



EIGHT THEMES...

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A close-up photograph of a baby with light skin and blue eyes, sitting at a red table. The baby has a wide-eyed, open-mouthed expression of surprise or curiosity. The background is a plain, light-colored wall.

Just this once

What our team think are interesting trends.

Guided by research, but undoubtedly influenced by our own 'gut reactions'...

8

themes



- 1 It's all about me
- 2 Choice nausea
- 3 Experience equity
- 4 Health badging
- 5 A new wrapper for trust
- 6 Here be dragons
- 7 Where's the harm?
- 8 Sugar rush of disruption



It's all about me

It's all about me...

Curated self



Selective version of me 'presented' via social media.

Me and my pals



Me in foreground.

Because I deserve it



Airtight post rationalisation of indulgence.



Implications



No guilt indulgence

...I deserve a treat

**It's all
about
me**

Help me be a good person

...charity coins in Tesco

My choice

...loyalty point control

Choice nausea



Do you ever sit in front of your TV trying to decide what to watch?



Choice nausea



**Unrewarding
paucity of
choice**

**Satisfying
complexity
of choice**

**Choice
nausea**

Choice nausea

Too much internet!

Too much video!

To much music!

Too many products!

Problem



Solution



Google

NETFLIX

Apple iTunes

Spotify



Implications

**Choice
nausea**

Smart brands

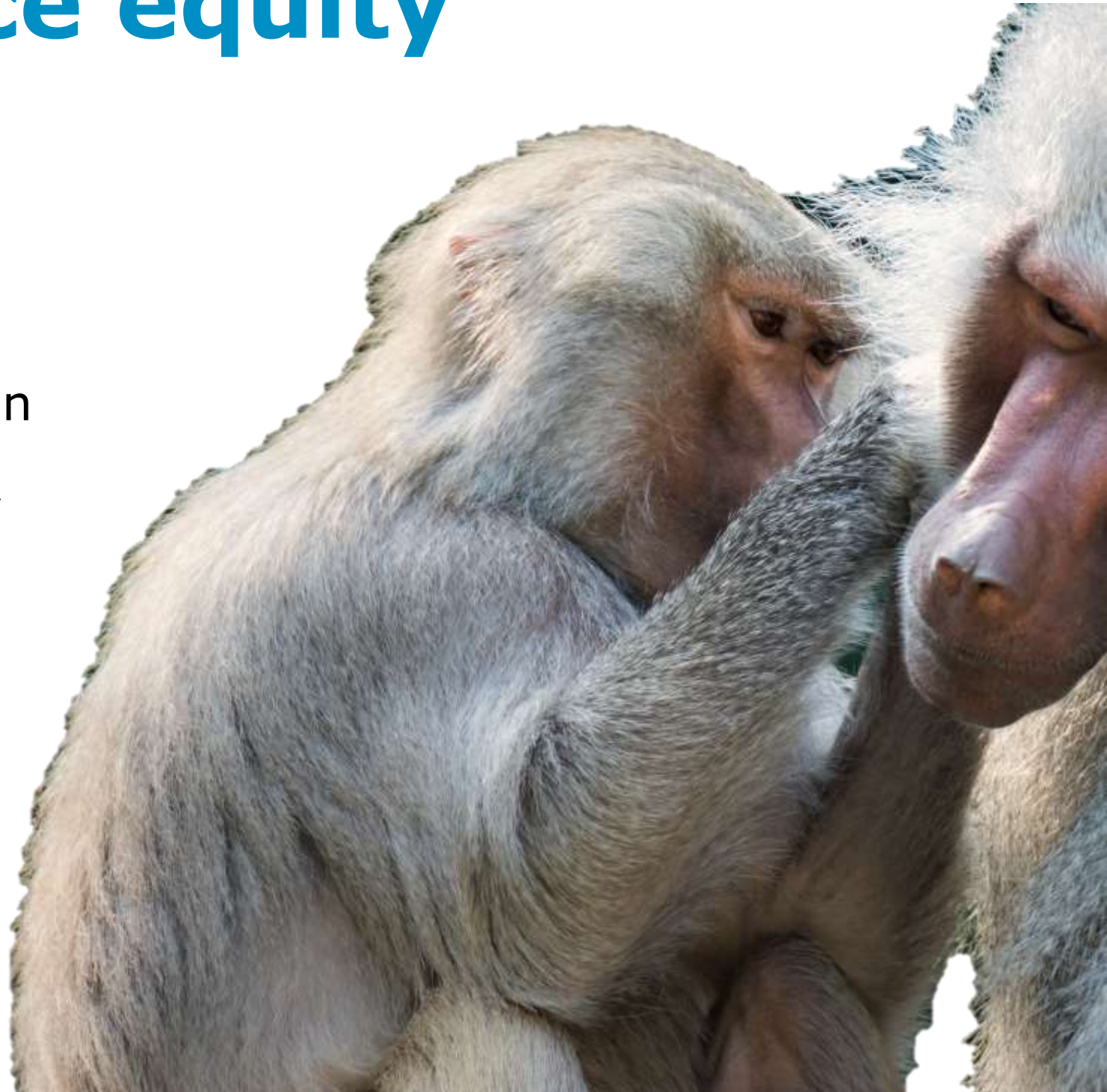
simplify and **curate**

providing

control and **freedom.**

Experience equity

We establish roles in relation to each other....'we posture'



Experience equity

Status?

Or experience?



We are now more likely to talk about memorable 'experiences'

Experience equity

What's trending?

#

Mindfulness

- In the now
- Receptive to surroundings

#Hygge

- Cosy cocoon
- Reconnecting

#

#Switch off

- Technology detox
- Embrace retro



Implications

Transformative **'experience'** is an end in itself.

**Experience
equity**

- *Bord na Móna ...ancestral retreat*
- *Fáilte Ireland... "Escape the rush and roam ..."*

Health badging

The image shows two women in a gym setting. They are both wearing bright pink athletic tops and dark grey leggings. The woman in the foreground is seen from the back, looking at her smartphone. The woman in the background is also looking at her smartphone. The gym has a light-colored wall and a red handrail.

Health is another area we use to badge ourselves

On social media we talk about fitness and awareness of the latest food trends

Health badging

So how do we talk about health and nutrition?



Signal discernment and concern by talk of 'intolerance'

New narratives about 'sensitivity' and 'allergy'

Health badging

...The 'Princess and the Pea'





Implications



**Health
badging**

'Back to basics'

- Balance
- Simple nutrition information.

'Relaxed health'

- Gut flora complexity

A new wrapper for trust

- Distrust of big brands
- Product 'information' is hype

Craft

Foot & mouth

Pork Dioxin

Hormones in milk

Mad cow

Horse meat

Intensive techniques

GMO gluten



A new wrapper for trust

We still want **convenient quality...**



**Farmers'
market**

Smaller

Local

Committed

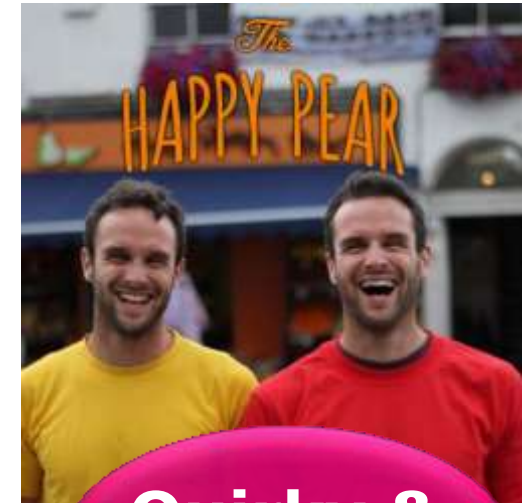


**Craft
beer**

Tasty

Enthusiastic

Exclusive



**Quirky &
ethical**

Fun

Principled

Coherent



On the Menu in our
Cooking Department

CAFÉ Dark or medium - 100% Arabica - 100% - 100% Arabica - 100%	Medium Latte - 100% Arabica - 100% - 100% Arabica - 100%	Just to name a few - 100% Arabica - 100% - 100% Arabica - 100%
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COOKING

**Trendy
professionals in
New York and
London have
made Whole
Foods Market a
roaring success.**



Implications

A row of jars of jam and preserves on a tablecloth. The jars are of various sizes and colors, some with checkered cloths tied over the lids. The background is a light-colored wall with a floral pattern. A pink circle is overlaid on the left side of the image, containing the text 'New wrapper for trust'.

**New
wrapper
for trust**

- Unique packaging
- Less ingredients
- Small and local.
- Key words (natural, free range, farm)

Here be dragons



**But don't
we do the
same
closer to
home?**



Here be dragons

**Are we
creating
dragons for
our kids to
fear?**

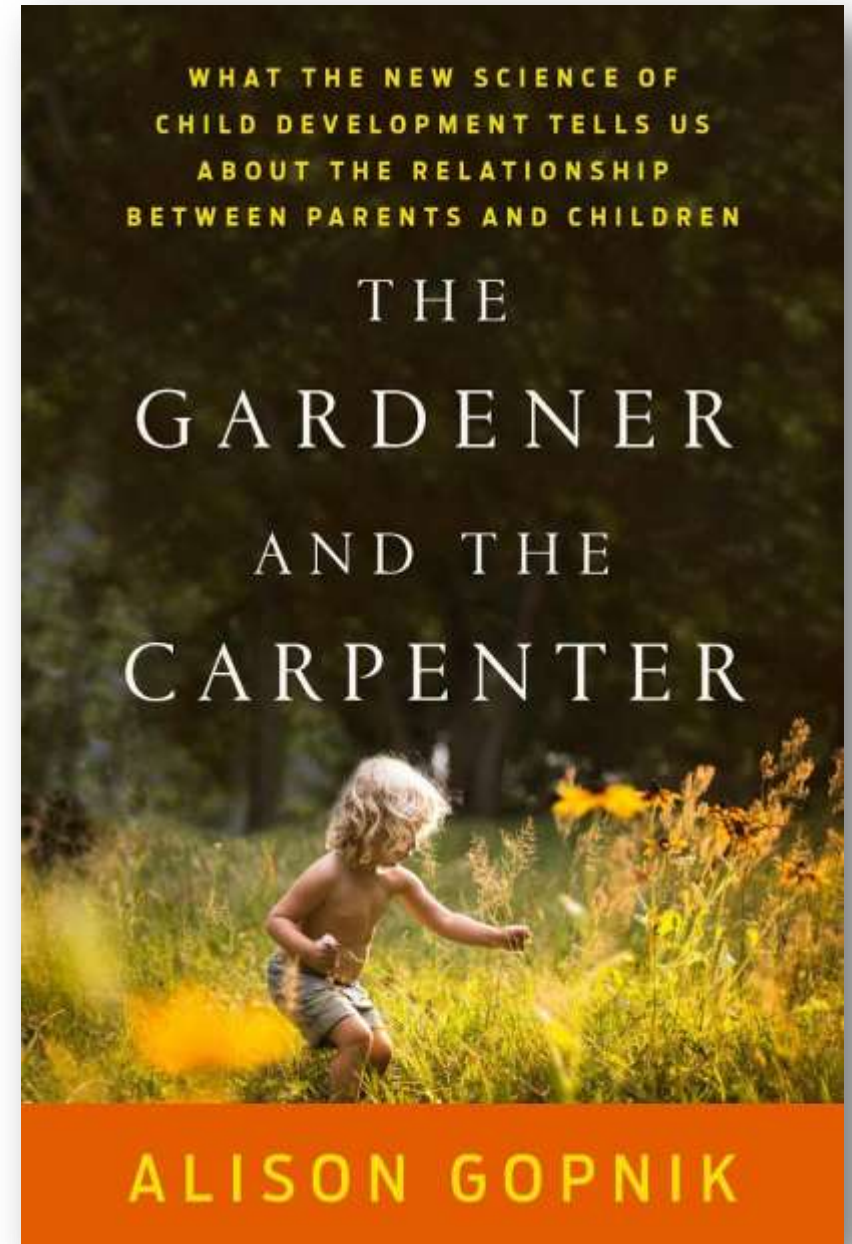
**In our efforts
to protect are
we exerting
too much
control?**

**Is there an
impact on
their sense of
self worth,
cognitive
development?**



Here be dragons

- Parenting is less about the 'carpentry' of transforming a child into a successful adult
- More about the 'gardening' of creating the right conditions for growth



Here be dragons

Gopnik quotes an elegant experiment showing the importance of **accidents** and **discovery**.

Experimenter
bumped into
toy and said
"oops" as it
squeaked then
left the kids
with the toy



Kids played freely with toy in random ways and through experimenting discovered all the toy's functions.

Experimenter
introduced the
toy explaining
how one noise
was made then
left the kids
with the toy



Kids played in a more limited and repetitive way and did not discover the extra functions and noises.

Implications

A photograph of a young child wearing a black helmet and a protective suit made of white bubble wrap. An adult's hands are visible, adjusting the helmet's chin strap. The child is holding a red and blue rope. The background shows a grassy area and trees under a clear blue sky.

**...are we creating
warmth and control
...or inhibiting growth?**

Where's the harm?

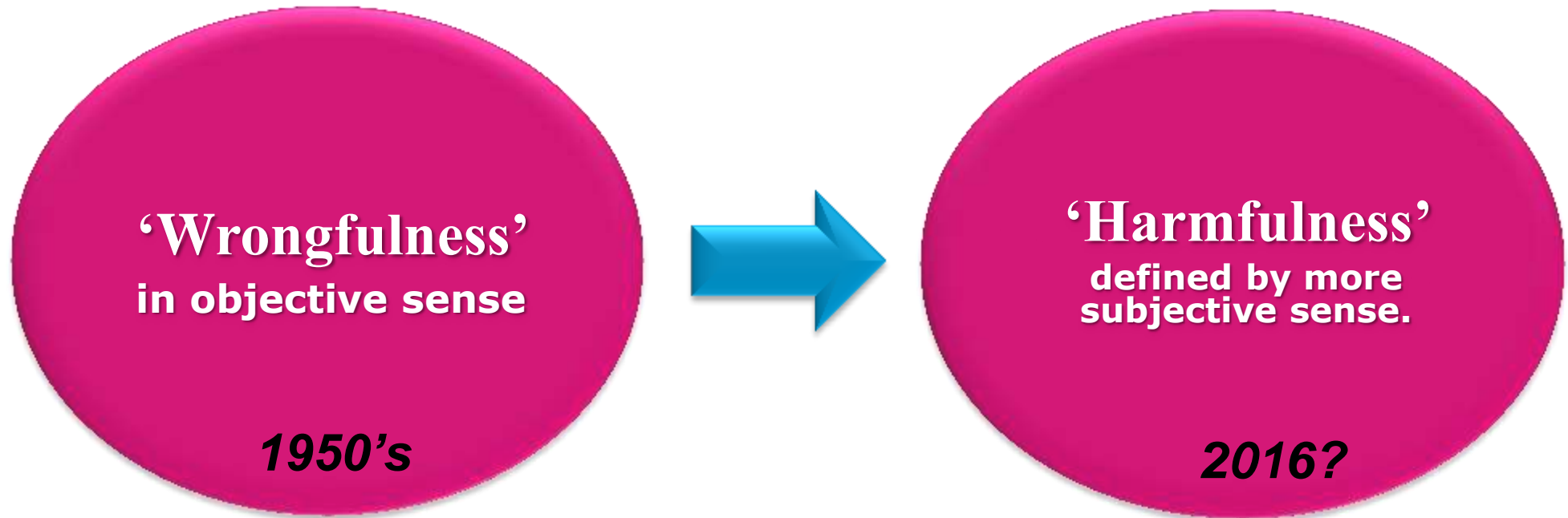


Where do our ethics
come from?

- Conscience?
- Empathy?
- Fear?
- Approval?

Where's the harm?

Malcolm Gladwell offers a compelling analysis



- Ethics defined by harmfulness helps Ireland liberalise
- But it also supports a more subjective or 'entitled' view...

Where's the harm?

Exaggerated sense of harm

- Populist campaigns dramatize threat.
- Fear of immigrants stoked the Brexit campaign.
- Trump focuses on threats to America.

Exaggerated sense of no harm

- Illegal downloads accepted as mainstream
....why would you not?
...where's the harm?





Implications

Irish water infrastructure is broken, but no one is ready to pay for it.



Galvanise support by dramatizing the harm?

**Where's
the
harm**

*No swim
notices on
beaches due
to raw sewage*

*No planning
permission
due to no
capacity*



Sugar rush of disruption

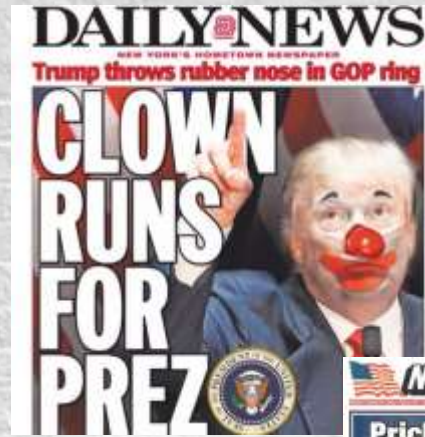
**You wouldn't
like me when
I'm angry.....**



Spot the difference



Spot the difference



Implications

**Sugar rush
of
disruption**

Mainstream media,
Twitter, Watercooler Chat,
polls, reflect the same
agenda. (Middle class,
educated, liberal)

We should seek out the
influential **multiple
narratives**

**Is this really
the zeitgeist?**

**Out of step in UK
and USA**

**Capture
contradictory
themes?**

**Question
uniformity in
reporting?**

8 for 8am

**It's all
about me**

**Choice
nausea**

**Experience
equity**

**Health
badging**

**A new
wrapper
for trust**

**Here be
dragons**

**Where's
the harm?**

**Sugar rush
of
disruption**

Concluding thoughts

- Attitudes and behaviour are in flux.
- We need to understand underlying drivers
 - And use these in our brand planning.
- The point is to go beyond the dominant narrative.



Delve Deeper

