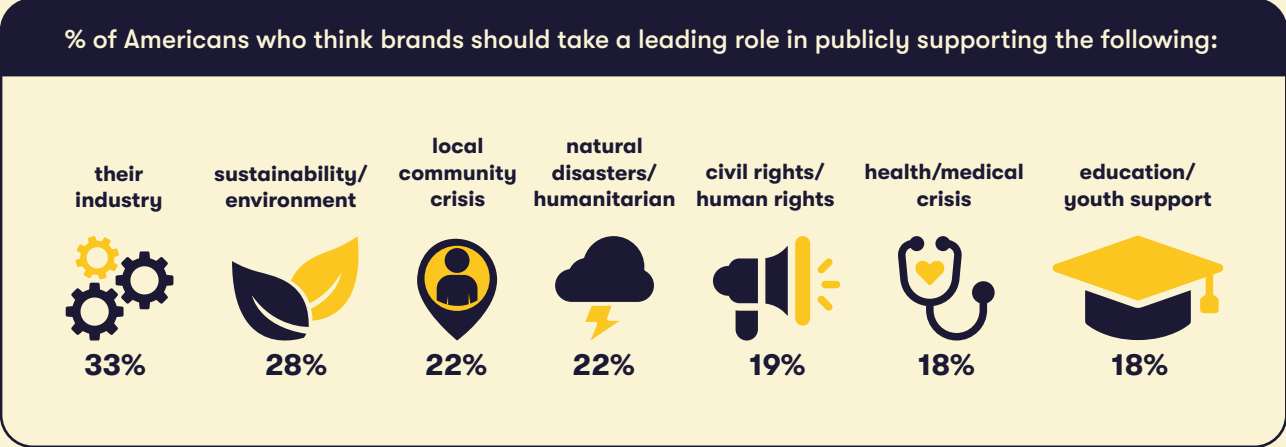


# The Rise of Conscious Consumers

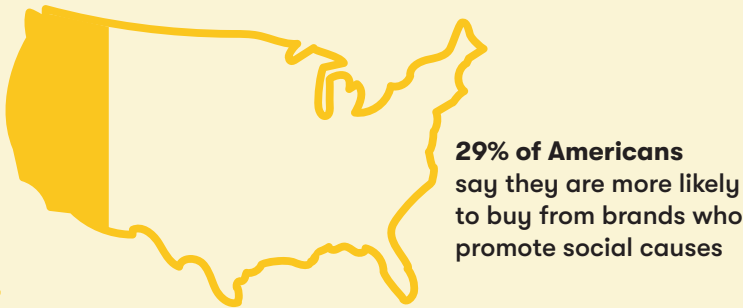


## How values are driving customer purchases.

As more and more consumers vote with their wallets when making purchases, there is a widespread societal shift in how consumers view their relationship with brands, signalling that brands can no longer afford to stay out of social issues that impact Americans



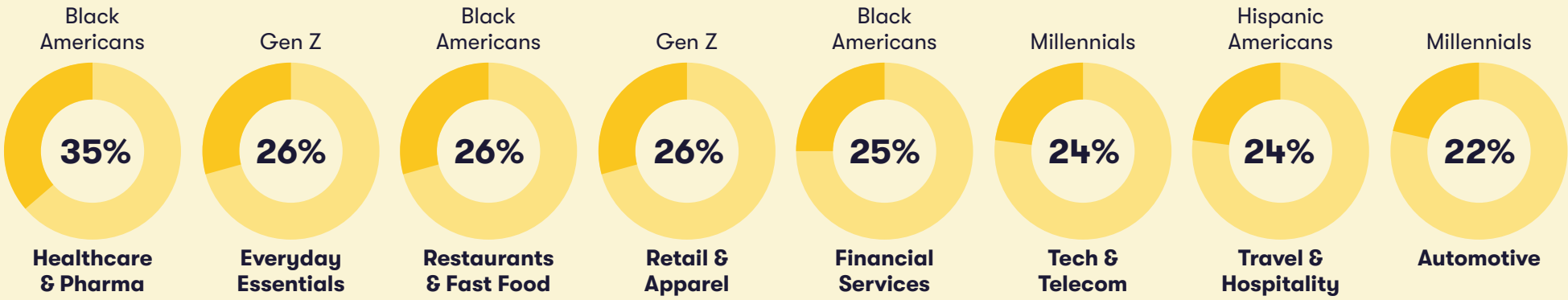
1 in 3 Americans view the nonprofits that brands support as their **strongest signal** of their values



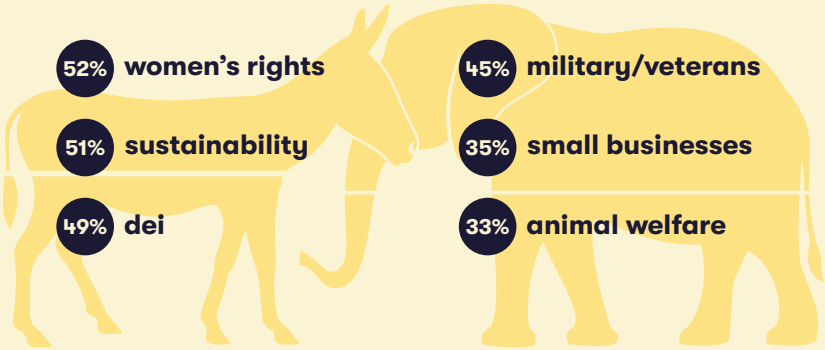
- Top groups who are quick to drop brands with misaligned values
- 1 Liberals
  - 2 Gen Z
  - 3 Multicultural
  - 4 Millennial
  - 5 High Income

Nearly **2 in 3 Americans** say they'd be willing to spend more on brands that align with their values across categories, **rising to 79% among Gen Z**

### % of Americans who feel a brand's values are very important to the purchase decisions



### The Political Divide on Customer Values



- 6 in 10 Americans want brands to talk about their values to help guide their purchase decisions
- 3 in 5 say that they pay more attention to ads that are donation-based
- When comparing Givslly's values based video ad formats to traditional online video ads, 15% liked/loved the Givslly video ad
- When asked what consumers think about these types of ad units, the top 3 answers were - Engaging Creative and Unique
- 80% of Americans are open to sharing personal values to receive ads from brands that align

**Brand Values Drive Purchases**  
Brand values matter more to Americans now than in the past, and this is true across demographics and political groups. A third now expect brands to take a leading role in supporting causes, and they're more likely to spend more and advocate for brands who do. This is even more so the case for younger and more diverse groups. Brands can no longer be neutral. Staying silent poses a risk for brands as consumers pay closer attention to where they align.

**Authenticity and product relevance are key in values-based marketing**  
Americans, especially younger, multicultural and liberal audiences, generally view brands' support for social causes favorably, but some doubt about the authenticity of these efforts still exists. This signals the importance of demonstrating long-term commitment to social causes that align well with a brand's core values. By supporting causes that are relevant to their products, brands can create meaningful campaigns that resonate.

**Ads including a donation positively impacts engagement and attention**  
In the crowded landscape of digital advertising, donation-based ads could be an effective way to capture attention. These ads resonate with Americans, as 3 in 5 pay closer attention and actively engage with them. Additionally, ads with the Givslly wrapper boosted likability and attention in testing. By using this method transparently, brands can drive higher engagement while also cultivating positive brand perception and stronger customer loyalty.