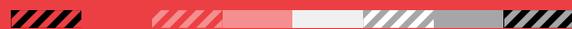


HOPE HOPE HOPE
HOPE HOPE HOPE
HOPE HOPE
CREATES
IMPACT

Six Shifts From the Intersection
of Culture and Commerce

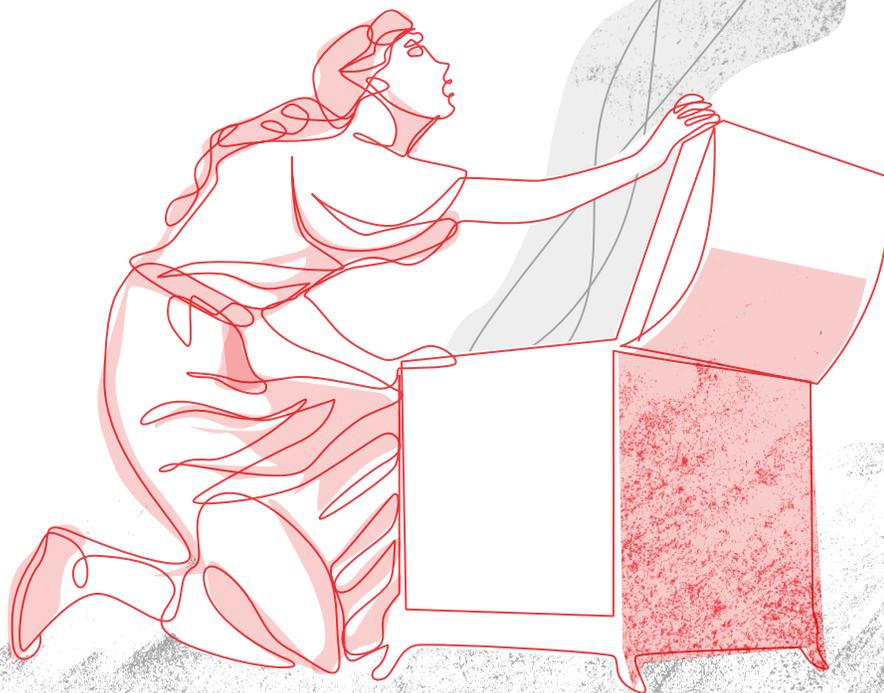
Ogilvy

EDITED BY:
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THE MYTH OF PANDORA'S BOX

WHEN PANDORA WAS GIVEN the box, the Gods told her that it contained special gifts from them— but she was never allowed to open the box. · Taming her curiosity proved too difficult; she opened the box, releasing the illnesses and hardships that Gods had hidden in the box. · But Pandora was scared, because she saw all the evil spirits coming out and tried to close the box as fast as possible, closing Hope inside.





IT SEEMS LIKE THE SOCIETAL version of Pandora's Box opened couple a years ago. From the pandemic that turned our lives on their heads, to the horrific events that ignited a conversation about deeply-rooted racial injustice, to the threat of an economic recession, to the more recent forest wildfires—one could be forgiven for feeling like the evils flew out of the box and took over the world.

As we are struggling to “close the box” and return back to “normal”, let's not forget the moral of Pandora's story. The only thing that can return the evils back in the box it is also in the box — Hope. Only Hope has the impact to remedy the bad and rebuild a better world for us and our children.

The shifts in this report come from months of tracking intersections of culture and commerce and identifying what has made an impact. From fashion to movies, advertisements to new product launches, art, business, gossip, news, music and more, we analyzed the ways six key shifts reflect

the power that Hope has in inspiring brands and people to impact the world.

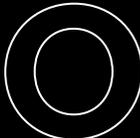
We've identified the various ways in which human behaviors, desires, and motivators have shifted to create a better world. The resulting shifts:

1. Beta-Testing Self
2. Kind Connection
3. Slow Down
4. Net Positive
5. Heal Yourself
6. Feel Alive Again

Before we define and analyze each of these shifts, we must acknowledge the dark-backdrop against which we are all living. We call it “Apocalypse Now,” and its counter trend, “Hope for Tomorrow”, which currently co-exist.



APOCALYPSE NOW

VER THE LAST FEW YEARS, people around the world have been facing high levels of stress and anxiety as they cope with massive societal, environmental, economical, and health changes. There seems to be a constant cycle of bad news, from the climate crisis to political scandals, terror attacks, and of course, the pandemic. The events of 2020, in particular, truly forced us to change the way we live. All of these events taken together gave off the impression of a world in trouble, and if we did not collectively do something to change our ways, we would suffer consequences. The spirit of this apocalyptic feeling has intensified in ways, it can often feel like the world as we know it is coming crashing down around us.

Data bears this out. According to Kantar, 43% of Americans experienced mild to severe anxiety, up from 26% the year prior, while half of millennials now rank

their mental health as the aspect of their wellbeing they are most concerned with. And these massive societal upheavals also have a cascading effect on institutions—nearly 9 in 10 consumers feel the way that companies collect and use data is sneaky.

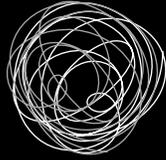
A good example of that is the film “The Social Dilemma”, a big hit on Netflix, exposing many ugly truths around social media platforms and the role they play in people’s lives. Many people, [particularly of the younger generations](#), say that social media [has contributed negatively to their mental health](#), in part leading to feelings of depression, anxiety, and addiction. Dove is one example of a brand that has responded to the strain social media can put on our mental health, including the self-esteem of young girls. The [campaign “Reverse Selfie”](#), created by Ogilvy, is a sequel to the brand’s seminal 2006 film ‘Evolution’, which highlighted the false and unrealistic nature of the beauty ideals perpetuated by



43%

Of Americans have experienced mild to severe anxiety in 2020, up from just 26% one year ago.

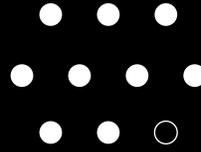
(Kantar)



50%

Of Millennials now rank their mental health as the aspect of their wellbeing they are most concerned about.

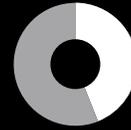
(Kantar)



9 in 10

Consumers feel the way that companies collect and use data is sneaky.

(SONAR Wunderman Thompson)



44%

Of Americans have confessed they have listened to music to purposely feel dark emotions.

(Non fiction, America's secret playlists)

the advertising industry and the media. The film begins with an image a young woman has posted of herself on social media. The action then rewinds, reversing all the tweaks and staging that have gone into creating that image, and revealing the shockingly young girl behind the picture. The campaign speaks poignantly to how social media has changed over the years, and its effects on people and their behaviors.

The crashing down of the world around us manifested in the media all around us. The New York Times released a series of post-apocalyptic photos called "The Great Empty", showing once-busting locations around the world nearly abandoned because of lockdowns. Regardless of one's political affiliation, the events of January 6 in Washington D.C. were shocking, a culmination of years of worsening division in the nation, and which dominated media and news imagery for a while.

Some brands and marketers responded to this new anxiety-filled atmosphere. Verizon aired a spot, "Emergency Testing", which assured customers that the company is prepared to handle any disaster the world may encounter. Greenpeace met the moment by giving a voice to our shared home, Earth, by amplifying our planet's cries for help. "Earth is Saying" laid bare the dramatic changes that we need to collectively make to address the dire situation facing our planet's sustainability.

The world as we once knew it has come crashing down over the past months. While the harsh, almost apocalyptic reality has presented us with many hardships, it has also given us a fresh start to rebuild a better world.



HOPE FOR TOMORROW

—Seizing Control to Make a Better World

DESPITE THE CHALLENGES facing us, there is reason to look towards the light. Times of crisis often show how the collective comes together, for better or for worse. After seeing how the world as we knew it came crashing down, society has a fresh slate to rebuild the world the way they wanted to. **It took big changes outside of our own control for us to realize that we could make big changes as well. What began as a collective escapism from harm has shifted into a world where people not only looked to comfort themselves, but to take control.**

And most recently, we've seen a deeper commitment to use that control to make a better world. We are seeing more pushing of boundaries, challenging old ways of doing things, and taking a more human approach to problem solving. Collectively, it seems as though we are examining the old way of doing things, realizing what was

not working, and changing the status quo to rebuild a better reality.

According to Kantar, 29% of consumers have shifted their priorities and want to focus on future challenges coming out of the pandemic. The top expectation of consumers is for brands to lead by example and guide change. The strong calls for racial justice that exploded over the summer of 2020 were led by massive protests around the world, but people are not content to try and enact this change alone. Over 90% of consumers agree that if companies truly support the Black Lives Matter movement, they must continue that loyalty forever and not let it peter out. People are demanding better, because they see a better future is possible.

With its built-in advantage of underdog victory ethos, Nike successfully embodied the resiliency of society with its campaign “You Can’t Stop Us”, which featured the



29%

Of consumers have shifted their priorities and want to focus on future challenges coming out of the pandemic.

(Kantar)



The top expectation of consumers is brands to lead by example and guide change, helping to fill the gap in the absence of trusted government leadership.

(Kantar)



91%

Agree that if companies truly support the Black Lives Matter movement, they should continue loyalty forever, and not let this be a phase.

(Nimbly)



75%

Of Gen Z believe that their generation will change the world.

(Wunderman Thompson Intelligence)

tagline “We are never too far down to come back.” We saw hope with National Youth Poet Laureate Amanda Gorman delivering an uplifting and hopeful poem during the inauguration of President Joe Biden and Vice-President Kamala Harris.

That inauguration was a special moment for many, particularly for young girls and young girls of color, who for the first time saw a woman of color be sworn in as the Vice President of the United States*. The reaction to Harris’s groundbreaking moment was captured in living rooms all across the world and put together as [a film called “Today We Rise” by Girl Up](#), created by Ogilvy for the UN Foundation’s youth gender equality initiative. The film was a great example of the importance of representation and equality, and how

(*)
Ogilvy Work
—
Today we Rise

(**)
Ogilvy Work
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Lego - Green Instructions

genuine moments of hope can resonate deeply with individuals.

And LEGO reminded us to try and look at the world like children do—with fresh eyes and imagination, keeping the perspective that everything is possible through its “Rebuild the World” positioning. As part of that campaign, LEGO created [“Green Instructions”**](#), a local expression of this ambition, aimed at Poland’s growing younger population. ‘Green Instructions’ turns existing LEGO sets into greener versions, using LEGO bricks as a language of communication with the next generation—turning cars into bicycles or scooters, planes into electric trains, and coal mines into electricity generating windmills, an initiative created in partnership with Ogilvy.



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Shift #1

BETA-TESTING SELF

Trend Overview

There was once a traditional ladder we were expected to climb. Roles and expectations were firmly laid out for us, and our path was rather rigid. In recent years, we saw this antiquated notion begin to fade away. People are now seeing themselves as a work in progress. Where we once had a ladder to climb, life is now a map to explore in any direction that we want. We can go down one path only to decide to take a hard right and try another route.

In this sense, we are prototypes, always evolving, changing, growing and rediscovering who we are.

Behavioral Science Heuristic

We can use the behavioral science heuristic of diversification to illuminate this shift. When faced with making multiple

choices for the future, our brains are wired to minimize risk by opting for a diverse option – we have a tendency to seek more variety than we ultimately need.

Manifestations and Examples

Over the various lockdowns, restrictions and closures, people began to look at a much broader range of career opportunities. As we begin to return to ‘normality’ the antiquated notion of a rigid life ladder has been phased out, and replaced by a liberating, ‘anything goes’ life map where career options are far more diverse. The great turbulence experienced in the last year has taught us all that nothing is certain, and as a result people are now in a permanent state of beta testing – trying new things and going down new avenues that might not always work but there’s always a lesson to be learned.

(*)
Ogilvy Work
—
IBM Second
Life

IBM, in partnership with Ogilvy, tapped into this growing trend with [a campaign called “Second Life.”](#)* Japan has the world’s largest aged population, with 1 in 4 people over the age of 65. Many will spend over 20 years after their retirement feeling lonely and unproductive. IBM teamed up with Masako—who after 40 years as a bank clerk realized that her true passion was in tech, and launched a new career late in life—to create the Second Life tool. Powered by Watson, Second Life is an AI-led technology that converses with elders and suggests jobs that will fulfill them and offer them a way to feel engaged in their lives, not because of their age but in spite of it.

The young generations most embody this, both in the personal and the collective. According to Ogilvy Growth & Innovation, 45% of Gen Z expect their gender identity to change two or three times, while 3/4 of Gen Z prefer companies with fluid organizational models where employees

can explore multiple roles. We also see this agility and fluidity in the frequency of Gen Zers seeking out career change, and their ability to live and learn on the fly—a staggering 95% of Gen Z say they will keep up the habits they created under Covid lockdown.

Beta-testing of the self has manifested in interesting ways. One can point to the success of Masterclass, which offers online learning in high production values taught by well-known and celebrity experts as an example of people embracing that they don’t know everything, and that education of oneself is a worthy endeavor (and doing so outside of the bounds of traditional models). The flexibility that came from working remotely led to a skyrocket in the popularity of “Van Life,” or those who took their lives on the road, living and working out of renovated camper vans. One van rental service saw a 4000% increase in bookings starting in April of last year, as



45%

Of Gen Z expect their gender identity to change two to three times.

(Ogilvy Consulting)



3 in 4

Of Gen Z prefer companies with fluid organizational models where they can explore multiple roles.

(Ogilvy Consulting)



62%

Of Gen Z say that they have the potential to impact the world.

(Morning Consulting)



95%

Of Gen Z expects to keep up habits from the lockdown.

(GlobalWebIndex)

Creativity is paramount to the younger generations, and they wield their freedom to express themselves in unique and meaningful ways.

people demonstrated a desire to get a change of scenery and change of pace. And a year of restraint has unleashed a burst of creativity in the beauty category. Music artist Halsey’s new beauty brand About-Face, aims to celebrate “the many facets and forms of expression that live in each person.” The bold makeup trend grew in popularity as a result of the show Euphoria. In the show, dramatic makeup looks are reflections of the characters’ identities and personal growth.

Brands have leaned into this trend of self-making and adaptability. Apple’s “Behind the Mac” campaign highlighted the rule-breakers, tastemakers and visionaries that create their own greatness, while Logitech featured rapper Lil Nas X in their “Defy Logic” spot, a manifesto for those who make their own rules and chart their own course. We often think of Nike utilizing

images of famous world-class athletes, but with “Play New” the brand spoke to the thrill, fun, and sometimes embarrassment in trying out new things.

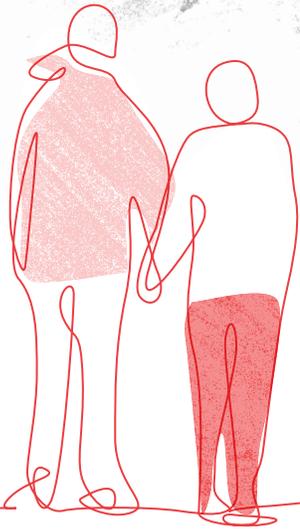
Youth empowerment around the world doesn’t just manifest in activism. Creativity is paramount to the younger generations, and they wield their freedom to express themselves in unique and meaningful ways. School uniforms don’t only stifle creativity, they reinforce gender stereotypes that can be harmful for kids. To challenge this convention in an empowering way, Ogilvy and [Vogue teamed up with Angus Chiang to create a new line of school uniforms*](#) for students in Taiwan. The line featured items that allowed boys, girls, and everyone in between to express themselves how they chose to, while also adhering to uniform policies.

(*)
Ogilvy Work
—
Vogue



Shift #2

KIND CONNECTION



Trend Overview

Before, we prided ourselves in having many friends and connections, but often stopped at the surface level with those relationships. Many people felt like nobody actually knew them well.

The pandemic was a big driver of this trend, as it equated solitude with safety. But more than that, the lockdown brought clarity and fresh perspective to our relationships. We realized who our true friends were, and we deepened our connection with them. We opened up, shared our true selves, and expected them to do the same. We shared vulnerable moments, ugly moments, tense moments, kind moments. Through it all, we kept each other afloat and saw one another in our most authentic forms. We also gained a fresh appreciation for our neighbors, communities and local businesses, which became our entire world for a few months.

As in-person connections become safe and exciting once again, it will be interesting

to see this trend unfold. While people will embrace larger gatherings and meeting people outside of their “bubbles,” there will still be a prioritization on going past surface-level connections with those around us.

Behavioral Science Heuristic

This is an example of the heuristic of Scarcity Value. Less is more. As humans, we place higher value on objects that are scarce and a lower value on objects that are abundant. We are now doing the same with our personal relationships. The past year equated solitude with safety, we realized who our true friends were and began to enrich those relationships. We understood that life isn't about how many friends you have but rather the depth of the connection you have with friends. We moved away from spreading ourselves thin down to spending our time with those who mean the most to us.

(*)
Ogilvy Work
Corteva
Growing With
Pride

Manifestations and Examples

Corteva Agriscience understands the appeal of this deep connection, and in partnership with Ogilvy, they highlighted it in its new documentary series “The Heart of the Farm,” which shares the untold stories of the people who grow our food. The first installment of the series, “Growing with Pride” focuses on Leon Etchepare, a 4th generation farmer at Emerald Farms in Orland, CA. In the episode, Leon opens up about coming out to his parents, the life he is building with his long-time partner, Andrew Pentecost, and the experiences he has had as a gay man in an industry not often considered as a place where LGBTQ culture thrives. The film is an example of prioritizing deep connection over having more.

What effect does this have on our actions?
Our actions are powerfully shaped by our emotions. People vastly underestimate

the impact that our current emotional state is having on our decision making. As we approach the back end of a period of turmoil and uncertainty, we are choosing to enrich those relationships that make us feel best. We put more effort and time into the relationships that give back—as a result, we look for fewer but more meaningful connections.

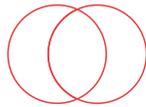
One way this manifested in the real world was in wedding celebrations during the pandemic. While some opted to postpone their large ceremonies—some for even years down the line—many others decided a scaled-back, more intimate affair would be preferable. In place of hundreds of guests and large ballrooms, these COVID weddings were small yet powerful celebrations of love. With only a few names on the guest list, couples were surrounded by the people who truly knew, understood, and loved them.



30%

Of people say they want to focus more on their loved ones as a result of the pandemic.

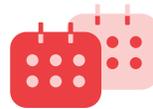
(Kantar)



63%

Of people say that navigating lockdown has made their relationship feel stronger.

(Good Housekeeping)



36%

Agree that two months in isolation feels equivalent to two years of commitment in a relationship.

(Good Housekeeping)



80%

Of Chinese consumers say its important for them to feel part of a community.

(Mintel)

Covid and the resulting lockdowns created a newfound appreciation for shared outdoor spaces and our place within our communities.

Clubhouse, which rose in popularity during the pandemic, was a new breed of social media, giving people the ability to listen to others in a more personal format. Users of the invite-only app can enter various “rooms” where they’re given front row seats to listen to those on the panel. The live, causal format feels far more personal than listening to a podcast, for example.

Covid and the resulting lockdowns created a newfound appreciation for shared outdoor spaces and our place within our communities. Socially distanced block parties flourished during quarantine in neighborhoods, with streets transformed into places for people to safely gather, dance and mingle. As even the busiest lives slowed down, neighbors began to socialize more, appreciating the common ground they shared.

In their always-anticipated holiday spot from 2020, John Lewis told a story about small acts of kindness for those around us. When we’re able to display compassion to those around us, we’re able to create a kinder society.

Anheuser Busch’s Super Bowl spot celebrated one of the simplest ways that humans come together and make a good thing out of a negative—over a beer. It showcases how such a simple act can be a way for us to connect, even during some of the lowest moments.

Shift #3

SLOWING DOWN

Trend Overview

Before, we were a society rooted in efficiency. Optimization. Success. We slowed down for no one and hustled our way to the top. We had too much to do, and too little time to get it all done.

Again, a result of the pandemic lockdown, our optimized lives came to a screeching halt and we were forced to slow down. The noise and distractions of our previous lives were stripped away, and we were left to focus and evaluate what was really worth our time. As we begin to rebuild our new realities, we're doing so with a new perspective. We are evaluating the true costs of our old ways and realizing that some of the norms from our old world (things like commuting 5 days a week to a 9 to 5) simply do not work for us anymore. Our lives don't need to run at 100 mph to be fulfilling. In fact, the opposite can be true: when we take the time to connect with ourselves, we can truly savor all the little moments that life has to offer.

As life gradually begins to pick up its pace, we will maintain this mindfulness about what works for us. Many have already moved away from cities, others will continue to embrace remote work, and even our fashion choices will reflect this shift.

Behavioral Science Heuristics

This shift can be explained by the behavioral heuristic of Anchoring. Our later decisions can be influenced by mental reference points no matter how arbitrary they might be. 2020 made us all come to a full stop, forcing us all to adopt a more relaxed-tempo in our daily lives. This slower pace of life has been carried through as we transition back into our new normal, and we reflect those lockdown behaviors of slowing down. We have learnt that a rapidly paced, optimized life is no longer necessary and in place a slower, more mindful and reflective lifestyle has arrived. According to Kantar, 66% of people are now enjoying a slower pace of life which they'd like to continue even after the pandemic recedes.

Manifestations and Examples

Thus, we've seen a shift in lifestyle. There has been a massive jump in interest in meditation, which began in 2020 but has continued to grow. In addition, slow-burn hobbies like baking bread and gardening also took off, as have other slow-paced outdoor activities like "forest bathing", the traditional Japanese practice where people spend time in the present moment while in nature, sensing the connection that exists between them and the natural world.

This societal embrace of slower pace and mindfulness crept into mass media and entertainment, as well. Podcasts are nothing new, but they grew at an even greater rate over the last year or so, with ad dollars following along. This has also coincided with a massive shift to remote work, removing the commute time that many would normally fill with podcast listening. It's proof that many people have embraced this slower pace, opting for more intimate and mindful media experiences. Ogilvy partnered with IKEA and tapped

into this trend, recently reviving its famous catalog by turning it into an audio experience*

To populate its new streaming video service with original content, HBO struck a deal with the meditation and mindfulness app Calm and created a new streaming series that was part meditation, part nature documentary. The show has been described as "a timely antidote for our modern lives," and gives viewers a clear moment to hit pause on their busy lives.

The Brazilian Association of Psychiatry created an experience that utilized Amazon's Alexa to speak to burnout and the toll on mental health that it can take. For one day this past February, Alexa devices in Brazil showed the key signs of burnout when asked questions by users. Instead of quickly giving a user the directions, weather, or recipe they sought, Alexa responded with answers emblematic of one suffering from burnout.



66%

Of people are enjoying a slower pace of life that they would like to continue after the pandemic is over.

(Kantar)



37%

Of people say that the activity they are doing more since the coronavirus arrived in the US is "doing nothing or relaxing." The 2nd and 3rd most popular answers were eating comfort foods and napping.

(Kantar)



1/3

Of respondents to a survey previously said that they could not switch off from the "always on culture," which lead to mental exhaustion.

(HBR)



20M

20 million workers have moved out of major cities or are planning to.

(New Yorker)

Trend #4

NET POSITIVE



Trend Overview

Before, our views of corporate, social, and individual responsibility were to do less bad.

Now, we are realizing that we must do more good in order to reverse the damage that has been done and change the course of our actions to create a long-term sustainable future. Business efforts must become more sustainable and responsible to turn the tide on social inequity and environmental decay.

Net positive is a new standard that can help ensure a resilient and regenerative world.

As individuals and organizations, we need a new vision of the future—a vision driven by what we want rather than what we want to avoid, what we aspire to, rather than what we seek to prevent, what is good for “we” rather than “me.” We should base decisions on what will be best for tomorrow, not just today.

Behavioral Science Heuristic

This is known as re-framing, the heuristic that describes the behavior of reacting differently to information depending on how it is presented. A truly unprecedented year-plus has taught everyone that, in order to make change and reverse years of self-inflicted damage, we must change the way we think. We have re-framed our previous views of corporate, social and individual responsibility from that of “doing less bad” to “doing more good” – shifting from a preventative mindset, to a proactive mindset.

Manifestations and Examples

There is now no debate: consumers expect brands to do their part in creating a better world and society. Ninety percent of consumers believe that companies have a responsibility to take care of the planet and its people. And this is being driven by the younger generations. Sixty-seven percent of millennials believe that brands

will play an important role in resolving societal divisions, while 84% of Gen Z consumers say they'll only buy from brands that stand for something. The bar has been significantly raised.

Many companies have responded by trying to show that they're doing their part. In the past few years, a growing number of companies and governments have made the pledge to reduce their carbon emissions, or even go carbon neutral, by some far-off date. Others, including Microsoft and IKEA have taken it a step further to make their operations carbon negative. This impressive step means that the companies will actually have a positive impact on global carbon emissions.

New brands have popped up to fill the gaps that big companies have left in terms of sustainability and values. The ingredients

that go into our products are a great place of opportunity to create more circular, net positive models. The UK brand UpCircle Beauty repurposes materials that would otherwise be considered waste, like coffee grounds from London cafés, and turns them into products like body scrubs and creams.

Another example comes from the beauty industry, which generates massive amounts of waste itself. French perfume brand Etat Libres d'Orange wrestled with its own past complicity and, with Ogilvy, created [a new fragrance made literally out of the waste of the perfume industry*](#). The "I am Trash" product and campaign showed how important and impactful it is not only to say that you're going to do something to make a difference, but actually do it.

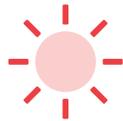
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Ogilvy Work
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Etat Libre
d'Orange
I am Trash,
Les Fleurs du
Déchet



90%

Of consumers believe that companies and brands have a responsibility to take care of the planet and its people.

(SONAR Wunderman Thompson)



81%

Of consumers expect businesses to have a positive impact on society and the environment.

(Kantar)



67%

Of Millennials believe brands will play an important role in resolving the divisions in American culture and politics.

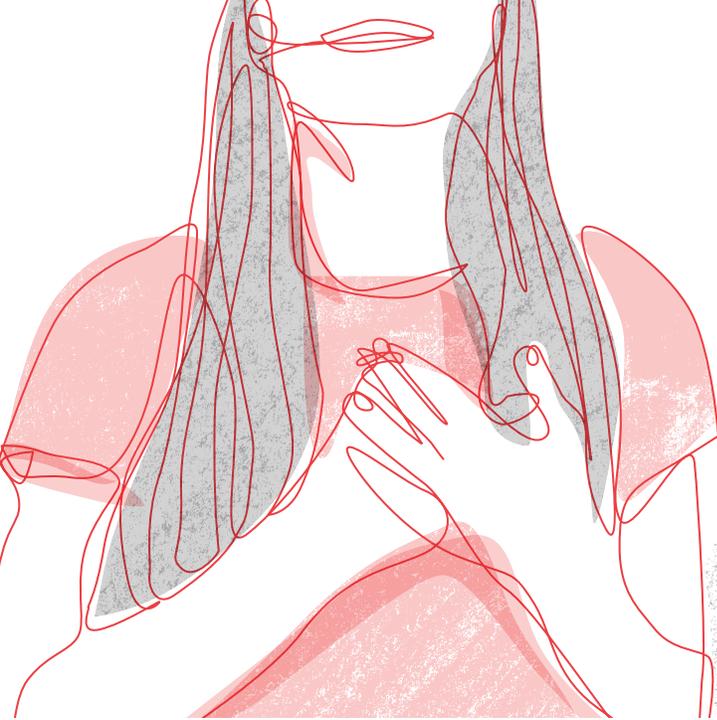
(Kantar)



84%

Of Gen Z consumers say that they would only buy a brand that stands for something.

(Undivided Gen Z Purpose Study)



Shift #5

HEAL YOURSELF

Trend Overview

As the world becomes increasingly tumultuous, people look for ways to protect and comfort themselves. In years past, the concept of self care was very soothing. Now, we are seeing the concept of self care become more of a necessity than a nice-to-have. It is becoming optimized, personalized, and focused on actually improving different functions of our wellbeing.

With obvious influences from the pandemic, people are now seeing their health as something crucial to protect. They are taking a 360 degree approach to their health, paying close attention to the things they put in, on and around their bodies.

We cannot control the realities of the world we live in, but this trend explores the many ways in which we are protecting ourselves from it and optimizing our health.

Behavioral Science Heuristic

This collective response is a result of human beings preferring to feel as though they're in control of their own decisions. This past year has made us feel a severe lack of control about the world around us, cooped up inside waiting to find out when we may next be able to leave the house. In order to regain a sense of control we look inwards, taking care of ourselves in a much more holistic manner. This allows us to feel as if we have regained control amidst a time of uncertainty and ambiguity.

Manifestations and Examples

We're seeing this in everything from Gen Zers quitting social media because of its negativity (34% say they have), in people making more conscious eating choices, to people creating contingency plans for emergencies in order to protect themselves and their families. Around Mother's Day, the non-profit The Parent's Guide to Cord Blood created, together with Ogilvy,

(*)
Ogilvy Work
—
Dole
Malnutrition
Labels

a [campaign raising awareness](#) about the benefits of donating cord blood, and how even a newborn can be a donor that helps save lives.

This take-control attitude has inspired innovations and new solutions. New skincare ingredients on the market are optimized to heal or protect from certain ailments. The brand Augustinus Bader, inspired and named after a stem cell biologist, is known for its proprietary ingredients. They released a product that counteracts dryness from hand washing, which contains proprietary molecules.

Visits to primary care doctors are also getting a shakeup. Startups like Parsley Health are taking a more holistic approach, claiming to “rebuild your health from the inside out.” They create personalized plans that leverage in-depth testing and functional medicine tailored to your specific conditions.

Inspired by the trusted and universally known nutrition label, Dole is hoping to

spark conversations and action around providing access to sustainable nutrition and moving towards zero processed sugar by 2025. In partnership with Ogilvy, they created [a series of larger-than-life projections, “Malnutrition Labels”](#) that is meant to call attention and awareness of the estimated 54 million people facing food insecurity today. An experiential initiative designed to spark conversation and action around these imperative global issues, the activation sheds light on the gaps in nutrition access, affordability, and acceptability. This is a large-scale example of how brands are stepping in, in lockstep with consumers, to enact meaningful change where institutions are failing to do so.

And in response to high levels of air pollution and a growing interest in air purification, IKEA has created a new product innovation that removes pollutants from the air in our homes. The technology is based off of the scientific principles of photosynthesis and can be replicated in a variety of materials.



77%

Of U.S. adults say they are trying to improve their health in some way.

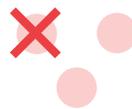
(Mintel)



73%

Of Canadian adults agree with the statement “What I eat impacts my emotional wellbeing.”

(Mintel)



34%

Of generation Z are quitting social media permanently, with 35% saying there is too much negativity and 29% stating that it “tears apart self-esteem”.

(Originstudy)



39%

Of Americans have developed an emergency preparedness plan and discussed it with their family.

(CDC)

Shift #6

FEEL ALIVE AGAIN



Trend Overview

In life before the pandemic, we were faced with stimulation from all directions. Notifications, messages, ads and more attacked us from all angles, yet we still found ourselves bored.

Now, placed against the stark backdrop of a year spent primarily in our homes, people are starting to look for ways to feel alive again. They want to rediscover the excitement of life and go deeper with their experiences. Instead of one-dimensional Zoom calls, they want experiences that are tantalizing to all of their senses and truly make them feel alive.

After a period of time where life left us numb and unfulfilled, people will slowly (and safely) begin to break out of the walls of their own homes and experience life to its fullest. We want to make the most of our time, embrace fun again, and are continuing to find new ways, whether online or in

person, to go deeper with our experiences and feel stimulated.

Behavioral Science Heuristic

In situations of uncertainty, we look to the actions of others to help guide our decisions. This is known as social proof. When we see others acting a certain way, whether that be good or bad and we copy their behaviors we rationalize that it must be a correct behavior. The outside world is reopening, and we're now able to enjoy the endless number of experiences out there. We see friends, family and strangers indulging in experiences and stimulation; which as social beings causes to want to do the same. In turn, we now want to feel alive again, and like the rest, we want to rediscover the excitement of life.

Manifestations and Examples

It makes sense that when you take something away, people will re-learn its value. In-person experiences, the types

that are unavailable to the masses during lockdowns, are likely to continue to thrive in the coming years. One of the most popular new activities in cities like Chicago and New York City now is the Immersive Van Gogh Experience. “Have you ever dreamt of stepping into a painting?” asks the host, an events company called Fever. The immersive experience is a whole new way of viewing art which combines music, light, storytelling, and of course visuals of the artist’s stunning works to make viewers feel the essence and emotion of the artworks.

Brands have also embraced and encouraged people to get out and do things again, while also considering the wellbeing of others. Absolut, together with Ogilvy, took this head on in their “#MixResponsibly” campaign, which acted as an expansion of its “Drink Responsibly”^{*} campaign for the Covid era. The campaign speaks to the difficulty of toeing the line between connecting with those we cherish while also doing so safely, and recognizing when someone may not feel comfortable with interacting.

^(*)
Ogilvy Work
Absolut Mix
Responsibly

Even brands one wouldn’t associate with activities have urged people to get out and experience things. WeTransfer is how people share digital files, and most people associate it with work in some form. But the brand created a campaign encouraging users to “Please leave”, anchored by a poetic spot encourages people to get out and see the world. An antidote to letting our time waste away on a computer, scrolling through content, WeTransfer shows us that inspiration and life happens when we get out and experience all that the world has to offer.

And ever the sector to promote having a good time, spirits brands are doubling down on the idea of getting out, being with friends, family and the community, and having fun. Heineken’s “The Night is Young” spot is rowdy and carefree, and shows us that the desire to live life to the fullest crosses generational bounds. It is a celebration of letting loose, positive energy, and jaunty fun.



86%

Of Gen Z is willing to splurge on out of home events in the next year.

(Kantar)



\$198B

Expected value growth in the consumer gaming industry by 2024.

(Activate)



2021

This year, Tribeca Film Festival is going to bridge the gap between entertaining and gaming by adding video games in its official line up.

(Hollywood Reporter)



\$12B

The experience economy will be worth \$12B or more by 2023.

(Quartz)

Conclusion—

HOPE CREATES IMPACT

TAKEN TOGETHER, these shifts show a public that is both expecting brands to fill the leadership and influence void that government and institutions have left open, and that society is primed to collectively move past difficult times and into better ones.

This presents a great opportunity for brands, both big and small, global and local. By understanding how recent consumer

attitudes have been shifted by global upheaval, brands can step in and be a companion to people who are looking to make their lives and the world a better place. And they can do so by embracing hope. Hope, in fact, is the foundation of impact. By embracing hope for the future, and tapping into how people are embracing hope and taking control in their own lives, brands can create impact not only for themselves, but for the communities around them.



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