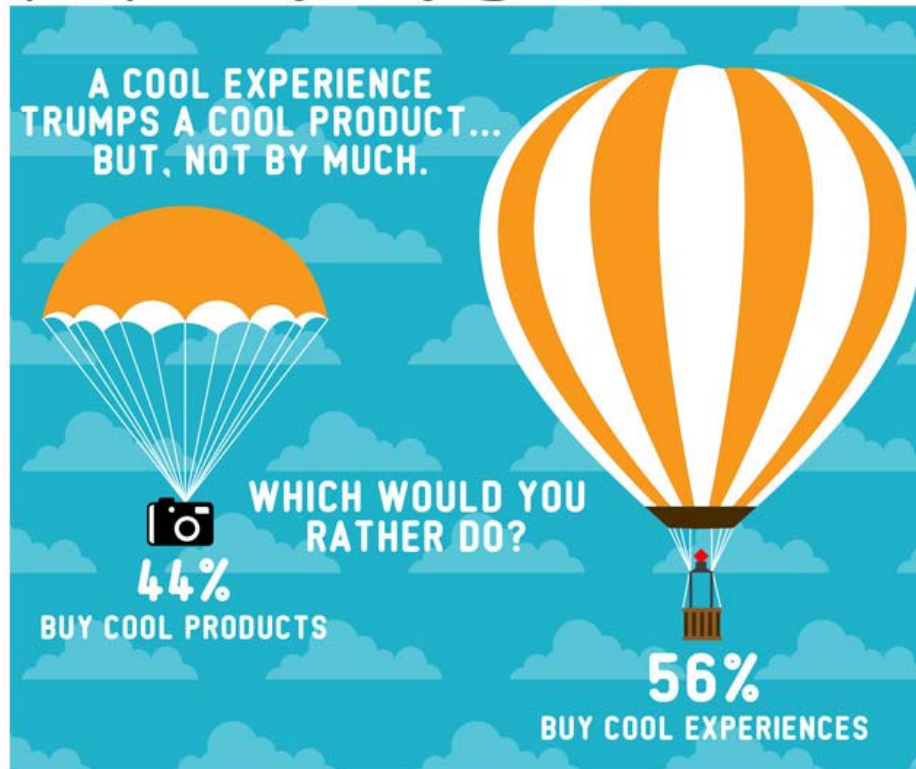




Season opera tickets or a sleek new computer? A trip to an exotic location or a spacious new car? A five-course meal at a premier restaurant or a high-tech new espresso maker? More than one out of two people (56%) would rather buy a cool experience than a cool product. But, that view of cool is not as hot in Latin America, where 54% would opt for the material over the experiential.

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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