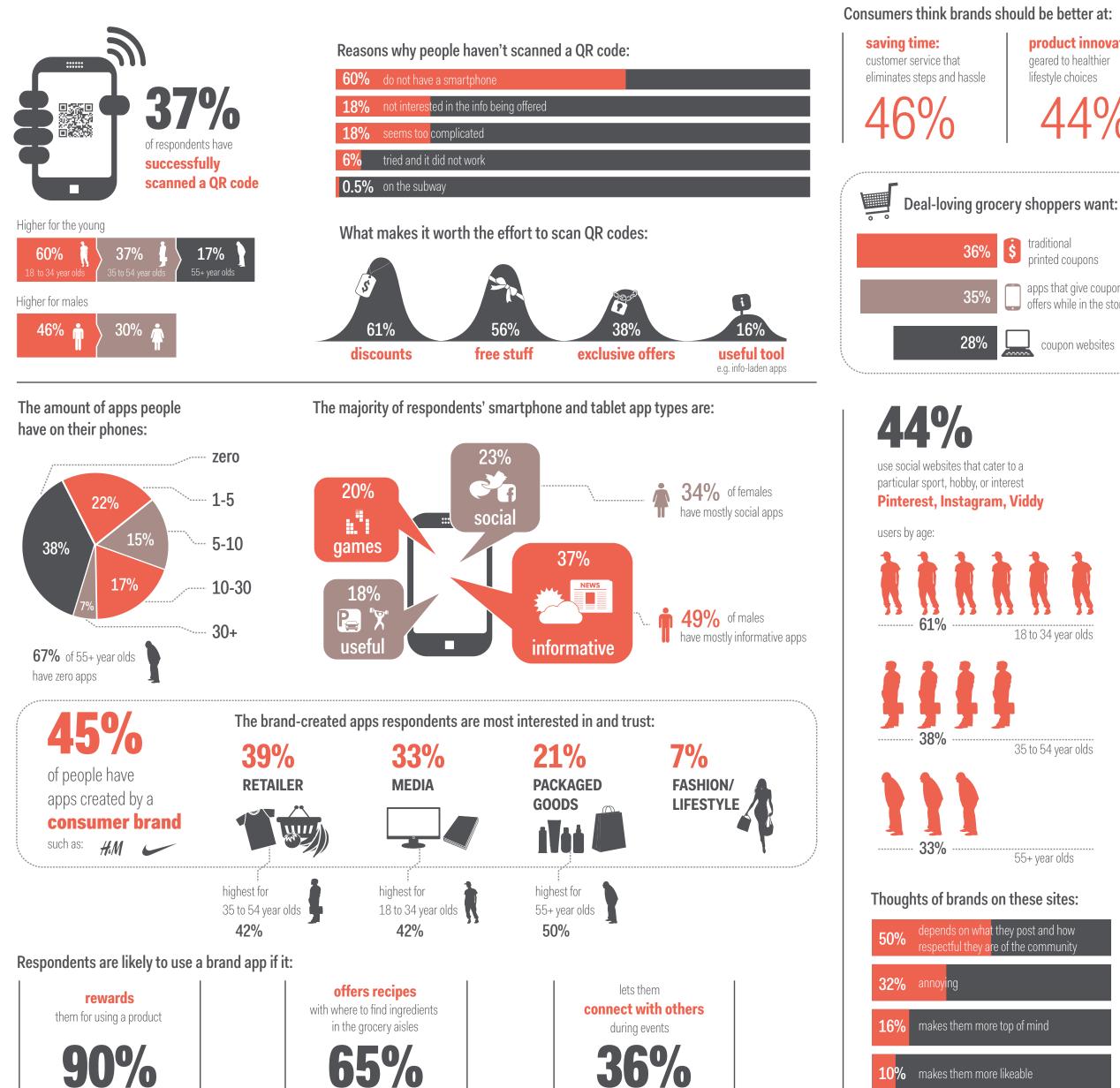
NEXTBIGTHING WHAT CONSUMERS WANT NOW + NEXT

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:



60% But the following is too personal: 63% a brand sending emails tailored to you personal information 41% discounts on products bought most frequently or products a brand thinks you need to a brand for a tangible benefit 15% giving a brand access to your phone number, Facebook account or other "private" means of communicatio (discount or VIP access to future product) product innovation improving social seamless and transparent making buying easier: geared to healthier responsibility apps/sites that help make informed communication with lifestyle choices decisions and online ordering consumers 24/7 record 31% 24% 44% Ś digital wallet traditional printed coupons (\tilde{r}) 2 2 apps that give coupon offers while in the store $(\tilde{\mathbf{r}})$ coupon websites 30% excited 24% weary 46% "what's a digital wallet?" young people older people mostly are most excited don't know what it is 45% 73% Techwise, consumers are looking forward to: 44% 30% smart fridges with product-embedded ability to customize products, sensors that re-order household from package design to 18 to 34 year olds goods as supplies dwindle actual product specs 29% 29% smart TVs that are voice motion sensors that launch 35 to 54 year olds in-store ads and offers when activated and store they sense your proximity files like a computer 15% 55+ year olds **19%** facial recognition in outdoor shopping innovation, like scannable ad platforms to trigger codes on flyers that build shopping personalized ad messages lists and send in-store reminders when near the item

would give their







