

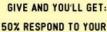




FOLLOW YOUR BRAND ONLINE CONNECTED AND COMING BACK TO YOUR SITE OR SOCIAL NETWORKING PAGES. HERE'S WHAT PEOPLE SAY MOTIVATES THEM:



SHARE



FREE PRODUCTS

DISCOUNT COUPONS OR



34% SAY YOUR FUN AND INTERESTING POSTS ON SOCIAL NETWORKING PAGES



ANSWER EMAILS: 30% SAY YOUR

ANSWERS WORK

SHOW YOU'RE "LISTENING": 28% SAY YOUR RESPONSES TO COMMENTS OR LINKS THEY POST ON SOCIAL

NETWORKING PAGES

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These numbers support keeping your eyes focused on your brands online, which can secure a place in the minds and hearts of your followers and promote greater brand loyalty. With this A-list, you can get on followers' A-lists!

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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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