



SUMMARY

Understanding the New Normal

Global Consumer Insight Tracker by MetrixLab | November 2020 focus.

Key Takeaways: A different holiday season



Cynicism vs optimism:

There is a delicate balance of emotions in the world in the face of the upcoming holidays. Many people (54%) have indicated that they are very or somewhat likely to take part in “normal” celebrations as in past holiday seasons, a significant proportion (46%) also mention the opposite, citing their disinterest given the current situation. **For brands, this means it will be difficult to deliver a one-size-fits-all strategy.**



Disappearance of squanderers:

After a tough year coupled with an uncertain future, we see people are most likely to hold back on spending during the holidays for things like: travel, new clothing, jewelry, gifts and decorations. **It's clear that brands must continue to provide the best value for the money during this difficult time.**



My brand, my buddy:

The ask of brands is big but simple: Help consumers make the best use of their money by offering deals and promotions, and bring fun and laughter into people's lives. Brands can also provide inspiration for living in the moment, by helping choose the most thoughtful gifts for loved ones or helping people in need.

Brands in action:

Amazon: the show must go on



Amazon has unveiled its 2020 holiday season campaign which tells an **inspiring story of a determined young ballerina who brings the community together amidst the challenges** of this year. With the launch of the ad, customers can now browse and purchase gifts from the Amazon Christmas Shop. Browse thousands of ideas through the Amazon Gift Finder for inspiration based on personalized interests and preferred budget.

Christmas with ASDA



ASDA's Christmas ad acknowledges that this year's Christmas will be different, but that doesn't mean you can't make it **fun and memorable**. The ad features Sunny and his family making the most of a difficult situation. It captures the feeling of the nation by acknowledging that Christmas will be different this year. They sign off with Value for Money messaging saying, **“It's the Christmas we all need, at the prices we all want.”**



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How can brands help this holiday season?

► Holiday hesitation

It's not at all surprising that people are worried about the prevalent situation and therefore unsure about the holidays. However, the prospect of spending time with loved ones is the light at the end of the tunnel.

There's a great opportunity for brands to build an emotional connection by playing up spending time with friends and family and making it meaningful for consumers

58%

I am worried about the upcoming holiday season being disrupted by the lockdown

57%

I am unsure how the holiday season will go this year, but i'm going with the flow

56%

I am holding off from making any preparations for the holiday season

52%

I am really excited to see friends and family at the end of the year



► Making the most of it

People are very explicit in their asks of brands, expecting that they provide practical support through offers and deals, and provide fun and inspiration to deal with a different holiday season.

Brands can connect with and stand out for consumers by being agile and different in how they inspire people to make the most of the current situation.

30%

Bring some fun/laughter

39%

Offer new promotions and offers to make the best use of my money

29%

Give me ideas for how to make the most of this time

28%

Help me with new ways of connecting with my family and friends

27%

Help me to make a positive difference to people in need during this time

TESCO: #TescoNoNaughtyList



Tesco's 2020 Christmas ad encourages shoppers to forget about all the "naughty" things they did amidst the pandemic of 2020. Celebrating dodgy lockdown haircuts and bad video call etiquette, the advert says there is "no naughty list" this year, as the population has had to cope with the pandemic. **It brings a much needed fun spirit and laughter into people's lives this holiday season.**

Etsy: Gift like you mean it



This heartwarming series of ads shows families sharing homemade presents. At a time when holiday shoppers are looking for meaningful gifts, Etsy hits the mark with this campaign. Each spot highlights **a story of connection, inclusivity and acceptance that everyone can relate to**, while highlighting the personalized, one-of-a-kind gifts you can only find on Etsy.