

CONNECTED IMPACT

EVELINA DIN
ENTREPRENEUR & CONTENT CREATOR

BORN TO BE
AN ENTREPRENEUR

SHOW *the
agency



FORCED TO BE
A CONTENT CREATOR

 **eu etastick**

ENTERING
THE ERA OF CONSCIOUS CONSUMER

CONSUMERS vs. BRANDS

63% of global consumers expect **brands to take a stand on important societal issues**



Among Gen Z, this figure exceeds

75%

indicating that younger generations see companies not just as providers of products and services, but as ethical and cultural actors. It's not merely about shared values - **many people view purchasing from a like-minded brand as an expression of identity.**

9 in 10

consumers **prioritize authenticity** when deciding between brands



89%

of consumers **stay loyal to brands because they share their values**

+75%

consumers **consider sustainability and climate impact** when supporting.

70%

of consumers **believe it is important for brands to have a public stance on social and political issues**



CONSUMERS vs. INFLUENCERS

92%

of consumers **trust influencers over celebrities and traditional ads**

Micro influencers
rake in **3X**

the **engagement rate** of mega influencers

87%

of consumers agree **influencers should speak on causes** that align with their values

42%

of consumers **will unfollow brands** if they work with influencers that don't align with the consumer's values

Responsibility and ethics

at the heart of Influencer Marketing

70%

of Gen Z are involved in a social or political cause

They're the
most likely generation to boycott

a product, company, country or state because of a political, social or environmental stance



IS ACTIVISM SPLIT IN MODERN AGE?

ONLINE VS. OFFLINE

DIGITAL ACTIVISM

Digital activism refers to the use of digital technology and online platforms in order to engage in activism, raise awareness, and advocate for social, political, or environmental change.



DIGITAL ACTIVISM

Digital activism uses online platforms like social media for social and political change, offering rapid information spread and global reach.



SOCIAL INFLUENCERS

TRADITIONAL ACTIVISM

Traditional activism involves in-person, offline activities like protests, demonstrations, and organizing petitions, public affairs efforts and administrative efforts to create legislative changes.



ACTIVISTS

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SOCIAL INFLUENCERS VS. ACTIVISTS?



DIFFERENT ROLES. SAME PURPOSE.

NOT THE SAME, BUT STRONGER WHEN WORKING TOGETHER.



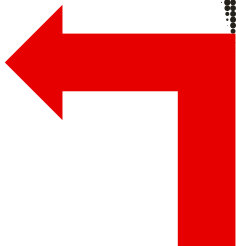
#4

FUNDS & ACTIONS
are being invested in
ACTIVISTS' ground
work & causes



#3

PUBLIC NARRATIVE
pressures political and
administrative actors to
act on the issues



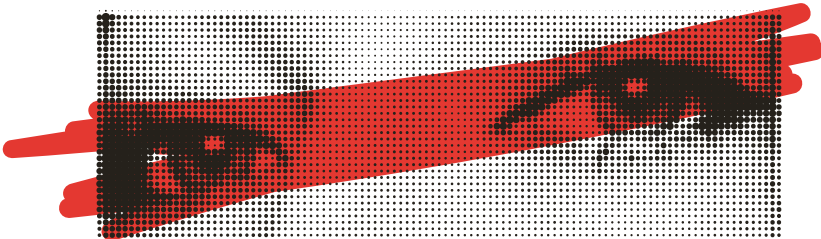
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SOCIAL INFLUENCERS
create awareness &
mobilize people fast



#1

ACTIVISTS work
on ground level



**YOUR RAGE
BELONGS IN
OUR STREETS**

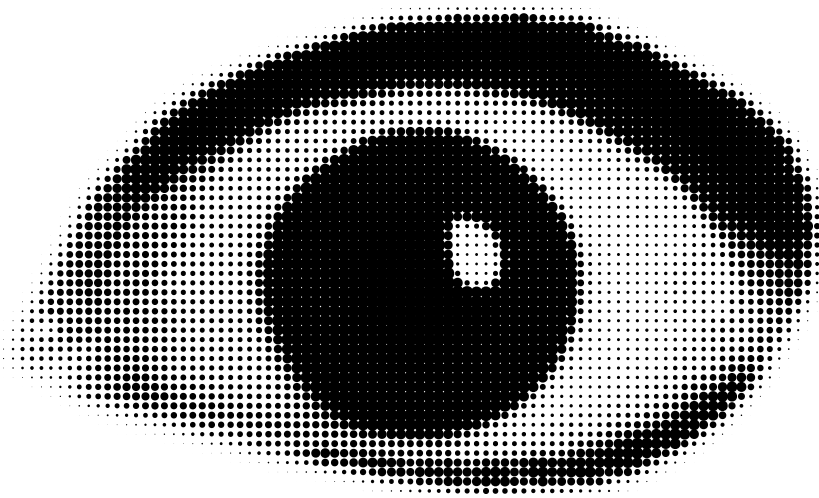
FREE PALESTINE



A black silhouette of a person's head and shoulders is centered against a solid red background. The person's face is obscured by a large, red, textured handprint, with the fingers spread. Below the silhouette, the words "STOP FEMICID" are written in a bold, white, sans-serif font, stacked in two lines.

**STOP
FEMICID**

A NEW SPECIES OF INFLUENCER



COUNT THEM BY THE FOLLOWERS

NANO
<10K

MICRO
10K-100K

MID
100K-500K

MACRO
500K-1M

MEGA
+1M

THE OLD SCHOOL

THE SOCIAL INFLUENCER

HIGHER
ENGAGEMENT
RATE

HIGHER
CONVERSION
RATE

ENABLES & SUSTAINS
BEHAVIORAL
CHANGE

INSTANT
CREDIBILITY

PARASOCIAL
RELATIONSHIP WITH
THE BRAND BY
ASSOCIATION

QUALITY OVER
QUANTITY



THE NEW SCHOOL

BRANDS VS. SOCIAL INFLUENCERS

WHY DO BRANDS AVOID PARTNERING WITH SOCIAL INFLUENCERS?

RISK OF ALIENATING CUSTOMERS

Partnering with an activist influencer can lead to backlash from consumers who disagree with the influencer's views, potentially leading to a loss of customers and sales.

CONTROVERSY

The risk of controversy is high, and a partnership can draw negative attention if the influencer engages in or is associated with controversial behavior.

FOCUS ON COMMERCIAL OBJECTIVES

Brands are often concerned about maintaining a balance between their commercial goals and an influencer's activism, especially if the influencer prioritizes political or social issues over product promotion.

BUT IS THE COST OF NOT DOING IT HIGHER?

THANK YOU