



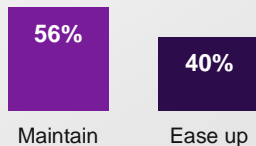
RE-OPENING IS IN PROGRESS AND PEOPLE BALANCE THEIR REAL AND DIGITAL SOCIAL LIFE

- Revocation of restrictions is under the authority of federal states and leads to confusion about extent, timing and territory of actions taken
- A slim majority prefers to be cautious in easing restrictions, but also a bigger part can't wait
- Digital social life has found its place and offers brands new opportunities to connect to consumers
- In this week's perspective, we look at the current progress in re-opening, the shift to new digital forms of social life and ways how brands can connect there to consumers

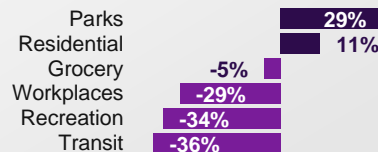
FOR A DETAILED PRESENTATION PLEASE [CLICK HERE!](#)

#1 GERMAN STATE OF MIND

A slim majority wants the **Corona restrictions** to be maintained, but also a bigger part prefers further re-openings



Change in **Mobility** vs. Pre-Covid shows that visits of groceries are already on normal level



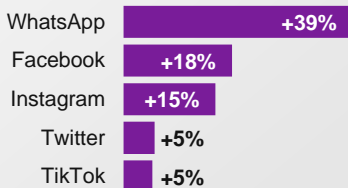
People feel less impacted in their personal economic situation compared to country's total economy. There is an opportunity for brands to drive **private consumption**.

Share growth of private consumption expenditure at GDP during the financial crisis 2008ff

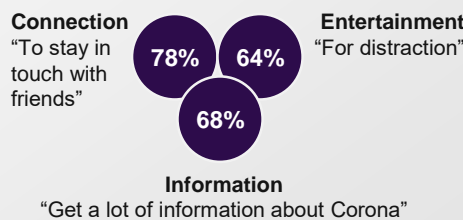


#2 THE IMPACT OF SOCIAL MEDIA

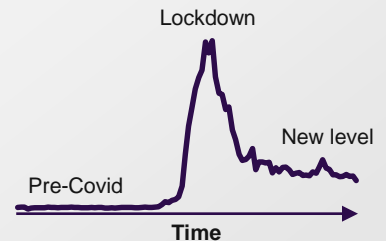
People rely on main social services in times of crisis, where they can meet all their friends. *Change in usage compared to Pre-Covid*



Social media satisfy basic needs of connection, information and entertainment. *Reasons for current usage of social media*



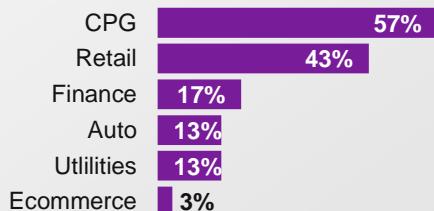
Social life shifts to new ways of digital interactions and will stay there. *Daily active users of Houseparty app*



#3 GET CONNECTED

Information in context of the current situation is just one way to advertise on social media

Facebook ads with reference to Covid



Opportunities for brands to connect to consumers on social media

- Explore ways how to connect with audiences looking for relief
- Exploit new social tools & services to facilitate interactions
- Use the key traits & visual style of your brand in order to connect to offline activities
- Deliver on what you're good at: Delight, confidence, action ...

3 KEY IMPLICATIONS FOR BRANDS MOVING FORWARD!

People want to pick up their normal lives – real or digital. Give inspiration!

Connection is key as lockdown will continue. Create new forms of interaction.

Find your audience and facilitate their needs: Connection, information, entertainment.