

# GET UP CLOSE AND PERSONAL WITH THE CONNECTED CONSUMER

From typology to personality





**Today, everyone is a Connected Consumer. Making sense of the impact new technology is having on your customers and target audiences is key to your future success.**

We have made it our mission to help you get closer than ever before to the real people we call Connected Consumers. We all know that technology is revolutionizing consumers, brands and businesses at speed, and it's essential to keep up. We're committed to helping you understand

consumers' different needs, behaviors, motivations and attitudes – and enabling you to do this faster than ever before.

**Connected Consumers are more demanding, more informed, and more savvy than at any other time in our history.**

**Up close and personal**

One thing we've learned from our focus on the Connected Consumer is that the key to success is understanding people's different needs and meeting them. There are three key benefits that are common to all Connected Consumers: freedom, acceleration and intimacy. If you can harness technology to deliver these core benefits and make people's lives better, then you're on the right path to success. Here's how you can keep up:

**Freedom: Keep it simple**

Connected Consumers are more demanding, more informed, and more savvy than at any other time in our history. They want brands and businesses to help make their lives simple and convenient. The smartphone is the hub of their connected lives.<sup>1</sup> It's consumers' mission control for the smart home, connected car, personalized on-demand media, a simplified retail experience, easier ways to pay and individual health monitoring.

With current advances in data analytics, brands will increasingly use emerging technologies, such as virtual and augmented reality, to enhance the shopping, banking, traveling, living and learning experiences to make them more convenient. Personalization will be a key building block. For those that get it right, the result is deepened loyalties and customer lifetime value. The key to success is to be led by what consumers want, not blinded by what the technology can do.

**Acceleration: Catch me if you can**

One impact of technology has been speed. Fact: Consumers' sustained attention span is currently five minutes, seven minutes less than it was in 1998.<sup>2</sup> Connected Consumers live with the dial set to "fast forward". They occupy a world where judgements are snap, the news is fast and they click-to-buy. In business and in pleasure,

smiley faces and thumbs down emojis provide sentiments that replace verbal and written communications. Connected Consumers not only expect everything quickly but lose their patience even faster. In fact, more than half (54%) of consumers globally agree that, "If a new technology product is not simple to use, I lose interest."<sup>3</sup> If you want to keep pace, you need to know how, where and when to grab their attention. For your message to break through, superior media planning is essential.

Connected Consumers' need for speed makes the job of a brand even more relevant today. The reassurance of a trusted brand allows for faster customer decision-making. For brands and businesses, the pressure is on. In social media, reputations are made – and lost –

in moments. The winners will understand their customers better than ever before, and deliver what they expect, when they want it and quicker than ever before.

**Personalized, but not too personal**

Today, many Connected Consumers expect an experience when they interact with a brand. Using customer and data analytics to deliver that engagement can generate long-term relationships. Younger consumers tell us they are happy to share their personal data in exchange for offers, discounts and customized products and experiences.<sup>4</sup> But not all Connected Consumers are the same, and older people aren't as comfortable with sharing.

Brands that understand, respect and protect consumers' individual boundaries will deserve the loyalty they earn by doing so. Increasingly, the way a brand behaves with data will become part of its promise and unique selling points. So, personalize your offer to the Connected Consumer, but understand and respect their specific boundaries.

**For your message to break through, superior media planning is essential.**



**At GfK, we can help you get up close and personal to Connected Consumers**

- understand their behavior, and anticipate it
- cut through and grab their attention
- maximize data to personalize your offer
- earn and maintain brand loyalty
- improve the user experience
- innovate successfully
- manage and protect brand reputation
- harness the right technology and avoid the hype

If everyone is now a Connected Consumer, it's important to know what that means for your business. Our teams of sector experts will help you to get closer than ever before to the real people we call Connected Consumers and explore their world.

<sup>1</sup> GfK FutureBuy 2016, an online survey with 20,000 consumers 18+ in 20 countries across key categories

<sup>2</sup> National Center for Biotechnology Information, U.S. National Library of Medicine (<http://www.statisticbrain.com/attention-span-statistics/>, Feb 12, 2016)

<sup>3</sup> GfK Consumer Life (Roper Reports® Worldwide) 2016 (Core 18, mixed mode, 15+)

<sup>4</sup> GfK online survey conducted in 2016 among 22,000 consumers (aged 15+) in 17 countries

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[connected-consumer.gfk.com](http://connected-consumer.gfk.com) and discover  
the Connected Consumer.

Or get in touch with us at  
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## About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.