

# ENGAGE ME!

## HOW CUSTOMERS IN AUSTRALIA WANT TO BE ENGAGED BY BRANDS

### AUDIENCES ARE LOST

Brands in Australia are not reaching consumers as effectively as they should...



### BUT WHY?

Consumers now see word of mouth and the web as the most effective way of getting information about brands...



Other channels are falling behind, with the following reaching the top 3 for:



Traditional media is no longer seen as the most effective by consumers

### IN THE PAST YEAR...



have become more effective

### WHAT DO CONSUMERS WANT?

Rewards

84% say brands need to give something back for them to read or respond to messages



Right place, right time

51% are much more likely to respond to timely marketing messages. Location services and mobile are critical



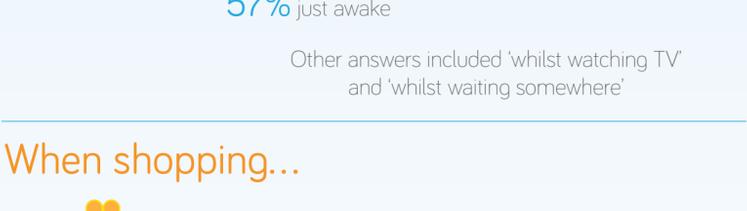
### IN THE PAST YEAR...

51% say getting rewarded by brands in return for engaging them

has become more important

### But, rewards don't just need to be discounts...

Consumers will visit a store, share something socially, or make a purchase, in return for...



Whilst discounts are top of the list a significant portion of consumers are also attracted to other incentives

### IT'S GOT TO BE MOBILE

87% of Australians in our survey use a smartphone or tablet

AUSTRALIA LOVES Smartphones

Android is the most popular choice of smartphone, with 63% owning at least 1 Android device, compared to 61% owning at least 1 Apple device

Apple is the most popular choice of tablet, with 45% owning an Apple device, compared to 33% owning an Android device

Anytime, anywhere!

When do people use their mobile devices...



Other answers included 'whilst watching TV' and 'whilst waiting somewhere'

### When shopping...

73% use smartphones when shopping

Of that 73%...

- 55% find the location of outlets
- 55% to find opening hours
- 48% research products they are looking at instore
- 51% find competitive prices for products they are looking at instore

Smartphones are becoming part of the bricks and mortar shopping experience.

### WHAT SHOULD BRANDS DO?

Brands need to be...

Where consumers are social, web, online advertising

Relevant using location, time and behaviour

Rewarding give consumers something back



Consumers want to interact with brands through mobile, with relevance and rewards

### ABOUT THE 3RADICAL CONSUMER SURVEY



The survey was conducted amongst Australian consumers during September 2014 and received 501 full responses.

### 3RADICAL DELIVERS A READY MADE MOBILE GAMIFICATION PLATFORM FOR BRANDS

3radical has developed the first comprehensive mobile gamification platform that enables Brands use a wide range of different gamification techniques to engage with individual consumers quickly, easily and at low risk.

Brands get a high level of engagement with consumers and ultimately impact their behavior, whilst consumers get a fun, rewarding experience and highly relevant communications and offers.

The platform is already used by leading Brands including Dell, DBS Bank Asia and Lend Lease