

CAPTIVATE

2024 Workday Consumer Trends

Category Insights on Impact of
Office Advertising on B2C Marketing



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CONSUMERS MAKE DECISIONS AT WORK

The office is a strategic avenue for brands to connect with consumers and shape personal purchasing behaviors throughout the workday.

The average person spends over 90,000 hours at work over a lifetime, seamlessly transitioning between their personal life and work life. The steady increase in demands on our personal lives means that professionals are tackling more personal tasks at the office and juggling errands during the workday. This makes the office a prime arena for consumer influence.

From small daily purchases such as deciding what to have for lunch or stopping by the pharmacy, to significant personal investments like comparing auto insurance quotes to booking the family's next vacation getaway, we discuss, research, and make these purchases during the workday. Media targeting consumers at the office should be a critical component of marketing strategies seeking to stay top of mind and impact consumer purchase behavior.



PROFESSIONALS ARE ON THE MOVE

- 60%** Go Out for Lunch
- 48%** Shop In-Store or Online
- 40%** Plan vacations, events or parties
- 30%** Run Basic Errands

7 in 10

Professionals **TOOK ACTION** after seeing ads on digital screens in office buildings



HEALTH & BEAUTY

Among those who agree digital screens are an effective way to learn about sales and events, 45% **shopped online for health and beauty items** in the past year while 55% **bought health and beauty items** online.



LUNCH & SNACKS

3 in 5 professionals **go out for lunch** during a typical work week.

Among those, **68%** agree digital screens are a unique way of advertising a brand.

1 out of 2 professionals **run out for a snack** during the work week.



GROCERIES

63% **bought groceries** online at work in the past year.

35% **discuss, recommend, or post** about the ad or advertised brand seen on digital office screens on social media.

30% **visited the business/retail location** advertised.



TRAVEL

More than one-third of all professionals indicated they typically plan for a vacation during the work week.

In the past year, 61% of professionals bought **airline tickets** while at work while 54% purchased **other travel reservations** such as hotel or car rental.

AUTO

Among professionals who are online for up to 1 hour per day for personal needs at work, **82% searched for a vehicle** in the past year.

More than 3 in 10 professionals (37%) shop for cars, trucks, or SUVs during their lunch hour, **7 in 10 shop during working hours** or on the commute home.

INSURANCE

Insurance research occurs throughout the workday with 41% researching during lunch and 44% during working hours.

Research is also done while commuting, with **3 in 10** professionals researching on the way home from work.

ALCOHOL

50% **shopped for alcohol** online at work in the past year.

35% **discussed, recommended, or posted** about the advertiser or brand on social media.

30% **visited a business** or retail location advertised

PET SUPPLIES

61% of those asked, **shopped for pet supplies** online while at work in the past year.

Nearly 2 out of 3 (**63%**) shop for pet supplies **in store close to their office building**.



APPAREL

Among professionals who have shopped for apparel in the past year, 78% agree digital screens are **a unique way of advertising**.

6 in 10 agree digital screens are **an effective way to learn about sales and events**.

85% shopped online for sports logo apparel in the past year while **40% bought clothing or accessories** online. 3 in 10 visited a business or retail location advertised



CONSUMER ELECTRONICS

53% of professionals **shopped for consumer electronics** in the past year with 47% making at least one purchase.

More than 2 in 3 professionals who shopped for consumer electronics online in the past year agree **digital screens are a unique way of advertising**



TOYS & GAMES

1 in 2 professionals got **shopping or purchasing ideas** from digital office screens.

1 in 3 who shopped for toys & games **discussed, recommended, or posted** about the ad or advertised brand seen on digital office screens on Social while 29% **visited the business or retail location** advertised.



PHARMACEUTICALS

44% of professionals **shopped online for pharmaceuticals** while at work in the past year & 56% **bought pharmaceuticals** online.

50% shop **during their lunch break** while more than 2 out of 3 shop **during working hours** or on the **commute** home.

ACCESS & IMPACT CONSUMERS AT WORK

Interested in learning more about how to **access & impact upscale consumers** through our video-first screens in premier office towers and luxury residential properties?

Visit www.captivate.com/advertisers or email us at info@captivate.com

ABOUT OFFICE PULSE

The Office Pulse panel of more than 6,000 influential consumers and business decision makers spans Captivate's coveted audience of C-level executives, millennials, small business owners, working parents & affluent college grads.

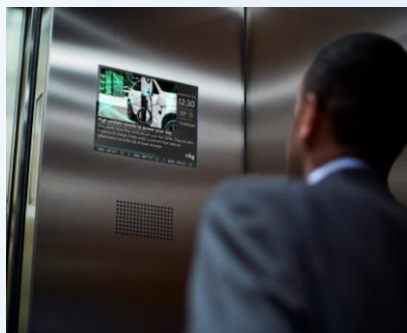
Data driven and research-backed.

Office Pulse gives **marketers** exclusive insights on workplace behaviors and **ad campaign measurement** through a propriety panel of business professionals, managed by third-party research platform Alida.

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CAPTIVATE OFFICE



Office advertising displays in elevators & high-traffic lobby areas that engage affluent consumers
where they work

CAPTIVATE RESIDENTIAL



Digital displays in common areas keep your brand top-of-mind & influence high-income shoppers
where they live