



SHOPPERS SHUN HIGH STREET AS 'E-SHOPPING' TAKES OVER, ACCORDING TO G2 EMEA

London, Dec 5 2012: During the retail industry's busiest time of the year, consumers are more likely to log online than hit the high street. A report conducted by leading marketing agency G2 EMEA, investigating digital habits of consumers across the EMEA region, found that shoppers relish the benefits that ecommerce can only provide.

Cyber Monday, a day when the Christmas online shopping frenzy reputedly reaches a climax, may have originated in the US, but many other countries have been quick to adopt the phrase as they notice a similar surge in online transactions during this period. In the UK this supposedly occurs on the first week of December. The phrase has also been adopted cross Europe: In France the term was first introduced in 2008, Portugal in 2009, and Germany 2010. Australia, New Zealand and Chile all also report to experience the ecommerce phenomenon. As Cyber Monday is linked with the pre-Christmas gift buying rush it is only experienced in countries where a large proportion of the population celebrates Christmas.

However, Pietro Leone, CEO, G2 EMEA claims that: "Cyber Monday, in reality expands beyond this single date to describe a more sustained period of heightened ecommerce activity."

The G2 EMEA eCultures Report reveals that 58 per cent of EU consumers shop online each month on average and make at least one purchase. UK consumers have most rapidly adopted the ecommerce trend with 10 per cent shopping online daily compared with the European average of just 5.4 per cent.

Christmas is the most commercially focused seasonal holiday because of the emphasis on gift buying. There are other seasonal purchasing peaks such as confectionary at Easter and travel during the summer, for example during the summer the eCultures reports revealed that 45 per cent of EU consumers take to the internet to make their summer holiday arrangements. However, December dominates in overall online expenditure.

The most popular products shoppers buy online during the run-up to Christmas is entertainment software. According to the eCultures report, 51 per cent of shoppers across Europe will buy software such as games and ebooks from online sites. Toys, fashion and portable software are other gifts frequently bought online during the festive season.

The G2 eCultures report has also revealed that mcommerce is making a significant impact on Christmas retail patterns. 25 per cent of Europeans interact with brands via shopping apps on their smartphone. In the UK this figure jumps to 27 per cent, in France however, it drops to 18.2 per cent.

Pietro Leone, CEO G2 EMEA comments: "Consumers are as likely to find their gifts on their phone as they are by doing the traditional Christmas high-street shopping dash."

One of the major incentives driving people online is the abundance of vouchers and offers being offered by brands. Nearly a third of UK consumers believe that online will always offer a better deal than in-store. As Christmas approaches more brands are going to be putting out deals and offers to help take advantage of the lucrative season.

Through analysis of online behavior the G2 eCultures report was able to define three distinct groups' categories, which consumers can be divided between. These include:

- **Analog users:** Consumers less familiar with the online world and see innovation as something alien
- **Digital migrants:** Recognise the potential of the internet a functional tool, but do not feel absorbed by the internet
- **Digital lovers:** The digital world is present in all aspects of their life and need to be at the forefront of technology

Digital lovers are the group most likely to shop online as they are the most digitally immersed group of consumers. These are also the individuals more likely to find online deals and take advantage of brand offers.

Pietro Leone adds: "During a less than ideal economic situation, enticing consumers with offers and deals is one of the best solutions, particularly around the time of Cyber Monday."

ENDS

About G2

G2 EMEA is a global brand activation agency network that helps marketers Maximize Brand CommitmentSM. Ranked number five among the top global marketing services agencies, G2's multifaceted service offering brings together direct marketing, data analytics, shopper marketing, branding & design, promotional marketing, communications planning and digital/interactive marketing, to create innovative and compelling marketing programs for our clients. G2 utilizes unique and proprietary tools to gain insight into the consumer's Purchase Decision JourneySM, from consideration to brand selection. The G2 network operates 40 offices in 28 countries, and clients include Adobe, Aetna, Campbell Soup Company, The Coca-Cola Company, GlaxoSmithKline, Heineken, Kraft, Procter & Gamble and Pfizer. G2 is part of the WPP group (NASDAQ: WPPGY). For more information, visit www.g2.com

For more information:

Jessica Bayat | G2 EMEA

T: +44 (0) 7824 694469 | E: Jessica.Bayat@g2.com