

NIELSEN CONSUMER NEUROSCIENCE

UNDERSTANDING MEDIA BEHAVIORS ACROSS GENERATIONS

Maximizing Messages in a Multimedia World

THE CHALLENGE

Time Warner wanted to understand how consumers of different generations use media in order to determine how to engage viewers of all ages. Challenged by today's multimedia, multi-platform world, Time Warner's Time Inc. division asked: how can marketers successfully engage both today's digital natives (consumers in their 20s who have lived in a digital world throughout their adult lives) and digital immigrants (consumers in their 30s, 40s, and 50s)?

They sought to understand differences in how people from these generational gaps emotionally engage with various media platforms: how much time they are spending, how their attention shifts, and their overall levels of emotional response with multi-platform viewing.

THE SOLUTION

Nielsen Consumer Neuroscience* identified themes, trends, and best practices in reaching the different age groups by using biometric and ethnographic research. By capturing more than 300 hours of data and video (recorded in people's homes) from point-of-view cameras and in-depth interviews, Nielsen gained an unprecedented look into the media habits of today's consumers in their natural environments.

Nielsen captured changes in media usage across generations, including time spent viewing media, patterns of attention, and emotional consequences of media consumption.

THE RESULTS

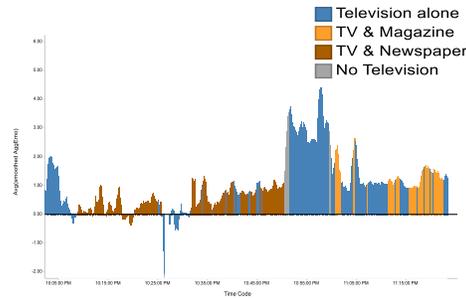
Time Warner was able to identify new best practices, and target communications and messages when and where consumers are most receptive. Some of the findings included:

- Storytelling is less linear than before.
- Digital natives, naturally drawn to digital platforms, tend to switch platforms more often, suggesting shorter attention spans.
- Switching platforms constrains emotional response – but if they become engaged, the payoff is significant.
- Best practices for engaging natives include: make communications easy to consume (clear vs. clever); get to the point quickly; inform/entertain with gripping images, music, drama to draw them in; keep them emotionally engaged (so they share); advertisers need to show value for money.

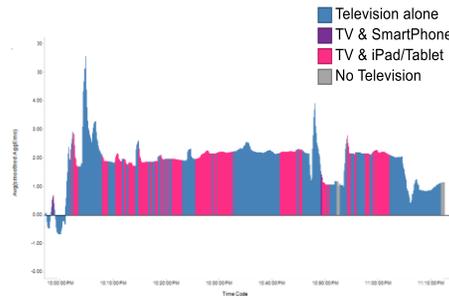
* Study conducted by Innerscope Research, now Nielsen Consumer Neuroscience.

A DAY IN THE LIFE CASE STUDY

Time Warner



DIGITAL IMMIGRANT



DIGITAL NATIVE

For more information contact your Nielsen representative or visit www.nielsen.com/consumerneuroscience