

TARGET M **C** CONNELLS

The Power of the DOT

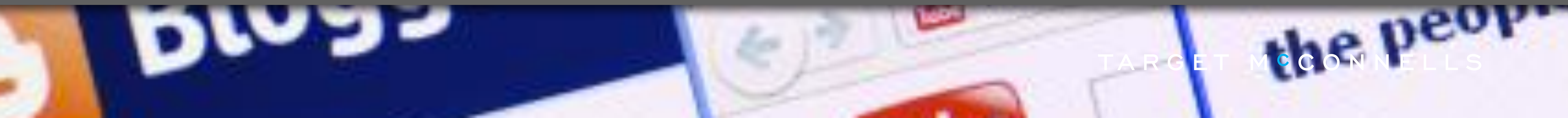
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A WPP company



Social Stats & Insights



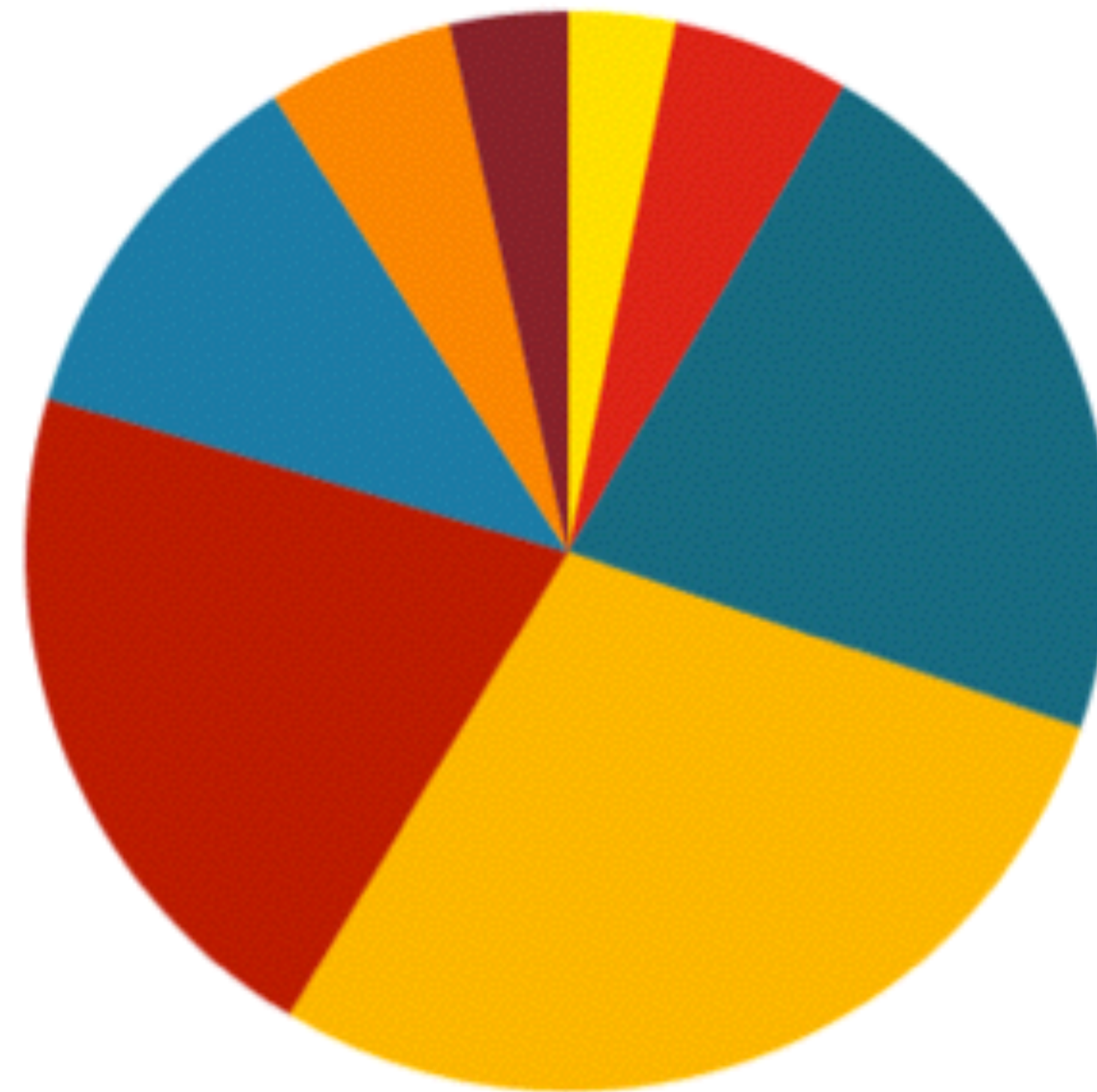
TARGET M^CCONNELLS

Facebook in Ireland – The Big Daddy!

- 2.3 million 'active' accounts. 1.94 million mobile active.
- 1.8 million return daily.
- More friends on average than the rest of Europe... (280 compared to 130)
- 10 million wall posts, 20 million photos & 7 million statuses per month.
- 70% of Irish businesses use Facebook.
- Main reason for following brands is competitions, offers & rewards.



Age Range?



13-15 Years 16-17 Years 18-24 Years 25-34 Years
35-44 Years 45-54 Years 55-64 Years 65+ Years

13-15 Years	3.20%
16-17 Years	5.30%
18-24 Years	21.80%
25-34 Years	28.30%
35-44 Years	21.00%
45-54 Years	11.30%
55-64 Years	5.60%
65+ Years	3.50%

The most checked in to place in Ireland?



Usage Times



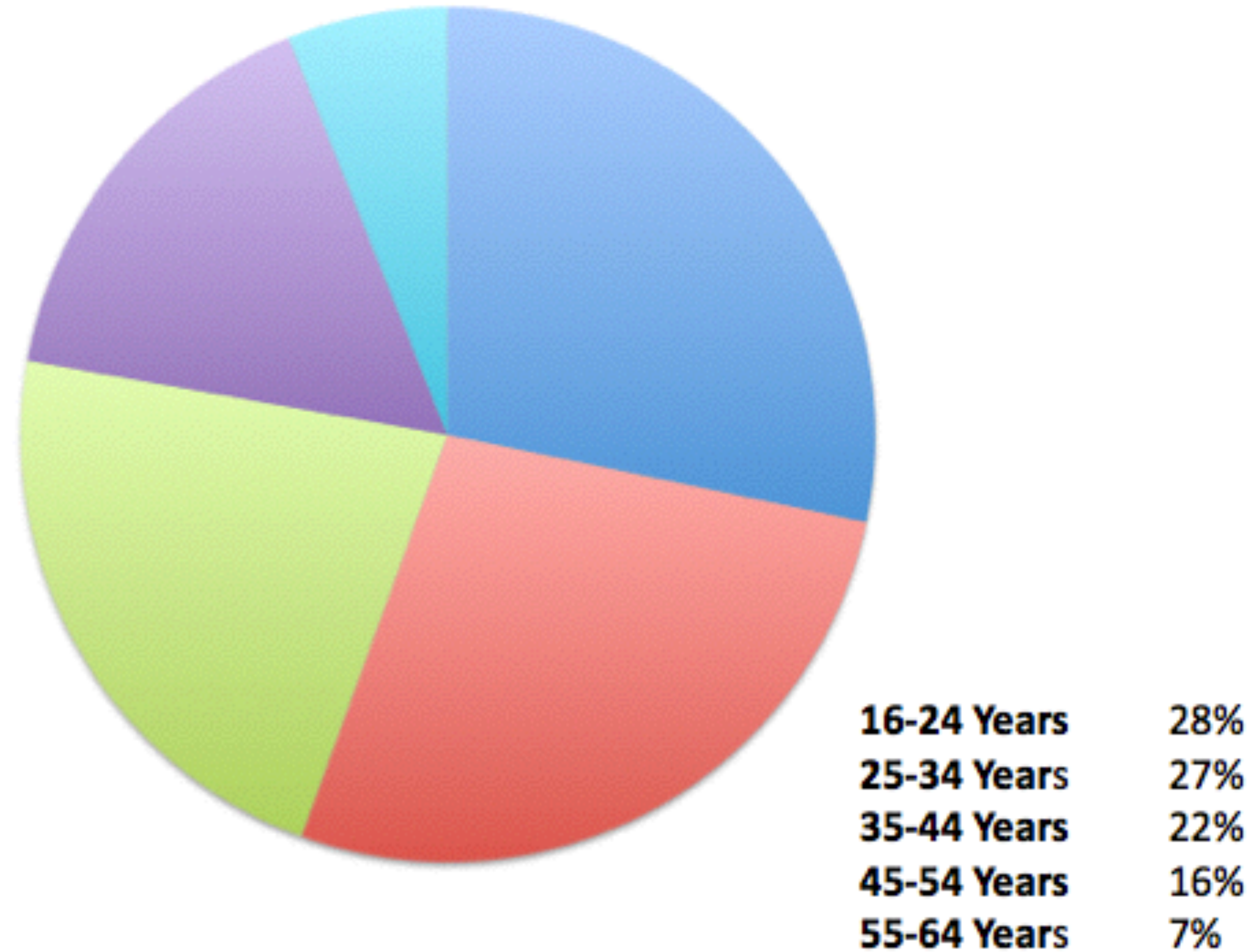
- 52% of 16-24 and 30% of 25-34 year olds check Facebook first thing each morning
- We are least likely to 'like' a page on a Saturday, most likely on a Monday.
- Sunday evening is best time for interaction...

Twitter

- 700,000 daily users of Twitter in Ireland.
- Send on average, 1 million tweets each day.
- Wednesday is the busiest day on Twitter in Ireland.
- 10-11pm is the busiest hour on Twitter in Ireland.
- Early morning is the least busiest.



Age Range?



YouTube



Help

Inform

Entertain

- The next major media medium?
- **1 in 3 spend the same amount of time watching YouTube as TV in an average week.**
- Music, comedy and 'How To' videos are most popular amongst Irish YouTube users.
- Opportunity for tutorial video? 31% view regularly.

Other Key Channels



21%



17%



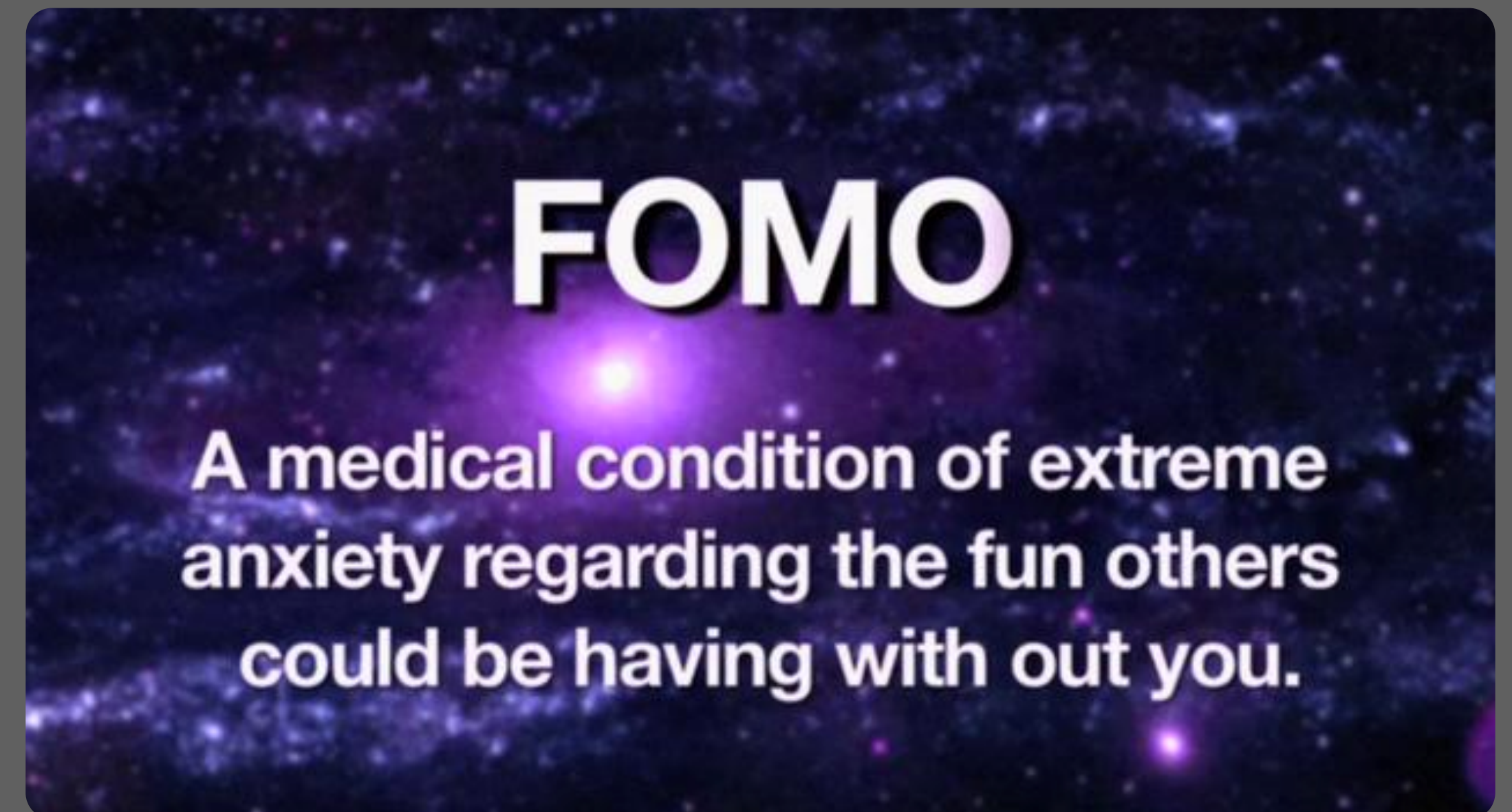
30%



26%

Narcicisstic & Addicted!

- 43% of 16-24 year olds admit to '**talking up their social life online**'.
- 46% of 16-24 year olds admit '**FOMO**' from not being online constantly.
- 55% of 16-24 year olds are regular '**selfie**' takers.

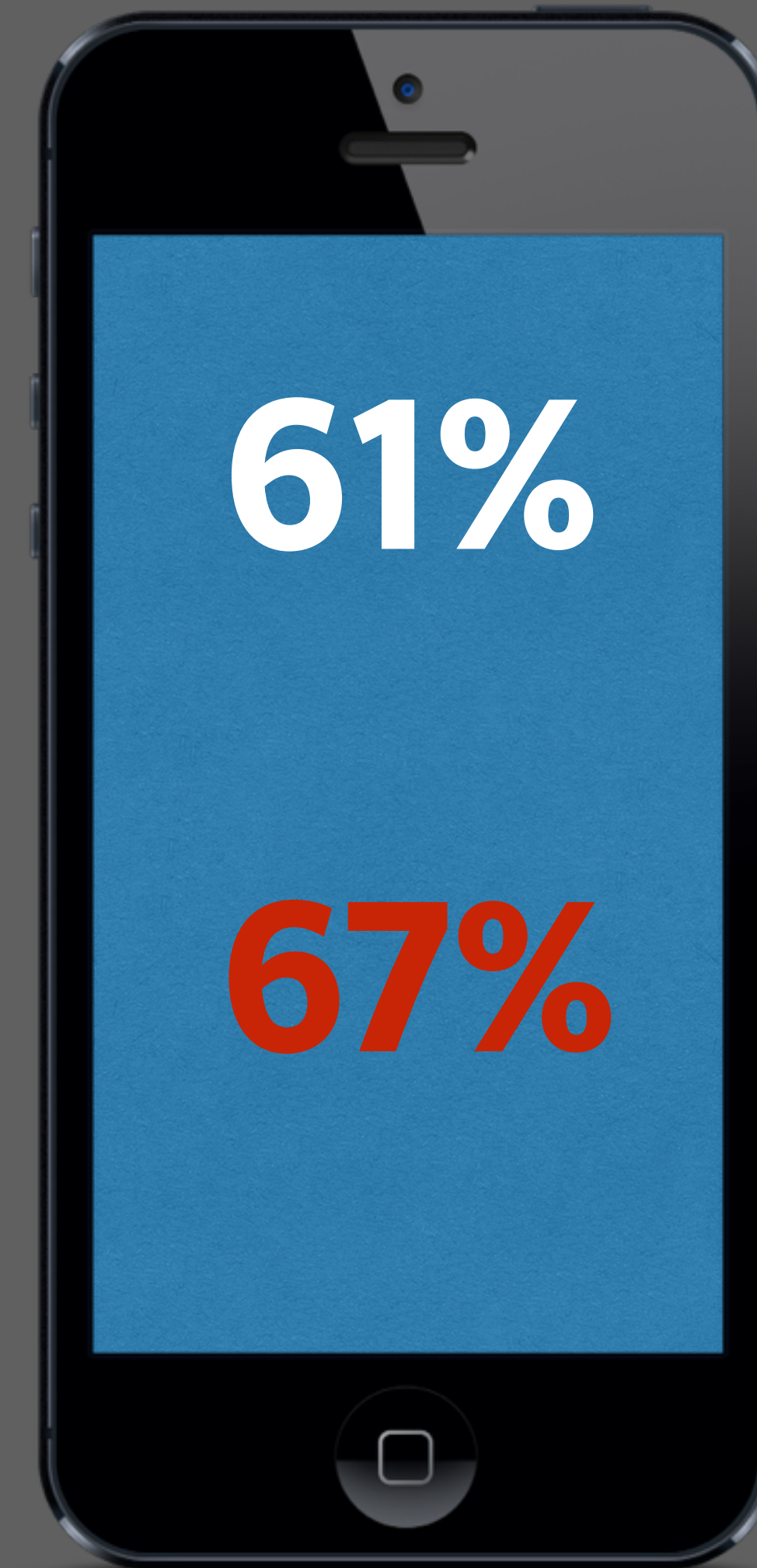




Smartphone Usage

Penetration

- Mobile phone **penetration** currently stands at 122.2%
- 86% of adults in Ireland have access to an internet device that can be used '**on the go**'
- 75% of Irish homes have a **smartphone**, 54% have a **tablet** - replacing the family computer.
- **1.2** million Irish people are expected to have access to a tablet by the end of the year
- 82% of 18-24 year olds, 79% of 25-35 year olds and 29% of 55+ have a smartphone.



Commerce & Usage Patterns

- 80% of 18-34s have used a tablet or phone to purchase online.
- 28% of online shoppers have used their smart phones to shop online.
- But we mainly purchase small items on smartphone.



Commerce & Usage Patterns

- Behaviour trends towards 'research on mobile, buy on laptop' - mobile search is critical. 58% access information on smartphone and follow-up on another device.
- 22% of smartphone users have clicked directly on a mobile ad, however, 61% consider banners annoying.
- **41% say that special offers direct to their mobile device in store would be of real interest. (iBeacon)**



D.O.T

Where is the wisdom
we have lost in knowledge

Where is the knowledge
we have lost in information



Data is overrated



Big Data is Really Overrated



Data is only information



Information is useless
unless we use it

Wisdom = Creativity and Innovation

Data = Information

Wisdom = Insight

The Power of the D.O.T



TARGET M C CONNELLS

Thank You

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