



THEME: 20/20 VISION

“IN THESE UNCERTAIN TIMES...”

“WE’RE IN THIS TOGETHER...”

At this point in quarantine, it’s safe to assume that you’ve received an email from a CEO that has started with either one of these two phrases. Despite our apathy towards them, the reality of our current situation is the fact that we DO live in uncertain times, and the only way for us to get through this is to work together.

That’s why this years theme is **20/20 Vision** (hence, the glasses).

By being well informed and prepared in the face of this pandemic, we can figuratively put on our corrective lenses and confidently adapt to what lies ahead of us with one clear vision.

PANTONE SHADE FOR THE YEAR 2020

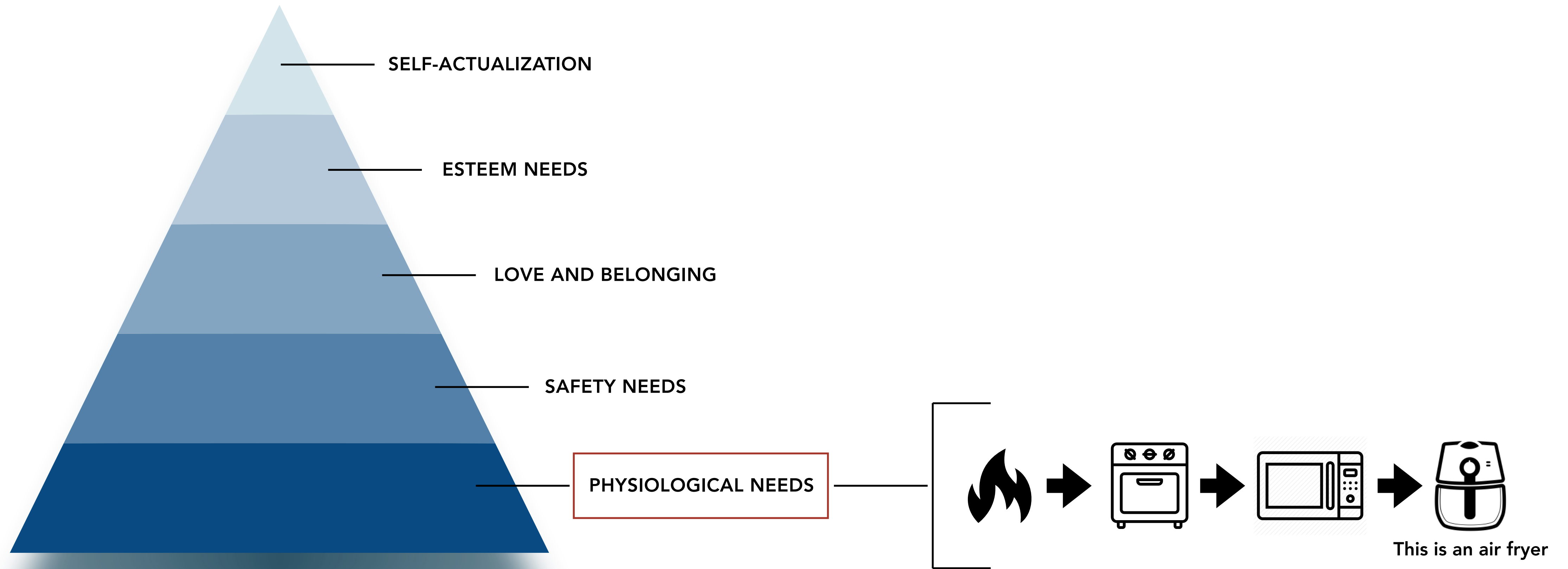
19-4052 CLASSIC BLUE IS THE PANTONE SHADE FOR THE YEAR



HOW TRENDS ARE FORMED

New trends emerge when innovation unlocks new ways to serve basic human needs

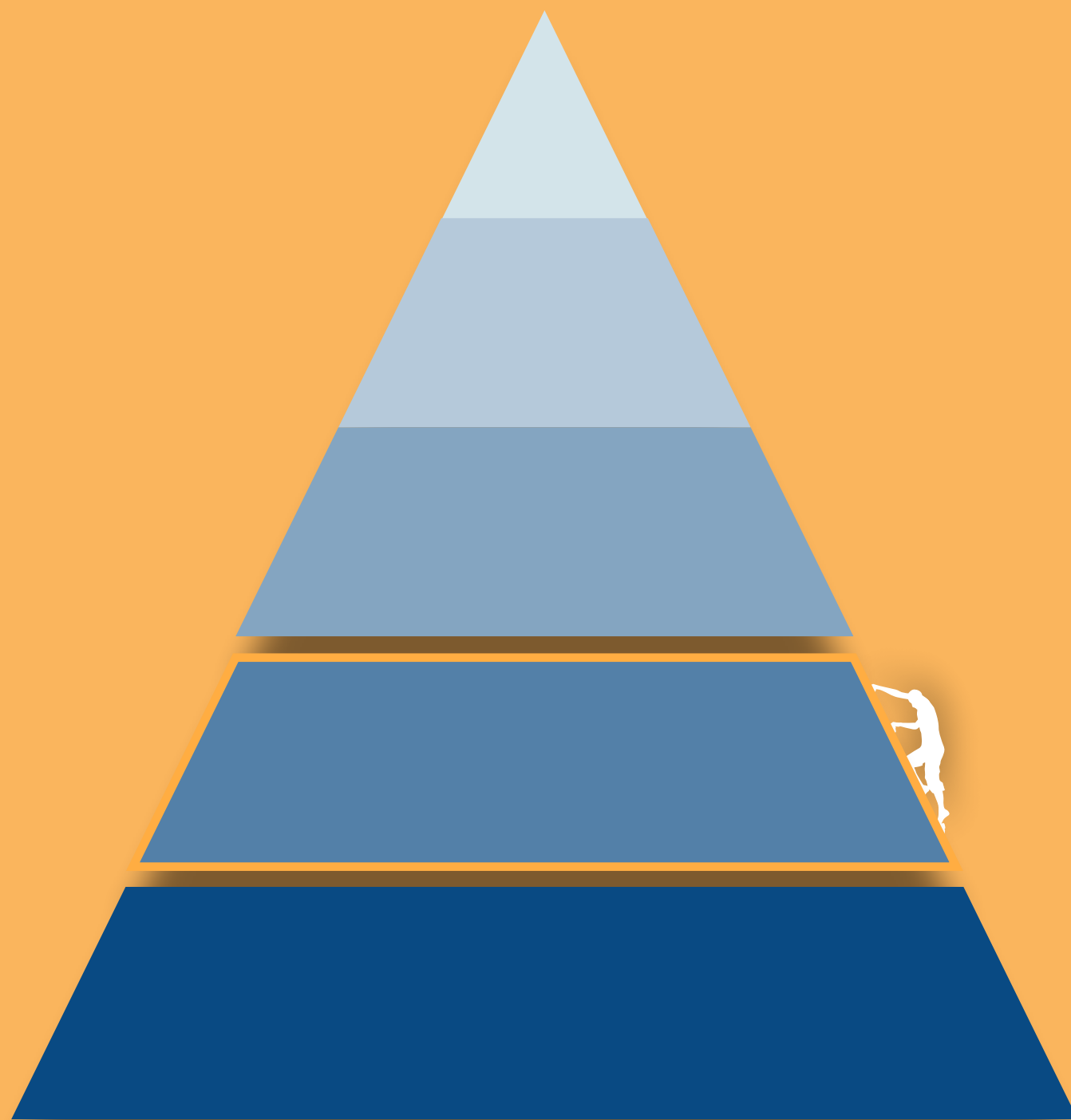
As a result, we need to look out for emerging trends that will change how our needs are being met.





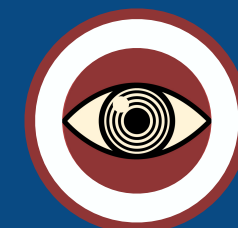
01

PANDEMIC STAGE
HIERARCHY OF NEEDS



SAFETY NEEDS

personal security, employment, resources, health, property



Big Brother/Sister is Watching

1984...and more



#StayInAlive

Crash Landing Prep

In the age of COVID-19, Safety Needs become the lens/filter through which all other higher-level needs get amplified.

01

PANDEMIC STAGE
SAFETY NEEDS

Big Brother/Sister is Watching

1984... and More



BIG BROTHER/SISTER IS WATCHING

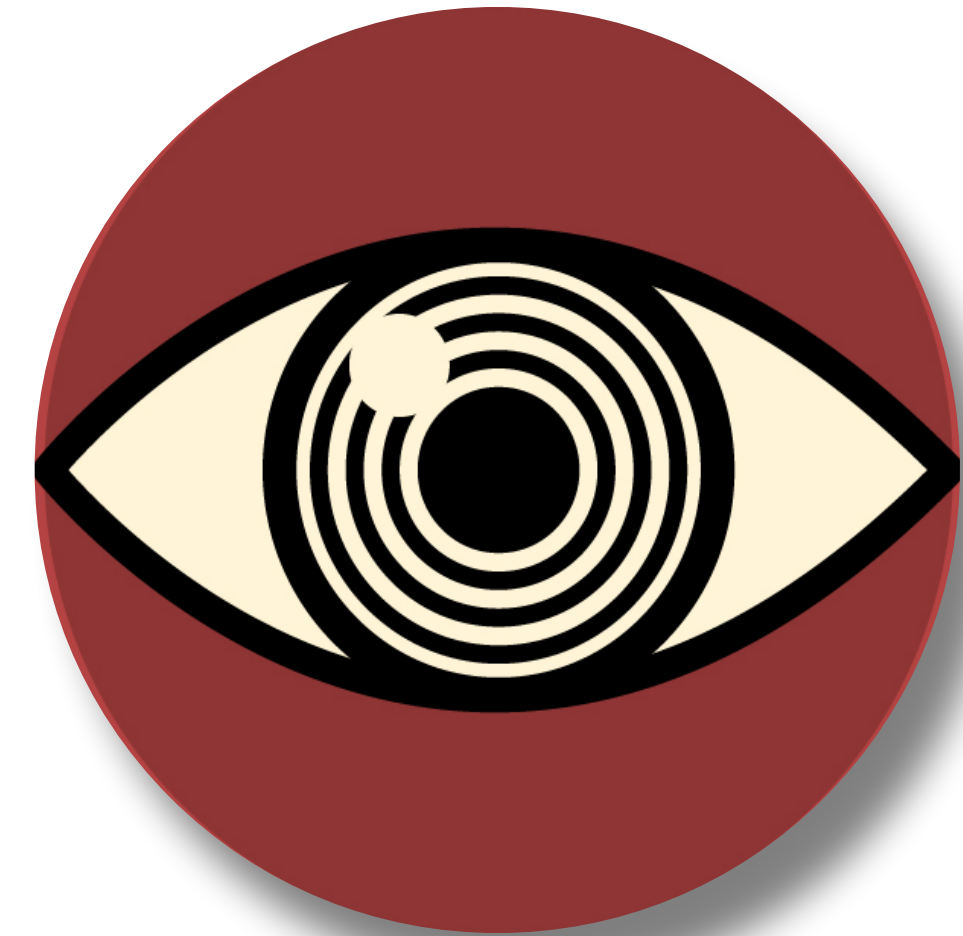
WHO AND WHAT?

Safety is no longer a personal issue. People realize they are only as safe as their neighbor/fellow shopper/workplace colleague. This has led to nosy neighbors calling 911 to report neighborhood parties, gatherings, etc. Even corporations like Apple and Google are collaborating together to build in apps for contact tracing.

WHY?

In order to keep myself safe I need to make sure:

- Others are also taking safety precautions
- Others around me are safe/not infected



CASE STUDY



NOSY NEIGHBORS

In their determination to be safe, people are not only keeping an eye on their neighbors and their activities, but are going the extra length to tattle on them.

CASE STUDY



MISSION CREEP

Contact Tracing is a major requirement during a pandemic. Apple and Google are coming together to rejig their mobile OS to enable large scale contact tracing. It would take the form of an App on your phone. If you were to test positive for COVID-19, you indicate that on the App. Mobile phone owners who were in your vicinity will get notified.

01

PANDEMIC STAGE
SAFETY NEEDS

#StayInAlive

Bracing for Impact



#STAYINALIVE

WHO AND WHAT?

As the pandemic enters its 3rd month, people are coming to grips with the long term impact it will have. The fact that it will affect their physical, mental, financial, resource and employment safety is a foregone conclusion. People, especially Asians, are taking a number of steps to safeguard each of these essential requirements...

1. **Physical Safety:** March and April saw a huge surge in the numbers of firearms being purchased
2. **Financial Safety:** Consumers put off big-ticket purchases and ate at home to cut down on costs
3. **Resource Safety:** They sought deferred payments on credit card payments, home loans & taxes
4. **Employment Safety:** They took classes to learn extra skills, signed up for e-learning courses and programs
5. **Mental Safety:** They stayed connected to family and friends and networked online

WHY?

Surging unemployment rates, crashing stock markets, and steady drumbeat of lay-offs are telling people that the future isn't certain. Experts are warning of an oncoming depression and consumers are preparing for it by curbing expenses and putting safeguards in place.



CASE STUDY



NEW NORMAL

Whether they lived through the 2008-09 recession or not, consumers understand that this is a "new normal". They are reacting with lowering their expenditure footprint, putting off high value purchases, and being conservative in their financial outlook. They are playing it safe, where financial security is concerned.

CASE STUDY



TRIGGER HAPPY

2 million guns were purchased in March 2020, and the FBI conducted 3.7 million background checks. Illinois with 0.5 million led the charge with Texas, Kentucky, Florida, and California following. While gun stores have been deemed essential in 26 states, personal safety and security has been top of mind for Americans.

SO...?

Consumers are looking for relief. They are fighting many fires on many fronts. Brands need to be cognizant of it and reach out to consumers with timely, on point communication, and relevant information.

THE OPPORTUNITY

To address **financial needs**:



- Send fortnightly newsletters with the latest information on relief payments, deferments, etc
- Send advice on how to manage expenses
- Offer financial restructuring advice and programs

To address **physical & mental stress**:



- Tie-up with online streaming platforms to present (prerecorded) shows
- Sponsor a program that works towards eliminating racial hatred in the communities
- Start/ help sponsor a helpline

To address **resource and employment stress**:



- Tie-up with colleges to present online classes
- Offer a month of free online programs on Linked-in to your customers/employees
- Offer payment deferral options, job-loss relief programs

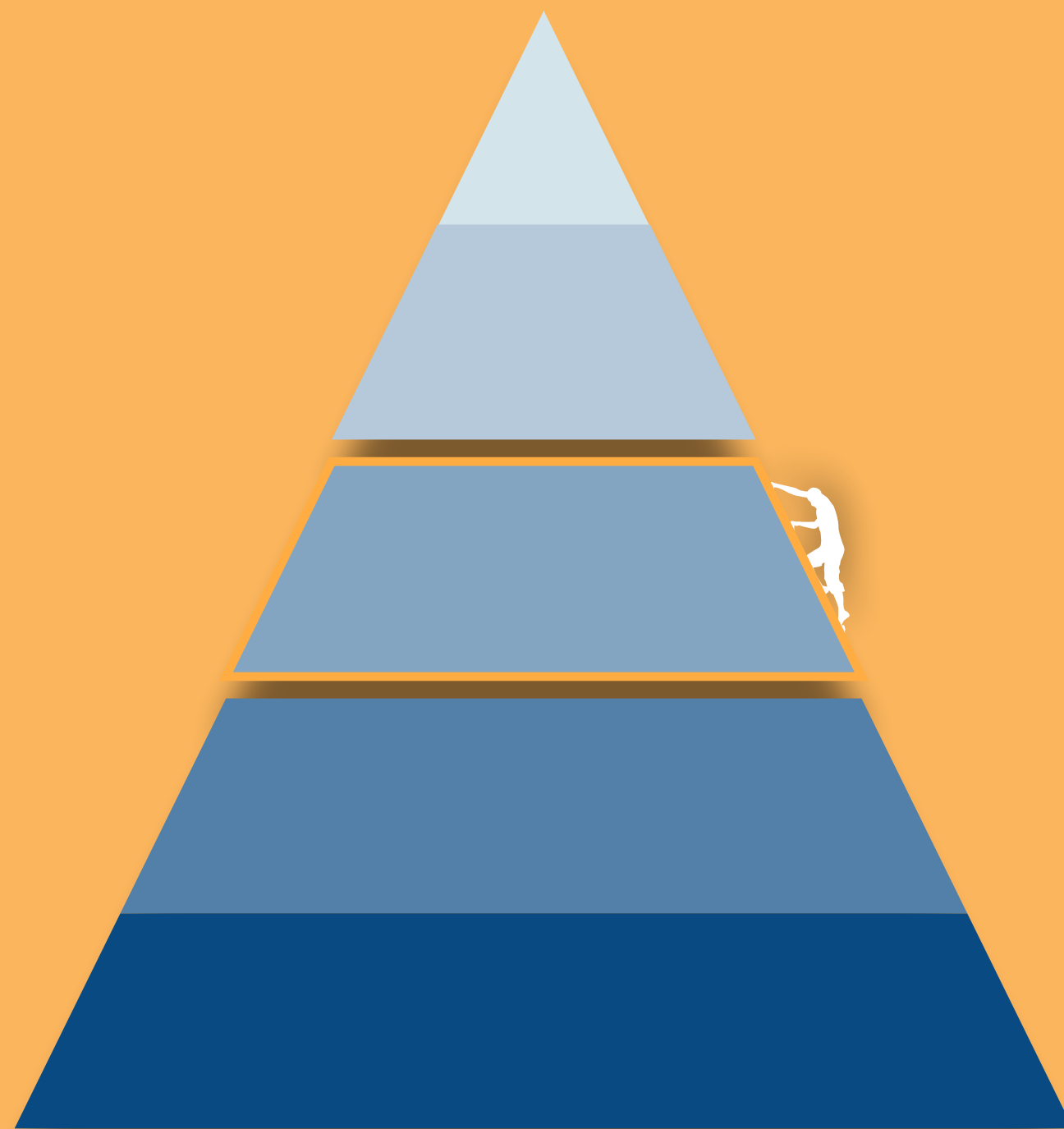
To address **vehicular safety needs**:



- Air Filtration systems in cars that treat the recycled air with UV light/filter
- UV light panels installed that disinfect inside surfaces of the car while parked

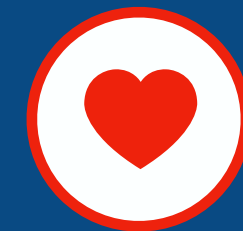
02

PANDEMIC STAGE
HIERARCHY OF NEEDS



LOVE & BELONGING

friendship, intimacy, family, sense of connection



Quarantine & Chill

The New Cuffing Season



Meaningful Connections

Media are taking new forms of Meaning

As people are forced to social distance, the need for love and belonging is at an all time high. Consumers are turning to new ways to connect with family, friends, community, and loved ones.

02

PANDEMIC STAGE
LOVE AND BELONGING



Quarantine & Chill

The New Cuffing Season



QUARANTINE & CHILL

WHO AND WHAT?

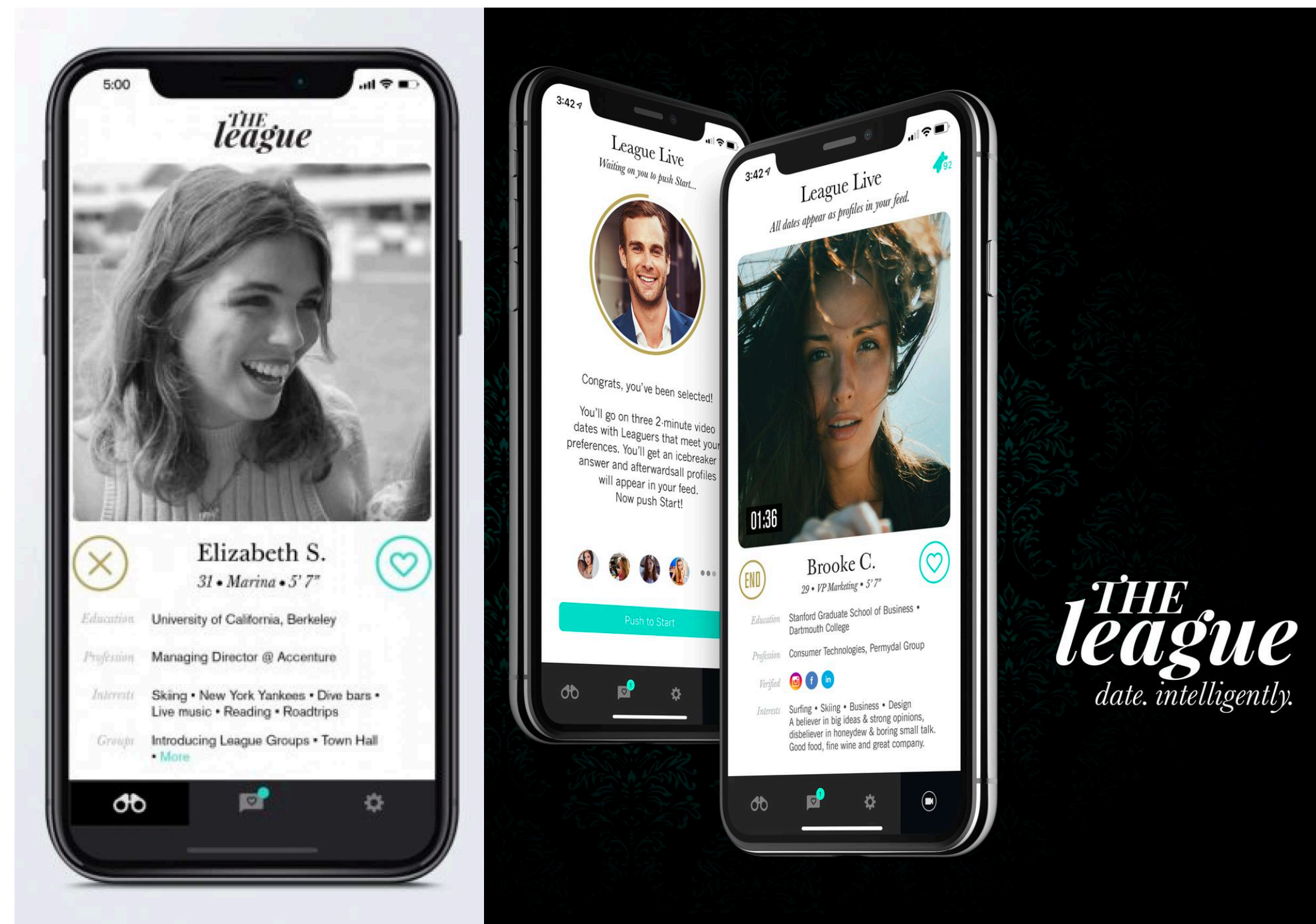
Nowadays, Millennials and Gen Z are used to dating apps. However, Coronavirus has put a halt to the “hook-up” culture as single people are forced to stay at home and indoors. This has led to a shift in dating behavior and dating platforms. People are now having more meaningful conversations before meeting face to face, and are also turning to video over texts for connections.

WHY?

Due to Coronavirus, many single people are forced to quarantine and social distance. This has led to a new shift in dating platforms and behaviors as the new cuffing season begins.



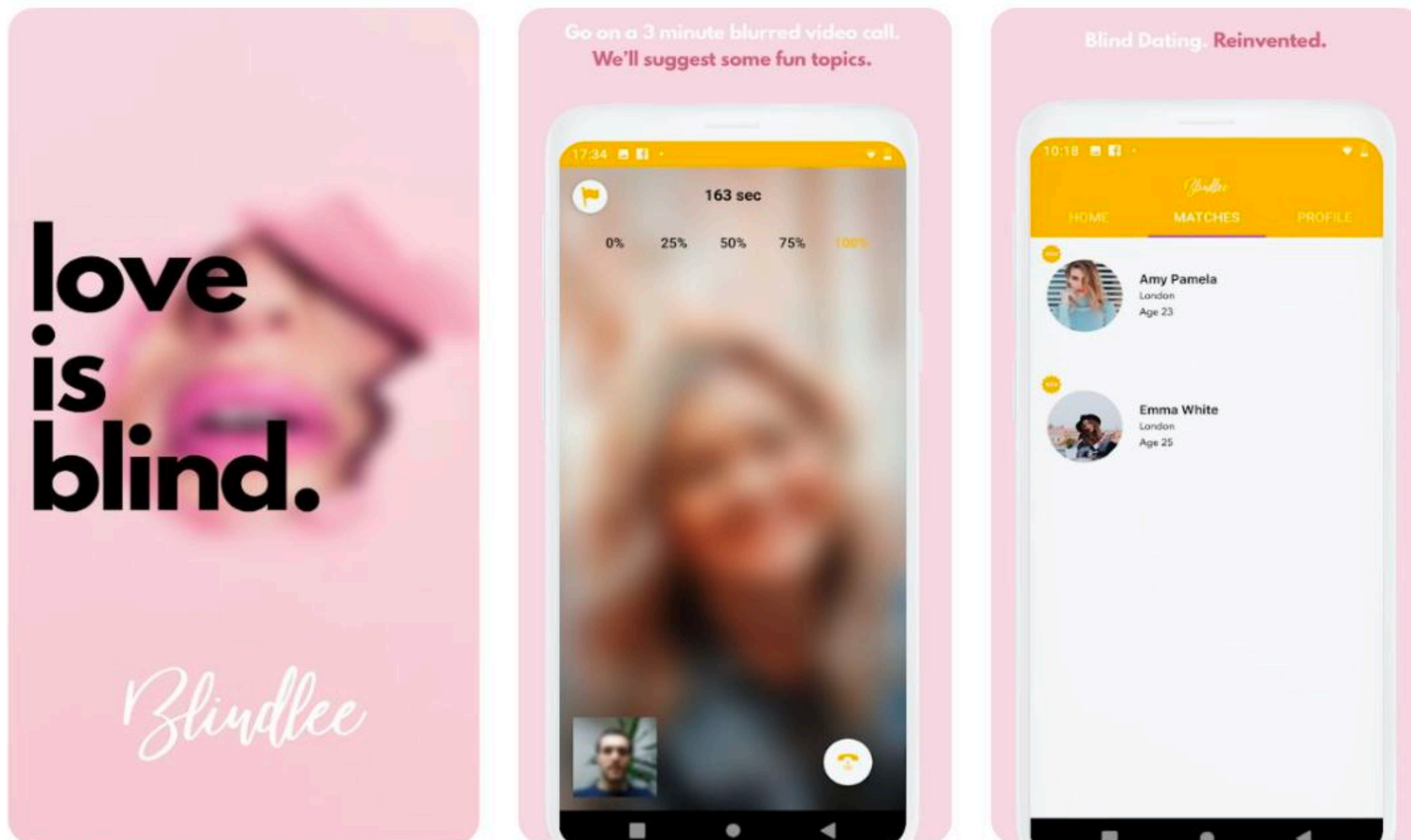
CASE STUDY



LEAGUE LIVE

Last December, the dating app League launched a new feature, League Live, a video-speed dating platform. It allows users to have a series of 2min video chats every Sunday night at 9pm. Due to quarantine, they have expanded to include Wednesday nights, 13 more cities, and increased the video chats from 2 to 3 minutes.

CASE STUDY



BLINDLEE

Launched in October 2019, Blindlee is an app that matches users for 3 min video calls as an ice breaker. The catch: the video calls are blurred to strip away the “sometimes fake and superficial aspect of the online dating world.” Due to quarantine, activity has almost doubled in recent weeks. A survey found that 22% of users were also using it for moral support during these times.

02

PANDEMIC STAGE
LOVE AND BELONGING

Meaningful Media

Media are taking new forms of Meaning



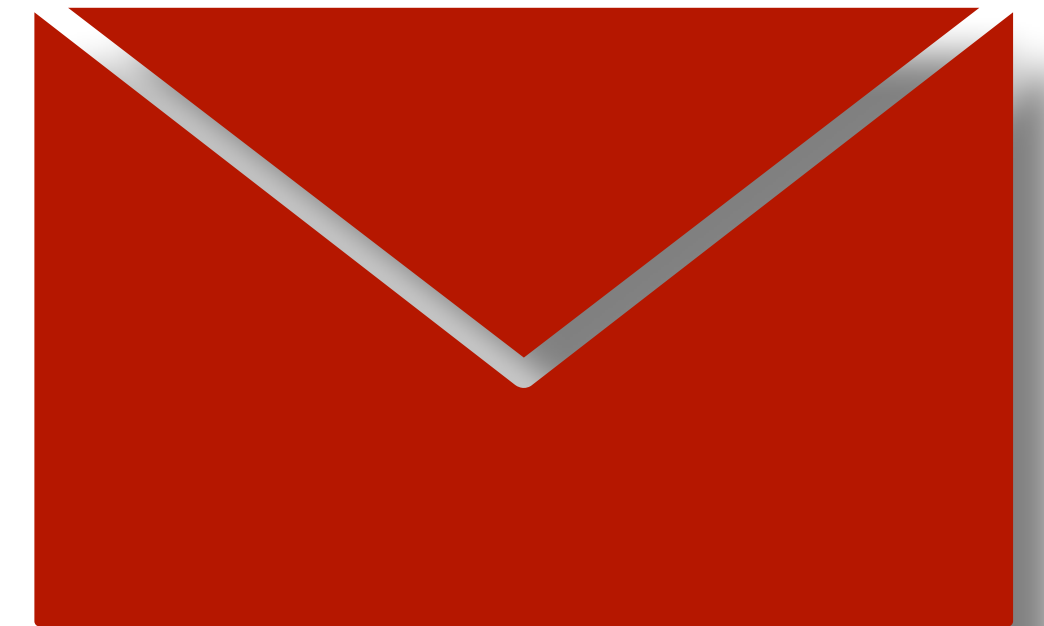
MEANINGFUL MEDIA

WHO AND WHAT?

As consumers are forced to stay at home and quarantine, many consumers are using new and old forms of media in new ways to feel that sense of connection, love and belonging more than ever before. This has led to a surge in people trying to reconnect with old friends, consumers turning to new forms of media such as HouseParty to interact, and brands are also leveraging social media in new ways to form communities online.

WHY?

As consumers are forced to quarantine and stay at home, media is becoming more and more a means of connecting with friends, families, and communities. New forms of media, such as HouseParty and Zoom, have exploded in this new era of connection.



CASE STUDY

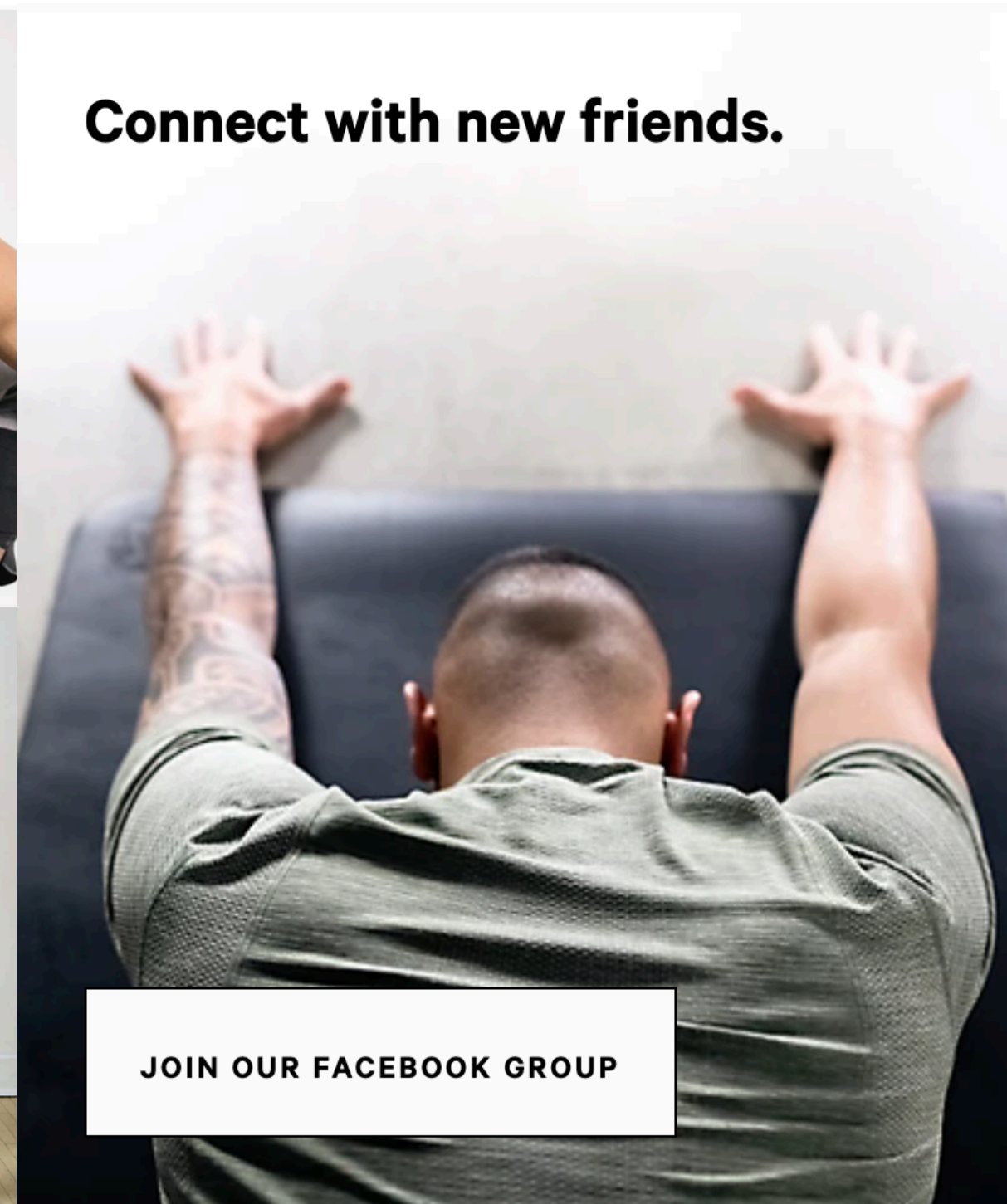
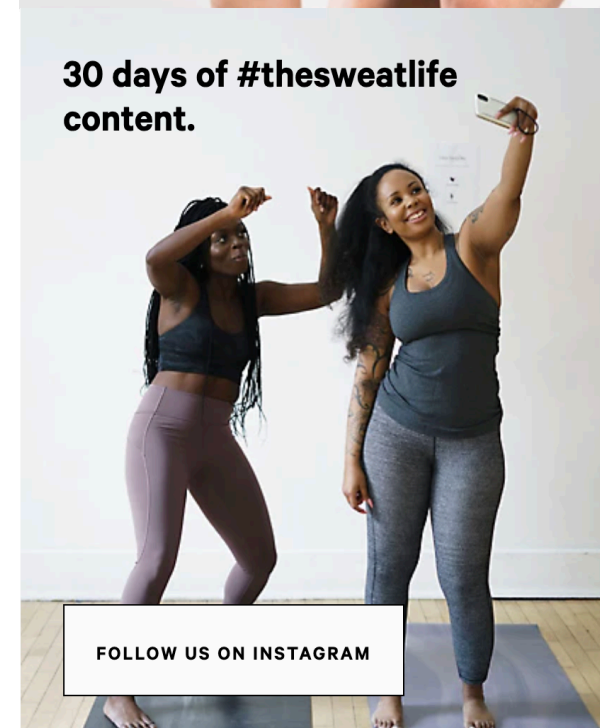
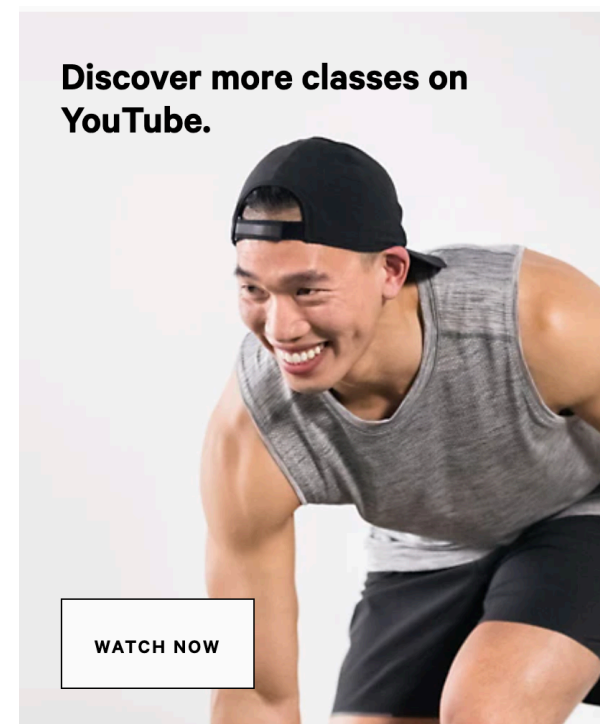


Houseparty

HOUSEPARTY

Originally launched in 2016, Houseparty is a social networking service that enables group video chatting through mobile and desktop apps as well as games and quizzes. Users receive a notification when friends are online and available to group video chat. Due to quarantine, activity has exploded on the app. On average, users spend approximately 51 minutes a day on the app in group or one-on-one chats.

CASE STUDY



LULULEMON

Lululemon, the athletic apparel retailer, has been building #TheSweatLife community online via their media platforms. They offer free virtual classes for both workouts and mindfulness on their website and YouTube, content on their Instagram, and invite members to join their Facebook group to make new friends, share ideas, and give virtual high-fives.



SO...?

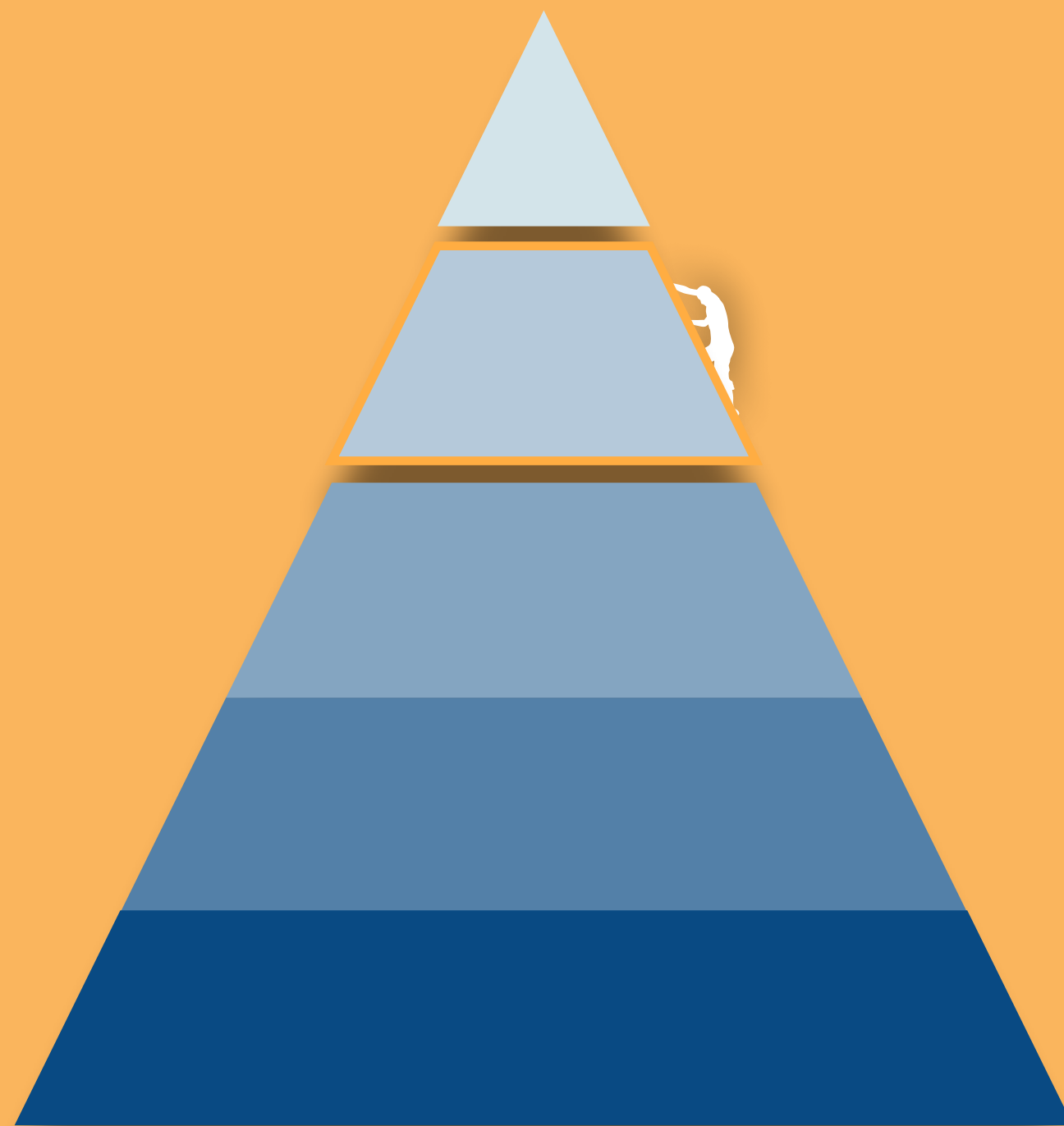
How can we help Brands and our Clients leverage all forms of media to help people connect with friends, family, loved ones, and the larger community?

THE OPPORTUNITY

- Leverage our Clients' core capabilities to help consumers connect with each other. For example, Verizon waived late fees and offered free international calling to level 3 countries so consumers could connect with their loved ones.
- Utilize new popular social media platforms to connect with consumers. Get on HouseParty and randomly connect with consumers, similar to Chipotle's virtual lunch hangout.
- Leverage the current environment to make meaningful connections with your consumers. How can you help them feel like they belong to a tribe, community, or group? Think Facebook's commercial for their Facebook groups.
- As a company, how can we use media in new ways to strengthen the bonds within the company?

03

PANDEMIC STAGE
HIERARCHY OF NEEDS



ESTEEM NEEDS

respect, self-esteem, status, recognition, strength, freedom



Humble Brag

The perfect balance of humility and pride



Speaking Out

Demanding what's rightfully yours

Social currency is still relevant, with boredom at an all time high. People want to feel good about themselves & need validation from friends, families, and strangers.

03

PANDEMIC STAGE
ESTEEM NEEDS

Humble Brag

The perfect balance of humility and pride



HUMBLEBRAG
The Art of False Modesty

HUMBLE BRAG

WHO AND WHAT?

Bored, stressed consumers, who were previously busy in their day to day lives, finally have the time to pick up new hobbies. Digital content centered around “showing off” these new found hobbies is at an all time high, especially for Millennials & Gen Z. These hobbies inadvertently give social currency to those who start/engage in these trends, especially if it is labor-intensive, aesthetically-pleasing, productive, or entertaining.

WHY?

Now that quarantine has prevented consumers from gaining social status through posting their cool experiences (e.g. traveling, foodie posts, concerts, festivals), they are now finding new ways to maintain or gain some level of status by “humbly” showing off their new skills.



CASE STUDY



BAKING IS MY PASSION

Yeast is the new toilet paper, and flour is the new paper towel. This can be seen when Bed Bath & Beyond's bread makers had a 400% year-over-year jump in sales.

This increase in baking makes perfect sense - it is practical, slightly labor intensive, elegant, and satisfying to make.

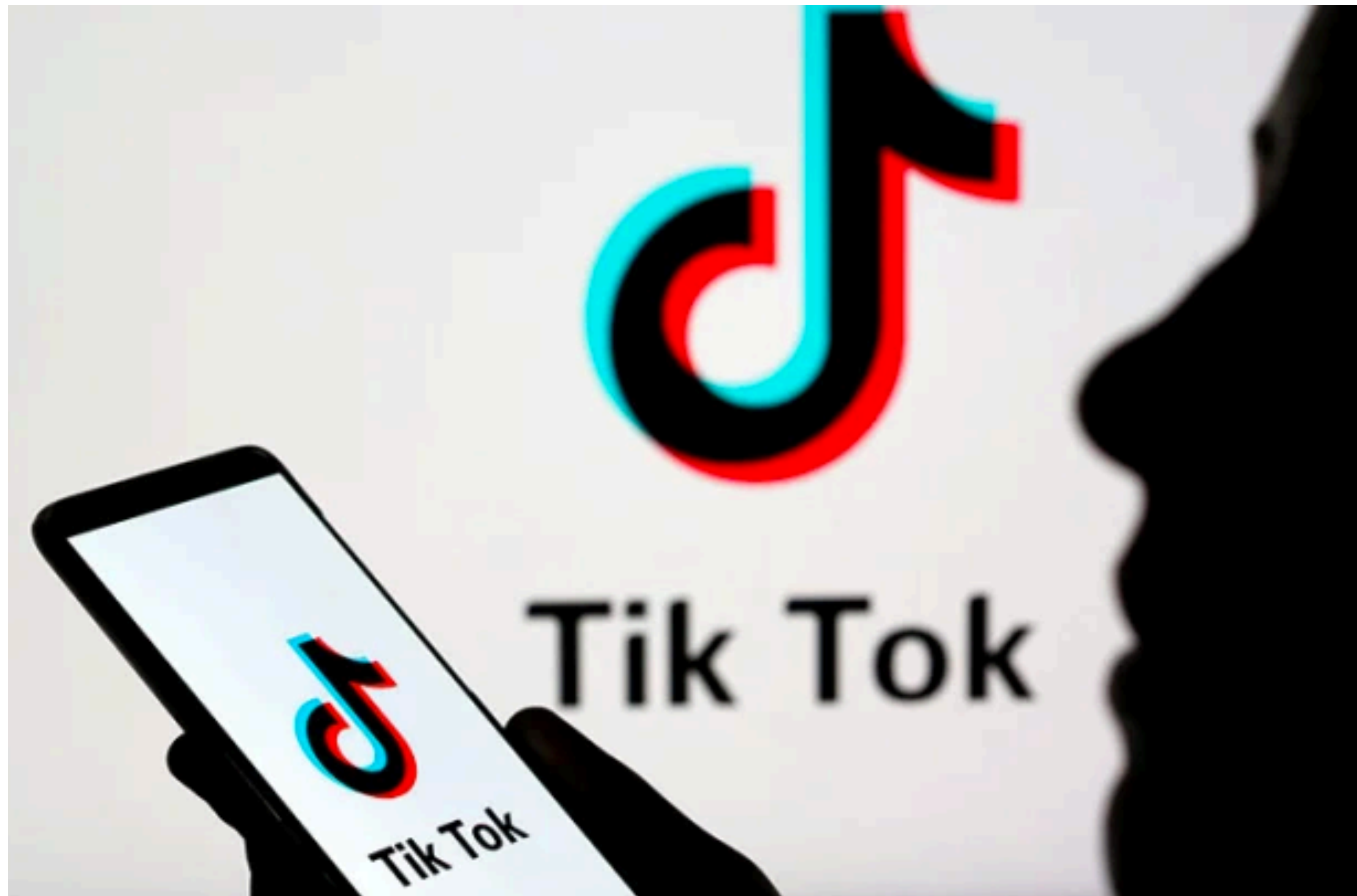
CASE STUDY



DALGONA COFFEE

Starting in January, Korean actor Jung Il-Woo accidentally started a new challenge. This very Instagram-able coffee overtook social media by storm where coffee enthusiasts from all over the world came together in fellowship, as they celebrated their newfound ability to make a drink so beautiful.

CASE STUDY



I'm aN inFluEnCeR

Consumers of all ages realize that they now have the ability to go viral on TikTok. Similar to Vine, TikTok allows content creators to be over night sensations by posting content like thirst-traps, dance challenges, recipes, skits, and etcetera. Its popularity during quarantine can be seen with a 27% increase in the first 23 days of March.

03

PANDEMIC STAGE
ESTEEM NEEDS



Speaking Out

Demanding what's rightfully yours



SPEAKING OUT

WHO AND WHAT?

Asian Americans are increasingly voicing their concerns and disgust over the increased anti-Asian sentiment due to COVID-19. Utilizing social media, Asian Americans are now holding others accountable for their racist actions and are demanding the respect they deserve.

WHY?

Being silent and stoic is no longer a reasonable or effective response - sometimes in America, hard work and success isn't enough to speak for itself - you must explicitly demand for respect.



CASE STUDY

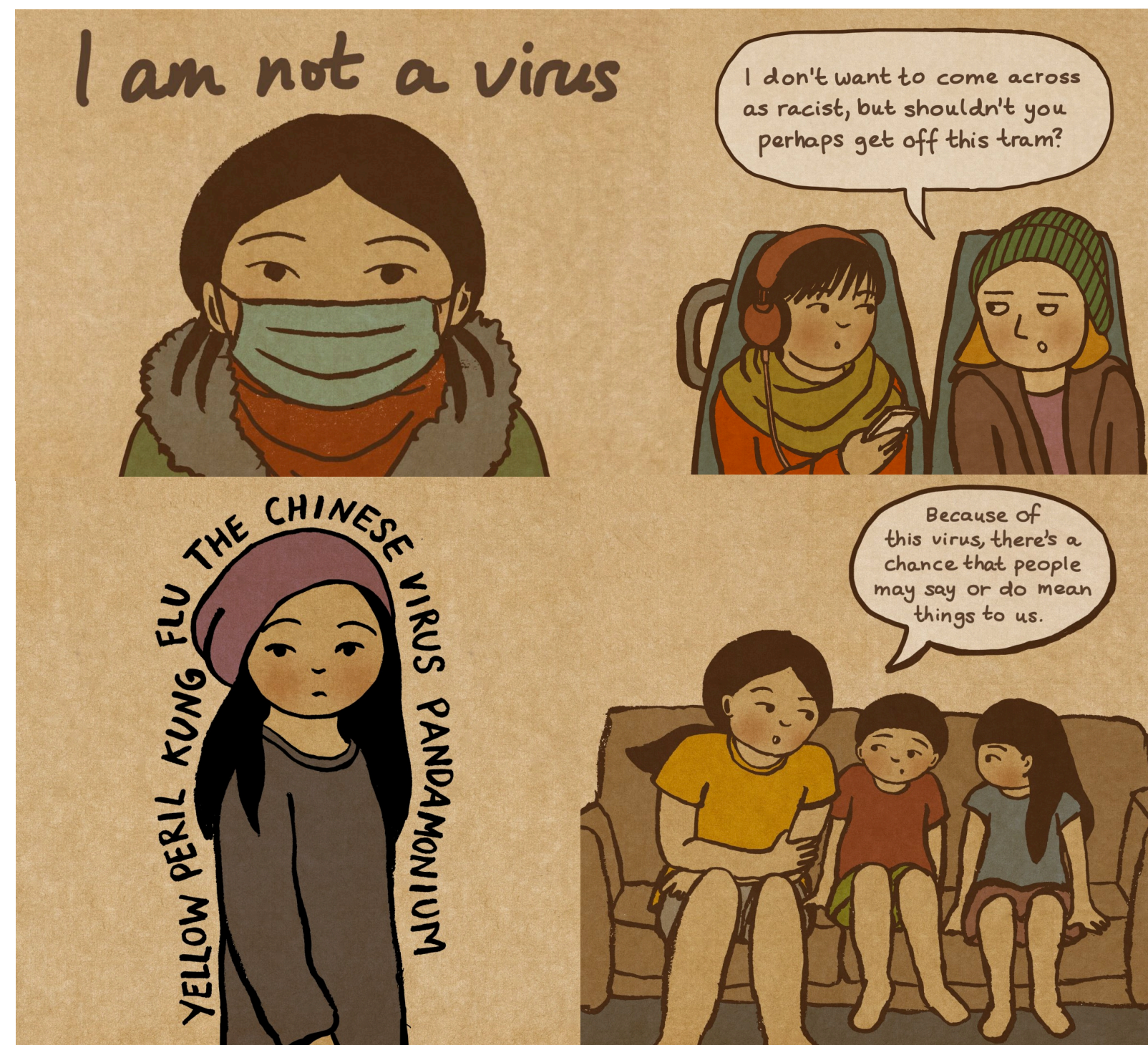


SUSPECTS ARRESTED

On February 27 and March 1, two suspects were arrested after a viral video was uploaded of them assaulting an elderly Chinese man who was collecting cans in their neighborhood.

Although social shame wasn't the sole reason that led to the arrest of both these men, Asian Americans still banded together to bring this video to light and continuously contacted the San Francisco police department on various social media platforms to take action against this injustice.

CASE STUDY



I AM NOT A VIRUS

Inspired by recent events, Korean-Swedish artist Lisa Wool-Rim Sjöblom is addressing the hostility Asians increasingly are facing during the COVID-19 global pandemic in a series of one-panel comics. Sjöblom's images, shared on her Instagram account, tackle the racism directed at the Asian community. The title of her series stemmed from a hashtag, #IAmNotAVirus, that was started by French Asians in response to racist incidents on public transportation and through social media. The movement has also inspired other illustrators on Instagram to create art in response.



SO...?

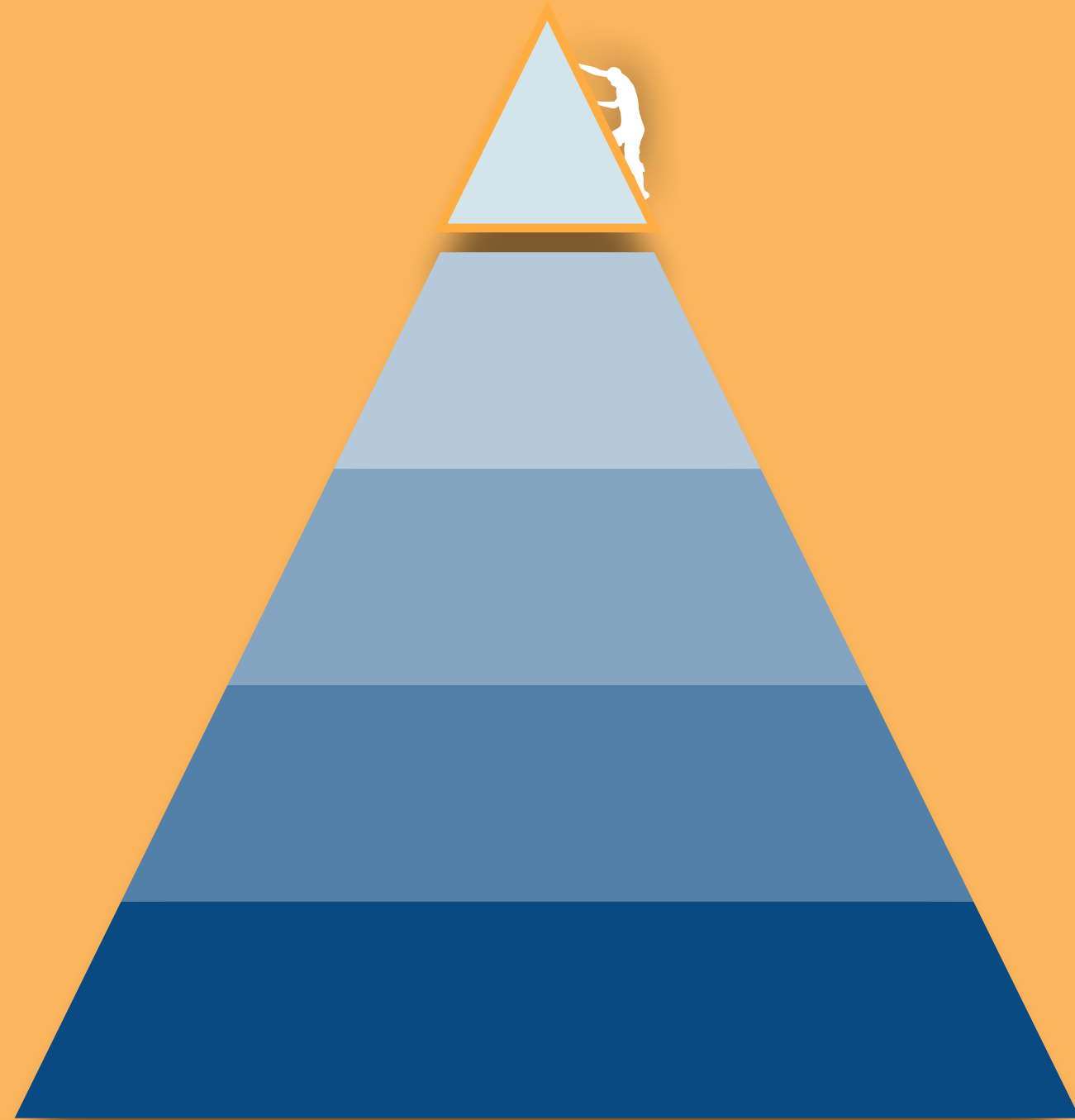
Knowing that consumers are looking for new ways to maintain/increase their social status digitally, how can we utilize this insight in an effort to further engage with them?

THE OPPORTUNITY

- Creating and providing content that consumers will feel proud aligning themselves with
 - Collaborating with other multicultural agencies during AAPI month, showcasing content and letting others know that we have non-Asian allies in our corner.
 - Pivoting future creative/strategic messages that is more empowering and compassionate if it makes sense for the brand.
 - Start pushing to clients the opportunity to showcase a nuanced understanding of the AA market by providing sympathy and support in these trying times

04

PANDEMIC STAGE
HIERARCHY OF NEEDS



SELF-ACTUALIZATION

desire to become the most that one can be



Hobby Lobby

Leisure is the new luxury



The Art of Doing

Knowledge + action = Power

Consumers are making use of this time to look inward, refocusing, and finding ways to make good on the promises they've made to themselves to do more and be better.

04

PANDEMIC STAGE
SELF-ACTUALIZATION

Hobby Lobby

Leisure is the new luxury



HOBBY LOBBY

WHO AND WHAT?

Pre-COVID-19, leisure time and activities were considered a luxury for many people, particularly the working class citizens. Consumers are now using this time to take up hobbies they've constantly put on the back burner, finding ways to foster enrichment in their lives.

WHY?

With #WFH and social distancing being the new norm, virtual and digital technology provides a platforms for people to participate in a plethora of experiences and activities. From bartending and cooking classes, to virtual traveling experiences, virtual bike tours, and drawing lessons.



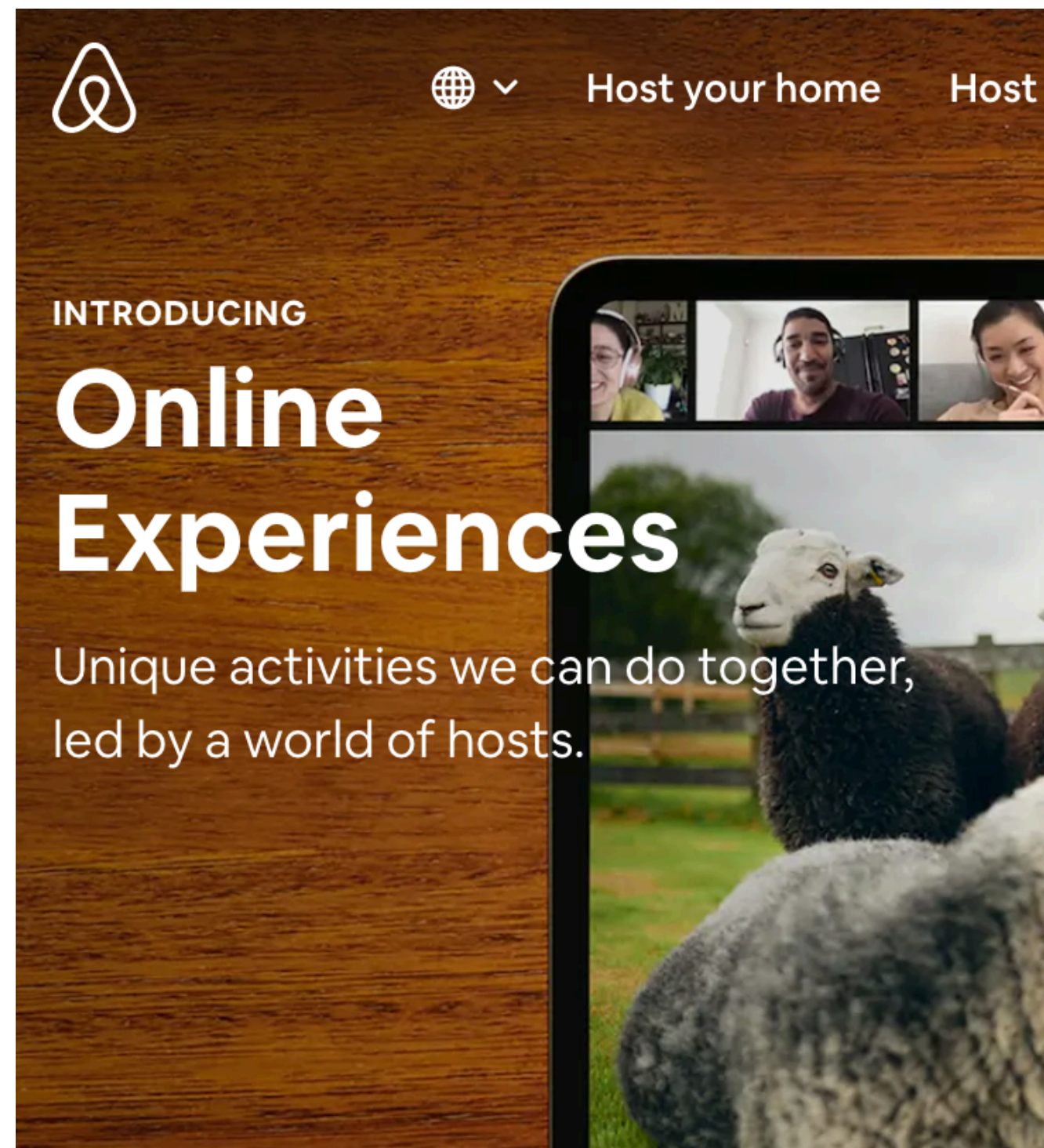
CASE STUDY



THE BOMBAY SAPHIRE

The Bombay Sapphire 'CREATE FROM HOME' platform has been launched by the Bacardi-owned brand to help offer consumers with a place to express their creativity when self-isolating in response to the COVID-19 pandemic. The platform comes as an extension to the Bacardi 'Raise Your Spirits' drive and is focused on offering consumers an array of things they can partake in from home. This includes livestream online classes, cocktail-making sessions hosted by influencers, workshops and more.

CASE STUDY



AIRBNB ONLINE EXPERIENCES

The new Airbnb Online Experiences offers activities like bartending and cooking classes, virtual bike tours, Korean makeup tutorials, fortune reading, comedy shows, and drawing lessons. When it launched in 2016, Airbnb Experiences was part of the company's foray into transforming the rental platform into a full-fledged travel company. It offered tours, events, and activities hosted by local individuals and companies in cities around the world. Experiences was put on pause after major cities began closing nonessential businesses due to the pandemic and traveling, in general, declined. But the company is hoping that the online-only relaunch might give those at home something to do while giving local hosts a new source of income while their usual tours are temporarily shut.

CASE STUDY



VIRTUAL TRAVEL EXPERIENCES

We may all be temporarily grounded, but thanks to the miracles of the internet, we can tour this big beautiful world from pretty much anywhere -- with the added bonus of not having to deal with lines and fellow tourists. Virtual tours can take you pretty much anywhere, from distant lands to historic museums to your local zoo. Through them, you can witness eye-popping natural phenomena, explore mountain tops and deep caverns, and tour cities you've always dreamed of visiting. And you can do all of this from the couch.

04

PANDEMIC STAGE
SELF-ACTUALIZATION

The Art of Doing

Knowledge + action = Power



THE ART OF DOING

WHO AND WHAT?

Consumers are holding themselves accountable, uncovering new innovative ways to stay on top of both their mental and physical game.

WHY?

Self-improvement and social justice are waves that have been primarily driven by millennials in recent years. However, with stay-at-home initiatives taking a storm across all consumer segments, the appetite for productivity and active application have become universal.



CASE STUDY



TOOLBOXTOOLBOX

48% of employees say they are more productive working from home (29% say they are less productive) 57% prefer to work from home more often in the future

A curated list of the best business, design, and organizational change toolboxes built by some of the most influential companies, institutions and thinkers. From remote starter kits to design thinking frameworks, these tools provide work from home employees, managers, and leaders the materials to foster productivity.

CASE STUDY

#MAKE
NOISE
TODAY

NO LONGER THE QUIET ONES

As Asian Americans, we are considered the model minorities — ‘the quiet ones’. During and after the COVID 19 pandemic, as negative media and hate crimes against Asians escalate, we feel now is the time to be heard. During Asian Pacific American Heritage Month this May, our voices and views will be loud and strong to combat racial stereotypes and the racism we are facing through our stories and accomplishments to create empathy, educate and inform the general population to unite — Stand Up, Stand Out and #MakeNoiseToday.

Visit makenoisetoday.org

Follow @makenoisetoday on IG/Twitter/FB



SO...?

How can we help consumers (and ourselves) feel more **empowered or inspired** during these times and beyond? How can we help them **take action now** in order to step into a Post-Pandemic world a better version of themselves?

THE OPPORTUNITY

- Obviously skill-focused organizations and services will be a natural fit for this trend. But any business or brand could experiment with weaving a self-actualization strand through engagement programs. How?
 - Leveraging online social connections and communities as a platform to drive a sense of empowerment, inspiration, and even accountability. How can we authentically and creatively mobilize our Asian communities to take tangible action?
 - Fusing cultural insights and passions. What skills would our Asian community be interested in developing or sharing to the world?



POST-PANDEMIC

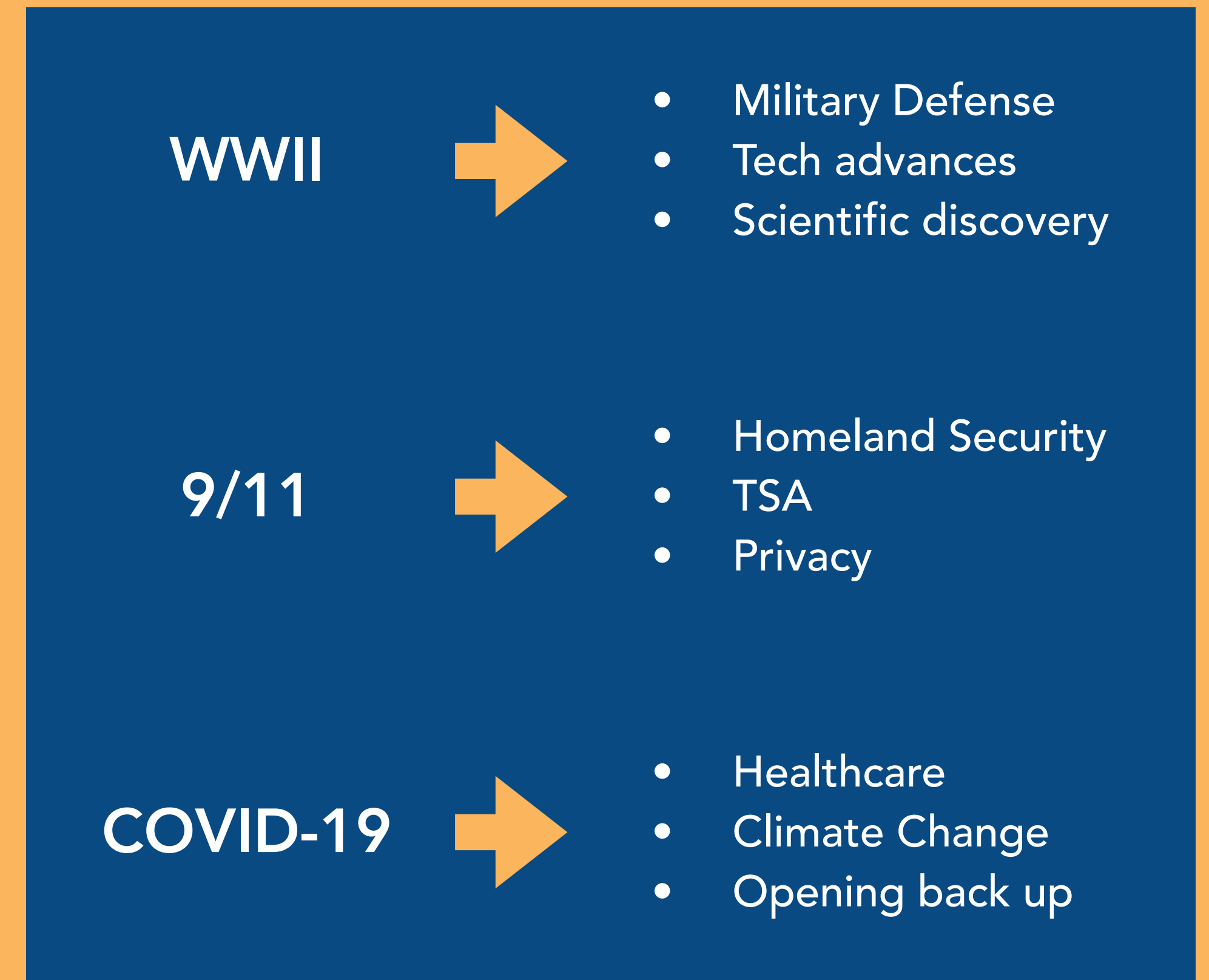
IN A TIME OF CRISIS...

It is incredibly difficult to map out what the world will look like post-pandemic. However, there is one thing we know for certain - **innovation (good or bad) is the end product in a time of crisis**. When we take a look at monumental historical case studies in America that compromised our **safety needs** like World War II and September 11, our lives were completely shifted in the aftermath.

For example, after WWII we made great strides in technology and science, increased military spending, and consumers were introduced to life-changing products such as the microwave and ATM machine.

After 9/11, we saw how Americans were willing to compromise their right to privacy for more security through the Patriot Act and the bane of all existence, the TSA.

Although experts have different theories on what life will look like post-pandemic, there is one thing that everyone agrees on. When COVID-19 is defeated there will be huge shifts in healthcare, how we respond to climate change, and new policies for opening back up that will inevitably change all of our lives once again.





DISCUSSION QUESTIONS

1. Will virtual events maintain its popularity (e.g. Fortnite Travis Scott event, IG Live concerts)? Why or why not?
2. Do you think Asian Americans will continue to “Speak Out” post-pandemic?
3. How do you think consumer needs and/or behaviors are going to change post-pandemic?