

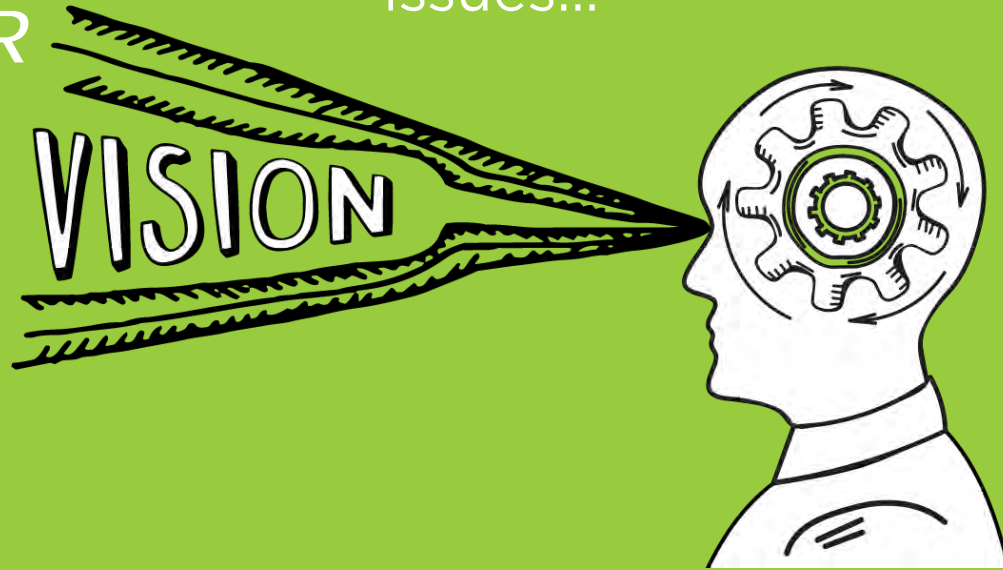


ADSHL

NOVEMBER 2015

AT ADSHEL,
WE HAVE A PASSION
FOR ALL-THINGS
'CONSUMERS' AND
EVERY DAY
WE DISCOVER
SOMETHING
NEW.

Through this edition of
'People Watch', we will dive
into the trend of consumers
changing the way they
think about a variety of
issues...



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SOURCE: TRENDWATCHING.COM



INTRODUCING THE NEW NORMAL.

NEW attitudes
NEW freedoms
NEW expectations

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SOURCE: TRENDWATCHING.COM

ACROSS THE GLOBE,
MANY CONSUMERS
ARE DISCARDING
TRADITION AND
EMBRACING NEW
BELIEFS ON
EVERYTHING FROM
FAMILY TO MARRIAGE,
SEXUALITY, GENDER
ROLES AND MORE.

Along with the adoption of these NEW NORMAL values comes a more diverse range of lifestyles, relationships and family units.

Audiences are not the same as they were ten years ago. They have evolved...

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SOURCE: TRENDWATCHING.COM

CONSUMERS LIVE IN A
WORLD
CHARACTERISED BY
CONSTANT CHANGE
AND FLUIDITY. YET TOO
MANY BUSINESSES ARE
STILL ACTING AS THEY
HAVE BEEN FOR
DECADES (OR HOW
SOURCES TELL THEM
THEY 'SHOULD').

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SOURCE: TRENDWATCHING.COM



IT'S THE FACT OF
NEW ATTITUDINAL
CHANGES, AND
THE PACE OF
THOSE CHANGES,
THAT DEMAND
ATTENTION.

Because, of course, it's often when these attitudinal changes begin, and when they're at their fastest, that they are most socially disruptive.



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SOURCE: TRENDWATCHING.COM

MILLIONS



OF CONSUMERS

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SOURCE: TRENDWATCHING.COM

Often young, urban and educated are dispensing with tradition and embracing new beliefs and attitudes on key social issues.

Now, they'll reward brands that understand and embody the **NEW NORMAL**.

Why now?

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SOURCE: TRENDWATCHING.COM



AN EVER-GROWING EXPECTATION GAP.
ATTITUDES (AMONG MANY) ARE CHANGING
FAST. BUT INSTITUTIONS - BRANDS INCLUDED -
TEND TO CHANGE SLOWLY.

The result? Millions of consumers who expect brands to understand, speak to and serve their identities, lifestyles and attitudes find that desire is going unmet.

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SOURCE: TRENDWATCHING.COM



The proportion of female employers increased by 8%, from 22% to 30% in Asia Pacific between 2002 and 2012. Globally, the average increase was 5%.

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SOURCE: TRENDWATCHING.COM

THE DEFINITION OF WHAT CONSTITUTES 'FAMILY' HAS EVOLVED.

For example, 16% of new mothers worldwide lived with an unmarried partner in 2014, up from 10% in 2009 (JWT, September 2014).



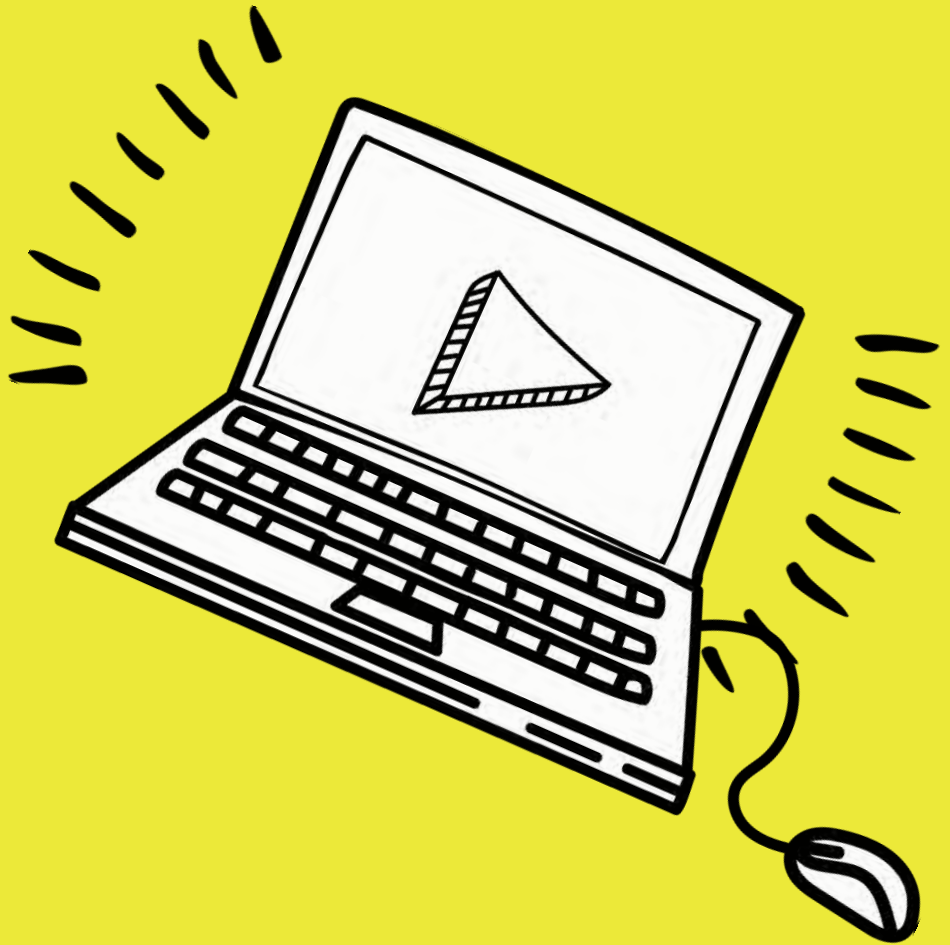
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SOURCE: TRENDWATCHING.COM

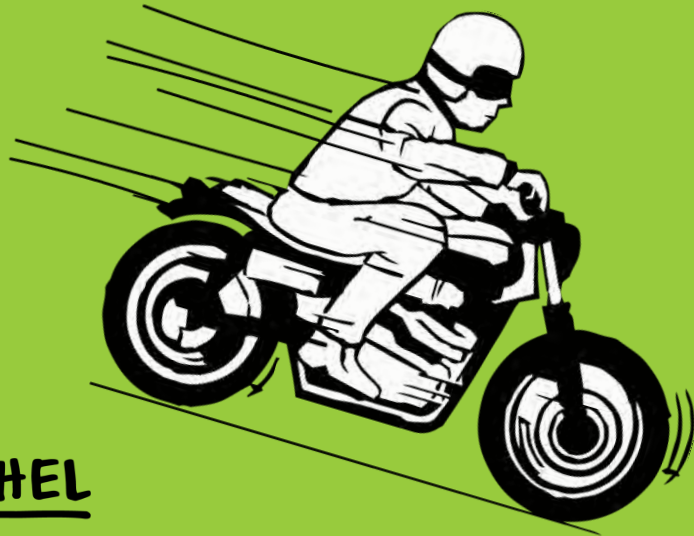
The internet has exposed many consumers to progressive (even new) ideas around personal identity and helped fostered more liberal, accepting societies. Attitudes are not uniform and what's culturally accepted in one culture may remain deeply contentious in another.

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SOURCE: TRENDWATCHING.COM



THE WORLD'S POPULATION IS BECOMING MORE URBAN.



The freedoms associated with urban living are expanding world-views and driving the adoption of NEW NORMAL values. These sophisticated urbanites' lives are fast-paced and ever-changing. They encounter an endless number of new and fleeting experiences, temptations and connections.

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SOURCE: TRENDWATCHING.COM



WHAT YOU NEED TO KNOW

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SOURCE: TRENDWATCHING.COM



Show you understand **NEW NORMAL** lifestyles and concerns by investing in long-term campaigns that make a real commitment to a cause. Remember, previously marginalised consumers will see straight through gimmicks.

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SOURCE: TRENDWATCHING.COM




If your product is aimed at one of the traditional demographic segments – gender, relationship status, sexuality and others – it's time to think about what the NEW NORMAL means for that segment and for your business.

Are you effectively targeting them?

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SOURCE: TRENDWATCHING.COM



IN A NEW NORMAL WORLD,
well-worn categories such as 'luxury
consumer' and 'youth brand' just don't
mean what they used to.



THE RESULT?

A chance for your brand to capture entirely new types of consumers, if you are brave enough to step out of your comfort zone!

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SOURCE: TRENDWATCHING.COM



SO WHAT...

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SOURCE: TRENDWATCHING.COM

UNDERSTANDING
THE NEW NORMAL IS
CRUCIAL TO
EFFECTIVELY REACH
AND TARGET YOUR
EVOLVING
AUDIENCE'S NEW
BEHAVIOURS,
ATTITUDES AND
LIFESTYLES.

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SOURCE: TRENDWATCHING.COM

At Adshel, consumers are at the heart of everything we do. We recently commissioned research to further understand how consumer's have evolved, changed and are not just the standard stock stereotype.

Check out upgradethecliche.com to find out more!



CASE STUDY: INDIAN JEWELLERY AD CELEBRATES REMARRIAGE

In October 2013, Indian jewellery brand Tanishq promoted its wedding collection with a television advert celebrating remarriage. The first campaign of its kind in India – which typically focuses on traditional family structures – the 90-second commercial depicted a bride on her wedding day, along with her daughter from a previous union.

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SOURCE: TRENDWATCHING.COM



CASE STUDY: PHILIPPINO SHAMPOO AD QUESTIONS GENDER STEREOTYPES

November 2013 saw haircare brand Pantene launch the Labels Against Women TV ad in the Philippines, highlighting the different 'labels' given to men and women in the workplace. In the clip, a male executive is categorized as 'persuasive' while his female counterpart is called 'pushy'. When Facebook executive Sheryl Sandberg mentioned the ad on her Facebook page, it gained international media attention. By May 2014, a YouTube clip of the ad uploaded by Pantene had achieved over 46 million views.

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SOURCE: TRENDWATCHING.COM



CASE STUDY: DOMESTIC APPLIANCE BRAND'S ADS CHALLENGES SOCIAL NORMS

In India in April 2014, domestic appliance brand Havells launched Respect Women: a series of TV ads challenging gender stereotypes and societal norms. In one clip, a married woman catches her husband watching another woman exercising. When he claims he is watching for tips on how to get healthy, his wife brings a Havells Air Fryer to his attention, claiming it makes 100% healthy food, so perhaps he should marry it. The adverts were designed to demonstrate that an appliance could perform everyday tasks usually completed by women.

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SOURCE: TRENDWATCHING.COM





Thank you.

To find out more please contact
your Account Manager today.

www.adshel.com.au

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SOURCE: TRENDWATCHING.COM