

Effectief engagen met je doelgroep

Weet jij hoe en via welk kanaal?



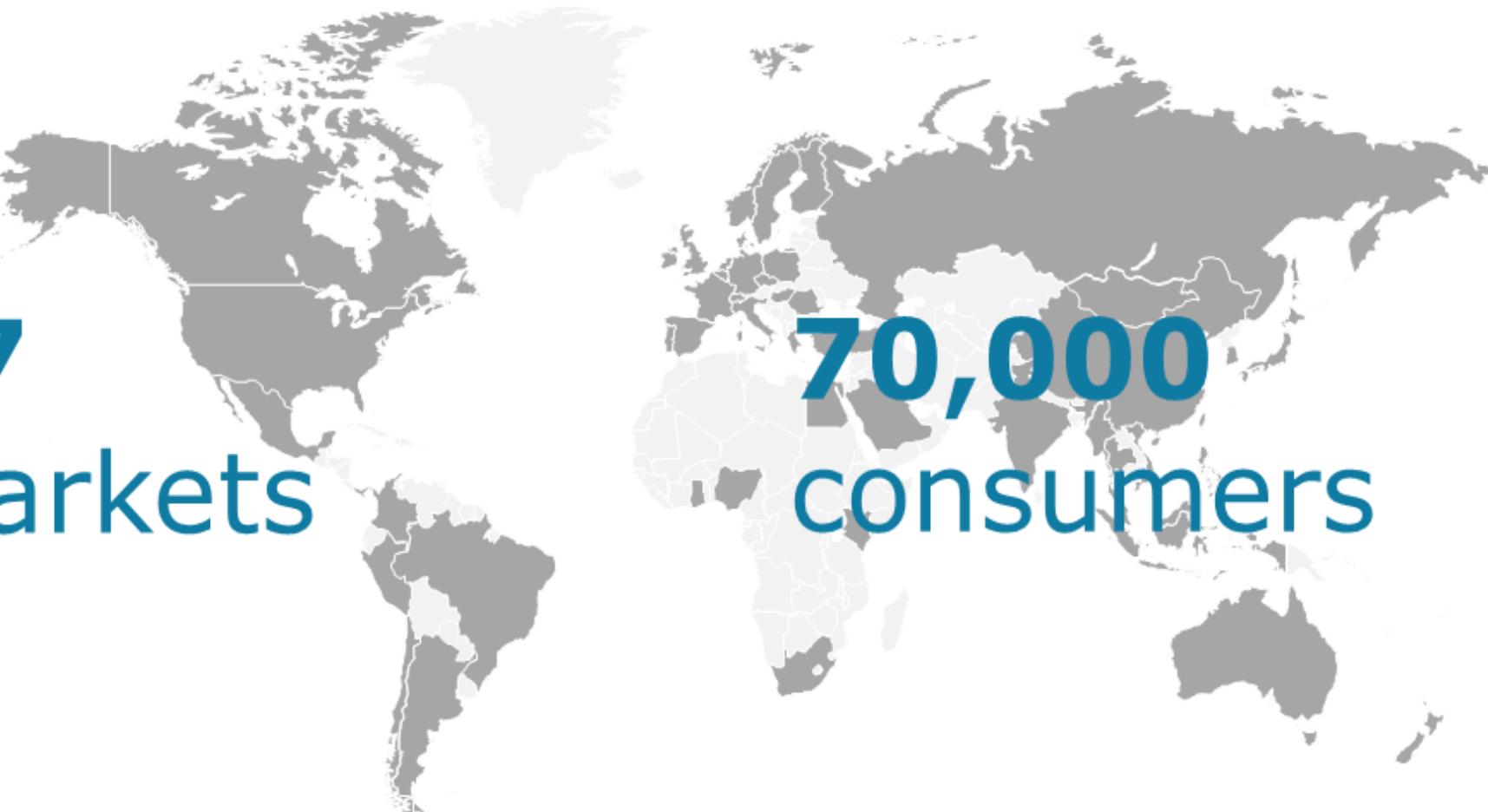


KANTAR MillwardBrown
KANTAR TNS

Connected Life



KANTAR TNS



57

markets

70,000

consumers

A close-up, low-angle shot of a person's shoulder and back. The person is wearing a light-colored, ribbed t-shirt and a red, textured strap or harness strap across their right shoulder. The background is dark and out of focus.

90% of the world's data was created
in the past two years.

A close-up photograph of a person's hand holding a magazine. The magazine is oriented vertically, showing the title 'INTERNET' in large blue letters at the top. Below the title, there is a small image of a computer keyboard. The background is dark and out of focus.

“Watching trends is not enough,
it is necessary to be a part of them.”



38%

I enjoy reading and watching
content from brands on social



I feel constantly followed by
brand advertising online

34%


20%

I enjoy reading and watching
content from brands on social


35%

I feel constantly followed by
brand advertising online

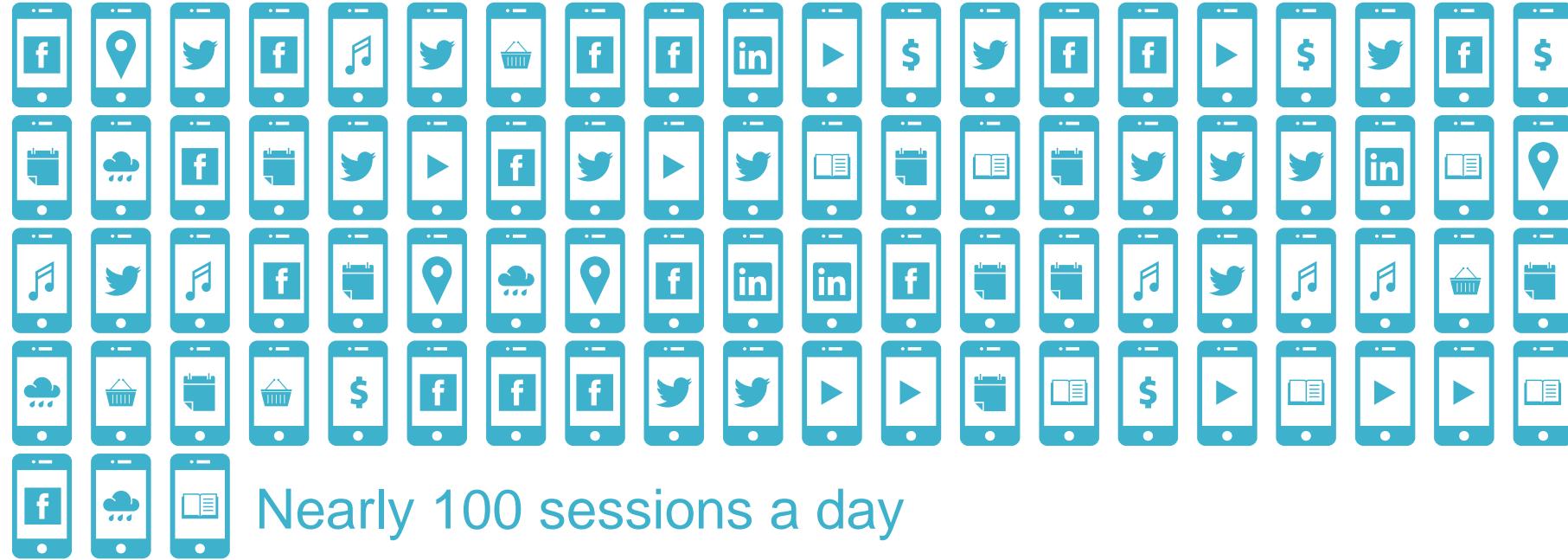
36%

I actively ignore any social posts
or content from brands

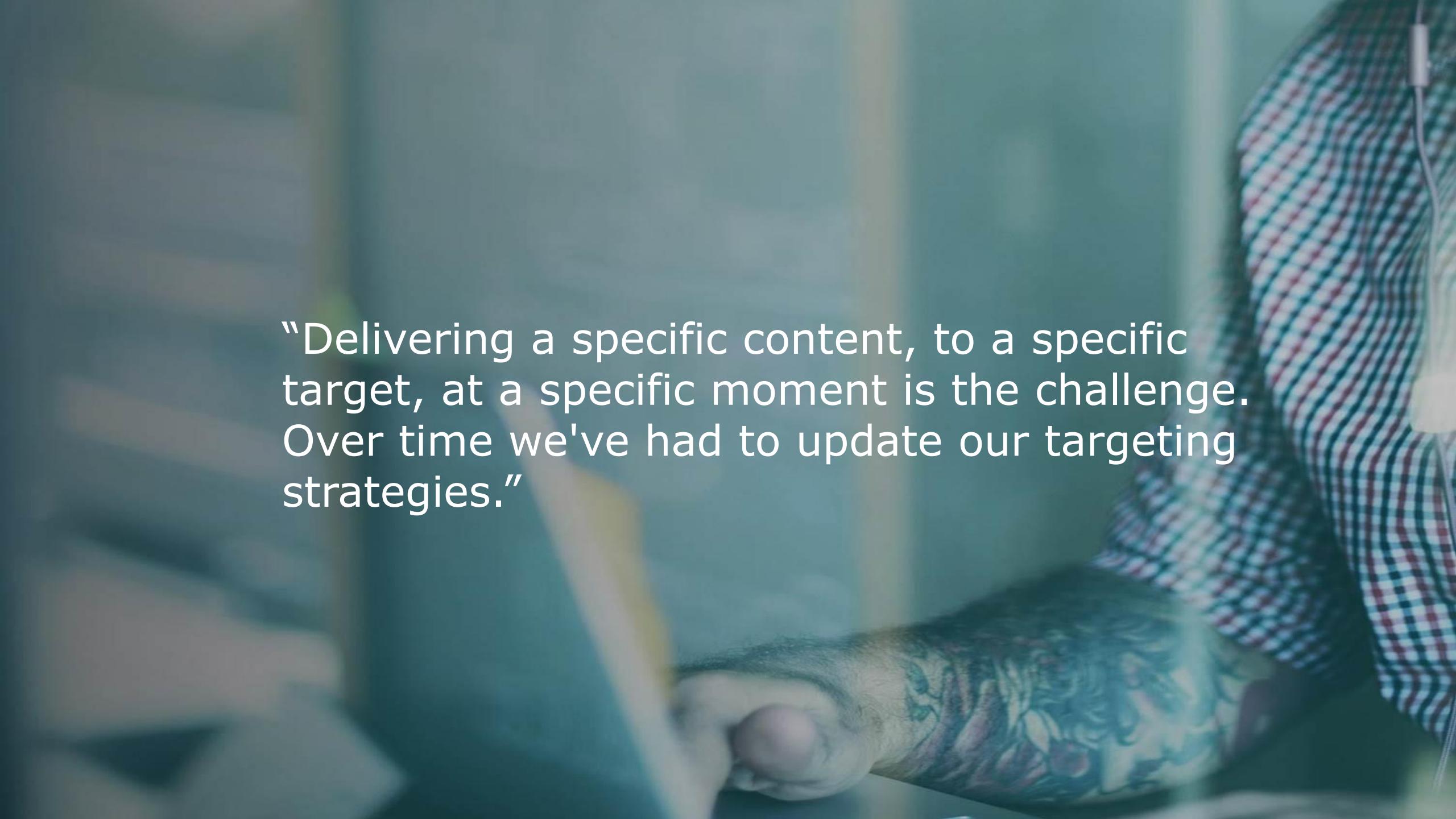


23%
Using an
ad blocker

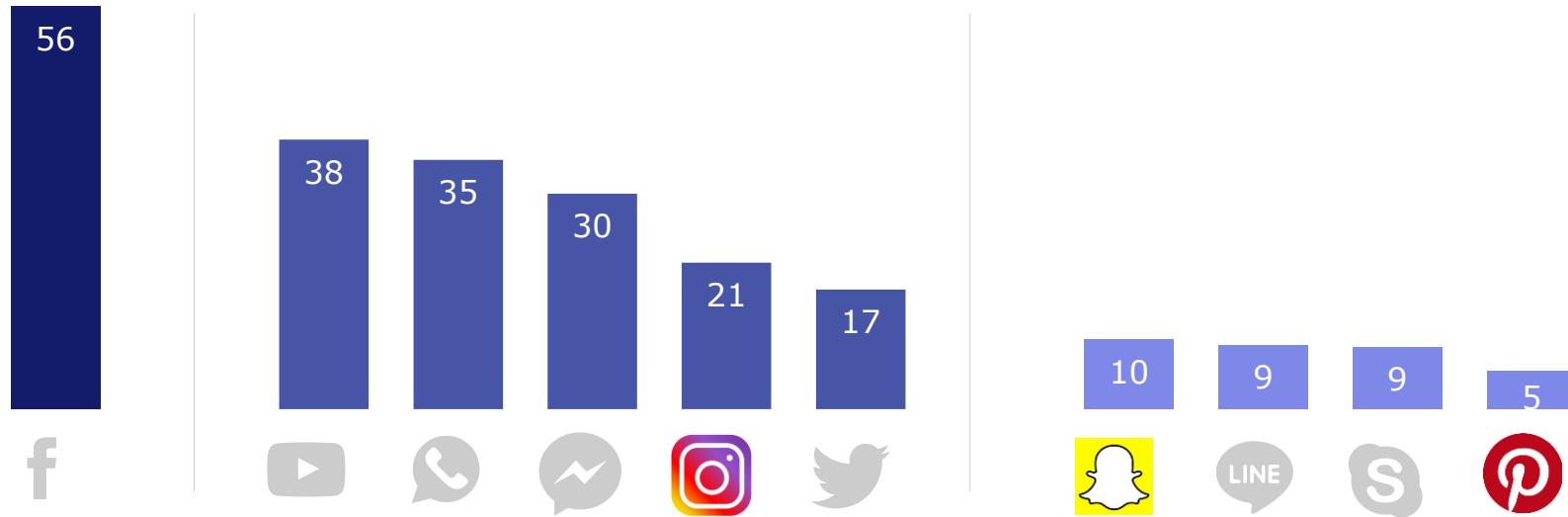




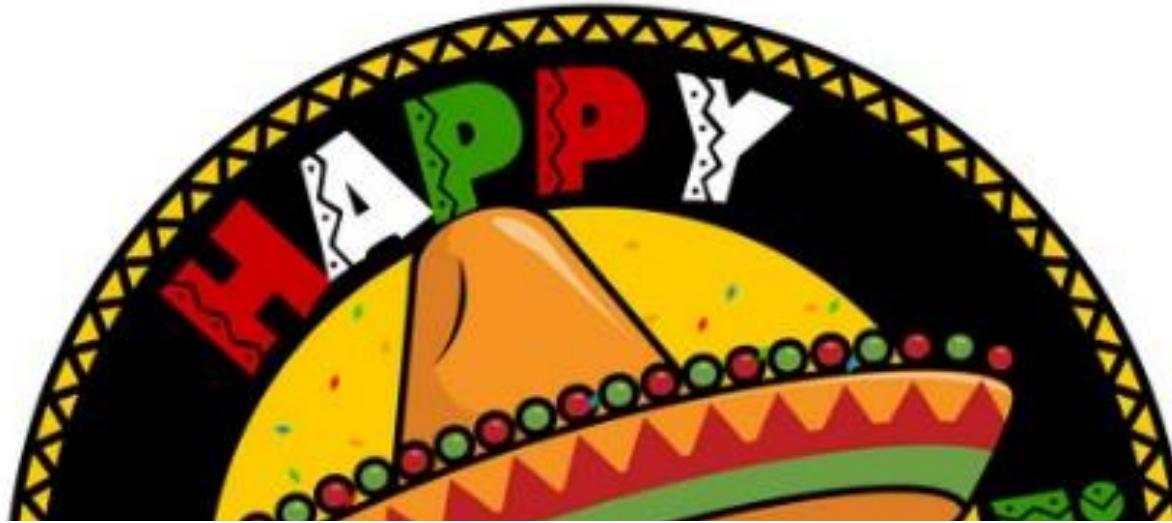
Nearly 100 sessions a day

A close-up photograph of a person's arm and hand. The person is wearing a red and white plaid shirt. Their arm is visible, showing a tattoo of a dragon or similar mythical creature. They are holding a yellow pencil and appear to be drawing on a surface. The background is blurred.

“Delivering a specific content, to a specific target, at a specific moment is the challenge. Over time we've had to update our targeting strategies.”







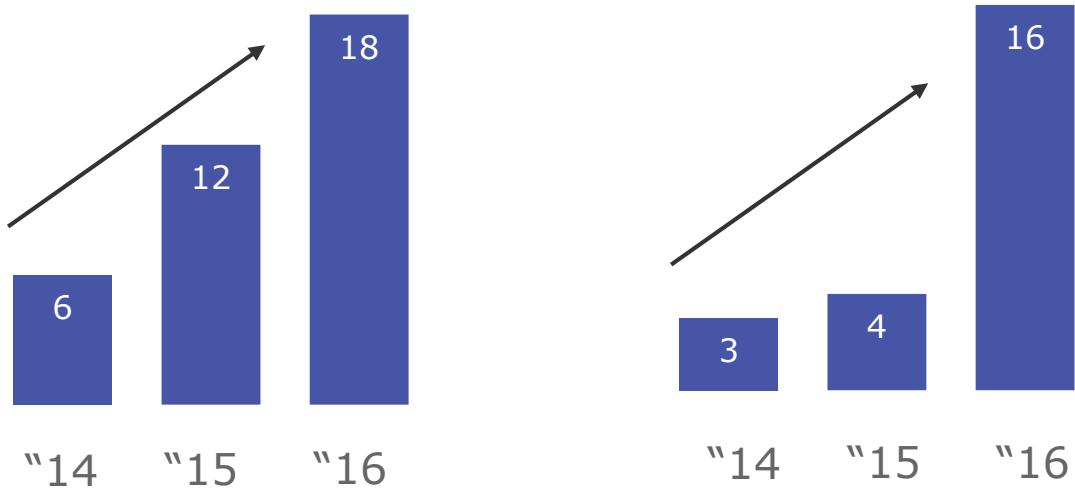
Taco Bell @tacobell · May 5

Got tacos on your mind today? Us too. Snap us your Cinco de Mayo celebrations using our [@Snapchat](#) lens today.

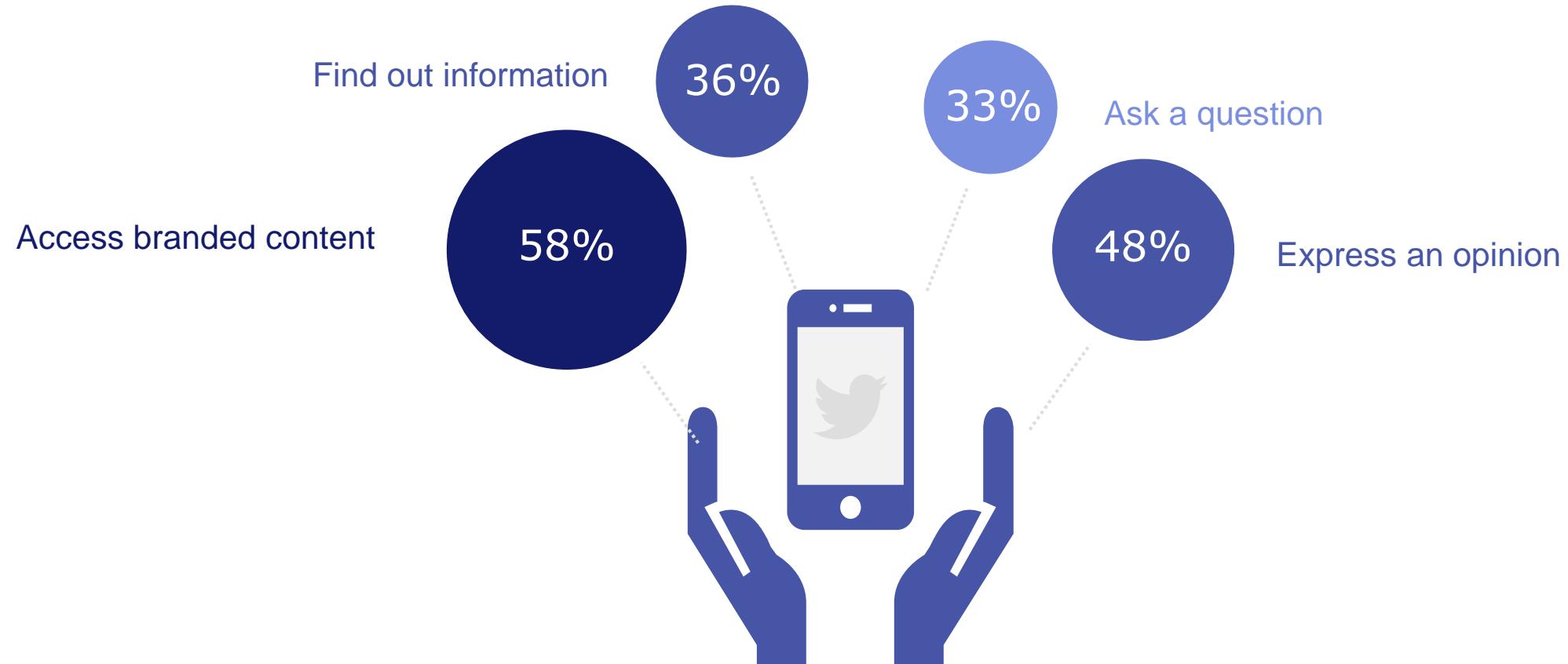








For many consumers, social is now seen to have a role to play throughout the customer journey



How connected is my target?

How do I reach them?

What content needs and platforms should I target?





KANTAR MILLWARDBROWN

AdReaction

Mediagedrag

Attitude advertenties

Sterke uitingen





KANTAR

Wat te doen?

Respecteer je doelgroep



Be creative



Wat te doen?

Respecteer je doelgroep



1. Target met gepast advertentie format
2. Op het juiste moment
3. Met relevante content

Meet Gen Z, Y and X



Gen Z
16-19



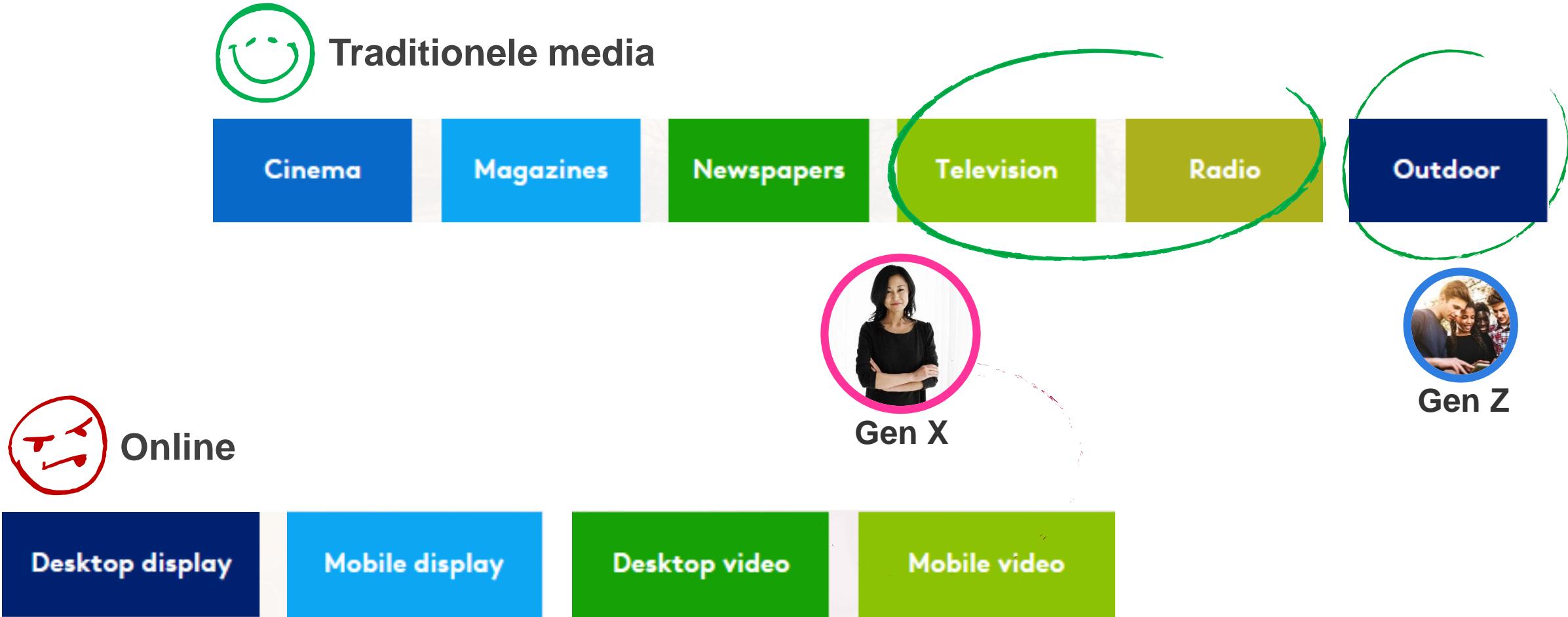
Gen Y
20-34



Gen X
35-49

De
Millennial

Hoe kijken consumenten tegen uitingen aan?



Outdoor én engaging



Hoe kijken consumenten tegen uitingen aan?





Ook het moment van de dag speelt mee in hoe ontvankelijk men is



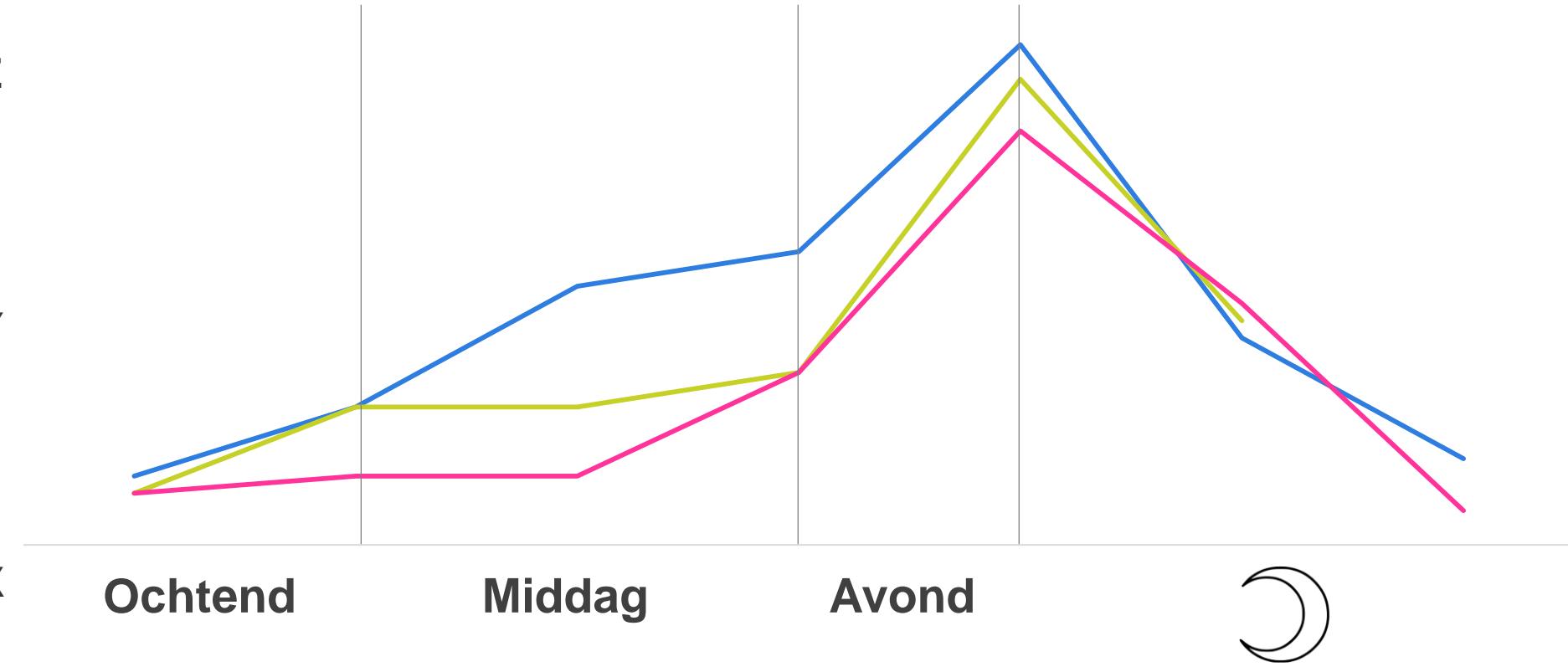
Gen Z



Gen Y



Gen X



TEEN KLEIN DORPJE!





Persil Power-Mix Caps

by Henkel Laundry and Home Care



Persil



Ad - 0:10 G Visit Advertiser's Site ▶



0:09 / 0:20



Wat te doen?

Respecteer je doelgroep



Be creative



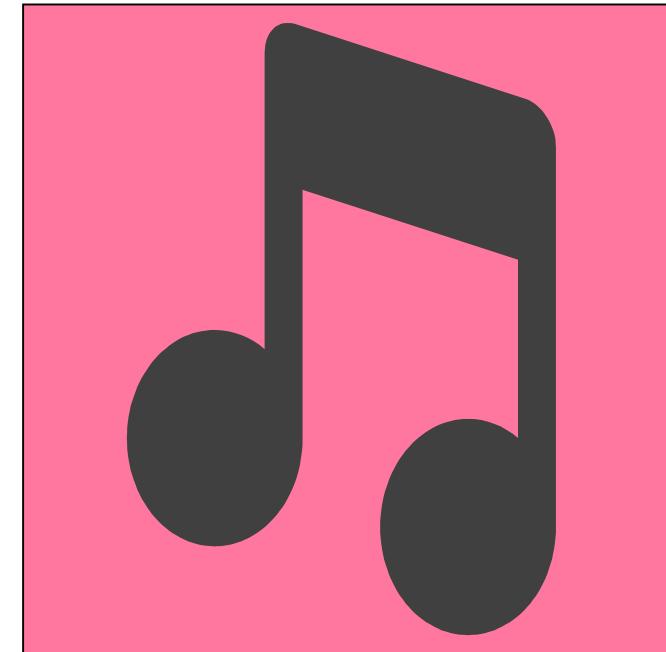
Creativiteit speelt een belangrijke rol bij het trekken van de aandacht



Humor

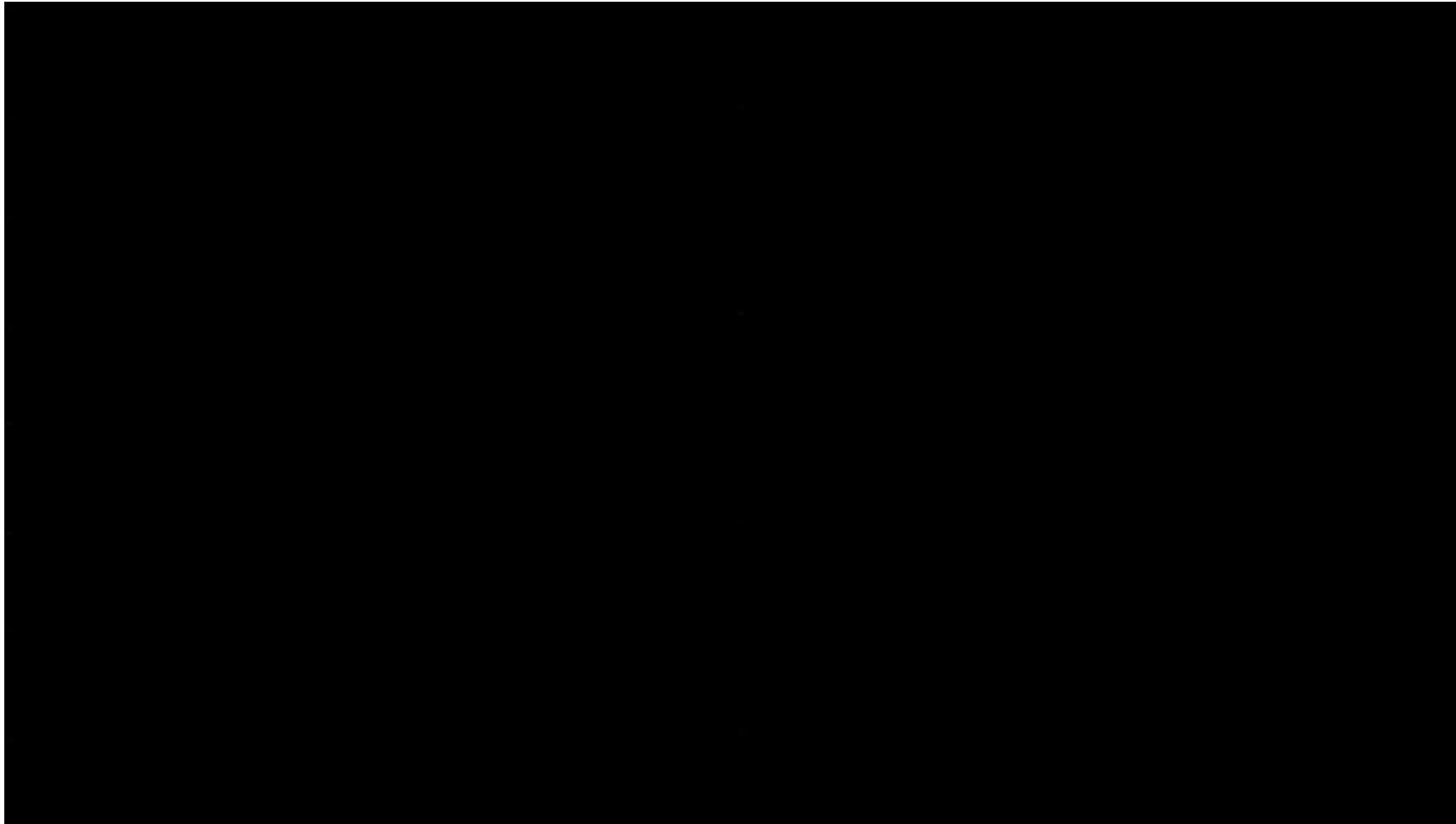


Storytelling



Goede muziek

Zo engage je Gen Z!



Take-out

CONNECTED LIFE

1. *Supercharge je online marketing strategie:* wie is je doelgroep en waar bevindt deze zich?

AdReaction

2. Trek de aandacht door je doelgroep te respecteren en behoud deze met creativiteit.

Meer weten over AdReaction?

<http://www.millwardbrown.com/adreaction/genxyz>

Download gratis de highlights van Connected Life!

<http://bit.ly/2msA0RR>



Karin.Molenaar@kantarmillwardbrown.com

06-51 820 558



Judith.ten.Bokkel@tns-nipo.com

06- 13 053 450

