

Average annual increase or decrease of planned marketer spend over the next 3 years

	Decrease >5%	Decrease 0–5%	Increase 0–5%	Increase >5%
Social Media			41%	52%
Internet Brand Advertising			45%	41%
Shopper Marketing			28%	55%
Mobile Marketing		-3%	45%	38%
Owned Media		-3%	34%	24%
Paid Search		-10%	34%	24%
Consumer Promotions	-3%	-10%	28%	3%
Other Paid Media	-7%	-17%	24%	7%
Television	-14%	-14%	17%	7%
Print Media	-17%	-24%	7%	14%
Trade Promotions	-7%	-24%	10%	