Tech Enthusiasts & Brand Engagement



People with a strong interest in at least two of the following: technology, gadgets, gaming, science or cars



36% of the global internet population are Tech **Enthusiasts**

| Self-perceptions | |
|---|-----|
| It is important to be well informed about things | 86% |
| It is important to continue to develop new skills throughout life | 84% |
| You should seize opportunities when they arise | 84% |

Outlook on the world It is important to stay in touch with what is going on in the world 81% I like to explore the world around me **79%** I am interested in other cultures and countries 77%

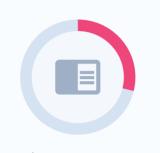
BRAND EXPECTATIONS

They expect innovation & expertise

% who want their favorite brands to do the following



Provide innovative new products 31% 1.21 IDX



Improve your knowledge and skills 29% 1.10 IDX

Produce eco-friendly products 25% 1.02 IDX

Make you feel like a

valued customer

25% 1.02 IDX



Provide useful apps and services 19% 1.14 IDX

They're brand conscious and experimenters...



Like to **try new**

products

65%



Stick to brands they like

44%

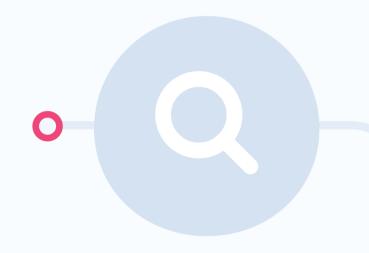
Buy brands they see advertised

RESEARCH

DISCOVERY

BRAND INTERACTIONS

BRAND ADVOCACY



Want to be well-informed before purchase

% who mainly use the following to find out more about brands/products

| Search engines | 62 % | 1.20 IDX |
|---------------------|-------------|----------|
| Social networks | 52 % | 1.25 IDX |
| Consumer reviews | 44% | 1.22 IDX |
| Product/brand sites | 41% | 1.28 IDX |
| Mobile apps | 35% | 1.31 IDX |

Reviews & influencers are an important go-to resource...



Vlogs (blogs in video form) +42% over-index



Video sites +41% over-index



Blogs on products/brands +39% over-index

Experts & price are key considerations...

78% Always try to find the best deals

63% Always seek expert opinion before purch

52% Price is more important than brand name



Brand discovery led by traditional channels

% who are most likely to discover brands/products via the following

47% 1.30 IDX

Search engines

| 9 | | |
|------------------------|-----|----------|
| TV ads | 45% | 1.22 IDX |
| Online ads | 42% | 1.32 IDX |
| Word-of-mouth | 37% | 1.19 IDX |
| Brand/product websites | 36% | 1.38 IDX |

Community-led resources are more impactful than average...



Forums/message boards +47% over-index



Reviews from expert bloggers +46% over-index



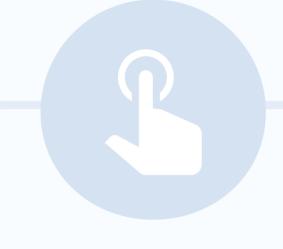
Newspaper/magazine stories +44% over-index

Many discover brands via product-led promotions...

29% Product comparison websites

28% In-store displays or promotions

23% Product catalogues



Proactive in how they interact with brands

% who engaged with brands or branded content in this way last month

| Visited website | 66% | 1.19 IDX |
|--------------------------|-----|----------|
| Watched a video | 33% | 1.39 IDX |
| Read an email | 29% | 1.26 IDX |
| Liked/followed on social | 29% | 1.33 IDX |
| Visited social page | 28% | 1.32 IDX |

Ahead as early adopters of emerging formats...



Played a branded game +48% over-index



Download/use a branded app +44% over-index



Through a messaging app +41% over-index

Branded social content resonates with the majority...

56% are Brand Interactors*; 7 in 10 are Brand Followers*

use social to research /find products to buy

34% more likely to value social media "buy" buttons

*Click here for more information about how our social



Clear value exchange will drive brand advocacy

% who would be most motivated to promote a favorite brand online by the following

High-quality products **59%** 1.20 IDX Rewards (like discounts) **51%** 1.16 IDX Great customer service **40%** 1.23 IDX Love for the brand **39%** 1.17 IDX Matches their interests **38%** 1.15 IDX

Exclusivity will make them advocates...



+37% over-index

Access exclusive content/services



Having insider knowledge +34% over-index



Feeling of being involved +24% over-index



reviewed a product /brand last month

23% posted about technology

16% posted about gaming