

EMPOWERING CULTURALLY-DIVERSE CONSUMERS

UNDERSTANDING HOW TO BE A GOOD PARTNER IN EMPOWERMENT IS CRITICAL FOR ANY BRAND HOPING TO RESONATE WITH TODAY'S YOUTH



According to Gen Z and Millennials, to be empowered:

- 92% say you have to be confident
- 76% say you have to be informed
- 71% say you have to be in control (paired with confidence and powered by information, control provides the consumer the platform to make a change)



When brands empower their consumers in an authentic way, it encourages consumers to connect deeper and inspires support:

- 60% feel more positively about the brand
- 50% purchase their product/service or recommend the brand



Overall, 39% of Gen Z & Millennials think it's very important for a brand to be empowering, but it's even more important among multicultural consumers (45%)