



the VIEW

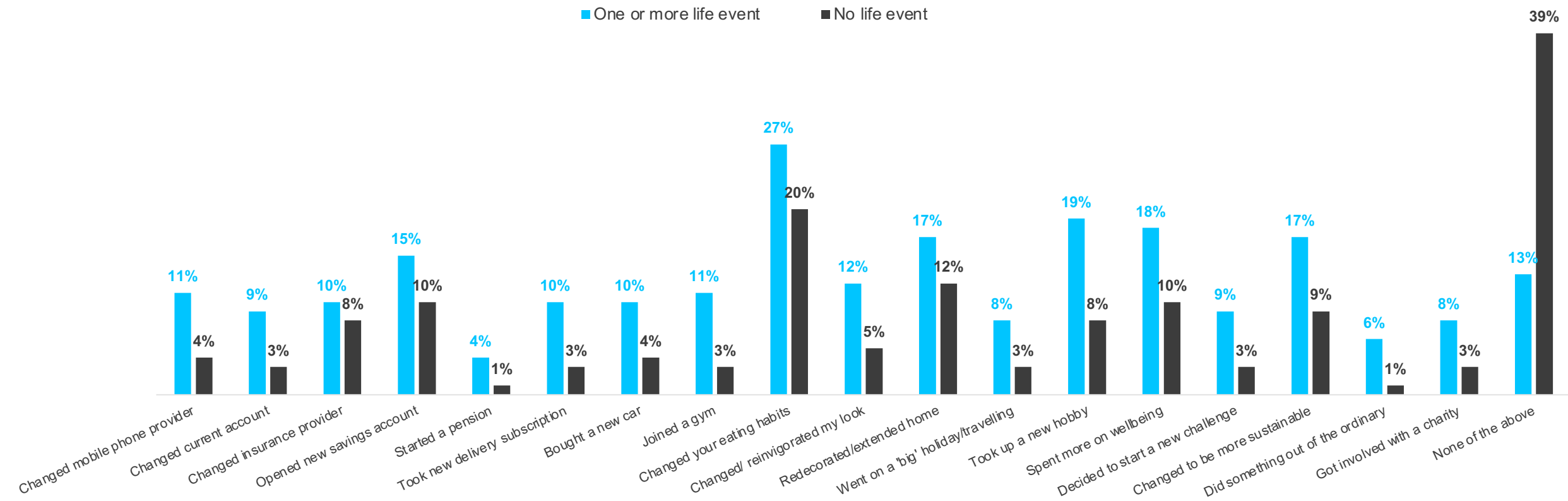
Welcome to the View 2021

1. *Demographic & Consumer Trends*
2. *Cultural Trends*

Demographic & Consumer Trends

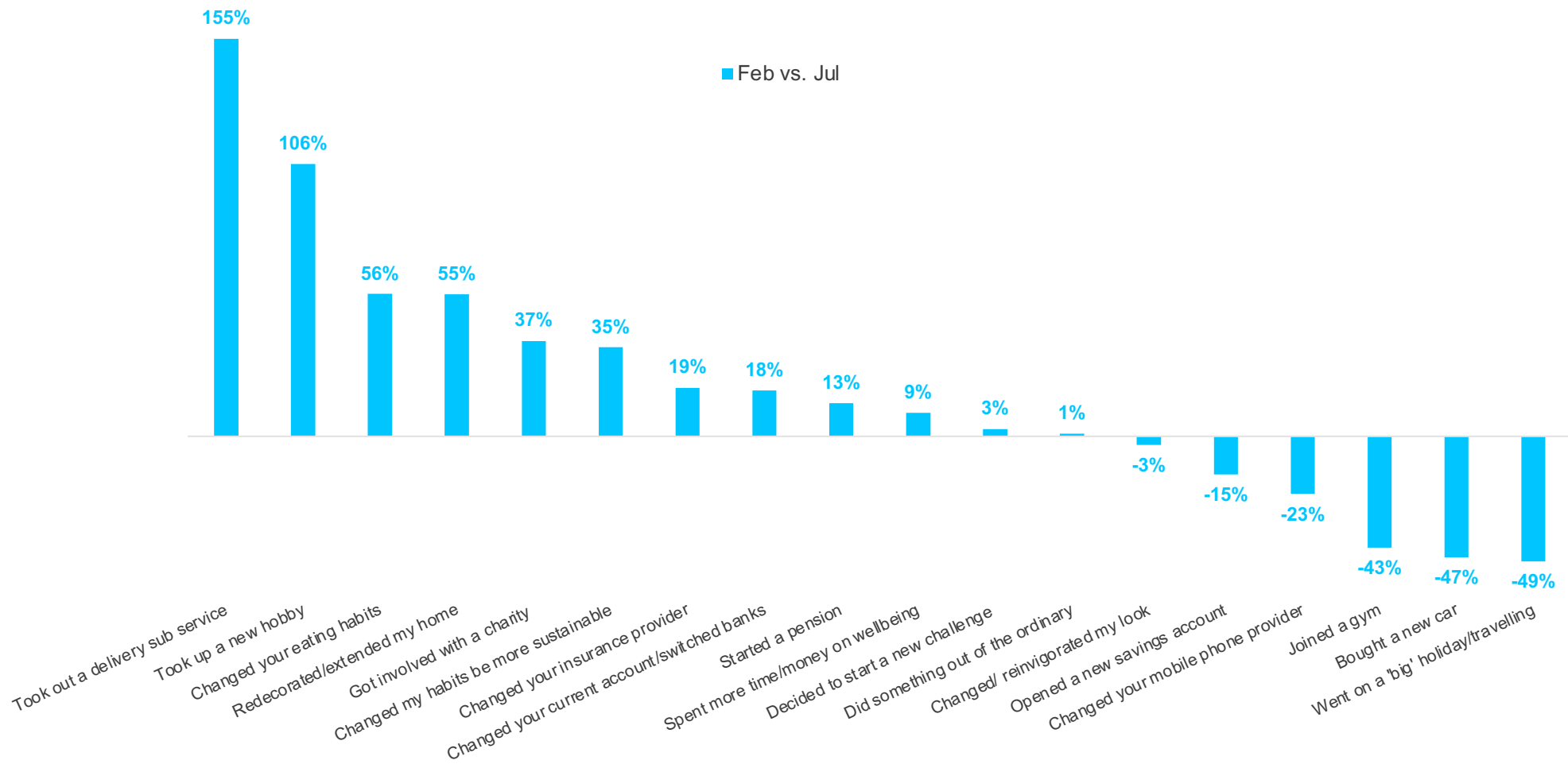


We've continually shown life moments trigger habit changes



Source: Zenith Omnibus 2020; 1+ life event (1,344), No life event (1,265)

Covid lockdown and unlocking is akin to a life moment for everyone, and will result in short, but more importantly some long term shifts in people's lifestyles and behaviours

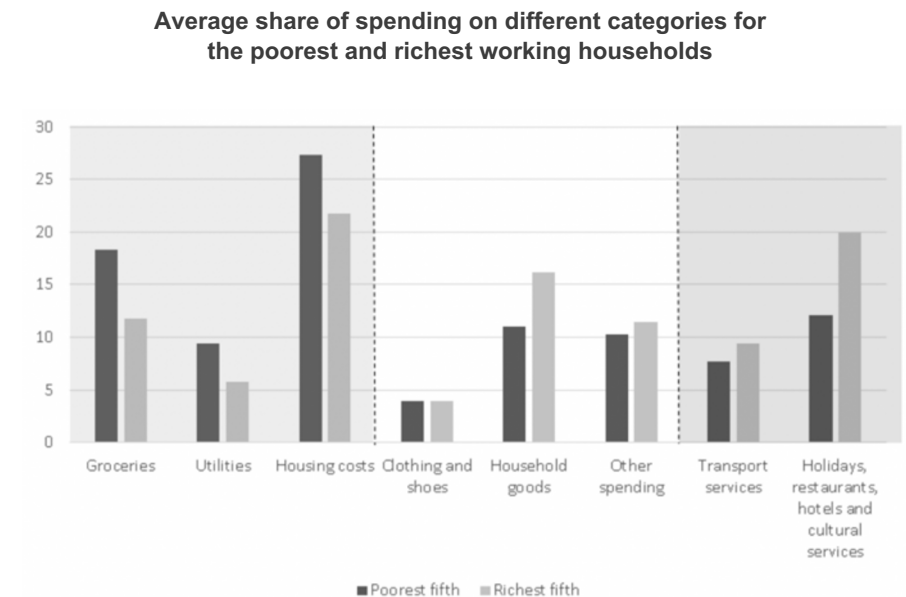


Current and future economic uncertainty are likely to cause an increased disparity between the 'haves' and 'have nots'



Zenith research on consumer spending since the lockdown has been in place shows the **richest households could be saving over 25%** of their household expenditure due to reduced spending on commuting, recreation as well as travel and leisure

We estimate the **highest 10% of earners are saving around £350 per household per week**. Over a 12 week lockdown period this amounts to over £4,000



There will be pockets of opportunity to tap into, particularly those who accumulated wealth during lockdown : young, active, in work, & high + middle income HHs

Cautiously Extravagant (22%)

Middle to high income. Very focused on health but relatively optimistic despite a strong belief that a global recession is coming. Will spend more in areas important to them.

Stay Frugal (19%)

Spending slightly less, but some deep cuts. Trying to get back on their feet. Among the most pessimistic about the future.

Get to Normal (47%)

Spending largely unchanged. Daily lives were never really affected. Least concerned about the pandemic overall.

Back with a Bang (8%)

Younger and in work. Spending much more in all categories. Their daily lives were most disrupted. Now they're the most optimistic.

Keep Cutting (4%)

Least educated. Least likely to be working. Making deep spending cuts. Changing what they buy and how. The pandemic was always a huge worry.

“Cautiously extravagant” consumers expect to increase spend across non-essentials once the crisis is over. However 45% believe that how they shop will have changed permanently and they will respond strongly to purposeful brands, with 62% saying they would be more likely to purchase from companies that they feel are doing good for society and 42% that would pay a premium for domestically produced goods.

By contrast, **“Get to normal”** consumers are determined that after the pandemic things for them will be the same as before. A third of them (33%) do not expect the crisis to have changed their lives on any dimension.

The pandemic has altered leisure time behaviour, with some expecting to continue with their new routines

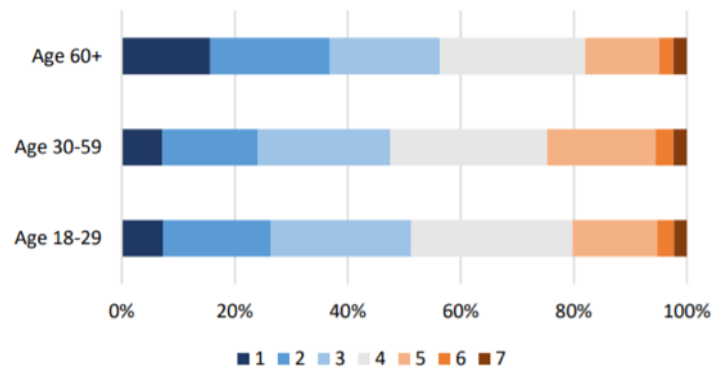
Overall, **51%** of people felt they were more likely on balance to return to how things were before

Adults 30-59 were most likely to report thinking that they would change their lives following the pandemic, with 25% saying they would make changes compared to 20% of people aged 18-30 and 18% of people aged 60+

People living alone were more likely to report that they would make **no changes** to their lives (13% vs 9% living with others), as were people with lower household income (12% vs 6% with higher income), and people not living with children (10% vs 5% living with children)

Plans to make life changes after Covid-19 by age group

Respondents rated their feelings on a scale from 1 ("I will return to living exactly as I did before Covid-19") to 7 ("I will entirely change the way I lived compared to before Covid19").



% of **Non-Engagers*** who now say they're doing more of the following



% increase in size of engager/userbase during the outbreak



*Those who said they were not doing/interested in these activities before the outbreak

% who say they'll carry on doing the following when the outbreak is over



Working from home – a long term trend accelerated

43%



increase in % of those
WFH from 10 years
ago prior to lockdown

60%



of the UK's adult population
are currently working from
home during the pandemic

26%



plan to continue to work from
home permanently or
occasionally after lockdown

- On average, each of these workers will save **£44.78 a week** by cutting out things like commuting and buying lunch out
- Londoners are saving the most cash by working from home, at an average of £57.78 per week, possibly reflecting the capital's high commuting costs
- Other UK regions where workers report saving the least of all regions are Scotland (£35.47), North East (£35.65) and South West (£37.47)
- **2/3** of employees say they're more productive when working from home

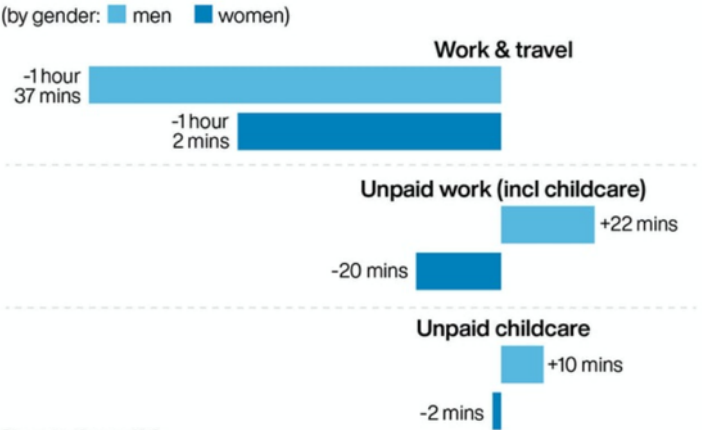
Gender inequality, the unpaid economy, and shared duties have moved into the spotlight due to the pandemic, alongside growing concerns about social equality, driving a shift to more flexible working

In the UK, 64% of unpaid care work is performed by women vs. 36% by men

Men spend 233 minutes per day on paid work, while women spend 145 minutes

Time spent on childcare has rose by more than a third (35%) during the lockdown

Life under lockdown:
change in time spent on daily activities

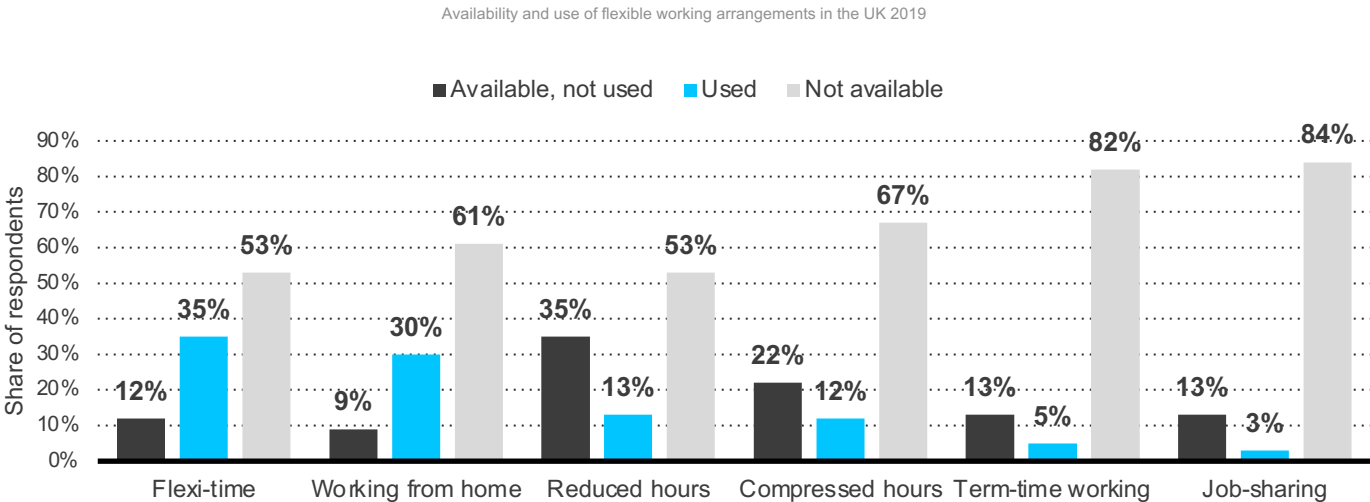


PA graphic. Source: ONS
Figures are for adults in Great Britain and show change in March/April 2020 compared with 2014/15

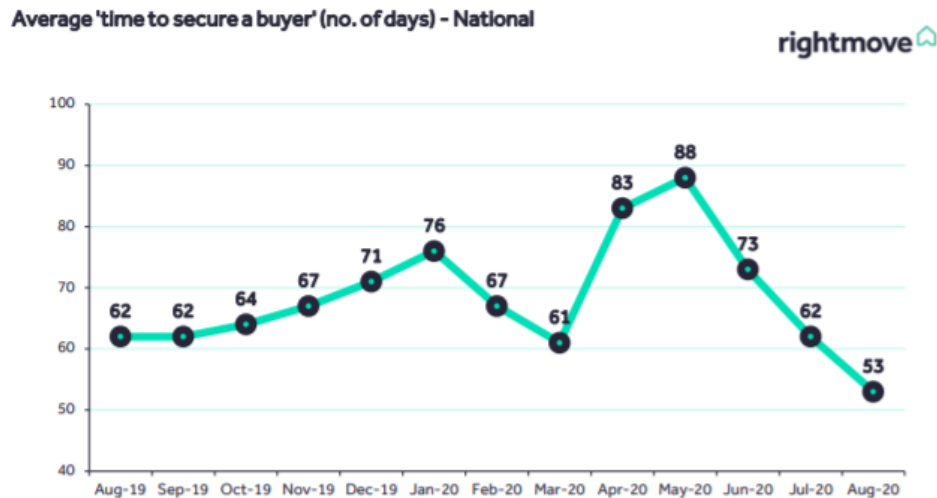
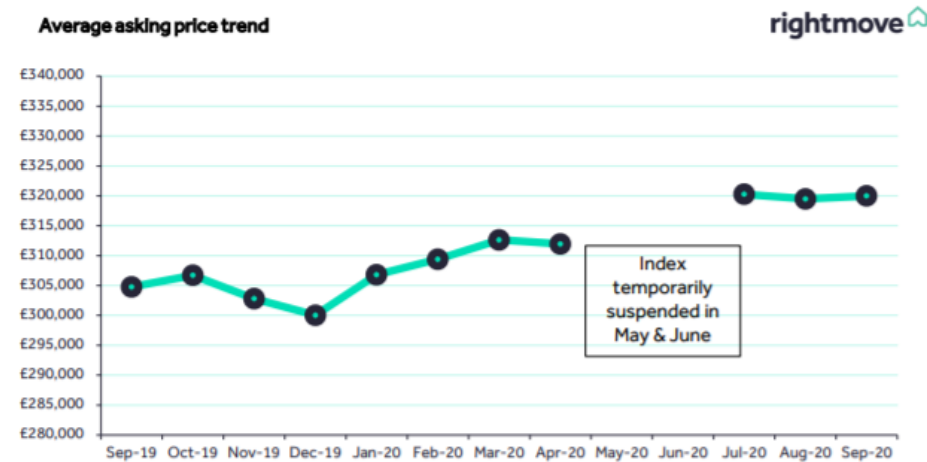
+43%

The number of part-time workers in the UK, has increased from 6 million in 1992 to 8.59 million by 2019

Availability and use of flexible working arrangements in the United Kingdom (UK) in 2019



New homes – a bubble likely to burst?



There has been a surge in the housing market with individuals using this time to make a change in their lives – and fuelled by stamp duty relief, but will this continue once the discounts end?

Mortgage approvals soared to a near **13-year high in August** as the scramble to buy homes continued.

Continued growth in applications during September showing that demand remains high at approximately 30% up on a year ago.

Enquiries about **buying a home in a village** jumped up by 126% in June and July compared to the same period last year, with the uplift in village enquiries most notable among people living in major UK cities

Overall, a third (33%) of Brits say that flexible working would encourage them to move, rising to **37% of 18-24 year olds nationally**

Leading economists predict house prices will **start to fall "significantly" by the end of the year** and in the first half of 2021. This will result in house prices **13.8% lower in 2021** compared to 2020

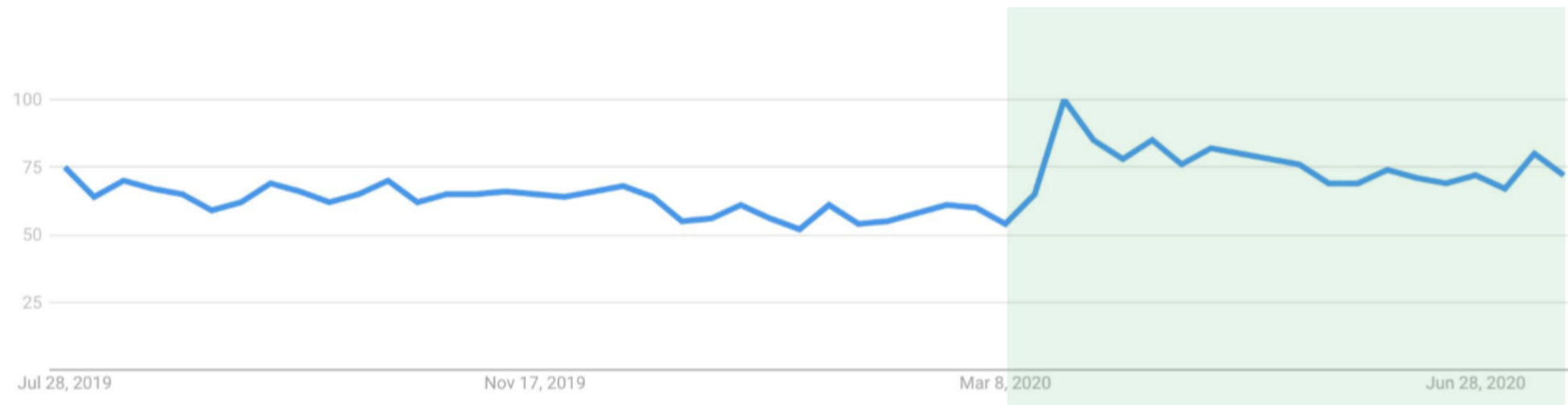
Localism – likely to have sustained interest post-lockdown

57%

more likely than before to spend money at a business that offers locally produced products once the lockdown has lifted

41% will carry on using their local corner shop
20% the local butcher
13% the local farm shop
15% the local greengrocer
11% will continue with their fruit/veg box
9% with milk delivery

Searches volumes for 'local food'

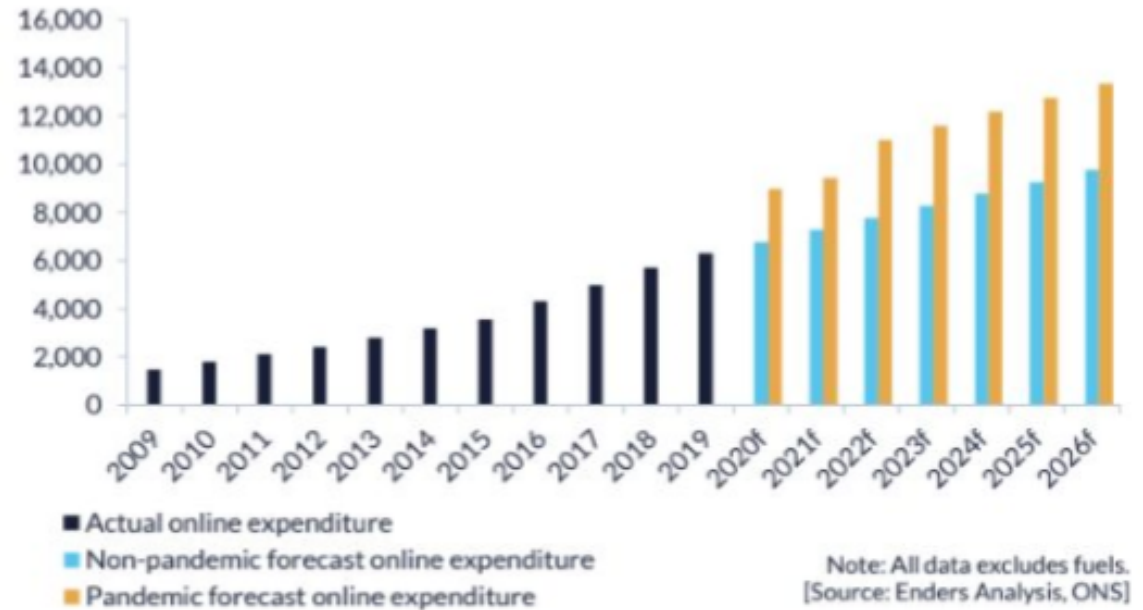


Growth in e-commerce has been accelerated by lockdown

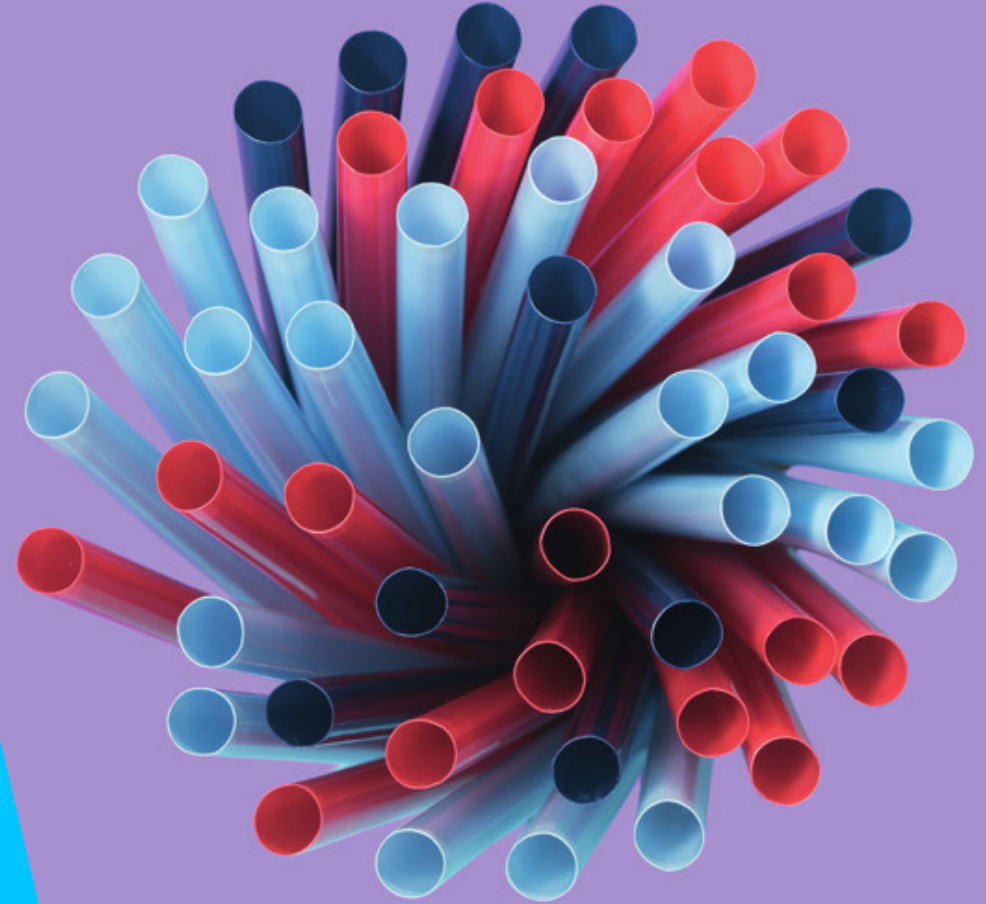
+4 years

acceleration vs.
non-pandemic forecast

Forecast average annual online retail sales (£ millions)

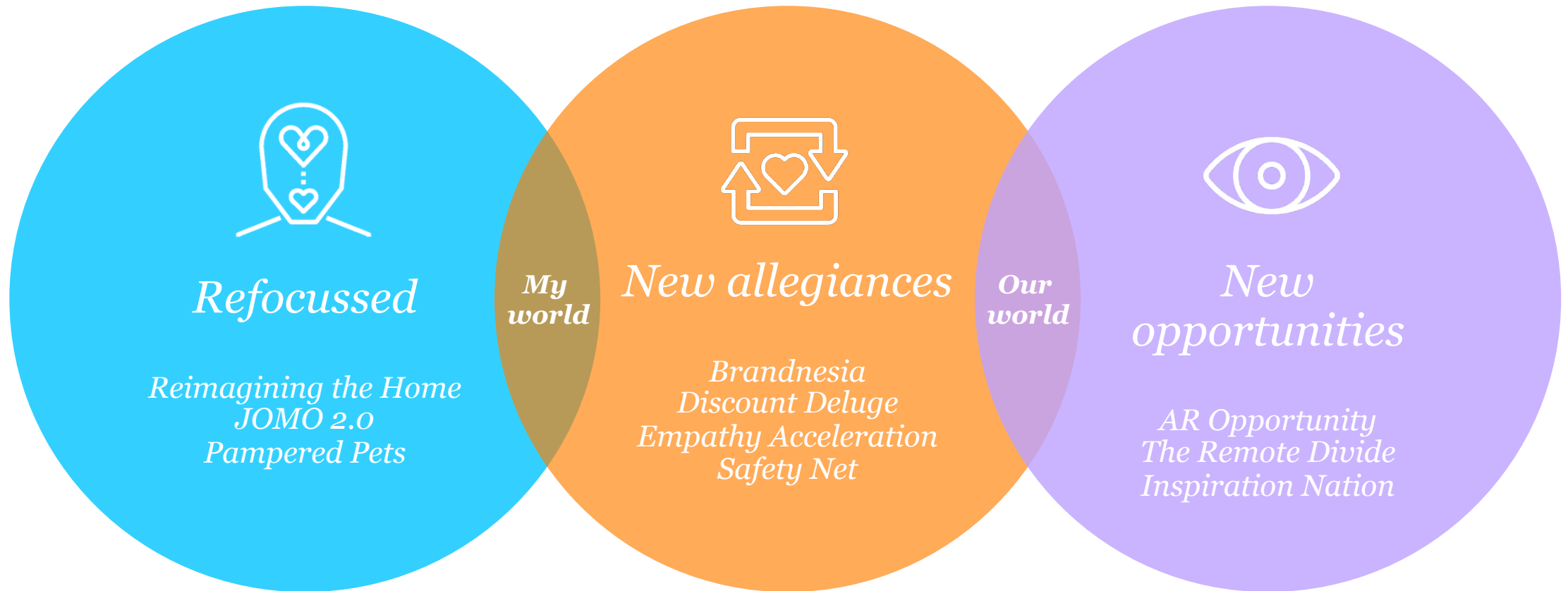


Cultural Trends



2021: The Year of Fresh Starts

Our 10 trends for 2021 fall into three important categories that reflect our personal, and our shared worlds of interest:



Reimagining the Home

2020 may have seen time spent at home reach levels we could have never imagined, but this has only escalated 'cocooning' and multifunctional trends that have been emerging over the last few years. For many, home has become their workplace, gym, pub, cinema, even their GP surgery.

Although many of these functions may wane in intensity post-2020, investment in the home as a sanctuary from the outside world is likely to continue, fuelled by new products and services that can bring the convenience of at home consumption to the masses.

As people increasingly use their home to fulfil different needs, and as an escape from the pressures they face elsewhere, we also expect to see increased investment in the actual home environment, with people reassessing interiors, room use, and even relocating to ensure their home meets their shifting requirements.

- Having to spend more time at home has inspired almost two-thirds (65%) of homeowners to invest in renovations to their properties
- **40%** of British homeowners have admitted to 'Zoombarrassement' over the appearance of their homes
- Peloton ended its latest quarter with more than 1.09 million connected fitness subscribers, up **113%** from a year earlier, and roughly **3.1 million** members in total
- Visits to property websites grew **28%** between August 2019 and August 2020

Data Sources: money.co.uk Jul '20, CNBC Sep '20, UKOM Oct '20

Thought Starters

What new behaviours are emerging as people spend more time at home, are there new occasions activities that you can support people to do at home?

How can you capitalise on the shift in daily routines brought about by increased WFH?

If it isn't currently, how adaptable is your product/service to at home consumption?

Click on image to follow link to more detail



Behr your background is a free tool from US paint company Behr that enables people to use styled home backgrounds for their Zoom calls (using their paint colours of course!)



Home appliances brand Whirlpool has launched the Chore Club to help parents turn everyday chores into fun activities for kids



#TideTraining Partnered with the NFL to help Americans stay in shape at home by turning Tide bottles into gym equipment.

JOMO 2.0

In an always-on, peak-consumption world, the 'joy of missing out' has developed from an occasional indulgence, to a frequent necessity. Switching off from the social whirl both in-person and virtually, is increasingly becoming recognised as beneficial to both health and mental well-being, but expanding on this, avoidance of a multitude of categories has evolved to be actively celebrated, and is set to grow in popularity.

We predict JOMO 2.0 will manifest itself in short and for some, long term abstinence; not only from social events, but social media, tech, specific foods and drinks, fast fashion, travel, even exercise. However, taking pleasure in avoidance also means that it needs to be flexible and adaptable, as people take control by making their own rules for how they want to miss out, and looking for alternative activities and products with added joy.

- Half of consumers said they prefer spending leisure time at home rather than going out, rising to **57%** of 35-44s
- **64%** of adults plan to reduce or completely stop drinking sugary soft drinks, 41% consuming alcohol, whilst **33%** intend to do the same with red meat
- **46%** of people agree they are looking forward to not feeling obligated to attend social events and parties this Christmas because of Covid, rising to **54%** of 18-34's

Data Sources: Foresight Factory '19, Zenith Omnibus Sep '20

Thought Starters

What categories will grow with the expansion of JOMO?

Could equipping your brands with self-governance or monitoring tools help align you consumer mind-set?

If abstinence in your category becomes desirable, how can you counter this? What opportunities are there in treat and 'cheat' indulgent occasions, or premiumisation?

*Click on image to follow
link to more detail*



with this
"How sober will you go?" is the strapline for Macmillan's Sober October in 2020, maximising the potential for fundraisers by acknowledging that not everybody wants to give up alcohol for a full month



Fungtn describes itself as "the UK's first adaptogenic alcohol-free beer". Its 0.5% ABV brews are made from medicinal mushrooms and are vegan and gluten-free.



Skyscanner has identified JOMO trips as a core travel trend for this year and beyond, avoid the crowds, avoid peak times, and don't post anything to your socials



Pampered Pets

Pet ownership in the UK is high at 41%, and lockdown has only increased demand with more spare time spent at home, and a need for companionship. Adoption centres have been cleared out, and the average price of a dog rose from £888 to £1,900 in 2020 (BBC).

Not only has ownership increased but pets are now being treated more like fully established family members, giving way to the term “pet parents”. As we include our pets more and more in our everyday lives (bringing them on holiday with us, creating social media profiles for them, and giving them their own bedrooms) there is a growing demand for pet services and products. Pet parents are branching out, no longer just spending on the essentials, but focussing on the wider well-being of their pet, as such, clothing, pet therapy, custom bedding, smart home devices to monitor pets when out of the home, smart collars and nutrition plans are all becoming common expenditures.

With consumers likely to continue spending more time at home in the future, time, energy and spend directed at pets is set to increase. “Pet parents” are going to be a growing audience for brands in terms of products, services, and targeting opportunities.

- Google searches for “dogs for sale” have doubled compared to last year
- Pet treat sales increased by 12% in the months after lockdown
- Searches for pet friendly accommodation have risen by 80% since 2004, while 41% of pet owners take their pets on holiday with them

Data Sources: Google Sep '20, YouGov '20, Foresight Factory Aug '20, Metro '20

Thought Starters

Do you understand the needs of a “pet parent” in relation to your brand/category? How can you make your brand attractive to “pet parents”?

Do your comm’s acknowledge the family unit that is now more likely to include a pet?

Click on image to follow link to more detail



Uber trials Uber Pet in Australia – a pet friendly ride option making it easy to request a taxi that accepts animals



PetsPyjamas are an online marketplace with bookable dog-friendly holiday options to take the hassle out of searching



Brazilian retailer, Petz introduces AI for dogs so they can choose their own products based on the level of interest they display



Brandnesia

There is ongoing debate about whether consumers are very rarely truly loyal to a specific brand in most categories (search Byron Sharp for more). What is evident however, is that salient brands and those ingrained in our memory are strongest, and most likely to gain new and repeat purchases. In addition, the majority of brand choices, and in fact our everyday behaviour are largely determined by ‘auto-pilot’ decision making.

But what happens when preferred brands or stores are no longer available, even for a short period, or when we suddenly have to shift to buy online because stores are closed, or people go through seismic shifts, jolting them out of their everyday routines? All these changes during 2020 have dramatically altered both physical and mental availability for a myriad of brands.

Although into 2021 some lockdown induced behaviours will inevitably snap back, we’re predicting a growing movement of consumers forgetting their old allegiances, and gaining confidence to try new brands and categories as their lives shift into a ‘new normal’, and new behaviours and choices ‘stick’ beyond the initial shock of Covid.

- The probability of trying new brands and categories increases by **64%** after a big life event
- **12%** claim to have tried new brands or suppliers because of Covid
- Just ‘showing up’ during consumer searches alongside a preferred brand can shift preference on average **32%** to the second preferred brand

Data Sources: Zenith’20, Foresight Factory Jun ‘20, Google Decoding Decisions ‘20

Thought Starters

Are there offers or incentives you can put in front of consumers during this time that will tap into their temptation to make different and impulsive purchase decisions?

What life shifts in 2021 will enable you to introduce your brand (and category) to new audiences?

What behavioural biases can you harness to prompt people to re-evaluate your brand?

*Click on image to follow
link to more detail*



Lush has invited everyone via their window displays to go into their shops to wash their hands during Covid, enabling non-customers to experience their stores and try their products



Lockdown prompted Trojan condoms to switch to promoting their vibrator range, acknowledging isolating behaviours and introducing people to the self-pleasure category



Acknowledging the new need for financial reassurance for parents, Aviva offers a year’s free life insurance to new Mums and Dads

Discount Deluge

“Shopping around” is something that consumers have done for years in order to get the best price for a product or service, but bargain hunting has now become something to be proud of. It’s no secret that there has been a surge in popularity for discounters thanks to Aldi and Lidl ditching the ‘cheap’ stigma and becoming mainstream supermarkets. However, it’s not only groceries that are succeeding in this area, as B&M also experienced huge growth this year in the home category (they grew revenue by 30% in 2020, and have announced 45 new stores across the UK - Retail Gazette).

We predict that the discount mind-set will accelerate in 2021 with the threat of future lockdowns, and as a UK recession looms over us. It will also play a part in changing the face of retail as we know it, with value returning to the fore. But, beware ‘false discounting’ through inflating prices prior to sales; consumers are becoming more savvy to the hype, and looking for real value rather than quick fixes.

Conversely, this will also giving way to more of a “showroom” approach where some stores have to become even more experiential. In a world where you can compare prices of thousands of products on your mobile phone, and shopping may risk your health, the likelihood of buying something in store will diminish further (for non-discounters), so we predict retailers will offer more to consumers to lure them in.

- 38% of consumers describe themselves as thrifty with money, 24% want to be thriftier
- 60% of consumers agree discount stores offer just as much quality as supermarkets for Christmas food & drinks
- 37% of consumers believe brands should communicate discounts and promotions in their messages during the Coronavirus epidemic

Data Sources: Future Foundation '19 & Jun '20

Thought Starters

How has your audience been affected by the pandemic? Do you have a ‘value’ proposition?

What do your stores offer consumers that they can’t get online?

Click on image to follow link to more detail



As well as creating 4,000 more jobs by opening 100 stores, Aldi are rolling out an online offering to keep them in competition with mainstream supermarkets, having tested the water with Deliveroo shop delivery



Tupperware’s pop up, was a shopping experience that necessitated no touching of products. Displays were used to showcase products, which could then be purchased by flagging a staff member



Singapore grocery chain, Giant, has lowered prices of hundreds of products by 20% to help customers out for at least 6 months

Empathy acceleration

Re-evaluating values, and showing compassion and kindness for others has come into sharp focus in 2020. The pandemic and associated lockdowns, pressure on the NHS, activism around racial inequality, and the continuing debate about transgender rights have all demanded people grow their understanding and empathy for others. At the same time, brands have learned that tokenism is unacceptable to savvy consumers, realising that allyship requires a continuous process of building relationships based on trust, consistency, and accountability.

As we move forward, we expect to see growing altruism, heightened importance of kindness both to others and yourself, more 'passing the mic' with Instagram takeovers for exposure sharing, and activism adapting from petitions to action and 'ad-tivism' (brands or people using their influence to create content to support causes). At the same time, consumers will look for more proactive engagement, and long term commitment to causes from brands.

- 40% of UK consumers said they strongly feel they "go out of my way to help others"
- 16% of adults have taken part in a demonstration / protest
- 24% agreed "I have recently started using a new brand because of the innovative or compassionate way they have responded to the virus outbreak"

Data Sources: Foresight Factory '20, Edelman Trust Barometer Mar '20, Compare Ethics '20

Thought Starters

How does kindness manifest itself in your category, is understanding, compassion or activism most important for your audience?

How can your brand commit to getting involved in a cause, are there small wins as well as grand gestures?

What is credible for your brand to be associated with to avoid tokenism?

How can you diversify comm's to reach a broader under-represented audience?

Click on image to follow link to more detail



The Australian Mint have released 'donation dollars', designed to combat reduced giving, they're legal tender, but are designed to encourage people to donate to somebody in need or a good cause



In July 2020, Instagram began trialling a new feature in the UK, USA and Ireland that allows users to fundraise for personal causes through the social network



Outdoor clothing brand Patagonia opened Action Works, a pop-up Café where people can learn how to make a difference through climate activist training courses

Safety Net

COVID-19 struck amidst the rise of the “rental economy” and has only served to accelerate this trend further. Consumers now more than ever need flexibility and zero commitment if they are to make a purchase, particularly around physical experiences and subscriptions.

With yo-yoing lockdown restrictions, fear of catching the virus, and altering financial circumstances, last minute cancellations are now part of consumers’ everyday considerations when parting with their money.

Free cancellations, flexible dates, zero notice periods, short term contracts and the ability to pause subscriptions are things that consumers are now looking for across multiple categories. Once a taste of this has been offered, consumers will not want to give up this flexibility and therefore this is a trend predicted to outlive Coronavirus.

- **81%** of UK adults would be influenced to purchase tickets for a live event if they were able to claim a full refund if it were to be cancelled
- Household savings grew by **£69bn** from March to June as consumers create their own safety net
- **78%** of people expect to be able to cancel a service at any time without incurring fees

Data Sources: Statista Jun '20, Foresight Factory, Mintel Jul '18

Thought Starters

How can you offer consumers flexibility? Think about notice, cancellation, contract switching etc.

Can you offer consumers more short term options if they’re committing to your brand?

Can advertising & comms use messaging that enhances flexibility, and reassurance?

*Click on image to follow
link to more detail*



Volvo Care was introduced in September '20 as an alternative to owning a Volvo, and is a monthly subscription service with a short notice period and no hidden costs



Sky Sports announced that customers could pause their subscription during the period when no live sport was being played



TUI are offering customers peace of mind by allowing free changes to bookings if travel advice changes or if you contract COVID19

AR opportunity

Augmented reality is shifting from a gimmicky, clunky niche, to a mainstream opportunity, and those that harness it's power early will be in a prime position to adapt their brand communications to augmented environments.

It feels wrong to call AR an “emerging” technology – it has been around for a number of years, and the opportunities to engage are widespread and varying. Yet, looking at how far the technology still has to go before it is integrated in our lives, it is very much still emergent – 2021 will see brands learning, optimising, and evolving their AR strategy. At the same time, the appetite for fun and escapism will shift the focus from high-tech difficult to use options, to frivolous, easy to use offerings.

Although AR will change significantly over the next few years, it is important for brands to understand what the opportunities are now, and how they will change moving forward.

- **72%** of UK adults see AR as “fun and engaging”
- **18%** have used a social media lens, and **17%** have used an AR game
- Research shows that what is encoded into memory is **70%** higher for AR experiences
- Global ad spending on AR is expected to grow more than **30%** each year until 2023

Data Sources: Zenith AR Consumer Research Mar '20, Neuro-Insight '18, 360 Market Updates Mar '20

Thought Starters

How can your brand start it's AR journey? Are simple opportunities like social media lenses, or banner ad linked AR tours relevant for you product and target market?

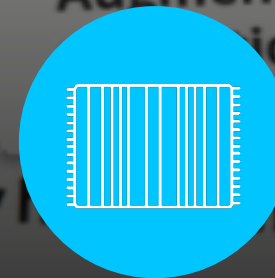
Can your product be made more engaging with AR? Is there opportunity with links on to existing assets?

How can AR be used on the consumer journey to enhance the shopping experience?

*Click on image to follow
link to more detail*



L'Oréal USA has released the first beauty augmented reality lenses for Snap's desktop app, letting customers virtually try on looks, and use them in video calling software like Zoom or Google Hangouts



Carpetright have created an inspirational flooring and carpet visualiser, where in a few clicks, you are able to see what your chosen flooring product will look like in a wide selection of room settings or even your own room



Burger King in Brazil asked users to scan McDonald's OOH ads to “burn the ad”; once scanned, flames appeared over the ad and revealed a free Whopper

The Remote Divide

Whilst COVID-19 might have halted plans for a lot of us, it has no doubt sped up trends in other areas, specifically those with a digital element. Online shopping has been steadily increasing in importance, flexible working has been a buzz word in the city for some time, and virtual hangouts were made normal thanks to Whatsapp, Google, and Apple, but lockdown made these “remote” activities unavoidable.

Whilst some of the lockdown trends like Zoom quizzes and home haircuts have died down as normality resumes, it has proven that remote access is a convenient option to save on time, energy and money, as Brits re-evaluate where they want to invest their precious time. As such, there will be a premium put on physical presence when most things in life can come to us. Brands need to start thinking about alternatives to physical presence along the consumer journey, especially where having to access in person feels clunky and out of date.

At the same time, 2020 has made us realise there are some things you can't replace remotely, where pain points have been highlighted when people have tried to try to replace physical presence. There is a balance of what is and isn't accepted virtually, and the balance needs to be right to engage consumers.

- **40%** of Brits would be happy with an online only bank, up 6.5 points since 2017
- eConsult, an online platform providing patients with access to their own GPs, conducted an average 10,000 remote consultations a month pre-lockdown. By the end of April volumes had risen 90 x higher
- **78%** of Brits had shopped online in May 2020
- Searches for 'virtual try on' reached a peak in June 2020, were 5x as high in 2020 vs. 2019, and have sustained high interest post-lockdown

Data Sources: Foresight Factory '20, Deloitte '20, Google Oct '20

Thought Starters

How can your brand offer a remote option or experience? Is it available easily if people purchase in store?

If you can't offer a remote option, how can you enhance the value of physical presence? What experiences can make physical shopping worthwhile?

*Click on image to follow
link to more detail*



This year British Heart Foundation started training charity shop staff to use resale app Depop to sell items online helping them reach a wider audience



Curry PC World has introduced ShopLive, a personal shopping service that connects customers with staff via video link



Window Swap is a new video initiative where you can swap views with someone anywhere in the world to get a bit of a travel fix

Inspiration nation

2020 has been challenging for everyone, but with adversity a new trend has emerged for people to look for motivation through inspiration and achievement, to help them get through tough times.

To complement this, the importance of public quantification has escalated as people look to benchmark their achievements. Whether it's comparing miles on Strava, likes and follows when posting successes on Instagram, or achieving goals on DuoLingo, benchmarking vs. other people aids motivation, and drives people to inspire more.

Inspiration comes in a multitude of concepts; quotes, imagery, role models, challenges, experiences and stories. There is no one size fits all, but we predict successes big and small will become increasingly important to people when they can't control or achieve their previous ambitions, because of limitations within their work, travel and social lives. Think exercise, new hobbies, activism, fundraising, or simply finding joy in others' accomplishments.

- 21% of adults have used an app that motivates them to stick to a personal goal, 35% agree "I like it when I have something that I have to strive to achieve"
- 32% of GB consumers in 2020 said they wanted to be more open to new challenges
- 18% have followed an influencer for inspiration, rising to 42% of 16-24's
- Sir David Attenborough broke Jennifer Aniston's record for the fastest time to reach a million followers on Instagram, in 4 hours 44 minutes

Data Sources: Foresight Factory May '20, Jul, '18, Instagram Sep '20,

Thought Starters

Is there a way to align your brand with the achievement of others, or inspire people to achieve through involvement in your category?

Social media is increasingly the first port of call for consumers seeking inspiration, what opportunities are there in imagery on Pinterest, storytelling on Instagram, teaching on YouTube, or challenging on TikTok?

Spontaneity is likely to be key in 2021, how can you help people get to their goals quickly and seamlessly?

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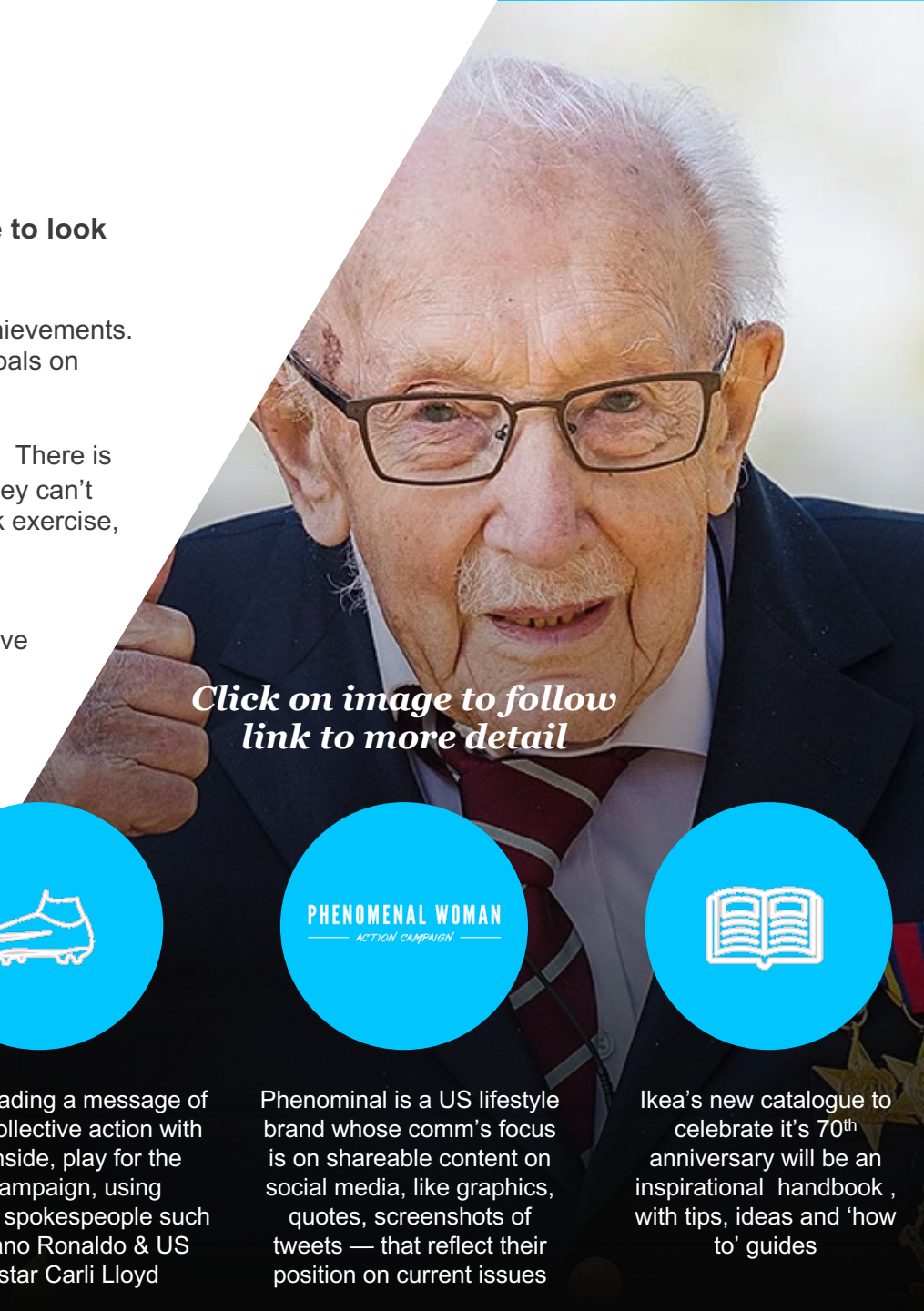
Nike is spreading a message of hope and collective action with its 'Play inside, play for the world' campaign, using inspirational spokespeople such as Cristiano Ronaldo & US soccer star Carli Lloyd

PHENOMENAL WOMAN
— ACTION CAMPAIGN —

Phenomenal is a US lifestyle brand whose comm's focus is on shareable content on social media, like graphics, quotes, screenshots of tweets — that reflect their position on current issues



Ikea's new catalogue to celebrate its 70th anniversary will be an inspirational handbook, with tips, ideas and 'how to' guides



Key Takeaways

Refocussed

People are craving happiness, but also reassurance and security. Nobody knows what 2021 will bring, so it's likely we'll see people looking to new areas of focus, be that in their home, their pets, or in bettering themselves through moderation. How can you harness this refreshed outlook, and help people to find contentment?

New allegiances

Life has changed for everybody, and some changes are likely to stick. Peoples' priorities are shifting, and this means trying something different, and considering alternatives that help them to feel positive, or to meet their changing needs. Tough times are ahead for some, but new perspectives means consumers are open to new products, brands and categories more than ever before.

New opportunities

Augmented reality, remote access, and inspirational role models, all not new news, and yet all offer enhanced opportunities as we move into 2021. Now is the time to start thinking about how to harness their power, and align your product and brand with the new beginnings that people are making in their own lifestyles, be that through engaging interaction, new modes of discovery along the customer journey, or inspiring joy in achievement.

Thanks for reading

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