STRONG



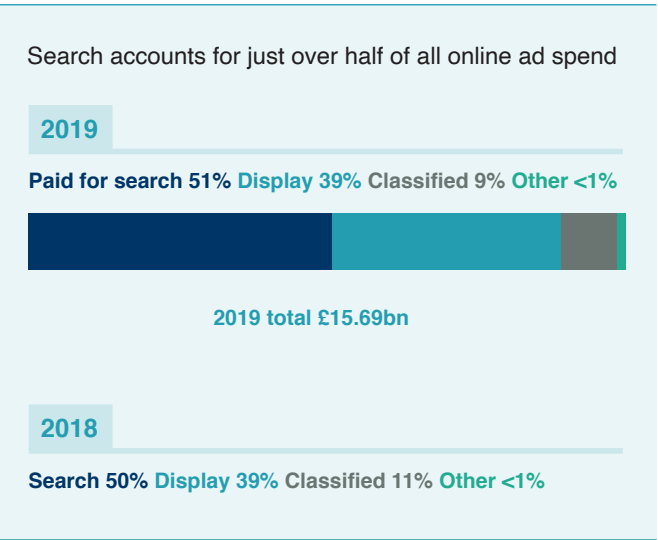
Source: GroupM, Refinitiv, OECD, GDP reflects GDP for OECD and Other Large Economies Under June 2020 'Single Hit' Scenario.

## STRUCTURAL + VE

- 1 Improving economic trends
- 2 Inflation/price increases
- 3 Share of the consumer wallet
- 4 New entrants
- 5 Increased competition in existing areas
- 6 Trend towards land grabs

# 03.

## A MOVE FROM SEARCH TO BRAND



Source: IAB/PwC Digital Adspend Study 2019

**ANY FURTHER QUESTIONS?**  
Feel free to reach out

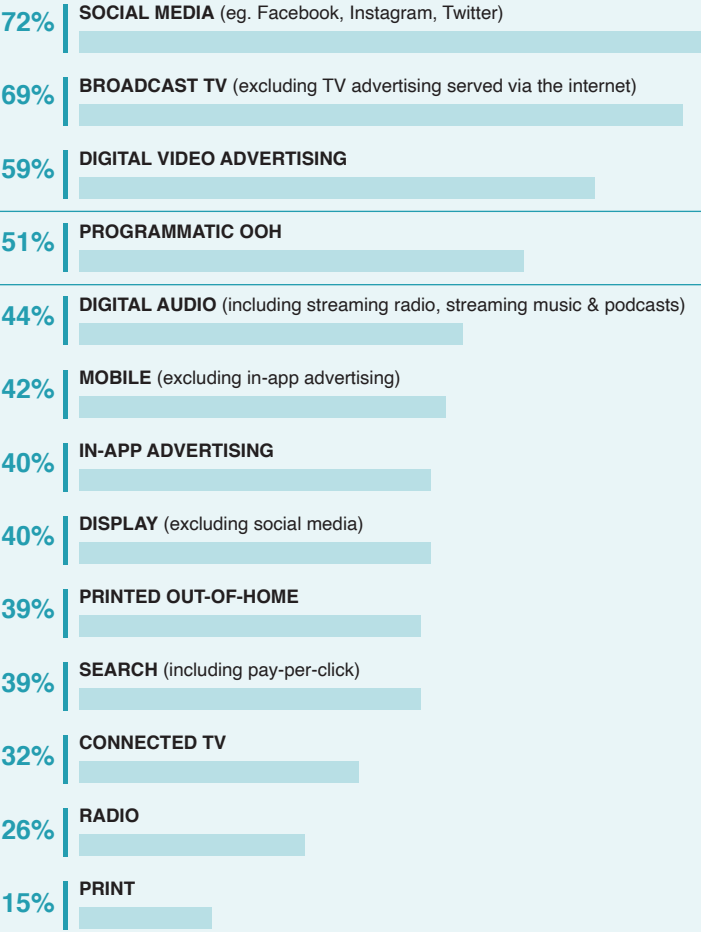


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## PROGRAMMATIC/SELF-SERVE WILL BE KEY

Which of these channels are developing the most innovative opportunities for advertisers? (% of US advertiser executives who selected each)



Source B7: Which of these media are developing the most innovative opportunities for advertisers?