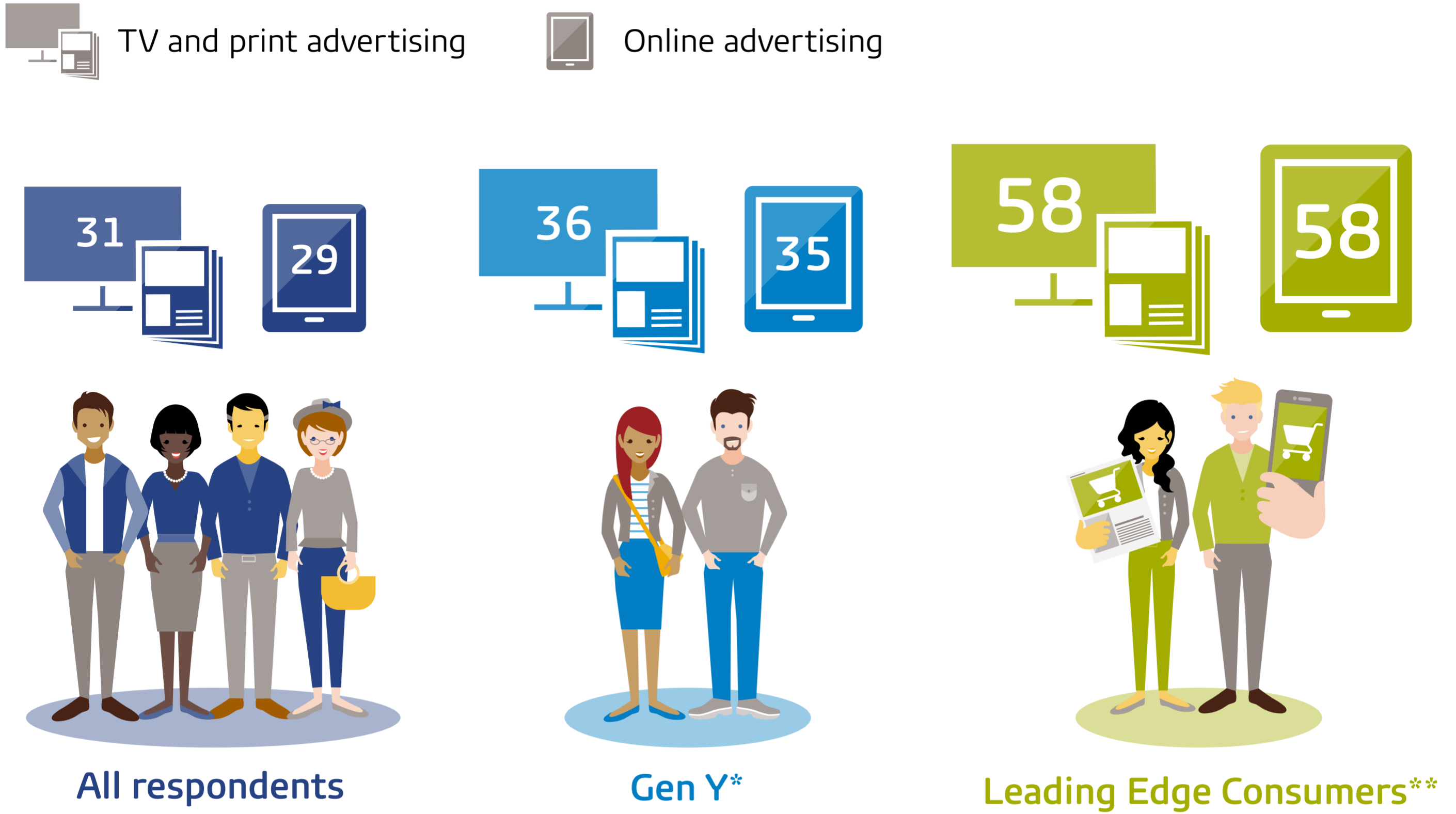


THE POWER OF ADVERTISING IS STILL FELT BY CONSUMERS



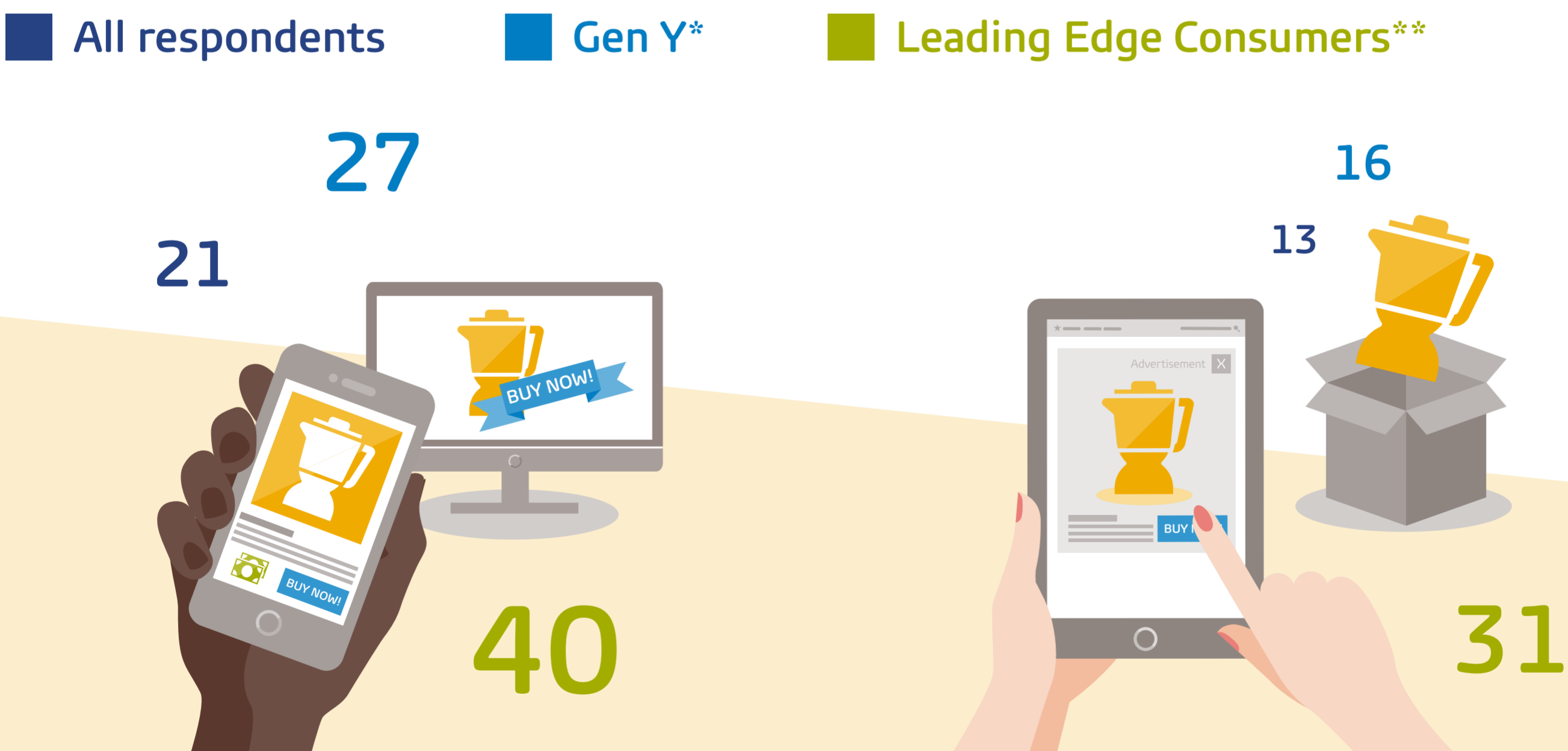
Digital campaigns are as important as traditional advertising

% of consumers who consider their shopping decisions to be influenced by advertising



Multi-screen shopping and buying through digital ads is on the rise

% of consumers claiming to do more of this than a year ago...



Using their smartphone or a tablet to browse or purchase products that they saw advertised while watching TV.

Making a purchase via a digital ad.

Contact us to find out how we can help to optimize your media marketing mix: Björn Kroog, bjoern.kroog@gfk.com

Source: GfK FutureBuy 2016, an online survey with 20,000 consumers aged 18+ in 20 countries across key categories.
 *Gen Y = age 27-36, **Leading Edge Consumers (LECs) are made up of three different types of shoppers: early adopters, influentials and passionate shoppers.