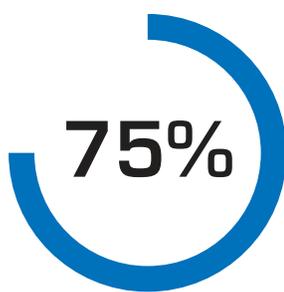


# Humanizing DIGITAL

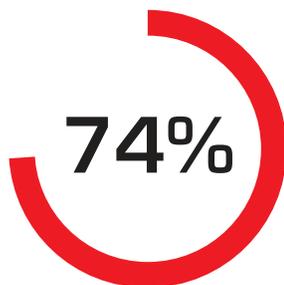


One of the top questions on the minds of CMO's, marketing chiefs and business leaders is how do we re-humanize the digital relationship between brands and consumers. It's important that technology and culture be studied together and that we fully embrace how the user has changed because of the influence of technology. Here are 3 trends from Denny Leinberger Strategy's 2018/2019 Culture & Technology Intersection Study.



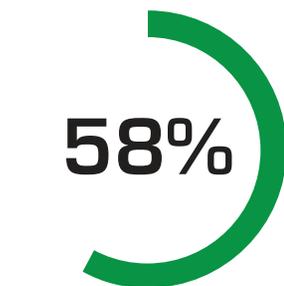
### **Trend 1: The Collapse of Trust**

Most of us are increasingly worried that our personal data stored online will be stolen or used against us. We don't trust that companies are safeguarding our data properly. We also don't like that our data is stored on servers in countries we don't trust. Over 75% of people surveyed said they "Wish brands would take their privacy more seriously". There is also concern that smart devices may be listening in without consent or knowledge, even though technology companies have repeatedly said otherwise.



### **Trend 2: Raw Information**

Because we are seeking control in an out-of-control world – and we no longer trust just one source – we are wanting to see the raw data for ourselves. We want access to the information in real-time instead of being held in suspense. We want transparency and traceability. We are now more interested in accuracy than in speed. 74% surveyed said "If I'm asked to believe something from a brand/media spokesperson, I'd like to see the proof myself – for example, reading the actual data or seeing the live video feed – so I can make up my own mind."



### **Trend 3: Heroic Credibility**

Message and brand positions must align with our deep, personal values. Heroic message break through the clutter. 58% of those surveyed said "I believe knowing what a brand stands for is just as important as what it can do for me." It doesn't mean that message and brand positions need to be provocative or political. We want to support brands that align with our values.

**MIDWEST MARKETING, LLC.**

*\*All data is US based on 1500 interviews conducted in November 2018. Source: DIStrategy.com Seeking Control In An Out-Of-Control World*