

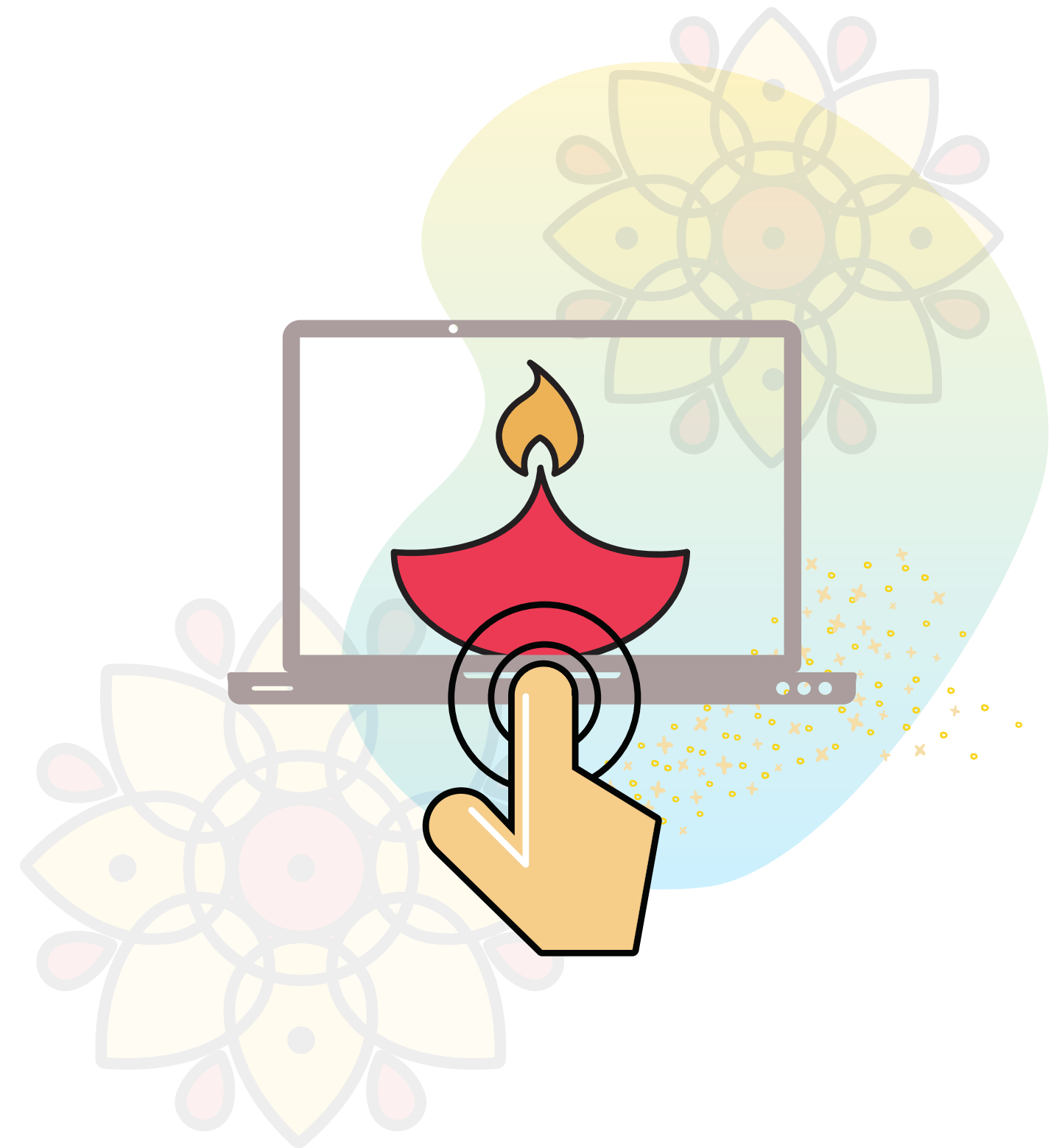
REVENGE, CAUTIOUS, DISGUISE AND IN PANDEMIC DENIAL

MEET THE GIPSI CELEBRATION PROFILES
OF DIWALI 2020

Powered by



THE INSIGHTS DIVISION OF TONIC WORLDWIDE



On the cusp of Diwali 2020, we've witnessed and mastered the Digital wave, by appealing to and facilitating the co-existence of newbies and natives.

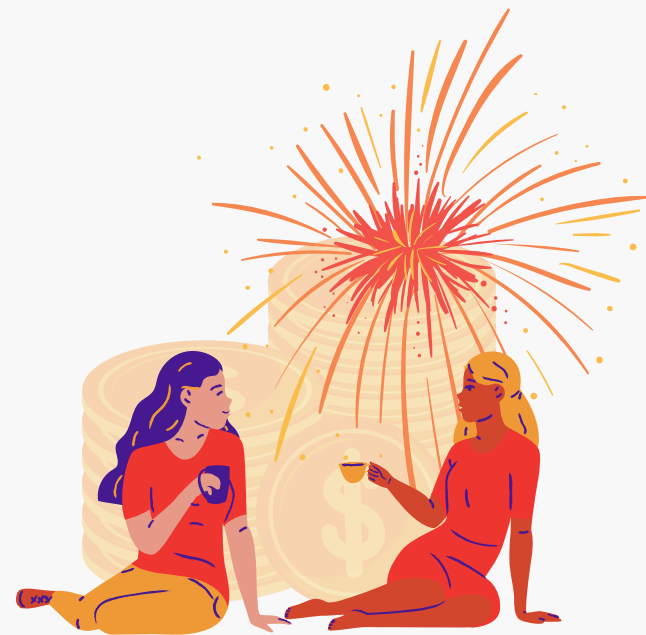
Whether you're a marketer or a consumer, GIPSI will introduce you to four types of Diwali 2020 celebration profiles! Read on and enjoy.

This time GIPSI, the HI+AI insights division of Tonic Worldwide, decided to use its 'Deep Listening' methodology to share interesting insights.

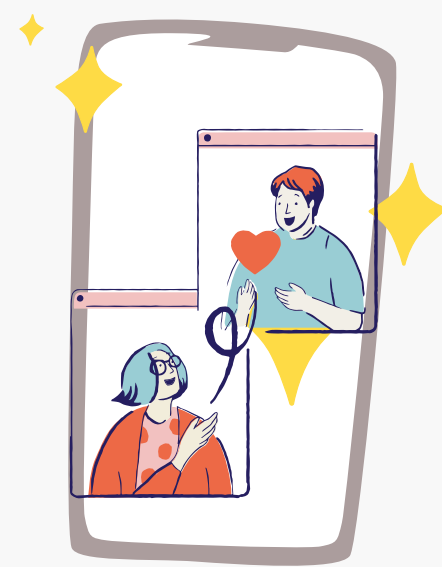
This data compares pre-Diwali 2020 to pre-Diwali 2019.



MEET GIPSI'S DIWALI 2020 CELEBRATION PROFILES



REVENGE



CAUTIOUS



DISGUISE



IN PANDEMIC DENIAL



01.
**REVENGE
DIWALI
CELEBRATION**

Revenge consumers are the ones who want to live the old normal, and are ready to pay the premium in the new normal to experience the same and more!

SPLURGE THERAPY IS THE NEW RETAIL THERAPY

Staycation

Luxury Escapades

Itching to spend after months of savings

Extra for Experience



INSIGHT

REVENGE DIWALI CELEBRATION



**The revenge consumer
wants to spend, not save.**

Their Heavy Wallets need a
breather.

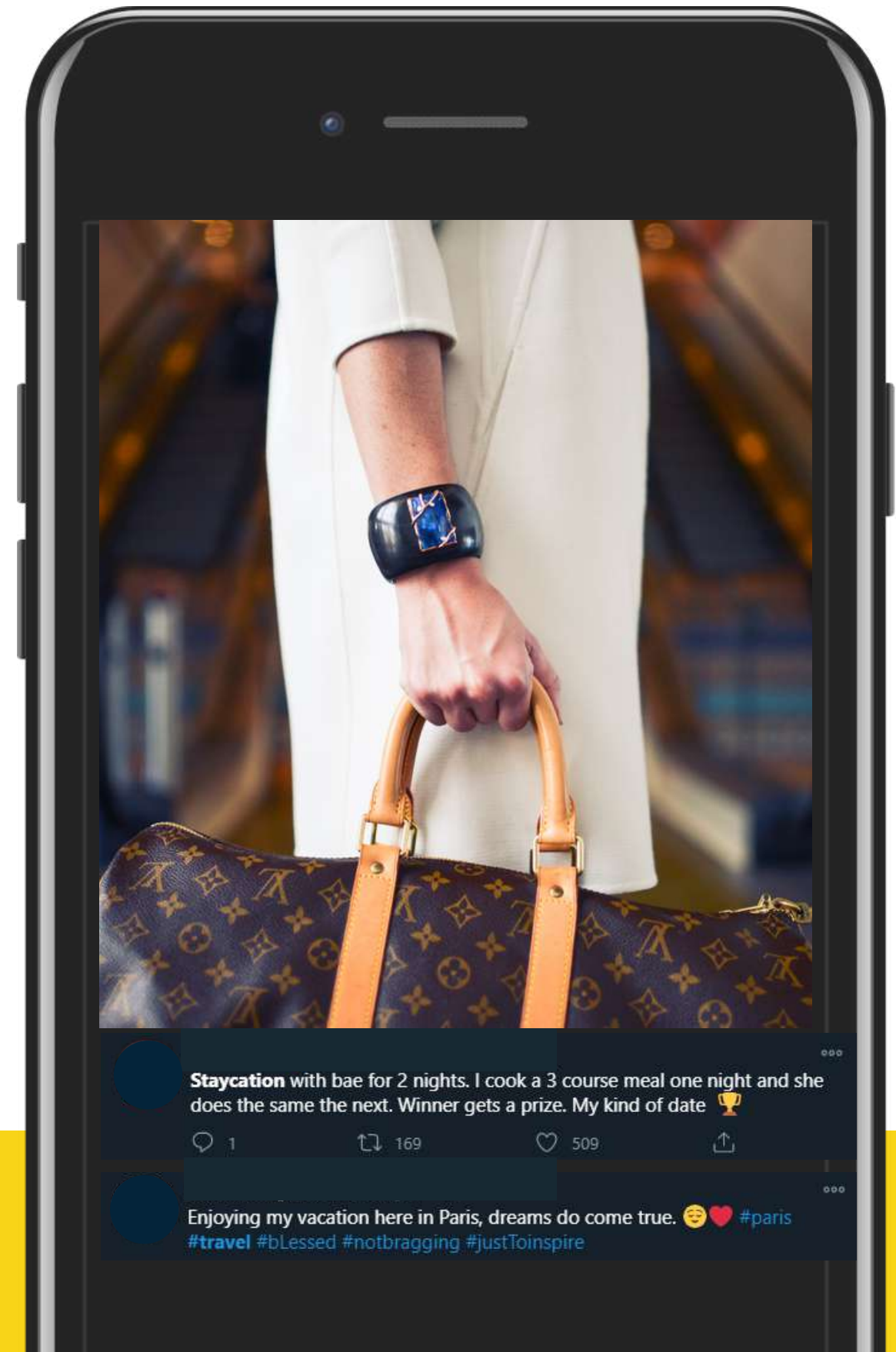


FATTER THE CHEQUE , GREATER THE SATISFACTION



REVENGE DIWALI CELEBRATION

- The Staycation Syndrome: **289% increase** in conversations, and **179% increase** in intent this pre-Diwali.
- International travel sees **171% increase** in conversation, and **650% increase** in searches for pre-Diwali
- **94% increase** in "Online Gold", conversations and "Buy Gold Online" has shot up by **125% in searches**
- **433% increase** in interest in "Premium" trends across categories.



IMPLICATION

REVENGE DIWALI CELEBRATION

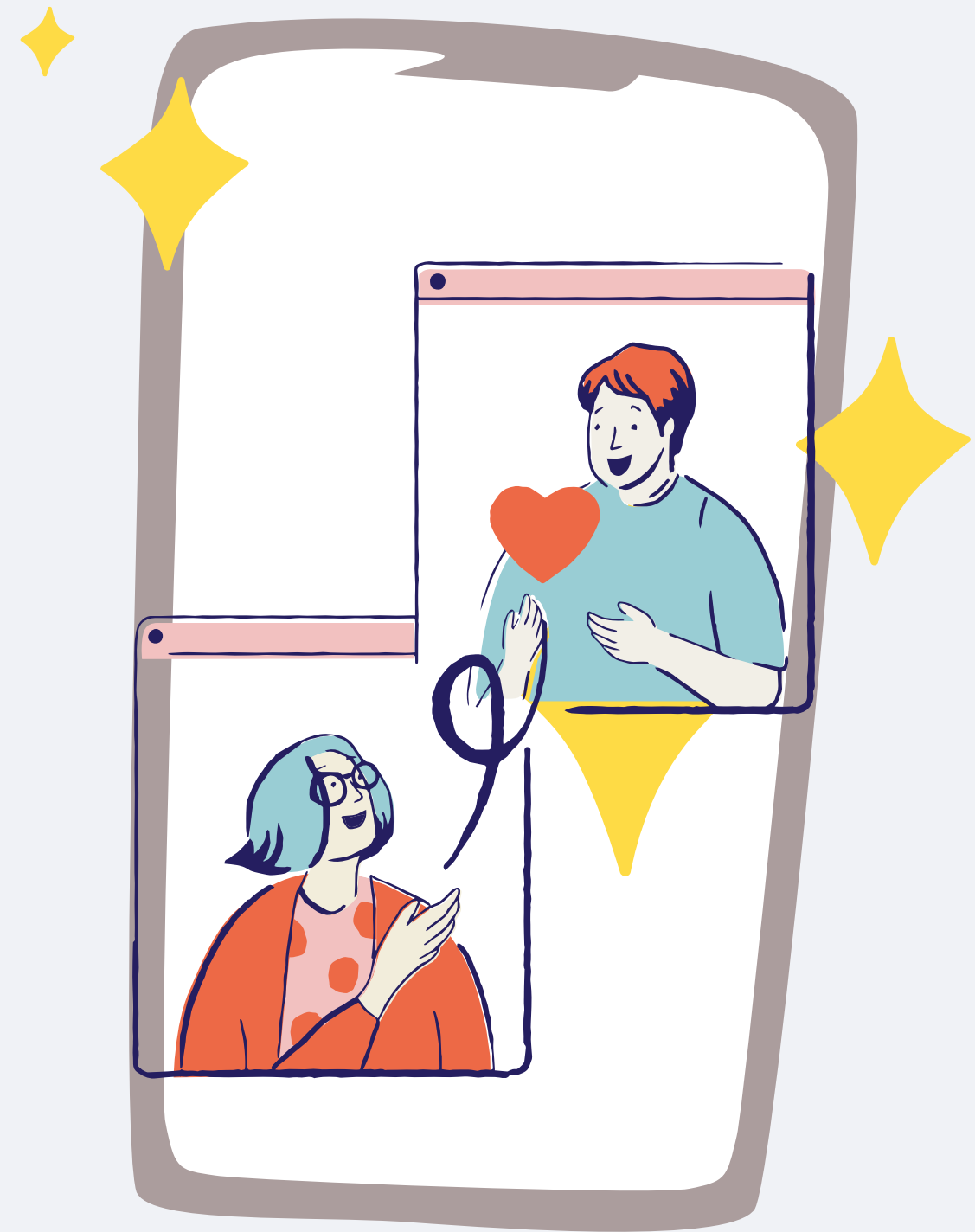
GIPSI says,

- This profile will be attracted to brands which offer premium services
- Is anyone offering an 'Exclusive luxury sale'?
- Leisure or an experience as a value add would be more attractive than discounts!

Brands, are you Premium-worthy for the Revenge Celebration?



02. CAUTIOUS DIWALI CELEBRATION





Non-risk takers who are ready to play by the book

CAUTION IS THE MOTHER OF TECH ADOPTION

Online celebrations

High on Hygge

Innovative behaviour

Brand loyal and selective

Video-first approach



INSIGHT

CAUTIOUS DIWALI CELEBRATION

Screen is the safest window for the cautious!

Buying, experiencing, meeting, celebrating... all via mobile screen





CELEBRATIONS FULL SWING WITH 'SAFETY' FILTER

CAUTIOUS DIWALI CELEBRATION

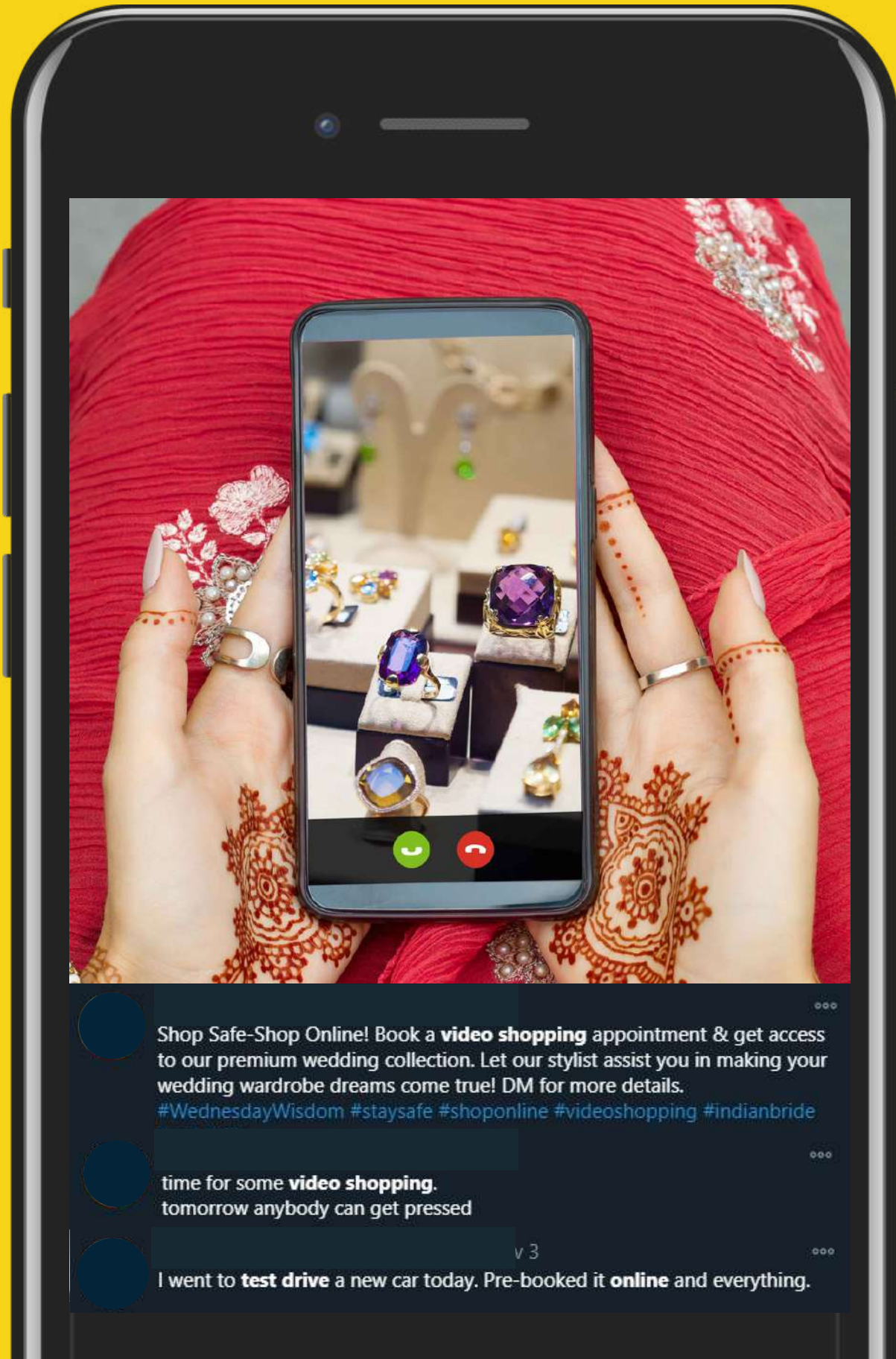
Preference of personal vehicles to avoid public transport. –

- 40% interest surge in "Car Purchase", and 14.6% rise in passenger vehicles, marketing the highest figures since January 2019.
- 105% Increase in interest trends in Test drive booking in Oct 2020

Video shopping boom –

- Massive 600% growth in "Live Shopping" !
- 48% increase in intent towards "WhatsApp Shopping".
- 164% increase in conversations, and 129% increase in search volumes WRT Video shopping. "30% growth in Interest towards "Virtual shopping"

Video parties are big for this profile.



IMPLICATION

CAUTIOUS DIWALI CELEBRATION

**GIPSI is asking big brands,
can you match the live
shopping experience offered
by traditional brands?**

**Put the 'screen mask on' to enable
the cautious celebrations.**





03. DIWALI IN DISGUISE CELEBRATION



Diwali without peer pressure, social calendar and social expectations, leading to celebrating Diwali in the most authentic way.

#DIY MEETS #CIY

Diwali of Firsts

Family time

Nostalgic about Tradition

Authentic Diwali

DIWALI @ home



INSIGHT

DIWALI IN DISGUISE CELEBRATION

**Why step out when
you can Celebrate it
yourself - CIY**

**2 Cs of Diwali in Disguise –
Create → Celebrate**



CLEANING, PREPPING, FASHION TO FOOD EVERYTHING CIY

DIWALI IN DISGUISE CELEBRATION

- DIY influences festivities now – 800% increase in DIY Outfit searches, and 247% increase in DIY Home Decor searches.
- Over 90% increase in searches related to "Diwali at Home"
- Hi-tech DIY Diwali with 300% increase in searches for "vacuum robots".
- 190% growth in search volumes for Homemade snacks in October 2020.



IMPLICATION

DIWALI IN DISGUISE CELEBRATION

GIPSI says,

- Keep it authentic for the CIY
- Help them escape from otherwise packed social Diwali calendar under the disguise of the Pandemic



04.
IN DENIAL OF
PANDEMIC
DIWALI
CELEBRATION





The greed for Diwali celebrations has got the better of them –even the pandemic cannot come in the way of Diwali and them.

PANDEMIC OFF, PARTY ON!

Festive crowd

Grand celebrations

Care another Day

No more rules

Shop till you drop



INSIGHT

IN DENIAL OF PANDEMIC DIWALI CELEBRATION

Diwali is a break from the pandemic.

Where flocking frenzy marries the desperation to revive the days gone by

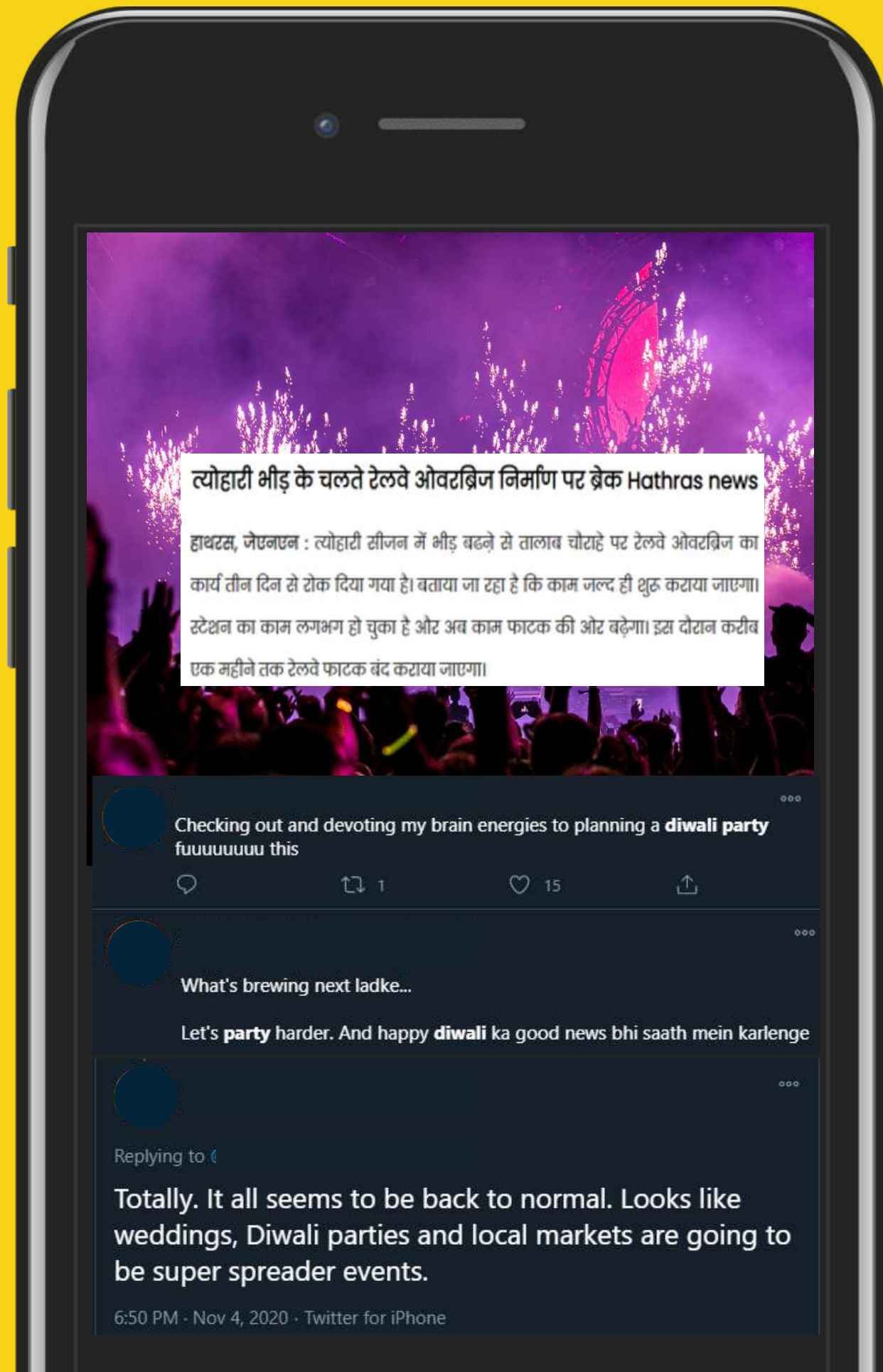


CROWD, SALE AND PARTY MODE ON

IN DENIAL OF PANDEMIC DIWALI CELEBRATION

- Can't be tamed - nearly 68% increase in searches for "Diwali party"
- 55% increase in searches for 'local sale'
- 50% increase in searches related to 'street shopping'
- 519% increase in searches related to 'street vendors'

26 times increase in Conversations related to 'FESTIVE CROWD' during pre-Diwali compared to the beginning of this festive season





IMPLICATION

IN DENIAL OF PANDEMIC DIWALI CELEBRATION

GIPSI always urges brands to listen to the consumers. But in this case, she is urging, brands not to listen.

Please take care of the consumers in this profile, when they're not taking care of themselves.

Up your safety factor, especially now.



Thank you

To learn more, please visit
www.tonicworldwide.com/deep-listening

