

# BRANDWEEK

## Study: At-Work Consumers New Target for Advertisers

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By Matthew Fields

A new consumer intelligence study suggests that American marketers should focus on the workplace for advertisements in deference to in-home initiatives.

Americans are now spending 60% of their waking hours at work, per BIGresearch, Cleveland. Further, nearly half of at-work consumers are shopping or making purchases on either their drive to or from work, or during their lunch break.

"The American workplace has become the most lucrative marketing channel for advertisers looking to connect with consumers where they eat, shop and socialize," said Stephanie Molnar, CEO of Workplace Media, which places ads aimed at consumers in the workplace, in a statement. "Targeting consumers at work, where they make the majority of their spending decisions, is just smart business."

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Phil Rist  
EVP-Strategy  
BIGresearch

Many workers are spending time researching products online. Forty-seven percent of at-work consumers reported having researched electronics online in the last 90 days before making a purchase in the store.

Word-of-mouth also is alive and well. Ninety-six percent of at-work consumers claim regularly or occasionally giving advice to their peers about products and services and 92% indicated they are willing to receive this advice.

The study, conducted in December but just released, canvassed a national

sample of 3,989 U.S. employees across a wide range of industries.

In other findings, BIGresearch reported that 15% of respondents who shop during the workday said they shop for groceries at Wal-Mart, followed by 8% each at Kroger and Publix.

When dining out for fast food, at-work consumers reported going to McDonald's (23%), Wendy's (16%) and Taco Bell (8%). Applebee's, Chili's and Olive Garden were the top casual dining spots.

"Rising gas prices and food costs, combined with the stresses in the housing and credit markets, have created challenges for both consumers and marketers," said Phil Rist, EVP-Strategy at BIGresearch. "The importance of targeting gainfully employed, value-seeking consumers is essential."