**Is It Time To Consider Online Community-Based Marketing?**

A Sid Lee study finds younger millennials and Gen Z are drawn to values-based online communities where they shape their sense of selves and find joy and inspiration, and brands that participate in these domains such as Peloton, Roblox and Patagonia build trust and "evangelism." Andy Bateman, Sid Lee's US chief executive officer, says brands that want to reach this demographic on platforms such as TikTok or Snapchat need to shift from "owning their narrative" to being engaging, authentic and open to criticism.

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[*https://www.thedrum.com/news/2021/11/02/why-roblox-patagonia-ethereum-disney-are-among-gen-z-s-favorite-brands*](https://www.thedrum.com/news/2021/11/02/why-roblox-patagonia-ethereum-disney-are-among-gen-z-s-favorite-brands)