



## Industry Trends & Insights

### Wizard of Lightbulb Moments

Consumers are driven by caution and safety due to the Recession & COVID-19. The Recession and COVID-19 are independent parents that are having unique effects on consumer drivers. The Recession causes psychological fears, while COVID-19 causes both psychological and physiological fears...am I going to get sick, am I going to run out of food, am I going to run into trouble with a stranger just going to the store. The first reaction to this for psychological fears was to panic buy and hoard – cost no issue. For physical fear it was product, space, or brand avoidance. Now we are in the second phase where budget trumps convenience, consumers are trading down across the board, and there is product, space, and brand abandonment. Experimentation wanes and trust is directly linked to perceived fear.

This is where boycotting enters. Consumers reevaluate corporate and product alliances based on trust. Perceived value justifies cost but only if consumers feel there is an equitable trade. The challenge is to align with the majority on an important issue that is not terribly polarizing. You already know who has not done this well so let focus on a few who got it right the first time around. The formula:

- Support those in need
- Offer help where it is lacking
- Don't politicize
- Don't discriminate
- Target physical or psychological well-being – or both
- Remember – you are not the Hero, you are the Guide - allowing the consumer to be the Hero in their own lives

Here is a bit of research and a few examples of companies who got it right.

### 4 In 10 Consumers Currently Boycotting A Company



According to CompareCards, 38% of Americans are currently boycotting at least one company. That's up from January 2019 when 26% of consumers were boycotting one or more companies. But 18% are boycotting companies that do not support the movement. At the same time, 16% are withholding dollars from businesses that don't require shoppers to wear masks. But 15% are boycotting places that do require patrons to don face coverings. Nearly a quarter (23%) of boycotting consumers said the company they're

refusing to patronize has been accused of racism. And 51% of Gen Z and 52% of millennials are currently boycotting at least one company, but that number drops slightly for Gen X (37%) and greatly for baby boomers (22%) and the silent generation (16%). More than half (53%) of Americans said they're more likely to buy from a company that gives to charities or is associated with causes they believe in. And, 41% said they would cut ties with their favorite retailer if it publicly supported something or someone they strongly disagreed with.

### KEY INSIGHTS

38% of Americans are currently boycotting at least one company



51% of Gen Z and 52% of millennials are currently boycotting at least one company



16% are withholding dollars from businesses that don't require shoppers to wear masks



41% would cut ties w/ retailer if it publicly supported something / someone they strongly disagreed with



Find out how Culinary Tides, Inc. can help you navigate trends.

[www.culinarytides.com](http://www.culinarytides.com)

## ***MTN DEW Supports Anti-Bullying Group Be Strong to Recruit 5,000 Student Volunteers***

As students, parents and educators struggle to address the challenges posed by the COVID-19 pandemic, MTN DEW has signed on to fund national anti-bullying group Be Strong's mission to educate, encourage, engage, and mobilize students across the United States. The initiative focuses on recruiting student advocates and developing practical skills needed to help thwart bullying in their schools and communities such as resiliency and de-escalation skills, increasing the students' capacity to promote diversity and inclusion. Additionally, the organization gives the student volunteers the tools to connect their peers and students in need with real-time local resources. In addition to corporate-led COVID-19 relief, MTN DEW is funding the advancement of Be Strong's innovative Student Representative program <https://nominate.bestrong.global/> with a goal of 5,000 mobilized student leaders throughout the United States by year end. Since launching the campaign, the student volunteer program has grown 65% percent crossing the 1,000-student leader milestone. Each Be Strong student volunteer positively impacts the people they interact with and exponentially impacts a circle of peers. At nearly 1,000 representatives, the peer impact is 500,000 and when Be Strong reaches 5,000 reps, the peer impact will be a staggering 1,250,000. The student representatives play key leadership roles in helping forge change, and at a time when social isolation, anxiety, depression, mental health and economic challenges are creating unimaginable circumstances for students, parents and educators alike.



[Continue reading article here.](#)

## ***Lunchables' Back-To-School Hotline Teaches Personal Safety***



Lunchables, the lunch kits marketed by Kraft Heinz's Oscar Mayer brand, introduced an interactive hotline that families can call to learn more about personal safety procedures as kids begin returning to school amid the coronavirus pandemic. The 1-877-BTS-RULZ hotline will be available until Sept. 11, according to a company announcement. The hotline features a choose-your-own-adventure audio experience starring the brand's Platy the platypus and Jackie the rabbit characters. After choosing whether to start at music or art class, students take a journey with twists and turns while learning about school rules around washing hands, wearing face masks and social distancing. Lunchables also introduced three 15-second videos titled "New School Rules" that also teach lessons on personal safety at school. Kids and parents can learn more about the hotline by visiting the Lunchables website, or follow the brand on Facebook, Instagram or Twitter, per its announcement. Dive Insight: Lunchables aims to key into conversations around the new school year through an interactive audio experience, which is automated to let callers

make choices about which journey they want to take while learning about personal safety. While a hotline may be a somewhat dated concept amid the growth of other interactive channels, it's accessible to millions of people who have a landline or smartphone. The hotline also gives Lunchables a chance to immerse consumers in a brand-safe experience that supports positive feelings toward its line of lunch kits.

[Continue reading article here.](#)

Sources: Mtn Dew, Kraft Heinz

Find out how Culinary Tides, Inc. can help you navigate trends. [www.culinarytides.com](http://www.culinarytides.com)



### ***Coca-Cola's Peace Tea Encourages Young Voter Turnout***

Through New Partnership Coca-Cola brand Peace Tea is encouraging its fanbase to "Speak Your Peace" in the upcoming election through a partnership with Vote.org., a nonprofit, nonpartisan organization dedicated to simplifying political engagement and increasing voter turnout by offering registration and educational resources. Now through Election Day on Nov. 3, consumers can use their smartphone to scan the "sip...Coca-Cola brand Peace Tea is encouraging its fanbase to "Speak Your Peace" in the upcoming election through a partnership with Vote.org., a nonprofit, nonpartisan organization dedicated to simplifying political engagement and increasing voter turnout by offering registration and educational resources. To help spread the word about the campaign, the brand is distributing a limited run of commemorative Peace Tea "Just Peachy" cans featuring the signature Peace Tea hand spelling out the word "VOTE" in tie-dyed lettering to social media influencers and journalists. The traditional flavor has been transformed to "Speak Your Peach" on the promotional cans, which are not available for purchase.



Source: Coca-Cola

[Continue reading article here.](#)

## ***Culinary Tides, Inc. Overview***

Culinary Tides, Inc. acts as a side-along Think Tank to industry partners to help accelerate marketing and product innovation by getting new products to market faster and more successfully.

### **Where We Fit ...**

**With your Forecasting Department:**

✓ Strategy, Marketing, Consumer Insights

*We work with the team responsible for pushing trend information out to other groups*

### **Methodology**

Culinary Tides, Inc. practices Chaos Forecasting and uses Military Intelligence analytics.

We foretell a trend's birth and forecast its trajectory, personality, & longevity to aid strategy. It allows for successful entrance, navigation, and exit strategies and safeguards corporate stability.

### **The Bottom Line**

**Many forecast services can answer the question "What" ... What is:**

- The trend? New products? Sales? Consumer opinion?

**Can your current forecast services tell you:**

- When the trend was born & Who are its parents?
- What is its personality?
- Who are its allies & adversaries?
- How long will it live, How disruptive will it be, How to navigate it?
- Where else will it materialize...what other categories?
- What is coming next? BEFORE surveys & sales data can report its birth.

***This Is Where We Fit In***

