

# IN THIS ISSUE

Welcome 03

UK 5

USA 8

China 13

Italy 17

Sweden 19

Brazil 22

**ONE MINUTE TO MIDNIGHT** 

#### WELCOME

Welcome back for the third and final (for now) issue of the Human Futures series, where we bring you into the lives of people around the world during Covid19.

Since April this year we've been checking in with a group of people across the world - representing everything from teenage Mancunian guitarists to Wuhan pensioners – and simply listening to them and the ways this pandemic is affecting them.

This is not a trends piece. It will not proclaim that this bit of technology or that brand of ice cream is having a 'good lockdown'. It will, however, do what we at One Minute to Midnight believe to be at the heart of insight, which is hearing from real people and bringing you closer to them with empathy and honesty.

This month, we've added one new location to the mix: the USA. As well as being somewhere that the pandemic has become exceptionally high profile in recent weeks, it's an exciting one for us as a business – turn to page 8 to find out why...

One of the themes we noticed in previous editions (and frankly, in everyday life) was the emergence of a gap between those worried by the impact and those who were not. This month, that's augmented by a growing sense of a gap between the advice of governments and leaders, and the reality of the public who are beginning to make their own judgements about what's safe, sensible, and responsible. This continued death of deference comes as little surprise after the past 10 years, but does, as always pose some challenging questions about our relationship to institutions, public figures, and yes, even brands in 2020.

To leave you on a more positive note... once again, the statement of community that this series is making by the voluntary collaboration of our agency partners across the world has been extremely fulfilling. We'd like to thank again Beyond in Sweden, MindsLab in China, Lighthouse of Italy, and MultiFocus from Brazil who have continued to provide clarity for a complicated global experience.

More thanks are also due to Acumen Fieldwork, who have supported this project here in the UK – again, we warmly recommend their recruitment services.

If you'd like to know more about any of the contributing agency partners, or are curious about how we might be able to help you, please contact weallarrived@oneminutetomidnight.life



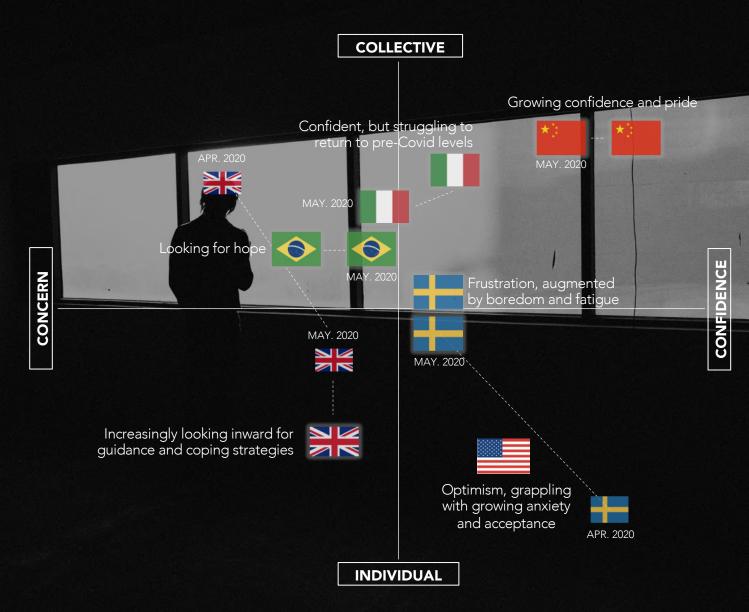
#### **CONFIDENCE & COHESION?**

For the third time in the series, we've charted the relative moods to help contextualise the stories you will hear.

Some of the most interesting comparisons that can be made between these countries at the moment relate to their cohesion and confidence.

For markets where we have longitudinal input we have indicated developments during the past 3 months.

Please see p.24 to plot your brand, product, service, or idea against this model.



#### Hallam, 18, UK

"My spending has got worse! There's so much time to research and find things – I'm spending so much more, just for the joy of a package arriving."

#### Christine, 57, UK

"Online shopping has made things hard for our budget, because you cant' find the own brand or the cheaper options. If you're buying tuna, you have to buy John West tuna, or Green and Blacks cocoa instead of the own brand one. I wonder if the cheaper ones are in the store and just hidden from people buying online like me." "I'M SPENDING SO MUCH MORE, JUST FOR THE JOY OF A PACKAGE ARRIVING."

#### Maisie, 18, UK

"I remember my mum and I went food shopping and there wasn't a big queue and we were gobsmacked! We've just got used to having the queue all the way around the car park."

#### Amy, 36, UK

"I think the reason the government is rushing everything open is economic. We're reopening businesses because our economy needs us to... that's maybe why I haven't listened to the announcements as it's being driven by something else now. Before it was about health and keeping safe."

#### "WE'RE SETTING OUR OWN RULES, WE'RE STILL WARY OF IT."

#### Trevor, 38, UK

"I still don't feel comfortable with people up close. They're so quick to forget that we've had 40,000+ people who have died... we're not New Zealand, we haven't eradicated it. It's still here. I'm treating it as lockdown still. A friend of mine had his 40th, he had a gathering of 10 people in his house and I said no to the invite, I just don't feel comfortable."

#### Christine, 57, UK

"People I know are still sticking to it, but people on the news aren't at all. It's Cummings, as soon as people saw that they said 'Right, I'll do whatever I want'. It's become like people think the rules are for the government, not for our safety! Even though the government have relaxed the rules, we've decided we're going to stick with it! We're setting our own rules, we're still wary of it. I think the government has opened everything too early. I think there'll be a second wave soon."





# ONE MINUTE TO MIDNIGHT AMERICAS





#### Tabitha, 41, USA

"March was awesome, it's my birthday month. Then after my birthday the madness started. I'd love to go back... when stores started closing early and then there was a curfew. I thought 'this is real'."

#### Kiera, 19, USA

"I heard about it in February but I wasn't worried. Then in March they started cutting my hours at work and friends on campus started moving. People started doing things differently so I felt it might be something serious. Then it was on the news, then 'oh my gosh' I was just laid off temporarily one day. I was confused why we were just laid off one day."

"PEOPLE STARTED DOING THINGS DIFFERENTLY SO I FELT IT MIGHT BE SOMETHING SERIOUS. THEN IT WAS ON THE NEWS, THEN 'OH MY GOSH' I WAS JUST LAID OFF TEMPORARILY ONE DAY."

## PRESENT

"PEOPLE REFUSING TO WEAR MASKS IS MORE SCARY TO ME THAN THE DISEASE ITSELF."

#### Eric, 29, USA

"I'm spending my time working and going to the park. Relaxing in the park to deal with my anxiety. It's a little overwhelming, going to work is overwhelming. People expect the same as before but everyone's freaking out and it's hard. It's hard to keep a cool and collected attitude."

#### Tabitha, 41, USA

"People are scared to come out. I was at first but I'm not now. The more I research and educate myself I know I've got a pretty good immune system and I use gloves, a mask and I wash my hands... You've got to do your own research. The politicians and the media perpetuates the hysteria, it's dividing. You have to do your own relish."

#### Jonathan, 31, USA

"Covid is like the zombies in The Walking Dead, it's the immediate danger, but the real danger is the other people and how they react to the danger. People refusing to wear masks is more scary to me than the disease itself. The reaction to Covid has been more of the issue."



# Eric, 29, USA "It's a wake up for my generation. We take certain things for granted. Now I'm reflecting and considering, I'm thankful for what I've got. I want to travel, gain more perspective and educate myself."

#### Pamela, 58, USA

"Whatever happens I'm going away next year. Even if it's crazy I've got to. I'm not hiding in my hole. I think it's worth it. It might not be the smartest move and I might not take my kids but I'm 58, it's worth it."

Here are a selection of stories from our global Human Futures partners, ranging from those first impacted by COVID-19 through to places where the full impact is only now beginning to hit.

MindsLab – you can reach them at <a href="mailto:Boni.liu@mindslab.cn">Boni.liu@mindslab.cn</a>
Light House – you can reach them at <a href="mailto:federica.santucci@light-house.it">federica.santucci@light-house.it</a>
Beyond – you can reach them at <a href="mailto:info@beyondresearch.se">info@beyondresearch.se</a>
MultiFocus – you can reach them at <a href="mailto:multifocus@multifocus.com.br">multifocus@multifocus.com.br</a>

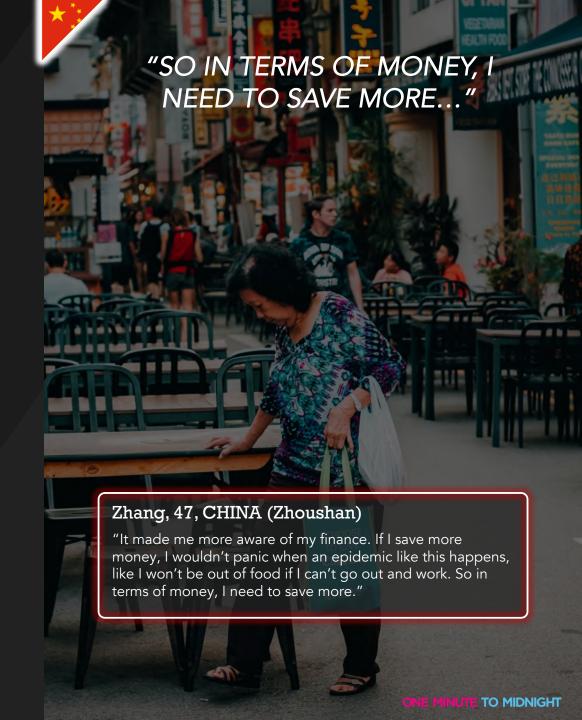








# 







### FUTURE

"IT'S BEEN A LIFE LESSON, A PRACTICE IN PATIENCE, TO BECOME MORE RESPONSIBLE AND ADULT."

#### Marco, 56, ITALY

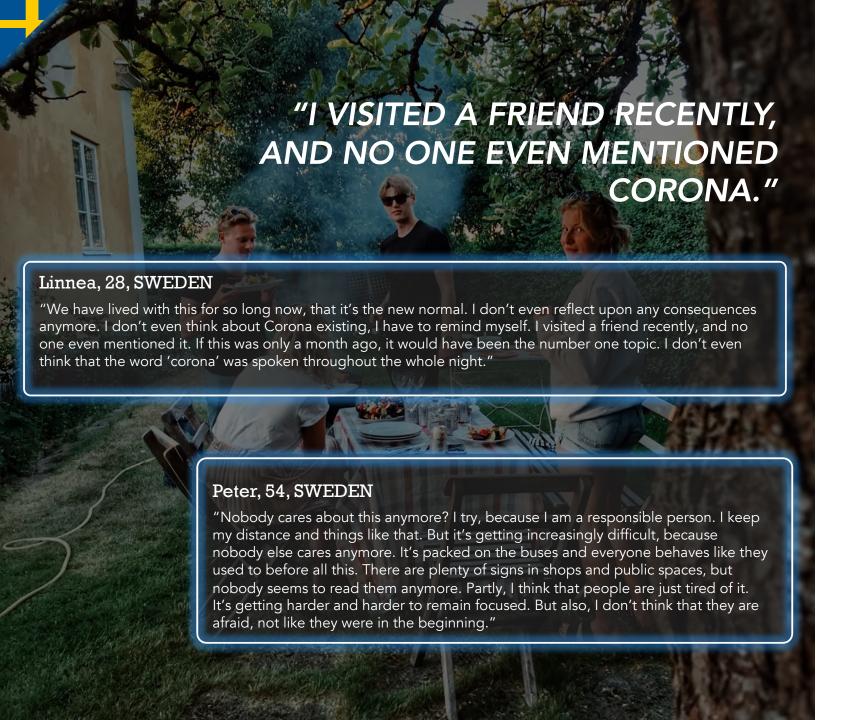
"During lockdown I realised how unhappy I am with my lifestyle, so I am now determined to make some changes. This is why I look at Covid as not entirely negative. I also had much more time to spend with my family."

#### Elisa, 18, ITALY

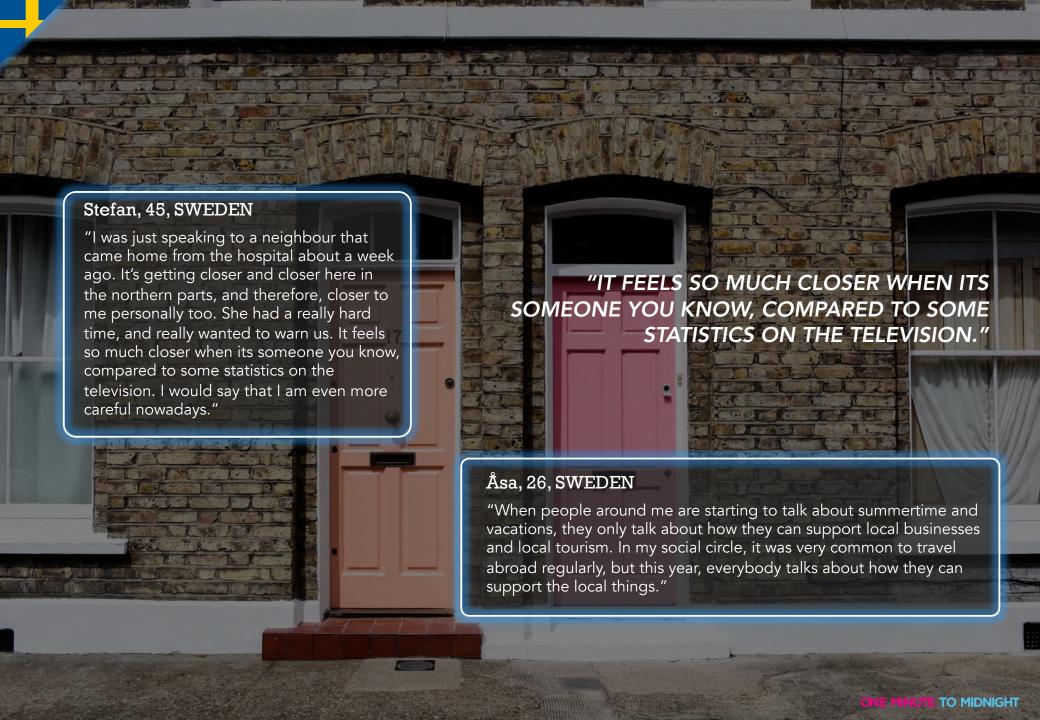
"I'm trying to live in the present not thinking about the future. It is so uncertain. I prefer not to think about the future but it's been a life lesson, a practice in patience, to become more responsible and adult."

#### Marco, 48, ITALY

"It's been a very claustrophobic experience, I was very angry! But also a creative moment: it has been an occasion to reflect, to realise that there are things I want to change. Before I was too much in the stream to realise how unsatisfied I was. I'm now trying to change my job for instance."



# Щ Va Щ K <u>a.</u>



## FUTURE

#### Linnea, 28, SWEDEN

"There is more tempo I would like in life. I will try to maintain it going forward, and I'm trying to come up with a strategy on how to do it both in long and short term. Will it mean that I should work from home a few days a week even when it's over? Or that I should aim for working part-time? I've talked with friends about this as well. What is the point of everything, and how are we using our money? More free time or more consumption?"

#### Åsa, 57, SWEDEN

"I am starting to feel this intense longing for live culture. When will I be able to experience live music again? The theatre? When will I get inspired or provoked? I've tried Googling, but it just doesn't move me in the same way."

#### Svante, 30, SWEDEN

"One thing that I am a little worried about is that this whole thing with the anti-vaxxers is spreading. I don't know, it feels like it's more of a thing now, it's getting more mainstream. It's hard enough working towards finding a vaccine, you don't want to struggle with persuading people to take it. It would be such an unnecessary hurdle."

"WHAT IS THE POINT OF EVERYTHING, AND HOW ARE WE USING OUR MONEY? MORE FREE TIME OR MORE CONSUMPTION?"

"WE ARE OPENING AT THE PEAK OF THE CURVE. I FEEL IT COULD EXPLODE AT ANYTIME."

#### Augusto, 28, BRAZIL

"I think that seeing other countries opening up also gives me anxiety. In Brazil, the curve is growing while opening; and other countries are opening in another situation... We are opening at the peak of the curve. I feel it could explode at anytime."

#### Marcelo, 43, BRAZIL

"With each passing day, all emotions are amplifying even more... I don't feel comfortable going back, even if things open up. As long as you don't have a vaccine or medication that is more effective, it really weighs on the concern of getting back to a normal life."

# "THIS PANDEMIC MADE US ALL REFLECT ON WHAT WE WERE LIKE BEFORE AND THAT WAS A LEARNING EXPERIENCE FOR ME THAT I WILL TAKE FOR THE REST OF MY LIFE."

## FUTURE

#### Magda, 57, BRAZIL

"The expectation I have is to return to normality, to meet people, to be able to hug people because I think that is very much needed. The lack of contact with people, with family, with friends, I miss that a lot. So this is the main expectation. I can't wait to hug my niece, she will have a birthday and I won't be able to hug her."

#### Guilherme, 15, BRAZIL

"I still have the same expectations, that all this will end and that everything will return to normal. That I can meet my family, my friends, go back to school, to take a course. This pandemic made us all reflect on what we were like before and that was a learning experience for me that I will take for the rest of my life... To worry about people, I knew there were people on my side."

#### MAPPING EXERCISE

#### **AUDIENCE**

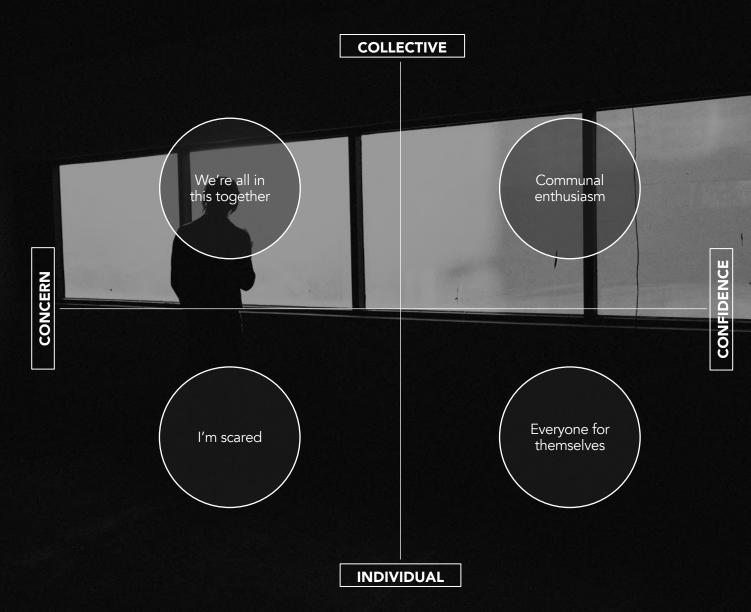
- o Which zone is your key audience in today?
- o In what direction are they moving?

#### **ASSESSMENT**

- What zone does your campaign, product, service, or idea thrive in?
- o What risk does the current zone pose to its success?

#### **ACTION**

o If the relevant market moves to another zone, what's your best option for your current plans: delay, change, or continue?





Issue 1







Scan me with your camera to be taken to previous issues

#### HUMAN FUTURES

Issue #3 - Human Stories of Covid19 from the UK, Sweden, Italy, Brazil, USA and China

brought to you by







