

dentsu

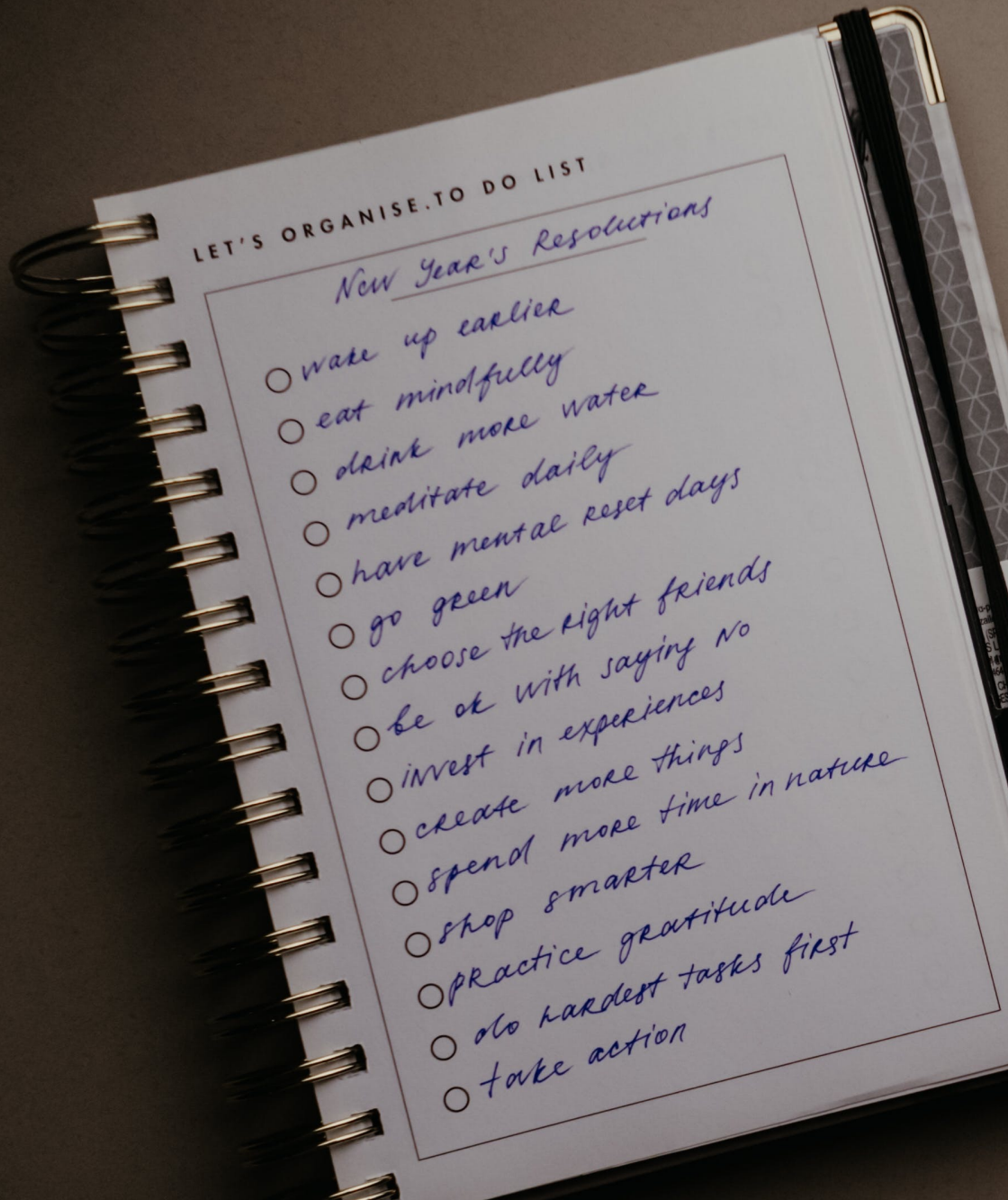
Dentsu Consumer Navigator: 2024 Look Ahead

November 2023



About this study

- The survey was conducted by dentsu via Toluna, an online research panel.
- Administered on November 14th, 2023.
- Distributed among a random sample of 1,000 U.S. respondents 18 years of age or older.
- Controls for nationally representative weighting across age, gender, region, race and ethnicity (using the latest publicly available U.S. Census numbers).





Contents

- 01 Top Consumer Insights
- 02 What Americans See, Think, Feel Heading Into 2024
- 03 What Americans Will Personally Prioritize in 2024
- 04 What Brand Expectations Will Be Set For 2024
- 05 Closing Thoughts

Top Consumer Insights

Political and economic environment dampens 2024 outlook.

Our survey finds that only 44% of respondents express high confidence that 2024 will be 'a good year'. Consumers feel most pessimistic about the US economy, international relations, and US politics. There are glimmers: Consumers are optimistic about sustainability, gender equality, and generative AI – indicating continued hope there will be advancements that better society.

Despite pessimism, consumers want to stay engaged with world.

Respondents express the highest interest with keeping up with economic trends, TV and movies, technology advancements, and politics, heading into an election year. Interestingly, consumers express the least interest in keeping up with pop culture, perhaps indicating fatigue with celebrity news.

Americans seek a more purposeful life in 2024.

76% of respondents agree: "I am actively seeking to create a more purposeful life for myself." The top priority that respondents say they will invest their time and energy into in 2024 is family, followed by physical and mental health and financial well-being.

Social well-being is a key focus for consumers next year.

Increasingly, we are more conscious of how our social relationships contribute to our wellbeing. Among consumers who plan to invest time and energy into their family, friends, and community in 2024, cultivating deeper connections through quality time and more frequent communication is key.

In 2024, more consumers will seek to consolidate their brand relationships.

55% of respondents chose the statement, I like when I can use ONE brand to take care of multiple needs, over the statement, I like using different brands to take care of different needs. Millennials are the most likely generation to consolidate brand relationships, followed by Gen Z and Gen X, with Boomers least likely to do so.

Consumers are craving more mutually beneficial relationships from brands in 2024.

Our survey finds that consumers desire collaborative engagement from brands. 76% agree: My favorite brands make me feel like a collaborator. Additionally, consumers desire a value-exchange for personal data. 76% agree: More brands should reward consumers for sharing personal data.

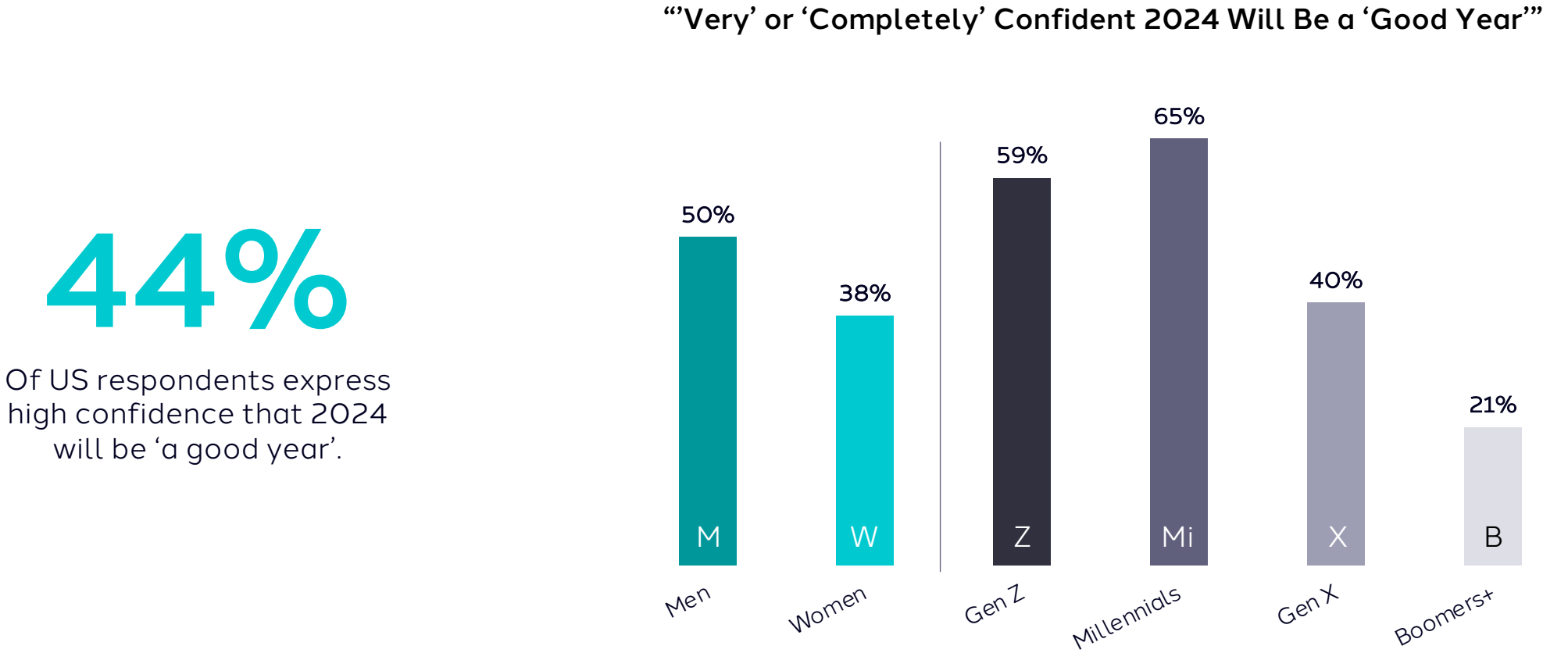
What Americans See, Think, Feel Heading Into 2024

As 2024 approaches, a prevailing sense of pessimism has settled in among many Americans, casting a shadow on their outlook for the future. Economic uncertainties, ongoing geopolitical tensions, and the lingering impact of the COVID-19 pandemic have contributed to a collective unease. The combination of these factors has fostered a pervasive concern about the trajectory of the world, leaving citizens apprehensive about what the coming year may hold.



Less than half of Americans express high confidence that 2024 will be ‘a good year.’

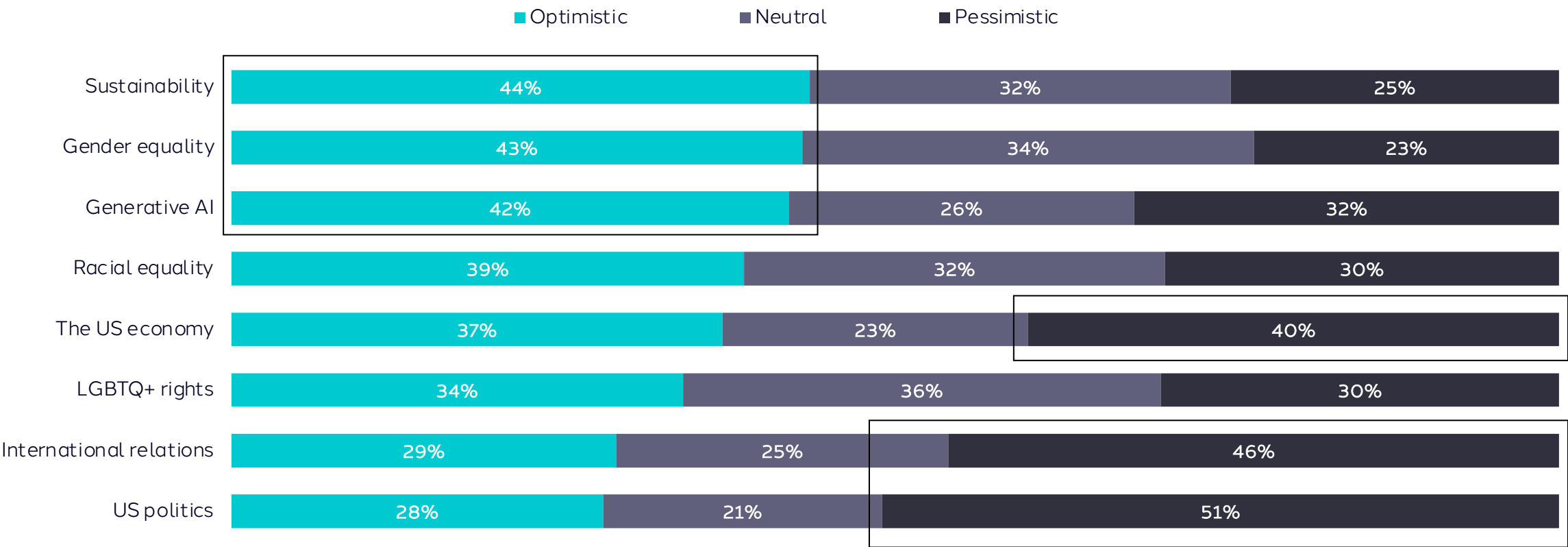
Men are 12-percentage points more optimistic than women that 2024 will be ‘a good year’. Gen Z & Millennials are significantly more likely than older cohorts to be optimistic about the year ahead.



Pessimism about economy, conflict & politics remains - despite glimmers of optimism.

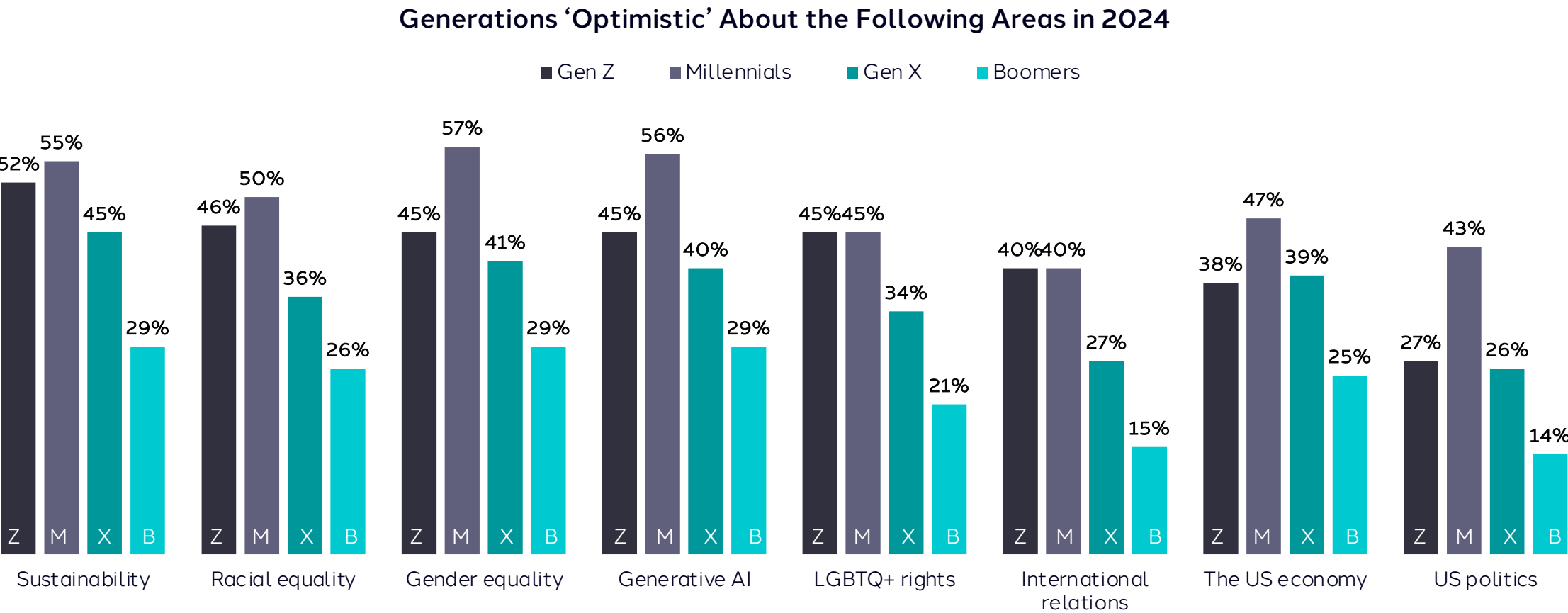
Consumers are most optimistic about sustainability, gender equality, and generative AI – indicating hope there will be advancements that better society. Still, consumers feel highly pessimistic about the US economy, international relations, and US politics. This is disheartening, although not surprising given the current climate in the US and abroad.

Consumer Sentiment About How the Following Areas Might Develop in 2024



Each generation has a different perspective on the year ahead.

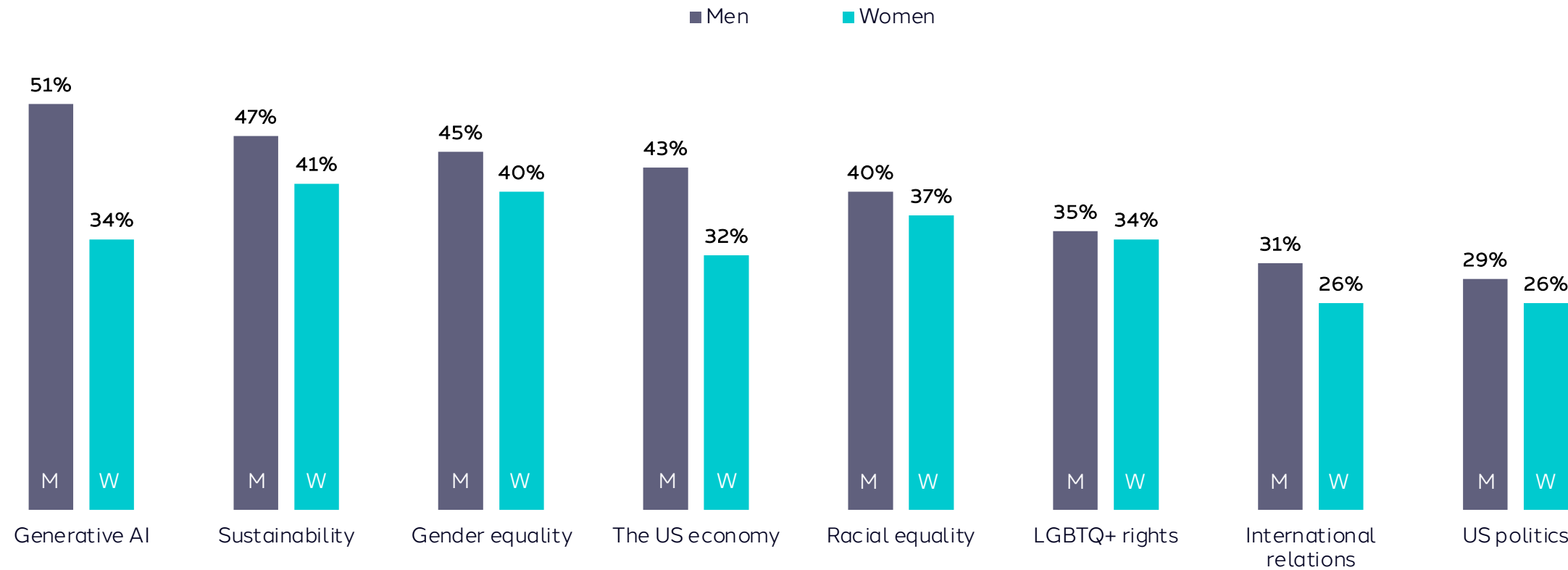
Millennials are the most optimistic generation across the board. The top areas Gen Z are optimistic about relate to social progress: sustainability, racial equality, and gender equality. However, Gen Z appears as disillusioned about politics as older cohorts. Gen X and Boomers under-index for optimism across all areas.



Men are more optimistic about societal developments in 2024 than women.

Men are more likely than women to express optimism about developments across the board. Men may simply have a more rose-colored view of the world while women’s world-view may be shaped by the unique and challenging barriers they face including gender inequality and the roll-back of rights (i.e. reproductive rights).

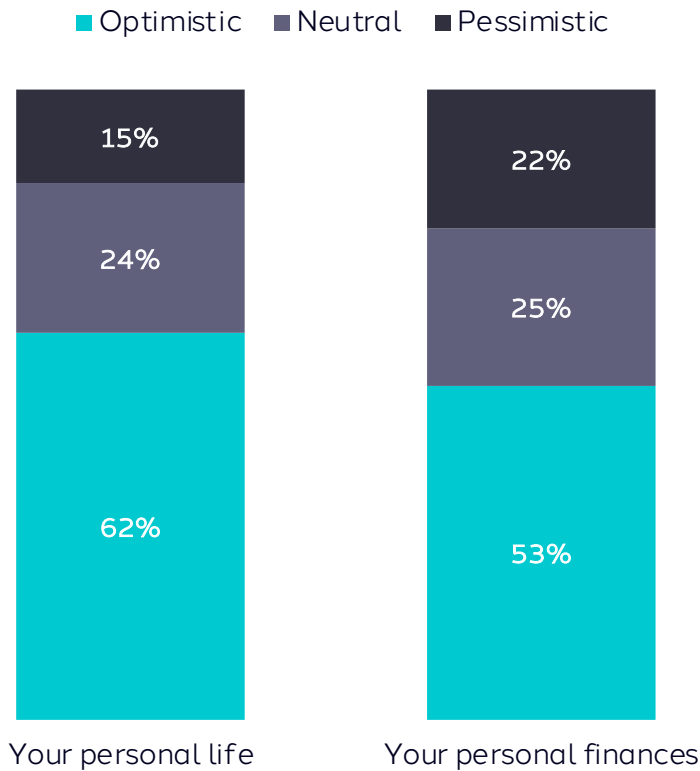
Men vs. Women ‘Optimistic’ About the Following Areas in 2024



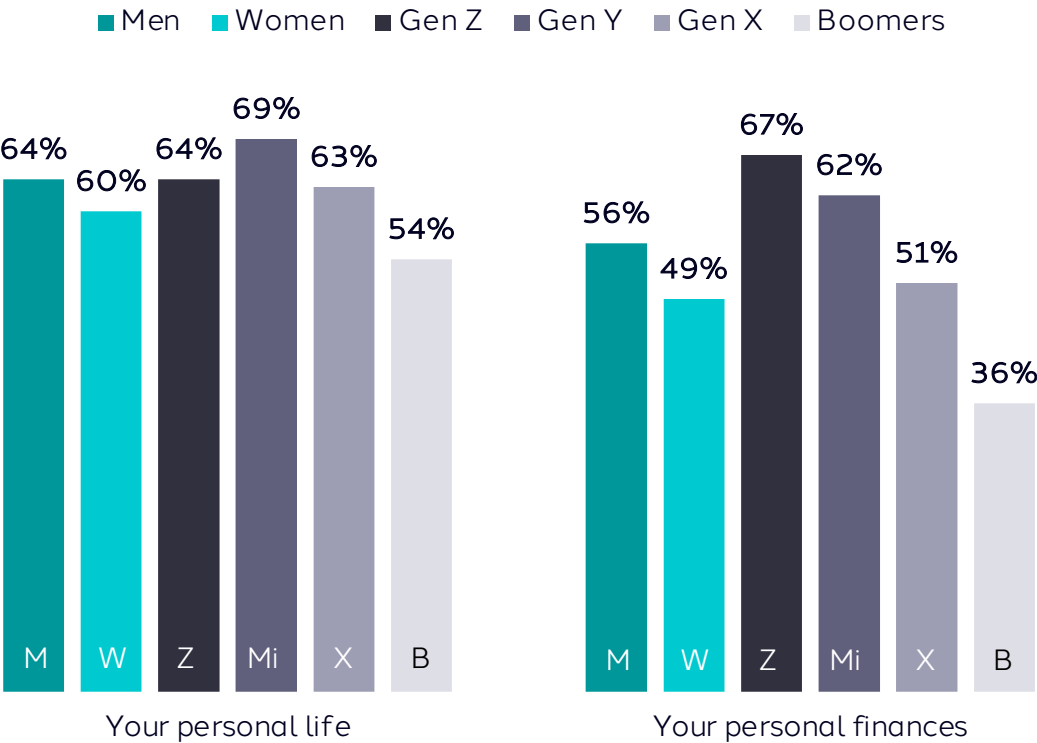
Consumers significantly more optimistic about how they will fare personally in 2024.

All audience cohorts feel similarly optimistic about their personal life, but optimism towards personal finances wavers among some groups. Women are less optimistic than men, and older generations are less optimistic than younger gens.

Consumer Sentiment About How the Following Areas Might Develop in 2024



% of Each Group Who Are Optimistic:

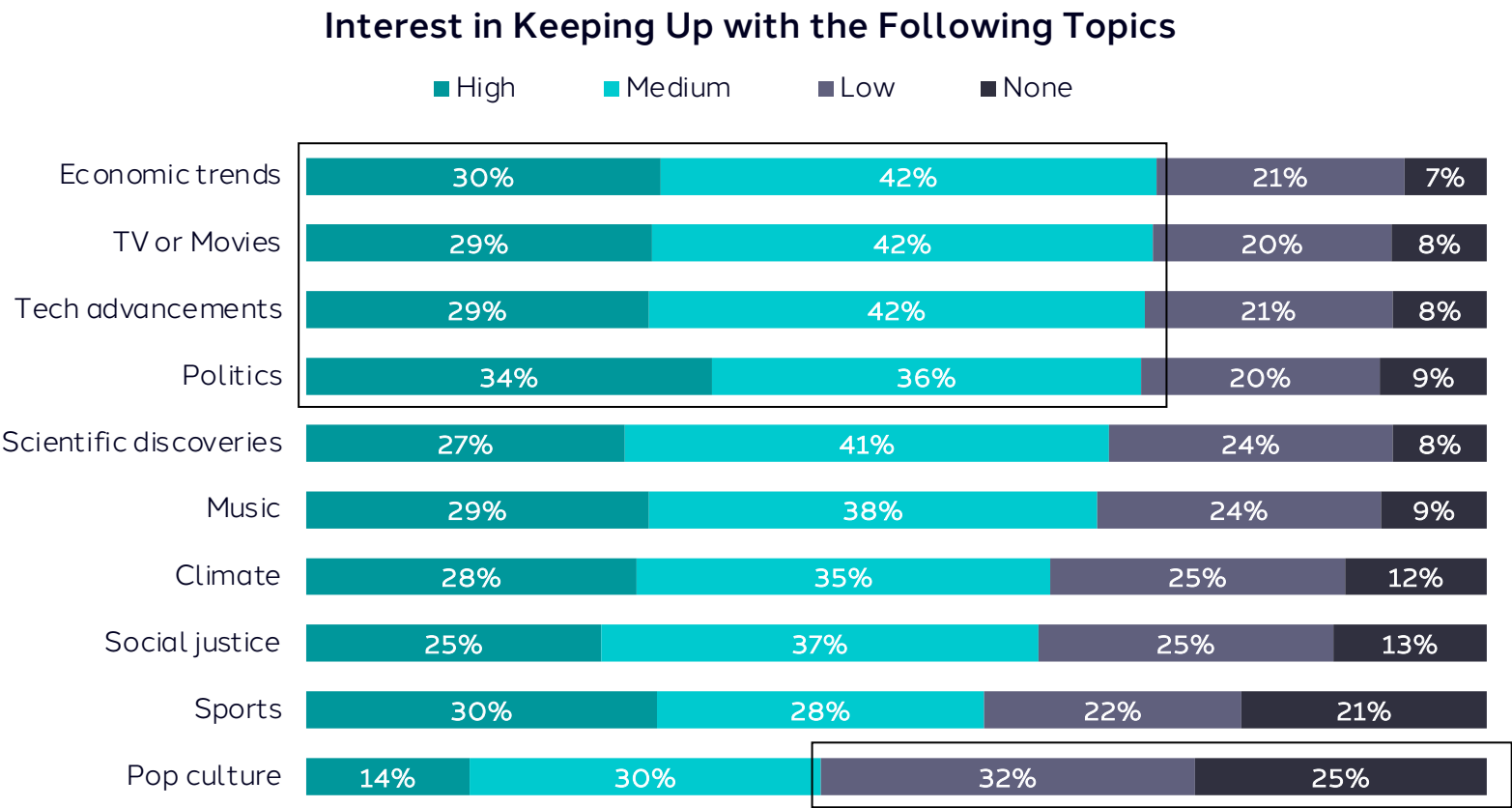


Most consumers plan to stay engaged with what’s happening in the world in 2024.

They express the highest interest with keeping up with economic trends – perhaps because many are worried – TV and movies, technology advancements (like generative AI), and politics, heading into an election year. Interestingly, consumers express the least interest in keeping up with pop culture, perhaps indicating fatigue with celebrity news.

70%

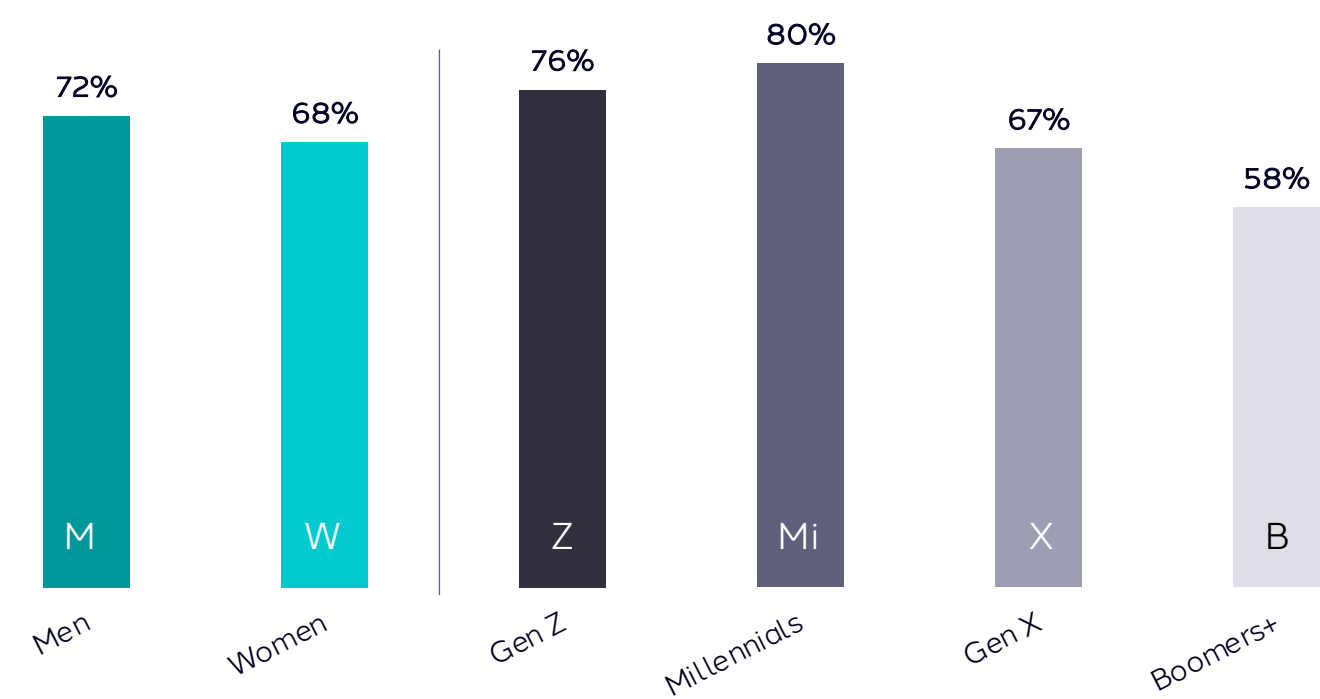
Of US respondents say their interest in staying informed about what’s happening in the world will increase in 2024 compared to 2023.



Anticipated engagement with ‘what’s going on in the world’ differs by generation.

Younger generations – Gen Z and Millennials – over-index for anticipating their interest will increase in 2024 compared to 2023, mirroring their optimism about the upcoming year. Conversely, Boomers significantly under-index, mirroring their pessimism about next year. Men and women express similar levels of interest to each other.

% Of Each Group Who Say Their Interest In Staying Informed About What’s Happening In The World Will Increase:



Each generation is interested in keeping up with different developments in 2024.

Looking at the top 5 topics across each generation, Gen Z is most interested in keep up with elements of entertainment – music and TV or movies – followed by climate or environmental news. Millennials and Gen X are most interested in TV or movies. Millennials also have a penchant for tech advancements and scientific discoveries, while Gen X plans to follow politics. Boomers are most interested in economic trends and politics.

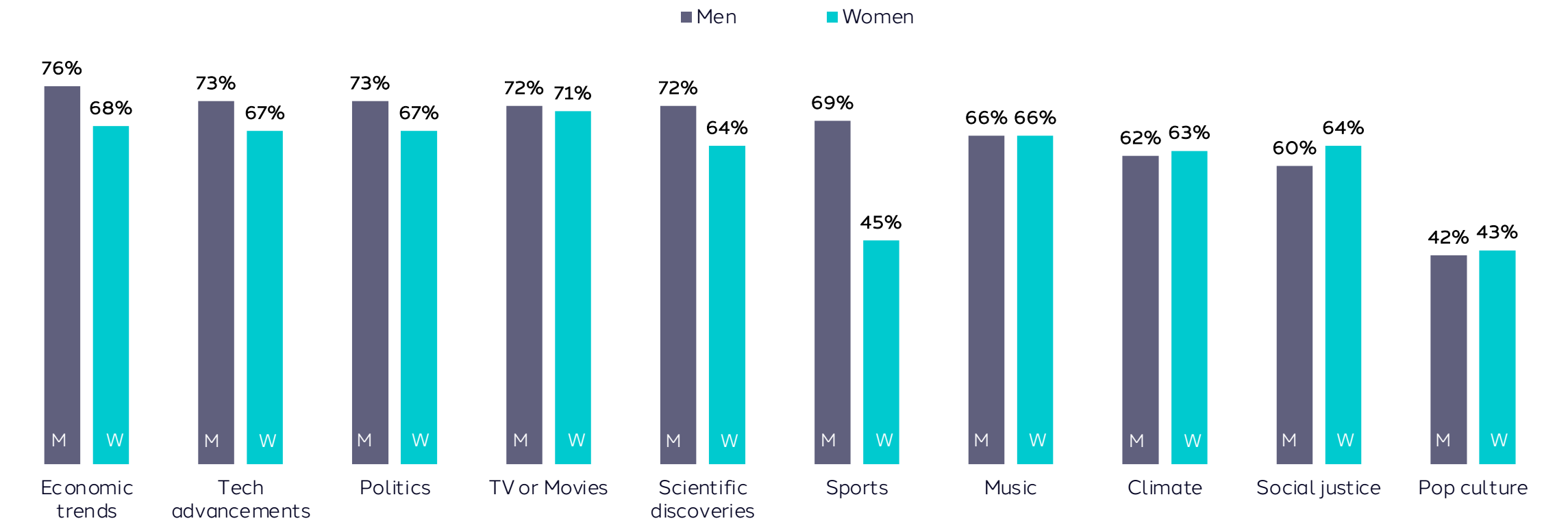
Top 5 Topics of Their Life Generations Plan to Prioritize in 2024

GEN Z	MILLENNIALS	GEN X	BOOMERS
Music 79%	TV or movies 81%	TV or movies 75%	Economic trends 75%
TV or movies 75%	Tech advancements 80%	Music 69%	Politics 73%
Climate or environment 66%	Music 77%	Tech advancements 66%	Scientific discoveries 70%
Economic trends 65%	Scientific discoveries 77%	Economic trends 66%	Tech advancements 64%
Tech advancements 63%	Economic trends 76%	Politics 66%	TV or movies 60%

Men and women express some similarities, some differences in interests.

Men are most interested in keeping up with economic trends, tech advancements, and politics. They also over-index for interest in scientific discoveries and sports. Women are most interested in keeping up with TV or movies, economic trends, and tech advancements. They are more likely than men to express interest in social justice as well.

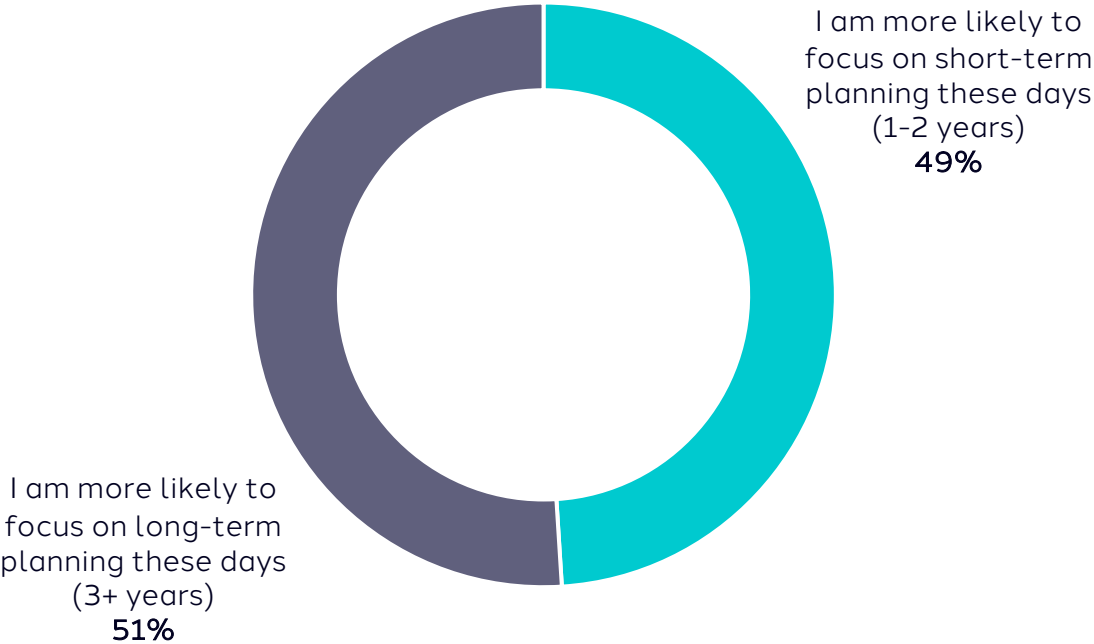
Men vs. Women: ‘High or Medium’ Interest in Keeping Up with the Following Topics



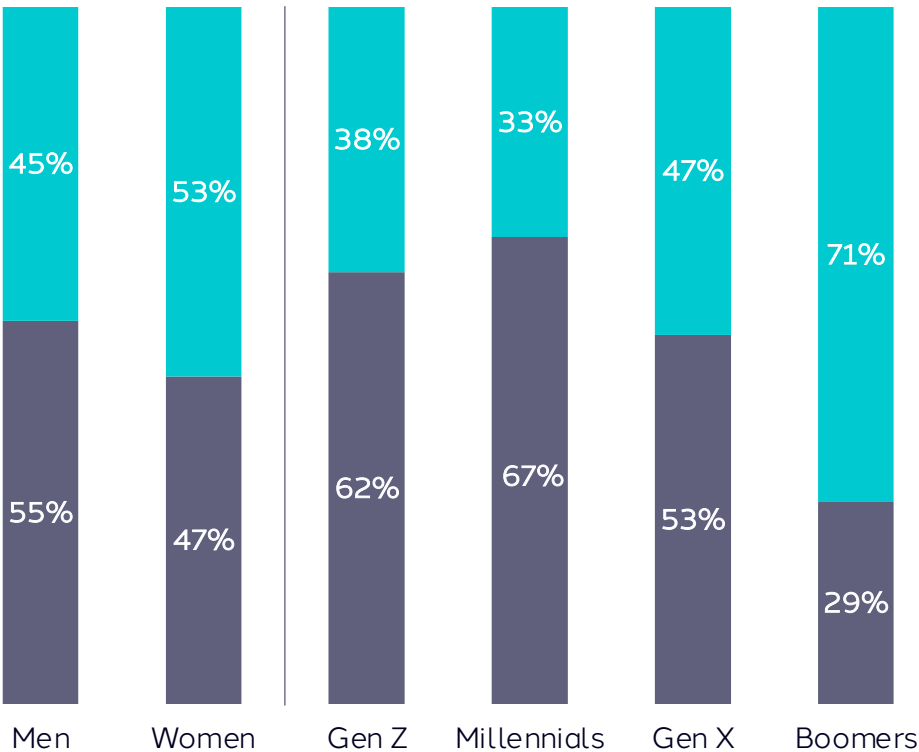
Americans are divided in how they are planning for the future.

It is striking how many Americans are thinking more short-term amid uncertainty. Women are slightly more likely than men to say they are planning for the short-term. Aligning with their life stages, older generations are also planning more short-term than future-oriented younger generations.

Which Statement Do You Agree With More?



Agreement By Audience Cohort





IMPLICATIONS FOR MARKETERS

- **Navigate 2024 with purpose and optimism.** Our survey finds that consumers express pessimism about the state of the world next year, mainly politics, the economy, and international relations. Brands should approach marketing and advertising campaigns with the prevailing pessimism in mind. Campaigns and activations that seek to offer support, hope, and joy may offer a respite for apprehensive consumers.
- **Align content with high-interest topics.** Given the continued interest in staying informed about TV and movies, technology advancements, music, and scientific discoveries, brands can strategically align their marketing content with these high-interest topics. By incorporating these themes into their campaigns, brands can tap into the subjects that captivate consumers' attention. However, despite high interest, brands should be wary before wading into politics or the economy, unless there are close and authentic ties to their brand values.
- **Strengthen lifecycle relationships.** With more consumers planning short-term, building strong relationships with customers becomes crucial. Short-term planning indicates consumers may be more responsive to immediate needs and changing circumstances.. Marketers should prioritize customer satisfaction, provide excellent customer service, and foster loyalty to encourage repeat business.

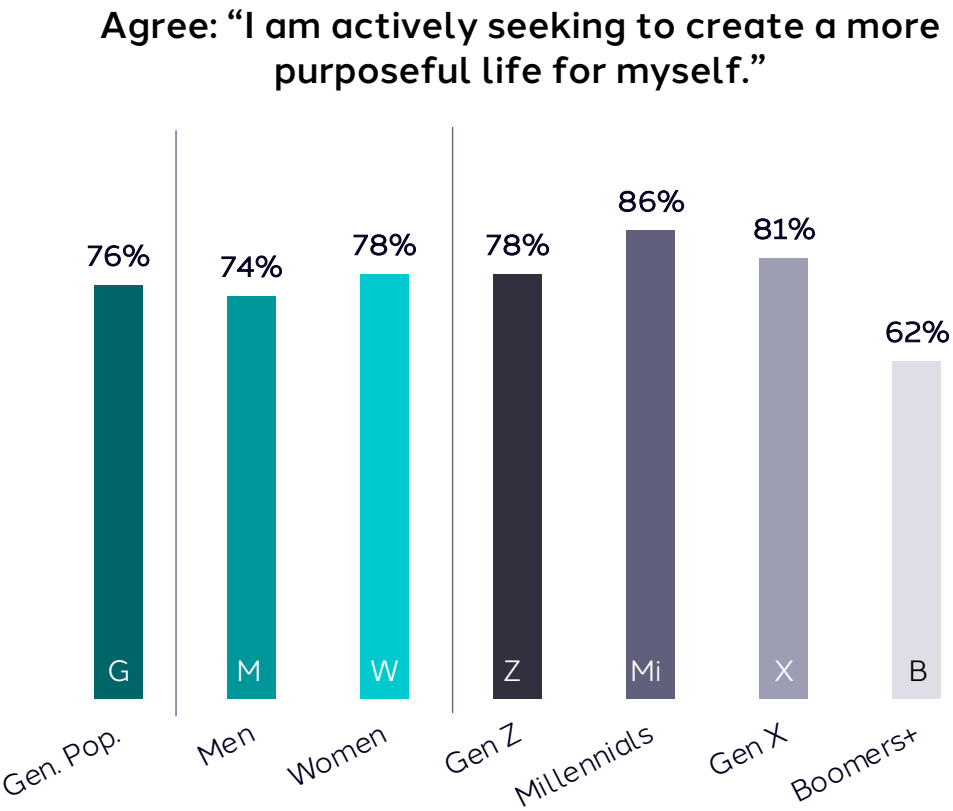
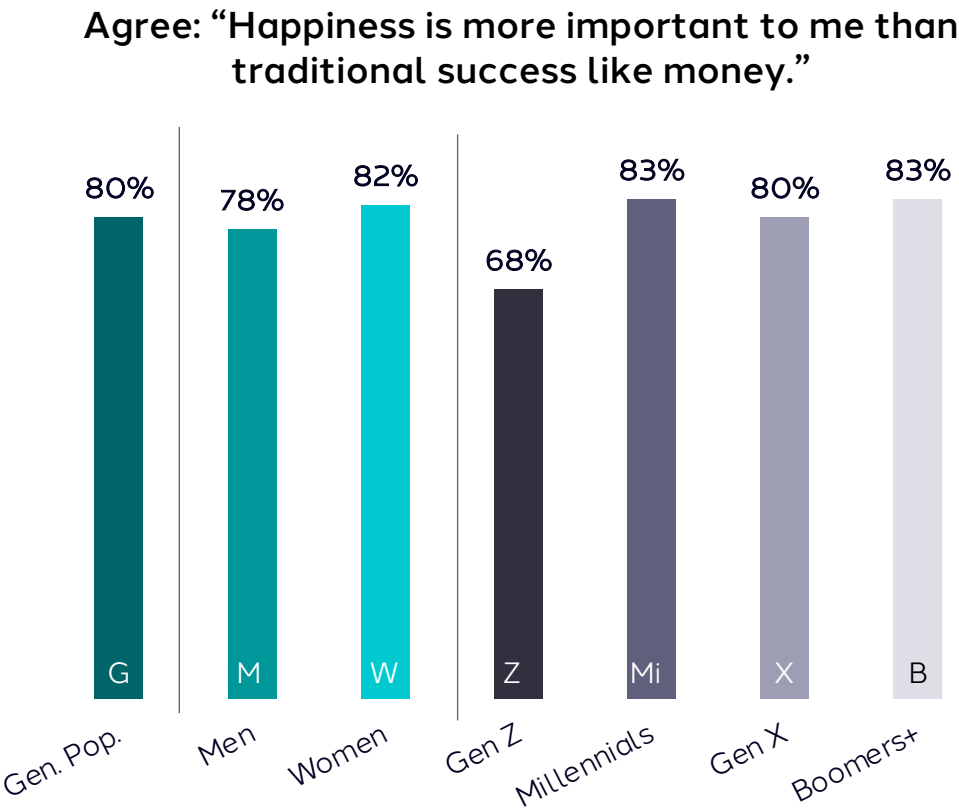
What Americans Will Personally Prioritize in 2024

Embracing a shift towards holistic well-being, Americans are redirecting their focus in 2024 towards cultivating happier and more purposeful lives. Recognizing the importance of family and home life, individuals are placing increased emphasis on nurturing meaningful connections and cultivating mindful domestic spaces. Simultaneously, a surge in prioritizing physical and mental health, as well as a concerted effort to shore up financial well-being amid inflation, signifies a broader movement towards more balanced lifestyles.



The new American Dream: Greater happiness and greater purpose.

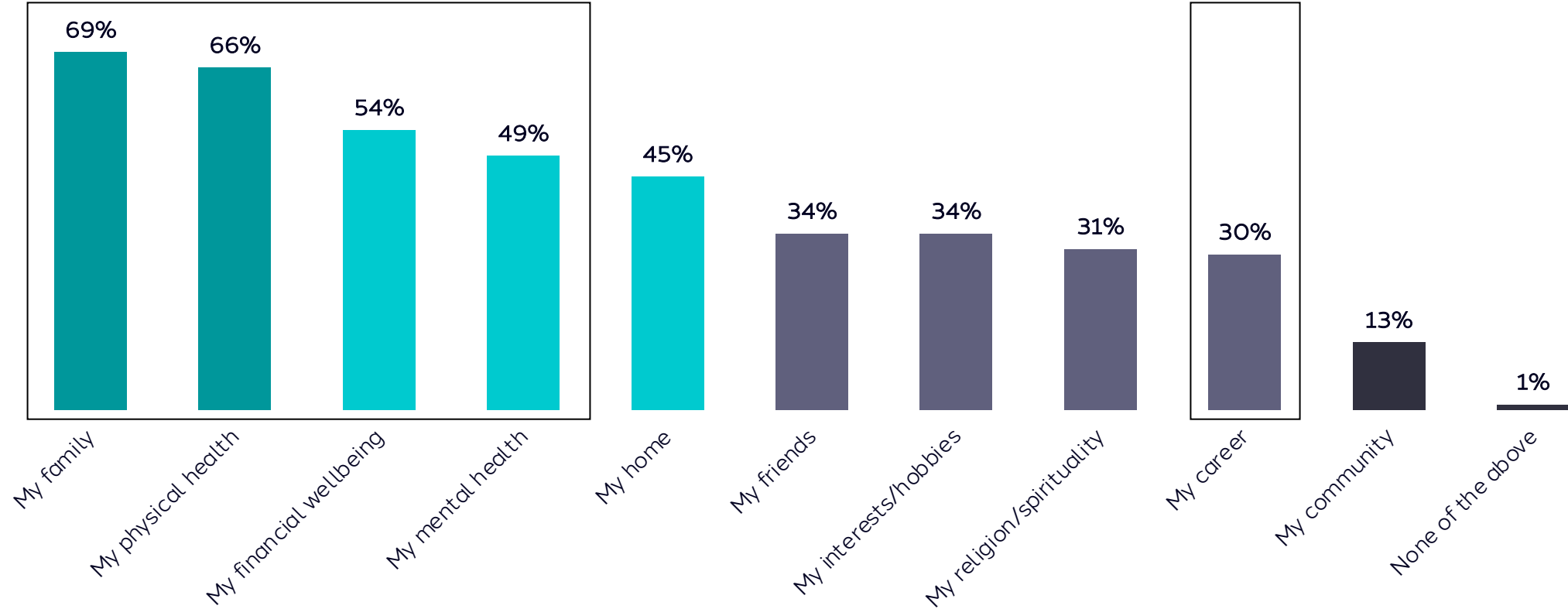
Overall, Americans are seeking to create greater happiness and purpose in their lives in 2024. Women are slightly more likely than men to be manifesting this for themselves. And while Gen Z is less likely than other generations to value happiness over traditional forms of success like money, they are just as likely to seek greater purpose in the new year.



Americans’ top priorities for 2024 indicate they think about well-being holistically.

The top priority for respondents to invest their time and energy in in 2024 is family. It’s followed by physical health, financial wellbeing, and mental health. Together, these paint a rich picture for the type of life Americans want to lead. Interestingly, career is less of a priority for Americans, though our survey finds it’s a greater priority for certain cohorts.

Areas of Their Life Consumers Plan to Prioritize in 2024



Each generation plans to prioritize different aspects of their life in 2024.

Looking at the top 5 priorities across each generation, Gen Z is most likely to prioritize mental health and the only generation where their career makes the cut. Millennials and Gen X are most likely to prioritize their family, with Millennials also prioritizing mental health. And Boomers are most likely to prioritize their physical health. They are also the only generation where friends cracks the top 5.

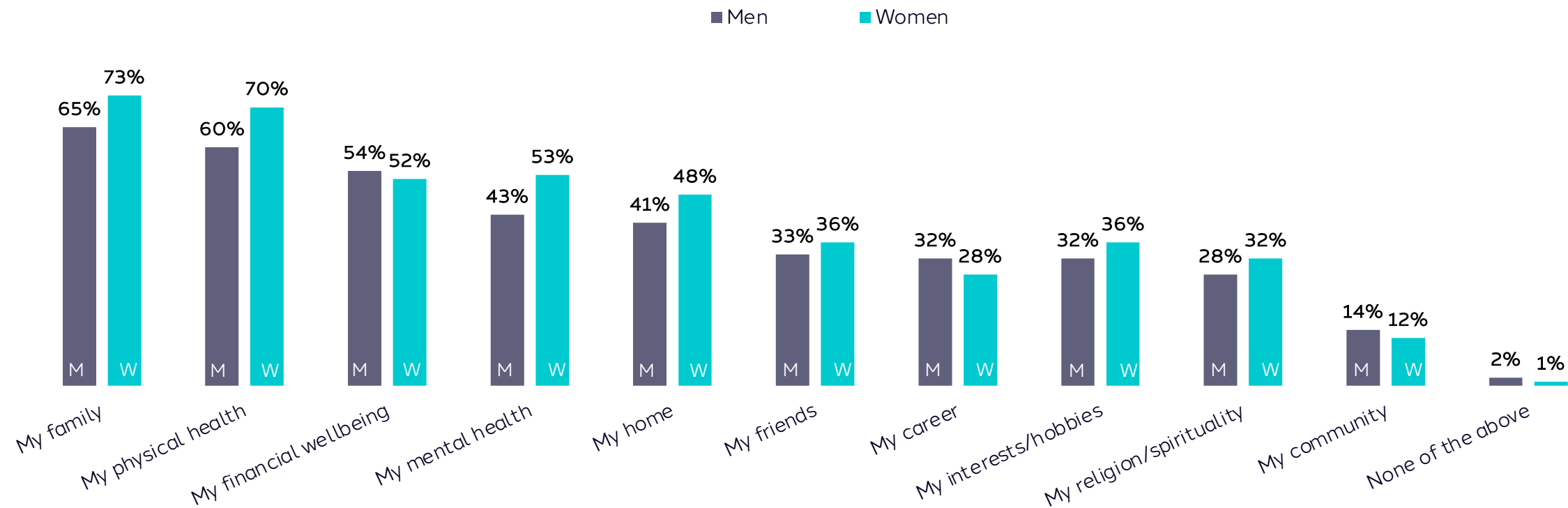
Top 5 Areas of Their Life Generations Plan to Prioritize in 2024

GEN Z	MILLENNIALS	GEN X	BOOMERS
My mental health 57%	My family 68%	My family 72%	My physical health 81%
My family 55%	My mental health 53%	My physical health 69%	My family 74%
My physical health 53%	My physical health 52%	My financial wellbeing 58%	My financial wellbeing 55%
My financial wellbeing 51%	My financial wellbeing 48%	My mental health 53%	My home 51%
My career 48%	My home 47%	My home 39%	My friends 40%

Women are more likely than men to prioritize their family, physical, and mental health.

Men are most likely to prioritize their family, physical health, and financial wellbeing next year. However, women are significantly more likely than men to prioritize their family, physical health, mental health, and home.

Areas of Their Life Men vs. Women Plan to Prioritize in 2024



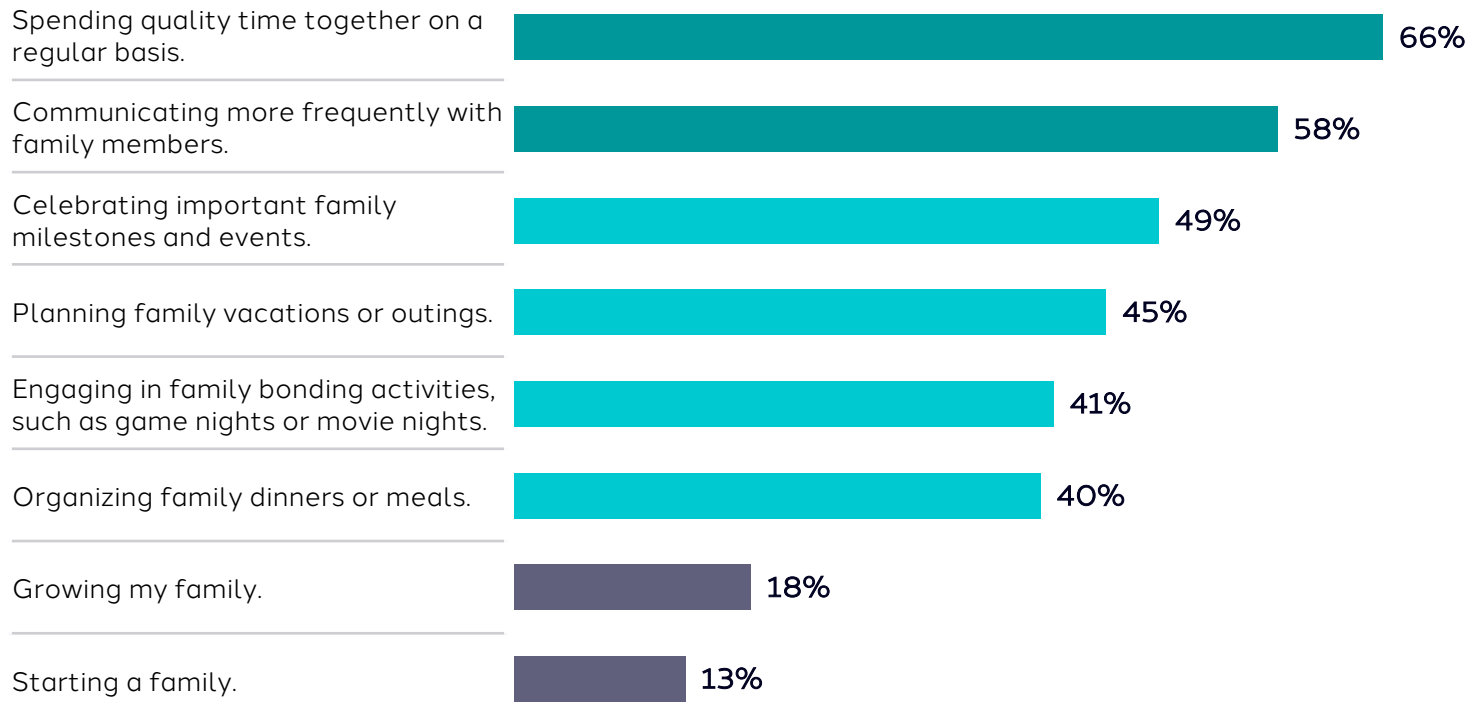
Among those who plan to prioritize their family, deeper connections is a key theme.

Deeper connections will stem from spending more quality time together, communicating more frequently and openly, and celebrating important family milestones and events.

69%

Of respondents plan to prioritize **their family** in 2024.

How Consumers Prioritizing Family in 2024 Plan to Do So



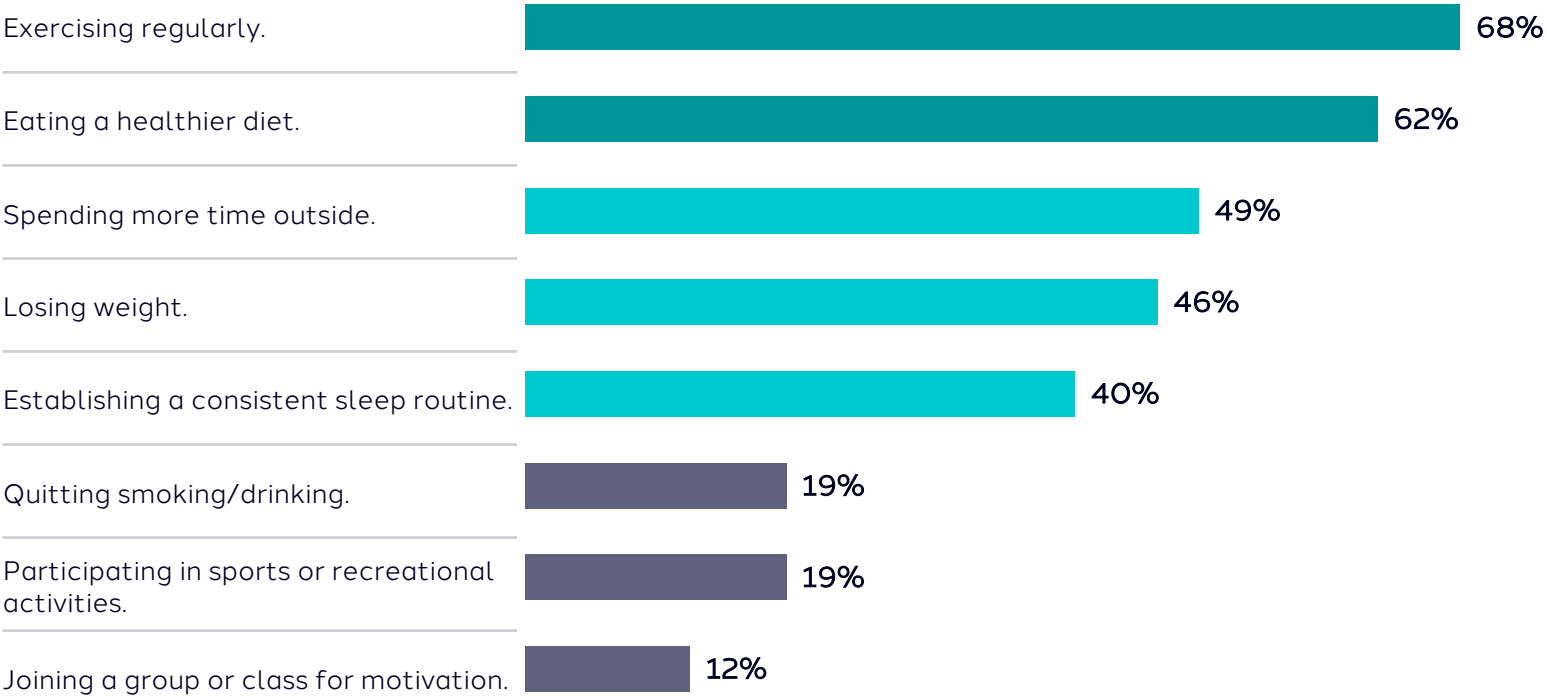
Among those who plan to prioritize their physical health, consistency is a key theme.

Those prioritizing their physical health say they want to exercise more regularly, eat a healthier diet, and spend more time outside – all things that require consistency and dedication to achieve.

66%

Of respondents plan to prioritize **their physical health** in 2024.

How Consumers Prioritizing Physical Health in 2024 Plan to Do So



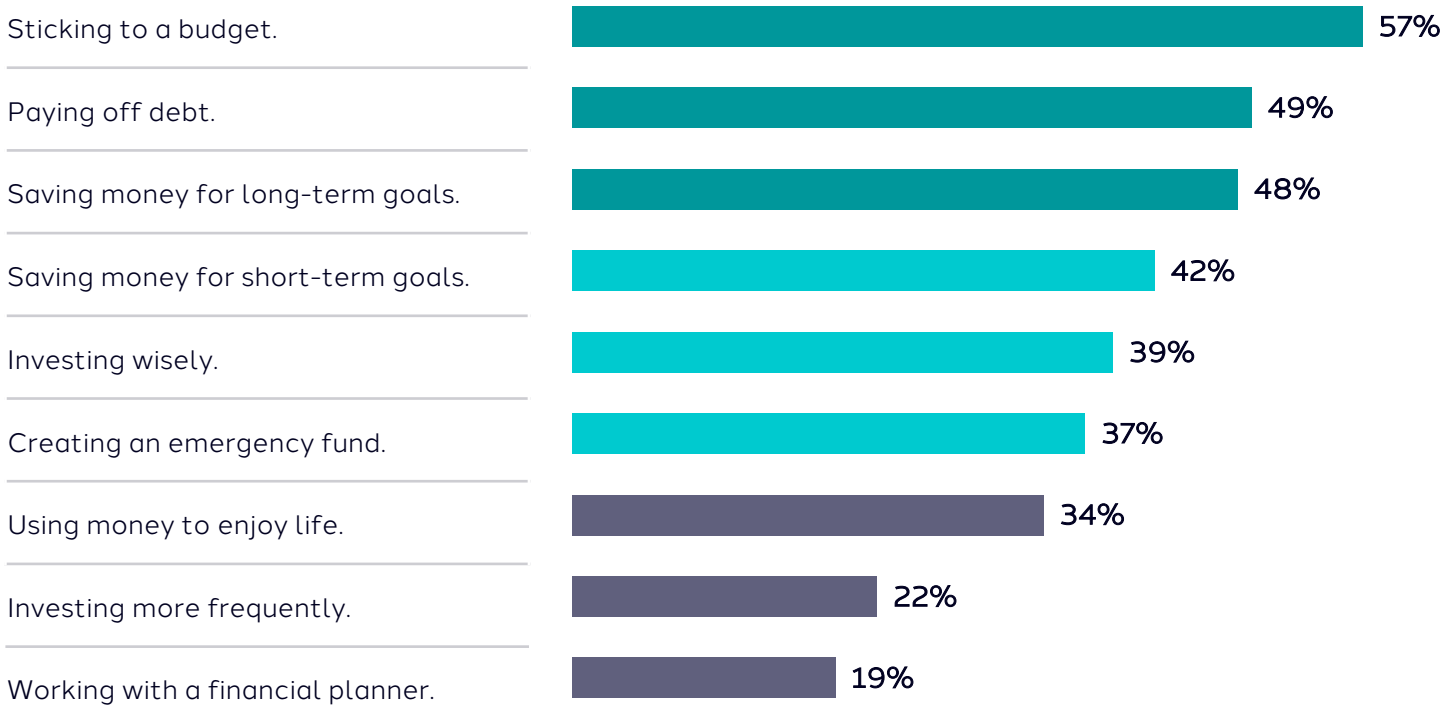
Among those who plan to prioritize their financial wellbeing, establishing habits that create long-term wealth are key.

Their top long-term wealth-building habits include sticking to a budget, paying off debt, and saving money for long-term and short-term goals.

54%

Of respondents plan to prioritize **their financial wellbeing** in 2024.

How Consumers Prioritizing Financial Wellbeing in 2024 Plan to Do So



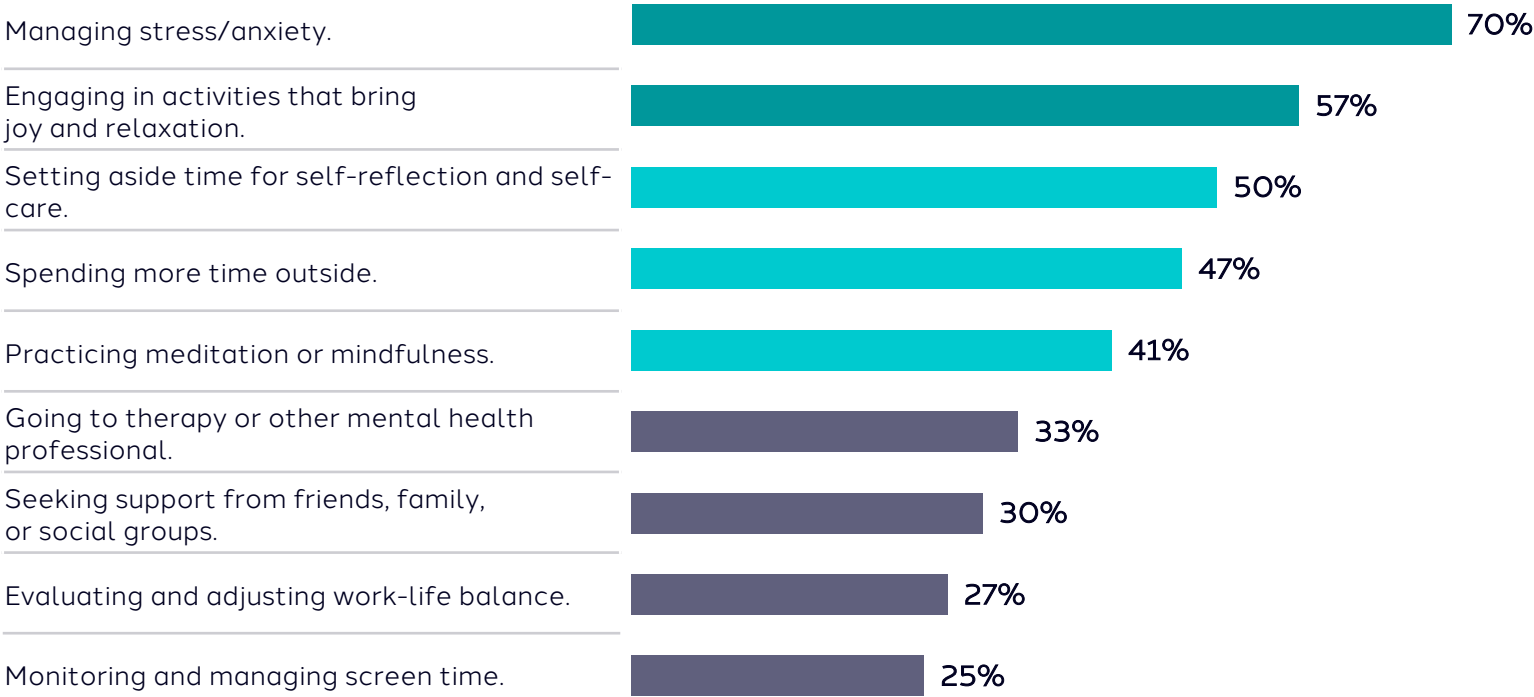
Among those who plan to prioritize their mental health, practicing giving oneself grace and space is a key theme.

Those who plan to prioritize their mental health say they will aim to manage stress and anxiety, engage in more activities that bring joy or relaxation, and set aside time for self-reflection and care.

49%

Of respondents plan to prioritize **their mental health** in 2024.

How Consumers Prioritizing Mental Health in 2024 Plan to Do So



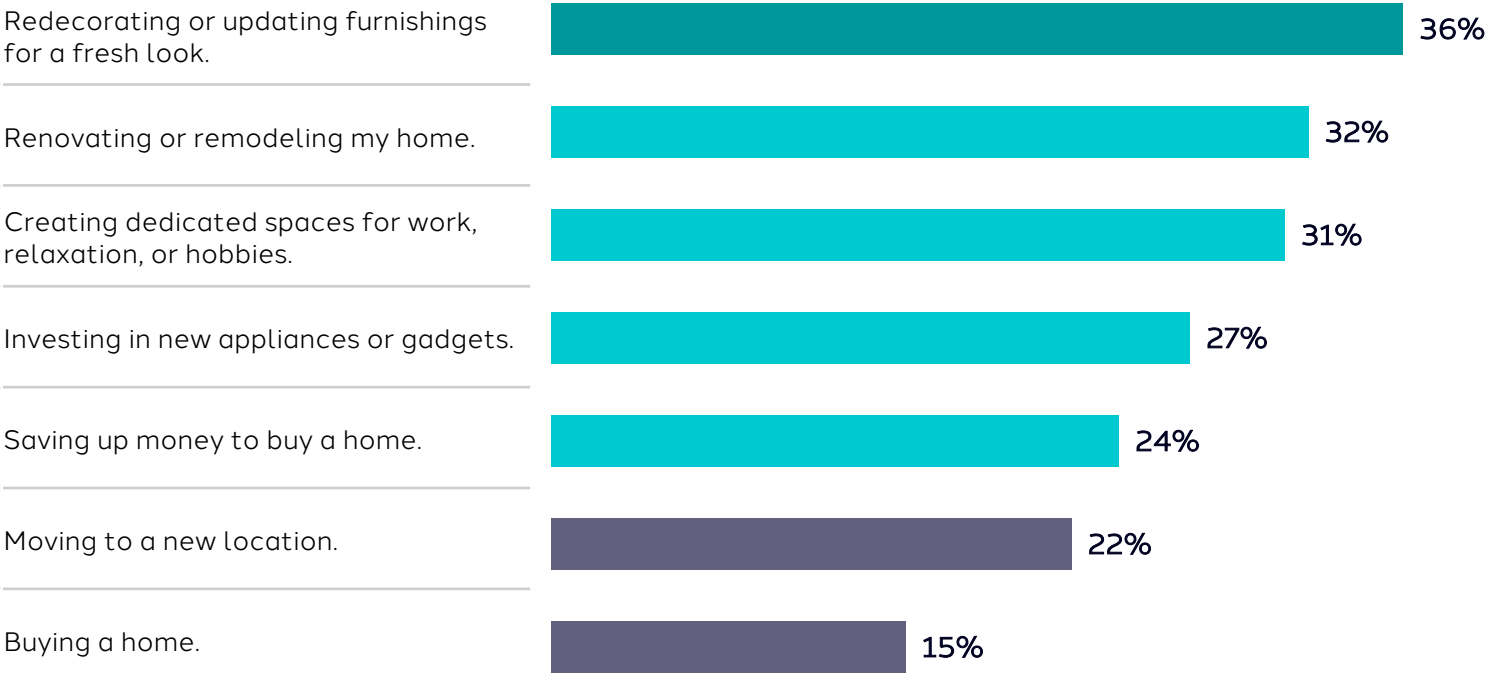
Among those who plan to prioritize their home, redecorating or remodeling or re-arranging spaces into a home that serves ones’ life is a key theme.

Top ways respondents are investing in their homes in 2024 include redecorating or updating furnishings for a fresh look, renovating or remodeling and creating dedicated spaces within their home.

45%

Of respondents plan to prioritize **their home** in 2024.

How Consumers Investing In Their Home in 2024 Plan to Do So



For those who plan to prioritize social connections, deepening friendships is most important, with larger social events playing a less important role in creating belonging.

Those who plan to prioritize social connections are looking to prioritizing spending more quality time with friends and keeping up with friends more regularly over broader community-focused efforts like joining clubs or organizations.

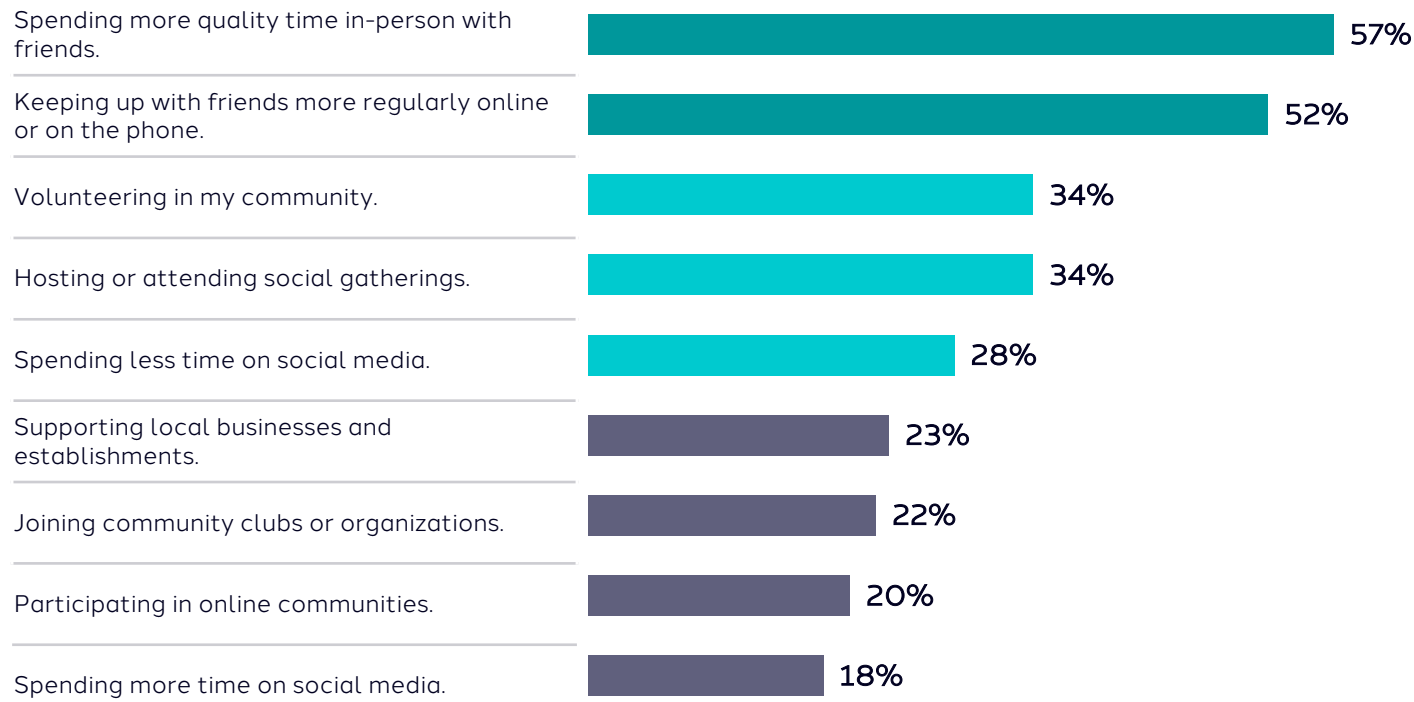
34%

Of respondents plan to prioritize **their friends** in 2024.

13%

Of respondents plan to prioritize **their community** in 2024.

How Consumers Prioritizing Social Connections in 2024 Plan to Do So

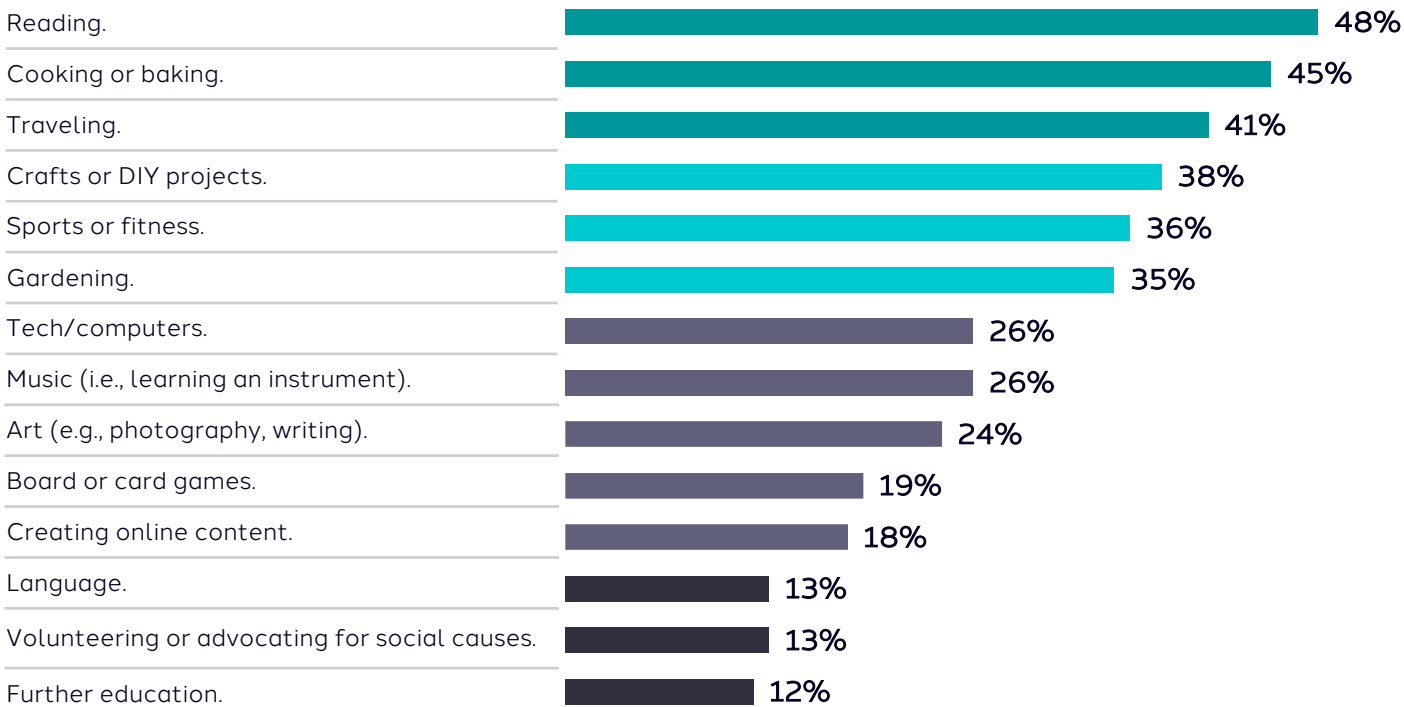


Among those who plan to prioritize their interests or hobbies, reading, cooking or baking, traveling, crafts or DIY, sports or fitness, and gardening are top activities.

34%

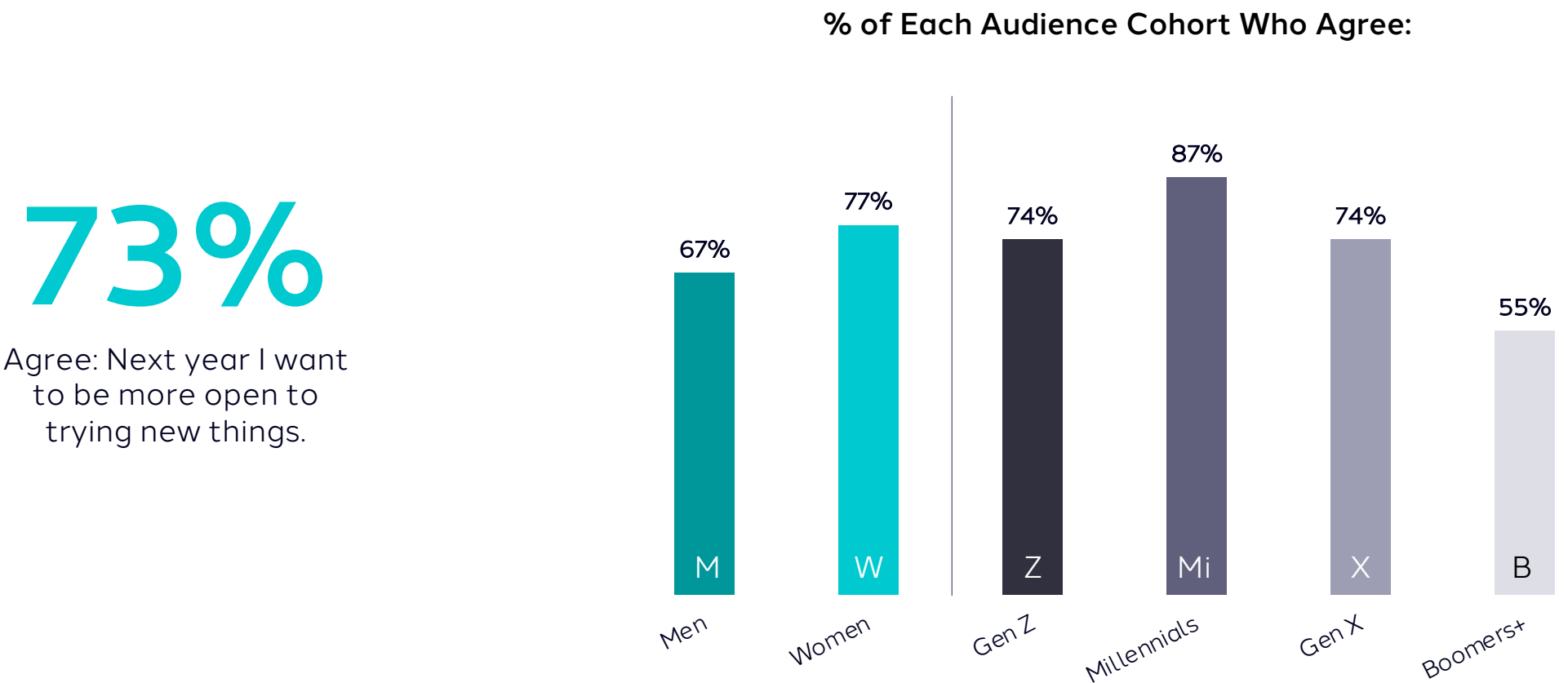
Of respondents plan to
prioritize **their interests**
or hobbies in 2024.

What Hobbies or Interests Those Consumers Plan to Do In 2024



Americans are keen to try new things in 2024.

Building on their prioritization of hobbies and interests, Americans are eager to try new things in the new year. Women are more likely than men to express that sentiment. Millennials are the most likely generation to express that sentiment.



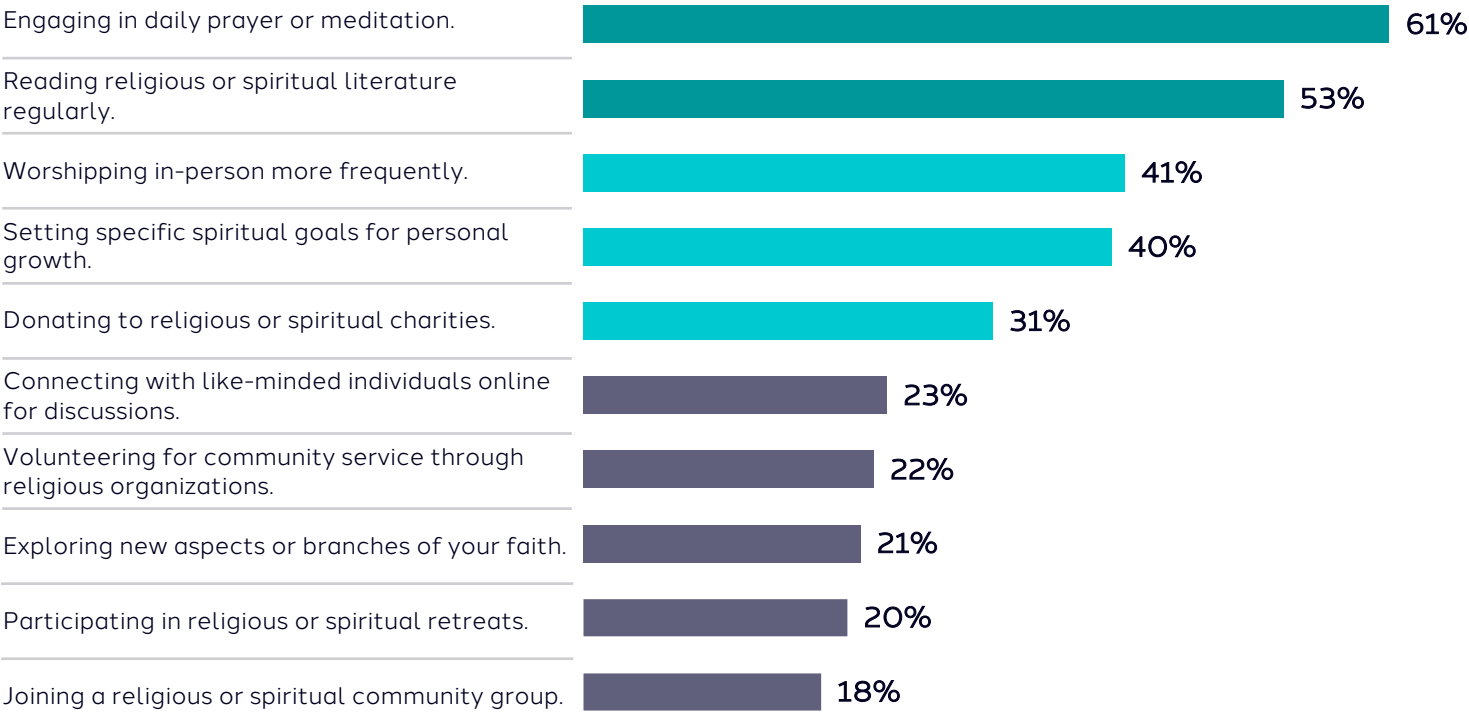
Among those who plan to prioritize their religion or spirituality, making space for more regular personal moments of connection is a key theme.

Personal connection is a key theme among those who plan to prioritize their religion or spirituality, including, engaging in daily prayer or meditation, reading literature more regularly, worshipping in-person more frequently, and setting goals.

31%

Of respondents plan to prioritize **their religion or spirituality** in 2024.

How Consumers Prioritizing Religion or Spirituality in 2024 Plan to Do So



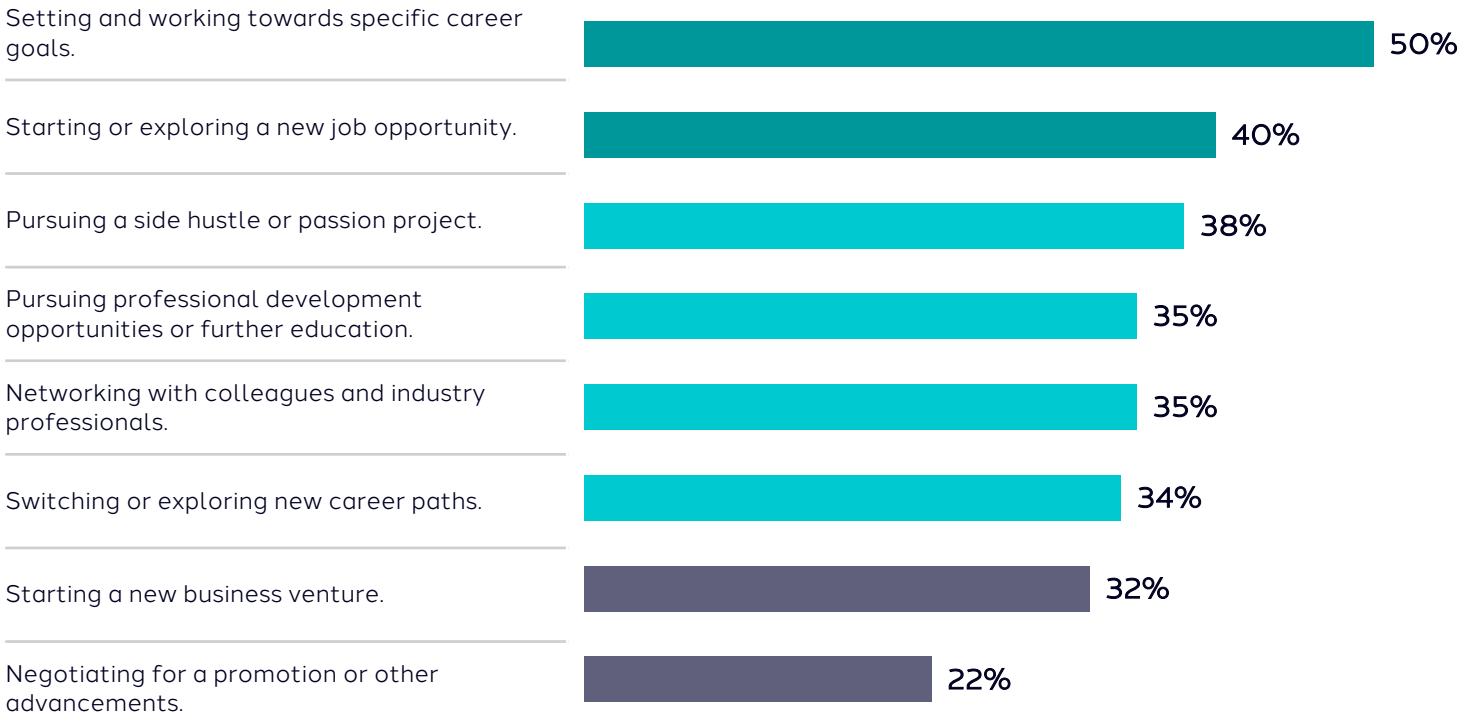
Among those who plan to prioritize their career, quite a few plan to embark on new endeavors in 2024.

Among those who plan to prioritize their career, starting or exploring a new job opportunity and pursuing a side hustle or passion projects were the second and third most selected option.

30%

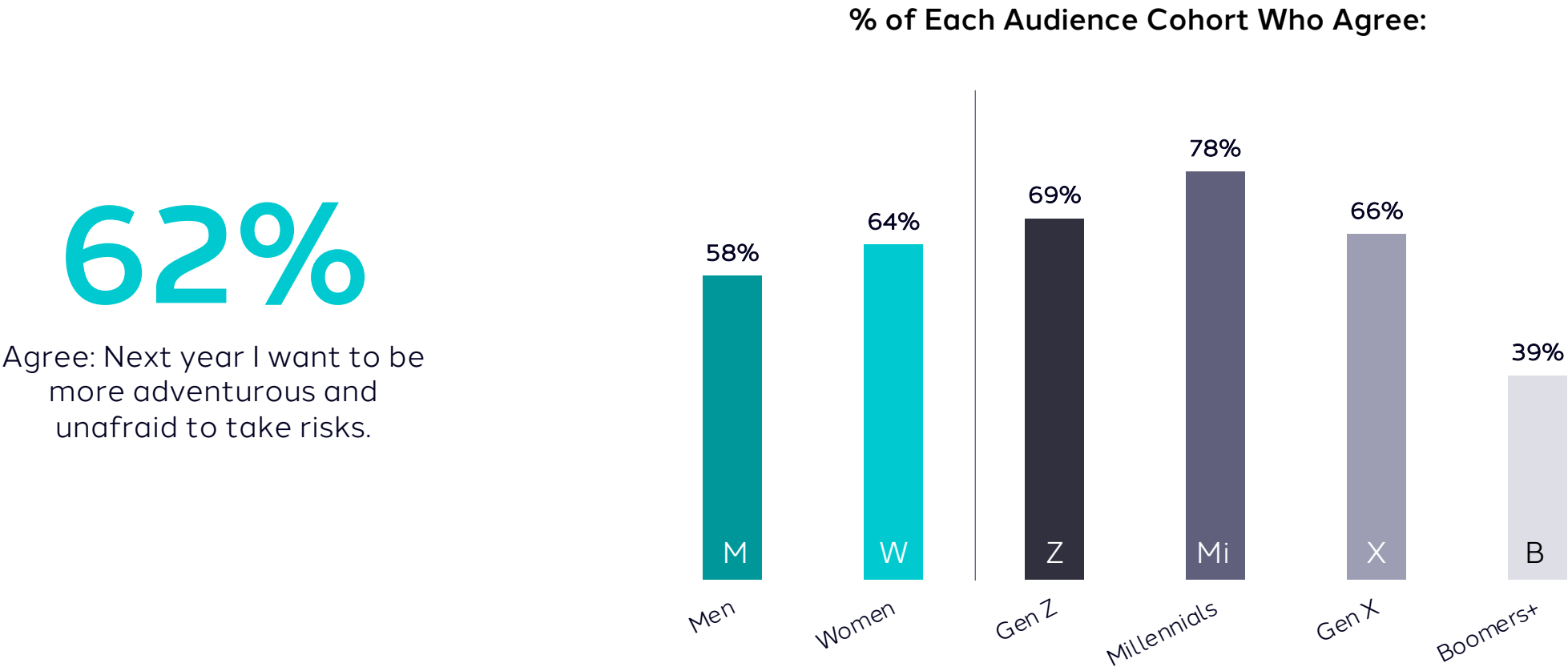
Of respondents plan to prioritize **their career** in 2024.

How Consumers Prioritizing Their Career in 2024 Plan to Do So



In 2024, Americans seek to be braver and take more risks.

Building on the idea that many are venturing down new business or career paths, Americans want to be more adventurous in the new year. Women are slightly more likely than men to express that sentiment. Millennials are the most likely generation to express that sentiment, with Boomers least likely.

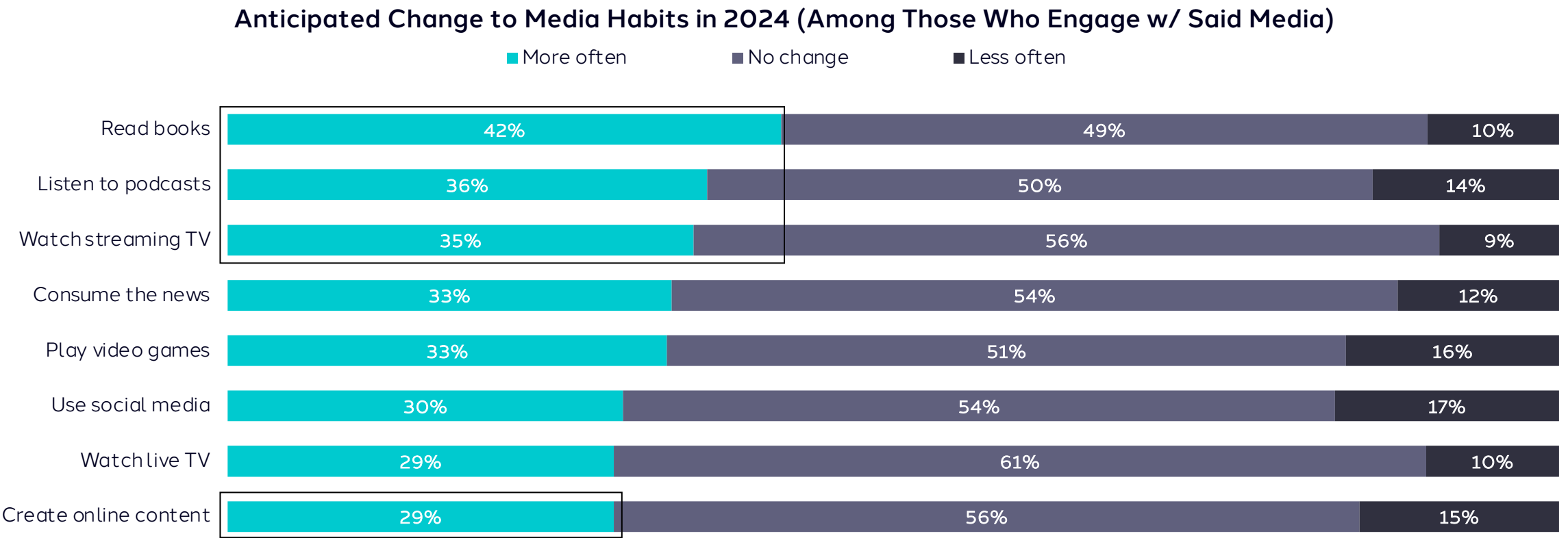


In their own words, consumers tell us what is standing in the way of achieving their personal goals in 2024:

LACK OF TIME	RIPPLING FINANCES	NEGATIVE ENERGY	MACRO-UNCERTAINTY
<p><i>I have no one to watch my kids so that I can get a job.</i></p> <p><i>I am a caregiver to my wife 24/7 so I have very little/none free time to myself.</i></p> <p><i>I work too much and need to plan more time for myself. I plan to join a yoga class.</i></p> <p><i>I have two autistic adult children that live with me and it makes it hard to travel and I have to take care of their needs.</i></p>	<p><i>Finances and health for sure! because of the health issues my finances have taken a hit, and so has my body.</i></p> <p><i>I think something standing my way is definitely finances. I feel like just cuz inflation right now is out of control and the economy and it's affecting my mental health.</i></p> <p><i>The economy isn't really all that great right now so with inflation, and everything costing so much more, it's hard to save and put money away when you're just trying to get by.</i></p>	<p><i>Fear plain and simple! fear of actually making something of myself.</i></p> <p><i>My mental health is the one thing that continually holds me back. fears, doubts, and just the feeling of not succeeding. But at some point, I will get over it and stand tall and succeed at everything that I try.</i></p> <p><i>I am the only one standing in my way. historically, I have been driven by my goals. as I get older and the stress in life increases self-motivation has become a challenge.</i></p>	<p><i>Being very unsure as to where the country is headed is the main thing standing in my way.</i></p> <p><i>Depending on the outcome of the elections next year will make a huge difference in my priorities.</i></p> <p><i>The state of the world and divisive politics are in the way .</i></p> <p><i>Who knows with what's going on in the world. It could end at any time.</i></p>

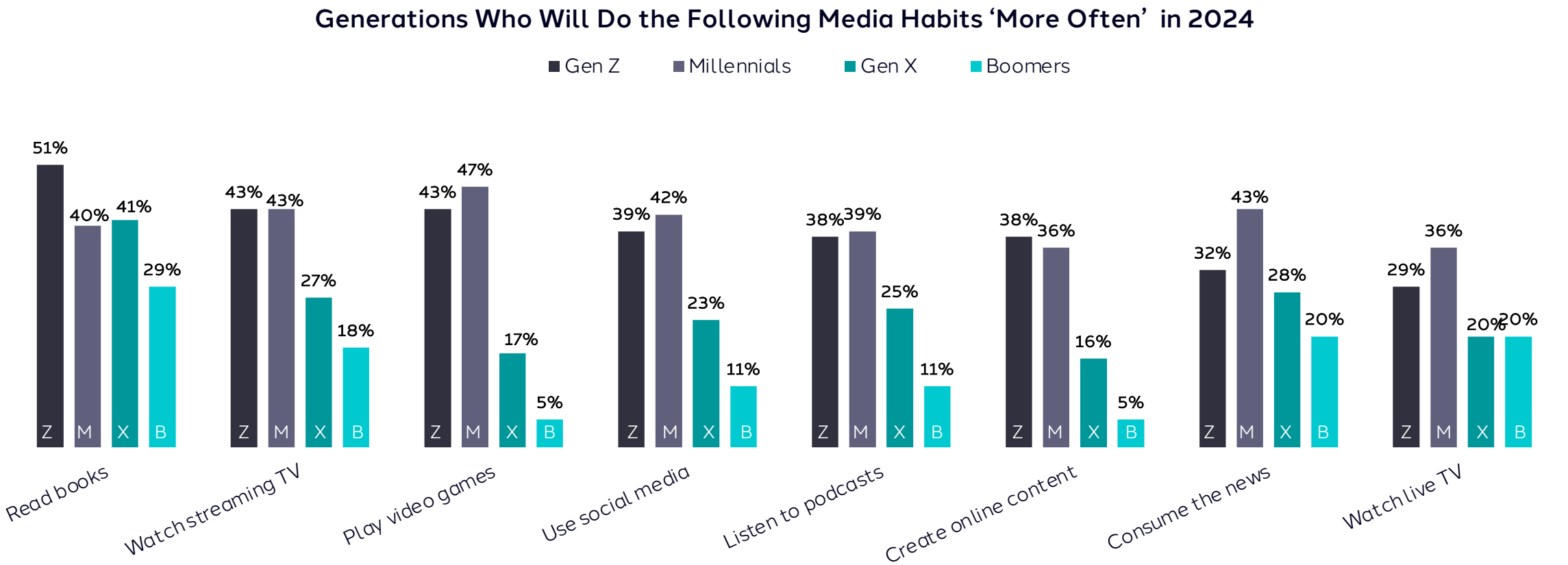
Consumers most aspire to partake in more enriching media habits, such as reading books or listening to podcasts in 2024.

However, they are not likely to abandon leisurely and entertaining habits as well: 35% say they intend to watch streaming TV more often. Interestingly, 29% of consumers say they plan to create online content more often in the new year, a burgeoning aspiration for many.



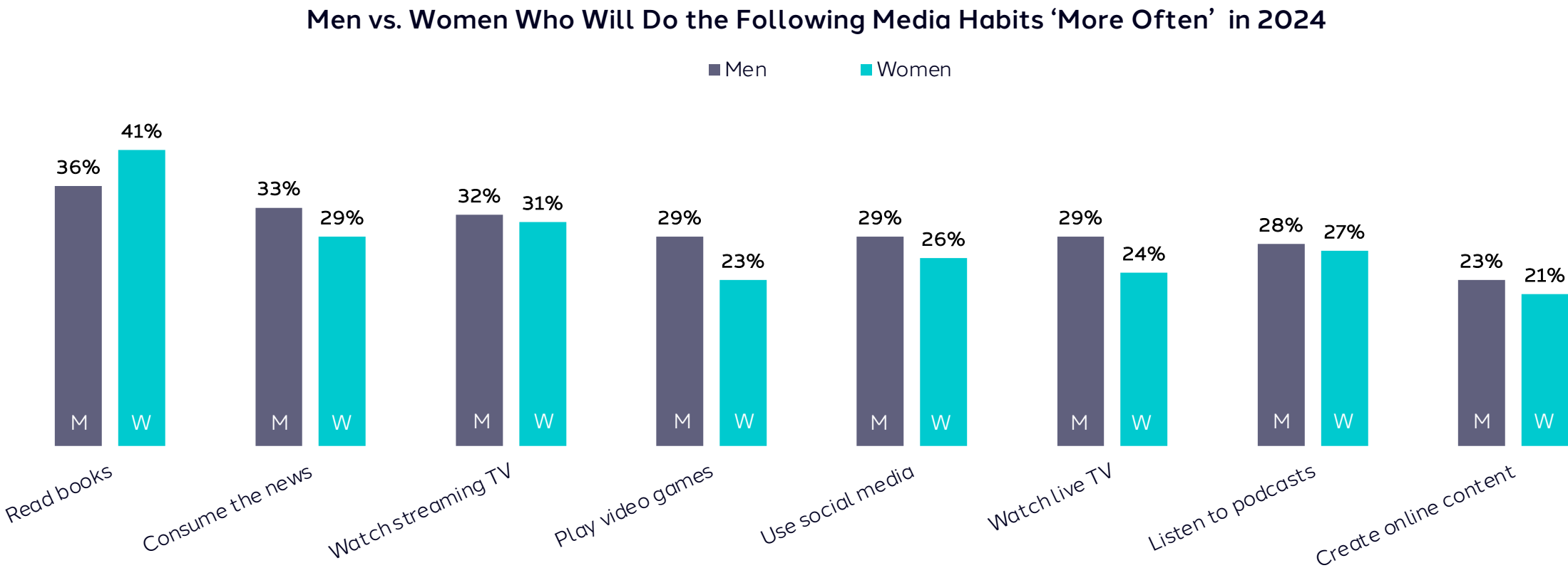
Each generation anticipates different changes to media habits in 2024.

Half of Gen Z plan to read books more frequently in 2024. Along with Millennials, around 2 in 5 also anticipate they will watch streaming TV, play video games, use social media, listen to podcasts, and create online content more often. Millennials are the most likely generation to say they will consume news and watch live TV more often.



Women and men plan for slightly different media habits in 2024.

Women are slightly more likely than men to plan to read books more often in 2024. Men are slightly more likely than women to say they will consume the news, play video games, use social media, and watch live TV more often.





IMPLICATIONS FOR MARKETERS

- **Tailor marketing to life priorities.** Brands can enhance their resonance by aligning marketing and advertising strategies with the predominant life priorities for 2024 revealed in our survey findings. As family, physical health, financial well-being, and mental health take center stage, campaigns that emphasize how products or services contribute to these aspects of life satisfaction can strike a chord with consumers. Understanding the nuanced preferences of different demographic groups, such as Gen Z's focus on mental health and career, or Boomers' emphasis on physical health, enables brands to tailor messages to specific audiences.
- **Consider broadening media activations.** Recognizing consumers' aspirations for their media habits, brands can broaden their media plans to target relevant formats like streaming TV or video games. Another angle for brands is to position themselves as facilitators of more enriching pursuits, like the desire to read books or listen to podcasts.
- **Empower consumers creativity.** A significant percentage of consumers plan to create online content more often in 2024. Brands can tap into this trend by providing platforms or tools that empower consumers to showcase their creativity. Encouraging user-generated content, sponsoring creative challenges, or facilitating community-driven initiatives can enhance brand engagement and foster a sense of community around the brand, aligning with the broader cultural shift towards active participation in content creation.

What Brand Expectations Will Be Set For 2024

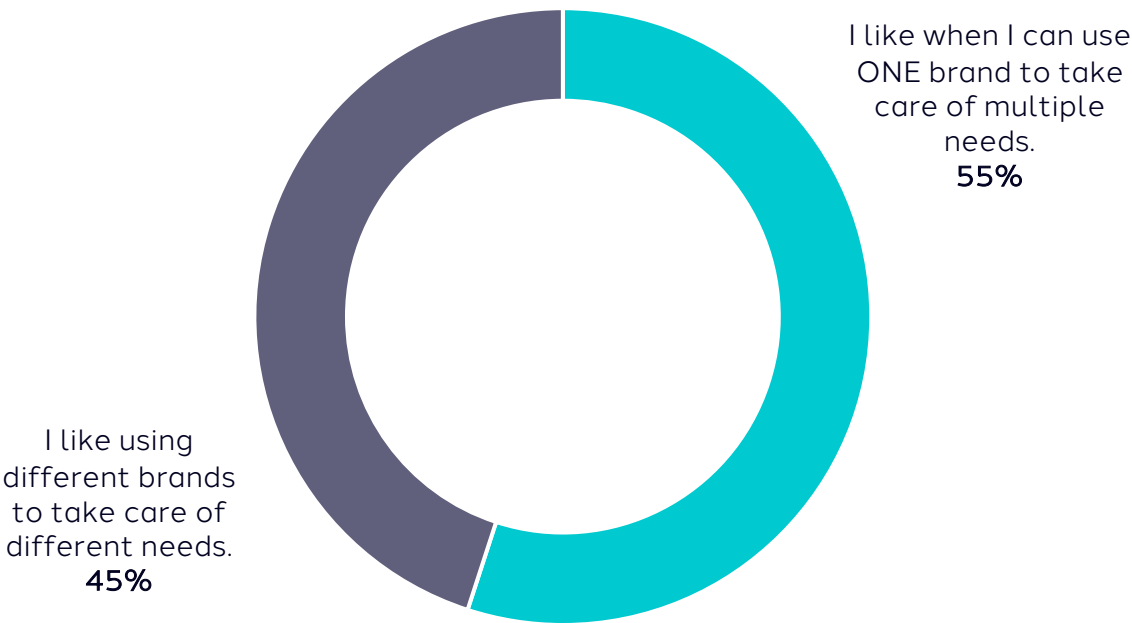
Americans are anticipating a heightened emphasis on integrity and loyalty from brands in 2024. Consumers desire collaborative partnerships in product development, an unwavering commitment to safeguarding their data and privacy, and a proactive stance on addressing societal issues. As individuals become increasingly discerning, the demand for brands to do right by their customers and contribute positively to broader social concerns is reshaping the criteria for brand affinity.



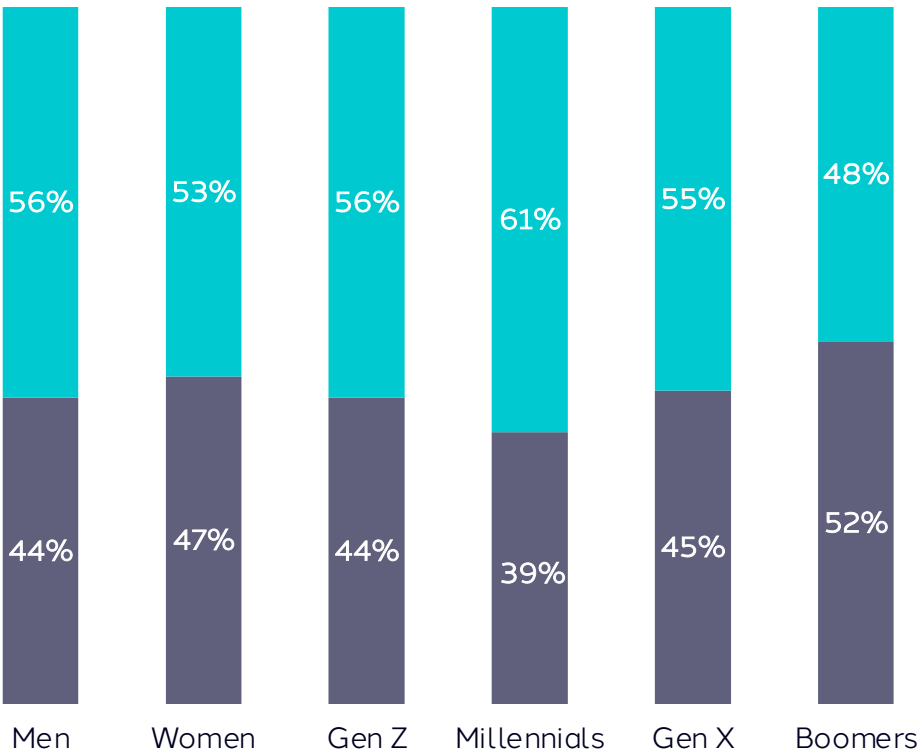
In 2024, more consumers will seek to consolidate their brand relationships.

Men and women are about equally likely to consolidate brand relationships. Millennials are the most likely generation to consolidate brand relationships, followed by Gen Z and Gen X.

Which Statement Do You Agree With More?



Agreement By Audience Cohort

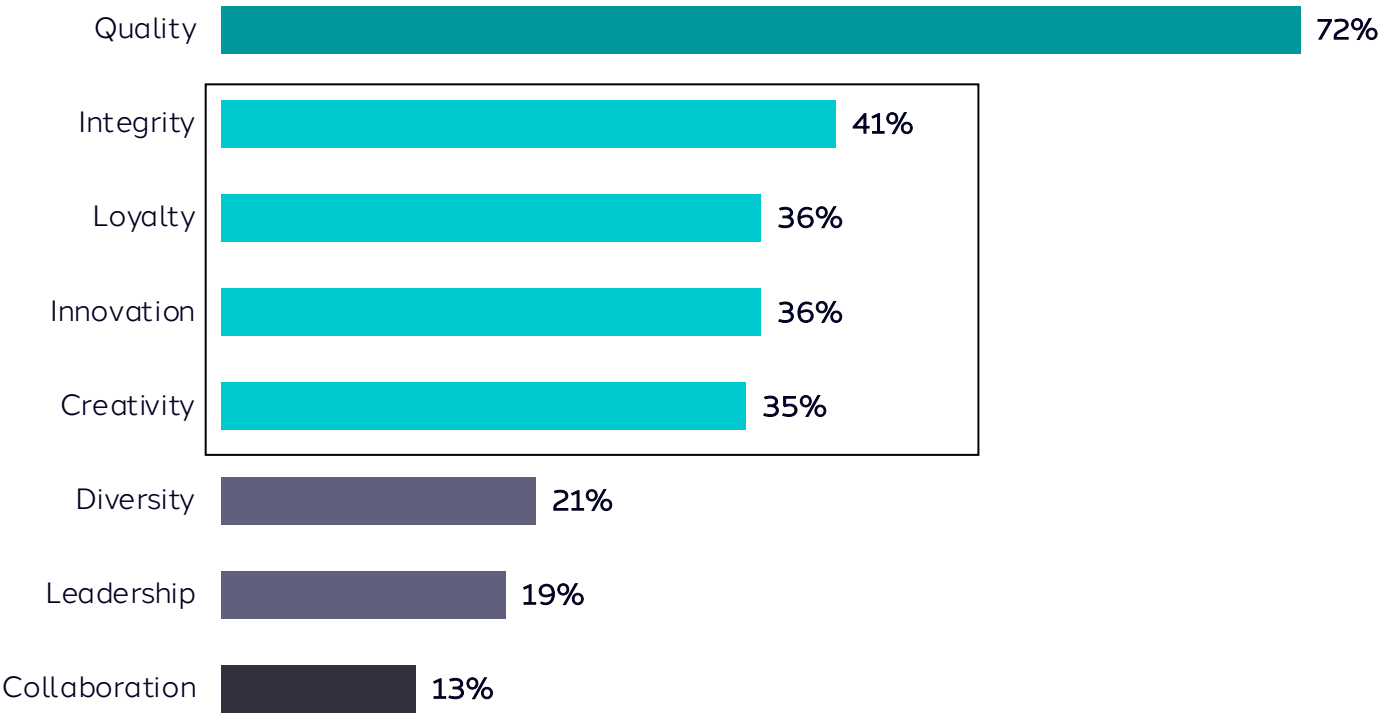


Brands can stand out by behaving with integrity, loyalty, innovation, and creativity.

Quality is by and large the brand values consumers most want from brands in 2024; but that also makes it table stakes. Beyond offering quality, brands should focus on integrity, loyalty, innovation and creativity as places to stand out.

Top Values Consumers Want From Brands in 2024

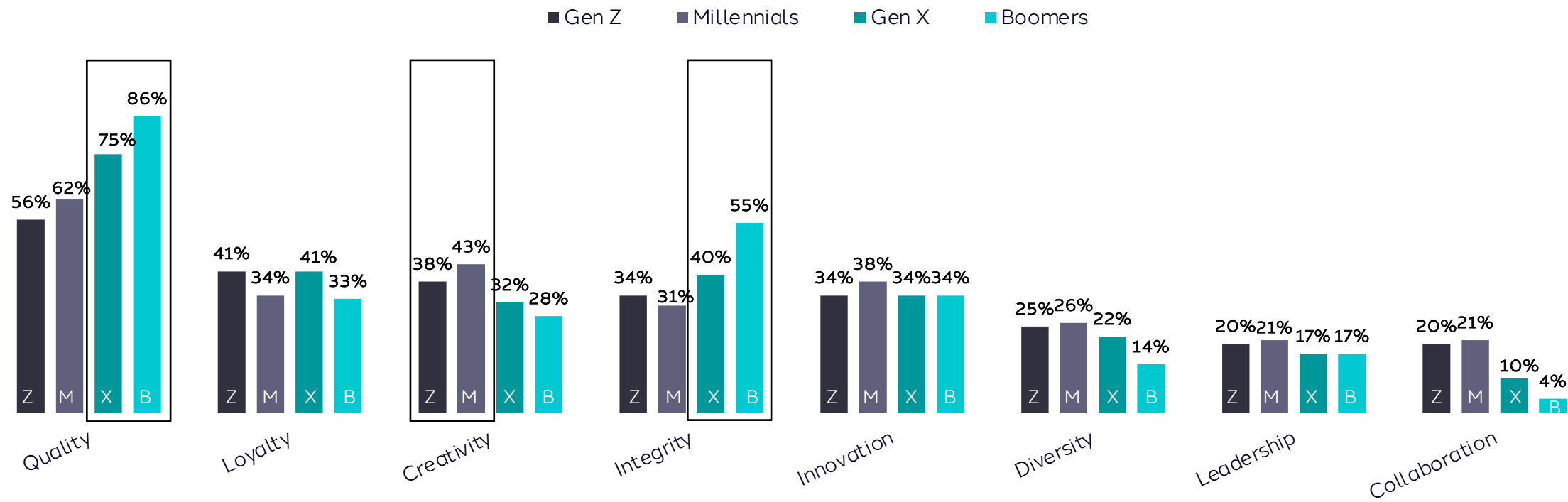
Respondents asked to select their top 3 choices.



Older generations value quality, integrity, while younger generations value creativity.

Boomers and Gen X are the driving force behind brand values of quality and integrity. Gen Z and Millennials are slightly more likely to value creativity, diversity, and collaboration from brands.

Top Values Generations Want From Brands in 2024



In 2024, brands can curry favor by making consumers feel like collaborators.

Over three-quarters of consumers say their FAVORITE brands make them feel like collaborators; though fewer (half) agree that brands create better products when they collaborate with consumers. This indicates that much of the value consumers see in collaborating may be intangible – a sense of pride or clout gained.

76%

Agree: My favorite brands
make me feel like a
collaborator.

74%

Agree: More brands should
invite consumers to
collaborate on developing
products.

50%

Agree: Brands create better
products when they
collaborate with consumers.

In 2024, consumers want brands to explore new ways to reward them for their data.

Over three-quarters of consumers say more brands should offer some sort of value-exchange for sharing their personal data, and fewer respondents – just over half – feel like they're currently getting one. The onus is on brands to ensure consumers feel like they are getting a better experience in return for sharing personal data.

76%

Agree: More brands should reward consumers for sharing personal data.

58%

Agree: My favorite brands make me feel like I am getting something in return for sharing my data.

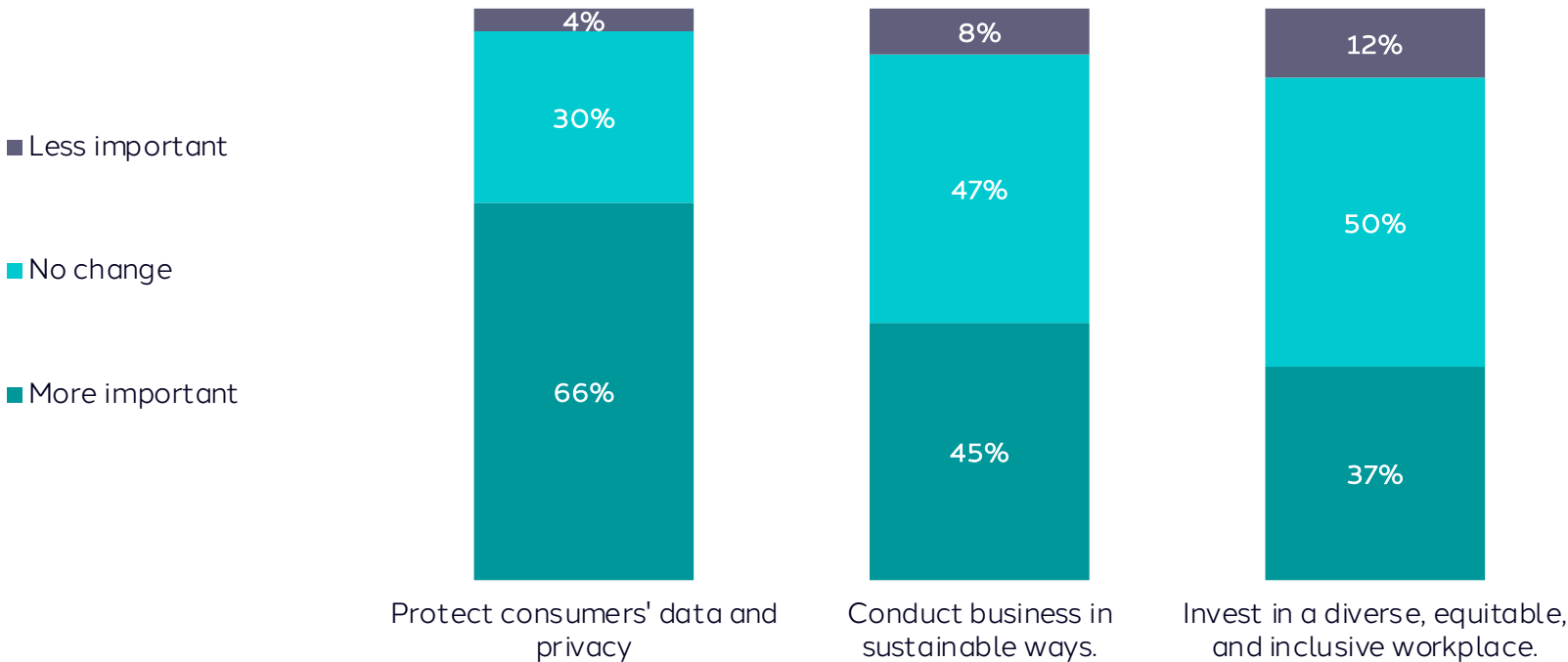
51%

Agree: My interactions with brands are better when I share my data with them.

It will be more important for brands to act with consumers’ best interests in mind.

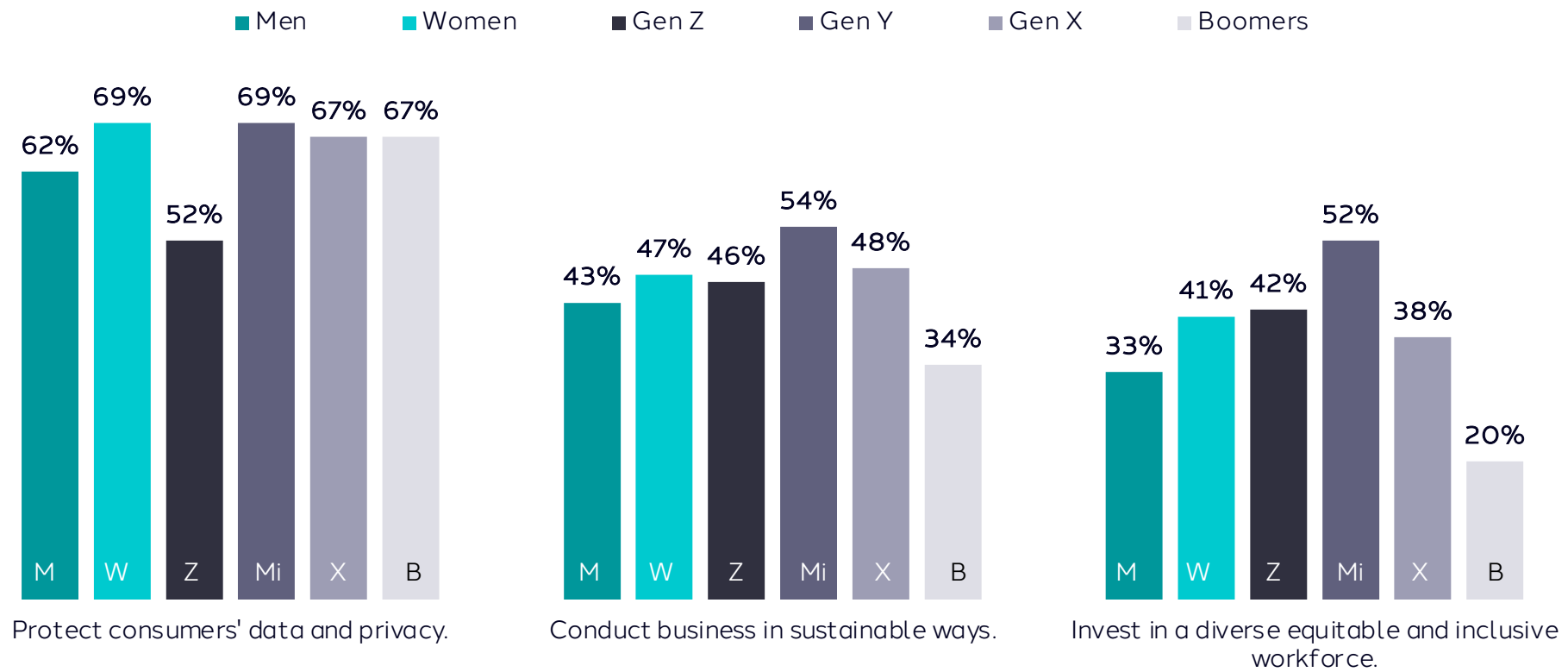
Privacy will be especially top of mind for consumers in 2024. But a sizable share also say sustainable business operations and diversity, equity, and inclusion will be more important as well.

Change in Importance For The Brands They Purchase to Do the Following in 2024



Women have higher expectations for brands than men; Millennials have the highest expectations among other generations.

% of Each Cohort Who Say The Following Will Be ‘More Important’ For The Brands to Do in 2024

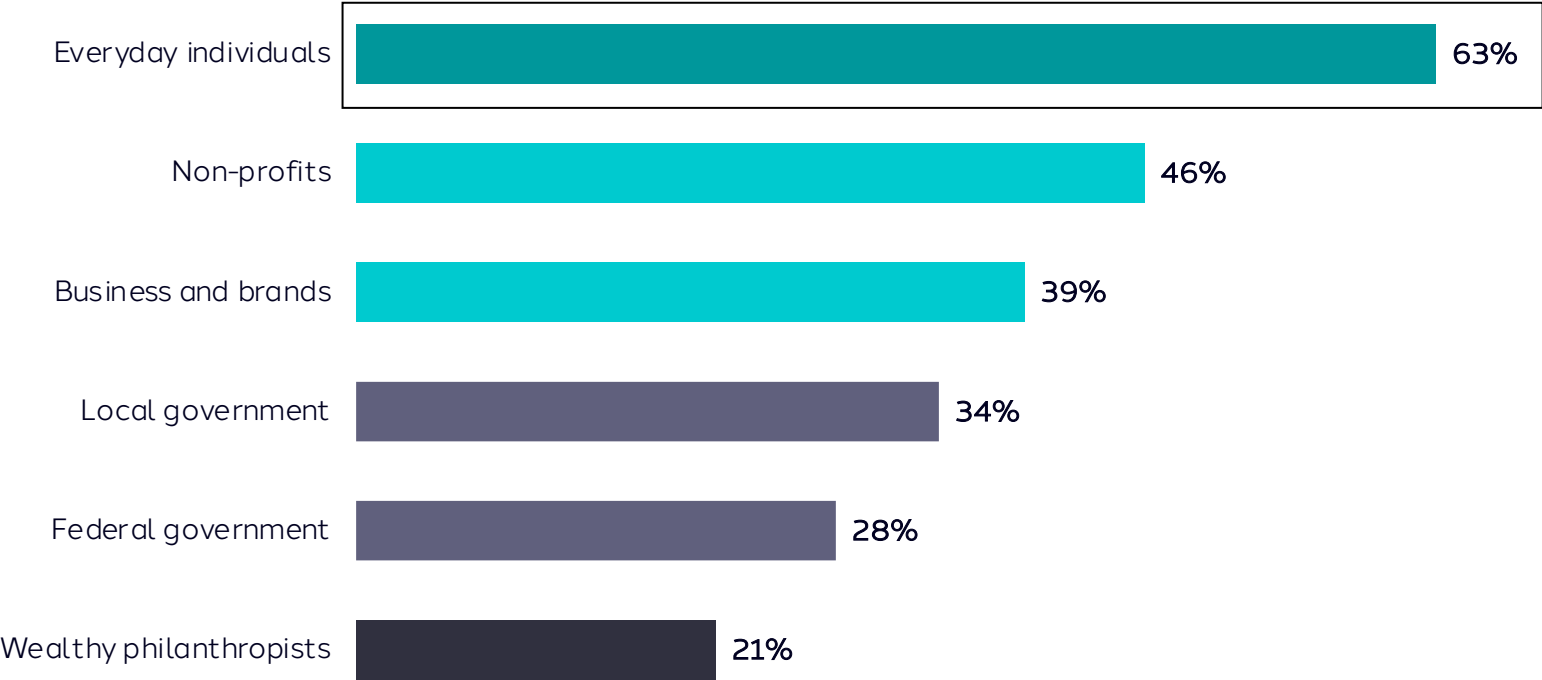


Trust in individuals to make progress on societal issues supersedes that in institutions.

Despite the modern recognition that businesses, governments, and non-profits are better positioned to make large-scale progress on today’s societal issues, respondents by and large trust individuals. This indicates waning trust in institutions of all kinds to act in the best interest of society.

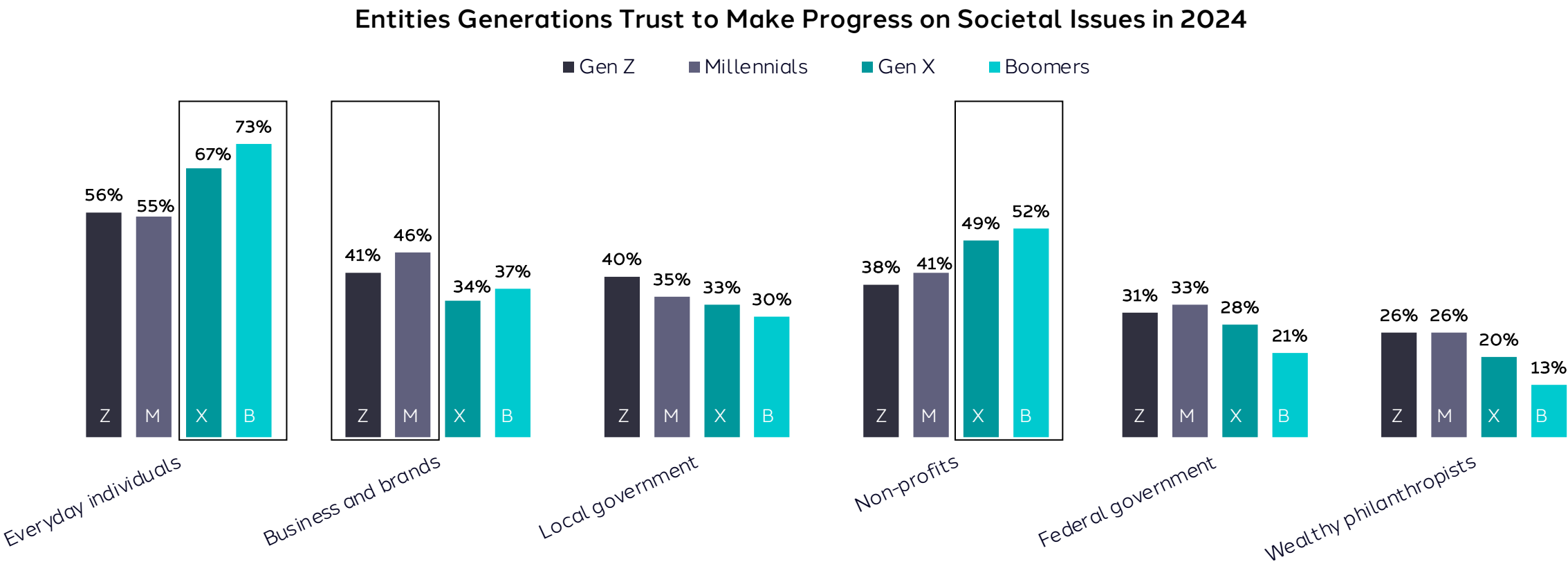
Entities Consumers Trust to Make Progress on Societal Issues in 2024

Respondents asked to select their top 3 choices.



Trust in individuals & non-profits is primarily driven by older generations.

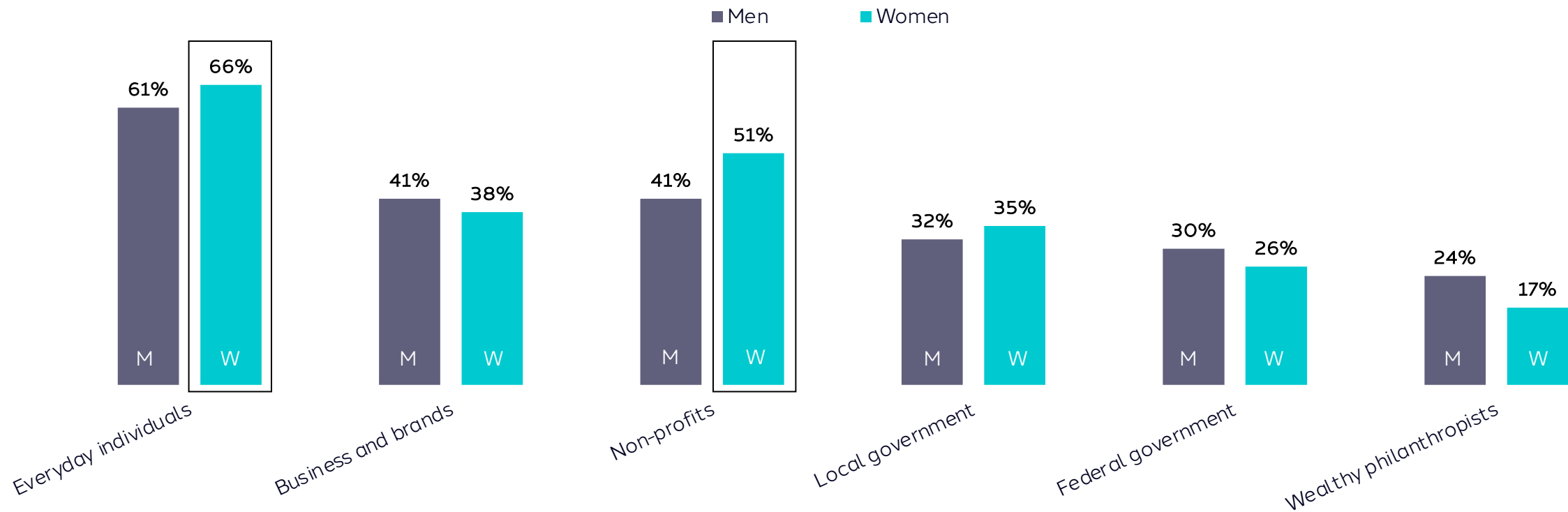
Boomers and Gen X are also more likely to trust non-profits. Younger generations are most likely to trust individuals, but they also over-index for trusting businesses and brands over other institutions like governments.



Men and women place their trust in slightly different entities.

Women are more likely than men to trust individuals and non-profits. Conversely, men are slightly more likely than women to trust businesses and brands, federal government, and philanthropists.

Entities Men vs. Women Trust to Make Progress on Societal Issues in 2024





IMPLICATIONS FOR MARKETERS

- **Elevating brand differentiation through values.** With quality becoming a baseline expectation, brands can distinguish themselves by prioritizing values such as integrity, loyalty, innovation, and creativity. Crafted messages and campaigns should not only highlight product or service excellence but also showcase the brand's commitment to ethical practices, customer loyalty, and forward-thinking initiatives, allowing consumers to connect with the brand on a deeper, value-driven level.
- **Foster mutually beneficial consumer relationships.** Recognizing the desire for collaborative engagement, brands can involve consumers in decision-making processes to create a sense of collaboration. Additionally, consumer desire for value in exchange for personal data signifies an opportunity for brands to explore innovative ways to reward consumers. Whether through personalized experiences, exclusive access, or tailored offerings, brands can enhance the perceived value of data-sharing and reinforce the sense of a mutually beneficial relationship.
- **Prioritize doing right by customers.** Acknowledging the heightened importance of privacy, sustainable business operations, and diversity and inclusion, brands should integrate these considerations into their marketing strategies. Demonstrating a commitment to protecting consumer privacy, implementing sustainable practices, and fostering diversity can enhance brand trust and resonate positively with consumers who increasingly prioritize these values in their brand relationships.

Closing Thoughts

Writing assisted by Generative AI.

In conclusion, our findings paint a nuanced portrait of American sentiment as we approach 2024. The prevailing political and economic climate has cast a shadow over consumer optimism, with only 44% expressing confidence in the coming year. Notably, consumers harbor the most skepticism towards the US economy, international relations, and domestic politics, indicating a sense of unease in these critical areas.

Despite prevailing pessimism, Americans are pursuing happiness and a more purposeful life, personally. A majority seek to invest time and energy in family, physical health, financial well-being, and mental health in the new year. Noteworthy is the growing emphasis on social well-being, with consumers recognizing the importance of deepening connections with family, friends, and community. This underscores a shift towards a more holistic understanding of

personal fulfillment, extending beyond individual pursuits to encompass the quality of social relationships.

As brand relationships become more consolidated, especially among Millennials and Gen Z, consumers are seeking collaborative and mutually beneficial engagements. The desire for brands to involve customers as collaborators, coupled with an expectation for value exchange in return for personal data, suggests an evolving consumer landscape where transparency, collaboration, and shared value are paramount. Brands that align with these aspirations stand poised to forge stronger, more meaningful connections with consumers in the dynamic landscape of 2024.



About dentsu

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future opportunities and create new paths to growth in the sustainable economy. Taking a people-centered approach to business transformation, we use insights to connect brand, content, commerce and experience, underpinned by modern creativity. As part of Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), we are headquartered in Tokyo, Japan and our 65,000-strong employee-base of dedicated professionals work across four regions (Japan, Americas, EMEA and APAC). Dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

Visit: group.dentsu.com; dentsu.com.