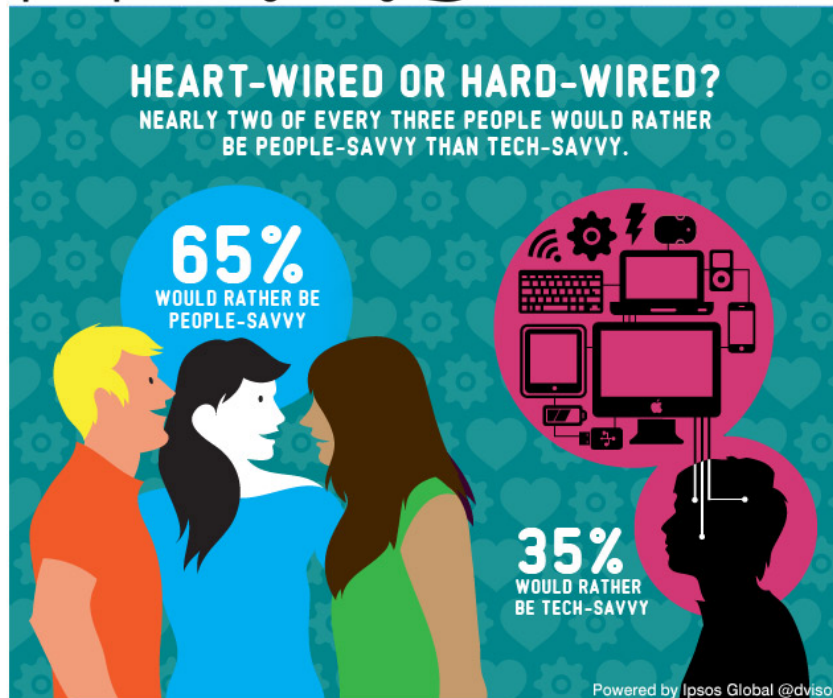




It may be a hi-tech digital world, but the heart still rules. Given the choice, 65% of us would rather be people-savvy than tech-savvy, a number that skews higher with women, 71% of whom value people-smarts over geek-smarts. Maybe that's why so many tech marketers play to the heart, to connections between people, to romance and dreams. In emerging technology powers China and India, though, being tech-savvy trumps being people-savvy. So, know your customers and then play to their inner people or geek-smarts.

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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. Sociallogue™ 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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