

Beyond Covid-19

CONTEXT

Covid-19 has caused a paralysis.

Normal life is on hold. Never have we had more time. *We are both richer & poorer.*

Life is uncertain. Anxiety is rife. *Our basic needs are under threat.*

Globally we are facing the biggest stress test of our lives. *This introduces the greatest opportunity for society.*

FUTURE

'Look at Covid 19 like a Tsunami...
The **wreckage** of what is left behind will be the **main test** on **humanity**'

Ray Dalio, Bridgewater Associates

'Hopefully, after this is over, we will be able to reset society and make a **completely new world**'

Li Edelkoort, Trend Forecaster

'We can expect a return. It will be slow, it will be incremental...we're **social creatures** ... we do desire **social and physical connections**'

Doug Stephens, Futurist

SENTIMENT.



Photo by Jandro Saayman

BEHAVIOUR

As we look inwards and plan our new futures, how will the threats to our incomes & health dictate the reality of our new ambitions and our leaders visions of reform?

SHORT TERM BEHAVIOUR

NEW CRAVINGS

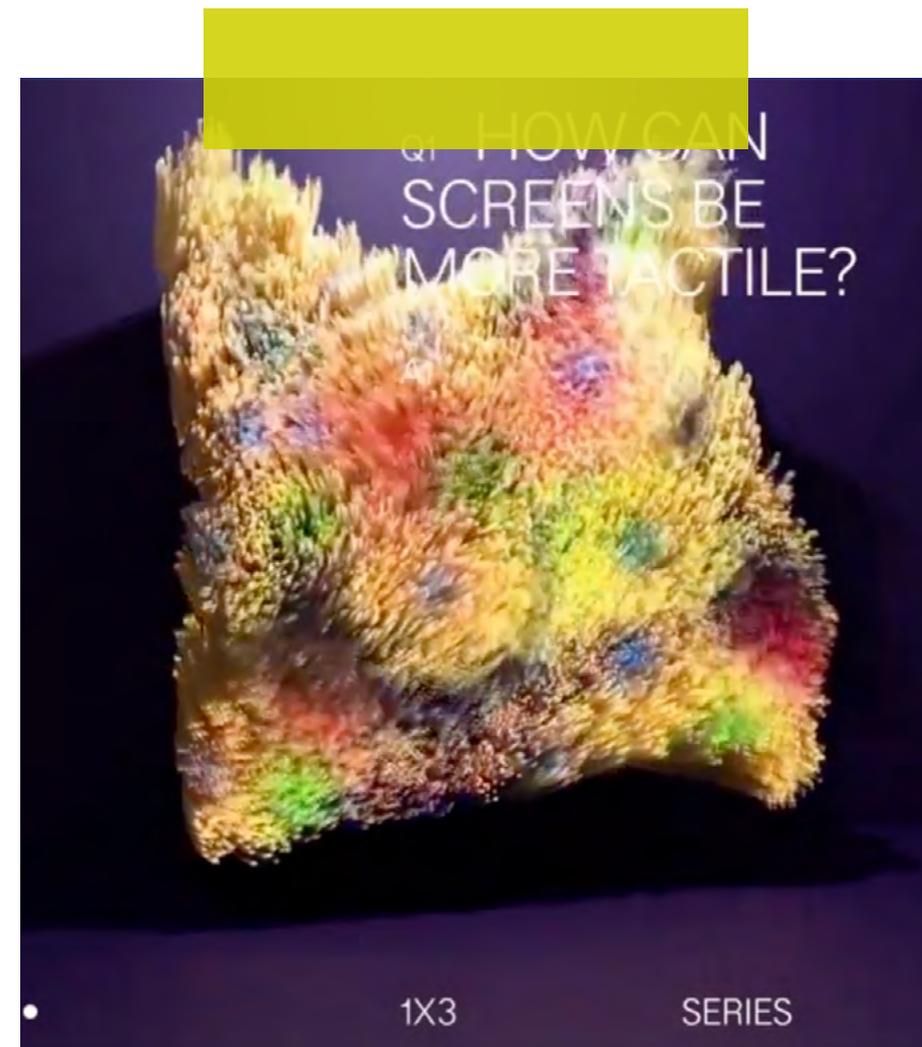
The simple cause and effect and wanting what we can't have.

We will search for:

- Tactility
- Physical & emotional connections
- A deeper sense of belonging
- Stability
- Newness
- Freedom

Opinion

Initially we will find comfort in revisiting what we know but as our confidence grows and we become de-sensitised we will seek excitement in exploring our new ambitions & hobbies. Our health will be still be paramount and any obvious threat will remind us of the virus, switching our sentiment, limiting our engagement.



How can Screens be more tactile? by Random Studio

**Be the first to fill the
void, safely.**

SHORT TERM BEHAVIOUR

THE STATE OF US

This stress test is huge demand on our wellness, we will actively manage our emotions with our past times and our refreshed relationship with technology.

Our shared grief, from the loss of routine to the loss of life, will further drive a need to fill an emptiness and loneliness. Millennials will feel this the most.

As we try to value happiness over money whilst battling this economic fallout, experiences will continue to reign supreme due their proved value over materialistic purchases.

Opinion

With hindsight, we will reward the brands who put us first and we will punish those who take advantage.

Our increased attention to healthy past times will evolve the communities we want to belong to. The opportunity will be to intelligently direct individuals on their new journey, connecting them with peers both frequently through digital and in-frequently IRL.



Play for the world by Nike

**Be the mechanism to
bring communities
together.**

MEDIUM TERM BEHAVIOUR

SELF RELIANCE

Nothing is certain any more. We are conflicted and anxious. Even a trip to supermarket causes a battle of emotions.

We've learnt to rely on ourselves and the people we truly trust.

With salaries no longer offering the security they once did, and the fear of austerity and a Brexit fallout looming, people will feel they can only rely on themselves to provide. Expect to see the side hustle turn in to just the hustle, a growth in the gig economy and flexible employment.

Opinion

If we don't find another common enemy, expect the Zeitgeist to be all about me. Reactive brands will try resonate with innovation, optimism and independent pride but those who serve their purpose, offer empathy and encourage trust through support and transparency will win.

As time moves on, we will realise we need to work together to achieve, new trust and belonging will emerge from the consortium of amateur independents, as it will take too much time to make it work on our own.



Kylie Jenner, the queen of backing herself.

**Be honest and put
me first.**

MEDIUM TERM BEHAVIOUR

EXPERIENTIALISM¹

We have for a while valued experiences over materialistic purchases. Following an existential crisis we tend to reaffirm and reward ourselves through consumption. When we can, we will look to tick off that newly refined bucket list.

In the meantime, we will need to fill that void.

In our recent moment of self-discovery, we've embraced a more conscientious approach to living. The trend of superficial, disposable, photogenic experiences are no longer for me; I'm deeper than that, give me an experience of true personal value.

Opinion

Brands will need to look to create activations that are no longer driven by social currency but instead by personal emotions, self-development and state of mind.

Safety will be paramount, so limited attendance will be expected and beneficial, take heed to environmental concerns and look to create hybrid long form activations which embrace open space.



Untitled by Barbara Kruger

¹ Word coined by Future Laboratory in their report Enlightened States

**Be sustainable,
don't be trashy.**

LONG TERM BEHAVIOUR

POLAR OPPOSITES

The economic impact has affected millions of households. A new reliance on government support, has changed their sense of independence.

There has been further dilution of the middle class, moving more towards just the rich and the poor, but the 'new money' digital workforce are bridging this gap.

Privilege is now more than just money and heritage, as the healthy and most informed experience and benefit more.

The East continues to grow more influential over the West.

It has become a question of who can and whose who can't. With those most desperate pointing a finger of blame.

Opinion

Brands have to be agile and inclusive. Customers will no doubt be increasingly flippant with their ever changing circumstances. Be sure to encourage direct involvement & co-creation from all sides of your audience, not just those buying now, think of tomorrow.



Photo by Kate Trifo at a Gucci Store in Sydney

Be open.

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