



The Measure of a Modern Marketer



lpsos

TECHNOLOGICAL ACCELERATION: Whilst uncertainty exists about how it will shape the future, global marketers are certainly grabbing the bull

by the horns when it comes to technology.

WHAT ARE THE MAIN CHALLENGES FOR MARKETERS AT THE MOMENT?

Technology 39%

41% Customer Satisfaction &

Retention

UNCERTAINTY & DISRUPTION ARE THE NEW NORMAL 72% of Australians say the world is changing too fast.

Base: (n=600 Global business leaders)

Source: Ipsos Connect | Global Business Index 2017 Q: 'What are the three main areas of focus for your

company at the moment'

Innovation & Product **Development**

32%

39%

Cost Control/

Cost Reduction



People have a complex relationship with change. At present

many of us can't live with it or without it. Traditionalism and

THE CHANGE CONTINUUM 17,180 - 18,180 adults across 22-23 countries, online, 12 Sep - 11 Oct 2016

80% **79%** 68% 62% 50%

in the old days

when they had

I wish I could

slow down the

pace of my life

66%

We need

technology

because only

modern

People led

The world

today is

an important changing too part of society fast THE APPEAL OF TRADITION...

THE OPTIMISM DIVIDE

Traditions are

46%

The pace of

life nowadays

allows me to

achieve more

People want a pick 'n mix society - traditional but also progressive - creating challenging territory requiring careful navigation by governments, businesses and marketers.

55%

Globalisation

AND BELIEF IN PROGRESS

country

is good for my

I want to achieve

55%

success... even

change totally

the way I live

if I have to

THE SEARCH FOR SIMPLICITY AND CONTROL Overwhelmed? All over the world people are experiencing

Source: Ipsos Global Trends Survey 17,180 - 18,180 adults across 22-23 countries, online, 12 Sep - 11 Oct 2016

this can help to solve future problems

places

inspiration from

I seek new

sources of

unexpected

and positive

68%

To achieve

than ever

things in life, it

is necessary to

take more risks

tension between autonomy and expert or the need for personalisation versus privacy. 8 out of 1 agree there is too much contradictory information that is hard to know who or what to trust

72%

THE BATTLE FOR ATTENTION [A DIGITAL REALITY CHECK] of Australians say they are

There is plenty of

opportunity for marketers

to help make decisions

easier for consumers...

Source: Ipsos Global Trends Survey 17,180 - 18,180 adults across 22-23 countries, online, 12 Sep - 11 Oct 2016

disengaging. How can marketers make the digital experience better for consumers? HARD QUESTIONS FOR MARKETERS AND MORE REALISTIC EXPECTATIONS

What are

the best

measures to

evaluate ROI

Concerns Desire for with wide reach viewability as opposed to granular targeting

Source: Ipsos Global Trends Survey

Source: Ipsos Global Trends Survey

success? 17,180 - 18,180 adults across 22-23 countries, online, 12 Sep - 11 Oct 2016 **GLOBAL TRENDS REPORT: 8 KEY TRENDS**

17,180 - 18,180 adults across 22-23 countries, online, 12 Sep - 11 Oct 2016

creative?

Is digital really that cost effective?

Crisis of **Uncertainty** is Rise & rise of tradition elites the new normal

Simplicity Optimism & Control Divide

Generation **Strains**

In Australia Ipsos has offices in Sydney, Melbourne, Brisbane and Perth, as well as Auckland and Wellington in New Zealand.

ABOUT IPSOS AUSTRALIA AND NEW ZEALAND

Ipsos is an independent, global market and social research company with offices in 87 countries.

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40%

I feel left behind by the

progress and

changes that

are happening

in my country

71%

I would like my

the way it used

country to be

to be



