



Rediffusion
Consumer Lab

TRENDS TO HELP BRANDS STAY AHEAD OF WHAT'S HAPPENING IN INDIA.

Third 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

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.



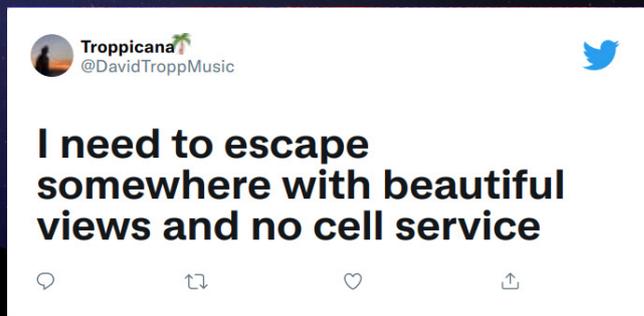
The topic covered in this report is **Everyday Wonder**. In the reports that follow, topics like **One Planet**, **Tech Life**, and **My Identity** will be covered. The first and the second report in this series were based on **Wellness** and **Creator Culture**.

EVERYDAY WONDER

Fascination with our world and beyond

Looking out, and up,
helps us look within.

From a greater appreciation of the cosmos to everyday spiritualism, to imagining new terrain to explore, staying curious about the world around us helps us connect more deeply with one another - and with ourselves.



EVOLVING TRENDS:

Astrology

The cosmic connection

Exploring Spirituality

Positive search for meaning

Complexities of the Human Mind

Understanding differences and perceptions



ASTROLOGY

The cosmic connection

A lot of people resorted to astrology due to fear and uncertainty around them during the pandemic. With marriages shelved, jobs lost, and competitive examinations put on hold, people turned to astrology to find answers and to put a timeline to their misery. The gloomy times of the pandemic created an urge to find a remedy in search of which Indians are flocking to astrologers.

Even the skeptics that were earlier reluctant to consider astrology as a way out, opted for it when they had nowhere else to go.

According to a report, a popular astrology website claims its revenues have gone up by 42 percent during the lockdown. Whether it is students seeking career advice or stock market investors, people are turning to such online portals for all their answers amid this global uncertainty. Google Trends shows that the search for the word 'astrology' has surged after mid-March, right when the Covid situation in India started getting worse.

People's predictions are not limited to the pandemic. They even have theories explaining the deaths of actors Irrfan Khan and Rishi Kapoor. A viral tweet from a news report claimed that there was a numerological connection between their death year and age.





**87%
GROWTH**

People are increasingly discussing astrology and spirituality. Interpretations are broadening as the pandemic accelerated this trend.

+104% conversations around "tarot"



Conversations shaping Astrology:

- Cosmic guidance / Healing process / Acting on Astrology
- Paying it forward / Future gazing

COMPLEXITIES OF THE HUMAN MIND

Understanding differences and perceptions

Working effectively in this diverse world starts with self-awareness – considering how you handle bias, conflict, and demonstrate that you value others. To be effective, you should not ignore the differences - but instead understand, embrace, accommodate, and encourage them. This can open doors to new ways of thinking and new opportunities.

The pandemic gave people the gift of time, a gift that many used to introspect. When we weren't meeting anybody new, we started meeting and getting to know ourselves.

Looking inwards and deep introspection in fact could be one of the reasons why more than half of Gen Z is considering a different career path in the wake of the pandemic. According to a global survey conducted by INTO University partnerships, since the beginning of the pandemic, 55 percent of under 25s across the world have actively contemplated new career options. In India, 57 percent have considered a different career.

Their priorities are now set, and they are not afraid to speak up and let the world know about them. They know they are different

and need to carve a new path for themselves. Only once you've had known yourself better will you be able to understand what's right for you.



Fatimat @Fatimaaa_t



The older I get the more I appreciate myself and understand we're all unique in our own little ways. Think people should stop trying to be like others and appreciate who they really are. No one has the same experiences or life journey so embrace yours honey.



**+282%
GROWTH**

People are talking about their beliefs and opinions and conversations are based around personal choices and priorities.

+63% conversations around "mindfulness"



Conversations shaping Complexities of the Human Mind:

Spreading hope / Being accountable

Human differences / Destination unknown

EXPLORING SPIRITUALITY



Positive search for meaning

How we make sense of the world around us often begins with how we make sense of ourselves. On a quest for meaning and comfort, more people are exploring what spirituality looks like for them - while connecting with others over topics like positivity, mythology, good energy, solitude, and healing.

India was always known to be the land of spiritual enlightenment and mysticism. Given India's fame as a land of spirituality, tourists flocked to India all year around wanting to recharge their batteries, practice

mindfulness, and enhance their spiritual well-being. Mindfulness and spirituality have gained attention as a constructive means of dealing with the pandemic. And since traveling to places like Rishikesh, Leh Ladakh, wasn't possible due to the lockdown, social media gave birth to the new guides/mentors of spirituality

Spiritual influencers have become quite a rage during the pandemic. This goes to show that God might not be available for you 24*7 but agents in the form of these influencers can be accessed anytime, anywhere via apps like Instagram, Facebook, etc. Netizens often use their services to deal with the negativity and uncertainty around them and connect with their inner self. Influencers like Neha Lalwani, Divya Pandit have various healing processes that they use to put one's mind at ease.

Source: New Indian Express April 2021, Hindustan Times Sept 2021





+75%
GROWTH

People are discussing what spirituality and mythology mean to them. Interpretations are broadening with the pandemic accelerating this trend.

+70% conversations around
"mythology"



**Conversations shaping
Exploring Spirituality:**

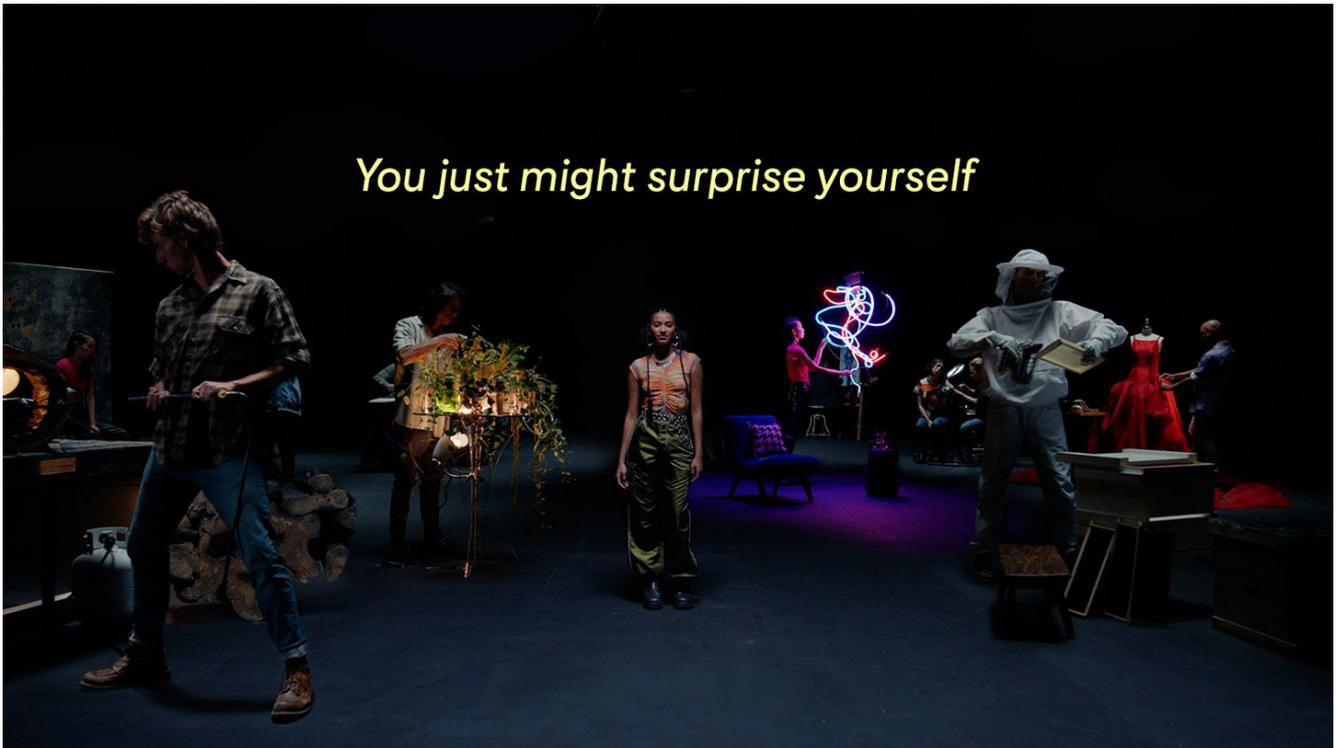
Belief in humanity / *Positivity*

Spiritual Awakening / *Divine guidance*

HOW BRANDS ARE ACTING ON EVERYDAY WONDER



You might just surprise yourself /



The campaign is aimed at showcasing how the platform can provide people with new and exciting ideas to act on and help them find and shape the things they actually enjoy and that personally fulfil them. A series of 15-second films advance the concept, sharing stories such as a home chef discovering the fusion of burgers and sushi or a teen trying his hand at flame nail art.

Watch the video: bit.ly/Redlab-Pinterest



Instagram

Yours to make /

A new global ad film by leading social media platform Instagram tells its users to stop being afraid of others' opinions and making mistakes. Titled 'Yours to Make', it is an attempt by Instagram to show how young people can do away with their inhibitions and explore themselves by trying new things on social media. 'Yours to Make' features real Instagram users. It asks them to understand themselves and their inspirations, using the one tool they already have at their disposal: their smartphones. It also wants them to show the world what moves them, and shine the way for what's next.

Watch the video: bit.ly/Redlab-Instagram

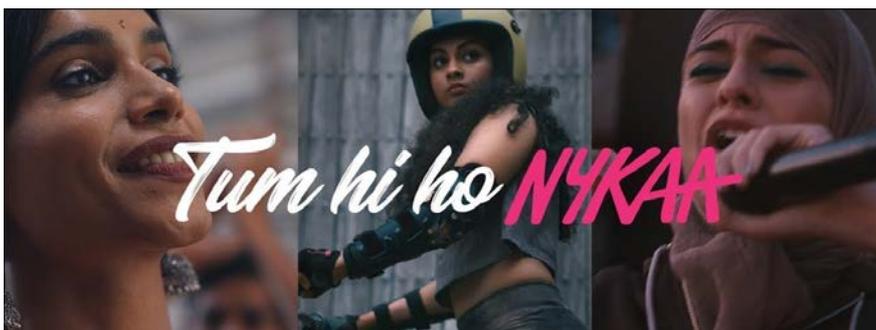


NYKAA

Tum hi ho Nykaa /

In the ad film by the E-commerce platform Nykaa, the brand encourages women to be the protagonist or the 'Nykaa' of their own lives. As the 'nayaka' of her own unique story, each woman charts a journey fraught with challenges. The film delves into the lives of an entrepreneur, a biker stuntwoman, a mountaineer mom, a rapper in a hijab, a transgender doctor, and a mid-life chess-master, to highlight the power of their grit.

Watch the video: bit.ly/Redlab-Nykaa



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