

Arpo

# Beyond COVID-19





Arpo

Meeting young people.  
A journey through lockdown in Spain.

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## Centennials

**20–25 y.o.**

(6 people, male & female)

University students, haven't finished their studies  
Live at home with their families

## Millenials

**26–32 y.o.**

(6 people, male & female)

Have finished university  
Working, and living independently

They have not experienced cases of illness or death from Covid-19 in their immediate environment, nor have they lost their jobs (though they may be affected by a furlough - ERTE).

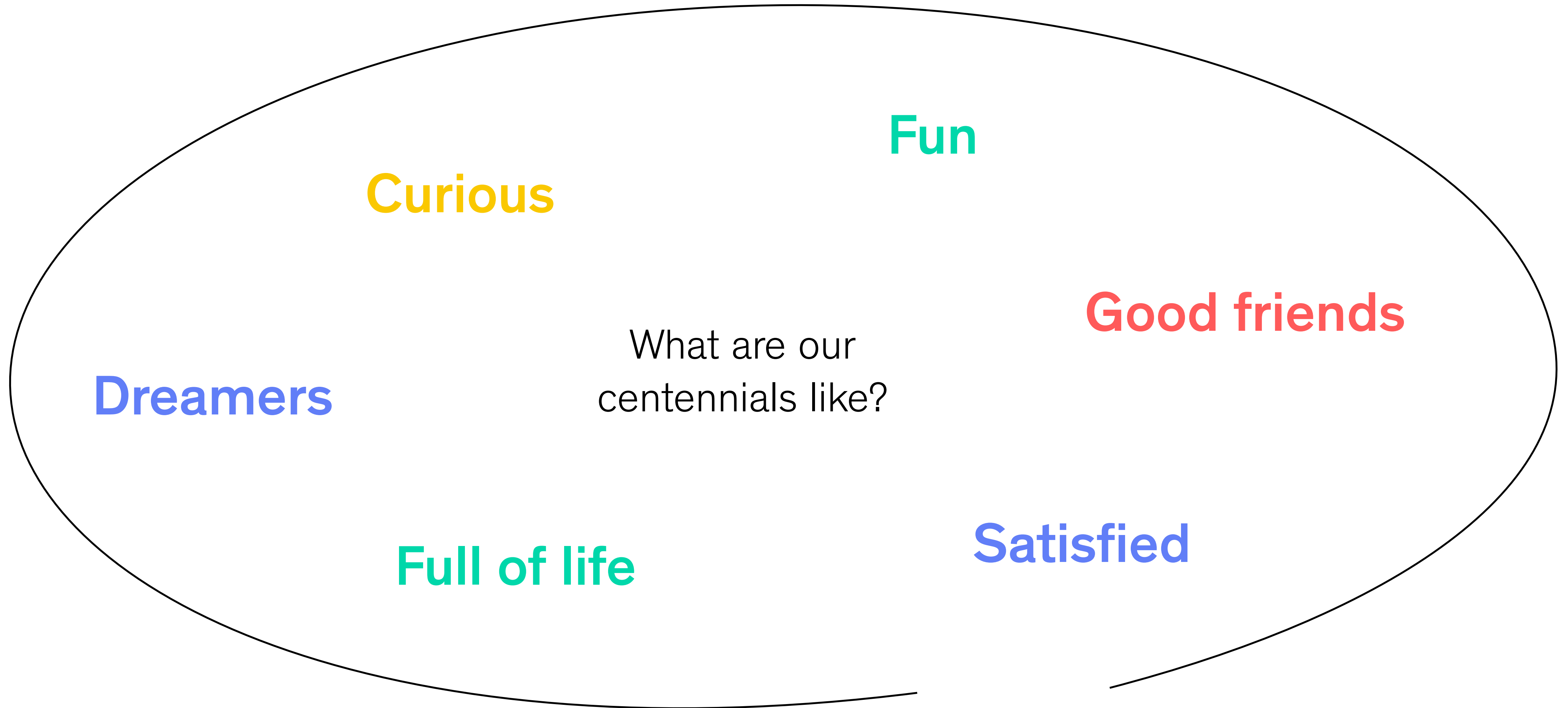
This is to avoid dramatic situations that make it difficult to extract positive learnings from this situation.

Online community in Madrid (Spain) between 11<sup>th</sup> and 16<sup>th</sup> June 2020.

Getting insight into these profiles from their emotions and learnings from this experience:

**Which would they like to maintain?**

What are  
they like?





**Arpo** 1. What are centennials like?

*“I am a very normal guy or so I think, hahaha, I’m pretty friendly and I consider myself to be very curious about certain topics and a very good friend. I think a friend of mine would point out that I am always there for them and that I’m always smiling”*





- They like to question and debate.
- They love to socialize, be with friends and meet new people: the group is essential.
- They like to share experiences, party, laugh and have a good time together.
- With their friends they feel at home and value their sincerity and understanding.
- They like to help and to know that if they need help they will get it.

They value the concept of friendship. The important thing is to support, help each other and have fun together!

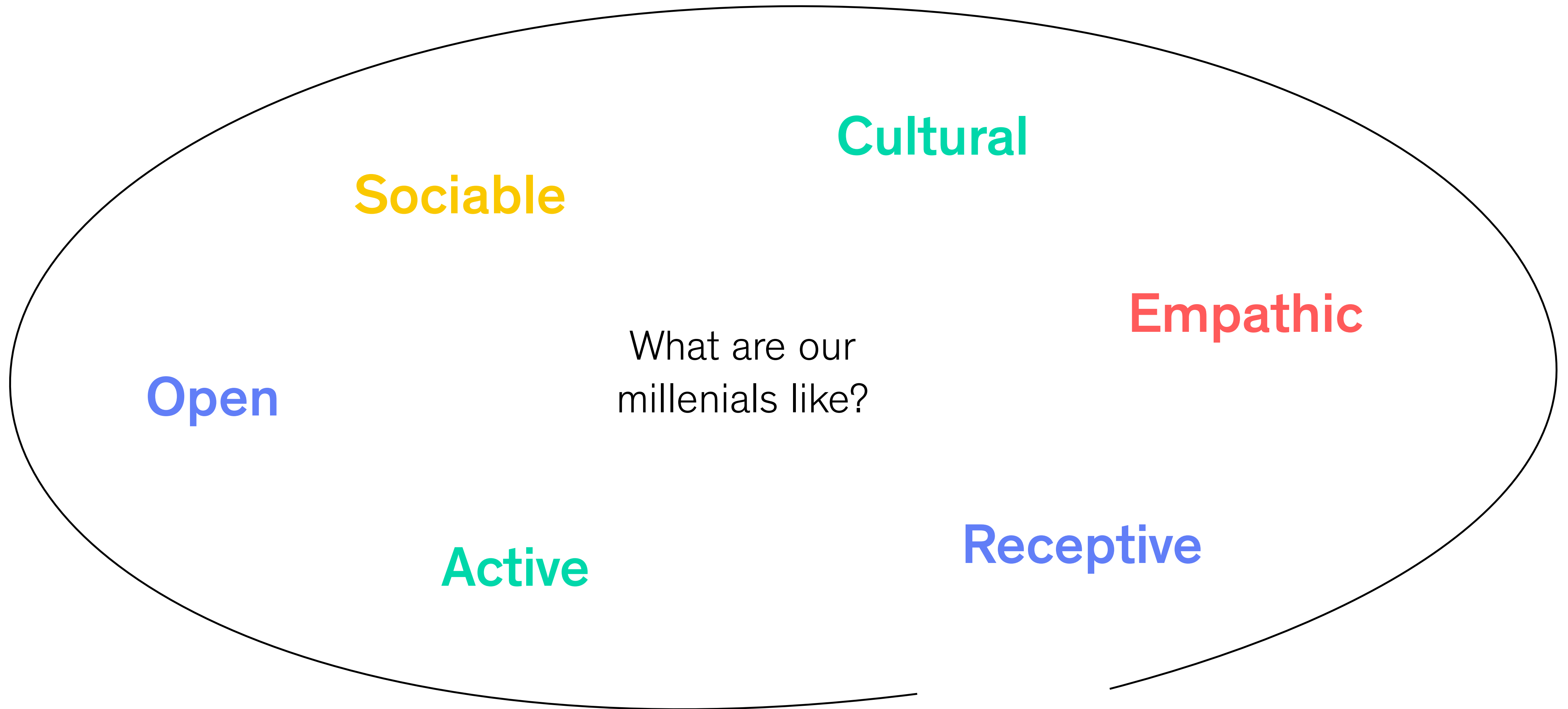
They are studying and accept that they will not emancipate until they finish university and get a job that allows them to.

They are fine with that! They feel at ease at home with their parents. Family is important and they have a good relationship with each other.

Centennials

*“Enjoy every moment, and do everything possible so that we all have a good time, we feel happy being together”*





- Interested and receptive to what is happening around them.
- With a social conscience: environmental concern, social justice, feminism...
- Their friends are still necessary and essential to them.
- Loyalty, sincerity and empathy are essential values in their relationships: they provide security and stability.

Their leisure is more focused from a point of view of hobbies, than from outings with friends: concerts, trips, sports, courses, board games.



Millenials

*“Active, polite, talkative as well as responsible, a good person, and above all, a feminist!”*

In transit between  
"childhood" and maturity

They like partying,  
they still keep  
their facet of crazy  
nightlife...

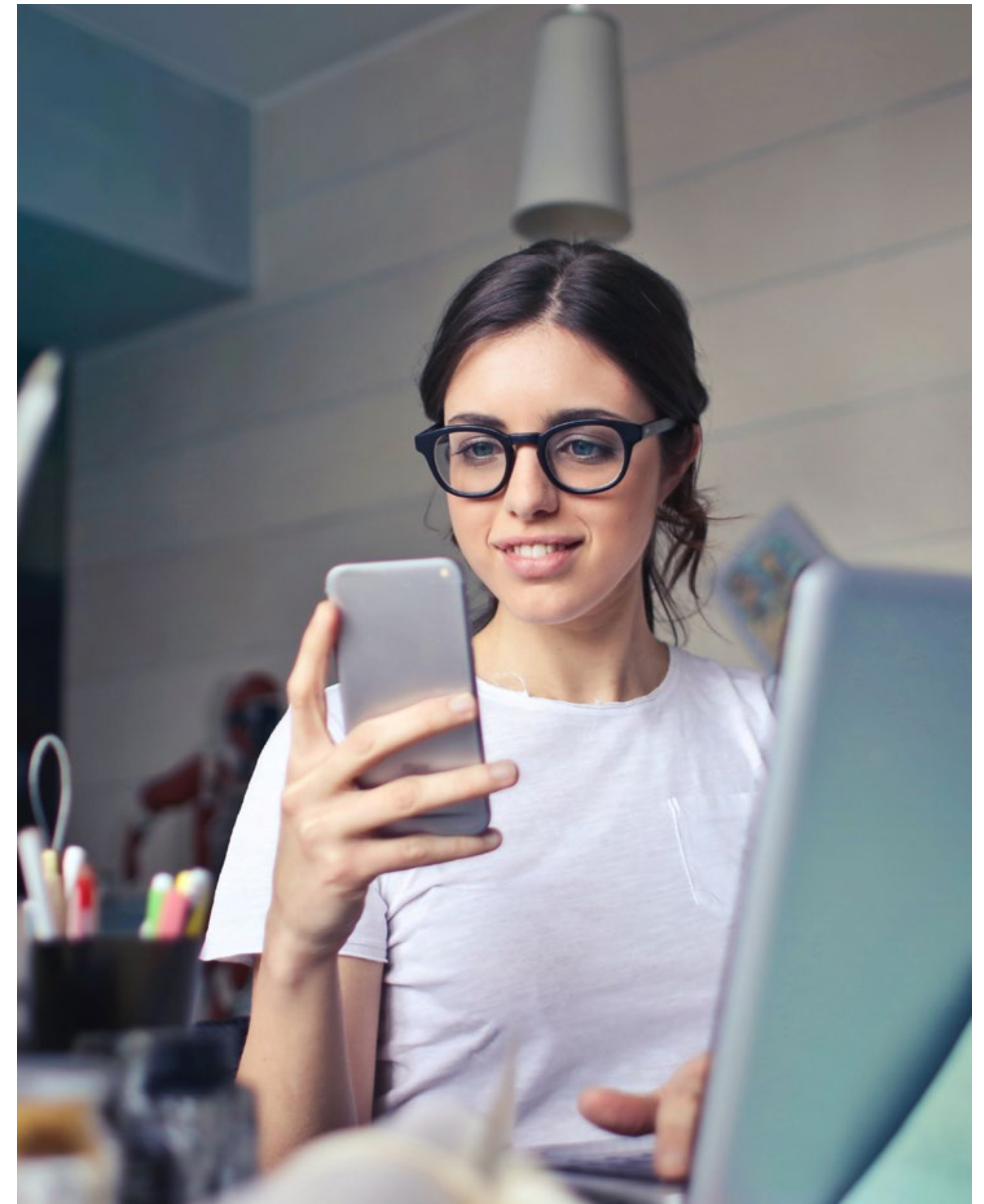
They see themselves as  
responsible, mature,  
with a sense of duty. A  
balance between group and  
individual entertainment.

Entertainment that includes  
more sophisticated activities  
than centennials: cooking,  
going out to restaurants, the  
theatre or exhibitions...



**Arpo** 1. What are millennials like?

*“We are settling down at a professional level, with responsibilities, we can be very responsible from Monday to Friday, but at weekends on receiving a WhatsApp saying ‘let’s do something?’, we drop everything and until 7 in the morning the next day”*



# Memories of lockdown in Spain

# Arpo 2. Memories of lockdown in Spain

Centennials Millenials

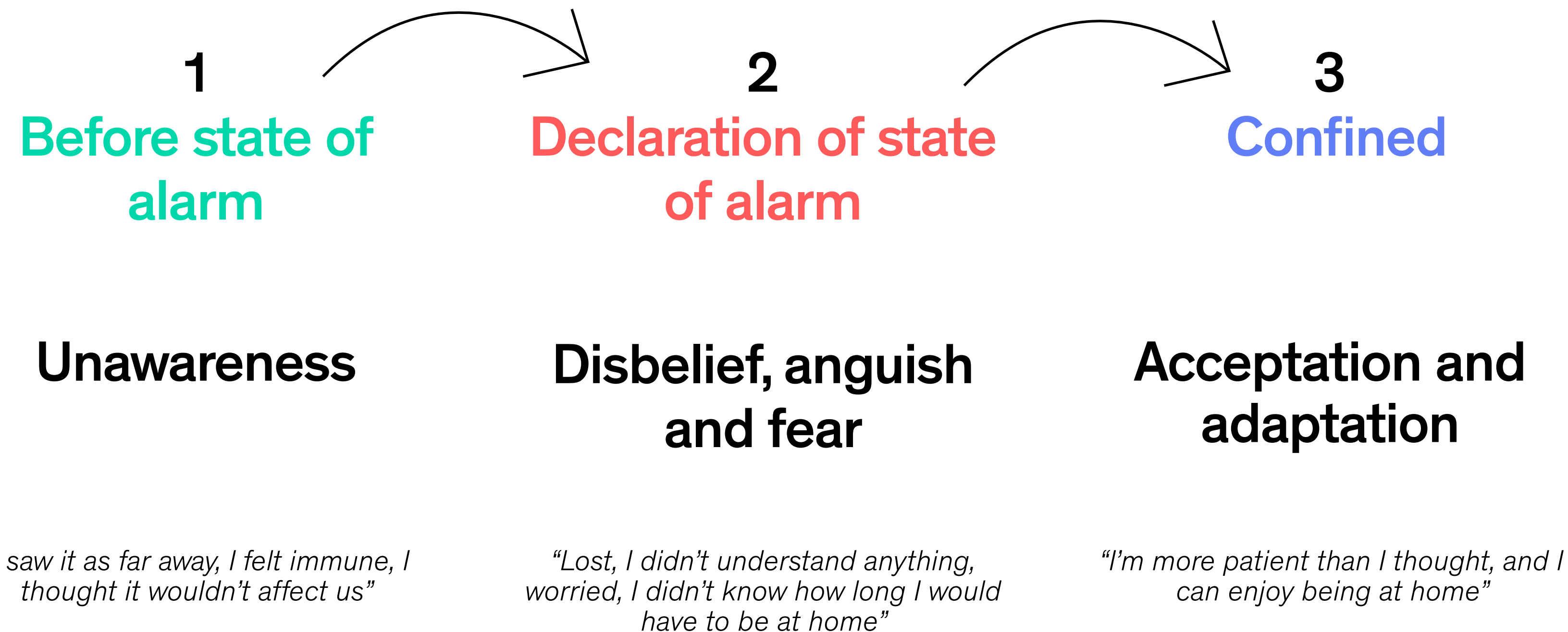
During lockdown they experienced an evolution in which they discovered new strengths within themselves and their environment.

Process of relevant findings:

Lifestyle: being at home is not so terrible. Discovery of the home as a plural space for entertainment, study, relationships, work.

Oneself: Greater capacity to control themselves than they thought. A boost to their self-esteem.

Family: They can have fun and get on as friends.

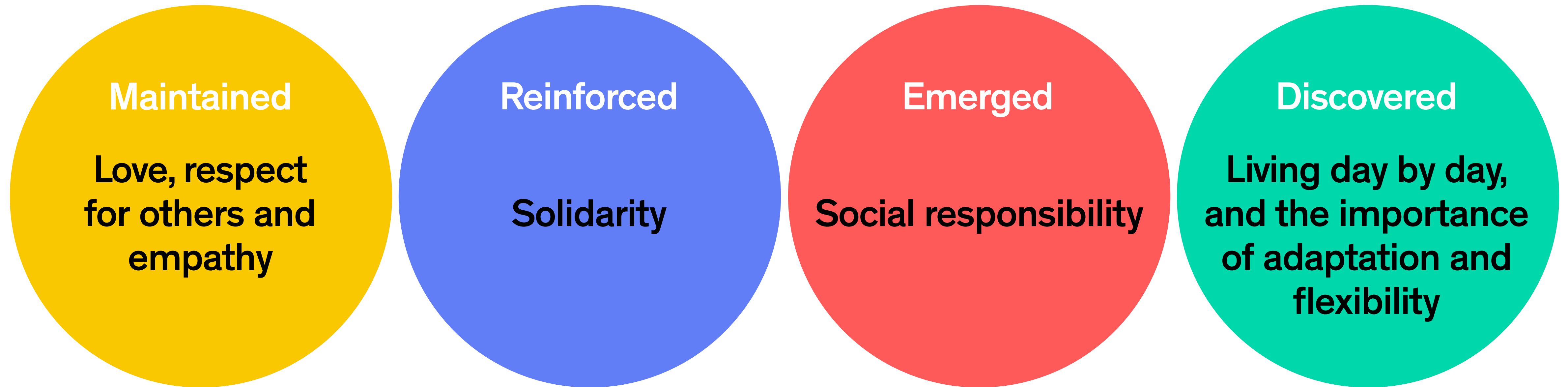




Centennials

*“Being alone with oneself is not so bad, and as a family we’ve played, laughed...”*

The pandemic has not changed their values but it has reinforced some and brought new ones to the fore: social awareness and the need for adaptation.



*"My values, love, respect for others have not changed, they remain the same"*

*"I've donated to hospitals, and given food"*

*"I wasn't at all responsible before, being responsible now I can save lives"*

*"Living day to day, everything can change from one moment to the other. Valuing family time and small things more"*

They feel that they have lived up to the circumstances, but they criticise that the media and society in general have not always treated them correctly: they have judged a part as the whole.

*“We were accused of not being aware as we were the least affected by the virus, but I went shopping and saw how older people skipped it. It is disgraceful that they treat us as irresponsible, we are some of the most conscious”*



They experience an evolution similar to centennials, adding more critical reflections and with greater social impact.

**Fear of a social change with loss of contact in social relationships. Loss of closeness and humanity**

*“Fear that the social distance will continue to increase, fear that I’ll catch it by being close, it’s sad”*

**Dissatisfaction with politicians. Disputes, lack of union**

*“Politicians criticising each other, we don’t have a common front to get out of this”*

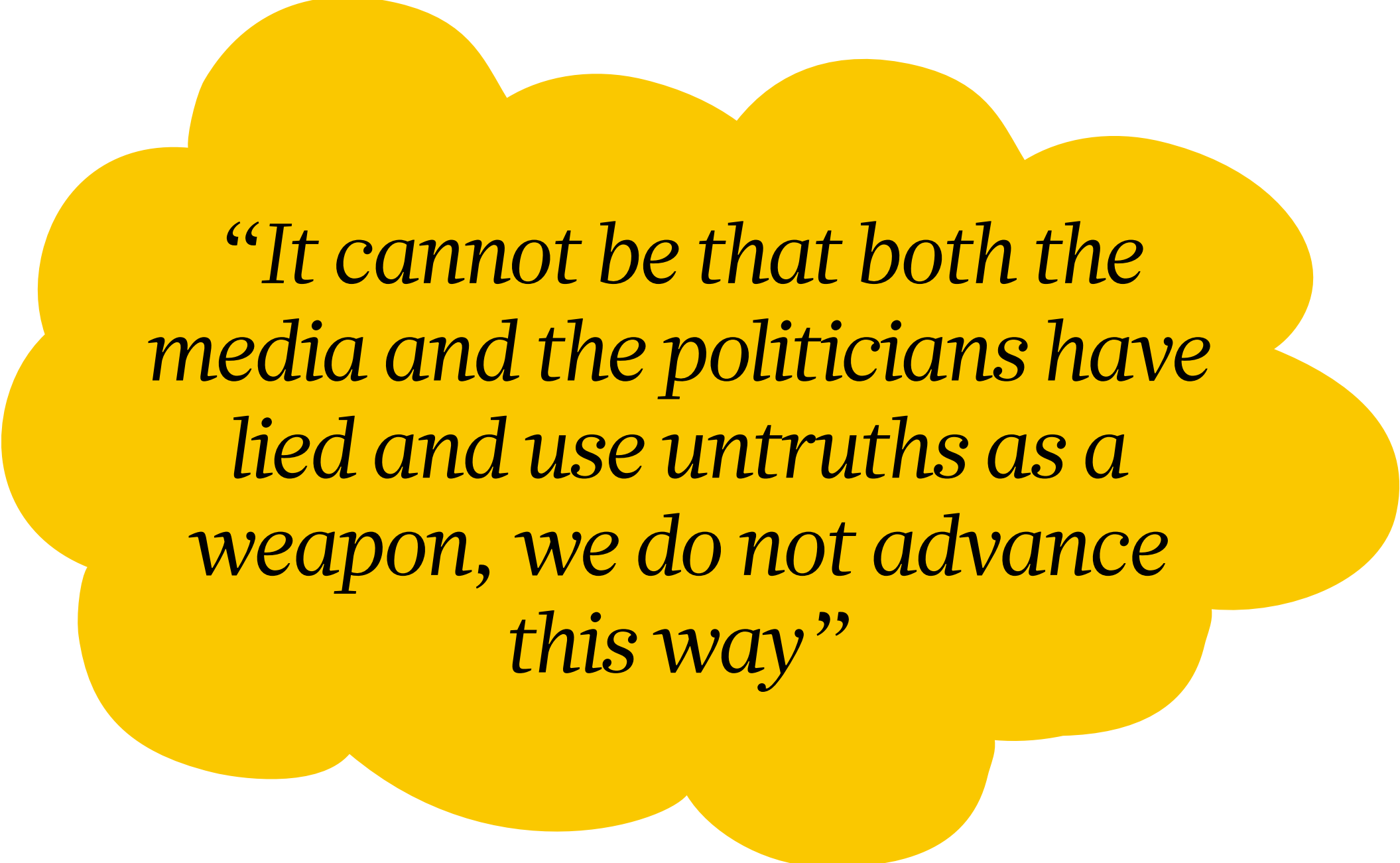
**Dissatisfaction with the media. Hoaxes, lack of quality information**

*“It was crazy, you didn’t know if it were better to gather information yourself or not, because there have been a lot of lies, there’s a lack of ethics”*

**Anger, lack of understanding, discordance between technological advance and inability to stop this pandemic**

*“Surreal, a mix of fear, uncertainty and ridicule, a pandemic, a health crisis in the world and people at home hanging out”*

In a group that values knowledge as a means of progress, false information generates an intense rejection.



*“It cannot be that both the media and the politicians have lied and use untruths as a weapon, we do not advance this way”*

Their values have not only been maintained, but have been reinforced, especially those related to sustainability and the environment.

These values will be reflected in manner of consumption and interest in products and brands that satisfy them.



Increased environmental awareness

Greater awareness of the importance of love and affection. Friendship and family come out stronger from this pandemic.

The need to be more self-sufficient: more emphasis on national products.



Importance of having a healthy diet



*“Fear that everything that has been gained environmentally during the pandemic will be lost, with traffic, plastic, we have to protect the environment and not depend so much on others, be more self-sufficient”*

They have had the opportunity to stop and reflect on priorities and lifestyle that can have a profound impact, beyond the pandemic.

## 1 Learnt

- To be more patient.
- To resist adversity.
- To give more importance to essentials things.
- That everything can change in a second.

*“That I go at a fast pace, on autopilot, that I’m no longer certain about my priorities. And that I like being at home”*

## 2 Discovered

- The ability to entertain oneself and be active in solitude.
- They are stronger and more capable than they thought.
- The necessity of personal relationships.
- That in “normal” life they worry too much about nonsense.

*“That I can entertain myself pretty well, even having time, I haven’t stopped”*

## 3 Propose

- Do not miss out on opportunities.
- Don’t stop doing new things.
- Learn and experiment for the pleasure they bring.
- Reassess their priorities.

*“Enjoy the simple things, being with friends, the sun on your face”*



They also send a message of protest!

They esteem that their contribution to the country during the pandemic has been essential to keep on functioning, and yet the political class has ignored them.

They have faced the pandemic,  
taking on their job responsibilities

*“As a single and independent young woman, I have felt, and feel, abandoned by politicians and society. The priorities are different - families, the elderly, children - and young adults are not among their priorities despite being the future of society”*

They have been key for the  
country to continue operating

*“Our moment to raise the country, since older people and children couldn't work and were in inferior conditions. The essential activity went ahead thanks to us and to those over 40, 50, 60, we played an essential role so that this country didn't collapse”*

Lack of recognition of their attitude and  
valued contribution in the pandemic.



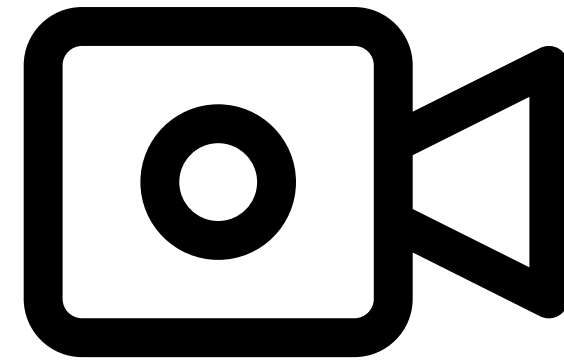
# Communication

- Technology has been the great ally during lockdown, providing security and maintaining normal living experience.
- It has made it possible to maintain the different facets of daily life: work, study, leisure and affection.
- And they have also been an essential aid to reproduce rituals of daily life: meet up for vermouth with friends, play group games, talk to grandparents...

Technology has gone beyond its functional value, providing emotional closeness to their circle of friends and family. It provided disconnection, through connection.

*“Thanks to this, communicating and seeing each other, “meeting up”, has been very simple. I have been in touch much more with my friends using this type of platform, we tried to make it seem as if nothing had happened and everything was “normal”*

Lockdown has opened up the use of new tools and apps, which they hope to continue taking advantage of in the future: video calls (especially) and Tik Tok.



**GROUP VIDEO CALLS**

The great protagonists for work, study, and also to communicate and “meet” with a partner, family and friends. A new way to stay in touch in a closer way than a phone call.



**TIK TOK**

Its use has increased: pure entertainment and creativity in a situation with little to tell and publish on social networks.

**In addition to WhatsApp, Twitter and Instagram remain the social networks with which they most identify:**



- Information, follow tendencies
- Talk about, express oneself with current topics
- Concise and direct



- Follow influencers and fashion
- Follow live concerts, interviews, etc.
- Upload pictures of “posing”





*“I’ve felt great during the pandemic with those close to me, especially when I talked to my grandfather by video call, I felt that it was a distraction for him and made the afternoon more enjoyable, and also when I had a “video rum and coke” with a friend”*

# Consumption and brands



Lockdown has directed interest towards products and brands related to care, health and what is natural. They are satisfying habits that they would like to keep. An opportunity for brands to respond to new needs.

**Food**

**Cosmetics**

**Sports**

**Plants**

**Fair trade**

Cooking as entertainment. Taking care of oneself internally.

Care and entertainment.  
An experience to do alone, as a couple and / or as a family

Sports training at home

Small, urban gardens / vegetable patches

Responsible brands / local consumption

*“Mid-quarantine, my body asked me to take care of myself and I started using more natural products”*

*“Before, I didn’t do sports on my own, I only played football, but now in lockdown, I have started to train alone and get fit for ‘Operation Bikini”*

Centennials + Millenials

*“On having more time, I have started a bit with the dynamics of skin care with her. We put on a mask, scrubs, toners”*



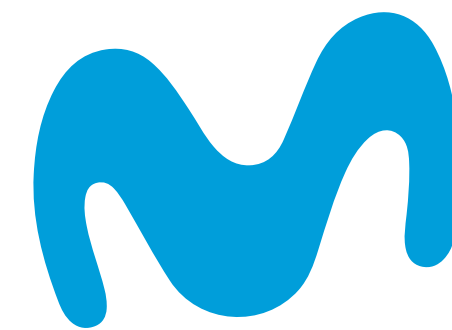
## Arpo 4. Consumption and brands

## Centennials + Millenials

They have been receptive and have valued the solidarity and social commitment of companies from different sectors during the pandemic.

**INDITEX**

*“Getting involved in a social problem, without needing to, and investing so many resources has made Inditex be seen as a brand to trust”*



*“I think I remember that Movistar left everything free during this time so that people could see series or movies, seemed like a very good idea to me”*



*“El Corte Inglés offered good discounts and in the shipments they put a note of encouragement that I liked a lot”*

**Social involvement is an added value in brands,  
capable of connecting with these collectives.**

Value what you have, enjoy the little things.

Make the most of your time. Act.

Live in the present. Responsibly.

Think about others. Be supportive and more empathetic with those around you.

Look after your health (body and mind). Lead a healthy life.

Look after relationships to maintain them. We need others.

Be critical. The media can falsify and manipulate reality.

Feeling good is everyone's business. We all have something to contribute to people and the planet.

Responsible consumption, yes, consumerism, no.

Be flexible, adapt. Everything can change overnight.

Respect and care for the environment. Take advantage of nature, do not abuse or exploit it.

Be empathetic and listen to all opinions.

Respect others, regardless of race, sex, religion, sexual orientation and social class.

Be supportive, help with what you can.

Enjoy every moment without forgetting about the future.

United, better than separated.

Find out through reliable sources.

Be responsible. We are not alone. We all have things to contribute to make a better world.

Need for greater investment socially, and in science and nature.

Let's be energetically self-sufficient and promote the development of renewable energy.



The pandemic has brought about changes, some of which may remain and be prolonged in time beyond this exceptional situation.

The lockdown experience has generated concern to rethink priorities. Also new habits at home, which have satisfied young people and to which they are open to continue maintaining.

Knowing how to listen to the consumer and understanding them is key to providing solutions in accordance with their new needs.

Brands have an opportunity to listen to the consumer, to the PERSON, to act in tune with their new values and emotions.

Arpo

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We  
just  
know