

Emergent Cultural Spark

Wistfully Nostalgic

The world we lived in a month ago has undergone such a scary seismic change, we're seeking comfort in more positive eras and memories to time warp us elsewhere.

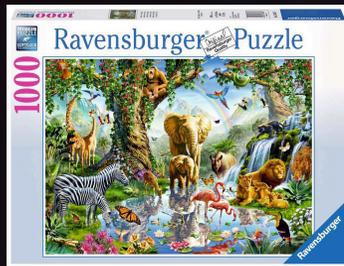
We're wistfully looking to more certain times, and through rose-tinted lenses, idealising the optimistic freedom and energy of our youths.

We're also resonating with bygone eras – the pace of life has slowed, and suddenly we're all at home together. Being house-bound with time on our hands has landed us back into the context of our childhoods: reading, board games, puzzles, craft, den-making, and occupying ourselves with the fun and familiarity of childhood pursuits (though now these activities can be accompanied by wine!).

For many, as we live much of our days through Zoom calls and shielding from others through monitor screens, there's also an attraction to the tactile grounding nature of nostalgia culture. The resurgence of Vinyl records is the most obvious signifier this has been a long-term trend, but the lockdown has accelerated and extended this into new kinds of wonderful avenues.

KEY CLUES

Huge surges in puzzle and board games. Manufacture Ravensburger's sales are up by 1000%.



80s home aerobics is having a quarantine resurgence



We're doing more things together as a family now. We're doing a puzzle together and playing in the backyard. My kids got their bikes out for the first time in years and we all went for a rider" – Female, 41, Sydney (Human Sparks , distancing diaries)

WHAT IT MEANS LOOKING AHEAD:

There is opportunity for heritage brands to lean in to this, and transport customers through their communications to more positive times.

Brands can embrace this return to childhood contexts, to incite wholesome play, fun and innocence, extending comfort to both adults and their children.

Tapping into to the activities and style of yesteryear offers fertile ground for brands to offer up a fresh take on nostalgia that is uniquely compelling and escapist.