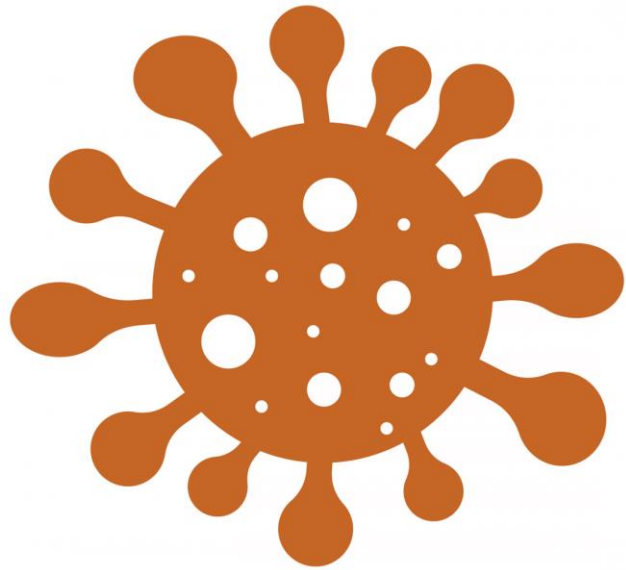


Adspend predictions 2023

20/1/2022



Beginning of 2022: « look for unpredictable variables »



Predictable ???

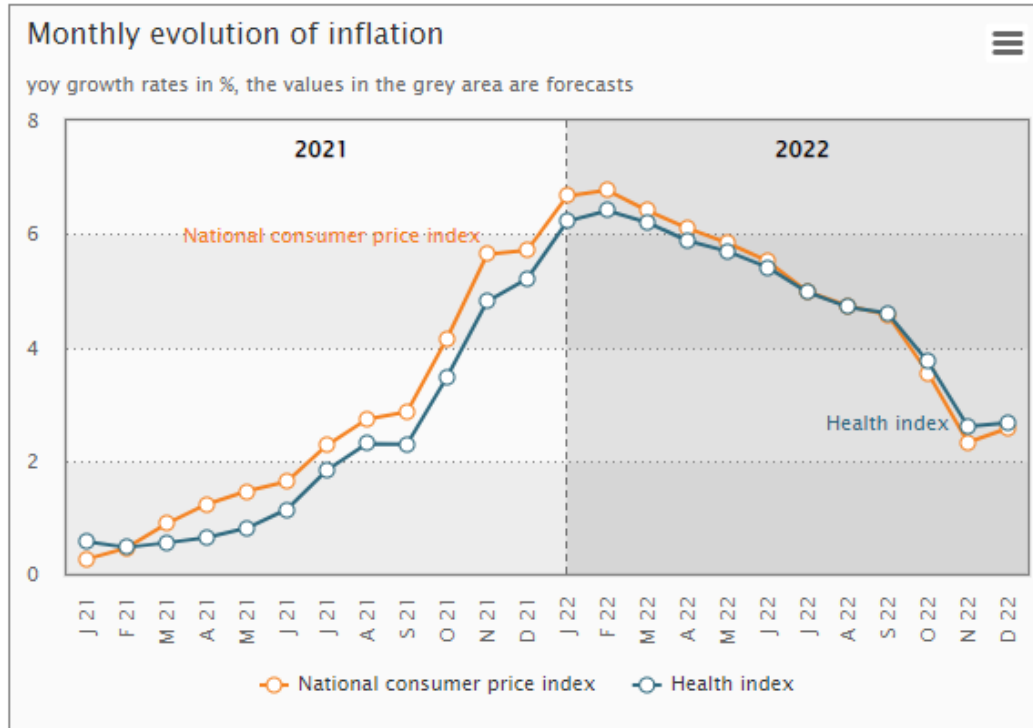


The point with predictions:

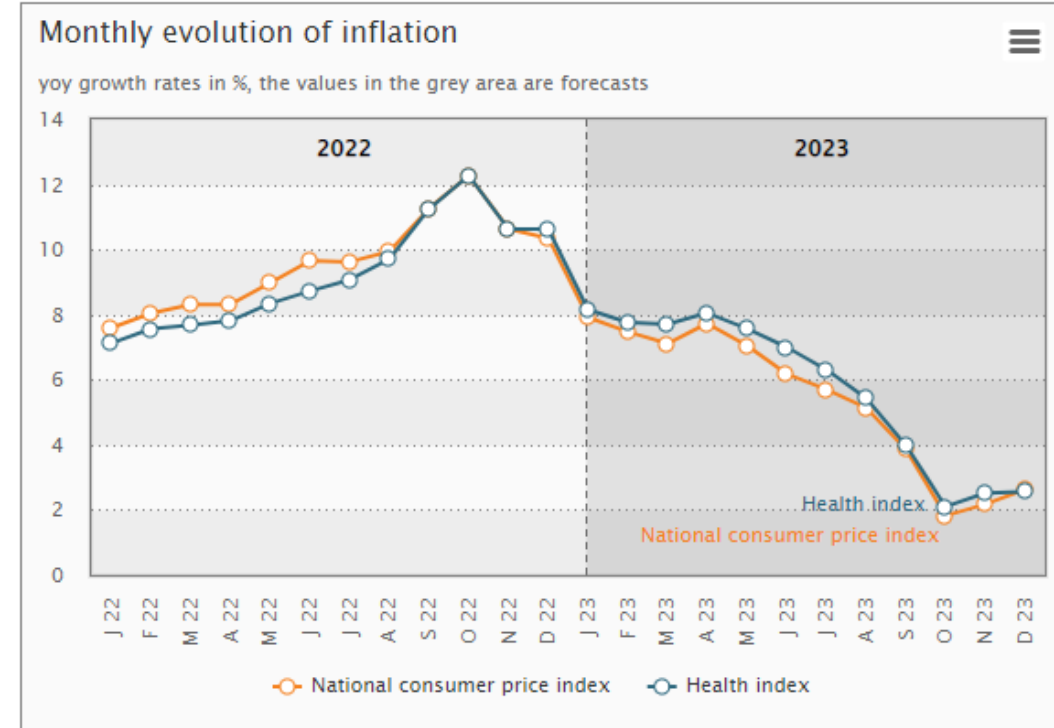
“L’avenir est un long passé”

Speaking about the past...

2022 as forecast



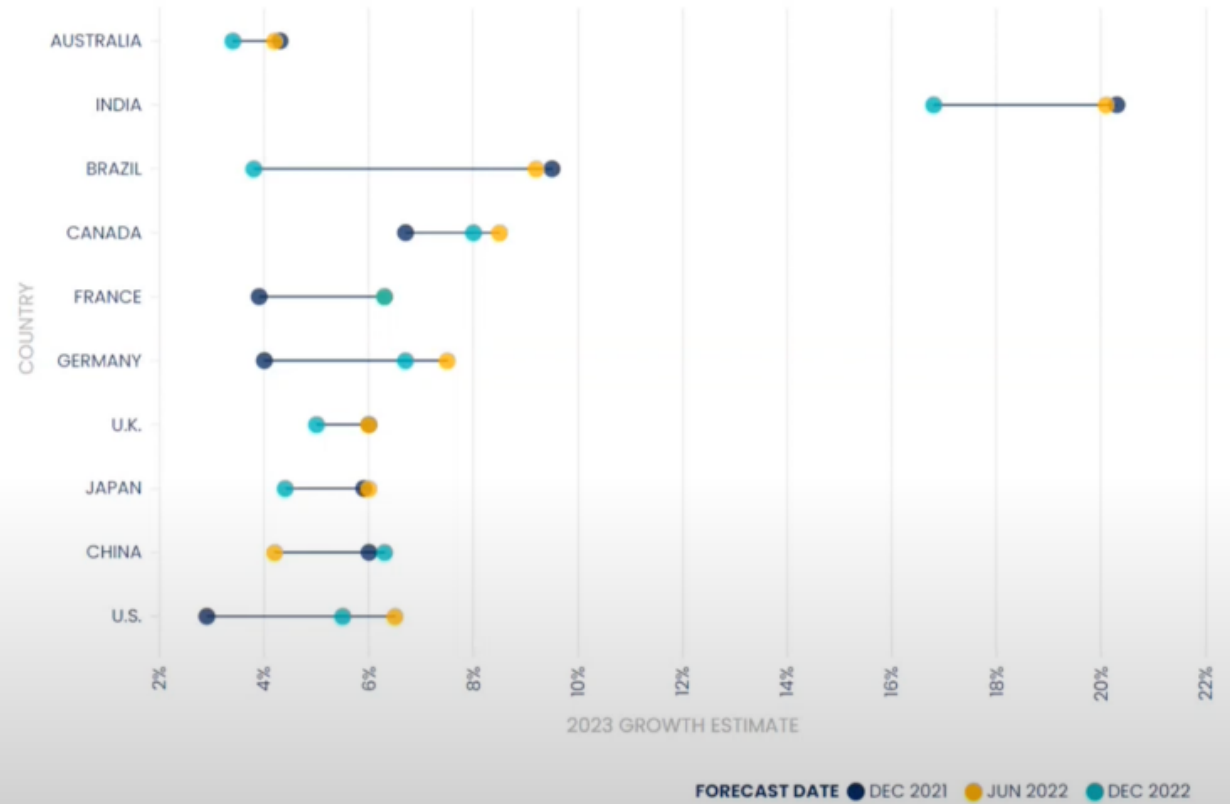
2022 actual



Ad industry displaying 'cautious optimism' amidst economic uncertainty: GroupM

WPP's media investment arm once again lowers global ad forecast for 2022 but says industry is remaining resilient against macroeconomic forces.

2023 ESTIMATED GROWTH



Source: GroupM

INTELLIGENCE

This Year, Next Year: van +6,5% naar +5,9%

Woensdag 7 December 2022

INTELLIGENCE

Magna stelt voorspellingen naar beneden bij

Dinsdag 6 December 2022

+4.9% in the region EMEA

RTBlog

COMMENTARY

Surprising Beneficiaries Of Ad Slowdown: Small Publishers, Traditional Media

by Joe Mandese @mp_joemandese, December 5, 2022



Magna's Luke Stillman

News



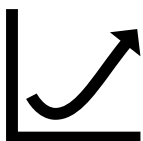
Zenith Forecasts 4.5% Growth for 2023 After 7.3% Uplift in 2022, Marking Continued Healthy Growth

05/12/2022

Western Europe +4,1%

OK, what about Belgium ?

In context, what the experts say about 2023



Consumer price
index: +5,7%
[2022: +9,6%]



GDP: +0,5%
[2022: +2,6%]



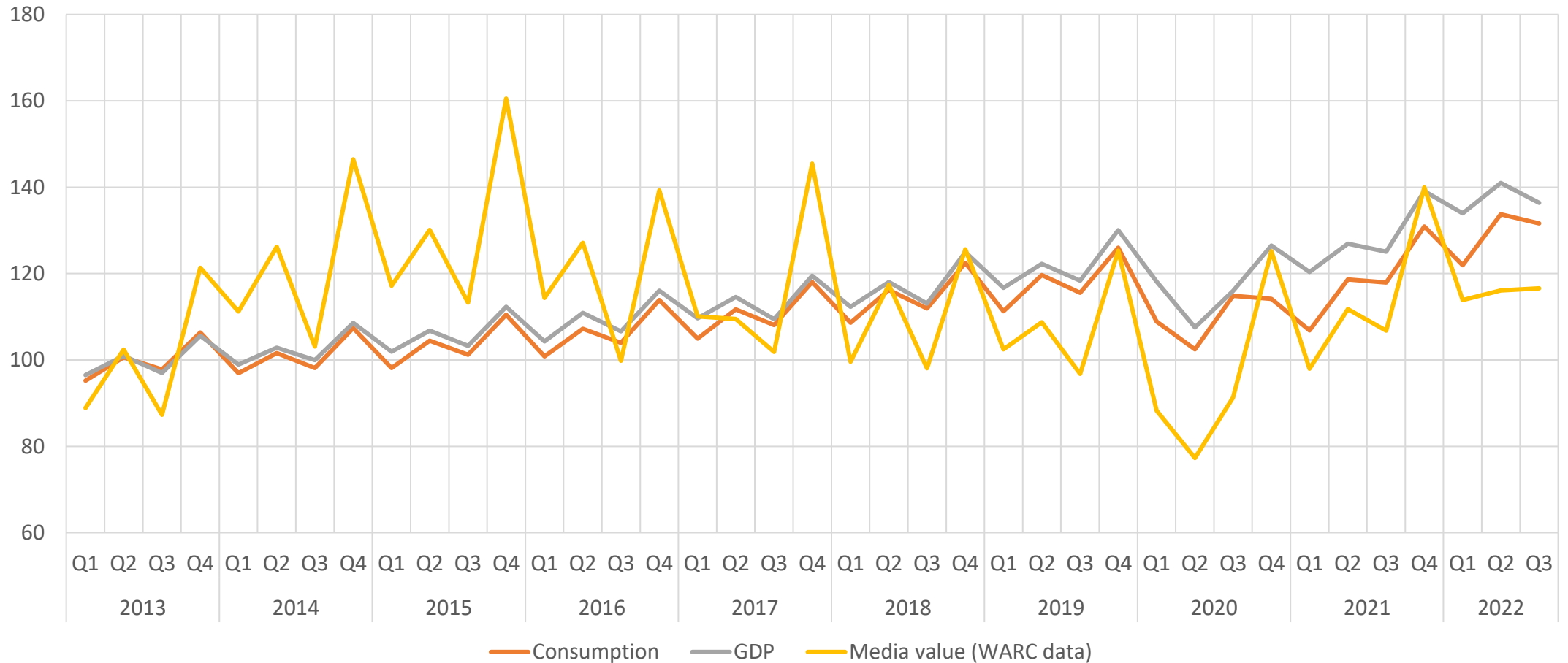
Private consumption:
+0,7%
[2022: +4,2%]



Employment: +39,000
[2022: +100,000]

Media & adspend far more volatile than the economy

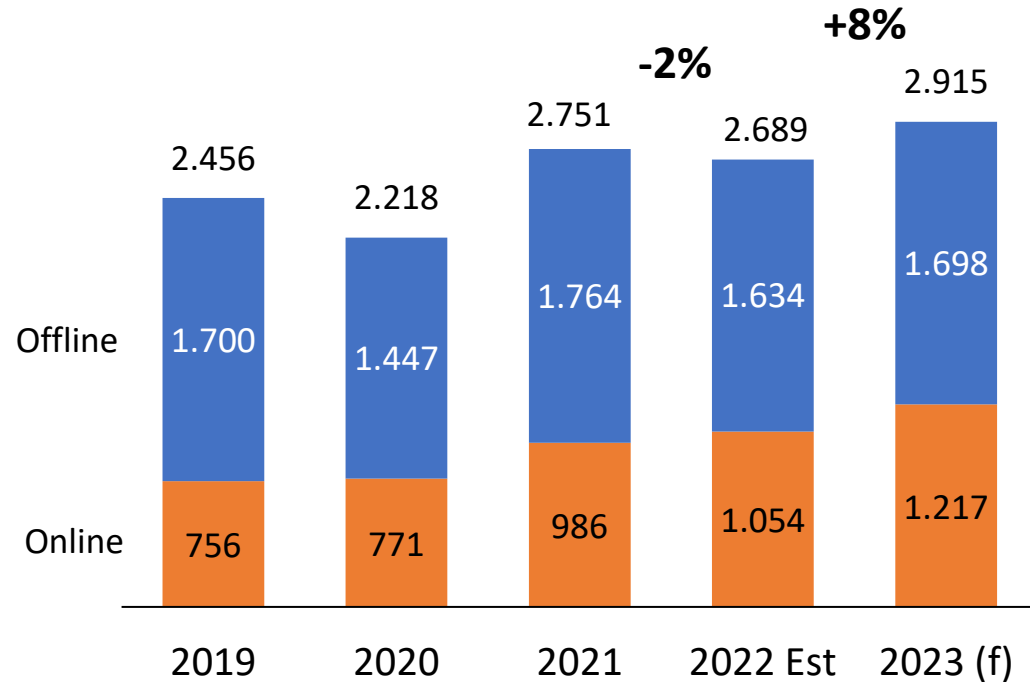
Index GDP, private final consumption & paid media value (2013=100)



Sources: Statbel, WARC

WARC estimates for Belgium

Net Inv., Mio €

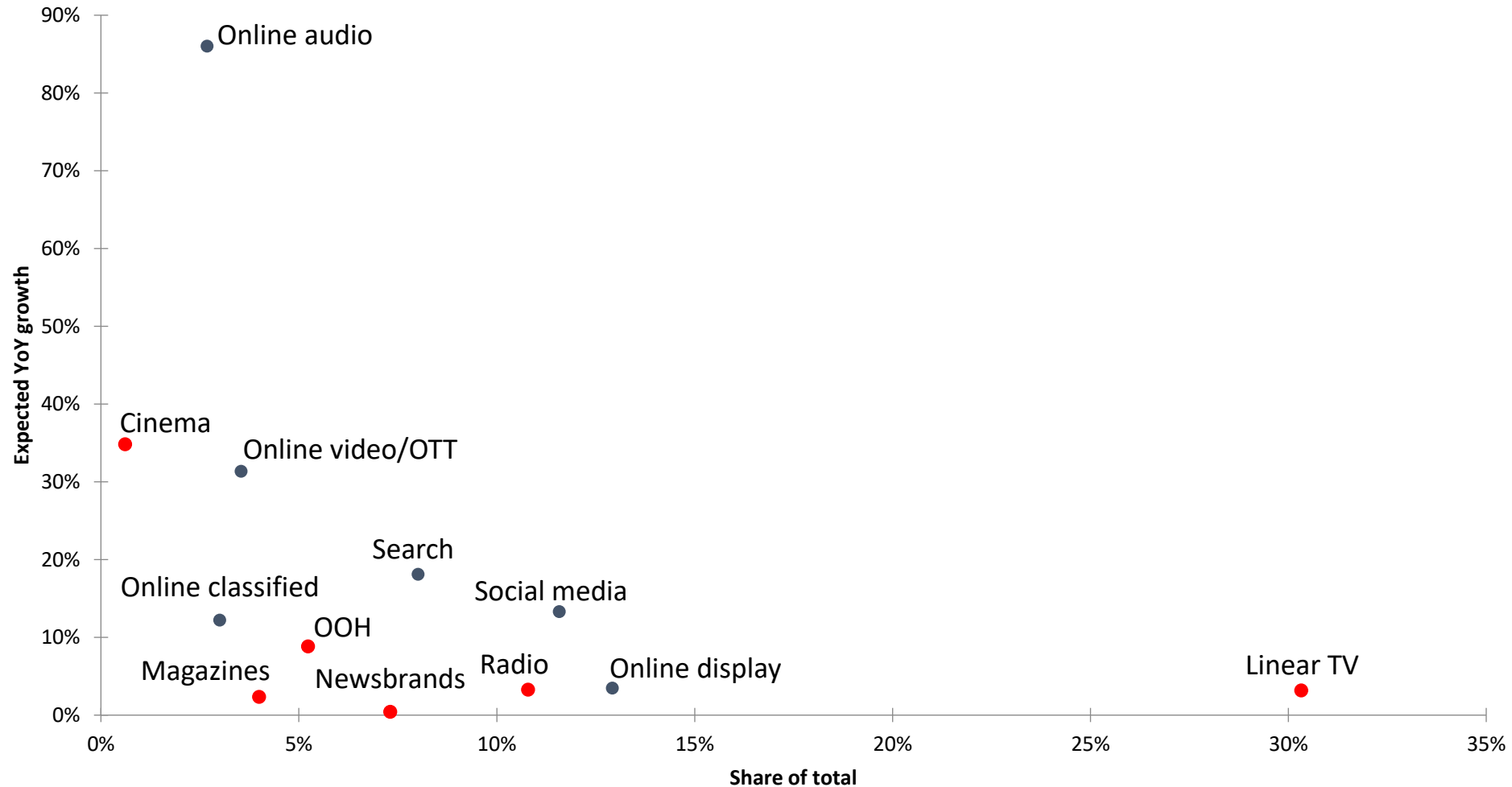


Optimistic (outdated ?) view on 2023

Consistent dichotomy **online** (+15%)
vs offline (+4%)



A more granular view: media invest 2023



A more personal view



Max +4% in 2023 vs 2022

Meaning a recession in constant
(media inflation forecast $\pm 7\%$)

Possibly less for Belgian media:
growth goes to digital, with >60%
of it going to GAFAM...

& rather below the radar...



Retail media

WARC “Retail media Investment is forecast to become more valuable than linear TV by 2025”

Gaming & esports

Playing games: 40’/day in 2022 (GWI 16-64)

Influencers

Emarketer “Spend on influencer marketing will grow 23.4% in 2023” [Global]

Likely to happen

Increase of digital in adspend

Promotional comms flourishing

« ROI » as buzzword/obsession

Digital more frequently
outside GAFAM

Cross media in action

Unlikely to happen



& just for the joke... or maybe this is serious ??

MARKETING PREDICTIONS FOR 2023

1. Hundreds of brands will stop advertising on Twitter. Oh wait, that already happened while I was writing that sentence.
2. TikTok will be the only channel worth using. Apparently.
3. Marketers will furiously argue about the definition of some esoteric term. Just like they did this year, and every year before that.
4. A new acronym will emerge. It will be BS.
5. Something about Web3. No, don't ask me what it means.
6. Brand purpose will continue to be all the rage, until the cost of living really starts to bite and CMOs realise that their customers couldn't give the first f*** about it.

Adspend predictions 2023

What do **YOU** think it will be ?

