

ALTERNATIVE FUN

TREND DROPS
MARCH 2023

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People are trying to find new forms of entertainment as a manner to bring some joy and happiness amidst a global multifaceted crisis, where economic uncertainty, inflation rates, growing inequality, political shakings and a rapidly changing climate complexity intertwine. Recent research has shown how anxious and depressed we are. According to a survey by Ipsos in June 2022, 37% of global respondents list inflation as the top issue facing their country, followed by poverty and social inequality (31%) and unemployment (28%). In Australia, 81% expect inflation to rise (Ipsos) while 44% believe that housing costs will increase. Also, Australians felt less safe in the world in 2022. The 2022 Lowy Institute poll on international affairs has found only 53% of Australians said they feel either "safe" or "very safe" which means a sharp decline from the period of 2005-10, when that figure hovered around 90% (Lowy Institute).

When the world around us offers many threats, we go into 'survival mode', trying to work out which issues matter the most, and what to do about them. In other words, when uncertainty is dominating our perspectives about the future, we tend to assume a more cautious and controlled behavior, and search for comfort and security.

INTRO

#IMMERSIVE FUN
#OLDIES BUT GOODIES
#SAFE AND SOBER



SOCIAL LISTENING



derrymate

April in Perth · 2022-10-5

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#perth OK BUT alcohol is such an ick for me rn!! I luv luv luv my bespoke non alcoholic drinks so much and I can just pretend to be drunk teehee 🥳🍷 #nonalcoholicdrink #bottleshop



Mia Brown 9 months ago

I'm from that "party animal" generation mentioned, clubbing was brilliant fun in the 90s and early 2000s probably because it was more communal and interactive - we'd go out and make bunches of new friends, there were fewer rules, and there were no smartphones or social media feeds to fill. Nights out were were spontaneous and light. People's behaviour in clubs is generally more closed off these days and venues and nights are self-consciously "cool", but often lack atmosphere. Plus, it's just too expensive for young people in cities like Sydney with eye-watering rising rents to pay to their boomer landlords.



emlucin

EM LUCIN (Napoleon Wear) · 2022-2-10

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I'm going to be on Australia's first ever 3D Billboard 🤖
@circleslifeau #bethemaincharacter #circleslife #metaverse

🎵 Metaverse - VHS LOGOS

Immersive technology can be fun as much as it is secure. Users are transported to a new reality without facing the fear and risks of going into an unknown experience. Levels of familiarity with virtual reality, augmented reality, gaming, and the metaverse are increasing and the expectations of consumers about the impact of immersive apps in their lives is strongly evidenced in the use of Virtual Reality for entertainment purposes and enhanced gaming experiences ([Ipsos](#)). Nowadays, people have become more aware of the digital immersive technologies as never before. According to global research from Ipsos, 52% of adults say they are acquainted with the metaverse ([Ipsos](#)) and many believe that these experiences will have a significant effect on our entertainment, learning, and work lives over the next couple of years.

APAC's gaming market is an example of how this sector is gaining traction. It is set to be the largest in the world by 2027, with over half of the total three billion gamers globally coming from the region. Following this trend, Singapore announced a \$3.6m Virtual Production Innovation Fund, in partnership with UK's NFTS and Epic Games, to develop virtual production technologies and capabilities for TV and film. The AR & VR market in Oceania is projected to grow by 14.83% between 2023 and 2027 ([Statista](#)). In April 2022, Sony and the Lego Group invested a combined US\$2bn in Fortnite developer Epic Games, aimed at funding Epic's building of a gaming metaverse.

As familiarity of young and old consumers with immersive and gaming technologies grow, more brands become willing to experiment with the stepping stones of virtual worlds via gaming platforms and branded playgrounds. Although the concept of metaverse is still in its first steps and faces many critiques, there is a clear evidence of increasing curiosity of consumers in experiencing new forms of secure entertainment through immersive digital tech.

IMMERSIVE FUN

“We are on the Internet all the time via smartphones in our pocket. In a decade, it's likely these devices will remain the primary way we access the metaverse.”

Mathew Ball _a venture capitalist and metaverse expert

Image: Nirma Madhoo

IPSOS

36%

of adults in Australia have a positive feeling about engaging with extended reality in their daily life

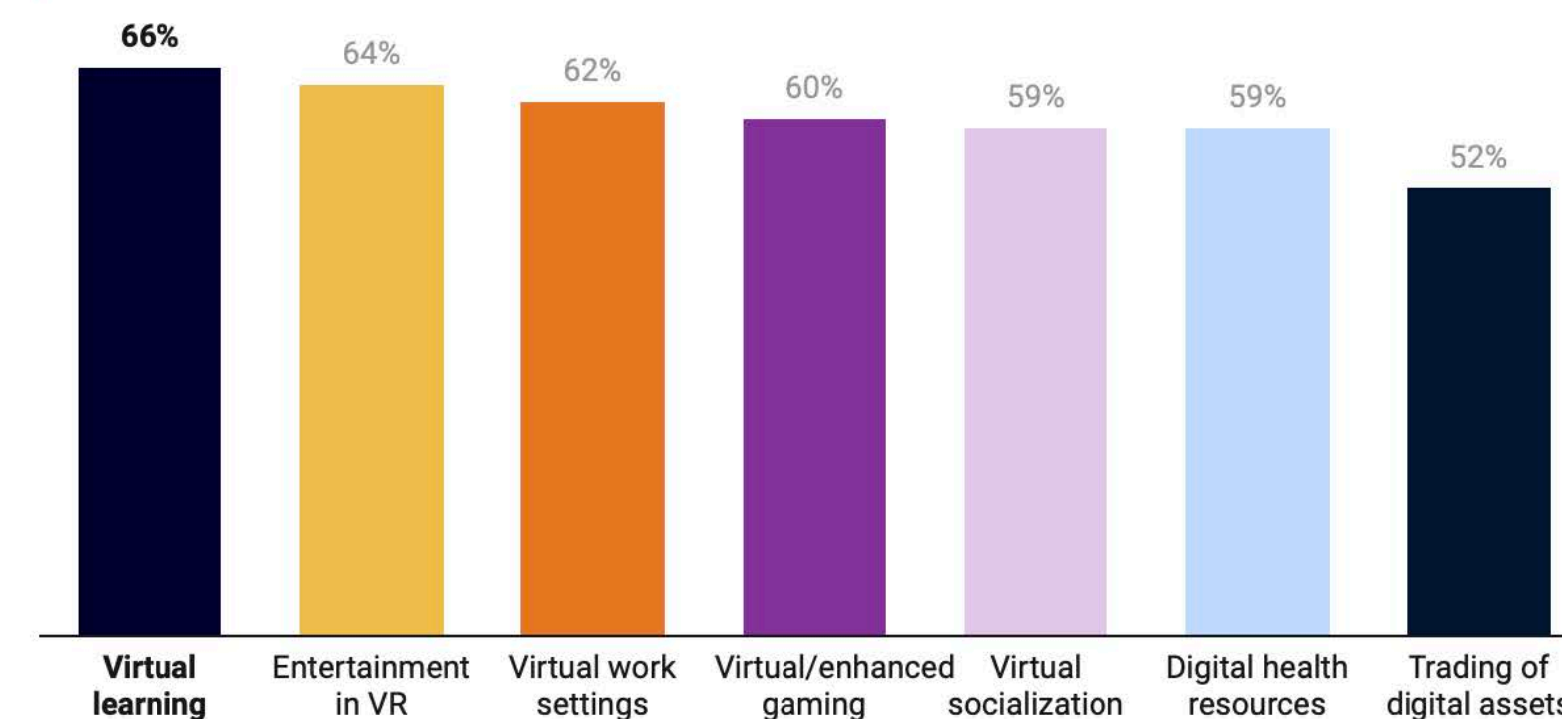
SIGNIFYED

80%

of consumers in UK said they would either avoid stores as much as possible or not shop in stores at all.

How Metaverse applications will impact people's lives

% expecting various types of metaverse apps using XR to significantly change people's lives in the years



Source: Ipsos Global Advisor - Metaverse and Extended Reality
• Embed • Created with Datawrapper

There is a need to rebalance our psycho-emotional health across many aspects of our lives. The search for old references and memories is a mechanism that helps us to keep a sense of being grounded. Nostalgia is an easy way to feel more emotional comfort, especially in times where we have been constantly bombarded with catastrophic ideas about the future. In this sense, according to a [study](#) published in 2022 in the Journal of Experimental Social Psychology, nostalgia confers psychological wellbeing. Getting in touch with a pre-existing pattern can be pleasurable because it gives us the sense of ‘remember when’, or in other words, the sense of a sense of belongingness and emotional support.

As claimed by the [NYTimes](#): [popular culture is taking us back to the past](#). For the first time since 1987, vinyl records have outsold CDs in the United States. Vinyl’s popularity continues to grow in other countries, including Germany, Japan and South Korea. Nostalgia-driven movies and TV shows are also lighting up screens. The fourth season of retro sci-fi thriller *Stranger Things* from Netflix quickly became the most popular English-language original series ever — garnering more than one billion hours of views in less than a month of its release. Also, at the Super Bowl halftime show in 2022 was a veritable 2000s musical nostalgia, featuring Snoop Dog, Mary J. Blige, Kendrick Lamar, Eminem, Dr. Dre and 50 Cent who performed classic hits from two decades prior like ‘In Da Club’ and ‘No More Drama’.

OLDIES BUT GOODIES

[TikTok](#) has also contributed to the trend inspiring a new generation of Gen-Z readers with book recommendations, through real-time, personalised best-sellers list. [#Booktok](#) has catalysed the resurgence of old novels such as ‘They Both Die at the End’ (published in 2017) by Adam Silver and ‘It Ends with Us’ (published in 2016) by Colleen Hoover with sudden and significant spikes in sales of books published years earlier.

The nostalgia-driven have become stronger over the past year, and this trend is important as it has a strong penetration in many sectors of the entertainment industry - from music to gaming and books.

58%

IPSOS

of Australian adults want their country to be the way it ‘used to be’.

“Nostalgia is a way of coping with distress by temporarily escaping the pain of the present.”

David B. Feldman, Ph.D., professor at Santa Clara University.



Sober and safer lifestyles have become more mainstream, with young generations leading this trends. A clear signal of this shift can be seen in how consumers are ready to explore options for non-alcoholic drinks, healthier and a more under control nightlife. In particular, younger Australians are drinking less, going to bed earlier, and using dating apps rather than dancefloors to find love (although recent [research from Badoo](#) revealed that 78% of daters are experiencing dating burnout).

This sober-safer movement is set to impact sectors such as hospitality, travel, and beverage. In the last few years, low- and-no alcohol options have become popular amongst different generations as increasingly attractive and financially accessible products appear in the liquor shop shelves. Also, the consumption patterns in nightlife have suffered a huge shift highly motivated by two years of Covid-19 restrictions. In this sense, new bars are offering nightlife and daytime experiences to attract consumers with something other than alcohol.

According to a research conducted by [The Centre for Alcohol Policy Research at La Trobe University](#), 18-24 Australian year olds who don't drink has doubled in the past 20 years. Also, more than 25% of Australian nightclubs have closed in recent years, reflecting an international trend of decline in the nightclub scene. There is also an increasing concern about safety measures especially in regards to women. On average, 53% of Australian women have been subjected to sexual harassment. This new sobriety era instigates more secure and controlled atmospheres, which lead to an exploration of daytime and alcohol-free forms of entertainment.

SAFE AND SOBER

“
With so many of us looking for alternatives to alcohol when at social and evening occasions the non-alcoholic beer segment has exploded over the last five years.”

Bram Westenbrink, Heineken brand director



20%

[Wine Intelligence](#)

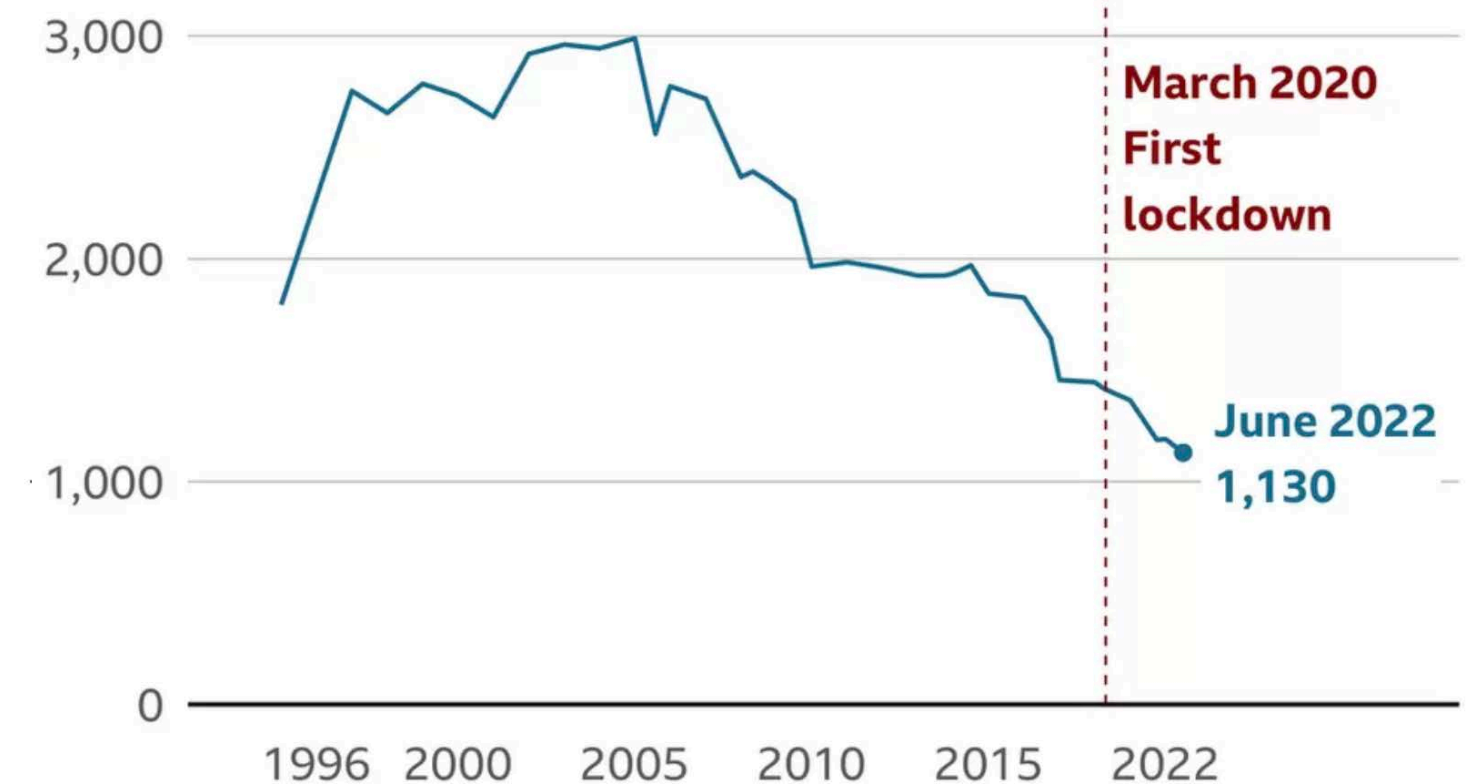
is the annually growth of no- and low-alcohol wine in Australia expected for the next three years, doubling in volume by 2025.

40%

[Drink Wise](#)

of all Asutralians who drink alcohol want to cut down their consumption.

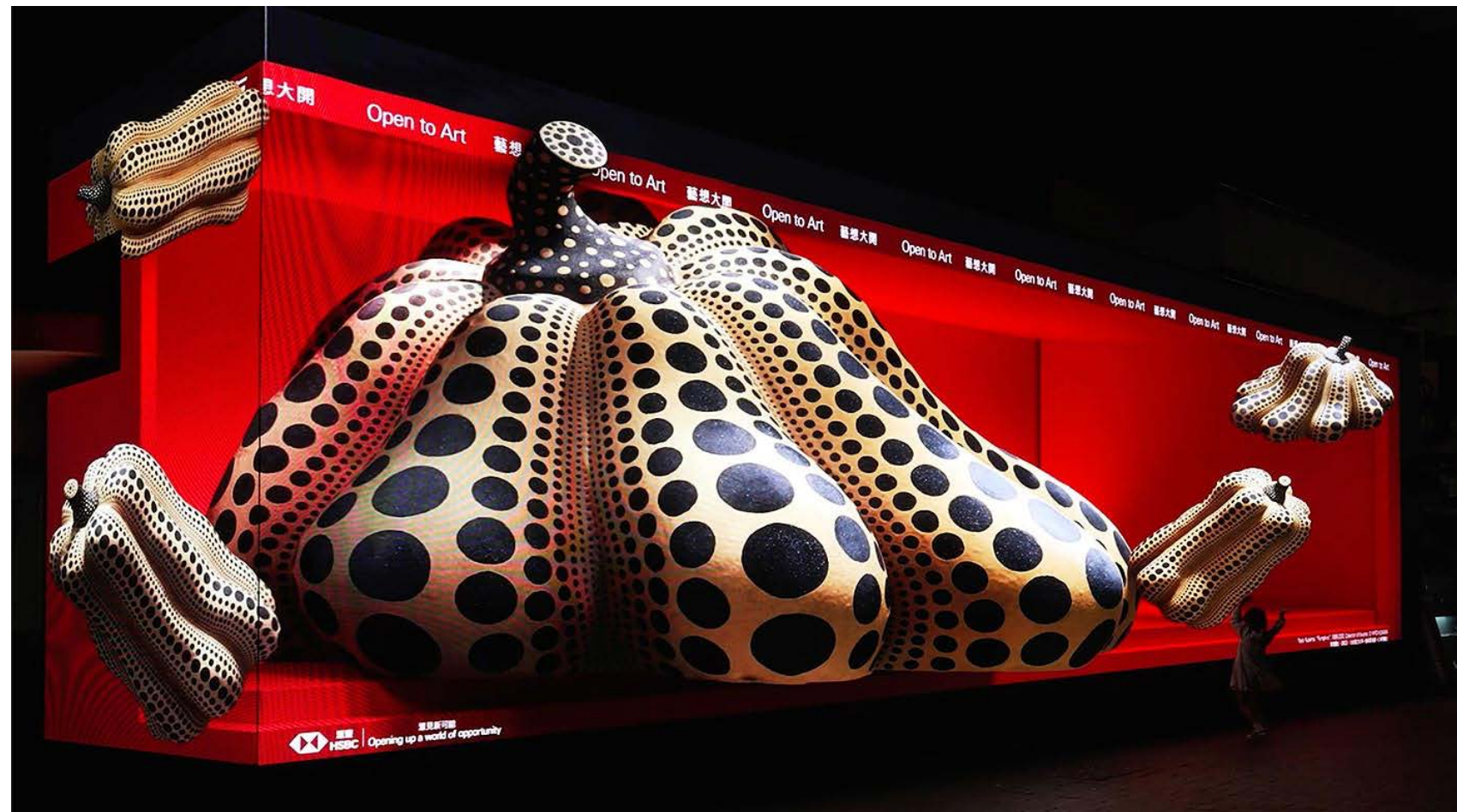
Nightclub numbers peaked in 2006



Figures are for England, Scotland and Wales

Source: Night Time Industries Association

BBC



— HSBC

HSBC created a 3D digital billboard in Hong Kong as an 'Open to Art' Metaverse Gallery initiative. It features rotating works from Japanese artist Yayoi Kusama and Hong Kong's Yeung Hok Tak.

Tmall —

Tmall, Alibaba's e-commerce arm, debuted a virtual 3D snow party in the metaverse via its mobile app for enhancing the online shopping experience for winter outdoor adventurers. Users could interact with friends, attend virtual experiences, access 360-degree product browsing and AR and VR try-ons. Consumers could watch an AR fashion show, take selfies featured brand mascots in the 3D world and virtually interact with products.



— Marie Claire China

Marie Claire China created a digital initiative called MCVERSE. Partnering with Weibo Anime it invited five virtual influencers including AYAYI, Luo Tianyi, Imma and a digital rabbit designed by Shu Shanyi to celebrate Chinese New Year.

#VR AND AR
#GAMING STYLE
#METAVERSE

IMPACTS



— Bob Hawke Beer and Leisure Centre

Launched in March 2022 it has a distinctive nostalgic theme, harking back to the height of Bob Hawke's premiership in the 1980s. The entire venue has a nostalgic feel, straddling the line between retro and kitsch. The founders see the 1980s as an 'Era of Good Feeling' in Australia, and one that they want to faithfully recall.

Maggie May —

Maggie May is the latest venue opened by Hallmark Hospitality in Queensland. It's a funky colourful venue, a retro-inspired supper club that aims to host the perfect atmosphere for guests to embody the free-spirited persona of the seventies.



— Tinder

It Starts with a Swipe is the newest brand campaign from Tinder celebrating the way Gen Z makes authentic connections. The campaign shot by French hybrid photo-digital artist Pol Kurucz helps to reposition Tinder as more than a hookup app and its visual language is reminiscent of a modern-day fairy tale.

#EMOTIONAL COMFORT
#NOSTALGIA
#MEMORY

IMPACTS



— Truly Hard Seltzer

Truly Hard Seltzer is a leader in the hard seltzer category. They recently launched a new brand campaign called 'Do It For The Flavor.' As drinkers adjust to post-pandemic life, the new marketing piece instigates an alcohol-free nightlife, focusing on the experiences and stories we have when we hang out and socialise with friends. It aims to "inspire drinkers to keep experiencing and exploring in all moments of their daily lives."

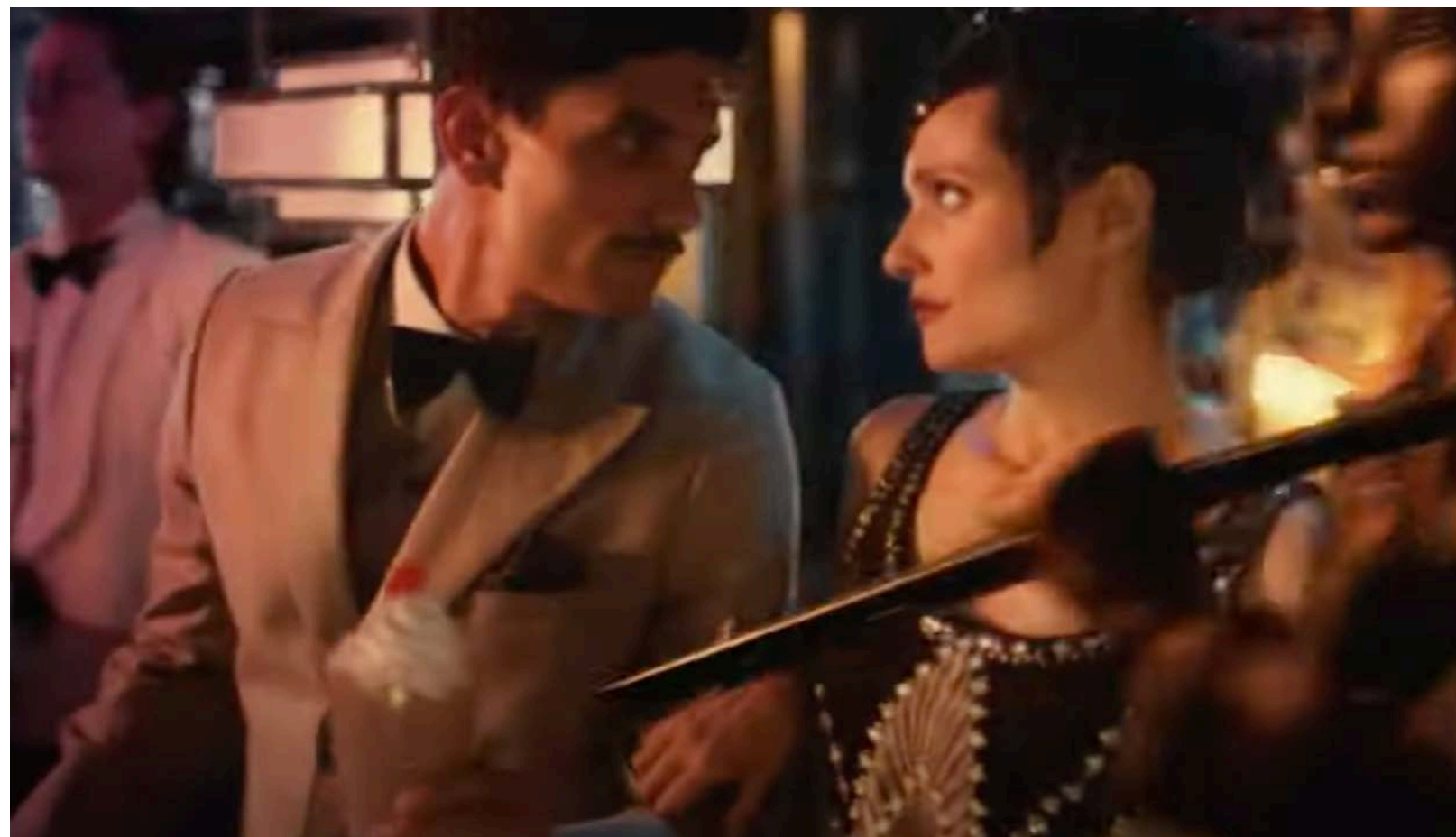
Champignon Dreams by De Soi —

Champignon Dreams is one example of how the beverage industry has been innovative in the non-alcohol market. It is a Sparkling Non-alcoholic Apéritif made with a duo of reishi mushroom and passion flower - ingredients that promise to bring emotional balance and calm consumers' nerves.



— Heineken

The global campaign, "Now You Can", which introduced Heineken 0.0 as the perfect drink for moments that were traditionally "non-beer" occasions, such as after sports or at a work lunch. It also brought a visual journey through fictitious drinking moments across history, from the Viking era to New York's Roaring '20s and 70's in a very nostalgic ads piece.



#SOBRIETY
#ALCOHOL-FREE
#DAYTIME

IMPACTS

01

BE PREPARED TO EMBRACE A DIGITAL WORLD

For now, the Metaverse may sound only a buzz word. However, as AR and VR technologies advance and become more affordable and democratic, consumers tend to expect more immersive experiences that blend consumption and entertainment.

#SUPERTECH
#IMMERSION
#VIRTUAL WORLDS

02

CELEBRATE THE PAST - IN FULL

Invite consumers back to a sensorial nightlife with nostalgic experiences that indulge in retro-aesthetics and music. Remember that the sense of nostalgia is multidimensional and it becomes stronger and memorable when experiences gain in depth by the combination between visuals, sounds, scents, textures and tastes.

#4D NOSTALGIA
#MEMORABLE EXPERIENCES
#RETRO-STYLES

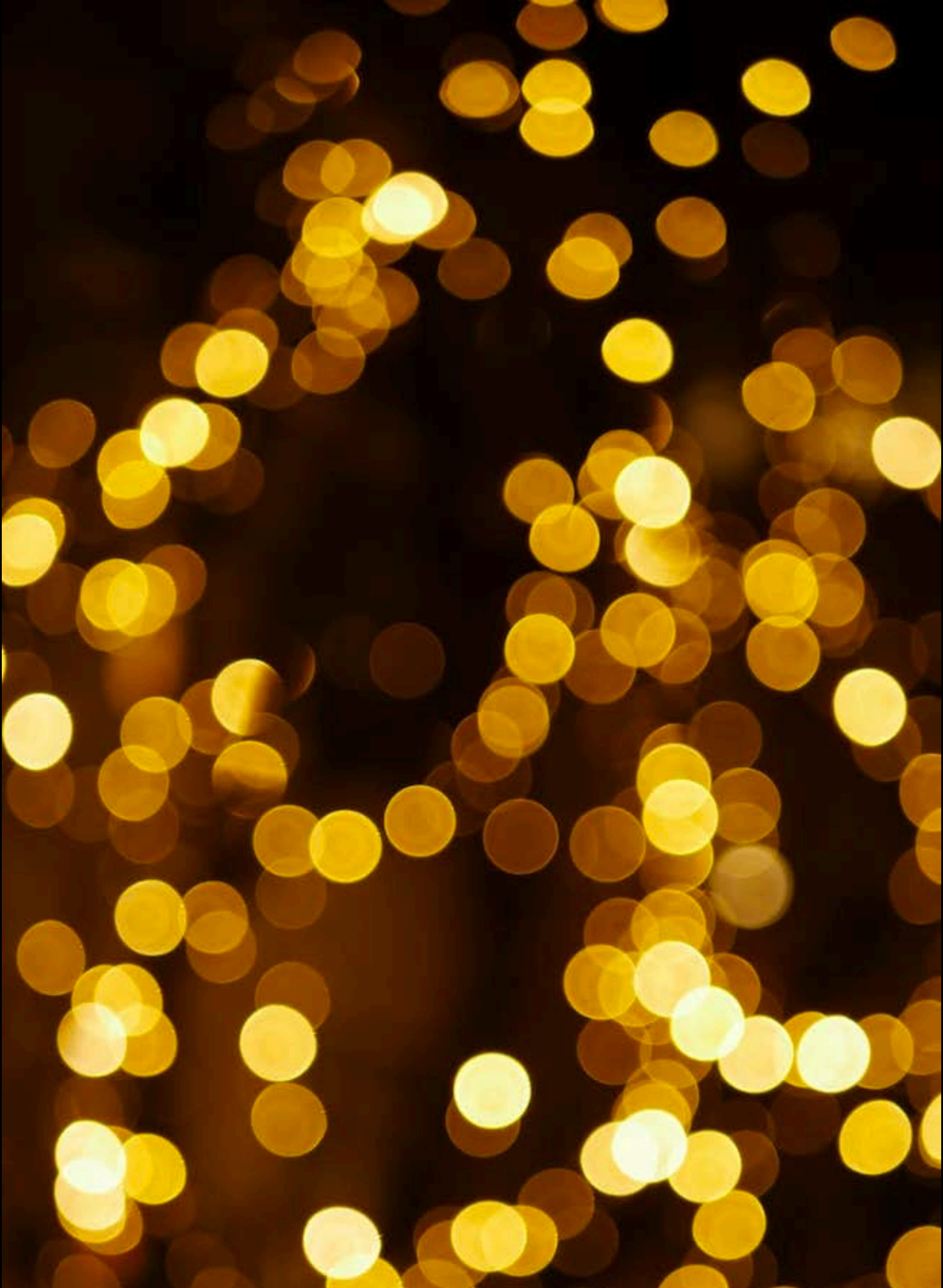
03

OFFER HEALTHIER OPTIONS

Encourage consumers to explore new hospitality experiences that may help them to reimagine a typical night out. Propose healthier products, explore new ingredients and menus, and provide wellbeing-focused services for promoting more safe and conscious clubbing or drinking experiences.

#WELL-BEING FOCUS
#DAYLIFE EXPERIENCE
#HEALTHIER PRODUCTS

TAKEAWAYS



thank you.



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