

# Connected Life

Understanding your target audience remains at the heart of successful marketing. Connected Life, our annual study covering 60,500 consumers from 50 markets around the world, provides marketers with a comprehensive view of today's connected consumer.

Here's just a taste of what you might see when thinking about what touchpoints are being used across five consumer target groups.

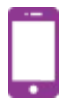
## Brazil, 16-24 Personal hygiene buyers, share of time on



PC



Tablet



Mobile



Tv

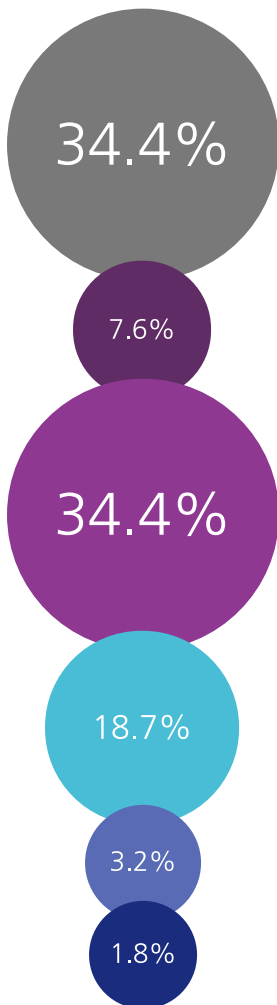


Radio

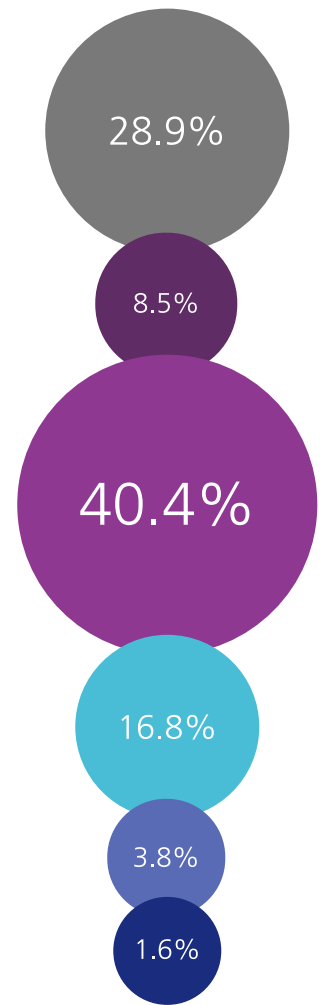


Print

### Brazil



### Global



### Insight

Digital campaigns targeting PC and mobile are more likely to reach this audience