

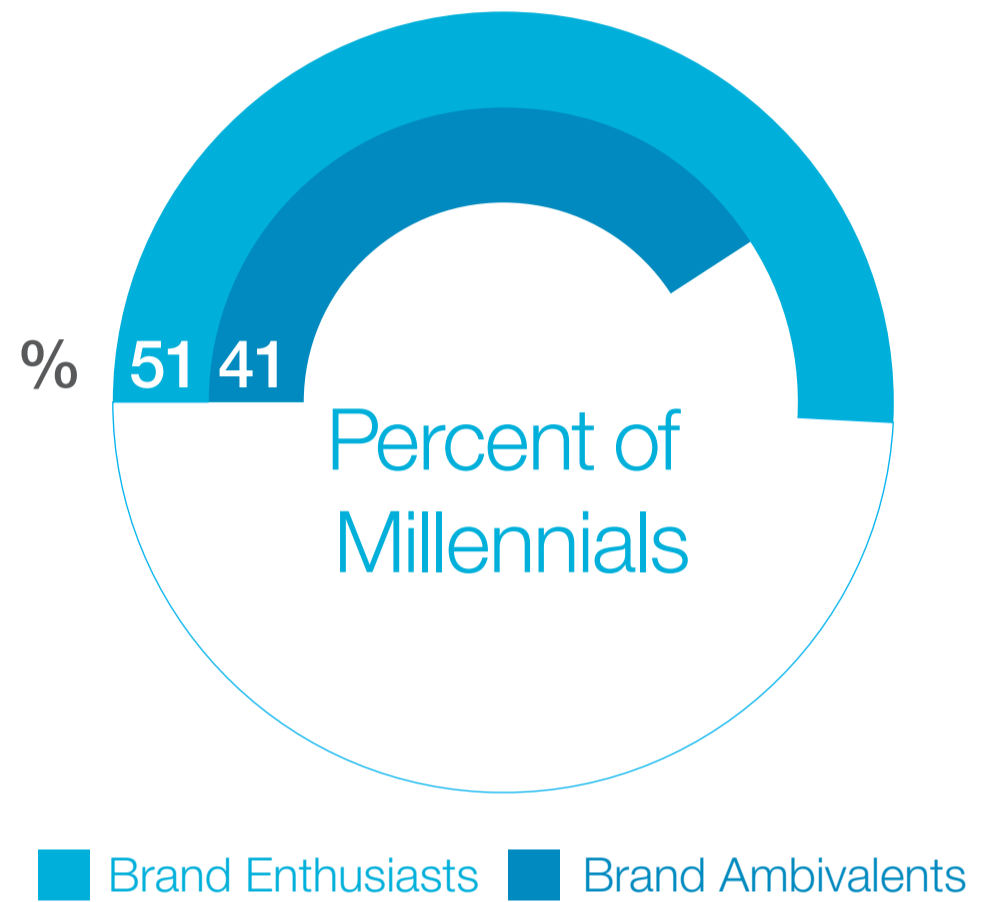
Brand enthusiasm: More than loyalty

How today's consumers want to engage with your brand

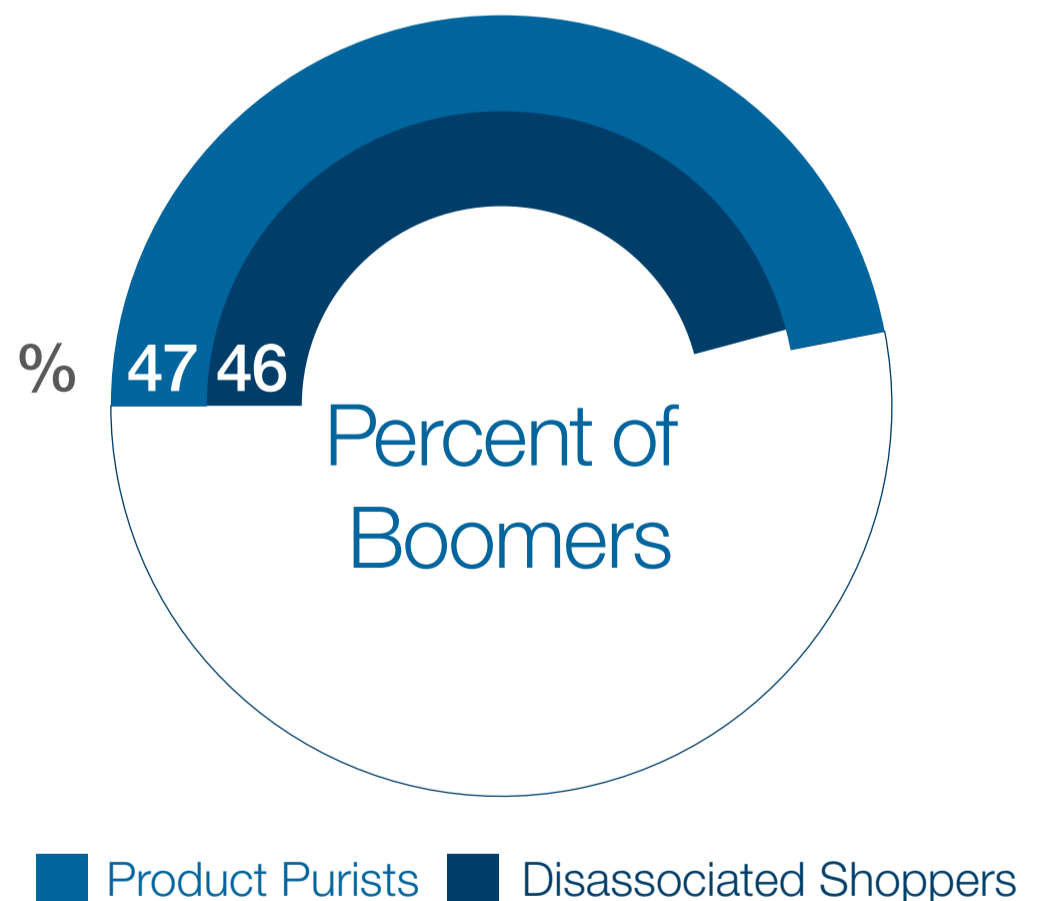
Four consumer clusters reveal distinct levels of brand enthusiasm and preferences for being engaged



Brand Enthusiasts and Brand Ambivalents represent the next generation of spenders



Product Purists and Disassociated Shoppers mainly consist of Baby Boomers



Brand Enthusiasts want to connect directly with brands online, seek innovation and share personal data with businesses they know.

To learn more: ibm.biz/brandenthusiasm