

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.

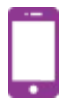
Brazil, 35-44 Parents of young children, share of time on



PC



Tablet



Mobile



Tv

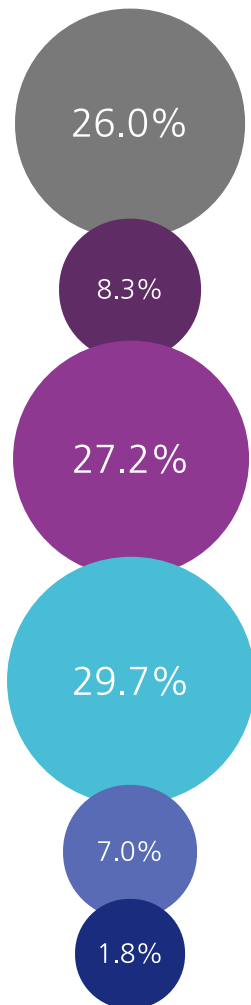


Radio

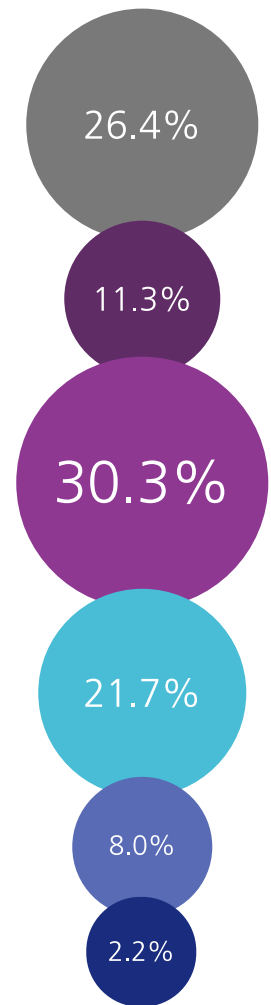


Print

Brazil



Global



Insight

Campaigns targeting TV and radio are most likely to break through with this audience