

THE HUMAN PARADOX

VIDEO TRANSCRIPT

We're living in a world that often feels out of control.

It would be easy to think that people are giving up.

This is not the case.

American man
I'm taking more responsibility. I'm trying not to leave a lot of things to chance.

French woman
All that happened in the last few months made me realize that you only have one life that you need to make the most of.

People are acting in their own best interest and doing their best to balance needs with values.

American woman
I am prioritizing myself. The things that I want to do.

Brazilian man
I follow a schedule and I take better care of my finances.

South African woman
I decide for myself because I believe I can give myself the best.

British man
I actually quit my job last year and went self-employed with the aim of giving myself more freedom.

British woman
Because of the increase on things like petrol... electricity prices... I have not been able to afford my daughter to go to after school club every day.

American woman
We are buying high-class food for the pet but still we are going to fast food restaurants ourselves.

Sometimes that means making paradoxical decisions that change as the life forces around them intensify.

French woman
I'm aware that I make contradictory choices, not choices that always make sense, but I make them anyway.

British man
Whilst I am very conscious of the environment and making choices that reduce carbon footprint, I am guilty of ordering very frequently from a big online retailer probably get packages nearly every day from them actually.



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French man

We know there are lots of hormones and pesticides and things toxic for health, but I inevitably buy [chicken] anyway because of the price.

People are...

Taking matters into their own hands.

Making peace with paradoxes.

Changing faster than companies can keep up.

Japanese woman

The world has stopped being the world we know.

South African man

Life can change in an instant.

It's time for companies to view consumers through the context of their lives.

Are you seeing your customers simply as walking wallets...

or are you being relevant to their ever-changing needs?