



THE LeanIN REPORT

Canada's Digital Engagement Benchmark

Digital Media – A World With Few Rules!

Digital media is information on the consumers' terms. They (your consumers) are in control of **what** messages they see and **when** they see them.

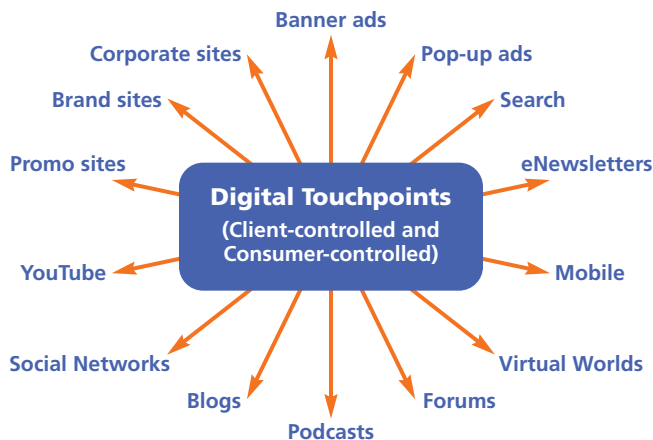
This is what makes digital media so challenging—it is a new world where few traditional advertising rules apply.

What is the best way to engage consumers digitally? Using the full power of the Internet means putting your brand's message in front of consumers in a way that is interactive and social, not just interesting and entertaining. In other words, **make consumers lean in, not lean back!**

What questions will we answer?

The *LeanIN Report* will measure all digital touchpoints of your brand's online experience, client-controlled and consumer-controlled, as well as your brand's ability to engage consumers online.

Your brand will be evaluated against a benchmark consisting of 50 of the top brands using digital media in Canada, based on spend.



Which brands are currently having the most success engaging consumers online? How can I use digital media more effectively? How do I connect meaningfully with consumers online?

Ipsos ASI's *LeanIN Report* will answer these questions and more:

- How does my brand stack up against 50 of the top online spending marketers in Canada?
- Which digital media am I over-utilizing? under-utilizing?
- How effective is my digital media investment at driving consumer interest?

Who will we speak with?

The survey will be conducted among a random sample of **5,000 Canadian Online Information Seekers**.

These individuals are actively using the Internet to seek out information about products and services, representing 50% of the Internet population.

A significant portion of the sample will be **Internet Trendsetters**. These consumers are at the centre of online communities – they are the *blog writers and fan site creators*. These are the influential consumers that brands need to get the attention of.

By speaking with active information seekers and Internet trendsetters, we can more effectively assess a brand's online experience among the consumers who are spending the most time with brands online.





What deliverables will you get?

The *LeanIN Report* and presentation will contain a set of digital media **Best Practice Guidelines** to help you execute a successful digital media strategy for your brand.

In addition, you will also receive a customized one-page scorecard, that will clearly outline what is driving your brand's overall **Digital Media Presence** and **Digital Engagement Rating** scores.

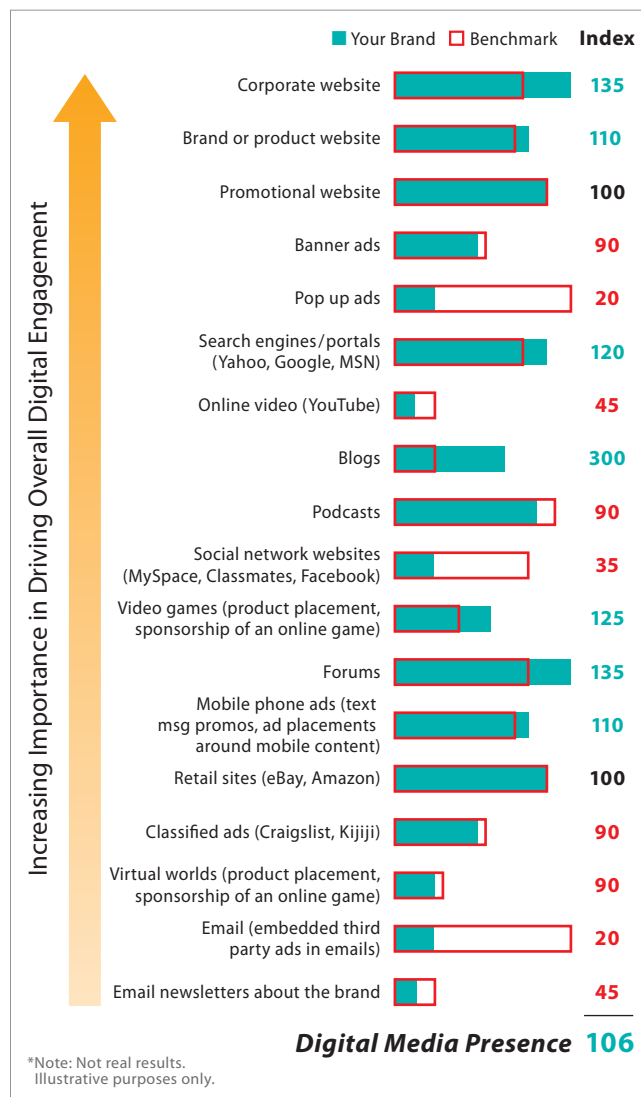
The one-page scorecard is a valuable tool for identifying areas of improvement in executing the digital strategy for your brand.

Which brands will we be asking about?

Fifty of the top brands using digital media in Canada, based on spend, across a variety of categories.

Results from these 50 brands will be averaged together to form the benchmark norm that your brand will be compared against. *Please note, subscribing to the study does not give you access to the detailed results of all 50 brands.*

Air Miles	Ford	President's Choice
American Express	Future Shop	Purina
Apple	GE General Electric	RBC Royal Bank
Bell	Gillette	Rogers Wireless
Best Buy	Hewlett Packard	Scotiabank
BlackBerry	Honda	Sony
BMO Bank of Montreal	HSBC	Special K
Canadian Tire	Ikea	Subway
Capital One	Koodo Mobile	TD Canada Trust
Cheerios	Kraft	TELUS
Chevrolet	La-Z-Boy	Tide
CIBC	Microsoft	Toyota
Coca Cola	Nissan	Visa
CoverGirl	Nivea	Volkswagen
Dell	Olay	WestJet
Dodge	Pantene	Xerox
Febreze	Pepsi	



How much?

\$20,000 CDN + GST

– Includes customized brand report and presentation

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