

stashrun

A Case for the Conscious Creator

*Grow an authentic creator brand
with a loyal + engaged audience*

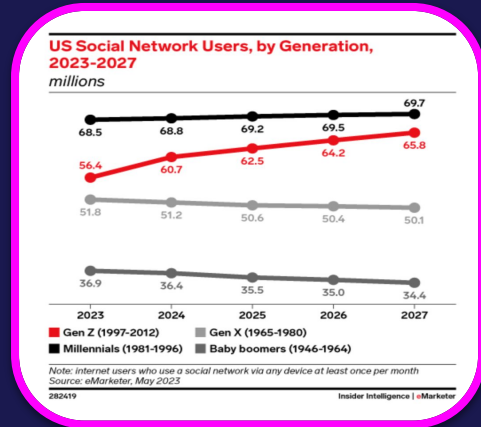


for creators, the audience is always priority #1

but who are they and what are they passionate about?

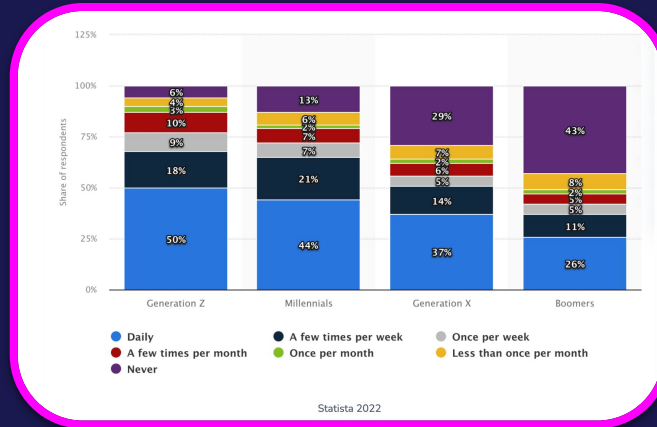
in relation to older generations, Gen Z + Millennials use social media:

at a higher rate



[source](#)

more frequently

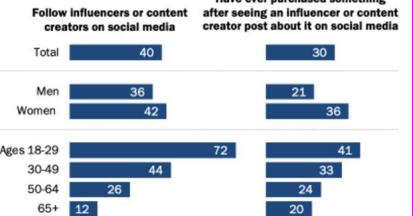


[source](#)

with more connection + purchasing affinity

Younger social media users stand out for following influencers, content creators and saying they've made purchases based on influencer recommendations

% of U.S. social media users who say they ...



Source: Survey of U.S. adults conducted July 5-17, 2022.

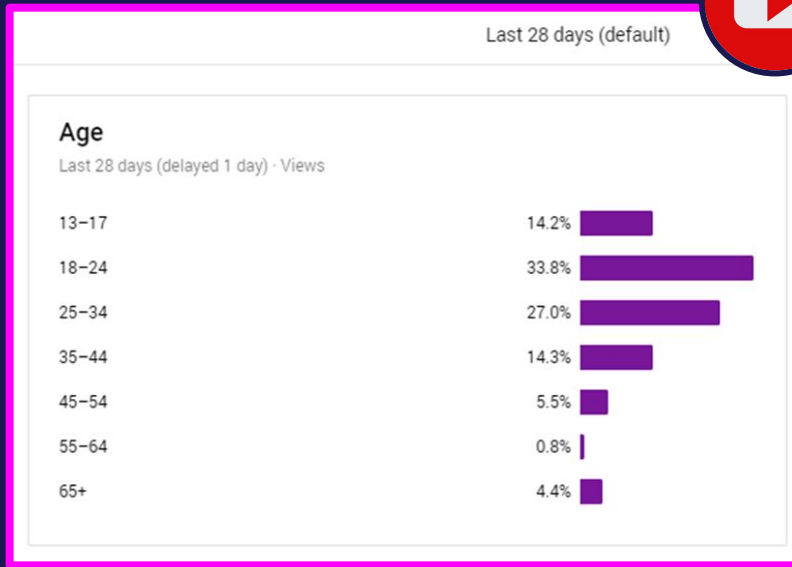
PEW RESEARCH CENTER

[source](#)



open your analytics on any social platform...

if you're a creator, odds are you're likely informing, entertaining, and influencing a **primarily younger** audience



to younger audiences, **there are more important priorities** than views and profits

views are great, but social impact is better.

IDENTITY

68% of Gen Z + Millennials indicated that the products they buy are a reflection of their personality, values and beliefs, 58% higher than the Boomer generation. [source](#)

PURPOSE

70% of Gen Z + Millennials believe a brand should have a *purpose* they personally believe in compared to just 48% of Boomers and Matures. [source](#)

TRANSPARENCY

~65% of Gen Z try to learn the origins of anything they buy—where it is made, what it is made from, and how it is made. ~80% refuse to buy goods from companies involved in scandals. [source](#)

LOYALTY

30% of Gen Z values brands that prioritize the environment, double that of baby boomers. 27% will stay with brands that use sustainable packaging compared with 18% of baby boomers. [source](#)



big brands are taking notice of **new behaviors**

younger audiences are ready to have **real** conversations and cut through the noise

FACT

99% of Gen Z say they will skip an ad if possible and 63% use an adblocker to avoid **traditional** brand marketing efforts. [source](#)

FACT

Though Gen Z is leading the way, overall consumer sentiment is close behind. 74% of all consumers feel “**bombarded**” by advertisements. [source](#)

FACT

Brands spent **\$30.8B** on influencer engagements in 2023, with an expected increase to **\$52B** spent in 2028. [source](#)

AUTHENTICITY

Audiences are here for **real recommendations**, from their in person circles to the influencers they follow.

ADVOCACY

Creators can support audiences by only **advocating** for the products, services, and **causes** they actually support.

ACTION

Brands + creators are collaborating to work in more natural ways. Standalone ads are the past; **advocacy** is the future.

“We don’t have time for people selling weight-loss teas while the Amazon burns”.

SOURCE



what social causes are we talking about?

top 10 social causes Gen Z + Millennials care about in 2023 source

1

Mental Health

2

Racism

3

Poverty/Homelessness/Hunger

4

Abortion/Birth Control

5

The Economy

6

Gun Violence

7

Animal Rights

8

Sexual Abuse

9

Gender Equality

10

Education



so what does this mean for creators?

how to strengthen your position as a conscious creator

Recognize that as a creator, you are a brand... even as an individual.

- **Creators are multi-faceted brands that produce content, sell products, know their audiences, have a POV, etc.**
- **Every stat speaking to Gen Z + Millennials affinity towards cause focused brands holds true for individual personalities, as well.**

Have authentic conversations about yourself. Your whole self.

- **Don't sit on the sidelines, your fans expect a two way dialogue about the causes you care about.**
- **Whether it's local, global or someplace in between, select a cause that aligns with your authentic self and support it in your work.**



so what? **continued.**

Ensure your organization, no matter how big or small, operates ethically.

- Practice the values that you preach!
- Sell sustainable products, treat your employees/partners with respect, give a % of your profits to a cause... Whatever makes sense to you, but demonstrate that your actions and words align.

Use your voice to naturally partner with brands that innately support causes you care about.

- Audiences see through (and avoid) inauthentic partnerships.
- Refrain from brands that act in opposition to your beliefs (or don't act at all!).
- You may turn down a few opportunities but the positive impact it will have on your audience's trust will be worth it.



tl:dr

Gen Z + Millennials are the most active age groups on social media.

Younger fans expect creators to use their influence for social good.

Younger demographics are more likely to watch, buy, and engage with creators that share their authentic self, social causes included.

In 2023 and beyond, providing social impact is a highly strategic method to bolster your brand, connect with fans, and collaborate with brands.

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Gamified donation links shared by creators, funded by brands.

