

1. Identify the different forms of advertising that respondents encounter daily
 - Among the 3,710 GeoPoll App respondents across Ghana, Kenya, Nigeria, South Africa, Tanzania, and Uganda, the top three most consumed forms of media on a daily basis is the internet (46%), TV (25%) and radio (24%).
 - In regards to which advertising medium encountered the most everyday, the top 3 mediums were: online digital ads (36%), TV ads (34%) and radio ads (23%).
2. TV advertising
 - The rate of TV consumption
 - o Of the 25% of respondents who consume TV, when asked to rate their consumption on a scale of 1 to 10 with 1 being the lowest and 10 being the highest, the average score was 6.11.
 - South Africa reported the highest average rate of TV consumption with a score of 7.1. Ghana had the lowest score out of the six countries with an average score of 5.41.
 - Ad recall
 - o When asked if there was any TV ad in the last 6 months that prompted respondents to take some form or action (immediately or later on), 76% of respondents who consume TV indicated there was while 24% said there was not.
 - In Kenya and Nigeria, GeoPoll saw the largest percentage of respondents who had acted because of the TV ad at 82% and 80% respectively.
 - o The top 3 most recalled brands were Coca Cola (13%), Omo (7%) and Ariel (7%).
 - Action taken
 - o When asked what action the ad prompted, 64% of respondents said they bought the product/service, 18% searched for more information online, 8% spoke about it on social media, 7% reached out to the ad brand, and 3% said other.
 - In Kenya, 77% of respondents said the ad prompted them to buy the product/service. In Nigeria and South Africa, only 54% of the respondents said the ad prompted them to buy the product/service.
 - 3 Most creative TV ads of all time – Brand name
 - o The 3 most creative TV ads of all time across respondents who consume TV are Coca Cola at 11%, Nivea Personal Care (6%) and then Indomie Noodles and Omo at 2% each.
3. Print advertising
 - Print consumption
 - o Of the 2% of respondents who consume print, when asked to rate their consumption on a scale of 1 to 10 with 1 being the lowest and 10 being the highest, the average score was 5.1.
 - Ad recall
 - o When asked if there was any print ad in the last 6 months that prompted respondents to take some form or action (immediately or later on), 71% of respondents who consume print indicated there was while 29% said there was not.

- The top 3 most recalled brands were Omo (14%), Airtel data packages (7%) and Coca Cola (7%).
- Action taken
 - When asked what action the ad prompted, 48% of respondents said they bought the product/service, 21% searched for more information online, 8% spoke about it on social media, 26% reached out to the ad brand, and 7% said other.
- 3 Most creative print ads of all time – Brand name
 - The 3 most creative print ads of all time across respondents who consume print are Nivea at 10%, Omo at 8%, and Always at 3%.
- 4. Radio advertising
 - Radio listenership
 - Of the 24% of respondents who consume radio, when asked to rate their consumption on a scale of 1 to 10 with 1 being the lowest and 10 being the highest, the average score was 6.04.
 - Kenya reported the highest average rate of radio consumption with a score of 6.36. Tanzania had the lowest score out of the six countries with an average score of 5.72.
 - Ad recall
 - When asked if there was any radio ad in the last 6 months that prompted respondents to take some form or action (immediately or later on), 69% of respondents who consume print indicated there was while 31% said there was not.
 - In Kenya and Nigeria, GeoPoll saw the largest percentage of respondents who had acted because of the radio ad at 74% and 73% respectively.
 - The top 3 most recalled brands were Coca Cola (12%), Omo (10%) and Ariel (6%).
 - Any action taken
 - When asked what action the ad prompted, 63% of respondents said they bought the product/service, 22% searched for more information online, 4% spoke about it on social media, 26% reached out to the ad brand, and 2% said other.
 - 3 Most creative radio ads of all time – Brand name
 - The 3 most creative print ads of all time across respondents who consume radio are Coca Cola (10%), Nivea skin care (5%) and Tigo and Movit (3% each).
- 5. Digital advertising
 - Internet Usage
 - Of the 46% of respondents who use the internet, when asked to rate their consumption on a scale of 1 to 10 with 1 being the lowest and 10 being the highest, the average score was 7.09.
 - Any action taken
 - When asked what action the ad prompted, 47% of respondents said they bought the product/service, 31% searched for more information online, 9%

spoke about it on social media, 9% reached out to the ad brand, and 5% said other.

- Ad recall
 - When asked if there was any internet ad in the last 6 months that prompted respondents to take some form or action (immediately or later on), 69% of respondents who consume print indicated there was while 31% said there was not.
 - The top 3 most recalled brands were Coca Cola (8%), Ariel (5%) and Omo (5%).
- 3 Most creative internet ads of all time – Brand name
 - The 3 most creative internet ads of all time across respondents who consume internet are Coca Cola (9%), Nivea skin care (5%) and Tigo (2% each).
- 6. Out of home advertising
 - Most encountered
 - On a scale of 1 to 10 with 1 being the lowest and 10 being the highest, how would you rate the number of times you notice out of home advertisements, the average score was 5.64.
 - South Africa and Kenya had the highest average scores at 6.25 and 6.10.
 - Any action taken
 - When asked what action the ad prompted, 55% of respondents said they bought the product/service, 20% searched for more information online, 10% spoke about it on social media, 10% reached out to the ad brand, and 5% said other.
 - Ad recall
 - When asked if there was any out of home ad in the last 6 months that prompted respondents to take some form or action (immediately or later on), 49% of respondents who consume print indicated there was while 51% said there was not.
 - Nigeria and Kenya had the highest rates at which they were prompted to action by out of home ads at 53% and 51% respectively.
 - The top 3 most recalled brands were Omo (12%), Coca Cola (8%) and Ariel (5%).
 - Most creative OOH ads of all time – Brand name
 - The 3 most creative out of home ads of all time across respondents are Nivea body lotion (8%), Coca Cola (7%) and Omo and Movit (2% each)