Think with Google

2021 YEAR IN SEARCH

Look back to move your marketing forward

Asia Pacific

TABLE OF CONTENTS

1 Digital mainstreamed

2 Lives reexamined

3 Bridging distances

4 Truth seekers

5 Growing inequalities

Digital mainstreamed

If 2020 saw millions of consumers migrate online, 2021 showed the staying power of digital. From shopping to services, **new users and new behaviors in online journeys due to necessity are now proactively deepening their usage.** Speed, convenience, and price are just a few of the reasons more consumers are now choosing digital first lifestyles.

Click to explore ↓

In some cases, online shopping has even surpassed pre-pandemic levels. Consumers have spent more time online in the months since the pandemic, and have found new ways to connect with friends and family online. Things once done in person, such as attending school or visiting a doctor, have now become digital. Consumers have also been exploring new pastimes, completing their purchases, & recent study, for example, found that 40% of respondents said they had taken up a digital second or tertiary hobby since the start of the pandemic.

The new spaces online have also had a significant impact that brands had to adapt and digitalize as crowds and crowds of people moved online. Brands had to find new ways to connect with their customers and provide a seamless and accessible journey. Brands that were able to do so saw significant growth.

Brands that were able to adapt and digitalize saw significant growth.

Consumer behavior

New users and businesses online

Consumers are now using digital services and applications in digital immigrants in their people where they are. Growing digital adoption, and the need for businesses to provide seamless and convenient digital customer experiences online and online marketing campaigns, while also solidly maintaining the human touch, is the new normal.

Search volume related to "online" has increased by 55% in the last year.

Search volume for "buy online" has increased by 55% in the last year. Consumers are now accustomed to the convenience of buying online.

In South Korea and Taiwan, 60% of people have made a purchase on a social media platform, with products like Facebook, Line, and Instagram being the most popular banking account services.

Online-only retailers like Wayfair, Philippines, Malaysia, and Singapore saw a significant increase in average weekly sessions during the pandemic, and saw a significant increase in average weekly sessions during the pandemic, and saw a significant increase in average weekly sessions during the pandemic, and

Lives reexamined

Following the sudden disruptions of the pandemic, people emerged in 2021 with a realization that some changes weren't temporary after all. This prompted **a sense of introspection and a reevaluation of their values and lifestyle choices.** As a result, they looked for more control and ease in their lives, and shifted their focus to the things that matter most to them.

People have endured many waves of change as the global pandemic has unfolded over the past 2 years. Some embrace new ventures into the unknown, some reexamine former lifestyle choices, some forsake ways of life, and some double down on what matters.

In a recent survey, MFS Investment Management, a global investment firm, conducted what was inspired by Maslow's hierarchy of needs, and found that people are now prioritizing their spending on things that support their well-being, time with loved ones, and a greater sense of self-care and purpose.[1] Similarly, Euromonitor International's research found that "key trends for people in 2022 are centered around emotional acceptance and dedicating time to fun."[2]

From overall everyday upgrades to more major life decisions, searches are showing how people are taking stock of their lives and making changes to live in a way that is more well-suited day-to-day needs. Consumers are now more likely to seek out "simple" or "easy" lifestyles, and "balance" is a key word in the "Great Resignation", a phenomenon that saw millions of people quit their jobs in 2021. Relatedly, in the US, there has been a sharp increase in searches for "how to find a job you love" and "how to find a career you love", as people are now more likely to change professional paths, with 4% considering changing workplaces and 10% planning a career change.[3]

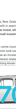
Such significant, widespread shifts in life priorities among consumers inevitably shaked society to its core. The changing core values and priorities of people are often a reflection of what they want to see more of in the world and in the wider consumer landscape. Brands and companies that have been paying close attention to these shifts in priorities have been more successful in aligning their offerings with consumers' priorities by centering their messaging around them.

As people spring clean their lives, there's a window of opportunity for companies to reevaluate their messaging and offerings to ensure they are relevant and continue to make your brand a part of their new lives! Time to dive into what's in, what's out, and what's in the cardboard protective!

Acceptance of a blended life

Even as restrictions are lifted, the pandemic was strong in likely to remain. Searches reflect this adaptation to a "blended" lifestyle, with searches for "how to live a healthy life" and "how to live a healthy life" increasing by 20% and 110% respectively in the past year. Similarly, in a survey by Euromonitor, MFS, it revealed that when respondents were asked, "Which of the following are important to you?", 70% of respondents chose "Being healthy and maintaining a balanced lifestyle" as the most important.[4]

People are upgrading their homes as they accept a more permanent blended lifestyle. Searches for "how to add a growth in property value" increased by 110% in Canada, Ireland and Malaysia, and 45% growth in Singapore. Searches for "how to add a growth in property value" increased by 110% growth in Canada and Ireland and 45% growth in Singapore. Searches for "how to add a growth in property value" increased by 110% growth in Canada and Ireland and 45% growth in Singapore.



Revaluation of finances

Searches for "debt, discounts, and coupons have been growth across 20 markets, with the greatest increase in the US having increased by 400% in Malaysia, Ireland, and Canada.

Cryptocurrency has continued to be of high search interest, with searches for "how to buy crypto" increasing in more than 80% countries. Searches for "how to buy crypto" increased by 20% in Canada, and Ireland, and Malaysia.

Pakistan, the Philippines, New Zealand, and Singapore saw increases in searches for "how to invest in cryptocurrency". Searches for "how to invest in cryptocurrency" increased by 20% in Pakistan, the Philippines, New Zealand, and Singapore.

In Singapore, search interest in "US stocks" is 170% in emerging, as people are looking for more accessible ways to get around the high cost of owning a car.

Quality time with loved ones

People are looking to build stronger familial relationships. Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia. Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia. Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia. Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia.

Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia. Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia. Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia.

Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia. Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia. Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia.

Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia. Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia. Searches for "how to be a better parent" increased by 25% in Canada, Ireland, and Malaysia.

Self-care, introspection, and the reevaluation of lifestyle choices

Consumers today now embrace holistic approaches to self-care, including mental health care. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes.

Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes.

Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes.

Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes.

Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes.

Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes.

Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes.

Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes.

Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes. Searches for "how to cultivate the lifestyle choices, as new recreations and consideration for holistic wellness playing a larger role in their decision-making processes.

2 Your brand is back on the table: gain and retain

From massive behaviors and short-term solutions, to a greater acceptance of blended lifestyles, consumers are once-free people are emerging from the pandemic with a new set of priorities and expectations. Brands and businesses need to be agile and adaptive to meet consumers where they are, and to be relevant to their customers, but also remedy their employees.

> **Simon Kuhn**
> Senior Vice President, Strategy & Analytics, MFS IM
>
> "We saw clients will be defined by a new set of priorities and expectations. Brands and companies need to be agile and adaptive to meet consumers where they are and to be relevant to their customers, but also remedy their employees. Brands and companies need to be able to understand what works and what is unexceptional or even "out-dated."

1 Ensure your brand makes the list as consumers reevaluate their options

Today, as shoppers look for the brands that last, stay with them, and are worth their money, companies need to be discovered brands within their frame-worked. The Google Search Trends data shows that "how to find a brand" and "how to find a brand" increased by 110% in Canada and Ireland, and 45% in Singapore. Searches for "how to find a brand" increased by 110% in Canada and Ireland, and 45% in Singapore. Searches for "how to find a brand" increased by 110% in Canada and Ireland, and 45% in Singapore.

2 Take the power of Search and automation to your brand's discoverability

Search and automation are two strategies that brand-new consumers. To reach more consumers beyond your brand, you need to be discoverable. Search and automation can automatically adjust your campaigns to capture the most relevant audiences, and free up your time to focus and set up new opportunities as they arise.

Thumbtack Elements & Ad Manager Trends analyze on brand Search trends impacted by consumer behavior changes in the pandemic. Thumbtack's Elements and Ad Manager tools increased the discoverability of its services and offerings, attracting 11% more customers in the past year.

When consumers research, they don't always have a specific brand in mind. Search and automation can help you put your product in front of the right consumers at the right time, and be relevant to the shopper.

3 Create data-driven marketing to fuel your growth

An adaptable advertising strategy allows you to act on what your customers are interested in the moment, and adapt as your customers change their behaviors and priorities.

Get inspired by MFS' Industry leaders, who share how an experimental approach to marketing allowed them to leap ahead of their competitors.

4 Prioritize building a diverse and inclusive workforce that will not only help to attract and retain top talent, but also increase innovation and profitability.

To encourage employees to find their unique purpose and feel a sense of belonging, companies need to be inclusive, engaged, diverse. Employees are a source of Consumer Insight Pulsense is continuous. The sessions contains a learning with consumer perspectives to develop a concept of growth.

3 Use direct-to-consumer strategies to own your brand presence and experiences

Consider direct-to-consumer channels to demonstrate your brand's personality and connect with your customers. Search powered by Google and Thumbtack's Elements and Ad Manager tools can help you reach your customers and also give you the freedom to experiment and source your platforms to make your brand stand out and own.

4 Don't overlook your stakeholders

During times of reevaluation and change, attention and engagement from your employees can be crucial to ensuring sustainable business growth.

Recognize the importance of purpose-based pay, compensation, and benefits. Employees and customers are representatives of your brand.

To encourage employees to find their unique purpose and feel a sense of belonging, companies need to be inclusive, engaged, diverse. Employees are a source of Consumer Insight Pulsense is continuous. The sessions contains a learning with consumer perspectives to develop a concept of growth.

Bridging distances

The pandemic kept countless people physically apart, and consumers quickly found ways to adapt. But in 2021, we saw the sense of separation deepen. As a result, consumers **moved beyond finding brief moments of connection**, to finding **new ways to express themselves and nurture deeper, more engaging relationships**, both online and offline.

As more COVID-19 variants emerge, it's clear that the pandemic isn't quite over yet. Although it is still a top concern for people, and consumers in APAC remain wary of being in close physical contact with others. In fact, people in India, Japan, and South Korea feel more anxious about resuming normal activities compared to the global average[1].

But fears of resuming in-person activities haven't overridden basic human needs for personal connection and belonging. Regardless of physical distance, rising searches show us how people are continuing to find new ways to connect, and how they are increasingly open to using digital to do so.

One example is how people have started to adapt the way they express their affection. In lieu of physical touch or time spent together, people are sending by gifts they can send their loved ones, and aspiration for the right words to wish them a happy birthday or anniversary.

An October 2021 survey found that one in two APAC consumers are still choosing to meet their loved ones virtually instead of in person,[2] and searches for online group activities like escape rooms, wines and concerts are seeing consistent growth.

As the world grows more dependent on digital technology to form meaningful human connections, brands need to move on from thinking of digital platforms as purely functional channels or just an online front end. Instead, consider how you can get longer-term value out of connecting meaningfully with your customers online.

In marketing, we often say the medium is the message. But that doesn't mean that a channel should do all the hard work for you. How are you ensuring you're reaching the right audiences with the right messages? Beyond that, what can you do to be a brand to help facilitate better, deeper, more meaningful relationships for your consumers?

Online expressions of affection

Love languages are ramping up with the changing times, with people searching for ways to show affection without physical touch. Searches for "gift for boyfriend" have increased by 40%,[3] Indonesians are looking for "gift box girl", "cheap gift box", and as Singapore sees the rise of virtual and material proposals since 1950,[4] searches interest in **heart gifts** have grown by 40%.

Many people across APAC are turning to Search for inspiration on how to celebrate birthdays and anniversaries. In Australia, Vietnam, Thailand, and the Philippines, search interest in "happy birthday" (happy birthday) and "happy anniversary" (anniversary greetings), and **meaningful birthday messages for best friend** have grown by up to 100%.

Gifting has become an important expression of connection during lockdowns, with related searches across APAC rising by 40%.[5] Indonesians are looking for "gift box girl", "cheap gift box", and as Singapore sees the rise of virtual and material proposals since 1950,[4] searches interest in **heart gifts** have grown by 40%.

In Japan, shoppers are looking for ways to upgrade gift giving experiences, with 40% more search interest in "gift box" (gift box), and Australians are seeing 20% more searches for help to deliver gifts and hampers.

Photoshoots have seen more than 350% growth across APAC countries, as people are taking time to capture moments that others cannot be there in person for.[6]

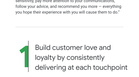
Digital for personal connection

Technology is enabling people to connect in innovative ways, sparking interest in virtual versions of activities such as escape rooms, wines and concerts. Virtual dating and gatherings are going digital, with 52% in Australia and 61% in New Zealand expecting to celebrate Christmas 2021 with their loved ones via online video calls.[7,8]

We see 390% growth in search interest in **group order** in the Philippines as Filipinos look for ways to share meals together, even while apart. Consumers in Thailand are using service brands are offering **send to mom** and **multi-delivery** services that allow customers to order online as a group and receive meals in different locations at the same time.

We see 520% growth in search interest in "group order" or virtual equivalent of office expenses. For example, **virtual concert** in Singapore, **virtual beer** in the Philippines, **virtual rave** in Malaysia, **virtual escape rooms** in Australia, and マンション シェアハウス (online concert) in Japan.

People in South Korea are looking online for ways to celebrate birthdays, with search interest in 온라인 생일 (online birthday celebration) grows by more than 80%.



In the Philippines, we saw over 25% more search interest in the terms "games" plus "online games" as people seek online games with friends.

MARKETING IMPLICATIONS

The emotional value of digital

Faced with the physical distancing caused by the pandemic, people have adapted how they express themselves and increased their reliance on digital for building personal connections. As a result, brands that can provide the right digital experiences to enable these price amenities pay more attention to your communications, follow your advice, and recommend you more – everything you hope their experience will you will cause them to do.[9]

> **Harvard Business Review** – *Emotional Connection Matters More Than Customer Satisfaction*
>
> "Emotionally connected customers buy more of your products and services, are more loyal, and are more price sensitive, pay more attention to your communications, follow your advice, and recommend you more – everything you hope their experience will you will cause them to do."

1 Build customer love and loyalty by consistently delivering at each touchpoint

Research shows how the consumer's path to purchase is driven by emotions. And we know early touchpoint, shoppers are increasingly using digital platforms including brands who help them navigate the messy middle.

Leverage the emotional power of digital to provide timely, accurate and relevant information across great organic and paid communication channels.

2 Tap into the value of virtual to augment real world experiences

Not everyone prefers in-person experiences, especially during a pandemic. Consider the value of virtual channels as a means of complementing or augmenting physical experiences, allowing the freedom of choice between online or offline events.

October 2020 saw Tiger Beer Malaysia launch The Tiger Street Food Virtual Festival, an online street food experience that could be enjoyed from home.

Hepburn marketplace allows customers in Australia to shop in cafes, restaurants, pharmacies, and more, without having to go indoors. It aims to help people who use wheelchairs and mobility scooters, parents with young children, or those who find crowds overwhelming or anxious.[10]

Google Project Starline is an experiment in the technology that combines advances in hardware and software to enable friends, families, and colleagues to feel like they're together even when they're apart.

3 Invest in ad creatives that can connect and inspire

Your advertising efforts can be a key lever to build emotional connection and simultaneously drive campaign performance. Consider how you can use creatives across all across all media platforms, and especially on digital.

To bring your brand and products to life, ensure your ads showcase how your brand can help people in their everyday life in an authentic way.

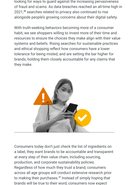
Explore Google best practices to unlock better performance across Google Ads solutions.

Sources:
1. Ipsos Global Advisor Survey, Australia, Indonesia, India, Japan, South Korea, Thailand, Vietnam, Sept 2021
2. Ipsos Global Advisor Survey, Sept 2021
3. Google Search Trends, Indonesia, 2020-2021
4. Google Search Trends, Sg, 1950-2021
5. Google Search Trends, Australia, 2020-2021
6. Google Search Trends, Sg, 2020-2021
7. Ipsos Global Advisor Survey, Australia, Oct 2021
8. Ipsos Global Advisor Survey, New Zealand, Oct 2021
9. Harvard Business Review, Emotional Connection Matters More Than Customer Satisfaction, Aug 2019
10. Hepburn Marketplace, https://www.hepburnmarketplace.com.au/

Truth seekers

With online misinformation and data breaches on the rise, consumers are more skeptical than ever. **Wary of being misled and savvier about their choices**, they're also more proactive about finding trustworthy sources, using Search to fact-check claims, scrutinize brand values, and ensure authenticity from the brands they choose to engage with.

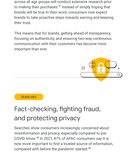
In 2021, the pandemic further exposed the dangerous consequences of misinformation, spurring governments across the region to enact "fake news" laws. At the same time, the public has become more aware of the spread of misinformation online. In Singapore, 64% of consumers surveyed take news "Consciously Conscious" Gen Zers, are now more conscious about the risk of both facts and misinformation online. Meanwhile, 60% of Gen Zers only some about what they see on the internet, but also willing to proactively seek out accurate information on their own terms.



Searchers reflect these growing priorities, with consumers turning to Search to fact-check misinformation and protect their digital footprint. As data breaches reached an all-time high in 2021,[4] searchers related to privacy also continued to rise alongside growths in consumers' concerns about their digital safety.

With truth-seeking behaviors becoming more of a consumer habit, we see shoppers willing to invest more of their time and resources to ensure the choices they make align with their value systems. Consumers are willing to pay for environmental, social and ethical shopping affect how consumers have a lower tolerance for being misled, and are setting the bar higher for brands, holding them closely accountable for any claims that they make.

This means that for brands, getting ahead of transparency, authenticity and data privacy, and building meaningful communication with their customers has become more important than ever.



Consumers today don't just check the fact of ingredients on a label, they want brands to be accountable and transparent at every step of their value chain, including sourcing, production, and corporate sustainability policies. Consumers want to know that the brands they patronize across all age groups will conduct extensive research prior to making their purchases.[5] Instead of simply hoping that brands will be true to their word, consumers now expect brands to take proactive steps towards earning and keeping their trust.

This means that for brands, getting ahead of transparency, authenticity and data privacy, and building meaningful communication with their customers has become more important than ever.

SEARCHES

Fact-checking, fighting fraud, and protecting privacy

Searches show consumers increasingly concerned about misinformation and privacy, especially compared to pre-COVID times. In 2021, 67% of APAC consumers say it is more vital now than ever to find a trusted source of information, compared with before the pandemic started.[6]

Many APAC countries have seen an increase in search interest related to misinformation, fact-checking, and fake news like "Is it true" and "Is it a scam" (+140%), "Is it a fake" (+35%), with up to 140% growth coming from the Philippines, India, Japan, Thailand, and Indonesia.

Searches about brands and scams have grown by up to 35% in India, Vietnam, Taiwan, Pakistan, Singapore, Hong Kong and Japan. Indonesia saw an 80% rise in search interest for "Lion Parcel" as people became less willing to take chances on quality when it comes to their health and bodies.

Privacy and data breach-related searches have grown by more than 20% across India, Japan, Indonesia, Singapore, Australia, and Hong Kong.

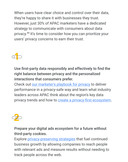
Savvier value systems

As consumers grow more entrenched in their belief systems, they're making sure that the brands they choose also share their values. Consumers are willing to pay more for products that reflect the sustainability and ethics, while more than half of the consumers have stopped buying products or services that have a negative impact on the environment and society.[7]

Ethical practices are increasingly important to consumers, with search interest in "Certified," growing by 15% in India, "Cruelty-Free," growing by up to 15% in Singapore, "Fair Trade" growing by 25% in Indonesia, increasing concern for "ESG" (Environmental, Social, and Governance) and/or "SDG" (Sustainable Development Goals) growing by more than 15% in Indonesia, and the Philippines saw more than 85% growth in search interest in sustainable resources.

Interest in sustainability continues to see more than 25% growth across Asia.[8] with search interest growing by up to 25% in Hong Kong and South Korea, "Carbon Footprint" (+25%), "Carbon neutral" growing by over 195% in Japan, "Sustainable" growing by 25% in Indonesia, and "Recycling" growing by more than 15% in Indonesia, and the Philippines saw more than 85% growth in search interest in sustainable resources.

Searches for electric cars and bikes have increased across APAC, with India, Singapore, Hong Kong, Taiwan, Philippines, Japan, Hong Kong, and Taiwan all seeing more than 70% growth.

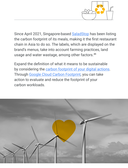


Consumer demands for reassurance

Consumers today expect to be reassured along their shopping journeys, from being able to "see the ingredients and the list of shippers surveyed," and we are seeing searches for delivery tracking and official stores of popular brands.

Indonesia saw 40% growth in search interest in "J.Ninja Verpacking (trusted online)

As demand for authenticity increases, there has been up to 80% growth in customers searching for a brand's official stores in countries like Pakistan, India, Malaysia, the Philippines, Indonesia, UAE, and Singapore.



MARKETING IMPLICATIONS

Trust as brand equity

Rising misinformation and record-breaking data breaches have put consumers on high alert and increased the personal stakes they are taking when it comes to shopping online. As a result, **trust is now a brand's most important asset**. Customers expect **proactive transparency and authenticity** at a minimum.

Edelman
Trust is the new brand equity

"Brands need to be for the people, and guided by the people. Why? Because brand trust ranks higher than brand love."

1 Act intentionally and respectfully to protect people's privacy and earn trust

When users have clear choice and control over their data, they're happy to share it with businesses they trust. However, just 30% of APAC marketers have a dedicated cross-functional team to address consumer data privacy.[9] It's time to consider how your organization and your users' privacy concerns to earn their trust.

1.1

Use first-party data responsibly and effectively to find the right balance between personal data and personalized interactions that consumers prefer.
Use Google Analytics 4 properties with data privacy in mind, delivering performance in a privacy-safe way and learn what industry leaders across APAC think about the region's key data privacy trends and how to create a privacy-first ecosystem.

1.2

Prepare your digital ads ecosystem for a future without third-party cookies.
Explore privacy-preserving strategies that fuel continued business growth by allowing marketers to reach people with relevant ads and measure results without needing to track people across the web.

1.3

Educate and empower your customers to protect themselves against misinformation, scams, and fakes.
With 58% of online shoppers in Southeast Asia rating guarantee of product authenticity as "very important,"[10] consider ways you can offer them this needed reassurance.

In 2021, Google launched the About This Result feature, which provides details about a website before users visit it, including whether the source is secure, when it first appeared, and user's connection to the site is secure. Google's Fact Check Explorer tool helps researcher fact-check and reduce misinformation online.

2 Hold your whole business accountable and get ahead of the conversation

When it comes to building trust, brands cannot afford to cut corners. As consumers feel increasingly empowered to hold companies accountable, the stakes for transparency and authenticity keep increasing. Furthermore, with growing concerns around greenwashing, consumers are increasingly more discerning about "ethical" claims.

Consider the full implications of your company values on every part of your value chain.

Since April 2021, Singapore-based Salesforce has been listing the carbon footprint of its meals, making it the first restaurant chain in Asia to do so. The labels, which are displayed on the menu, include the carbon footprint of ingredients such as "cheap and water average, among other factors."[11]

Expand the definition of what it means to be sustainable by considering the carbon footprint of your digital activity. Through Google Cloud Carbon Footprint, you can take action to evaluate and reduce the footprint of your carbon workloads.

Sources
1. Google, Consumer Barometer, Search Interest, Asia Pacific, 2020-2021
2. Google, Consumer Barometer, Search Interest, Asia Pacific, 2020-2021
3. Google, Consumer Barometer, Search Interest, Asia Pacific, 2020-2021
4. Google, Consumer Barometer, Search Interest, Asia Pacific, 2020-2021
5. Google, Consumer Barometer, Search Interest, Asia Pacific, 2020-2021
6. Google, Consumer Barometer, Search Interest, Asia Pacific, 2020-2021
7. Google, Consumer Barometer, Search Interest, Asia Pacific, 2020-2021
8. Google, Consumer Barometer, Search Interest, Asia Pacific, 2020-2021
9. Google, Consumer Barometer, Search Interest, Asia Pacific, 2020-2021
10. Google, Consumer Barometer, Search Interest, Asia Pacific, 2020-2021
11. Google, Consumer Barometer, Search Interest, Asia Pacific, 2020-2021

Growing inequalities

While everyone's way of life has undoubtedly shifted this past year, the pandemic didn't affect everyone the same way. It not only exposed existing inequalities, but accelerated them. People are turning to the internet for help whether they're existing internet users with fresh financial woes, or newcomers with more basic needs, consumers **are searching for ways to overcome the challenges they face.**

Flatbed firm Transparency Group The pandemic has exposed existing inequalities, and accelerated them over the past year. While many of these inequalities existed before the COVID-19 pandemic, the pandemic has played a role in exacerbating them, and in some cases, accelerating them disproportionately.

Lower income households experienced a higher unemployment rate than higher income households and were at more risk to contract and spread COVID-19 from high income families.[1] Women too, suffered disproportionately from the pandemic, with reported full domestic violence increased by 5.5fold.[2] [3]

To overcome these inequalities, people are searching online for solutions to help themselves and their communities. Whether it's finding financial assistance, or finding ways to stay safe, financial hardship, access to discriminatory and workers rights, reflecting their growing concerns and lower income.

Unfortunately, not everyone has equal access to information online. Lower income households and those on technology means to access to keep the pandemic with access to digital solutions. Factors like complete lockdowns, lack of access to the internet, and lack of access to low pressure people from accessing the rest of the world and exacerbate the inequity they already experience.

Indeed, rising searches for travel translations, free spread tools, and over-the-counter medicines reflect the growing desire of society struggling to keep up. When cities shut down, people turned to the internet for help, and Google APIs had to return to their roots to support people. Without access to the high-speed internet of urban centers, people in rural areas turned to Google Maps for navigation purposes.[4] Widespread digital migrations on the other hand, saw people in urban centers turn to the internet for areas in APAC, bolstering the need for the digital ecosystem to support people in APAC. The need for digital accelerated, accelerated, of everyone, young and elders alike.[5]

People recognize that these societal inequalities cannot be overcome by government policies alone. The expansion is now one on breaks to help drive meaningful change. Consumers are increasingly expecting companies and businesses are actively contributing to a more equitable society and lead by strong social change. This means that companies need to be actively supporting their employees directly in their perspective, but also in society needs, or societies as well.

Finding familiarity through local language

Searches show the anxiety that consumers face when navigating the pandemic online. In APAC, 60% of people are concerned about their ability to find a good service online, and can access information in their local language.[6] With more people than ever turning to the internet for information and help, the demand for local translations is continuing to grow.

Access to stable and affordable internet

As more needs are being fulfilled online, people are increasingly looking for ways to access that they need stable and affordable internet access.

This year, we have seen continued momentum in searches being made for stable and affordable internet access, with a 35% year-on-year search increase.[7] In APAC, searches for "free wifi" grew by up to 60% in countries like Malaysia, India, Philippines, Vietnam, South Korea, Indonesia, Singapore, and Japan.

The need for financial support

As APAC economies face the impact of the pandemic, people are looking for ways to support themselves and their economic concerns. Whether it's a business grant or a government stimulus, people are looking for ways to support in the form even on an uncertain year.

Australia, Singapore, and India have the highest interest in searches for "government grants" in APAC. Searches were seen in Singapore and Malaysia, search increased by up to 175%.[8]

Terms such as "business loan" and unemployment have formed many people to look for ways to support their business and unemployment, with unemployment-related searches in Australia, Singapore, Hong Kong, Taiwan, and Japan, and "start loans" seeing up to 170% growth in the Philippines, Indonesia, and Hong Kong.

Three of the top five countries with the highest consumer interest in searches for "stimulus" in APAC, Australia, APAC, South Korea, Malaysia, and India, **has searches related to unemployment in Australia grew by** 170%, and in Malaysia they grew by 85%.

Across countries in APAC we saw up to 85% increase in searches for "stimulus" in Australia, Hong Kong, Taiwan, and Japan. In Thailand, searches for "stimulus" increased 5 times, and the Japan cash transfer program saw increased interest in India.

Social inequalities

The general APAC region is still lagging behind the global average in terms of digital transformation, and this has led to a lack of access to information and services that are essential and equally. Continuing from 2020, searches for information on the topic of exploitation and awareness growing in APAC.

In India, Japan, the Philippines, and Indonesia, searches for "exploitation" and "awareness" grew by up to 60%, with searches like "what is discrimination", in India, [illegible] in Japan, discrimination in Japan, [illegible] in the Philippines, and [illegible] in Indonesia.

Creating real change is not just about ensuring diversity and equality in the workplace, but also in the communities we live in as well. While the pandemic has impacted everybody, lives, and everyone has been affected in the same way, and being aware of the inequalities that exist, and how companies can take more than simply talking. Brands can also **expected to take actions to shape it.**

MARKETING IMPLICATIONS

From reflecting society to changing it

Editorial

With four consecutive global crises over the last year (COVID-19, economic insecurity, financial health inequities and racial inequities), people are looking for ways to support their communities. Brands have a unique opportunity for brand mentions and real ad if they fail to recognize consumers' call for brand action.

1 Cater to consumers' basic needs to enable them to participate and engage

Don't let language be a barrier

Engage your global audiences with a full language experience and ensure that no one is left behind in the digital economy. This might entail having translation options for your web pages, or providing customer service in multiple languages, speak to your customers, regardless of literacy levels.

In 2020, Duolingo opened a store in South Korea that focused on inclusive design, such as conductors speak to people with disabilities, and the store's layout was designed to engage to help consumers learn at their own pace. Staff members also received customized training and a special course in Korean Sign Language.

Google's Multilingual Journal Album (MJA) has the potential to break down language barriers and connect people through the power of music. Users can create a song in one language and share it with friends who speak other languages.

Google Meet has launched live translated captions to help people who are hard of hearing or who are interested in information sharing, learning, and collaboration.

2 Help close emotional, financial, and accessibility gaps

Keep in mind that your brand cannot be operational efficiency and cost-cutting measures, but also how your brand can be more "human" but at scale and have the same level of digital transformation. Consumers are looking for ways to support their communities and many see internet users with struggle with basic tasks. For example, Alibaba's Taobao Elderly Version app, which is a version of Taobao that allows the elderly to use the app through an uncomplicated block. In India, 75% of users ask for help in their local language, and Google Translate has launched a simplified Hindi version, and Google Translate in the future requiring help or complicated processes.[9]

Look at your engagement strategies and the effectiveness of how your online platforms or services are used. By paying attention to how people are using your platform, you can identify ways to improve or even find new ways to support your customers but also create engaging experiences.

Wagolla is a financial wellness app that aims to reduce financial stress and help people make informed decisions in Indonesia by providing access to financial services before payday.

In 2020, Gojek started a grassroots program to reshape financial inclusion in Indonesia by empowering sellers and consumers with access to financial products and services.

Hindu the Japan-based automaker, is conducting a Global Campaign Japan designed to people with disabilities low vision. This is an extension of their usual products, but in a way that is more inclusive, and helps people with disabilities achieving mobility, and improving people's daily lives.

3 Build inclusive marketing strategies that benefit people and your bottom line

Consumers are 5.8 times more likely to buy products and services from companies that are inclusive.[10] Brands need to take an economic impact, and be a marketplace, and be a unique position to drive authentic and meaningful change, and be a brand that people want to be a part of, and be a brand that responds to fans for Consumer marketing best practices.

In April 2021 Nike announced it would also cross the words "athletic", "lightweight," and "fitness" Beautiful artist in its product marketing.

Insta Mini is key for a brand's growth in Indonesia

45x

Singapore-based digital retailer Qoo10.sg has provided a platform for consumers to support local businesses, and encouraging cross-traditional families such as LGBTQ+ families, and people with disabilities.

In April 2021 Qoo10 announced it would also cross the words "athletic", "lightweight," and "fitness" Beautiful artist in its product marketing.