eculturesEUROPE

G2 Launches pan-European Study into Consumers' Digital Behaviour

London, UK, April 2012 … G2, a top-five global marketing services agency, today announced the launch of its **G2 eCulturesEUROPE Report,** a new in-depth study analyzing consumer habits and perceptions of the digital world across Europe, providing new insights for marketers to create enduring relationships between brands and consumer throughout every part of their digital lives.

Conducted in 2011, the study profiled over 6,500 consumers in six countries; UK, Spain, France, Germany, Romania and Russia. It aimed to explore internet users' everyday digital activity, delving deep into the relationships between consumers and brands online.

Additionally the report creates a central resource to maximize online consumer engagement and transform it into online brand commitment. Moreover, the study aims to helps marketers to understand how they can encourage consumers to adopt digital activities as they interact with brands and identify key touch points that will have a direct impact on online shopping.

Pietro Leone, CEO, G2 EMEA, commented:

> "This report gives brands unprecedented access to data which enables them to understand consumer behavior and attitudes towards digital use at a much more in-depth level. Our analysis shows that Europe's consumers are constantly evolving, adopting certain digital activities more than others, and have a wide range of online habits.
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> "Brands and consumers alike are increasingly shifting focus to the digital environment, yet the two still don't appear to be engaging with each other optimally. Our report provides a guide to discovering what it is consumers are really looking for online and how brands can meet their needs in a relevant and meaningful way.."

Top line insights from the report include:

Online privacy

Almost two-thirds (64 per cent) of Europeans that believe that respect for their privacy, personal space and information is the most important demand when interacting with brands online. The report showed that privacy protection ranked first in a list of consumer demands, including handling complaints (54 per cent), helping to find the best price (48 per cent) and rewarding consumers (46 per cent).

It was further revealed that those respondents most concerned about online privacy buy less online. While nearly half of all respondents generally browse and research brands, products and services online, fewer than half of those who have privacy concerns go on to complete the sales transaction online, opting instead to purchase in a traditional store.

Best and worst of the internet

To gather a more accurate idea of consumers' true feelings of the internet, users were shown a random set of words including 'mail', 'Google', 'spam' and 'addictive', which they then had to assign to either the 'best' or 'worst' column. To make the results as accurate as possible, users were asked to create their own word cloud to help visualise their thoughts.

Advertising and branded content may exist for the same purpose, but they are perceived in entirely contrasting ways. Additionally, consumers displayed quite a negative outlook towards advertising, whilst the more subtle concept of branded content seems to be embraced more openly.

Brands dos and don'ts
The report looked to uncover specific reactions to how brands have evolved with the rise of digital and how consumers think they should be making the most out of their online presence. There are opportunities to increase interaction by making brand information more relevant, inspirational and appreciated by consumers.

The study also found that online privacy is a serious issue for EU users and is a key barrier that prevents some consumers from digital adoption and online shopping. Therefore brands need to build trust by showing that they respect the importance of personal information and remaining unobtrusive when users are browsing.

Finding the real influencers
The report found that seven per cent of the EU internet population plays an active role online by inviting and engaging others in their product and brand experiences. This group of ‘influencers’ are young, urban, and educated, and primarily use the internet to express interests, shop, organise their lives, consume multimedia content, socialize and play games.

Smartphones and office PC’s are predominantly used by influencers to access the internet while computers at home and games consoles are for leisure. They can often feel dependant on mobile devices for browsing and recognise the usefulness of apps. Influencers are more accepting of mobile marketing in comparison to other groups. They are more likely to respond to text messaging, display ads and apps. However the caveat is that more advanced technologies like geo located ads, Bluetooth and QR codes are still not widely accepted and used.

Monetising the internet
Online shopping is still under development and is constricted by limited environment, the associated mindset of users and technology. Brands can act more intensively as accelerators, shifting budgets from image building to call to action, and fostering functional arguments and mobile technologies.

The report further found that 93 per cent of respondents had bought something online, but only five per cent of this group said shopping on the internet was a daily experience. Internet shopping is more prevalent in the UK, France, Germany, yet most loyal online buyers are in Romania and Russia.

The research also found that purchases online are skewed towards multimedia content and leisure, with people buying tickets and making travel bookings. The buying of gifts, fashion, cosmetics, luxury items, electronics and homeware is also rapidly developing.

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Notes to editors

Methodology
The e-culturesEurope Report was conducted in September 2011 and polled 6.572 consumers in six countries (UK, Spain, France, Germany, Romania and Russia) chosen to cover the range of internet penetration across Europe). In each market, the sample is representative of the internet-user population, and thus skews slightly older in UK and Germany and slightly younger in Romania and

Russia. The study is fielded via online panels, using G2's proprietary online research tool ENGAGE, and has a maximum margin of error of ±2.5%.

G2 EMEA is a global brand activation agency network that helps marketers Maximize Brand Commitment℠. Ranked number five among the top global marketing services agencies, G2's multifaceted service offering brings together direct marketing, data analytics, shopper marketing, branding & design, promotional marketing, communications planning and digital/interactive marketing, to create innovative and compelling marketing programs for our clients. G2 utilizes unique and proprietary tools to gain insight into the consumer's Purchase Decision Journey℠, from consideration to brand selection. The G2 network operates 40 offices in 28 countries, and clients include Adobe, Aetna, Campbell Soup Company, The Coca-Cola Company, GlaxoSmithKline, Heineken, Kraft, Procter & Gamble and Pfizer. G2 is part of the WPP group (NASDAQ: WPPGY). For more information, visit www.g2.com

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