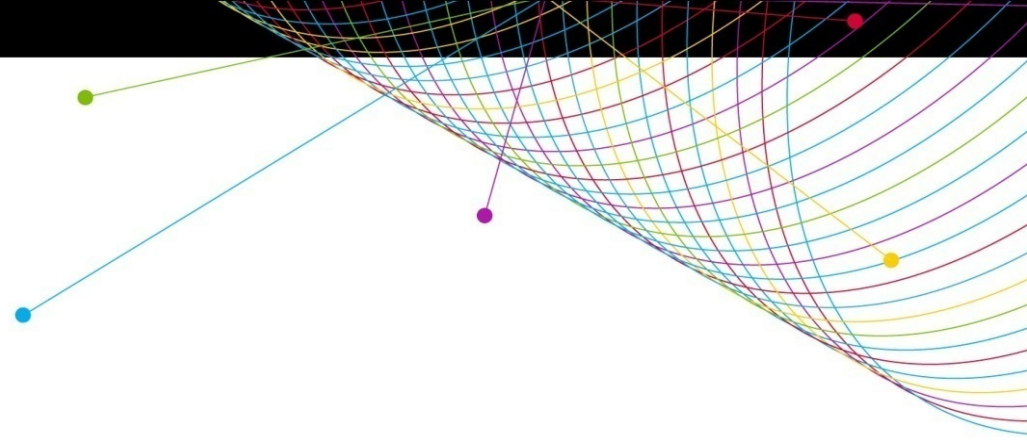




AN UNCOMMON SENSE  
OF THE CONSUMER™



# PROFILE YOUR BUYERS' ONLINE HABITS

## WITH NIELSEN'S 2014 AUSTRALIAN CONNECTED CONSUMERS REPORT

### CONSUMERS' MEDIA HABITS HAVE EVOLVED DRAMATICALLY

Technology, online conversations and new devices have all interrupted our old ways of finding consumers. More than ever we need a clear view of what is happening today and the implications for the coming years. That's where **Nielsen's Australian Connected Consumer Report** comes in.

Now in its 16th year we've been capturing and interpreting these trends for clients unlike anyone else. Companies large and small rely on us to help them understand the new digital landscape and help them finesse their strategies for today's connected consumer.

### DEVELOP MARKETING STRATEGY WITH REAL AUTHORITY

This report **provides an understanding of your own business' consumers**, which will feed straight into your 2014 media, marketing and distribution strategies.

This year we dedicate a chapter to Online Retail and ramp up our focus on internet TV and social TV.

### QUANTIFY THE DIGITAL HABITS OF YOUR CONSUMERS

The report is merged with Nielsen CMV (Consumer and Media View – our national survey of consumer lifestyle, media and purchase behaviours), allowing you to define specific buyer segments.

The fused database supports media and strategy planning, customer segmentation and market sizing analyses specific to your industry, never before available.

Examples of consumer segments we could profile include buyers of electronics, fashion, beauty products, new cars, luxury travel, wine buyers, fresh food, health-conscious shoppers, to name just a few.



**The 2014 Australian Connected Consumers Report will help you with a host of new focus areas:**

- Ownership trends, behaviours and preferences
- TV viewing and social TV – our analysis for the future
- Size of the online prize and its impact on traditional retail sales? Who are the biggest online players?
- Online shopping and the categories we forecast will make the biggest strides in the next few years
- Dual screening and multiple content formats! How to take advantage of consumers' increased activity?
- Digital marketing and distribution. Will Australians finally pay for digital content?
- The multi-device, multi-tasking consumer – what are they doing, when are they doing it and how does it impact your business?
- Social media and its impact on intent to purchase

**CHOOSE ONE OF THREE WAYS TO ACCESS  
THE 2014 NIELSEN AUSTRALIAN CONNECTED CONSUMERS REPORT**

**CUSTOMISED DELIVERY AND CUSTOM ANALYSIS: \$22,475 + GST**

Full report, customised data tables and fully customised presentation to your team, drawing from the Connected Consumer Report outcomes as well as tailored audience segments, defined by you. This is the only option that provides you with access to the integrated 'Connected Consumer + Consumer and Media View' dataset to define your custom segments.

*Subscribers of both the Nielsen Connected Consumers Report AND Nielsen Consumer and Media View (CMV) will also receive the integrated database in Clear Decisions to facilitate ongoing analysis and insight generation.*

**STANDARD DELIVERY: \$18,550 + GST**

Full report, customised data tables, including tailored audience segments defined by you, drawing from the comprehensive Australian Connected Consumers Report dataset, and standard presentation to your team.

**ALL THE BASICS: \$15,650 + GST**

Full report, standard data tables and standard presentation to your team.

**For more information contact your Nielsen representative  
or email [paul.baker@nielsen.com](mailto:paul.baker@nielsen.com)**