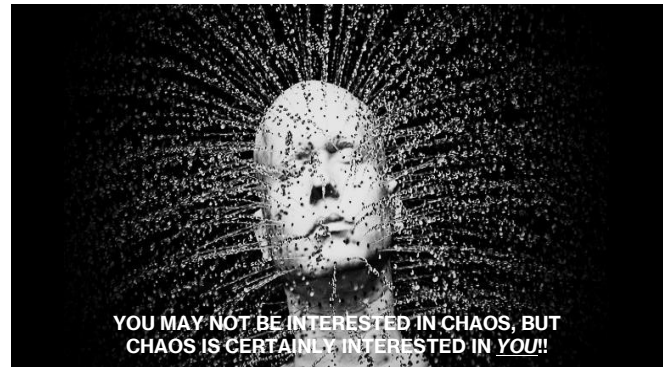
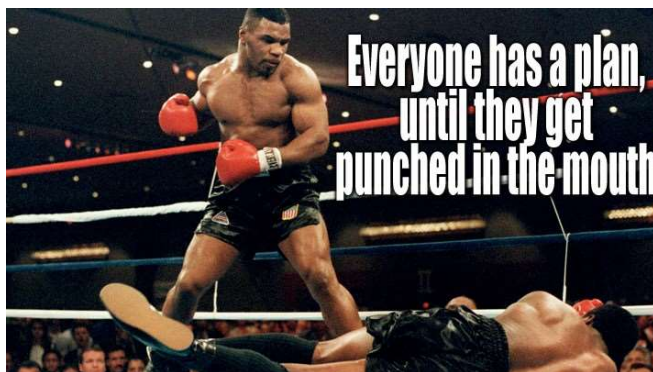




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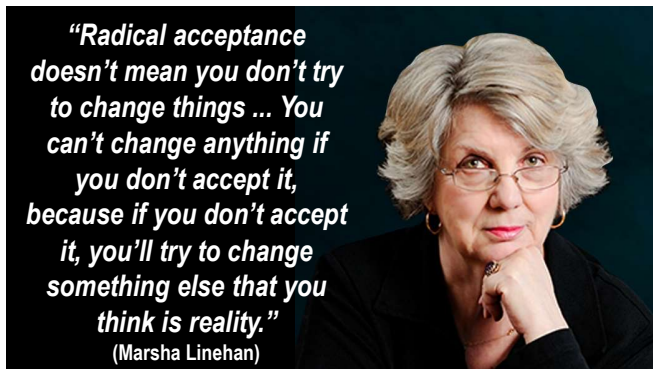
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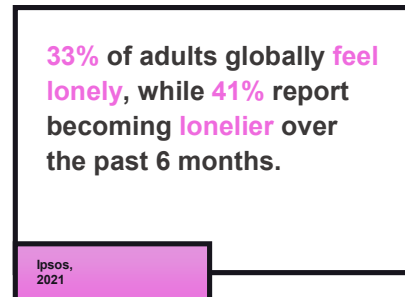
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The amount of money raised by companies **related to the metaverse** increased to **USD 10.3 billion**, up from USD 5.9 billion in 2020.

Crunchbase,
2021

13



This is how most citizens & customers feel today!



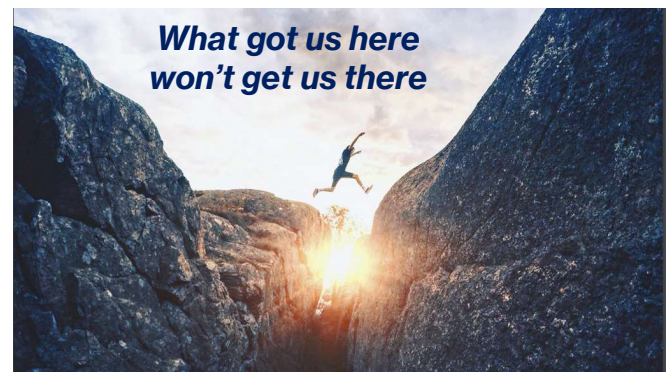
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77% of consumers worldwide expect brands to **show support** to people in times of crisis.

Havas,
2021

Life has just become far too complicated for us!

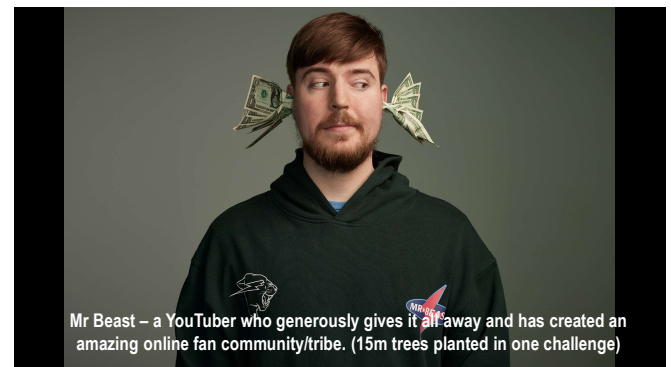
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LONELI-LESS

Krakow's new park benches connect strangers



19

 **Anxiety** rules pre-pandemic...

Fun* as the ultimate antidote for FEAR

*...and thrills... and new skills... and more indulgences... and self-care... and...

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"This moment is actually kind of special for us," he said.
 "Being a chef, our busiest times are Friday, Saturday, Sunday, so I'm normally at work on those days. Getting to sit down and watch a movie with the family on a Saturday is pretty cool." (Chef)

"Before COVID, we only used to order the ready-made cake, but this time he made it himself," she said. "He found a recipe on YouTube and tried his best. It really felt nice that he took this initiative, even during these tough times. These small things really matter right now." (Wife and mother)

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But who are the people in *your* life who...

Taught you some really important stuff?

Helped you through tough times?


You would trust with your life?

Make you laugh a lot?

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31



“SOLACE AS A SERVICE”

For many conflicted consumers, there's a growing tension between purchase and purpose. Your call to action? Soothe their struggle and offer convenience without the culpability

*Source: Trendwatching.com

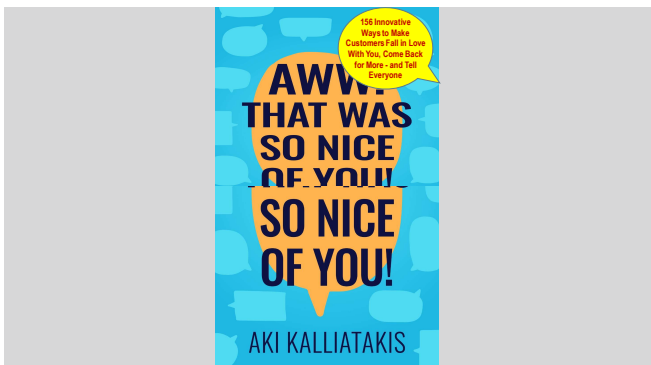
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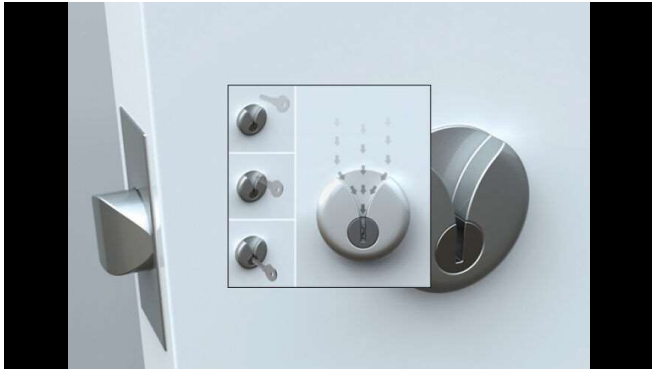
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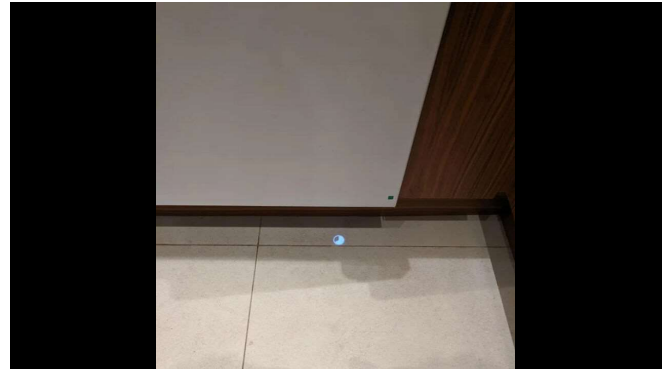
Jeans come with 'yoyo guarantee' as each pair can be exchanged a larger or smaller size within a year



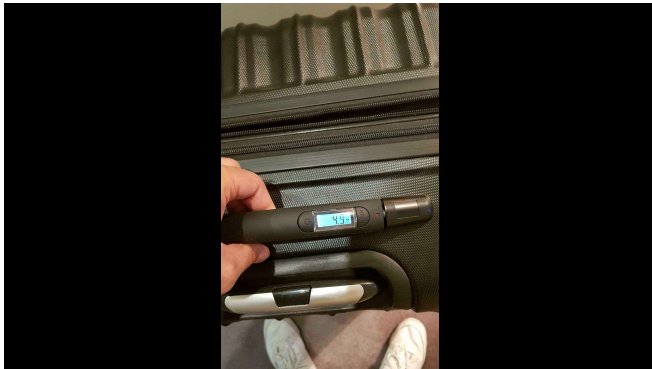
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51% of consumers across **22 countries** agreed that they were actively doing more to **support local independent businesses** and buying more from local independent retailers.

PWC,
2021

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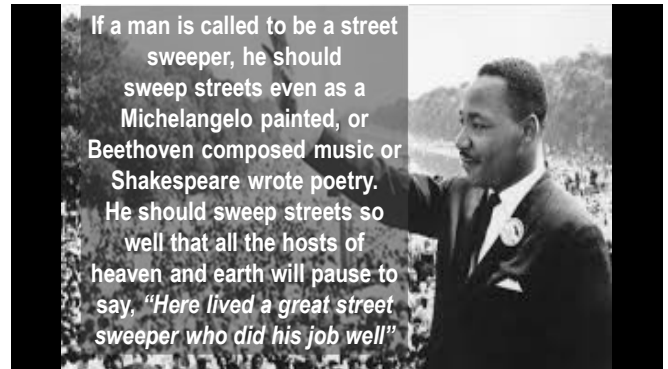
62% of people globally trust the people in their **local community over CEOs** and government leaders.

Edelman Trust Barometer,
2021

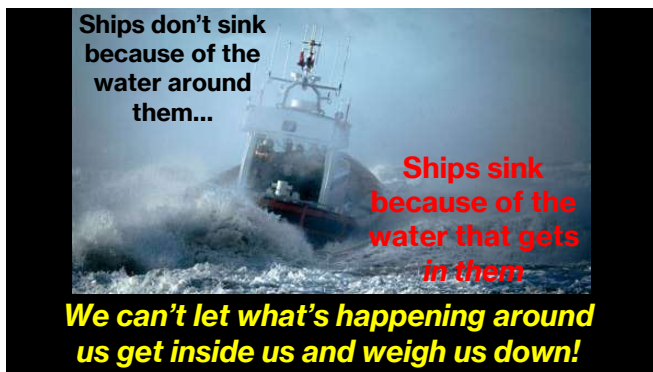
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