

# Colart Lunch & Learn

March 2021

**Today we will cover three topics...**

# Contents



## How to talk to people post-Covid

What does the future look like as we go 'back to different' and how are people thinking and feeling about it?



## Latest consumer passion points

Covid shifted the importance of brand purpose. Now people want to see brands build on positive outcomes of the pandemic.



## Influencer landscape and trends

Influencer marketing is stronger than ever, but platforms are evolving and the influencer landscape is maturing.

**But first some context...**

What is the current situation?

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# A year into the pandemic we are still in lockdown... on the whole people have complied to the rules but fatigue is kicking in

## Day of reflection to be held a year after UK's Covid lockdown began

A minute's silence will be observed at noon on 23 March to remember the thousands who have died

- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)



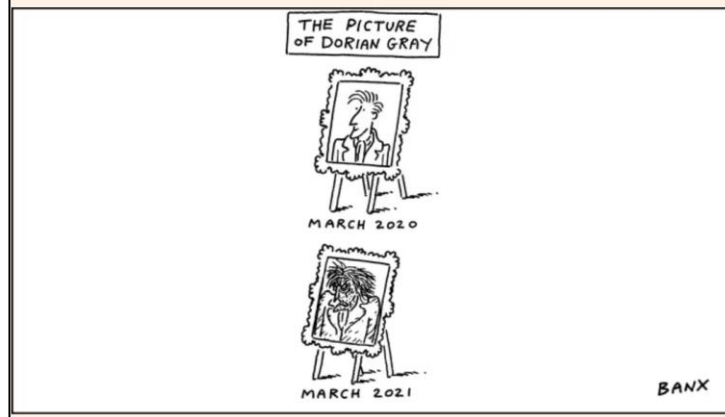
## A year lost: We want to hear about your 12 months in lockdown

As we approach a year since the UK was first placed under Covid restrictions, we want to hear how the pandemic has changed your life

By Telegraph Readers

## A year since first Covid lockdown

'The picture of Dorian Gray'



## The situation varies across different countries



- 50% of all UK adults vaccinated.
- Roadmap out of lockdown announced.
- Social restrictions expected to lift 21<sup>st</sup> June.



- 35% of US adults vaccinated.
- A nationwide patchwork of rules and restrictions differing by state.



- Slower vaccine roll-outs with 12% of adults vaccinated
- Rising Covid numbers creating fears of a third wave.
- Lockdown measures are being reimposed in high rate areas.

# But there are finally signs of hope on the horizon

## EU agency says AstraZeneca vaccine is 'safe and effective'

23 minutes ago

Coronavirus pandemic



EPA

Germany, France and Italy were among the countries to pause their rollouts of the vaccine as a precaution

**Boris Johnson** @BorisJohnson · 17 Mar  
United Kingdom government official

The latest milestone is an incredible achievement – representing 25 million reasons to be confident for the future as we cautiously reopen society.

Thank you to the brilliant NHS, scientists, armed forces, volunteers and all those who've helped our rollout.

81.9K views 0:07 / 0:07

882 766 4.2K

## Lockdown: Boris Johnson unveils plan to end England restrictions by 21 June

22 February | Comments

Coronavirus pandemic

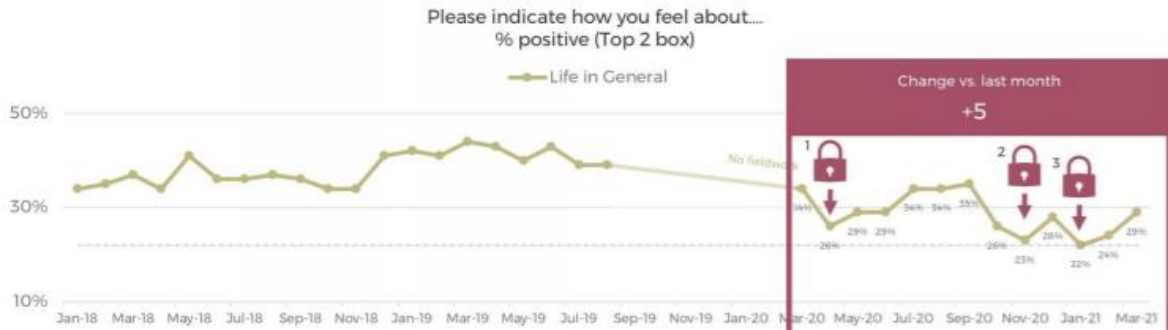


Watch the full statement by Boris Johnson on England's roadmap out of the Covid-19 lockdown

# This has boosted positivity levels... and confidence in the economy

## Roadmap out of lockdown brings increase in positivity.

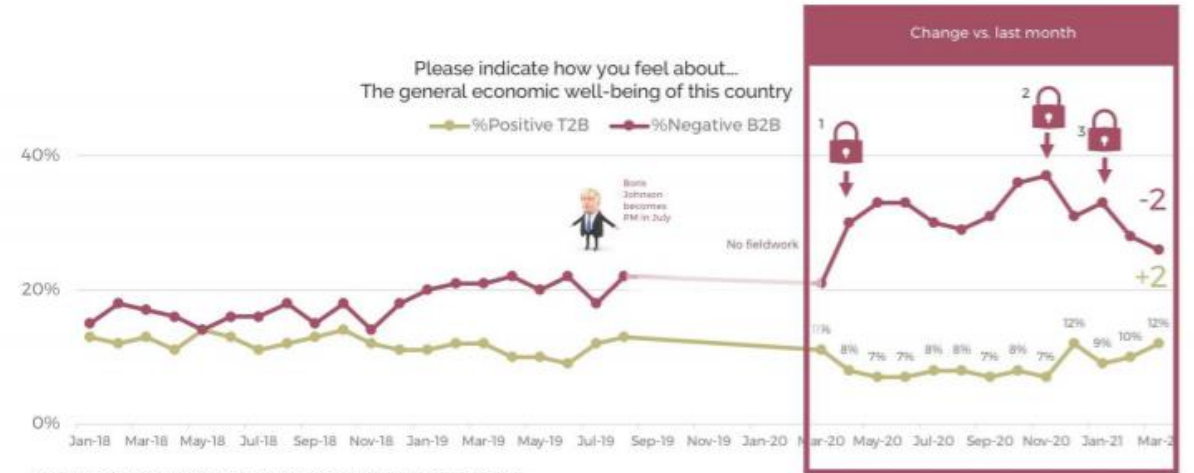
With the steps out of lockdown clearly laid out and vaccine rollout continuing to be a success, the nation are feeling more positive about life in general this month.



Q1. On a scale from 1 to 7, where 1 is 'Extremely negative' and 7 is 'Extremely positive', how would you say you currently feel about your life in general?  
Base - n = c2000 per month

Source: Walnut

## Negativity towards this country's economic wellbeing continues to fall.

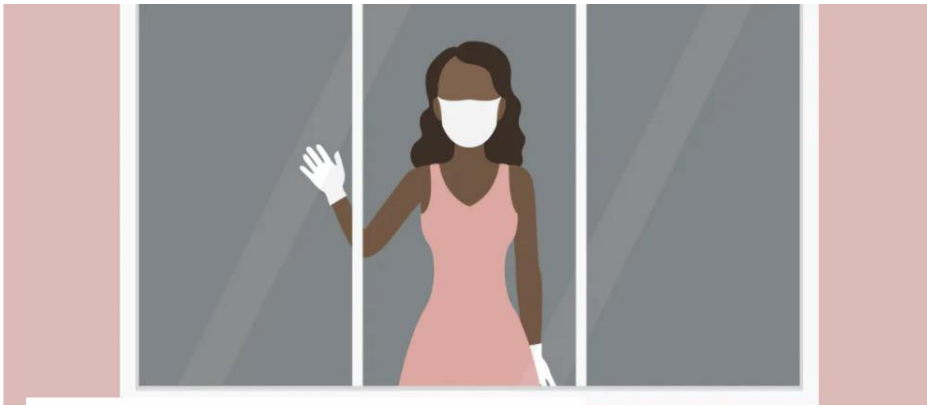


Q4. Still using the same scale, please indicate how you feel about each of the following aspects of Britain?  
Base - n = c2000 per month

Source: Walnut

**But after a year in lockdown, excitement is inevitably paired with anxiousness and uncertainty about the future**

**Post-lockdown anxiety:  
“Am I the only one feeling  
overwhelmed by the idea  
of going ‘back to normal?’”**



Dealing with lockdown hasn't been easy, but going 'back to normal' won't be, either.

**53%**

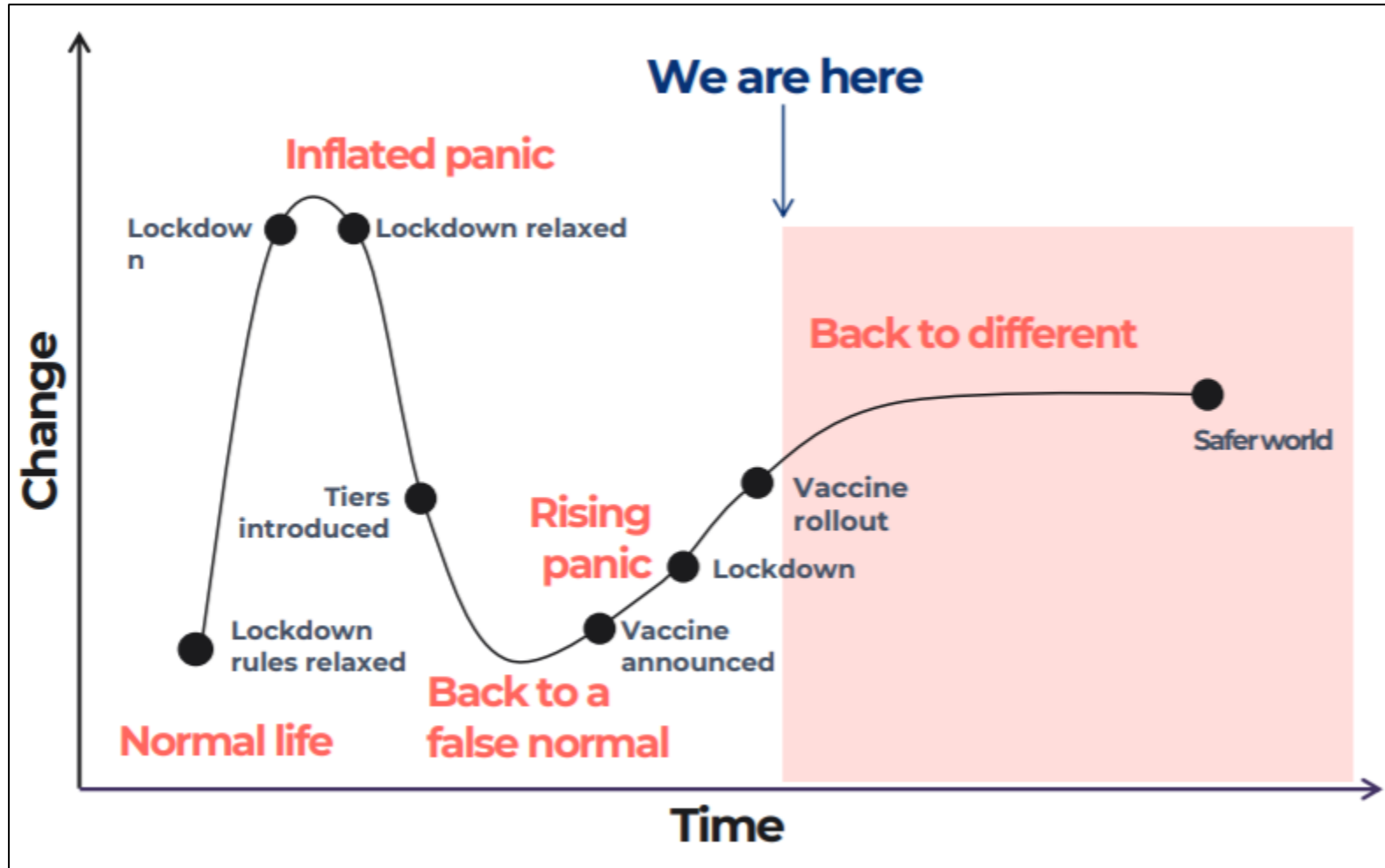
Feel very anxious  
about resuming  
normal activities after  
the pandemic

Source: Ipsos

*“I feel that I have become detached from the way things were before the pandemic, and the thought of going back to activities such as sitting on a crammed bus or drinking coffee in a café feels overwhelming”*

Source: BBC

Only one thing is certain, things won't be exactly as they were before



# Covid has led to many lifestyle changes, some of which are here to stay

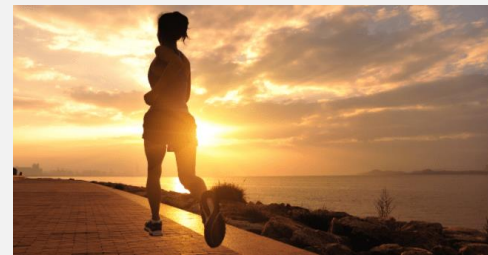
**More cautious lifestyle choices**



**Embracing the benefits of home life**



**More individual wellbeing pursuits**



**Local community living**



**Continued remote connections**



**Reappraising lifestyles to fit needs**



**Appreciating what's really important**



**Societal issues will be amplified**



How to talk to people post-Covid?

**TMW**<sup>®</sup>

# We have seen the tone of comms shift throughout the pandemic...

Empathy



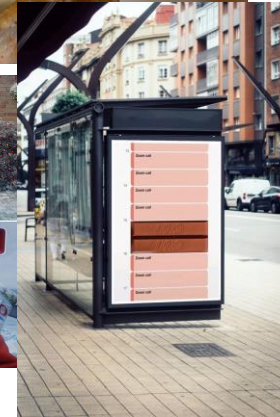
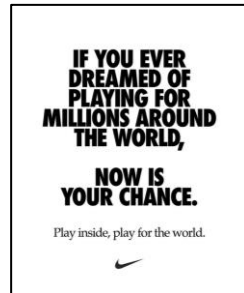
Reassurance



Optimism/playful



Opportunity/reset



What's next..?

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# Even as lockdown eases we know the home will still be important

## Insight

We will see a continued focus and appreciation for the home in all facets of life.

**78%**

of CEOs agree that remote collaboration and working from home is here to stay in the long term

Source: PWC

**FC**

Fast Company @Fa... · 2h

Of those who work remotely, nearly two-thirds of would like to continue to do so.

**VIRTUAL REALITY IN RETAIL: THE FUTURE OF SHOPPING IS VIRTUAL**

### Sales rise fastest for bigger homes

Percentage increase in sales agreed



# And people have a new found appreciation for 'me time'

## Insight

Many feel pressing pause on their go-go-go life has made them a better person, learning to say no to things, prioritise 'me time' and take up new hobbies.

### The relief of pressing pause on modern life

**Two thirds** of respondents think self-isolation has made them a better person, having had time to pause, reflect and reprioritise

Source: One Poll

**22%** took up a new past time during lockdown while **35%** rediscovered an old one

Source: The Healthy Work Company

### The science behind why hobbies can improve our mental health

February 11, 2021 7:55pm GMT



**NEW HOBBIES TAKEN UP IN THE UK DURING LOCKDOWN**

Many people said they chose to take up a hobby because it is good for their wellbeing

# This does mean people are a bit worried to go back out again

## Insight

After a year of uncertainty people could do with a reassuring nudge to go out and remember old favourites they loved and have missed.

### Lockdown ending could trigger anxiety for many, say UK charities

Fears raised for people with mental health concerns over return to schools and workplaces



## Comfort in a crisis: How brands can help us feel better

*In an age of lockdown and uncertainty, consumers have got a taste for nostalgia as they look for brands to offer a much-needed dose of comfort.*

*“Comfort brands to me are the things that remind you of safer times.”*

Source: Marketing Week

# So people are looking for optimism and positivity about the future

## Insight

People have had enough doom and gloom. The nation hit its lowest mood over the last couple of months. But there is now hope on the horizon and reasons to be optimistic.

HEALTH • COVID-19  
**Depression Has Skyrocketed During the COVID-19 Pandemic, Study Says**

**Coronavirus tracked: Americans are unhappiest they've been in nearly 50 years, poll says**  
For the first time since records began, more people said they were unhappy than very happy  
Anthony Cutbertson | @ADCutbertson | Thursday 18 June 2020 15:54 | comments



# And are excited for the things they have missed so much to return

## Insight

We will return to life with a renewed enthusiasm, appreciating moments that were previously taken for granted, sweetened by memories of a time they couldn't.

### Two thirds

believe the pandemic has made them appreciate the simple things more

Source: Red Cross



*"When I can see friends again, I will appreciate the moments as they happen, fortified by the memory of a time they couldn't".*

Source: The FT

# What does this mean for Colart?

## The role of the home

- How can we inspire people to spend time at home getting creative?
- What activities can easily be participated in from home?
- How can we get families to get creative together?

## Prioritise me time

- How can we encourage people to keep up creative hobbies they took up?
- What activities will instil a sense of achievement?

## Provide reassurance

- How can the comforting, nostalgic nature of our brands help to reassure people?
- How can art provide moments of calm to support wellbeing as the world reopens?

## Be optimistic

- What can we give people to look forward to?
- How can we remind people of the joy painting and being creative with can bring?

## Celebrate a renewed enthusiasm

- Can we encourage people to capture these moments and share through UGC?
- What have people missed from the creative world that they are going to be excited to return to?

**Consumer passion points**

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# Amongst pain and difficulty, we have also seen a lot of good come out of the pandemic

## Coronavirus: Before and after - How lockdown has changed smog-filled skylines

The fall in air and road travel globally has meant pollution levels have plummeted, with photos revealing cleaner air in cities.



## Venice canals run clear, dolphins appear in Italy's waterways amid coronavirus lockdown

20 March 2020, 17:30 | Updated: 8 September 2020, 14:38



Coronavirus is revitalising the concept of community for the 21st century

April 29, 2020 11:24am BST

## More than 500,000 people sign up to be NHS volunteers

NHS surpasses target of 250,000 to help vulnerable during coronavirus crisis

- [How will the NHS coronavirus volunteer effort work?](#)
- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)



## Coronavirus: Nine good things to come out of COVID-19 pandemic

Elderly shopping slots, singing with your neighbours and pollution decreasing are among the positive effects.

By Russell Hope, news reporter

Wednesday 18 March 2020 16:40, UK

COVID-19 CORONAVIRUS

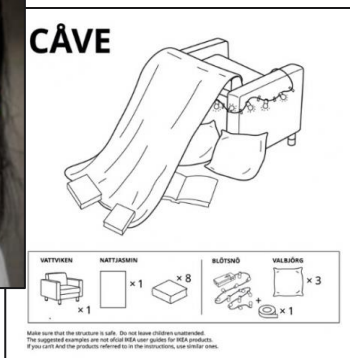
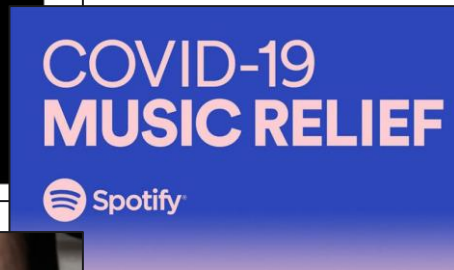


## The 'pandemic of kindness': Will we be more considerate after coronavirus?

For many this crisis has prompted a moment of reflection, writes [Alexandra Jones](#)

# Many brands stepped up and helped through relevant purpose driven activations

## Emotional support



72%  
say they like seeing  
brands helping those in  
need during the  
coronavirus pandemic.  
  
(Foresight Factory, 2020)

## Functional support



Coronavirus: Iceland stores to open early for older shoppers

16 March 2020  
Coronavirus pandemic



From liquor brands to car factories, production lines now resemble the war effort

Big business is stepping up to help fight the spread of coronavirus in ways that are starting to resemble the response to World War II.



## Revealing that brands can do it, and quickly!



“Purpose was already rising in importance. Now it matters more than ever. The pandemic is testing our humanity and values. Covid-19 has given us all a common purpose and thereby **elevated the very idea of a company’s ‘purpose’**”.

(Accenture, 2020)



“A key lesson of the crisis, is that we can change things really fast when we want to... **look at how fast many companies have pivoted** assets, capabilities and priorities to innovate and contribute”.

(Accenture, 2020)

So consumers are going to expect brands to do more going forwards

““The optimistic view is that, after the peak of the crisis, the world will rise on more **sustainable, just and human**. And brands are already being asked to take a stand”.

(WARC, 2020)

# Consumers will be looking to brands to drive the sustainability agenda

## Insight

People don't want to see the environmental progress we have seen emerge from the pandemic go to waste. So there is more emphasis on protecting the planet than ever.

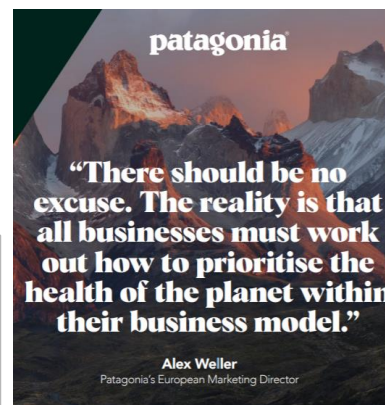
**90%**  
of global consumers said they were equally or more worried about environmental issues after the Covid-19 outbreak.

Source: BCG, 2020

**Sustainability Matters Now More Than Ever for Consumer Companies**

AUGUST 11, 2020

COVID-19: an opportunity for brands to clean up society and sustainability



**80%**  
want brands to advocate change and solve society's problems

Source: Edelman, 2020

# As well as stepping up to help society in relevant ways

## Insight

The impact of the virus has amplified existing societal problems. The gap between the have and have nots is larger than ever.

In the past brands have tended to avoid political and social justice topics, but this is no longer a safe bet: Silence is increasingly seen by many as tantamount to complicity.

Source: Forbes, 2021

**How Cadbury and Age UK's 'The Originals' campaign aims to start a proper conversation with the older generation**



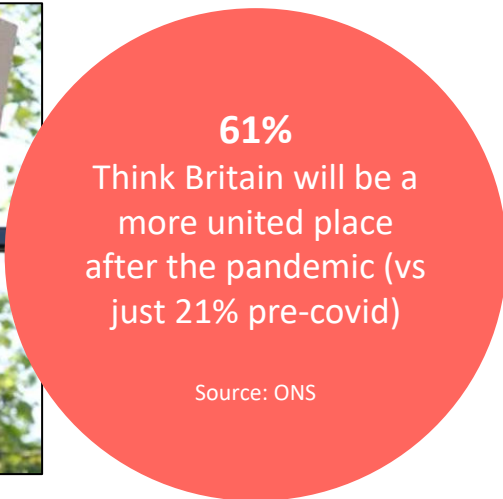
**85%**  
want brands to help them solve personal problems

Source: Edelman, 2020

# Community will be at the core of this

## Insight

Coronavirus has sparked a sense of collectivism; an awareness that we're part of something bigger. This has reignited community spirit.



**Plan to turn UK into huge art gallery: Sculptor Sir Antony Gormley launches exhibition encouraging people to display artwork in front windows to 'counter the gloom of the pandemic'**



Some of British art's biggest names, including Antony Gormley, Sonia Boyce and Anish Kapoor, are encouraging Britons to turn their front windows into a gallery as part of a nationwide initiative to create a "magical patchwork of creativity".

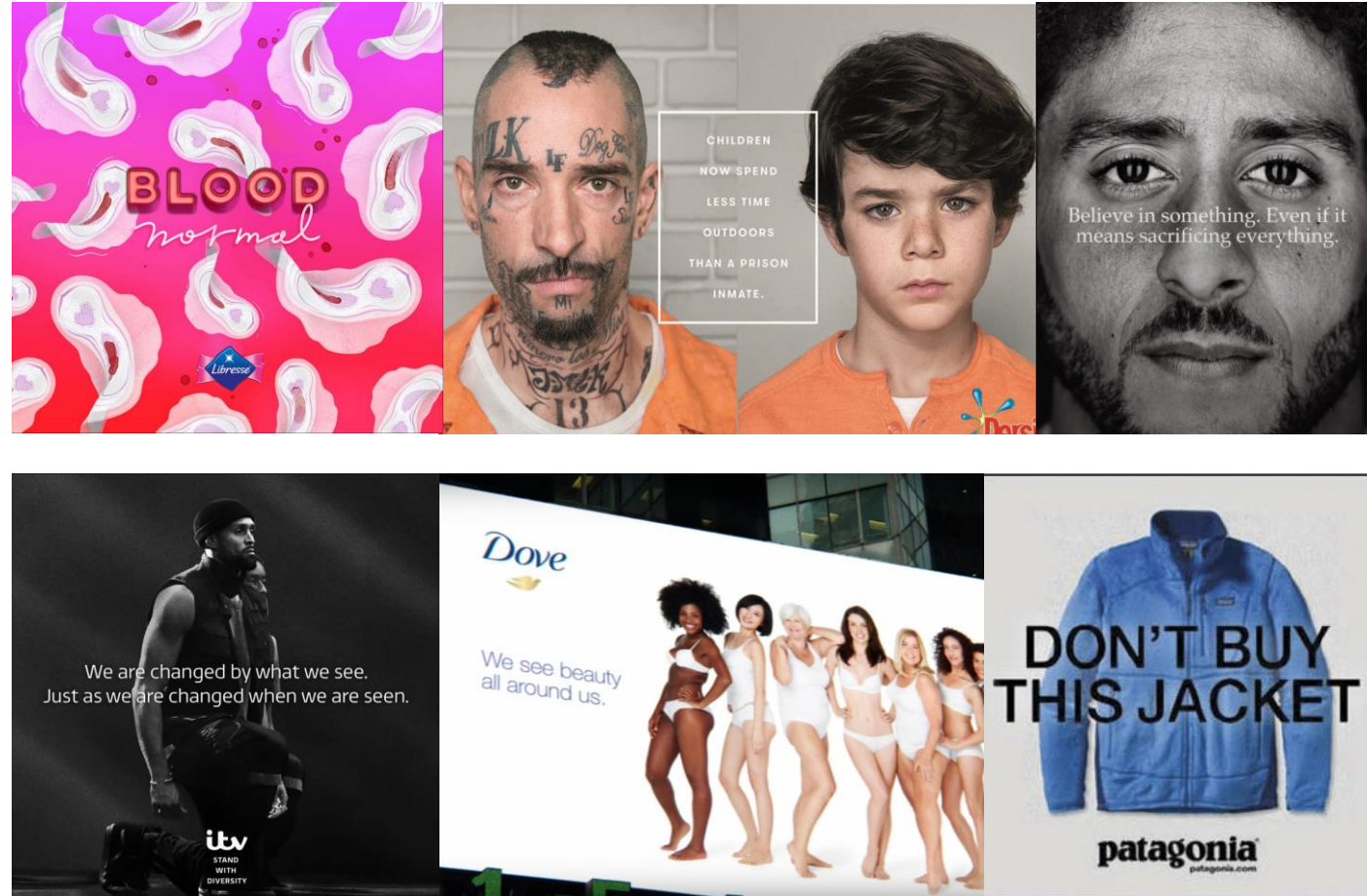
# Activating purpose can be very beneficial for brands, with those doing a good job reaping the rewards

Brands recognised for high commitment to purpose have grown at more than

**2x**

the rate of others  
(+175% vs +70%)

(Kantar, 2020)



# But brands must ensure this is authentic and consistent to avoid 'green washing' claims and subsequent backlash

**56%**

feel too many brands use societal issues as a marketing ploy to sell more of their product.

(Accenture, 2018)

## Gillette faces backlash and boycott over '#MeToo advert'

By Michael Baggs  
Newsbeat reporter

15 January 2019



## Lush 'anti-spy cops' campaign criticised

1 June 2018

Undercover policing inquiry



# What does this mean for Colart?

## Tackle environmental issues

- What quick wins could we make in this space?
- What longer term things could we look to put in place?

## Tackle societal issues

- Consider how we could start to support disadvantaged communities (e.g. art grants, donating stock, sessions with artists)
- How could we use the therapeutic benefits of creativity to help wellbeing?

## Foster community spirit

- Consider different community initiatives that our brands could run (online and IRL).
- Community is a big part of the creative world – how can we reignite this in a post-Covid world?

**Influencer trends**

**TMW<sup>®</sup>**

Prior to the pandemic, there was a consensus that the influencer bubble was about to burst

Is 2019 the year the influencer bubble pops? - Disrupt

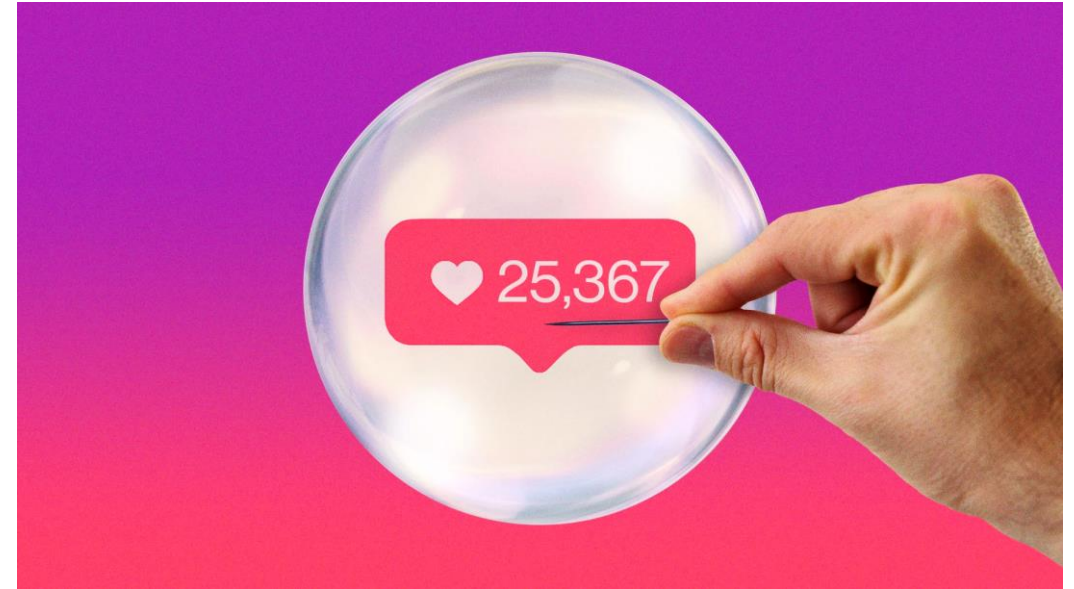
# The Death Of Influencer Marketing As We Knew It

Recent news stories have shown influencers in a bad light, which could impact their effectiveness when it comes to brand partnerships



## Why You Need to Stop Doing "Influencer Marketing!"

An exclusive interview with Brian Solis.



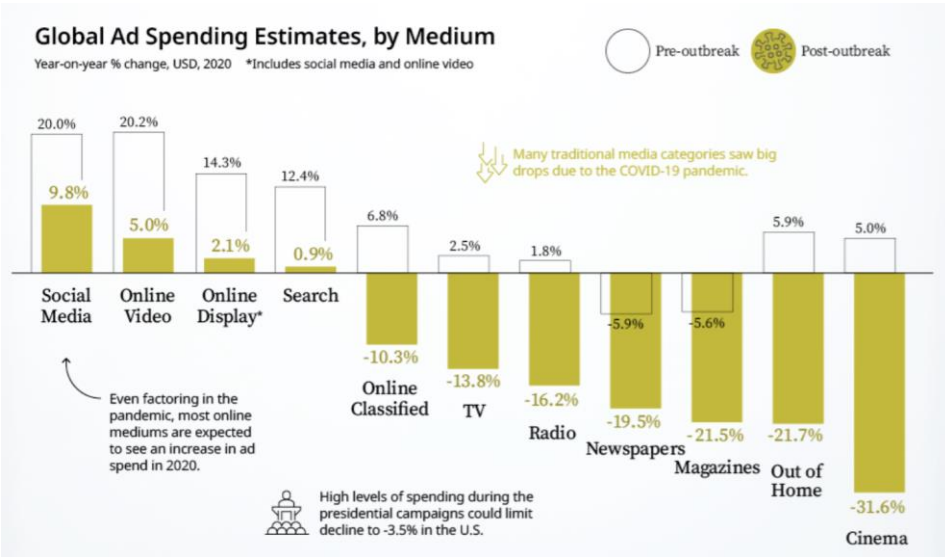
## Coronavirus Could Finally Pop the Influencer Bubble

As brands drop sponsored content and suspend product delivery, the influencer economy is going back to the basics. That may not be the worst thing.

But early into the pandemic, shoots were halted, brands were forced to innovate, and marketing budgets were refocused into digital and social

## Advertising productions under pressure amid coronavirus outbreak

Number of commercial shoots have been postponed or cancelled, as production sector braces for impact of coronavirus.



## Why Content Creation and Creativity Haven't Stopped in Lockdown

## With influencer and UGC focussed allowing for cost effective content creation, as well as driving awareness

“Marketers and creatives must stick to their brand values during the Covid-19 pandemic, and not be afraid to use influencers to help them produce cost-effective content and communicate with their target audiences.”

**(Marketing Week, 2020)**

“It's crucial for brands to stay in-market during this time; and brands and influencers will need to continue to innovate when it comes to relating to their communities. The emphasis should be less on sales and lower funnel messaging, but rather, refocused on messaging in order to connect with your audience and build a deeper bond.

**(Forbes, 2020)**

# Why using influencers as content creators is a great pay off for your brands

## Cost Effective



50% reduction in creative costs on average when working with influencers in place of a production studio

33% increase in brands looking to hire influencers to create their photo and video assets

40% increase in ad performance of influencer-created content in social ads

## Audience First Creative



57% of marketers say influencer content performs better than brand-created assets

30% of consumers say brands that use influencers are more compelling than brands that don't

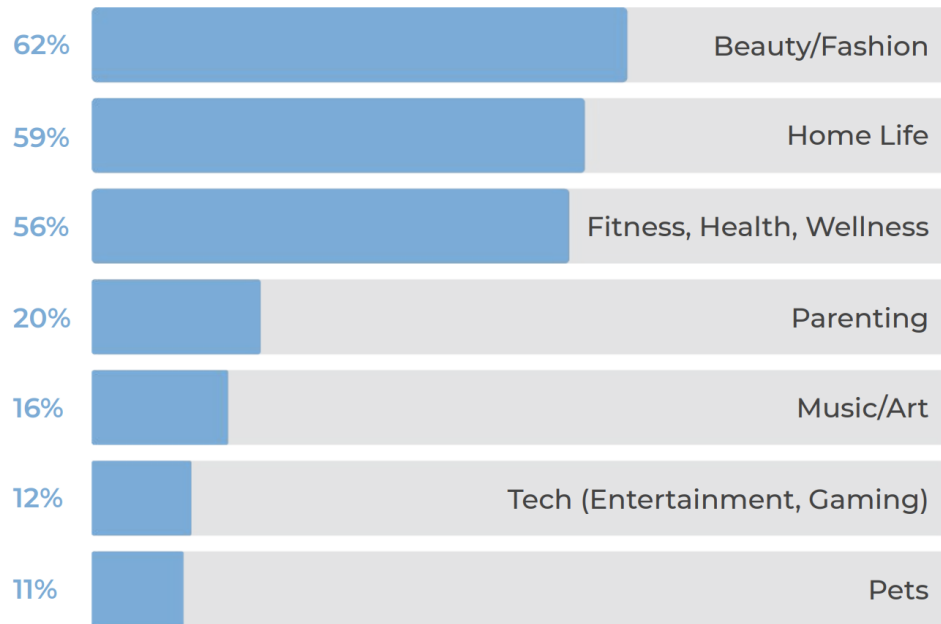
## Authenticity

Because influencers are seen as 'independent', aligning your brand with their authoritative voice can add genuine authenticity to your messaging.

32% of consumers find influencer content more relatable to their own lives rather than brands own advertising

# Traditionally, influencer marketing has appealed to younger, lifestyle consumers – but this is shifting

Influencers identified their top two content verticals.



**73%**  
Of consumers would unfollow an influencer who incorrectly labelled a sponsored post and/or promoted unsustainable or unrealistic lifestyles or body images.  
**(influenceronline 2020)**

*“Gen Z want celebrities and their influencers to be more real and open about their struggles and that’s very different to what, what it was before.”*

- LUCIE GREENE, FOUNDER, FUTURES THINK TANK, LIGHT YEARS



## The Instagram Aesthetic Is Over

The look made famous by the platform just doesn't resonate anymore.

This means rather than bursting, the market is adapting and maturing – making it a great fit for a variety of brands

What Niches Do Well On Tik Tok  
And Then How To Get Famous

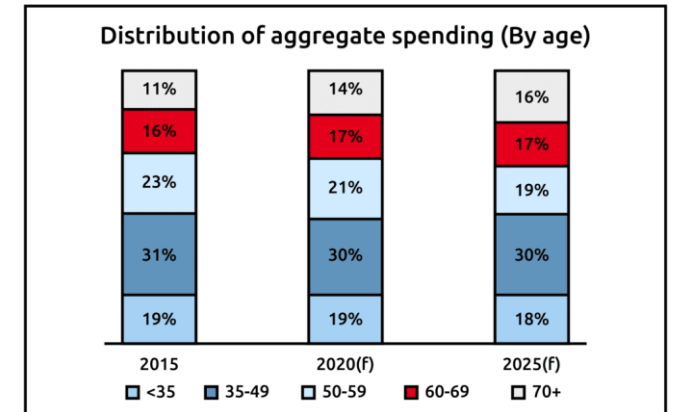
Baby boomers are the new Generation Invisible

Online and Making Thousands, at  
Age 4: Meet the Kidfluencers

**THE RISE OF AI-  
POWERED  
INFLUENCERS**

**96%**  
of US and UK consumers  
who followed influencers  
were engaging with them  
more or to the same extent  
as before the coronavirus  
outbreak.  
**(GWI, 2020)**

The influencer marketing  
industry is on track to be  
worth up to \$15 billion by  
2022, up from as much as  
\$8 billion in 2019  
**(Insider Intelligence,  
2020)**



**The rise of the 'granfluencer'**

Meet the seniors who are better at social media than you



Influencer Marketing Budgets Grow Up in  
2020

**Brands warned not to ignore  
'grey pound' as over-65s  
embrace e-commerce**

# New platforms are gaining popularity with influencers, with unlimited algorithms generating a lot of appeal

**24%**

Of influencers joined TikTok during the coronavirus pandemic

(Obviously, 2020)

**Meet the new influencers. The era of audio creators has arrived, thanks to Clubhouse**

*Talent scouts, agents and marketing executives are looking to Clubhouse to find undiscovered creators and opportunities.*

**67%**

of those surveyed reported creating or consuming TikTok content.

(Obviously, 2020)

**How an App for Gamers Went Mainstream**

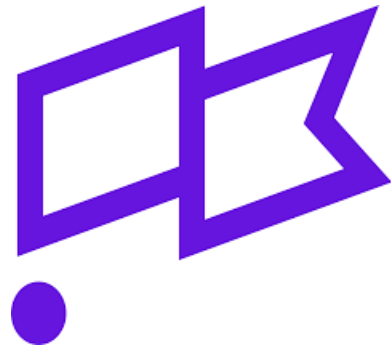
Discord has become an indispensable tool for internet creators to connect with their fans.

**Amid swell of support, Patreon explains why it is now 'a lifeline for creators'**

# And each new platform serving a different purpose for both creators and their fans alike



TikTok's incredibly detailed algorithm allows even the niches niches to have a community



Clubhouse sees a swift change of direction from the visual to audio, already being mimicked by other platforms



Discord allows deep dive fan culture, effectively creating a multitude of subreddits on your favourite topic



Patreon puts the power back on creators to provided paywalled content to their fans

# What does this mean for Colart?

## Influencer marketing continues to thrive

- How can we align our 2021 marketing objectives to an influencer strategy?
- What can our longer term influencer goals look like? Do we create an ambassador programme? Do we create our own community?

## The market is adapting and maturing

- How can we talk to each different core demographic for Colart through influencer channels?
- How can we create meaningful content beyond the stereotypical #sponcon?

## Platforms offering new influencer opportunities

- How can we use these new platforms to each sub-brands advantage?
- How can we use in platform e-commerce to generate sales through influencers?
- How can we generate a community around Colarts brands in new spaces?

Any Questions?

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# Thanks

For any additional questions or support please reach out to  
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