

FJORD TRENDS 2021 WITH MARK CURTIS

VIDEO TRANSCRIPT

Rituals lost and found

The last trend for this year is Rituals lost and found. Rituals are so important to humans. They are the framework with which we cope with life. They are emotional. They ground our existence and many of them have been torn up, challenged by what's happened during the pandemic.

Huge opportunities exist here for organizations to help us find what we're craving which is new ways to connect because like I said rituals are human they help us deal with loss. They're about routine. They're about sentiment they can be big like weddings and small decompressing on the train on the way back from work. We've seen a huge rise in spirituality this year the rise of meditation apps as accelerated hugely spirituality around because people are saying I need these rituals in my life. But these things are also not only about fixed rituals they are also about rethinking priorities and values and lots of evidence people are doing that around the environment, around community, around being local. People are telling us right the way around the world that they expect change in their own personal habits. In the US, 75 percent of people have tried to live differently and expect to continue to do so. We need to distinguish between habits that something you do every day that makes your life easier and ritual that something meaningful.

The opportunity space here, the deep one is with rituals, and we've identified 4 different kinds of ritual to focus on. There's ritual as a portal. That's a transition between one state and another- really interesting opportunity for beauty cosmetics skincare companies. There is ritual as belonging- Friday night during Saturday sports. Incredibly important for employees there's rituals as comfort. So Estée Lauder, for example, doing interesting things with playlists and sampling with Spotify. And then there are rituals, this is a really deep, as anchor- that's developed Diwali, Christmas Eve. They don't necessarily need to be associated with religion it could be Thanksgiving, for example.

These days for categories of ritual all offer amazing opportunities for all sorts of organizations both commercial and public sector to find ways to help their customers and citizens reconnect. To do so they also have to apply cleverly behavioral design principles. How are people motivated to do this? How equipped are they for this change and is now the right time? Our view is now is definitely the right time for people to be addressing the issue of rituals in their lives and to find help in creating new ones which help us create a new future, a new 21st century.

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The solution we think is increasingly companies will have to narrow their focus of empathy and root that in purpose as a guidance system for where they place their empathy. In addition to that work much harder to bring design and communications together. They can no longer live apart. The message in the detail have to be as one because that way we deliver empathy as behavior rather than simply a design tool we used to imagine that we're getting closer to our customers and all of that that is up to managing stories much much better than we've done in the past. Companies will devote way more time to narrative and stories and are already doing so in fact.

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