



What is the
attention
economy?



The Workday Consumer Has Logged In

Guest Speaker:

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We help technology and business leaders develop customer-obsessed vision, strategy and execution that drive growth.

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“Remote work will stay at 300% of pre-COVID levels. Most firms will employ a hybrid work model...as many employees develop the skills and preferences for effective remote work.”

Source: “Predictions 2021: Employee Experience,” Forrester Research, Inc., October 29, 2020

“A majority of consumers will see the world as all-digital. Even ‘digital holdouts’ anticipate continuing the online behaviours they picked up during the pandemic.”

Source: “Predictions 2022: Consumer,” Forrester Research, Inc., October 27, 2021



Microsoft Advertising commissioned Forrester Consulting to explore:

- What consumer behaviors have emerged from the collision of work and personal life during the pandemic?
- How well have brands adapted their online marketing and ad strategies?

Say hello to the Workday Consumer

The pandemic accelerated the blending of work and personal life

60%



have a mix of work and personal tasks in their to-do lists during the worktime.




59%

consider their work and personal tasks of equal importance during worktime.

63%



spend more time on their work PC than before the pandemic.



Who is the Workday Consumer?



Mixing work and personal tasks interchangeably during work hours



Working flexibly from home or company/client locations



Engaged on PC while researching and purchasing high-consideration items

The Workday Consumer seeks high consideration purchases

TOP 10 CATEGORIES RESEARCHED DURING WORKTIME



TOP 10 CATEGORIES PURCHASED DURING WORKTIME



Top categories researched/purchased on PC

Base: 5,329 employed consumers aged 18+ who made online purchases via a PC (desktop or laptop) during the last six months

Note: Showing top 10 responses for "During my worktime"

Source: A commissioned study conducted by Forrester Consulting on behalf of Microsoft, November 2021

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Advertisers are missing out on the
opportunity

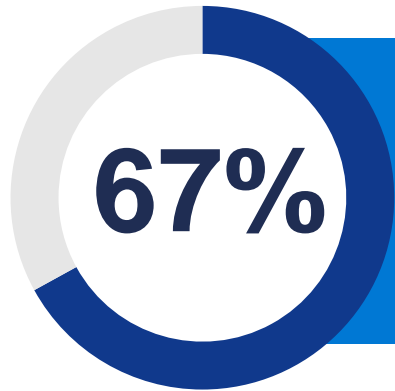
“Brands must understand the *emotions* that drive buyers’ decision-making to truly connect with them at a human level.”¹



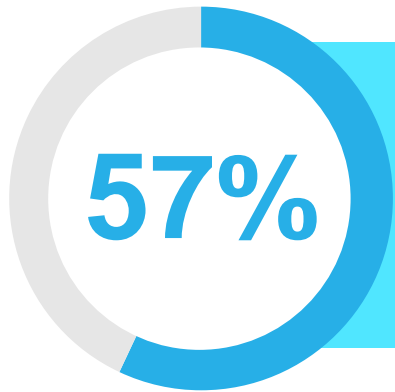
¹Source: “The CMO’s Guide To Emotion,” Forrester Research, Inc., August 14, 2017

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Brands are not gaining attention or connection with buyers due to outdated consumer persona strategies



Are not confident in their brands' expertise at developing in-depth target personas using nuanced characteristics (e.g. mindset)



Are not confident in their brands' expertise at using the right mix of digital advertising tactics for each persona

They face challenges with insight-led decisioning and data privacy requirements

TOP STRATEGIC CHALLENGES WITH ONLINE ADVERTISING

- 1 Driving decision-making with customer insights
- 2 Attributing marketing performance to campaigns and channels
- 3 Determining most valuable channels for ad spend

TOP DATA CHALLENGES WITH ONLINE ADVERTISING

- 1 Balancing privacy and personalization
- 2 Creating a single view of the customer
- 3 Future-proofing the use of data and insights

Base: 1,301 marketing and digital advertising decision-makers at companies in North America, Europe, and APAC

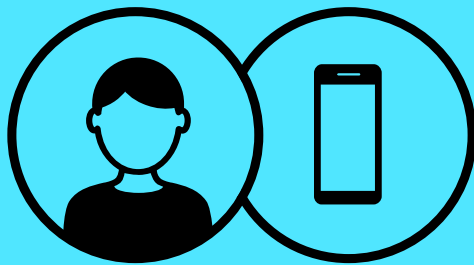
Note: Showing top 5 results

Source: A commissioned study conducted by Forrester Consulting on behalf of Microsoft, November 2021

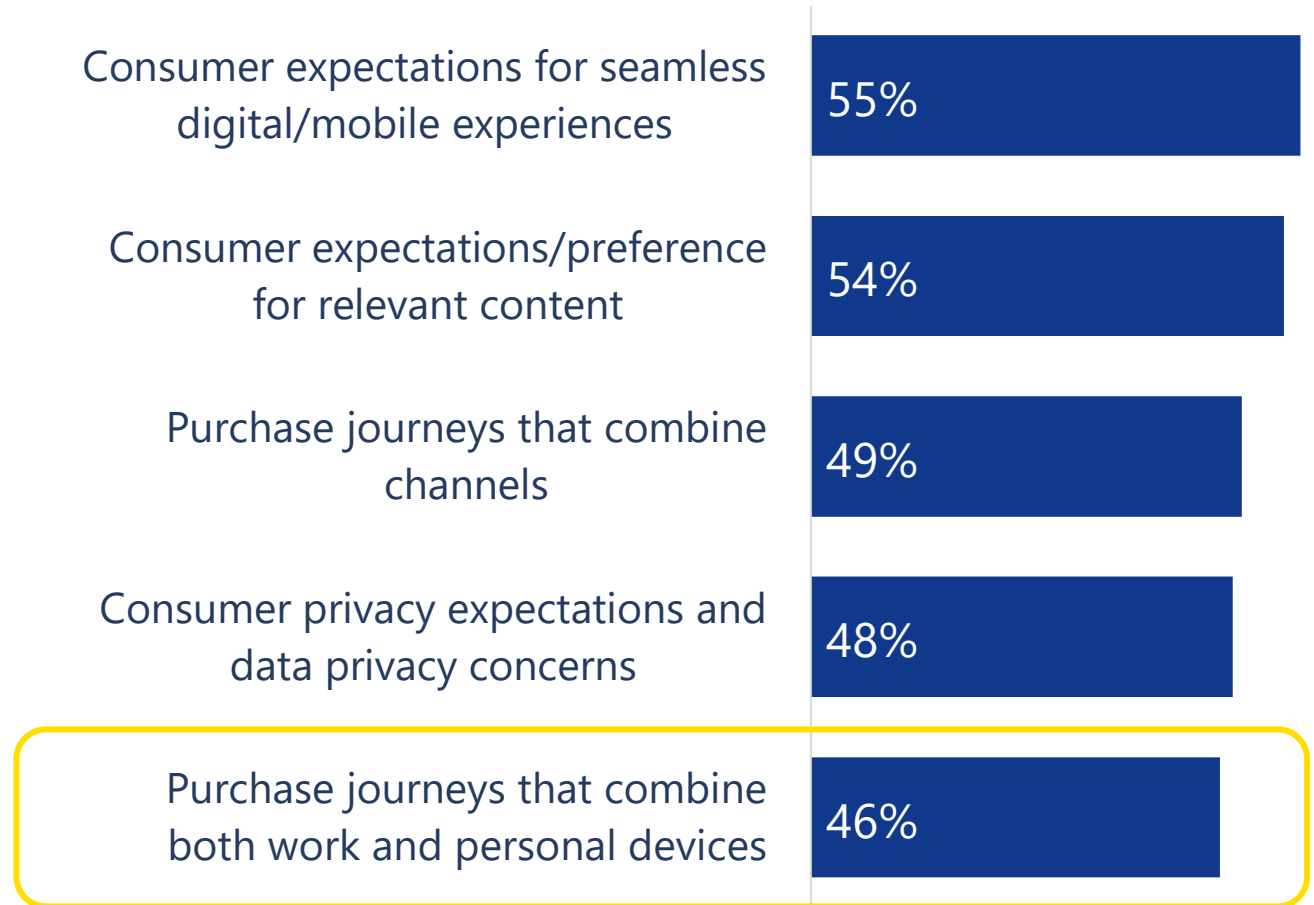
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Brands plan to steer online advertising towards consumer expectations

Brands recognize that they must adapt marketing and ad strategies to align with consumer behaviour changes



“Please select the top five consumer trends your organization will prioritize with new or updated online advertising strategies/tactics over the next 12 months.”



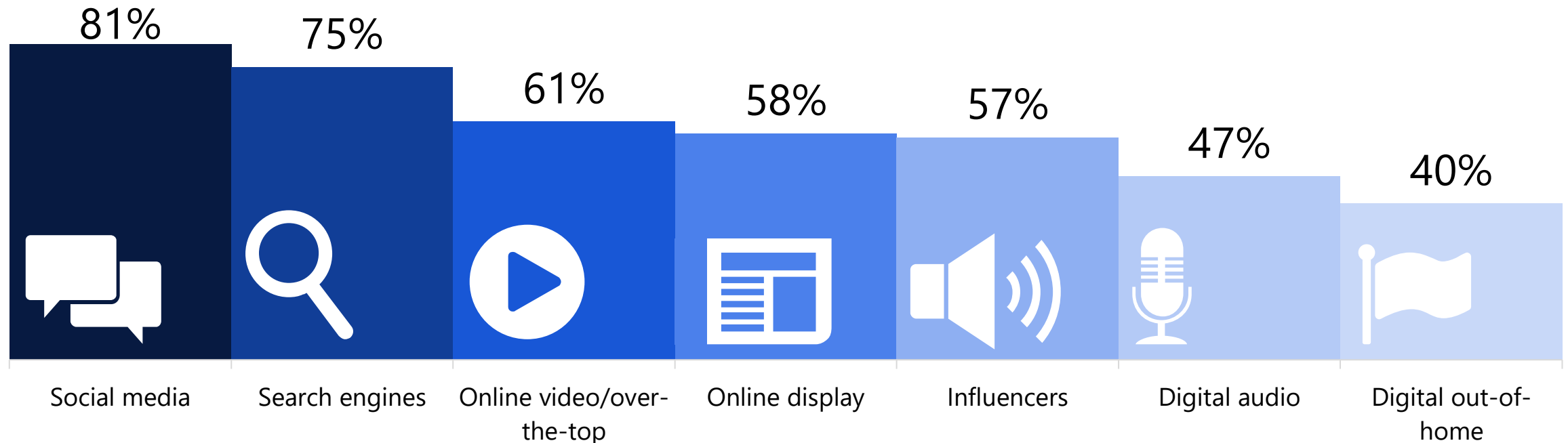
Brands seek to upgrade capabilities, budgets, and tools to adapt to consumer trends

“What online advertising strategies/tactics is your organization planning to implement to adapt to the consumer trends you selected above?”



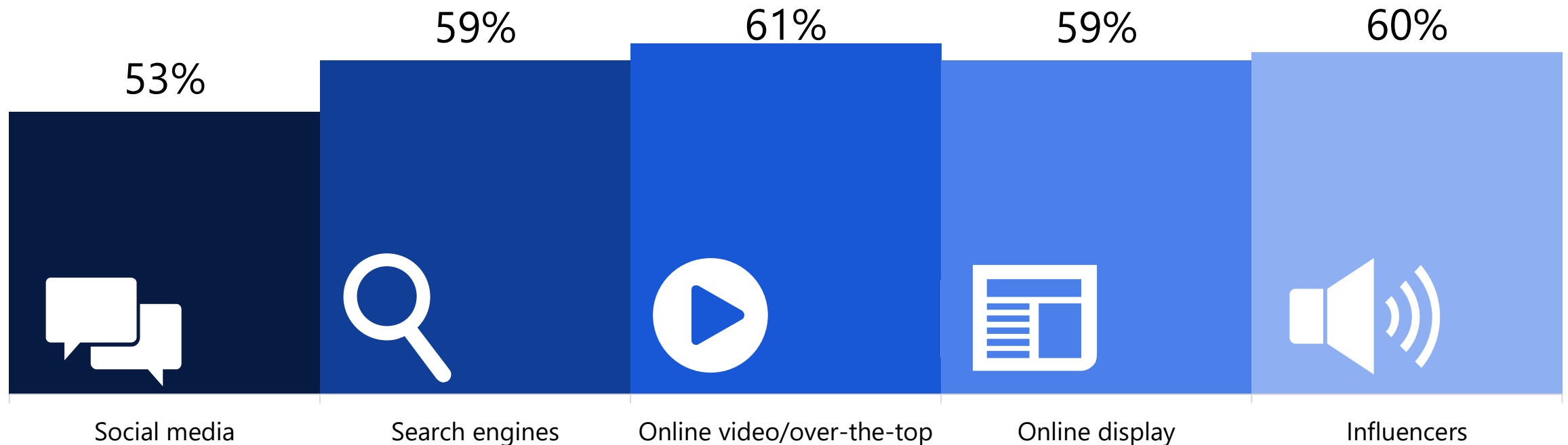
They will increase focus on key digital channels...

Percentage of respondents who said the below channels have become **more important** for their brands' online advertising tactics due to consumer trends



...by increasing spend

Percentage of respondents who said their organization's media advertising budgets were **increasing** on these channels during the next 12 months



Q&A

Thank you.

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