HER SPORT, HER WAY CONSUMER TRENDS SESSION



HELLO EMMA MONTGOMERY CEO, LEO BURNETT

MY BRIEF.

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

WHAT DO PEOPLE NEED FROM DRAMPS & CONNECTIONS 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



THINGS ARE A LOT RIGHT NOW.

28 DAYS AGO





7 DAYS AGO





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**

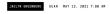


GLACIALLY SLOW

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?



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.



SCIEN

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

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

OF AUSSIES UNDER 40 FELT
OPTIMISTIC ABOUT
THEIR WORLD IN 2021

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.







affirmations



42, Positive Affirmatio... pinterest.com



Positive affirmations q... pinterest.com



51 Positive Affirmation... livingasweeterlife.com



50 Positive Affirmations To Calm An ... zoella.co.uk



Positive Affirmations: Self ... doylestownhealth.org



50 Affirmations for Self Lo... thehealinghoney.com







AFF

5 I breathe in

6 I am cakne

7 I am tree of

8 My mind is

100 PO

dianash

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

Les Burner