

amazon ads

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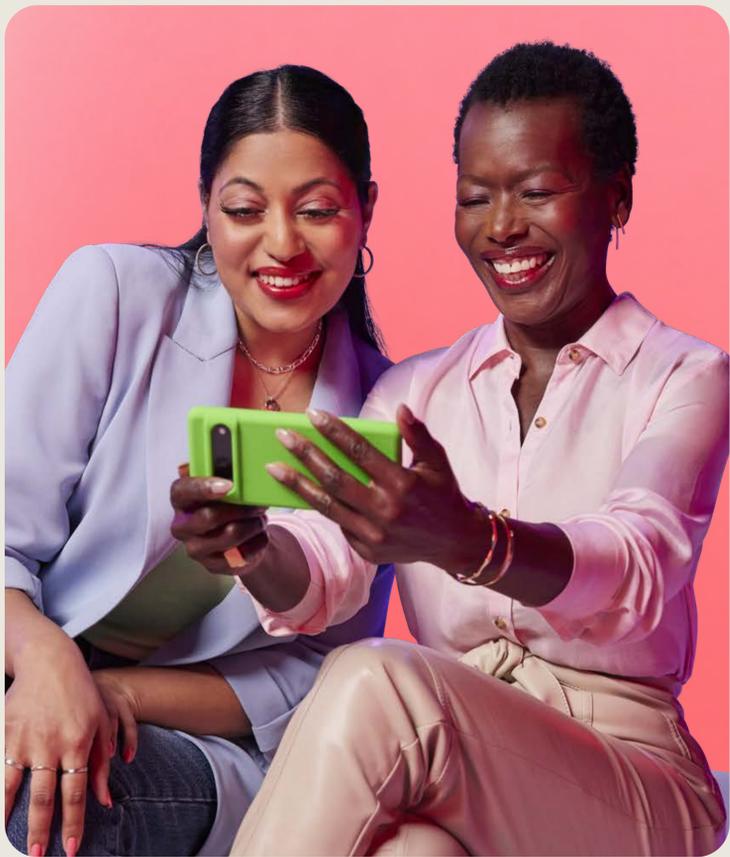


ADS TO

ZEITGEIST

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Global research exploring  
the relationship between  
culture and advertising



If science defines what we are, then culture defines who we are. **Culture is the thread that connects us: our norms, our rituals, our traditions, and our values.** Culture is how we create shared meaning and make sense of the world. However, it is constantly in flux. While advancements in technology have helped connect us in ways previously unimagined, these same advancements have also pulled us further apart. As such, culture has become more challenging to keep up with than ever.

**We are all active participants in global culture throughout our everyday lives.** Whether we are finding culinary inspiration while shopping at Whole Foods Market, connecting with our favorite streamers over mutual interests on Twitch, or sitting down with friends to watch a new series on Prime Video—these are all ways in which we engage with and share our values and traditions with those around us. In turn, advertising has helped trends become traditions, and defined the place brands have in the zeitgeist.

To better understand culture today—especially as it relates to advertising and how brands come to life—Amazon Ads explored established trends that have helped shape popular culture as we know it, as well as emerging trends poised to inspire our experiences to come. We also **connected with experts and consumers via interviews and focus groups, and an online survey of 21,600 respondents ages 18 to 64.**

This study revealed that the speed at which culture moves and changes can be isolating for many people, and big moments that bring groups together—wherever they may be in the world—are necessary now more than ever. With **63% of survey respondents agreeing that advertising has the power to shape and create culture,** brands can play a critical role in creating collective experiences.

In this report, explore the trends shaping culture as we know it, and learn how brands can cement their place in the greater zeitgeist.

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# UNDERSTANDING CULTURE TODAY

## Our cultural world is fleeting and fragmented.

With so much of daily life experienced online, singular moments of culture that everyone can experience have given way to smaller and faster moving bubbles of digital culture. **While digital culture can connect people with similar interests, it has simultaneously made it harder to connect with people in real life.**



As culture evolves more quickly, with countless new viral trends to keep track of every hour, consumers have expressed a desire to slow down and reclaim a sense of genuine belonging through culture. Two-thirds of survey respondents want to feel a greater sense of kinship and community. **This is even more prevalent when looking at Gen Z adults and Millennials, with 70% seeking this sense of belonging compared to 58% of Boomers surveyed.**



**70%**

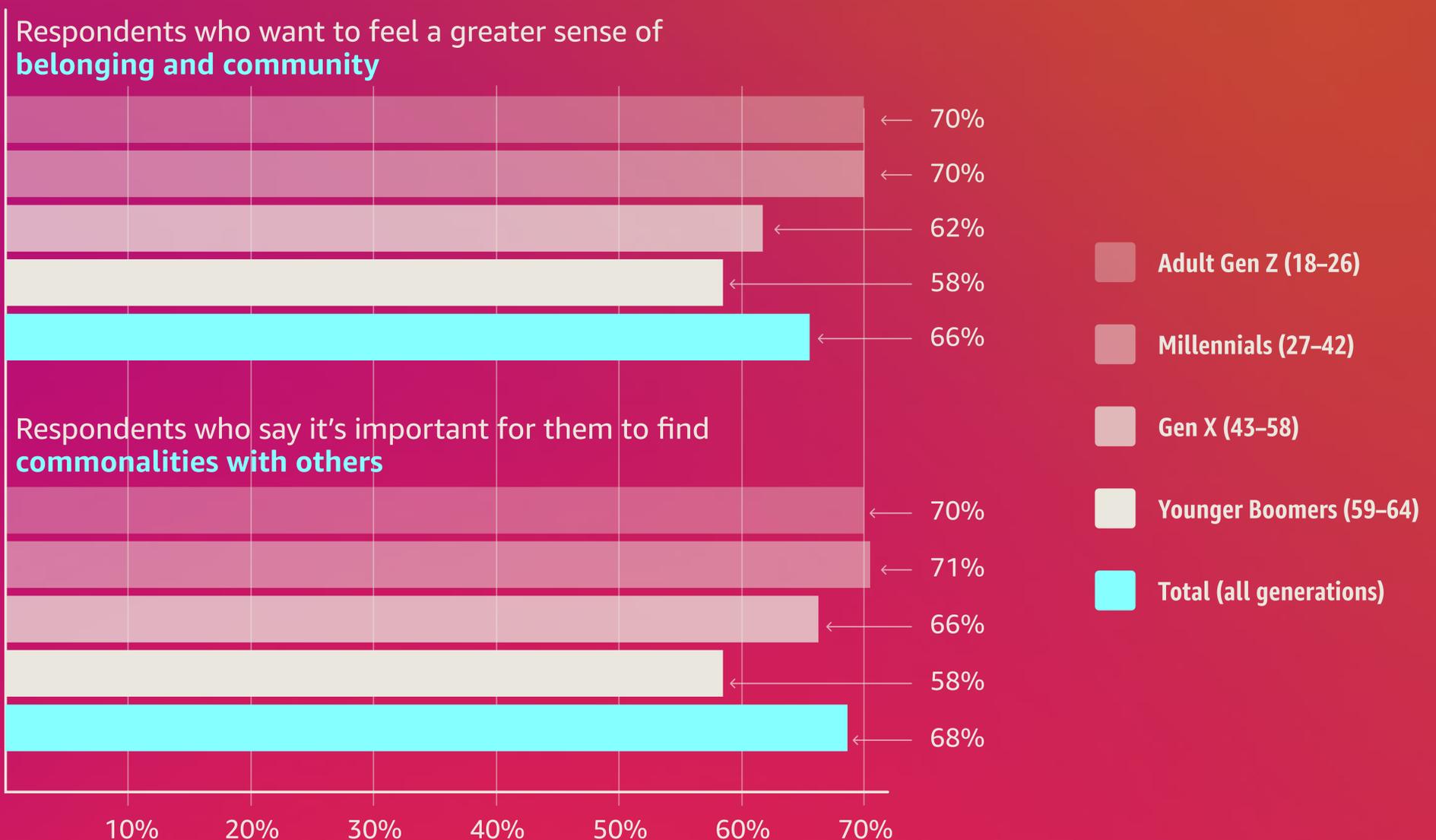
say society feels more divided than ever



**66%**

say they want to feel a greater sense of **belonging and community**

## Breaking it down by generation



Instead of chasing fast-moving trends, resulting in transitory and surface-level connections with consumers, **brands have the opportunity to help create culture through the values that they communicate.**

# HOW DO BRANDS HELP SHAPE CULTURE?

**Brands have the power to help build culture through the communities they forge.** In some cases, a brand is the culture they shape, and not just the products that they sell. Some direct-to-consumer brands do this particularly well: starting out as online communities where people can connect, before selling products that signal membership of this group.



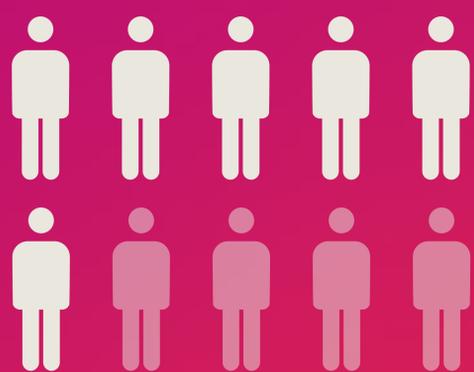
**Kate Scott-Dawkins**  
Global president of business intelligence, GroupM

**“There has been increasing atomization of culture—everyone getting a more fragmented, personalized feed.** In response, what we are seeing is the outsize importance of things like live sports, the draw of the Barbie movie, or the Taylor Swift concert tour—the few places now where people can feel like they’re doing, seeing, and feeling something together. For brands, tapping into those places where people are still watching the same thing—sports, big cultural movements, media events—is increasingly important.”



## 72%

say advertising is an important way for **brands to communicate their values**

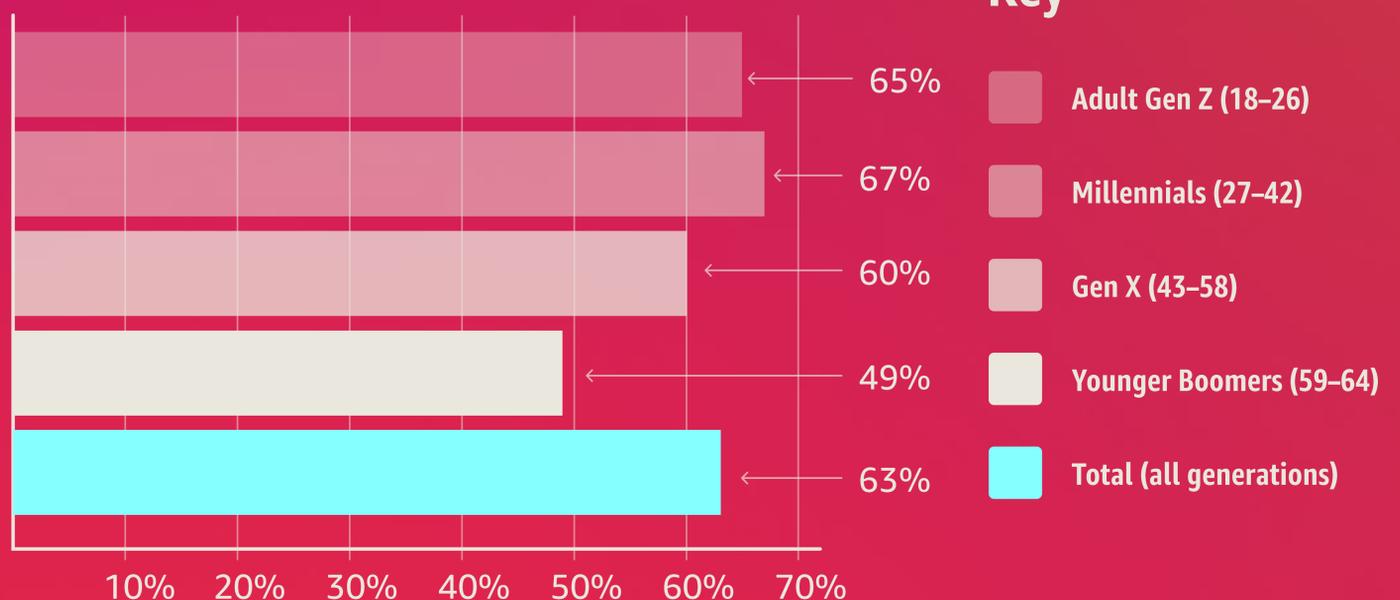


## 6 in 10

agree that brands create communities **and bring people together**

### Breaking it down by generation

Respondents who agree that **brands create shared experiences for people**

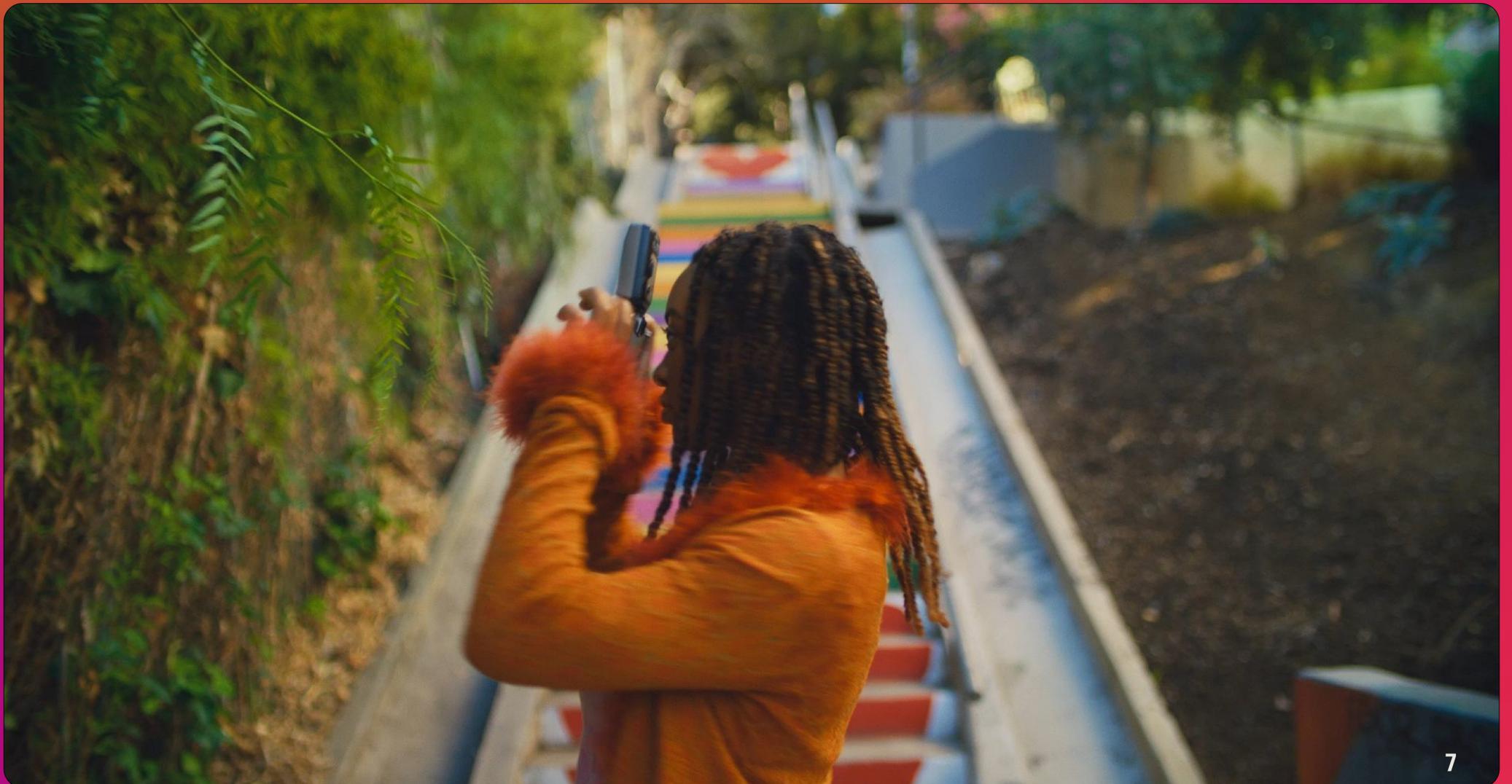
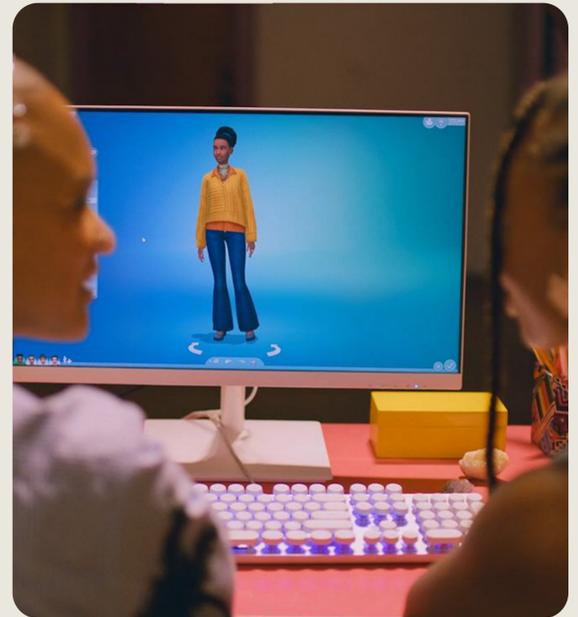




## *The Sims* helped emerging creators find their creative spark and inspired audiences

To inspire creativity among adult Gen Z audiences, The Sims launched the “Not Creative” campaign: a documentary-style content series following Amanda, a young creator searching for her spark. **Working with Amazon Ads, the three-episode docuseries invited talented creators and makers who found their creative spark through the game**—including an interior designer, a musician, and a graphic artist—to mentor Amanda through one-on-one interviews, hands-on activities, and The Sims gameplay.

By tapping into Fire TV, Twitch, Alexa, and more, the campaign helped The Sims reach audiences in original ways while elevating the brand’s core message of unlocking creativity through play, and showcasing the magic that happens when brands and creators work together.





Another way that brands help shape culture is by speaking to consumers' need for self-expression. **Culturally relevant brands are already tying into people's identities.** Some of us proudly wear our favorite brands on our T-shirts, water bottles, keychains, and even our laptops. Brands can facilitate true self-expression by helping consumers be themselves, and, in turn, connect with like-minded people.

Advertising is an important conduit. While clicks and impressions help brands meet many of their goals, focusing solely on these metrics ignores the cultural impact brands can have, and reinforces a transactional one-way relationship from which customers are shying away. Experiential and more creative advertising, for example, can help draw people closer together and create the shared experiences they crave.

**Brands must find ways to meaningfully participate in culture, rather than simply react to it.** While there is no "one size fits all" strategy, our research has uncovered three important shifts that speak to our **global yearning for slow and shared culture**, and provide opportunities for brands to earn trust and forge long-term connections.

# THE TRENDS SHAPING CULTURE AND ADVERTISING TODAY

## 1 Centers of inspiration

Not only are more countries around the world contributing to global culture, but we're seeing culture being fused in **original, creative, and natural ways**. (Just look at the worldwide dominance of K-pop in recent years.) Brands are moving away from relying on aesthetic and clichéd tropes of “diverse” cultures in their advertising, and moving toward making long-term investments in understanding and creating spaces for a vast range of lived experiences.

## 2 Democratized creativity

There has never been a better time to be a fan. Not only do we have expansive universes of intellectual property, like The Lord of the Rings, to explore across mediums and inspire our own community-driven content, but we can now connect and co-create with celebrities, influencers, our fellow fans, and brands. **Brands are moving away from a hierarchical dynamic between themselves and consumers**, and toward empowering everyone to be a creator if they so wish.

## 3 New escapism

In a period of nostalgia overload, we are beginning to seek out more original and “real” culture and ideas. **Shifting away from simply replicating the past to feed our nostalgic comfort**, brands are moving toward taking refreshing and unexpected creative directions to establish their own legacy in our cultural fabric.



**Kate McCagg**  
Head of Brand Innovation  
Lab, Amazon Ads

“The brands that succeed are those that know who they are. They’re not trying to fit in with different crowds. They have an authenticity that is not trend-driven—but is driven by asking, ‘What do we stand for?’ and ‘Where does what we stand for fit in to the conversation that’s happening today?’ **There’s a real difference between brands that are true players in culture vs. brands that are trying to jump on a cultural bandwagon in order to be seen.**”

# 1 Centers of inspiration: A more globally integrated culture

Not only are more individual identities and regions around the world contributing to global culture, but national **cultures are being presented in original, creative, and organic ways.**



**Diana Pérez Ballantyne**  
General manager, La Roche  
Posay and CeraVe Mexico

“Icons, endorsements, and celebrities from different nations are more accepted globally than 10 or 20 years ago. **The standards of beauty have changed, and inclusivity is a requirement now to be able to connect with consumers around the world.** This helps brands because it opens the possibility of generating a larger penetration with a wide array of audiences vs. niche markets.”

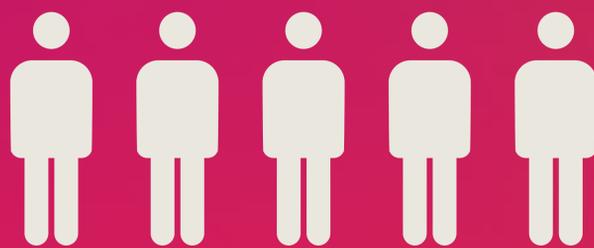
## Moving beyond appreciation

With regions like East Asia and Latin America making their presence felt across the world, English-speaking artists can't simply be inspired by global culture; they must actively support it and acknowledge the dialogue among world regions. Individual identities are balanced with, and not subsumed by, national identities, and a new generation of **cross-cultural artists have taken center stage to help move culture forward.** Now, groups of people can set cultural norms and standards regardless of where they are located.

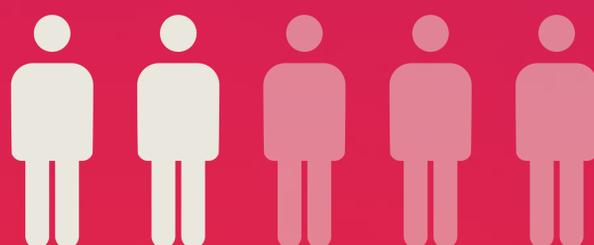


**55%**

agree that brands help  
raise awareness of global  
issues and topics



**7 in 10**

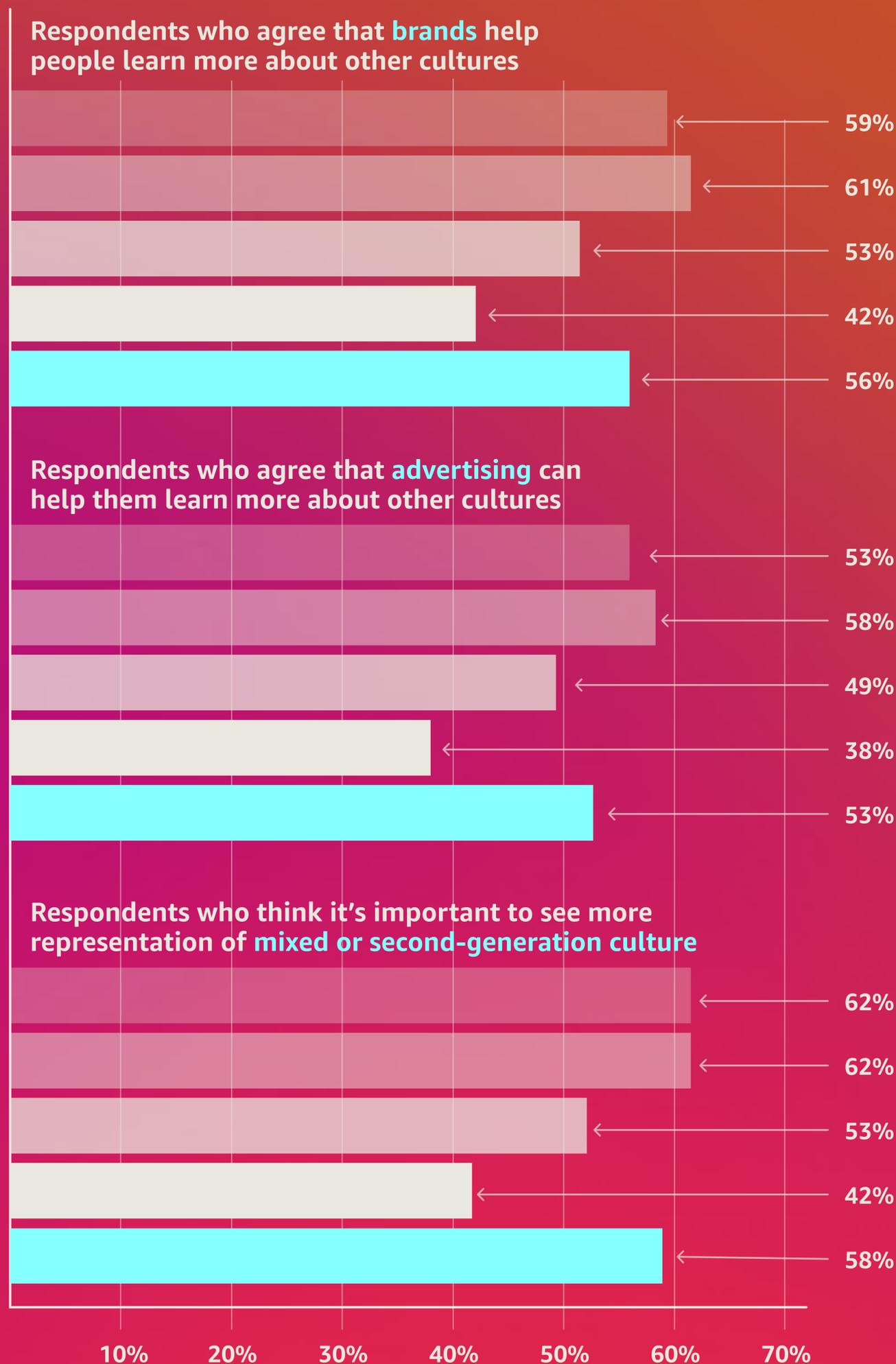


want to see **more genuine, real stories in the media** that reflect different cultures

## What does this look like for brands?

Brands can help people explore multilayered depths by using their channels to amplify authentic, diverse stories. **But it's important to note that people—and their identities and experiences—don't fit into neat little boxes.** Leaving room for individual interpretation and offering opportunities for self-expression can help facilitate spaces for everyone to engage and share with one another.

### Breaking it down by generation



# 61%

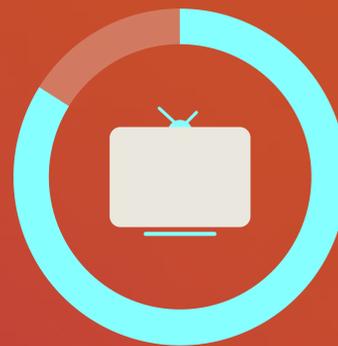
would like to see a greater variety of countries respected for their contributions to culture

#### Key:

- Adult Gen Z (18-26)
- Millennials (27-42)
- Gen X (43-58)
- Younger Boomers (59-64)
- Total (all generations)

## Across the Amazon universe Exploring culture through streaming TV

Entertainment mediums like film and television have long provided a window into exploring cultures and regions beyond consumers' immediate surroundings. The ability to stream content on demand has blown those windows open, **offering more multilingual and intercultural opportunities** to learn about the world than ever.



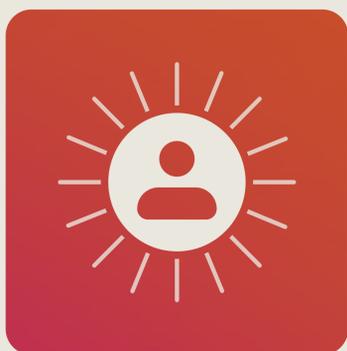
# 72%

of monthly streaming TV viewers say it's important to **learn about and be exposed to different cultures** from around the world

**Prime Video** is a one stop entertainment destination offering a vast collection of premium movies and series all in one application where brands can engage millions of viewers. With **Amazon Ads video ad solutions**, your brand can be a part of the cultural conversations surrounding the TV series and films everyone is talking about.



# HOW BRANDS CAN TAKE ACTION



## Emphasize the backstories of real people and creators who represent a wider range of experiences.

This can help show that your brand recognizes and acknowledges the importance of various global narratives, and shares authorship with creators, **which allows them to genuinely express themselves in the way they want to be seen and heard.**



## Change the narrative by breaking down stereotypes and social stigmas.

Demonstrate how your brand is taking proactive steps to authentically empower and amplify diverse voices by avoiding stereotypes that alienate and further divide people. [Reference the Amazon Studios CCDEIA Inclusion Playbook for more guidance.](#)



## Play your part.

When there's more diversity behind cameras, it is reflected on screen too. **Implementing inclusive hiring practices and taking steps to hold oneself accountable are vital** for brands and companies of all sizes.



**UNDER ARMOUR.**

## Under Armour reimagined a popular rallying cry to reach new audiences

To build brand love with younger audiences, Under Armour launched the “Protect This House” campaign, reimagining an iconic call to arms through the lens of today’s culturally connected athletes. Teaming up with Minnesota Vikings star Justin Jefferson and producer London On Da Track, they released a new chant capturing the spirit of elite competition.

The multimedia effort included a hero film featuring Jefferson that **premiered on Prime Video during a live football game, with additional amplification across Amazon Ads channels** including Twitch and Amazon Music, allowing Under Armour to authentically reach the next generation of fans at scale.

This strategy helped the sportswear brand drive a lift in brand awareness and brand affinity among adults ages 18 to 34.



## 2 Democratized creativity: A two-way cultural dialogue

In an increasingly interactive entertainment universe, consumers are in the driver's seat when it comes to steering cultural conversations.



**Kelley Walton**  
Global Head of Brand  
and Integrated  
Marketing, Amazon Music

"It's important that brands learn how to co-create with creators as equal partners, as opposed to saying you have to do it our way—and not really listening to the input of the creators they're bringing to the table. **That's how brands can play in the cultural space, and bring something to the consumer that the consumer really wants.**"

### Digital culture is continuing to transform cultural hierarchies

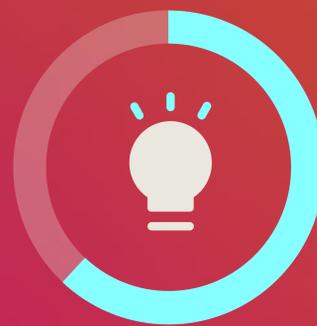
Social media, and the internet at large, has opened up new channels for people to share and engage, allowing both brands and artists to have more control of their messages and foster relationships with fans and customers. These types of more intimate interactions have become an expectation for many.

Social media and internet culture, and the people who fuel it, have the power to supercharge songs, films, and video games; give them entirely new meanings; and create bottom-up fame for brands and artists that would not have been possible in decades past.

Nearly 2 in 3 survey respondents agree that advertising sparks creativity within consumers, and just as many believe advertising should be more immersive and foster creative interactions.

### What does this look like for brands?

Brands can empower audiences to create both alongside them—and with one another. Many brands are already dismantling the classic hierarchical dynamic with one that elevates consumer input and extends creative power to all. Consumers are already noticing this shift, with over half of survey respondents agreeing that brands actively involve their customers in the process of creating something new.



**62%**

agree that advertising sparks consumers' creativity



**62%**

agree that advertising should enable creative interactions

# Across the Amazon universe Exploring culture through livestreams

The inherent interactivity of livestreams allows viewers to engage and immerse themselves in content. When brands work with creators, they can **engage customers in real time** and—through these small yet meaningful interactions—form valuable connections. In fact, more than two-thirds of respondents who watch livestreams believe that brands create experiences that people can enjoy together—and **creators can help supercharge these experiences during livestreams.**

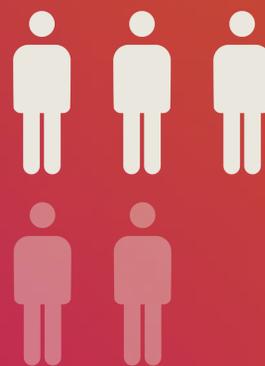
**Amazon Live** offers customers more ways to engage with brands through real-time interactions. Celebrities and influencers **curate their must-have products** and top deals during live shows, providing authentic testimonials and demonstrations to **educate and inform shoppers.**

Communities watch and create together on **Twitch**, the leading global livestreaming service. Every day, an average of **35 million users**—nearly 70% of whom are between the ages 18 and 34—tune in from around the world to thousands of streamers as they **explore passions** that span gaming and sports to talk shows, music, and everything in between. On Twitch, streamers create content, **form authentic bonds** with their viewers, and establish **highly connected communities.**



69%

of respondents who watch livestreams **believe brands create shared experiences for people**

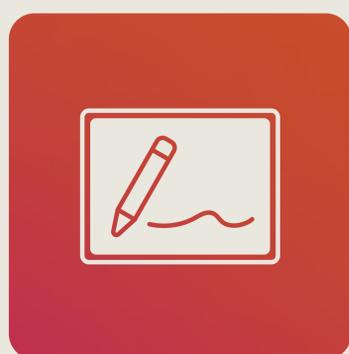


3 in 5

respondents who watch livestreams **believe they have a lot to contribute to the content created and shared online today**

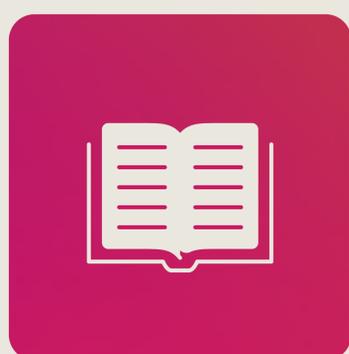


# HOW BRANDS CAN TAKE ACTION



## Genuinely collaborate with creators.

Creators know their communities best, and the connections they share are authentic and powerful—and so is the potential halo effect for your brand. **Work cooperatively with creators to build experiences** that resonate with their communities, highlight creators' talents, and allow authentic interactions with your brand, products, and services.



## Celebrate your community's contributions.

Streaming content offers lots of ways to engage with your customers. During a livestream, for example, **use chat features** to field and answer questions and **welcome new viewers** when they join your broadcast. This can help demonstrate that your brand truly understands and appreciates your customers' inputs and perspectives.



## Inspire togetherness.

Create an atmosphere of co-creation **that facilitates the consumer voice becoming the expert and guide for your brand.** Share messages and imagery that feature real fans and customers engaging with your brands in the ways that work best for them.



BLACK  
OPIUM



YVES SAINT LAURENT

## YSL Beauty dazzled women gamers with an interactive quest for their new fragrance

To launch the new Black Opium Le Parfum, **YSL Beauty worked with Amazon Ads to raise awareness for the fragrance among a growing audience of women gamers.** Teaming up with Twitch, YSL's new fragrance came to life across a series of branded livestreams. Each broadcast was led by a popular streamer from a different country in Europe, including France, Germany, Spain, and the U.K. With streamers as their guides, viewers embarked on an immersive journey through a custom Minecraft adventure.

Together, streamers and viewers crafted tools, uncovered clues across virtual landscapes, solved enigmas, and ultimately discovered the iconic black perfume bottle in a hidden vault. In addition to the excitement of the quest, streamers unboxed the new product live on their channels, showing viewers just how empowering the new fragrance is. With interactive Twitch integrations allowing real-time viewer participation, the program helped drive awareness, favorability, and intent to purchase for Black Opium.



## 3 New escapism: Refreshing creative directions

Consumers have always needed an escape, and now, more than ever, people are seeking the unusual and unexpected.



**Michael Bernardoni**  
Global head of media  
creativity, OMD Worldwide

“The key to standing out in today’s saturated market is ‘differentiation’—**consumers crave novel and innovative ways to connect with brands, showing a strong preference for creative storytelling** and collaborations that rejuvenate their relationship with their favorite brands and products in ways that are both surprising and unexpected.”

### Original content and entertainment fuel escapism

Having entered peak nostalgia overload, consumers are beginning to seek out more original content that feels uniquely human. **We are seeing a swing toward the surreal, the random, and the serendipitous.** As the ability to curate individual taste has grown, the cultural value of uniqueness and the unusual is at an all-time high.

**58%**

feel that it’s important to see “weirdness” and real personalities of people represented in culture

**62%**

are looking for the creation of more original content



**73%**

appreciate advertising that **entertains them**

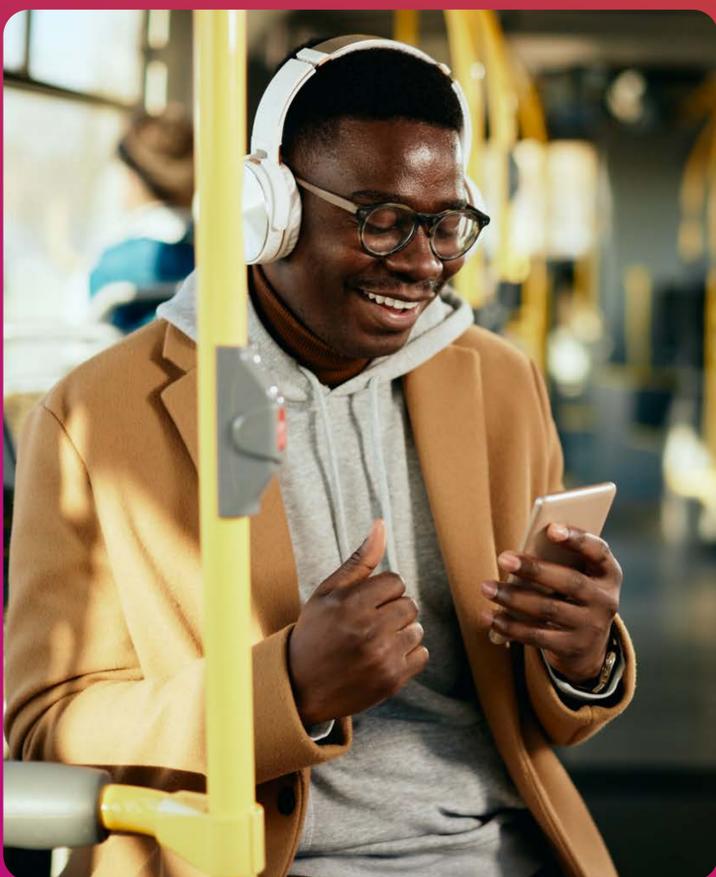
### What does this look like for brands?

65% of survey respondents prefer to discover new products and have new experiences, rather than stick to the familiar. Brands can fuel these unexpected and serendipitous discoveries by moving away from simply replicating the past to feed our nostalgic comfort, and moving toward refreshing and entertaining creative directions that help cement their own legacies in our cultural fabric.



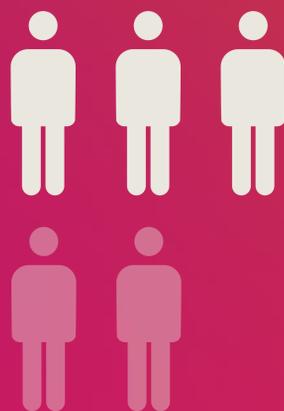
## Across the Amazon universe Exploring culture through audio

Audio streaming services may be particularly effective at facilitating discovery and connection among consumers. One of the most exciting trends in today's music is the **embrace of sampling and influences from cultures around the globe**, whetting listeners' appetites to explore and appreciate the incredible diversity of musical traditions. **Podcasts, meanwhile, have a knack for sparking people's curiosities** and leading them to make serendipitous discoveries related to their passions.



78%

of survey respondents **who listen to streaming audio** seek out ways to access new and interesting content



3 in 5

survey respondents **who listen to streaming audio** prefer to discover new products and have new experiences, rather than stick to the familiar

With 15+ award wins in 2024 and over 55 #1 hits globally, **Wondery** captivates listeners with high-quality, immersive audio storytelling. Listeners can also enjoy thousands of stations and top playlists on **Amazon Music's ad-supported tier**, helping audiophiles discover their new favorite artists and even their new favorite brands. With Amazon Ads **audio ads solutions**, elevate your ad campaigns and turn up the volume on conversations with customers.

# HOW BRANDS CAN TAKE ACTION



## **Find ways to surprise your customers.**

Explore unexpected ways to activate your brand—such as unusual collaborations and brand partnerships, or thoughtful reimaginings of some of the more familiar aspects of culture.



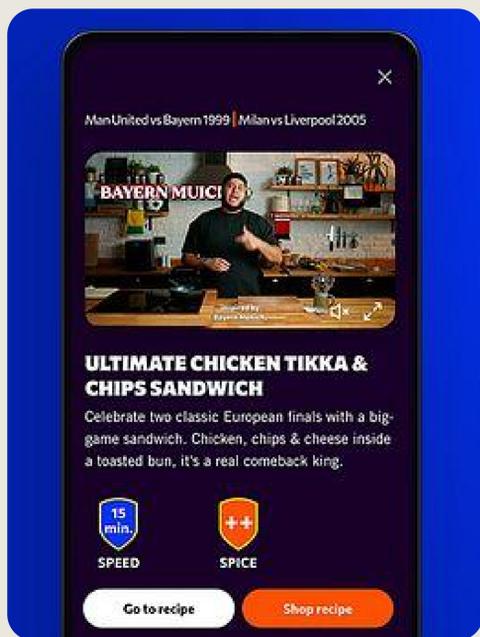
## **Experiment with new aesthetic inspirations that disrupt the category.**

Differentiate your brand from competitors and fulfill consumers' desires for the novel and exciting at the same time, by bringing your brand to life in unexpected ways.



## **Dial up a more down-to-earth and humorous tone of voice.**

Demonstrate that your brand understands today's customers and their needs for playfulness and lightheartedness through human-centric language and messaging in your brand storytelling.



## Pepsi MAX collaborated with foodies to inspire culinary spark

Pepsi MAX launched “Better with Pepsi MAX” to celebrate how the bold, sugar-free cola elevates meals. As a continuation of the “Thirsty for More” brand campaign, the multichannel campaign invited foodies to enjoy irresistible food and drink combinations brought to life through exciting collaborations with KFC, Amazon Ads, and Jungle Creations’ Twisted.



Online, the centerpiece of the campaign was a social content series from Twisted, featuring food icon Big Zuu. By tapping into the food culture around football, Big Zuu led viewers through 15-minute meals designed to be made during half-time breaks and paired perfectly with Pepsi MAX, such as the Ultimate Chicken Tikka & Chips Sandwich. Viewers could easily re-create the meals in their own kitchens by purchasing all the ingredients used in the episodes’ recipes **through a custom hub created by Amazon Ads Brand Innovation Lab**. By combining creative storytelling with customer-centric commerce integrations, Pepsi MAX brought their brand proposition to life in an imaginative way and inspired audiences to get creative in their own kitchens.

# KEY TAKEAWAYS



1

The world is moving faster and growing more fragmented. **By expressing values through advertising,** brands can help bring people together through shared meaning and, in doing so, connect more deeply with customers.

2

Clicks and impressions will always be important metrics for brands, but **finding ways to draw people closer together can help build trust** with customers to create a uniting, shared culture.

3

**Fandoms now have more power than ever to shape culture around entertainment,** experiences, and brands. While you may not always be able to control how consumers engage with your brand messages, this can extend your brand's longevity far beyond the original spend.

4

Following an era of peak nostalgia overload, **people are actively seeking out more original culture** that fuels their creativity and facilitates escapism in ways that reboots and franchises alone can't always fulfill.

5

People don't fit into neat little boxes—they never have. **Lead with storytelling that leaves room for individual interpretation** and offers opportunities for self-expression.

# METHODOLOGY

For this global research study, Amazon Ads worked with Crowd DNA, a cultural insights and strategy consultancy, **to explore the unique relationship between culture and advertising, and the trends taking shape in this space.** The study employed a combination of desk research, qualitative interviews, a quantitative survey, and semiotic methodologies to uncover emergent shifts and articulate how consumers think and feel about these subjects.

Desk research and backcasting	1:1 interviews with 6 marketing experts	Semiotic analysis of advertising	Consumer survey with 21,600 respondents	8 group interviews with 30 consumers
To identify the emergent shifts in culture through broader desk research and analysis of major global “cultural” moments	To provide informed perspectives and gain fresh and provocative views on the trajectory of advertising and culture	To help uncover why certain advertising has had more cultural impact than others, and translate this into more practical guidance	To provide robust, data-led evidence to substantiate what we’ve uncovered and to generate strategic insights	To bring in consumer voices and provide further depth to the insights we’ve uncovered, and to understand how consumers articulate their thoughts on culture, brands, and advertising
Cultural analysis			Quantitative research	Qualitative research

Research was conducted among adults between ages 18 and 64 in 12 countries including Brazil, Canada, France, Germany, Italy, Japan, Mexico, Saudi Arabia, Spain, United Arab Emirates, the U.K., and the U.S. Generational data was weighted to be nationally representative within each country.

**Learn more about how Amazon Ads helps brands share their messages with audiences and engage in today’s most salient cultural conversations.**

Contact us 

# APPENDIX

## Understanding culture today

Percentage of survey respondents who agree with the following statements	Global	BR	CA	FR	DE	IT	JP	MX	KSA	ES	UAE	UK	US
Society feels more divided than ever	70%	81%	72%	75%	78%	72%	58%	64%	65%	69%	72%	70%	69%
I want to feel a greater sense of belonging and community	66%	73%	69%	40%	69%	68%	30%	76%	87%	61%	87%	65%	72%
It's important to find commonalities with others	68%	79%	67%	54%	62%	68%	46%	75%	82%	69%	84%	61%	71%
I am actively pursuing the mission of finding commonalities with others	71%	78%	70%	63%	68%	71%	44%	75%	81%	70%	80%	59%	71%
I want the freedom to think and express myself freely without being judged	83%	92%	85%	87%	88%	87%	59%	86%	82%	86%	84%	84%	80%

## How can brands help shape culture?

Percentage of survey respondents who agree with the following statements	Global	BR	CA	FR	DE	IT	JP	MX	KSA	ES	UAE	UK	US
Brands create communities and bring people together	59%	71%	57%	51%	50%	50%	48%	63%	77%	53%	78%	53%	63%
Advertising is an important way for brands to communicate their values	66%	88%	71%	59%	60%	62%	62%	78%	86%	61%	86%	61%	68%
Brands create shared experiences for people	63%	77%	63%	49%	50%	53%	44%	71%	80%	57%	80%	58%	68%

## Trend 1: Centers of inspiration

Percentage of survey respondents who agree with the following statements	Global	BR	CA	FR	DE	IT	JP	MX	KSA	ES	UAE	UK	US
Brands help raise awareness of global issues and topics	55%	69%	56%	38%	41%	51%	37%	56%	73%	46%	76%	56%	56%
I want to see more genuine, real stories in the media that reflect different cultures	71%	87%	69%	66%	63%	74%	43%	79%	84%	70%	86%	65%	71%
I would like to see a greater variety of countries respected for their contributions to culture	61%	78%	59%	50%	47%	61%	36%	74%	74%	62%	78%	51%	64%

# APPENDIX

## Trend 1: Centers of inspiration (continued)

Percentage of survey respondents who agree with the following statements	Global	BR	CA	FR	DE	IT	JP	MX	KSA	ES	UAE	UK	US
Brands help people learn more about other cultures	56%	73%	54%	40%	40%	45%	35%	63%	79%	50%	78%	52%	61%
Advertising help people learn more about other cultures	53%	71%	49%	36%	33%	41%	34%	66%	76%	46%	77%	43%	60%
I think it's important to see more representation of mixed or second-generation culture	62%	76%	60%	59%	60%	64%	35%	69%	77%	61%	80%	56%	68%

## Trend 2: Democratized creativity

Percentage of survey respondents who agree with the following statements	Global	BR	CA	FR	DE	IT	JP	MX	KSA	ES	UAE	UK	US
Advertising sparks consumers' creativity	62%	80%	57%	43%	47%	55%	54%	75%	80%	58%	81%	51%	64%
Advertising should enable creative interactions	62%	80%	58%	50%	50%	57%	35%	75%	81%	55%	82%	54%	64%

## Trend 3: New escapism

Percentage of survey respondents who agree with the following statements	Global	BR	CA	FR	DE	IT	JP	MX	KSA	ES	UAE	UK	US
It's important to see the "weirdness" and real personalities of people represented in culture	58%	58%	58%	42%	52%	60%	27%	70%	69%	64%	73%	58%	63%
I'm looking for the creation of more original content	62%	68%	64%	49%	50%	57%	34%	71%	79%	63%	81%	64%	66%
I enjoy advertising that entertains me	73%	87%	62%	62%	63%	70%	66%	79%	82%	70%	83%	68%	74%
I prefer to discover new products and have new experiences, rather than stick to the familiar	65%	83%	58%	59%	54%	55%	37%	74%	84%	66%	84%	56%	65%

Fielded December 2023 to February 2024.

Global data reflects BR, CA, DE, ES, FR, IT, JP, KSA, MX, UAE, UK, and US aggregated.

Total n=21,600. Per country n=1,800.