

A woman with long dark hair, wearing a red floral dress and white heels, stands with her hands on her hips in front of a large, white, neon-outlined angel wing sculpture. The background is a dark, modern interior with wooden railings.

**RED
LAB**

TM

Rediffusion
Consumer Lab

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

The concluding report
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 behavior, 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.

On the festive occasion of Diwali, we share the concluding report of this series. The topic covered in this report is **My Identity**. The earlier reports in this series were based on **Wellness, Creator culture, Everyday Wonder, One Planet,** and **Tech Life**.

For previous reports, write to rhea.jain@rediffusion.in

WISHING YOU A VERY HAPPY

Diwali



MY IDENTITY

Empowering a true expression of self

People are feeling more supported - and celebrated - to live out loud. As our concepts of identity continue to broaden, we're coming together around shared values and purpose to define and express deeper senses of self while uplifting others.



EVOLVING TRENDS:

Self-Representation
Challenging status quo

Fandom
Everyday idols

Personal Ethics
Standing by values

SELF- REPRESENTATION

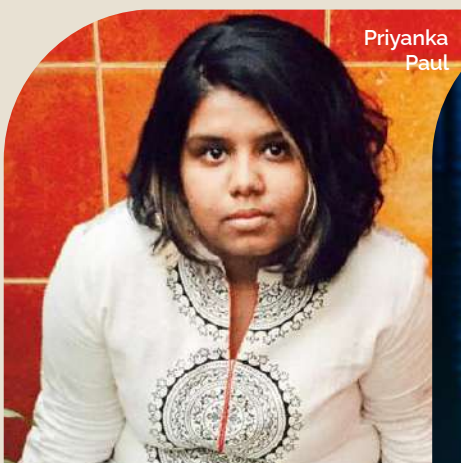
Challenging status quo

Discussions around accepting individuality and the constant struggle for equal rights are moving to the forefront. With a growing sense of empowerment and strengthened allyship, people are demanding better representation and real equality.

Social media platforms have quickly emerged as a space where individuals can voice their opinions, express themselves through their content and raise awareness about self-acceptance issues. Many of them have acquired influence over other users with their quality content.

Social media has for example has given space to the queer community, not only to be seen and heard but also to educate other people. Many Indian influencers like Priyanka Paul, Durga Gawde, Rishi Raj from the queer community are shattering rigid societal norms and stereotypes that Indians often hold against this community. They take pride in their real self and educate their followers through art, illustrations, poetry, and/or other content not only about queer advocacy but also various other socio-political issues.

real
equality



Priyanka
Paul



Durga
Gawde



Rishi
Raj

While the world is moving towards a new normal, it is also creating a more wholesome and diverse environment - taking a step towards normalizing the reality of being human in all its glorious imperfections. Social media is flooded with conversations around body positivity. While social media can be held responsible for promoting unrealistic beauty standards, the trend is rapidly moving towards

encouraging self-love and body positivity. Influencers like Dolly Singh, Neelakshi, Tanesha Awasthi are always known to initiate conversations around the fact that beauty does not come in a shape, size, colour, or gender. Kusha Kapila, spoke so candidly about PCOD and her struggle with self-esteem, normalizing it for women who are battling against it every day.



Dolly
Singh



Neelakshi



Tanesha
Awasthi



+16% GROWTH

Spikes in conversations around 'accepting yourself' were observed during #PrideMonth and International Women's Day.

+61%

conversations around "LGBTQ"

CONVERSATIONS SHAPING SELF-REPRESENTATION

Accepting yourself / LGBTQ+ community / Body positivity

Empowering women / Gender redefined

FANDOM

Everyday idols



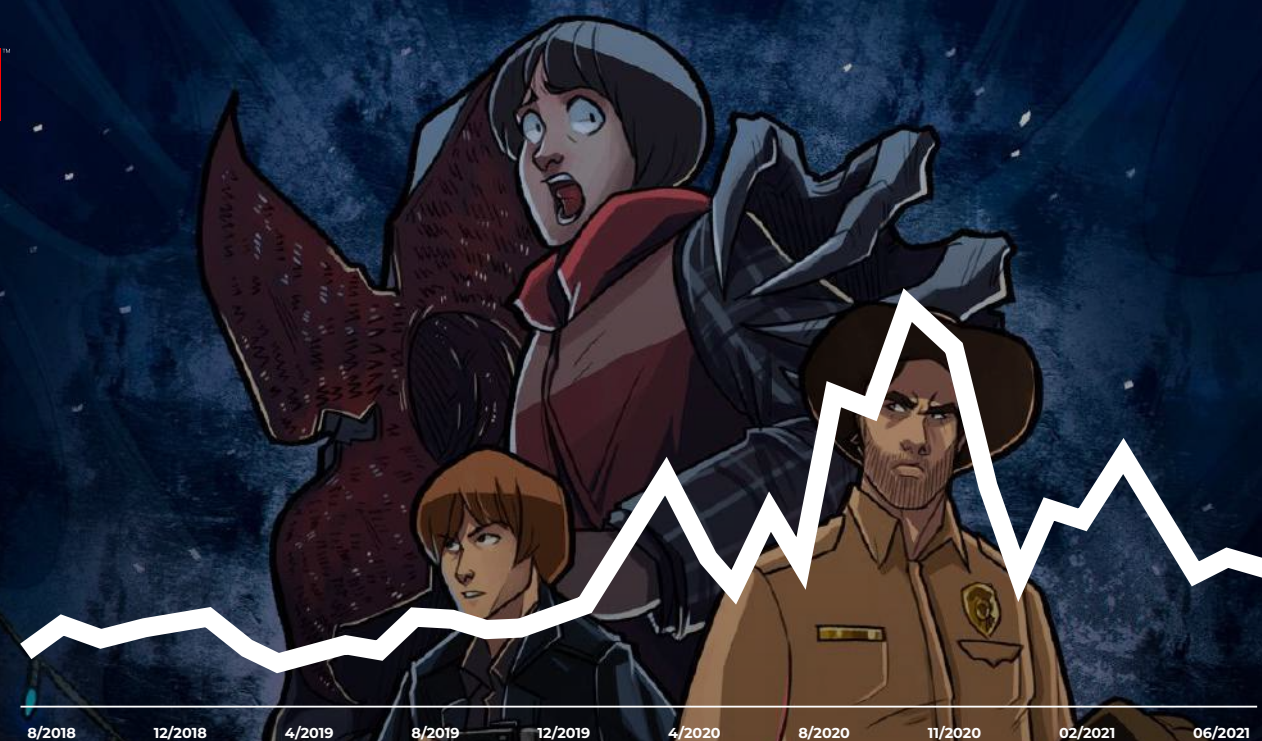
Fandom is evolving into a more active and engaged space, with more people connecting with their idols over shared values. Entertainment and cricket have always been the driving force behind conversations that shape the narrative while inspiring people.

Gone are the days when fans hankered after a chance to meet their idols. Your idols are now a tweet away from you on social media platforms. Opinions on films, discussions on the performance of actors, frustration, and slanders against sportsmen who aren't performing, earlier restricted to friends and family now directly reach the celebrity. The traffic isn't one way, celebrities on social media, actively engage with their fans, share their opinions and respond to their fans. Actor Shah Rukh Khan has an #AskSRK session where he encourages his fan to throw all sorts of questions at him and responds in his own quirky, witty manner.

We now also have platforms like Tring which started its journey in February 2020 with the key objective of enabling fans to be able to get a personalized interaction experience from their favourite celebrities. Tring has the largest roster of local, regional and international celebrities across genres, offering digital services for fans to connect with their favourite celebrities via video shoutouts, video calls, text messaging, and Direct Messages on social media amongst others.



Source: Live Mint March 2021,
Business Insider Dec 2020



Shifalika Yogi
@ShifalikaYogi



People often ask me why I like @iamsrk even when his movies aren't doing so well, and my response has always been the same, it's not about his movies - it's about him, his wit, his humour, his charm and what he means to me.

Baadshah ❤️



+114% GROWTH

People are interacting more and more with their idols and creating a close-knitted community that can make a bigger impact together.

+184%

conversations around "fan art"

+150%

conversations around "Bollywood"

CONVERSATIONS SHAPING FANDOM

#StanTwitter / Everyday idols / Appreciation for Indian Cinema

Fan rivalry / The stardom obsession

PERSONAL ETHICS

Standing by values

self
awareness

As we continue to learn and define our ethics and what we believe in, there is a growing sense of self-awareness that comes from a sense of duty. Standing up for our values is becoming increasingly important in our daily lives.

Especially during the pandemic, small stories of kindness, bravery, and instances when people went out of their way to help another flooded social media. From feeding the stray animals around them, helping

senior citizens who lived alone, or simply ensuring that the families of those who lost their jobs due to the pandemic are looked after, netizens did not shy away from talking about how they are doing their bit to make a difference.

While kindness and empathy are values that were always applauded on social media, in unprecedented times like these, their value and impact were magnified.



Source:

The Hindu Business line March 2021,
Financial express July 2021



Naam shabhana
@shabhanaAli321



Break the stereotypes.



+212% GROWTH

People define themselves basis what they believe in. Conversations around ethics and values have been on an upward trajectory.

+32%

conversations around "true identity"

CONVERSATIONS SHAPING PERSONAL ETHICS

Fight for equality / *New allyship* / *Our rights*

Demanding economic equality / *Living by values* / *#EachForEqual*

HOW BRANDS ARE ACTING ON ONE PLANET



Nicknamed 'generation selfie', young people are more likely to suffer low self-esteem as a result of social media. A veteran social campaigner, Dove is on a mission to use its power and influence to combat the harmful impact selfie culture has on young girls before the problem becomes endemic. The campaign is a representation of how far retouching apps can distort beauty. #NoDigitalDistortion is Dove's movement to help build confidence and positive body image on social media.

Watch the video: bit.ly/Redlab-Dove



billie

LGBTQ+ Fairy Tales



Women's body care brand Billie launched an Instagram campaign in honour of Pride Month that featured classic fairy tales that are rewritten to be body-positive, empower women, and centre the LGBTQ+ community. For example, Rapunzel's super long hair is armpit hair, and she's not waiting for a prince "because she's hella gay." The seven dwarfs in Snow White are instead seven "genderfluid cuties" who become her chosen family, and Cinderella gets a "fairy drag-mother" instead of a fairy godmother.

Read more: bit.ly/Redlab-Billie



Self Love Street



The Body Shop is attempting to change the conversation with a new ad campaign celebrating self-love, providing a more positive counterpoint to the alluring yet unrealistic portraits of love and beauty painted by shows like Love Island and the society at large. The brand's Self Love Street campaign depicts three housemates and their struggles with self-image through romantic rejection, the need for external validation, and body image.

Watch the video: bit.ly/Redlab-Thebodyshop

A REPORT BY



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