

# NEXTBIGTHING

## WHAT CONSUMERS WANT NOW + NEXT

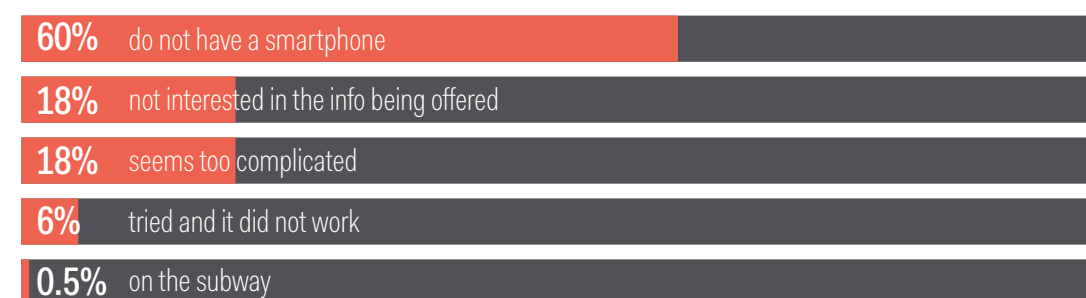
Daily tech advances take us closer to Philip K. Dick's sci-fi vision of the future, wherein smart ads float around looking for passersby, talking to you by name and helpfully (or annoyingly, if you're on the lam) making compelling pitches for things you need.

Since the future is nigh, *strategy* wanted to know what kind of techy innovation consumers are really ready for, and what sort of shopping and lifestyle interface roles they're amenable to brands playing in their lives.

Toronto-headquartered **Fresh Intelligence** took our questions to their panel of Canadians, and this is what they found:



### Reasons why people haven't scanned a QR code:



### What makes it worth the effort to scan QR codes:



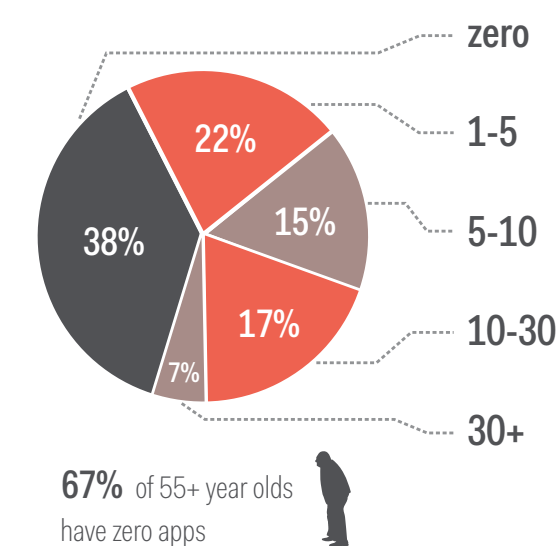
Higher for the young



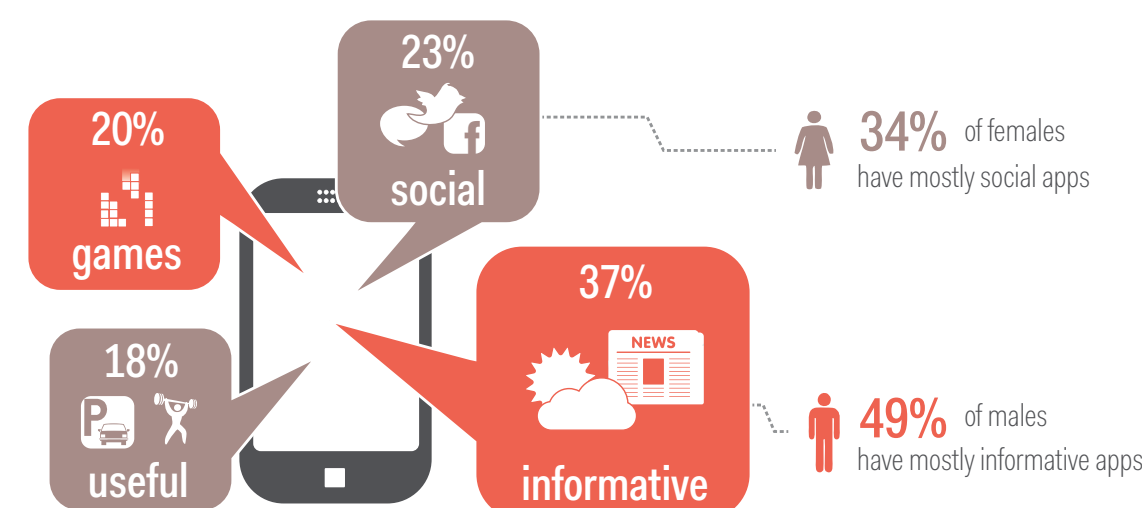
Higher for males



### The amount of apps people have on their phones:



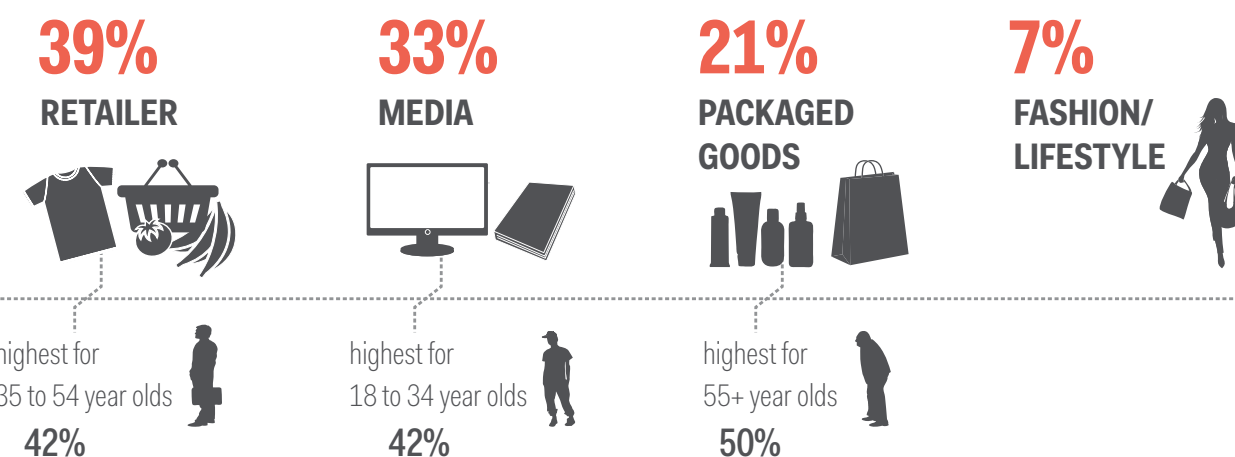
### The majority of respondents' smartphone and tablet app types are:



**45%** of people have apps created by a consumer brand

such as: *H&M* *Nike*

### The brand-created apps respondents are most interested in and trust:



### Respondents are likely to use a brand app if it:



### Consumers think brands should be better at:

**saving time:** customer service that eliminates steps and hassle

**46%**

**product innovation** geared to healthier lifestyle choices

**44%**

improving **social responsibility** record

**31%**

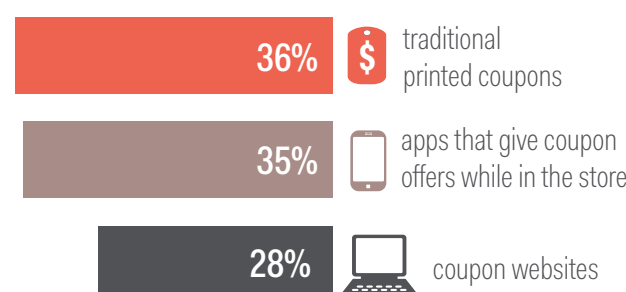
seamless and **transparent communication** with consumers 24/7

**27%**

**making buying easier:** apps/sites that help make informed decisions and online ordering

**24%**

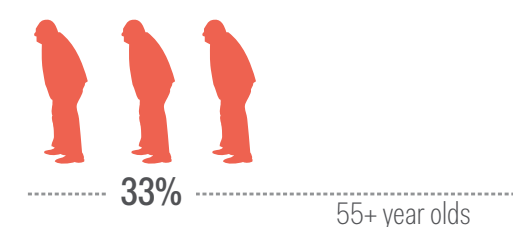
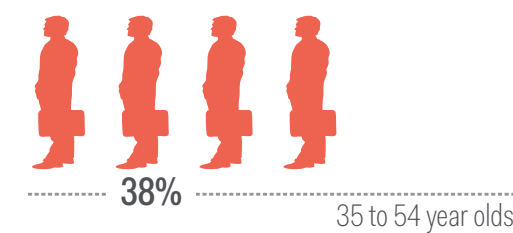
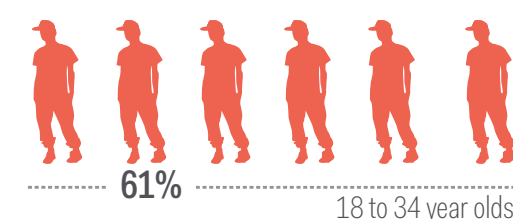
### Deal-loving grocery shoppers want:



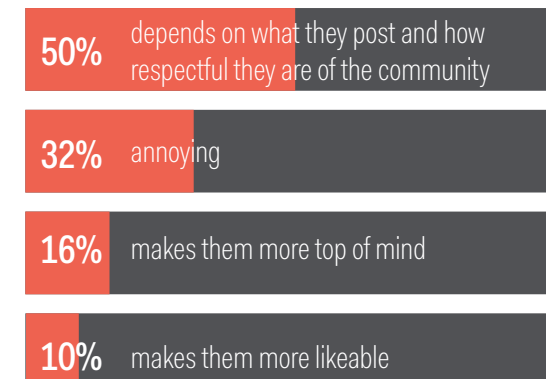
**44%**

use social websites that cater to a particular sport, hobby, or interest: **Pinterest, Instagram, Viddy**

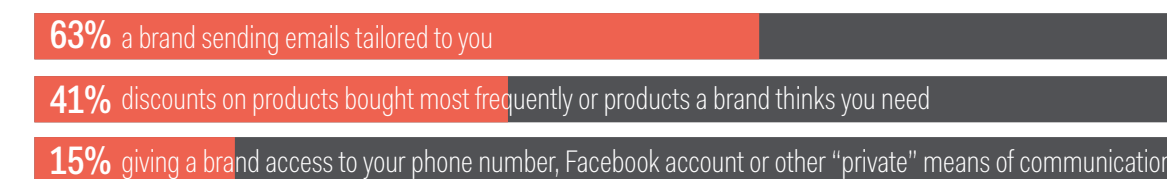
users by age:



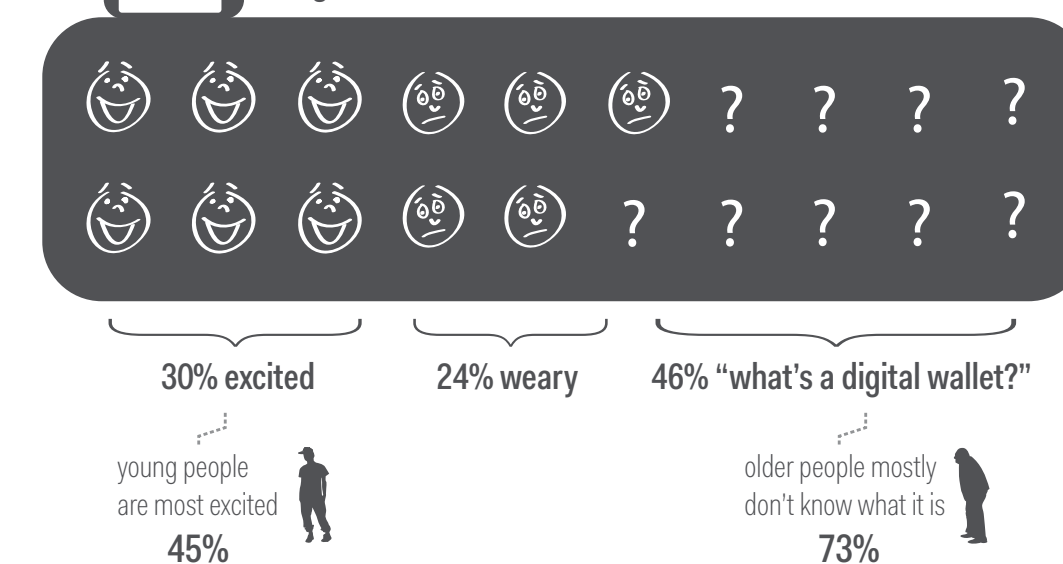
### Thoughts of brands on these sites:



### But the following is too personal:



### digital wallet



### Techwise, consumers are looking forward to:

