

TRIBE SIZE: 103M GLOBALLY

CONSCIOUS CONSUMERS

Acutely aware of the impact human beings have on the planet, this group of changemakers are united by shared values and collective attitude.

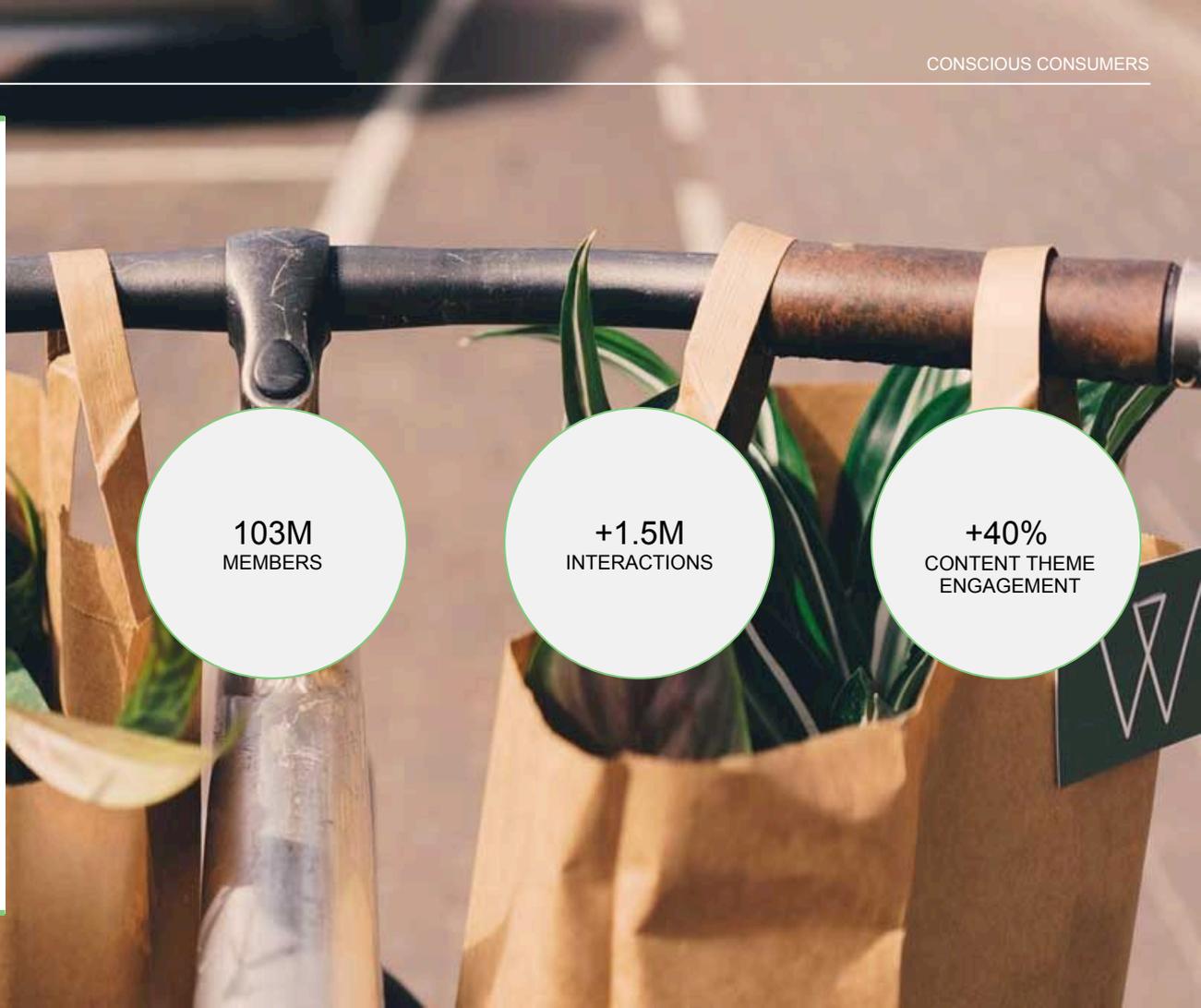
Adapting their day to day lives to live more sustainably, this community carefully considers everything they consume.

From fashion, to food and transportation choices, Conscious Consumers are looking for support from like-minded brands to lead lower impact lives.

103M
MEMBERS

+1.5M
INTERACTIONS

+40%
CONTENT THEME
ENGAGEMENT



THEY SHARE 3 UNITING CHARACTERISTICS

FEELING DEEPLY

Conscious Consumers are a compassionate and considered bunch.

They are a community united in their concern for the world and people around them.

TREADING LIGHTLY

CCs care about many interwoven issues - transparent supply chains, environmentally sustainable production, inclusion, supporting smaller makers and producers, - to name a few.

They strive to do no harm (and ideally some good).

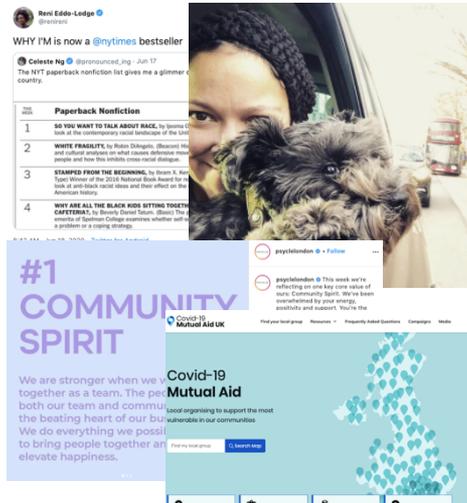
LIVING IN FLUX

Living ethically is complex, evolving and can be contradictory, but the aspiration and effort to lead lower impact lives persists.

Magnified through COVID, they are looking for greater action and support from brands.

KEY THEMES FOR CCs HAVE BEEN INTENSIFIED DURING COVID

COLLECTIVE POWER



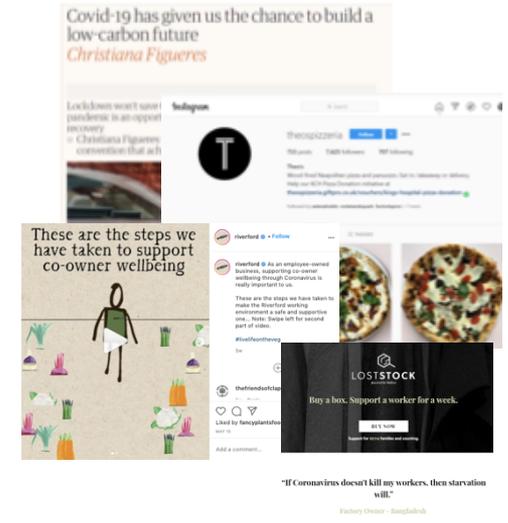
Seen the collective response and been part of it

UPSKILLING & ADAPTING



Self-development and upskilling; re-thinking progress from self up

ASSESSING IMPACT



Aligning with values aligned businesses; digging deeper to validate

Equality and inclusion factor across everything they engage with

BRANDS THAT HAVE BEEN SUCCESSFUL IN THESE SPACES INCLUDE:

COLLECTIVE POWER



"If Coronavirus doesn't kill my workers, then starvation will."

Factory Owner - Bangladesh

Enabling individuals to support factory works who are out of work due to cancelled orders

UPSKILLING & ADAPTING



Providing tutorials for people to learn how to knit and crochet (and sell goods to support causes)

ASSESSING IMPACT



Supporting local businesses as well as their workforce and partners

THEY WILL CONTINUE TO LOOK TO BRANDS TO SUPPORT THESE THEMES

COLLECTIVE POWER

CCs have enjoyed making meaningful connections and finding new ways to do good.

Brands that show they support communities can tap into this mindset to unlock this group.

UPSKILLING & ADAPTING

CCs have enjoyed thinking creatively about how to live during lockdown and will look to brands to support greener, kinder, more thoughtful and economically prudent alternative futures.

ASSESSING IMPACT

They are keen to support local and cultural communities through uncertain times.

Brands will need to work harder to demonstrate they share values with this group to win a place in their consideration set.

TACTICS BRANDS CAN LOOK TO EMPLOY TO CONNECT IN THESE SPACES INCLUDE:

SET UP FOR AGILITY

The 'new normal' is likely to be fast and furious - static brands with limited audience understanding will struggle to keep up with the pace of change.

Brands should:

Identify the right partners / influencers to cut through authentically with the right tone.

MEET 'MID-FUNNEL' NEEDS

As consumer spending on non-essentials will come under greater scrutiny, brands can work harder to meet the more considered purchase journeys of more prudent buyers.

Brands should:

Identify needs and create relevant content, tools and utilities to engage and educate.

SWEAT THE SMALL STUFF

With more considered purchases, loyalty will be harder to come by. Gratitude, not taking a single sale for granted, needs to permeate the full customer experience.

Brands should:

Apply human touches where possible; human kindness is particularly appreciated right now.