EXPERIENCE INTELLIGENCE

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MARCH 2023

Across generations, consumers are redefining where and how they navigate life's complexities.

01 Sydney WorldPride offers a timely reminder of the importance of inclusivity and representation

02 Gen Z is taking the best of "retro" and leaving the rest

03 As consumers prioritise well-being, some experts urge brands to consider 'degrowth economics'

04 A growing need for connection has brands reimagining third places

Prioritising Inclusivity
Sydney World Pride 2023

As Sydney WorldPride 2023 draws to a close, we reflect on the importance of year-round inclusivity and representation.

2023 marked the first time WorldPride has ever been hosted in the Southern Hemisphere. The program welcomed many historic firsts; from the Pride march over the Sydney Harbour Bridge to the first sitting Prime Minister joining the Mardi Gras Parade. The program also had a special focus on Australia's Indigenous LGBTQ communities; the minorities within minorities. With half a million people welcomed across 300+ events, brand partnerships and associations enabled people to party with purpose as a rainbow wave covered the city, including everything from the Sydney Opera house, museums, businesses, council buildings, to a plane, a tram, a bus, and even a shark.

What it Means

Sydney WorldPride has been one of the most significant reminders of the importance and value of partnerships with Pride. But authenticity is crucial and consumers continue to remain savvy to tokenism and pandering from brands with empty gestures or temporary acts of support.

Key Takeaway

As marketers and brand advocates, we should be considering the ways in which we can demonstrate year-round support for the LGBTQIA+ community by partnering with organisations and charities that promote equality and inclusivity.

Young Adults Deftly Mix Past
and Present Technologies

Gen Z is taking the best of "retro" and leaving the rest

TikTok by day, flip phone by night? Gen-Z doesn't see a contradiction. Why shouldn't they be able to have their cake and eat it too? For a digitally-native generation used to creating malleable social media personas, nothing makes more sense than using different platforms for different purposes—and the appeal of a pre-web era is real. From "BookTok's" influence on paperback purchases to buying vinyl without owning a record player, the search for authenticity is all about mixing and matching to suit individual tastes.

What it Means

As apps like "Gas" reveal, Gen Z's have an evolving relationship with technology. Young people don't see technology as separate from their offline lives. For Gen Z, life in general is becoming increasingly intertwined, customizable, and fluid. Finding ways to make (seemingly) opposing entities like the retro and the future work together may make more sense that it seems at first glance.

Key Takeaway

Design flexible and fluid experiences that take a cue from Gen Z by thinking about how different formats, content types, and platforms can play together to tell a holistic story. Mixing and matching unique media types and experience styles may yield powerful results.
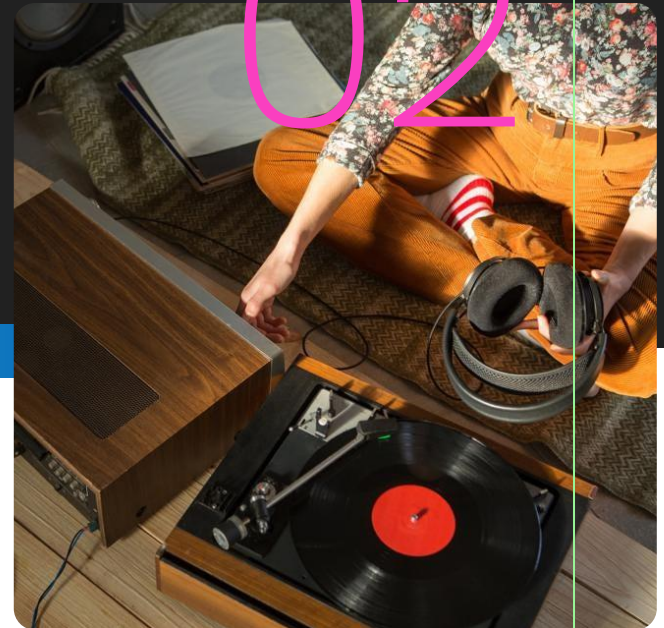
From Growth Obsession to
Community Wellbeing

As consumers prioritise well-being, some experts urge brands to consider 'degrowth economics'

As [slow living](#) and [4-day work weeks](#) continue to gain popularity, it's obvious that the people are shaping the future of work and forcing a refocus of business priorities. Younger generations are putting themselves first and taking a stand for the planet over profits, all amid growing concern for the consequences of economic growth. Is there a comprehensive solution? Well experts are pointing to [degrowth economics](#), which prioritises well-being over GDP growth and [advocates for fundamental economic shifts](#). By leaning into degrowth the people—and the planet—could be a lot happier.

What it Means

As the degrowth concept quietly gains traction, brands should consider taking the time to prioritise the well-being of consumers, employees, and the planet—or prepare for [pushback](#). [Green hushing](#) and other attempts to evade accountability just won't cut it anymore.

Key Takeaway

Brands should be willing to challenge stagnant thinking and common stakeholder assumptions that growth should always be the goal. Experiences that emphasise community participation and add lasting value can play a big part in fostering loyalty and promoting well-being for customers and clients.
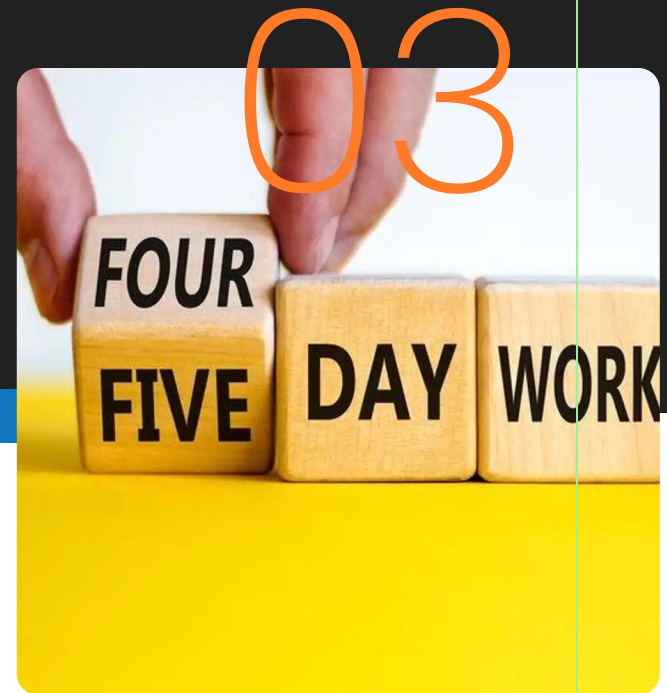
The Revival of Third Places
in a Lonely World

04

**A growing need for connection has brands reimagining third places**

Throughout history, third places have acted as accessible gathering places for organic in-person connection. But as realities like car dependency, digital communities, and learned loneliness continue to grow, third places have become increasingly rare and inaccessible. Many brands, however, are reviving the concept in an attempt to foster meaningful community-building. With private member's clubs merging work and play, grocery stores expanding into community hubs and local coworking spaces replacing traditional offices, companies are reviving third places to accommodate the growing need for holistic social connection.

What it Means

New opportunities for third places will continue to develop as people seek out gathering spaces that seamlessly integrate into their lives. However, for third places to effectively combat social isolation and loneliness, they must be accessible to the communities they occupy.

Key Takeaway

Continue blurring the lines between work and play by considering how you can create third places for people to engage with their peers. By prioritising surround experiences and taking advantage of pre-existing third places, brands can create exciting new ways to engage with their audiences.
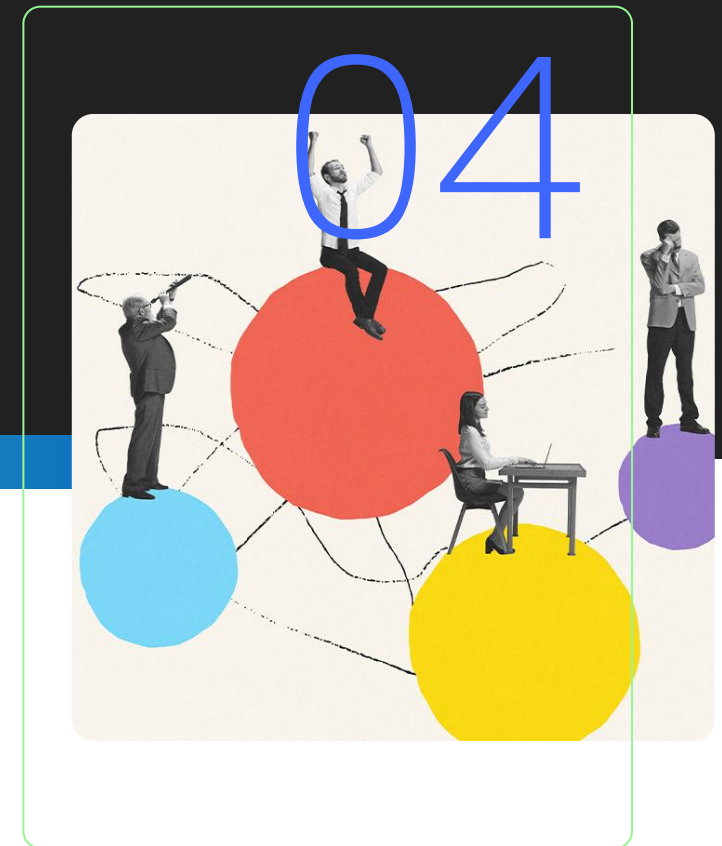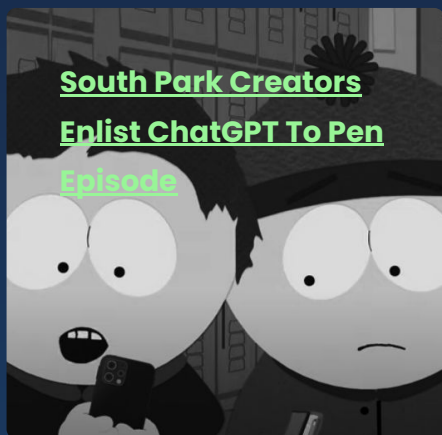
OUT-THERE
EXPERIENCES

Brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.

**[South Park Creators Enlist ChatGPT To Pen Episode](#)**

The creators of South Park have used ChatGPT to write one of their latest episodes. While the AI was fed thousands of lines of dialogue from previous South Park episodes, the script highlighted the fact that that many of these AI programmes are owned by Big Tech companies and called out the corporations for hoarding information rather than demonising the technology itself.

**[Anrealage's collection changes colours under UV light at Paris Fashion Week](#)**

Japanese fashion brand Anrealage showcased its latest collection at Paris Fashion Week, featuring garments that change color depending on the angle and amount of light they receive. While UV clothing has received some media attention recently, the integration of the technology into the show placed the audience's experience at the heart of the design.

[United's First Chief Trash Officer](#)
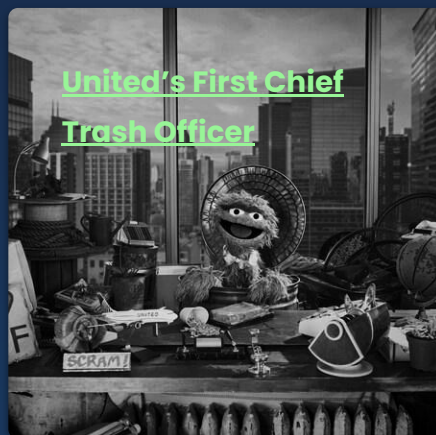
United Airlines just named Oscar the Grouch their "Chief Trash Officer" as a part of a consumer education campaign focused on sustainable aviation. As part of the partnership, United will also feature Sesame Street characters in in-flight safety videos and provide branded activity kits for children.

[Hard Mtn Dew Turns Up at A Retirement Community](#)
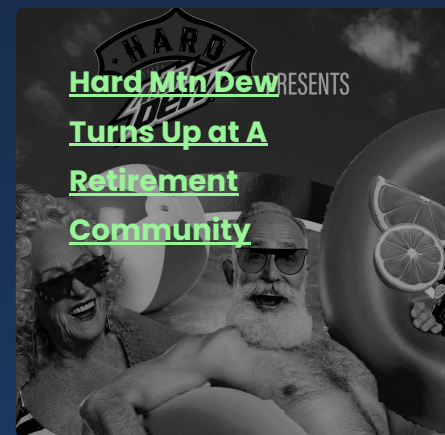
Hard Mtn Dew is celebrating 1 year with a "definitely over 21" spring break party thrown exclusively for the post-retirement crowd. The promotion promises imaginative fans the chance to hang at a "notorious party destination for retirees."