



Shared experiences



“I’m seeking experiences I can share with others, to enrich my daily life and escape life’s pressures”

Key takeaways



**EXHILARATION IS AN
ANTIDOTE TO LIFE
PRESSURES**



**IF IT'S NOT ONLINE, IT
DIDN'T HAPPEN**



**DEEP ENGAGEMENT
COMES FROM
EXCITEMENT +
INNOVATIVE SHARING**



Shared experiences

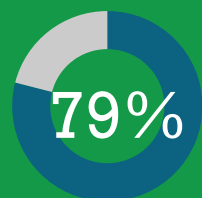


Splurge on out-of-home leisure activities with friends and family (e.g. eating out, going to the cinema, sports events etc): Likelihood to do in next 12 months

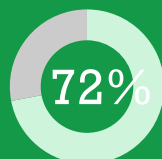
(% very/somewhat likely, 2015)



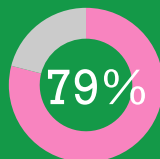
SSS



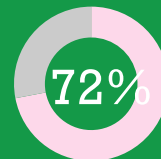
Global Average
+1% since 2015



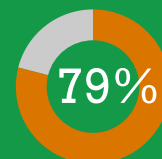
AUSTRALIA



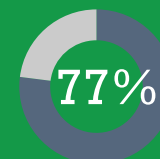
FRANCE



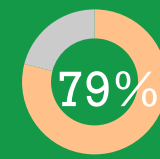
BRAZIL



USA



JAPAN



GB



Shared experiences

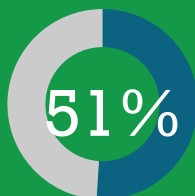


“I am always looking for different cultural experiences and influences that will broaden my horizons”

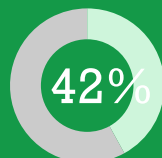
(% strongly/slightly agree)



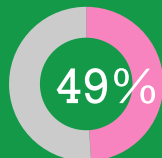
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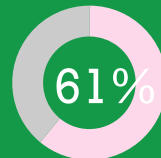
Global Average
+5% since 2015



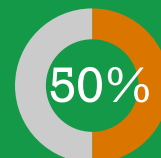
AUSTRALIA



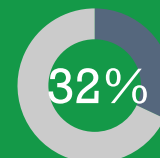
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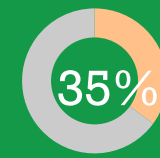
BRAZIL



USA



JAPAN



GB

Overview of the sub-trends



Fun and play

Enjoyment through play and novelty

Immersive experiences

Seeking experiences that enrich and transport

Passion and purpose

Experiences that introduce meaning and purpose to life

Shareworthy moments

Turning up every aspect of a moment to intensify the experience and share the feeling



New sensations

Desire to experiment with new and novel products

Chameleon living

Flexibility that accommodates the crossover of networking, socialising, work and play





How have the sub-trends evolved?



Shared experiences are not merely a frivolous pursuit but a necessity for many who increasingly feel starved of real moments of connection with others; with this in mind we see **two shifts in the sub-trends**:

Richer Rewards



Shareworthy Moments

Home-Style Comforts



Chameleon Living



How dynamic are the sub-trends?



Heating up
Still warm
Cooling



Passion and purpose

Experiences that introduce meaning and purpose to life

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Chameleon living

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Fun and play

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Immersive experiences

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New sensations

Desire to experiment with new and novel products



Sub-trend overview



Fun and play

Enjoyment through play and novelty



How is this sub-trend evolving?



How it was



Appreciation of brands that incorporate a playful dimension into products, packaging or communications

How it is



Increased interest in brands and experiences that put playfulness front and centre

How it will be



Brands facilitating moments of fun, play, and release at every touch-point with the brand



New in-market examples from around the world



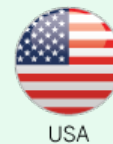
Wonder Vault by Oreo pulls grown-ups back to their childhood in an oversized installation



USA



California Donuts encouraging people to get creative and make their own



USA



Zauo's catch-and-eat concept involving people in the first steps of their meal



Japan



Sub-trend overview



Immersive experiences

Seeking experiences that enrich and transport



How is this sub-trend evolving?



How it was



Focus on the hidden treasures of day-to-day life

How it is



Growing desire for moments of escape from the every day, together with total immersion in the 'other'

How it will be



Providing deeper appreciation of an experience by enhancing it with concepts that educate and enlighten



New in-market examples from around the world



Chapter 53 is creating a whole world centred around producers and their produce within the dining experience



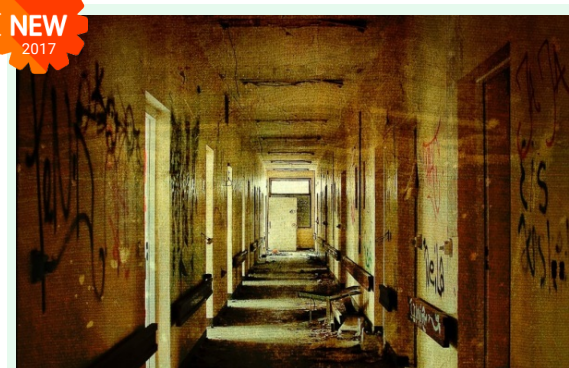
Australia



Food Jams provide people with an opportunity to connect and meet with new people and at the same time learning new skills



South Africa



Escape Rooms create real-life 'movie moments' for thrill-seeking friends



Germany



Sub-trend overview



Passion and purpose

Experiences that introduce meaning and purpose to life



How is this sub-trend evolving?



How it was



Aspiring to self-improvement through fun and fulfilling moments

How it is



Having the time and resources to develop skills and pursue passions that benefit both self and others

How it will be



‘Productive downtime’ becomes a key way to benefit the individual and others



New in-market examples from around the world



LE SOCIAL BAR

Le Social Bar's playful atmosphere that promotes deep human connection and interaction



France



Fixin Diaries host **Ladies Brunch & Ride** to bring women together to eat and explore



South Africa



Casserole Club letting people share meals with those less fortunate or in need



United Kingdom



Australia



Sub-trend overview



Shareworthy moments

Turning up every aspect of a moment to intensify the experience and share the feeling

Formerly RICHER REWARDS



How is this sub-trend evolving?



How it was



Seeking small but indulgent experiences that can ideally be physically shared with others

How it is



A desire more exciting everyday treats and rewards – shared online with friends and followers

How it will be



All brands recognise their role as a curator and creator of 'lifestyle', bringing people the most interesting experiences

New in-market examples from around the world



NEW
2017



Pun holidays – from beard day or good meat day – give people an excuse to propel any occasion into something fun and shareworthy



Japan

NEW
2017

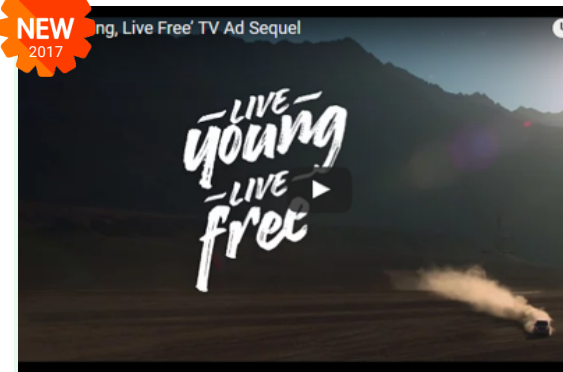


Belvedere Vodka Events brings a prestigious association to the end user's experience through celebrity endorsements



USA

NEW
2017



Mahindra SUVs latest campaign highlights the places you can get to, not the car



India



Sub-trend overview



New sensations

Desire to experiment with new and novel products



How is this sub-trend evolving?

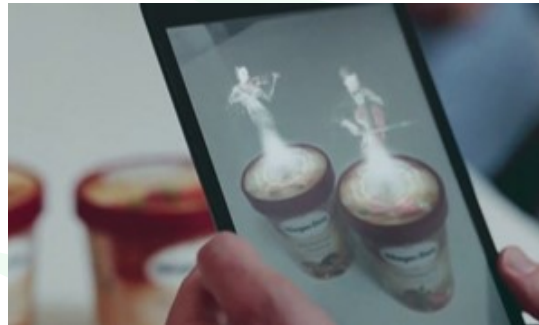


How it was



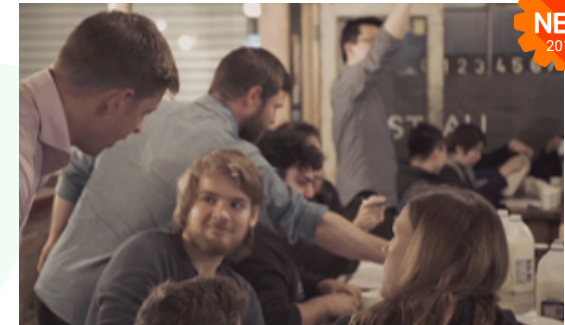
Products that give enhanced sensory experience on multiple fronts

How it is



Products that facilitate new sensory journeys

How it will be



New sensations are not just for special occasions but woven into everyday eating as people look to broaden their palettes through sensory exploration

New in-market examples from around the world



NEW
2017



L'art de Rosanjin combines museum-like architecture with sensory overload in an immersive food installation



Japan

NEW
2017



The Woolworths Summer Sensorium appeals to all five senses with 'A Taste of Australian Summer'



Australia

NEW
2017



Hoegaarden Floating Garden adds a moving tour to the experience by floating around the city



United Kingdom



Sub-trend overview



Chameleon living

Flexibility that accommodates the crossover of networking, socialising, work and play

Formerly HOME-STYLE COMFORTS



How is this sub-trend evolving?



How it was



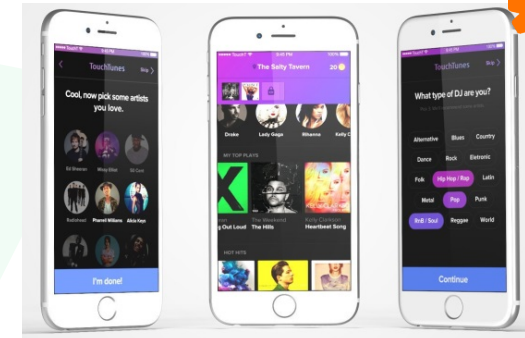
'Fast casual' and informal experiences which fit around busy routines

How it is



Much slower, informal occasions – day or night - in surroundings reminiscent of home

How it will be



Products and services that are able to flex to the tempo of the occasion and mood



New in-market examples from around the world



Guinness and Boiler Room partnership at Notting Hill Carnival propelling the drink into the day economy



United Kingdom



Hive is an hybrid space in Mumbai – pitch for your chance to host an event!



India



El Sòpar (The Dinner) popular new Spanish reality show, introducing crazy dining concepts



Spain

Thought-starters: How could you..?



Next level

Offer more than just a taste experience?
Could your product transport a consumer away from the everyday for even a moment?



Intensify every element of the product interaction and experience so that it does not lose impact when it is shared?

Thought-starters: How could you..?



Next level

Incorporate novelty and a playful twist into a product, to engage and surprise a consumer?



Embrace specific, and relevant, aspects of current youth culture into your brand? Who could you collaborate with?

Thought-starters: How could you..?



Next level

Leverage the heritage or the more indulgent aspects of a product to evoke a sense of nostalgia and comfort?



‘Mood-proof’ your products so they have relevance across multiple moments?
Could packaging and format help with this?