



Rediffusion
Consumer Lab

TRENDS TO HELP BRANDS

STAY AHEAD OF WHAT'S
HAPPENING IN INDIA.

Second
in a series
of six
reports

Red lab brings you the conversations that are trending and what marketers need to keep an eye on, curating from the various resources.

Source:
Twitter trends
with inputs from
Red Lab



Rediffusion's specialized consumer research and analysis wing, Rediffusion Consumer Lab (Red Lab) is proud to share this research with you.

Red Lab specializes in consumer understanding, consumer behaviour, and trend spotting to come up with actionable business intelligence which can lead to brand solutions.

THE WORLD IS CHANGING FAST.

But how fast?

AND WHERE IS IT ALL GOING?

Discover what's happening in India through the following trends and know more about how brands are leading or piggybacking on it.



The topic covered in this report is '**CREATOR CULTURE**'. In the reports that follow, topics like **EVERYDAY WONDER**, **ONE PLANET**, **TECH LIFE**, and **MY IDENTITY** will be covered. The first report in this series was based on **WELLBEING**.

CREATOR CULTURE

MORE MAKING IN THE HANDS OF MANY

*Self-taught.
Self-made.*

Blurring the lines between work and play while daring to carve their own path, a new generation of entrepreneurs and everyday makers is emerging - the creator class.



harshiii
@dreamee_



Soft music, little breeze & painting is my ultimate mood!



EVOLVING TRENDS:

Creativity at Home
Creation & shared experiences

Aspiring Content Creators
Create it to make it

Creativity at Home

CREATION & SHARED EXPERIENCES

Do what makes you feel good. Obvious yet powerful, this idea is driving more conversations around writing, cooking, and making, with a focus on home as the creative hub.

What started with the feeling of being a prisoner in our homes, ended up becoming a blessing in disguise for people who started honing their creative side during the lockdown.

With the saved travel time and few or no distractions, a lot of people gave way to their creativity. Twitter saw a lot of posts from people mastering skills that they didn't know they had a talent for. Every post, every update acted as an inspiration for another to pick up a hobby, create something of their own.



SOURCE: THE HINDU, MAY 2020



+48% GROWTH
(2020-2021)

People are increasingly talking about creative pursuits. More homebound lives are driving peaks of interest with a growing focus on unleashing their creative side.

Creativity at Home

Paper mâché earrings, kitchen gardens, knitting, embroidery art, painting walls, sketching, or becoming a culinary master, one can keep adding to the list of ways in which one can discover their inner artist sitting at home! But if you asked them to name a few before the pandemic, they wouldn't have been able to list so many. Things as basic as recycling plastic bottles to make art caught the interest of netizens!

A lot of Bollywood celebrities also found another way to pursue their creativity, Diljit Dosanjh took up cooking, Madhuri Dixit taught some easy dance movements to her followers, Preity Zinta gave her husband a new haircut and Saif Ali Khan took up gardening with his son and made some beautiful paintings.



SOURCE:
THE HINDU, MAY 2020

CONVERSATIONS SHAPING CREATIVITY AT HOME

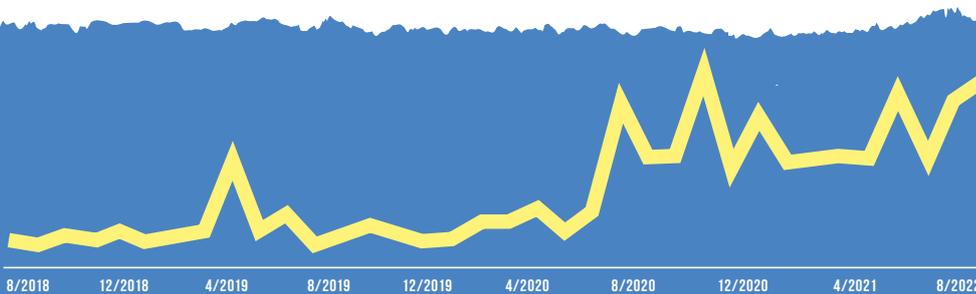
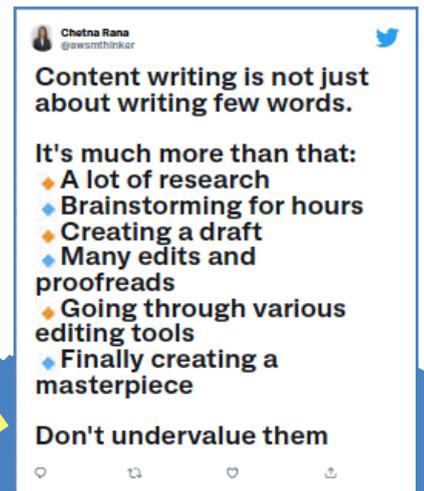
- 1. Discovering passions**
- 2. Finding joy in doing little things at home**
- 3. Gourmet creativity**
- 4. Craft culture**
- 5. Nostalgic play**



Aspiring Content Creators

CREATE IT TO MAKE IT

Empowered to self-start and self-fulfill, more people have been forced to re-think how they earn. Creators are evolving their work and side hustles are increasingly at the front and center. All this has been made possible through the rise of creator platforms and diversified income streams.



+99%
mentions around
"content creation"

+231% GROWTH
(2020-2021)

With greater access to tools, resources, and like-minded communities, the everyday content creator is born, as more and more people are creating content driven by their increasingly homebound lives.

Aspiring Content Creators

The pandemic forced professional content creators to change their ways, those who were used to elaborate shooting processes had to use handheld cameras at home to continue making content for their audiences.

The simplicity of the process and the traction that such simple videos got inspired a lot of budding content creators to take the first step, bring their moonlighting projects to the spotlight. You don't need professional equipment to make a short film, your phone camera could work, you don't need a music studio



to record a song, you have multiple apps and software in your phone/laptop to make one, you don't need the right ambiance to make a pilates video, just place your camera against the wall in your room and you're good to go!

An increase in the sales of smartphones, laptops, and other DIY equipment is a testament to this change.

SOURCE: HINDUSTAN TIMES AUG 2020, GADGETS.NDTV DEC 2020

CONVERSATIONS SHAPING ASPIRING CONTENT CREATORS

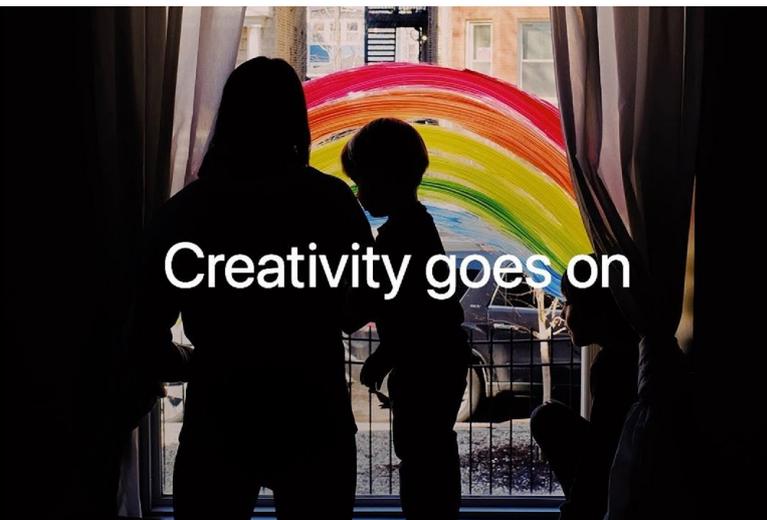
1. Digital art & graphic design
2. Content creation tips
3. Creative writing
4. Creator communities
5. Home as a workplace



How brands are acting on Creator Culture



Apple shows 'Creativity Goes On' with a film montage footage of people keeping creativity alive; whether it be drawing pictures on iPads, producing video content on Macbooks, or using FaceTime to share creative ideas.



Produced over the course of two weeks, the film is interspersed with celebrities including John Krasinski working on an episode of his YouTube show #SomeGoodNews, Oprah Winfrey addressing #OprahTalks viewers on Apple TV+ with words of support, and the actress Lily James taking part in the #SaveWithStories children's book initiative with her iPad.

Watch the film:
<https://bit.ly/Redlab-Apple>



In an effort to maintain its reputation for styling, while simultaneously keeping people safe, Zara sent its newest products straight to the homes of its go-to models.

The result was a set of refreshing self-shot, yet still high fashion, photographs of models wearing no make-up and being creative in their living rooms, kitchens, and bedrooms.

Read more: <https://bit.ly/Redlab-Zara>



In order to provide a way for hosts to continue earning an income during the pandemic, Airbnb offered virtual experiences that people can engage with from home during the lockdown. Online experiences took place via Zoom, with Airbnb providing hosts free access to the video-conferencing platform and support services for curating, capturing, and sharing their experience.

Experiences included meditation with Buddhist monks, virtual visits with the dogs of Chernobyl, and family cooking in Morocco.

Read more: <https://bit.ly/Redlab-Airbnb>

A REPORT BY



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