

REBECCA BROWN

EMPOWERING CONSUMERS IN TIMES OF CHANGE

5 POINTS TO REMEMBER AND 5 ACTIONS TO TAKE

1 IN 2024, WE'RE SEEING A 60 PERCENTAGE POINT TRUST GAP BETWEEN CONSUMERS AND BRAND LEADERSHIP.

Factor trust itself into goals and KPIs for your brand—because consumers remain loyal to brands they trust.

2 CONTENT CONSUMPTION IS UP AS CONSUMERS LOOK FOR ANSWERS TO GLOBAL CHALLENGES.

To grow trust with your audience, shift your content focus from selling to supporting them.

3 61% OF CONSUMERS HAVE RECOMMENDED A TRUSTED BRAND TO PEOPLE IN THEIR CIRCLE OF INFLUENCE.

Become that trusted, recommended brand with a focus on solving consumer problems across demographics.

4 TRUSTED BRANDS BUILD THEIR AUDIENCE'S CONFIDENCE.

Create with humans in mind first, evaluating content for ease in self-experience.

5 WHATEVER THE FUTURE BRINGS, YOUR CONTENT CAN HELP.

Create content that authentically addresses real-world challenges through the expertise of your brand.