

TECH-FLUENTIALS

Powering Your Business Through the Next Generation of Influencers

Change is happening all around us and nowhere has its pace been more unrelenting than in the way we communicate. Just visit any office, home, college campus or coffee shop...travel by plane, train or automobile...or walk along a sidewalk in any large city or small town and you'll see people communicating in ways that were unimaginable only a few years ago.

Desktop, laptop and tablet PCs, as well as smart phones equipped with PDAs and Internet access, empower people of all ages to communicate with speed, clarity and precision – and influence others on every type of business and personal decision. These technologies have removed the limiting boundaries of time and place and irreversibly altered traditional media dynamics.

Audiences connected through technology continually receive and distill information – and have become self-appointed marketers and newsmakers. Today, the voices of this new breed of influential, technology-driven communicators cannot be ignored.

All-powerful chat rooms, Web sites, digital cameras, discussion boards and blogs are the tools of the trade for these influencers, who can create or change opinions, establish trends, build buzz for your brand and sway your stakeholders.

Top 10 Traits of Tech-fluentials

Burson-Marsteller has identified this group of men and women driven and enabled by technology as tech-fluentials. Building and maintaining relationships with these information activists require more than the tried-and-true communications approaches. A striking design, commitment to corporate social responsibility, and quality and function – regardless of price – are the primary factors that influence tech-fluentials when making purchasing decisions and sharing opinions.

If armed with insights about your company, products or services, tech-fluentials can spread the word faster and further than ever before, and have an extraordinary impact on your success. But first, you need to know who tech-fluentials are:

1. **Chief Opinion Leaders** – Try products first, network and influence their peers' purchasing decisions.
2. **Quality- and Function-focused Shoppers** – Will pay for quality and function, which to them is more important than price.
3. **Design Conscious** – Believe good design can build a brand, give a company competitive advantage and drive technology-purchasing decisions.
4. **Fast and Mobile** – Insist on speed and mobility, and use broadband, search engines, Wi-Fi and PDAs for receiving information on-the-go.
5. **Accessible Online and Offline** – Use the Internet and print media when shopping for products, and receive technology news from magazines, Web sites, e-newsletters and blogs.
6. **Community-oriented Citizens** – Are guided by corporate social responsibility efforts when making product and stock purchases and recommendations.
7. **Information Spreaders** – Draw self esteem and pride by informing others of the latest products, services and trends, and relay positive and negative company news using IM and SMS.
8. **Highly Active and Engaged Internet Users** – Provide feedback to company Web sites, post messages to discussion boards, reply to the media, and make business and personal contacts online.
9. **Knowledge Hunters and Gatherers** – Are consumed with receiving and sharing information; remaining up-to-date on the latest news, issues and trends; and learning new ideas and perspectives.
10. **Futurists** – Consider technology as a driver in their professional and personal lives, and invest in technology products for entertainment and business.

Targeting Tech-fluentials for Your Business

Earning the approval of tech-fluentials and reaping the benefits of their support require an understanding of their behavior, expectations and values. They also require relevant and targeted communications. To learn how you can establish relationships with this powerful stakeholder group to support your business goals, please visit our Web site www.efluentials.com or contact a team member listed below.

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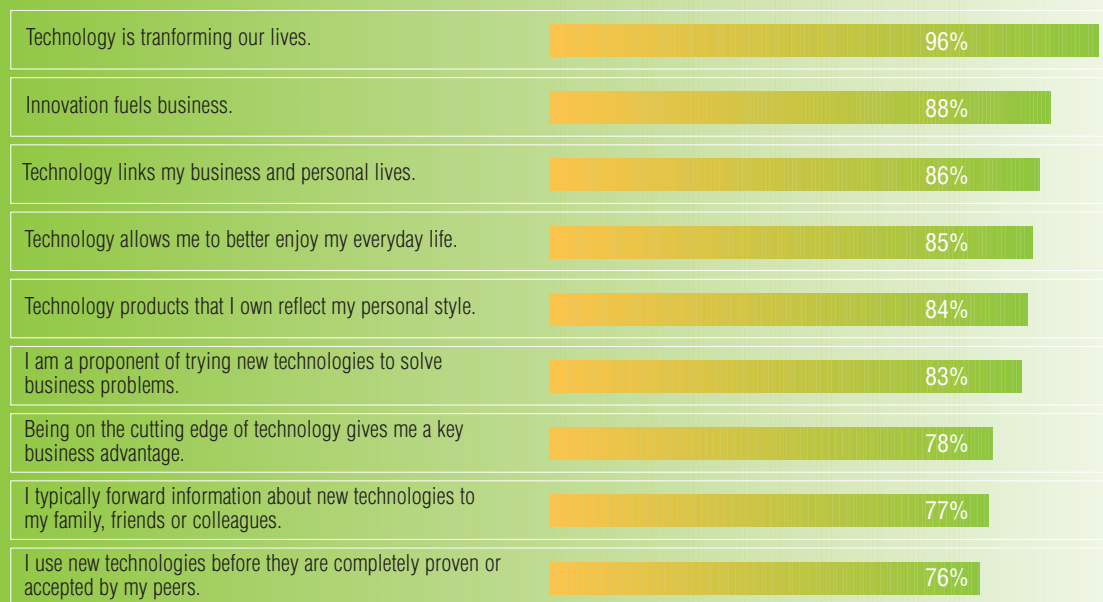
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Tech-fluentials Use Technology to Link Business and Personal Lives

- Tech-fluentials are future-oriented technology enablers. They see technology as drivers in their professional and personal lives.



(Percent of respondents who "Strongly Agree" – 5 – or "Agree" – 4 – with each statement.)

Burson-Marsteller

Burson-Marsteller (www.burson-marsteller.com) has been helping companies identify the online influencers who generate buzz surrounding their brand, products and services. In 1999, we commissioned NOP World on the first study of its kind and uncovered e-fluentials®. As part of our ongoing e-fluentials research, we approached *WIRED* magazine to identify tech-savvy e-fluentials among its panel of readers. Tech-fluentials are an elite group of e-fluentials who share the group's exponential influence shaping and driving public opinion online and offline.