



**momentum**

**#TUESDAYTALK**

# **UNVEILING THE LATEST BRAND & CONSUMER EXPECTATIONS**

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# 01

**84% of consumers expect brands to take action during a crisis and international events and will be “very vocal” if brands don’t meet their expectations.**

(Source: GWI)



# 02

**85% of consumers worldwide say the treatment of employees influences their decision to buy from a company.**

(Source: Salesforce)



03

**68% of consumers look to buy brands that align with their own values.**

(Source: Momentum Worldwide)





**04**

**74% of tennis fans think more favorably about a brand if they see that it is sponsoring a major tennis tournament or event.**

(Source: Momentum Worldwide)



**05**

**66% of consumers want to learn the story behind a brand they're interested in purchasing.**

(Source: Momentum Worldwide)

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