

Indicators

Coronavirus
COVID-19

Early clues on the post-crisis consumer & market realities
March 30th

#5 The New Social.

Consumers are embracing technology to fight social distancing.

#5 The New Social

With nearly than 3.5 billion people in isolation, much of the world has had to readjust to new ways of communicating and connecting.

As social creatures, we seek out company and so we have found ways to gather on line, thanks to advancements in technology. Every day in nearly every home new experiences are happening in terms of virtual living that are likely to change how we live out our lives into the future.

As people crave company and are trying to manage heightened anxiety levels, they need to establish some sense of normality by continuing their weekly routines and social activities. And so we have seen digitalisation accelerate as people bring their everyday lives online.

These social gathering can be as simple as a House Party group chat to Quarantine Night Clubs. In fact, the founder of Zoom has increased his networth by more than \$4bn since the corona virus started. (Guardian, 31 March)

What's interesting to see is how brands have interacted and engaged with these new online behaviours to bring their consumers together.

#5 The New Social

The Virtual Dinner Party

The Virtual dinner party is becoming a place to “hang out” with friends - with recipes for virtual dinner parties and “quarantinis” emerging online. Derek Brown, author of “Spirits, Sugar, Water, Bitter: How the Cocktail Conquered the Word” and owner of the Washington DC, cocktail bar Columbia Room, has invited people to share whatever ingredients they have at home and he will dish out a quarantine recipe

The New On Line Bar

Brew Dog are hosting On Line Bar Sessions running live beer tastings, homebrew master classes, music and comedy. They have launched 102 bars in the UK and plan on rolling these out across the US, UK and Germany.



Search Twitter



Derek Brown @ideasimprove · 12 Mar

If anyone is stuck at home tonight and needs a cocktail recipe, tweet me your ingredients. I'll tell you what to make.

1.1K

2.6K

17.6K



[Show this thread](#)

[Zachary Kussin](#)

March 17, 2020 New York Post



Source: flickr

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Netflix Night In

Netflix are hosting Virtual Viewing Parties

With over a million downloads, it's seen a jump in users since lock down.

They have a chat window which lets participants discuss what they are watching and share banter.



An Irish Comedian Alison Spittle has created Covideo Partys online, inviting people to come together on Twitter, watch movies and share comments together

Comedian Alison Spittle is helping people enjoy social distancing with her #CovideoParty

Source: extra.ie



By Orlaith Condon - 19/03/2020

#5 The New Social

Hometeam Healthy..

Online Social is not just about partying but bringing people together through fitness and wellness. Brands like Nike and Adidas have been making their premium online workouts free, but also they are creating platforms that encourage people to connect and engage together online to share progress.

#HOMETEAM IS A COMMUNITY OF ATHLETES AND CREATORS FROM ALL OVER THE WORLD, SHARING SKILLS, TRAINING AND ADVICE TO HELP US ALL KEEP MOVING, STAY HOPEFUL AND HEALTHY IN BODY AND MIND. JOIN THE TEAM. TOGETHER IS HOW WE GET THROUGH THIS.

<https://www.adidas.co.uk/hometeam>

#5 The New Social

Hometeam Healthy..for the family

Joe Wicks PE virtual classes have become part of the daily school curriculum for many children across Ireland, the UK and beyond. On day one 806,000 households streamed his class. Day Two had 954,000 livestreams. 3.7 million people watched the first video within two days. Kids are invited to tweet in and participate. All profits are going to the NHS.

Love in the time of Corona

And yes even dating on line has taken off. A virtual matchmaking project has been set up by two room mates in Brooklyn in New York. Love is Quarantine is an online dating project conducted through Instagram and Google Sheets. This is based on the hit reality series [Love is Blind](#) and is busy setting people up on blind virtual dates.

#5 The New Social

Democratised Creativity

Brands AND Consumers are getting more and more creative as the move to an online always on world emerges.

The United Nations and the World Health Organisation have issued a global open brief to creatives to design informative artworks that spread public health messages to “everyone, everywhere”. The campaign calls for content spanning different languages, cultures, communities and platforms, and covering key areas of activation – such as personal hygiene, social distancing and Covid-19 symptoms. To maximise accessibility and shareability, entrants can produce video, graphics and audio formats. We may be entering an era of Democratised Creativity – anyone can get creative online...

GLOBAL CALL TO CREATIVES

An Open Brief from the United Nations



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#5 The New Social

It's Chipotle A Clock Time

Chipotle have recently partnered with Zoom to create virtual lunch time gatherings. Partnering with Zoom, the campaign is running daily and can host up to 3,000 fans. The gatherings involve celebrity appearances who entertain the online audience with bespoke engaging content.

During these sessions, Chipotle are giving out vouchers to selected participants and offering free deliveries with orders of over \$10 dollars or more via their website or app.

Not alone does this campaign provide a real opportunity to connect people but it presents a real commercial opportunity for Chipotle.

Kantar Worldpanel estimate 503 million more in-home meals will be eaten per week during this lockdown period – that's a rise of 38%.

Lunch is likely to see the most significant change according to Kantar as more than half of all lunches (54%) were eaten out-of-home prior to the lockdown.



Source: Wikipedia

Colton Underwood, "The Bachelor" hosted the first Chipotle lunchtime session

#5 The New Social

Is this new social sticky?

People are likely to find that some of these new online platforms allow people to win back time, open up their world and connect with many new and different people while potentially spending less money too.

Bord Bia's Consumer Lifestyle Trends work identified the Engaging Experiences trend as one that allows the consumer to be front and centre - with brands taking a back drop.

This New Social we are all experiencing is really all about the consumer moving front and centre of the digital space; consumers are sharing more, reading more, listening more, playing more and communication more on social media (and new forms of social media than ever before).

The Digital Natives are coming of age. And some of those consumer who may be that little bit older are finally catching-up. The New Social may well be the stickiest behavioural change of all as people who never embraced digital begin to out of necessity. This will have profound implications for marketing....

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Implications for Food and Beverages

- An even greater focus on brands 'talking directly' to consumers
- An ability to have deeper conversations with consumers
- An opportunity to create 'shared' experiences around brands
- Brands can link into healthy lifestyle routines more overtly
- Brands can encourage consumers to 'get creative'

#5 The New Social

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