

Consumers are challenging brands

How the current consumer's scenario impacts marketing and brands



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The Digital Enterprise Forum

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8 Consumers key facts from Connected Life

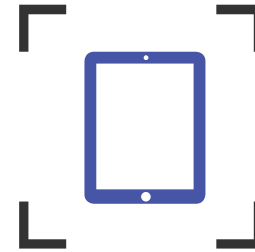
Constantly connected



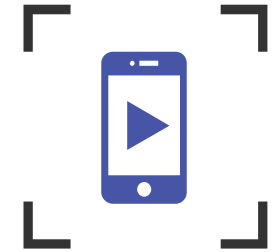
Social fragmentation



Screen agnosticism



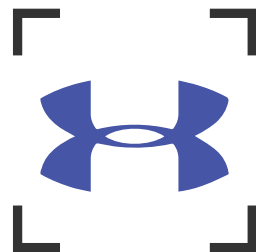
TV to content



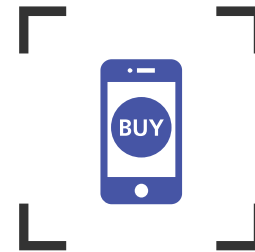
Data exchange economy



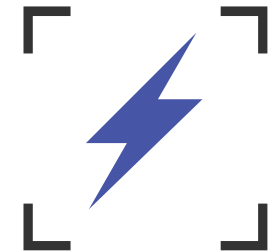
App consolidation



Ecommerce everywhere



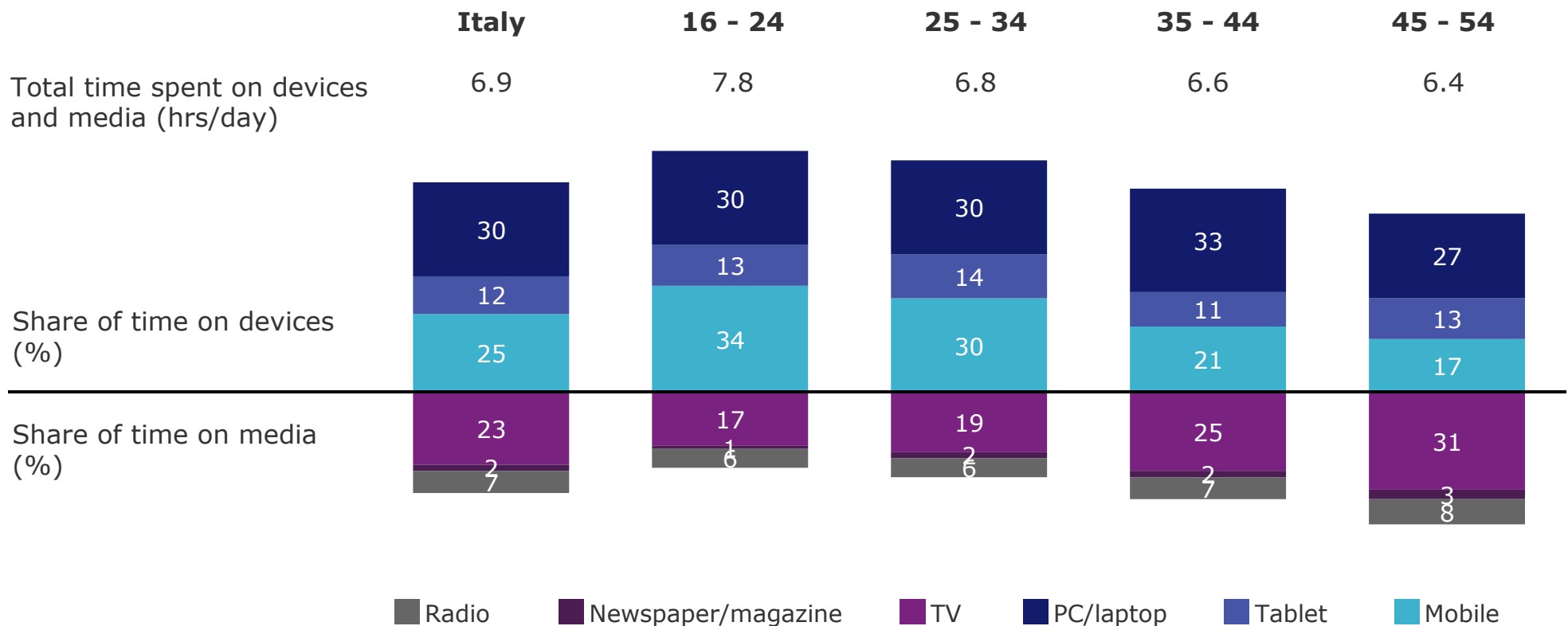
Appetite for disruption



Source: TNS Connected Life 2015 – 50 countries /60.500 interviews 16-65 y.o. – Samples nationally representative
Methodology according to digital country penetration

Digital media is becoming more important vs traditional

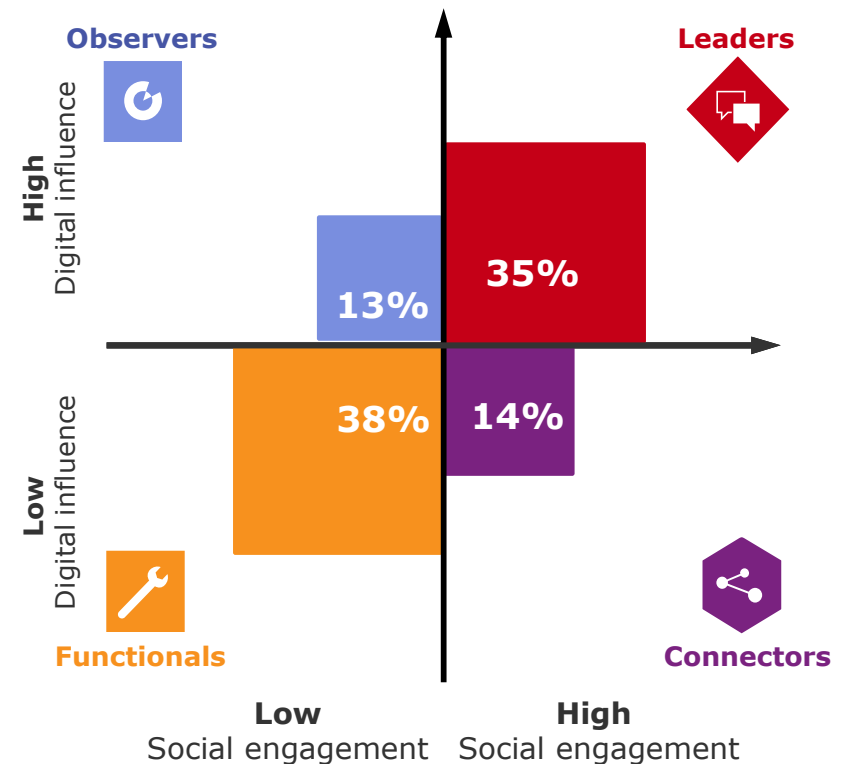
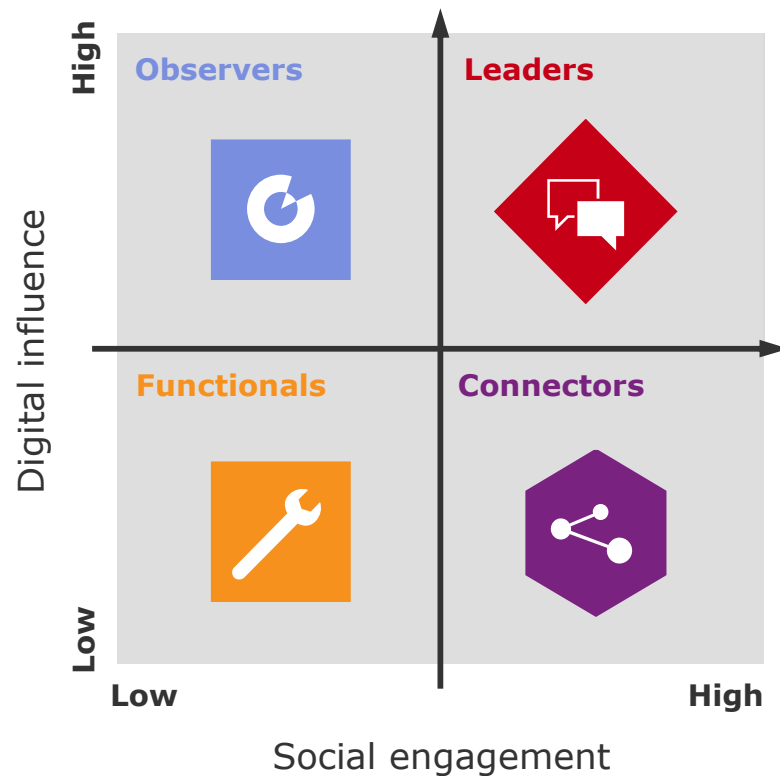
Time spent on devices and media per day



Source: TNS Connected Life 2015

As markets mature, consumers become more divided and segmented in their digital behavior

Segment split – Italy 2015 - %

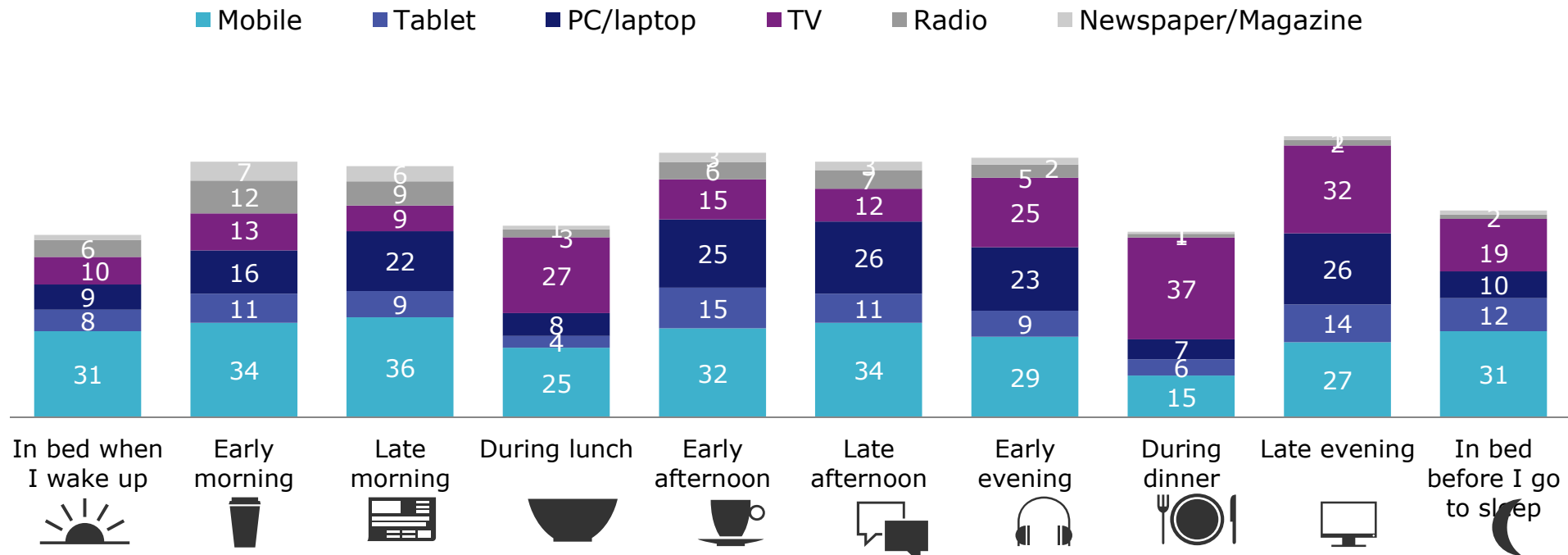


Source: TNS Connected Life 2015

Connected anytime in anyway even if... mobile and TV are the main players, creating an era of micro-moments

Reach of devices and media throughout the day – Italy

%



Source: TNS Connected Life 2015

5 New opportunities that meet the oldest ones

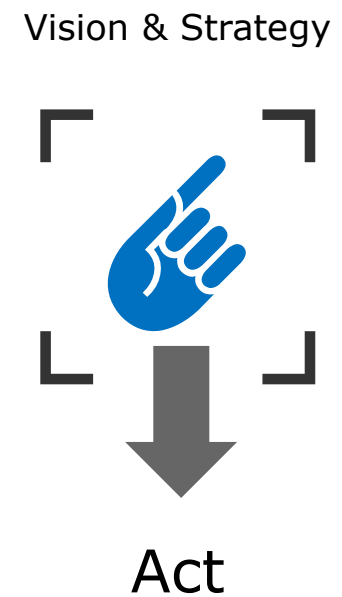
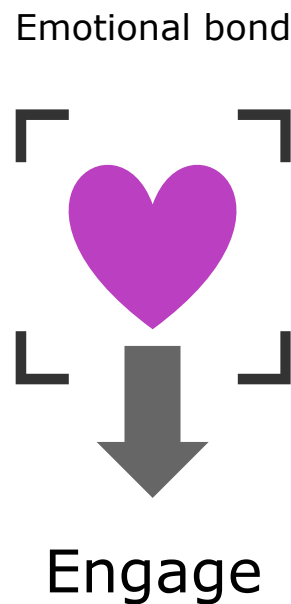
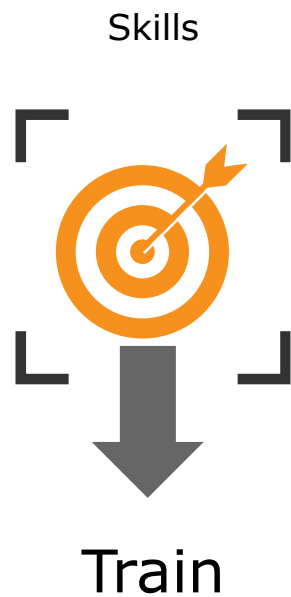
Set priorities for a more effective and integrated marketing

1. Fuse data and strategy in targeting
2. Customize for consumer and context
3. Target moments not media channels
4. Multi-modal touchpoint mastery
5. Keep searching for the direct route



3 areas of gaps often limit companies in the transformation path: internal alignment is needed

Sometimes the embracement of the new is affected by a complexity we should deal with. We need to connect with the brain, with the heart, with the body.

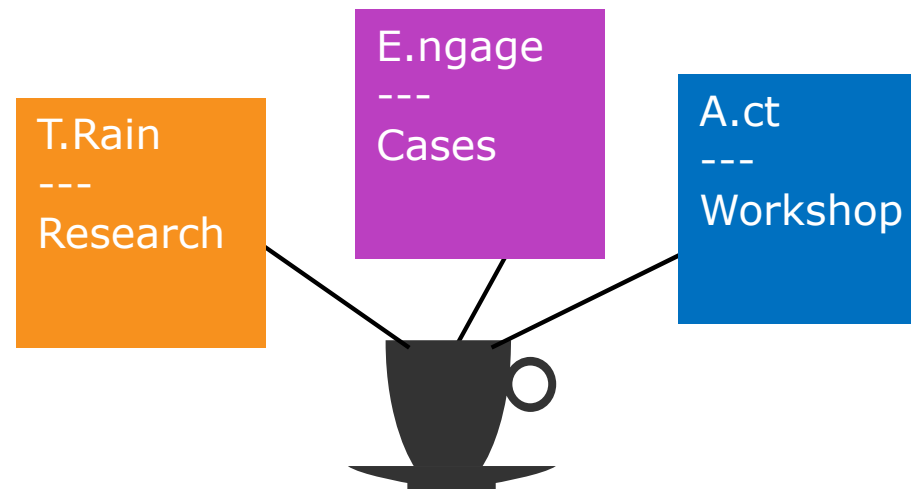


A cup of T.E.A.?

It's not about writing a digital plan presentation, it's not about convincing the boss, it's not about having one workshop or a brainstorming, it's not just about training...

A more integrated involvement of T.raining, E.ngagement, A.ction planning is needed

TNS can deliver 3 essential ingredients:



Thank you!



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