

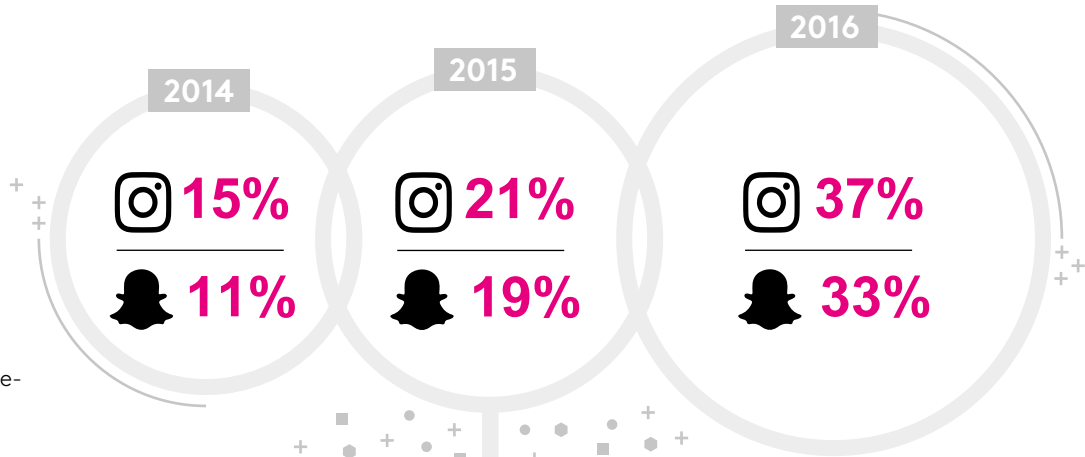
BRANDS ON SOCIAL DIVIDING OPINIONS

KANTAR TNS

Belgium



The popularity of Instagram and Snapchat has soared as people seek out instant, authentic and 'in-the-moment' content

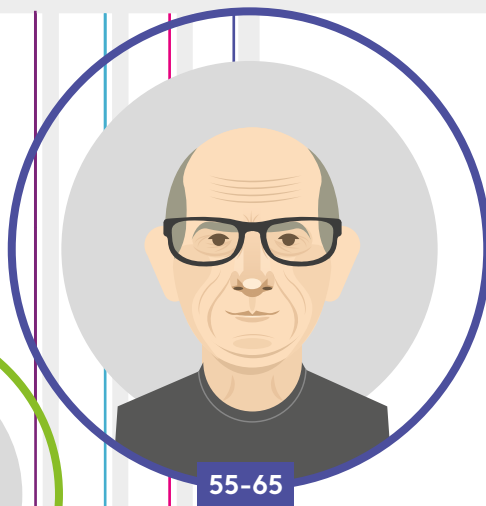
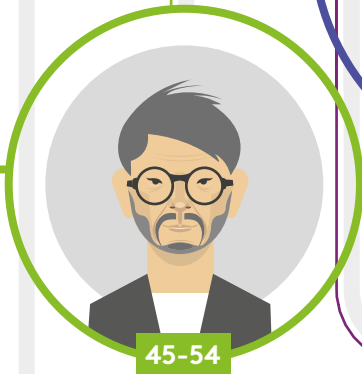


"The rise of Instagram and Snapchat taps into people's desires for instant, entertaining content from friends, peers and influencers"

Michael Nicholas,
Global Director
Kantar TNS

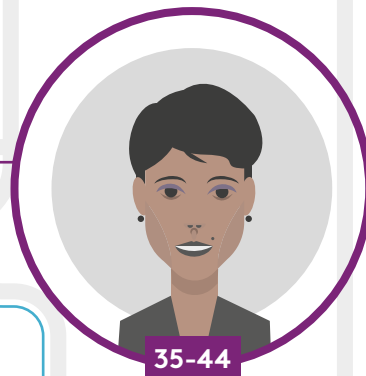
38%

feel constantly followed by brand advertising online



55%

actively ignore any social posts or content from brands

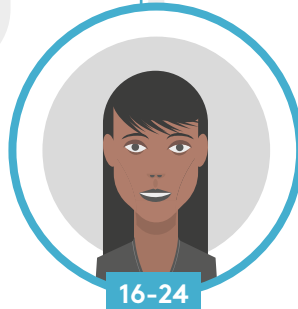
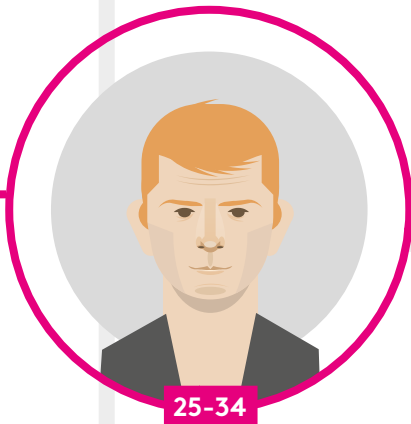


35%

completely object to the idea of brands tracking their online behaviour in order to serve them adverts

25%

think the brands they contact have a different level of customer service between online and offline



28%

are not open to sharing more information with brands online, even if they were offered a reward