

2023

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CULTURAL
TAILWINDZ





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Chief Strategy Officer

We hope these **2023 TAILWINDZ** find you well.

While there has been a lot of uncertainty over the past few years, some things are becoming more certain. There will be a greater shift from “living for today” to “preparing for tomorrow”. As a result of more mindful spending and saving, understanding new behavioral triggers is critical.

The following **2023 TAILWINDZ** show how we can tap into an evolved consumer mindset to grow brand affinity and drive sales.

Reach out if we can help.

**“When things seem to be
falling apart, they may actually be
falling into place.”** — J. Lynn



2023 CULTURAL TAILWINDZ OVERVIEW



NEW
NECESSITIES



MORE IS
MORE



RE-COMMERCE
REVOLUTION



GOING IT
ALONE



STEERED
CHOICE



NEW HEAD (& TAIL)
OF HOUSEHOLD



NEW NECESSITIES

The definition of necessities has changed to be in line with the prioritization of “well-being”. Consumers’ desire to de-stress — or increase their happiness — gives them permission to justify spending on products and services that once seemed non-essential.



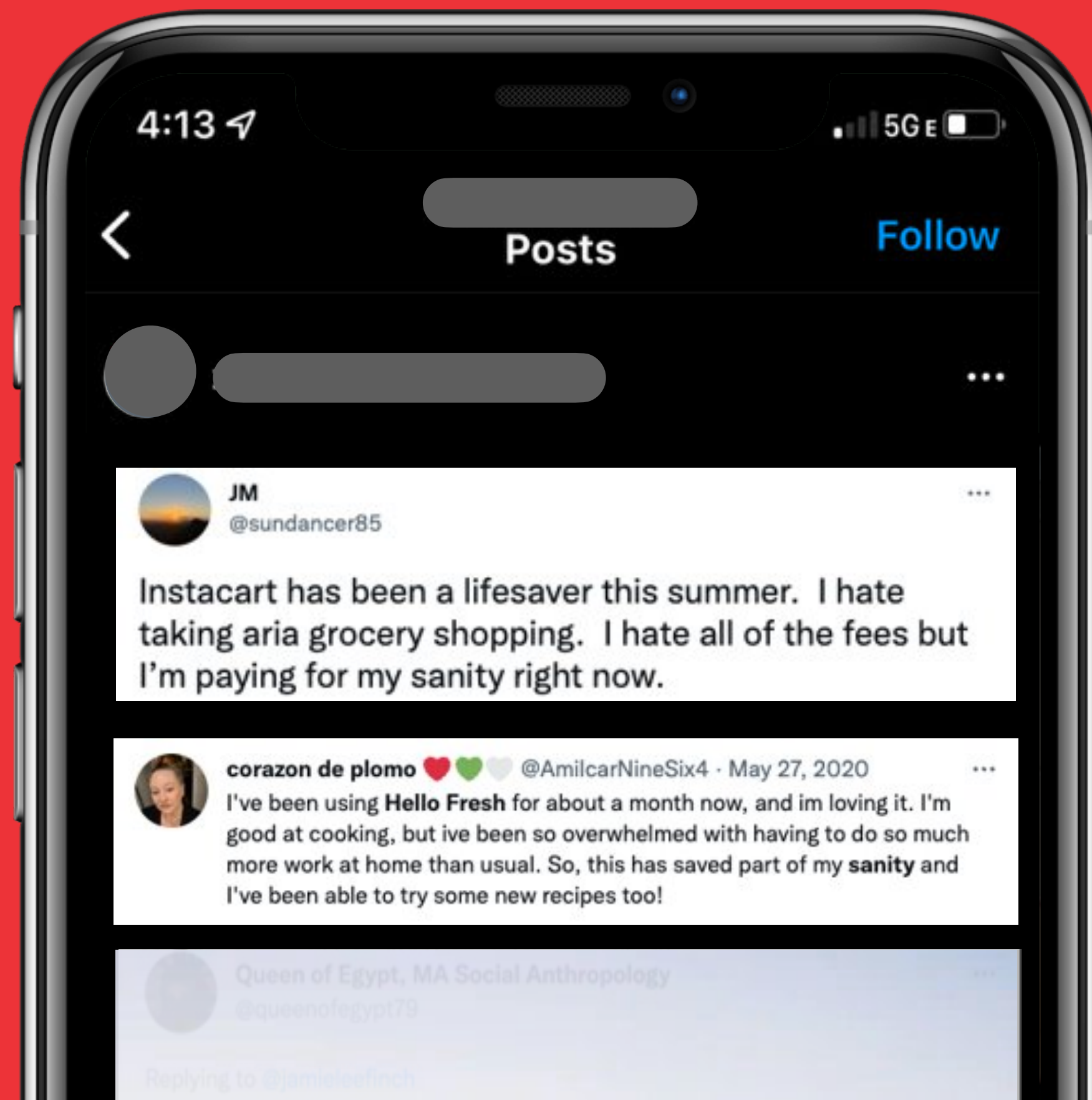
Online grocery sales have increased an average of **18%** per year between 2017 and 2022 and are expected to grow.

Massage Industry expected to grow about **8.6%** over the next 10 years.

Skincare Market projected to grow about **5.5%** between 2021 and 2028.

Leisure Travel Market projected to grow about **22.6%** between 2021 and 2027.

Source: AMTA, Fortune Business Insights, "Leisure Travel Market by Traveler Type, Sales Channel, By Age Group and By Expenditure Type: Opportunity Analysis and Industry Forecast, 2021-2027; IBIS World



IMPLICATIONS

Serve up a nice-to-have as a must-have. Connecting to self-care is a way for products and services considered “luxuries” or pure “wants” to make their way into consumers’ lives. Beyond what the product or service is, how can it make you feel? What else can you do to provide a sense of well-being? Can your brand provide comfort or a sense of order in these uncertain times?

McDelivery from McDonald’s continues to be more integral to people’s lives as a seamless way to experience a good meal — and make their lives easier. In fact, McDonald’s is currently rolling McDelivery into its app and expects to make it available nationwide in Q1 2023.



MORE IS **MORE**

With the state of the economy, the product itself isn't the only thing consumers are expecting to get with their purchase. They don't just want value, they want the *value add*.

They are seeking to get more for what they pay: extraordinary customer service, free shipping and returns, same day delivery, a gift with purchase, a lifetime warranty, a shareable or unique experience.





84%

**of customers say
the experience a
company provides
is as important as
its products/
services.**

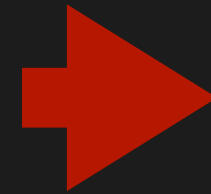
*Source: Salesforce State of the Connected
Customer Report*

IMPLICATIONS

Brands need to go above and beyond to attract and retain consumers. What are additional or complementary products or services that could help create greater value for your brand? How can you provide a memorable, positive experience during all consumer touch points to ensure you are “called up,” not “called out”?

JetBlue Vacations has “The Insider,” a 24/7 concierge service meant to enrich the travel experience

Source: Salesforce State of the Connected Customer Report



RE-COMMERCE REVOLUTION

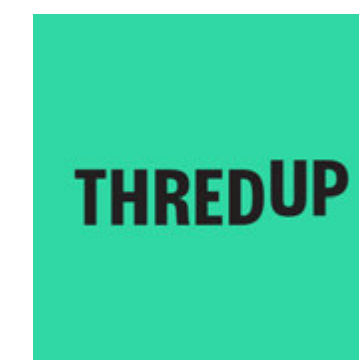
Beyond Reduce, Reuse, Recycle, a fourth R has emerged: **Re-Commerce**. Whether it's the thrill of the hunt and deal, a side hustle, being environmentally responsible, obtaining something otherwise out of reach, or helping make ends meet due to inflation, consumers are getting the most out of used products and earning money from them.





65%

**of all
shoppers use
some resale
or re-commerce
service.**



Source: Wharton Baker Retailing Center

IMPLICATIONS

Find ways to give second-hand a second chance. Brands might want to think beyond "New & Improved" and consider tapping into the emotional appeal of hunting for vintage finds and/or getting things that they otherwise may not be able to afford.

For example, Kay Jewelers offers a jewelry trade-in program and sells pre-owned hand jewelry at a great price.

Source: Wharton Baker Retailing Center



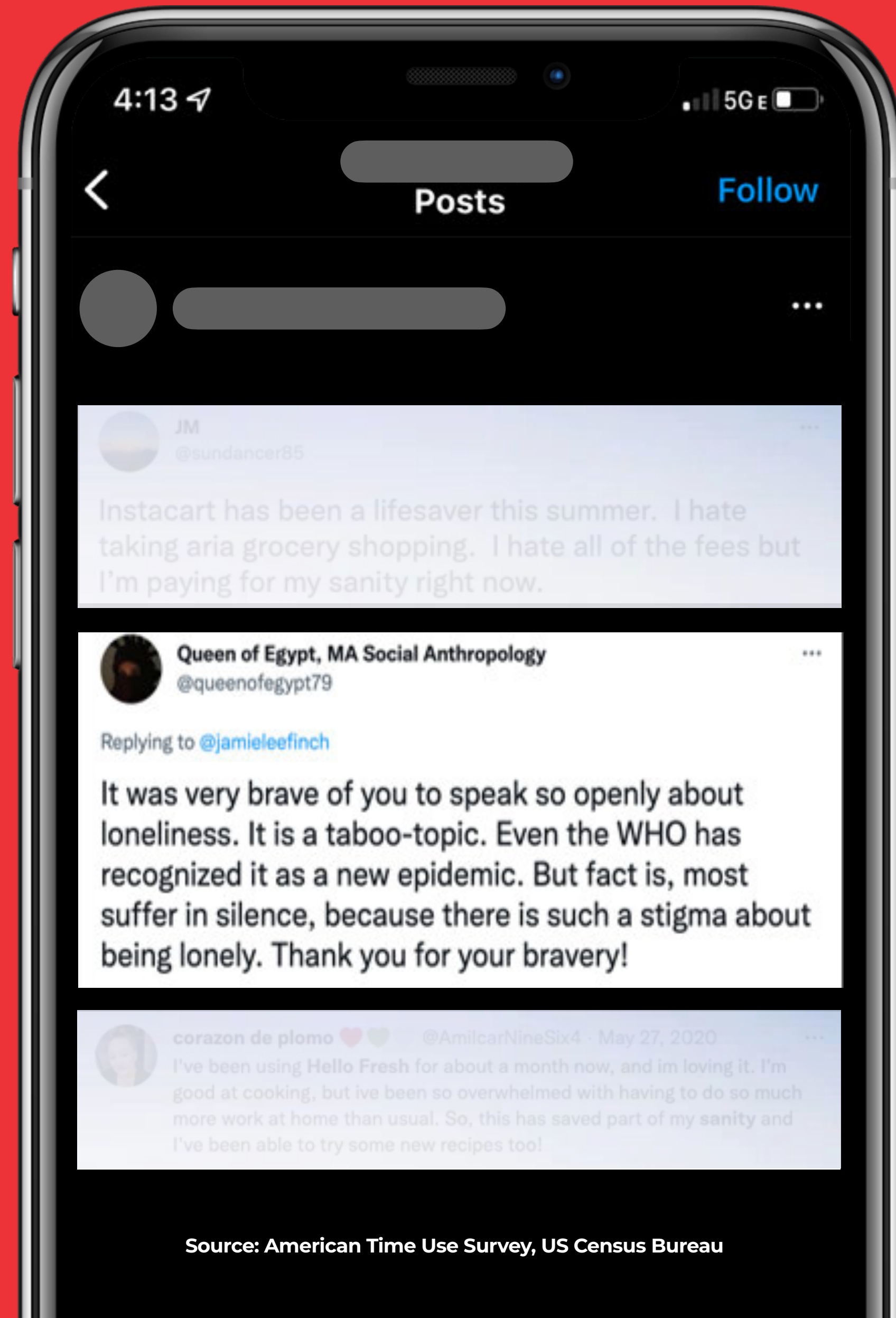
GOING IT **ALONE**

It's not new that the percentage of Americans living alone is increasing. In fact, based on census data, the number of people living alone has jumped by 4 million over the past decade.

However, what's dramatic is the increased amount of time Americans are spending by themselves today. According to the 2022 American Time Use Survey, since the pandemic, consumers are spending nine more hours each week alone. Working from home, declining marriage rates, choosing not to start a family, and enhanced technology are all key contributors.

- *Canadian Mental Health Association*





Source: American Time Use Survey, US Census Bureau

“ Social connection can lower anxiety and depression, help us regulate our emotions, lead to higher self-esteem and empathy, and actually improve our immune systems.

By neglecting our need to connect, we put our health at risk. The reality is that we’re living in a time of true disconnection. ”

- Canadian Mental Health Association

IMPLICATIONS

1) Brands could facilitate connections by providing both in-person and virtual communities. Is there a way your brand can help people interact with each other?

Planet Fitness could emphasize the social aspect of being part of their gym community beyond individual achievement — even leveraging online and app fitness programs.

2) Brands can also celebrate and reward singles — and even overcome the stigma of being alone. Could the hospitality industry not just reward 'double occupancy' customers, but do more for those traveling alone?



STEERED CHOICE

Consumers are overwhelmed and are constantly inundated with choices that heighten their anxiety. While they may not want to admit it, people want to be led and guided through the overwhelmingness.





AMANDA
GORMAN

#1 NEW YORK TIMES BESTSELLING AUTHOR
TOM

Orlando
Book Club
The

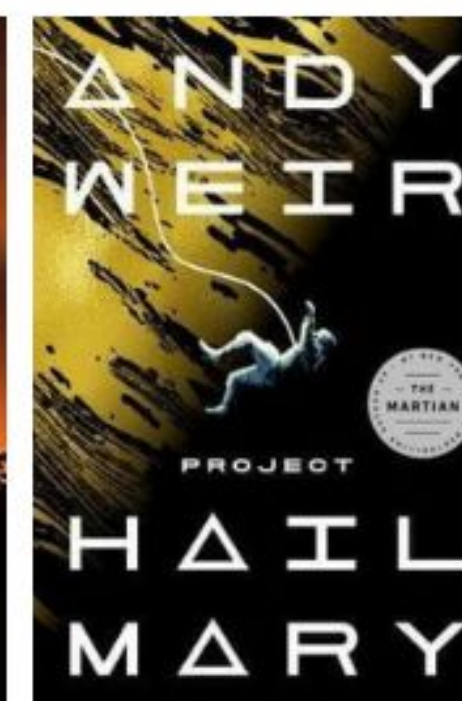
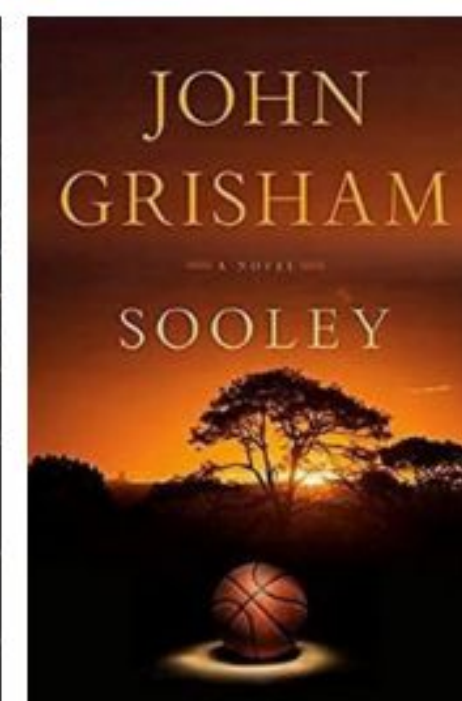
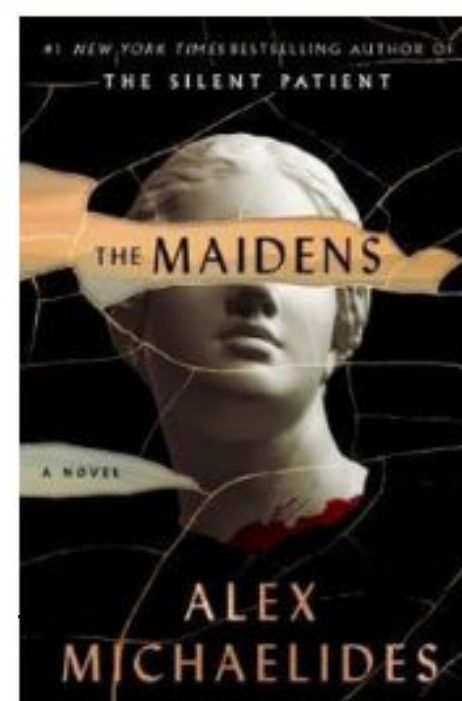
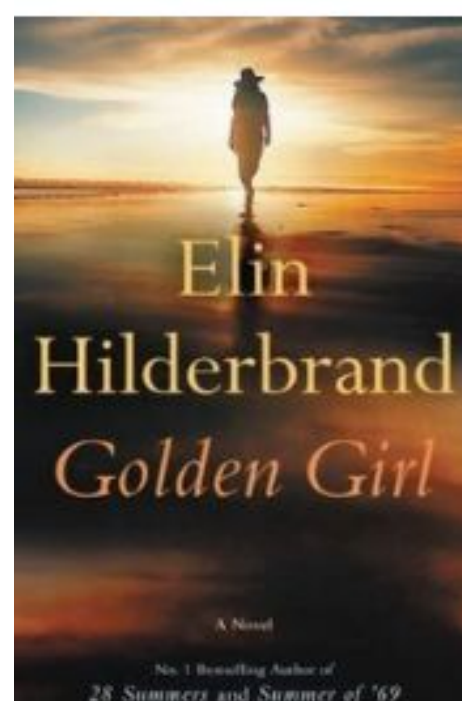
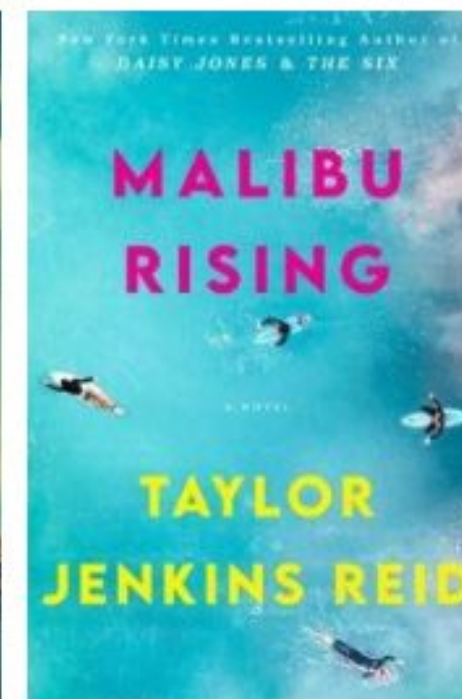
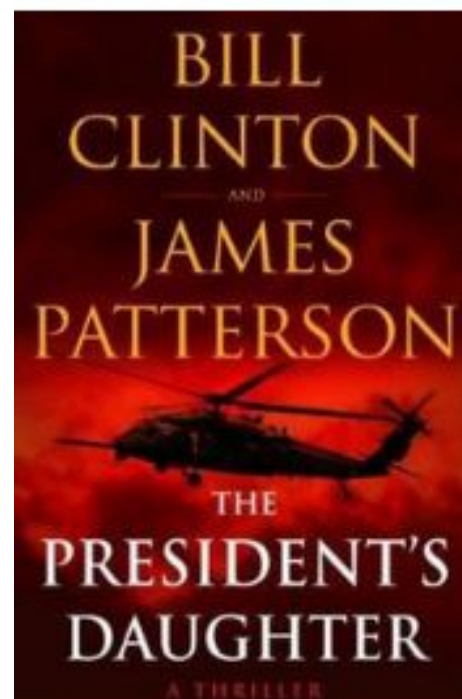
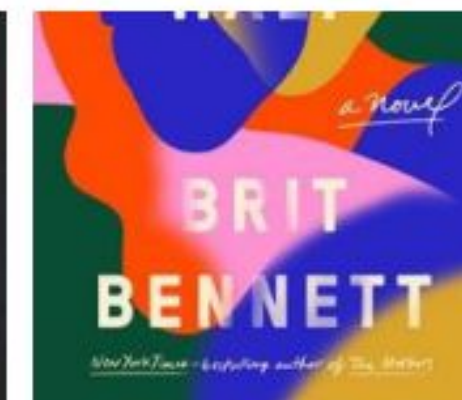
THE

CRITIC REVIEWS FOR *TROLL*

All Critics (16) | Top Critics (1) | Fresh (14) | Rotten

NEW YORK TIMES BESTSELLERS

BOOKLIST QUEEN



While light on narrative, it's when director Roar Uthaug embraces the film's monster that *Troll* reveals its magic.

December 1, 2022 | Rating: 2.5/5 | [Full Review...](#)



Meagan Navarro
Bloody Disgusting
★ TOP CRITIC

The director handles well the different tempos of the film, creating intrigue even though we all know the *Troll* will be up to no good in no time... [Full review in Spanish]

December 5, 2022 | Rating: 3/4 | [Full Review...](#)



Pablo O. Scholz
Clarín

Entertaining and scary too, this Norwegian film should please you.

December 5, 2022 | [Full Review...](#)



Betty Jo Tucker
ReelTalk Movie Reviews

It's no "Trollhunter." So "dumb fun?" Close. But no.

December 2, 2022 | Rating: 2/4 | [Full Review...](#)

**Rotten
Tomatoes®**

IMPLICATIONS

Brands should lead consumers to their choice. After years of touting “more options,” it's more important than ever for marketers to help consumers hone in on the best option for them.

La-Z-Boy provides free design services for people in need of a vision for their home decor.



NEW HEAD (& TAIL) OF HOUSEHOLD

Pets have jumped from the back seat to the driver's seat. In fact, **71% of pet owners** said they would regularly put their pet's needs before their own.

Source: New York Post, September 26, 2022





Pet Owners State That Their Pets Influence ...

- > What Trips They Take **(40%)**
- > Where They Live **(37%)**
- > How They Spend Money **(36%)**
- > Who They Hang Out With **(35%)**

Source: New York Post, September 26, 2022

IMPLICATIONS

Brands should consider tapping into triggers of what the pet's preferences would be versus just the buyer. Where would Fido want to have dinner? What neighborhood would be good for Spot? Where does Storm want to go on vacation?

Given Five Below's pet selection, there could be a fun way to tap into the nag factor of pets begging to stop in.

Source: New York Post, September 26, 2022

2023 CULTURAL TAILWINDZ SUMMATION



NEW
NECESSITIES



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MORE



RE-COMMERCE
REVOLUTION



GOING IT
ALONE



STEERED
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NEW HEAD (& TAIL)
OF HOUSEHOLD



zim
mer
man

If you'd like to learn about what's next for your brand, reach out to **strategy@zadv.com**