

# Tech Enthusiasts & Brand Engagement



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



| 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



### They're brand conscious and experimenters...



### RESEARCH

**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 purchase |
| 52% | Price is more important than brand name    |

### DISCOVERY

**Brand discovery led by traditional channels**

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

|                        |     |          |
|------------------------|-----|----------|
| Search engines         | 47% | 1.30 IDX |
| 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              |

### BRAND INTERACTIONS

**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* |
| 4 in 10 | use social to research /find products to buy         |
| 34%     | more likely to value social media "buy" buttons      |

### BRAND ADVOCACY

**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...**

|  |                                   |                 |
|--|-----------------------------------|-----------------|
|  | Access exclusive content/services | +37% over-index |
|  | Having insider knowledge          | +34% over-index |
|  | Feeling of being involved         | +24% over-index |

**Which is important when they're vocal online...**

|        |                                      |
|--------|--------------------------------------|
| 1 in 2 | reviewed a product /brand last month |
| 23%    | posted about technology              |
| 16%    | posted about gaming                  |

\*Click here for more information about how our social segments are defined