17th HydraMeeting

Ero Papadopoulou,

Managing Director,

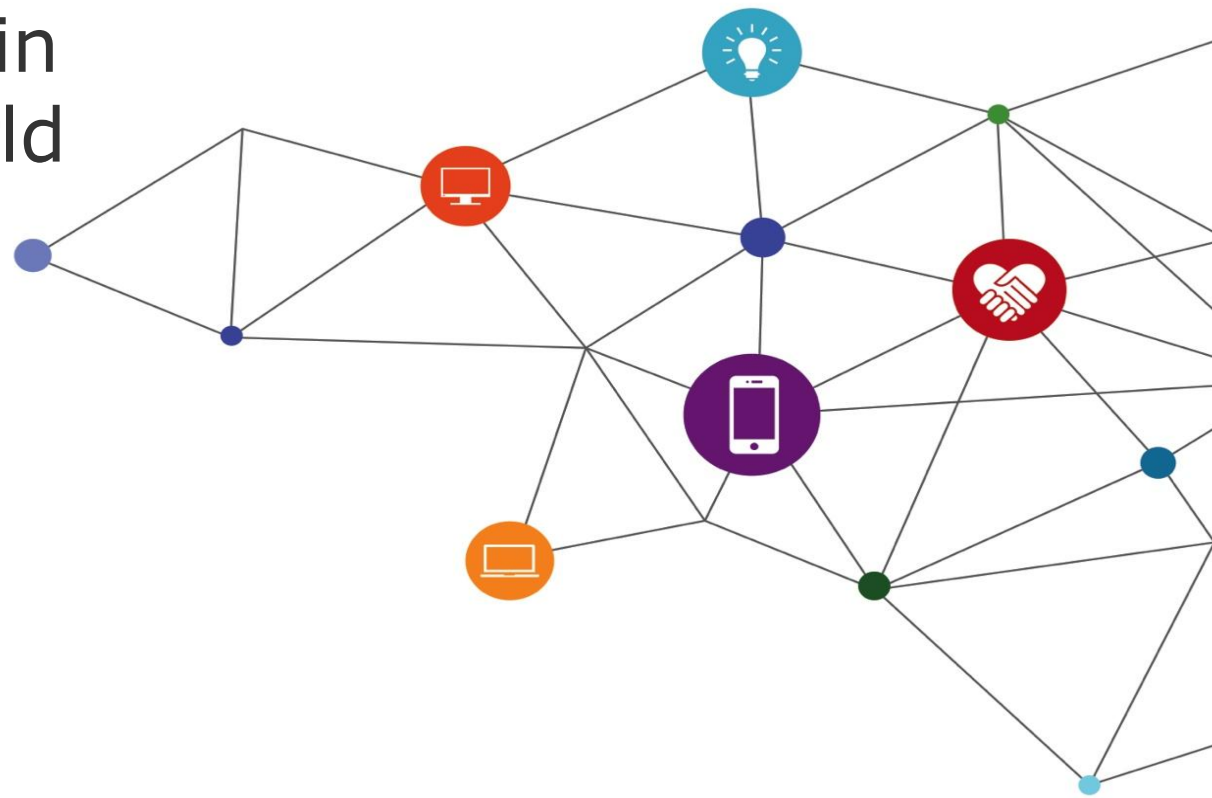
TNS Icap

(GREECE)

HELLENIC ASSOCIATION OF INSURANCE COMPANIES

Friday, 25.9.2015

Decision Making in a Connected World



25.9.2015

Ero Papadopoulou
Managing Director TNS ICAP

TNS

17th HydraMeeting
24-26 September 2015

It’s tough out there

More empowered consumers

More competition, lower barriers to entry

Increased pressure on pricing

Ero Papadopoulou
Managing Director, TNS ICAP

Ero Papadopoulou
Managing Director, TNS ICAP

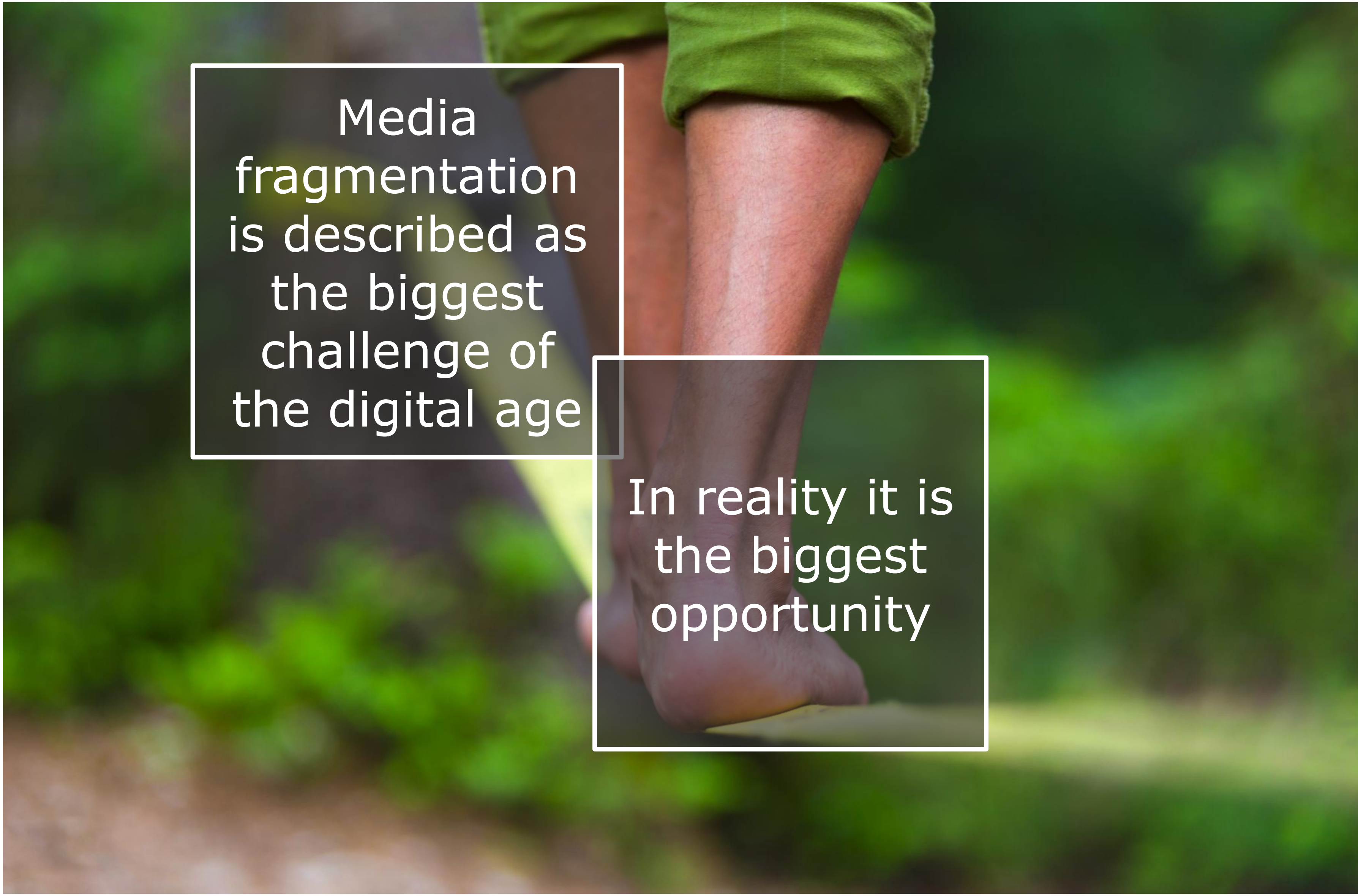
17th HydraMeeting
24-26 September 2015

This gives rise to fundamentally different business models well suited to suceed in this climate

airbnb

UBER

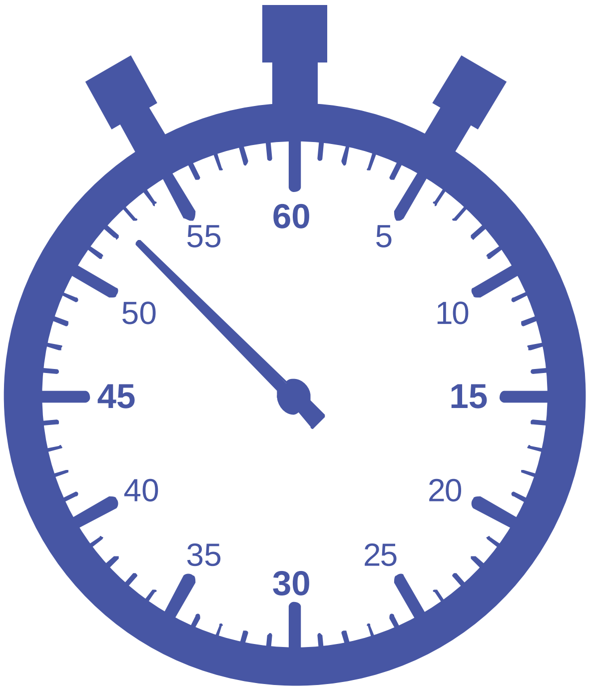
Ero Papadopoulou
Managing Director, TNS ICAP



Media fragmentation is described as the biggest challenge of the digital age

In reality it is the biggest opportunity

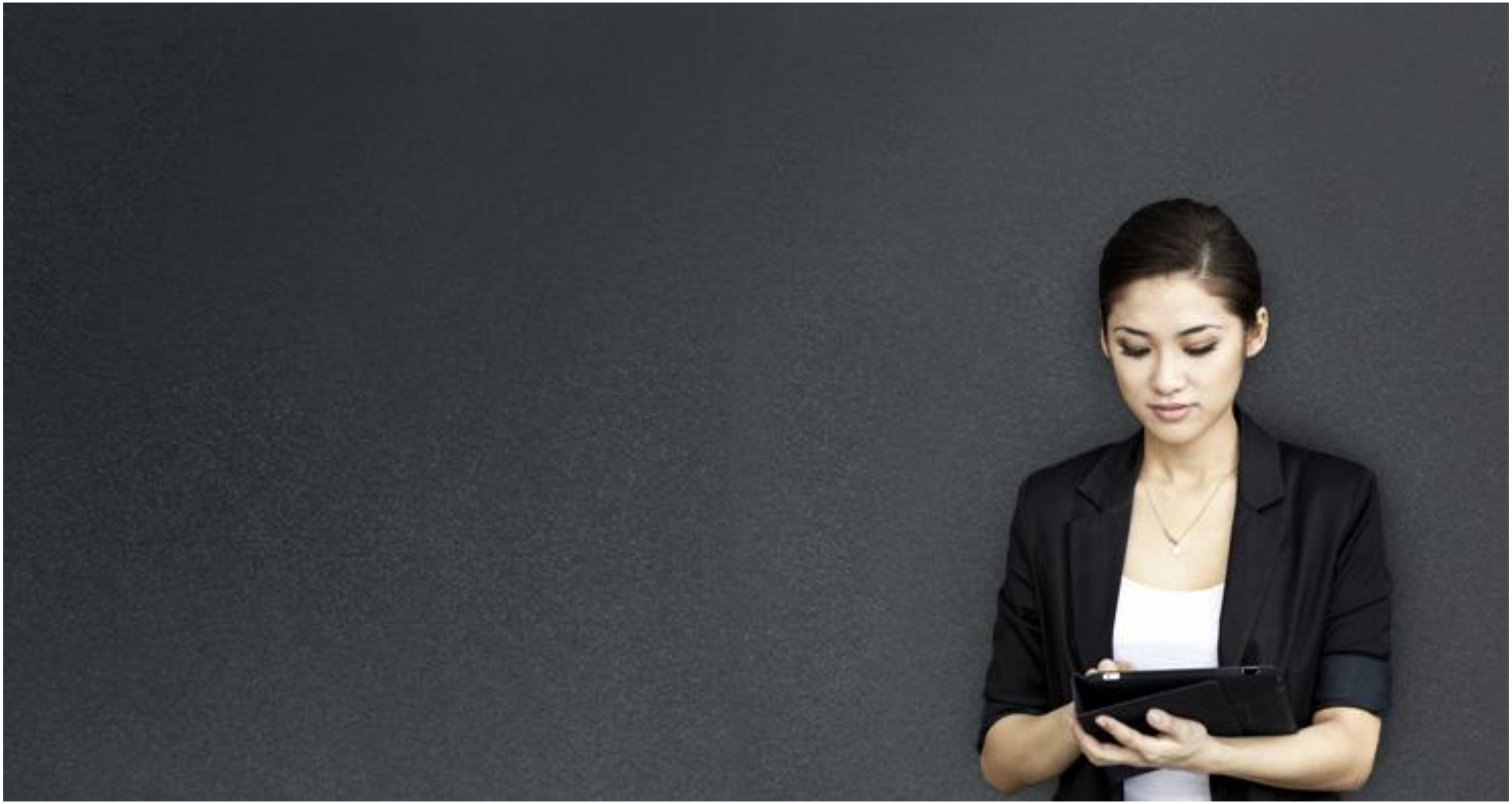
Ero Papadopoulou
Managing Director, TNS ICAP



It’s time to evolve

Ero Papadopoulou
Managing Director, TNS ICAP

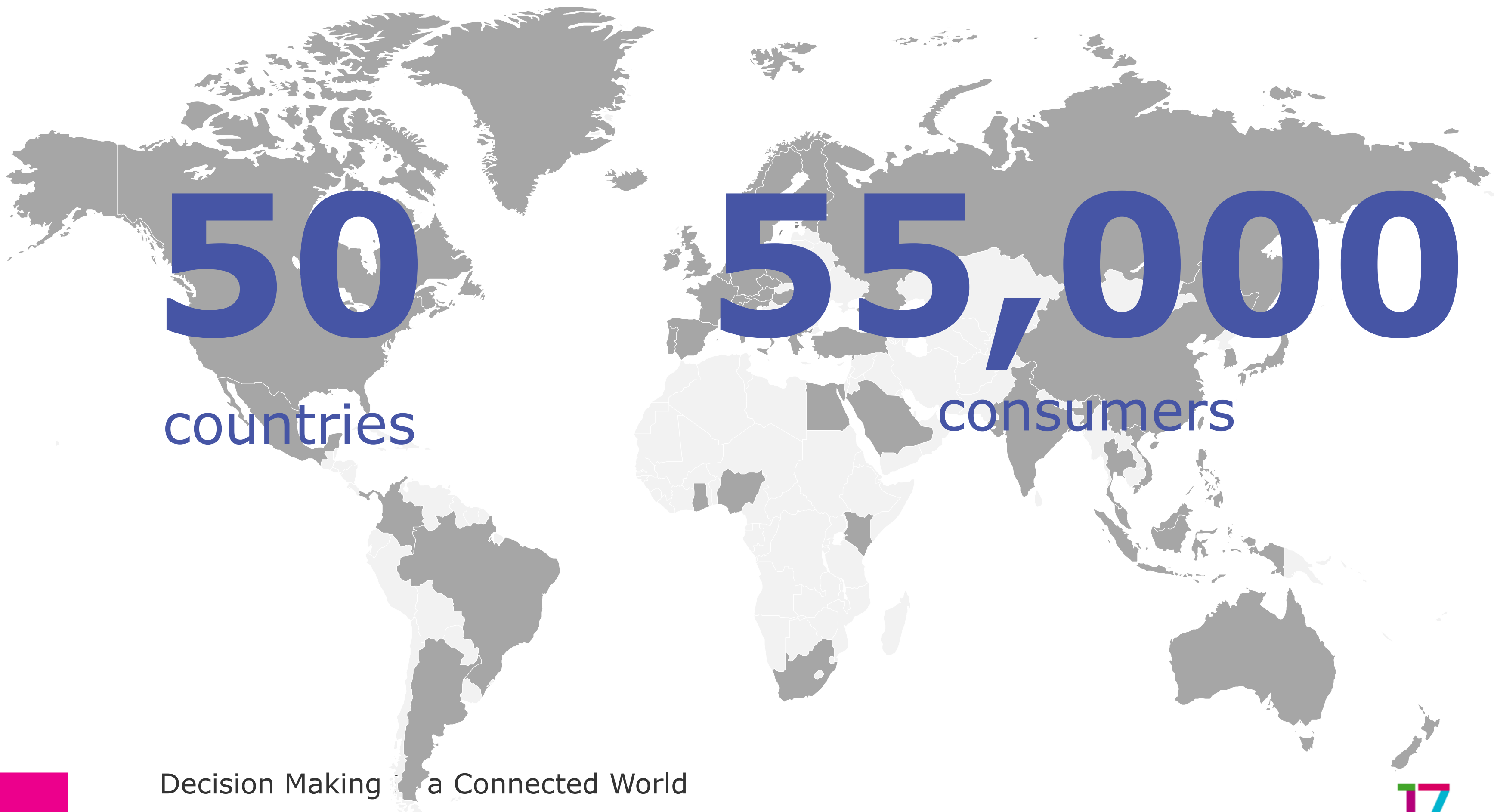
The Connected Consumer



Decision Making in a Connected World

Ero Papadopoulou
Managing Director, TNS ICAP

Connected Life survey explores how technology is transforming the lives of consumers across the planet



50

countries

55,000

consumers

Ero Papadopoulou
Managing Director, TNS ICAP

Think about two things…

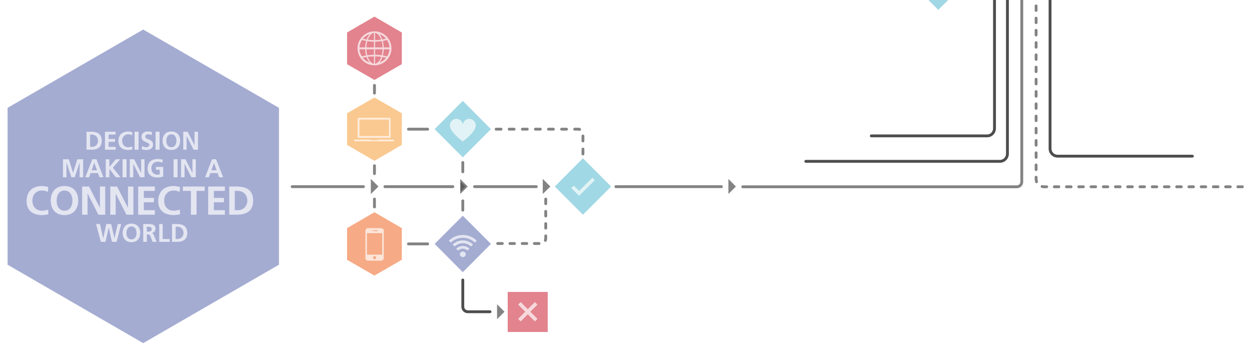
Access

Attitude

Ero Papadopoulou
Managing Director, TNS ICAP

Global trends in connectivity

Major consumer shifts



Ero Papadopoulou
Managing Director, TNS ICAP

1. The pace of adoption is getting faster

Number of years to reach 40 million units in shipment

Laptop PCs

14 years

Tablets

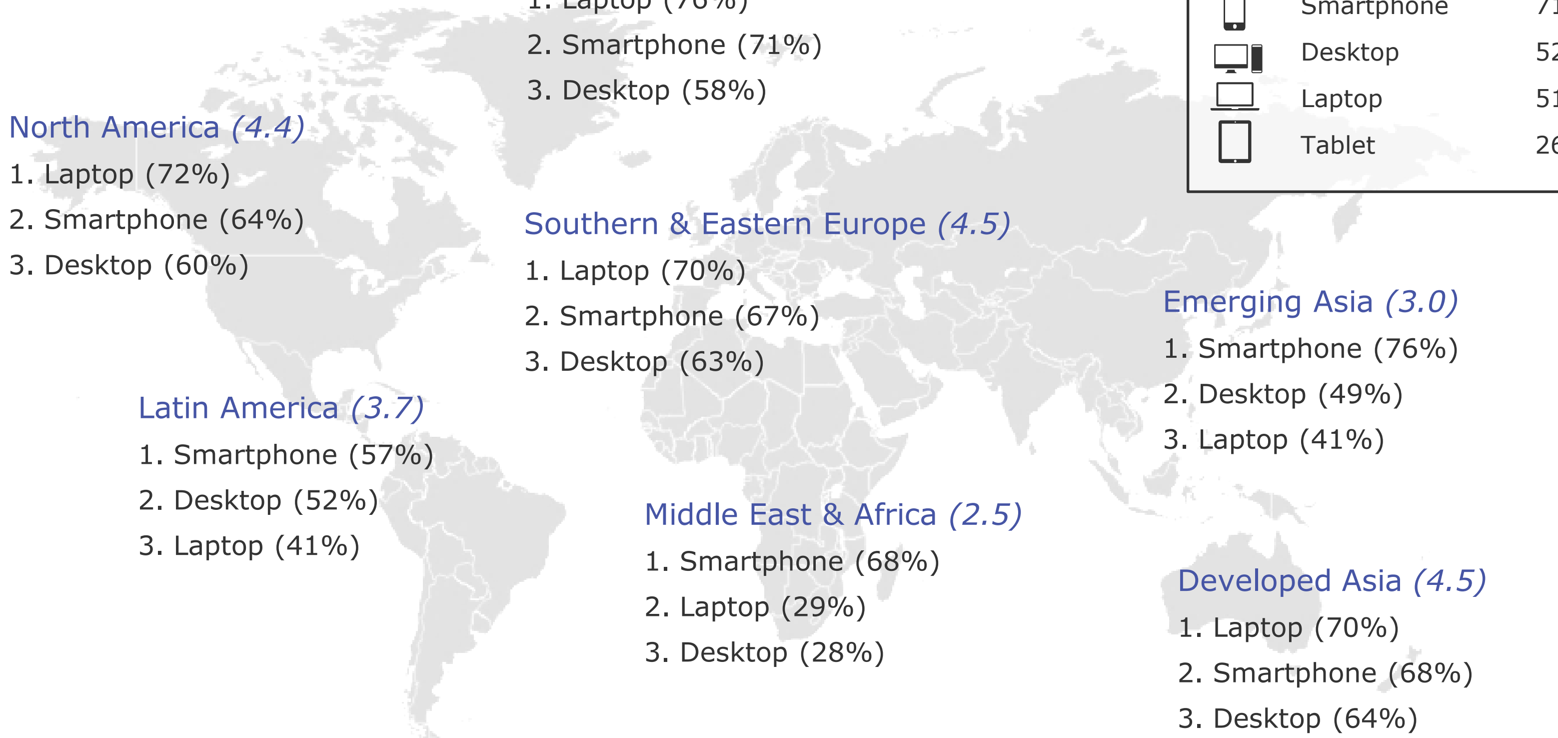
4 years

Source: Mary Meeker Internet Trends 2014

Ero Papadopoulou
Managing Director, TNS ICAP

The world is more connected than ever and Smartphones are now the #1 connected device

Global device landscape- by region



Global *(3.6)*

	Smartphone	71%
	Desktop	52%
	Laptop	51%
	Tablet	26%

Northern & Western Europe *(4.8)*
1. Laptop (76%)
2. Smartphone (71%)
3. Desktop (58%)

North America *(4.4)*
1. Laptop (72%)
2. Smartphone (64%)
3. Desktop (60%)

Southern & Eastern Europe *(4.5)*
1. Laptop (70%)
2. Smartphone (67%)
3. Desktop (63%)

Emerging Asia *(3.0)*
1. Smartphone (76%)
2. Desktop (49%)
3. Laptop (41%)

Latin America *(3.7)*
1. Smartphone (57%)
2. Desktop (52%)
3. Laptop (41%)

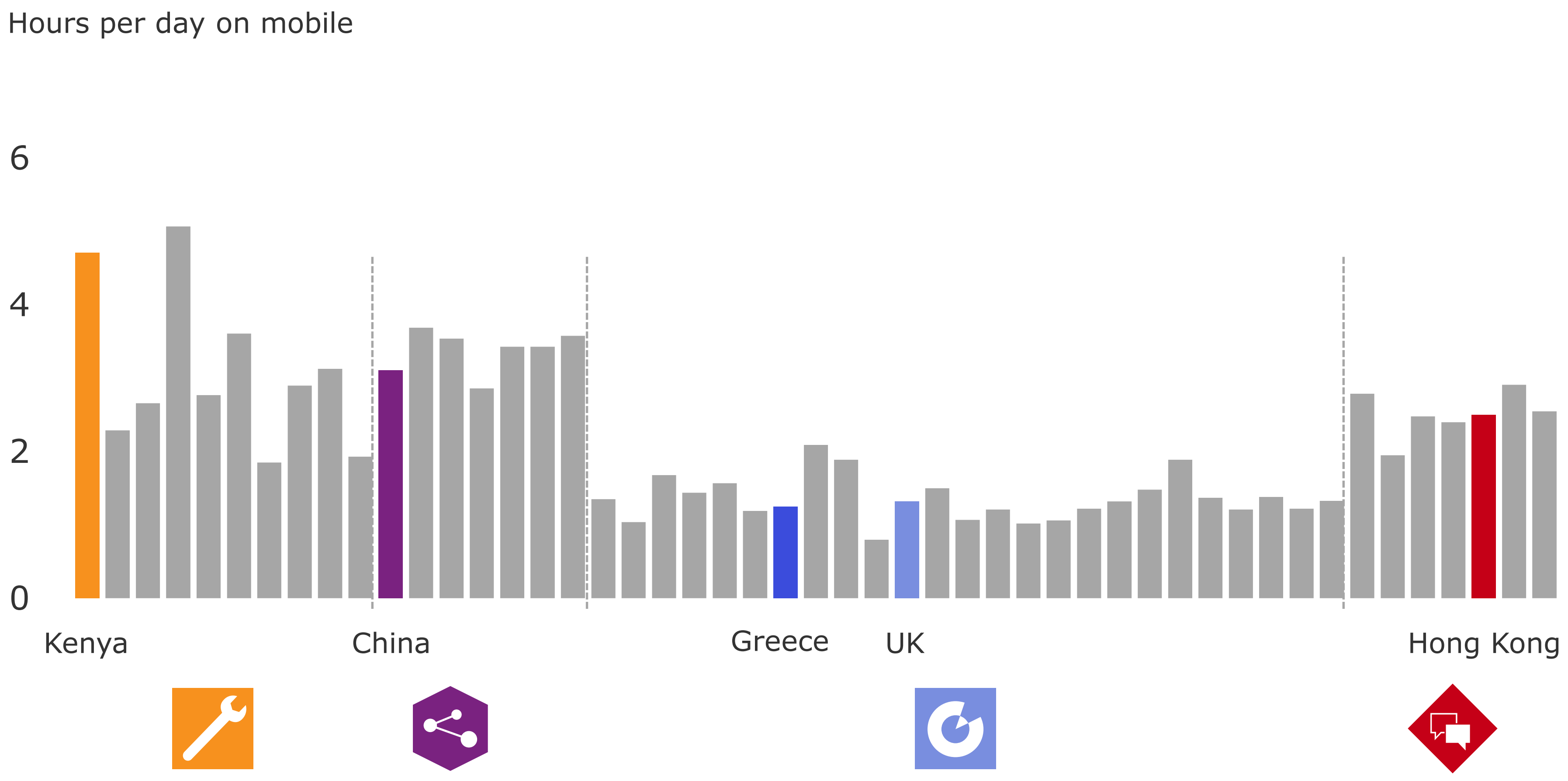
Middle East & Africa *(2.5)*
1. Smartphone (68%)
2. Laptop (29%)
3. Desktop (28%)

Developed Asia *(4.5)*
1. Laptop (70%)
2. Smartphone (68%)
3. Desktop (64%)

Key: *(x.x)* – Average number of devices* owned

B1. Device ownership
Base: Global (54,775) | North America (2,925) | Latin American (3,328) | Northern & Western Europe (13,815) | Southern & Easter Europe (10,805) | Middle East & Africa (8452) | Emerging Asia (8,289) | Developed Asia (7,161)
*Devices include: mobile phone, smartphone, tablet, laptop, desktop, gaming console, smart TV, flat panel TV and fixed line telephone

2. The world is mobile-centric, developed Asian and emerging Africa markets lead the developed West



Source: Connected Life 2014

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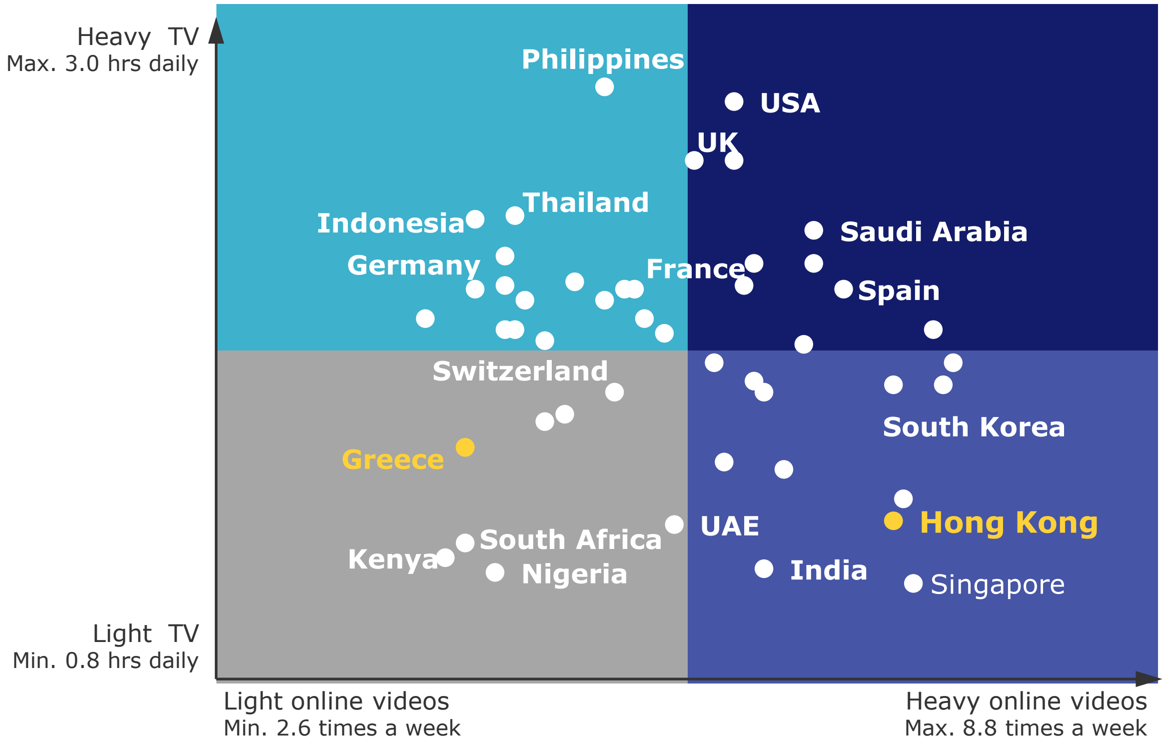
Managing Director, TNS ICAP

3. TV under pressure from new formats

Traditional TV and online video usage



Light online videos, Light TV | Light online videos, Heavy TV | Heavy online videos, Light TV | Heavy online videos, Heavy TV

Source: Connected Life 2014

4. More devices ultimately means more media consumption

	Global	UK	Hong Kong	Greece	Nigeria
Average no. devices	3.6	4.8	4.8	4.1	1.7
Daily media time (hours)	7.9	9.1	8.3	6.3	4.4

Source: Connected Life 2014

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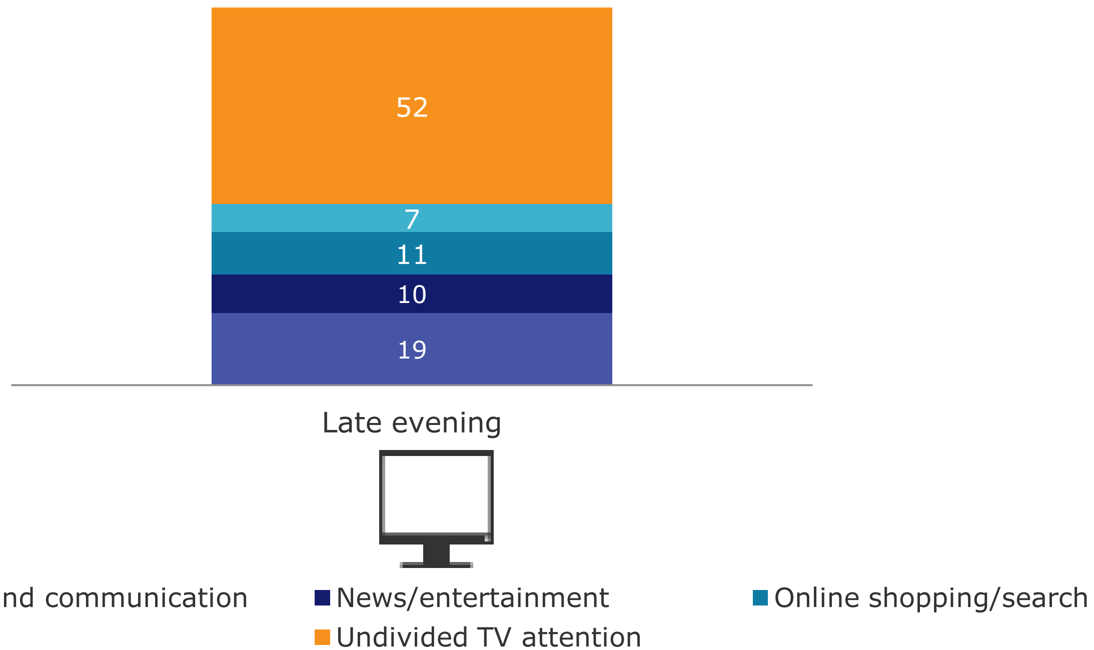
Managing Director, TNS ICAP

5. Media consumption now overlaps

How consumer attention is divided while watching TV- **Greece**

Reach of TV
%
Split of consumer attention while watching TV %



D3. Media usage by daypart | D4. Activities by daypart
Base: Greece - typical day (499) | All who watch TV – In bed when I wake up (8*) | Early morning (31*) | Late morning (25*) | During lunch (32*) | Early afternoon (40*) | Late afternoon (52*) | Early evening (105) | During dinner (66*) | Late evening (176) | In bed before I go to bed (63*) *Caution low base size

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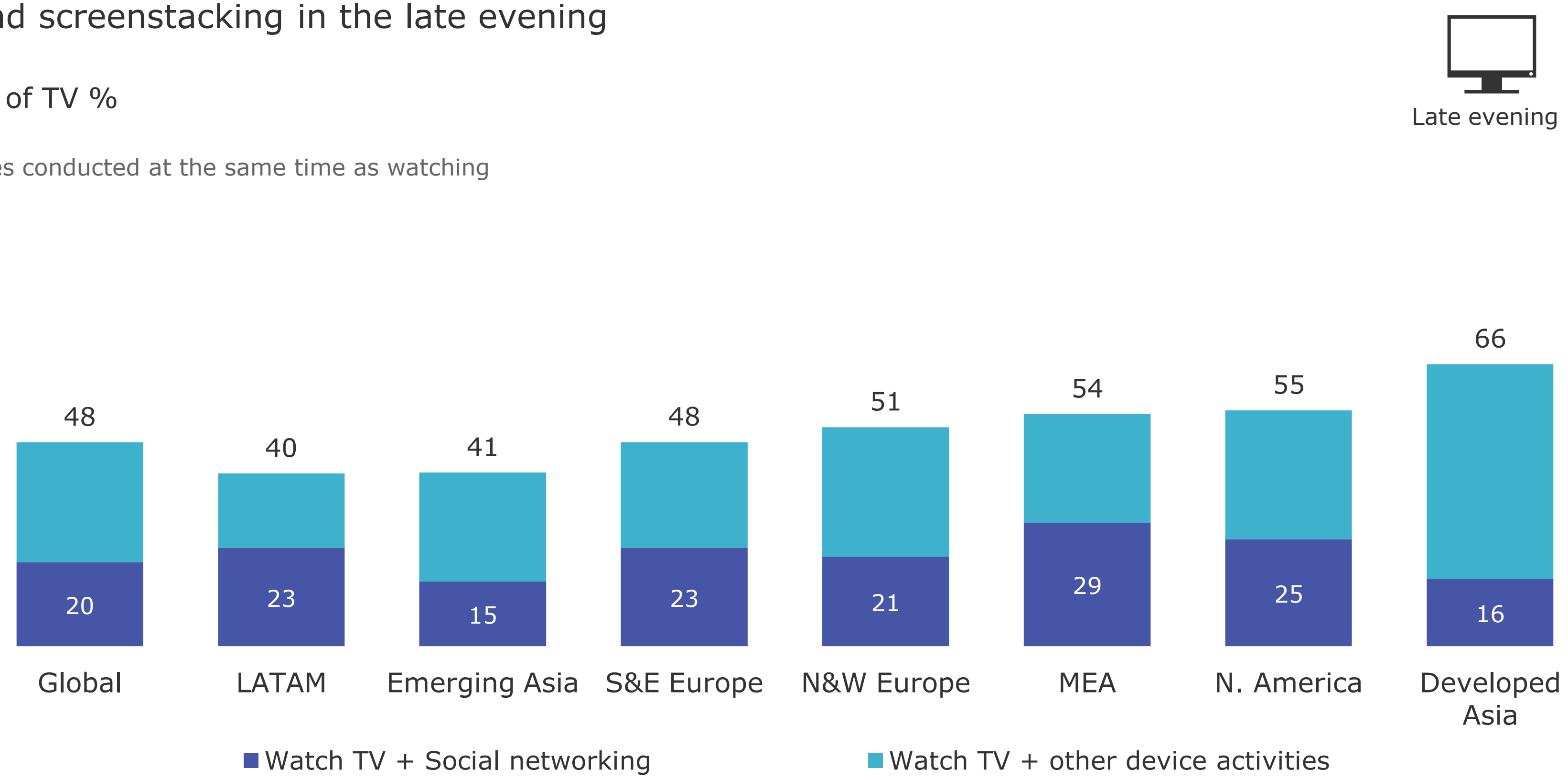
Managing Director, TNS ICAP

Many users see Social and TV as ideal companions, brands should take the same approach

TV and screenstacking in the late evening

Reach of TV %

Activities conducted at the same time as watching TV:



D3. Media usage by daypart | D4. Activities by daypart
Base: All who had a typical day - Global (40,658) |LATAM (2,697) | MEA (4,988) | N. America (2,332) | N&W Europe (10,299) | S&E Europe (8,694) | Emerging Asia (6,094)| Developed Asia (5,554)

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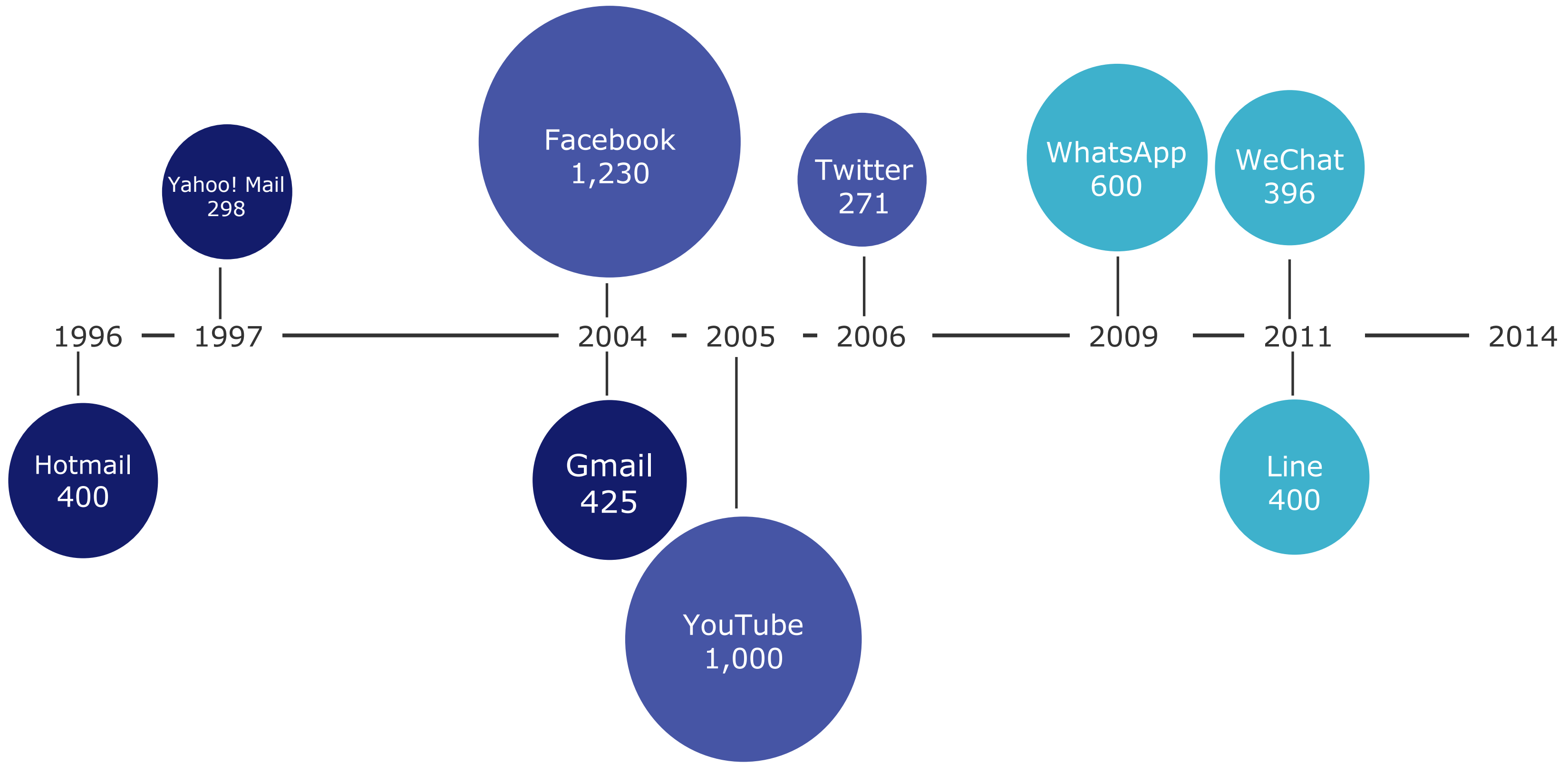
Managing Director, TNS ICAP

6. New communication platforms emerge every decade

Communication platforms- speed of adoption
(number of Monthly Active Users – million)



Source : Microsoft, Twitter, Tencent, Forbes, Venturebeat, Business Insider, The Guardian UK, TechinAsia

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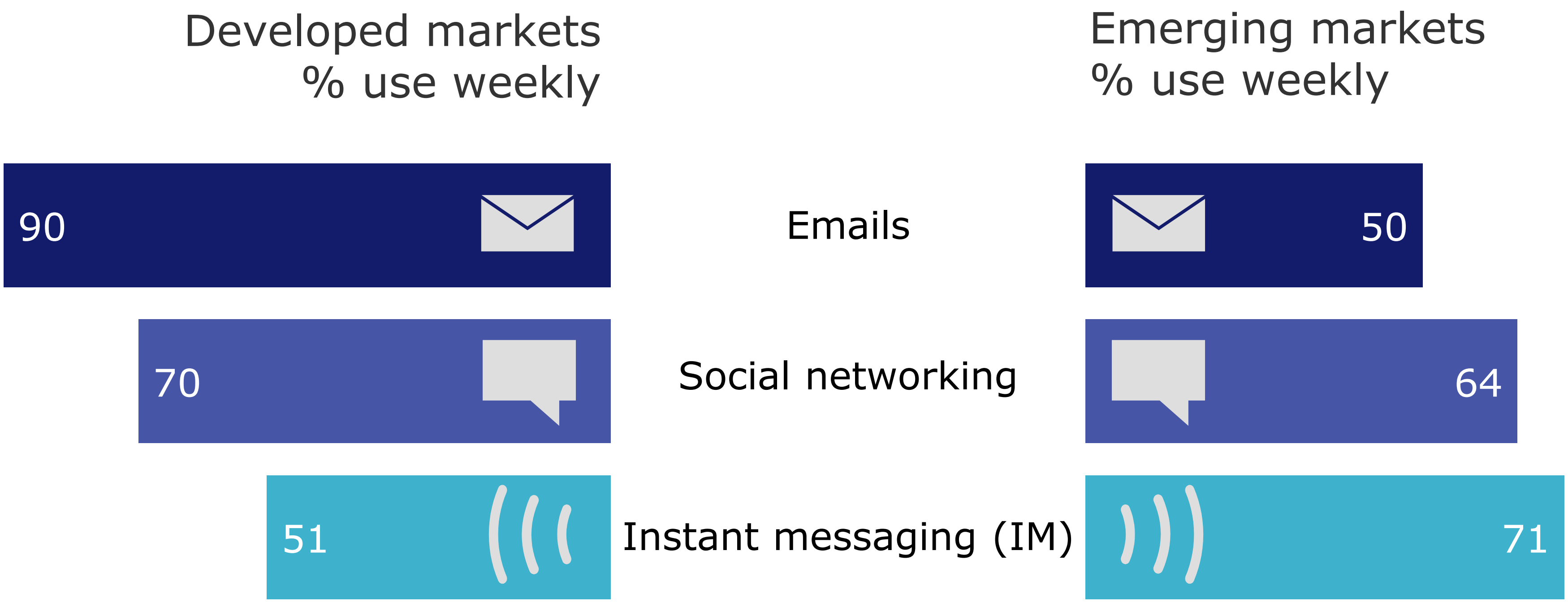
Managing Director, TNS ICAP

Shifting the global communication landscape



Source: Connected Life 2014

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Managing Director, TNS ICAP

7. Social is thriving; penetration high and growing

Top 3 social platforms – daily usage

North America – Avg. 2.3
1. Facebook (49%)
2. YouTube (20%)
3. Twitter (12%)

Europe – Avg. 2.2
1. Facebook (42%)
2. YouTube (21%)
3. Google+ (14%)

China – Avg. 2.3
1. QQ space (38%)
2. Moments (WeChat) (30%)
3. Weibo (21%)

India – Avg. 2.5
1. Facebook (48%)
2. Google+ (29%)
3. YouTube (15%)

Emerging Asia^ – Avg. 2.0
1. Facebook (52%)
2. YouTube (21%)
3. Google+ (16%)

Latin America – Avg. 2.9
1. Facebook (64%)
2. YouTube (40%)
3. Google+ (34%)

Middle East & Africa – Avg. 1.8
1. Facebook (60%)
2. YouTube (18%)
3. Google+ (17%)

Developed Asia – Avg. 2.2
1. Facebook (28%)
2. YouTube (16%)
3. Twitter (12%)

^Excluding India and China

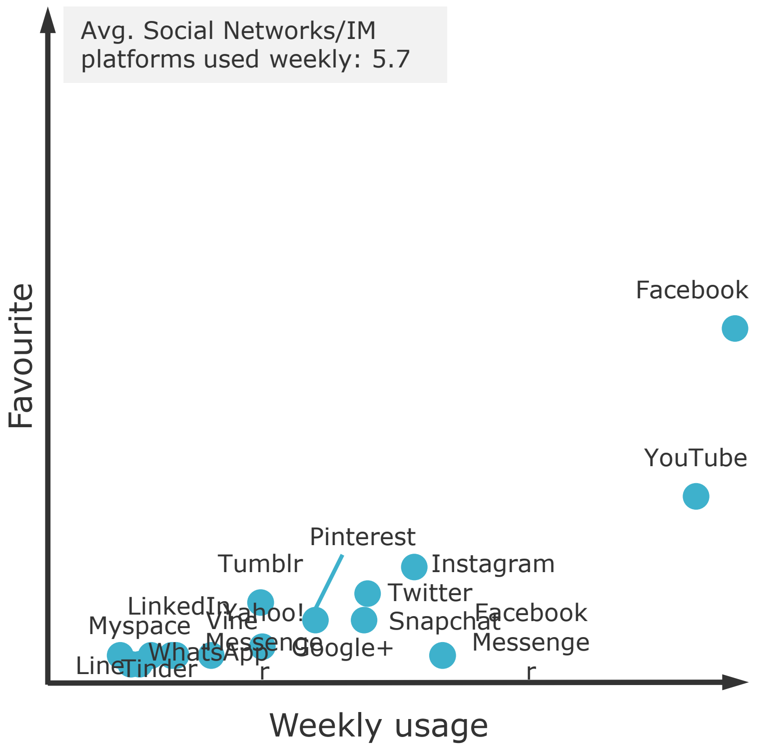
Western brands
Asian brands

C4. Frequency of social network and IM usage
Base: North America (2,925) | Latin America (3,328) | Europe (24,620) | Middle East & Africa (8,452) | Emerging Asia (8,289) | Developed Asia (7,161) | China (1,801) |India (1,658)

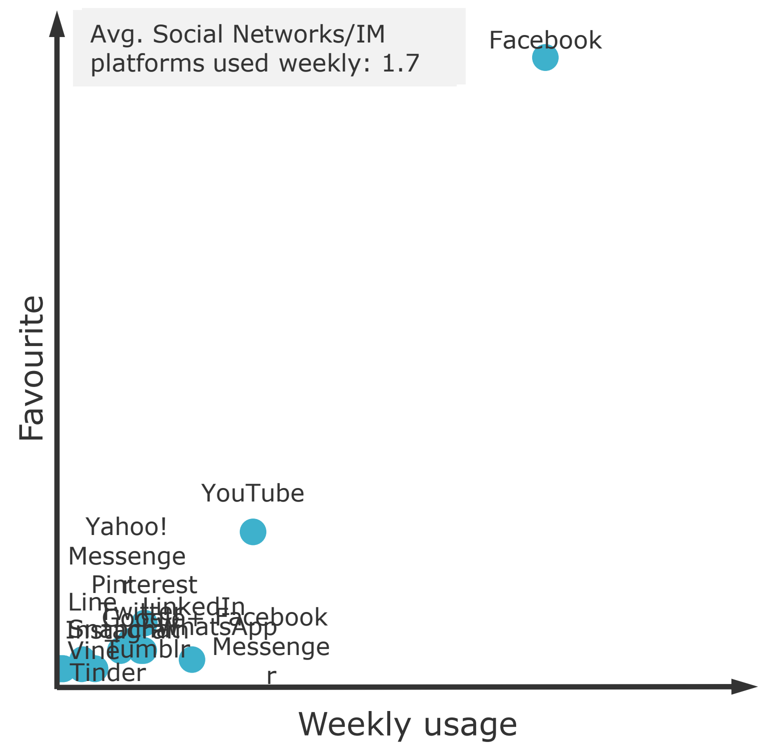
Whilst Facebook is certainly not declining in usage, affinity amongst youth is moving to specialist sites such as YouTube, Instagram, Snapchat and others

Top social and IM platforms (USA) – weekly usage and affinity by age groups

16-24 year olds



55-65 year olds



C4. Frequency of social network and IM usage | C4a. Favourite social network or IM platform
Base: USA 16-24 year olds (416) | USA 55-65 year olds (310)

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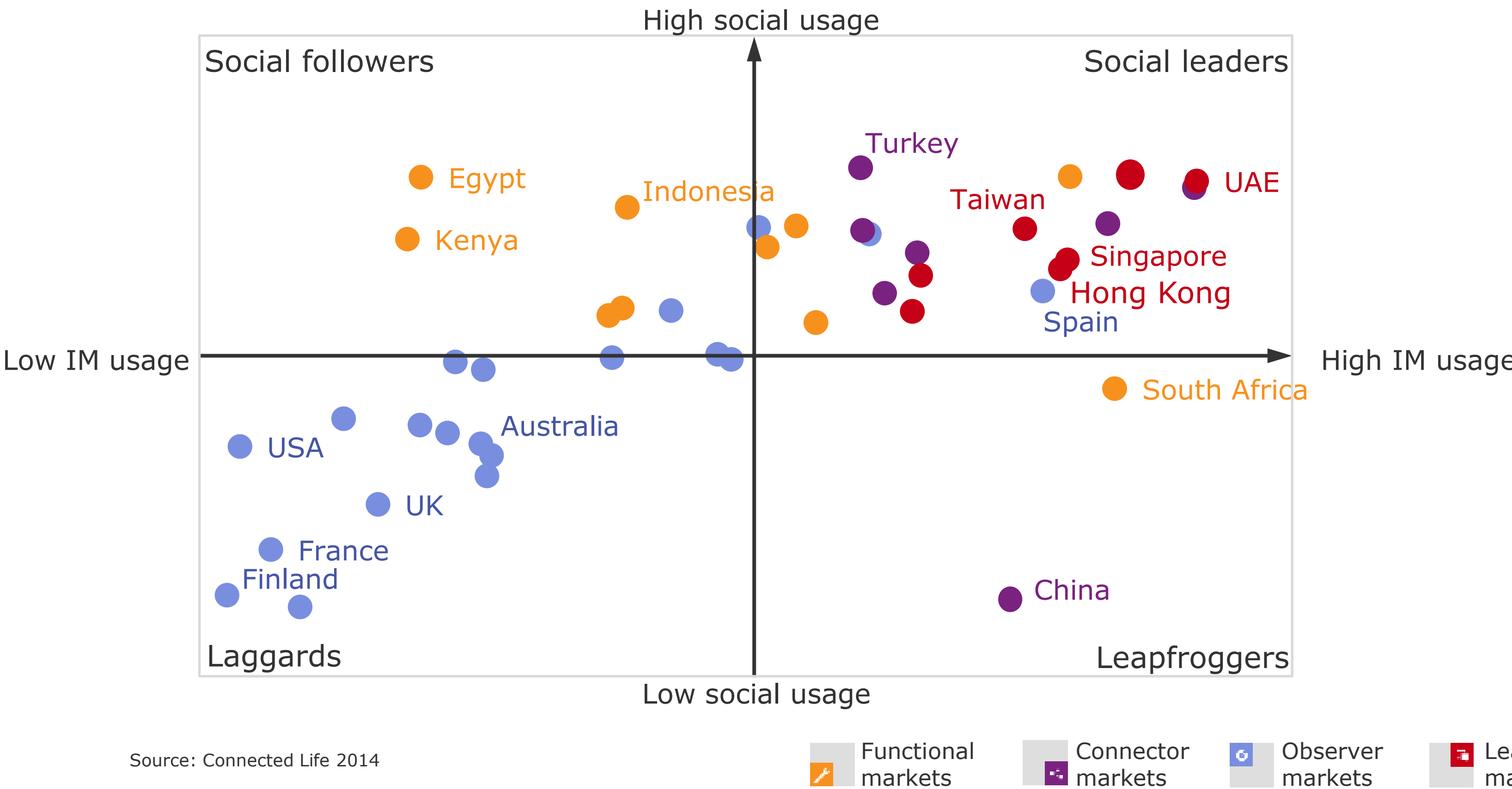
Managing Director, TNS ICAP

8. Socially engaged markets adopt multiple platforms

Usage of instant messaging (IM) and social networking (SN) – Weekly



Source: Connected Life 2014

Users in different regions engage with brands in different ways

Top weekly brand activities – by region

North America
1. Online brand service^ (36%)
2. Brand emails (33%)
3. User reviews (30%)

Northern & Western Europe
1. Online brand service^ (37%)
2. Brand emails (29%)
3. User reviews (26%)

Southern & Eastern Europe
1. User reviews (40%)
2. Brand emails (36%)
3. Independent reviews (35%)

Latin America
1. Social networks (26%)
2. Brand online videos (24%)
3. Received brand content (22%)

Middle East & Africa
1. Social networks (23%)
2. User reviews (17%)
3. Brand emails (17%)

Emerging Asia
1. User reviews (28%)
2. Social networks (23%)
3. Independent reviews (23%)

Developed Asia
1. Brand emails (33%)
2. User reviews (28%)
3. Online brand service^ (27%)

Global	
Read user reviews	29%
Read emails from brands	25%
Access online brand service^	24%
Read independent reviews	23%
Received brand content	23%
Like/engage with brands on social networks	23%

^For example, internet banking or receiving professional advice from brand

C5. Brand activities – weekly
Base: Global (54,775) | North America (2925) | Latin America (3328) | Northern & Western Europe (13,815) | Southern & Eastern Europe (10,805) | Middle East & Africa (8452) | Emerging Asia (8289) | Developed Asia (7161)

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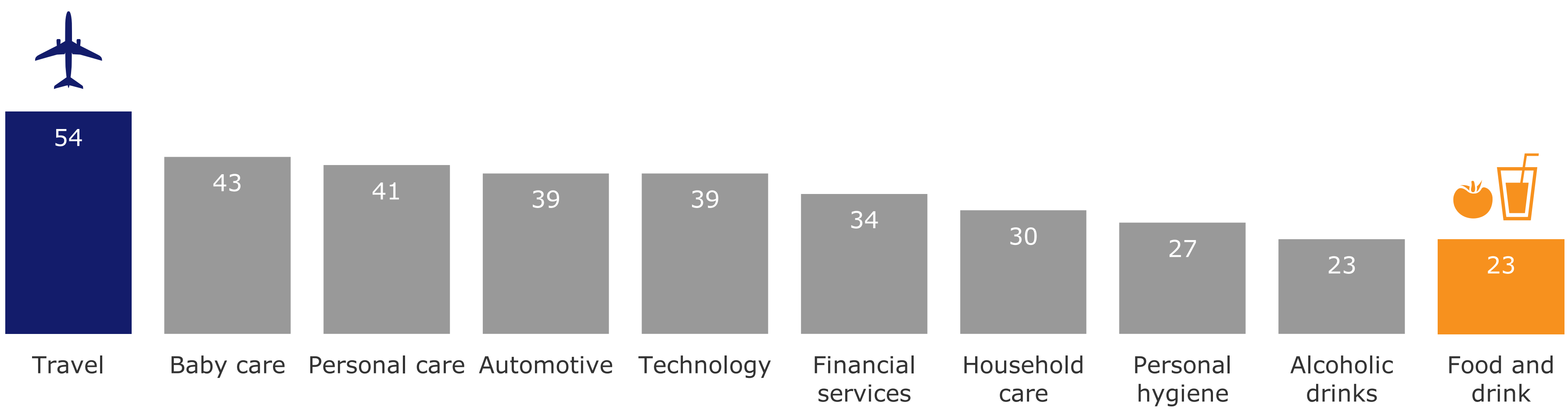
Managing Director, TNS ICAP

The overall level of brand engagement differs across categories

How willing category users are to engage with brands

%



C6. Categories willing to engage with brands
Base: Category purchasers (54,775) | Travel (12.860) | Baby care (6,903) | Personal care (20,273) | Automotive (6,105) | Technology (26,286) | Financial services (14,244) | Household care (17,243) | Personal hygiene (32,775) | Alcoholic drinks (14,803) | Food and drink (43,507)

Ero Papadopoulou
Managing Director, TNS ICAP

But there is a role for every brand. In every category, consumers will find reasons to connect

Content needs by category

Functional to emotional benefits | High to low involvement categories

	Technology	Travel	Automotive	Baby care	Financial services	Personal care	Food and drink	Personal hygiene	Household care
Save money / get coupons	40	46	36	46	38	50	55	51	53
Access to product info	47	38	45	44	43	44	42	41	42
Access to a service	41	40	37	37	52	33	33	34	37
Make life easier	46	41	41	45	50	41	39	44	48
Save time	43	44	38	44	52	39	39	42	47
Customer service / ask Q's	39	35	36	38	45	32	30	33	33
Exclusive products	36	32	34	39	30	40	41	40	38
Like the brand	42	26	46	38	24	49	45	45	41
Make life fun	40	43	31	31	20	29	32	28	25
Connect with others	31	30	29	28	20	23	21	22	21
Content worth sharing	34	34	32	34	25	32	30	28	28
Impress others	24	21	25	23	17	24	20	22	20

24% or less | 25% to 34% | 35% to 44% | More than 44%

C7. Reasons to engage with brands
Base: Respondents willing to engage with brands of Technology (20,817) | Travel (20,998) | Automotive (11,885) | Baby care (5,364) | Financial services (13,403) | Personal care (12,944) | Food and drink (15,230) | Personal hygiene (11,195) | Household care (9,217)

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Managing Director, TNS ICAP

9. The shopper journey is fragmenting

Major Touchpoints used – all researching
%

<25%	25-35%	36%-50%	>50%

	MEA	LATAM	Emerging Asia	N. America	N&W Europe	S&E Europe	Dev. Asia
Brand website	19%	20%	26%	34%	30%	33%	33%
User reviews	16%	14%	25%	33%	33%	42%	38%
Price comparison website	18%	19%	26%	31%	38%	38%	43%
Retailer website	16%	23%	24%	37%	37%	37%	30%
Search engine	23%	22%	25%	44%	47%	48%	47%
Spoke to friends/family	71%	50%	65%	45%	39%	45%	43%
In-store (net)	67%	75%	81%	64%	59%	72%	66%

G1. Steps taken pre-purchase | G2. Touchpoints
Base: Middle East & Africa (4,140)| Latin America (1,814) | Emerging Asia (6,111) | North America (1,455) | Northern & Western Europe (7,859) | Southern & Eastern Europe (6,390) | Developed Asia (4,692)

And the story is similar for categories; the higher the level of category involvement, the more touchpoints used and the more complex the journey

Major Touchpoints used – all researching
%

<20%	20-25%	26%-30%	>30%

	Personal Hygiene	Personal Care	Financial; services	Technology	Baby Care	Automotive	Travel
User reviews online	15%	18%	20%	19%	22%	23%	25%
Retailer website	13%	15%	17%	18%	20%	23%	28%
Price comparison website	16%	17%	19%	21%	20%	24%	29%
Brand website	17%	20%	26%	24%	21%	25%	29%*
Search engine	16%	19%	26%	22%	23%	26%	34%
Spoke to friends/family	43%	45%	48%	51%	54%	59%	46%
In-store (net)	71%	71%	60%	71%	79%	61%	48%

G1. Steps taken pre-purchase | G2. Touchpoints | G3. Needs met by touchpoints
Base: Pre-purchase researchers - Personal Hygiene (5,650) | Personal Care (7,837) | Banking (7,285) | Technology (13,041) | Baby Care (3,268) | Automotive (4,441) | Travel (8,405)
*Note: Data shown for Airline/hotel websites

Ero Papadopoulou
Managing Director, TNS ICAP

10. eCommerce development is not linear

eCommerce incidence vs. barriers

Source: Connected Life 2014

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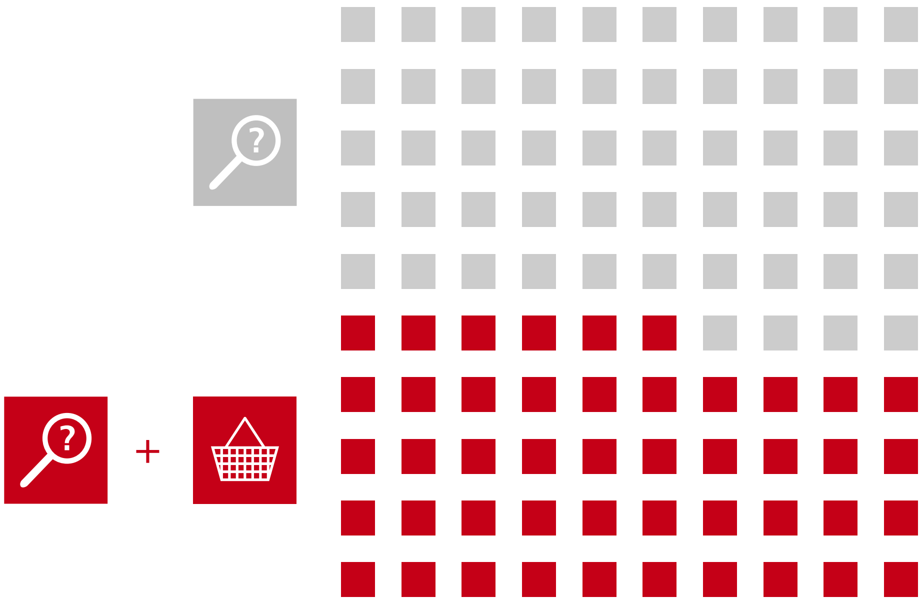
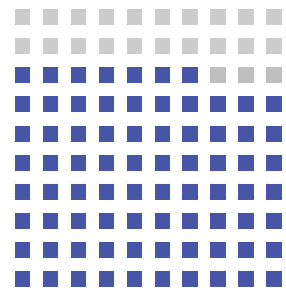
Managing Director, TNS ICAP

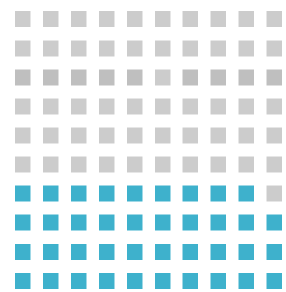
But there remains a gap between online research and purchase. eCommerce is effectively 'leaking' shoppers

For every 100 shoppers researching online, only 46 result in an online purchase





Music category:
77 out of 100



Hair care category:
39 out of 100

E3. Purchase made on/offline | E4. Pre-purchase research conducted on/offline
Base: Global (54,701) | those who research online- Global (32, 461) | those who researched Music online (2,911) | Hair care online (2,559)

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Managing Director, TNS ICAP

In Greece, in the industry of financial services we see trust and security to be a main barrier

Financial services

13%
Purchased online

eCommerce drivers

		Greece	(Global %)
Convenience	Efficient process	23	(27)
	No queues online	12	(23)
	Home delivery	6	(19)
Trust	Flexible, secure payment..	24	(28)
	Reputable retailer	13	(23)
	Buy direct from brand	4	(19)
Choice / Exclusivity	Online-only products	10	(22)
	Exclusive products	3	(20)
Experience	Good experience	5	(22)
Price	Price or value	36	(25)
	Free delivery	10	(21)
	Bulk buying	1	(14)
Transparency	Product info	17	(26)
	Knowing you get the best price	16	(24)

eCommerce barriers

		Greece	(Global %)
Convenience	Process too complex	12	(26)
	Easier to buy offline	8	(22)
	Want product straight away	6	(20)
	Poor availability online	1	(20)
Trust / security	Not secure	45	(37)
	Don't trust websites	20	(29)
	Unsure of product quality	14	(25)
	Unsure if brand is genuine	5	(25)
Personal experience	Prefer personal assistance	23	(29)
	Prefer to shop w/friends	5	(16)
	Prefer to touch products	4	(19)
Price	Not cheaper	11	(24)
	Delivery costs	6	(21)

E5a. Reasons to purchase online | E6. Reasons not to purchase online
Base: Global (54,775) | Greece (499)

Imperatives

Accelerate

Build An Ecosystem

Don’t Measure, Optimise

Ero Papadopoulou
Managing Director, TNS ICAP

Thank You