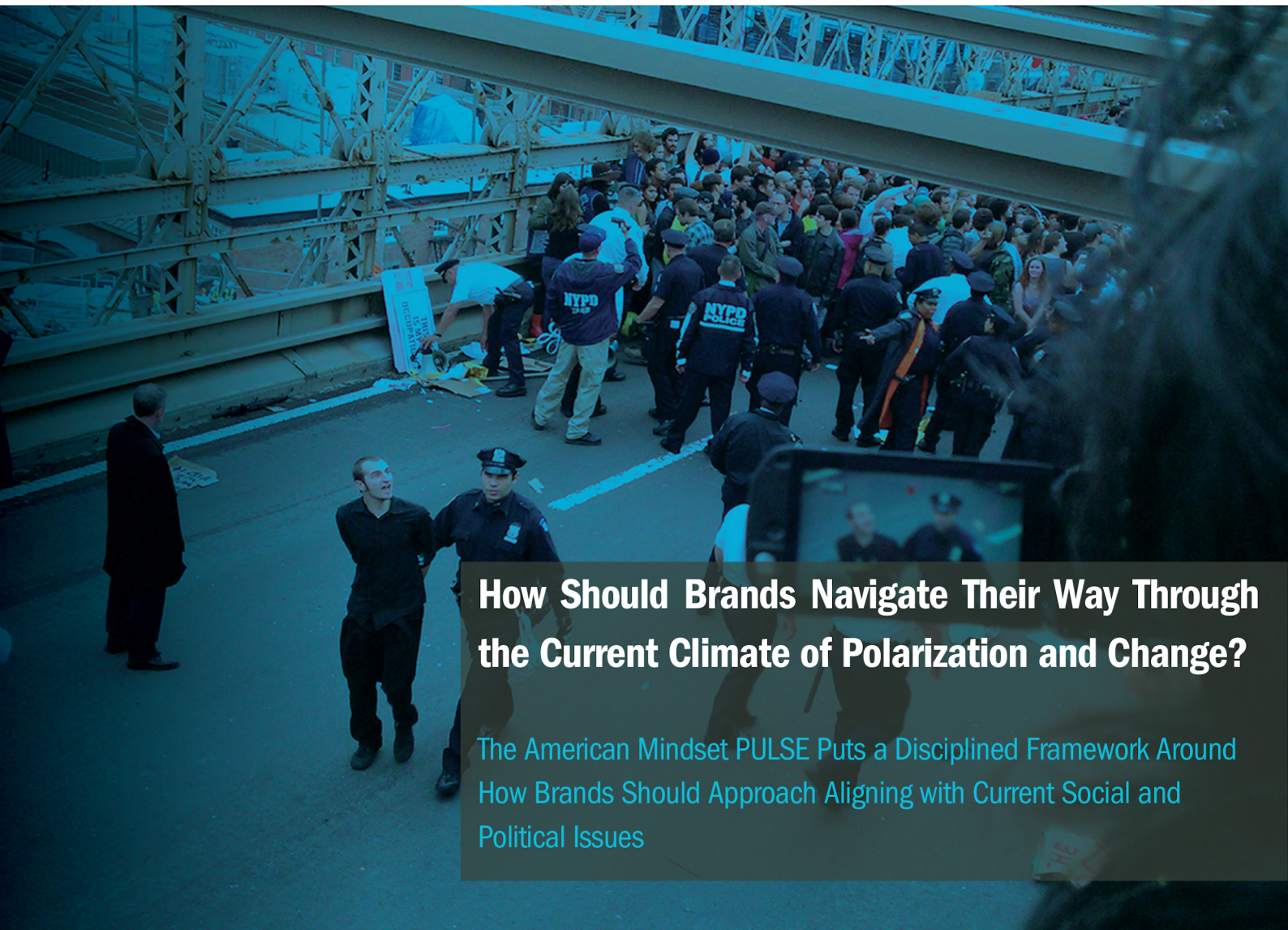


The American Mindset

PULSE:



How Should Brands Navigate Their Way Through the Current Climate of Polarization and Change?

The American Mindset PULSE Puts a Disciplined Framework Around How Brands Should Approach Aligning with Current Social and Political Issues

IF THE CULTURE IS SHIFTING TOO FAST TO KEEP UP, HOW ARE BRANDS SUPPOSED TO REACT?

A small cluster of micro trends are converging to complicate matters for brand stewards and agencies.

Consumer sentiment is moving faster than at any time before, largely due to the substantial impact of technology on culture – we’ve moved beyond the 24-hour news cycle to one where connected citizens are immersed in a continuous stream of information in real-time, all the time. As a result, cultural change is happening at a faster pace than we’ve seen before.

Layer onto this the immediate cultural moment and we see the subsequent fork in the road for anyone guiding the fortunes of a brand in 2024. How do we navigate the minefield of division, anger, and polarization in America today? Do we embrace social or political movements in our communications or do we stick to our speeds and feeds? Many executives feel that “brand must take a stand” – but do consumers feel the same?

Too many corporate leaders are caught between overlapping priorities and the personal causes of important stakeholders.

Appeasing one only increases the volume from the others. For many, there’s a strong desire to do the right thing – to attach the brand to something bigger than the narrow confines of the product category. But there’s also a need to have an unarguable resource that stops the continued call for other causes, issues, and movements to be embraced, as well.

We need more than “gut” to help us. For brands, significant resources – not to mention the relevance of their brand positioning – hang in the balance. For agencies, we could even argue the stakes are higher. They need to be able to provide their clients, proactively, with the right guidance and insight – before they ask.

HIGH-STAKES DECISION SUPPORT FOR THE “EVERYTHING IS POLITICAL NOW” MOMENT.

The American Mindset PULSE surveys 1,000 US adult respondents 18+ on a battery of questions regarding attitudes towards how brands should position themselves against this current backdrop of social upheaval.

Should we attach our brand to a political or social movement? How do respondents in the US feel about the key movements in the country? How likely are they to support or boycott brands that align (or don't align) with their values? Importantly, which consumer segments are the strongest advocates – and which ones aren't really listening at all? Is all the online outrage only happening on the edges of the spectrum – or is this moment broadly based?

Pulsing the market frequently allows us to avoid having events that could skew perceptions hijack our results. Brand stewards need to know which trends are sticky and which “new normals” are here to stay.

The American Mindset PULSE goes beyond the current headlines trumpeting social and political hot button issues, exploring economic, cultural, technological, environmental, and lifestyle/health vectors, completing the picture for brands looking to understand the current pulse of the country - and of their customers.

The American Mindset PULSE gives study sponsors the opportunity to screen for brand and category usage. All co-sponsors receive a summary of the studied trends and access to research analytics.



WHO NEEDS THE AMERICAN MINDSET PULSE?

Brand side marketers, from the CMO and Chief Communications Officer to the brand manager.

These marketing executives need unimpeachable, board-ready evidence to support their brand strategy, messaging, and spending initiatives.

Advertising and public relations agency principals and account executives.

Agency side professionals need to have fresh, on-target insight deeply rooted in a nationally representative sample frame to guide the strategy and spending on behalf of their clients.

About Denny Marketing



Stephen Denny is a trend researcher, consultant, and author, helping both emerging and well-established brands define (or re-define) their competitive positioning.



The roster of clients we've consulted for, worked for, or delivered keynotes and workshops to includes Logitech, HP, The North Face, Jabra, GN Resound, Altria, and others. He also served as a senior marketing executive at Plantronics (now HP/Poly), Sony Recording Media's Consumer Division, and GM's OnStar division, as well as former Microsoft *Partner of the Year* UnifiedCommunications.com.

He has authored multiple global trend research projects, including the *Culture & Technology Intersection* study (2016-2022) which served as the basis for his most recent book, *Unfiltered Marketing: 5 Rules to Win Back Trust, Credibility, and Customers in a Digitally Distracted World* (Red Wheel/Career Press, 2020).

MAGNET:
The Post-Covid Future of Work Study



DENNY
MARKETING

His prior book, *Killing Giants: 10 Strategies to Topple the Goliath in Your Industry* (Portfolio, 2011), was hailed by Advertising Age as "One of the 10 books you need to read" after its publication and is an exploration of how smart, nimble companies out-manuever the giants they face in the marketplace.

Other syndicated studies conducted by Denny Marketing (in partnership with Bossey Advisory Partners) include:

The *Magnet: Post-Covid Future of Work* study explores how the critical four vectors of person-to-person (culture), person-to-environment (workspace), person-to-technology (collaboration), and person-to-society (pandemic) interact and influence each other, providing a blueprint for modern leaders in this new age of hybrid work.



In partnership with **Bossey Advisory Partners.**

Contact: Keith@Bossey.com

Contact:

SHDenny@DennyMarketing.com