

5 KEY COVID TRENDS



1 COVID FATIGUE

What was massively newsworthy and grabbed attention in the peak of the crisis in mid-March had fallen significantly by May as COVID-19 became part of our daily lives. Facebook research from the end of April found 52% of Australians agreeing brands should continue advertising as normal, with only 12% disagreeing.



2 TECH-TOUCH: RETOOLING FOR A CONTACTLESS WORLD

The rise of 'coronaphobia' has seen contact-less payments and digital interactions truly become the norm, as consumers increasingly turn to technology to connect, pay and share. Brands responded in kind, debuting immersive experiences via social channels to provide virtual engagement on everything from skin care consultation to drive-through payment services and online Australian holiday location tours.



4 BATTLING BOREDOM WITH SELF DEVELOPMENT

With people becoming increasingly bored at home, interest in self-development, learning new skills and actively participating in interactive experiences online has soared.

3 THE RISE OF JOY SUBSTITUTES

Finding 'little moments of joy' – either through positive engagement online or in social channels, purchasing little luxuries, or seeking alternative indulgencies in the virtual realm – has become another clear trend off the back of the pandemic.



5 FROM ME TO WE

A returning sense of local as well as global community. 4 million people made posts and comments to support Italians through the country's tough lockdown period, and 200,000 Australians joined over 400 Facebook support groups set up against COVID-19.

