

The background of the image is a reproduction of Leonardo da Vinci's Mona Lisa. The subject, a woman, is wearing a green surgical mask that covers her mouth and nose. Overlaid on the right side of the image is a network diagram consisting of a large yellow circle in the center, with several smaller yellow circles connected to it by thin yellow lines. The overall color palette is muted, with the green of the mask and the yellow of the network diagram providing contrast against the brown and green tones of the painting.

TOTEM

An introduction to a new world

A SNAPSHOT OF OUR TIMES

“We cannot discover a new world
using old maps”.

POST COVID-19



Where most people see problems, we are embracing opportunities.

Some of the most inspiring and remarkable leaders and decision makers of the post COVID-19 era have shared their time, expertise, views and wisdom to help us build this **new map for the new reality**. A truly balanced world snapshot from contributors in 5 continents, 50/50 Men and Women.

The answers we received are inspiring, vibrant, and in some cases shocking.

This is not a scientific paper, but a human paper.

Everything that you will read is coming from a qualitative, personal and human perspective.

The aim was to find sustainable innovative solutions and ideas, together. We at TOTEM are driven to humanize the world of brands. We would like to thank all who have contributed their time and insights.

TOTEM Team.

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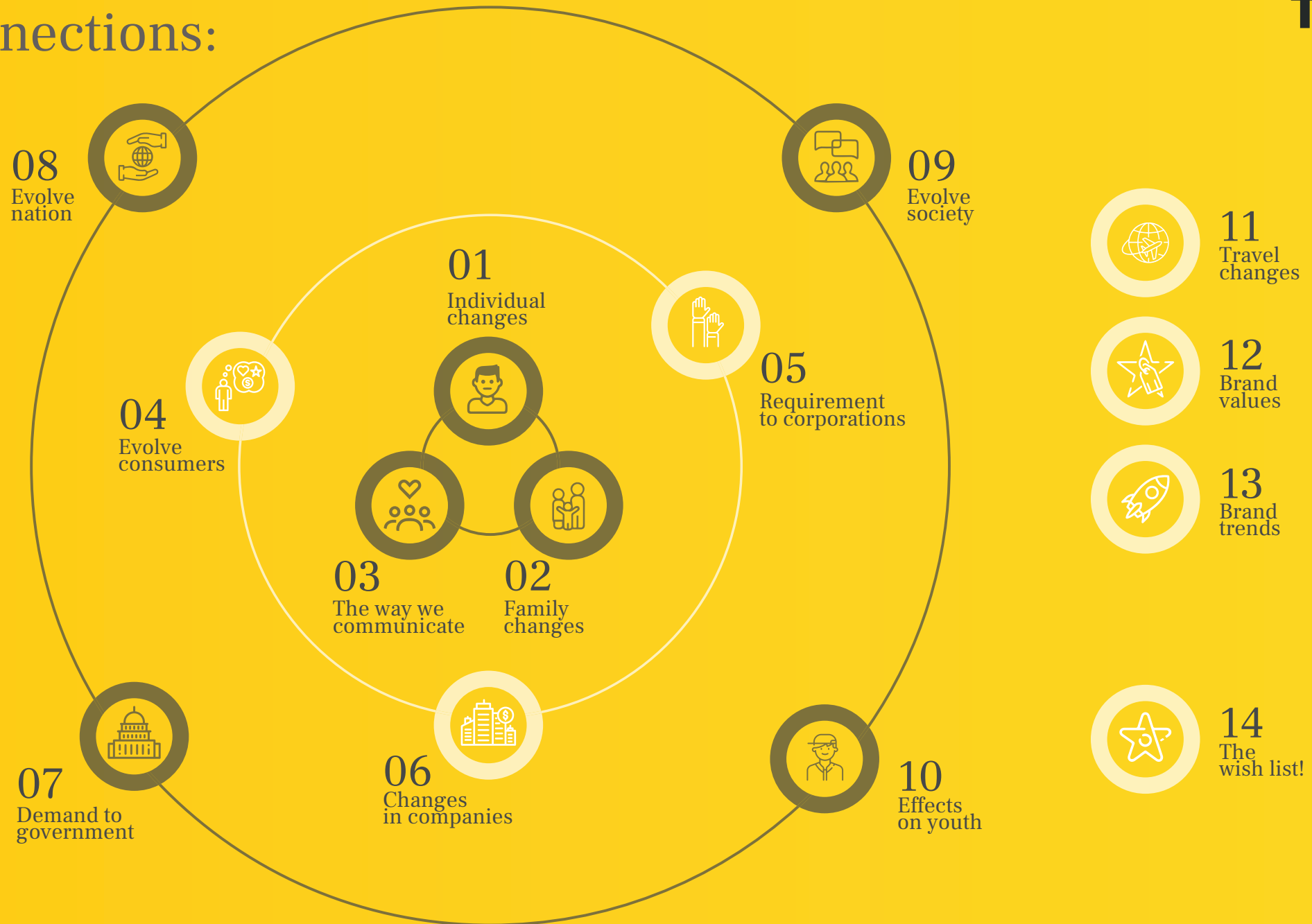
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Connections:

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01. Individual changes

How did the viewpoint of individuals change?

Back to family

We learned how to value the time with our family.

New health concerns

More than ever we prioritise health. We used to take it for granted.

Better individuals and a better society.

The crisis marked us as individuals. For now on we focus more on what is really important.

Digital on the rise

More digitally focused. We have to keep working on our ability to be more flexible in managing uncertainty, the future is less certain than the past.

Introspection and desires

The rise of mindfulness. “People are living in the now and not taking everything for granted”

Revaluing my life

Finding new meanings, our priorities in life change. People are more grateful for the things which they used to take for granted.



02. Family changes

How did families and couples adapt?

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More united

Valorisation of the real bonds.
The importance of real relationships.

Less screen-face, more face-face

We value face to face time more.
More conversations less time
on digital devices.



Deep, deep, deep
We are open to our feelings
and appreciate each other more.

Back to basics

We understand more fully
the power of the family.
“We have regained the
connection which had been lost,
we are eating together again!”

Focus on kids

Children are more conscious
about resilience and death.

SuperMOM, SuperDAD
SuperKIDS! Kids more
self-sufficient and
parents are educators

How we communicate?

4D real faces

Personal presence is extremely treasured and enriching. We are taking more care of each other.

We have a new perspective on distance

In isolation we are more globally connected and locally disconnected.

The Jetsons

New technologies have gained real momentum they will stay with us and become stronger moving forward.

80/20 in meetings

Virtual meetings grow in popularity, reducing the need to travel and meet up, this mean less human interaction, a fundamental human need.



04. Evolve consumers

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How the consumer views evolve?



What people demand from corporations?

Corporations need to be clear and transparent

Corporations need to be very clear what they care about. People want corporations to be more transparent, fair and honest.

Ecological²:
Be sustainable and committed not only with the environment, but also with society



Action now!

Consumers trust brands that were there for them through the crisis.

Be the ones who care

It's critical how companies treat consumers and employees. Health and safety will become more important.

Peer to peer

Companies need to behave like real partners bringing real value to people.

Companies cannot only pursue financial benefit, social benefit must come first.

How companies change to reflect consumer needs after the crisis?

If we ignore change...
we will be ignored

Companies that do not feel the need to adapt will be ignored by customers.

Change is limitless

They are doing this all the time: adapting their self to the change and the new needs of the environment.

Be the
change

Only the companies which adapt to the new marketplace will survive.

Evolution,
not revolution.
New times, the
same consumer

Companies need to be able to find a model that suits digitization and be loyal to our consumers.



What people demand from government?

Less is more. Less bureaucracy more professionalism

“We need governors, not politicians”

Transparency is the new black?

Transparency is expected of governments by everyone in the community, and around the world.

The illusion

People's respect and trust for the government increased, they become less skeptical/critical.

More money poured into Health Care & Public Services

People demand more focus on better financed health care, social, social investment, public services and basic infrastructure to be prepared in the future.

Passport is the new health book.

A stronger safety net will be needed. “Are we fully vaccinated?”

Lack of trust in Governments

People are not sure that things will change, there is a loss of trust.

Unity is needed, no patience for division

Governments must work together rather than as individualists with their ‘own agendas’.



How we evolve as a nation?

The 3 C's: Collaborate,
Co-operate and Co-create
Awareness of collective vulnerability.
We will think more as a community.

- global
+ local

“Globally connected with
strong local priority”

A new love for mankind;
especially those working
in health care!

Aware of the importance of human
beings and superhuman effort.

An increased value
will be placed on
human relationships

6G Connection

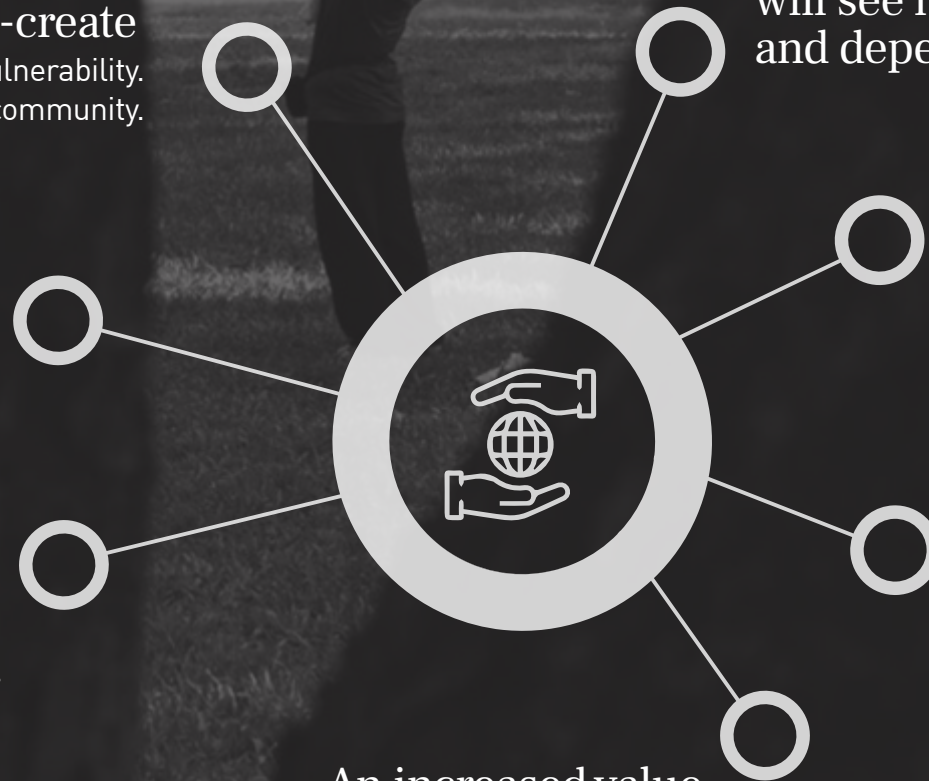
We are all connected and
dependent on one another. We
will see how we are all connected
and dependent on one another.

Increase in solidarity,
but for how long?

A stronger sense of community,
less individualistic mindsets.
A strong appreciation for our
impact on nature.

A new focus on
sustainability
and digitalisation

More planning for sustainability, less
for globalisation. Also, taking a positive
impact from digitalisation.



How we evolve as a globalised society?

A new world team
We need a more compassionate
and equal world.

I ♥ mycountry

Gaps between countries will deepen.
Nationalism will be super charged,
globalisation caused the pandemic,
racism and nationalism may increase.

Unified as one

A more interconnected and
collaborative world, toward a better
sustainable way of living, working
and playing.

Less global,
more local

Greater value on locally
produced products. "We will
focus on rebuilding local
economies (Local supply chains,
less dependent on China)"



10. Effects on youth

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What effect does this have on young people?

CC! Change consumption

"Change of consumption. Most of the past pandemics come from consuming something we were not meant to!"

Climate issues are more fundamental than ever!

This situation gave them more basic approach to what is important in life and the planet.
"For Gen Z the climate is still a bigger concern than COVID-19"

Good examples

Young people have seen how we can come together during a crisis.

Bitterness vs a 'Will to make real change'

Youth are the change-makers, they are passionate, empowered and ready to challenge the status quo without apology.

The young have a stronger ability to adapt to the new future:

"They are the salvation of the world! They will be the most influential and economically strongest generation in the next decade. They will do what they want"

11. Travel changes

How it change the way we travel?

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The screen, is the new meeting room
“Less travelling more staycation”

YOLO,
so let's travel!

We discovered that life is short, we need to live it fully.

Stop, passport,
stop, passport..

Fewer trips due to the fear of contagion and complex demands placed on tourists.
“More sanitising and screening of passengers”

We will
rediscover our
own countries

Local and national tourism
is been activated.



12. Brand values

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What are the main values that people think brands might reflect in this new world?

Brands need to lead by example

Be trustful of people, employees, consumer first, to improve and take care of our society:
Transparent - honest - reliable

Brands need to communicate and create genuine relationships

Being more aware of the emotional, focus on your relationship with people, give them a "hug":
Care - humanity - personalisation - listening - authenticity - inclusiveness - commitment

Please take care of our world

Be more transparent and committed to the environmental and social:
Sustainability - trust - innovation

Really help us

It's important the role that brands will play in responding society's challenges:
Community connection - togetherness - compassion

Hygiene first, second and third

Social but safe. Safety will be key to people coming to places:
Safety - proximity - customer care

"Made in country" has a whole new value

Local is best, brands will be important in the short term, as well as affordability:
Community connection - togetherness



What consumer and brand trends are seeing?

Cocooning

Your home is your new: shop, coffee, bar, restaurant, shopping center, grocery, everything.

Local and social is all

People are encouraging support for small and local stores. "More circular at all levels, more local trade"

Great brands are mirrors of consumer aspirations

People first of all. Then: less noise on useless content.

Contactless economy, eventually.

New ways of interacting with each other. Ramp up to the digital world.

No brand. No future

Brands need to be loyal to consumer, they have to adapt. Love, hate or ignored.

Swiss Knife style: all in one

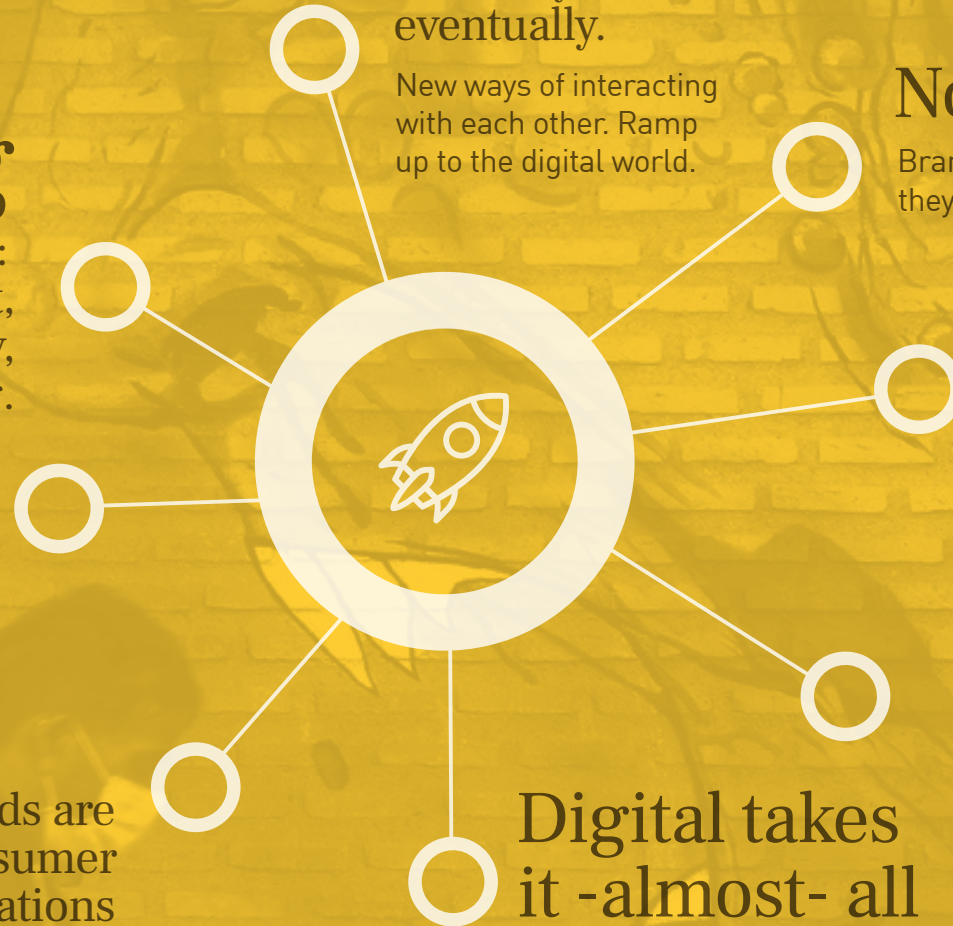
Brands focusing on preventive, mild, and suggestive motivational messages, avoiding any transactional mood. "Personalised care, health & environmental consciousness"

Well being valued above health:

People are buying into brands and beliefs, not just products.

Digital takes it -almost- all

Platforms for education and entertainment as well as connectivity between people and e-commerce.



14. The wish list

What excites people?

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“Communicate more”

“It is necessary to find the balance between the great digital opportunity and respect for individuality and privacy”

“Solidarity from citizens and corporations large & small we will be kinder and more conscious to take care of our planet”

“This paradigm shift, of era, will also be full of opportunities. Mainly that of being better. I hope we know how to use it”

“Some international organizations, governments, enterprises, celebrities etc. They need a commitment and role in making a difference, a real contribution to society/community”

“All sorts of tech progress, AI, VR/AR, nano (e.g. sensors)...”

“Plastic went back to his original place. It’s a fantastic material that helps, prevents, and saves lives”

“Collaboration and thinking (rapidly) outside the box to deliver solutions to new problems. 3D printing technology and redeploying local manufacturing hubs to produce alternative products)”

“Working in new ways, collaborating across borders of organisations”

“The possibility to watch large concerts and theatres/operas from home”

“New opportunities and openness to change”

“Digitalisation and innovation, people are not as scared of new tools”

“Cultural manifestations from home”

“Online working”

“We prove we can work in different ways, we care more for each other, we care for nature”

“Reduction of work hours”

“The possibility of more global solidarity”

“Solidarity, caring and creativity with minimal resources”

“Animals are venturing into places not seen for a long time. Environmental conscience”

“Health, togetherness, support, pride, kindness”

“But I would like to move from information (real or fake) to valuable ideas”

“Valuing relationships and people who do essential work”

“Developments in medicine”

“Altruism. Social recognition.”

“I’m expecting we think globally at once”

“Taking actions together”

“Conscious consumerism, sustainable travel”

“New ways of making old things”

“Transparency. Less sale, more core values”

“Greater human connection”

“Realignment of what is important”

“Helpfulness”

“Solidarity”

“More connection to the human side, connection to the people we work with”



A snapshot of our times



TOTEM

Thank you[®]

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