

# Emergent Cultural Spark

## Switching off Autopilot

Old routines are dying hard as Australians become homebodies and adopt new behaviours and routines to stay safe from the threat of coronavirus. Many are doing a lot more home cooking and baking, and are looking for new ways to treat themselves, as going to restaurants and cafes has become a fading memory.

In this new landscape, consumer wants and needs have changed. We are no longer shopping on auto-pilot but rather making more new and conscious choices. The typically mundane supermarket shop has become a new highlight; it gives us an element of socialisation that we are craving but also represents one of the few places we can live out our consumer desires. We are looking around more, both to be more adventurous but also out of necessity as many of our usual products and brands disappear into people's hoards.

### KEY CLUES

Success of Masterchef 2020



# 24%

Of Aussies have tried **a new brand** since the outbreak of COVID-19

*The Lab/Nature State of the Nation report, April 2020*

*"I'm following my favourite chefs on social media now and getting inspired to cook again".*

**Female, 39, Sydney**

*"I am finding that I am making excuses to go to the supermarket more – just to get out and see people!. Plus the amount of food we are going through is ridiculous with 3 boys at home"* **Female, 45, Melbourne**

# Nature:

### WHAT IT MEANS LOOKING AHEAD:

Brands have a unique opportunity to break into a new target audience and broaden their customer base, as regular patterns of behaviour are disrupted and more people experience a domestic-based routine.

Brands have an opportunity to speak to this shared experience and attract new customers who are looking for something different.

Notions around the role of food and premium-ness are changing and opening up new ways in for brands to emotionally connect.

The question is: what will stick?

Even though restaurants have re-opened in China, people are not frequenting them, signalling our energy surrounding home cooking may endure.

Brands adapting their messaging to speak to new and emerging needs and triggers are likely to emerge from this crisis even stronger.

Are you ready to serve people in-home?

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