Beyond Millennials: The 38 Million Transformists Who’ll Change the World

New research from Digitas and Insider Inc. has uncovered the modern marketplace’s most influential change agents. Called Transformists, they’re reshaping consumerism—for the better.

It’s not a demographic, it’s a mindset—and those who have it are changing every aspect of how we live, think and buy.

Shaped by our rapidly evolving digital world, Transformists lean into technology as a tool to help them achieve their goals. Passionate, ambitious, and restless; constantly seeking ways to improve their careers, their personal lives and the world around them.

The success of brands hinges on their ability to connect with the right consumers—those who take action and influence change.

Natural triangulators, verifiers and fact-checkers, Transformists constantly seek out information on multiple sources across many topics to formulate their own point of view.

They're more curious, adventurous and open to taking risks. They're more ambitious—always seeking to get ahead and improve their lives.

Yet their ambition to do better reaches beyond themselves—they also demand good citizenship from the brands they choose.

Transformists live by their values—and brands that speak to them can benefit strongly from their loyalty.

Learn more about the Transformists.

Contact transformists@insider-inc.com or consumerintelligence@digitas.com

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They are deliberate doers—far more likely than their peers to take action on the content they consume.

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