

## CONTENT THAT CREATES CONTENT

35%

POST QUESTIONS, IDEAS AND PICTURES ON  
BRANDS' SOCIAL NETWORKING SITES.



love this!



hate this



Powered by Ipsos Global @dvisor

Whether driven to a brand's social network by whim, an ad or any other motivator, more than one-third of us post questions, express ideas, share pictures or offer opinions. In short, we become co-creators of content. Among those younger than 35, the percentage leaps to 44%, while those 50 and older are less likely to co-create (22%). Given the value and importance of pulling customers into the conversation, it is important for marketers to encourage and support consumer engagement and co-creation . . . listen and respond, answer questions, compliment ideas, share information.

#### 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. 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](mailto:ipsosopenthinkingexchange@ipsos.com).

#### About Ipsos and Ipsos Global @dvisor:

Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 24-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 16-64 year old males and females.