Channels & sources for brand discovery – Top 20

Q- How do you typically find out about new brands and products?

	All respondents	Dutch-speaking	French-speaking	<35 year	Heavy social media *
Search engines	37%	35%	40%	32%	30%
Word-of-mouth recommendations from friend or family members	34%	38%	29%	30%	28%
Ads seen on TV	31%	39%	21%	27%	28%
Emails or letters / mailshots from companies	21%	24%	17%	18%	20%
Ads heard on the radio	20%	27%	12%	18%	16%
Product samples or trials	20%	12%	30%	15%	20%
Ads seen on social media	19%	25%	12%	26%	26%
Brand / product websites	19%	15%	23%	19%	19%
Online retail websites	18%	14%	23%	20%	21%
Ads in magazines or newspapers	18%	23%	11%	13%	14%
Product comparison websites	17%	13%	23%	14%	13%
In-store product displays or promotions	16%	14%	20%	14%	16%
Consumer review sites	16%	13%	21%	13%	13%
Product brochures / catalogues	16%	13%	20%	12%	14%
Ads seen on websites	16%	20%	11%	19%	18%
Recommendations / comments on social media	14%	14%	13%	18%	21%
TV shows / films	13%	13%	14%	16%	18%
Ads seen on mobile or tablet apps	13%	17%	8%	17%	18%
Ads on billboards or posters	12%	13%	11%	13%	13%
Stories / articles in printed editions of newspapers or magazines	10%	11%	9%	8%	8%

space CONNECTIONS AGENCY

* Heavy social media: 3h+/day

Source: Global Web Index Q2-2022 → Q12013
All respondents = 16-64 connected