

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.



48%
Engage in digital communities, more than in real life communities

HOW HAVE YOU FELT IN THE LAST MONTH?



1 in 3
It's an important part of who I am


















2 in 5
Helps me feel a similarity or affinity with others

Digital communities are expanding and growing into these spaces:

| NICHE COMMUNITIES | ONLINE LOCAL COMMUNITIES | INFLUENCE AND EMPOWERMENT |
|---|---|---|
|  <p>46% are using more exclusive and specialised platforms to interact with their communities</p> |  <p>53% are now engaging more with online local communities related to their physical world</p> |  <p>84% said society will not progress if media is not representing our communities</p> |
|  <p>40% are feeling more comfortable in online community spaces such as Discord.</p> |  <p>52% said the communities that have a major impact on them are those close to home.</p> |  <p>46% said their community influences their decisions and behaviours</p> |

Strategic areas for brands to engage with digital communities.

| | | |
|--|--|--|
|  <p>IDENTITY VALUES</p> <p>Digital communities enable people to explore and develop their identity.</p> |  <p>51% said digital communities reflect my personal identity (e.g. sex, gender, ethnicity, religion and culture)</p> |  <p>51% digital the communities I belong are an important part of my identity</p> |
|  <p>NEW WORLDS DISCOVERY</p> <p>Digital communities enable exploration of new beliefs, practices, norms and entire new worlds.</p> |  <p>46% digital communities helps me find my life purpose</p> |  <p>53% engage with different communities based on emotional needs and moods</p> |
|  <p>PURPOSE AND EMPOWERMENT</p> <p>Digital communities allow people to find a greater purpose beyond their day-to-day lives.</p> |  <p>NEW WORLDS DISCOVERY</p> <p>Digital communities enable exploration of new beliefs, practices, norms and entire new worlds.</p> |  <p>48% engage with digital communities that are different to my identity to experience other perspectives</p> |
|  <p>CONTENT CREATORS</p> <p>Content creators as the focal point around which digital communities are organised.</p> |  <p>49% create content for their online digital community</p> |  <p>60% visit online community sites to ask a question to people knowledgeable about a topic</p> |
|  <p>BRAND COLLECTIVES</p> <p>Communities built around brands to engage, collaborate and get rewarded.</p> |  <p>56% believe brands should do more to engage with my community</p> |  <p>57% brands should do more on their platforms/use their voice to support their community</p> |

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.