

QUANTUM PULSE

*Many Responses To Realities : Changing
Perceptions and Behaviours Around Media &
Entertainment*

Week of 18th May 2020



Methodology

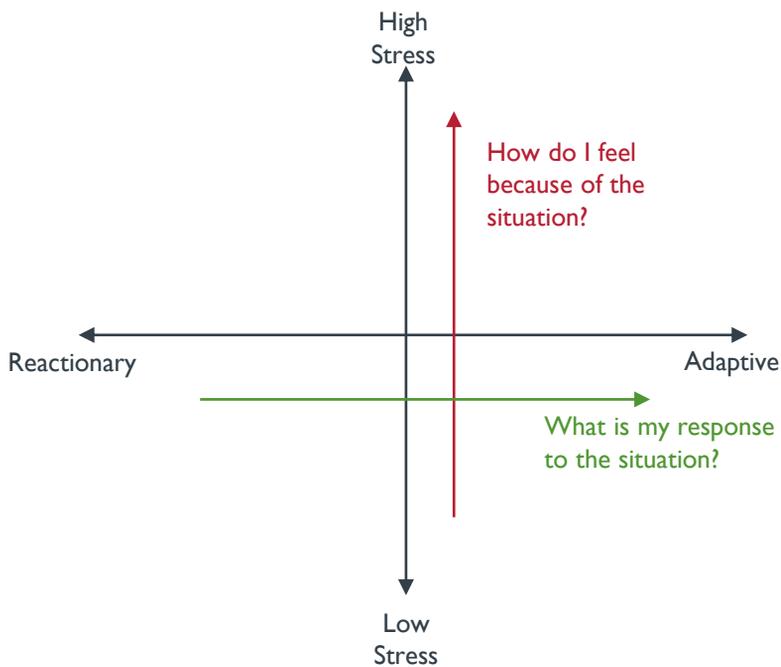
Digital Scanning was used to note behavior patterns at play in the period March 2020 to May 2020 .We collected data from popular hashtags on all social media platforms such as Twitter, Instagram, TikTok and others, analysed and arranged them into key themes as represented in this newsletter.

This is the 4th Edition on “**Media & Entertainment in times of Lockdown**”.

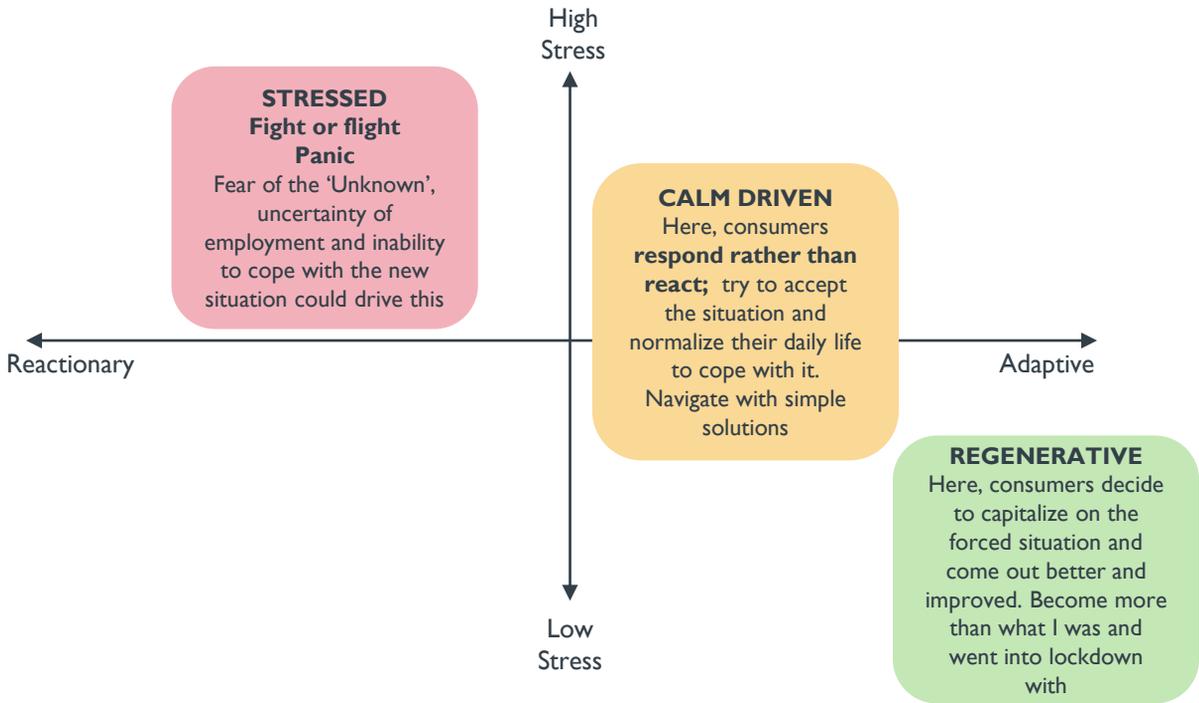
There appear to be three broad coping strategies in the context of the unprecedented pandemic situation



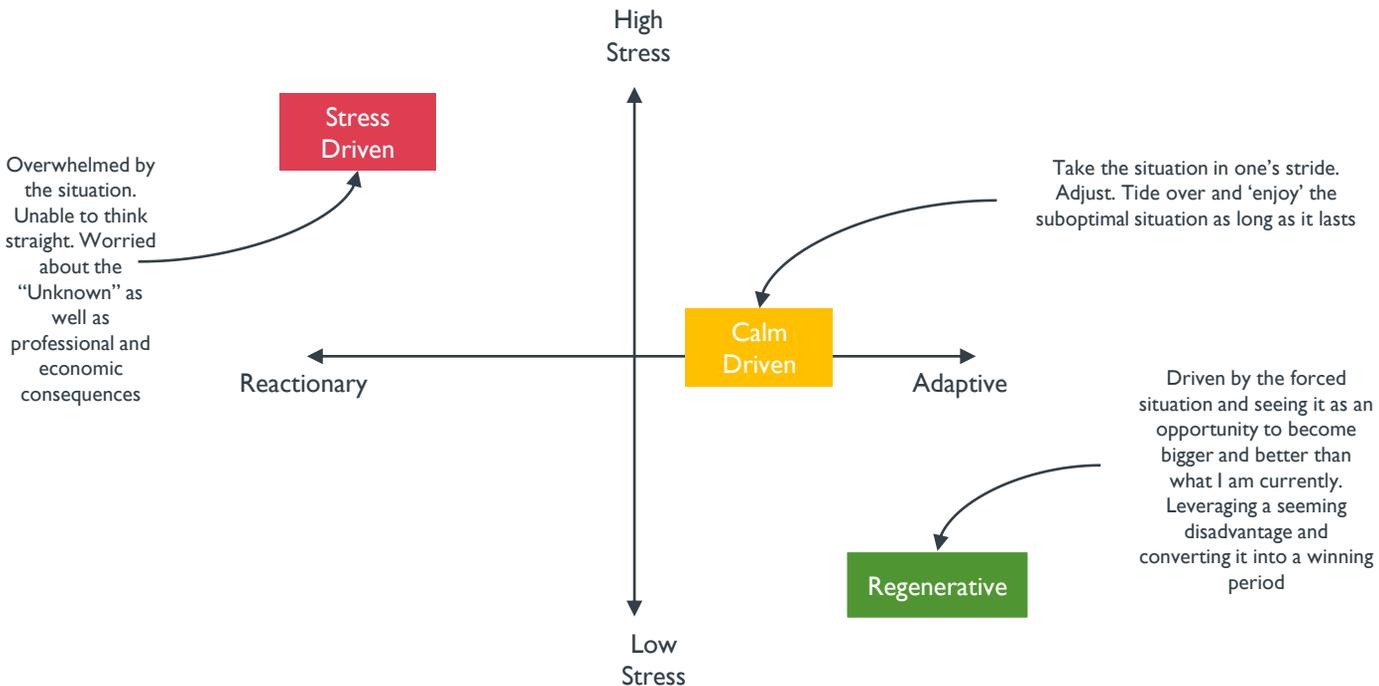
Introducing the Construct of coping behaviours during the pandemic



3 behavioural and coping strategy constructs



Plotting the Behavioural Mindsets





MEDIA & ENTERTAINMENT

Why is this Important?

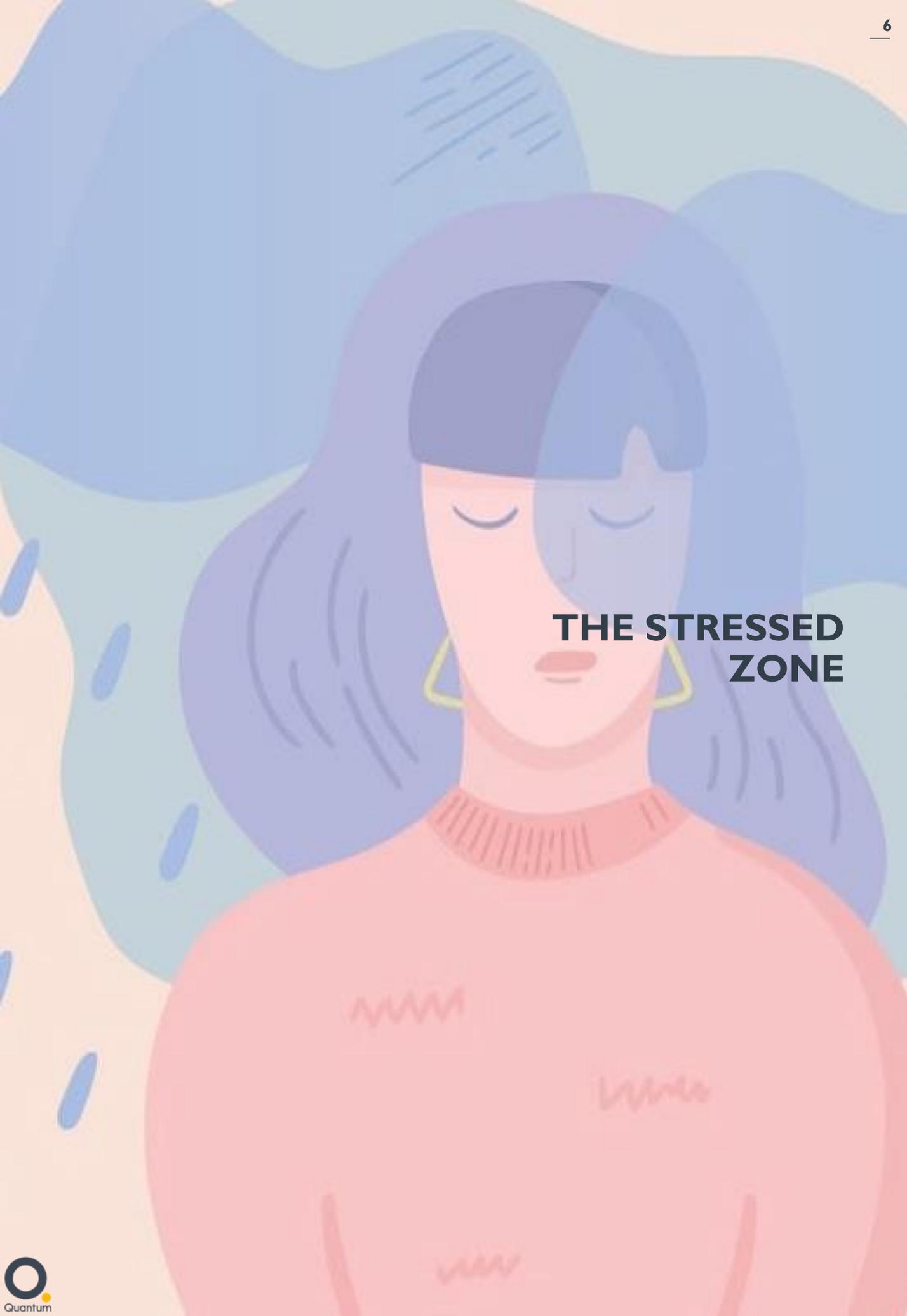
What role have social media and entertainment platforms played in consumers' lives during the COVID-19 lockdown?

What are the various media and entertainment platforms consumers are using?

How are consumers using these platforms in response to lockdown-induced boredom, anxieties & stresses?

What are some novel habits and trends that such platforms are normalizing?

How are some brands leveraging these to create salience and resonance with consumers?



**THE STRESSED
ZONE**

Consumers are seeking hyper-local information to stay updated on local spread of COVID

Television has become the key source of COVID related information. Television is acting as a strong source of propagating news and running awareness campaigns on COVID. News consumption has spiked among consumers owing to paranoia and vulnerability. Consumers are seeking to stay updated because lack of information or ignorance might lead to dire consequences.

Regional language channels are playing a major role and are raking mass viewership. These channels act as local news source since consumers are in constant anxiety about the stranglehold of the disease in their vicinity. This helps them take the necessary precautions to stay safe and protected.

Covid-19 impact: TV consumption reached a historic high of 1.2 trillion minutes in a week

Regional news channels see sharp rise in viewership during Covid-19

Marathi news saw the highest growth with 101 per cent

News channels report highest ever viewership gain in week 12 post lockdown

TV Today's English and Hindi news channels have gained most in terms of percentage

Covid-19 update- Record 20.3 crore people watched PM Modi's address on lockdown 2.0: BARC

Modi has had four telecasts to the nation since the pandemic began in India and the addresses have given calls including the one-day 'janta' curfew, declaration of the lockdown, cheering the medical fraternity by banging plates and lighting lamps.

Increased screen time leading to increased stress

Consumers now look at their laptops, televisions and mobile phones, simultaneously or one after the other, causing both physical and mental strain.

Consumers are caught in a strange conundrum. They want to switch off from screen time yet are compelled to stay tuned in. They are unable to decide which is better.

Even the digital detox debate, so important for kids, has been won by the screen due to online classes and related adjustments to the old reality.

Headaches, red eye, eye strain, insomnia, even depression and mood swings are attributed to increased screen time.

Covid-19 lockdown: Amid e-learning push, parents wary as children's screen time increases

Over the past two decades, several studies have linked too much of screen time with social isolation and depression, but newer studies say the link is tenuous.

Insomnia and Vivid Dreams on the Rise With COVID-19 Anxiety



Mad Over Marketing

@MadOMarketing

If anyone asks how you are and your answer isn't 'tired' then something's wrong with you, you psychopath.



anybody else is getting major headaches from staring at multiple screens all day

8

18

205



The digital detox is dead: Coronavirus ended the screen-time debate, and screens won

The world seems to have thrown off the shackles of screen-time guilt.

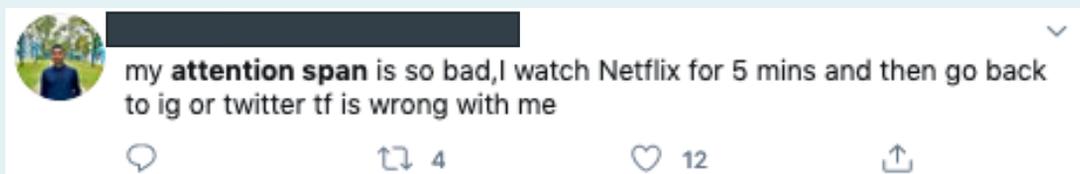
Pandemic stress and attention span

Consumers appear to be skipping longer videos and longer texts. This has led to higher volume, yet incomplete consumption of any form of content.

However, this reduction in attention does not seem to hold for COVID related news. There are instances of people compulsively pouring over reports on the pandemic several times in a day looking for updates, trends, pointers.

The consumer has an underlying need of a very specific form of assurance – that things are improving or that they are safe, physically and economically. So far, this kind of reassurance has been like a mirage.

Constant updates on lockdowns, sealings, various zones and outbreaks are creating panic reactions among many and a mental block towards processing information in a logical, rational way.



It's pretty interesting to observe user behaviour on social media and how difficult it is to capture their attention.

Users are scrolling down their feed at a quick pace, rarely stopping for more than 3-4 seconds. They rarely play a video which doesn't automatically start playing. If the video doesn't interest them in the first few seconds, they quickly scroll past it as well.

If they get a notification while scrolling, they will always click on it, and move from one app to the other and back. Most Instagram stories too are just being tapped away, without really consuming it.

In this scenario, brands are still using the same old methods they were four years ago.

It's time to reinvent.



COVID giving rise to discrimination targeted at specific communities and races

Historically, epidemics have given rise to racial discrimination. Race is a strong and naturally occurring organising principle. Even though most people know how diseases operate and how they can be prevented through simple behaviours around health and hygiene, evolutionarily and behaviourally we are hardwired to look for a predator – to look for visual signs of danger. We are also wired to always affix a reason to every cause or event.

Often, this results in targeting a community because they are seen as 'carriers' or 'spreaders' of the disease – a convenient way to give a shape to an otherwise invisible enemy. A way to place the 'blame' on something concrete rather than something invisible, so that the mind can process the phenomenon more easily and help deal with it.

Some examples: the shaming of people from the North East who look 'Chinese'; the fallout of the Tablighi Jammāt incident and the resultant discrimination and fake news. Wariness around letting maids and drivers back into homes to resume duty. Concern about slums and such dwellings in one's vicinity.



Source: Scroll

No Meat, No Coronavirus: Indians on Twitter Blame Non-Vegetarians for the Outbreak

Covid-19: How fake news and Modi government messaging fuelled India's latest spiral of Islamophobia

Cognitive depletion making consumers fall for misinformation

In the stressed-out zone, cognitive resources are depleted due to worry and tension. In such a state, consumers are more likely to fall for misinformation.

Their powers to reason and deeply understand are compromised and hence, they tend to believe whatever sounds most likely or easy to imagine and digest. Cognitive depletion leads to consumers reacting without a second thought. This possibly explains the mass forwarding of fake news without verification.

What is more dangerous is when the same news is bombarded into the inbox multiple times from multiple people. It pushes the consumer into believing it to be true.

When the consumer's ability to think and reason is low, there is an increased tendency to believe the misinformation. Once they have believed it, they also defend it, and the misinformation starts to become credible in the minds of the consumers. This further makes it contagious thereby becoming a vicious cycle of stress and anxiety creation.

Even before fact-checking sites debunked this, millions of fake messages including catchy and appealing videos promoting the miracle power of cow urine, or *Gaumutra*, to cure the disease began to show up on most prominent social medial platform.

India coronavirus dispatch: Fake news on the rise in country under lockdown

From patients delaying doctor visits because of stigma, to poverty spikes due to lockdown, and the risk of reinfection - read these and more in today's India dispatch

Missing live action and larger than life experiences leaves consumers feeling deprived and desperate

Watching live sports, movies in theatre and playing outdoor games have always been stress busters and monotony breakers for consumers. The scaling up of these experiences in recent years have really upped the benchmark and expectations.

The lockdown has brought the sporting and theatre world to a standstill. Most of the major and popularly watched leagues and games stand cancelled, some for the first time in history. Consumers now can neither play nor watch their favorite sport, leaving them feeling deprived and distressed.

There are reports of people breaking social distancing and curfew norms to pursue some form of exercise or sport.

Consumers have no clarity about when sporting events will resume. The (rumored) postponement of key events such as the IPL, the ICCWC and the Olympics create a sense of time being put in a limbo. There would be lag in the future dates of all these events by a year at least. This creates a sense of crisis and loss as many use such events to informally count the passage of time.

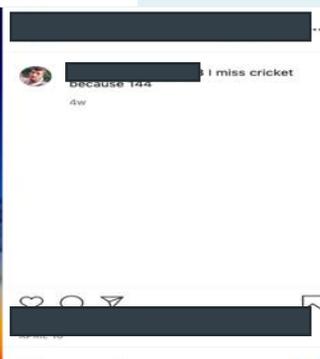
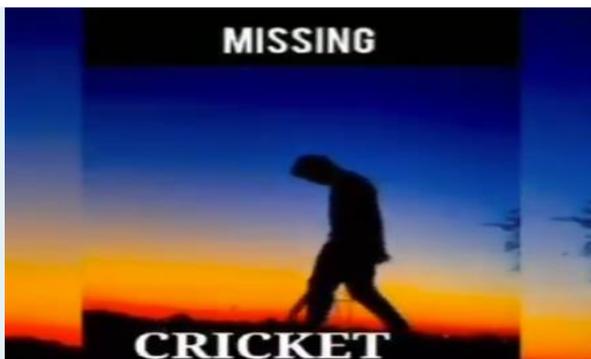
Man idk. It's something about the theatre that sucks me into a film. I fight the urge to turn off the screen if I don't like a film.. but in a cinema.. no matter if the film's good or bad. I am there, immersed for those 2-3 hours.. (or 7 hours if it's bela tarr) 12:04

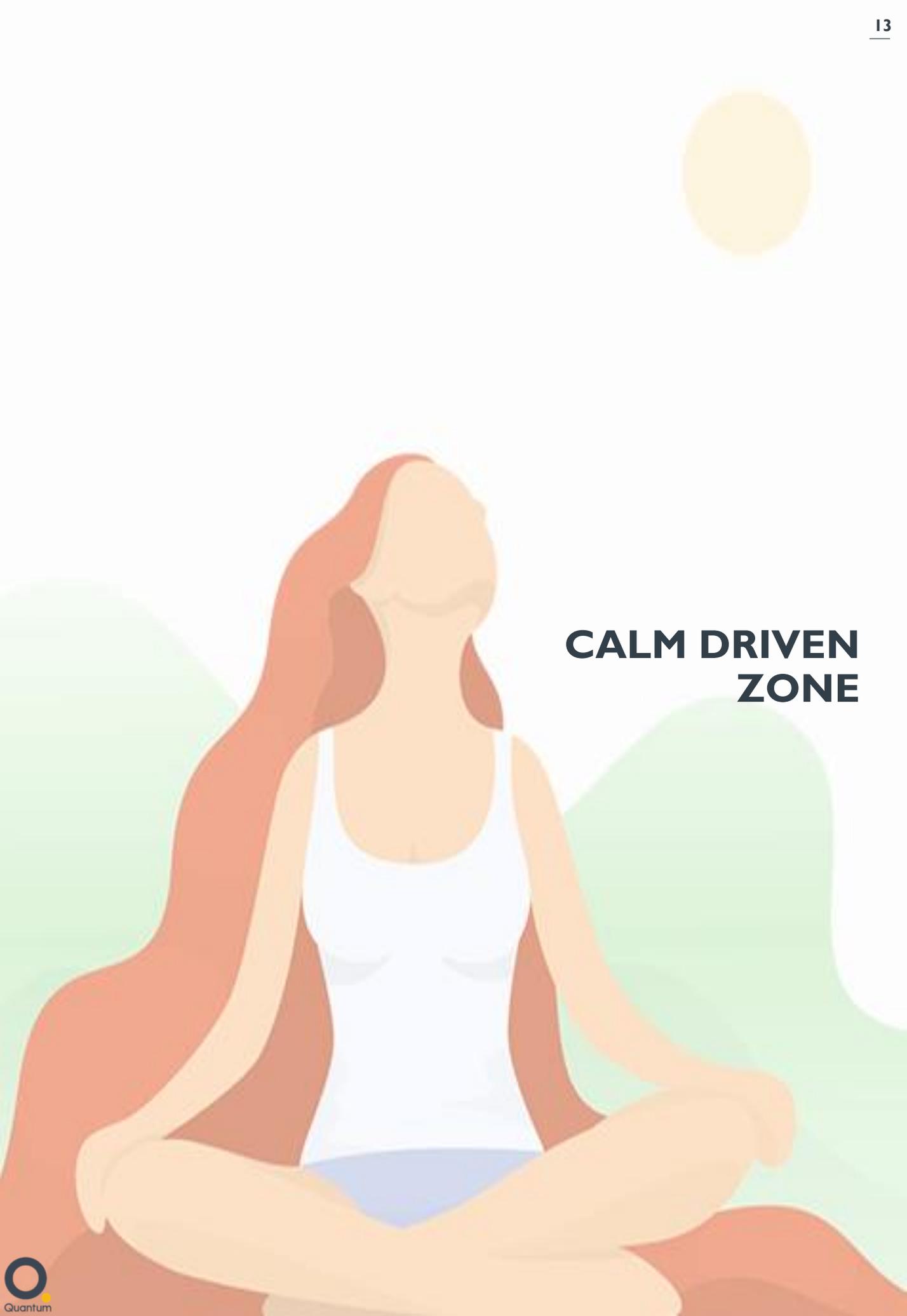


Wimbledon 2020 cancelled due to coronavirus pandemic

Youths playing cricket attack cops enforcing COVID-19 lockdown in Madhya Pradesh

The feeling of getting back to playing cricket & badminton after this lockdown ends will be insane. I'll probably go mad.



A stylized illustration of a woman with long, flowing reddish-brown hair, wearing a white tank top and blue shorts, sitting in a meditative pose on a reddish-brown mat. She has her eyes closed and a serene expression. The background features soft, rounded green hills and a bright yellow sun in the upper right corner. The overall style is minimalist and calming.

CALM DRIVEN ZONE

Consumers are falling back on nostalgia in search of familiarity and comfort

Despite the lack of new content, TV channels have brought back old favorites by riding on the massive nostalgia wave that is being experienced by consumers. Nostalgia is familiar and comforting, albeit rose-tinted. It reminds people of simpler and safer times.

Also, since the viewers are familiar with the content and the flow of the storyline, there is comfort in knowing what is going to happen next. No anxiety or stress in this matter. This changes the mood and confidence of the viewer who is already stressed by every other factor around him.

Since Ramayana & Mahabharata reruns began airing, Hindi GEC gained 4 billion viewers. Airing older content has kept TV in strong contention with OTT platforms. This has been true of even sports channels which are telecasting reruns of popular matches to keep consumers glued to television viewing.



Ramayan sets world record, becomes most viewed entertainment program globally amidst coronavirus lockdown

COVID-19 impact: DD is the most watched channel in India

Riding on the nostalgia wave, Doosdarshan has zoomed past private broadcast channels as audiences tune in to watch the classics from Indian television...

Despite no live sport, Indian channels see rise in viewership thanks to cricket, WWE reruns: Report

Sports broadcasters are relying on old footage of matches to fill in blank slots due to the coronavirus shutdown.

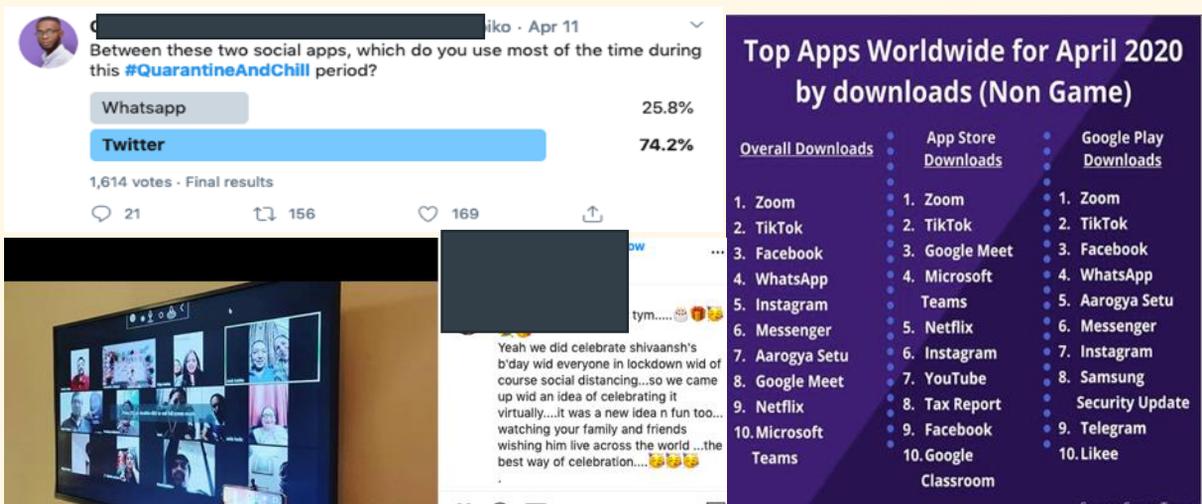


Virtual socialization, a new reality?

With isolation, consumers look for an increased sense of belonging which they find through Virtual Socialization. Interactions with others during this time has created a sense of community because there are personalized conversations built on a larger shared experience.

Facebook claimed that time spent across all apps had grown by 70% as well, and time in group calls (three or more participants) was up by more than 1,000% during the last month.

Conducting virtual parties like drinks party and gaming nights on Zoom has become a huge trend. This has now extended to playing games online and hosting reunions, with people constantly adapting to new forms of virtual entertainment.

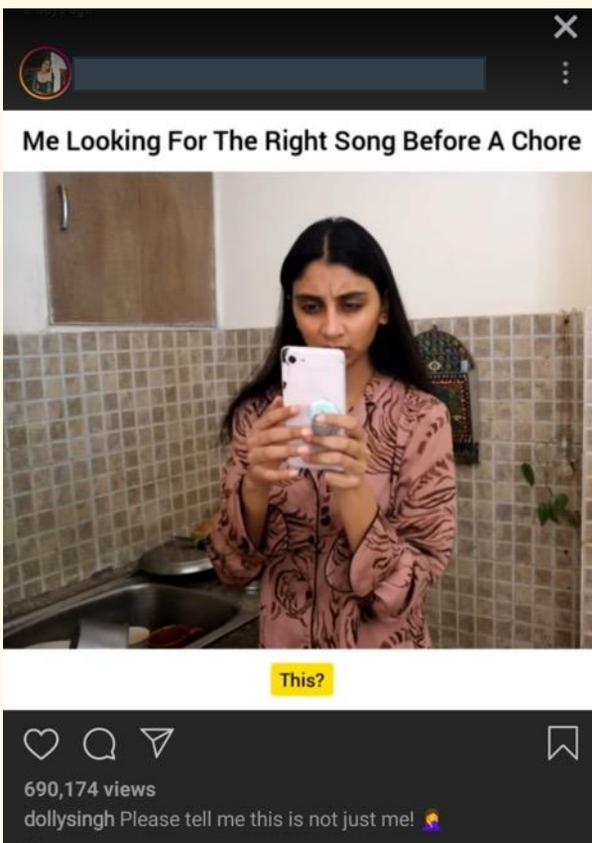


Clinician: Virtual socialization can be good for mental, physical health

Consumers are resorting to multiple sources of entertainment to beat the monotony

The consumer's day is falling into a predictable pattern thus there is a constant need to rejig the day because there is minimal variation in it. Consumers often complain of having ground-hog days where every day is the same day. Consumers use entertainment to uplift the mood while chugging through the day.

This is where apps that provide entertainment in the background come in handy. Listening to music, podcasts or audiobooks are ways for the consumer to break the monotony. Even these passive forms of entertainment are finding relevance and become a 'voice' of reassurance and joy to an otherwise mundane and boring day.



Video games have become a virtual medium to regain control of their lost lives

Given that consumers now have more time to kill, the consumption of video games has increased manifold. This also leads to better mental health. With the advent of new forms of gaming, consumers latch on to the opportunity to detach from the current world and engage in virtual world where they can execute control. In times when consumers have no control of their lives, video games give them the control by giving them the feeling of victory.

The gaming industry is also touted to be one of the few industries which has extensively gained and keeps gaining despite a looming crisis. This has been true historically since the gaming industry even withstood the 2008 economic crisis.

Despite pandemic, gaming is well-positioned to withstand recession

Videogames Could Rise in a Downturn Because They're 'Recession-Resistant,' Analyst Says

Covid-19 & lockdown accelerate online gaming

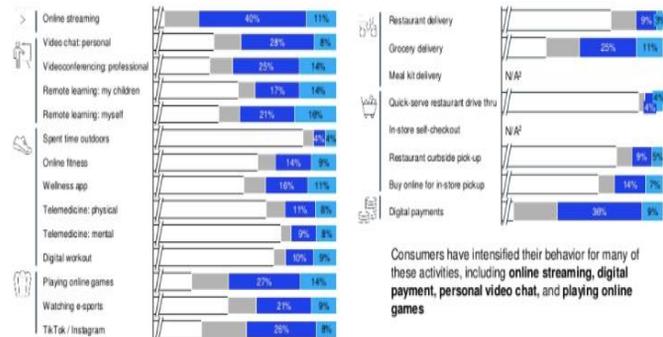
Time spent on games has increased dramatically as virtual zones become avenues to socialize, connect and compete.

Coronavirus triggers video game boost

The makers of *Call of Duty* and *Fifa* say player numbers have soared during the pandemic. Activision Blizzard, the company behind the *CoD* series, said an average of 407 million people had played its games online each month in the first quarter of this year.

Indians have increasingly been adopting and using new digital activities, including remote learning and playing online games

Have you used or done any of the following since COVID-19 started? ¹ Not using Using less / the same Using more Just started using
% of respondents



Consumers have intensified their behavior for many of these activities, including **online streaming, digital payment, personal video chat, and playing online games**

¹ Q. Have you used or done any of the following since the COVID-19 situation started? If yes, Q. Which best describes when you have done or used each of these items? Possible answers: "Just started using since COVID-19 started"; "Using more since COVID-19 started"; "Using about the same since COVID-19 started"; "Using less since COVID-19 started"; "Not using since COVID-19 started".

² Not a part of the Indian version of the survey.

Source: McKinsey & Company COVID-19 India Consumer Pulse Survey 5/1-5/4/2020, n = 988, sampled and weighted to match India's general population 16 years and older.

Multiplayer gaming – the sweet spot between socialization and gaming

The lack of social life has pushed consumer to seek alternatives for socializing. Digital multiplayer and social gaming apps have emerged as one of the biggest gainers in these times.

Apps like Houseparty, Psyche and games like Ludoking and Call of Duty have gained prominence and are integrated into many consumers' lives.

Since these apps solve the dual needs of socializing and entertainment, they have gained traction during the lockdown. They are keeping the consumer's competitive spirits high, as well as giving them a fair bit of entertainment and enjoyment. Playing games with friends and family is a coping mechanism for lockdown stress and anxiety.

Houseparty reports 50M sign-ups in past month amid COVID-19 lockdowns

The other games that can be played online during quarantine at home include Call of Duty, Portal:2, Coup and counterstrike.

'Psych' Emerges as Favourite Multiplayer Game During Coronavirus Lockdown



Mememes become an intergenerational coping mechanism

Mememes during the lockdown have been recycled and repurposed at lightning speed to keep up with the trends. If the Prime Minister gives a speech, there is a surge of mememes on various social media platforms, engaging with multiple segments of the population. Life in a lockdown itself is a consistent source of new mememes.

Young consumers are starting to feel happy about the fact that their parents have started to understand the mememe culture and are also having a good laugh; it has opened a new form of communication that even reaches the older demographic.

Mememes have now shaped up as a new form of communication and entertainment not only among the young consumers, but across generations.

Coronavirus: When life gives you a pandemic, it's okay to laugh about it

Humour can be a great stress buster, especially during this trying time.

In lockdown, parents are mastering the art of the mememe. What could go wrong?

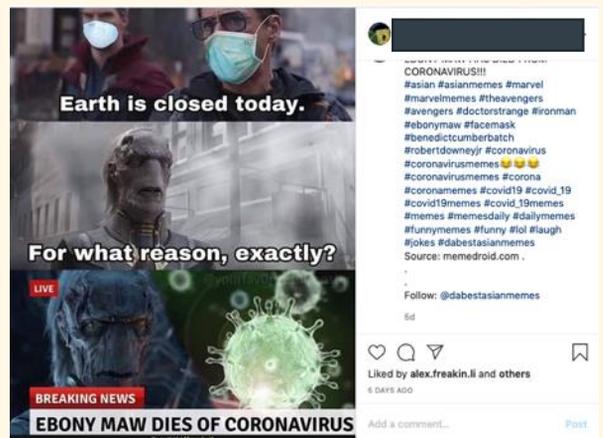
Who thought the family WhatsApp group would alleviate our existential dread? Make no mistake: we're in strange times



20 Movies With Extremely Happy Endings to Make You Forget All About the Pandemic (Photos)

Top 10 feel-good movies to ward off lockdown blues

Here are a few options for you to escape into much more pleasant worlds than the one we have right now. Watch these feel-good movies.



Social Media challenges engage the competitive spirit amongst consumers

Fitness challenges have emerged across the world as an activity but also to trigger the inherent competitive spirit amongst people [e.g. Push-Up challenges]

Home make-up challenges, "then VS now" challenges, poetry challenges, quarantine routine, etc. are other popular challenges making the rounds.

There seems to be a need for people to find different values to interact. The idea of competition, to give a strong fight, is a way to feel more human.

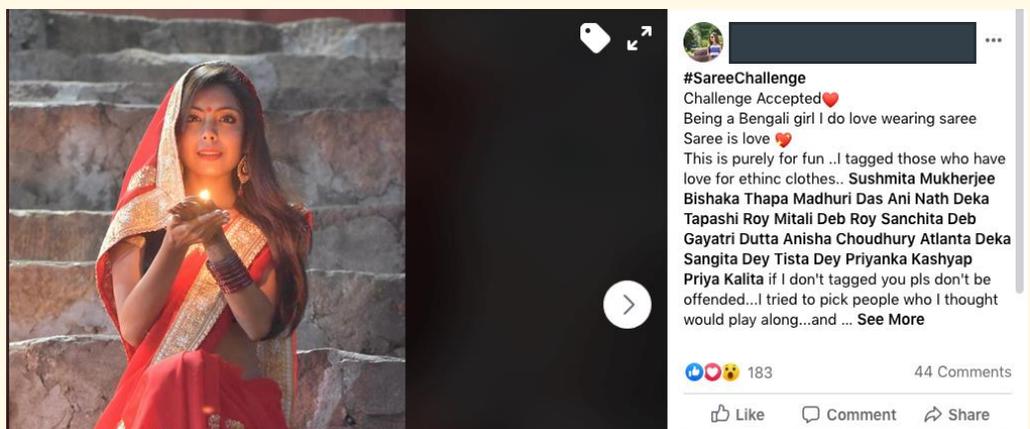
COVID-19: Rising up to the 'challenges' during lockdown in Kerala

People are finding interesting ways to fend off isolation blues by participating in viral 'challenges' on social media

The social media challenges helping keep boredom at bay

Dalgona coffee to #Safehands: Social media challenges that have gone viral during the pandemic

As majority of the population is under lockdown to curb the spread of coronavirus, people are coming up with various social media challenges to keep them busy.



Increasing virtual interactions with celebrities are giving rise to new options of entertainment

Live performances, screening of old classics, Instagram live with celebrities and influencers are all becoming a form of daily entertainment. These create a buzz on social media and are placed as direct competition to spending time and watching content on OTT.

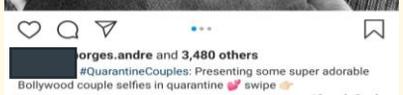
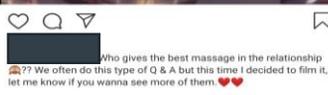
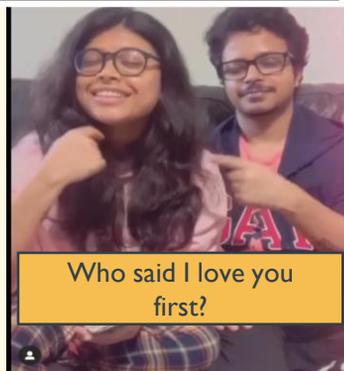
Lockdown has democratized the arts. This trend of online performances and concerts might very well continue in the future since this medium is location agnostic and 'free', along with allowing participation without any effort or cost.

Watching and listening to favourite celebrities has made them more approachable and relatable. Seeing them in a human and vulnerable avatar and not just in their glamorous cocoon has reduced the distance between consumers and celebrities. There is a more accessible dimension of fandom that is emerging.

There is a surge of consumer generated content on social media where they are mimicking their favourite celebrities.

Chennai's Carnatic musicians plan a live digital concert

Socially Distant Backstreet Boys Sing 'I Want it That Way' From Home Amid COVID-19 Lockdown



Modernization of traditions → Weddings & functions going digital, become a new online experience

There are certain rites of passage that are non-negotiable, and people are finding ways to adhere to those despite social distancing.

Funerals and death ceremonies are being conducted by priests over video calls.

Many couples are going ahead with small weddings which are relayed online rather than postpone them to safer times. Consumers are not clear on when the COVID threat will end and when things will get back to normal. In this context, many would rather not wait but use digital platforms to invite people to their small weddings.

Some couples have even got married over a video call. Clearly this is a strong message to the virus that it cannot put an end to some of the important milestones in consumers' lives.

Coronavirus: Online weddings the latest trend? Couple in India gets married over video call

Duo got married in India over video call with friends and family amid COVID-19 lockdown

Alia Bhat facetimes Riddhima Kapoor at Rishi Kapoor's Funeral



Woman from green zone marries man from red zone at UP-Uttarakhand border

The Uttarakhand and Uttar Pradesh border turned into a wedding venue when a priest wed a couple on the spot in the presence of their family and the cops.



Couple gets married on video call
Image Credit: Twitter/@MusadiqKalam



REGENERATIVE ZONE

From ‘Me Time’ to ‘We Time’ with the family

The lockdown has increased in the amount of time spent together with the family.

Entertainment activities within the home were previously quite personal as cross generational interests didn't match. Older generations preferred television, younger generations OTT and children games.

However, the lockdown has seen a merging of generations in entertainment participation. ‘Me time’ is converging into ‘We time’. Older generations are trying out OTT content with younger members of the family and adults are engaging in board games.

Consumers are delighted with the way the family is coming together over these entertainment channels. They realize how much they miss such bonding which had been sidelined with the advent of smart phones and increasing individualization of entertainment.

This could bring back family-based entertainment rituals.



Ludo King to Tambola: Mobile games that got popular amid lockdown

With mobile application versions of a plethora of classic old-school board games available at one's fingertips, here is our look at some of the most popular games of the lockdown.

“It's been years since we engaged in these activities as a family,” said Kukreja. “I don't remember the last time my parents and my son sat together without a smartphone and enjoyed such precious moments.”

Mayur Vihar Phase I resident Sanjay Bhargava was also happy to be transported to the old times. “I can see families in my neighbourhood playing Ludo and other games on terraces. It is good that old things are being revived and bringing families together,” he said.



Digital Media helps fuel the quest for novel and variety entertainment

A recent report indicates that Indians are spending 12% more time on OTT platforms [Prime Video, Netflix, Hotstar and so on] during the nation-wide lockdown than they did prior to it.

The number of users watching movies on streaming platforms has gone up by 56% and viewership of original series by 123% since the lockdown, indicating that new users have been driven to engage with these platforms in their quest for novel forms of entertainment.

Consumers are moving beyond their comfort zones and are willing to experiment with new genres and different languages, especially regional ones. They are also engaging with platforms that are different from their usual. TV users are trying out OTT platforms and vice versa. Consumers are seeking more variety and novel content owing to their mundane, stagnant lifestyle.

They are also willing to try out new ways of engaging in old pastimes such as concerts, theatre and seminars. In response to this, there has been a surge in online Facebook/Instagram concerts such as I for India, global webinars and so on.

Netflix promises subscribers it won't run out of new content while people are stuck at home



Emergence of the creative archetype

It is no new knowledge that crisis gives rise to creativity since novel solutions are required for novel problems. Consumers are showing incredible initiative in trying new skills or using their skills in ways to reach out to others.

From micro level behaviours such art, cooking, creating WFH spaces, photoshoots to macro level behaviours such mass online homeschooling initiatives – this surge in creativity is a reassuring sign of resilience of the consumer and the community. Creativity is no longer restricted to surface level needs such as killing time or providing a momentary distraction from stress.

An additional benefit is that these passion projects lead to new content on various media outlets. Consumers also act as micro influencers to their immediate social circle online.



CHEFMODE

Mexican Cooking Experience

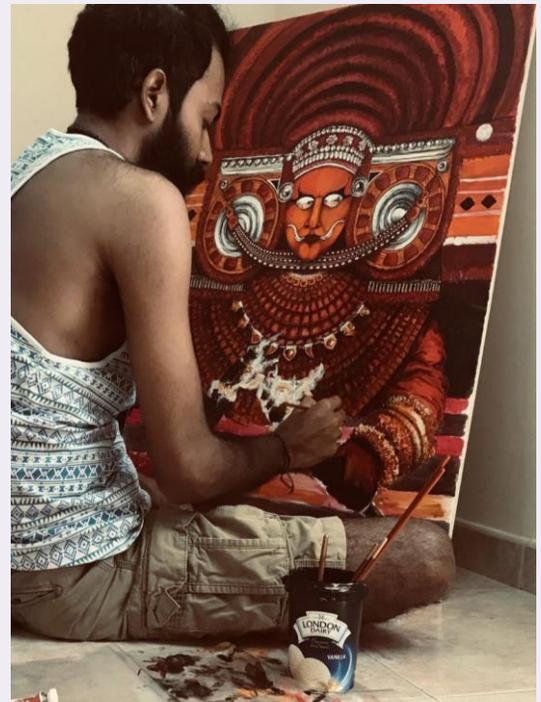
A highly customized, interactive and private cooking experience conducted live virtually, by an expert local chef based in the heart of Mexico City

Perfect for date nights, birthdays, gifting, or simply a fun evening with family & friends!

About Your Chef

"Hello everyone! I am Chef Fabian. I am from Guanajuato, Mexico and have 10+ years of experience in the culinary space. I run my own catering company, teach workshops and am passionate about serving others. I enjoy working with my clients to make their big day memorable. Away from work, I enjoy working out and spending time with my dog, Comina. I'm excited for you to join me and learn the art of authentic Mexican cooking. So welcome aboard!"

[@chefmodeco](#)



300 likes

#acrylicpainting #acryliconcanvas #theyyam #keralaart #kannur #traditional #lockdowntimepass #stayhomestaysafe #theyyampranthan

Grooming rituals rejigged!

A big part of going to the movies, to meet friends for dinner or parties was to dress up. It was a very important part of looking good and feeling great.

However, with the lockdown, the initial response was to think that one remains in one's home avatar even for WFH calls and meetings. Consumers would dress down or dress informally for such interactions.

However, with the extension of the lockdown and the gradual realization that this could well be the new normal, consumers have started to not let the situation get the better of them. So what if I am not going out? It doesn't mean I can't look my best! That's the new view.

Home grooming and beauty rituals, posts on DIY hair and make-up are on the rise despite interactions moving to a virtual space.



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cute and quick hairstyles to rock houseparty calls/ video calls ✨ • #quarantine #summerhair #summerhairstyles #quickhairstyles #stayhome #diyhairstyles #TogetherAtHome #VibeTogether #shotononeplus #CreatorsTalentShow #cutehairstyles #houseparty #housepartyapp #stayhome #videocalls #quirkyhairstyles #hairdo #hairdosimple #hairup #diy @houseparty



Makeup tips to look great on video calls - Zoom, HouseParty, Facetime, Skype

A time to slow down

Some consumers differentiate between entertainment that creates the adrenalin rush vs. those that are meditative and soothing in nature.

Many are opting for the latter – reading, painting, music, craft, audio books.

Consumers realize that this is a better way to cope with the lockdown stress – to align with the slow pace of life and absorb the peace and relaxation that comes with it, rather than add rush and 'josh' to everything we do.

Many are discovering the joy of switching off, resetting the pace of life and just 'lie down and enjoy the period of lull'. The notion of 'banking' sleep, rest and relaxation to cope better with the busy times ahead resonates with this segment.



870 likes

When time and tide are till waiting, doddle away your humdrum.

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Inspired by my sister @color\_vista, do checkout her profile 😊. My first on paper with pen. Freehand drawing.

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#mandala #doddle #firstdoddle #doddleart #mandalalover  
#pinkandblack #lovemandalas #design #paperandpen #lockdown  
#lockdowntimepass #timepass #fillers #freehand  
#freehanddrawing



951 likes

This is what the don't rush challenge will look like if Ahaan and I were participating.

This lockdown has made us an avid reader 📖

What change did this lockdown bring in you?

And since I am on a Hindi writing spree..some lines in Hindi too!!!

जब ज़िंदगी बहुत भाग के गुज़ार ली

तब थमने का मज़ा समझे।

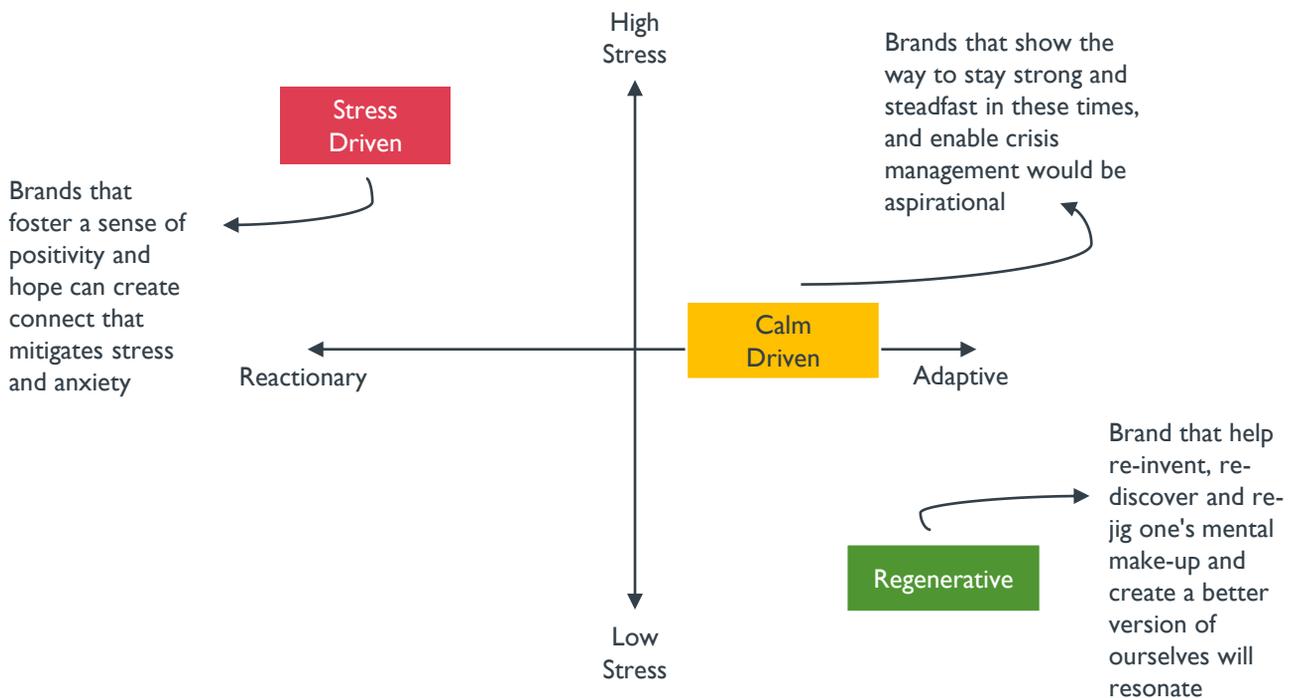
किताबों के बीच में समय खत्म होता ही नहीं।

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#KidsGettingProductive #KidsLearningNewSkills  
#KidsBeingCreative #KidsReadingBook #ReadingBook  
#Lockdown2020 #LifeInTheTimesOfCorona #LockdownFamily  
#QuarantineFamily #QuarantineScenes #satyasunrozsame  
#QuarantineAtHome #StaySane #LockdownReading  
#MomInfluencer #dontrushchallenge

## Thus, brands can impact all three human psyches with respect to media & entertainment



# Brands are planning during & post-COVID marketing, by learning more and more about their consumers' digital behavior

Brands are recognizing the increased time being spent on online entertainment and media, and are not backing down from understanding these behaviours and what affects them

This shows incredible foresight – such insights will help them plan their media engagement in a post-COVID situation better

Why do you feel you're spending more time watching shows/movies?

|                          |                                                                                                                        |
|--------------------------|------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | Everyone's talking about the "must see" shows/movies right now and I have to watch to participate in the conversation. |
| <input type="checkbox"/> | I've been able to co-view shows/movies with friends/family not in my home.                                             |
| <input type="checkbox"/> | Entertainment helps take my mind off everything else.                                                                  |
| <input type="checkbox"/> | I've been so bored, entertainment is the only thing getting me through.                                                |
| <input type="checkbox"/> | Watching a show/movie is a way to spend time with the people in my home.                                               |
| <input type="checkbox"/> | I've had more down time to sit back and relax.                                                                         |

A snippet of Vice Asia's social media survey on consumer behavior on online entertainment

# Creating consumer communities using social & video engagement platforms will go a long way with consumers

Brands are trying to build relationships with consumers using social media, using platforms that their consumers most relate to

Whisper with its #PeriodAllies campaign, MacCosmetics' online MasterClasses, Kama Ayurveda's curated playlists for consumers are some examples of the same

Engaging consumers in this way will also lead to creating long-term relationships with them

# Many brands are utilizing this time to create social impact

With the rise of concern for the society & environment during lockdown, brands such as Tata Steel, Whirlpool and Oyo are trying to create social impact

Their communication include water saving, anti-bullying, respecting mothers, and so on

This is likely to form a connect with consumers

## Tata Steel's "Washout" Film



No water was wasted in the making of this film and the collected water was used for household chores.

## Oyo's Anti-Troll Campaign



riyanlakhani Is she included in the package?  
5h 1 like Reply



oyorooms Hey! @riyanlakhani, "There's great hair, and then there's this. What's your secret?" is a good way to flatter someone. Trust us! #ShowSomeRespect #WomensDay

# Amidst lockdown, Disney Plus made its way to India through a virtual launch

Adapting to the new reality amid the pandemic, Disney turned to some Bollywood star power to promote the launch of Disney+ with a 'virtual red carpet premiere'

Celebs posted their pictures on Instagram with a badge that read 'I'm at the Disney+Hotstar Red Carpet Premiere' also promoting 'Stay home, Stay safe'

Hrithik Roshan, Katrina Kaif, Tiger Shroff and others interacted with fans via a live chat on Disney+Hotstar as the service premiered 'The Lion King' and 'The Mandalorian'

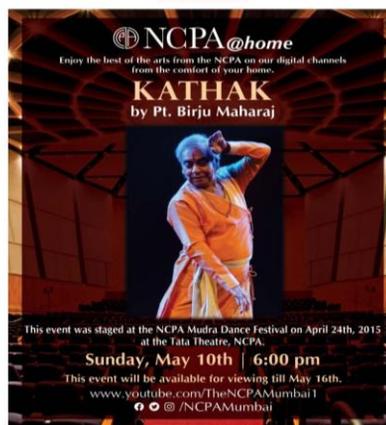


# Entertainment service brands are coming home – reorganizing the format to drive relevance

Theatre, cinema and other performing arts have taken a massive hit during the lockdown. Additionally, with social distancing becoming the norm, it will take time for these industries to gain the same traction with the consumer. Hence, we see some brands being quick to reorganize their format to drive relevance for their patrons.

The stage and the dance floor are being recreated on the screens of consumers. Nothing is out of reach for the consumer and now, more than ever before, there is a scramble for the consumer's attention since it has become limited to communication via a screen. While bringing performances to the homes of the consumer is a good idea, there is also more control being given to the consumer.

While before, the consumer was bound by physical presence at a venue, now there is nothing that stops the consumer from switching tabs on their screens and moving on to something else. If there ever was a time to innovate and push the boundaries, it is now.



## Pump up the volume

This weekend, the party comes home with Bollyboom! Shake a leg to your favourite Bollywood tunes by Zikr, Aakanksha Sharma, Tochi Raina, Ash King and others, all in the comfort of your homes.

08 -10 May 2020

Register Now



**whirlpool\_india** Every small thing our mothers taught us back then makes sense now. They made us organized, responsible, respectful and so much more. Whirlpool wishes you all a very #HappyMothersDay. Tell us how you were #PreparedToTakeCare by your mom in the comments section below! .

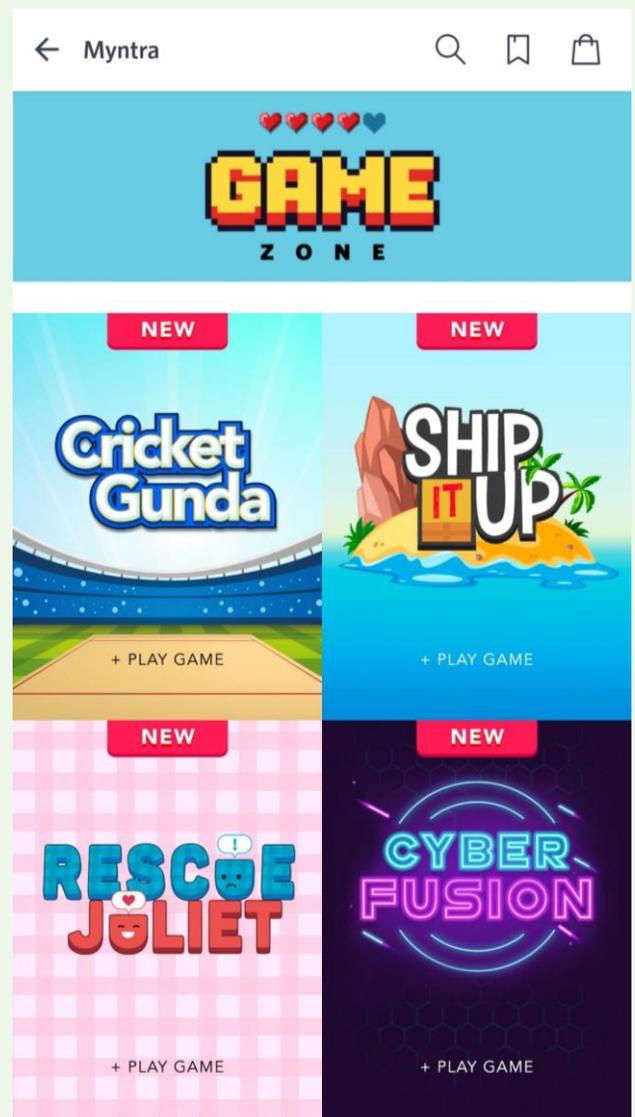
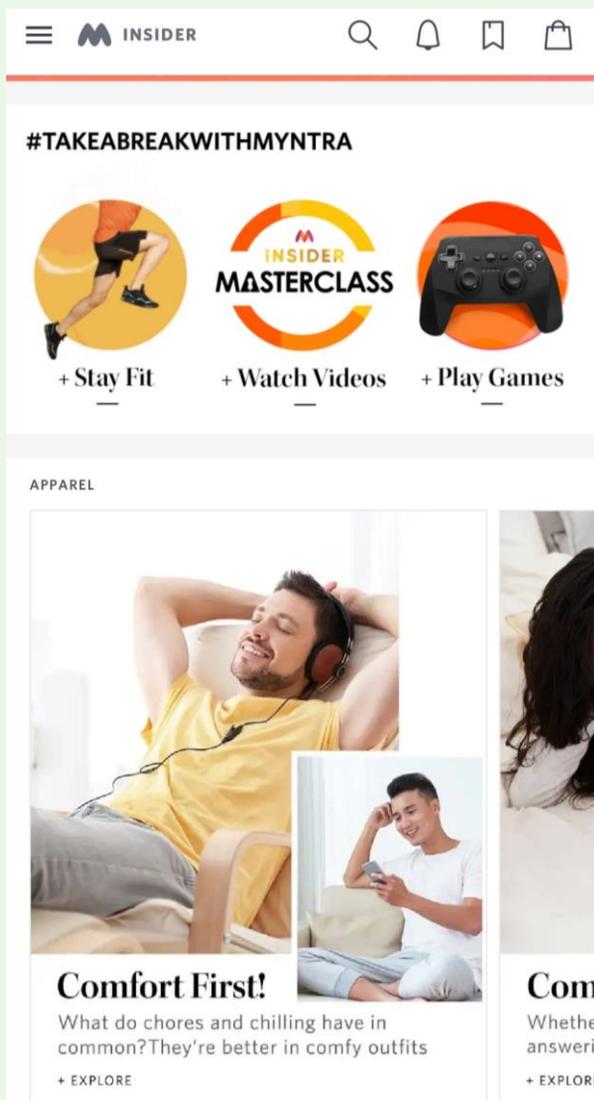
3,604 views  
2 DAYS AGO



# Brands are extending beyond their category to include forms of entertainment to enhance consumer engagement

Most brands have been quick to recognize that entertainment is something that consumers are actively searching out. For example, a fashion e-commerce brand is including fitness videos, style classes and games on its platform so that consumers have something relevant to their present since shopping for garments is not an essential activity.

The fluid nature of entertainment enables brands to adopt this strategy. Rather than every e-commerce app getting into delivery of essentials, brands are keeping it believable by modifying entertainment activities to keep consumers engaged on their platforms.





QUANTUM ORIGINALS

## NEW FORMATIONS 2020

Demystifying the 'Consumer Mind in Crisis' and identifying principles for brand engagement

TEASER RELEASING ON MAY 20, 2020

SYNDICATED REPORT RELEASING ON MAY 22, 2020

## Earlier Editions Check List:

Issue 1: “Role of Women”

Issue 2: “Time”

Issue 3: “Food & Beverage”

Issue 4: “Media & Entertainment”

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**THANK YOU**

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