



4 ways {you know} your customers have changed since the last lock down

New Rituals

We celebrate in the same physical place that we work. From Halloween to Poppy Day we're finding new ways to mark time as we prepare for a Christmas on Zoom.

So

Affinity is shown by printing and sticking. The images displayed in front window are how we display our soul. Campaign with an image.

New Behaviours

We are battling video call fatigue. Finding new rooms in the house to hold or differentiate our video calls. The home office for work, the kitchen for family.

So

Limit the peripherals. We're manoeuvring a mini TV studio around the house. Collectively, we're more comfortable with comfortable.

New Hardware

Lighting rings are finding their way into the home office. We provide a softer view of ourselves to the world. Our work desk is the window on the world. It projects out and streams in.

So

Configure your interfaces to help consumers keep their eye line on the camera. Multi screen lets us look good and in control.

New Sensitivities

We are now in lockdown 2.0 and hardened to the reality but we crave the human and the sentimental. Captain Tom and Paul Harvey keep us feeling warmth.

So

Communicate sentiment and purpose. We're not easily fooled and can see through a false purpose.

JR