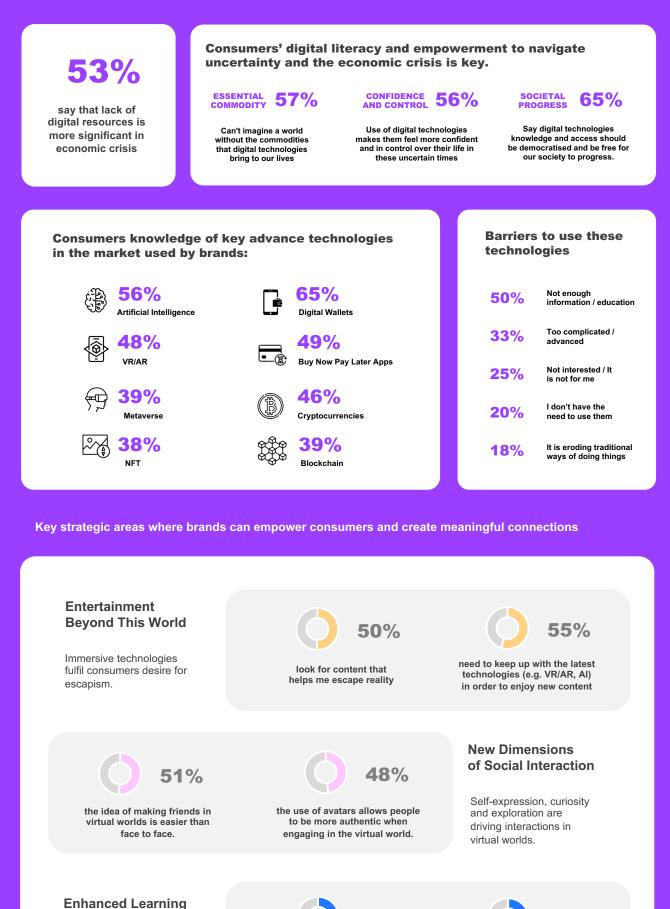
MINDSHARE

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?





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



digital technologies empowers people to find information and educate themselves



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



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



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.



finance apps are helpful to track spending and better manage finances



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.