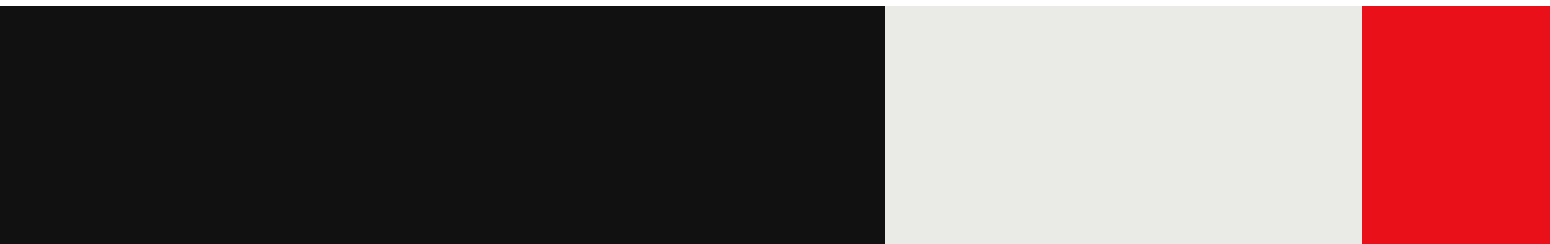


# Consumers like locally targeted ad messaging

Article



## Attitudes of US Internet Users Toward National Companies Advertising With Local Messages, Oct 2024

% of respondents who somewhat/strongly agree



Note: ages 18+  
Source: Locality and The Harris Poll, "The Locality Lift: How Local Video Campaigns Increase Consumer Action," Nov 19, 2024

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**Key stat:** 68% of US internet users think marketing from national brands with local messaging makes ads more relevant and shows advertisers are investing in local communities, per a study from The Harris Poll and Locality.

### Beyond the chart:

- Just 26% of marketers consider strengthening local advertising a top priority, compared to the 48% who rank strengthening national advertising at the top, per NewtonX and Material+.
- Providing localized messaging is a good way to strengthen out-of-home advertising. In-store retail media ads that show local sports teams or are relevant to current weather can show a brand's relevance to specific consumers.

**Use this chart:** Marketers can use this chart to make the case for local advertising investments or push for event/team sponsorships. Retailers with multiple locations can use this chart to encourage individual branches or stores to develop their own marketing messaging or to encourage brands to invest more in specific locales.

### Related EMARKETER reports:

- [Out-of-Home Forecast and Trends 2024](#) (EMARKETER subscription required)
- [US CPG Industry Ad Spend 2024](#) (EMARKETER subscription required)

