



Exploring the long term impact of social distancing

... a vision of the 'new normal'

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discover.ai





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“Mental and emotional shifts will change how brands make meaningful connections with their consumers”

AB InBev has plenty of metrics to track sales, behaviours and attitudes. This told them that the breadth, depth and pace of change is shifting

But what trends are going to sustain, how and why?

They needed to layer in more **qualitative & emotional human understanding** for a clearer picture

For this they turned to Discover.ai – a way of deep-diving for this richness without traditional qual

Discover.ai... A qualitative ‘deep-dive’ into online sources to discover rich human stories and cultural insights

“It’s like eavesdropping on culture in real time” – David Cousino – Global Brand Insight Director AB InBev



HUMAN

Accelerate expertise and creativity with our intuitive AI tools



STRETCHY

Tap into the power of rich and diverse online sources



GLOBAL

Make discoveries in any market across the globe



AGILE

Uncover insights faster and at a fraction of the usual cost

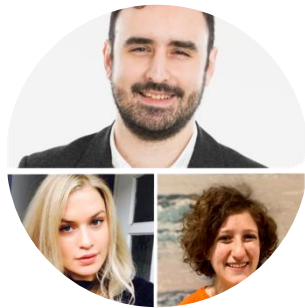


Discover.ai combines the power of machine learning with human expertise to unearth valuable insights in the online world



Question

Define the intractable question at the heart of your growth challenge



Expertise

Our analysis is qualitative & 100% human, accelerated by AI technology



Sources

Sample diverse & rich global sources that gets you thinking in new ways



Discovery

Explore patterns and make unexpected connections & creative leaps...fast



Springboards

Stretchy springboards are the start-point for new thinking & ideation

We're running a series of COVID projects...

Human stories

An exploration of COVID-19 and social distancing through global human stories

MARCH 2020

4. JUST HUNKERING DOWN TO WHAT WE KNOW

"Hunkering down" is an old Scottish expression for sitting tight and low to ride out a storm. Holding on hard to what we know is a very human reaction to adversity.

discover.ai

1. GROWING UP, EVEN WHILE FEELING LIKE A LITTLE KID

INSIGHTS & IMPLICATIONS
Care of the vulnerable care role (that of both mother)

This is comfort or collective responsibility here - family & those who care something we all need to keep up for.

EXAMPLE QUOTES

WHEN YOUR CHILD COMES OVER AND ASKS YOU WHY YOU ARE WEARING A MASK, YOU'RE PROMPTLY ANSWERING TO MAKE YOU AS ANXIOUS CHINA

IN THE FACE OF THIS EPIDEMIC, PEOPLE MAY HAVE THE FOLLOWING THOUGHTS: "WHY AM I HERE? WHY AM I HERE? WHY AM I HERE?"

LIFE AS WE KNOW IT SEEMS TO BE CHANGING BY THE SECOND. BEYOND OUR CONTROL, EVENTS ARE HAPPENING SO FAST THAT WE FEEL LIKE WE'RE TRYING TO KEEP UP WITH A MOVING TARGET.

ALSO WONDER WHETHER SHE HAS PICKED UP FROM THE MIDDLE OF THE ROAD ABOUT THE CORONAVIRUS? I HAVE A FEELING WE MAY START TO USE A LOT OF CHILDREN BECAUSE WE ARE ANXIOUS ABOUT THIS UK

My REAL Quarantine Schedule
I'm still on my own and my quarantine schedule is still the same.

KEEPING CALM (EASY TO SAY)

INSIGHTS & IMPLICATIONS
And deli say - keep calm? A series of other things that portmanteau a strong sense of peace in a hectic world.

EXAMPLE QUOTES

WE KEEP CALM, OCCURRING AND COMING BACK TO COMMON SENSE PREVAILS ITALY

IRONICALLY THE OFFICIALS NOW USE THE WORDS TO BE FAR MORE CALM THAN THE GENERAL PUBLIC NOW UK

I THINK THE BEST WE CAN DO RIGHT NOW IS TO USE OUR TECHNOLOGIES, MAKE REAL TIME CHOICES, BEHOLD OUR HANDS AND TRY TO KEEP CALM USA

THE QUEEN IS BETTER AT IT THAN TOMORROW'S CONSUMERS. HER SERVICE AT WESTMINSTER ABNEY ALSO RECEIVED SENIOR ROYALS IN A CLEAR MESSAGE TO KEEP CALM AND GARDEN UK

discover.ai

The 'new normal'

Exploring what the 'new normal' could mean for our lives

The new normal?... 2. RE-DEFINING WHO YOU ARE

Making discoveries about who you are and how you want to live your life that shape your future

People navigate the challenges of isolation, loneliness and separation by...

- FINDING THE FREEDOM IN TIME ALONE
- REVISITING THE PAST TO SHAPE THE FUTURE
- FINDING OUT WHO YOU REALLY ARE
- SEEING HARD TIMES AS A WAY TO EVOLVE
- SEEKING A SIMPLER WAY TO LIVE LIFE

OUR LIFE TOGETHER WHILE WE LIVE
It's not just about the "we" but the "together" part. It's about the shared experiences that shape our lives.

REVISITING THE PAST TO SHAPE THE FUTURE
Understanding your current situation in the context of the past, giving you a stronger sense of who you are, where you've been and what that means for where you're going.

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Topic specific

How important is your image when nobody is looking?

What social distancing could mean for style, beauty and personal care rituals during COVID-19 and beyond.

Choices are your style, beauty and personal care routines are going through some changes right now. But with everything that's going on at the moment, sartorial and beauty decisions might seem, at best, irrelevant.

Our Discover AI analysis of online conversations over the last few weeks suggests that this is not the case. Beauty, grooming and style are still heavily talked about in the essential (our identity, our purpose) and the essential (our work and professional lives).

The visual conditions in which we live - and what we are all about - have shifted beyond measure. The #ALSO button has been pressed on the outside, and we trust that the full spectrum of our professional and private selves in the confines of a singular domestic space.

It is known that beauty and grooming is part of a process of identity creation, or negotiation. It is understood that makeup play a key role in the punctuation and the psychological, social and practical management of our lives. With this in mind, we were curious about how beauty, grooming and style practices are playing out. How they are adapting and meeting, disappearing or providing solace in tough times and how brands might adapt their

A normal sense of self

There is no 'generated' response to the current situation, just a need to know we retain our sense of self. From exposure to front-line danger to complete isolation, from pushing to double-shift working from asymptomatic to trying to function, slipping into isolation and frustration as a means to 'return' to ourselves feels reassuring and comforting. But it also seems to be a selfish to publicize this, which leaves the best influencers with very tectonic thoughts...

Static space, changing self

At this time of crisis, style, beauty and personal care helps us to embody different versions of ourselves and to demonstrate the different activities that make up our lives.

Beauty rituals are themselves a limited space, helping us to move between different parts of our lives and versions of ourselves. As some of the other transformations spaces in our lives disappear (e.g. the morning commute), are these routines becoming involved with even greater significance?

With so much else suspended, can our beauty and grooming habits - and the version of ourselves that they help us achieve - help anchor us in a place and face of familiarity?

“I've been wearing some everyday, usually bronzer, in the crease and blush, just to keep a sense of normalcy. It calms me somehow, and I need as much calm as I can muster.”
- @mika

“I learned about life - wearing a full face of makeup and a party dress with house slippers to make pasta is a perfectly acceptable coping mechanism in this dark timeline”
- @sarahlee_uk

discover.ai

The 'new normal'

Insights from people's experiences of isolation, loneliness and separation before COVID-19 ...

- Divorce
- Imprisonment
- Losing your life partner
- Suffering from severe illness
- Mental health issues
- Working in isolating jobs
- Self-isolating through adventure
- Retirement
- Ageing and loneliness

- Across UK & US

These are not easy experiences for anyone, and from the shared online conversations and resources we saw, there were very human stories of trauma, uncertainty, loss...but also of coping, resilience and renewal.

We want to share 4 macro themes today...

1. Being stronger
in yourself

2. Re-defining
who you are

3. Forging empowering
social bonds

4. Finding more
meaning in experiences

Having a stronger well of strength and resourcefulness to draw on having been through tougher times

Making discoveries about who you are and how you want to live your life that shape your future

A greater reliance on others and your relationships with them as a means of survival and enriching life

Experiences (big and small) playing an important role keeping people emotionally engaged in their day to day

The new normal?... 1. BEING STRONGER IN YOURSELF

Having a stronger well of strength and resourcefulness to draw on having been through tougher times

People navigate the challenges of isolation, loneliness and separation by...



Learning to navigate big changes

Tackling big changes in your life head on; to understand those changes, internalise them and then plot a course through to a new life



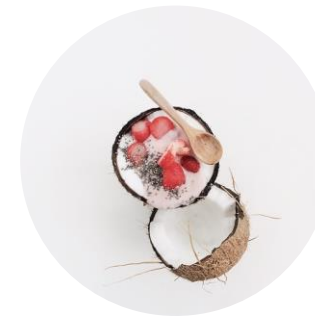
Dealing with more personal pressure

Shouldering the additional pressure you feel to cope with new situations and pick up all the tough challenges you are asked to find the solutions to



Building resilience & positivity

Being strong and positive in the face of difficult situations, putting you in a position to get more from your life



Avoiding health & wellbeing traps

Finding the strength to keep going without succumbing to the habits and addictions that will start to put stresses on health and general wellbeing



Drawing strength from memories

Drawing strength from shared memories of the past, and creating new memories to sustain them into the future



People navigate the challenges of isolation, loneliness and separation by...

Learning to navigate big changes

Tackling big changes in your life head on; to understand those changes, internalise them and then plot a course through to a new life

FROM A CURATED LIFE TO COMPLETELY OUT OF CONTROL

I went from living a highly managed and curated life, to a life that was completely out of control, full of chaos, and huge emotions

[Source](#)
USA

FACE THE INCREDIBLE FACTS AGAIN EVERY MORNING

Every morning, I had to face the incredible facts once again: he was really dead, and I must live without him, that the worst had happened and he was gone forever from my life

[Source](#)
USA

LIFESTYLE CHANGES CAN BE BRUTAL

The lifestyle changes of divorce can be brutal: financial adjustments, living alone, dating..

[Source](#)
USA

THE WORLD BEGINS TO FEEL MORE NORMAL

The world was beginning to seem more normal, and I was adjusting to being a person living alone, not a fear-filled woman jumping at shadows

[Source](#)
USA

I'D NEVER BEEN ALONE BEFORE

I had never lived alone, never travelled far on my own, rarely been to a bar or restaurant solo the list was endless

[Source](#)
UK

LEARN TO ENJOY A NEW PHASE IN LIFE

Many of these couples begin to experience marital problems and come to the conclusion that they are better off ending their marriage at this time, so that they can enter into a new phase of their life, enjoying the time that they have left

[Source](#)
USA

FOCUSING ON NOW, NOT THE PAST

I am very recently divorced, but I know I will find peace and happiness by not dwelling on the past and by focusing on what I can control now

[Source](#)
USA

UNPREPARED FOR THE FLIP MY LIFE HAS TAKEN

Some days I feel as though I am completely unprepared for the flip my life has taken on, other days I feel like I have what it takes to meet the new challenges on head first

[Source](#)
UK

FEELING GOOD THAT I NAVIGATED IT

I had some real moments of joy and wonder and faced a few challenges that I successfully navigated so I'm feeling pretty good about that

[Source](#)
USA

ON AN EMOTIONAL AND SPIRITUAL JOURNEY

After Vic's death, Elaine leans into her ongoing love as grief leads her through overwhelming emotional and spiritual depths on a journey beyond their time together into her new life

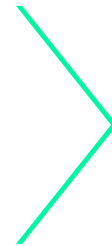
[Source](#)
USA

The new normal?... 1. BEING STRONGER IN YOURSELF

Having a stronger well of strength and resourcefulness to draw on having been through tougher times

What we learned...

Once people have been through more extreme & challenging experiences in their lives, survived and come out stronger the other side, they have the knowledge and experience to shape their lives



The 'new normal'?

Post COVID 19 people may be more **self reliant, creative and resourceful**, with less need for governments, companies and brands to point the way on what 'right' looks like and how to live their lives

The new normal?... 2. RE-DEFINING WHO YOU ARE

Making discoveries about who you are and how you want to live your life that shape your future

People navigate the challenges of isolation, loneliness and separation by...



Finding the freedom
in time alone

Embracing the personal benefits of spending less time surrounded by other people and more time on yourself



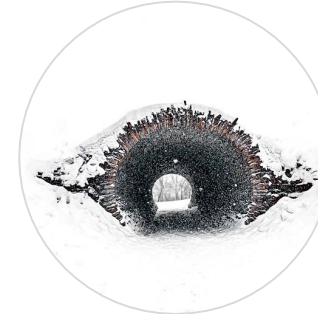
Revisiting the past to
shape the future

Understanding your current situation in the context of the past, giving you a stronger sense of who you are, where you've been and what that means for where you're going



Finding out who you
really are

Embracing the personal benefits of spending less time surrounded by other people and more time on yourself



Seeing hard times as a
way to evolve

Recognising the down sides of the challenges of hard times you are facing, but also see the opportunity they can also represent to move on to a better place once you've been through them



Seeking a simpler way to
live life

Finding joy in the simpler things in life and in a new and simpler way of living



People navigate the challenges of isolation, loneliness and separation by...

Seeing hard times as a way to evolve

Recognising the down sides of the challenges of hard times you are facing, but also see the opportunity they can also represent to move on to a better place once you've been through them.

LEARNT TO RELAX AND ENJOY THINGS MORE

I always felt my breast cancer was in many ways brought on by the stress of all my Type A personality work/family/be perfect/do everything lifestyle and try now, in my 60's to really relax and enjoy things much more than I ever could before breast cancer

Source
USA

ENCOURAGING YOU TO USE YOUR BRAIN

So anytime I can bring something into my daughter's world that encourages using her brain, developing those high self esteem muscles and truly finding her own power I am all for it

Source
USA

YOU'LL FEEL BETTER WHEN THE SUN SHINES AGAIN

You've always recognised that you feel better when the sun shines brightly than when grey clouds fill the sky, but the contrast has never really stopped you from getting on with your day

Source
UK

ISOLATION PREPARES YOU FOR YOUR NEXT RELATIONSHIP

Spending time with yourself isn't an indicator that you will be alone forever or that you have to get used to the thought of being alone, however, it will help during this tough stage of life and perhaps even prepare you for your next relationship

Source
UK

BE THE PERSON YOU'VE ALWAYS WANTED TO BE

But if you're willing to take the best elements of yourself from your past and embrace them, along with the idea of becoming your best future self, you can truly be the person you've always wanted to be without anyone holding you back

Source
USA

THE TOUGH CHAPTERS PLAY A POSITIVE ROLE IN YOUR LIFE

If you're feeling like your breakup is the end of your life, and you'll never find someone better, please know this is a season in your life, and you will be looking back with gratitude on these moments remembering this chapter, and how it played a huge positive role in your life

Source
USA

DEALT WITH ISSUES I STRUGGLED WITH FOR YEARS

It really was a massively important experience for me personally as I learnt more about myself and the mental health issues I've struggled with in silence for so many years

Source
UK

LEARN LESSONS AND DO BETTER

There were many lessons learned during that period of my life and like grandma says, I plan to do better

Source
USA

MOMENTS OF ENERGY AND CLARITY OF THOUGHT

Maybe, in the moments when we find ourselves with the energy and clarity of thought we need, we can take time to learn lessons from life; we can take a moment to consider what's really going on

Source
UK

NOTHING GREATER THAN BEING ARMED WITH KNOWLEDGE

There is nothing greater though than being armed with knowledge because learning about emotional abuse and covert narcissism changed everything

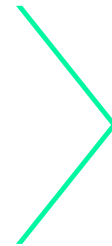
Source
USA

The new normal?... 2. RE-DEFINING WHO YOU ARE

Making discoveries about who you are and how you want to live your life that shape your future

What we learned...

Confronting difficult times forces you to confront yourself, get to know who you really are, and use this knowledge to take you forward positively into the future



The 'new normal'?

Post COVID-19 people may have a **stronger sense of self-identity**, and be less defined by what they consume, impacting how brands should build relationships with them

The new normal?... 3. FORGING EMPOWERING SOCIAL BONDS

A greater reliance on others and your relationships with them as a means of survival and enriching life

People navigate the challenges of isolation, loneliness and separation by...



Challenging social stigmas

Challenging the social stigmas that surround loneliness and isolation and encourage people to reach out to others that might be alone to help them



Finding a place in a busy world

Moving from feeling disconnected and alone, even when you are surrounded by people and the bustle of life, to feeling part of society, to feeling connected with others and confident you have a clear role



Getting support from other people

Connecting with family and loved ones in your life, or the people with shared interests and passions, so you can build a strong support network you can always rely on



Sharing time and stories together

Connecting more, sharing time and stories in a way that enriches everyone's lives



Finding meaning in life through love

Finding and celebrate real love in your life and through this retaining a sense that life remains important and meaningful for you



People navigate the challenges of isolation, loneliness and separation by...

Finding meaning in life through love

Finding and celebratè real love in your life and through this retaining a sense that life remains important and meaningful for you

LOVE MULTIPLIES AND ENRICHES

And I understood how life goes on, and the love just keeps multiplying and enriching and fulfilling my life

Source
USA

HOLD THE PEOPLE WE LOVE A LITTLE TIGHTER

Songs take on new meaning; scenes become more poignant; we hold the people we love a little tighter in our embrace

Source
UK

REACH OUT TO LOVED ONES

Reaching out to a loved one when you're feeling lonely is one of the easiest and quickest ways to deal with loneliness

Source
USA

WE CANNOT SURVIVE WITHOUT AFFECTION

The Dalai Lama once wrote that We can live without religion and meditation, but we cannot survive without human affection

Source
USA

LOVING A SENTIMENTAL ITEM

If you love it A sentimental item you simply cannot live without

Source
USA

LIVING WITHOUT LOVE MAKES IT HARDER TO MAKE CONNECTIONS

The love of friends and family helps, but it's a cruel irony that living without love makes it harder to form or maintain any connection which strengthens you against such winds

Source
UK

WITHOUT LOVE LIFE IS DEVOID OF MEANING & SUBSTANCE

Finding Love Again As a widow or widower, there may come a time when living without love and romance leaves you feeling as though life has become devoid of substance and meaning

Source
USA

LOVE IS BEAUTIFUL AND GIVES TREASURED MOMENTS

There's nothing wrong with seeking love because it's beautiful and can bring about some of the most treasured moments in our lives

Source
USA

FINDING IMPORTANT QUALITY TIME FOR LOVED ONES

It can be challenging to find quality time to spend with loved ones, let alone get a wholesome, homemade meal on the table

Source
OTHER

LOVED ONES CONTINUE TO LIVE ON IN YOUR HEART

And even then, I have learned that when someone I love dies, they continue to live on in my heart and my head

Source
USA

The new normal?... 3. FORGING EMPOWERING SOCIAL BONDS

A greater reliance on others and your relationships with them as a means of survival and enriching life

What we learned...

In difficult times we rely on other people more than ever, giving us support and enriching our lives in all kinds of ways... social connection becomes key to our lives



The 'new normal'?

Post COVID-19 people may be evaluating everyone around them (including brands) in the context of their social connections and ability to **provide support and love to others**

The new normal?... 4. FINDING MORE MEANING IN EXPERIENCES

Experiences (big and small) playing an important role keeping people emotionally engaged in their day to day

People navigate the challenges of isolation, loneliness and separation by...



Overcoming silence and inactivity

Escaping the negative pull of silence and inactivity that amplifies feelings of isolation and loneliness



Cherishing small, precious moments

Finding richness and joy in the day to day to create a life that's positive and fulfilling despite the problems that still remain



Filling life with fun and experiences

Filling your life with more fun experiences that bring you joy - tapping into the positive experiences of fun, laughter, passion, creativity and self expression



Finding activities that give release

Immersing yourself in activities that take the pressure of your daily life, acting as a pressure valve for coping with stressful situations



SMALL MOMENTS OF CONNECTION HELP ISOLATION

Research shows that small moments of connection a wave across the road to a neighbour or a cheery chat with a stranger help people feel more connected in their communities, and can help tackle loneliness and isolation

[Source](#)

UK

LIVE THOSE PRECIOUS MOMENTS TOGETHER

These moments are precious, and this Father's Day, you should be with them living those precious moments together

[Source](#)

USA

IT'S HUMAN TO HAVE MOMENTS OF OVERWHELMING EMOTION

We've all had moments of overwhelming emotion welcome to being human

[Source](#)

USA

THE BRIGHT STARS IN OUR JOURNEY

These moments of connection are the bright stars in our journey - remembering them and celebrating them help remind us of the meaningful connections we already have built in our lives

[Source](#)

USA

BUILD FUNNY MOMENTS INTO YOUR DAY

There are so many ways to build funny moments into your day

[Source](#)

USA

PRECIOUS MOMENTS IS WHAT LIFE IS ALL ABOUT

I will reserve hope and pray that I can find some relief eventually, so that I can enjoy some precious moments because that's what life is all about

[Source](#)

USA

LIFE IS A SERIES OF MOMENTS TO ENJOY OR ENDURE

"Life can sometimes completely overwhelm, especially when standing back to consider your entire life as a whole, yet in reality it's just a consecutive series of a billion separate moments, all related yet all in isolation, and it's best to enjoy or endure each one as they come."

[Source](#)

OTHER

IMPORTANT TO FIND MOMENTS OF JOY

I would feel guilty as a widow saying that I am happy but I can find moments that bring me joy and that is important

[Source](#)

USA

LITTLE MOMENTS THAT MAKE YOU FEEL BLESSED

As hard as things are, it's little moments and conversations like this one that makes you feel blessed and thankful for a great child

[Source](#)

UK

MOMENTS OF JOY THROUGH HELPING PEOPLE

I experience moments of joy all the time, mainly through what my children do or say or simply because I was able to help someone

[Source](#)

UK

People navigate the challenges of isolation, loneliness and separation by...

Cherishing small, precious moments

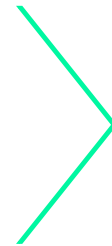
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The new normal?... 4. FINDING MORE MEANING IN EXPERIENCES

Experiences (big and small) playing an important role keeping people emotionally engaged in their day to day

What we learned...

Life is lived in the day to day, and extreme circumstances can lend even more significance to how these experiences play out and so how we feel about our lives



The 'new normal'?

Post COVID-19 people may not just value experiences above objects, they may value the experiences brands can give them based on the **meaning they bring to their lives**

“**Mental and emotional shifts** will change how brands make meaningful connections with their consumers”



- **1. BEING STRONGER IN YOURSELF**

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Thank you