



Engaging CPG Consumers in the Digital Space

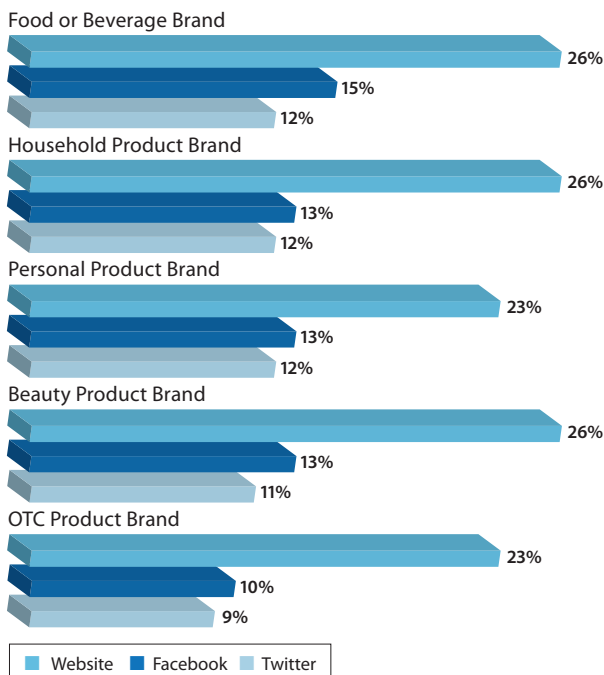
Consumers Obtain Information from Websites, but Express Themselves on Facebook

Global consumers are more likely to visit a CPG brand's Website than become a Facebook fan or Twitter follower of a CPG brand, regardless of the CPG category. Still, CPG Websites lag behind Facebook sites in providing a forum for consumer feedback. While consumers consider Websites to be the place to go for information about a brand and promotional offers, they find Facebook to be the ideal platform for voicing their opinions and connecting with other customers. These are the latest findings from a global study conducted by Ipsos Marketing, Consumer Goods.

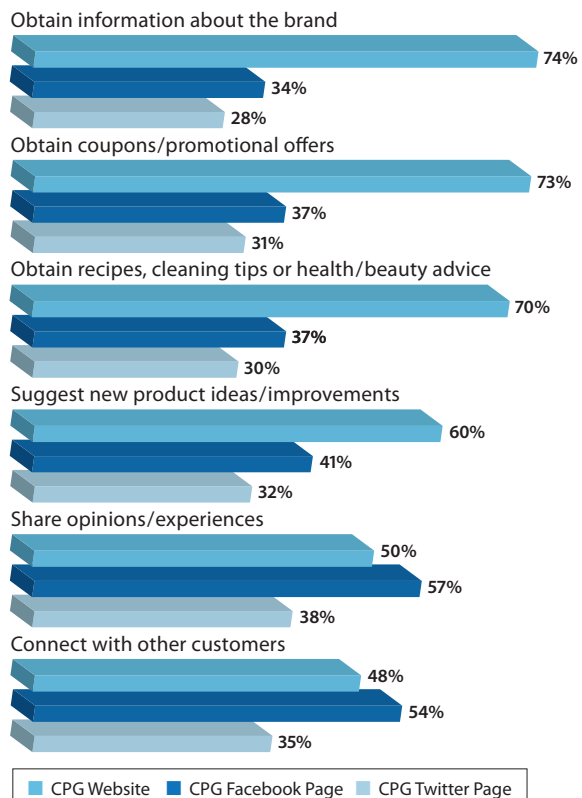
While many CPG companies have set up Facebook and Twitter pages for their brands, the study finds consumers are more likely to visit the brand's Website. The propensity to visit a Website vs. a Facebook or Twitter page is higher regardless of whether the category is food or beverages, household products, personal products, beauty, or over-the-counter medication. When asked how likely they would be to visit these online sites for each category, consumer interest ranged from 23% to 26% for a Website; 10% to 15% for Facebook; and 9% to 12% for Twitter.

The study goes on to reveal that consumers' reasons for visiting a CPG brand's Website are different from their reasons for engaging with a CPG brand on Facebook or Twitter. The main reasons for visiting a Website center

Likelihood to Visit an Online Site in Next Three Months for a...



Reasons for Visiting an Online Site



Complimentary access to the data in this report for each of the 23 countries is available upon request from Ipsos Marketing, Consumer Goods.



around obtaining information, such as brand information, coupons, recipes, cleaning tips and health and beauty advice. On the other hand, the main reasons for visiting a brand profile on Facebook and Twitter relate to sharing opinions and experiences and connecting with other customers. Compared to Websites and Twitter, Facebook stands out as a virtual platform for the voice of the consumer – with the highest percentage of consumers citing opinion-sharing as the main reason for visiting Facebook.



Lauren Demar
CEO
Ipsos Marketing,
Global Consumer Goods
lauren.demar@ipsos.com

According to Lauren Demar, CEO, Ipsos Marketing, Global Consumer Goods Sector, “Our data indicates that brand profiles on Facebook are good complements to CPG Websites. Consumers visit Websites for information and promotional offers; however, when they really want to express their opinions about a CPG brand they turn to Facebook.”

Demar continues, “Marketers are appropriately exploring the use of Facebook as a new way to “listen” to their consumers. Websites are ideal for sharing information about the brand offer with its consumer franchise. However, Facebook can be leveraged to really listen to what consumers are saying about the brand experience, by providing them with what they may perceive to be a less threatening forum for self-expression. For Twitter, it is less clear. Marketers can enrich the value of social networking sites by elevating the consumer experience and ensuring it is consistently engaging, useful in terms of content, and a two-way conversation. Net, net, Websites and social networking forums like Facebook each have a role to play in establishing and building a bond with the consumer.”

These are the findings from a study conducted by Ipsos Marketing, Consumer Goods via the Ipsos Global @dvisor International Omnibus, an online survey of citizens around the world. Interviews were carried out between November 4th, 2009 and January 13th, 2010. For this survey an international sample of 21,623 adults aged 18+ were interviewed in a total of 23 countries. The countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Hungary, India, Italy, Japan, Mexico, Poland, Russia, South Korea, Spain, Sweden, the Czech Republic, the Netherlands, Great Britain, the United States and Turkey.

For more information on this news release, please contact:

Jeanette Vivier Head of CPG, Ipsos Marketing UK
+44(0)20 8080 6152 • jeanette.vivier@ipsos.com
Or

Lauren Demar CEO, Ipsos Marketing, Global Consumer Goods
+001.212.584.9259 • lauren.demar@ipsos.com

About Ipsos Marketing

Ipsos Marketing – The Innovation and Brand Research Specialists – is the Ipsos brand for Marketing Research. Ipsos Marketing helps clients to develop and launch new products and services and reposition existing brands, understand the success factors behind their brands and maximize the impact of their marketing decisions. Supported by specialized teams, Ipsos Marketing offers an in-depth understanding of the drivers of consumer choice and of the marketing challenges faced by our clients. Our leading-edge solutions integrate qualitative and quantitative research, using engaging digital tools as well as advanced modelling and forecasting techniques. Ipsos Marketing is a specialization of Ipsos, a global survey-based market research company that offers expertise in Advertising and Marketing research, Customer and Employee Relationship research, Media, Content and Technology research, and Social and Corporate Reputation research. Ipsos is present in 64 countries, with a leading position in both mature and emerging markets. In 2009, it achieved global revenues of 943.7 million euros, Marketing research contributing to 47% of Ipsos’ total global revenues.

Visit www.ipsos.com/marketing to learn more.