

HER SPORT, HER WAY

CONSUMER TRENDS SESSION

MARCH 2022



HELLO

EMMA MONTGOMERY
CEO, LEO BURNETT

MY BRIEF.

**WHAT DO PEOPLE
NEED FROM BRANDS &
CONNECTIONS IN
CHALLENGING TIMES?**

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CONNECTIONS IN
CHALLENGING TIMES?**

**“THE PACE OF CHANGE HAS
NEVER BEEN THIS FAST,
YET IT WILL NEVER
BE THIS SLOW AGAIN”**

Justin Trudeau, Prime Minister of Canada
World Economic Forum, Davos 2018

2018!

HH
Hotel Hollywood
"Sydney's Original Small Bar"

2

**KEEP YOUR
DISTANCE**

**AT LEAST 1 ADULT
KANGAROO
APART**



**THINGS ARE A LOT
RIGHT NOW.**

28 DAYS AGO



PHOTO SOURCE: BBC.COM / REUTERS



PHOTO SOURCE: DAILY MAIL

7 DAYS AGO



PHOTO SOURCE: THE GUARDIAN



PHOTO SOURCE: NYTIMES

IT'S NOT JUST THE NEWS CYCLE

THE ACCELERATION OF ACCELERATION

"The Future is Faster Than You Think",
Peter H Diamandis & Stephen Kotler

EDUCATION
HEALTHCARE
LONGEVITY
FINANCE
FOOD
SHOPPING
ADVERTISING
ENTERTAINMENT

TRANSFORMATIVELY FAST

&

GLACIALLY SLOW

Net migration from capital cities to regional areas doubles during COVID-19

Made in Australia: Can ‘buy local’ maintain its momentum?

Whether it's jam, jewellery, your local cafe or building supplies, 'love local' initiatives have had a huge year. But is it a permanent movement or just a moment in time?

JACLYN GREENBERG | 5:48 | MAY 12, 2021 7:00 AM

The Case for Letting People Work From Home Forever

Do you want happier, productive, more engaged, and more fulfilled employees and coworkers? Well, you should campaign to let them work remotely. Here's why.



SCIENCE

Will this pandemic ever end? Here's what happened with the last ones

Yes, There Has Been Progress on Climate. No, It's Not Nearly Enough.

By Brad Plumer and Nadja Popovich | Oct. 25, 2021

Gender pay gap narrows but Australian men still twice as likely as women to earn more than \$120,000 a year

UNCERTAINTY

**UNCERTAINTY CAN HAVE
A GREATER IMPACT ON STRESS
THAN THE ACTUAL EXPERIENCE
OF NEGATIVE EVENTS**

57%

OF AUSSIES WERE MORE CONCERNED
ABOUT THEIR **MENTAL WELLBEING** THAN
THEIR PHYSICAL HEALTH THROUGH 2021

JUST

13%

OF AUSSIES UNDER 40 FELT
OPTIMISTIC ABOUT
THEIR WORLD IN 2021

The New York Times

There's a Name for the Blah You're Feeling: It's Called Languishing

The neglected middle child of mental health can dull your motivation and focus — and it may be the dominant emotion of 2021.

BUT THERE'S AN UPSIDE.

**MOMENTS OF CRISIS
CREATE UNIQUE CONDITIONS
FOR PROFOUND CHANGE**

PANDEMIC SELF-REFLECTION

NEW PERSPECTIVE

"I put importance on things
that were really not so dire"

"I was not very tolerant of
views other than my own"

NEW PATIENCE

"I can cope with things
if I have to"

"I can deal with a whole lot of
dilemmas at the same time"

NEW PRIORITIES

"I need relationships &
friendships more than I thought"

"That life without seeing
anyone else is quite sad"

TOP THREE DESIRES FOR 2022

WHAT DO YOU WANT TO FOCUS ON IN THE YEAR AHEAD?

- 1 **CONNECTION:26%**
- 2 **SIMPLIFICATION:23%**
- 3 **ENJOYMENT:19%**

60%

OF AUSSIES **WANT SOMETHING NEW**
FROM THE POST PANDEMIC PERIOD
VS GOING BACK TO HOW THINGS WERE

**WHAT CAN BRANDS
& ORGANISATIONS
DO FOR PEOPLE IN
CHALLENGING TIMES?**

**CHAMPION
THE ACT OF
CREATIVE
DESTRUCTION**



PEOPLE WANT YOUR HELP

77%

OF PEOPLE SAY THEY FELT MORE TRUSTING OF
THEIR LOCAL COMMUNITY
COMPARED TO BEFORE THE PANDEMIC.

62%

OF PEOPLE SAY THEY FELT MORE TRUSTING OF
BRANDS & BUSINESSES
COMPARED TO BEFORE THE PANDEMIC.

AND THEY ARE GIVING YOU A ROADMAP

UNCERTAINTY	→	POSSIBILITY
ISOLATION	→	BELONGING
INERTIA	→	ACTION

HELP THEM FORGE A NEW WAY

RECONNECT

REIMAGINE

REINVENT

THANK YOU

Leo Burnett