



Additional Information

A Vital Portal Blog
Consumer Marketing
Survey Reveals The
Kinds of Ads People
Love

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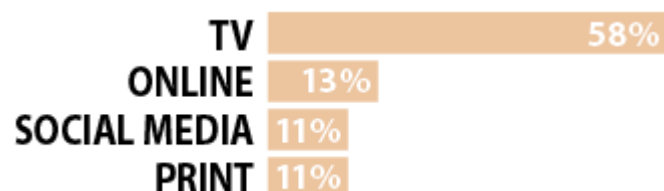
Consumer Marketing Survey Reveals The Kinds of Ads People Love

People love advertising. People also hate advertising. What makes the difference? B2B ratings and review firm [Clutch surveyed over 1,000 U.S. consumers](#) about what they wanted in advertising. Here's what they learned: The secrets to creating ads people love.

Consumers Prefer TV and Good Eats

While marketing dollars are moving away from TV, when it comes to the channels consumers prefer, TV still leads the way.

Now, I am on record saying [TV ads don't matter anymore](#), but perhaps that's not the whole story. A clear majority of Clutch's respondents prefer TV ads. (While they're skipping with a DVR, I'm sure.)



According to research from [Clutch.co](#), consumers prefer advertising on TV to all other channels.

In addition, survey takers strongly preferred ads about food, drink and restaurants. In fact, epicurean ads were enjoyed by 80 percent of respondents, while not other singles segment came in at more than half.

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FAVORITE KINDS OF ADS

FOOD /DRINK/
RESTAURANT: **80%**



FASHION/HEALTH/
BEAUTY: **49%**

TRAVEL/
LEISURE: **48%**



SPORTS/
ENTERTAINMENT: **37%**

TECHNOLOGY: **36%**



Women **88%**

prefer Food and Drink
even more than men **70%**

Men Prefer Tech Ads Almost
2-to-1

Consumers Like Ads If They're ...

Beyond channel and subject, aspects of the ad creative and the brand behind it also have a big impact on whether or not consumers enjoy an ad.

Consumers said they liked ads than had these attributes:

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53% Humorous

51% From Trustworthy Brands

46% A New Product of Interest

44% Relatable

44% Informative

During the 2018 Super Bowl, Tide nailed many of these elements with a series of crossover ads that were funny, trustworthy, interesting (although not for a new product), relatable and informative (any ad with clean clothes could, indeed, be a de facto detergent ad).



Tide won the Super Bowl with a series of fashion-focused spoofs reminding viewers that every ad with clean clothes could be a Tide ad. | Credit: Tide/Procter & Gamble, Saatchi & Saatchi NY

Of course, consumer preference and consumer actions don't always line up. But if you want consumers to enjoy your advertising, a funny, informative TV commercial is a good place to start.



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