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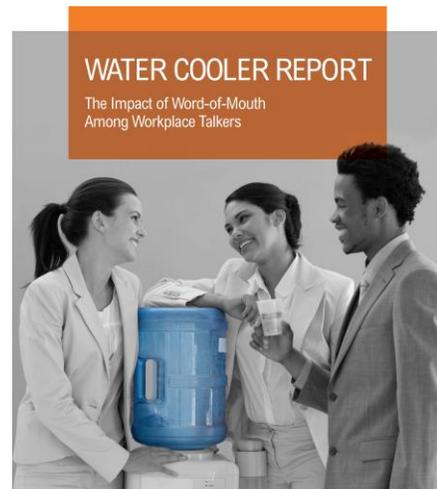
LOOK WHO'S TALKING: **WORD-OF-MOUTH MARKETING IN THE WORKPLACE** **PROVES ADVANTAGEOUS FOR ADVERTISERS**

Landmark Study Declares Word-of-Mouth Conversations Among American Workers One of the Biggest Drivers of Consumer Purchases

CLEVELAND (May 7, 2015) — Word-of-mouth is a massive driver of consumer decision-making, according to the “Water Cooler Report”, a new study released today by WorkPlace Impact, the leader in workplace marketing. Prepared by the Keller Fay Group, an award-winning market research company specializing in word-of-mouth (WOM) marketing and social influence, the report is the first ever to quantify and bring attention to conversations about brands that happen at work, around the proverbial water cooler.

Faced with a multitude of digital mediums to reach consumers, many advertisers are missing out on an important tactic to get consumers to make the decision to buy. Among all consumers 18-60, 12% of their conversations about brands occur “at work.” That share of brand discussions doubles to 25% when looking at full-time employees and at conversations that happen Monday to Friday, which translates into nearly a billion instances in which people are exposed to brands at work through word-of-mouth.

“The results are in: talking about products in the workplace is one of the most influential ways to get consumers to make the decision to buy,” said Brad Fay, co-founder of the Keller Fay Group. “Word-of-mouth determines 13% of all consumer purchasing, or \$6 trillion, and our research shows that employee conversations about brands are more impactful and positive than others.”



Prepared for WorkPlace Impact by the Keller Fay Group LLC
www.workplaceimpact.com



Study Highlights Include:

- Keller Fay Group’s TalkTrack[®], the only continuous study of WOM in all channels, found that people who talk about brands at work are more influential and prolific talkers than other people. Nearly half of these “Workplace Talkers” are professional (28%) or managerial (19%) employees, which means they have a lot of responsibility and the ability to influence others. They are more likely to be classified as Conversation

Catalysts[®], Keller Fay Group's consumer influencer segment. Their advice and recommendations have four times as much impact as advice from average consumers.

- Not only is workplace WOM impressive in terms of quantity, but in terms of quality as well. Sixty-nine percent of all WOM among Workplace Talkers is categorized as "mostly positive," while only 8% is considered "mostly negative." In addition, 40% of conversations include a strong recommendation to buy the product discussed.
- WOM among Workplace Talkers is highly likely to be passed along to others (45%, "9" or "10" on a 0-10 scale) and highly likely to lead to purchase (48%). And most of these conversations happen offline (87%) versus 12% online (instant/text message, email or social media).

Americans spend almost half their waking hours and make many of their purchasing decisions at work. Since the workplace is full of conversation among peers, it presents the perfect environment to create word-of-mouth recommendations for new product introductions, new store openings, and other buzz-worthy products and services.

"Word-of-mouth conversations about brands, especially offline and face to face, tend to result in positive brand impressions that not only get passed on, but lead to purchase," said WorkPlace Impact President Shelly Sekki. "This study, which is the most comprehensive study ever conducted on this topic, shows more than ever how the American workplace has become the most lucrative marketing channel for advertisers looking to connect with consumers."

The Water Cooler Report was conducted by the Keller Fay Group in 2015 from a national sample of 27,000 U.S. employees ages 18-60 across a variety of industries.

To download the free complete study, please visit
www.workplaceimpact.com/watercooler.

To interview Shelly Sekki, President of WorkPlace Impact, please contact Kari Arneson at 646.695.7042 or kari@rosengrouppr.com.

About WorkPlace Impact:

WorkPlace Impact is an award-winning marketing firm that delivers superior ROI for the world's most prestigious brands by helping them reach consumers at work. As the leader in workplace marketing, WorkPlace Impact works with its proprietary permission-based network of over 1 million U.S. businesses to deliver advertiser offers and samples directly into the hands of over 71 million working consumers. For more information, visit WorkPlace [online](#) or connect on [LinkedIn](#).

About The Keller Fay Group:

The Keller Fay Group is a full-service marketing research and consulting company dedicated exclusively to word-of-mouth marketing. Keller Fay's TalkTrack[®] is an award winning research tool that tracks all forms of word-of-mouth – both offline and online – about products, services and brands. The firm was founded by Ed Keller and Brad Fay, co-authors of the 2013 winner of the American Marketing Association's Berry-AMA prize, *The Face-to-Face Book: Why Real*

Relationships Rule in a Digital Marketplace. For more information, visit the Keller Fay Group [online](#).

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