

# Presentation on men and women's media habits

The Consumer Connection System (CCS), a Dentsu Aegis Network research tool, tells users how many people consume a specific media channel, what role that channel plays in their daily lives, how they use it, how it influences their perceptions and what messages they are receptive to at specific times of their day.



Dentsu Aegis Network will host a session on CCS in both Johannesburg and Cape Town on Tuesday 11 November and Thursday 13 November respectively from 9:00-9:45 am.

Brand custodians and advertising experts are constantly asked and expected by clients to know exactly how consumers really engage with brands. They are inundated with news articles that cover the surface and sometimes help to understand consumer's media trends but does this really help them in understanding how consumers engage with brands?

The fundamental role of media and marketing is to deliver the right message to the right consumer through the right channel and at the right time. A tool that is able to provide precise information on how, when and where different consumers relate to marketing messages, and the attitudinal and behavioural effects of those messages on the consumer, will provide inestimable value in the marketing process.

## Highlights from recent research

With a sample base of 6,400 LSM 4-10 Adults in South Africa, CCS provides clients with unique and in-depth insights into consumer behaviour and their relationship with media. Current highlights from the company's research indicate:

- Men in LSM 7-8 spend most of their time on social networking sites just updating their profiles, whilst woman in LSM 8 - 10 spend most of their time on Pinterest just browsing
- Only 24% of adults are FULLY engaged when watching TV and that LSM 9 & 10 are the biggest TV watchers per week
- LSM 7 & 8 spends an average of 17 hours per week using the internet on their mobile phones and ages 25 - 35 spend the most time per week on social media networks, whilst 38% of LSM 7 & 8 use their laptops or mobile phones to go to product sites whilst watching TV

CCS is conducted across more than 30 countries, which together account for some 90% of global advertising expenditure. Of the 350,000+ interviews conducted; 6,400 were conducted in South Africa for LSM 4 - 10. A very wide range of companies has successfully used CCS across the globe to drive more effective communication strategies and to deliver efficiencies in targeting and budgeting.

CCS not only provides companies with both global and regional data, but also allows clients the opportunity to include tailor-made questions in the survey that will provide them with access to bespoke or client-specific insights. The audiences can be segmented attitudinally, behaviourally, or demographically and analysed by environment, with a level of detail unavailable through other syndicated research systems.

For more information or attend one of these events, email contact Kelly Moses [kelly.moses@dentsuaegis.com](mailto:kelly.moses@dentsuaegis.com).