



Brand Marketers Are Still Wandering in the Wilderness



The disconnection between brands/retailers and consumers is a topic Media Group Online has addressed in previous reports and articles. Understandably, closing this gap may not have been the primary focus of brands/retailers during the pandemic, but it may be smart for them to refocus during the post-pandemic period, according to a new report from BlueVenn.

While consumers seem to be very clear about which media channels they use to engage with brands, brand marketers are still wandering in the media wilderness.

Top Ten Media Channels Consumers Use to Engage with Brands Compared to Brand Marketers' Use of Those Channels, February 2020

Media Channels	Consumers	Brand Marketers
Email	48%	32%
Laptop/Desktop Web browser	43%	0%
Facebook	43%	20%
In-store	41%	12%
Mobile app	41%	31%
TV	40%	23%
Mobile Web	40%	0%
Twitter	38%	12%
YouTube	37%	30%
Instagram	37%	22%

BlueVenn, May 2021

Direct mail was the only channel brand marketers used more than consumers to engage with them, or 30% and 26%, respectively. Given the various issues with the US Postal Service, including the increasing cost of postage and poor delivery rates, direct mail wouldn't seem to be a good choice for brand marketers.

Could it be that brand marketers are so lost in the weeds of new media and technologies, they have forgotten one of the fundamental principles of marketing and advertising? As with most fundamental principles, this one is quite easy to understand: You engage with your target audience in the media it chooses, marketers/advertisers' choices are immaterial.

These findings are excellent "ammunition" for your sales presentations to help local retailers use their ad dollars more wisely than brand marketers and reach the many consumers who are returning to in-store shopping.

If you're not a Media Group Online, Inc. Member, then click here to join today!



It's a Triple-Play Summer for Retailers: TV, Baseball and Beer



Although a complete baseball season is in full swing, almost all teams have limited the number of fans allowed at games. Those restrictions will likely be reduced or eliminated throughout the summer and into the fall.

Although not particularly good news for ticket and concession sales, the fans who aren't in ballparks will be watching on TV, which is good news for TV viewership, beer sales and local retailers who target sports fans.

According to data from several Winter and Spring 2021 consumer/market surveys conducted by The Media Audit, watching MLB games on TV and drinking beer was a popular alternative to being unable to attend games during 2020.

A return to traditional summertime activities is high on Americans' post-pandemic wish list – and few combinations indicate wishes do come true more than TV, baseball and beer. Other professional sports will attract considerable interest during summer 2021, but an afternoon sitting in the sun at a ballpark or cheering the local team with friends in front of the TV with a cold one in hand is just what everyone needs to look forward, not backward.

With a shortened 2020 MLB season and no fans allowed at games, the only choice was TV. The gaps between attending a game or watching a game on TV during 2020 may start to close as the 2021 season progresses, but many fans will watch from home either because of attendance restrictions or a continued concern for their health.

Adults 18+ Who Drank One or More Beer During the Past Week, by Age and Where They Watched an MLB Game, in Selected MLB Markets, 2020/2021

Age Group	Detroit	Houston	Phoenix	San Francisco
18–34 (attended MLB game*)	5.1%	8.5%	8.5%	8.5%
18–34 (watched MLB game on TV*)	8.9%	18.9%	11.2%	18.2%
35–49 (attended MLB game*)	10.2%	11.5%	13.0%	12.9%
35–49 (watched MLB game on TV*)	22.5%	27.4%	32.3%	32.3%
50+ (attended MLB game*)	6.0%	9.1%	7.2%	6.2%
50+ (watched MLB game on TV*)	29.2%	33.2%	30.5%	39.7%

Based on The Media Audit's Winter and Spring 2021 surveys

*during the past 12 months

If you're not a Media Group Online, Inc. Member, then click here to join today!



Business Profilers & PowerPoints

- Movies & Theaters Industry
- Spa Services
- e Sports Market
- Bars & Nightclubs
- Sports Market
- Carpet Cleaning & Restoration Services
- Beer Market
- Security Systems & Services
- The Mechanical Trades
- Flooring Market
- Exterminating & Pest Control Services
- Father's Day
- Employment & Temporary Work
- Fishing & Hunting Market



Newest and Future Special Reports



The New Day of Sales and Sales Management (April 2021)



Here Comes the Boom! (May 2021)



TV: Better Positioned for the Future (June 2021)

Master the Insights for More Sales

Automotive Update Report – April auto sales increased by triple-digits YOY for the reporting automakers, putting the industry in overdrive.

The Fuse is Lit for the Boom – The May Special Report, Here Comes the Boom!, details how the economy, retail and advertising will explode during 2021.

An Open Road for Entertainment Venues – The Profilers for hotels, movie theaters, spas and bars and nightclubs reveal these industries are moving forward.



Media Group Online, Inc.
103 Sterling Mine Road
Sloatsburg, NY 10974
Phone: 866-921-1026
www.mediagrouponlineinc.com



An Unbeatable Combination



The Media Audit

There's no better combination for understanding retail, media and the numbers behind them than being a subscriber to Media Group Online, Inc. and The Media Audit.

For additional information about a subscription to The Media Audit, please contact Tracy Austin, SVP and GSM, at **713-626-0333**.

www.TheMediaAudit.com.