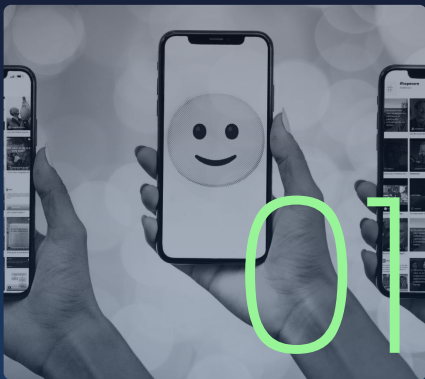


EXPERIENCE INTELLIGENCE

BY GPJ

July 2023

Consumers are leaning into reimagined realities as they continue to navigate life—and the economy's unexpected shifts.



Gen Z is pursuing escapism in wildly different ways



The science of awe gets renewed momentum



Greedflation may no longer be just a conspiracy theory



Modern work realities are prompting an office reckoning



GEORGE P. JOHNSON
experience marketing

If you have questions about any of this content, or would like to learn more, please reach out to your GPJ account representative or [contact us](#).

Copyright ©2023 George P. Johnson. All rights reserved. A Project Worldwide Agency. George P. Johnson and its logo are registered trademarks of Project.





Gen Z is pursuing escapism in wildly different ways

Gen Z's differing approaches to mental well-being converge in the quest for escapism.

It seems like every day, a new article about [Gen Z's poor mental health](#) and exhaustion surfaces. To help combat this troubling trend, Gen Z'ers are attempting to put a [stop to the doom scrolling](#) with escapist experiences. Many are escaping by diving deeper into ['core' trends](#) that enable them to explore radically-optimistic alternate realities and fantastical worlds. However, not all Zoomers are on board for the 'core craze, and instead are attempting to escape the modern zeitgeist by [slowing down their digital consumption](#) and supporting movements like [de-influencing](#).

What it Means

Escapism is influencing everything from Gen Z [music](#) to [culture](#). From dressing up in [#Mermaidcore](#) to slowing down with [flip phones](#), one thing is certain—Gen Z is willing to go to extremes to escape the unstable reality that has defined their lives for years.

Key Takeaway

Brands targeting younger generations must respond to their yearning for mental well-being and escapism. They should consider [free or low-cost experiences](#) that expose these audiences to uplifting alternate realities, whether it be one that transports them to surreal places or one that's streamlined and intuitive.





The science of awe gets renewed momentum

New research proposes that awe-inspiring experiences can be accessible to all.

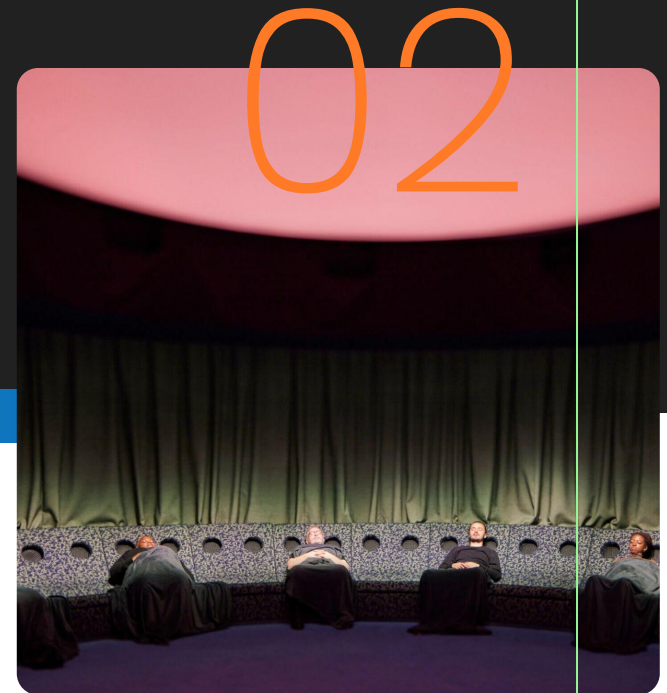
Researchers have explored the science of awe for years, but as society navigates increasing stressors, [new research](#) has revealed that actively pursuing awe-inspiring experiences is an effective coping strategy. In this era of high-stress, awe becomes a powerful tool for brands looking to build resilient and loyal audiences. However, while awe is traditionally thought to live at the edge of the extraordinary, [Dacher Keltner's research on the science of awe](#) finds that [awe is often experienced in the ordinary moments](#) through the [eight wonders of life](#).

What it Means

While some brands will literally [fly their audience to space](#), awe doesn't require a stratospheric balloon journey. Whether emphasising moral beauty by [aligning with social causes](#) or incorporating culture with [immersive art](#) and music, brands big or small can make awe and wonder [more attainable](#) to their audiences.

Key Takeaway

Dacher Keltner's work is a reminder that awe does not need to be exclusive to large-budget brands. By leaning into the eight wonders of life, smaller brands can inspire awe in everyday moments and leave just as much of a lasting impact.





Greedflation may no longer be just a conspiracy theory

The notion that rising prices are a result of increased profit margins is gaining traction.

Inflation has dominated the global economic discussion for over two years now. With the Reserve Bank of Australia having raised interest rates more than [10 times in the last 14 months](#) and with the cost of everything skyrocketing, it's impossible to ignore.

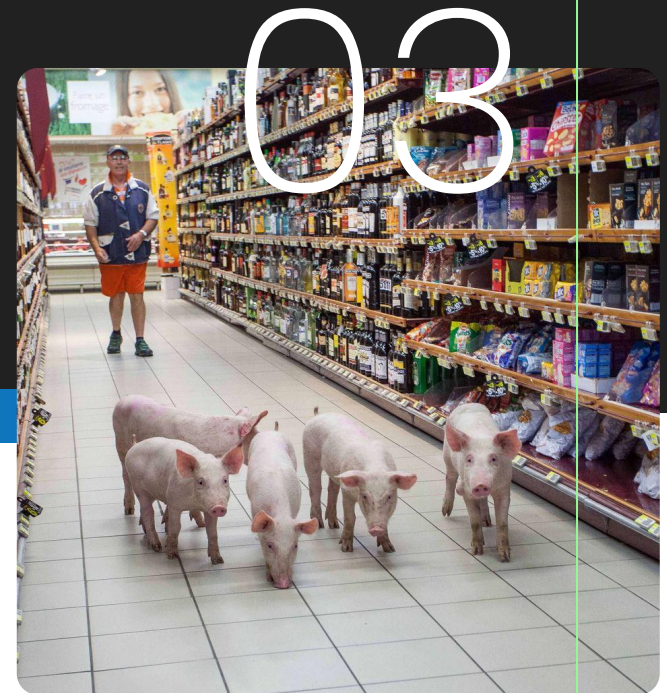
Historically, the "[logic](#)" of inflation has been simple: costs go up, companies raise prices, cost of living increases, workers demand higher wages. But now, that's not what's happening. [Costs have stabilised, and even dropped](#), but prices and [profits of large corporations](#) have [risen disproportionately](#). This is "[Greedflation](#)"—which may actually be good for the economy?

What it Means

Don't take the logical conclusion of skyrocketing inflations expected effects at face value. Consumerism is alive and well, and [corporations are happy to benefit](#). Conversely, consumers still want to spend on luxury—but are increasingly [shifting towards investing in experiences vs. products](#).

Key Takeaway

Consumers—and the brands who want to reach them—are willing to spend, but are being choosier with their respective investments. Experiences must reflect that higher bar to clear in order to access budgets and effectively attract audiences.





Modern work realities are prompting an office reckoning

Flexible, hybrid workplaces appear to be the next iteration of office life.

With post-pandemic full-time office mandates struggling, corporations (and their [architects](#) and [office suppliers](#)) are [scrambling](#) to figure out how to reimagine, rebuild, and renovate [office space to reflect the new hybrid work reality](#)—while fostering the elusive “accidental collisions” they see as the panacea to growth & innovation. Workers now want the office to be a space that works for them, not where they *must* work. [Flexibility & changeability](#) are seen as critical to reach this, [coupled with a bit of biohacking](#). If we're lucky, maybe office eutopia is in reach.

What it Means

[Productivity, efficiency, and innovation](#) remain the goal that offices want to enable, but worker needs and expectations have changed. There isn't a clear recipe for success yet, but the companies that are willing to try to identify and deliver on these new needs and desires stand to benefit.

Key Takeaway

Brands paying attention to the shifts in workplace expectations can learn a lot about pivoting to meet evolving human needs. From flexibility to changeability and even biohacking, today's workplace redesigns exemplify how valuable subtle shifts can be to a plethora of the experiences we build.





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.

Extreme Tourism is in the Limelight



The catastrophic expedition to the wreckage of the Titanic is just the latest example of the growing extreme tourism industry.

Welcome to Barbie's Malibu Dream House!



The Barbie Movie's latest viral marketing stunt is a partnership with Airbnb to list a real-life Barbie Malibu Dreamhouse hosted by "Ken."

The Most Convenient Convenience Store?



VenHub's fully autonomous, 24/7 smart stores might be the end of brick-and-mortar "convenience" stores as we know them.

Macca's Opens Ginormous Fry-Thru for Fifa Women's World Cup



World Cup celebrations are kicking off with the world's first giant Macca's Fries restaurant in Sydney, complete with limited-edition 'Sauces of the World'.