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GfK Roper Reports® Worldwide 2008 Annual Overview Coping with the Pressures of the Global Rat Race

As we prepared ourselves for our annual dive into the GfK Roper Reports Worldwide study, produced by talking to more than 31,000 consumers in 25 countries, we were struck by the different tone that our conversations with clients were taking. For the most part, the questions they are asking about the consumers of 2008 tend not to be about how consumers themselves are driving change. Instead they are more about how consumers are being **affected** by events outside their own lives. Questions like:



- **Economy:** How global is the “economic meltdown”? What are the implications for marketers of the “soft economy”?
- **Environment:** How are consumers reacting to global warming? Are levels of interest in ethical marketing holding up in recession?
- **Politics:** How will elections in the US (and elsewhere) affect the rest of the world?
- **Globalisation:** Is its progress halting at all? How do consumers feel about it? What are the benefits, what are the drawbacks?
- **Emerging Markets:** As China takes centre stage this year, what does the world think? What other emerging markets should I be thinking about?

The last of these is perhaps particularly relevant in a year when so much of the world’s attention is focusing on China. Even as it is poised to overtake industrialised nations such as the US and Germany on certain key economic measures and is gearing up for its long-awaited Olympic event, China faces ongoing economic, political, and environmental issues.

2008 is the Year of the Rat in Chinese astrology – a sign that is associated with material prosperity. Yet it seems that rather than feeling that material prosperity is around the corner, the majority of the world’s consumers are feeling that life is more of a *rat race*. At the same time, we have found numerous signs of positivity, of consumers finding ways to cope with the doom and gloom that fills newspapers and nightly news bulletins. For this reason, we have titled our 2008 Annual global overview ***Coping with the Pressures of the Global Rat Race***.

In this extensive presentation, you will learn about:

1. **Pressures:** What forces are making consumers feel that life is difficult right now? The economy, climate change and health concerns are among the top drivers of consumer behavior in 2008.
2. **Coping Strategies:** How are consumers managing to stay positive in the face of all these pressures? In several ways, including relaxation, denial, and looking beyond the near term.
3. **Tensions:** Both globalisation and technology have a dual nature, both contributing pressures to consumers' lives but simultaneously offering ways of coping.
4. **Marketing Tips:** How are marketers demonstrating that they understand what life is like for their customers and prospects in the challenging economic, political, and environmental climate of 2008?

Marketing in a Soft Economy
Marketing in/about a Bullish Economy
Marketing to Environmental Concern
Marketing to Health Anxiety
Marketing to Small Pleasures
Marketing to Aspirations
Marketing to Globalisation
Leveraging Technology

For more information about the Roper Reports Worldwide 2008 Annual Presentation, **Coping with the Pressures of the Global Rat Race**, please contact Jodie Hulme = jodie.hulme@gfk.com or ph +44 (0) 207 890 9024 .

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