

Hi there! Welcome to Issue 9 of *The Nudge* and the first in the new year! In this issue, each of us will be sharing one of the trends we see playing a major or continued role in the year ahead. We see these trends shaping the way we should think about strategy and business in 2023.

Every topic we cover will touch on one of the key brand challenges we solve for: driving growth, adjusting to a shifting landscape, aligning where your brand stands, focusing an organization internally and improving the consumer experience.

Here's what we're covering this month:

#LandscapeShift: The Rise of the Genuinfluencer

#LandscapeShift: The Search for Purpose Post Pandemic

#LandscapeShift: The Rise of Independent Critique

#MACROtrendAlert: [Twitter thread breaking down CMO predictions for 2023.](#)

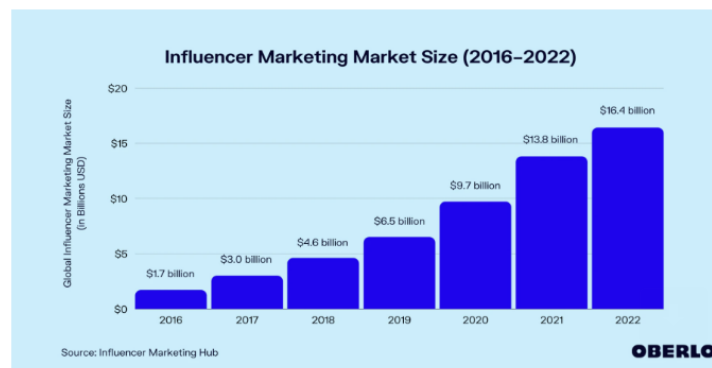


From [Leigh](#), our **Data & Intelligence Lead** and perpetual skeptic...

#LandscapeShift: The Rise of the Genuinfluencer 🏡

For the first time ever, a generation has grown up alongside iPhones and social media. That's a first. Now in 2022, [1 in 4 teens](#) feel that social media is having a negative effect on their lives. For many years, millennials have fallen victim to the culture of curation. Bo Burnham actually made a [hilarious song](#) about this in his Netflix special, INSIDE. Watch it, for real. But now, Gen Z is growing tired of the relentless quest to present a perfectly polished life. We can't blame them.

In fact, [45% of Gen Zers](#) believe there is too much pressure to be perfect on social media, and [77% of girls aged 10-17](#) have tried to change or hide at least one part of their body before posting a photo of themselves online. This signals a much-needed shift. And in no place is this more apparent than in influencer culture. This [hot new job](#) propels a culture of curation, isn't doing it for Gen Z in the way it has for millennials. Enter the [Genuinfluencer](#).



The concept was coined in 2021 by WGSN. This new brand of influencer is less driven by product promotion and more motivated to share passions and improve their communities. We foresee more and more of this new type of influencer rising as Gen Z continues to grow in consumer share.

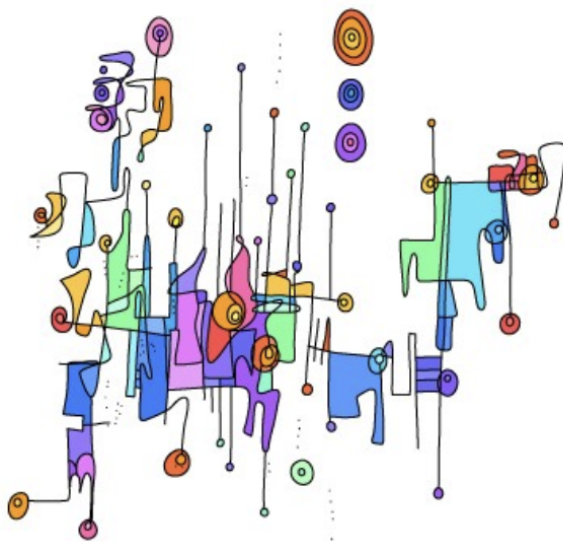
From [Brandon](#), our **Managing Director** and guiding sherpa...

#LandscapeShift: The Search for Purpose Post-Pandemic 🙏

One outcome of the pandemic is that people have had to find new ways to live their lives, leading to a renewed focus on finding personal purpose and meaning. Many have turned to hobbies or interests they previously didn't have time for, fueling side hustles and creating options in the new world of the [creator economy](#) as well as an influx of coaches and consultants as [online coaching](#) increased by 57%. Others have found new ways to connect with friends and family. Volunteering or community service [surged](#) as people found a way to give back and find purpose. Now, with more people working from home, they're re-evaluating their career goals and deciding to pursue different paths. A [Harris poll](#) sites that 52% of U.S. workers are considering a job change, while 44% have actual plans in place to make the leap.

Overall, the pandemic has forced many people to re-evaluate their priorities and find new ways to find purpose and fulfillment. However, while people are searching for more purpose, they are also struggling with mental health as 90% of Americans feel that we're in a mental health crisis. Some believe that social media can drive some of our mental health problems, but the average time spent on social media has spiked in the time of the pandemic and has not decreased since.

One thing is for certain, people are searching for meaning, pursuing wellness, and are willing to make changes to improve their lives. But part of the problem is the paradox of choice. Social media, dating apps, the creator economy, the gig economy, and other advancements have given us more options than we can process, leading to analysis paralysis. The proliferation of brands, apps, services, and products add to this paralysis. The best thing brands can do is try and help people make complex decisions easier, lifting the weight of constant choice and helping people in the process.



THE SEARCH
FOR MEANING
BEGINS WITH

THE SEARCH
FOR PURPOSE

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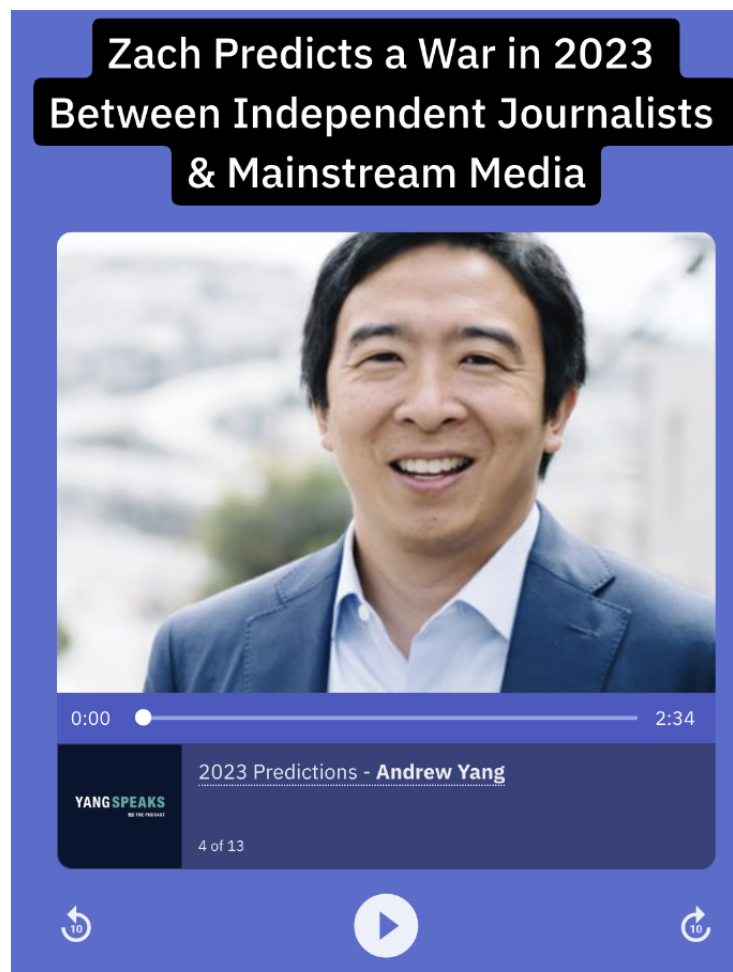
From Ryan, our **Head of Strategy** and constant optimist ...

#LandscapeShift: The Rise of Independent Critique 🤔🗣️

Media trust among the American public has dropped to the lowest on record. In a recent Gallup poll, Just 7% of Americans have "a great deal" of trust and confidence in the mainstream media, and 27% have "a fair amount." It's a big reason why people are switching to independent voices and thought leaders. Examples include Coffeezilla (Crypto journalist with 2.42 million subscribers), All-In (Number 2 Technology Podcast), and many more.

People are continuing to ditch mainstream media outlets in favor of independents. There is no longer a monopoly over the dissemination of information, which is now in the hands of anyone with a network of connections who can publish instantly online. Google searches for “substack” are up 250% over the last two years. We’re on the precipice of independent voices becoming the go-to voices for the advice economy, fueled by putting power, and the ability to generate thought leadership, in the hands of the people.

Independent thought is a superpower. People want diverse stories to come from an authentic place. Amongst the backdrop of mainstream media concerns and first-generation social networks struggles we can expect to see more creators seeking out solutions that can get them paid for their great content over and over again. Collectives and micro-companies could be a new trend for 2023. For brands, it will be harder to break through with content, which in turn means your future might depend on how you work with and tap into independent voices – matching your marketing to how your product helps enable your audiences.



One more note, If you are looking to invest in your brand in 2023 we are available as a [fractional Chief Brand Officer](#) resource to support your brand growth. Reach out at hello@wearedendro.com.

Thanks for connecting with us. See you next month!

