

GENERAL USAGE

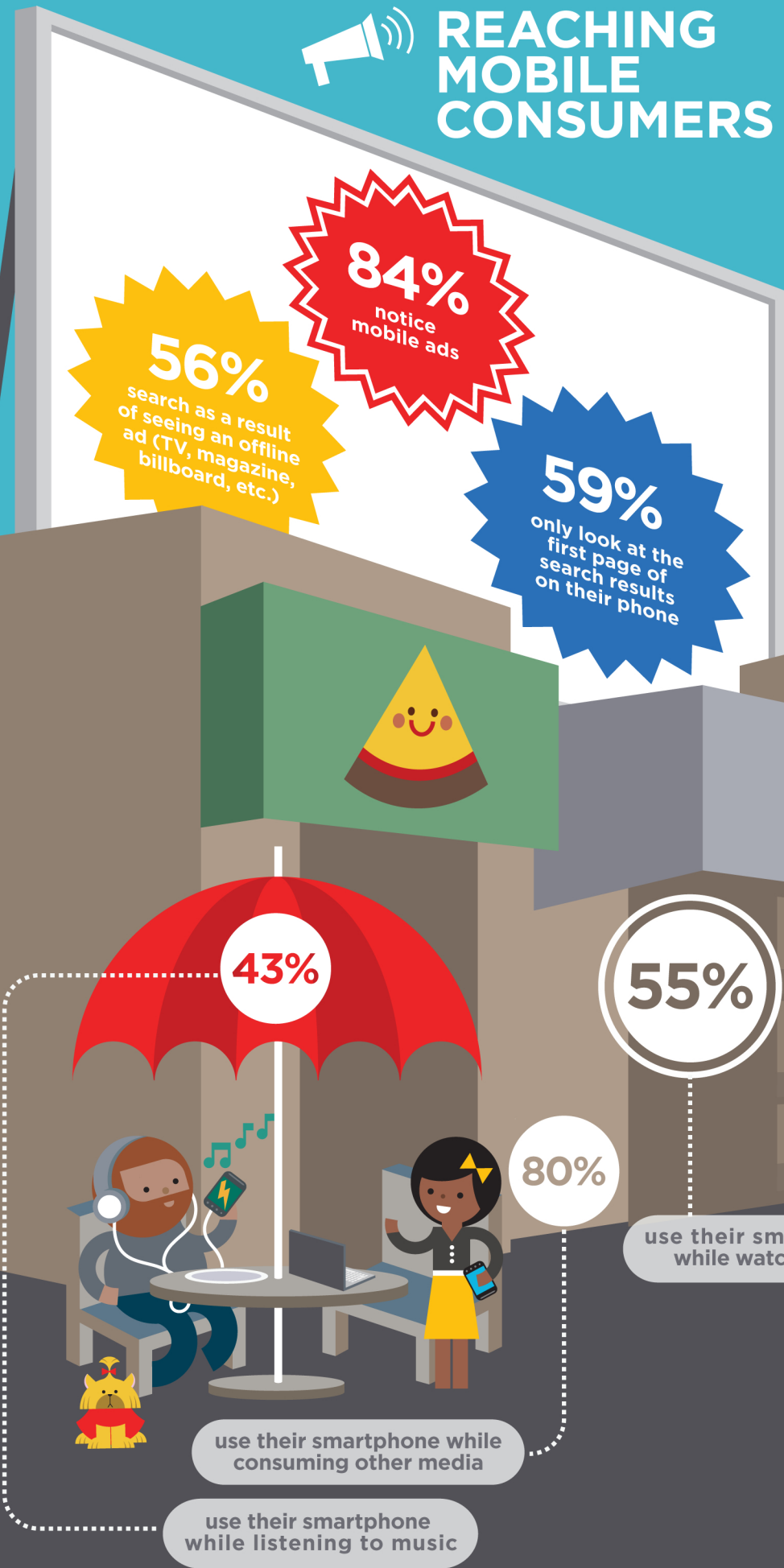


UNDERSTANDING THE UK's MOBILE CONSUMER BEHAVIOUR

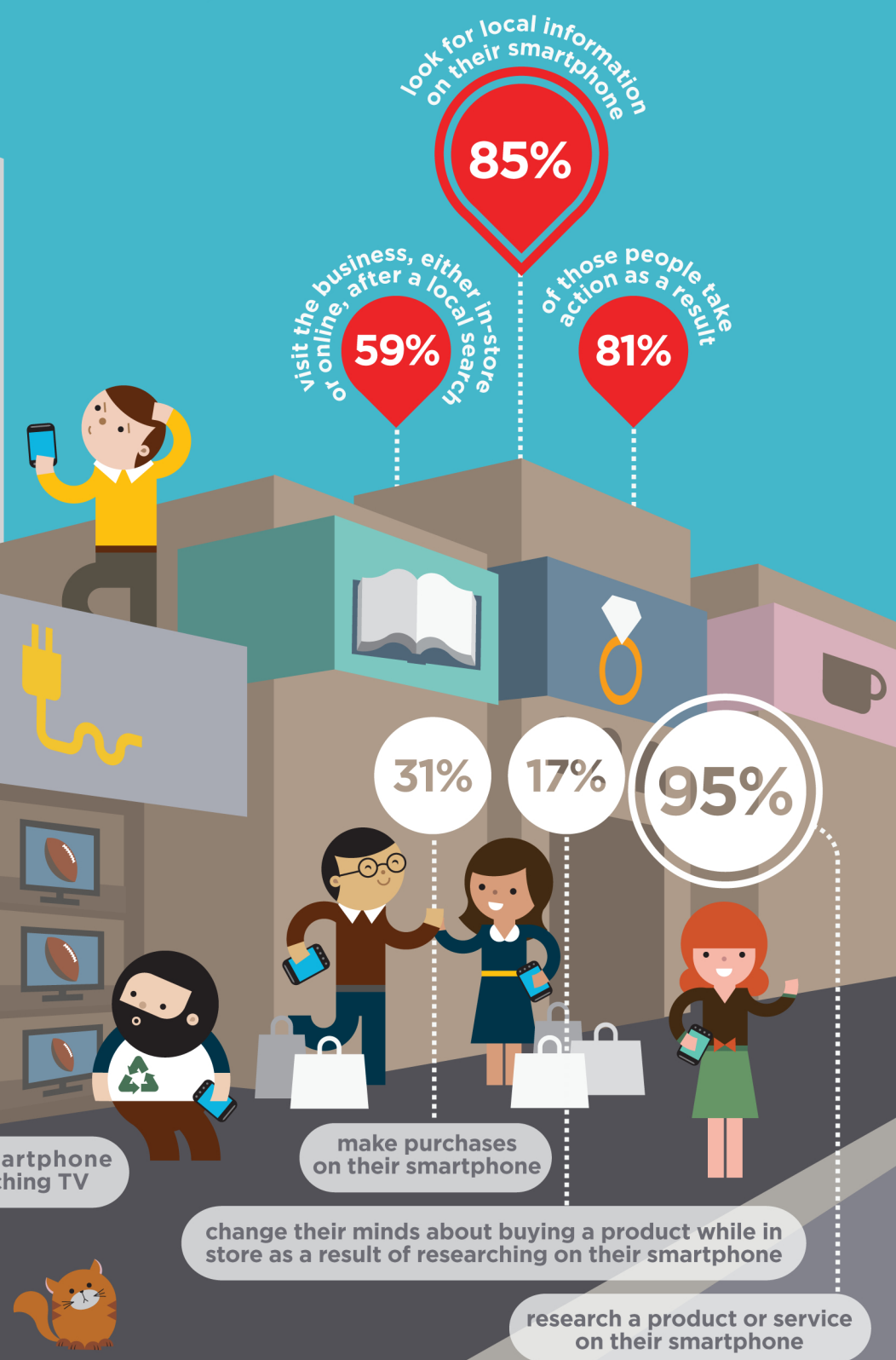
Smartphones have become an indispensable part of our daily lives and have transformed core consumer behaviour. The growing use of smartphones to search, shop, keep entertained and look for local information creates new opportunities for marketers to reach the constantly connected consumer.

Source: Google/Ipsos 2012

REACHING MOBILE CONSUMERS



MOBILE LOCAL



MOBILE SHOPPING

MULTI-TASKING MOBILE & MEDIA