ACHIEVING DELICIOUSNESS

Adapting to an increasingly content-hungry world.

2016

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Give your content digital decadence.

Your customers demand an endless feast of content on their televisions, laptops, tablets, and phones. But with so many devices and only so many seconds in a day, your consumers have become more finicky on what deserves their attention. If the content isn't worthy of their time, it won't pass the share test. You must adapt to satisfy their newly found appetites. But how?

We asked 12,000 consumers in six countries around the world to answer how they spend their day with their devices, what kinds of information they find interesting, and what qualities they want in a company delivering content.

They told us that they want authentic stories, honest content, and personalized interactions. In other words, the solution to picky eaters is easy: Give them chocolate.

In the following pages, we share our findings and offer some suggestions on how to make scrumptious content that will melt in your audience's hearts, not in their phones.

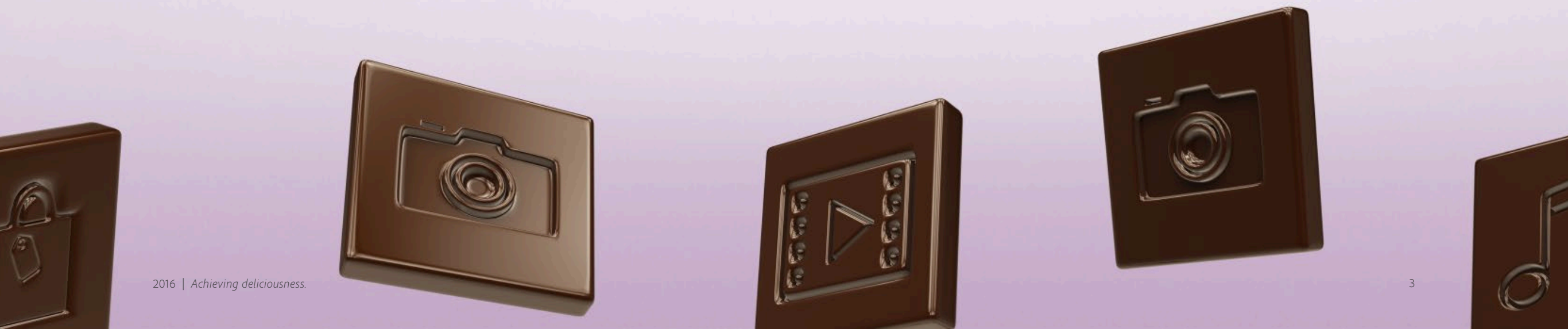## Our Methodology

How many?

12,169 consumers
Survey A: 6,082
Survey B: 6,087

Who?

6 countries
18+ years old
Use at least one digital device

SWEET EMOTION

Engage audiences on every device.

If you've ever been to an expensive chocolate tasting, you know that *how* you eat the chocolate is just as important as the chocolate itself. If you don't rub the chocolate to release the aroma or let it sit on your tongue long enough, you're not getting the whole experience.

Of course, the *how* is important with your content, too. If you're not taking into account how people consume content—yours or somebody else's—you're not in control of their experience. For example, consumers don't engage on a single device or screen. They might use a laptop and a phone at the same time, or a television and a tablet to create their own multiscreen pairings. In fact, 83 percent of global consumers report that they use two or more devices simultaneously.

WHY THIS MATTERS:

If a consumer is using multiple screens, they're probably doing one of the following:

- Searching for news or information
- Doing research
- Shopping
- Entertaining themselves
- Communicating in someway

The experience for each of these is different. The way each consumer engages with your content is radically different. If you're delivering the same experience to each, it probably won't resonate.

This means you need to understand which devices your customers are using, what they're using them for, and what you can do about it. Mobile users spend more time in mobile apps, and Adobe reports that tablet shoppers are twice as likely to purchase products as other mobile device users.[1]

Knowing this, your creative and marketing teams can create and deliver experiences that are both relevant and consistent.

WHAT YOU CAN DO:

The first step is to understand which devices your audience is using and how they're using them so that you can create experiences that are relevant and consistent for each experience. Beyond that, here are some other tips.

Follow the data. Take what you learn from your data analysts about the devices, platforms, and web browsers that your customers use most to prioritize design and development.

Conduct a customer journey. Walk in your customers' shoes on how they interact with your brand from print, emails, search, web and mobile ads, mobile apps, and your website, to name a few. If you don't have an in-house team to do this, consider a customer journey agency or consultant.

Perform a content and experience audit. Understand what content is being created and by whom. We did this at Adobe. We audited every piece of content we made in FY15—thousands of PDF files, video, emails, banners, photos, and more. We determined which were being measured, which performed the best, and then committed to ditching the rest. When you know what works and what doesn't, you can refocus your team on making what matters.

Compare your experience to others across the world ›

2.23 devices are often used at the same time around the world.

Understand TV and video viewing behavior.

This multiscreen experience is nowhere as apparent as it is with TV and online video. Watching our favorite shows is no longer a single screen activity—or even about a physical TV—and viewers often watch while browsing a different device or texting a friend who's watching the same program. On average, 63 percent try to get their work done on a laptop while watching TV programming or streaming content, but the integration between screens is more powerful than a simple parallel relationship. Over a third of all people start online shopping after seeing a commercial. And nearly as many have visited a media site for a show while they were watching it.

WHY THIS MATTERS:

The world of online video is changing. You no longer have to spend millions to reach millions. You can now reach audiences on any screen, big or small. In fact, Adobe Digital Index reports that online video consumption on mobile devices increased 33 percent in 2015. And people who are influenced on one screen (like TV) often take action on another (like their phone).[2] So it's time to rethink what that means for your content.

WHAT YOU CAN DO:

Engage through digital channels. Use online video as a springboard and engage your audience with video content across multiple screens. You can reach people in a more targeted way with digital channels. At Adobe, we now do this. In FY15 alone, we delivered 200 million video views across targeted media outlets, in-read, pre-roll, and addressable TV. So cut the cord to the old set-top box and engage your audience with content you create for digital channels.

Step up to the challenge. You're going up against some of the best programming available in the fight for attention. Invest the time and resources to do it right.

See how Fox Sports is doing this ›

While Watching TV Around the World

63%
Worked on laptop.

59%
Browsed the internet.

39%
Texted someone watching same TV show.

39%
Scrolled social media feed.

38%
Search or shopped after watching commercial.

34%
Posted to social media.

27%
Visited social media about the current show.

21%
Followed social media during awards show or sports event.

14%
Posted to TV celebrity through social media.

One experience. Many screens.

Again, how your audience consumes your content matters. And by all accounts, your audience is not only using multiple screens, they're loving it. In each case, when presented with a positive or negative reaction, the majority of respondents chose the positive. For example, 81 percent of the time people felt entertained. And 76 percent claimed to feel productive while working on multiple screens.

81%
Entertained

76%
Productive

53%
Focused

19%
Bored

24%
Overwhelmed

47%
Distracted
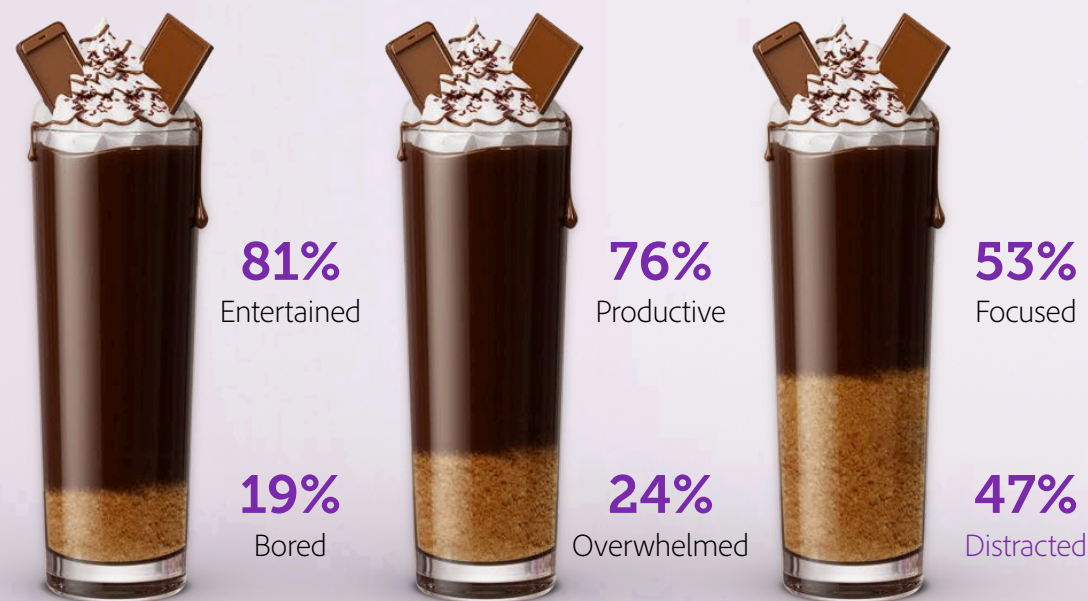
WHY THIS MATTERS:

If your audience is more entertained, more productive, and more focused when using multiple devices, this is a reality you have to address. It's not a fad. And it's only going to become more pervasive as technology gets more immersive and complex.

More importantly, it means that your competitors are going to take advantage of this opportunity as well. If your audience is enjoying the multiscreen experience, they're going to look for brands who deliver on that experience.

Tactically, multiscreening means content. Lots of it. To keep up with these on-the-fly, dynamic experiences, you need to produce more content faster and get it more efficiently into the pipeline.

Read more about managing experiences ›

WHAT YOU CAN DO:

Think about your experience. Does your brand scale well across screens and touchpoints? It's critical that navigation, interactivity, content, and performance are perfect in execution across myriad mobile devices, browsers, and other connected experiences.

Keep it simple. Don't force people to use multiple screens for tasks that should be done on a single screen. Make sure that the experience matches the desired outcome. Websites afford deeper and wider journeys. Mobile apps are designed for a very specific goal or task. Think about your business strategy and outcomes and how your cross-screen design supports the goals.

Design across devices. Encourage your designers to take advantage of the strengths of different screens, and understand that the platforms are different, but the experience needs to be consistent.

EXPERIENCE BY DESIGN

Meaningful design decisions.

Packaging matters. The best chocolate in the world might be passed over if it's in a plain paper wrapping. The same is true with your content and experiences—the design matters more than ever. You're creating apps to attract millions, so even the smallest design flaw can sink ships. So in our digital world, where your app is your ad, it's critical that the design is so intuitive that people don't even realize you're marketing to them.

WHY THIS MATTERS:

Personalized content is a critical part of the design process. Your design must work—and scale. It's more than just a pretty picture. When consumers turn on their devices, they absolutely expect the experience to be relevant to them, which includes everything from the images to the tone—and especially the message. If you fail to deliver, it could do more than just leave a bad taste in their mouth. A lost customer is quantifiably measured as lost revenue and loyalty.

"We unlock our phones every few minutes, meaning a single bad design decision can pop up again and again for a user throughout the day. Computers were once the province of enthusiasts and technologists, people who were more forgiving of these sorts of rough patches."[3]

JOHN MAEDA
Design Partner
Kleiner Perkins Caufield & Byers

WHAT YOU CAN DO:

Design with consistency in mind. We've talked about it already, but nothing grabs a customer's attention like a great experience delivered at the right time. Set up your creative process to allow you to remix and scale content for all your channels. Easily accessible approved fonts, stock, libraries, and templates allow global creative teams the ability to deliver content more quickly.

Think mobile first. When making design decisions, remember that most people will experience your brand through mobile first. And some will use mobile only. Let that dictate how you think about design. This could involve hiring mobile UI and UX specialists who really understand how to make mobile work.

Know your brand value. Your brand is not what you think it is—it's what your customers think it is. So conduct surveys, research, and talk to customers to understand that value. Know who's using your app, why, and how. And remember, one key to brand value is a consistent, design-led marketing approach.

Join brand expert Debbie Millman as she defines the relationship between design and brand. Watch now ›

Consumers unlock their phones
every 5 mins 36 secs.

Satisfaction guaranteed.

For your content to be successful, know what consumers want. According to our research, there are five crucial areas for creating content that satisfies consumers. Companies must make sure content displays well, holds attention, appeals to customers' design sensibilities, personalizes their interests, and works across multiple devices.

Importance of the Viewing Experience around the World

65%
Displays well on device I'm using.

64%
Holds my attention.

54%
Appeals to my design sensibilities (layout and photography).

49%
Personalizes my interests.

45%
Works across multiple devices.

WHY THIS MATTERS:

The fact that all five of these areas rank around the halfway mark or higher underscores a truth in marketing today. In the past, design was about how something looked. Now, it's about the design of the entire experience.

Poorly executed design today (especially across screens) means:

- Quicker abandonment of the experience
- Lost revenue
- Deteriorating brand value

The days of creating one-size-fits-all creative campaigns are over. Now, customers want it all—an experience delivered uniquely for them.

Read more about creating experiences ›

WHAT YOU CAN DO:

Start small. You probably won't be able to revolutionize your content overnight, so look at the areas described here and decide on one you thing you can tackle. From there, work your way through the rest of the concerns and start delivering world-class experiences.

Master the basics. To avoid the problems that come from poorly executed experiences, designs today need the following:

- Responsive UIs that are sensible and high performance
- Intuitive interactivity and navigation
- Brand consistency
- A clear path to the next step in the customer journey

"The 'content' in your content marketing strategy does not just include the words, it's the entire experience. That means you cannot separate one from the other. If the design is not engaging or does not grab attention, the words may never be read."[4]

JOE PULIZZI
Founder
Content Marketing Institute

Design that differentiates.

Remember, people want you to be authentic, and design is a huge part of that. Of course, as attention spans shrink, you might be tempted to think that your audience pays less attention. Our findings say otherwise: When pressed for time, 59 percent of global consumers crave beautiful design over simplicity.

With Only 15 Minutes to Consume Content around the World

59%
Something beautifully designed

41%
Something simple and plain

WHY THIS MATTERS:

Design matters. Plain and simple. It is what differentiates great brands from merely good ones. So designers should be inspired because of the impact they can have on their organizations. And you know the brands that focus on great design: Apple, Nike, Target. They've made design central to their brands, and it's helped them build emotional and loyal connections with their customers. And when customers are loyal, it means more revenue than the competition. In fact, according to the Design Management Institute, design-driven companies outperformed the S&P 500 by 219 percent over 10 years.[5]

WHAT YOU CAN DO:

Start at the top. Get an executive champion, or better yet, a design-centric CxO to transform the company.

Rethink your processes. Look for opportunities to streamline to work more efficiently. Make sure that your team is prepared. Replace your old-school processes and technologies. You can more easily deliver consistent experiences when your teams have access to the same creative libraries.

Learn more about how creativity can fuel your digital marketing ›

Set your creative free. Creative teams need to work collaboratively. And individually. But with the freedom to work on the go, with touch- and mobile-friendly tools that let them capture that great idea wherever they are.

Explore behind the scenes of creativity ›

SUGAR RUSH

Give your content a unique flavor.

Exceptional chocolate is often described as "fruity" or "nutty." These flavors don't come from additives but from the soil in which the cocoa beans grow. In a world saturated with content, successful brands are able to capture their own unique "flavor profile." While a lot of this has to do with your brand identity, it again comes down to understanding your audience and how well you know what they love about you.

Consumers are searching for content that has a unique point of view. For example, 67 percent of consumers prefer when companies focus on what makes them authentic. Humor can often be a way for companies to show authenticity, but it doesn't work for everyone. Consumers also said that only 14 percent of company-created content is entertaining. So stick to what you do best. Your consumers will appreciate your authenticity.

> "The faster your business realizes that it's a media company, the more likely it will be to succeed in 2020, in 2025, in 2030 ..."[6]

GARY VAYNERCHUK
CEO
VaynerMedia

WHY THIS MATTERS:

There's so much content out there that your audience never has to settle. If they don't like yours, they'll go find something else. And if they don't like it, they definitely won't share it. According to our results, 60 percent of respondents felt that having the content represent something important to them was a major reason they shared it.

This means you have to understand what matters to your audience and then deliver it to them. It may or may not mean humor. It *always* means honesty.

WHAT YOU CAN DO:

Be the customer. Try to have the same experience they're having. For example, sign up for your company's own newsletter. Check out online ads or do a web search on your best product or service. Download a PDF file to print and then actually print it. Watch a webinar. Try your company's mobile app, and try it on different devices. You can easily deduce room for improvement in your own experience with your own company's brand. And if you see inconsistencies, you know what your customer is experiencing.

Conduct a brand value assessment. To create authentic content, your company needs to understand the core values that made it connect with consumers in the first place. Focus on these values in messaging and content, and your customers will reconnect with your brand.

See how Mattel refocused on its core values to reinvigorate its brand ›

Take it goal by goal. Set measurable objectives to rally the teams. Does your business want to climb the Interbrand 100? Do you want to improve your CSAT score? Do you want loyalty, renewal, or retention scores? Line up your metrics with your business goals to get total immersion across your business lines.

67%

of consumers around the world prefer companies to be authentic.

Consumers Prefer When Companies around the World
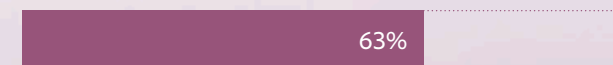
Focus on communication

72%

Select a few channels to communicate well.

Are funny

70%

Use humor to be relatable.

Polish their content

63%

Provide more polished, curated content.

Make it personal.

Your audience expects you to know them. Consider the results of a recent Accenture survey, which found that 60 percent of customers want to receive real-time offers in stores, and 59 percent would like offers delivered while they are considering products online.[7]

So one of your biggest opportunities is to embrace the 54 percent of global users who prefer that their online experiences are personal rather than generic.

prefer a personalized experience
around the world.

WHY THIS MATTERS:

Personalization is a big deal. In the past, there was a thin line between "personal" and "creepy," but our results show that those days are nearly over. Brands are doing it, brands are succeeding at it, and audiences are wanting more and more of it.

So consumers love personalization, but you should, too. It increases loyalty and retention, and it should be a primary focus in your customer experience and design efforts. According to a Walker Consulting study, customer experience will outweigh the importance of product and price by 2020.[8]

WHAT YOU CAN DO:

Rely on data. You can't measure success of personalization without establishing baseline results. Work with your marketing teams to revisit your personas, invest in analytics and testing tools, and let that data inform the design work you do. Then apply what you learn. Expand on designs that work. Eliminate the ones that don't. Test. Test. Test.

Don't get overwhelmed. Personalization requires you to create a lot of assets and content. Make sure that you've got the right tools to manage this velocity and have a centralized content management system to keep it all in one place.

Discover how you can design great, personal experiences ›

The right content for the right audience.

We keep saying it: Know your audience. Millenials have embraced their phones as their primary screen for consuming content, but the laptop and desktop are the preferred flavors for anyone over the age of 37. So when you're planning the creation of content, keep in mind that what works for one on mobile might not work for others on a PC.

Device Ranking by Daily Use

	Millennials	Gen Xers	Baby Boomers	All Groups
1	Smartphone	Laptop/Desktop	Laptop/Desktop	Laptop/Desktop
2	Laptop/Desktop	Smartphone	Smartphone	Smartphone
3	Tablet	Tablet	Tablet	Tablet

WHY THIS MATTERS:

While Millennials have interacted with computers, the Internet, and mobile devices for most or all of their lives, members of Generation X and the Baby Boomer era are not always so comfortable.

Because members of all these groups are likely in your audience, it's important that you take their different worldviews into consideration as you develop and distribute content. You will likely touch each in different ways. For example, Millennials seem to embrace personalization, but older members of your audience might not be so comfortable about it.

WHAT YOU CAN DO:

Embrace it. Knowing that you have multiple audiences, this is your chance to test and experiment with different kinds of content across different channels and screens.

Invest in new technologies and new opportunities. Feel free to adopt new ideas and strategies, but be thoughtful when you execute. And if you fail, fail fast. Learn. Optimize. Repeat.

How All Groups Believe They Will Use Technology in the Future

	Connected home devices	App capability in cars	Wearable fitness device	Virtual reality
3 Years	42%	42%	39%	29%
10 Years	54%	53%	48%	42%

Connected home devices (refrigerator, smart thermostats)

App capability in cars

Wearable fitness device (fitbit, jawbone, Apple watch)

Virtual reality

A short attention span.

Remember, success comes from giving your audience what they want, and the experience of consuming your content is a huge part of that. We found, for example, when content is too long or load times are slow, consumers look elsewhere, a result that held true in all six countries.

WHY THIS MATTERS:
The significance here is clear. If you're not offering a good experience, your audience will at best slap you with a penalty for forcing them to switch devices and at worst, ditch you all together. Neither option is appealing.

WHAT YOU CAN DO:
Be careful about your content. Long form content has its place, but be sure you know what you're delivering where and when. And if you're serving up something longer, be sure that the reading or viewing experience is great no matter the device.

Think about delivery. There are plenty of ways today to make sure that your content loads quickly and still looks good. But you shouldn't sacrifice design for delivery—work with experts so that you can deliver both.

Get everyone involved. Because customer expectations are so specific and diverse, content creation and design need to be a company-wide endeavor.

Read how design matters ›

Length and Load Time

Content was too long.

41%	26%	33%

It takes too long to load.

41%	37%	22%

Device Display

Experience would be improved on a bigger device.

16%	53%	31%

Not displaying well on current device.

30%	49%	21%

Stop Viewing | Switch Device | No Change
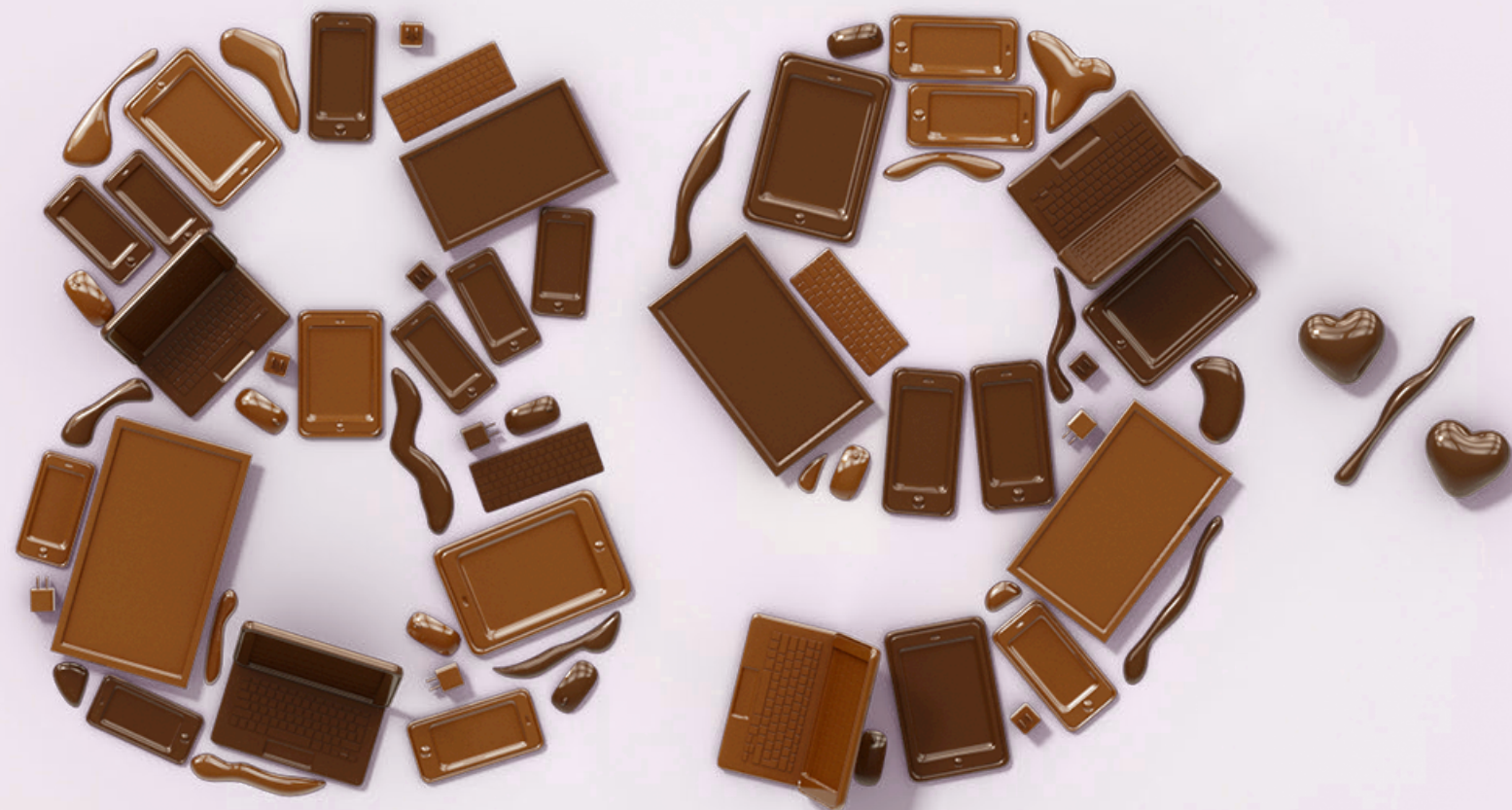
of users would switch devices or stop viewing altogether when coming across content issues around the world.

CREATE DELICIOUS EXPERIENCES

Chocolate is an experience. No matter what kind you like, no matter how you eat it, you know there's more to every piece than simple taste. Your enjoyment is drawn from an entire web of connections and sensations, the sum of which creates an experience.

Your content is the same way, an experience. And if you want people to remember that experience, you need to take control of your content.

Turn design into your competitive advantage ›

Adobe has been a partner to the world's best brands for more than 30 years, providing industry-leading creative solutions that help you create amazing content. Today, Adobe offers everything you need to achieve an advantage through design, thanks to a variety of Adobe solutions, such as Adobe Creative Cloud for enterprise, Adobe Experience Manager, and Adobe Experience Manager Mobile. These solutions bring together the necessary components for a modern digital workflow, including a full spectrum of creative desktop and mobile apps with integrated fonts and stock images, an asset management and delivery system that keeps your content connected and accessible, and direct publishing that lets you convert your designs into beautiful mobile apps that let you update continuously—without coding or IT support. Now you can easily deliver content at the velocity your company needs to give your customers engaging, personalized experiences. For more information, visit adobe.com or contact a local Adobe Sales representative.

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