THE INDUSTRY’S ANNUAL THOUGHT-LEADING REPORT OF TODAY AND TOMORROW’S DIGITAL CONSUMER

The Australian Connected Consumers report

Revealing the digital consumer

The Australian Connected Consumers report provides you with the tools to understand the evolving patterns of consumers’ media consumption in the digital age to optimise your engagement strategy for greater efficiency and greater results.

This Nielsen report is the most complete annual study of the way Australians use and consider media, its role in their lives, and their rapid rate of adoption of connected devices.

For the first time, the report will be merged with Nielsen Consumer & Media View data to create a unique and comprehensive single source of information; combining specific online and technology ownership metrics with those relating to Australians’ media, purchase and lifestyle behaviours.

Adapting to the changing landscape

Consumers now interact with media in myriad ways, and their path isn’t finite. Simple segmentation is no longer an effective means of understanding and targeting consumers, nor is it a simple channel or location strategy.

Drawing from a sample of 5,000 online Australians aged 16+, the evolving patterns of media consumption in the digital age have been distilled and explained to give you the information you need to reach your audience – on the right device at the right time.

A MUST HAVE GUIDE FOR MARKETERS TO TODAY AND TOMORROW’S DIGITALLY SAVVY AUSTRALIAN CONSUMERS

• Gain insight into the evolving media landscape across video, cross platform, screen fragmentation, social and shopper; with demographic breakouts and historical trending.

• Understand how social and digital media is influencing purchasing behaviour.

• Leverage data on time of day media consumption and get in front of your audience the right way.

The Nielsen Australian Connected Consumers report will guide you through the challenge of operating in an increasingly fragmented marketplace, keeping pace with the environment and with consumer behaviour, to guide planning and strategies during 2013.
Australians’ media consumption, attitudes and buying behaviours

Three key thoughts emerging from the study:
1) There is a new ‘new media’ – mobile and social
2) Don’t hold onto tradition - consumers aren’t
3) Think of the landscape as a Rubik’s cube – simple segmentation is impossible

In order to look forward, it is essential to understand the historic trends. In its 15th edition, The Australian Connected Consumers report (formerly The Australian Online Consumer Report) combines over a decade of comparative data to effectively plan for the future.

The Australian Connected Consumers report provides information that will form the foundation for media and strategy planning, customer segmentation and market sizing analyses specific to your industry.

Available Now!

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