



# 5 NEW HUMAN TRUTHS

## VIDEO TRANSCRIPT

Our lives have changed.

We're living through a time of uncertainty, together.

It has made us deeply aware of the experiences we love and have lost, those we've changed, and the new ones we've adopted.

Experiences like how and what we buy, how and where we work, how we interact with other people.

As we navigate the uncertainty, we've noticed five major changes in people's behaviors, which are likely to shape experiences for some time to come

Life is less predictable.

We're actively seeking new joys in this strange reality, but we don't have confidence to plan right now.

As our confidence dips, we'll turn to brands we trust to see us through.

Brands should seek ways to strengthen that trust and to rebuild our confidence as we manage the effects of this event.

Many of us are finding we can go online to do things we once thought were only possible in person. Communicating, learning, working, transacting, consuming.

We may well find that many won't willingly return to their analogue ways.

Brands would be well advised to explore how digital technology can best serve their customers now, and in the future.

To ease pressure on doctor's offices and hospitals, and to contain the virus, the healthcare industry is developing a much stronger online offering. And this is likely to grow as the pandemic eases.

Health will continue to dominate people's priorities, increasing the demand for health-related experiences.

Health should be a consideration in the design of every kind of experience.

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Home has become the epicentre of life.

We do almost everything at home, so we're optimising our homes as multifunctional spaces.

When we get our freedom back, will we run far and fast, or will we have a deep affection for the homes we've worked to make nice?

We might not know for a while, so brands will need to plan for both possibilities.

Even people least engaged with current affairs are now watching the news, waiting to find out how our governments plan to help us through this.

Our dependence on government activity is giving them a huge stage to show us what they can do.

If they handle the crisis broadly right, we can expect to see newfound respect for authority. If they don't, the opposite will be true.

This event is forever changing what it means to be a customer, an employee, and a citizen.

Learn from people's ingenuity in exceptional circumstances. Empathize with their situation, adapt to help them now, and reinvent your business for the never normal.

The human experience is evolving.

How will *you* evolve with it?

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