MAY 2020

>>STAY HOME<<

A TrendER Insights trend report
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.
Pandemic will end “Now Now”

The terms “now-now” is ubiquitous Amongst South African, when we tap into their daily use of language. The term insinuates a period of time which will elapse before the given task, time or opportunity will present itself. This a term directly translated from the Afrikaans languages “nou-nou” idiomatically used to mean soon.

“Just now ” (one could argue) plays on the same wave length as now-now. In reality, these terms suggest an ominous future in that they do not give one the specifics associated with when a task will be accomplished or done thus making it difficult to gauge if it will ever materialise.

South Africans can ,to some degree, be regarded as people that sit on the fence when it come to getting things done.

Take -for instance- the nation wide lockdown and the regulations that come with levels, nobody knows if it would take us an eternity to reach level one, where life is back to what we are used to. The perks associated with using the term are solely bestowed on he person uttering the term “Just now”, they have the leisure of time to carry out a task, in this way making the receiver on the other flank feel as if they are chasing after the wind in hope to eventually catch it.

On the brighter side this term is effectively used by brands when implementing their teaser phase during a lunch of a product and it sure does resonates with the market.
The world is moving towards the Fourth Industrial Revolution (4IR) which represents a fundamental change in the way we conduct our everyday lives with the help of extraordinary technological advances. During the first instances of 4IR talks during the year 2018-2019, people were quite reluctant for companies to roll this out and felt that their jobs were threatened.

However, during the Covid-19 lockdown 4IR came to the rescue in terms of allowing the world to continue delivering services from a distance. Here it must be noted that 4IR does not necessarily refer to automation of jobs but the fusion of digital, biological, and physical worlds as well as growing new technologies.

This realization has allowed people to be more open to the 4IR and this has made it so much easier for people to work from home, attend live concerts and church sermons from the comfort of their homes.

In this we can see the acceptance of 4IR technologies that makes the lives of consumers easier and companies that are aware of this have the upper hand in terms of getting consumers and employees that look for these new technologies. Understanding that the world is moving towards 4IR is vital in moving your brand and company forward.

The way in which people consume changes dramatically over the years and the latest trends that they are interested in is that of evolved technology.
SlackerActivist

Slacktivists have succeeded in holding various companies accountable for the injustices and prejudice they portray. Slactivists have started the #MustFall movements in which they name and shame bad practices, calling an end to them. Brands and companies that realise the powers #Slacktivists have and back them financially or get them onboard development of new products.

Consumers are aware of the important role that #Slactivists play in holding brands accountable and follow their guidance in making product decisions. They are not necessarily handing their power over to #Slacktivists but use the causes they support as a guiding factor in their consumer decisions.

The world of activism has seen some changes since the rise of social media. People can now join mass protest movements without having to leave the comfort of their homes, or without having to skip work. A #Slactivist is someone that supports a political or social cause by use of social media and online petitions. Social media platforms, in some instances, have become the preferred protest site where people bring their grievances, start a hashtag and gain traction with people that retweet and repost the trending hashtag so that it reaches the attention of those it was intended for.

Consumers make use of #slacktivism to hold governing bodies accountable and ad voice to issues that may not likely be heard. Many offline protests find their way on to social media and we have seen that various organizations and brands join in on the online posting and support.
Enter #DontRushChallenge or #PillowChallenge on social media and you will be gobsmacked at the level of creativity digital inhabitants ooze.

Instant gratification will always follow us from generation to generation. #DontRushChallenge you would assume, on the on set, has a leg of displaying some kind of patience to it and purports a process rather than anything closely related to being instantaneous. On the contrary it speaks to having an instant illuminous 360 degree change in seconds. This is done with the use of the selfie camera taking a video of oneself with a ting of editing.

In the same breathe, fashion will never be the same given the wit combined with creativity that has disrupted the meaning of “avant garde” literally stripping the meaning of the word down to its core.

#PillowChallenge assumes using closely available assets in the bedroom, that being the pillow and some go to the extent of showing their creative flair by incorporating the sheets and the bed frill. The end product sought after is a mini cocktail evening gown.

Even through turbulent times creativity is not a dearth commodity , it is at arms length and is effective in providing entertainment that will distract one from the more serious issues of life.
Disclaimer

This publication contains general information only. The views and opinions in this publication should not be viewed as professional advice with respect to your business. Before making any decision or taking action that may affect your finances or your business, you should consult a qualified professional adviser.

TrendER Insights shall not be responsible for any loss whatsoever sustained by any person who relies on this publication.

The use herein of trademarks that may be owned by others is not an assertion of ownership of such trademarks by TrendER Insights nor intended to imply an association between TrendER Insights and the lawful owners of such trademarks.

Our Services

TrendER Insights is an African consumer insights research agency. We offer business intelligence by following trends and surveying consumers to gain a deeper understanding behind our consumer motivations, beliefs, needs and behaviours.

Our services:

We are a full service advertising agency:

• Consumer research
• Insights
• Trends
• Strategy
• Creative development

Contact:

Mogorosi Mashilo: Director
mogorosi@trender.co.za

More trend reports

www.trender.co.za