

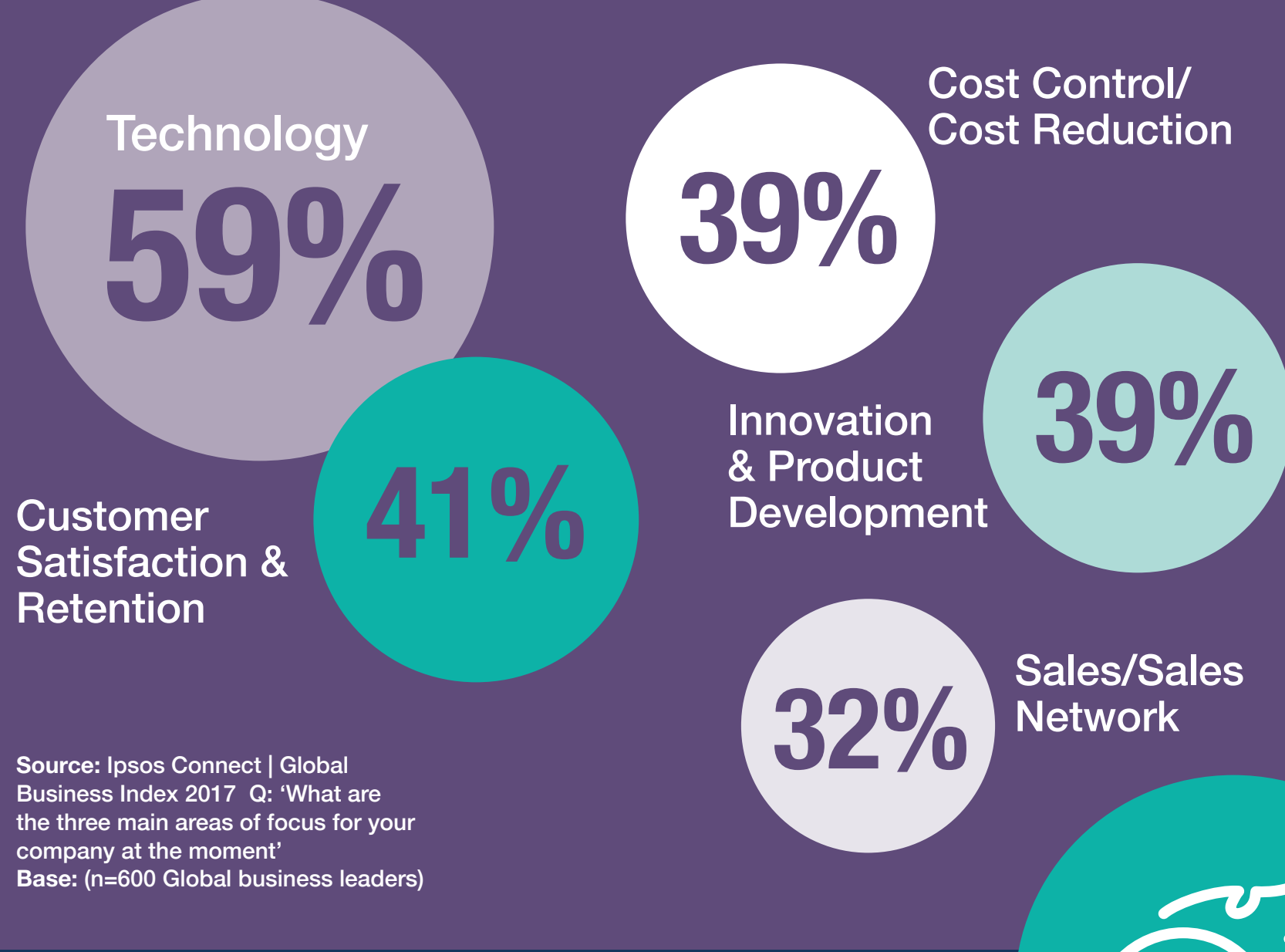
The Measure of a Modern Marketer



Ipsos

WHAT ARE THE MAIN CHALLENGES FOR MARKETERS AT THE MOMENT?

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.



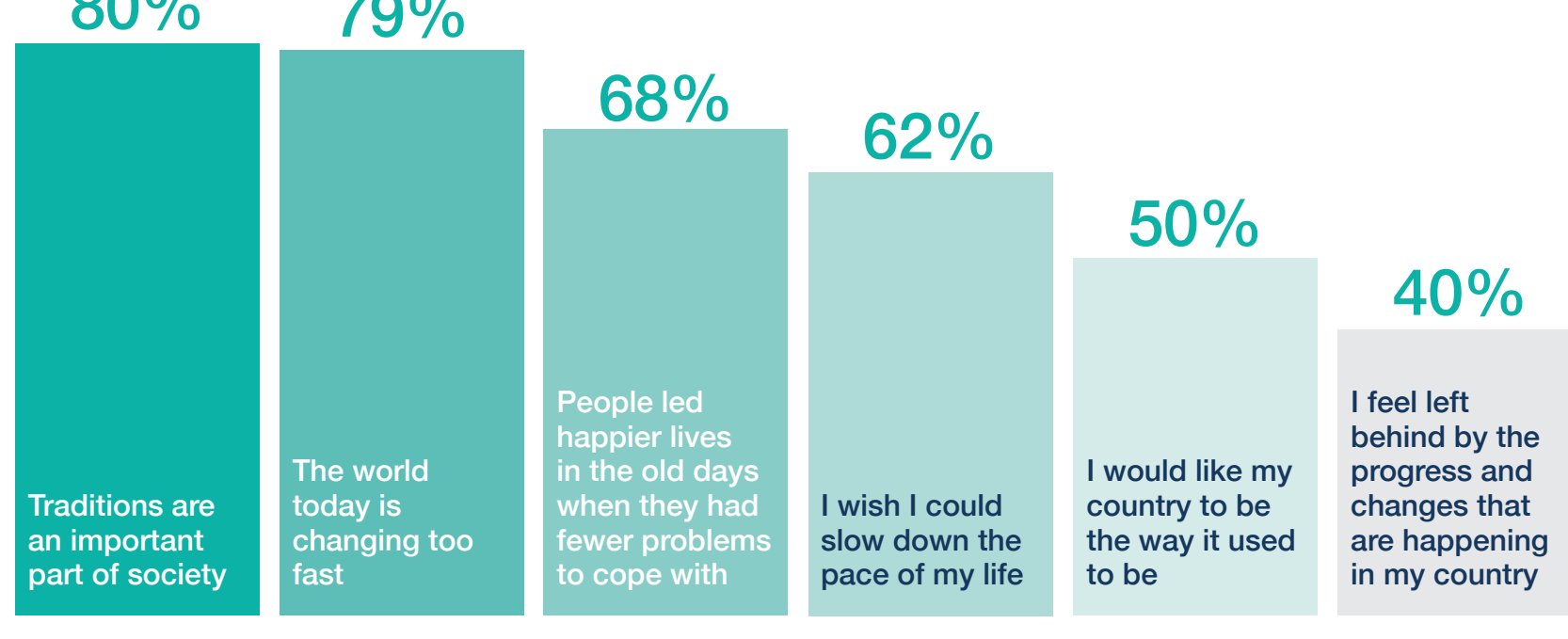
Source: Ipsos Connect | Global Business Index 2017 Q: 'What are the three main areas of focus for your company at the moment'
Base: (n=600 Global business leaders)

UNCERTAINTY & DISRUPTION ARE THE NEW NORMAL

72% of Australians say the world is changing too fast.

People have a complex relationship with change. At present many of us can't live with it or without it. Traditionalism and nostalgia are appealing and powerful.

THE CHANGE CONTINUUM

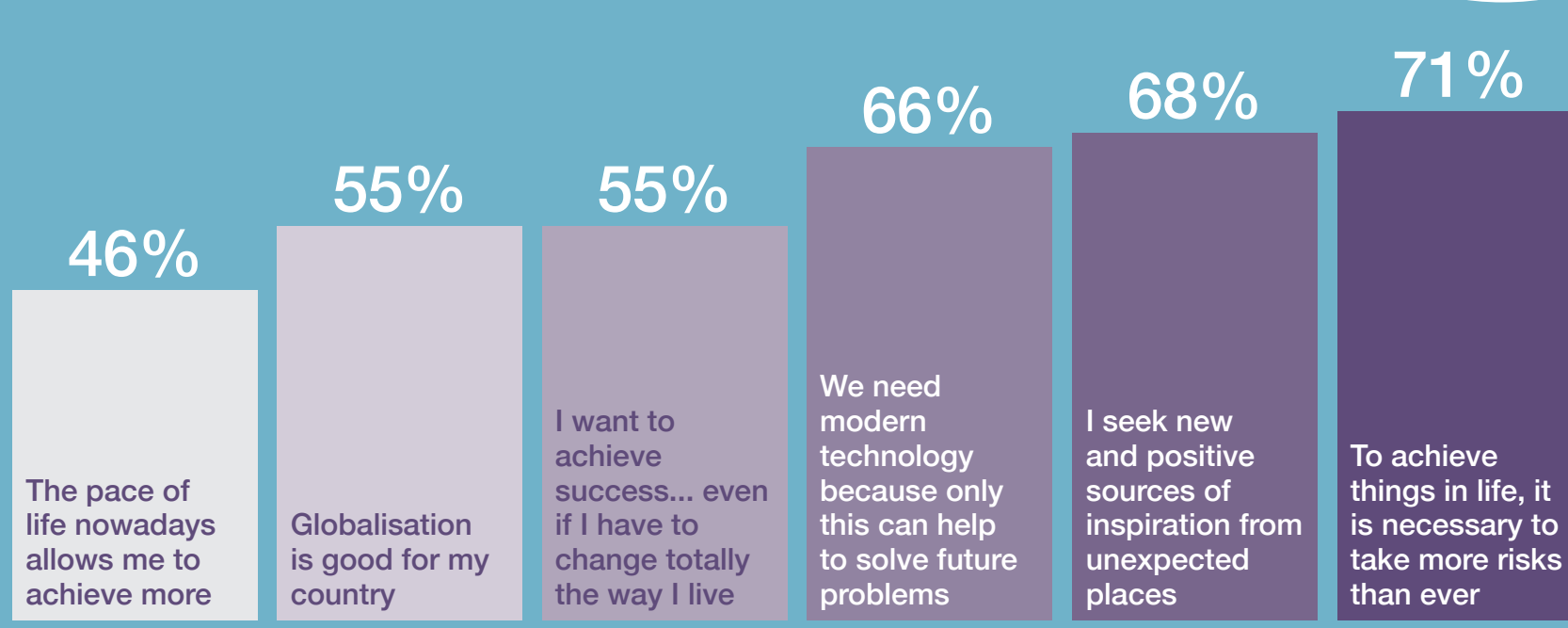


Source: Ipsos Global Trends Survey 17,180 - 18,180 adults across 22-23 countries, online, 12 Sep - 11 Oct 2016

THE APPEAL OF TRADITION...

THE OPTIMISM DIVIDE

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



AND BELIEF IN PROGRESS

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

THE SEARCH FOR SIMPLICITY AND CONTROL

Overwhelmed? All over the world people are experiencing tension between autonomy and expert or the need for personalisation versus privacy.

8 out of 10

agree there is too much contradictory information that is hard to know who or what to trust



About half claim to be overwhelmed by the choices we have to make in our lives

There is plenty of opportunity for marketers to help make decisions easier for consumers...

72%

of Australians would rather have a company or expert choose products and service options for them rather than make decisions themselves.

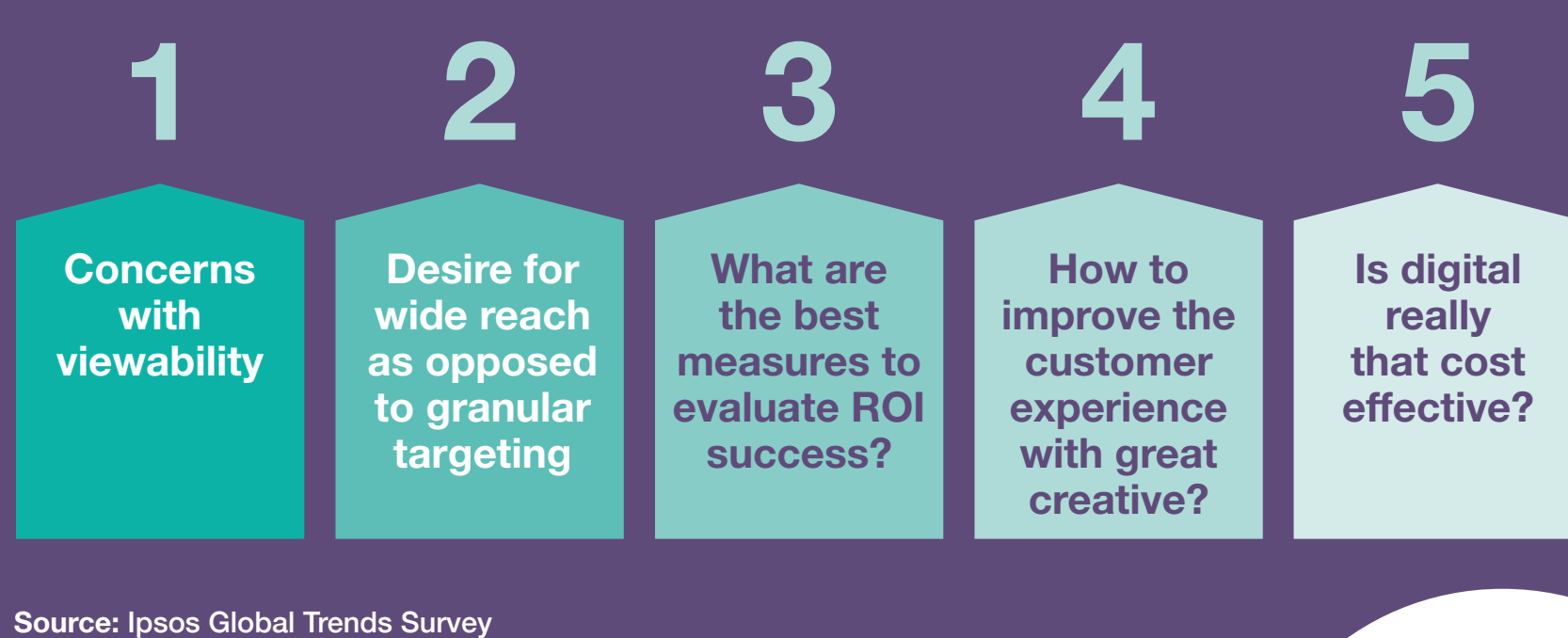
Source: Ipsos Global Trends Survey 17,180 - 18,180 adults across 22-23 countries, online, 12 Sep - 11 Oct 2016

THE BATTLE FOR ATTENTION [A DIGITAL REALITY CHECK]

73%

of Australians say they are constantly looking at screens. However, the problem is that consumers feel overwhelmed and are often resorting to ad blocking and disengaging. How can marketers make the digital experience better for consumers?

HARD QUESTIONS FOR MARKETERS AND MORE REALISTIC EXPECTATIONS



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

GLOBAL TRENDS REPORT: 8 KEY TRENDS

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



ABOUT IPSOS AUSTRALIA AND NEW ZEALAND

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

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

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GAME CHANGERS

