

# Brand Corner

## The New Age of Buying: Brand Activism

“Smarter generations know their buying impact on the environment.”

In today's world, consumers are more than just buyers, they're advocates for change. They demand that the brands they support share their values and take meaningful action on social, environmental, and political issues. This growing consciousness among consumers has given rise to a powerful trend: brand activism.



In the era of brand activism, the brand-consumer relationship is evolving beyond product quality or affordability. Now, a brand's ethos, commitment to ethical practices, and social impact influence buying decisions. As more consumers, especially younger generations, prioritize purpose over profit, brands are responding by weaving activism into their core identity—whether through marketing, corporate responsibility, or public stances on global matters.

Consumers increasingly expect brands to be upfront and clear about their values; 70% of consumers say it's important for brands to take a stand on social and political issues and 66% of those consumers say it's because they believe brands can create real change. These customers will go out of their way to engage a given brand's services or buy their goods because their society-driven mission is something they want to support.

Brand activism goes beyond corporate social responsibility. Brand activism refers to businesses taking a public stance on what they believe in.

In an era where transparency and authenticity reign supreme, brands that align their actions with their customers' values can build deeper connections and foster loyalty. But brand activism isn't just about making a statement; it's about taking concrete steps that reflect a brand's commitment to a cause.



- **Consumer Demand for Values**
  - **Authenticity Matters**
  - **Impact on Brand Loyalty**
  - **Sustainability Focus**
- This era presents a powerful opportunity for brands to not only profit but also create positive societal change.

### Call to Action

Uncover the latent power of your brand with Magsmen. Contact our expert Brand Consultants to explore untapped business opportunities.

# Tips

- Align with Authentic Values: Before diving into activism, ensure that your brand's chosen cause aligns with its core values. Authenticity is key—customers can easily spot when a brand is jumping on a bandwagon.
- Take Real Action: Words alone aren't enough. Your brand must take tangible steps to support the cause, whether through donations, partnerships, or changes in business practices.
- Engage with Your Community: Listen to your customers and involve them in your activism efforts. This not only builds a sense of community but also ensures that your actions resonate with your audience.
- Be Prepared for Backlash: Not everyone will agree with your stance, and that's okay. Be ready to handle criticism and stay true to your principles, even in the face of opposition.
- Measure Impact: Track the results of your activism initiatives. Are they making a difference? Are they resonating with your audience? Use this data to refine your approach and make an even greater impact.



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## Industry Insights

"We exist to fight for a fairer, more beautiful world... We drive purpose as well as profit"

### The Body Shop

One of the first companies to publicly declare that driving positive change in the world was as important as making a profit was The Body Shop. The Body Shop championed cruelty-free, environmentally friendly cosmetics and toiletries and celebrated every body type.

The company's passion and commitment to both human and animal rights and environmental issues means that it has a customer base that is so engaged with the causes it champions that they will seek out Body Shop products when they run out of shampoo, body butter or any of the other products they are known to retail. Furthermore, because the company and customer values align, goods can command a higher price than many of their competitors, as consumers feel that the money is doing something good.



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