



Caracas
Abril, 2021



Perfil de personas que interactúan con la plataforma P.A.N.

**Caracas
Abril, 2021**



REFERENCE AUDIENCE

Número de personas que poseen las características socio demográficas definidas (rango de edad, sexo , país de origen)

TARGET AUDIENCE

% de personas seleccionas de la Reference audience, que hayan realizado algún tipo de interacción en la pagina FB ó cuenta IG de P.A.N. ,así como también personas seleccionas que no han interactuado con la pagina pero tienen gustos similares a lo que interactúan, en un periodo de 30 días.

AFFINITY SCORE

Nivel de afinidad que existe entre el Target audience y el Reference audience de acuerdo a la característica de la población en estudio.

LEYENDA DE RESULTADOS:



Porcentaje del Target audience que está interesada en el elemento de la característica en estudio.



Porcentaje del Reference audience que está interesada en el elemento de la característica en estudio.



Nivel de Affinity score que tiene el elemento de la característica en estudio.

Niveles de Affinity score

| | | | |
|--|--------------------|--|----------------------|
| | = between -3 and 3 | | = between -3 and -7 |
| | = between 3 and 7 | | = between -7 and -20 |
| | = between 7 and 20 | | = lower than -20 |
| | = higher than 20 | | |

Donde:

- **El color azul** significa que el % del target audience interesado es mayor que el % del Reference audience .
- **El color rojo** significa que el % del target audience interesado es menor que el % del Reference audience .



ESPAÑA

| RRSS | TAGERT AUDIENCE | REFERENCE AUDIENCE | Pagina P.A.N España |
|------------------|--|---------------------------------------|--|
| FACEBOOK | Población: 660.000 personas* | Población: 35.000.000 personas | Seguidores al cierre de Marzo: 28.898 Cuentas alcanzadas en el periodo (Marzo): 189.000 |
| | Fuente: Personas que han interactuado con la Pagina Facebook P.A.N. España en el mes de Marzo | País donde viven: España | |
| | País donde viven: España | Edad: 18 -65 años | |
| | Edad : 18 -65 años | | |
| INSTAGRAM | Población: 670.000 personas* | Población: 35.000.000 personas | Seguidores al cierre de Marzo: 83.4K Cuentas alcanzadas en el periodo (Marzo): 28.761 |
| | Fuente: Personas que han interactuado con la cuenta IG P.A.N. España en el mes de Marzo | País donde viven: España | |
| | País donde viven: España | Edad: 18 -65 años | |
| | Edad : 18 -65 años | | |

95 % de los hogares en España tienen conexión a Internet (Fuente : INE.es , 2020)

Población Target Audience: % que interactúan + % que **no** interactúan con FB ó IG P.A.N.

OVERVIEW TARGET AUDIENCE

Las personas que viven en España y que han interactuado con la plataforma P.A.N. España FB e IG se caracterizan por :

| | | FACEBOOK | INSTAGRAM |
|-------------------------------------|--|---|--|
| 1. SOCIO DEMOGRAPHICS | EDAD: | El 52% entre 35 y 54 años. | El 63% entre 25 y 44 años. |
| | SEXO: | 94 % son Mujeres. | 85 % son Mujeres. |
| | CIUDAD: | Viven principalmente en: Madrid (14,8%); Barcelona (6,7%) y Villaverde (Md) (3,3%) | Viven principalmente en: Madrid (13,3%); Barcelona (6,7%) y Valencia (4,9%) |
| 2. MEDIA | | FACEBOOK | INSTAGRAM |
| | MEDIOS DE COMUNICACIÓN Y APPS DE INTERÉS: | Time-Magazine (64,1%) Facebook (37,8%) Instagram (35,6%) | Time-Magazine (59,8%) Instagram (43,7%) Facebook (30,4%) |
| 3. LIFE STYLE & BEHAVIOR | | FACEBOOK | INSTAGRAM |
| | HOBBIES DE INTERÉS: | Ir de compras (71,1%) Compras Online (68,8%) Música (66,4%) | Ir de compras (85,6%) Música (59,8%) Compras Online (59,8%) |
| | ALIMENTOS Y BEBIDAS DE INTERÉS: | Bebidas alcohólicas(34,9%) Chocolates(31,3%) Cerveza(24,3%) | Bebidas alcohólicas(27,8%) Chocolates(27,1%) Pizza(25%) |
| | DEPORTES Y ACTIVIDADES DE BIENESTAR: | Physical Fitness (34,9%) Personal care (31,3%); Futbol (66,4%), Basketball(59,8%) | Physical Fitness (39,8%) Personal exercise (36,9%); Futbol (35,6%), Basketball(30,4%) |
| | VIAJE A (PAÍSES FAVORITOS) | Canadá (64%) Portugal (25,8%) Colombia(24,3%) | España (71,1%) Canadá (58,9%) Portugal (21,4%) |

OVERVIEW TARGET AUDIENCE

| | | FACEBOOK | INSTAGRAM |
|------------------|--|--|---|
| 4. BRANDS | MARCAS DE PRODUCTOS DE INTERÉS: | Zalando (27,8%) Nivea (25,8%) Eucerin (23,5%) | Zalando (26,5%) Zara (23,5%) Adidas (22,8%) |
| | MARCAS DE SERVICIOS DE INTERÉS: | Discover Card (61,7%) Iberia-airline (54,7%) Whatsapp (45,2%) | Discover Card (59,8%) Iberia-airline (37,9%) Whatsapp (30,4%) |
| | MARCAS DE ALIMENTOS Y BEBIDAS DE INTERÉS: | Royal Canin (19,1%) Mars incorporated (18,4%) Nestlé (17,2%) | Nestlé (11,2%) Nutella (7,1%) Oreo (5,4%) |
| | MARCAS DE RETAILS DE INTERÉS: | Amazon.com (34,1%) Carrefour (29%) Alibaba.com (26,7%) | Ikea (27,1%) Amazon.com (25,7%) Inditex (22,1%) |
| 5. PEOPLE | CHEFS: | Karlos Arguiñano (5,4%) Martin Berasategui(0,9%) Jaime Oliver (0,4%) | Karlos Arguiñano (3,7%) Jaime Oliver (1,2%) Martin Berasategui (0,8%) |
| | SOCIAL MEDIA INFLUENCERS | Rocko´s modern life (0,3%) ElrubiusOMG (0,2%) Dulceida(0,1%) | Dulceida (1,5%) Lovely Pepa (0,3%) Collage Vintage (0,2%) |



1- SOCIO DEMOGRAPHICS CHARACTERISTICS

AGE BREAKDOWN

FACEBOOK

| Name | | | |
|-------|--------|--------|-------|
| 18-24 | 4.9 % | 17.2 % | ● ● ● |
| 25-34 | 16.3 % | 25.5 % | ● ● ● |
| 35-44 | 22.2 % | 22.1 % | ● ● ● |
| 45-54 | 29.6 % | 18.1 % | ● ● ● |
| 55-64 | 19.3 % | 10.6 % | ● ● ● |
| 65+ | 7.7 % | 6.6 % | ● ● ● |

INSTAGRAM

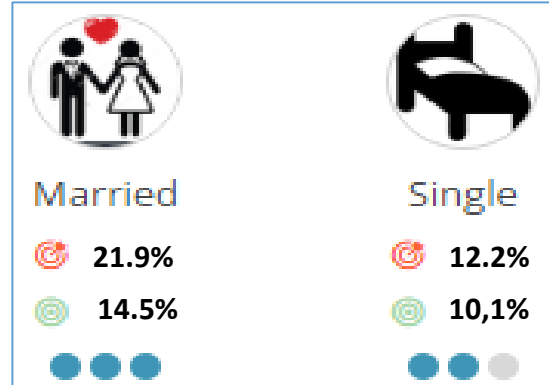
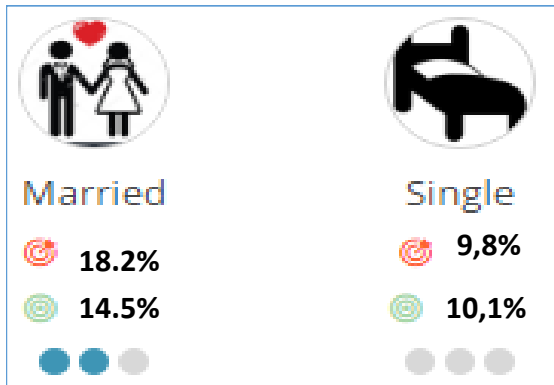
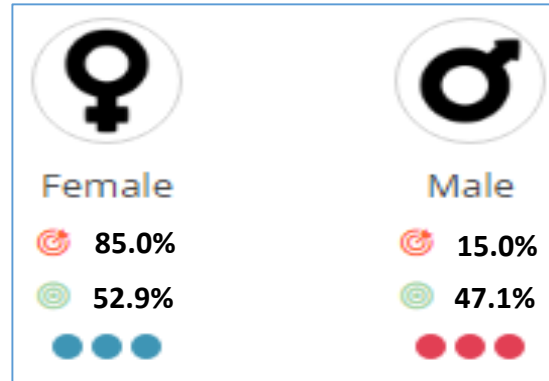
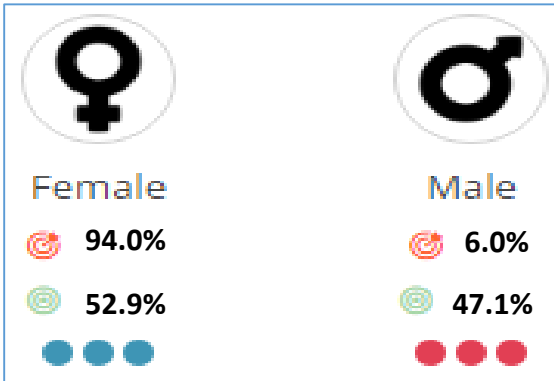
| Name | | | |
|-------|--------|--------|-------|
| 18-24 | 4.0 % | 17.2 % | ● ● ● |
| 25-34 | 27.5 % | 25.5 % | ● ● ● |
| 35-44 | 35.2 % | 22.1 % | ● ● ● |
| 45-54 | 21.4 % | 18.1 % | ● ● ● |
| 55-64 | 9.3 % | 10.6 % | ● ● ● |
| 65+ | 2.6 % | 6.6 % | ● ● ● |

- La audiencia target que interactuar con la plataforma P.A.N. España FB tiende a estar en rango de edad mayor (35 a 54 años; 52 %) que la que lo hace en IG (25 a 44 años; 63%). Lo que evidencia también, que la mayoría del target audience de IG sean Alumnos.

FACEBOOK

INSTAGRAM

GENDER BREAKDOWN



RELATIONSHIP STATUS

- Las principales personas que muestran interés por interactuar con la pagina P.A.N España en ambas plataformas son mujeres; lo que se corrobora con las estadísticas de las paginas durante este periodo donde mas del 70 % de quienes interactúan con la paginas P.A.N. España son mujeres.



1- SOCIO DEMOGRAPHICS CHARACTERISTICS

EDUCATION STATUS

FACEBOOK

| Name | | | |
|------------------|--------|--------|--|
| Unspecified | 54.4 % | 47.5 % | |
| Alum | 22.7 % | 28.5 % | |
| High school grad | 15.1 % | 14.7 % | |
| Some high school | 3.2 % | 2.7 % | |
| Some college | 2.3 % | 2.9 % | |

INSTAGRAM

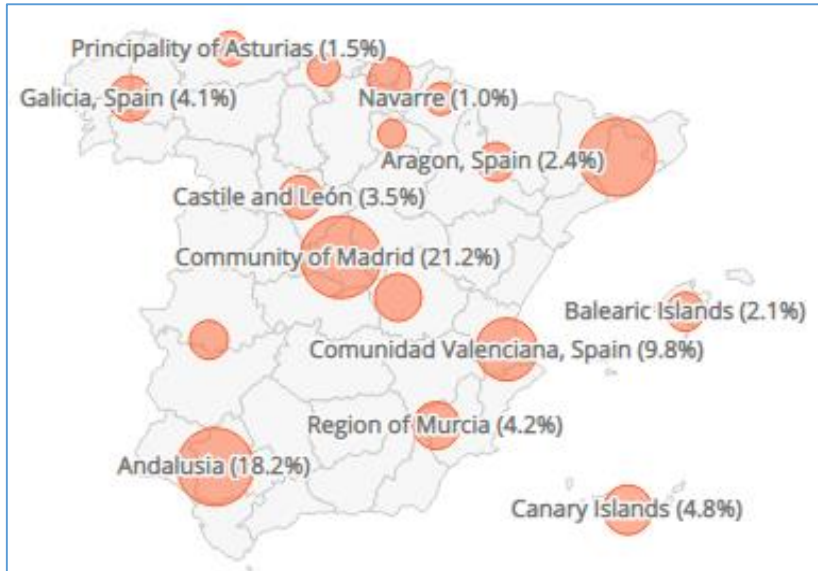
| Name | | | |
|------------------|--------|--------|--|
| Alum | 42.3 % | 28.5 % | |
| Unspecified | 29.8 % | 47.5 % | |
| High school grad | 14.6 % | 14.7 % | |
| Some college | 4.4 % | 2.9 % | |
| Undergrad | 2.7 % | 1.8 % | |



1- SOCIO DEMOGRAPHICS CHARACTERISTICS

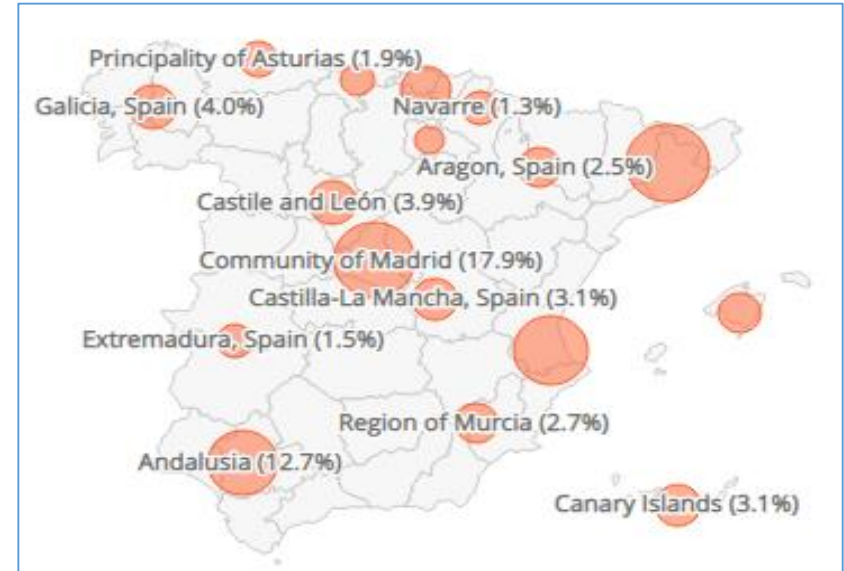
REGIONS IN WHICH YOUR AUDIENCE LIVE

FACEBOOK



| Name | | | |
|-----------------------------|--------|--------|--|
| Community of Madrid | 21.2 % | 15.4 % | |
| Andalusia | 18.2 % | 18.9 % | |
| Catalonia, Spain | 18.2 % | 17.7 % | |
| Comunidad Valenciana, Spain | 9.8 % | 10.9 % | |
| Canary Islands | 4.8 % | 4.6 % | |

INSTAGRAM



| Name | | | |
|-----------------------------|--------|--------|--|
| Catalonia, Spain | 19.4 % | 17.7 % | |
| Community of Madrid | 17.9 % | 15.4 % | |
| Comunidad Valenciana, Spain | 14.9 % | 10.9 % | |
| Andalusia | 12.7 % | 18.9 % | |
| Basque Autonomous Country | 4.5 % | 3.7 % | |



1- SOCIO DEMOGRAPHICS CHARACTERISTICS

TOP CITIES WHERE YOUR TARGET AUDIENCE LIVE

FACEBOOK

| Name | | | |
|---------------------------|--------|--------|--|
| Madrid, Spain | 14.8 % | 11.1 % | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> |
| Barcelona, Spain | 6.7 % | 6.6 % | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Villaverde, Madrid, Spain | 3.3 % | 2.7 % | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Valencia | 2.4 % | 2.8 % | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Tenerife | 2.1 % | 2.0 % | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |

INSTAGRAM

| Name | | | |
|---------------------------|--------|--------|--|
| Madrid, Spain | 13.3 % | 11.1 % | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Barcelona, Spain | 6.7 % | 6.6 % | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Valencia | 4.9 % | 2.8 % | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> |
| Villaverde, Madrid, Spain | 2.4 % | 2.7 % | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Seville, Spain | 1.9 % | 2.2 % | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |

- **Madrid, Barcelona y Valencia** son las ciudades principales donde viven las personas que presentan algún tipo de interés en las páginas de P.A.N. España FB e IG.

TOP MEDIA BY REACH

FACEBOOK














| Name | | | |
|---------------------------|--------|--------|--|
| Time (magazine) | 64.1 % | 51.4 % | |
| Facebook | 37.8 % | 37.1 % | |
| Instagram | 35.6 % | 42.9 % | |
| Telecinco | 25.1 % | 21.4 % | |
| La Vanguardia | 24.3 % | 23.4 % | |
| El Mundo (Spain) | 23.5 % | 23.1 % | |
| YouTube | 21.2 % | 25.4 % | |
| Antena 3 (Spain) | 18.4 % | 17.7 % | |
| Sport (Spanish newspaper) | 18.4 % | 17.7 % | |
| El País | 17.2 % | 18.0 % | |

INSTAGRAM














| Name | | | |
|---------------------------|--------|--------|--|
| Time (magazine) | 59.8 % | 51.4 % | |
| Instagram | 43.7 % | 42.9 % | |
| Facebook | 30.4 % | 37.1 % | |
| Vogue (magazine) | 23.5 % | 18.0 % | |
| El Mundo (Spain) | 22.1 % | 23.1 % | |
| La Vanguardia | 19.1 % | 23.4 % | |
| Sport (Spanish newspaper) | 17.6 % | 17.7 % | |
| Telecinco | 16.8 % | 21.4 % | |
| El País | 16.8 % | 18.0 % | |
| YouTube | 16.0 % | 25.4 % | |

TOP MAGAZINES BY REACH

FACEBOOK

| Name |  |  |  |
|---|---|---|---|
|  Time (magazine) | 64.1 % | 51.4 % |  |
|  Sport (Spanish newspaper) | 18.4 % | 17.7 % |  |
|  Vogue (magazine) | 14.7 % | 18.0 % |  |
|  ¡Holal | 14.0 % | 9.4 % |  |
|  Revista HOLA | 13.4 % | 9.1 % |  |














INSTAGRAM

| Name |  |  |  |
|---|---|---|---|
|  Time (magazine) | 59.8 % | 51.4 % |  |
|  Vogue (magazine) | 23.5 % | 18.0 % |  |
|  Sport (Spanish newspaper) | 17.6 % | 17.7 % |  |
|  ¡Holal | 11.8 % | 9.4 % |  |
|  Vogue España | 11.2 % | 6.3 % |  |














- **Facebook (FB) e Instagram (IG)** son las principales RRSS en las que interactúan el target audience interesado en P.A.N España . Sin embargo, para mas del 60%, el medio impreso sigue siendo importante como por ejemplo **Time –(Magazine)**.

TOP NEWSPAPERS BY REACH

FACEBOOK
























| Name |  |  |  |
|---|---|---|---|
|  La Vanguardia | 24.3 % | 23.4 % |  |
|  El Mundo (Spain) | 23.5 % | 23.1 % |  |
|  Sport (Spanish newspaper) | 18.4 % | 17.7 % |  |
|  El País | 17.2 % | 18.0 % |  |
|  El Confidencial | 15.3 % | 16.3 % |  |

INSTAGRAM























| Name |  |  |  |
|---|---|---|---|
|  El Mundo (Spain) | 22.1 % | 23.1 % |  |
|  La Vanguardia | 19.1 % | 23.4 % |  |
|  Sport (Spanish newspaper) | 17.6 % | 17.7 % |  |
|  El País | 16.8 % | 18.0 % |  |
|  El Confidencial | 12.4 % | 16.3 % |  |

TOP RADIO CHANNELS BY REACH

FACEBOOK

| Name |  |  |  |
|--|---|---|--|
|  Cadena SER | 15.3 % | 17.1 % |    |
|  Cadena COPE | 13.4 % | 12.9 % |    |
|  Cadena Dial | 2.2 % | 1.4 % |    |
|  Los 40 Principales | 2.0 % | 1.5 % |    |
|  Onda Cero | 1.6 % | 1.9 % |    |

INSTAGRAM

| Name |  |  |  |
|---|---|---|---|
|  Cadena SER | 13.7 % | 17.1 % |    |
|  Cadena COPE | 10.0 % | 12.9 % |    |
|  El Món a RAC1 | 3.3 % | 2.3 % |    |
|  RAC 1 | 1.9 % | 1.2 % |    |
|  Onda Cero | 1.5 % | 1.9 % |    |

TOP TV CHANNELS BY REACH

FACEBOOK














| Name | | | |
|---------------------|--------|--------|--|
| Telecinco | 25.1 % | 21.4 % | |
| Antena 3 (Spain) | 18.4 % | 17.7 % | |
| LaSexta | 12.3 % | 12.9 % | |
| Cuatro (TV channel) | 11.2 % | 9.7 % | |
| Arte | 11.2 % | 8.3 % | |

INSTAGRAM














| Name | | | |
|---------------------|--------|--------|--|
| Telecinco | 16.8 % | 21.4 % | |
| Antena 3 (Spain) | 13.7 % | 17.7 % | |
| LaSexta | 10.0 % | 12.9 % | |
| Arte | 9.4 % | 8.3 % | |
| Cuatro (TV channel) | 7.1 % | 9.4 % | |

TOP SOCIAL NETWORKS BY REACH

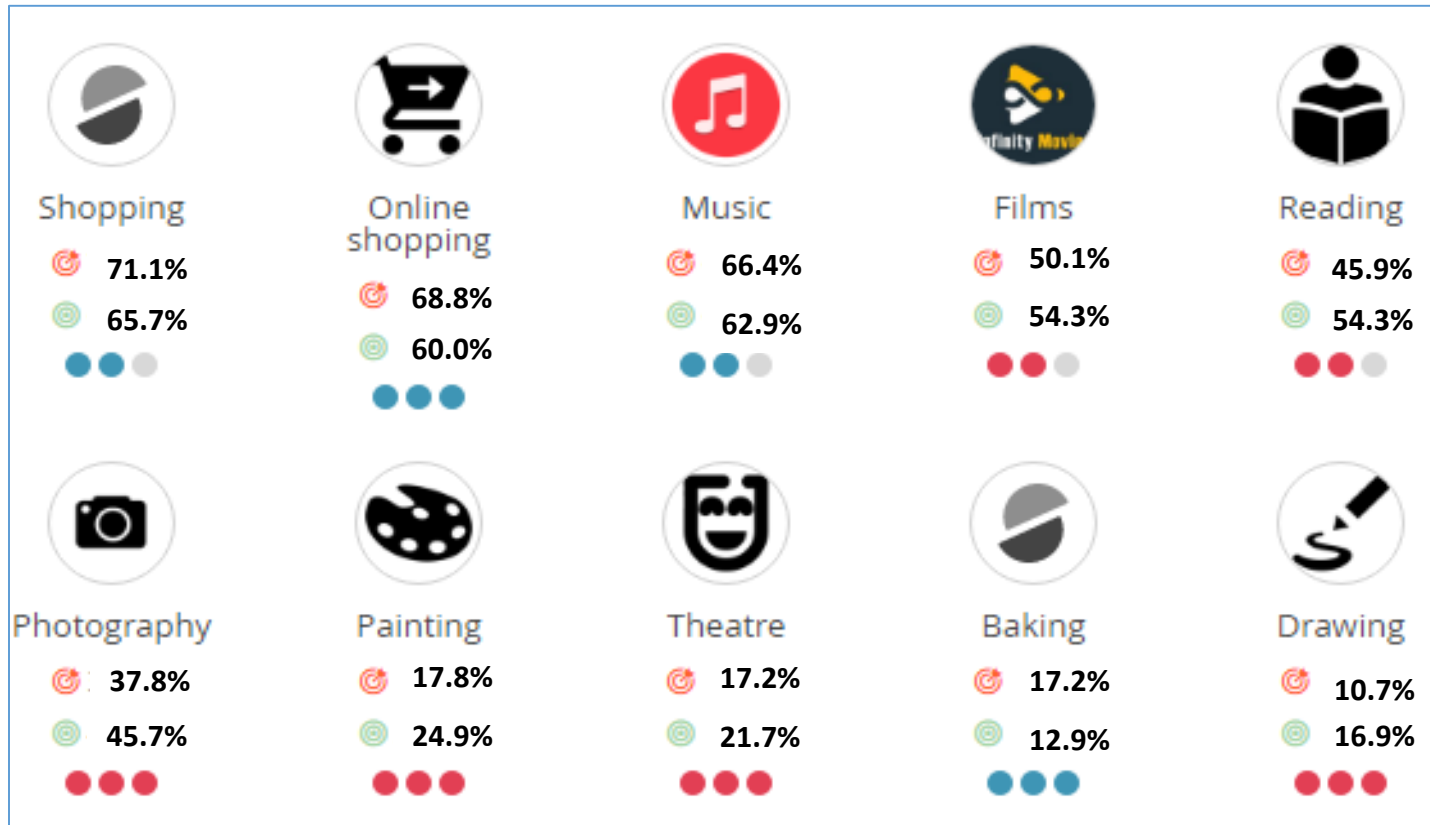
FACEBOOK

| Name |  |  |  |
|---|---|---|---|
|  Facebook | 37.8 % | 37.1 % |  |
|  Instagram | 35.6 % | 42.9 % |  |
|  YouTube | 21.2 % | 25.4 % |  |
|  Tik Tok | 14.0 % | 12.6 % |  |
|  Twitter | 12.3 % | 9.4 % |  |

INSTAGRAM

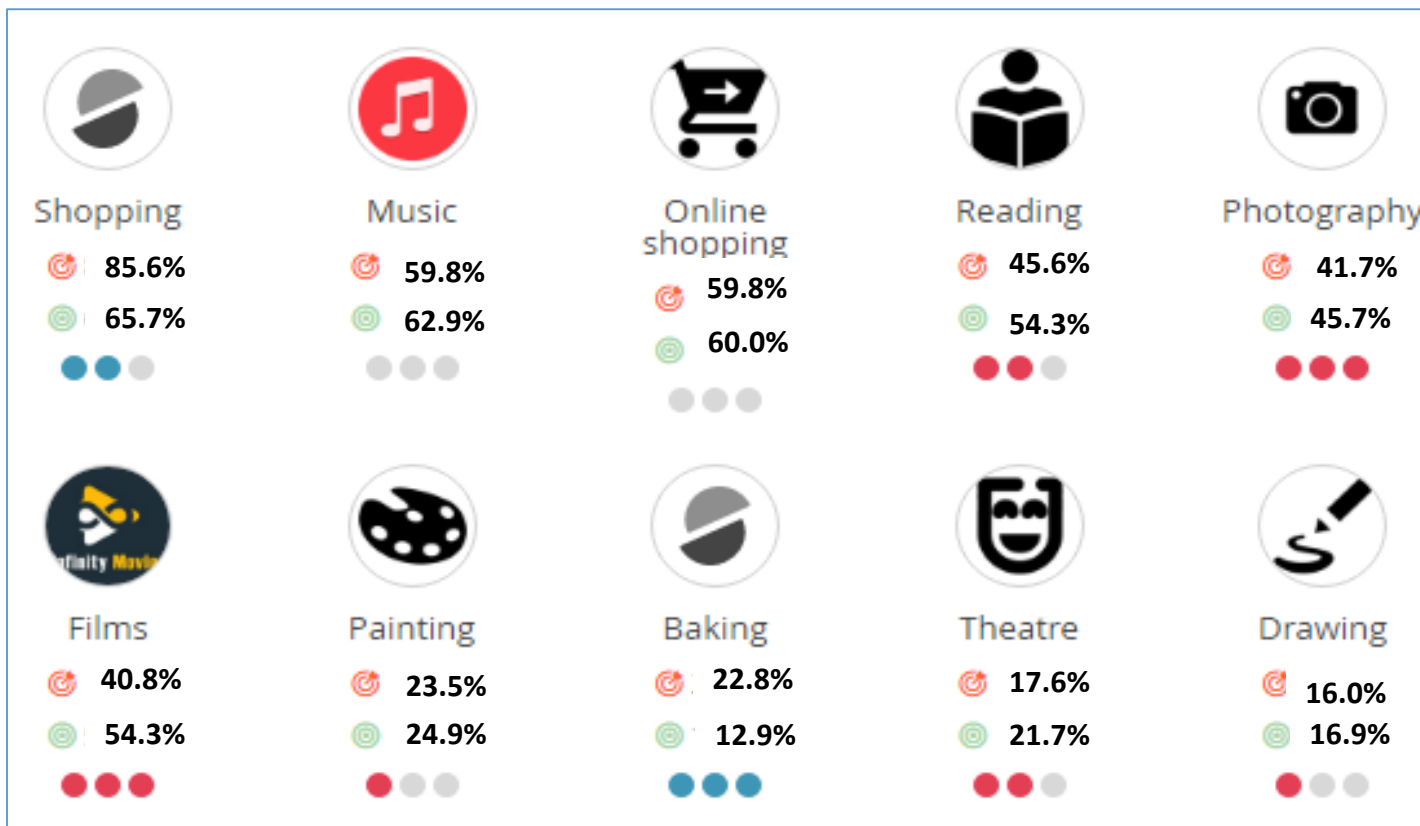
| Name |  |  |  |
|---|---|---|---|
|  Instagram | 43.7 % | 42.9 % |  |
|  Facebook | 30.4 % | 37.1 % |  |
|  YouTube | 16.0 % | 25.4 % |  |
|  Tik Tok | 10.6 % | 12.6 % |  |
|  Pinterest | 7.1 % | 6.9 % |  |

FACEBOOK



- **La compra tanto en línea como presencial** es la actividad que mas predomina en el target audience interesado en P.A.N España. En el 2020 , según el INE.es , 53 % de los hogares en España ha realizado compras en línea o por internet.

INSTAGRAM





3. LIFESTYLE & BEHAVIOR(HOBBIES & ACTIVITIES)

FOOD & DRINKS

FACEBOOK














| Name | | | |
|-----------------|--------|--------|--|
| Alcoholic drink | 34.9 % | 28.0 % | |
| Chocolate | 31.3 % | 22.3 % | |
| Beer | 24.3 % | 18.0 % | |
| Pizza | 22.7 % | 20.6 % | |
| Coffee | 21.2 % | 18.6 % | |
| Water | 19.7 % | 19.4 % | |
| Wine | 17.2 % | 15.4 % | |
| Pastry | 15.9 % | 11.1 % | |
| Pale lager | 15.3 % | 4.9 % | |
| Bread | 14.7 % | 9.1 % | |

INSTAGRAM












| Name | | | |
|-----------------|--------|--------|--|
| Alcoholic drink | 27.8 % | 28.0 % | |
| Chocolate | 27.1 % | 22.3 % | |
| Pizza | 25.0 % | 20.6 % | |
| Water | 24.3 % | 19.4 % | |
| Coffee | 21.4 % | 18.6 % | |
| Wine | 20.6 % | 15.4 % | |
| Pastry | 17.6 % | 11.1 % | |
| Beer | 16.8 % | 18.0 % | |
| Milk | 15.3 % | 10.9 % | |
| Bread | 15.3 % | 9.1 % | |

- El target audience de la plataforma P.A.N. España está interesada en **bebidas alcohólicas** , **chocolates y Pizza**

FACEBOOK

| Name |  |  |  |
|---|---|---|---|
|  Thriller films | 17.8 % | 18.3 % |  |
|  Documentary films | 17.8 % | 16.0 % |  |
|  Drama films | 15.9 % | 14.0 % |  |
|  Horror films | 14.7 % | 10.3 % |  |
|  Romance film | 14.0 % | 7.1 % |  |

INSTAGRAM

| Name |  |  |  |
|---|---|---|---|
|  Documentary films | 13.0 % | 16.0 % |  |
|  Thriller films | 11.2 % | 18.3 % |  |
|  Animated films | 10.0 % | 14.6 % |  |
|  Fantasy films | 10.0 % | 10.9 % |  |
|  Science fiction films | 9.4 % | 12.9 % |  |



3. LIFESTYLE & BEHAVIOR(HOBBIES & ACTIVITIES)

MOVIES














FACEBOOK

| Name | | | |
|-----------------------|-------|-------|--|
| Frozen (2013 film) | 4.2 % | 2.7 % | |
| Aliens (film) | 3.0 % | 1.1 % | |
| Star Wars | 2.9 % | 6.3 % | |
| The Beach (film) | 2.4 % | 1.8 % | |
| Halloween (2007 film) | 2.1 % | 1.7 % | |














INSTAGRAM

| Name | | | |
|-----------------------|-------|-------|--|
| Star Wars | 4.3 % | 6.3 % | |
| Avengers (comics) | 2.3 % | 3.7 % | |
| Frozen (2013 film) | 2.3 % | 2.7 % | |
| Halloween (2007 film) | 2.2 % | 1.7 % | |
| The Beach (film) | 2.0 % | 1.8 % | |














FACEBOOK

| Name |  |  |  |
|---|---|---|---|
|  Friends | 35.6 % | 31.4 % |  |
|  Touch | 25.8 % | 22.3 % |  |
|  Lost (série TV) | 20.4 % | 15.7 % |  |
|  Girls (TV series) | 20.4 % | 12.6 % |  |
|  Suits (TV series) | 15.3 % | 10.9 % |  |














INSTAGRAM

| Name |  |  |  |
|---|---|---|---|
|  Friends | 37.9 % | 31.4 % |  |
|  Touch | 25.7 % | 22.3 % |  |
|  Lost (série TV) | 17.6 % | 15.7 % |  |
|  Girls (TV series) | 16.0 % | 12.6 % |  |
|  Suits (TV series) | 13.7 % | 11.1 % |  |

FACEBOOK

| Name |  |  |  |
|---|---|---|---|
|  Romance novels | 8.3 % | 6.9 % |  |
|  Tragedy | 6.5 % | 1.9 % |  |
|  Mystery fiction | 6.2 % | 6.0 % |  |
|  Manga | 6.0 % | 9.7 % |  |
|  Narrative | 3.3 % | 5.4 % |  |

INSTAGRAM

| Name |  |  |  |
|---|---|---|---|
|  Romance novels | 8.9 % | 6.9 % |  |
|  Manga | 7.1 % | 9.7 % |  |
|  Mystery fiction | 6.1 % | 6.0 % |  |
|  Narrative | 5.3 % | 5.4 % |  |
|  Detective fiction | 4.0 % | 3.7 % |  |



3. LIFESTYLE & BEHAVIOR(HOBBIES & ACTIVITIES)

MUSIC GENRES THAT YOUR AUDIENCE LIKES

FACEBOOK

| Name | | | |
|------------------------|--------|--------|--|
| Electronic music | 31.3 % | 34.3 % | |
| Rhythm and blues music | 27.8 % | 28.6 % | |
| House music | 25.1 % | 23.7 % | |
| Heavy metal music | 24.3 % | 28.6 % | |
| Blues music | 21.2 % | 24.6 % | |














INSTAGRAM

| Name | | | |
|------------------------|--------|--------|--|
| Electronic music | 27.1 % | 34.3 % | |
| Heavy metal music | 24.3 % | 28.6 % | |
| Rhythm and blues music | 24.3 % | 28.6 % | |
| House music | 23.5 % | 23.7 % | |
| Blues music | 20.6 % | 24.6 % | |














3. LIFESTYLE & BEHAVIOR(HOBBIES & ACTIVITIES)

POLITICAL & SOCIAL ISSUES

FACEBOOK

| Name |  |  |  |
|---|---|---|--|
|  Culture | 37.8 % | 40.0 % |  |
|  Religion | 25.8 % | 19.1 % |  |
|  World Health Organization | 19.1 % | 10.9 % |  |
|  Law | 15.9 % | 16.9 % |  |
|  Sustainability | 14.7 % | 16.3 % |  |

INSTAGRAM

| Name |  |  |  |
|---|---|---|---|
|  Culture | 36.9 % | 40.0 % |  |
|  Sustainability | 24.3 % | 16.3 % |  |
|  Natural environment | 20.6 % | 14.9 % |  |
|  Ecology | 19.9 % | 12.9 % |  |
|  Religion | 19.1 % | 19.1 % |  |

3. LIFESTYLE & BEHAVIOR(HOBBIES & ACTIVITIES)

HOME & GARDEN

FACEBOOK

| Name | | | |
|----------------------|--------|--------|--|
| Furniture | 27.8 % | 26.0 % | |
| Interior design | 24.3 % | 28.6 % | |
| Home appliances | 22.0 % | 14.9 % | |
| Do it yourself (DIY) | 19.1 % | 21.4 % | |
| Gardening | 17.8 % | 18.0 % | |














INSTAGRAM

| Name | | | |
|----------------------|--------|--------|--|
| Interior design | 35.0 % | 28.6 % | |
| Furniture | 32.4 % | 26.0 % | |
| DIY | 28.4 % | 19.1 % | |
| Gardening | 25.7 % | 18.0 % | |
| Do it yourself (DIY) | 25.0 % | 21.4 % | |














3. LIFESTYLE & BEHAVIOR(HOBBIES & ACTIVITIES)

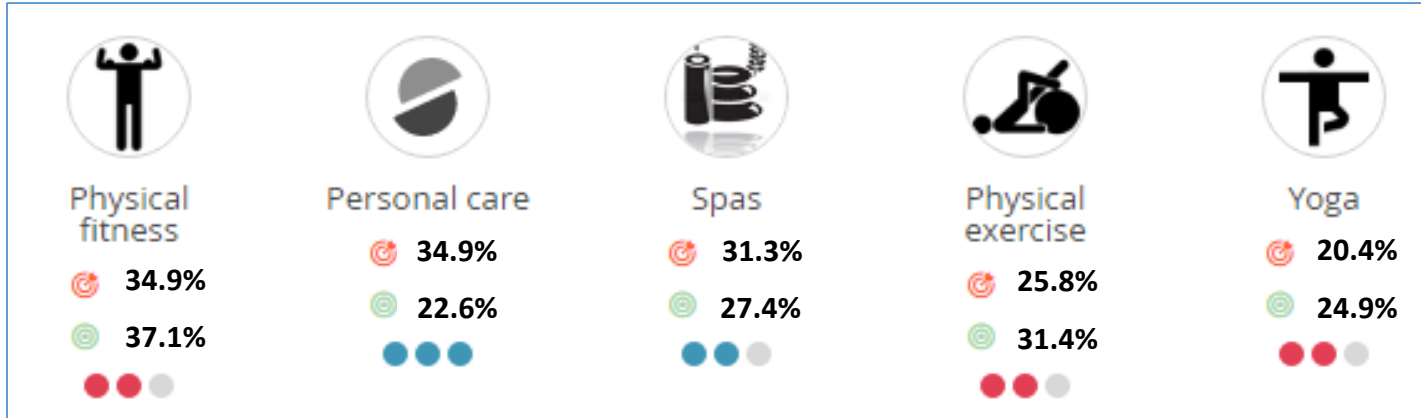
PETS

FACEBOOK

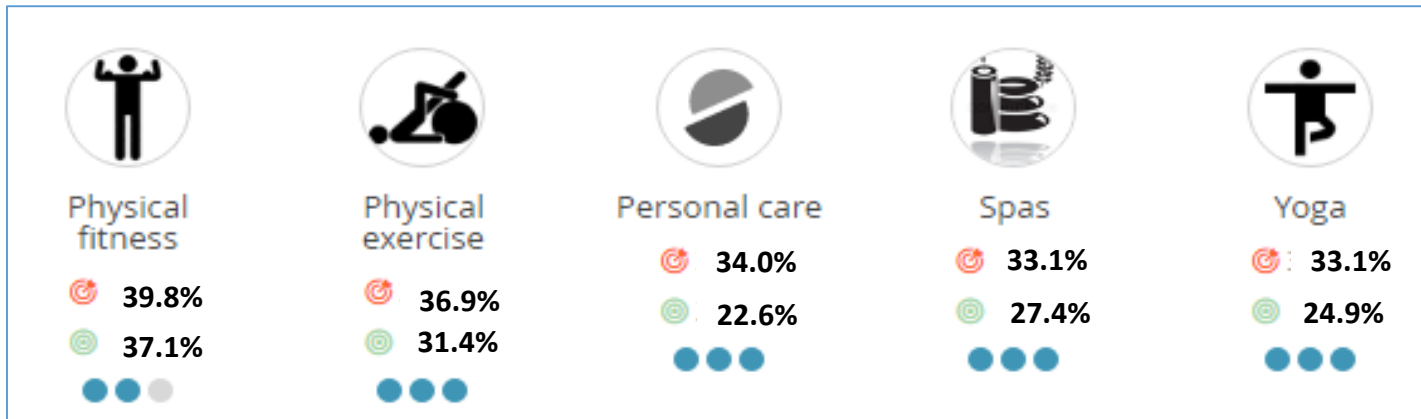
| Name |  |  |  |
|---|---|---|---|
|  Dogs | 33.4 % | 28.0 % |  |
|  Cats | 24.3 % | 22.3 % |  |
|  Birds | 16.6 % | 11.4 % |  |
|  Horses | 13.4 % | 8.3 % |  |
|  Rabbits | 3.9 % | 2.7 % |  |

INSTAGRAM

| Name |  |  |  |
|--|---|---|---|
|  Dogs | 27.1 % | 28.0 % |  |
|  Cats | 21.4 % | 22.3 % |  |
|  Birds | 9.4 % | 11.4 % |  |
|  Horses | 7.1 % | 8.3 % |  |
|  Puppy | 5.6 % | 5.1 % |  |



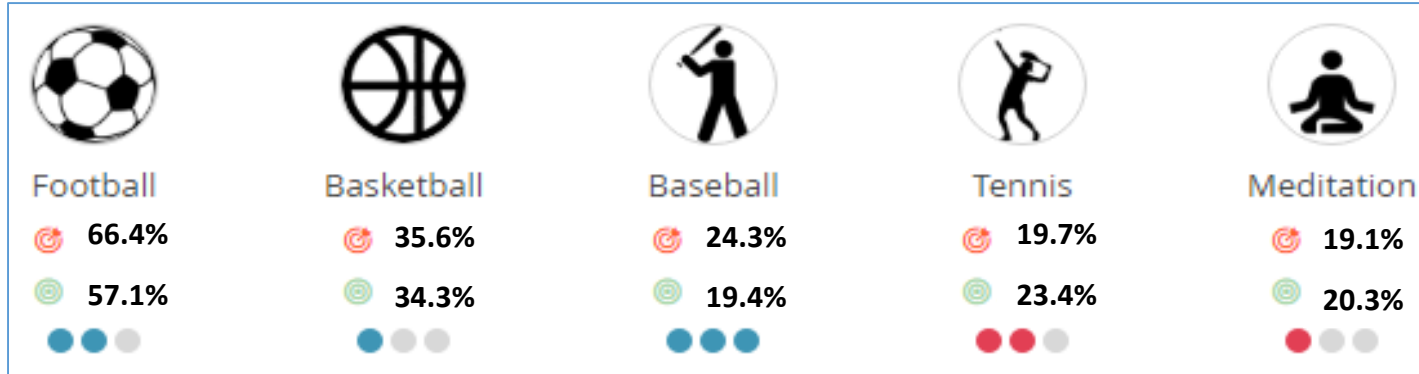
FACEBOOK



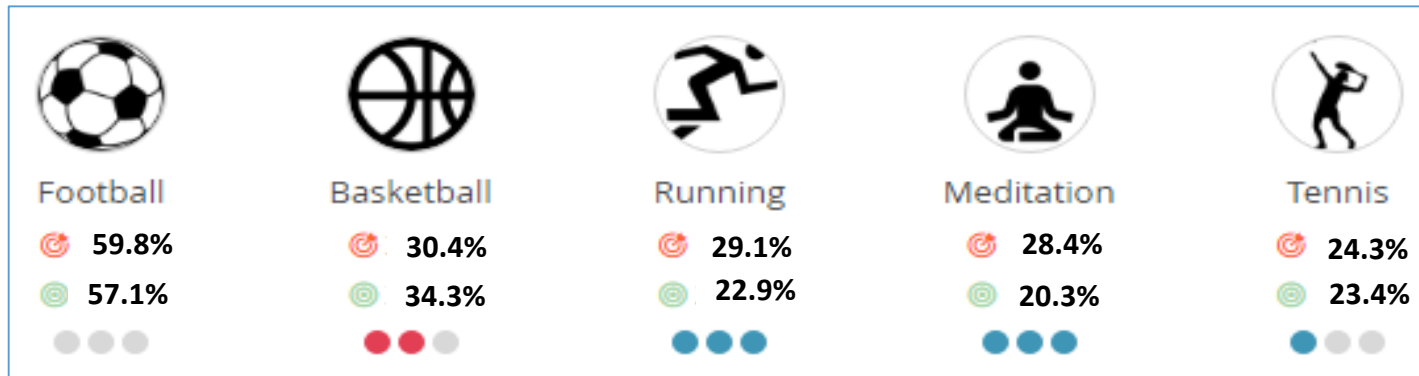
INSTAGRAM

- **Actividades de Cuidado personal , Ejercicios físicos y Fitness** son la categorías de bienestar en las cuales se interesa las personas que interactúan con la plataforma P.A.N. España en FB e IG.

SPORT THAT YOUR AUDIENCE IS INTERESTED IN



FACEBOOK



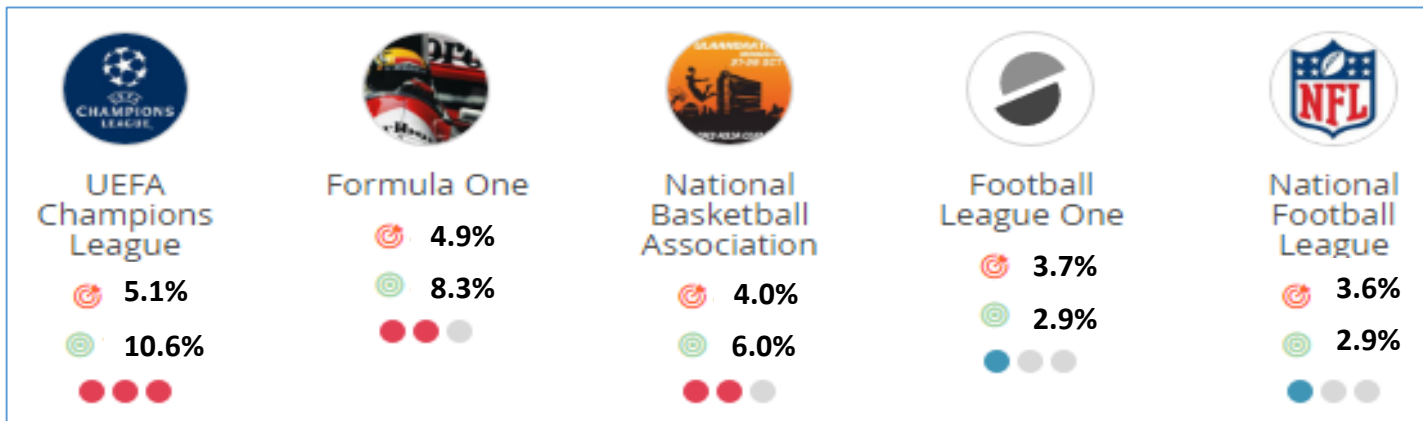
INSTAGRAM

- **EL Football y el Basketball** son los deportes por cuales se interesa las personas que interactúan con la plataforma P.A.N. España en FB e IG. Siendo la **UEFA Champions League** el principal evento en el que se muestran interesados , seguido de la Formula 1 y la Liga nacional de Basketball .

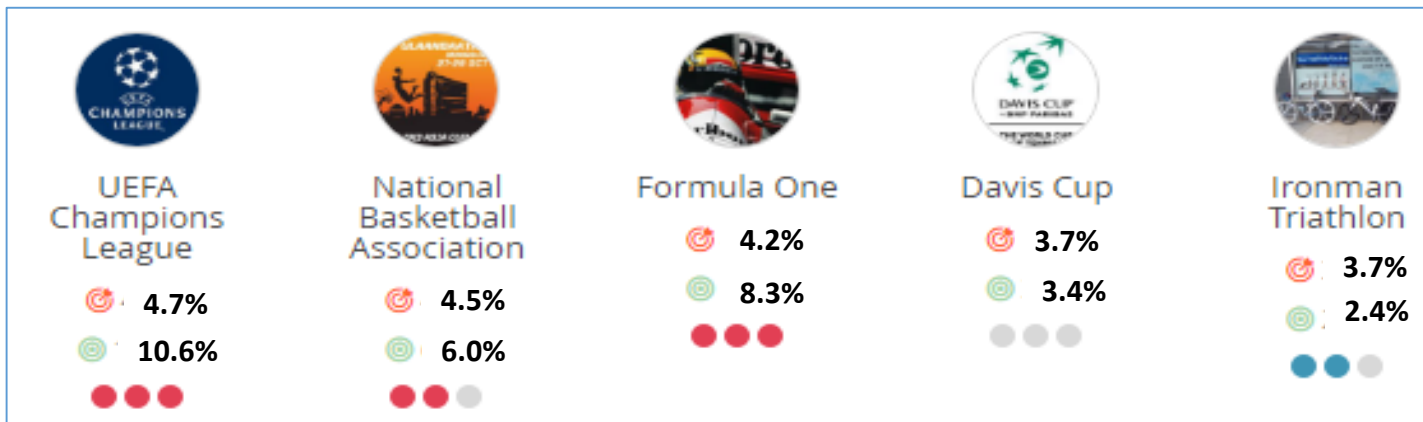
3. LIFESTYLE & BEHAVIOR (SPORT)

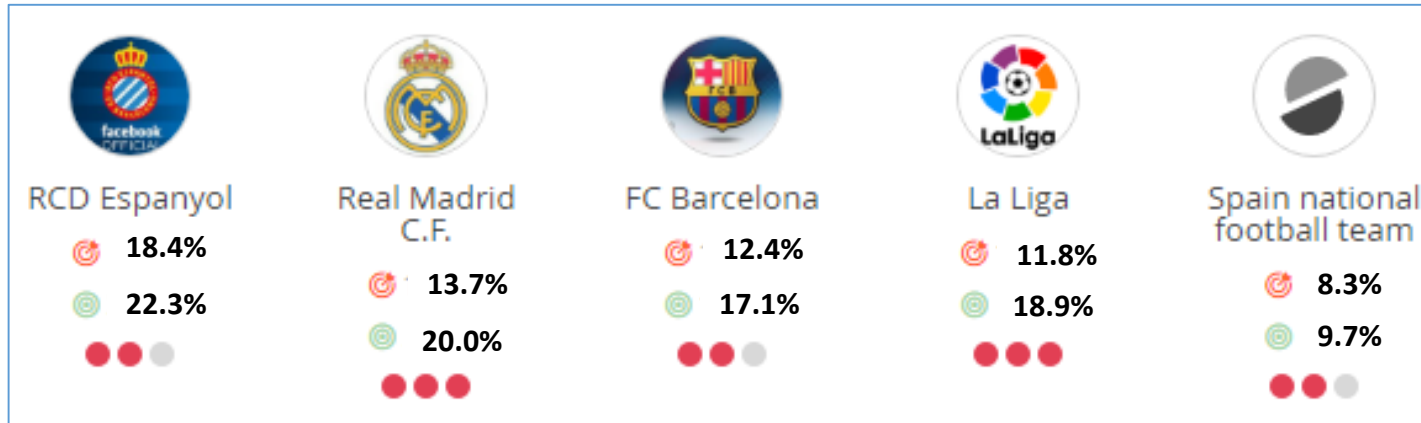
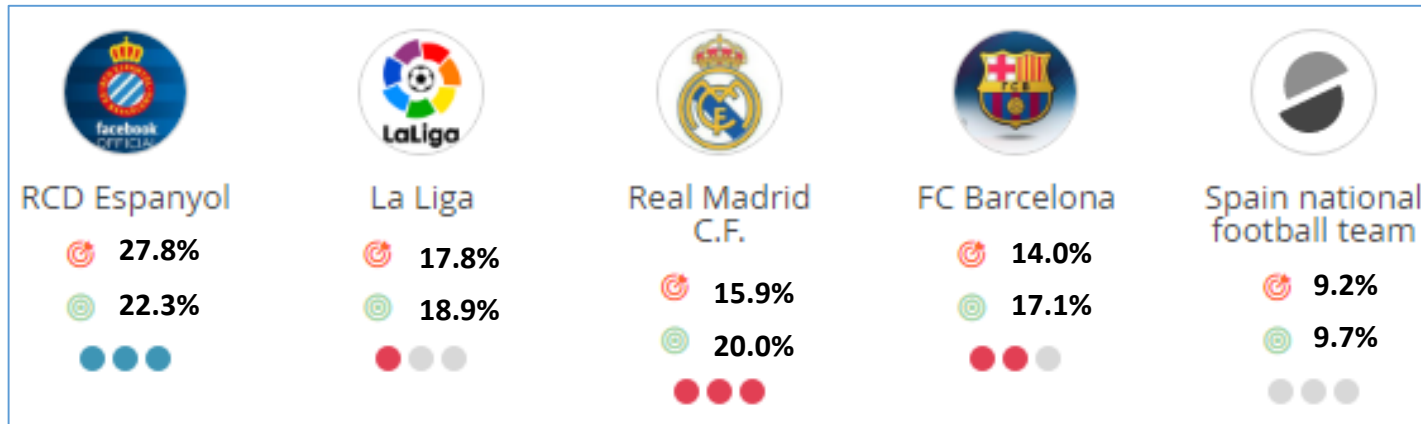
DOES YOUR AUDIENCE HAVE FAVORITE SPORT EVENTS?

FACEBOOK

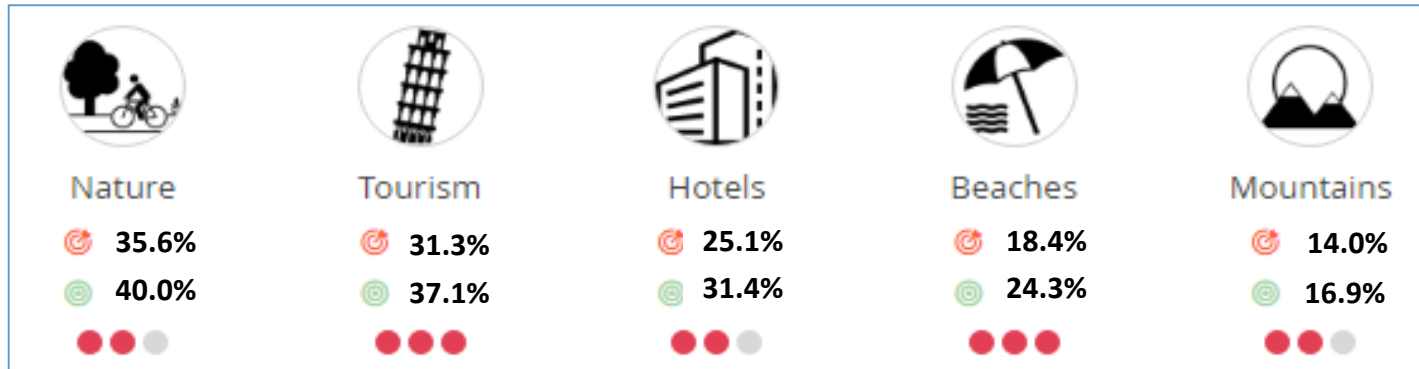


INSTAGRAM

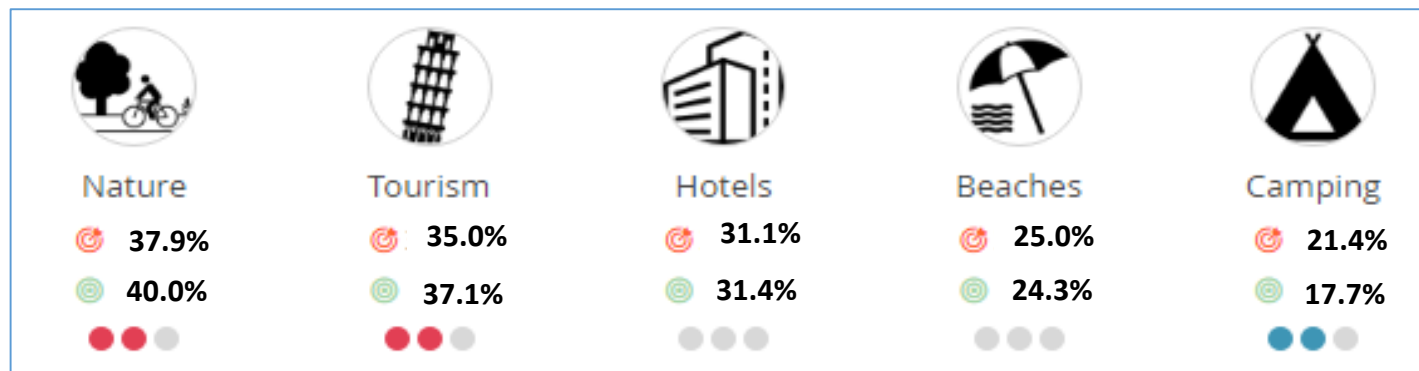




- **EL RCD Espanyol , Real Madrid** son los equipos de football por cuales se interesa las personas que interactúan con la plataforma P.A.N. España en FB e IG



FACEBOOK

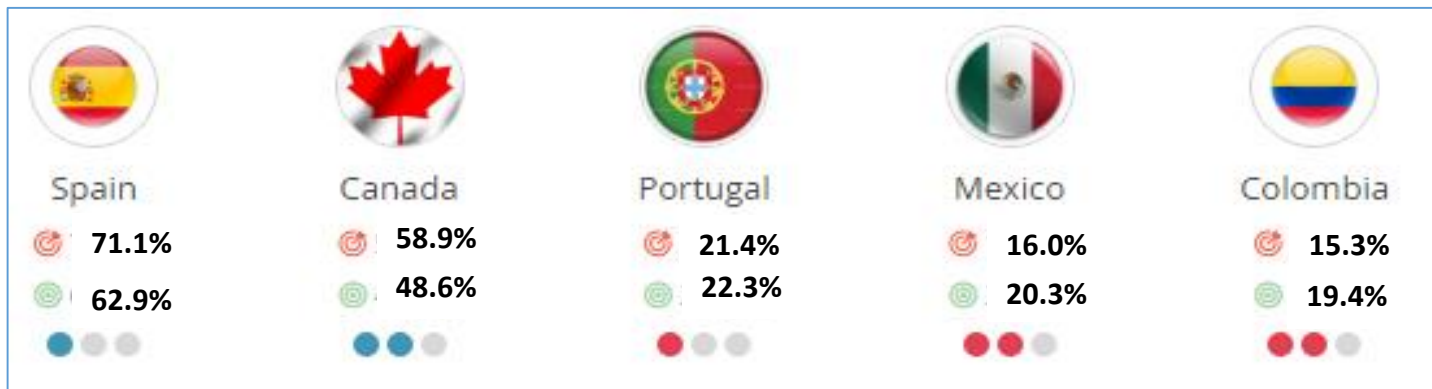


INSTAGRAM

FAVORITE COUNTRIES


























FACEBOOK


























INSTAGRAM

- **Canadá, Portugal y Colombia** son los principales países a los que les interesa viajar a las personas que interactúan con la plataforma P.A.N. España FB.
- Mientras que **España, Canadá y Portugal** son países favoritos para viajar de las personas que interactúan con la plataforma P.A.N. España IG.

FACEBOOK

| Name |  |  |  |
|---|---|---|--|
|  Madrid | 34.1 % | 37.1 % |    |
|  Barcelona | 33.4 % | 34.3 % |    |
|  Berlin | 22.7 % | 20.0 % |    |
|  Valencia | 22.0 % | 18.0 % |    |
|  Seville | 16.6 % | 14.6 % |    |














INSTAGRAM

| Name |  |  |  |
|---|---|---|---|
|  Madrid | 31.1 % | 37.1 % |    |
|  Barcelona | 31.1 % | 34.3 % |    |
|  Berlin | 18.4 % | 20.0 % |    |
|  Valencia | 18.4 % | 18.0 % |    |
|  Seville | 11.8 % | 14.6 % |    |






- **Madrid, Barcelona y Berlín** son los principales ciudades favoritas de las personas que interactúan con la plataforma P.A.N. España FB e IG

MOST INTERESTING PRODUCT BRANDS BY REACH

FACEBOOK

| Name |  |  |  |
|--------------------------------|---|---|---|
| Zalando | 27.8 % | 25.1 % |  |
| Nivea | 25.8 % | 5.7 % |  |
| Eucerin | 23.5 % | 4.0 % |  |
| Renault | 21.2 % | 16.0 % |  |
| Samsung | 19.7 % | 16.3 % |  |
| Nissan | 19.7 % | 15.7 % |  |
| Royal Canin | 19.1 % | 4.3 % |  |
| Mars, Incorporated | 18.4 % | 4.9 % |  |
| L'Oréal | 17.8 % | 10.3 % |  |
| Specialized Bicycle Components | 17.2 % | 13.7 % |  |














INSTAGRAM

| Name |  |  |  |
|---------------------|---|---|---|
| Zalando | 26.5 % | 25.1 % |  |
| Zara (retailer) | 23.5 % | 16.9 % |  |
| Adidas | 22.8 % | 22.0 % |  |
| H&M | 22.8 % | 17.7 % |  |
| Inditex | 22.1 % | 15.1 % |  |
| Gucci | 18.4 % | 15.4 % |  |
| Creative Technology | 16.8 % | 12.0 % |  |
| Nike, Inc. | 16.0 % | 14.0 % |  |
| Chanel | 16.0 % | 11.7 % |  |
| ASICS | 15.3 % | 11.1 % |  |














- Las personas que interactúan con la plataforma P.A.N. FB se inclina a interesarse por compañías de Fashion & lifestyle (**Zalando**) y cuidado personal como **Nivea** y **Eucerin**.

MOST INTERESTING SERVICE BRANDS BY REACH

FACEBOOK

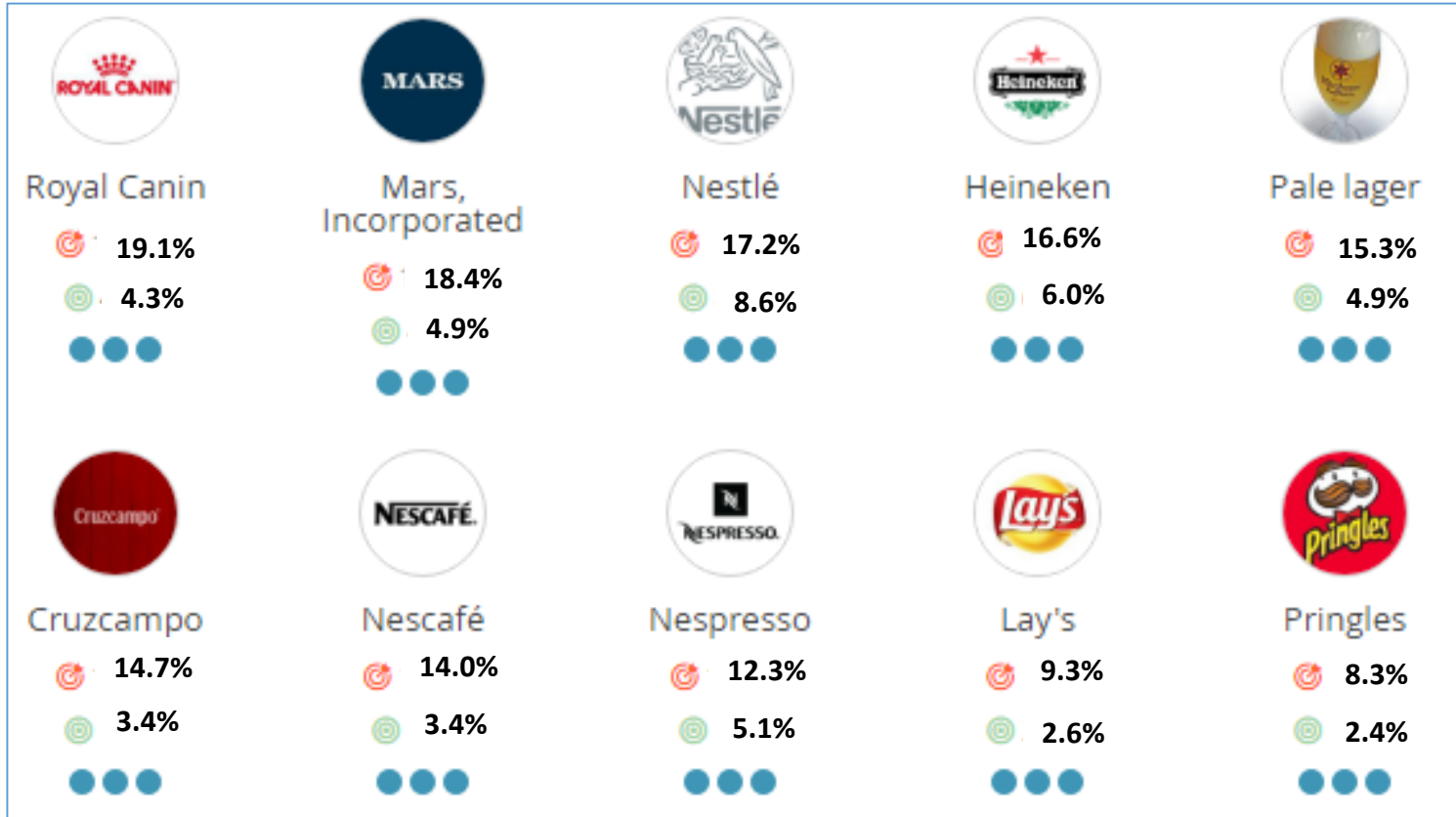
| Name |  |  |  |
|--------------------|---|---|---|
| Discover Card | 61.7 % | 48.6 % |  |
| Iberia (airline) | 54.7 % | 42.9 % |  |
| WhatsApp | 45.2 % | 34.3 % |  |
| Amazon.com | 34.1 % | 27.1 % |  |
| Carrefour | 29.0 % | 17.1 % |  |
| Alibaba.com | 26.7 % | 26.3 % |  |
| Lidl | 25.8 % | 19.1 % |  |
| Netflix | 20.4 % | 27.7 % |  |
| Facebook Messenger | 20.4 % | 17.1 % |  |
| IKEA | 19.1 % | 16.6 % |  |

INSTAGRAM

| Name |  |  |  |
|------------------|---|---|---|
| Discover Card | 59.8 % | 48.6 % |  |
| Iberia (airline) | 37.9 % | 42.9 % |  |
| WhatsApp | 30.4 % | 34.3 % |  |
| IKEA | 27.1 % | 16.6 % |  |
| Amazon.com | 25.7 % | 27.1 % |  |
| Netflix | 24.3 % | 27.7 % |  |
| Inditex | 22.1 % | 15.1 % |  |
| Alibaba.com | 21.4 % | 26.3 % |  |
| Lidl | 21.4 % | 19.1 % |  |
| In-N-Out Burger | 18.4 % | 14.0 % |  |

THE FOOD & DRINKS THAT YOUR AUDIENCE PREFERS

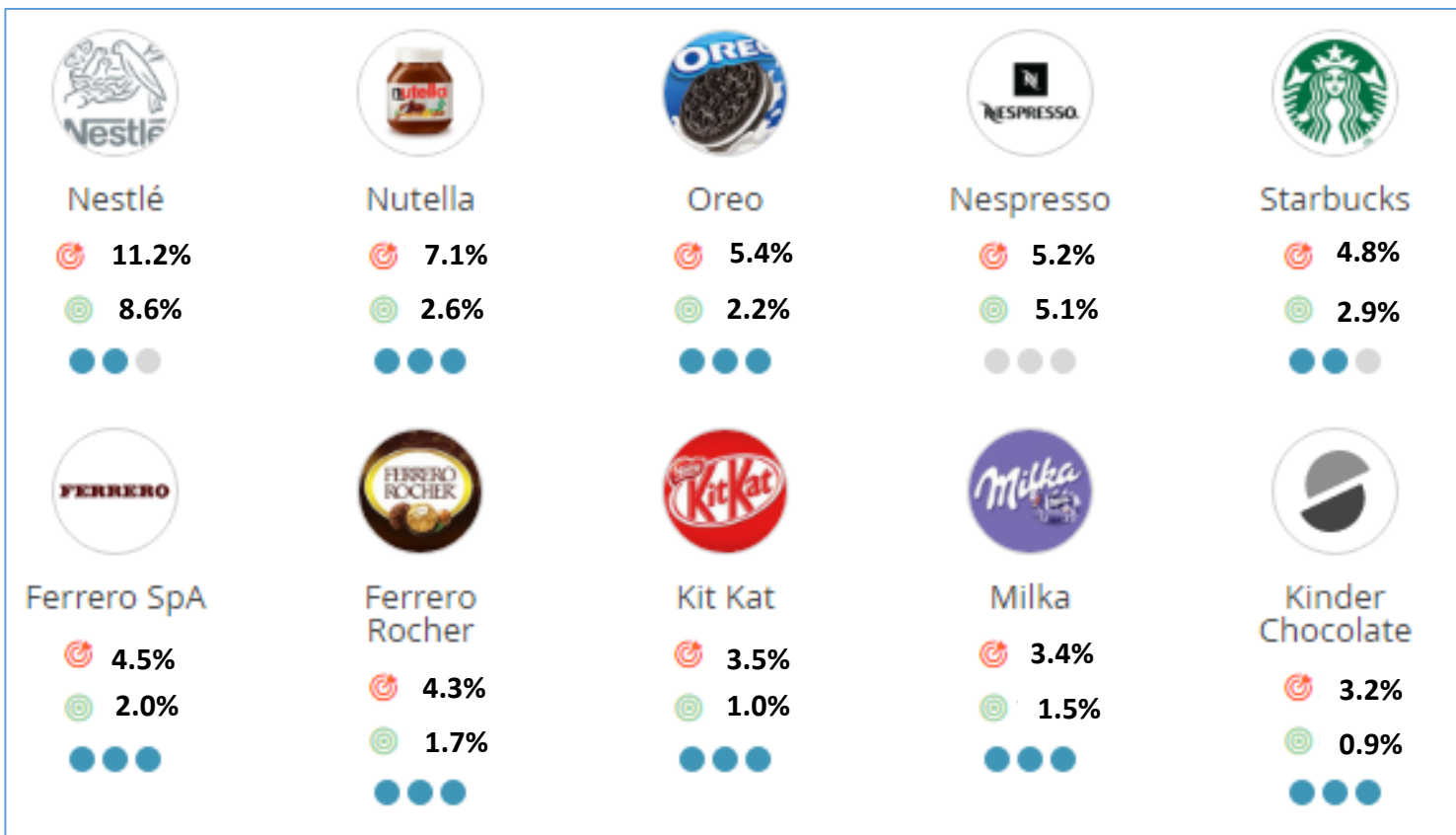
FACEBOOK



- Las personas que interactúan con la plataforma P.A.N. FB tienden a interesarse por compañías de comida para mascotas (**Royal Canin, Mars. Incorporated**) a diferencia de la personas que interactúan con la plataforma en IG, las cuales se interesan en marcas de productos indulgentes (**Nestlé, Nutella y Oreo**)

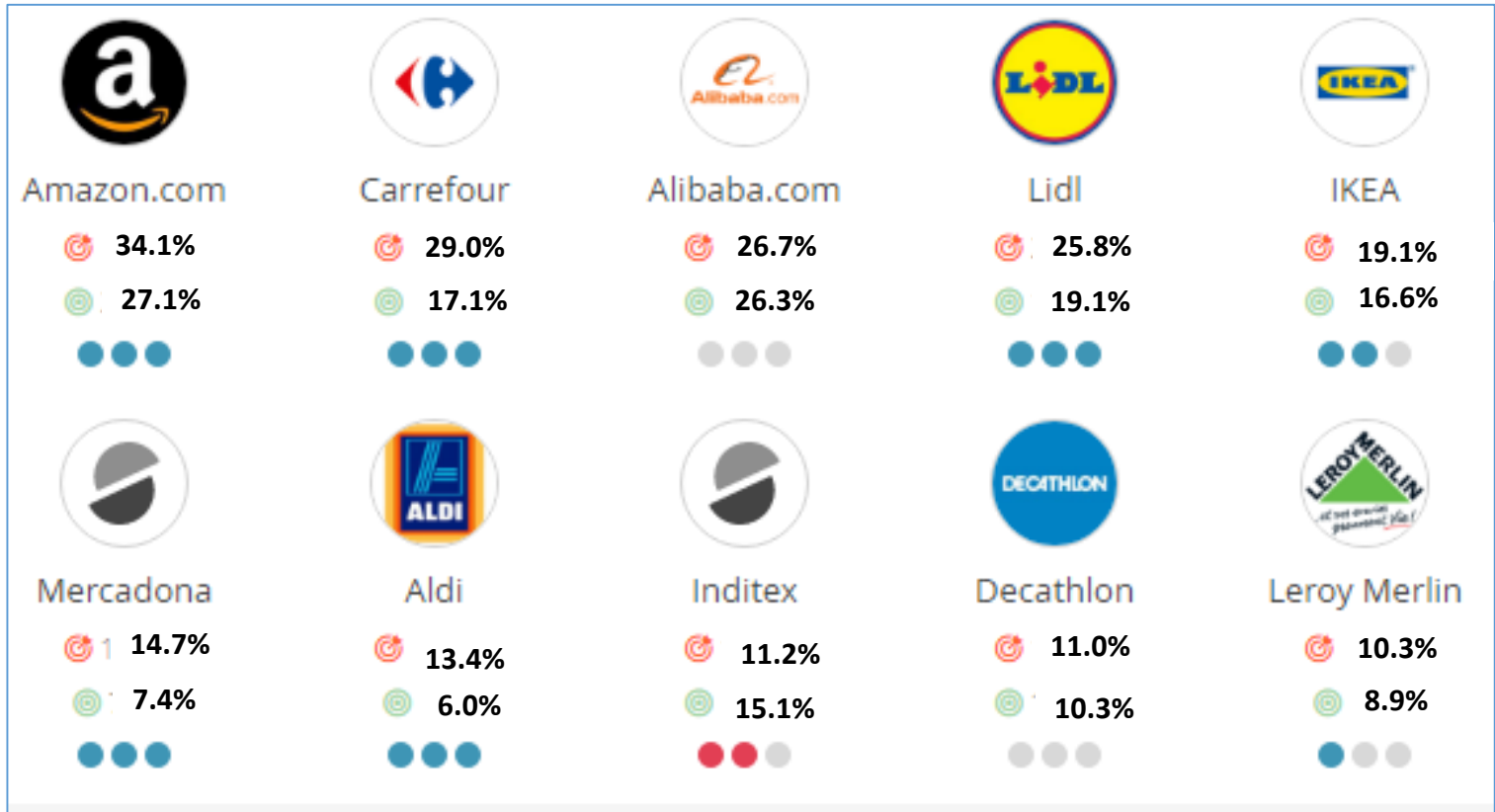
THE FOOD & DRINKS THAT YOUR AUDIENCE PREFERS

INSTAGRAM



STRONGEST INTEREST IN THE FOLLOWING RETAILERS

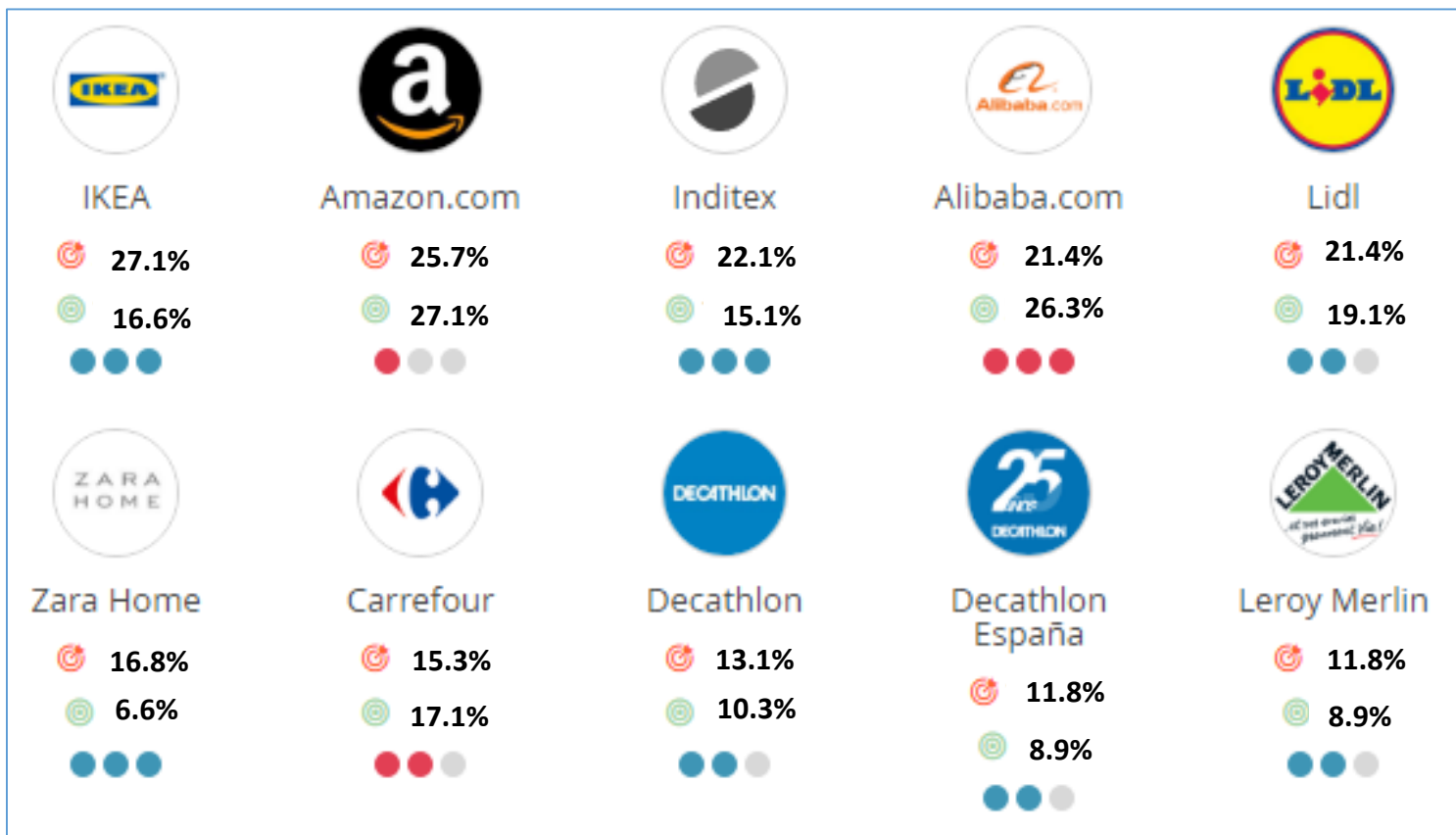
FACEBOOK



- **Amazon.com , Carrefour y Alibaba.com** son los principales e-commerce retailers en los que se interesa las personas interactúan con las plataforma P.A.N en FB

STRONGEST INTEREST IN THE FOLLOWING RETAILERS

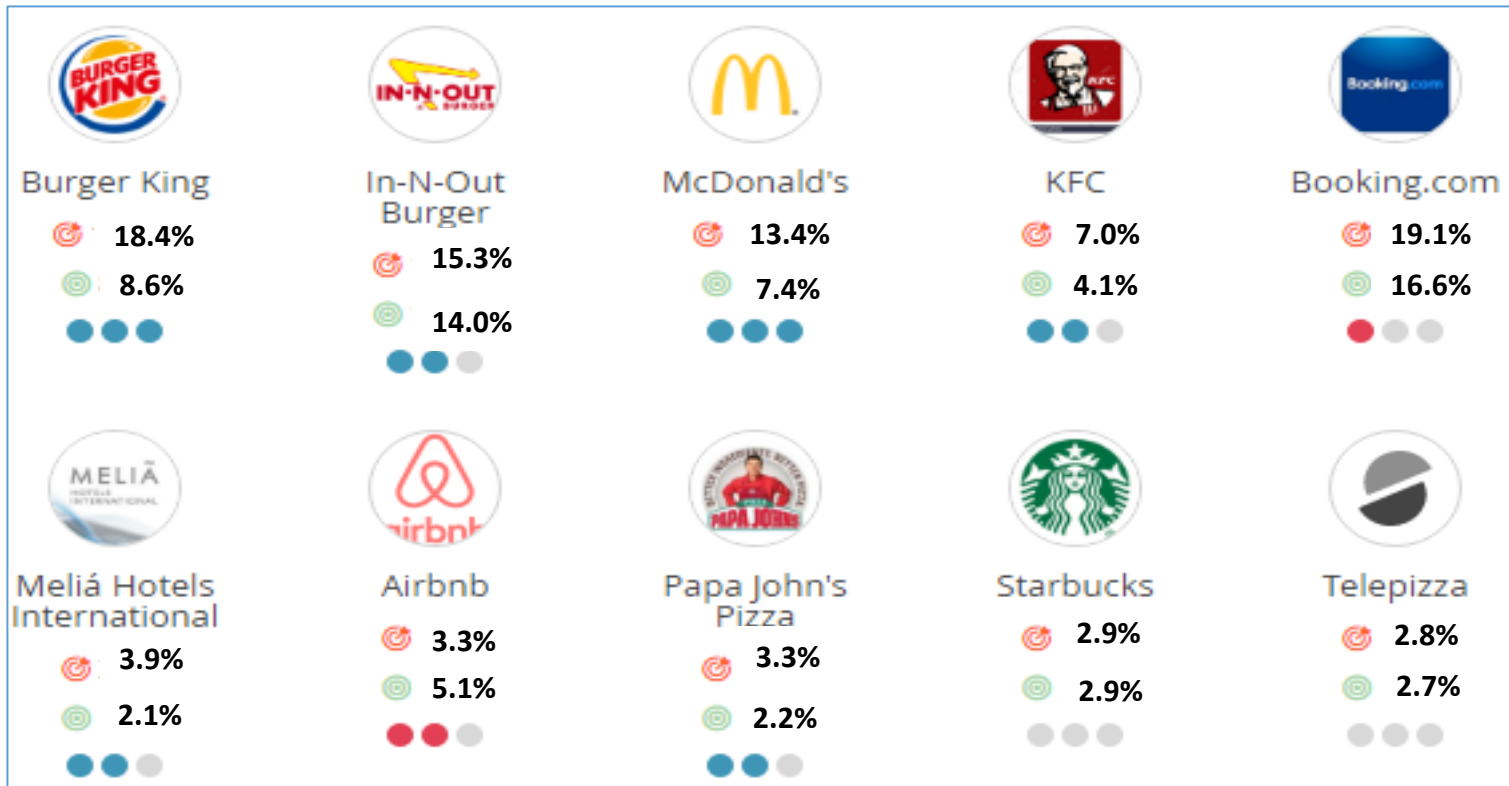
INSTAGRAM



- **Ikea , Amazon.com e Inditex** son los principales e-commerce retailers en los que se interesa las personas interactúan con la plataforma P.A.N en FB

INSIGHTS AROUND HOSPITALITY BRANDS

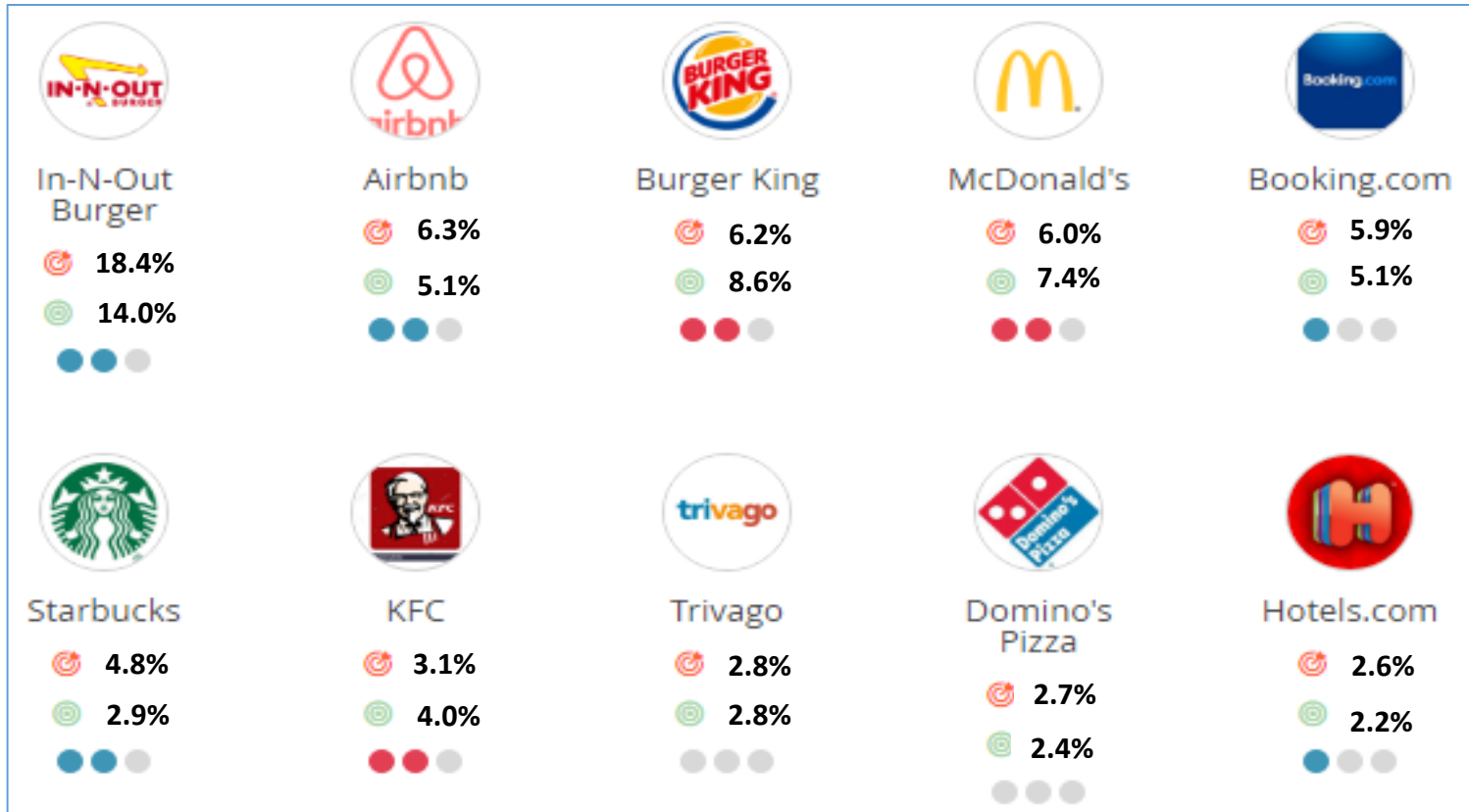
FACEBOOK



- Marcas de establecimiento de comida rápida como **Burger King; In-N-Out Buger o Mcdonald's** son consideradas por las personas interactúan con las plataforma P.A.N en FB como las de mayor hospitalidad.

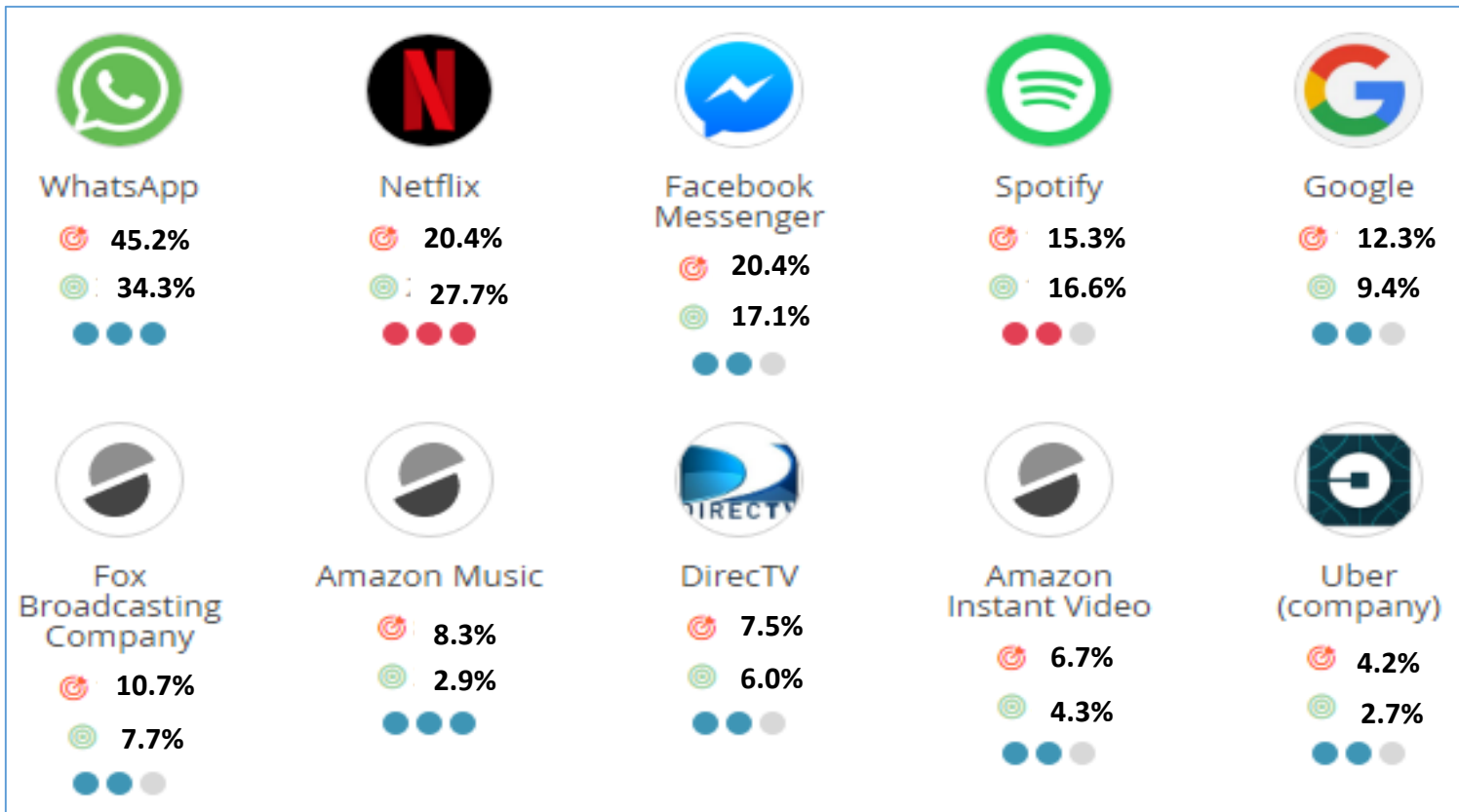
INSIGHTS AROUND HOSPITALITY BRANDS

INSTAGRAM



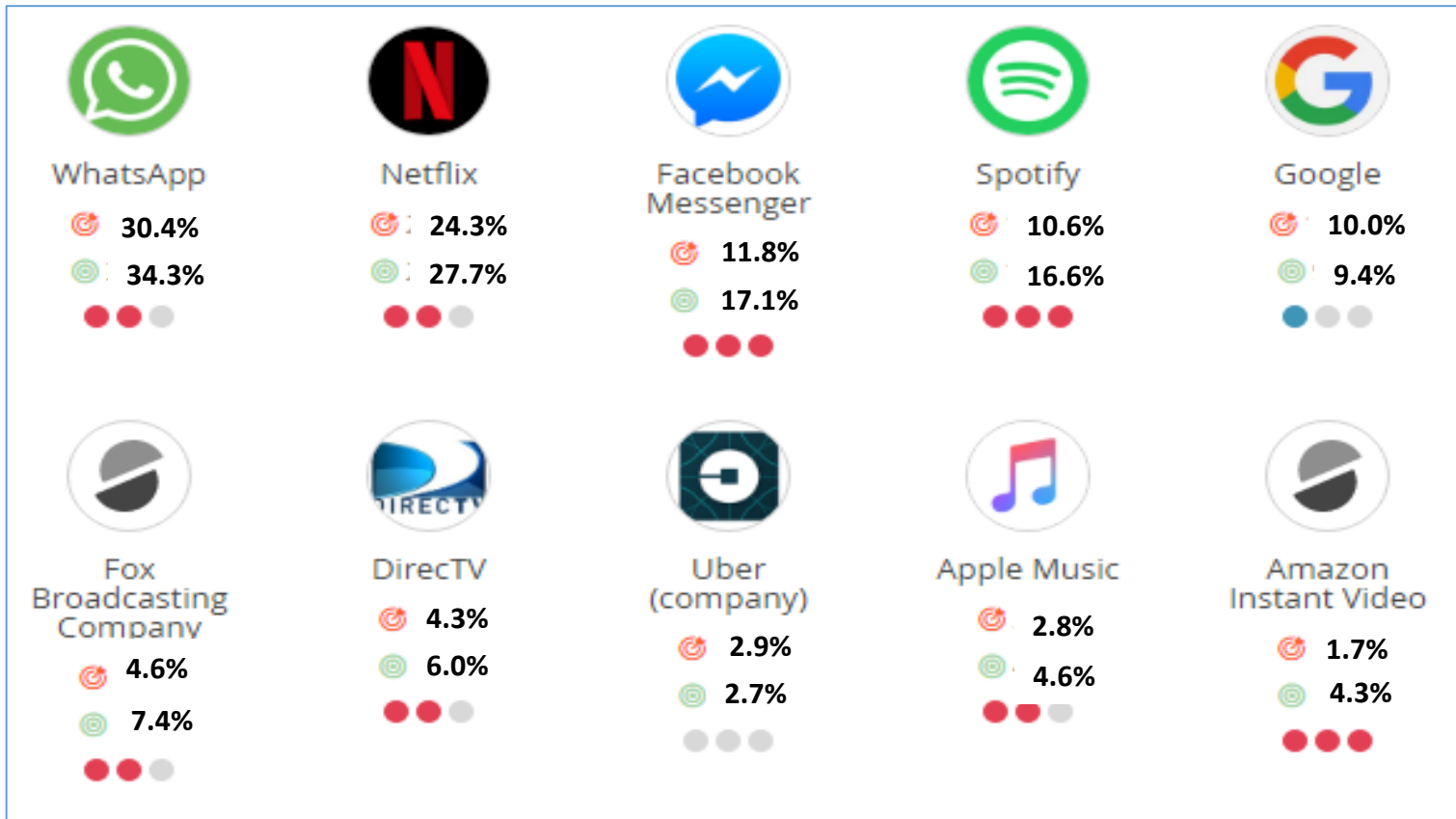
- Marcas de establecimientos de comida rápida y de e-commerce como **In-N-Out Burger** . **Alibaba.com** y **Burger King** son consideradas por las personas interactúan con las plataforma P.A.N en IG como las de mayor hospitalidad.

FACEBOOK

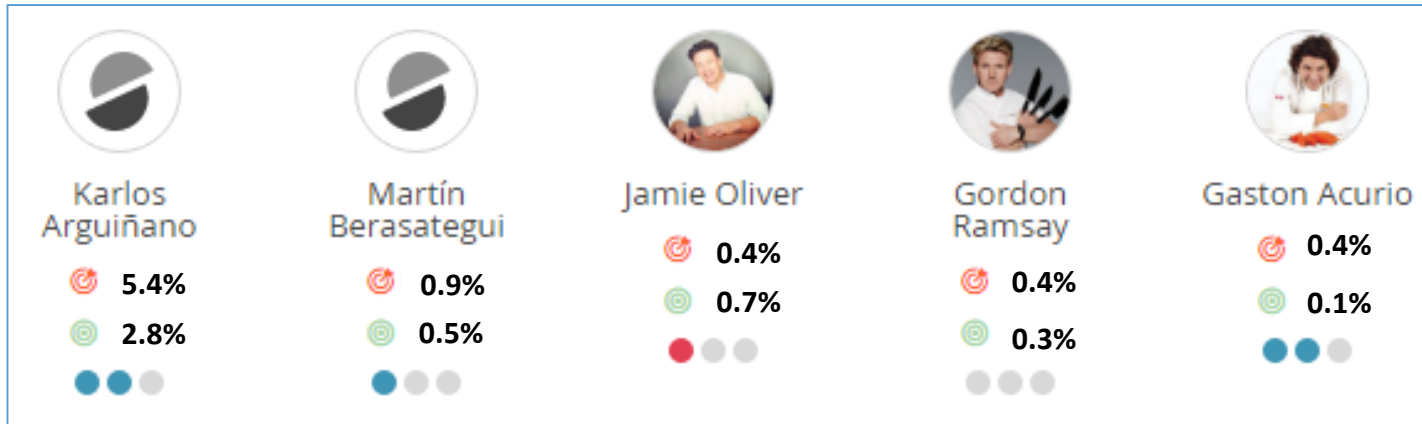


- **WhatsApp, Netflix y Facebook Messenger** son las principales APPS que son consideradas por las personas que interactúan con las plataforma P.A.N en FB e IG.

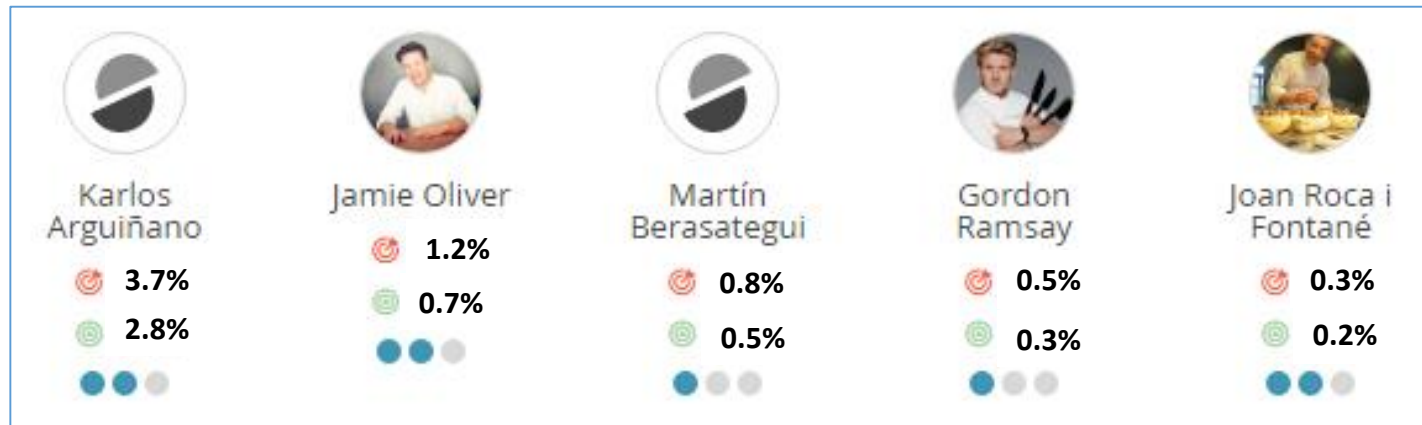
INSTAGRAM



5. CULINARY CHEFS



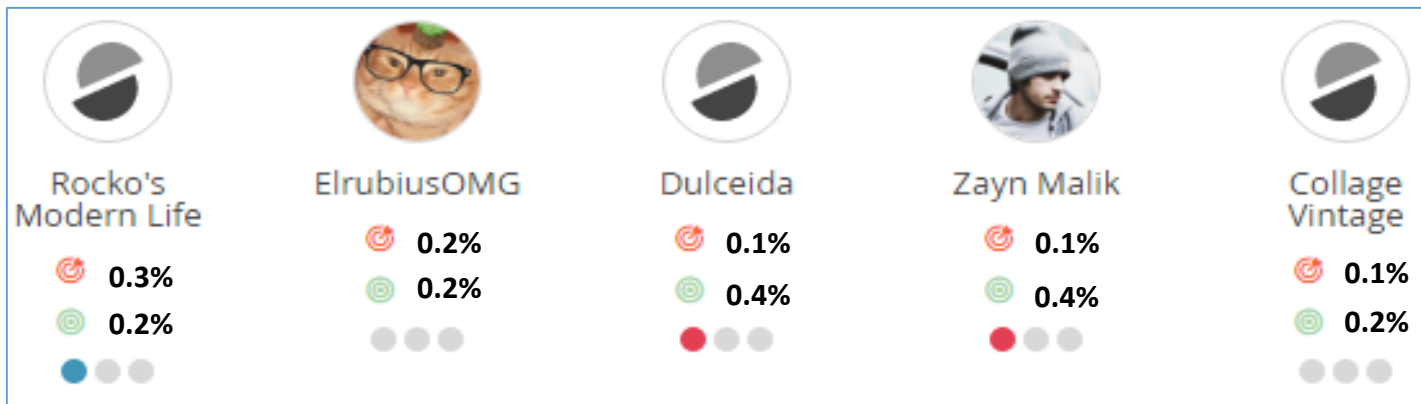
FACEBOOK



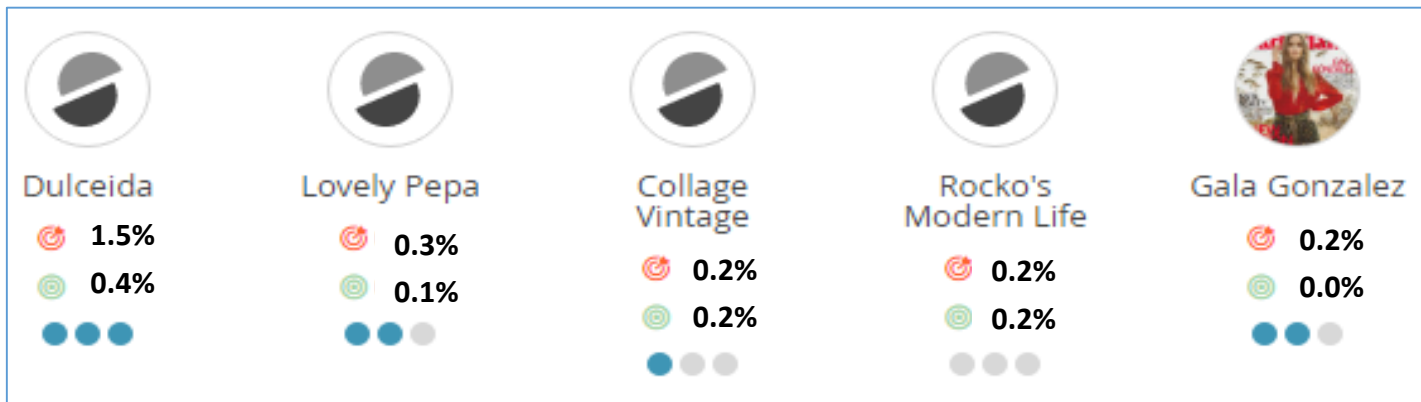
INSTAGRAM

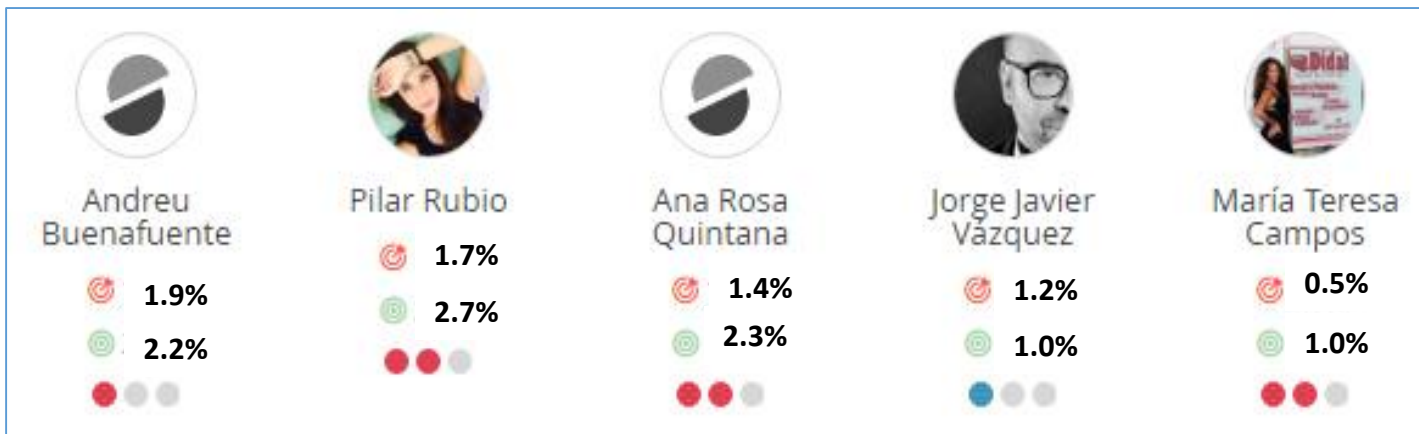
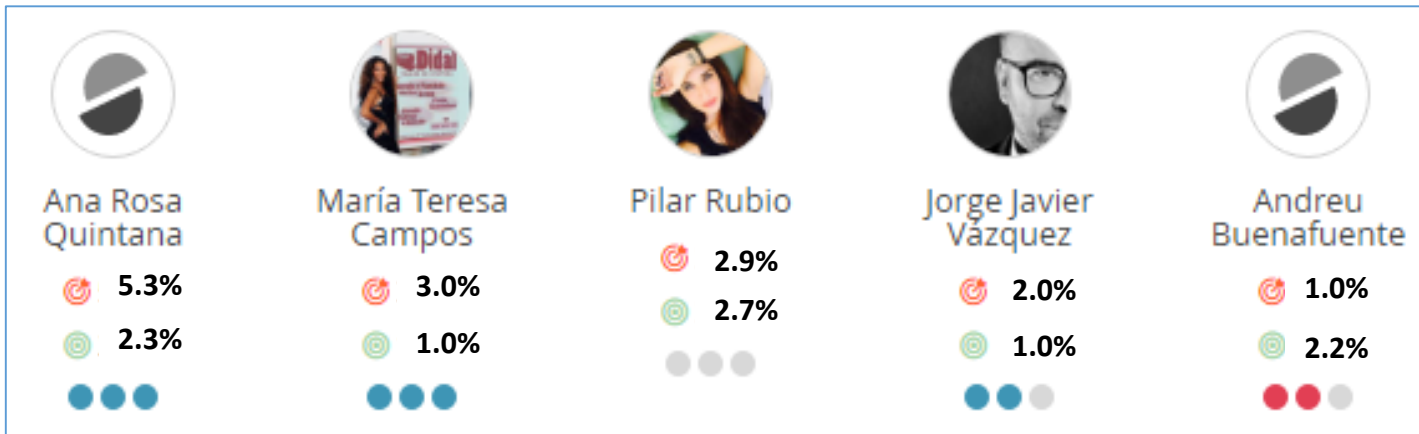
5. SOCIAL MEDIA INFLUENCER

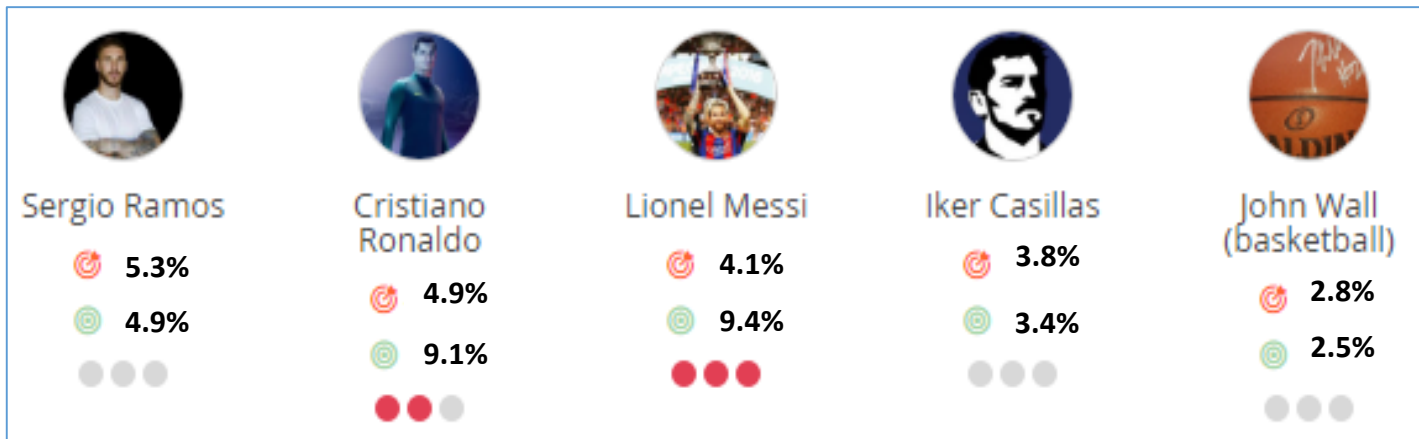
FACEBOOK



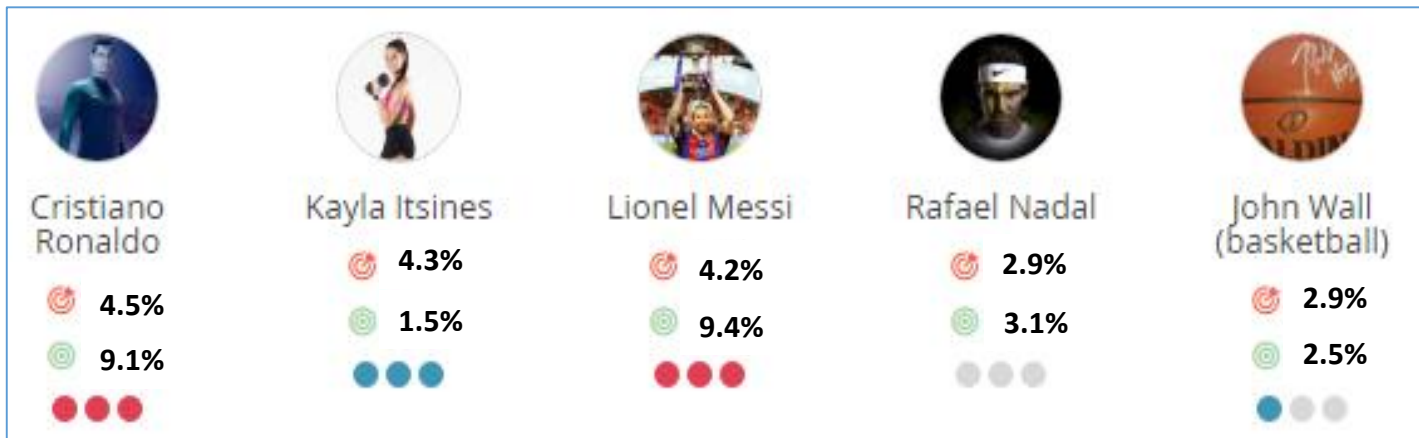
INSTAGRAM







FACEBOOK



INSTAGRAM



Perfil de personas que interactúan con la plataforma P.A.N.

**Caracas
Abril, 2021**