

# ENGAGE ME!

## HOW CUSTOMERS IN THE UK WANT TO BE ENGAGED BY BRANDS

### AUDIENCES ARE LOST

Brands in the UK are not reaching their audience as effectively as they should...

1/2

don't get the info they need from the brands they have yet to buy from

1/3

of people don't even get the info they need from brands they already buy from

## BUT WHY?

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

Word of mouth
 Brand Websites
 Social Media

73% think these are the top 3 most effective channels

These channels only reach the top 3 for:

14% Poster/Outdoor
 13% Magazines
 8% Newspapers
 4% Radio

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

## WHAT DO THEY WANT?

Rewarding communications that are **relevant** to where they are and what they are doing

**Right place, right time**

**Rewards**

87% say brands need to give something back for them to read or respond to messages

55% are much more likely to respond to timely marketing messages. Location services and mobile are critical

## IN THE PAST YEAR

**50%** say getting rewarded by brands in return for engaging them has become more important

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

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

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

## IT'S GOT TO BE MOBILE

**UK LOVES Smartphones**

**Android is the most popular choice of smartphone**, with 89% owning at least 1 Android device and 61% at least 1 Apple device

**Android is the most popular choice of tablet**, with 77% owning at least 1 Android device and 61% an Apple device

### Anytime, anywhere!

When do people use their mobile devices...

91% at home
 78% when shopping
 70% before sleeping
 68% when travelling in UK

64% just awake
 62% when eating
 61% when socialising

### When shopping...

Of that 78%...

78% use smartphones when shopping
 55% locate a store or restaurant
 55% to find opening times
 48% to research
 51% to research competition

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

Mobile is critical to achieving this

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

## ABOUT THE 3RADICAL CONSUMER SURVEY

The survey was conducted amongst UK consumers during August 2014 and received 299 full responses.

47% Male 53% Female

Age

<17 18-20 21-29 30-39 40-49 50-59 >60

0 5 10 15 20 25 30 35 40 %

## 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 empower 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 info@3radical.com +44 117 344 5008