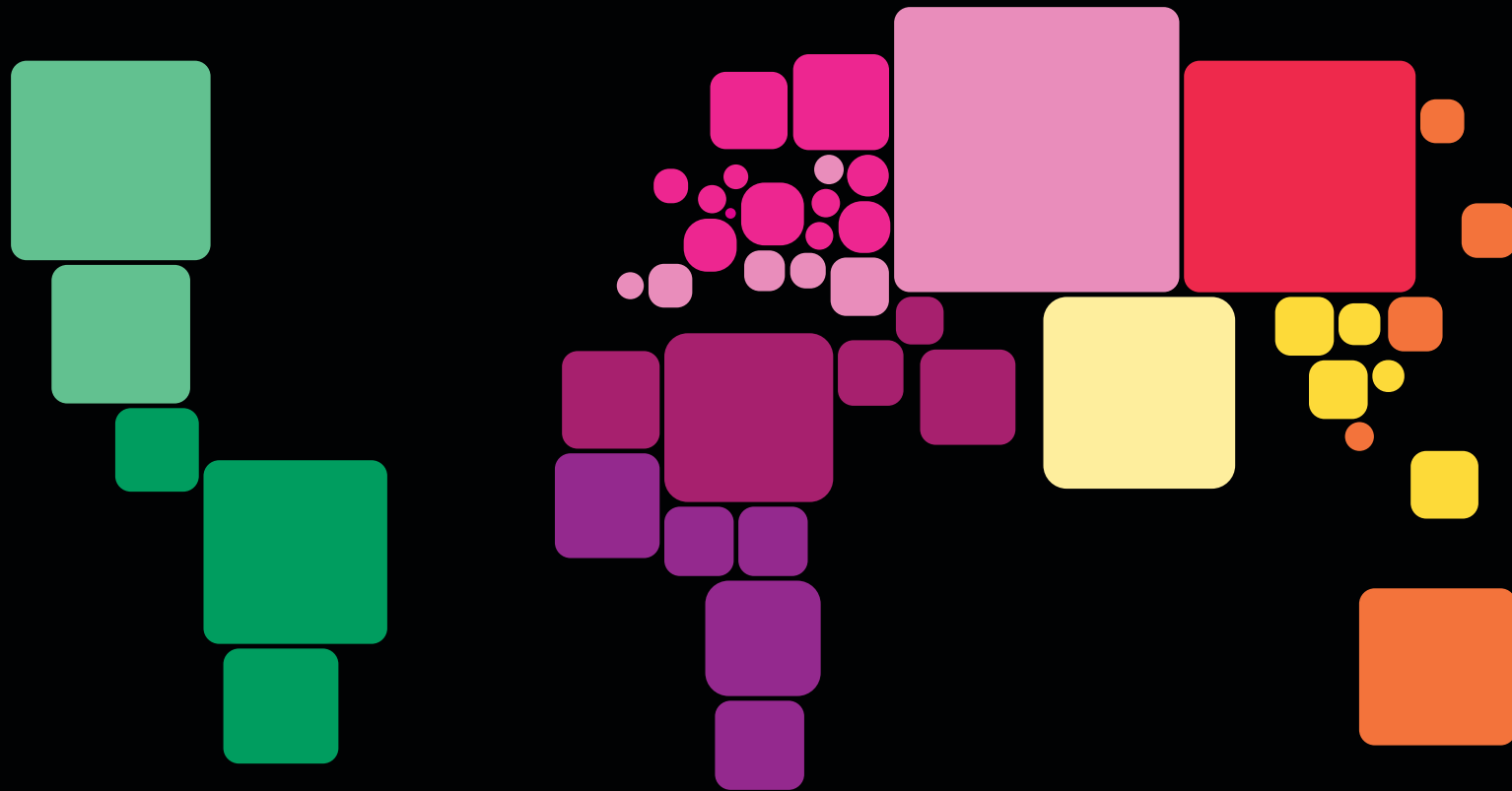


The Digital Lifestyles





“It’s not information overload
it’s filter failure”

Clay Shirky



To understand what consumers do is not enough.
'Clicks' are not the whole story.

To get a true picture of the consumer, you need to understand their history,
their needs and emotions.
This will explain why they do what they do.

The following profiles offer a glimpse into the evolving world of digital and
lifestyles that have emerged, and are emerging.

Introducing the digital lifestyles



INFLUENCERS

The internet is an integral part of my life. I'm young and a big mobile Internet user and generally access everywhere, all of the time. I'm a blogger, a passionate social networker with many social network friends. I'm also a big online shopper, even via my mobile. I want to make sure as many people as possible hear my online voice.



COMMUNICATORS

I just love talking and expressing myself, whether that's face to face, on a fixed line, mobile or on social networking sites, instant messaging or just emailing people. I really want to express myself in the online world in the way that I can't in the offline one. I tend to be a smart phone user and I'm connecting online from my mobile, at home, at work or at college.



KNOWLEDGE-SEEKERS

I use the internet to gain knowledge, information and to educate myself about the world. I'm not very interested in social networking but I do want to hear from like-minded people especially to help me make purchase decisions. I'm very interested in the latest thing.



NETWORKERS

The internet is important for me to establish and maintain relationships. I have a busy life whether it's my profession or managing the home. I use things like social networking to keep in touch with people I wouldn't have time to otherwise. I'm a big home internet home user and I'm very open to talking to brands and looking for promotions. That said I'm not really the kind of person to voice my opinions online.



ASPIRERS

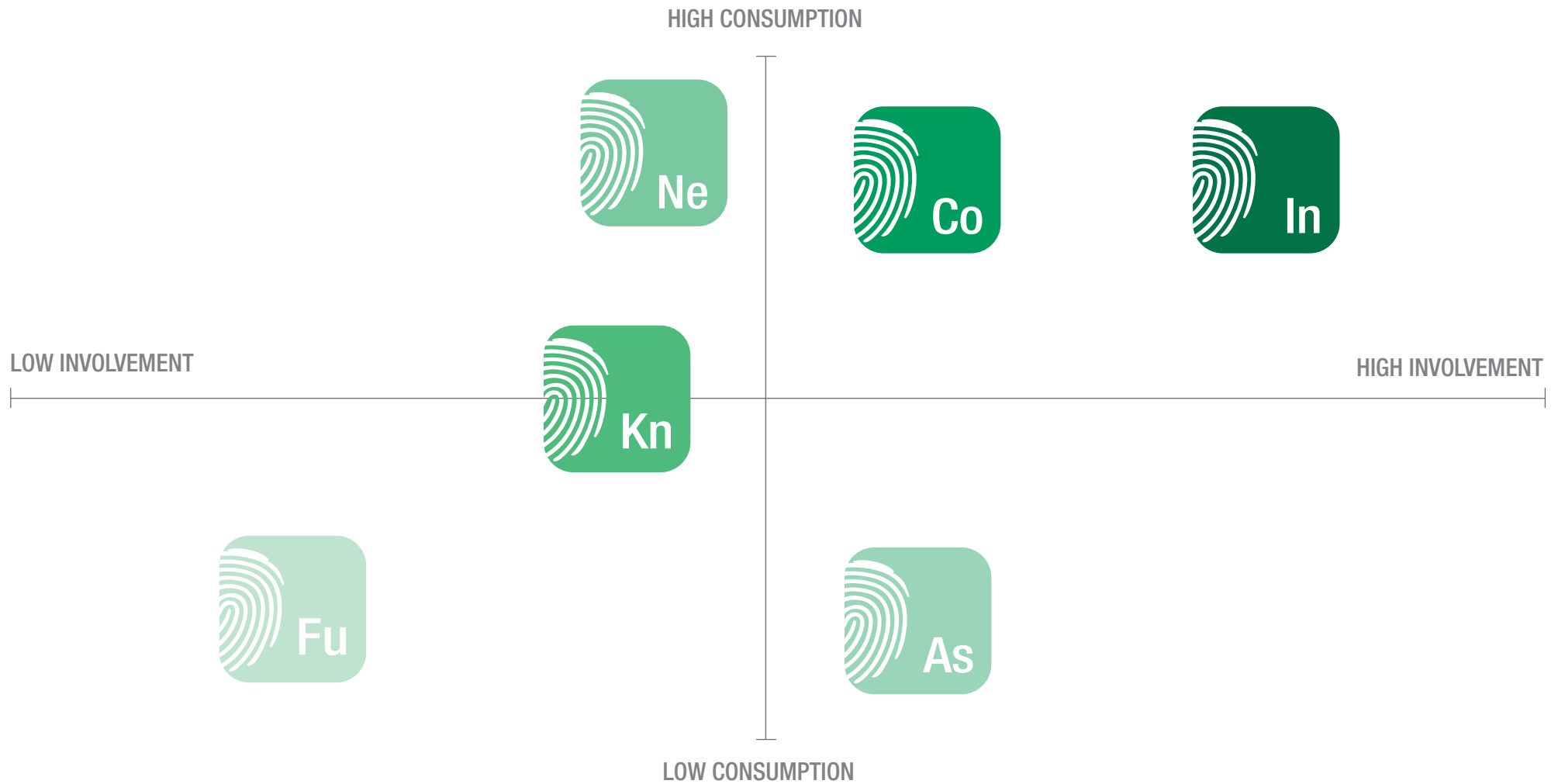
I'm looking to create a personal space online. I'm very new to the Internet and I'm accessing via mobile and internet cafes but mostly from home. I'm not doing a great deal at the moment online but I'm desperate to do more of everything, especially from a mobile device.



FUNCTIONALS

The internet is a functional tool, I don't want to express myself online. I like emailing, checking the news, sport & weather but also online shopping. I'm really not interested in anything new (like social networking) and I am worried about data privacy and security. I am older and have been using the internet for a long time.

Behaviour and attitude is not a linear relationship

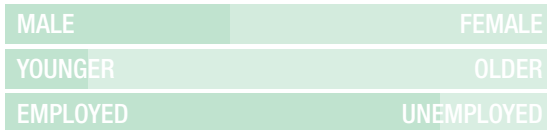


Functionals: The internet is a practical tool



FUNCTIONALS

WHO ARE THEY?



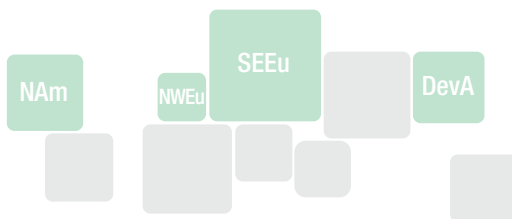
FREQUENCY OF INTERNET ACCESS



NUMBER OF SOCIAL NETWORKING FRIENDS



WHERE ARE THEY?



DIGITAL ATTITUDES

- H - I am concerned about data protection and privacy in the internet.
- L - Internet helps me connect with other like-minded individuals.
- L - In the online world, I can better express my feelings.
- L - The Internet improves the relationships I have with other people.

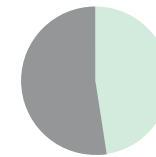
DIGITAL ENGAGEMENT



DIGITAL ACTIVITIES



BRAND INTERACTION



OPEN TO BRANDS
BRANDS ARE INTRUSIVE

5TH

LEVEL OF ONLINE PURCHASING
(On a scale of 1-6)

ABOVE AVERAGE TOUCHPOINTS

ONLINE
Branded sites
Retail shop
Price comparison
Search engine
User review on blog
Review sites
Social network comments

OFFLINE
Offline media
Retail shop
Offline WOM

Aspirers: I'm looking to create a personal space online



ASPIRERS

WHO ARE THEY?



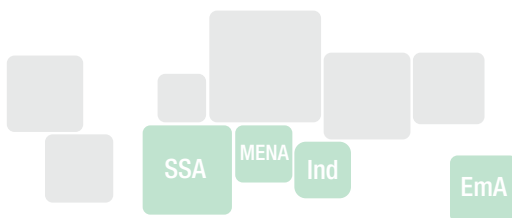
FREQUENCY OF INTERNET ACCESS



NUMBER OF SOCIAL NETWORKING FRIENDS



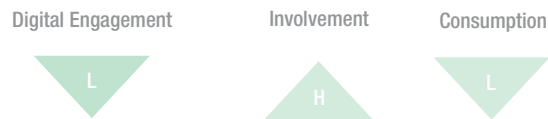
WHERE ARE THEY?



DIGITAL ATTITUDES

- H** - The Internet improves the relationships I have with other people.
- In the online world, I can better express my feelings.
- Internet enables me to belong and be accepted by my friends.
- L** - I can't imagine a life without the internet anymore.
- Life without the internet would be a lot less fun.

DIGITAL ENGAGEMENT



DIGITAL ACTIVITIES



BRAND INTERACTION



OPEN TO BRANDS
BRANDS ARE INTRUSIVE

6TH

LEVEL OF ONLINE PURCHASING
(On a scale of 1-6)

ABOVE AVERAGE TOUCHPOINTS

ONLINE
Branded sites
Retail shop
Price comparison
Search engine
User review on blog
Review sites
Social network comments

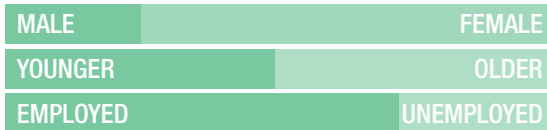
OFFLINE
Offline media
Retail shop
Offline WOM

Networkers : The internet is important for me to establish and maintain relationships



NETWORKERS

WHO ARE THEY?



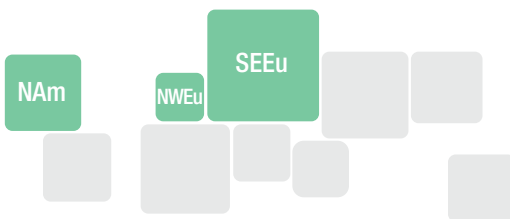
FREQUENCY OF INTERNET ACCESS



NUMBER OF SOCIAL NETWORKING FRIENDS



WHERE ARE THEY?



DIGITAL ATTITUDES

- H** - The Internet improves the relationships I have with other people.
- I can't imagine a life without the internet anymore.
- Internet helps me connect with other like-minded individuals.
- L** - In the online world, I can better express my feelings.
- Internet allows freedom of expression that I don't have in the offline world.

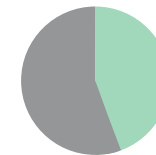
DIGITAL ENGAGEMENT



DIGITAL ACTIVITIES



BRAND INTERACTION



OPEN TO BRANDS
BRANDS ARE INTRUSIVE

4TH

LEVEL OF ONLINE PURCHASING
(On a scale of 1-6)

ABOVE AVERAGE TOUCHPOINTS

ONLINE
 Branded sites
 Retail shop
 Price comparison
 Search engine
 User review on blog
 Review sites
 Social network comments

OFFLINE
 Offline media
 Retail shop
 Offline WOM

Communicators: I just love talking and expressing myself



COMMUNICATORS

WHO ARE THEY?



FREQUENCY OF INTERNET ACCESS



NUMBER OF SOCIAL NETWORKING FRIENDS



WHERE ARE THEY?



DIGITAL ATTITUDES

- In the online world, I can better express my feelings.
- Life without the internet would be a lot less fun.
- Internet allows freedom of expression that I don't have in the offline world.
- Internet enables me to belong and be accepted by my friends.

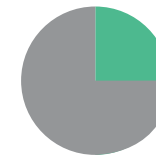
DIGITAL ENGAGEMENT



DIGITAL ACTIVITIES



BRAND INTERACTION



OPEN TO BRANDS
BRANDS ARE INTRUSIVE

2ND

LEVEL OF ONLINE PURCHASING
(On a scale of 1-6)

ABOVE AVERAGE TOUCHPOINTS

- ONLINE
- Branded sites
 - Retail shop
 - Price comparison
 - Search engine
 - User review on blog
 - Review sites
 - Social network comments

- OFFLINE
- Offline media
 - Retail shop
 - Offline WOM

Influencers: The internet is an integral part of my life



INFLUENCERS

WHO ARE THEY?



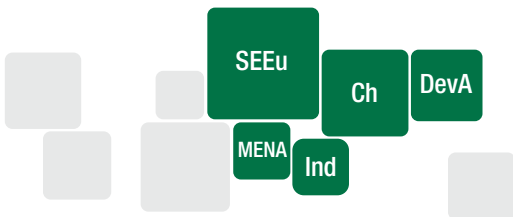
FREQUENCY OF INTERNET ACCESS



NUMBER OF SOCIAL NETWORKING FRIENDS



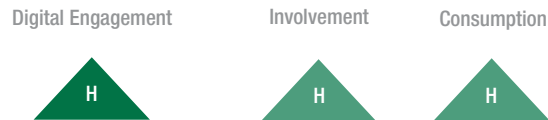
WHERE ARE THEY?



DIGITAL ATTITUDES

- H** - Internet allows me to stand out and be different.
- Internet allows freedom of expression that I don't have in the offline world.
- Internet enables me to belong and be accepted by my friends.
- In the online world, I can better express my feelings.
- L** - I am concerned about data protection and privacy in the internet.

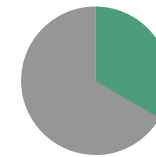
DIGITAL ENGAGEMENT



DIGITAL ACTIVITIES



BRAND INTERACTION



OPEN TO BRANDS
BRANDS ARE INTRUSIVE

1st

LEVEL OF ONLINE PURCHASING
(On a scale of 1-6)

ABOVE AVERAGE TOUCHPOINTS

- ONLINE**
- Branded sites
 - Retail shop
 - Price comparison
 - Search engine
 - User review on blog
 - Review sites
 - Social network comments

- OFFLINE**
- Offline media
 - Retail shop
 - Offline WOM

