

TO SHARE IS TO CARE

INFO WORTH SHARING KEEPS
34% CONNECTED TO A BRAND
THEY FOLLOW ONLINE



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Brand attachment. It is what every brand manager wants to increase. Of those who follow a brand online, 34% say that content worth sharing makes them want to stay connected to a brand. Informative or silly, humorous or serious, scheduled or just random . . . a brand's content can turn online followers into online ambassadors.

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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