

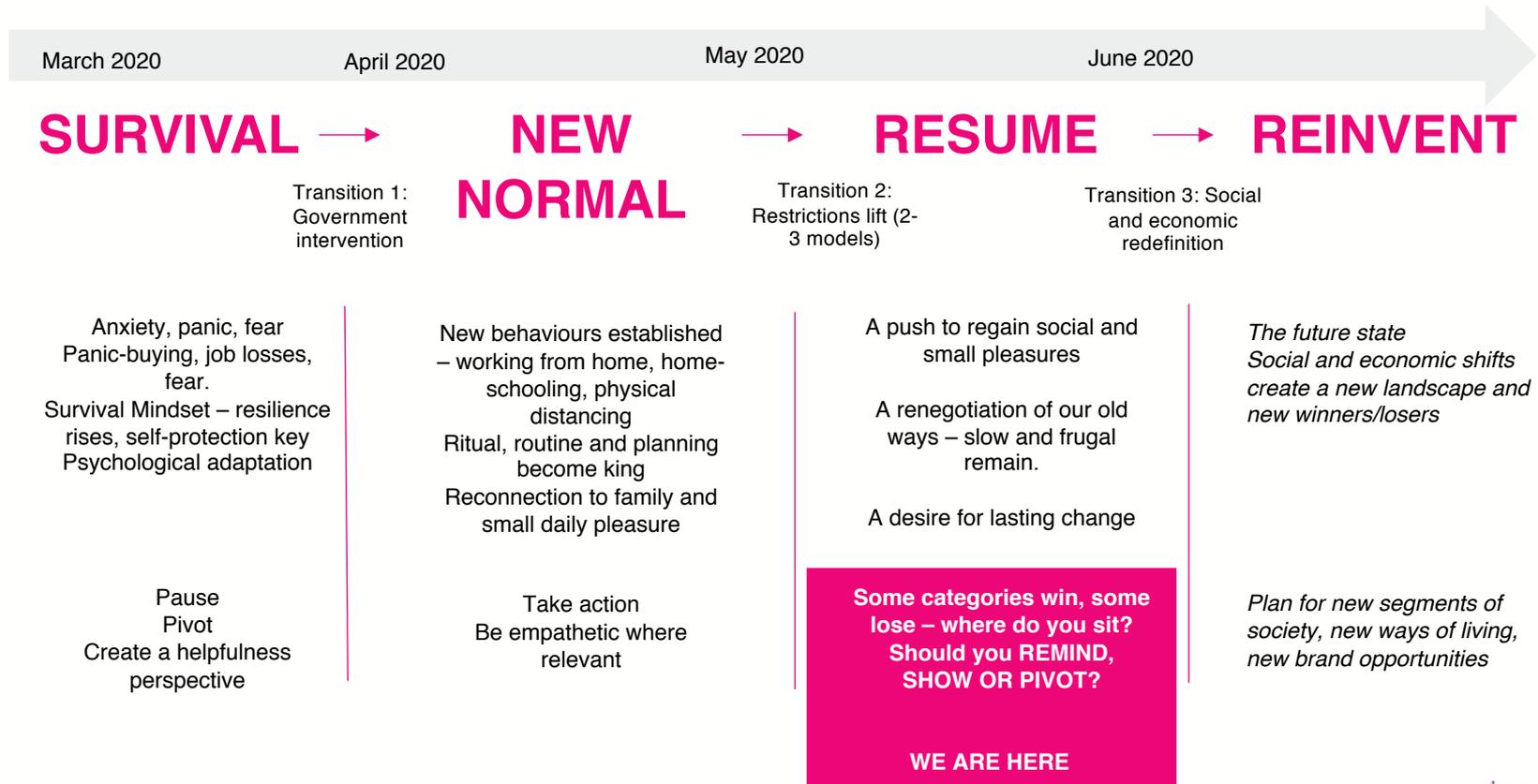


# Entering the Resume Phase:

What is about to happen, and is your brand and business ready?

April 2020

# The 4 stages of COVID-19



**This crisis has  
fundamentally changed  
what Australians value  
and how we wish to live.**

**We don't want to go back to life *as normal*, we want to move forward.  
We want positive change realised in a  
new and better future.**

**52% of Australians agree that  
‘This crisis has made me  
reconsider what I really want  
out of life’**

# What are we looking forward to having again?

Our diarists have been talking about the simple things that they have missed: time spent with friends, being social, lengthy lingering outside. There is a growing appreciation of the small things we took for granted pre-covid-19.



## Real human connection

Spending time face to face interacting with family, friends and colleagues is the biggest single thing we miss.

Alongside meeting up at restaurants, bars, cafes and in relatives' homes, celebrating life events and socialising together.



## A vibe and atmosphere

Yearning for the vibrancy and buzz of people out and about enjoying outdoor spaces.

We miss the living, breathing heartbeat and tempo of our cities.



## Traveling outside our immediate community

After 6 weeks in lockdown we're experiencing iso-fatigue and would love to see somewhere other than our back yards.

We are excited about traveling again to add more colour and variety to our lives.



## The 'third space'

We are missing a transitional space in our day in between home and the office where we can enjoy time out on our own.

Moments like ferry rides to work, solo coffee in a café or sitting in a park.

# How people talk about it



## Real human connection

*"I'm sorely missing out on time with friends, time with friends and time with friends! Even the kids are asking to go back to school"*

-Female 45 Melbourne



## A vibe and atmosphere

*"I miss the lively atmosphere of Melbourne, just seeing people out and about in the bars, parks and cafes, it's so quiet and empty now it's eerie"*

-Male 23 Melbourne



## Travel outside our immediate community

*"I am planning a trip away after this, I'm busting to go further afield and have a day trip"*

-Female 38 Newcastle



## The 'third space'

*"Everything that I have ever taken for granted I am now considering a massive luxury"*

-Female 33 Sydney

**What is coming in the next few weeks?**

**Simple joys made social:**

**Dinner with friends**

**Weekends away**

**Coffee dates**

**Daytrips**

# What are we hoping NOT to resume?

A realisation that we were not truly content with how we were living our lives, and a reassessment of what is really important.



## The rush and pace of life

A newfound, slower paced rhythm to our days has made a welcome change to previously overscheduled lives.

We don't want to return to feeling pressure to be productive and busy every waking moment. We want to make more time for ourselves and others.



## The Commute

We are relishing not wasting time grid locked in traffic or on lengthy commutes.

There is a strong desire to seize the opportunity to continue to work from home and enjoy a better work life balance when the crisis subsides.



## Luxury experiences

Given the current economic climate and financial impact of CV-19 on so many people, spending up big feels frivolous and unimportant.

People don't want to be splashing out because it feels insensitive and for many is a luxury they can no longer afford.

# How people talk about it:

People are reconsidering their daily habits, routines and spending habits in line with a slower, more frugal way of living.



## The rush and pace of life

*"We don't need to be rushing around to this and that deadline and that pace of life is not necessary for survival"*

-Female 39 Sydney



## The Commute

*"I certainly don't miss the commute and will be wanting to work more from home when this is over"*

-Female, 43, Newcastle



## Luxury experiences

*"I have been working out at home and fitting it more into my life and I will be rethinking whether I go back and spend that much money on the gym, I pay \$55 a week and also an app that I use"*

-Female 27, Melbourne

**What is coming in the next few weeks?**

**Live 'Slow' and 'Responsible':**  
**New routines around work**  
**A push back on pace**  
**A reinterpretation of what**  
**represents 'value' to us**

**There is a desire for this  
change to last...**

**67% of Australians think that  
'This is the reset we needed  
to re-evaluate how we were  
living'**

# Many feel that the crisis is the wake up call we all needed

The crisis has forced us to press pause.

We've had time to reflect on the direction we were heading in personally and as a society.

There is a sense that this is an opportunity to forge a better path in the future, to carve out time to stop and smell the roses and live life more mindfully.



*“The big one is definitely I feel like I am embarking on a journey of self, I have realised that my life has become something of a fast treadmill where I am urging my treadmill to go faster, I pack my days and nights with drinks and sport and plans and I urge life to go faster and now we are in iso I can't make any plans, I cant see anyone I can't do any of the normal activities. It's made me take a step back and confront where I am and ask myself a few hard questions that I have been putting off for a while”*

# We are finding that we're a lot more resourceful than we thought

How will this pride and focus on independence and resourcefulness impact some of the smaller services on the other side?

**WE HAVE FOUND WORKAROUNDS, AND MANY SEEK TO KEEP THEM**



*"I got the sewing machine out and did some of my own mending when I would have just taken it to be done so after this I reckon I will try and be more resourceful and think about what I can do myself rather than paying someone else to do it"*

- Female 33 Sydney



*"I bought a shellac machine from Priceline. It's called 'Opalac' and it was \$60! I tried using normal nail polish and it came off in 2 days so I really needed this!"*

- Female 33 Melbourne



# We have a new appreciation of our homes

The role and importance and comfort of our homes has been elevated during lockdown.

Whilst once it was just somewhere to sleep and eat we are now aware of the multiple roles of our home and how important it is to our wellbeing.

**EXPECT PEOPLE TO INVEST IN THEIR HOME, AND TO CONTINUE TO SPEND MORE TIME THERE**



*"Home is where we are and where we be rather than a pit stop between places"*  
- Female and male Sydney



*"I would spend more time on making the home feel more homely including the kids space when you spend as much time as you have you realize that the home reflects who you are"*  
- Female 45 Melbourne



*"It's the kind of space that I can feel grounded and safe"*  
-Female, 23, Sydney

# And a greater respect for our local community

We are seeing communities pull together to help others in need.

86% of Australians think that 'Care and consideration for others has never been more important'

**EXPECT A SHIFT TOWARD SUPPORTING LOCAL BUSINESS, COMMUNITY INITIATIVES AND GROUPS**



*"It's so good to see the outpouring of support amongst neighbours helping each other with shopping and taking in bins for older people on the street"*  
-Male, 23, Melbourne



*"It's made people shop more locally....around me that means the butcher, the baker, I go to the local greengrocer. It's important to keep the community going"*  
- Female, 38, Melbourne

*"I am trying to make sure that our local cafés and business are ok, so you want to make sure that you go to them and not just the big companies"*  
-Male, 71, Brisbane



**Moreover, there is hope that  
this change extends to  
bigger issues than our own  
lives...**

**Many would like to see a renewed focus on the environment going forward.**



*“COVID has exposed humans’ vulnerability. It is a huge threat to humans and will wipe out a lot of lives. Maybe now the powers that be in the world will realise that the very real threat of global warming to human life is real and warrants attention. That would be a real positive coming out of this”*

*-Female, 39, Sydney*

**Right now, what does  
this mean for  
brands?**

# Potential winners are brands that tap into changing desires & needs

The following categories and narratives are likely to experience an uptick in demand post Covid-19.



## Domestic travel

The freedom to get out of our backyard and experience our great country.



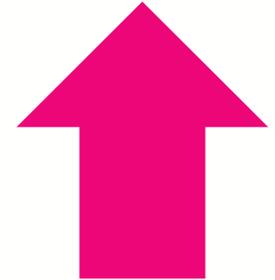
## Homeware / lifestyle/ DIY/Cooking

Continued appreciation of the home, making its spaces enjoyable, comfortable and multi-functional.



## Surge for local business & gathering points, pubs, clubs, cafes

The need for simple socialisation outside our homes

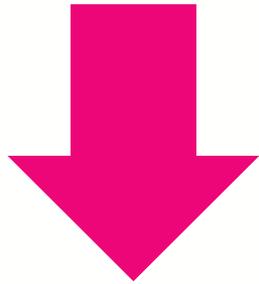


## Australian made becomes more important

A desire to support the Australian economy coming out of this.

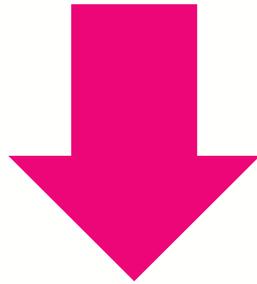
# Potential losers are higher end, status purchases

People are likely to be looking long term at their finances and be more mindful of what they are spending money on.



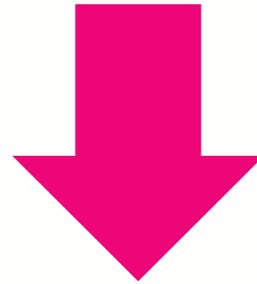
## Fashion - both luxury and fast

Less need for status and reassessment of what items are worth buying e.g. staple/status not luxury or 'unnecessary'



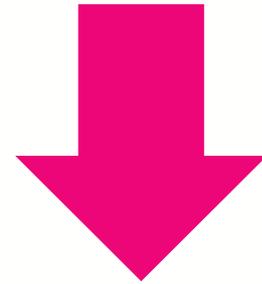
## Business Travel

New conferencing systems are normalised, it will be hard to justify interstate travel just for meetings.



## Premium Gym Memberships (unless social/class-based)

Working out at home has normalised, only the social aspect will tempt people back



## Luxury Cars & SUVs

Less driving, and a reconsider of 'need' from a car creates a need for a new version of 'car status' based on function

# Key questions to consider right now:

How will your brand/business answer the following questions?

1

Have we been missed or not? (Will we rebound or be left behind)

2

Do we support a slower more connected way of life?

3

Do people want to access us in new ways?

4

Have people built a workaround?  
If so, how do we up our experience to bring people back?

# Which does your brand need to do?

We are past the point of just recognising the crisis.

It is time to work out where your brand and business sits in the new world order.

# 1

## REMIND

People they've missed you and be ready to welcome them back?

# 2

## SHOW

People you know they want things in new ways and you're ready to deliver them?

# 3

## PIVOT

To create a new experience in keeping with the time?

For more help with this, get in touch about our Adaptation Sprints, a 1 week process to readapt your business to post-COVID world.



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