

Digital Literacy & Empowerment

ARE WE READY FOR THE BIG TECHNOLOGICAL LEAP?

Brands are harnessing the power of generative AI innovations to revolutionise content and commerce experiences and increasingly moving into end-to-end virtual worlds and ecosystems with the metaverse and digital currencies.

Technology is evolving into new levels of sophistication that are embraced by niche communities, but as society is becoming more and more digitally dependent, are mainstream consumers ready for the big technological leap our industry is moving into?

53%

say that lack of digital resources is more significant in economic crisis

Consumers' digital literacy and empowerment to navigate uncertainty and the economic crisis is key.

ESSENTIAL COMMODITY 57%

Can't imagine a world without the commodities that digital technologies bring to our lives

CONFIDENCE AND CONTROL 56%

Use of digital technologies makes them feel more confident and in control over their life in these uncertain times

SOCIETAL PROGRESS 65%

Say digital technologies knowledge and access should be democratised and be free for our society to progress.

Consumers knowledge of key advance technologies in the market used by brands:

56% Artificial Intelligence

65% Digital Wallets

48% VR/AR

49% Buy Now Pay Later Apps

39% Metaverse

46% Cryptocurrencies

38% NFT

39% Blockchain

Barriers to use these technologies

50% Not enough information / education

33% Too complicated / advanced

25% Not interested / It is not for me

20% I don't have the need to use them

18% It is eroding traditional ways of doing things

Key strategic areas where brands can empower consumers and create meaningful connections

Entertainment Beyond This World

Immersive technologies fulfil consumers desire for escapism.

50%

look for content that helps me escape reality

55%

need to keep up with the latest technologies (e.g. VR/AR, AI) in order to enjoy new content

51%

the idea of making friends in virtual worlds is easier than face to face.

48%

the use of avatars allows people to be more authentic when engaging in the virtual world.

New Dimensions of Social Interaction

Self-expression, curiosity and exploration are driving interactions in virtual worlds.

Enhanced Learning Experiences

Learning and access to knowledge is becoming more open and elevated.

68%

digital technologies empowers people to find information and educate themselves

61%

believe education will move into the virtual world in the future.

65%

want brands to understand them and offer them a personalised experience without wasting their time

59%

the use of augmented or virtual reality to try products seems like a fun experience

Next-Gen Lifestyle & Shopping

Immersive and automated experiences and purchase journeys are meeting consumers individual needs and lifestyles.

Financial Power & Control

Tech solutions to manage is personal finances is appealing consumers and provides them and confidence over their money and purchase decisions.

63%

finance apps are helpful to track spending and better manage finances

67%

brands should help consumers spend wisely

WHAT'S THE IMPLICATION FOR BRANDS?

A digitally empowered audience base is a more valuable consumer, with more spending power. For brands, this should be their purpose and it is an opportunity for good growth. Digital literacy and empowerment is important for our society to progress and, in consequence, it will impact consumers relationship with brands by learning and understanding new ways they can interact with brand experiences and, at the same time, build trust.