



THAILAND

DIGITAL ADVERTISING SPEND

2018-2019

March, 2019



KANTAR

56

Categories deep dive to enable opportunities for marketers

14

Disciplines to explore digital trend

Introduction

Internet usage in the Asia Pacific region is IMMENSE, representing more than half of the world's 3.6 billion internet users. According to the latest data from Euromonitor International, the region accounted for 60% of new users coming online over the 2013-2018 period.

KANTAR Connected Life data reveals that, 70% of the Thai population use social networks daily, averaging on 4 platforms used per week. E-Commerce also sees great growth potential with 60% identifying themselves as E-Commerce prospects.

These trends are proof of the fast digitization of the current consumer landscape and marketers are rapidly adapting. Digital advertising spend in Thailand continues to grow at a pace of 30% annually over the past 7 years, and is expected to reach THB 20 Billion by the end of 2019.

In partnership with KANTAR, DAAT provides this data on a yearly basis.

**This report presents the data of actual spend of 2018 and forecast of 2019.*

About DAAT

The Digital Advertising Association of Thailand (DAAT) was founded in 2012 with the objective to benefit the industry, companies and consumers under the same direction. With collective support, advertisers should elevate the industry at the highest levels in the future.

To support this objective the Association has been collecting and publishing digital advertising spending data since 2013. The reports keep track of the growth of spending on digital advertising in Thailand and are a valuable source of information to anyone in the advertising industry who wants to better understand the role of digital channels in the advertising landscape.



Methodology

Market research consultancy firm KANTAR – member of the WPP group and is present in over 80 countries – has collected and processed the data used in this report from 40 agencies via an online survey. The data is aggregated to reflect total levels, and split by type of digital advertising, platforms, and by industries. To maintain the confidentiality of all client information, all data is collected via an anonymous process and purely based on internal records of advertising spend.

Disciplines

Agencies have provided spending data on the following 14 digital advertising disciplines:

Facebook Ads	All Facebook ads product, installed App ads, Facebook Audience Network, Facebook Messenger
Instagram Ads	Display or video ads bought only for Instagram (100% separated from Facebook)
YouTube Ads	All YouTube ads product including display, overlay, skippable/non-skippable video, sponsored card
Display	Google Display Network, website banners displayed on website or applications
Online Video	Non-YouTube/Facebook Video ads on website or online video streaming applications e.g. Mellow, Netflix, Viu
Creative Production	Online Video production, web banner production, application production, and service and management
Search	SEO, SEM, Mobile Search
Social	Content sponsorship, digital PR, advertorials, and influencers
LINE	All LINE ads product e.g. official account, LINE TV, LINE stickers, game
Native Ads	Paid ads that match the look, feel and function of the media format in which they appear e.g. feeds, search, widgets, promoted listing.
Twitter Ads	All types of Twitter ads that use to promote account, tweet or trend, including display and video format
Instant Messaging	All types of ads via instant messaging applications e.g. Whatsapp/WeChat/Kakao account/campaign management
Affiliate Marketing	All types of ads via automated marketing program leading customers to click on affiliate links including pay-per-click, pay-per-lead, and pay-per-sale.
Others	Other online advertising

Methodology

Industry sectors

Agencies have provided data split by the following 56 industry sectors of the advertised brands.

Category	Industry
Finance & banking	Banks
	Insurance
	Credit/Debit Cards
	Finance Services
Technology & Electronic	Communications & Devices
	Computers
	Audio/Visual Electrical Products
	Electrical Products (Non Audio/Visual)
Food & Beverage	Alcoholic Beverages
	Non-Alcoholic Beverages
	Seasoning Products
	Snack Foods
	Dairy Products & Dairy Substitute Prod.
	Bakery & Chocolate/Wafers/Biscuits
	Dietary Products
	Vitamins & Supplementary Foods
	Foodstuffs
	Shops
Retail Shops & E-Retailing	
Education	Educational Institutions

Category	Industry
Personal care	Cosmetics
	Skin-care preparations
	Personal Accessories
	Toiletries
	Hair Preparations
Clothing	Oral Products
	Clothing & Underwear
Household care	Footwear
	Household Cleaners
	Household Equipment
Automotive	Household Insecticides & Pesticides
	Motor Vehicle Accessories
	Motor Vehicle Dealers & Rentals
	Motor Vehicles
	Motorcycles & Bicycles
	Oil & Lubricants
	Petrol
Tyre	
Housing	Real Estate
	Furniture & Furnishings
Pharmaceuticals	Pharmaceuticals
Pet products	Pet Foods & Pet Products
	Photographic Products
	Office/Business Equipment
	Sundries
	Transportation
	Travel & Tours
	Entertainment & Leisure
	Multi Sections Advertising
	Media & Marketing
	CD/DVD (Musical & Film Products)
	Agricultural Products
	Building Material & Machinery
	Government & Community Announcement
	Websites and marketplace
House Ads	
Others	

Agencies

The audit was conducted in Feb 2019.

Digital advertising spend data was submitted by 40 agencies.

1 Adapter Digital Co., Ltd	21 Itoplus Co.,Ltd
2 Apollo18 Co., Ltd	22 J Connect, J Walter Thompson Bangkok Group
3 Brilliant&Million Co,Ltd	23 Media Intelligence Co.,Ltd
4 Carat (Thailand) Co.,Ltd	24 MediaCom Thailand
5 Dentsu X (Thailand) Ltd	25 Mindshare Thailand
6 Dentsu(Thailand) Ltd	26 mInteraction Co.,Ltd
7 Ewit Co.,Ltd	27 Ogilvy Group Thailand
8 Flexmedia Iprospect Co.,Ltd	28 Omnicom Media Group
9 Grey (Thailand) Ltd.	29 Rabbit Digital Group Co., Ltd
10 GroupM	30 Rabbit's Tale Co., Ltd
11 Havas Riverorchid Thailand	31 Showroom111 Co.,Ltd
12 I-DAC (Bangkok) Co.,Ltd	32 Spark Foundry
13 intDigital Co.,Ltd	33 Starcom
14 Interspace Co.,Ltd	34 Syndacast Co.,Ltd
15 IPG Mediabrands - BPN	35 The Leo Burnett Group Thailand
16 IPG Mediabrands - Ensemble	36 Vizeum (Thailand) Vo. ltd
17 IPG Mediabrands - Initiative	37 Wavemaker Thailand
18 IPG Mediabrands - Reprise	38 Winter Egency Co.,Ltd
19 IPG Mediabrands - UM	39 YDM Thailand Co.,Ltd
20 IPG Advertising (Thailand) Ltd. McCann Worldgroup	40 Zenith Thailand



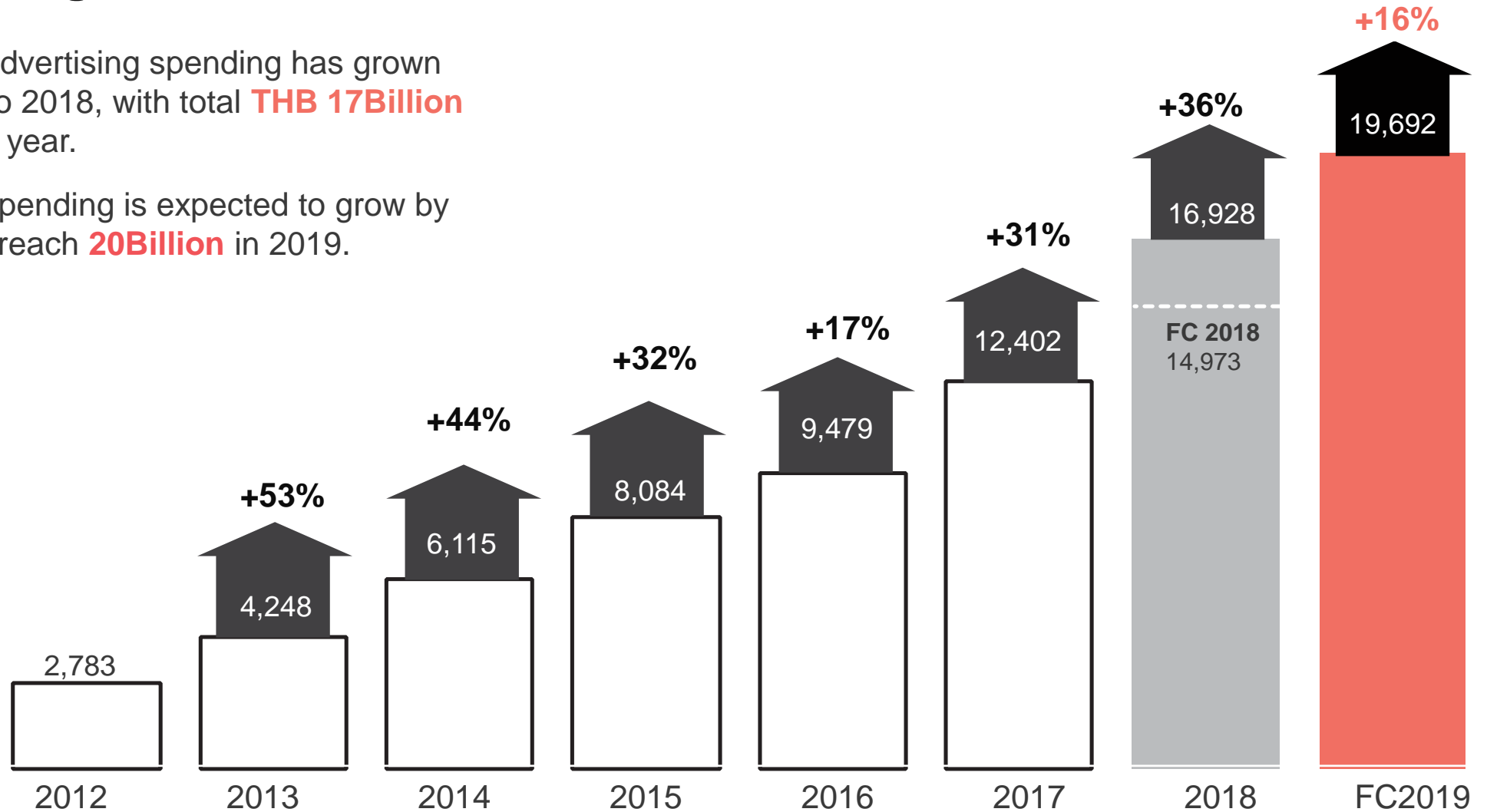
Remark:

Reported numbers are based on reported spending data of a sample of 40 agencies. DAAT estimates that the sample of agencies represents 80% of spending in the market. The numbers presented on this page are upgraded proportionally to reflect 100% of the market.

Total Spending

Thailand digital advertising spending has grown **36%** from 2017 to 2018, with total **THB 17Billion** by the end of the year.

Thailand digital spending is expected to grow by **16%** and almost reach **20Billion** in 2019.

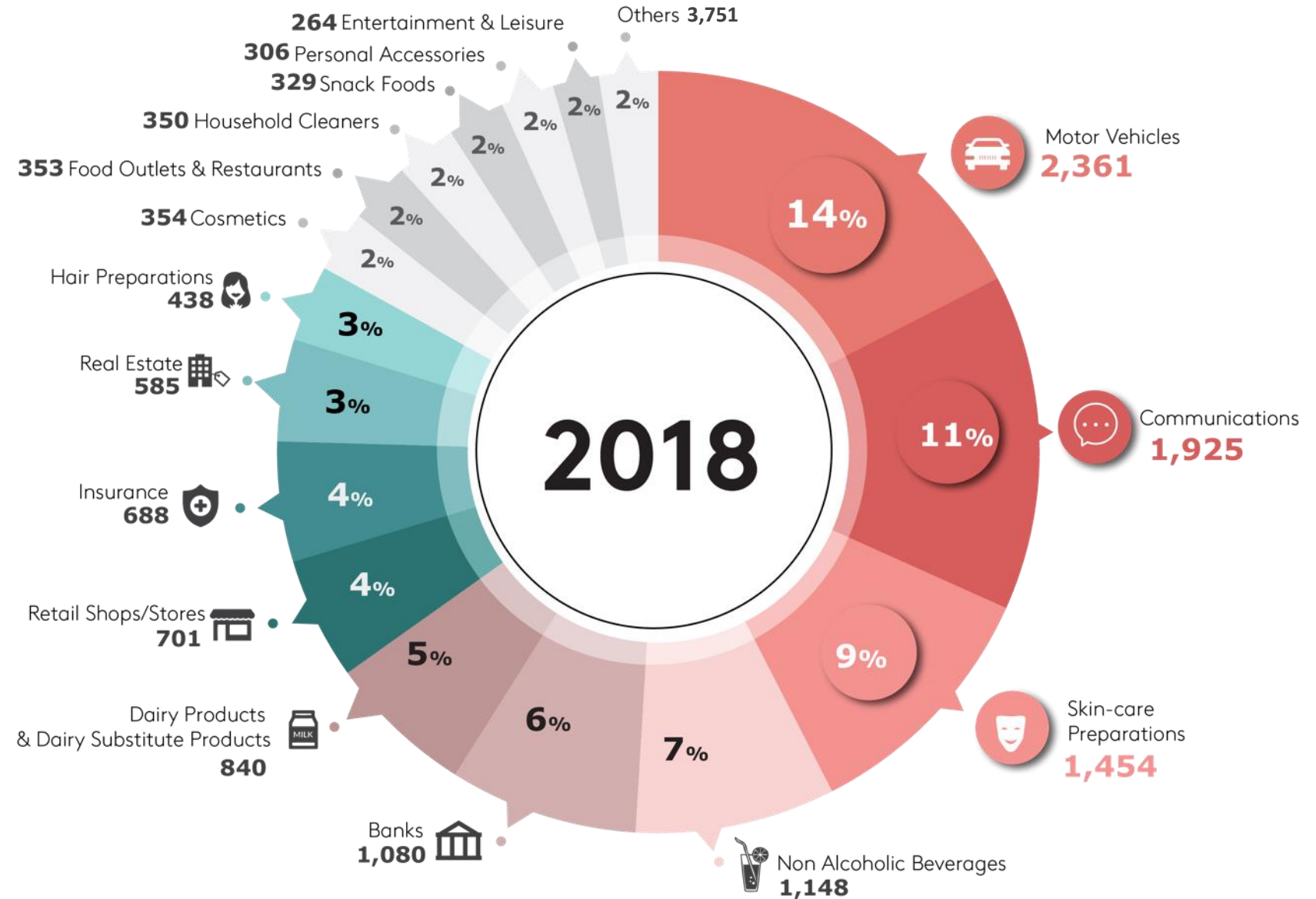


2018 Top Industry Spending

Motor Vehicles, Communications, and Skin-care preparations continue to be the top three biggest spenders in digital advertising in 2018.

A dark horse in 2017, **Non-Alcoholic Beverages** grew past **Banks** to become the fourth top spender industry in 2018.

Unit in Million Baht



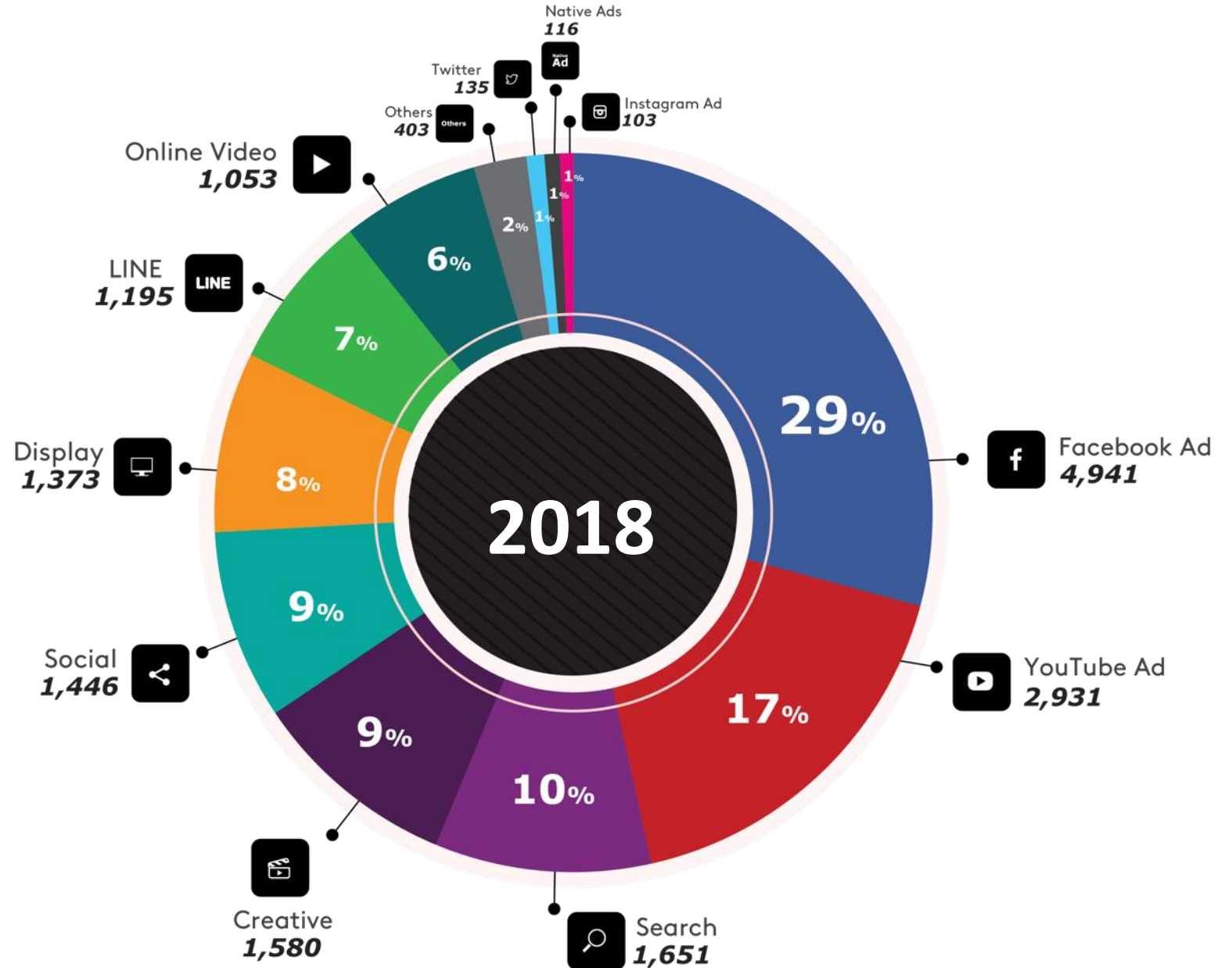
2018 Discipline Spending

Facebook and **YouTube** continue to be top platforms that draw the largest amount of investment.

Search takes 3rd spot among disciplines receiving top spend as performance marketing becomes marketers' top priority.

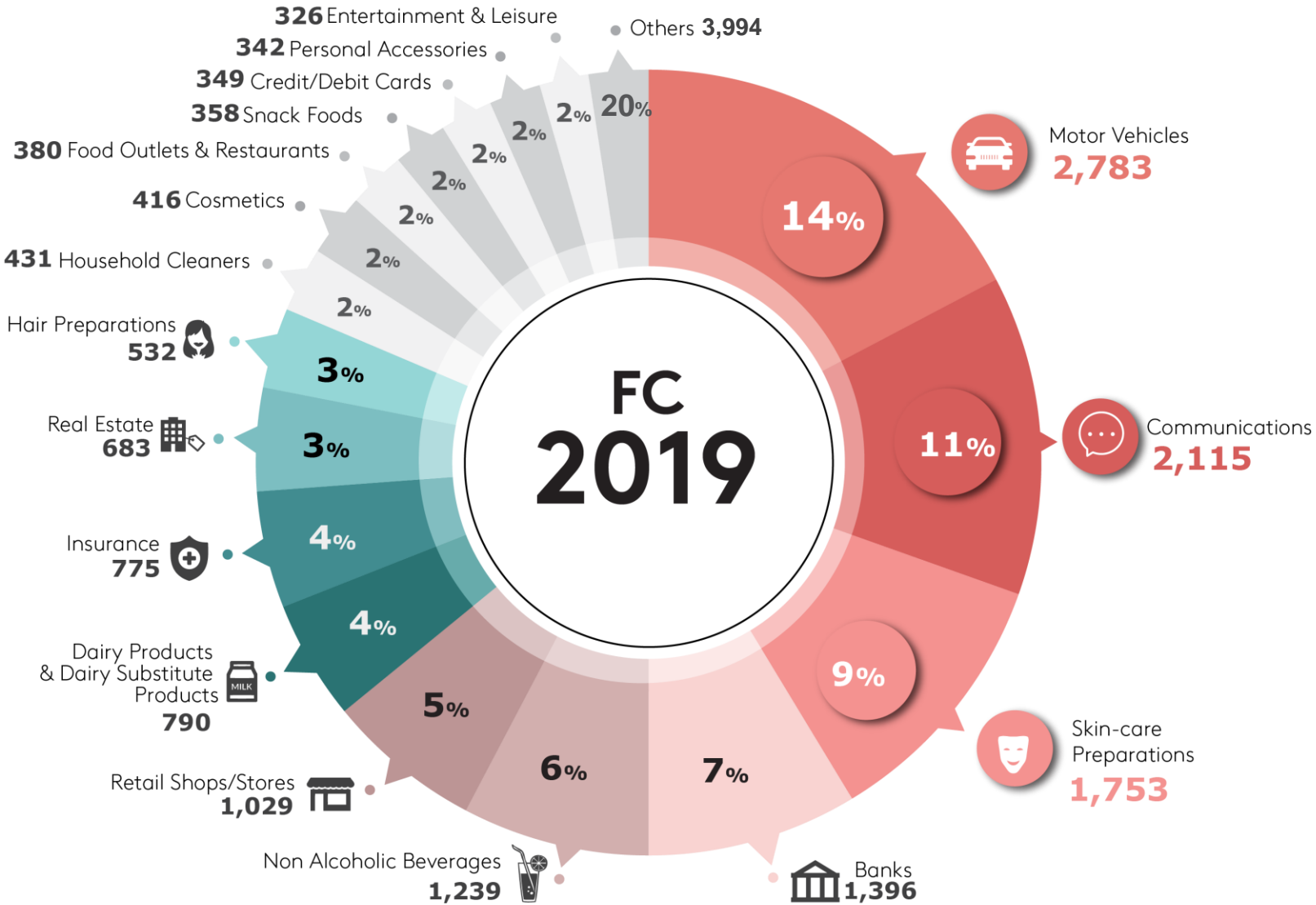
Spend in **Creative** grows as production across platforms diversify.

Display declines from 3rd rank in 2017 to 6th rank this year.



FC 2019 Top Industry Spending

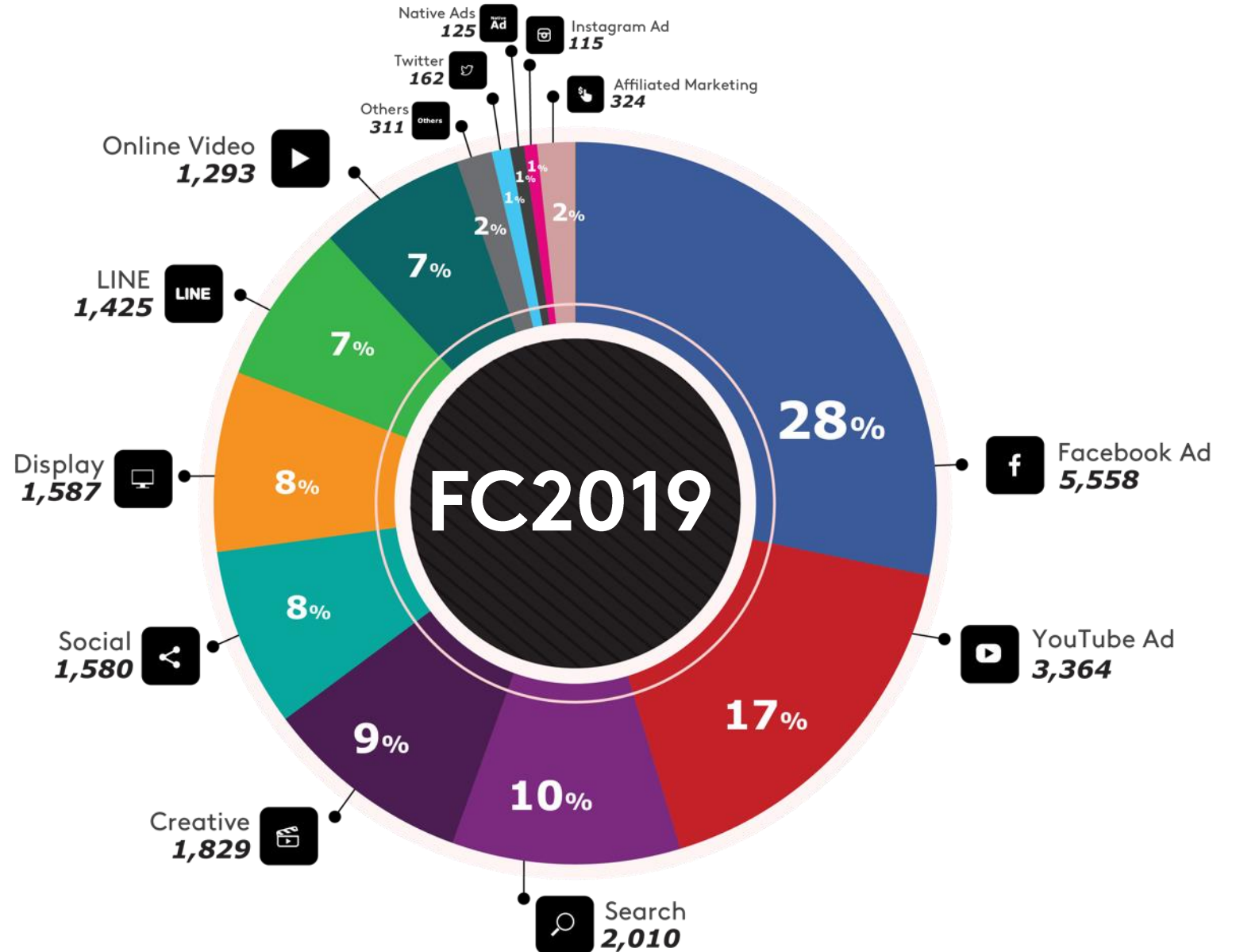
Motor Vehicles, Communications, and Skin-care preparations are still expected to maintain its position in this upcoming 2019.



*Remark: other categories = 30%

FC2019 Discipline Spending

Facebook, YouTube, and Search are expected to remain top three platforms in 2019.



Highlights in 2018-2019

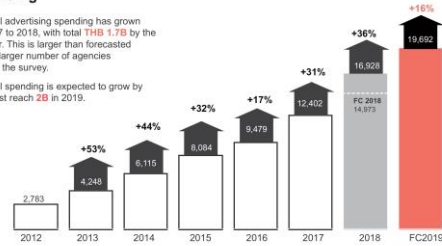
- Thailand's digital advertising spend is expected to reach **THB 20 Billion** by the end of 2019
- **Motor Vehicles, Communications, and Skin-care Preparations** continue to be the biggest spenders in digital advertising in 2018.
- **Real Estate, Retail Shops/Stores, and Skin-care Preparations** have achieved the highest growth rate in Digital Advertising from 2017-2018.
- Advertisers expect to see the highest spend growth in **Online Video**, as well as **Search** and **LINE** in 2019, on top of their growth in 2017-2018.

Full Report Snapshot

Total Spending

Thailand digital advertising spending has grown 36% from 2017 to 2018, with total THB 1,730 by the end of the year. This is larger than forecasted growth due to larger number of agencies participating in the survey.

Thailand digital spending is expected to grow by 16% and almost reach 2B in 2019.



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2018 Top Industry Spending

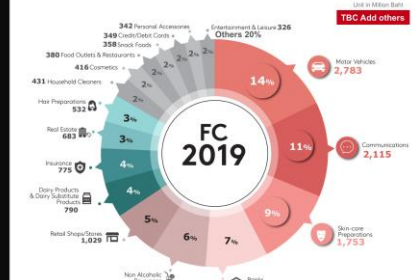
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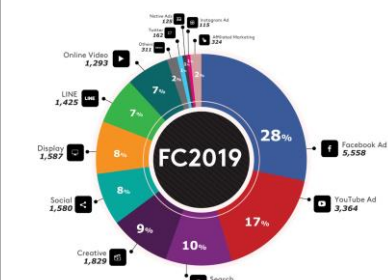
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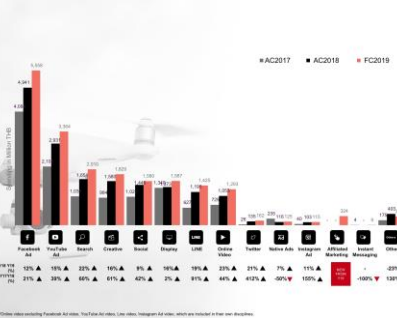
2018 Discipline Spending

While Facebook and YouTube continue to be top platforms that draw the largest amount of investment, petite growth in Display causes it to fall behind Search, Creative and Social. LINE, Creative and Search are platforms with significant base that earn top growth rate in this year.



Discipline Spending

Advertisers expect to see the highest spend growth in Online Video, as well as Search and LINE, in 2017-2018. Continued slow growth in Display is forecasted in 2019.

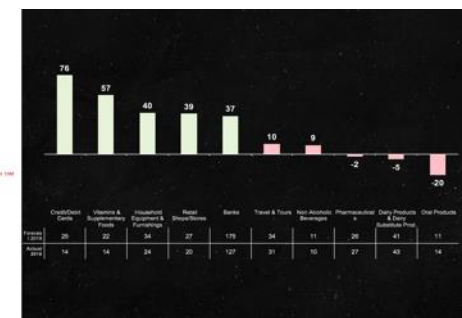


Sub-Discipline Movement



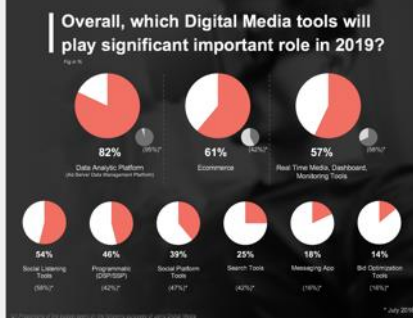
Top Discipline Search

Actual 2018-Forecast 2019



Digital Media Tools

Less hyped than 6 months ago, Data Analytics platform is still seen as the media tools that will play most significant role in the upcoming year, followed by E-Commerce and Dashboard Monitoring Tools.

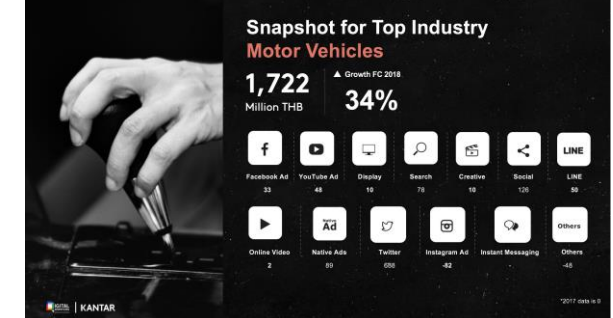
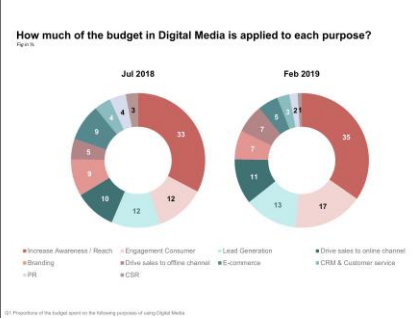


The 3 Highest Spenders



Digital Advertising Objectives

While Awareness, lead generation, and driving sales to online channels remain key objectives, Consumer Engagement and one-to-one communication rises as a priority.

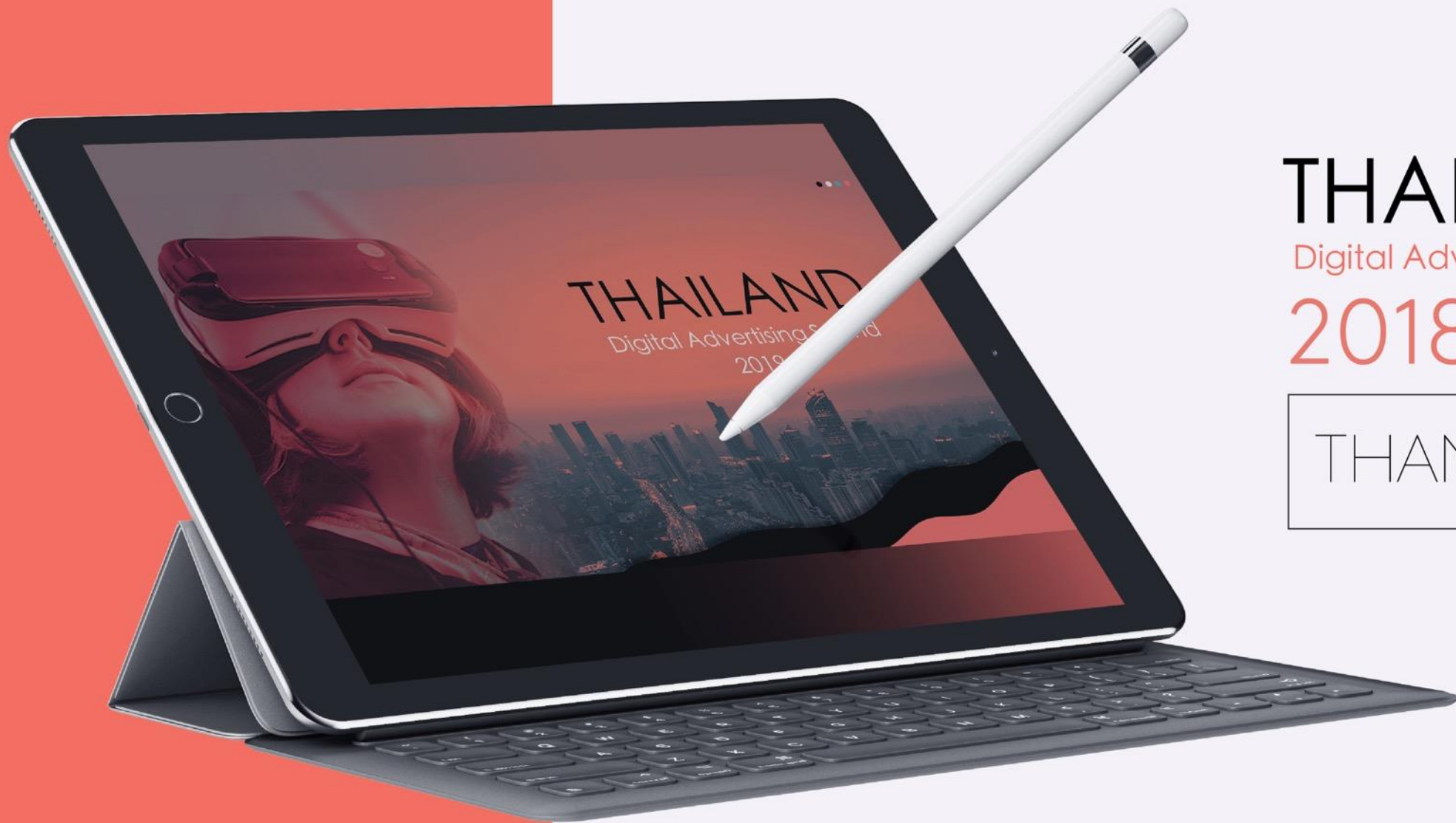


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For more information, please visit our website by clicking on a banner OR scan the QR code below to purchase the latest DAAT report.



*2018-2019 Thailand Digital Advertising Spend Report will be available from April 2nd, 2019 onwards.



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THANK YOU