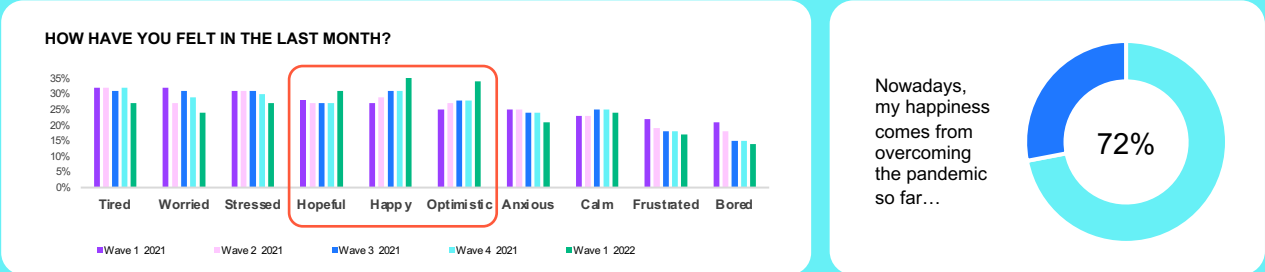


The Happiness Menu

The pandemic has changed the shape of global happiness, with people reflecting what is important for themselves as individuals and for our society. There is a newfound appreciation not only of the little everyday things in a largely post pandemic world, but also the significant issues facing us as we emerge. In a world of ongoing uncertainty and challenges (i.e. the Ukraine ware, cost-of living crises etc), focusing on issues affecting people and at the same time striving to create moments of joy has become a key priority for brands looking to engage with consumers in more positive ways.

Globally, the feeling of worry has been decreasing and simultaneously there has been an increase in happiness due to the roll out of vaccines.



The pandemic has changed the shape of global happiness

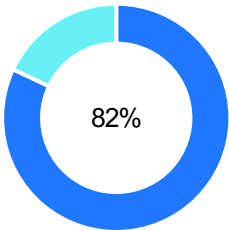
My happiness comes from...

Newfound Appreciation

Rediscovering the little everyday things that we took for granted

The Human Touch

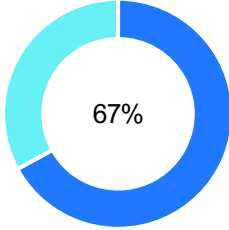
After more than a year of separation and isolation, reunions that have taken place across the world as vaccines became available, creating new possibilities for closeness and joy



Having a nice meal at home with my family

The Great Escape

Never in our lifetime have we appreciated and enjoyed the freedom of just being able to go out. With the lift of lockdown restrictions, travelling and being outdoors has become a blissful experience.



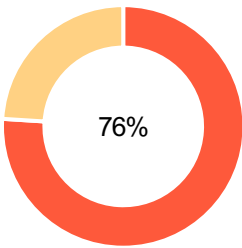
Being able to go on holiday again

Connection vs Disconnection

Forced isolation shifted how we value our own time and how we connect with other people to find happiness.

Me, Myself and I

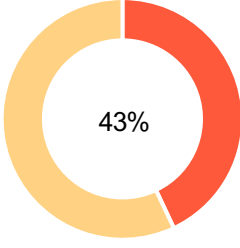
Time spent alone during the pandemic led to positive effects on wellbeing, with many people reconnecting with their hobbies and interests.



Enjoying a moment where I can spend time on my own doing my favourite activity/hobby

Alone Together

People are engaging more with like-minded communities online and finding joy – from following more groups on shared interests on social media to playing more online video games.



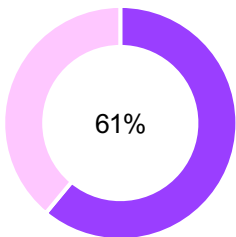
Spending time online interacting with other people I have never met personally

Role of Digital and Brands

Digital media and brands are having an impact in the new happiness mindset.

Digital Embrace

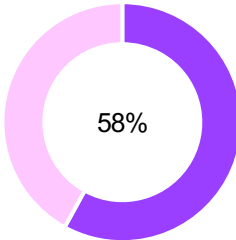
Digital media has become the door to our world. Being able to enjoy different types of content from immersive experiences to the streaming binge, consumers have found comfort and enjoyment with digital content.



Binge watching my favourite series on a streaming platform / TV

Retail Therapy

Consumers have been purchasing products not only as pick me ups to make them feel better during pandemic, but they could do so immediately due to rapid digitisation, receiving products almost the same day.



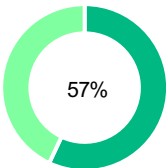
Shopping for little treats from online retailers

Human Evolution

The shift in the focus of our life purpose towards key individual and social issues

Wellness Comfort

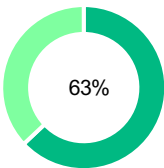
The pandemic forced people to take a deeper look at their health, both physical and mental and find wellness comfort – from self-care rituals and mindfulness, to dedicated digital services.



Spending time on my wellbeing

Self-Improvement

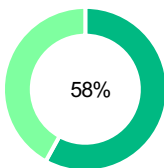
During lockdown people's re-evaluated their work and personal lives, searching for enlightenment and making meaningful changes in their lives.



Spending more time reflecting on what is important in my life

A Better World

People are reflecting and re-assessing their values and pursuing happiness not only at a personal level but also striving for a fairer and better world.



Initiatives that benefit those less fortunate in society

What Is Next For Brands?

Celebrate the human touch ☺ Create meaningful human digital experiences. Inspire to achieve the best version of ourselves ☺ Contribute to the greater good