

TREND DROPS

THE GREAT REBOOT

IMPACTS OF COVID-19
ON AUSTRALIAN SOCIETY AND CULTURE

NOV 2021

INSIGHTLED
RESEARCH SOLUTIONS



- 1. INTRO
- 2. SOCIAL LISTENING
- 3. SIGNALS OF CHANGE
- 4. IMPACTS
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THE GREAT REBOOT

INSIGHTLED

NOVEMBER 2021

“ Society will be transformed permanently ... and returning to status quo is, I think, not possible.. ”

Perry Mehrling,
Pardee School economist



INTRO

Humankind has experienced diseases and pandemics before, but none had spread as far and as fast as Covid-19. The coronavirus pandemic was broadcasted, televised, shared, viralized.

For the vast majority of people, the instability of contemporary times was just extrapolated. Both collectively and individually, we are all trying to understand the extension, depth, and impacts of the changes Covid19 is imposing in our lives. We are experiencing many conflictual and simultaneous feelings, such as fear, anxiety, and faith, wishing a better future despite all the uncertainties.

For many of us, 2021 was just an extension of 2020. The promise that 2021 would be the year where things would get 'normal' again was just not concrete. Instead, plans, dreams, and wishes were still in suspension.

The notions of time were disrupted and we suddenly found ourselves questioning if time was passing fast or slow. At the same time, we also started to question the meanings of life, friendships, work, health, security, and affection. The values between individuals and collective - singular and plural - and we now face all the opportunities that a post-Covid19 world might bring. We have seen that people decided to regain the portion of life they lost - in the past 18 months, by embracing hope and experiencing the joy of freedom and the power of being together again. However, a renewed appetite for socializing is not free from contradictory and uncomfortable feelings, such as anxiety and skepticism.



The Atlantic

My Account

How the Pandemic Has Changed Us Already

The Great Depression permanently altered many people's behavior. Could COVID-19 do the same?

News Opinion Sport Culture Lifestyle More

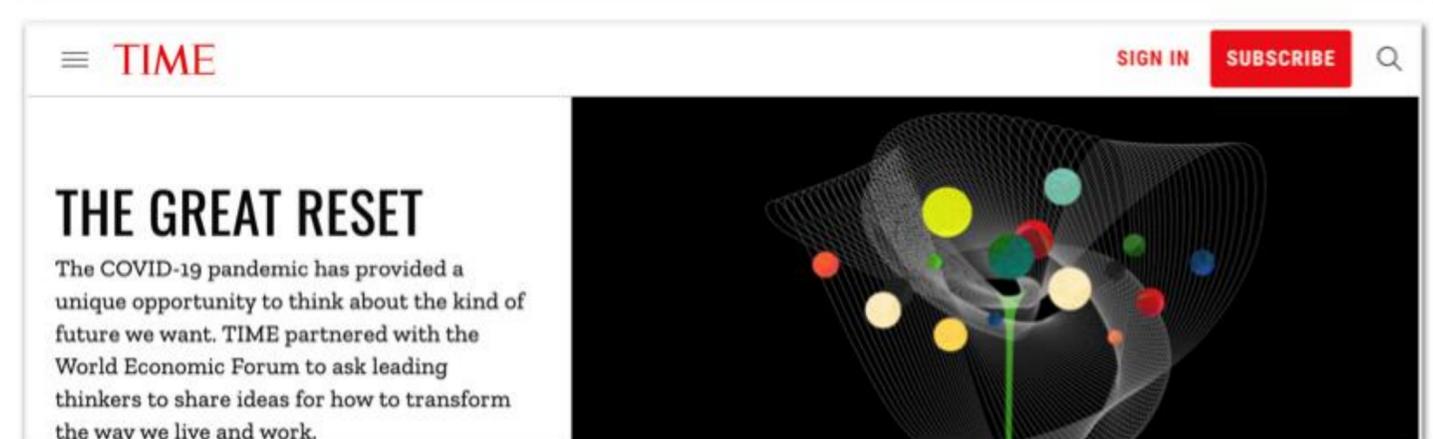
Life after Covid: will our world ever be the same?



The New York Times

Need a Reset? The End of Pandemic Life Can Be a Fresh Start

Studies show that moments of disruption offer a unique opportunity to set and achieve new goals.

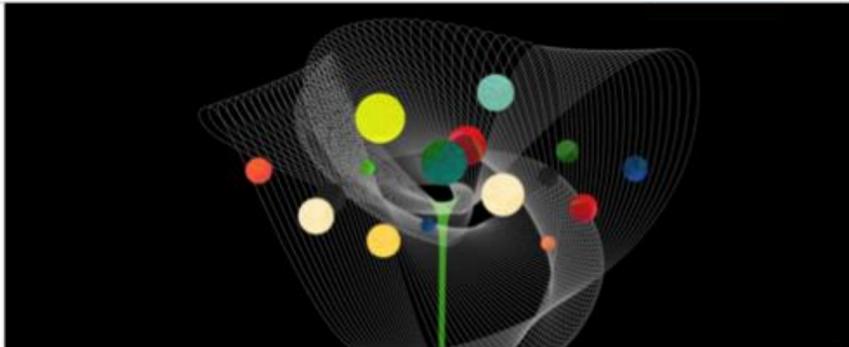


TIME

SIGN IN SUBSCRIBE

THE GREAT RESET

The COVID-19 pandemic has provided a unique opportunity to think about the kind of future we want. TIME partnered with the World Economic Forum to ask leading thinkers to share ideas for how to transform the way we live and work.



“ Once this is over,
I’m gonna do a reverse
quarantine
and not go home for 6
weeks.”

Australian Twitter user

SOCIAL LISTENING



Níal Ó Fionnagáin @NialFinegan · Oct 29

A wild Friday night out!! 🍷😄

The **little things** in life! Just walking into a shop, picking up what you need and going home. No internet, no waiting no bloody **lockdown**. And best of all no queues.



César Albarrán T 🇲🇪 🇦🇺 @Viscount_Wombat · Oct 21

After 263 total days of hard lockdown life feels different. There were idiots and heroes, anger and hope. But one thing is for sure, fellow Melburnians, I am damn proud of our overall solidarity. We saved countless lives in this marathon of monotony. #lockdownmelbourne



Dr Nobody @nick_nobody · Oct 29

I've missed a lot of things in **lockdown**.
Honestly, none of them have been Kmart. #Melbourne



Dr Baumann FRACP MD PhD 🌐 @DrBaumann_AU · Oct 30

Replying to @OconnellProf
enjoy #Melbourne well deserved - it is interesting when we lose simple things in our routine lives, we learn to value and be happy w those simple things easily - not 🏠 or 💰 could buy this coffee ☕ moment after months of #lockdown #covid19vic



Leon Sjogren @Leonsjogren · Oct 22

Traffic's fucked. I miss **lockdown**.

After months of isolation, remote meetings, and poor social interactions, some significant changes started to crystallise in culture, such as remote work, attention to mental health and wellbeing, digitalisation of life, and environmental awareness.

Some pandemic habits will persist.

Experts have argued that Zoom and working from home are here to stay. Also, telemedicine, digital businesses, deliveries, fitness on demand, remote learning, digital entertainment, and a new attention on the environment are among some pervasive cultural changes we could observe during Covid. For example, McKinsey estimates that about 20 percent of business travel may not return.

New emerging habits are related to the convenience of online activities during the pandemic. And this is a big lesson for brands and businesses in Australia. In such a connected world, some cultural practices don't make sense anymore. Consumers are looking for comfort, - both physical but also emotional - security, meaningful experiences and convenience.

SIGNALS OF CHANGE

COVID-19 IMPACTS

ACCENTURE

60%

of people around the globe reported to be making more environmentally friendly choices.

McKINSEY

42%

of Australians are spending less money on superficial items.

ACCENTURE

69%

of respondents in a global survey are likely to continue with more than one healthy habit developed during the pandemic.

FORRESTER

75%

75% of US adults say that the pandemic will drive long-term changes in their behaviors and preferences.

FORRESTER

55%

of products and/or services are fully or partially digitized as of July 2020, compared to 28 percent in May 2018.

“ My hope is that we’ll emerge from this pandemic with a bit more appreciation for the little things in life. ”

Twitter User



In Australia, the pandemic represented a significant impact on living, traveling, working, health, and shopping. There is a common ground across different industries and sectors caused by social distancing: the accelerated adoption of digital transformation technologies and the emergence of new behaviors due to online interactions.

A post-pandemic life will be strongly based on remote and hybrid interactions. Hence, we can expect more investments in online environments towards the future, as CEO Mark Zuckerberg introduced **Meta** - the rebranding of Facebook, in which the metaverse is at the core of the next evolution of social connection.

Although relentless, the digitisation of life does not eliminate the value of physical presence and face-to-face interactions. Face-to-face meetings alleviate the feeling of loneliness caused by the long period of isolation. Being physically present suggests also an interest of consumers in having more immersive experiences that rely on the use of our five senses: sight, sound, touch, and scent, and taste.

SIGNALS OF CHANGE

HYBRID LIFE



42%

of shoppers are looking forward to the physical experience of shopping in person, indicating the importance of experiential instore activations and customer service.

TRUTH SERUM

AUSPOST REPORT

78%

was the year-on-year growth rate of online shopping in NSW.

AFTERPAY REPORT

54%

of young Australians took up online shopping as a new activity.

COMMITTEE FOR SYDNEY

51%

of bosses in Australia expect their workers to be just 3 days a week in offices.

For many of us, 2022 will be about regaining what we lost this year and finding new ways to take care of ourselves and our communities. The impacts on social life imposed by COVID-19 are now reverberating in a new sense of collectiveness and sharing, with more attention to wellbeing, meaningful moments, and connections.

According to Mckinsey, people are now making more mindful decisions about how and where they spend time and money based on their values, safety, and risk. As a result, Australians are spending less money on superficial or irresponsible things and becoming more mindful of their expenses, looking for real experiences that represent quality of time and emotional wellbeing by **making** them feel **more** human.

With the vaccination rates rapidly increasing in Australia, the transition toward normalcy becomes possible. It seems to be around the corner, particularly in Victoria and NSW, where lockdowns were extreme. Amid this collective need for catharsis and renewal, a collection of deeper, meaningful, vibrant, social, and more accessible experiences are emerging, such as taking care of wellbeing and mental health, traveling, meeting friends, and going to live events. Being present to experience life with all the five is likely to be one of the essential things of 2022. The fear and despair of 2020 and 2021 are giving way to hope.

SIGNALS OF CHANGE

WHAT'S NEXT



32%

of Australians plan to use their current or expected savings on travel next year and 33% plan to spend more time with family and friends .

AUSTRALIAN BUREAU OF STATISTICS

AFTERPAY REPORT

82%

of young Australians say they have become more aware of their mental health after COVID19 while 45% believe taking care of mental health is the biggest lesson from the last 20 months.

AFTERPAY REPORT

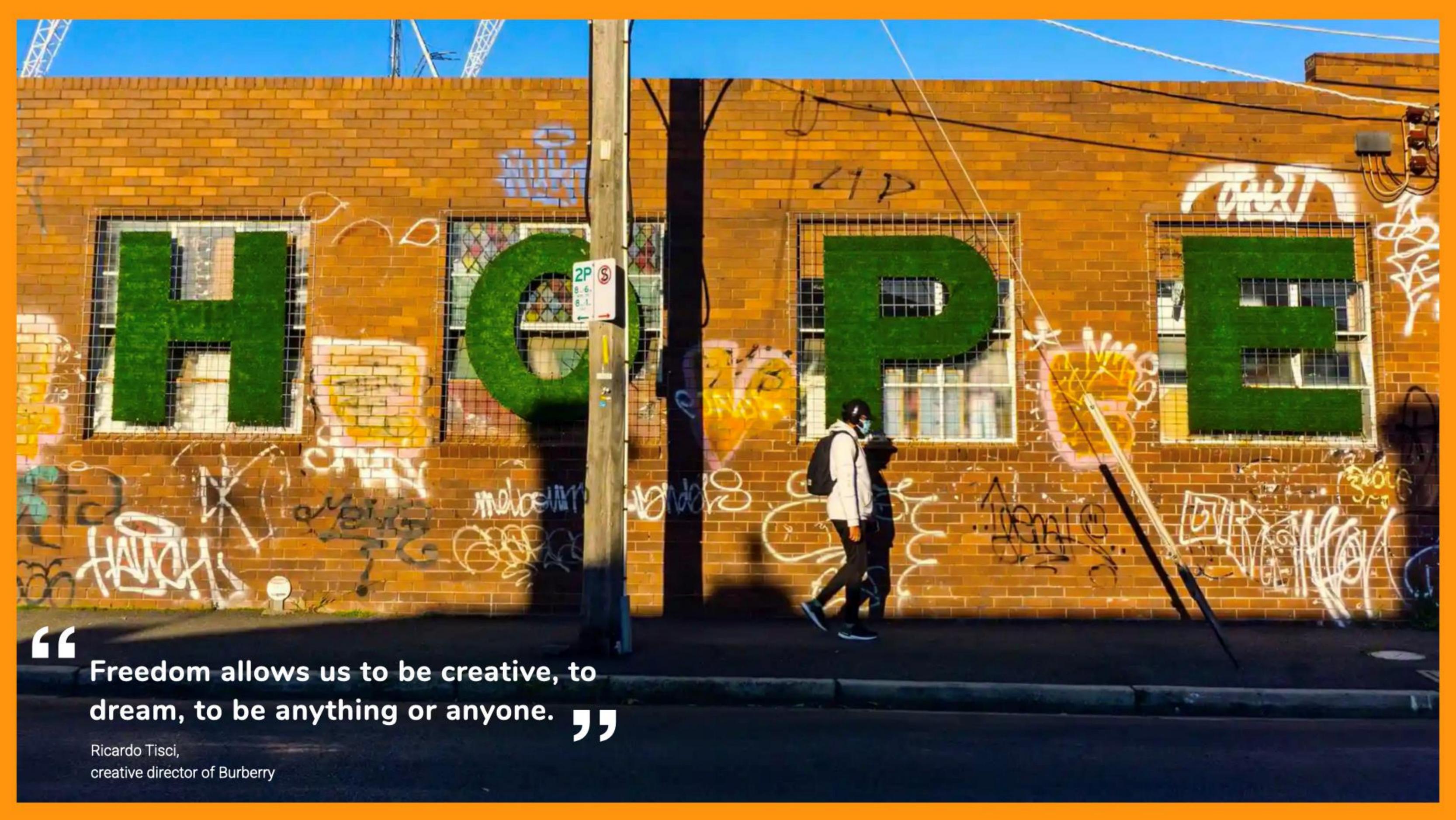
48%

of young Australians are expecting to reconnect with friends and family and 47% want to go to music festivals and gigs.

AFTERPAY REPORT

59%

of young Australians are planning an international travel in 2022 and 82% are planning to travel around Australia.



“

Freedom allows us to be creative, to dream, to be anything or anyone. ”

Ricardo Tisci,
creative director of Burberry



— HEINEKEN

Heineken launched a series of ads under the hashtag the simple moments we used to take for granted, like enjoying a beer with friends that were always taken for granted but were paralysed by Covid. The ad shows people getting dressed and preparing themselves to go out and meet friends. Heineken says, "We want to celebrate people's resilience and inventiveness to keep going and say... keep it up!".

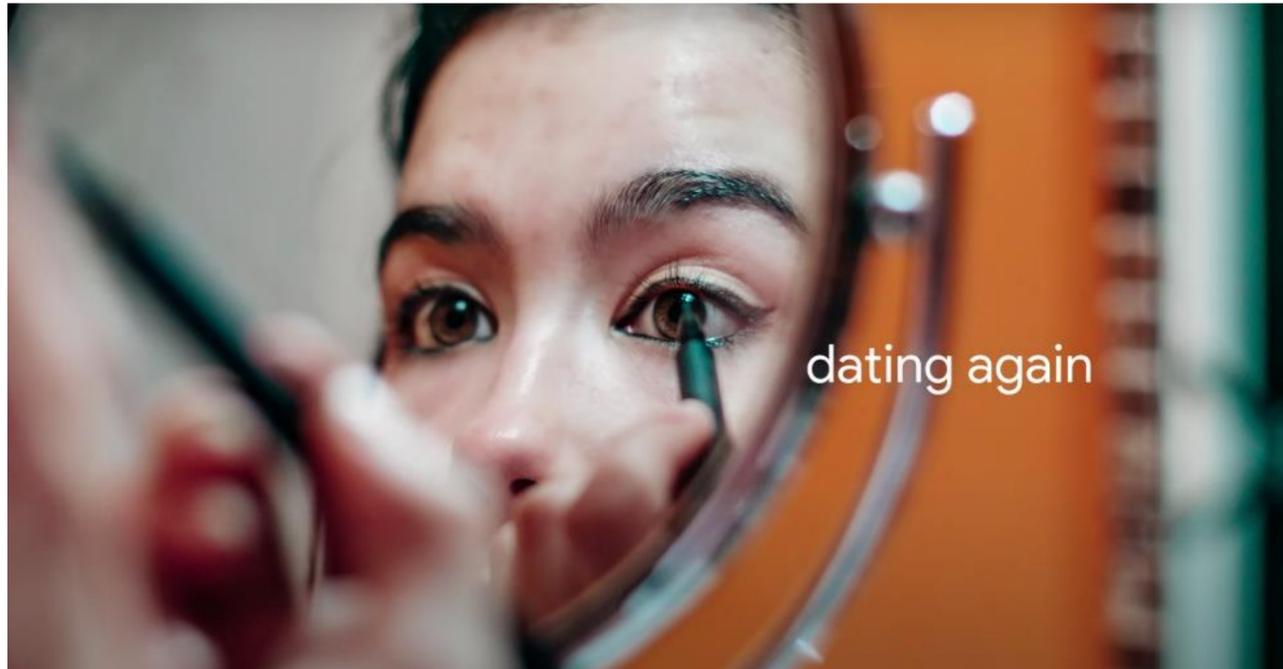


— DIESEL

Launched on Valentine's Day, the Diesel "When Together" campaign shows the joy that simple moments together can bring to people. This Diesel ad features couples embracing and sharing daily moments as we hear their voices expressing the hardships of the lockdown. "I had like a bad bout of anxiety," one says. "Things happen on a level that you're not even conscious," adds another.

#WELLBEING
#LITTLE THINGS
#JOY
#SIMPLICITY
#BEING TOGETHER

IMPACTS



— GOOGLE

A Google ad launched during Olympics shows people searching for information on how to start at a new school, how to start dating again and how to start over. "Start again," is the message behind the campaign that acknowledges the hard times during the pandemic and comes with a positive tone for the present and future.



— BURBERRY

Burberry launched a campaign where people are dancing and flying, celebrating the good feelings of freedom. According to the creative director Riccardo Tisci, the film "celebrates the fearless spirit of exploration which connects us with one another and the natural world."

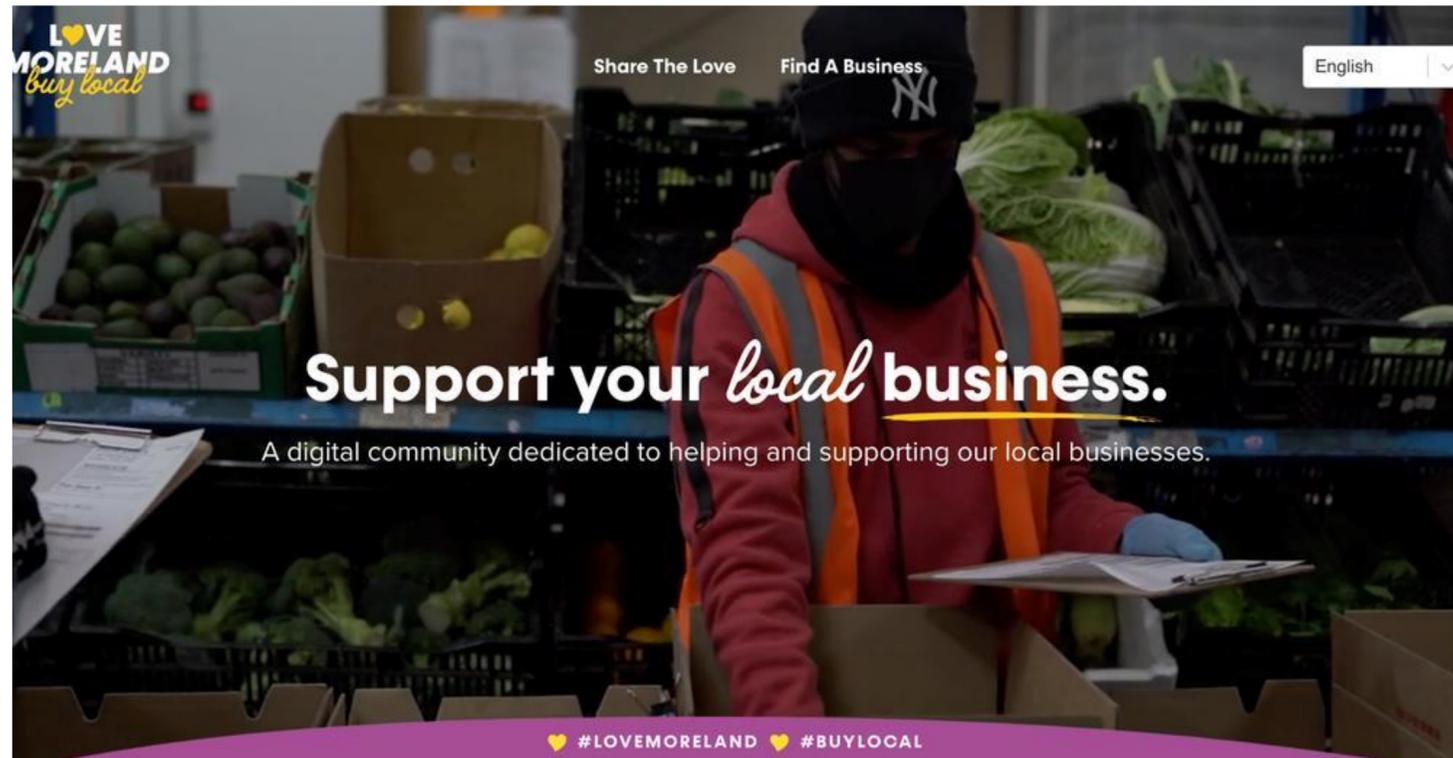
IMPACTS

#CELEBRATING LOVE
#NEW START
#FREEDOM
#COURAGE



— GUINNESS

Guinness unveiled the campaign “Welcome Back” celebrating the recent reopening of pubs and bars in the UK. “The campaign was inspired by that all-too-familiar experience of seeing something we miss everywhere we look – in this case, a pint of Guinness, in a pub, with our mates,” says Neil Shah, head of Guinness Great Britain.



— MORELAND COUNCIL

Small businesses are one of the hardest hit with the current Covid -19 restrictions. Moreland Council has made a website called 'Love Moreland, Buy Local' to support local businesses and reinforce the sense of solidarity and community.

#COMMUNITY
#SOLIDARITY
#RESPONSIBILITY
#EMPATHY

IMPACTS

01

GET INVOLVED

Heineken, Google, and other companies have launched ad campaigns to encourage consumers to get the vaccine. It shows the importance of brands in the current context to assume a role and a stand in the present moment. Brand messaging should adjust to reflect positioning on social responsibility. Brands cannot simply ignore the current moment and continue to plan their campaigns as before the COVID-19 outbreak.

- #NEW WAYS TO TAKE CARE OF OURSELVES
- #BRANDS THAT CARE ABOUT PEOPLE
- #SOCIAL RESPONSIBILITY

03

VALUE THE LOCAL AND THE LITTLE THINGS

The Covid-19 crisis has reinforced the value of the local. Particularly in Australia, the sense of community became stronger since the borders (interstate and overseas) were constantly preventing people from moving around. As a result, brands should communicate in very local and precise terms, targeting specific consumers based on their circumstances, communities, neighborhoods, stories, and values.

- #MINDFUL CONSUMPTION
- #POWER OF BEING TOGETHER
- #NEW SENSE OF COLLECTIVENESS

02

TAKE AN OPTIMISTIC AND EMPATHETIC STANCE

Brands are also invited to adopt an optimistic tone in the messages they are spreading out to the world. The worst seems to have been left behind, and it's time to look ahead. It's time for hope. Ads can celebrate the fact that life goes on despite the pandemic. "Good times are coming," said Budweiser. However, it is essential to acknowledge uncertain times with empathy over the scars that Covid19 left in humankind. Brands can celebrate the move forward with a sense of positivity without neglecting the past.

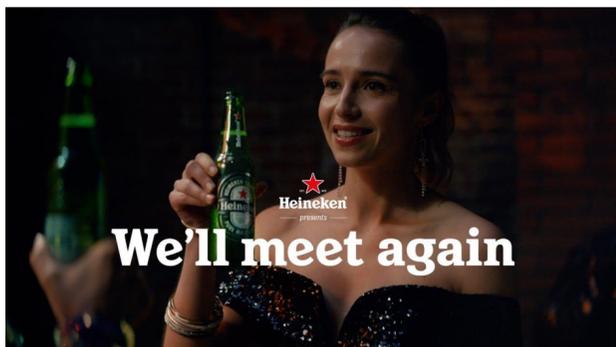
- #LIFE CAN BE A FRESH START
- #REGAINING THE LIFE YOU LOST
- #EXPERIENCING THE JOY OF FREEDOM
- #EMBRACING HOPE

TAKEAWAYS

thank you.



SOURCES AND LINKS



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