

MY FRIEND "LIKES" A BRAND. HMMM...



NEARLY ONE IN FOUR PEOPLE SAY THEY WOULD BUY A BRAND BECAUSE A FRIEND "LIKES" OR FOLLOWS THE BRAND ON A SOCIAL NETWORK.

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22% of people say they bought a brand because a friend follows or "likes" the brand on a social network. In the BRIC countries, that number rises to 39%, about four in ten people. It follows, then, that the better able a brand is to influence people to "like" it, the more sales it has the potential to drive. Now that's a piece of information brands that are socially active online should really like!

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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