

# WorkPlaceMedia®

## **FOR IMMEDIATE RELEASE:**

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## **FOR ADVERTISERS, ALL SIGNS POINT TO CONSUMERS AT WORK**

*Groundbreaking New Study Declares the American Workplace the New  
Place for Advertisers Looking to Cut Clutter and Get Big Results*

*-- Wal-Mart Surpasses Kroger and Publix as #1 Grocery Store of At-Work Consumers --*

**Mentor, OH (June 16, 2008)**— In 1981, when pop-band Loverboy sang “Working for the Weekend,” the infectious chorus immediately struck a chord with America’s time-starved workers. Now, over two decades later, Americans are spending more time at work than ever before— an astounding 60% of their waking hours— and this time it’s advertisers who are singing a new tune.

Amidst the implosion of traditional at-home channels, the results of a groundbreaking new study, conducted by consumer intelligence firm BIGresearch, into the media and shopping behavior of consumers at work has marketing chiefs rethinking their ad budgets and advertisers preparing to meet a new, highly coveted, yet entirely untapped demographic on their own beige-carpeted turf.

“Rising gas prices and food costs, combined with the stresses in the housing & credit markets, have created challenges for both consumers and marketers,” said Phil Rist, EVP-Strategy at BIGresearch. “As marketers are looking to maximize ROI, the importance of targeting gainfully employed, value-seeking consumers is essential.”

The first definitive report to emerge on this new consumer group, the survey looks at the unique shopping behavior of consumers during the workday, including the role of online search as a catalyst to retail purchase, grocery shopping, casual and fast food dining preferences, new media consumption during the workday, word of mouth dynamics and its role in influencing purchase decisions in the workplace.

### **At-Work Consumer Media & Shopping Behavior Survey Highlights:**

- With rising pump prices and busy schedules, consumers are highly likely to consolidate shopping trips, making purchases on their drive to or from work, or during their lunch break. Almost ¾ of at-work consumers indicate they regularly or occasionally dine out or

purchase groceries and beverages during the workday. **CMO Take Away:** *The commute can be leveraged for retail activation and influencing purchasing decisions.*

- At-work consumers research products online before purchasing, with almost half of them (47.2%) reporting having researched electronics online in the last 90 days during the workday before making a purchase in a store. **CMO Take Away:** *Online research during the workday can be used to influence retail purchases.*
- Word-of-mouth is highly influential on purchases made by at-work consumers, with 95.6% indicating they regularly or occasionally give advice to their peers about products and services, and 92.9% indicating they also *seek* advice from peers before making purchases. **CMO Take Away:** *The workplace can stimulate conversation about products as consumers are likely turn to their co-workers for advice about products and services before purchasing.*
- Since the workplace is full of conversation among peers, it presents the perfect environment to create buzz for product introductions and new store openings. While taking a break from work, at-work consumers are likely to socialize with co-workers as 67.8% indicate they do so. 42.2% also indicate they communicate with friends and family during the workday. **CMO Take Away:** *The workplace is a powerful social network where individuals can become very influential and passionate brand advocates.*

#### **At-Work Consumer Brand Preferences:**

- **Wal-Mart** leads the grocery category, with 14.5% of at-work consumers reporting that they shop at the discounter most often for groceries. **Kroger** and **Publix** round out the top three grocery destinations among at-work consumers, with 8.4% and 8.2%, respectively, shopping the stores most often.
- At-work consumers get their fast food “fix” at **McDonald’s** (23.3%), **Wendy’s** (16.2%) and **Taco Bell** (8.0%).
- When it comes to casual dining restaurants, **Applebee’s**, **Chili’s** and **Olive Garden** are the top destinations of choice among at-work consumers.

“The American workplace is replacing the American Neighborhood as 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, the leading marketer to the at-work consumer. “Targeting consumers at work, where they make the majority of their spending decisions, is just smart business.”

The At-Work Consumer Media & Shopping Behavior survey was conducted by BIGresearch in December 2007 from a national sample of 3,989 U.S. employees across a variety of industries.

**To interview Stephanie Molnar, CEO of WorkPlace Media, please contact Meredith Turner at 212.255.8455 or [meredith@rosengrouppr.com](mailto:meredith@rosengrouppr.com).**

#### **ABOUT BIGRESEARCH:**

BIGresearch is a consumer intelligence firm providing solution-based insights of consumer behavior, present and future, in areas of products and services, retail, financial services, automotive and media.

BIGresearch conducts the Simultaneous Media Survey (SIMM) bi-annually and the Consumer Intentions and Actions Survey (CIA) monthly. Clients include CPG, media, financial services companies, automotive, major retailers and Wall Street firms. The National Retail Federation uses the (CIA) to forecast industry sales, trends and public relation initiatives.

**ABOUT WORKPLACE MEDIA:**

WorkPlace Media is an award-winning media company that delivers superior ROI for the world's most prestigious brands by helping them reach consumers at work. As the leading expert on the American workplace, WorkPlace Media works with its proprietary permission-based network of over 920,000 U.S. companies to deliver advertiser offers and samples directly into the hands of over 64 million working Americans. Additionally, the company conducts ongoing research into the attitudes and purchase behavior of this valuable, largely untapped consumer channel through regular polls and surveys. ([www.workplace-media.com](http://www.workplace-media.com))

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