



BVK Wave Theory: The Path to Growth


Consumer values, behaviors and opportunities for brands as society prepares for recovery, growth and the new normal.

April 29, 2020

Today's Flow:

- + Human Values & Behavior
- + The Wave Theory
- + Opportunities for Clients

**Iconic brands create
brand craving.**

A person is seen from the chest up, holding a large, dark red heart against a textured, light-colored wall. The person's hands are visible, resting on the heart. The overall mood is romantic and intimate.

“To make a consumer fall in love with a brand depends on narrowing the psychological distance between the buyer and the product.”

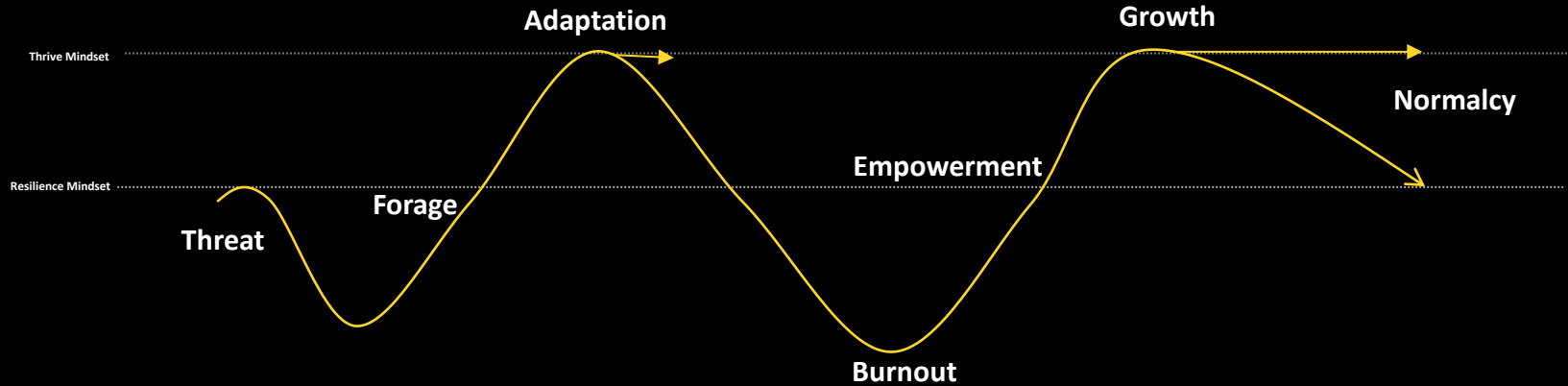
- Journal of Consumer Psychology

Wave Theory:

As we experience COVID-19, we progress through waves – our mindsets, cravings and behaviors shift as we navigate the quest for control to the quest for betterment.

Wave 1: The Quest for Control

Wave 2: The Quest for Betterment



Threat -> Forage
An imperceptible threat triggers an evolutionary threat response.
Mindset: "I'm scared of the unknown."
Cravings: protection, safety, survival
Behaviors: panic buying, stockpiling, self-protection

Adaption
A sense of accomplishment of achieving control in a pandemic world.
Mindset: "I'm doing the best I can."
Cravings: order, contribution
Behaviors: prosocial behavior, organization, leveling off stockpiling

Burnout
A liminal state, marked by depletion of mental and physical resources.
Mindset: "I feel powerless and want this to be over."
Cravings: comfort, clarity, escape, hope
Behaviors: simple pleasures, in-home escape, comfort buying

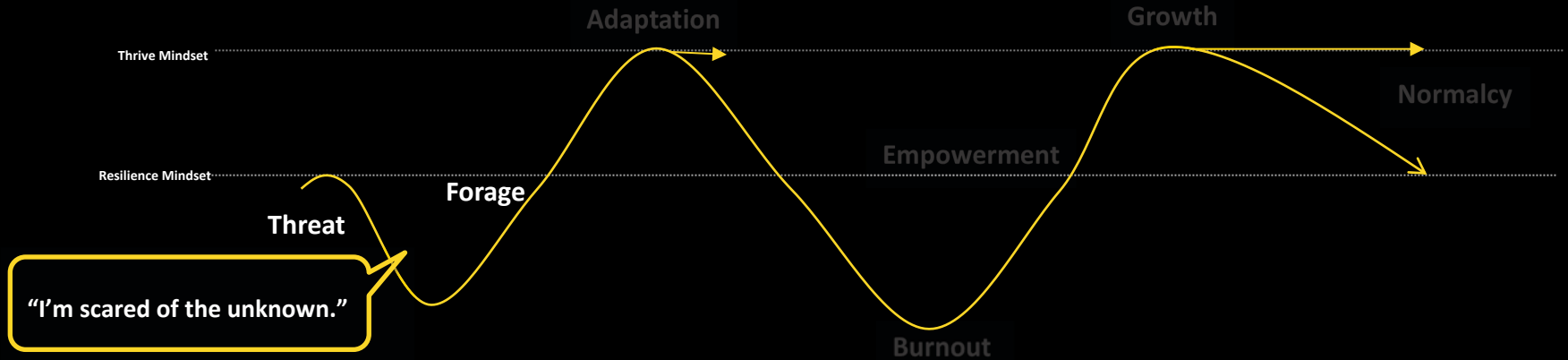
Empowerment
Belief in a brighter future, reflecting and refocusing on growth.
Mindset: "I am building a better future."
Cravings: growth, progress, optimism
Behaviors: experimentation, reassessment, goal-setting, building new self

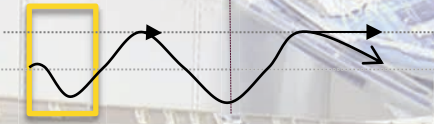
Growth -> Normalcy
Confidence in our new selves, thriving within our new realities.
Mindset: "I feel strong and at peace."
Cravings: confidence, stability purpose
Behaviors: establishing new norms, contributing to society, preparation for future

Wave One: The Quest for Control

Wave 1: The Quest for Control

Wave 2: The Quest for Betterment





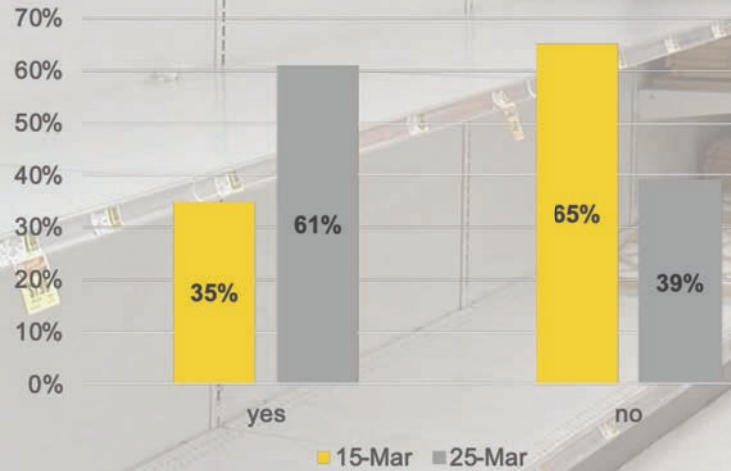
Threat & Forage for Control

Panic buying, stockpiling and hoarding behavior was our way of managing our emotional state, to take back control where we lost it.

We're craving:

Safety Protection

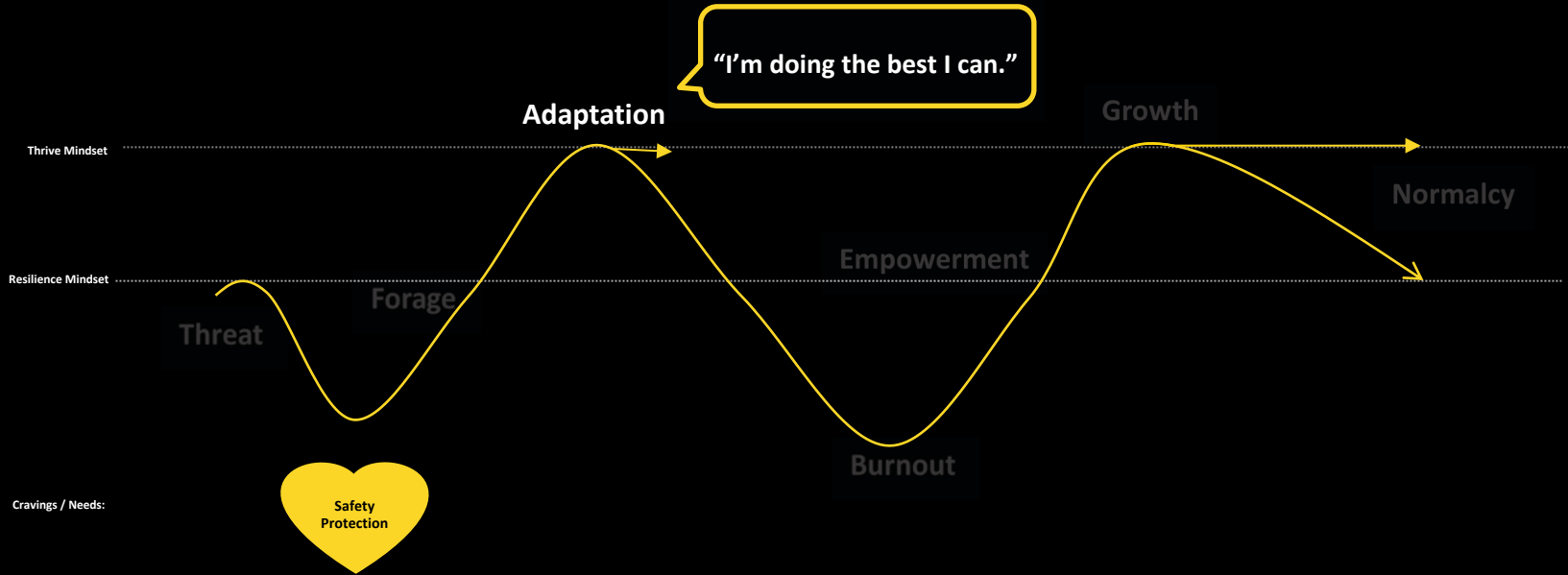
Have you stocked up on food or household supplies?

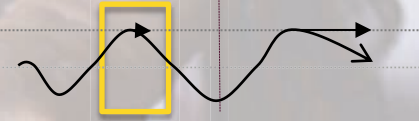


Wave One: The Quest for Control

Wave 1: The Quest for Control

Wave 2: The Quest for Betterment



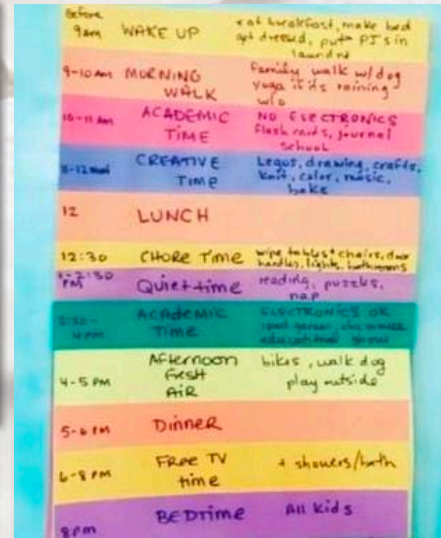
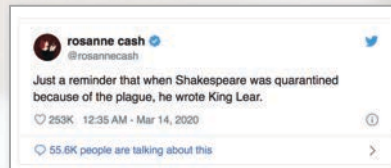


Adapting through Immediate Control

Overcompensating and thriving through a sense of accomplishment of achieving control in a pandemic world.

We're craving:

Order
Contribution



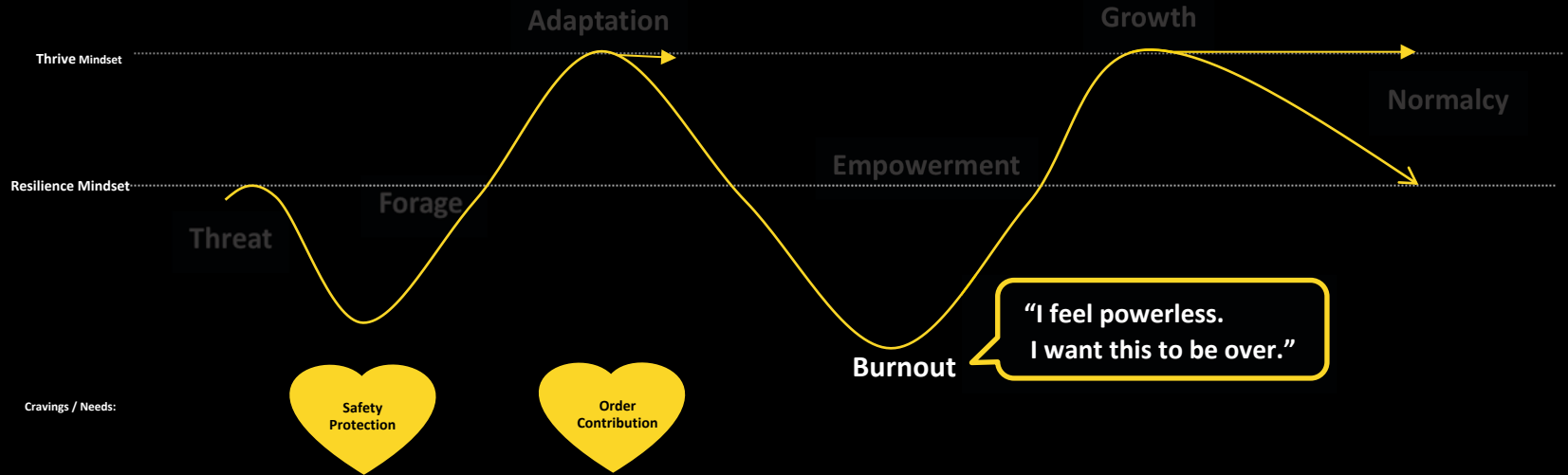
#Thanks
HEALTH
HEROES



The Liminal Stage: Burnout from Chasing Control

Wave 1: The Quest for Control

Wave 2: The Quest for Betterment



We're feeling burnout from the swift pressures of chasing control.

We're overwhelmed by our inability to maintain what we achieved in adaptation; we're depleted of our mental and physical resources.

In the U.S., homebound employees are logging

+3 hours

more per day than before lockdowns

45%

of workers said they were burned out by early April

Burnout

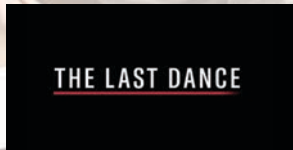


We're looking for permission to relinquish our need for control and reaching out for the trusted, familiar and simple pleasures.

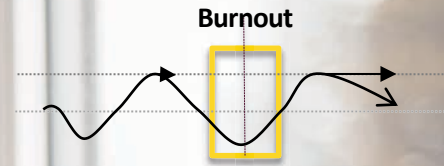
Burnout



We're craving:
Comfort
Escape



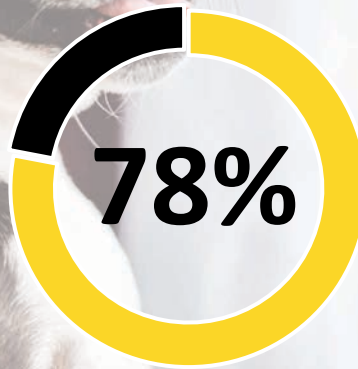
And despite the circumstances, Americans remain optimistic about their life after pandemic.



We're grasping for glimmers that signal when we can push up from bottom.

When thinking about the next five years...

We're craving:
Clarity
Hope



of Americans are very/somewhat optimistic about their personal future.

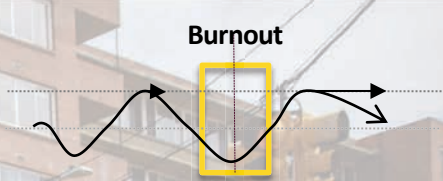


8 in 10

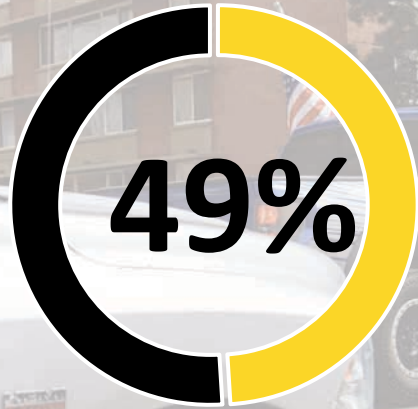
Americans are either planning a future trip, thinking about future travel opportunities or dreaming about travel.

As burnout and skepticism continue, we're seeing a shift of who is ready to move into recovery and the divide in motives.

Burnout



We're craving:
Clarity
Hope

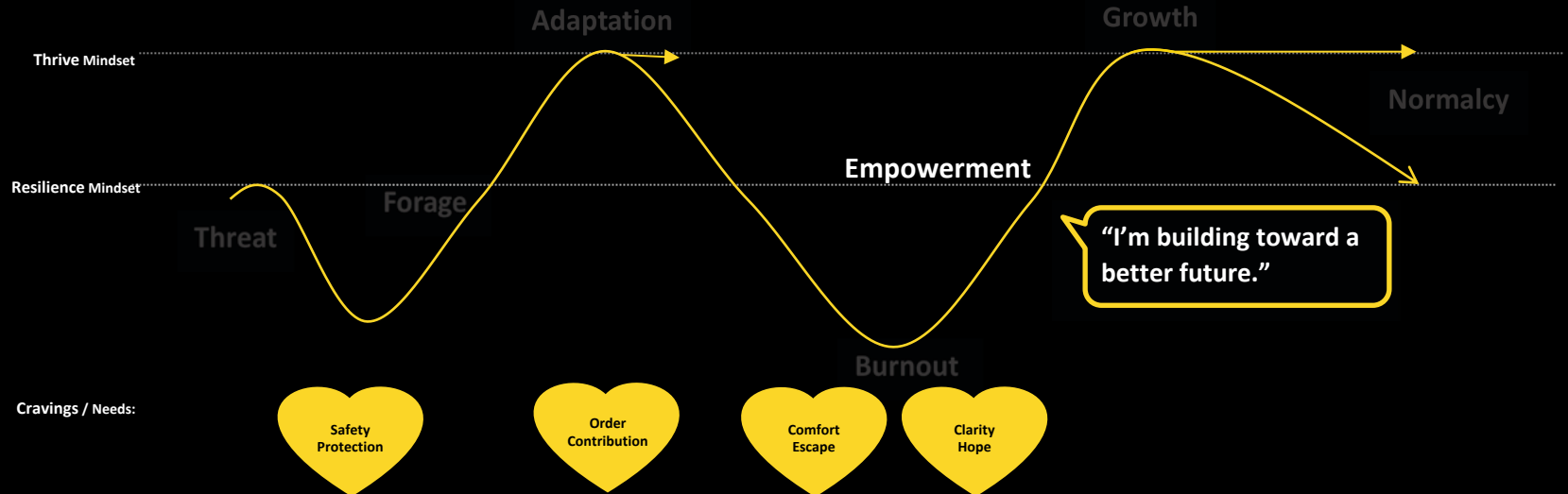


of Americans agree that mandated mass social distancing requirements need to be rescinded (i.e., withdrawn) in order to restart the economy

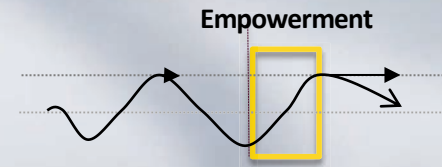
Wave Two: The Quest for Betterment

Wave 1: The Quest for Control

Wave 2: The Quest for Betterment



A newfound sense of Empowerment spurs us toward betterment.

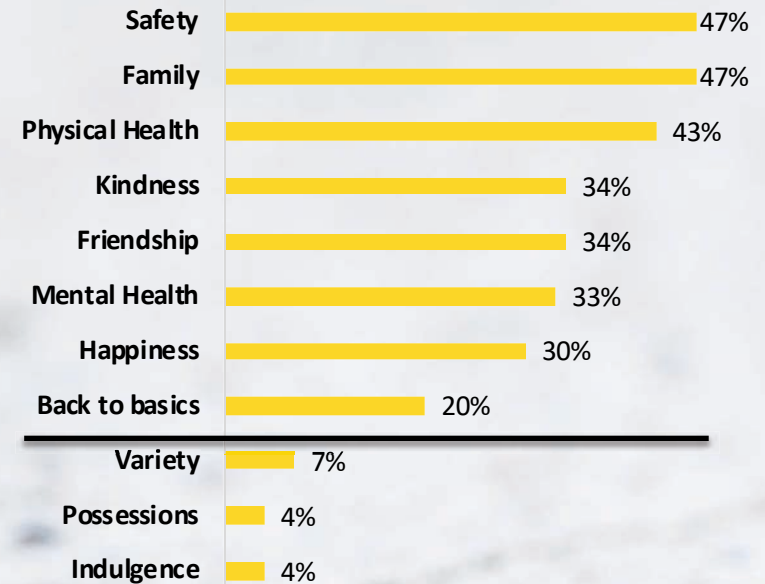


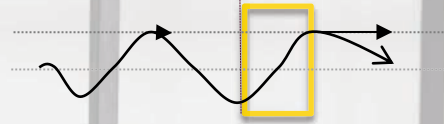
We emerge from burnout with a belief in a brighter future.

We are reflecting on our priorities and refocusing on our growth.



What matters MORE to you now than before the coronavirus crisis began?





Empowerment encourages experimentation in order to optimize the self toward betterment.

We have more bandwidth to re-evaluate and improve our lives.

18%

of American shoppers chose Private Label in the past month because the brand they usually buy was unavailable

We may be forced to – or open to – trying alternatives to meet our needs.

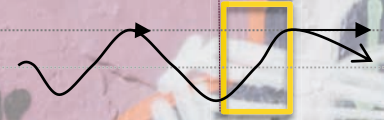
This phase includes experimentation and adjustment, but also habit formation and stickiness.

20%

of American shoppers bought Private Label products in the past month to save money

We're rebuilding a new narrative and new identity for ourselves and society.

Empowerment



Accepting new norms:

Gearing up for a new job market:

We're craving:

Optimism
Progress

56%

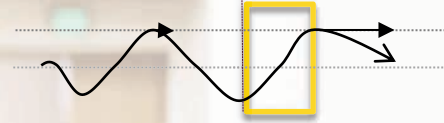
60%

of Americans are wearing a mask occasionally, sometimes or all the time

of those who have been furloughed believe they will be rehired in the next 1-6 months

We're rebuilding a new narrative and new identity for ourselves and society.

Empowerment



We're craving:

Optimism
Progress

“Purdue University intends to accept students on campus in typical numbers this fall, sober about the certain problems that the COVID-19 virus represents but determined not to surrender helplessly to those difficulties but to tackle and manage them aggressively and creatively.”

- *President Daniels, Purdue University*

The New York Times

SUBSCRIBE NOW

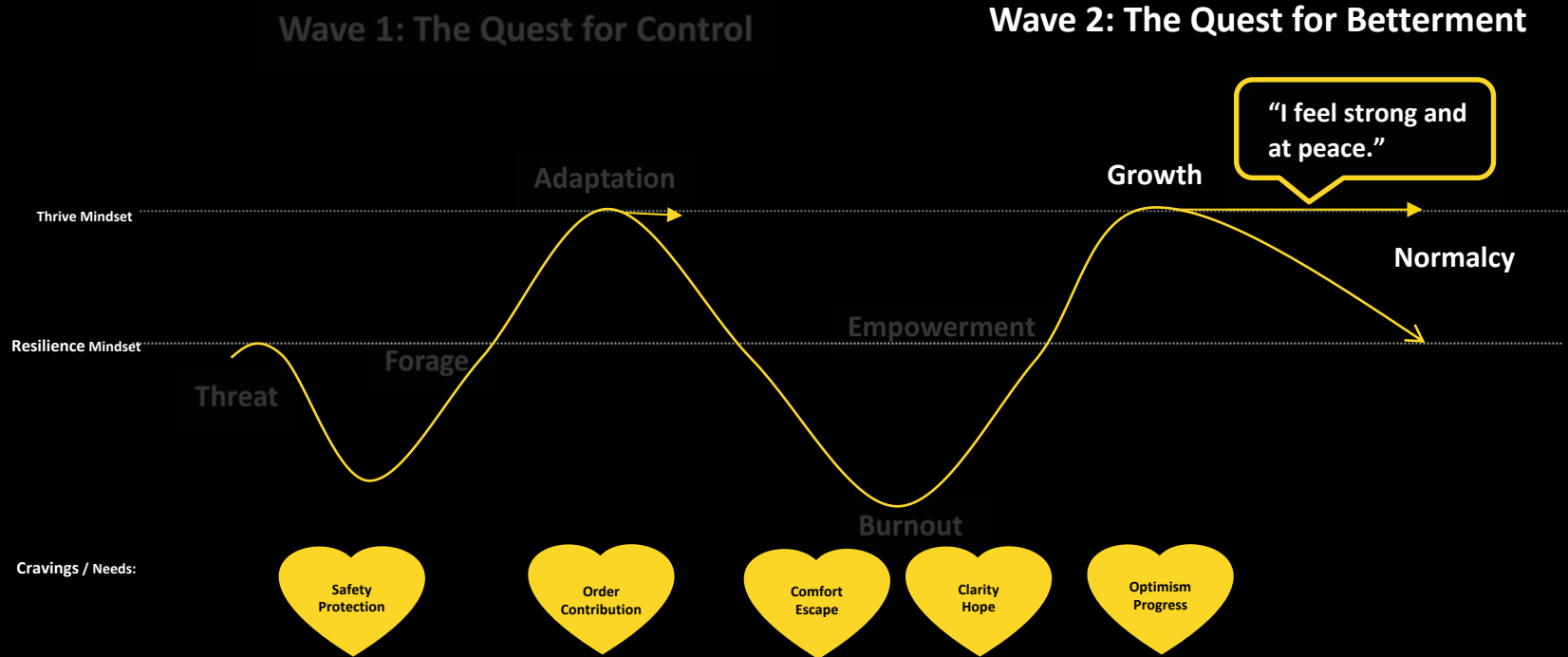
Opinion

College Campuses Must Reopen in the Fall. Here's How We Do It.

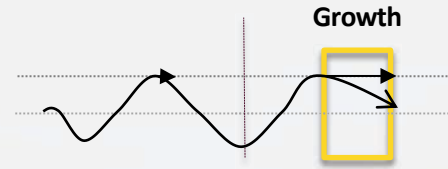
It won't be easy, but there's a path to get students back on track. Higher education will crumble without it.

By Christina Paxson
Ms. Paxson is the president of Brown University.

Wave Two: The Quest for Betterment



Growth in thriving betterment.

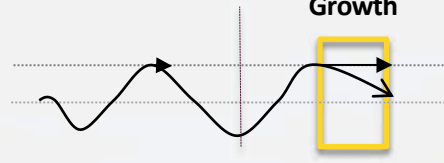


We're craving:

Confidence
Purpose

- + Strength in ability to persevere.
- + Prepared on how to handle if history repeats.
- + A focus on things outside of self.
A collective responsibility.

Growth



Growth in thriving betterment.

We're craving:

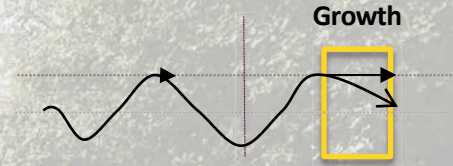
Confidence
Purpose

How much has your trust changed for the following industries as a result of COVID-19?

Healthcare #1
+42%
(clinics + hospitals)



Growth in thriving betterment.



Value Environmentalism:

We're craving:

Confidence
Purpose

57%

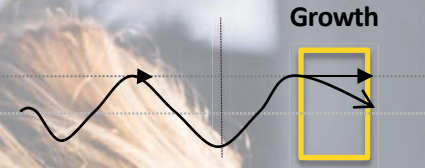
Total Pop Agree



“Appreciating and protecting nature is an important personal value.”

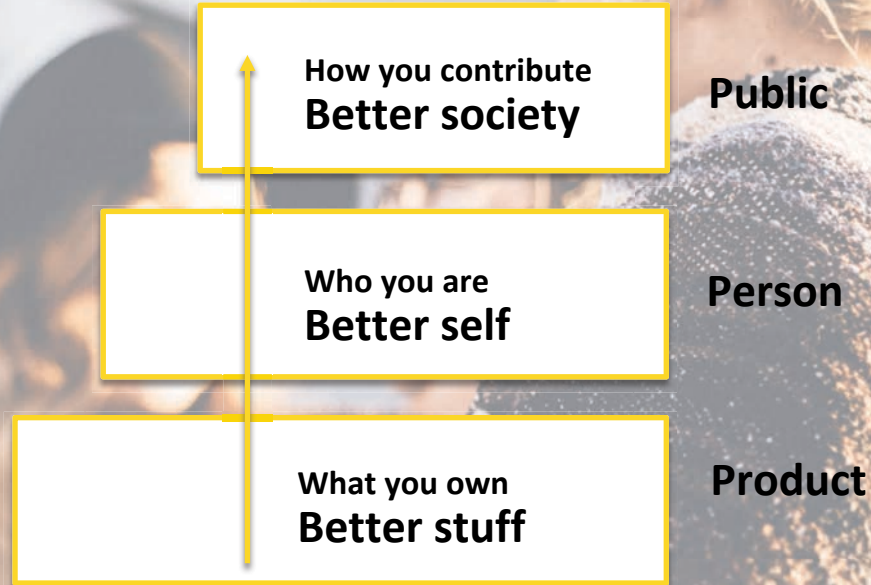
61% Gen Z
62% Millennials
54% Gen X
53% Boomers

Brands will need to accept how the pandemic has dramatically changed our world and our worldview and will be pressured provide solutions according to these new identities.



We're craving:

Confidence
Purpose

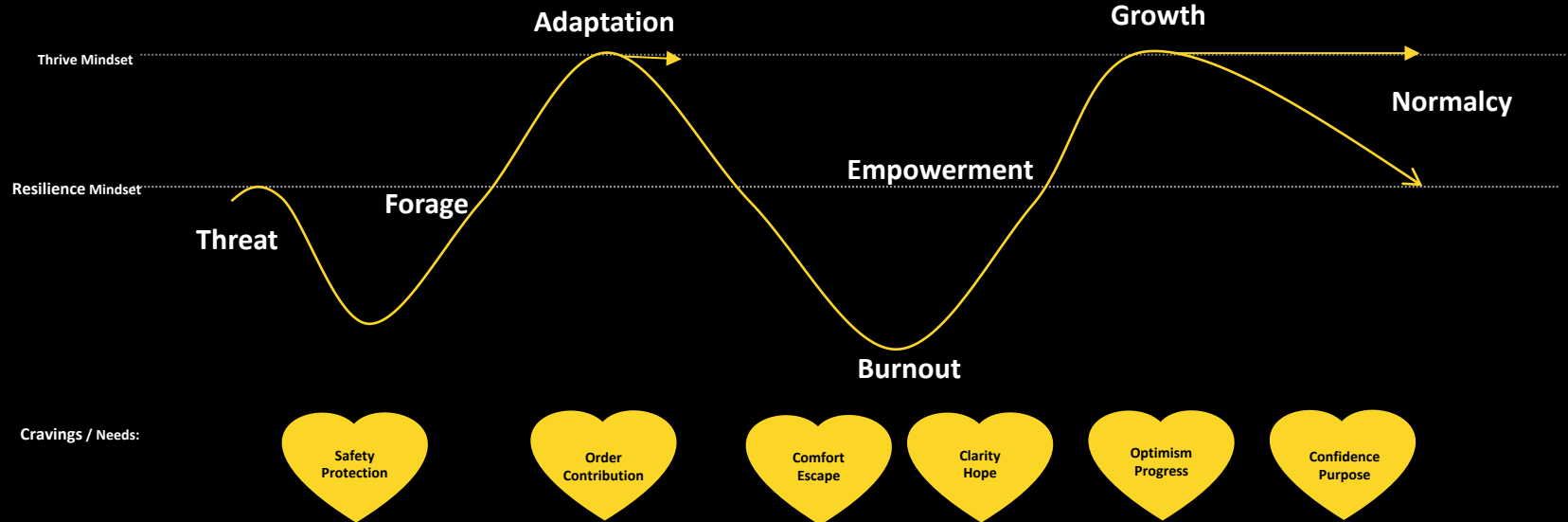


Wave Theory:

As we experience COVID-19, we progress through waves – our mindsets, cravings and behaviors shift as we navigate the quest for control to the quest for betterment.

Wave 1: The Quest for Control

Wave 2: The Quest for Betterment



Opportunities for our clients:

Burnout

We're craving:

**Clarity
Hope**

How can our clients help consumers build towards closure during burnout?

Empowerment

We're craving:

**Optimism
Progress**

How can we ensure our clients stay relevant during consumers re-evaluation?

Growth

We're craving:

**Confidence
Purpose**

How can our clients make contributions or validate the betterment purpose?

Thank You.