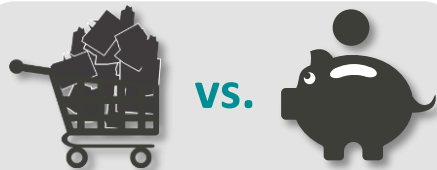




# CONSUMER TRENDS 2016



# Empowered Consumer



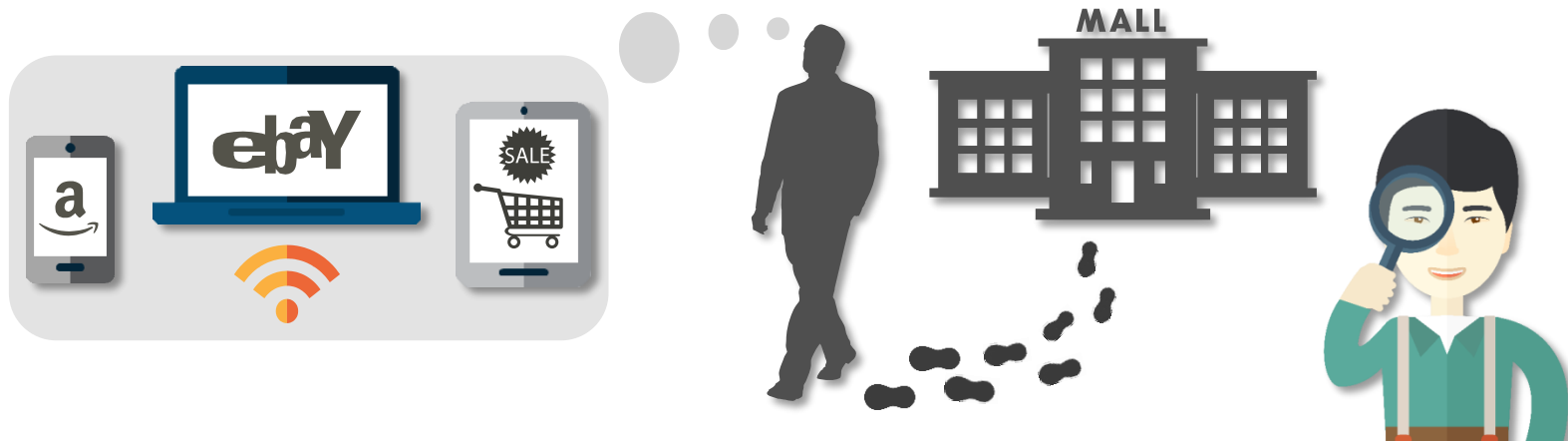
Studying both consumer attitudes and behavior throughout the years, we can confirm that despite the **increased power of today's consumer** enabled by digital means, the **core motivations of why consumers act the way they do, still remain the same.**

There was, is and will be:

- A tendency towards spontaneity vs. a tendency towards restricted behavior
- A tendency to stand out vs. a tendency to belong to a group.

With enhanced capabilities into social media, Ipsos' **motivational Censydiam™** framework is more up-to-date than ever.

# Shopper Disengagement



**Tracing shoppers literally on every step they take** and witnessing a declining enthusiasm about shopping malls and larger retail stores in general is often the case.

On the contrary, shoppers crave convenience and (in-line with the trend of Familiarizing Ingredients) a transparent origin, content and production process of what they buy.

As a clear implication of the convenience need, **on-line shopping is booming across all sectors and segments.** Shopper engagement will continue to change.

# Beyond Gamification



The Gamification buzz has been around for a while now and has actually played a pilot role in “**theatrification**”.

We can clearly see that making the relationship with consumers more “fancy & funny” is simply not enough.

There is a more **substantial need to share a beneficial outcome** from that relationship with them in a **very engaging & dramatized way**, exactly like a good theatre piece, thus theatrification.

Building upon this phenomenon, it is of the essence to **use the right techniques** on how to immerse with consumers or other stakeholders of interest.

In-store shopping with an app



Virtual fitting rooms



Scan as you shop



Hangers with likes for clothes



# Immersive Branding



Looking at brands' performance across various markets and industries, brands being able to immerse with consumers in their daily lives will become significantly more successful in the years to come.

No matter if [FMCG](#) or [services](#), the daily “tangible” customer experience is of an extreme importance. This trend can be leveraged in multiple ways: getting beyond the obvious with [Ethnography](#), or looking for [Ideal Customer Experience and CX optimization](#).

An interactive “shoebox”



A 24/7 cupcake bakery like ATMs



An innovative experience for FIFA fans



Projections in modern art museums



# Familiarizing Ingredients

Contains palm oil!



Does not contain palm oil!



Observing consumer and shopper preferences development, a clear demand for being **very transparent with ingredients** or features of your product is on a steep incline.

If a brand is able to (credibly) play with ingredients in a way of being proud of them, this tends to be one of the shortcuts to success.

The key objective then is to **find the right ingredients and the right way to use them** within your product development and optimization, as well as your communication activities.

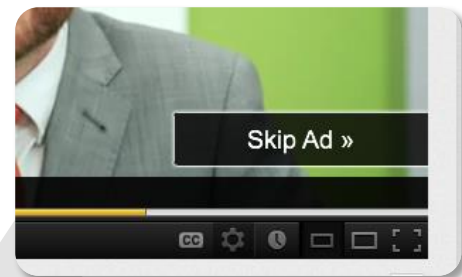
# Digital: Opportunity & Challenge

With more and more impressions on the Internet, the **efficiency of digital advertising will be challenged**. Display advertising will not stop bothering consumers leading to various ways of avoiding it, be it ad-blocker installations or “blindness”.

A growing repository for **video advertising** will help to **build reach** for audiovisual messages, **but also grow annoyance towards it**. The challenge will be how to turn this into an **opportunity**.



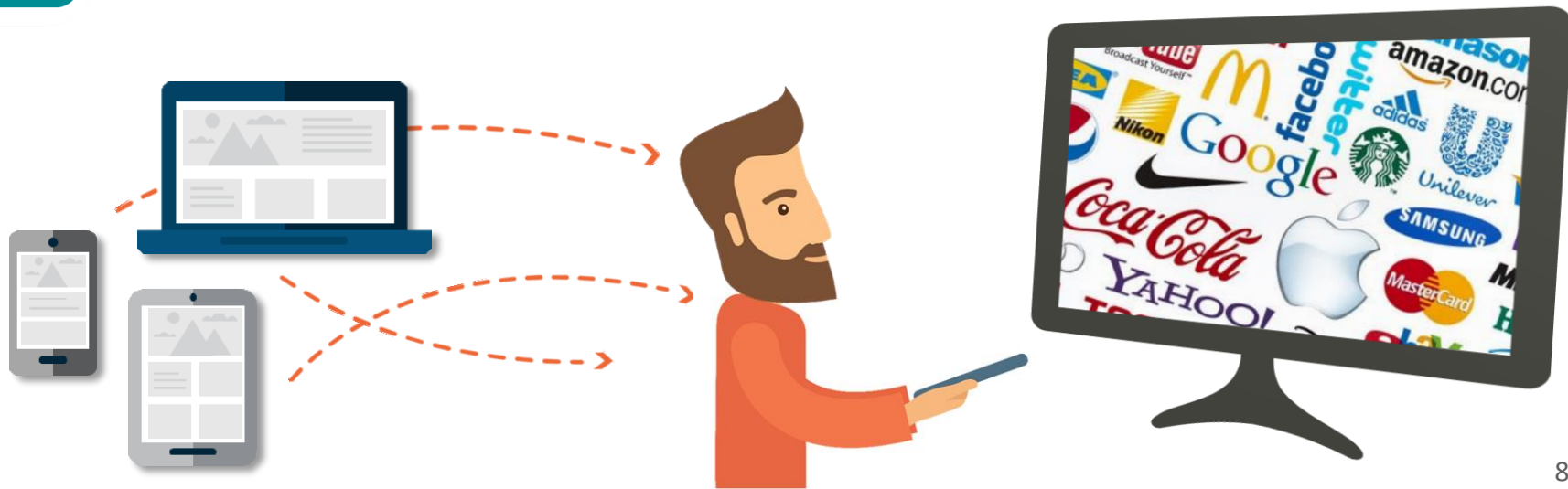
To skip, or not to skip?  
That is the question.



# TV Remains Strong

TV advertising will keep its **essential role** in building and sustaining the salience of mainstream brands. Despite “digital” becoming a one-stop shop for many advertisers, it **is not ready to really overtake the role** of TV, as it fails to build reasonable [reach levels](#).

Nevertheless, it will become more and more a necessity to engage consumers with brands.







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