

THE UPCOMING CONSUMER

01

01 EMOTIONAL



After experiencing a roller coaster of situations (confinement, freedom, social contact restrictions...), citizen's emotions are running very high and this is reflected in the way they express their opinions and, of course, receive brand communication. During the confinement, a sense of unity prevailed, and campaigns calling for engagement triumphed. However, by the end of 2020, these campaigns no longer resonate with audiences who are more focused on

their immediate family circle and prefer brands to talk to them about how they can directly benefit from what they offer them. A feeling of unity prevailed during confinement and campaigns calling for engagement triumphed. However, by the end of 2020, these campaigns no longer resonate with audiences that are more focused on their closest family circle and prefer brands to talk to them about how they can directly benefit from what you have to offer.

02

02 NOVICE



During the confinement we teleworked, learned through videoconferences, shopped online, exercised in the living room, and baked bread for the first time... and we are not easily willing to let go of these new habits that have proven to make our lives easier.

According to a report done by Accenture analyzing fifteen countries, before the pandemic

1 in 5 consumers had never purchased groceries online. This means that a new type of consumer is emerging in the e-commerce arena, regarding needs and age, who does not place limits on their expectations nor hesitate to look for something as specific as "tea at home," which, according to Google Trends, has been one of the most popular searches in the UK.

03

03 INDEPENDENT



It is evident that we have had to do many things for the first time, but nonetheless, nothing has been a barrier to connecting with our friends or learning differing types of disciplines with tutorials. We know how to search for what we want and choose where and how to purchase it,

navigating among multiple platforms and channels in an environment with an extremely high amount of information. The consumer should not be underestimated; they are still demanding and determined and will not allow distractions to divert them from their goal.

HOW DO YOU REACH THIS CONSUMER?

01

01 PROMPTNESS



We are not referring to receiving packages as quickly as possible, which is also probable, but rather, not wasting time on complex websites, providing them rapid assistance when requested (and even better if there is

a person behind it), and connecting them with physical or virtual stores where they can find what they are looking for in a seamless experience.

02

02 TRANSPARENCY



Trust is the cornerstone of relationships, including commercial ones, and therefore, above all, citizens will value companies and institutions being honest with them and taking their interests and concerns into account. This involves clearly explaining what you are going to do with their data and how

you are going to use it to improve their experience while also showing how your product is going to take care of them and their family. Additionally, with respect to sustainability, it is time to leave Storytelling behind and to focus on Story-doing: doing before telling.

03

03 EXPERIENCE



In-person interactions have reduced and left us longing for a similar experience. Therefore, we strive for virtual or hybrid experiences to be as complete as possible. For this reason, companies have been quick to reflect upon the channels they use and have opted to open new ones that allow them a more immediate connection with their customers according to their needs. Some of the new channels include WhatsApp, their own applications, and TikTok... a trend that

will clearly continue and that opens almost infinite opportunities for connectivity and communication. These are just three key points, but the most important thing for companies and brands is to continue listening carefully to what the consumer has to say and to ensure that our marketing and communication plan is flexible, creative, and coherent to overcome this year's challenges.

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