

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, 55-65 Holidaymakers, share of time on



PC



Tablet



Mobile



Tv

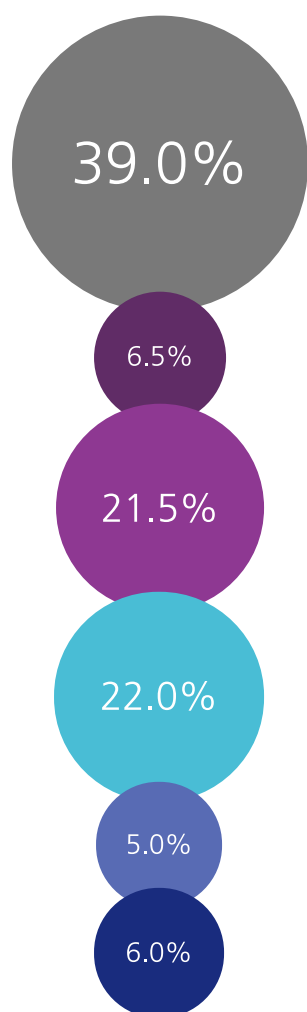


Radio

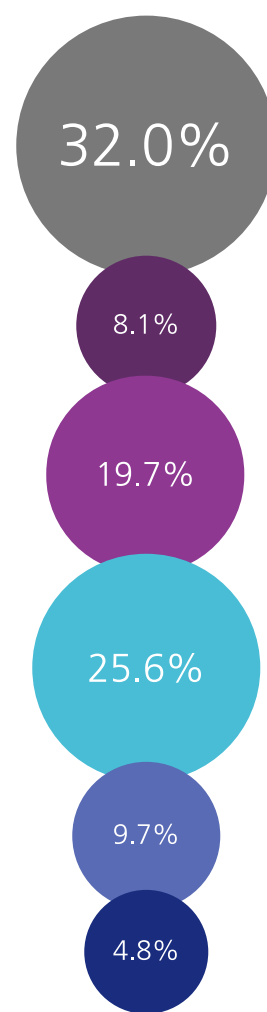


Print

Brazil



Global



Insight

PC and print are most attractive media options; develop campaigns in print driving traffic to relevant travel and booking websites