

The Day After Tomorrow - Episode #5

# Seizing the post COVID day

Or how the lockdown might change the way we  
consider our 'free time'

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# The Day After Tomorrow

We're all feeling it. This unprecedented crisis is clearly shaking things up: consumer views are shifting, and their behaviors are changing.

Will it be temporary or are we truly 'stuck in a moment'?

What seems sure though, is that brands will need to reinvent themselves to adapt and keep pace with their audience.

All around the world, individuals are sowing seeds on the social sphere and by doing so, they help us dive deeper into their evolving concerns and behaviors. Each week, with the help of one of our local insight crafters, we'll aim to give you a sneak peak into what our world could look like, the day after tomorrow.



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Or how the lockdown might change the way we consider our 'free time' – By Louise Fondecave

## What's happening?

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If someone had asked me, a few months back, how I would feel about being stuck at home for two months, I probably would've found it appealing at first. With a bit more thought, I think I would have quickly realized that it was more of an unrealistic nightmare than a dream come true. With the lockdown, I got to experience this situation firsthand! As an insight crafter at Dynvibe, I've been working at home, keeping close tabs on consumers and their evolving behaviours. Of course, we can't ignore that the current crisis has put a lot of people in very difficult personal situations. But for many others, the lockdown has been synonymous with a well-deserved break in an otherwise hectic routine. It's also clearly had an impact on how they consider their life & consumption habits. Let's see how!

## What do people say?

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Clearly, in these COVID times, we've had our share of stress and uncertainty. However, for some, the lockdown has also brought on positive changes :

### **An opportunity to slow down and enjoy simple moments**

The lockdown is strongly associated to a feeling of general 'slow down'. Some people claimed they felt less stressed. They also saw this extra free time as an opportunity to experience and find joy in the simple things.

“ (US) Think we would have done such a simple activity if the world wasn't temporarily shutting down? Probably not..we would have probably been gallivanting around thrift stores and stopping by Sonic for a blizzard. Spending time together still, but I feel like right now we are going back to simple activities of quality time. I like that.

### **A desire to make the most of it by learning new skills**

Many people saw the lockdown as more than just a welcome intermission. It was also an opportunity to seize the day and engage in activities that they would not normally have time to complete: starting a vegetable garden, sewing, learning a new language or playing music to cite the most popular.



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## (Cont.)

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### A move from 'me-time' to 'we-time'

People also made the most of their free time by reconnecting with their relatives and even by strengthening the bond within their own family. Cooking together, playing games, watching films, allowed people to connect deeply and in a meaningful way.

“ (US) This quarantine has been a huge adjustment for everyone, but it's also been a blessing for our family. We've been able to spend soooo much time together as a family. Lots of sun tanning, game playing, and music listening. We've been making the best of this situation and I hope y'all are too! Enjoy life to the fullest! (Instagram)

## Why does it matter?

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It might be wishful thinking to say that the COVID lockdown will change the world we live in. Something's sure though, it will impact us individually. With the end of quarantine close, some people appear worried to get back to their standard lives:

“ (FR) I'm too scared to go out, not because of the virus at all. I have knots in my stomach, my life changed between the beginning and the end of quarantine and frankly I apprehend this life, I go there blindly it terrifies me (Twitter)

It's likely that, when things get back to normal, they'll feel nostalgic as they reminisce on the good old 'lockdown' times. Some will probably also try to re-create these peaceful moments once again. New opportunities may thus arise for brands ready to seize this new day :

- **The travel industry can make the most of these shifting consumer views** by offering slower, more conscious & more meaningful holidays
- **Entertainment players can own this trend** by encouraging 'time out' content aimed at developing creativity or learning new skills
- **The food industry can also bring solutions** to further encourage "we-time" around meals prep for example



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## They say...

(US) We've taken a hiatus from posting on our account because life is very different right now. We are not wandering, we are staying home. But **we have started shifting from "survival mode" into this "new normal"**, and we're both itching to share our new adventures, being what they are right now. It's not big camping trips or hikes or getting into a new outdoor activity. Instead it's making bread (yes we jumped on that bandwagon), doing

puzzles, bird watching, knitting and drinking craft beer. Welcome to our new normal with loaves of bread. (Instagram)

(US) **I learned how to play dominoes, make mashed potatoes, and cook ribs.** All of which i thought would be hard but we're actually ridiculously easy. (Reddit)

(US) I don't feel compelled to do any social activities or cut my hair, two things that I normally feel like I have to do. But with isolation

dictating those things, **I finally feel free...while bound at home.** (Reddit)

(US) Just another day hanging out with the fam in our front yard ♡ As hard as staying home may be for our family that seems to always be on the run, I am loving (most) of our time together. **Definitely forcing us to be present, patient, and grateful.** (Instagram)

(US) After a very long weekend of showing homes, I'm taking a moment to slow down and have a beautiful breakfast ☕ . . . **During this quarantine period I'm grateful for the opportunity to slow down and take some time for myself** 🧘 . . . I'm thankful for all of the amazing calls and chats I've had with my friends & clients over the last few weeks 📞 (Instagram)



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Take the next step and let Dynvibe help you decrypt this trend



Slow living isn't a new thing, but the Covid crisis will certainly accelerate this shift and raise consumers expectations even higher.

Discover how and get key recommendations on how to keep pace with your consumers.



The pandemic will deeply change the way people travel and enjoy their holidays in the long run.

Unveil consumers' new motivations and discover how the Covid crisis is reshaping the notions of slow, conscious & meaningful travel.



The lockdown brings on a new sense to cooking, from a burdensome chore to a chance for quality "we-time".

Understand consumers' motivations for sharing their cooking moments and identify how to seize this opportunity.



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# Thanks for hearing us out!

We'd love to hear your feedback on this episode or get your opinion about other topics you would like us to explore.

Feel free to contact our team or visit our website:

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