A TrendER Insights trend report

"The Easter Edition"

>>STAY HOME<<
Introduction

Our TrendER Insights’ analysts are urbanites and culture curators capturing rare universal truths, observing trends and documenting culture, whilst creating playful moments with others all over the continent – at the very heart of your consumers and target market. We fuse influential consumer insights and research with unshakeable analytical thinking to produce powerful business intelligence and brand communication strategies.
There is a vast number of rituals that encapsulate Easter weekend, ranging from church gatherings to pilgrimages, and all these rituals will be tested this Easter 2020 due to the Corona Virus pandemic that caused governments to restrict personal contact and big crowds congregating. At the core of religious activity is congregating as this assist in casting unwanted things away. However, we are facing a different type enemy, one that requires self-isolation and social distance amongst people. This enemy has tested the very core of religions and has separated people and prevents them from coming together and praying for intervention and an end to it.

Moria ZCC pilgrimages in Limpopo and community Easter weekend church services will not be able to conduct services and ceremonies due to the ban on large gatherings. This will test the faith of believers as some believe going to church and praying is the solution, whilst World Health Organisations advises to keep social distance and self-isolate.
World Economic Forum (2019) postulates that Africa’s digital economic boom has just started as “Africa already has 122 million active users of mobile financial services, more than half the global total, and smartphone connections and mobile data traffic are increasing rapidly” (World Economic Forum, 2019). This indicates that Africans are more likely to consume goods and services via their mobile phones in comparison to the rest of the world.

In South Africa mobile penetration and smartphone users are rising at an exponential rate, but what does it mean for this lock down periods? It means new increased and creative ways of communicating between people via their mobile phones. The Mobile phone serves a pertinent role in keeping human interactions and relations amongst others alive.

People are coming up with creative ways in which they are passing time during the lock down by creating hashtags and content that they find entertaining during the lockdown period. With this we realise that the rise of the Mobile Phone new and improved marketing interventions needs to be put in place to reach more consumers.

There are 23,3 Million South Africans using smartphones and right now this audience is a captive audience in the coming April month because of the lock downs.
People from across all income brackets, races and geographical locations will be using gaming to kill boredom and pass time, be it on an individual level, mobile gaming, or online gaming. Gaming has also gone beyond software developers to people interacting amongst themselves such as word games quizzes and asking their friends and families to participate. So, the gaming world is not just ‘formal’ gaming however what people are creating out there to be able to interact with other people.

During the lockdown, people that are in isolation are participating in group games with the help of various games. People now enter virtual groups in the name of playing games and staying entertained. For example, Houseparty is an app that various people use to play games with their mates and this makes for hours of entertainment.
Audiences from around the world are captive as there are various countries on lock down causing people to passively consume media from their TV’s, social networks and mobile devices. It is arguably the most captive and targeted a media strategist can get an audience. People are homebound and bored resulting in them consuming any form of media at their disposal and in the South African context, mobile, TV and Radio are at the top. People are seeking informative news surrounding news around current Covid-19 affairs and what they need to embrace themselves for. They are watching government and ministerial speeches and updates on the latest statistics and government interventions.

There is also a serious need for people to keep themselves entertained during this period and most see this as the perfect opportunity to binge on the shows that they would not normally have time to do. During this time people are also experimenting with new shows to watch as a way pass time and fill interests that they were unaware of. Social media is a buzz, from informative news, to memes to fake news to just nje chatting to ones friends.
Countries worldwide are in lockdown due to the virus and people are not afforded the luxury to buy take-aways. This has led everyone from all spheres of life to be creative when preparing food in the household as home cooking is on the to do list for most South Africans now. Prior to the lock down, many people lived on take out menus and now realise the importance of being able to cook. Many home cooks are now building a career on social media by teaching people how to cook using the ingredients that they have at their disposal.

The New Age Foodie is someone that is inspired by home cooking and no longer reliant on restaurant gourmet foods or have the option of buying Kasi and street foods. This new foodie looks at using what they have to turn into a master piece of art. The new foodie trend still makes use of portraying or plating their food in an artistic manner but this time around they are more concerned with whole foods rather than quick meals.
In the past few weeks we saw people coming together on social media to exercise, dance and sing together. To combat people from going to groove South African DJs had a live party on various social media platforms and had a big “attendance”.

There has also been a rise of corona-based hashtags; #poopchallenge, #he’sgottheworld and #CoronaLiveParty #toiletpaperchallenge to name a few.

With the rise of the corona based hashtags we note that people from all walks of life are finding it pertinent to stay connected during this time of self-isolation and quarantine. Social media is playing a major role in disseminating information and keeping people in contact with one another. Social media platforms are creating a sense of unity amongst users as people are now adapting to living in quarantine.

The Big question is - what will be the next social media challenge in these times of lockdowns.
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Our services:
We are a full service advertising agency:
• Consumer research
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• Strategy
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