

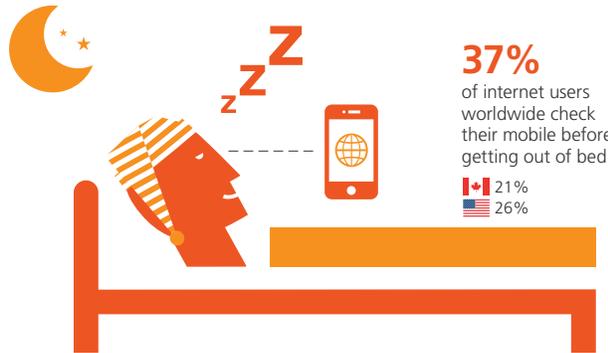
Connected consumer dynamics

Technology has driven almost continuous change in consumer attitudes, behaviour and habits over recent years, and this has been hugely disruptive for marketing. But understanding your target audience remains at the heart of successful marketing. Here are **8 consumer trends** we've observed – and the opportunities they represent.

1 Constantly connected

Always on lifestyle.

Consumers are connected throughout the day via mobile. The opportunities lie in targeting the most relevant moments for a brand.



2 Social fragmentation

The social universe is expanding fast.

16-24 year olds use **3.8** social platforms a day on average.

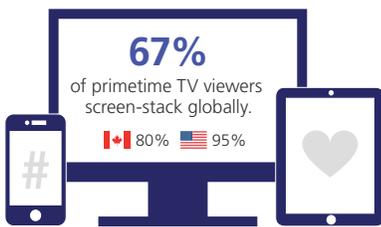
Canada	3.6
USA	4.0



The increasing use of niche platforms creates new opportunities for brands to adapt their approach and content to the different channels.

3 Screen agnosticism

Any screen will do.

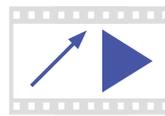


People don't reserve jobs for particular devices, or postpone until they are at a PC. Brands need to develop adaptive content that provides the best experience on all screens.

4 From TV to content

People are watching more video – but not on traditional TV.

Video will account for **69%** of consumer internet traffic by 2017 according to Cisco.



The movement to more diverse video formats means brands can deliver relevant content to highly targeted, addressable segments.

5 Data exchange economy

What's in it for me?



Consumers (particularly younger ones) are increasingly comfortable sharing their data with brands, providing an opportunity to personalise targeted advertising.

6 App consolidation

Online behaviour is habitual.



Multi-functional apps are giving influence to a few media players. This emphasises the need for partnerships to maximise creativity and impact.

7 Ecommerce everywhere

Convert a sale anytime, anywhere.



The world's largest online retail event, Alibaba's 'singles day' in China generates US\$4 billion sales through mobile.

8 Appetite for disruption

Technology has removed barriers to entry.



The Dollar Shave Club disrupted the market, building **2 million** subscribers in 3 years.

Consumers embrace new types of supplier, channel and payment models and are open to new ways of doing things if it better meets their needs.

Connected Life provides the world's most comprehensive view of the connected consumer, reaching 60,500 people across 50 countries. Find out more at tnglobal.com/get-connected

Source: unless otherwise specified TNS's Connected Life study or US mobile panel.

