



**INSIGHT WORLD**

Talent Garden Milano CALABIANA-HUB

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# Information addiction

Jon Puleston

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in rappresentanza di Esomar

**ESOMAR**





## **INFORMATION ADDICTION**

**Jon Puleston**

VP of innovation

Lightspeed


My name is Jon Puleston... and I'm an information addict



Filling every last spare moment of the day information processing....



SUFFERING FROM INFORMATION OVERLOAD

A close-up, low-key photograph of a middle-aged man with a serious expression. He is wearing a dark suit jacket over a white shirt. He is holding a lit lighter to his mouth, lighting a cigarette. The background is dark and out of focus, with a faint number '6' visible on the left. The lighting is dramatic, highlighting the man's face and the flame of the lighter.

CHASING THAT CRACK HIT OF  
NEW INFORMATION





NOT JUST ME...  
58% SUFFERING FROM  
“NOMOPHOBIA”



HAL

WHY DO PEOPLE SHARE ONLINE?

SCRAPED & ANALYSED

100,000

REDDIT HEADLINES

DESK RESEARCH



LOOKED ON  
FACEBOOK!

iNVESTiGATION

**+ Surveyed 8,000 respondents in 10 markets around the world exploring what we see on social media and what we are being influenced by**





1. What is cutting through?
2. Why do we take notice of certain things?
3. What are we being influenced by?
4. What makes some information more noticeable?
5. Why are we consuming all this information?
6. Why are we sharing what we are sharing?





What's cutting  
through this sea of  
information?


Analysis of 100,000  
Reddit posts




NEWS PORN



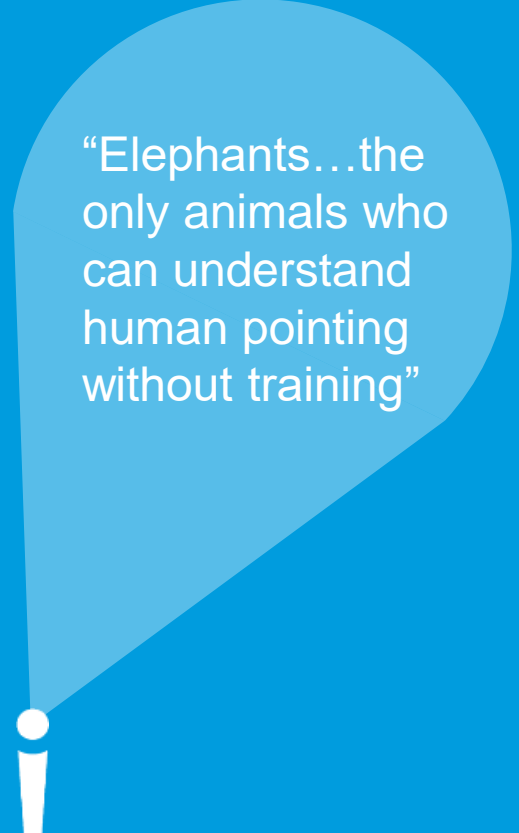
# UNBELEIVABLE TRUTHS & WEIRD FACTS



“My cat is an alcoholic”



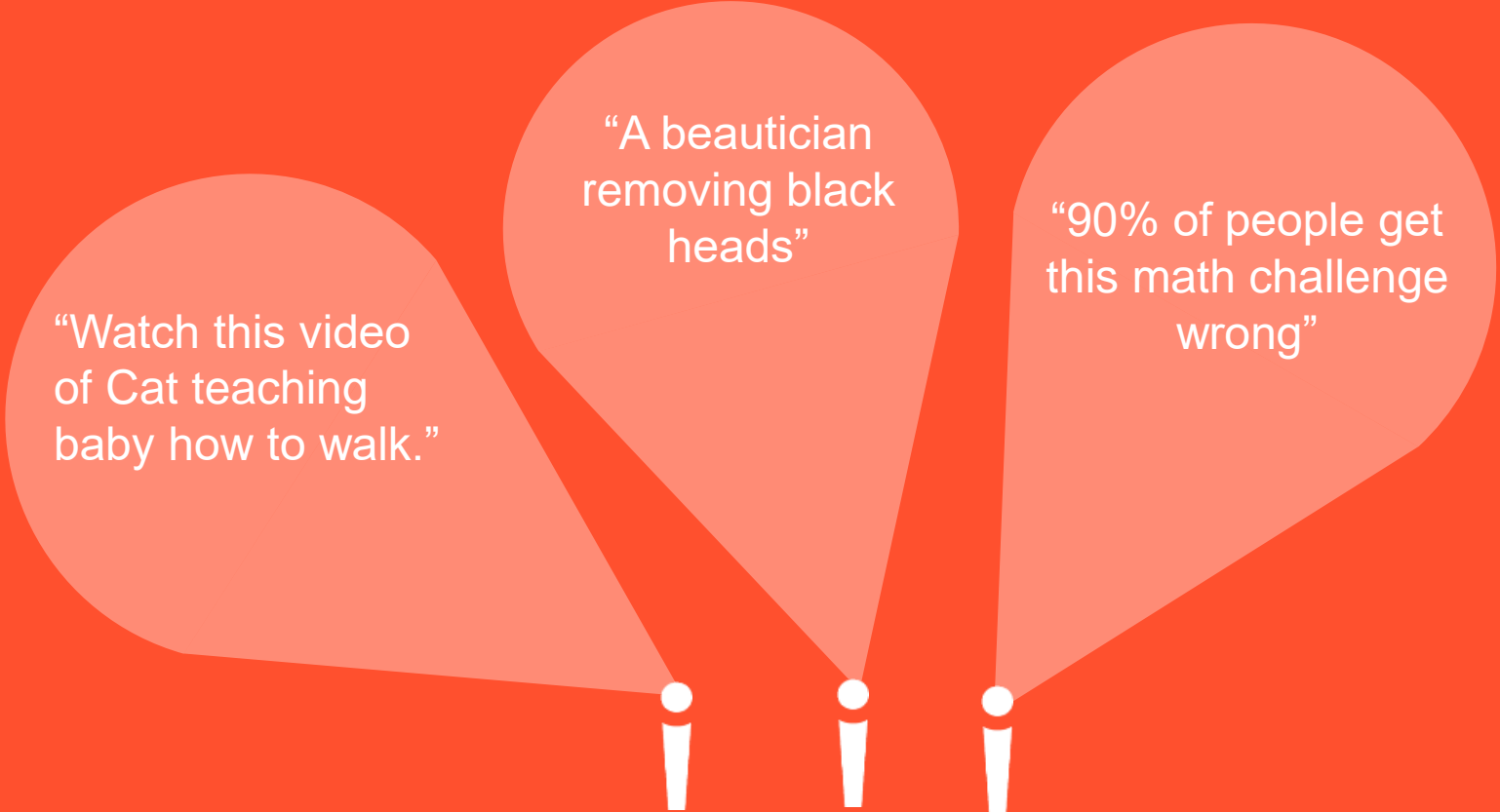
“I think I found a U-Boat in Somalia”



“Elephants...the only animals who can understand human pointing without training”



# INVITATIONS TO BE ENTERTAINED



“Watch this video of Cat teaching baby how to walk.”

“A beautician removing black heads”

“90% of people get this math challenge wrong”

# SOCAL CAMPAIGNING BOTH POLITICAL & COMMERCIAL

“The most subtle  
"F\*\*\* you, Apple"  
yet!”

“Leave voter who  
wants to 'control our  
own laws' can't name  
single EU law”

“The Trump  
presidency is falls  
apart”

## SCHADENFREUDE

Pleasure derived from another  
person's misfortune

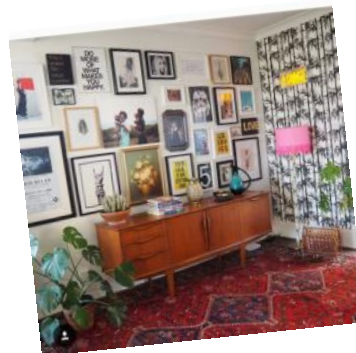
# WHAT ARE WE SEEING A LOT OF ON SOCIAL MEDIA?



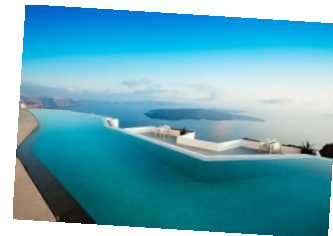
New clothes



Pet posts



Home



Holidays

Make up selfie



Concerts & events



Food and drink



Fitness



Family activities

**Why do we take notice of certain things?**



# CONTEXT JUXTAPOSITION & UNANSWERED QUESTIONS

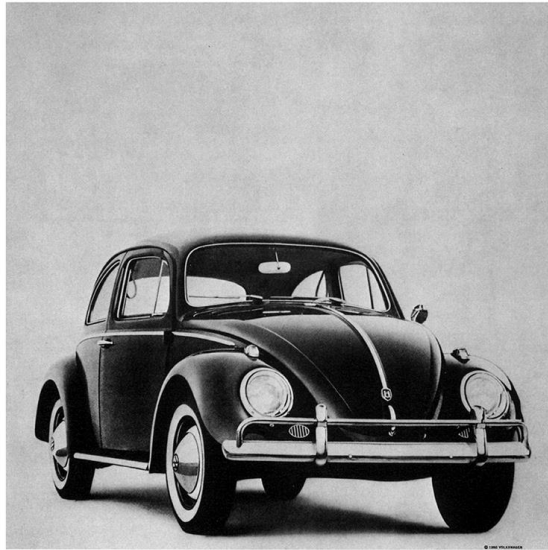
things that don't quite match up or make sense...



U-boat in  
Somarlia?

Cat with drinking  
problem?

A trick the advertising industry has exploited for years...



## Lemon.

This Volkswagen missed the boat.  
The chrome strip on the glove compartment is blamished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Krieger did.  
There are 3,389 men at our Wolfsburg factory with only one job to inspect Volkswagens at each stage of production. 1300 Volkswagens are produced daily; there are more inspectors

than cars!  
Every shock absorber is tested (spot checking won't do), every windshield is scored. VWs have been rejected for surface scratches barely visible to the eye.  
Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand, lets up 189 check points, goes ahead to the automatic

brake stand, and say "no" to one VW out of fifty.

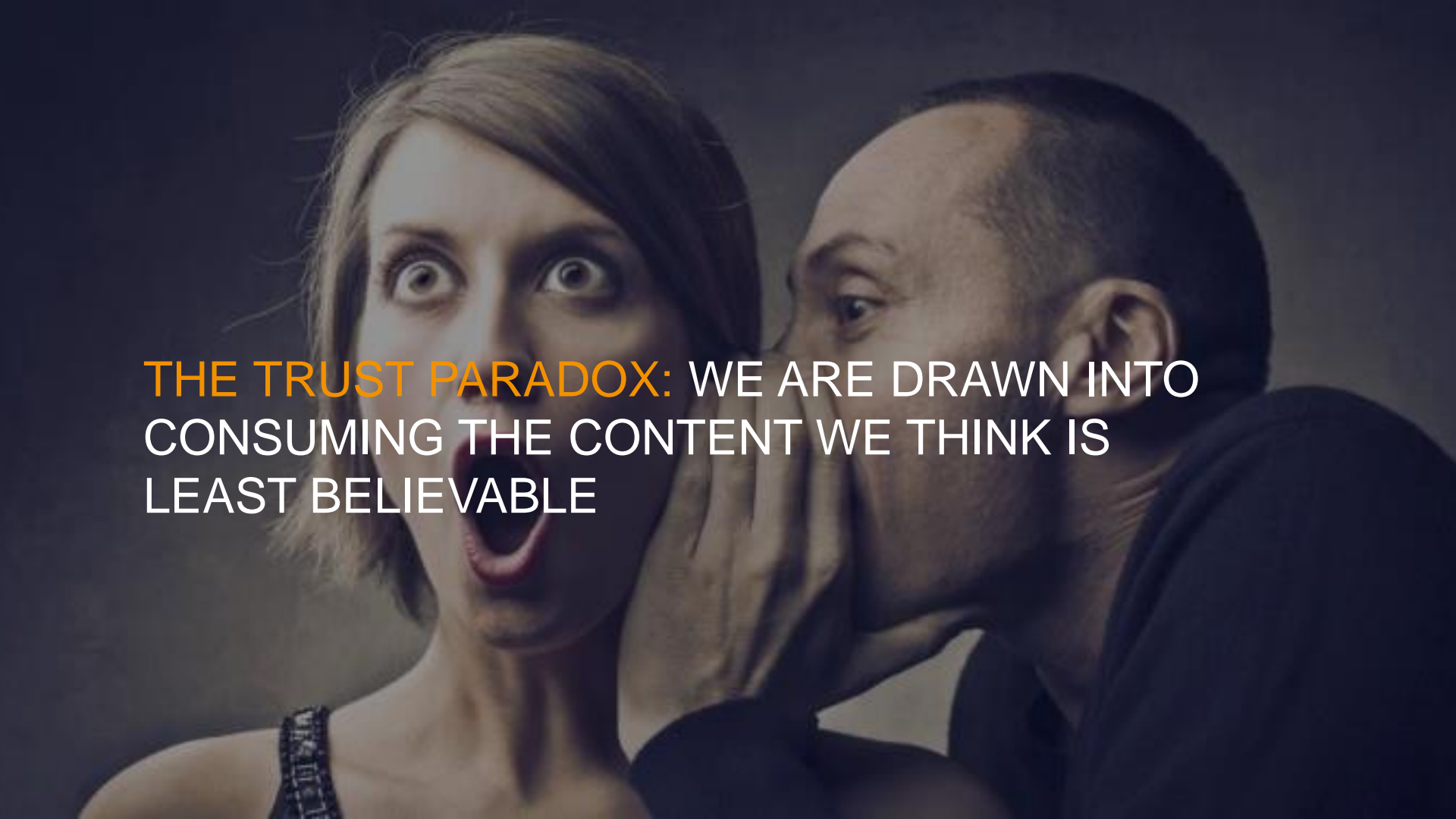
This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. (It also means it used VW depreciates less than any other car.)

We pick the lemons; you get the plums.



OUR BRAINS ARE PRIMED TO  
LOOK OUT FOR & TAKE NOTICE  
OF THE DIFFERENT



A man and a woman are shown from the chest up. The man, on the right, is leaning in and whispering into the woman's ear. The woman, on the left, has a wide-eyed, open-mouthed expression of shock or surprise. The background is a dark, textured grey.

**THE TRUST PARADOX:** WE ARE DRAWN INTO  
CONSUMING THE CONTENT WE THINK IS  
LEAST BELIEVABLE



**Why are we consuming all this information?**

WE ARE CHASING DOPAMINE  
HITS NOT TRUTH



ENTERTAIN ME, FEED ME WITH NEWS, TELL ME SOMETHING I DIDN'T KNOW, TITTLATE ME, AROUSE ME, IMPRESS ME, MAKE ME FEEL HAPPY, MAKE ME FEEL OUTRAGED, TELL ME A SECRET (IDEALLY ABOUT A FAMOUS PERSON), FILL THE VOID, SURPRISE ME, CONFIRM TO ME I AM NORMAL, SUMMARISE THE COMPLICATED, PROVIDE ME WITH A CHEAT SHEET TO LIFE, WOW ME, TAKE ME OUT OF THE NOW TO A MORE INTERESTING PLACE, FEED ME WITH INFORMATION ABOUT NEW TECHNOLOGY, PANDER TO MY POLITICAL SENSIBILITIES, ALIGN WITH MY POINT OF VIEW, TELL ME SOMETHING BAD ABOUT DONALD TRUMP, **HELP ME TO FEEL AN EMOTION I DON'T REALLY CARE WHICH ONE IT IS**

Impact...

## CONFLUENING NEWS & ENTERTAINMENT

NEWS? ↔ ENTERTAINMENT?



ADAM CURTIS: HYPERNORMALISATION

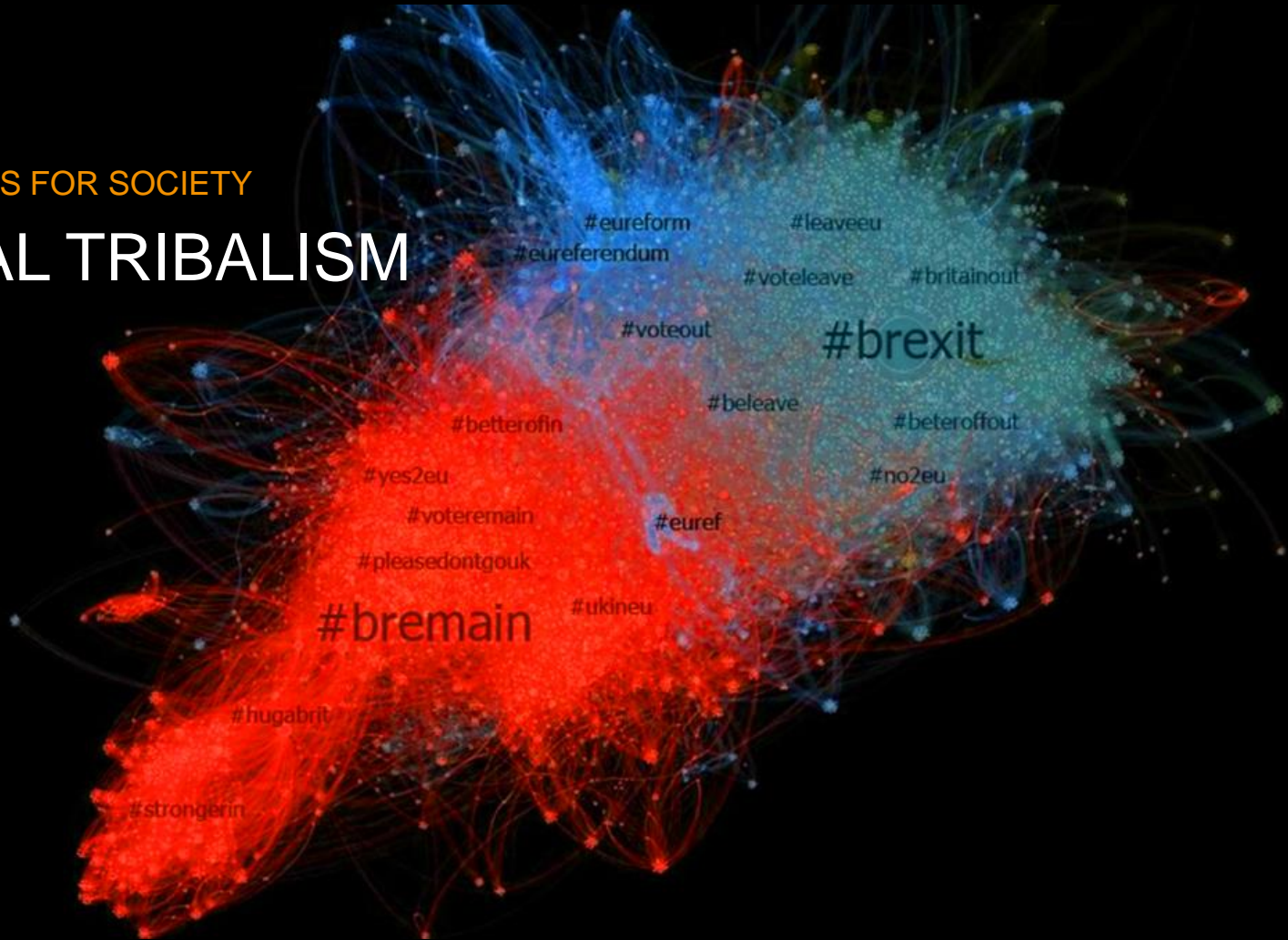
# ONLINE IS A REFUGE

A PLACE WHERE WE GO TO GET OUR IDEAS RE-ASSURED



IMPLICATIONS FOR SOCIETY

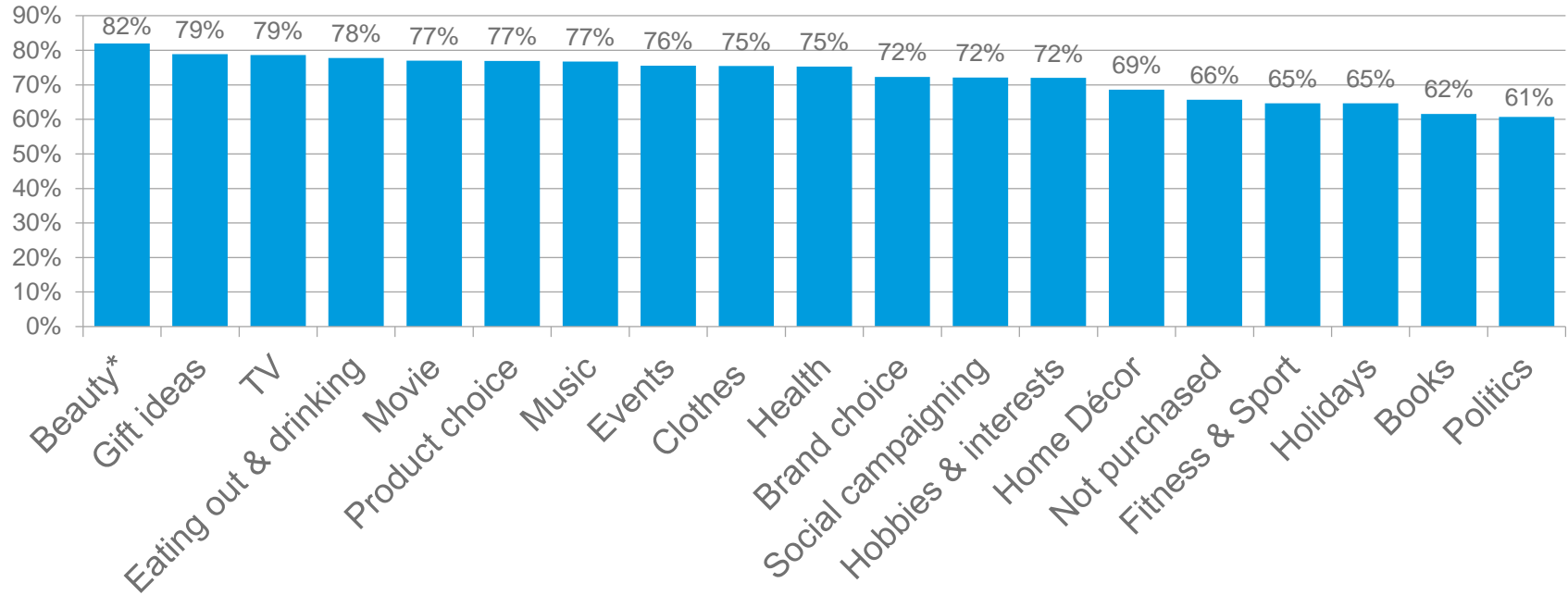
# SOCIAL TRIBALISM



**Commercial implications...**

**What are we being influenced by?**

## % of whom a decision has been influenced by social media



\* Female sample

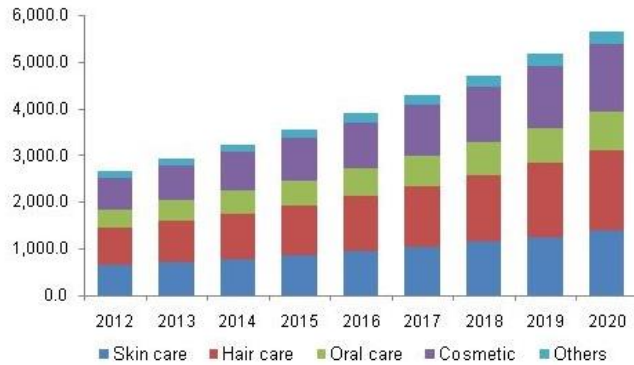
High exposure in Asia to...

# Make up selfies

Impact:

Driving a significant increases in sales of make up and beauty products...

Asia beauty & cosmetic sales





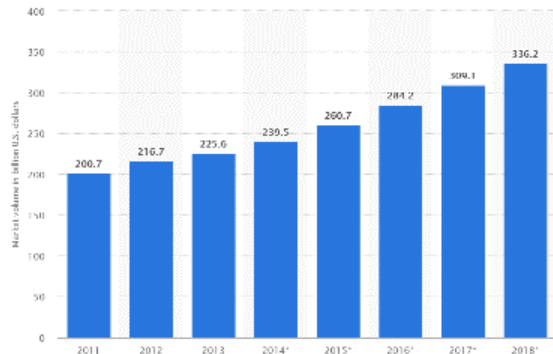
Highly exposed across Asia to...

# Clothes & shoes posts

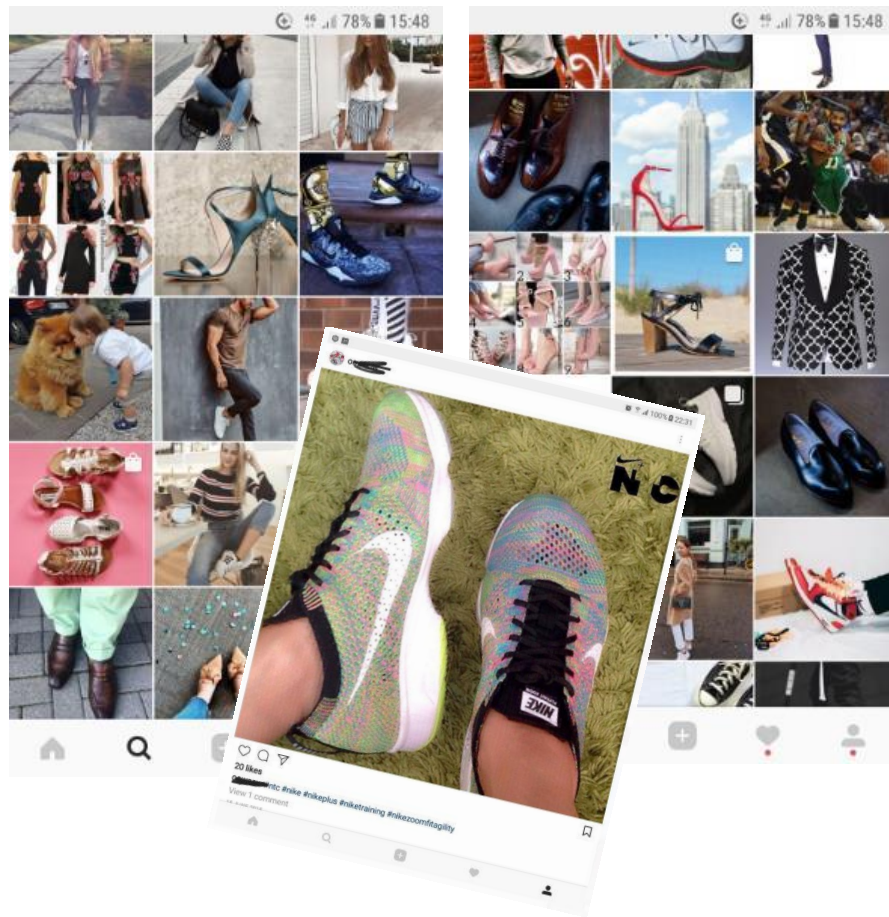
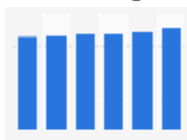
Impact:

Clothes sales growing rapidly across the whole of Asia

Market demand of clothing in the Asia Pacific region from 2011 to 2018



UK clothing



UK exposure to a lot of ...

# Dog posts

55% people seen a pet post recently



**Impact: Sales of dogs up 20% in last 3 years**

Highly exposed to:

# Pictures of the home

Impact:

Drive to make our homes more photogenic...

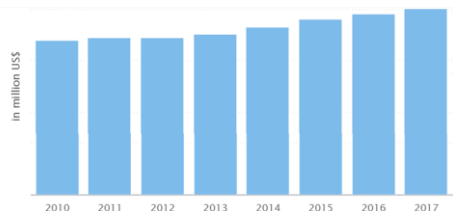
Xmas decorations sales up 40% in last 3 years

Fitted Kitchen sale up 20% in last 3 years

Lighting fixture sales up 23% in last 3 years

Art market up 20% year on year

Fitted kitchen sales



Source: Statista, December 2017



Over exposure to...

# Socialising posts

and lot of posts of things people are  
drinking & eating





## Types of whisky brands being socially recommended



Niche whisky brands

Lack of any of the Mainstream whisky brands



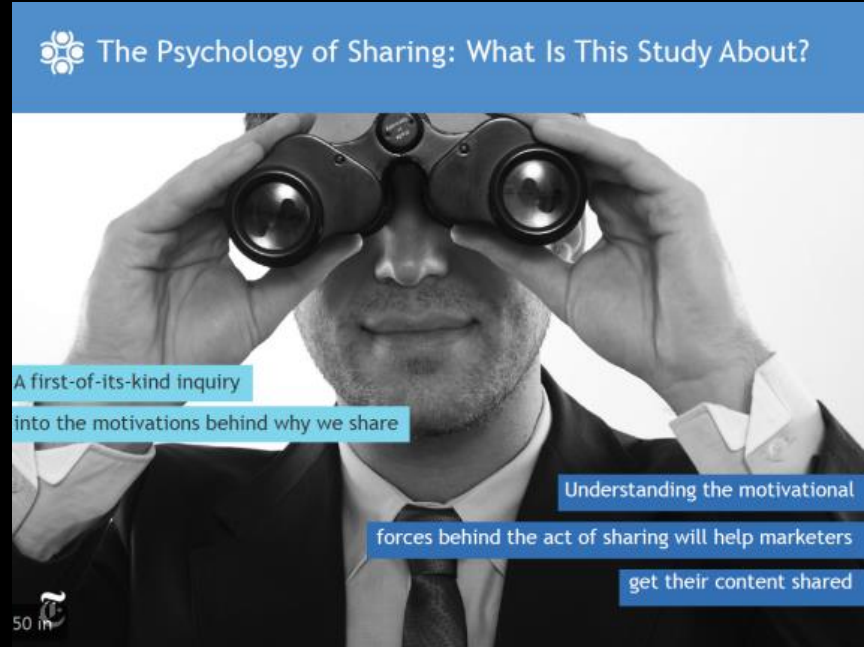
0% of posts

UNDERSTANDING THE  
BACKGROUND MOTIVE FOR  
SHARING INFORMATION...

**“I ENDORSE THIS!”**



# THE INFORMATION WE SHARE IS A CURRENCY TO BUILD SOCIAL STATUS



Source: The New York Times

WE SHARE  
TO DEFINE  
OURSELVES:

“I AM A NICE, SMART, CLEVER,  
FUNNY, INTERESTING, CARING  
PERSON”





## Building social capital example: supermarket shopping recommendations in UK

Sainsbury's

TESCO

ASDA

  
Morrisons  
Since 1899

Waitrose

6 posts



18 posts

**What is actually being recommended in the UK...**



Aldi Prosecco

Aldi Gin

Aldi's own Nespresso coffee

Aldi Nappies

**“Humblebrags”**

**We recommend and share things we think our friends will benefit from, but also importantly paints us in a good light.**

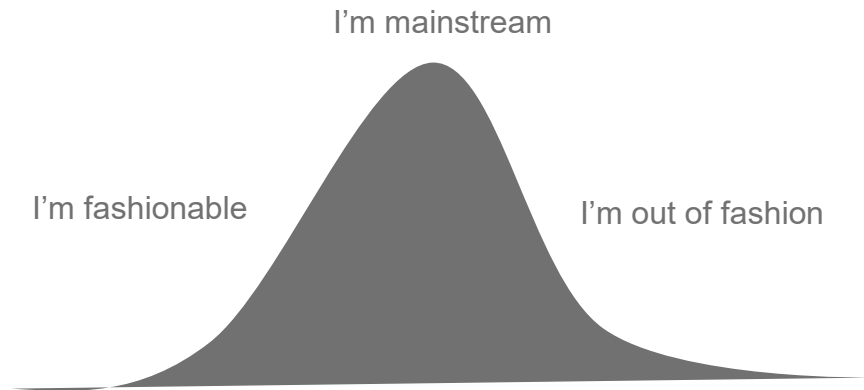
**Social influence is a disruptive force promoting  
the new, the niche the different**

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# Social recommendations are inherently “fashion” driven

This place a cap on the natural life span and market share penetration of any fashion choice...



# Fashion lifecycles linked to the levels of social exposure...

High social exposure

## Haircuts



Fashion half life = 1 year

Low social exposure

## Bathrooms



Fashion half life = 10-20 years

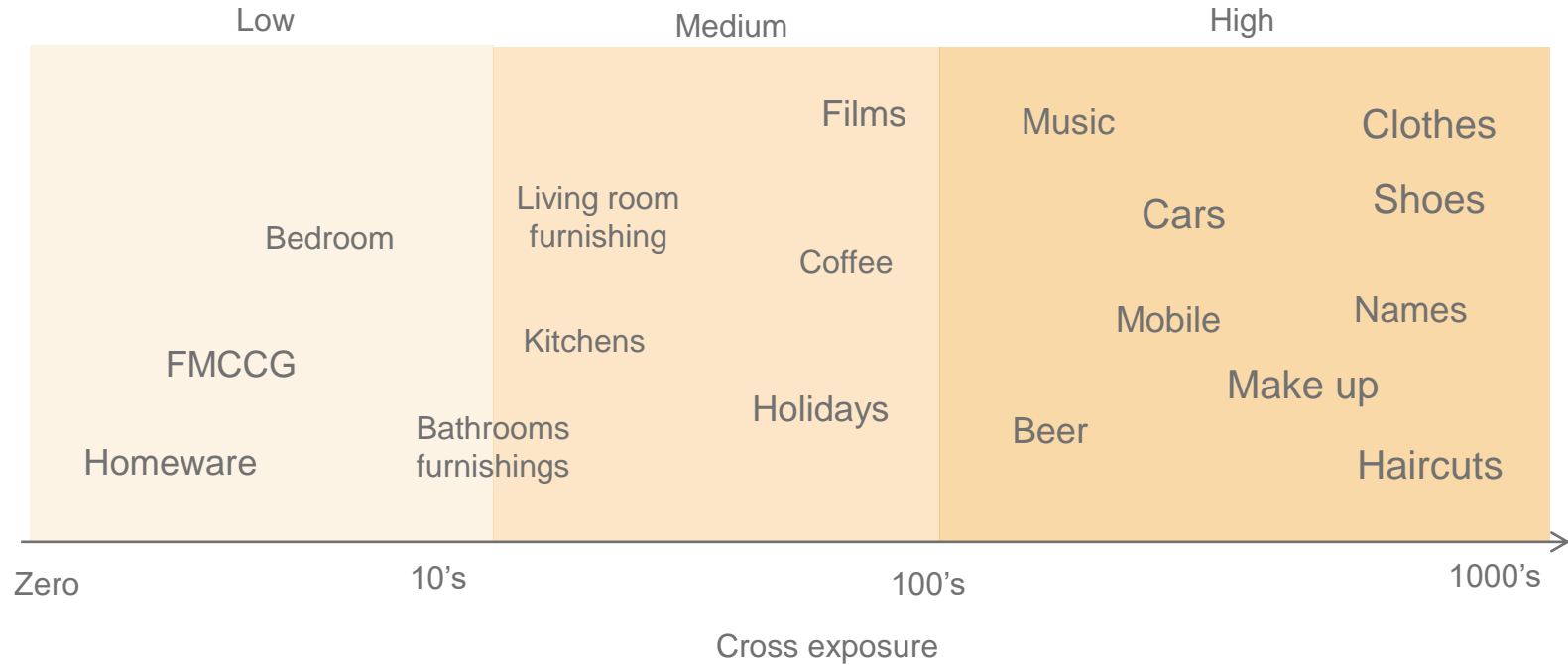
Zero social exposure

## Boot polish

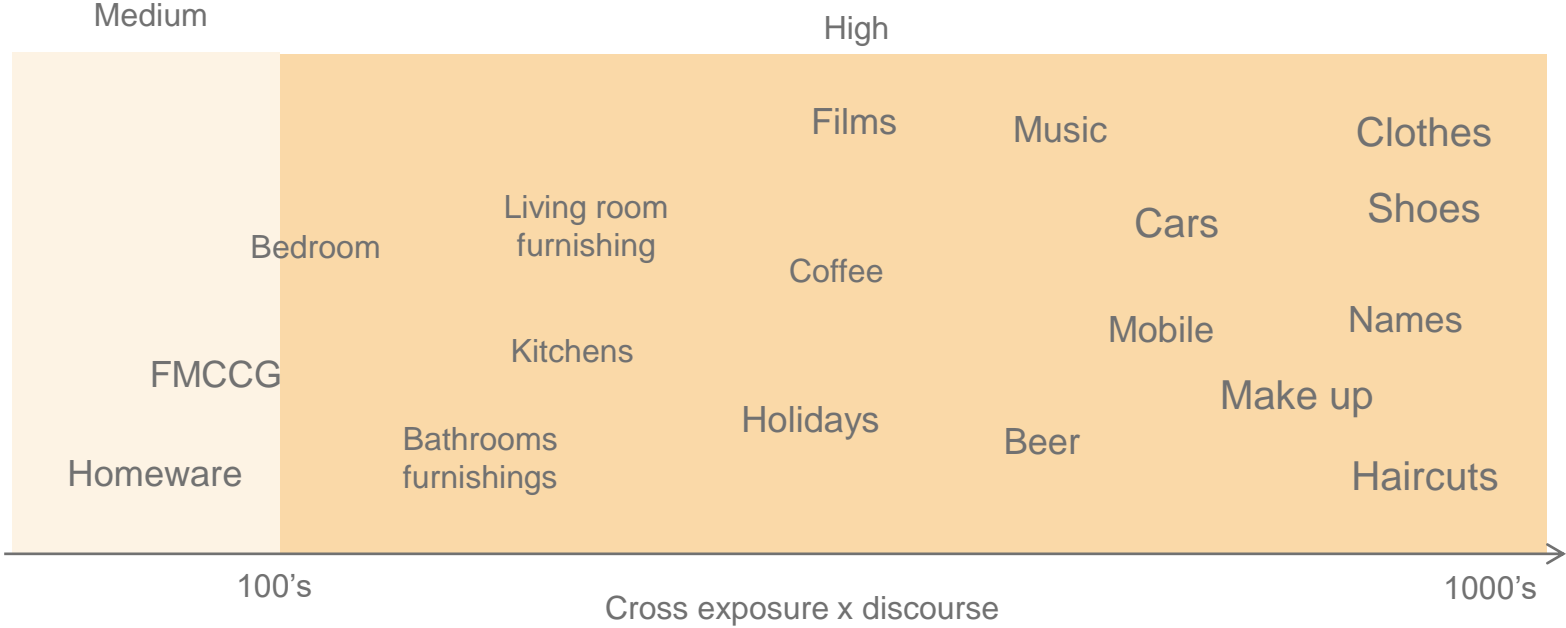


Fashion half life = 100 years+

## In the past the realm of social influence was limited...



## Social media has Opened up nearly the entire market to social influence





Social media influence is speeding fashion lifecycles

**Beer market morphing into a fashion market as we speak...**



5-10 years



1-2 years

# Looking to learn. Go and study the music business



Fashion half life of a hit single < 1 month

How **brand marketing** will have to change...

## Repackage

Marketers are going to have to re-think their products more as fashion item, where packaging is going to need to be kept fresh to attract attention



How brand marketing will have to change...

## **Focus on marketing clear feature benefits**

A post you are unlikely to see...

**“I just bought my regular brand of toothpaste”**

But one you might...

**“Wow! Colgate’s new whitening toothpaste is amazing!”**

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How **brand marketing** will have to change...

**...and on innovations that will get your brand talked about**



The only UK social mention for Coca Cola was for "Peach coke"

How **brand marketing** will have to change...

## Better understand the ethical concerns of consumer



e.g. Ant-plastic



e.g. Food contamination



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