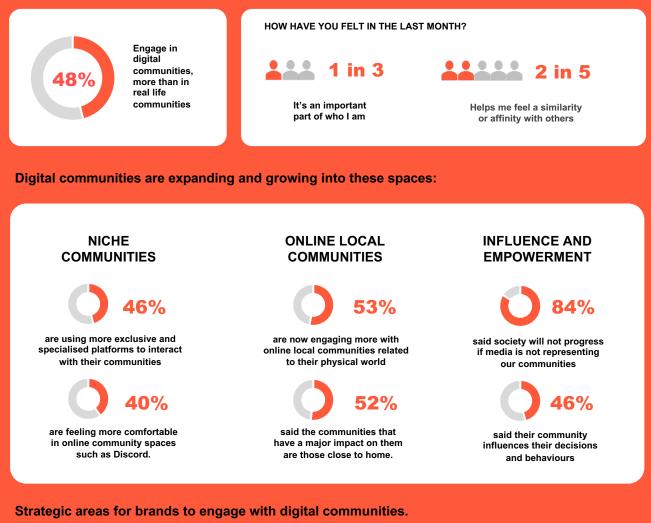
## MINDSHARE

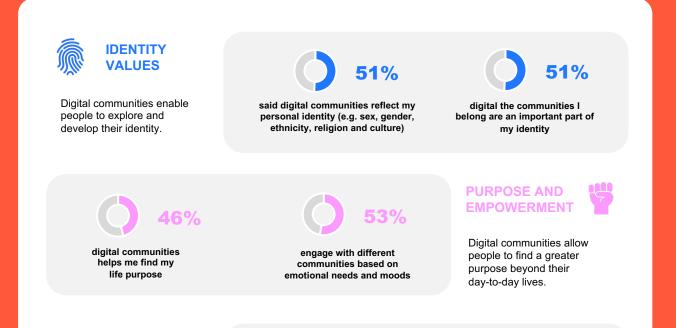
## **The Power of Communities**

The new ecosystem of digital platforms is driving a shift in how we engage and interact with each other. Being connected with an online community is becoming a fundamental part of our lives.

Brands and business are striving to know how to build and maintain authentic communities, but real communities cannot be created artificially.

Forming communities is an organic process that happens in both the physical world and digital realms. In this context, we are exploring the powerful role digital communities have on human interactions and brand engagement.







Digital communities enable exploration of new beliefs, practices, norms and entire new worlds.



engage with digital communities that are different to my identity to experience other perspectives



think that all communities will be virtual and immersive in the future

49%

create content for their online digital community



visit online community sites to ask a question to people knowledgeable about a topic





Content creators as the focal point around which digital communities are organised.



Communities built around brands to engage, collaborate and get rewarded.



believe brands should do more to engage with my community



brands should do more on their platforms/use their voice to support their community

## What's Next For Brands?

Understand your audiences' communities, their values, interest and passions | Align brand values and create authentic and meaningful connections with communities | Integrate community engagement as a strategic point within the media planning and buying.

Source: #ID Culture, The Power of Communities (Mindshare Global Tracker Survey, Wave 2, 2022 – 10 markets – 18-44 target base). If you would like to find out more information, please contact Rita.lbarra@mindshareworld.com, Jamima.Khanom@mindshareworld.com, Jamie.Chick@mindshareworld.com