

Brands in the UK are not

reaching their audience as effectively as they should...



yet to buy from

of people don't they need from

even get the info brands they already buy from



Word of mouth

Brand Websites



73%

Consumers now see word of mouth.

the web and social media as the

most effective way of getting

information about brands.

think these are the top 3 most effective channels

Poster/Outdoor

Magazines

Social Media These channels only reach the top 3 for:

14%



Newspapers



Radio

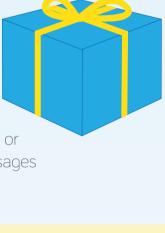
4%



THEY WANT: Rewards

say brands

need to give something back for them to read or respond to messages



are and what they are doing Right place,

that are relevant to where they



more likely to respond to timely marketing messages. Location services and mobile are critical 50% say getting rewarded by brands



in return for engaging them has become more important But, rewards don't just



56% of consumers will visit a store, share something socially, or make a purchase, in return for other incentives like...

need to be discounts...

Entry to a lucky dip, donations to charity, levels up in mobile games and prizes







Android is the most with 77% owning at least

Android is the most popular

choice of smartphone, with 89% owning at least 1 Android device and 61% at

least 1 Apple device

1 Android device and 61% an Apple device





When do people use their mobile devices... 64% just awake 62% when eating

61% when socialising

68% when travelling in UK



use smartphones

when shopping

Smartphones are becoming part of the bricks

55% locate a store or restaurant 55% to find opening times

48% to research

Of that 78%...

51% to research competition

and mortar shopping experience.

WHAT SHOULD BRANDS DOS BRANDS

social, web, online advertising Relevant using location, time and behaviour Rewarding give consumers something back

Brands need to be...

Where consumers are

Mobile is

critical to

achieving this

Consumers want to interact

with brands through mobile, with relevance and rewards

ABOUT THE 3RADICAL ABOUT THE 3RADICAL CONSUMER SURVEY 18-20

21-29 30-39 40-49 50-59



>60 40% 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

www.3radical.com