

# POWER DYNAMICS

The power dynamics between consumers, brands and media are changing and evolving.

## POWER TO THE PEOPLE

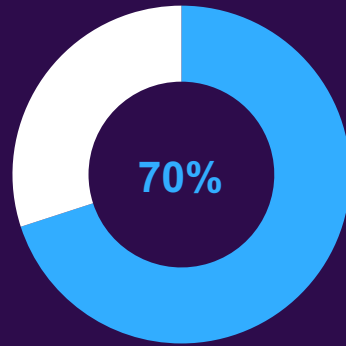
People are challenging, questioning and subverting the system like never before and are becoming increasingly aware of what brands are doing behind the scenes.

42%

Joined online communities/groups where I can share my interests with other people

40%

Have been more involved in activism and supporting social causes

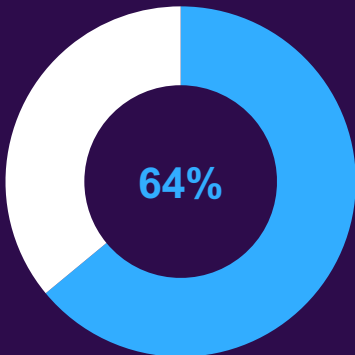


Have become more aware of what is important in our society

This power, reflected in everything from the BLM movement to the growing intolerance of unsustainable and unethical practices, is infiltrating every aspect of people's lives, including their purchasing decisions.

## A NEW ERA OF RESPONSIBILITY FOR BRANDS AND PLATFORMS

Brands have become more aware that they have an image to nurture and grow. This has created a growing tension where brands are fighting for attention and nobody is safe from scrutiny and backlash.



Brands should be more involved in activism for social causes.

63%

Would rather buy from brands & companies with caring, ethical and transparent practices

51%

Prefer global companies that play an active part in my local community

48%

Have recently switched to buying environmentally friendly products

We are increasingly aware of the power and impact digital platforms – especially social media – is having on people's lives and brands and consumers are becoming more aware and demanding they protect users from harm.

66%

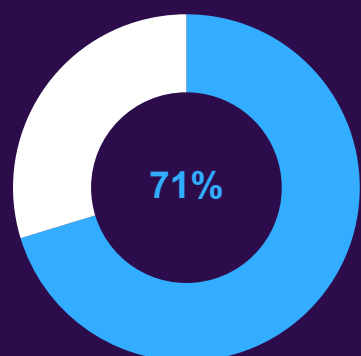
Think that digital platforms have too much control of people's data/information

51%

Don't always want people to be able to contact them

42%

Thought about deleting or closing their social media account



Expect media platforms (e.g. Twitter, FB) to better police inappropriate content.

Sources: Mindreader Wave 10, 2020 (47 Markets) | New Normal Tracker Wave 8, September 2020 (11 markets)