

# DECODING DIGITAL CONNECTIONS

An invitation to add your brand to DECODE's multi-national study on social media and Generation Y.



## AN EXPLORATION OF SOCIAL MEDIA INTERACTIONS BETWEEN YOUR BRAND AND YOUNG CONSUMERS

DECODE: POWERED BY A DEEPER KNOWLEDGE OF YOUNG GENERATIONS

DECODING DIGITAL CONNECTIONS looks at social media interactions, brands and young generations and delivers: practical recommendations to help you develop effective social media strategies, uncover critical insights related to perceptions and actions between your brand, your competitors' brands, and consumers, and compares results with DIGITAL FRIENDS—our latest social media study. With our partners' input we are designing this study to answer questions like:

**How can brands increase the breadth and depth of their GenY relationships through social media?**

**What are the right objectives for your social media strategy and how should it integrate within the overall marketing mix?**

**Can brands become more trustworthy and influential using social media? How?**

**How can different segmentation models—LifeStage, Adoption, and | or Buzzfluence™—be leveraged to improve social media marketing performance?**

**How does the use of social media on mobile devices impact brand perceptions and purchase intent?**

**Our previous exploration of social media and young people delivered clear insights for our partners, such as:**

- + How different consumer segments engage with brands, and each other, through social media
- + Defining characteristics of the most influential social media users
- + The significant impact of social media on purchase decisions
- + Why 'rating' should be an integral part of the social media marketing mix
- + The connection between trust and influence

### DECODING DIGITAL CONNECTIONS Syndicated Study:

- + 1000+ Canadian Social Media users between the ages of 19-34
- + Customized report and presentation
- + Direct input into study design
- + Subscription fee for one country: \$17,500 plus applicable taxes
- + Brand-specific qualitative deep dive available
- + Option to add-on countries and samples
- + Planning & design, June
- + Study in-field, July
- + Presentations of findings, Fall

### Study Benefits:

- + Improved social media marketing ROI
- + Stronger relationships with GenY
- + Brand and sector specific insights
- + Applied knowledge to create segmentation model, platform selection and marketing mix integration
- + Framework for Buzzfluencers™ to work with you to develop new social media ideas for your brand

To book an introduction to DECODING DIGITAL CONNECTIONS and a summary of our findings from DECODING DIGITAL FRIENDS, contact:

Scott Beffort, Lead Strategist and Head of Innovation  
[scott@decode.net](mailto:scott@decode.net) 416-599-5400 x28

DECODE is a global strategic consultancy that merges the best elements of research and innovation to solve our clients' biggest challenges related to young people. We decode what young people think, feel, want, need, believe in and aspire to, guided by our in-depth knowledge of youth, young adults and young families. Our expertise in uncovering fresh, relevant insights – using both traditional and pioneering methodologies – helps our clients design better products, programs and initiatives aimed at younger audiences.. Since 1994, DECODE has completed over 500 projects for the world's leading businesses and governments.

