

ELASTIC IDENTITIES

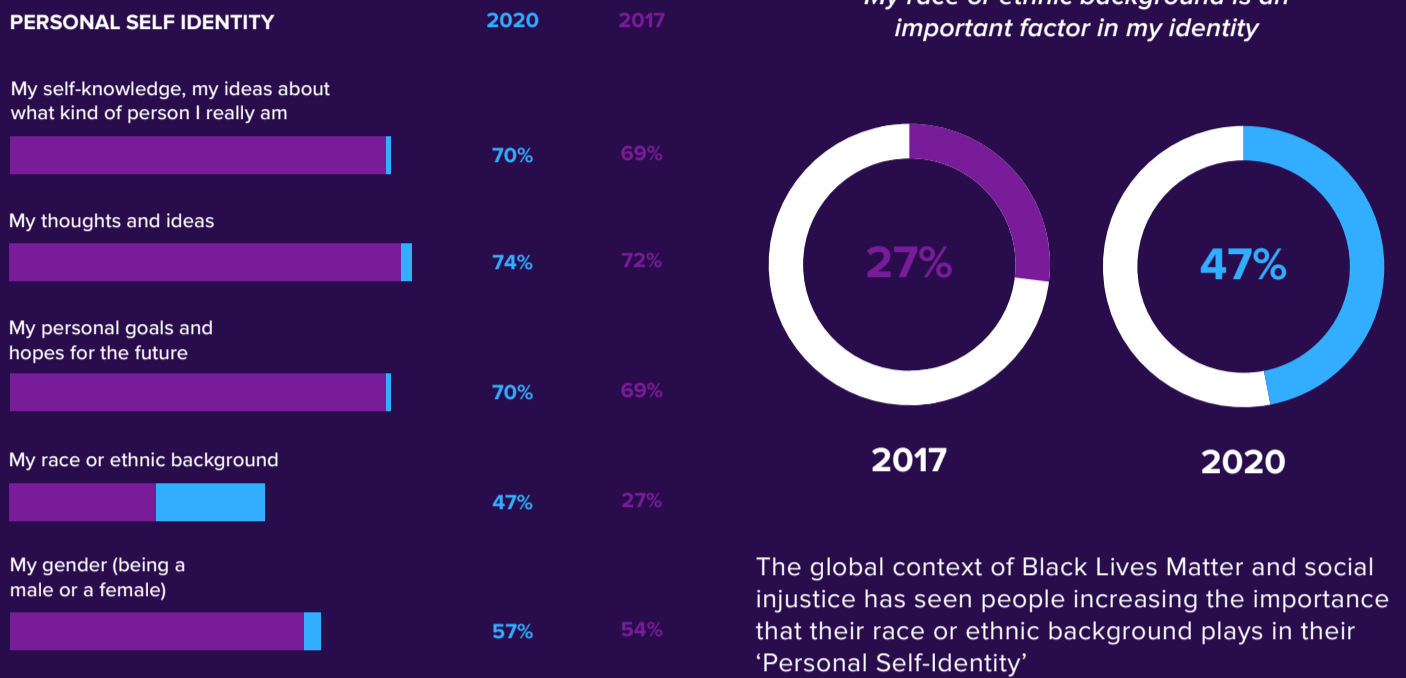
DIGITAL ACCELERATION IS PUSHING A CONSTANT CHANGE IN CULTURAL IDENTITIES.

People now have a new sense of identity that is socially and culturally shared – both on and offline. Cultural identity values have evolved, are adaptive and are being influenced by our social and physical environments and as a result, people are increasingly defining themselves in richer, more complex, more fluid and unique ways.

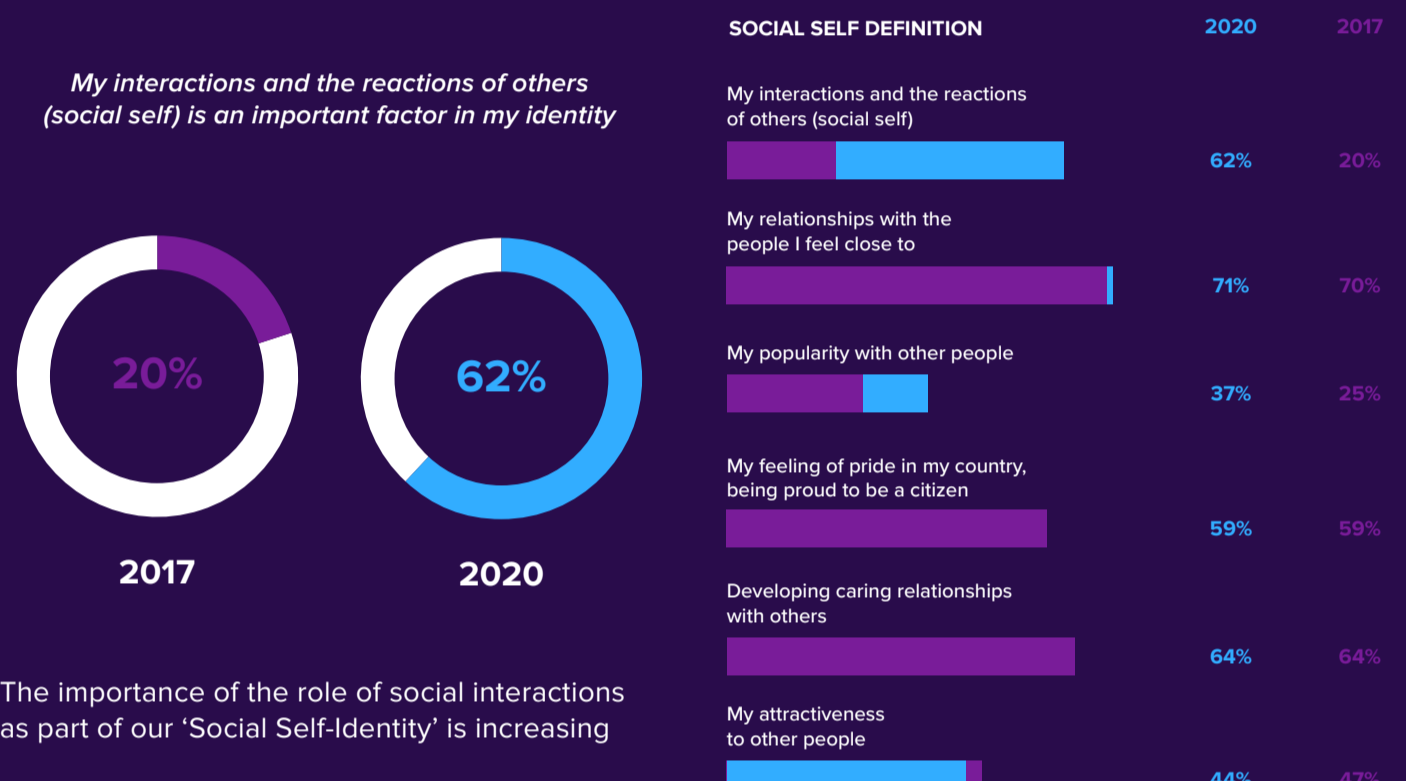
PEOPLE

People are flexing their identities to engage with and enjoy different communities, placing importance on different aspects of their personalities over time.

WHAT IS IMPORTANT TO MY OWN SENSE OF PERSONAL SELF-IDENTITY?



WHAT IS IMPORTANT TO MY SENSE OF MY SOCIAL SELF-IDENTITY?



MEDIA

Digital media has fundamentally changed how we build and express our identity.



SOCIAL SHARING IS GROWING SIGNIFICANTLY GIVING RISE TO MORE CURATED IDENTITIES BASED ON THESE INTERACTIONS



The rise of Finstagram accounts (Fake Instagram) is one example of this - an Instagram account that is less filtered and curated than a users' public Instagram account and with less followers, usually only close friends and family.

BRANDS

Branded communities are becoming key to engaging with people's unique identities and enabling them to take actions on different purposes and initiatives, which in return creates more engagement and brand advocacy.



Sources: Mindreader W10, 2020 (47 Markets) | Mindreader W8, 2017 (46 Markets) | New Normal Tracker, September 2020 (11 markets)