

PROSUMER 2024



# THE NEW PATHS OF TRUST

NOVEMBER

HAVAS x BETC

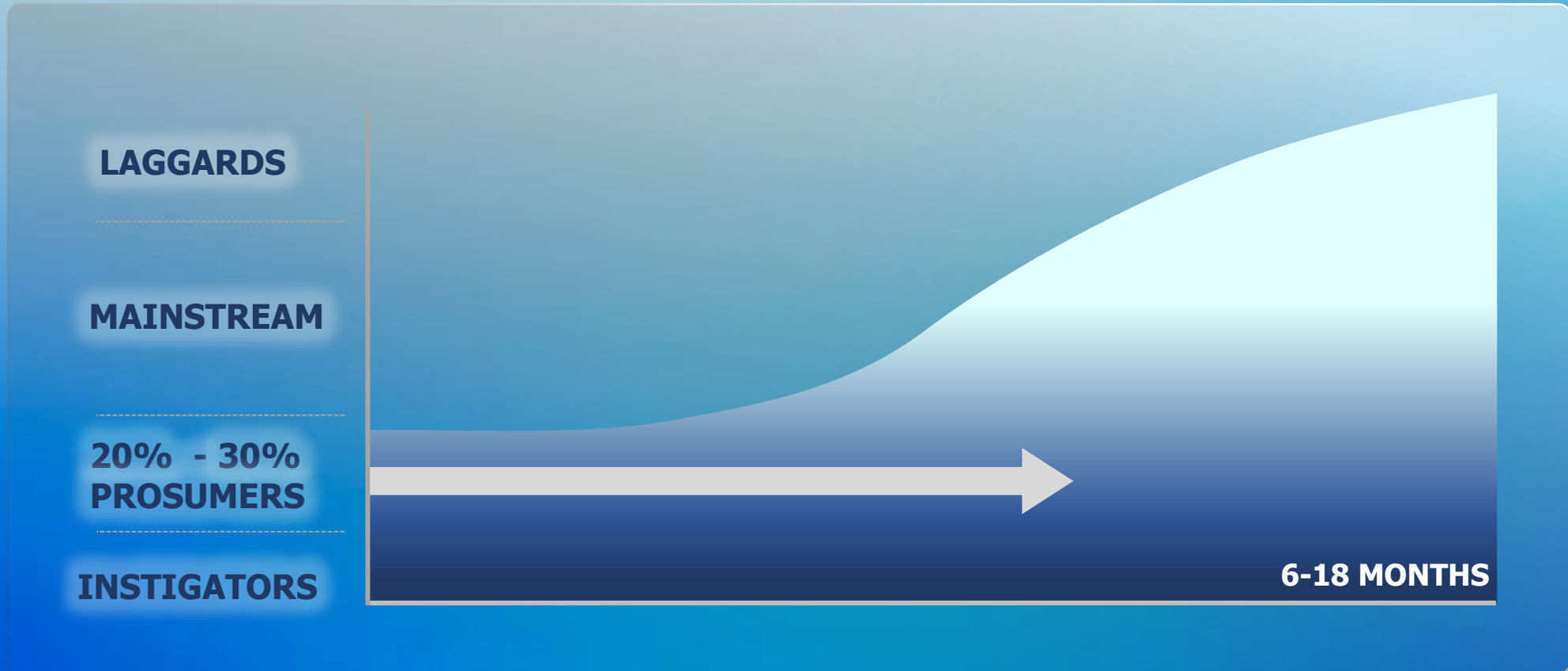
A faint, light blue world map is visible in the background of the slide, centered behind the text.

# 32 MARKETS

African Region • Australia • Austria • Belgium •  
Brazil • China • Canada • Chile • Finland • France •  
Germany • Greece • India • Ireland • Italy • Ivory  
Coast • Japan • Korea • Kenya • Malaysia • Mexico •  
Nigeria • Philippines • Saudi Arabia • Singapore •  
Spain • Thailand • United States • United Kingdom •  
United Arab Emirates • Ukraine • Vietnam

# 14 000 PEOPLE

# WHO ARE PROSUMERS?



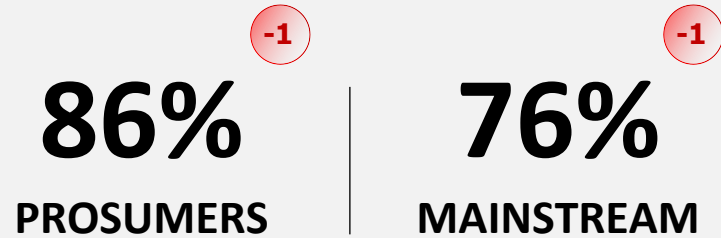


«IT'S THE STATE OF THE WORLD  
AND THE UNCERTAIN FUTURE  
THAT COMPEL US TO BELIEVE.»

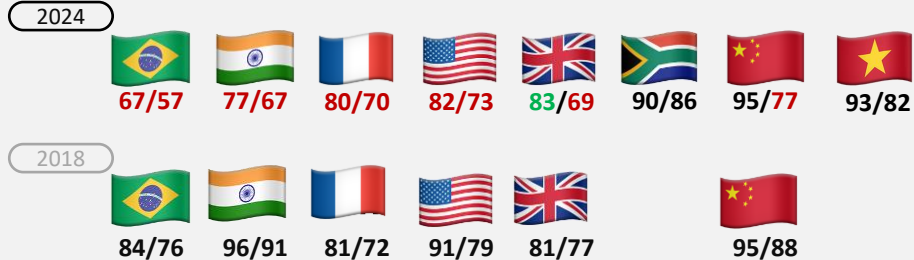
- CONFIANCE ET CROYANCE, RAMBEAU FRÉDÉRIC -



# TRUST IS A SOCIAL GLUE THAT BINDS COUNTRIES TOGETHER.



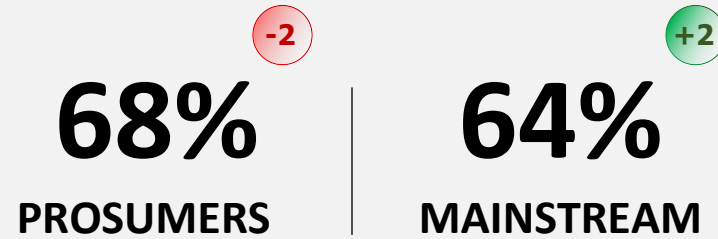
Trust is a sign that a country is doing great when people within it trust one another.



**The Denmark secret: how it became the world's most trusting country - and why that matters**



# BUT IN PRACTICE, PEOPLE SEEM TO HAVE *LOST* TRUST BETWEEN EACH OTHER.



I worry that people in my country don't trust each other.



**'It's a landmine': Why does no one trust each other at work?**

**Why we stopped trusting elites**



# TRUST IS LOST THROUGH *EXPERIENCE* OVER TIME

CRITIC'S NOTEBOOK

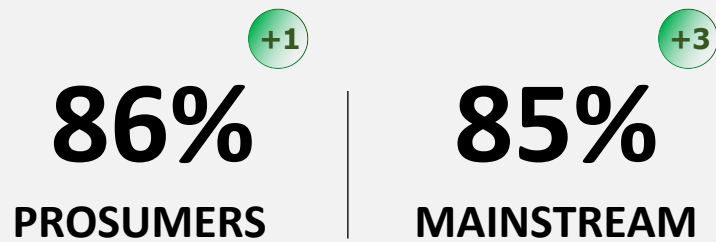
## The Problem of Misinformation in an Era Without Trust

Elon Musk thinks a free market of ideas will self-correct. Liberals want to regulate it. Both are missing a deeper predicament.

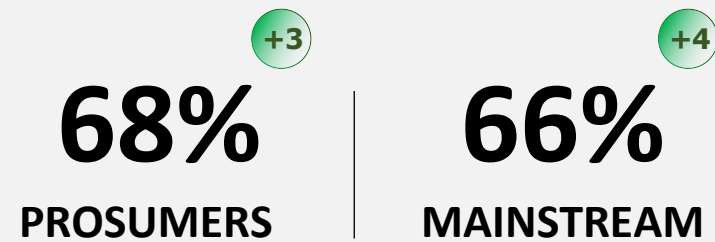
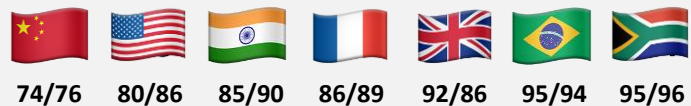




# WE SEEM TO HAVE UNBUILT THE TRUST SYSTEM.



Trust is a rare value these days.



In general, people are less trustworthy than they were 100 years ago.

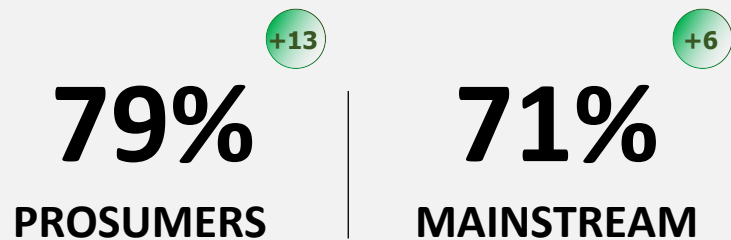




AND YET...



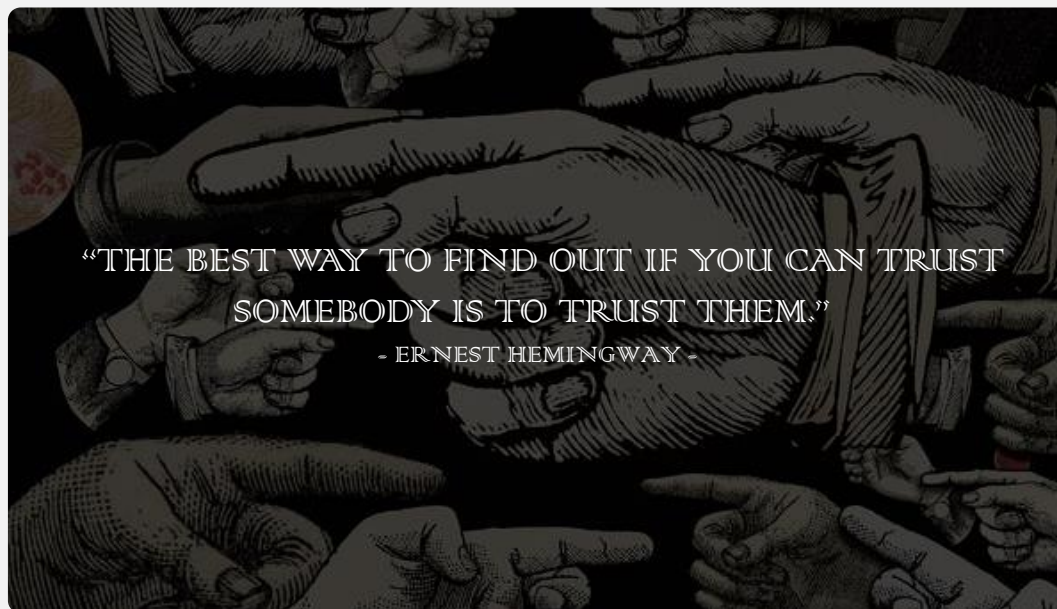
# PEOPLE SEEM TO HAVE FOUND THE DESIRE TO *TRUST AGAIN*.



I tend to trust people until they give me a reason not to trust them.



13/12





# TRUST IS NOW MASSIVELY CONSIDERED A *STRENGTH*.

**84%**  
PROSUMERS

**78%**  
MAINSTREAM

I believe being able to trust people  
around us is a strength



**74%**  
GEN Z

**83%**  
BOOMERS



# BECAUSE TRUSTING EACH OTHER CAN BRING *POSITIVE CHANGES TO THE FUTURE.*

For positive societal changes I trust:





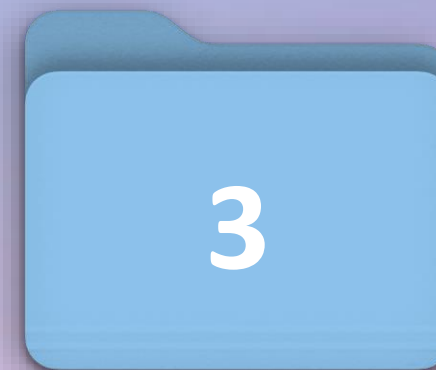
# AGENDA



FROM WILL  
TO REALITY



I WANT TO BELIEVE

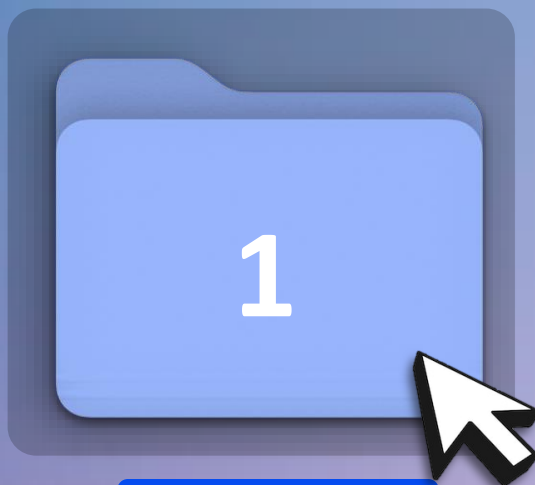


HOW CAN WE MAKE BRANDS  
TRUSTWORTHY?





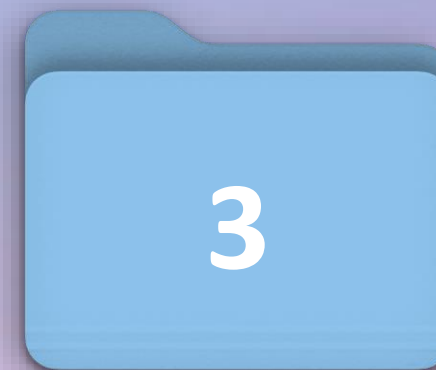
# AGENDA



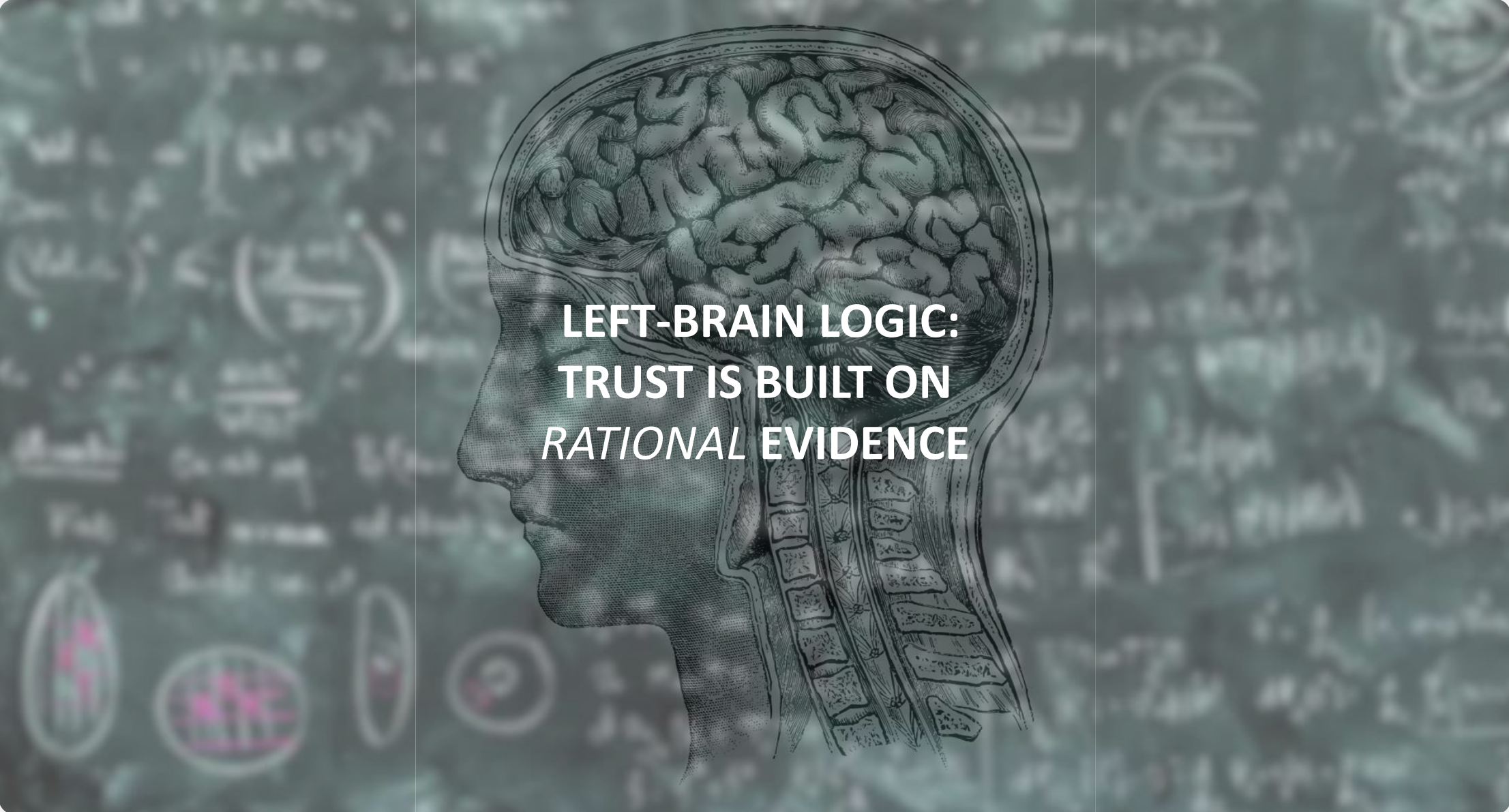
FROM WILL  
TO REALITY



I WANT TO BELIEVE



HOW CAN WE MAKE BRANDS  
TRUSTWORTHY?

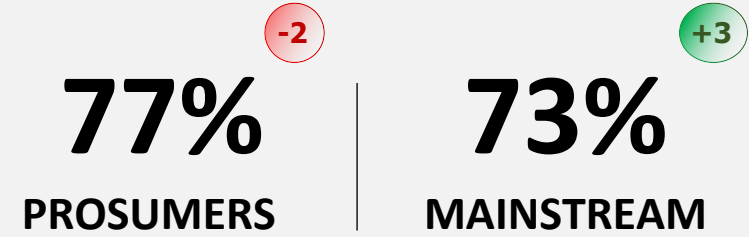


**LEFT-BRAIN LOGIC:  
TRUST IS BUILT ON  
RATIONAL EVIDENCE**



# WE NEED TRUSTWORTHY FIGURES

An Object Lesson  
From Covid on How to  
Destroy Public Trust



I am concerned about society's loss of trusted leaders.





# GOOD NEWS, TRUST RELIES ON *INTELLIGENCE*.

<b>75%</b>		<b>62%</b>
PROSUMERS		MAINSTREAM

I am more inclined to trust people who are intelligent



<b>70%</b>		<b>54%</b>
GEN Z		BOOMERS



# EXPERTISE AND EDUCATION BUILD CREDIBILITY.

**74%**  
PROSUMERS | **62%**  
MAINSTREAM

I am more inclined to trust people who are experts



**68%**  
GEN Z

**57%**  
BOOMERS

**66%**  
PROSUMERS | **51%**  
MAINSTREAM

I am more inclined to trust people who are highly educated

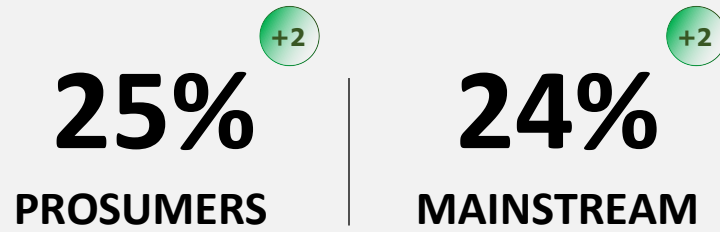


**62%**  
GEN Z

**41%**  
BOOMERS



# SCIENCES OR RELIGION, THAT IS THE *QUESTION*.



To tell me the truth about the world,  
I trust my religious community more than I do scientists.

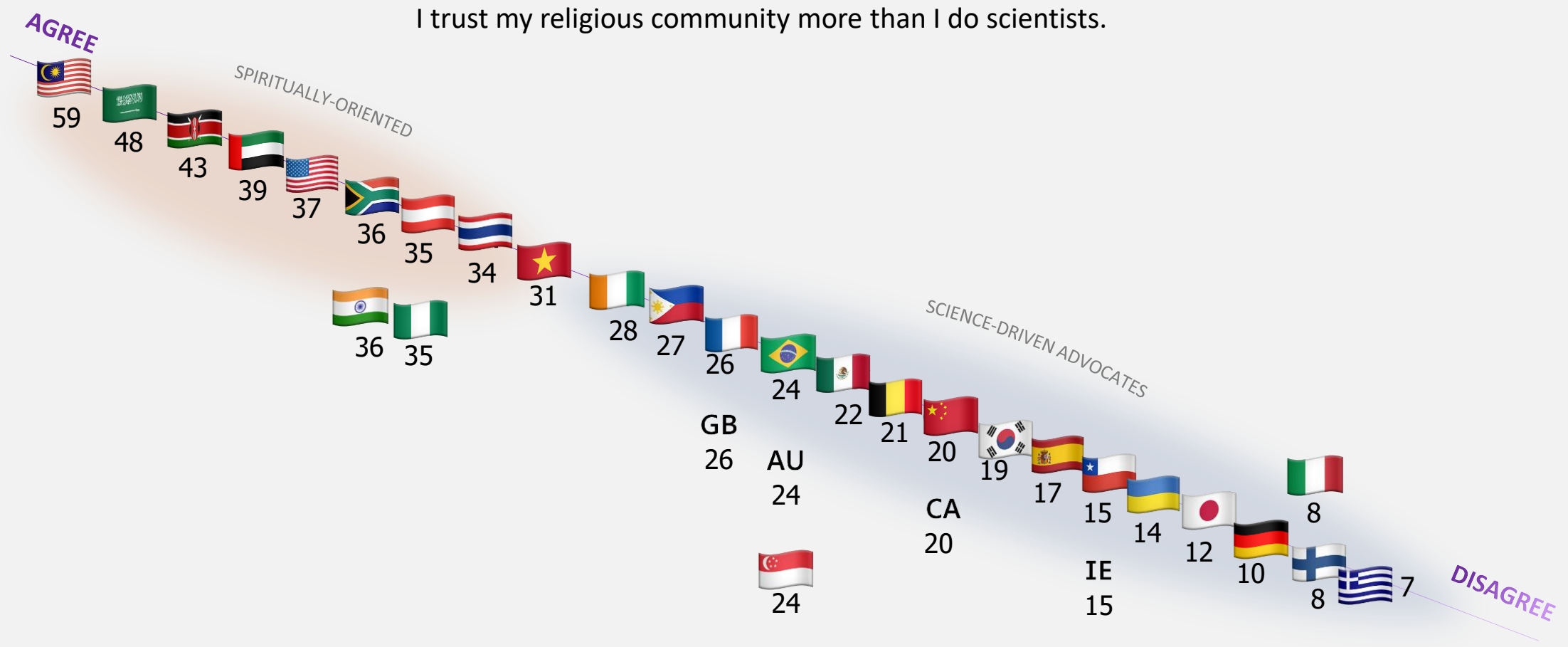
30%  
GEN Z

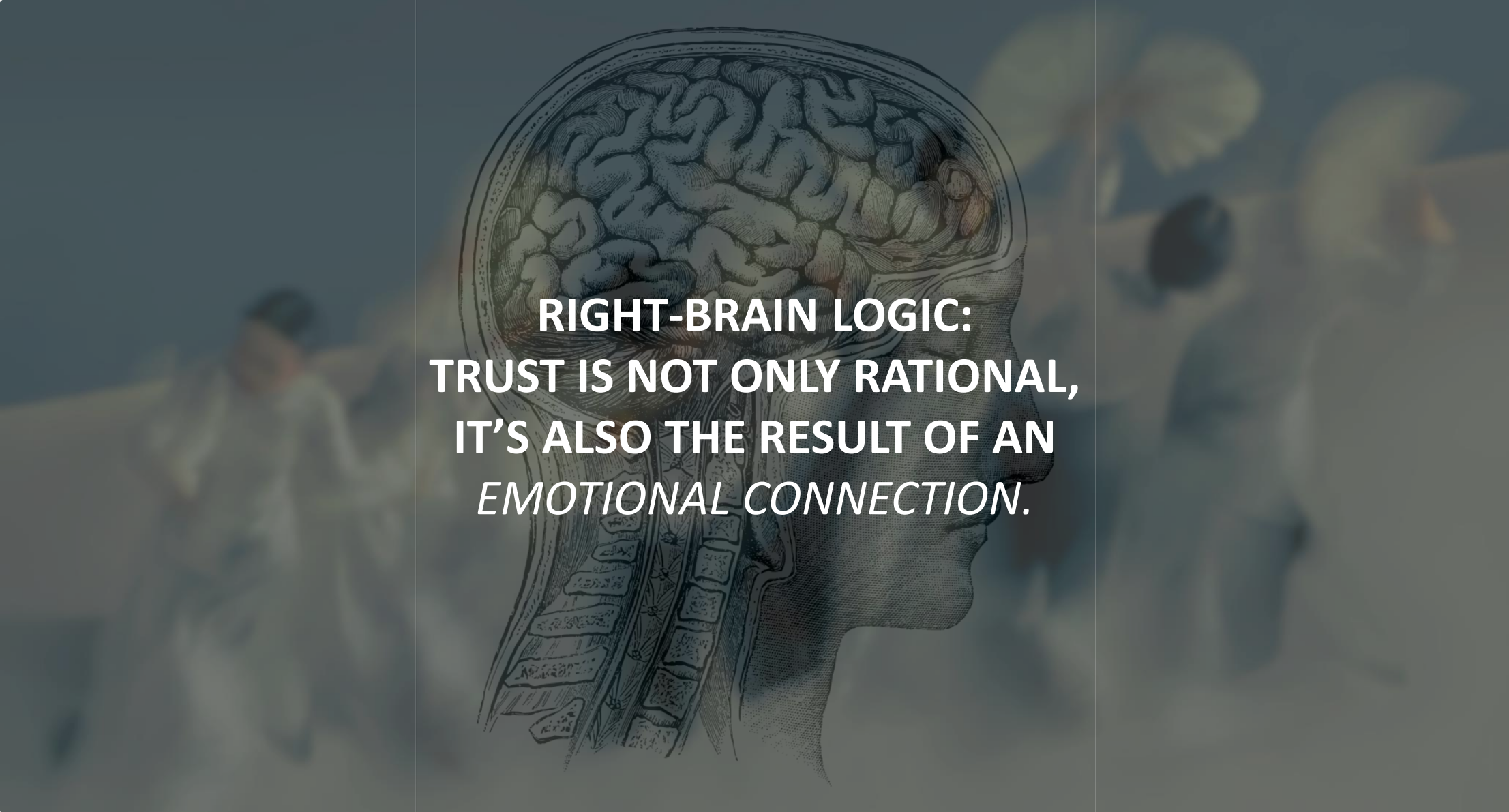
15%  
BOOMERS



# SCIENCES OR RELIGION, THAT IS THE *QUESTION*.

To tell me the truth about the world,  
I trust my religious community more than I do scientists.





**RIGHT-BRAIN LOGIC:**  
**TRUST IS NOT ONLY RATIONAL,**  
**IT'S ALSO THE RESULT OF AN**  
*EMOTIONAL CONNECTION.*



# THE MORE WE *LOOK ALIKE*, THE MORE WE TRUST EACH OTHER.

**56%**  
PROSUMERS

**44%**  
MAINSTREAM

I am more inclined to trust people who  
come from the same community



**52%**  
GEN Z

**40%**  
BOOMERS



Gen-Z: They Crave  
Stability And Trust, So  
Give It To Them

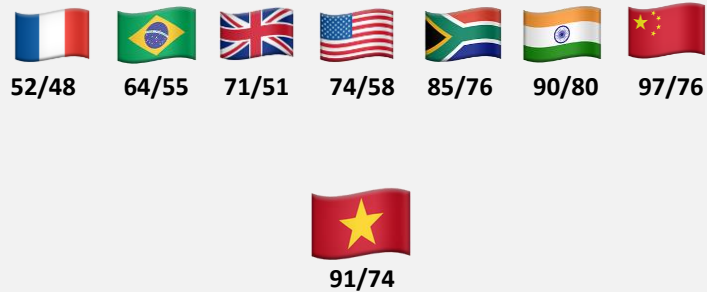
Trust and community: Exploring the  
meanings, contexts and dynamics of  
community renewable energy



# THE MORE WE *SHARE* WITH OTHERS, THE MORE WE *TRUST* EACH OTHER.

**75%** | **61%**  
PROSUMERS | MAINSTREAM

I am more inclined to trust people who  
share common passions with me





**TRUST AND BELIEFS  
ARE STRONGLY INTERCONNECTED**

**IF WE SHARE COMMONS BELIEFS,  
IF WE CAN AGREE ON A VISION OF THE WORLD,  
COULD WE UPGRADE OUR *LEVEL OF TRUST?***



# AGENDA



FROM WILL  
TO REALITY



I WANT TO BELIEVE



HOW CAN WE MAKE BRANDS  
TRUSTWORTHY?



# BELIEFS HELP US MAKE SENSE OF THE *WORLD*.

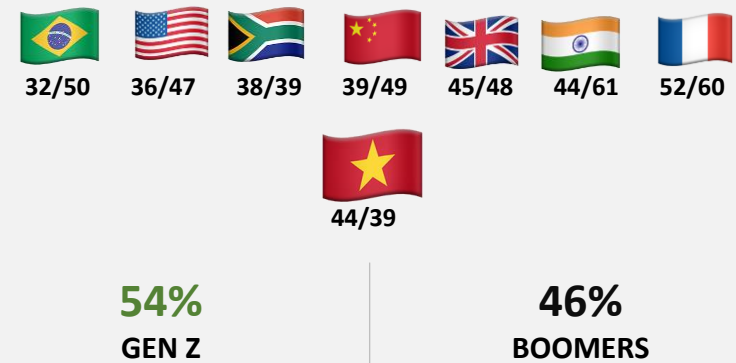
**71%**  
PROSUMERS | **72%**  
MAINSTREAM

I believe the future is more and more uncertain.



**44%**  
PROSUMERS | **51%**  
MAINSTREAM

It has become harder for me to project myself into the future.





# BELIEFS CAN HELP US FIND OUR *OWN TRUTH.*

**37%**  
PROSUMERS

**39%**  
MAINSTREAM

I think undeniable truth  
doesn't exist anymore.



6/18



30/37



37/41



43/38



43/48



46/42



49/49



40/35

**42%**  
GEN Z

**38%**  
BOOMERS



# ESPECIALLY IF IT *CONTRADICTS* THE OFFICIAL NARRATIVE.

**26%**  
PROSUMERS

**25%**  
MAINSTREAM

I consider that conspiracy theories are often the only way to understand the world.



**31%**  
GEN Z

**15%**  
BOOMERS



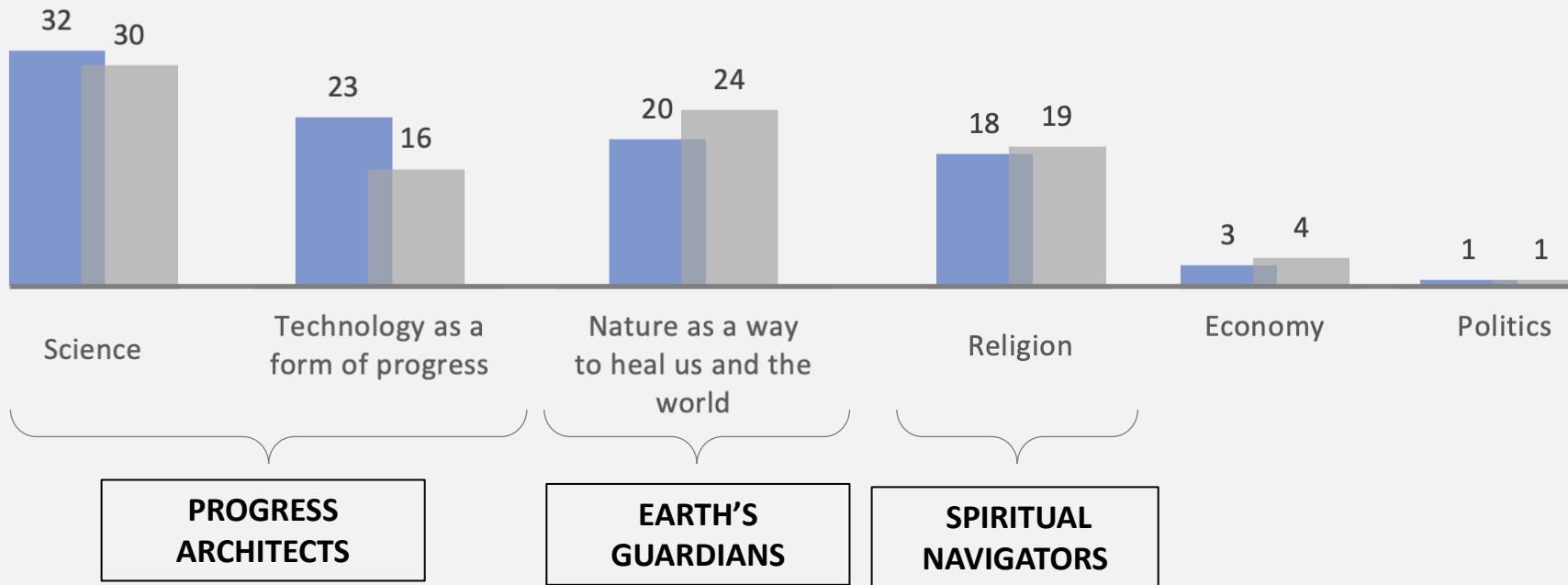


**ARE WE ABLE TO UNITE US  
AROUND *COMMON BELIEFS?***



# DIFFERENT BELIEFS, DIFFERENT *COMMUNITIES*.

I most believe in:





# DIFFERENT BELIEFS, DIFFERENT *COMMUNITIES*.





# THE WORLD STILL BELIEVES IN *SCIENCE AND TECHNOLOGY.*





# SCIENCE AS A WAY TO *UNDERSTAND* THE WORLD.

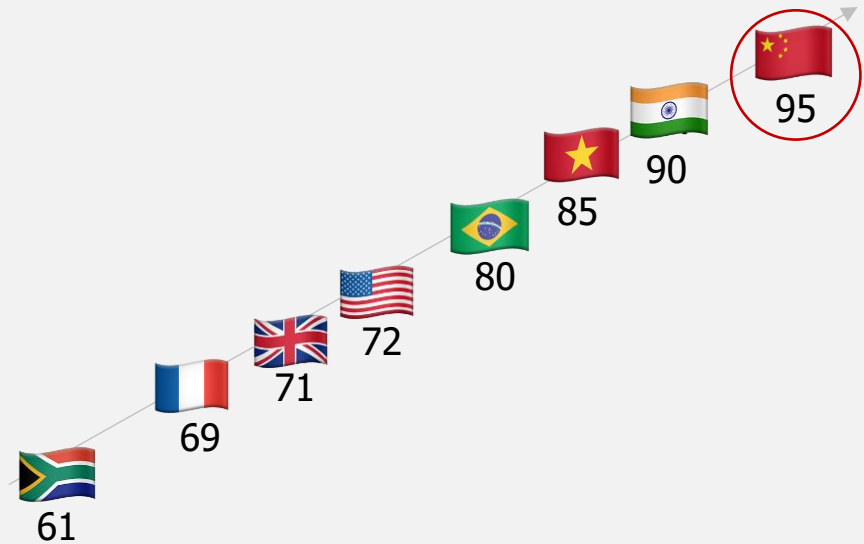
**79%**  
PROSUMERS

**67%**  
MAINSTREAM

I believe that science is the best way to help us  
make sense of the world.

**70%**  
GEN Z

**65%**  
BOOMERS





# TECHNOLOGY AS A WAY TO BRING *PROGRESS* TO THE WORLD.



« L'intelligence artificielle a une capacité inégalée d'aider l'humanité à parvenir à ses objectifs »

OPINION

To Fight Climate Change, We Need New 'Political Technologies'

**86%**  
PROSUMERS

**70%**  
MAINSTREAM

I strongly believe technology is bringing progress to humanity.



80/55



81/62



83/54



90/84



92/78



94/88



98/83



94/87

**74%**  
GEN Z

**66%**  
BOOMERS



# FIGHTING AGAINST EVERY THREAT TO HUMANITY



## BATTLING CLIMATE CHANGE

Hydrogen:  
Elemental to the future of green mobility?

New indoor vertical farming  
research could help future-proof  
food demand for a changing planet



## CREATING A SAFER WORLD

Safe cities: Using smart tech for public  
security

5 Ways AI Is Making The  
World A Safer Place



## GRANTING US IMMORTALITY

Humans will attain immortality with the help of  
'nanobots' by 2030, claims former Google scientist

AI Can Now Make You  
Immortal – But Should It?

2 - I WANT TO BELIEVE

🙏

# FACING GLOBAL WARMING, NATURE IS PRECIOUS AND POWERFUL





# NATURE AS A WAY TO HEAL THE WORLD

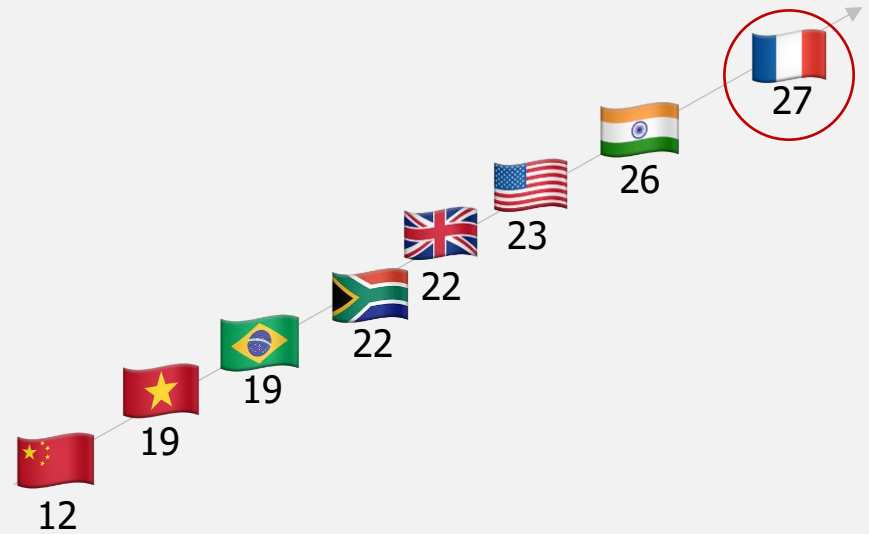
**20%**  
PROSUMERS

**24%**  
MAINSTREAM

I believe nature as a way to heal us  
and the world

**18%**  
GEN Z

**30%**  
BOOMERS

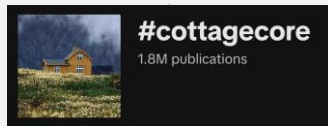




# A DESIRE TO ESCAPE URBAN LIFE

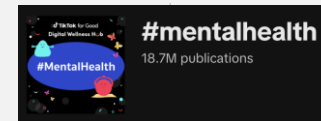
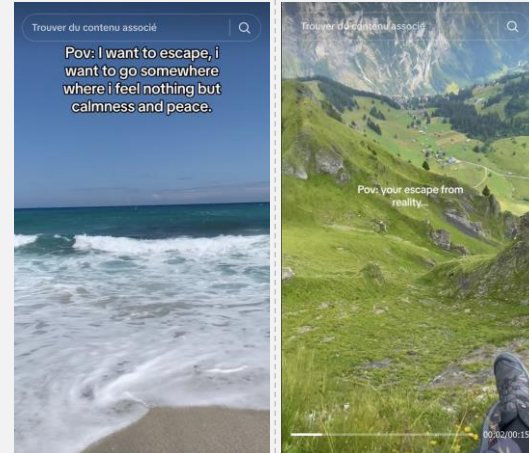
## A QUEST FOR MEANING

Why Gen Z Is Leaving Cities For The Countryside



## A JOURNEY TO WELLNESS

16 April 2024  
Biodiversity is key to the mental health benefits of nature, new study finds





# BELIEVING IN SUPER-NATURAL FORCES

**68%** PROSUMERS | **59%** MAINSTREAM

I believe in the miraculous healing power of nature.



**57%** GEN Z

**60%** BOOMERS

## Therapists Trade the Couch for the Great Outdoors

Mental health practitioners are hiking, camping and braving the elements with their clients — all in an effort to help them connect with the Earth, and with themselves.

## How Do Sounds of Nature Calm Anxiety?

## Study shows therapy dog program works as needed mood-booster for health care workers





# THE RISE OF *FAITH* AS A WAY TO UNDERSTAND THE WORLD





# FOLLOWING GOD'S *PLAN*.

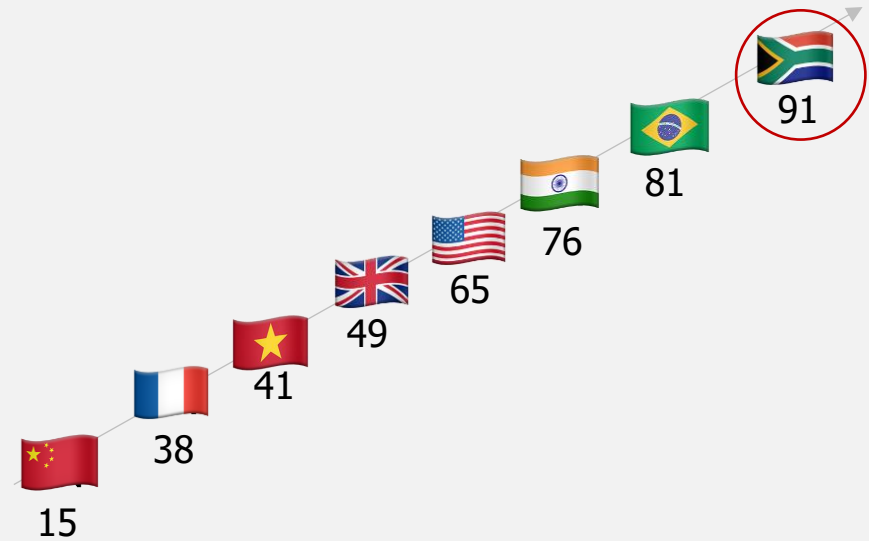
**51%**  
PROSUMERS

**45%**  
MAINSTREAM

Believing in God helps me to project myself into the future.

**52%**  
GEN Z

**36%**  
BOOMERS





# BELIEVING IN *GOD'S HAND* BEHIND EXTRAORDINARY EVENTS

**51%**  
PROSUMERS

**47%**  
MAINSTREAM

I believe the following ideas to be true: Miracles happen



**51%**  
GEN Z

**39%**  
BOOMERS



Donald Trump becomes the "chosen one" for American evangelicals

— Since surviving an assassination attempt on July 13 during a rally in Pennsylvania, Donald Trump is being hailed as a "miracle" by American evangelicals, who see it as a sign from Christ.



# BEYOND TRADITIONAL RELIGION FORMS A NEW GENERATION OF BELIEVERS

## SBNR

### *SPIRITUAL BUT NOT RELIGIOUS*

*They reject organized religion but maintain a belief in something larger than themselves. They disagree with their churches on political issues; they feel restricted by dogma; they're deserting formal organizations of all kinds.*

**A Point of View: Is it better to be religious than spiritual?**

***Examining the Growth of the 'Spiritual but Not Religious'***

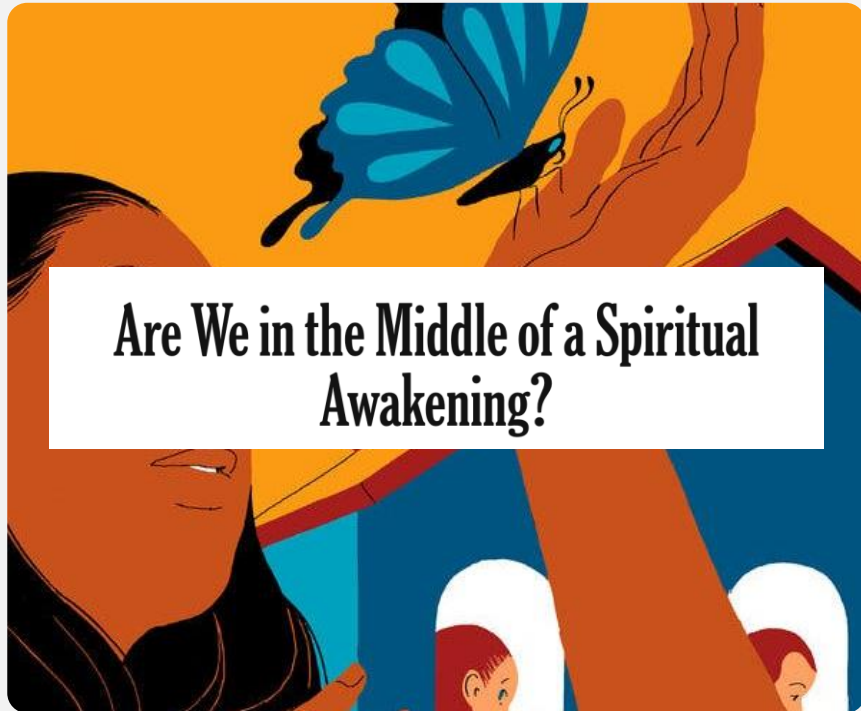
**THE MASTHEAD**

**What It Means To Be Spiritual But Not Religious**

One in five Americans reject organized religion, but maintain some kind of faith.



# BELIEVING IN OTHER FORMS OF *SPIRITUALITY* TO DECIPHER THE WORLD



**50%**  
PROSUMERS

**36%**  
MAINSTREAM

Believing in a form of transcendence helps me make sense of the world.

**45%**  
GEN Z

**26%**  
BOOMERS

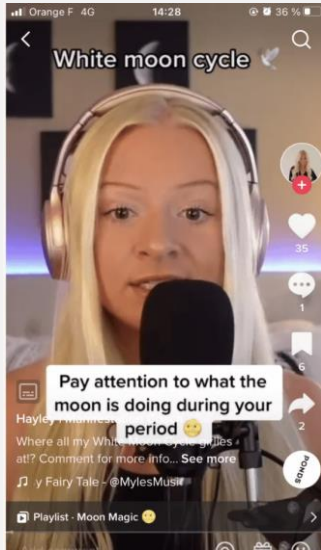
# ANCIENT SPIRITUAL BELIEFS TO UNDERSTAND THE WORLD

## The pagan boom – why young people are turning to non-traditional religions

'Paganism and witchcraft is about freedom. It puts the (spiritual) power back in your hands'



**"I can shape my life or destiny any way I want. I can believe anything I want and no one can really tell me otherwise"**



**31%**  
PROSUMERS

**27%**  
MAINSTREAM

I think it's a good thing that our society comes back to ancient forms of wisdom (astrology, witchcraft...)



**34%**  
GEN Z

**19%**  
BOOMERS



# TRANSFORMING THE DEVIL INTO A CULTURAL *POP ICON*

**26%**  
PROSUMERS

**23%**  
MAINSTREAM

I believe the following ideas to be true:  
The devil is real



**30%**  
GEN Z

**16%**  
BOOMERS

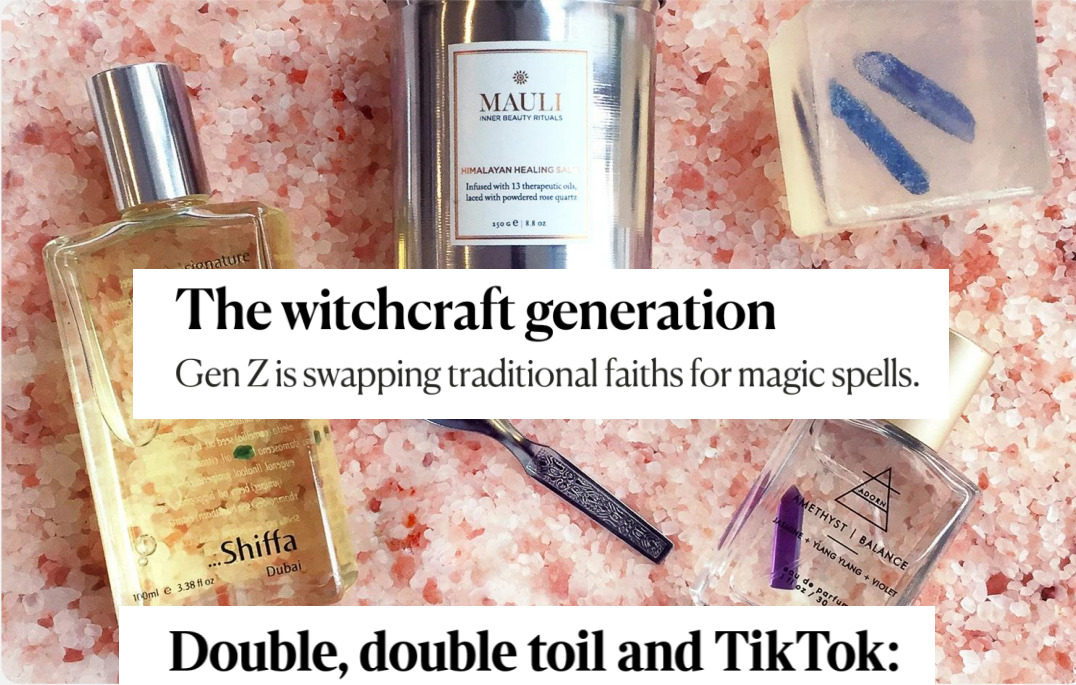
**Subliminal Message**

The church removing Joseph Geefs statue of Lucifer because it was too hot

The Author Started as a Skeptic. He Came Out a Believer in Pure Evil.

"The Devil's Best Trick," Randall Sullivan's in-depth occult investigation, is not for the easily frightened.

# LEADING TO A LESS RATIONAL AND MORE EXTRAORDINARY APPROACH



**The witchcraft generation**  
Gen Z is swapping traditional faiths for magic spells.

**Double, double toil and TikTok:**  
meet the modern witches

**19%**  
PROSUMERS

**17%**  
MAINSTREAM

I believe the following ideas to be true:  
Magic really exists



**21%**  
GEN Z

**11%**  
BOOMERS



# WHERE STARS REDEFINE OUR RELATIONSHIPS WITH OTHERS

**18%**  
PROSUMERS

**16%**  
MAINSTREAM

I believe the following ideas to be true:  
The horoscope reflects our personality

**19%**  
GEN Z

**10%**  
BOOMERS



It's official. Gen-Z is obsessed with 'zodiac talk'

**12%**  
PROSUMERS

**11%**  
MAINSTREAM

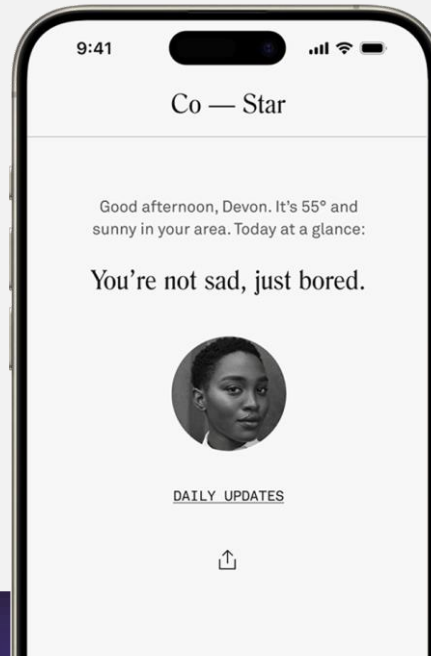
I believe the following ideas to be true:  
Astrology can really predict my future

**14%**  
GEN Z

**6%**  
BOOMERS

Gen Z is looking to the stars for career guidance

Stock-obsessed Gen Z are using astrology and tarot to invest—and swearing by the results to the tune of over \$400,000





*FROM: ALTERNATIVE BELIEFS*  
*TO: PARANOIA*



# IF THE WORLD DOESN'T MAKE SENSE *LET'S* GO SEE ALIENS



**Nike Made Victor Wembanyama's Alien Logo Into a Legit Crop Circle**



**Rob Kardashian claims aliens have been on Earth since the 1940s in rare TV appearance**

"There are literally seven species of aliens, and there's good aliens and bad aliens," claimed the lesser-seen Kardashian sibling.

**#alien**

1.9M publications

**#anunnaki**

50.7K publications

**18%**  
PROSUMERS

**16%**  
MAINSTREAM

I believe the following ideas to be true: Aliens are on Earth



**18%**  
GEN Z

**13%**  
BOOMERS



# BELIEFS THAT REJECT SCIENTIFIC REALITIES.

**5%** PROSUMERS | **5%** MAINSTREAM

I believe the following ideas to be true:  
The Earth is flat



**6%** GEN Z

**2%** BOOMERS



Why does the United Nations use the flat earth map as their logo?

Only Two-Thirds Of American Millennials Believe The Earth Is Round

If a scientific conspiracy theory is funny, that doesn't mean it's a joke  
Why are flat Earth truthers having such a huge year online?



# THE QUESTION IS: WHO IS BEING *MANIPULATED*?

**63%**  
PROSUMERS

**61%**  
MAINSTREAM

I'm afraid too many people nowadays believe in conspiracy theories.



**63%**  
GEN Z

**61%**  
BOOMERS



**60%**  
PROSUMERS

**61%**  
MAINSTREAM

I am convinced that governments actively manipulate information to serve their interests.



**61%**  
GEN Z

**59%**  
BOOMERS



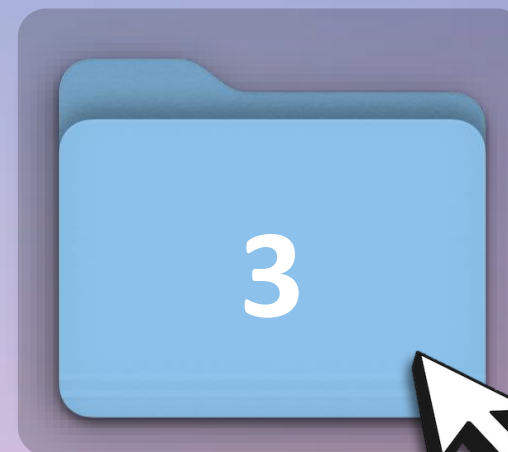
# AGENDA



FROM WILL  
TO REALITY



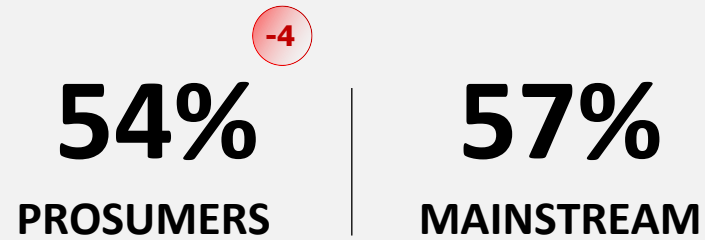
I WANT TO BELIEVE



HOW CAN WE MAKE BRANDS  
TRUSTWORTHY?



# IS THE FIGHT FOR TRUST ALREADY *OVER*?



Brands that try to gain people's trust are not being sincere, they are only trying to boost their profits.



# SCIENCE AND RATIONALE STILL WORK.

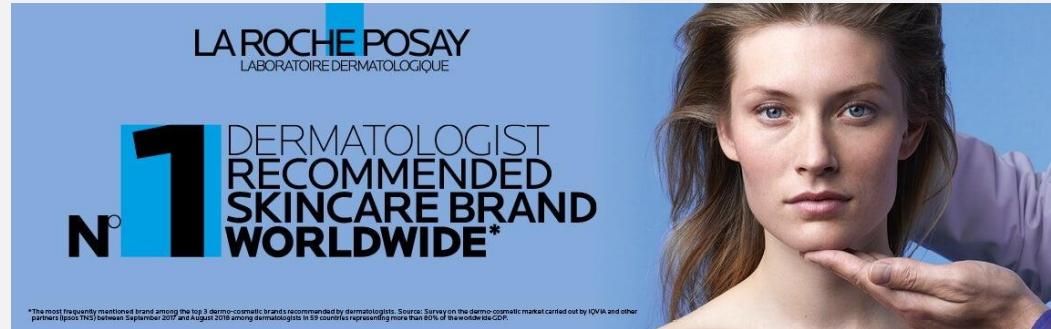
**82%** PROSUMERS | **66%** MAINSTREAM

The more a brand demonstrates its effectiveness scientifically, the more I trust it.



**73%** GEN Z

**60%** BOOMERS



# LABELS AND SCORES BRING TRUST



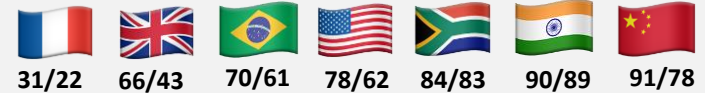
**65%**  
PROSUMERS

**45%**  
MAINSTREAM

I tend to place more trust in brands when they use labels and scores.

## In Partnership with the World Surf League

Starting in September 2019, SHISEIDO will launch a range of global initiatives to protect the oceans. Events such as beach cleanups will be held in conjunction with our sponsorship of the World Surf League tour. With strong support from the World Surf League and local environmental organizations, we strive to make a positive impact on the health and beauty of the world's beaches and oceans.





# BUT BE READY TO BE FACT-CHECKED.

**57%**  
PROSUMERS

**51%**  
MAINSTREAM

I don't really believe in what brands claim nowadays,  
I prefer to verify everything on the Internet.



**YUKA APPROVED: 6 SKIN CARE MUST-HAVES  
YOUR SKIN WILL LOVE!**

*Embrace flawless beauty with these top-rated gems—scoring high on the Yuka app ensures you're in safe hands!*

**'I used Yuka - the app that rates your food -  
and it made me hyper-aware of my eating  
habits'**

It's addictive: and that could be a problem

**44%**  
PROSUMERS

**44%**  
MAINSTREAM

Which of these attributes/characteristics make you more  
likely to trust a company/brand:  
It is transparent and allows me to easily check the quality  
and provenance of its products

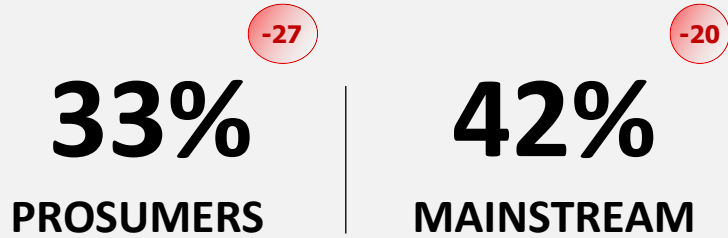




**WHO CAN BUILD TRUST  
IN THE *BUSINESS*?**



# YOUR EMPLOYEES ARE STILL AN ASSET, BUT THEY'VE BEEN SLIGHTLY *OVERUSED*.



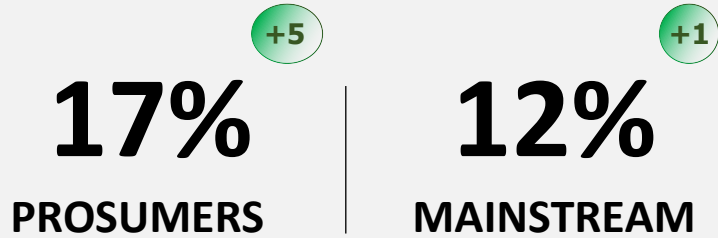
Who do you trust most to honestly tell you how a company operates:  
Its employees



Which of these attributes/characteristics make you more likely to trust a company/brand: It treats its employees well



# CEOs ARE RISING BACK, BECAUSE WE NEED SOME *VERTICAL* VISION



Who do you trust most to honestly tell you  
how a company operates:  
Its CEO or leader



**18%**  
GEN Z

**6%**  
BOOMERS



## Meet the top and bottom CEOs, as rated by employees

Blind surveyed 13,171 verified professionals in the U.S. on its platform to determine the approval rating of 103 CEOs based on their employees' feedback in August 2023.

# IN A NUTSHELL

- Trust is essential to build a healthy and cohesive society, but it seems to have decreased in recent years.
- People are willing to trust each other again, trust their fellow citizens and authority figures.
- Trust is both a rational and emotional process, where shared beliefs comes into play.
- Three types of beliefs are emerging:
  - *The Architects of Progress*: Technophile countries (e.g., China) believing that technology can advance humanity and tackle new challenges.
  - *The Guardians of the Earth*: Wish to reconnect with nature to find meaning in their lives.
  - *The Spiritual Navigators*: Combining various beliefs, including non-religious ideas, to understand the world.
- For a brand to be trusted, they need a mix of rational evidence and leadership commitment.



THE *NEW* PATHS OF BELIEF.



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