



BC:AC WORLD

BEFORE & AFTER COVID-19



Presented by

Pollinate

SOCIAL SOUP

BC:AC  **WORLD**

'It's the little things'

Week 5: How deprivation has taught us
the true value of things

BC:AC  WORLD

We are spending less but miss
being in touch more than spending money

We are spending less



47%

Spending less
+ much less



32%

About
the same



21%

Spending more
+ much more

But what people miss about shopping is not spending money, they miss five things:

1. **Connecting:** The social element of connecting with people we know... 'doing with'

2. 'Being amongst' or amidst **community** we don't even know

3. **Wandering**... meandering – pleasure, de stress – non directed relaxing?

4. **Pausing.** The coffees and stop and smell the roses moments?

5. **Touching.** Tactile nature, touching things

Shopping was about connection...'

Connecting

- “ Shopping was a social activity - something I could do with my Mum Sister Friends I used shopping as a way to release stress”
- “ Really miss shopping with my girlfriends!”

We miss, 'being amongst' ...

Amongst

- “ Being in the shop physically and interacting with others”
- “ Just going out and mixing with people”
- “ Being out in the community

Shopping is 'meandering', wandering' ...

- “ Time browsing and seeing new products”
- “ Not being able to wander around and LOOK for new things see anything new and useful”
- “ I miss just being able to walk around the shopping centre. Not even to buy things but when I have a bad day just walking around to release stress”

We miss, 'the outing...'

- “ Browsing around the shops and then coffee and lunch”
- “ I miss having a coffee down by the water at my favourite restaurant I don't like actual shopping so much”
- “ Being able to have a break and get a coffee or something to eat and just having time to browse”

We miss the tactile nature of shopping, touching things...



- “ Not being able to browse feel touch and just generally look at what is available and dream”
- “ Just going out and being near other adults. Seeing what's new in the shops to update house/wardrobe. Prefer to see and touch products before buying”
- “ Going out and using all senses when going shopping”

And in truth we already knew a lot of the joy of shopping was the experience



45%

A lot of what I love about shopping is finding out about all the new stuff



42%

I enjoy the whole shopping experience as much as actually buying something



35%

Shopping isn't about spending, it's about discovery

And we also knew shopping was often disappointing



24%

I bought things that I never used



25%

I bought things that I later regretted buying



And very few of us
are motivated just by
owning new things

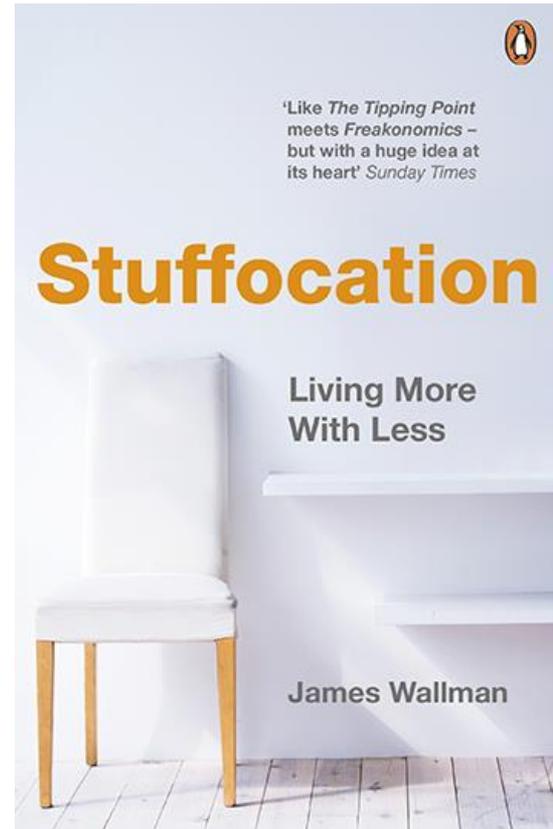


17%

Shopping for
me is all about
owning new
things

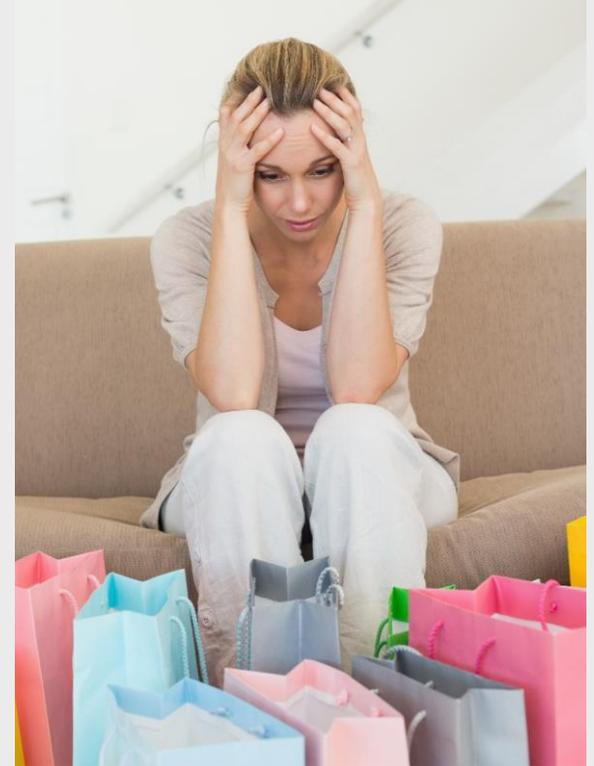
Stuffocation: why the shopping experience is better than the 'stuff' we buy from shops

“ ... experiences are more likely to make us happy because we are less likely to get bored of them, more likely to see them with rose-tinted glasses, more likely to think of them as part of who we are, and because they are more likely to bring us closer to other people and are harder to compare” (J. Wallman)



We are spending less but miss being in touch more than spending money

- We are spending less but few of us miss actually spending money
- Shopping is all about staying in touch, metaphorically, culturally and socially
- We are reflecting on all the stuff we bought and never used or wasted



BC:AC  WORLD

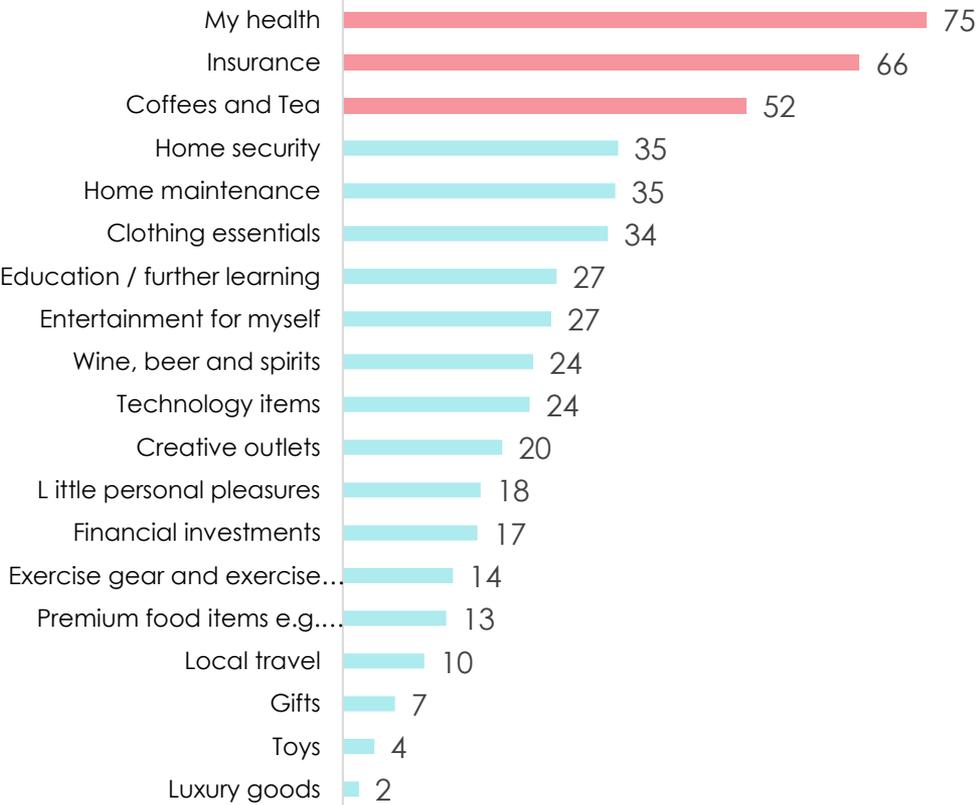
How the little things matter
and we realise how much we wasted

It's the little things and the big things

#1  My health

#2  Insurance

#3  Coffees and tea



When it comes to spending, how would you classify the following at this moment in time? Base n=460

People know they waste a lot...



22%

Groceries



10%

Gym memberships



10%

Clothes



9%

Food to Eat out



8%

Fashion accessories

Thinking about your shopping and life before COVID-19, what percentage of each of these types of shopping would you say was 'wasted' (i.e. you didn't use it, threw it out etc...) Average, Base n=462

Which may be why if given \$500 more would save/donate then spend



47%

Save/pay off debt

“ Hold onto it just in case I lose more days at work and can't pay my home loan off. [Economic uncertainty](#)



10%

Support

“ I would actually donate it to my friend from Batlow and her community who have lost many things in the bushfires. They need the help to restart lives. [Support](#)



38%

Treat (family, friends or self)

“ I would take my two daughters shopping and they would be able to get a few extras without worrying about the budget. [Treat](#)



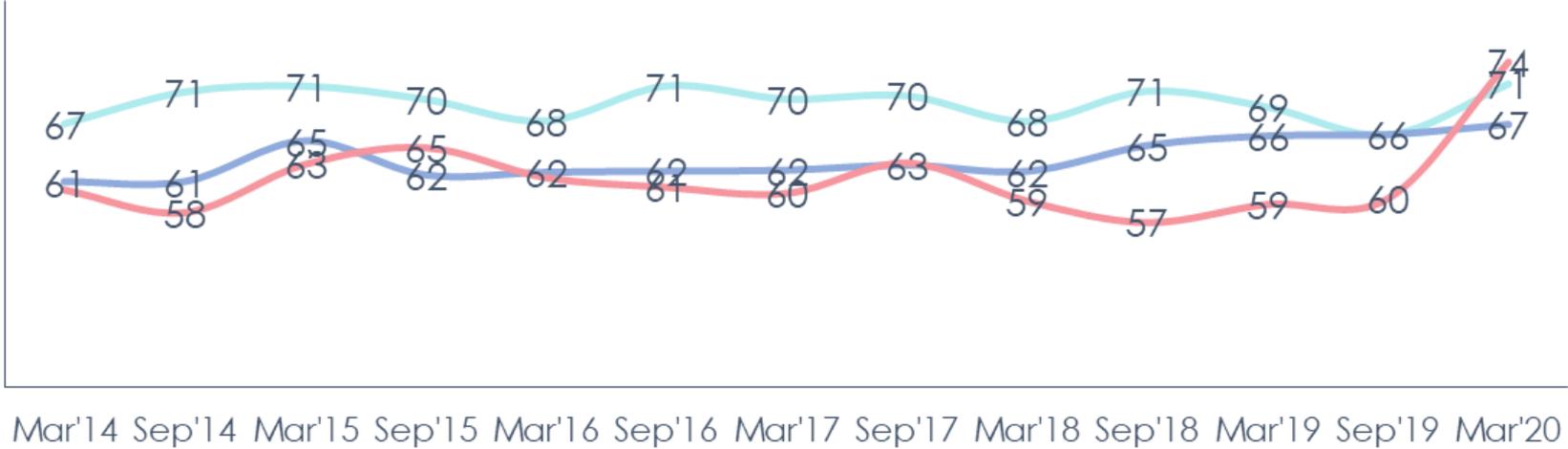
6%

Splurge on food

“ Buy wine and a cheese platter take away for the kids and put the rest in the bank til i can shout kids somewhere nice to go. [Luxury/ little things/treat](#)

Concern for the economy has spiked but concern about society and the environment have also increased

Concern about society, economy and the environment (T2B %)



Society



Environment



Economy

How the little things matter

and we realise how
much we wasted

- My health, insurance, tea and coffee are the 'top 3' must haves
- People realise they wasted a LOT of money and if they had \$500 more they would more likely save or share then spend or splurge
- The focus on the small things reflects concern for the larger things: people can control and afford their daily coffee and focus on their health.

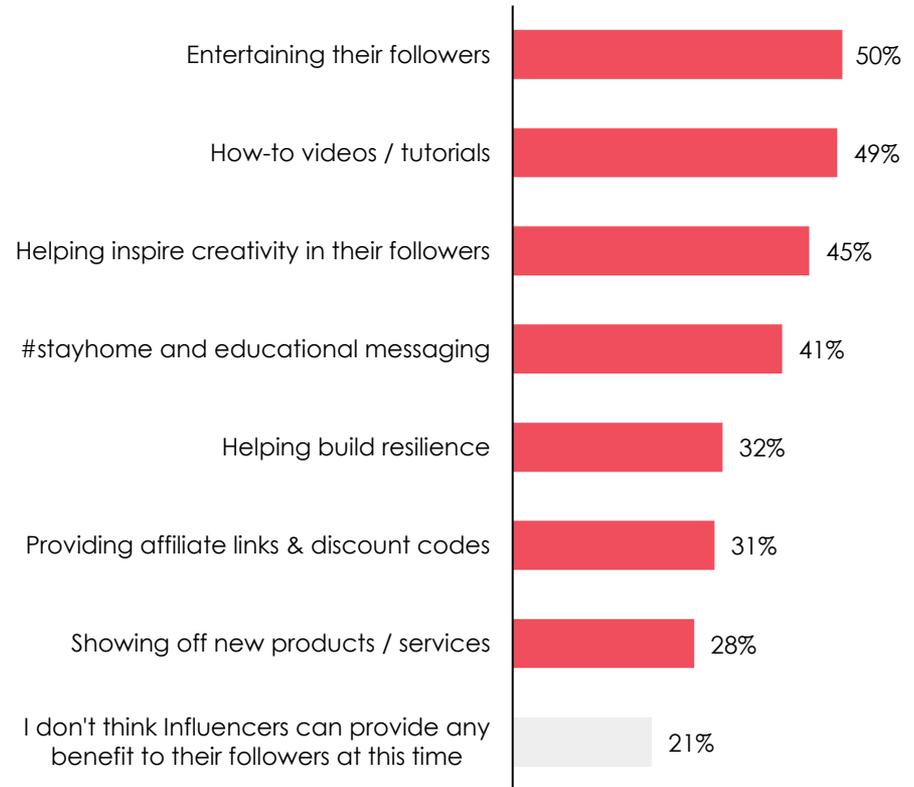
BC:AC  WORLD

How influencers can show us As opposed to 'show off'

4 in 5 Australians

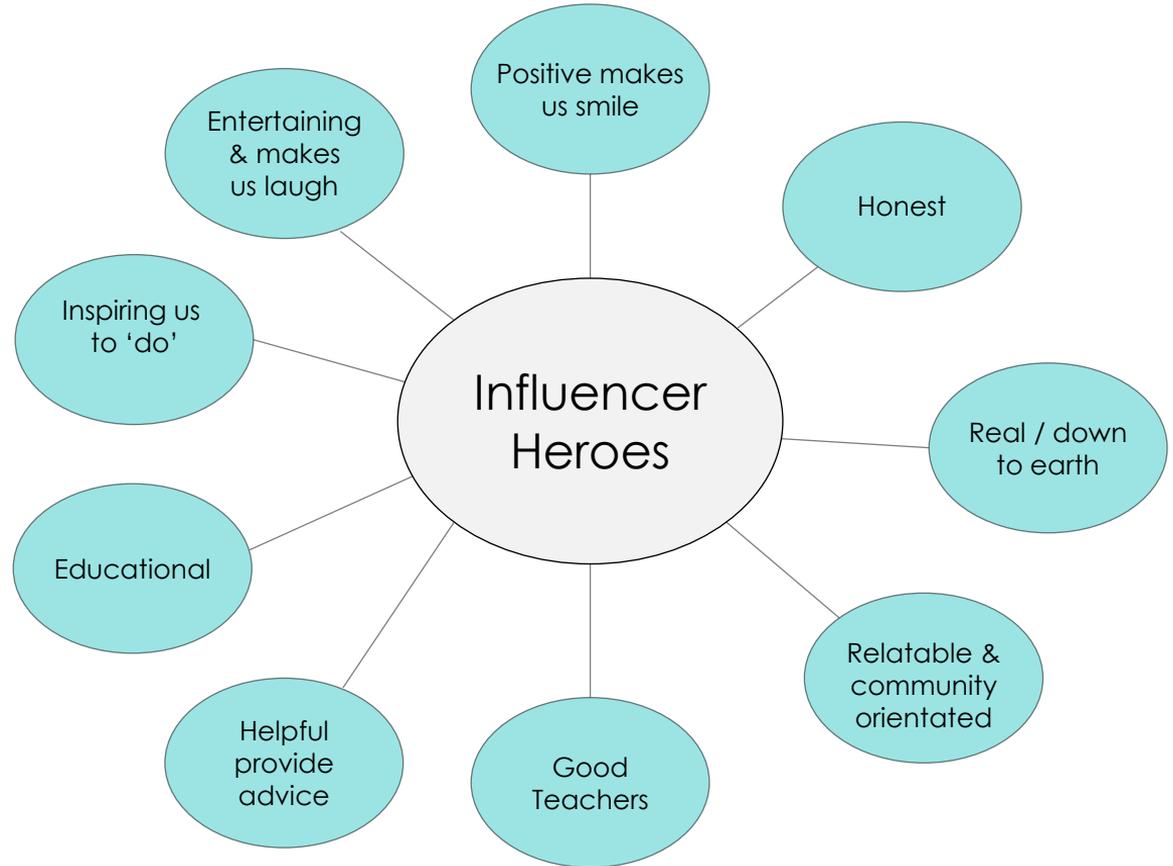
believe that there is some benefit Influencers can provide their followers during this time.

Entertainment & how-to / tutorials and inspiring creativity rank the highest during COVID-19





Who are the influencer heroes?



We are seeking Influencers who are real, inspiring and down to earth. Authenticity is key.

- “ I am enjoying a number of influencers who are letting you into their real lives and sharing the highs and lows of Covid-19” **Jo, 36 NSW**
- “ **Tara from The Nutrition Guru and the Chef**, they share videos on recipes, nutrition and fun activities for kids. Tara is down to earth and a sharp shooter, she doesn't sugar coat anything, she says it how it is. **Tracy, 48 QLD**
- “ **Marion Grasby** she's specifically inspiring people to take on cooking projects like Bao and Pork Buns which is awesome! The recipes might take work but they are cheap, accessible and comforting. **Marni, 40 QLD**

- “ **Shane Dawson. Phil Lester.** Comedy helps the soul”
Melinda, 48 NSW
- “ **PE with Joe, The Body Coach.** Inspiring kids and parents to get up and move, with easy to follow encouraging work outs!!!”
Ballantyne, 37 NSW
- “ **Nick Kyrios** as he donates to research for a cure and also trying to help with the problems in Tennis!” **Matthew, 34 NSW**

Positivity and motivation are also key

The Kmart Lover - Instagram

- “ She is positive and upbeat, she gives exercise and healthy eating tips and motivation as well as sharing new products she has bought or been sent, recommendations and discount codes.”
Casey, 44 NSW

Nat's what I reckon.

- “ The guy has done an amazing job of giving everyone a good laugh whilst also showing/teaching people that food is easy to cook. Alicia, 40 NSW

Mister Domestic

- “ Because he brightens up my day with his joy and positivity and if he is having a tough time, he is not afraid to bare his feelings. Delissa, 54 NSW



People are tuning out or becoming more selective with the who they follow.

1 in 10 Australians

have either unfollowed or are considering unfollowing an Instagram account during COVID-19

“ I am very selective with who I follow... *if it isn't a hell yes then it is a hell no.* I don't have the capacity for someone who may drain my cup.

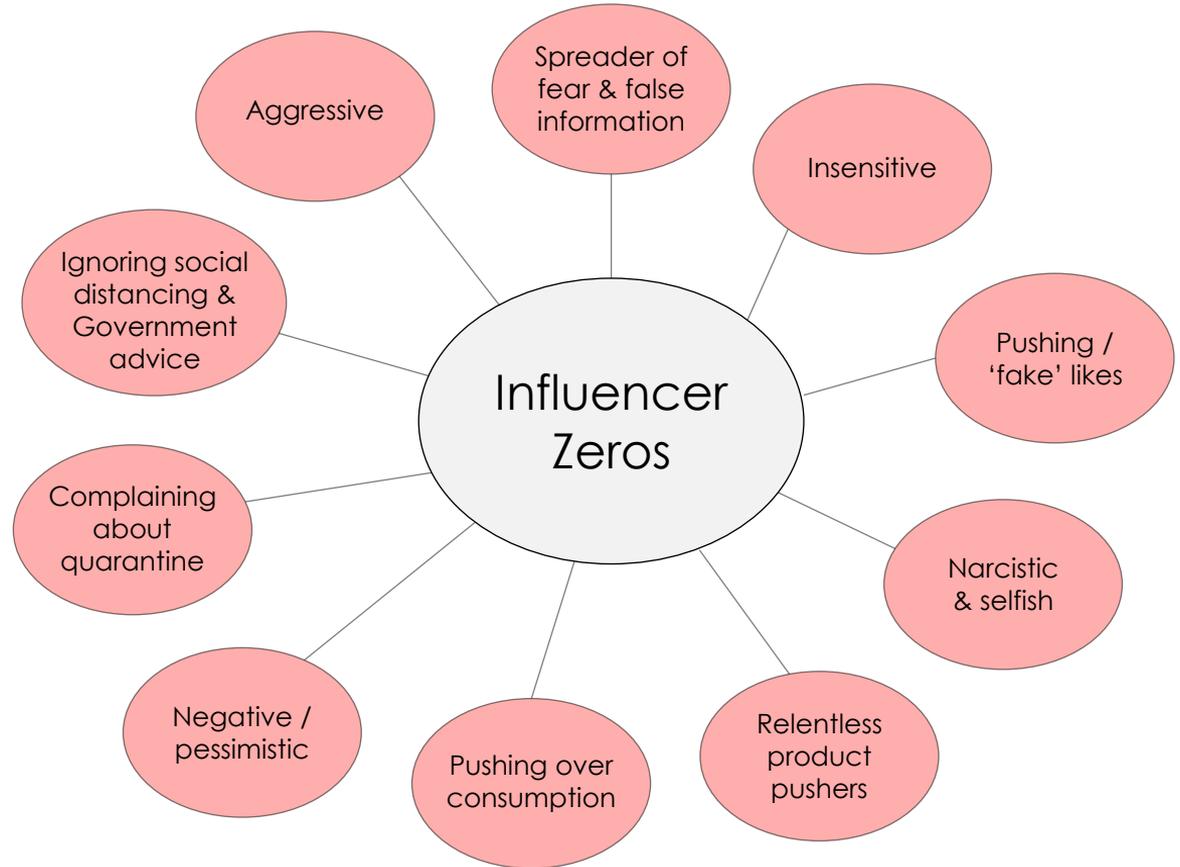
Rochelle, 34 WA

“ As I've had more time to scroll, *I unfollow accounts that aren't relevant to me anymore.* Or accounts that post too much.

Jess, 27 VIC



Who are the influencer zeros?



Influencers spreading false information of acting in congruent to the situation



“ **Pete Evans.** Selling product that claims to prevent COVID but with *no scientific proof*.
Angela, 41 NSW

- “ **Jameela Jamil** (although I had started tuning out before Covid a little). I find her content *repetitive, aggressive and annoying* sometimes. **Melissa, 28 NSW**
- “ Any of those who are *complaining* that they've experienced a downturn. So has everybody! **Annie Marie, 33 NSW**
- “ Any spreading Covid-19 info that is *false*.
Kathleen, 45 QLD

Influencers projecting fake lives and promotion of over consumption

“ I've lost interest
in 'fake' lives.

Melanie, 49
NSW

“ Influencers who are
posting activities that
can only be done if
we weren't in
quarantine.

Melinda, 48 NSW

“ Anyone
promoting over
consumption
and ostentatious
unnecessary
goods.

Vivian, 27 NSW

“ I'm tuning out from
the fake. Not related
to Covid, but I can't
stand all the
endorsements and
fake lives being
presented. Sarah, 38

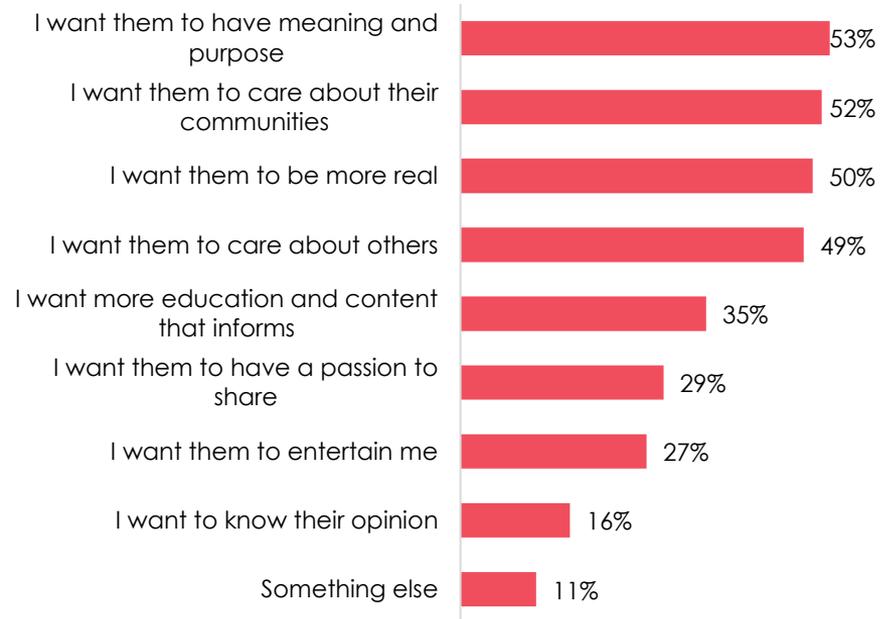
NSW



The future of influence is purpose and meaning driven with a focus on fostering communities

“ I want them to be genuine and be showcasing that they are in the same boat as everyone else and are trying to find things to do at home
 Rachel, 27 QLD

“ I want to see positive things. ?? I want them to be real - but not "doom and gloom". Straight forward facts, ok.
 Michelle, 45 NSW



‘Showing us’ could be the opportunity to create meaning to influence

- The COVID crisis is the pivot when influencers **MUST** embrace more meaning, to walk away from materialistic or “fake-feeling” lives.
- We don’t want to be inspired by their lives we want them to inspire us.
- We will emerge from COVID 19 and congregate around a smaller and more purposeful set of influencers.

In conclusion

1. We are spending less but focusing on the 'little things' just as we recognize the value in more family time
2. We are mostly not missing shopping per se: we miss the connecting, the discovery, the wandering and relaxing 'time out' but not the spending
3. We realise how much we wasted, how much stuff we had and how much we never used
4. And we need influencers to show us the way, help us to more meaningfully connect and inspire us to all live in a world more real and less materialistic