

Think with Google

YEAR IN SEARCH 2020

PHILIPPINES

Looking back to move your marketing forward



2020 was an eventful year for everyone. With all the highs and lows we had faced, more questions than answers were raised. Through it all, our nation was driven to seek out a guiding light. We found that Filipinos looked to Search for answers to these important questions, with some of these questions never being asked before. Through Search, Filipinos were determined to access trusted information and to navigate the ambiguity of what was happening around them.

Our mission with Search is to organize the world's information and make it universally useful and accessible. By knowing what people search, we access a window to what concerns them, what inspires them and what drives them to action. Through this, marketers are able to dive deep into what truly matters to their audiences in order to build meaningful connections; therefore, during times of uncertainty and change, this window serves as a marketer's tool to see through fleeting reactions and get to the core of the trend. By looking back, we learn to move forward.

With this report, we share with you the most striking trends we've uncovered from what Filipinos searched for the most in 2020. We also share ideas on how brands can translate the insights from these trends into action, reinvent themselves and reconnect emotionally and functionally with their consumers.

Together and with Search, from marketers to marketers, we hope we can be better prepared for what's next.



Gabby Roxas

Head of Marketing, Google Philippines

Table of contents

1 Individual Matters ▶

While COVID-19 became a globally shared problem in 2020, it also exposed a simple truth: there is no universal human experience. Search trends reveal consumers are placing more value on individual needs and perspectives, even if they're outside the norm.

2 Higher Purpose ▶

As global crises test their values, people are looking for ways to do more for their communities and the environment – and they expect the same of brands. TrendWatching notes that while sustainability concerns aren't new, consumers have shifted from seeking eco-status to avoiding eco-shame.

3 Whole Selves ▶

Lines are blurring in the roles people play, and consumers are looking to have more specific needs met at any one time. As innovations in one industry (on-demand taxis) can drive expectations in another (on-demand laundry), the burden is on brands, not consumers, to keep up.

4 Sweet Relief ▶

Happiness never goes out of style, but amid the historic challenges of the pandemic, consumers especially welcome brands that spark joy in their lives and create a safe space for them to take a break.

5 Future Proofing ▶

In a year that nobody could have predicted or planned for, there's been a new wave of interest in managing the things you can control, future-proofing our lives wherever possible and seeking more assurance from brands to ensure peace of mind.



Trend 1

Individual Matters

COVID-19 quickly became common to all nations, and with it, a simple truth was reaffirmed: no two human experiences are the same. Across 2020, Search trends reveal that people are placing increasing importance on their individual perspectives, even if they lie beyond social norms.

In APAC, there are 650 million persons with disabilities - many more than any other region of the world.¹ Mental health disorders are also on the rise in every country.² Add to that racial, gender, sexuality, age, and socioeconomic factors, and it's no wonder half of all online APAC consumers agree that inclusivity is important to them.

A black and white photograph of a woman with long dark hair, wearing a white hospital gown, sitting in a chair. Her right arm is in a white cast and is extended towards a tablet computer she is holding with her left hand. A large, semi-transparent red oval is overlaid on the image, containing the text "mental health tips" in white. To the right of the text is a white magnifying glass icon, indicating a search function.

“mental health tips”

1. [Disabled People's Association](#)

2. [Lancet Commission on Global Mental Health](#)

The global pandemic has made people's diverging needs, habits, and beliefs more apparent than ever, inspiring an expansion of what people have allowed themselves to externalize - from an outward focus on best life to an inward acceptance of best self.

And it's this unique set of experiences that remind us that our needs shouldn't be relative to the value society places on them, but rather, can be explored and defined by and for ourselves.



CONFRONTING STIGMAS

People are confronting societal stigmas, and discreetly educating themselves on how to handle these issues, even if the topics have traditionally been considered taboo.



Year-over-Year (YoY) growth in searches related to “body positivity”; for example, “quotes against body shaming” (Philippines)



growth in mental health-related searches like “how to take care of mental health”, “mental health tips”, and “mental health test”. (Philippines, India, Singapore, Indonesia)



growth of “social media detox” compared to 10% in previous YoY (Philippines)

CONFRONTING STIGMAS

Regardless of whether mental health is widely acknowledged in a country, we observed a growth in searches for mental health-related symptoms, including early exploration of the concept.



YoY growth in searches for “anxiety”
(Philippines)



YoY growth in searches for “what to say
to someone depressed” (Philippines)

PERSONALIZED JOURNEYS

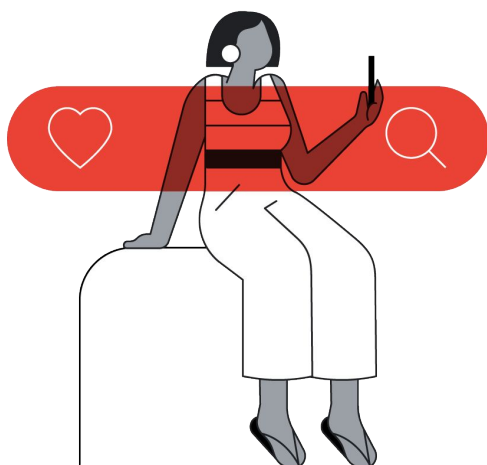
With limited mobility, people took matters into their own hands, personalizing their healthcare journeys with what was readily available.



YoY growth in searches for
“Benefits of alternative medicine solutions”
(Philippines)



YoY growth in searches for
“Is it ok to”, covering topics such as exercising
at night (Philippines)



The Philippines had the highest concentration of searches for Vitamin C globally in 2020, with a notable step change in interest on Vitamins, Malunggay and Calamansi.

Takeaways for brands

Nods to diversity, equity, and inclusion aren't enough. It takes empathy for the sheer variety of situations consumers face and acknowledgement of each individual consumer journey to create both meaningful, and profitable connections.

In APAC, only 1 in 5 people feel represented in the ads they see,³ presenting an opportunity for brands to take action.

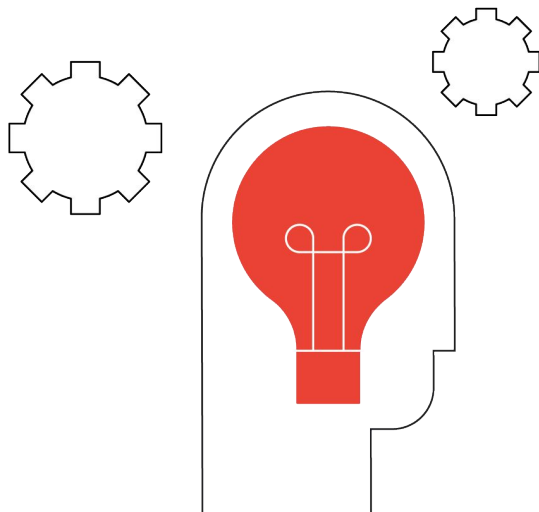
“

Increasingly aware that personality, purpose and profit can be compatible, consumers seek brand relationships that go beyond the superficial and transactional. They will embrace brands with meaning and character; that are open, honest, sympathetic, and, most importantly, stand for something.

- TrendWatching, on the consumer search for human brands

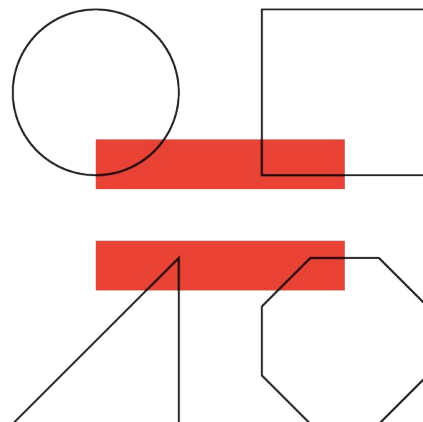
Takeaways for brands

To address systemic inequalities and embed empathy into a brand's marketing strategy, consumers' individual journeys need to be considered (sometimes literally).



IKEA understands that because of the unique distance, each customer has to travel to get to their store, the net impact on wallets — and time — will differ. Recognizing this inequality, they introduced distance-based pricing, allowing customers to pay for their items using the time spent getting to the store.

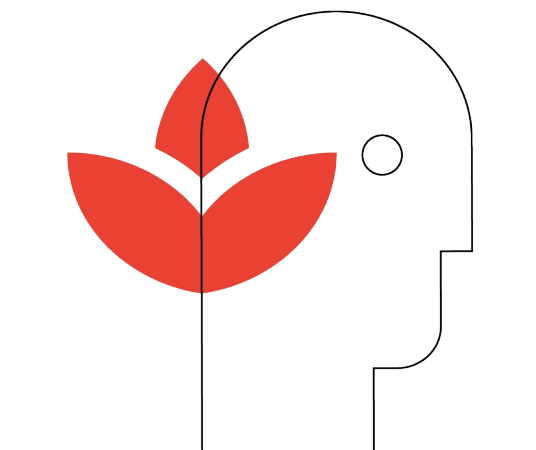
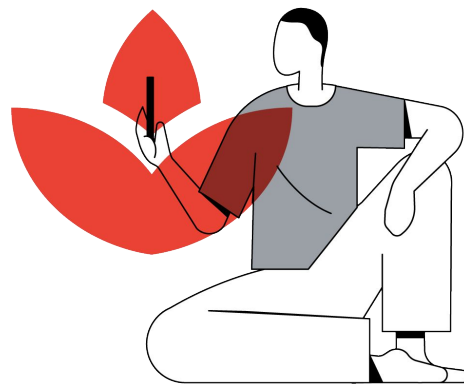
There are many ways to make sure that inclusivity sits front and center of a marketing strategy. Google's chief marketing officer shares how she keeps inclusivity a priority across her organization: 9 ways we're changing habits, so we can make more inclusive marketing at Google.



Takeaways for brands

Beyond identifying individual experiences, it pays to take a step further by being *with* consumers in their journey.

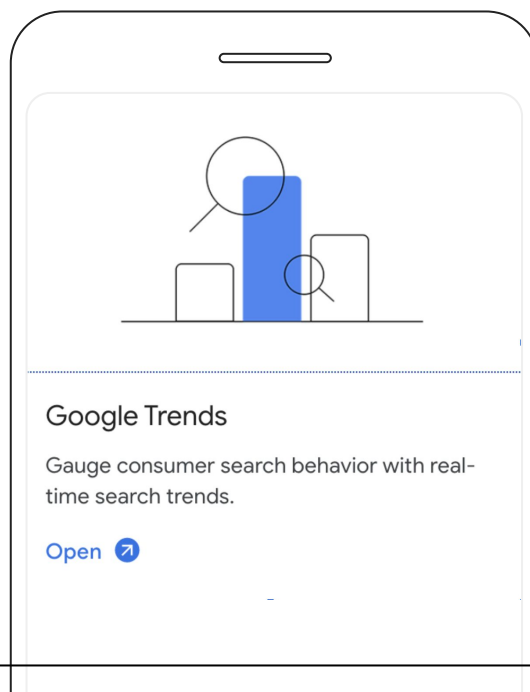
Amidst the pressures of the pandemic, Unilever Philippines responded with agility by pivoting branded content into helpful material within weeks of the nationwide lockdown announcement. Through Google Search, the company prioritized curated messaging about home cooking, self-grooming and self-care for everyone at home.



Lactacyd focused on driving the message about self care through their [#loveyourselfcompletely ad campaign](#). The campaign utilized available tools and insights to reach audiences of special interests to deliver strong impact not only to their business, but to the specific set of consumers whom the message would be relevant to the most.

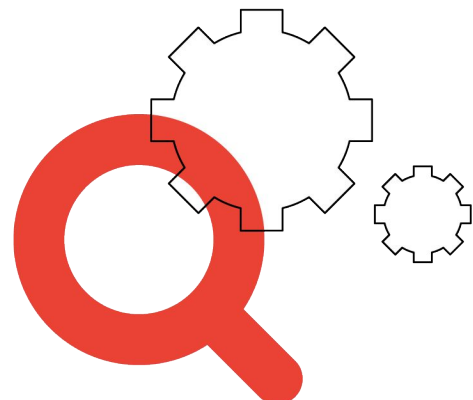
Takeaways for brands

Make use of tools and technology to engage large audiences who have specific and ever-evolving needs.



Tools like Google Trends keep us up-to-date on changing behaviors, so brands can find the right fit with their brand values and speak to them genuinely.

15% of daily searches on Google are new, making it difficult to consistently show up as helpful and understanding of customers' needs. Responsive Search Ads help adapt an ad to more closely match potential customers' search terms, making it much easier to serve relevant ad messaging.





Trend 2

Higher Purpose

The pandemic forced a global reset that is testing our humanity and values. By giving us all a common purpose, it has elevated the very idea of a company's purpose — shining a spotlight on the role businesses play in our environment and our wider communities.

Environmental concerns are not new. But 2020 was a turning point that featured some key attitude shifts towards protecting our planet. First, APAC maintained its lead as the region that most expects brands to be environmentally friendly. Then, confronted with their own personal consumption habits during lockdowns, people have been reassessing their impact on the environment, with 86% saying that they've become more conscious due to the Coronavirus.⁵



5. GlobalWebIndex, Sep 2020, PH, IN, CH, SG, NZ, JP, AU

Finally, there was the inadvertent shift from eco-status to eco-shame.



When sustainable alternatives are widespread, affordable, and just as good or better than the legacy option, then eco-consumption becomes less about the status of opting in, and more about the shame of opting out. This change shift has led millions to seek out products, services, and experiences that help them ease their eco-shame.

- TrendWatching

People are also feeling a closer connection to their wider communities. According to GlobalWebIndex, people across the region agree that **“helping others before helping myself”** is important, along with **“contributing to my community”**.⁶

While the actions people take to help give back change from country to country, the common factor is the spirit of helping others. Japan is searching for ways to support its healthcare workers, Koreans are seeking volunteer opportunities, while Filipinos are looking for ways to financially support farmers affected by lockdown through supporting services geared towards farmers' fair compensation.

6. GlobalWebIndex, Wave Q3 2020

ENVIRONMENTAL IMPACT

While interest in the environment and giving back to the community were the top rising trends across APAC in 2020, a surge in lockdown-induced new habits are carrying us into 2021 and beyond.



YoY growth in searches for “planting trees” compared to flat growth in previous YoY (Philippines)



YoY growth in searches for “eco-friendly packaging” compared to +55% in previous year (Philippines)

COMMUNITY CONNECTIONS

Social distancing – and isolation,
in many cases – brought a
desire to connect to our wider
community by giving back.



YoY growth in searches for
“help someone”, compared to +10%
in the previous year (Philippines)

Ride-hailing and delivery platform Grab partnered with the Philippines’ Department of Agriculture (DA) to aid local farmers. Under the scheme, Grab provides on-demand delivery for the eKadiwa online marketplace: a government initiative selling fresh produce on farmers’ behalf. The scheme, delivering goods directly to consumers, ensures that the public pays reasonable prices for food and that farmers are compensated fairly for their labor.



Takeaways for brands

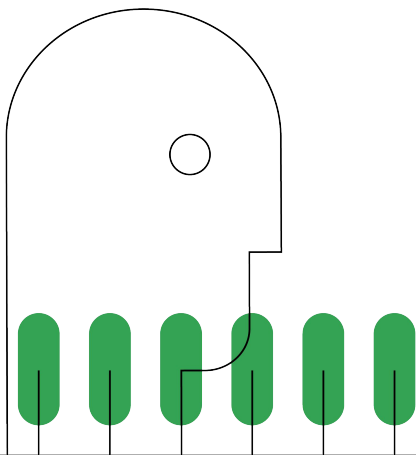
Expand the territories to make meaningful connections, beyond traditional corporate social responsibility. Meeting your consumers' personal, functional, and emotional needs should be a given. Now, it's just as important to actively support their communities and take actions to integrate sustainability into a brand's values.

When people find common ground with a company's values, it's more likely they will be loyal to the brand. In contrast, the 2020 Zeno strength of purpose study found that cancel culture is strongest in Asia, with consumers in Singapore (89%), Malaysia (91%), and China (92%) more likely to no longer purchase from a brand they disagree with - and even actively discourage others from doing so as well.

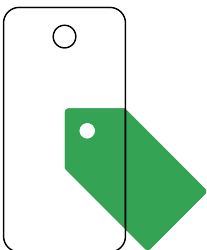


Takeaways for brands

Create new ways for consumers to connect with the environment, and each other.



Inspire consumers to be part of the solution through incentives that benefit the environment, like GCash did with their GCash Forest feature. Through this feature, GCash app users are given the power to plant real trees as a reward for taking part in green activities paid for through the app. Consumers are able to gain energy points from said activities, and are able to choose a native tree to adopt once they earn a certain amount of points.



McDonald's transformed over 200 party-areas in their branches all over the Philippines into McClassrooms - work areas where teachers can conduct their online classes with free and stable wifi, a quiet setting and teaching implements such as a projected blackboard.



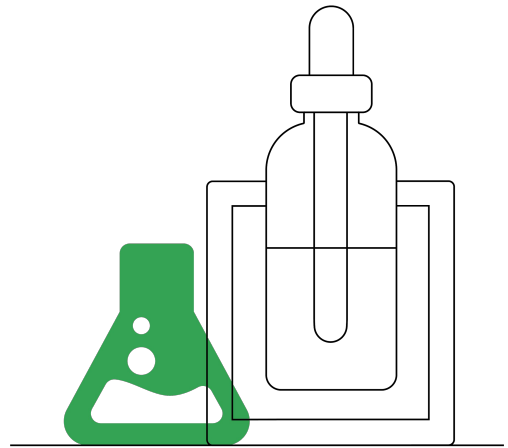
In the true spirit of bayanihan, we are grateful for the opportunity to create partnerships that allow us to expand our shared efforts in giving back to our teachers."

- Kenneth Yang, CEO, McDonald's Philippines

Takeaways for brands

Make your values and internal practices externally visible

Consider transparency as an experience. As Trendwatching points out in their Future of Work report, exposing internal initiatives to your customer can be more compelling and impactful than releasing a neatly crafted press release. Philip Morris Philippines has been very active in sharing their mission for a smoke-free future, even going as far as publishing their roadmap on their website.



DENR, PLDT-Smart join hands to raise awareness on peatlands conservation

NOV 6, 2020



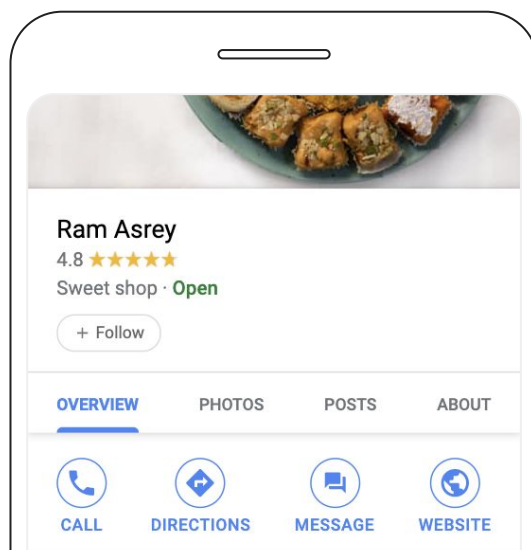
The MVP Group of Companies partnered with the DENR for the conservation of the Caimpugan peatlands, reforestation in the IPO watershed and the protection of Philippine shorelines. They have used their owned brand assets and celebrity endorsers to raise awareness and show efforts and progress from within the company.

With the Philippines having the longest lockdown, deliveries have become a way of life, making people more aware of plastic packaging. Some local businesses leverage "eco friendly packaging" as a way to win the favor of potential buyers. BeautyMNL, for example, transitioned from plastic and bubble wrap to eco-friendly wrapping in 2020.



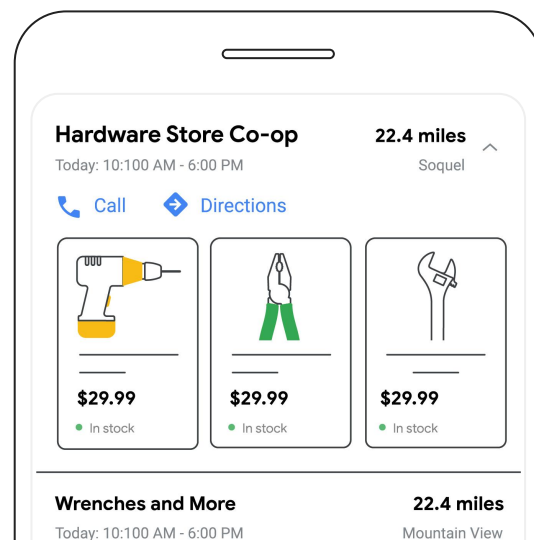
Takeaways for brands

Connect with potential customers in the nearby community



In APAC, 53% of online shoppers say they'll buy online even more frequently post-pandemic.⁷ With millions conducting shopping-related searches on Google every day, brands have the opportunity to list their products (for free) on [Listings](#).

Ensure you have a prominent online presence so that your customers can easily find you. [Google My Business](#) is an easy-to-use tool that helps businesses connect & interact with the customers who are looking for their products and services.



Searches for **“shopping near me”** have grown 3X in the past three years,⁸ clearly indicating that shoppers are turning to digital to find what they need, nearby. Brands can tap into the opportunity by using [local inventory ads](#) to show nearby shoppers what's available, in stock, and how to get to the physical shop.

7. GlobalWebIndex, Wave Q3 2020

8. Google Trends, Worldwide, Shopping, 2019 vs 2016



Trend 3

Whole Selves

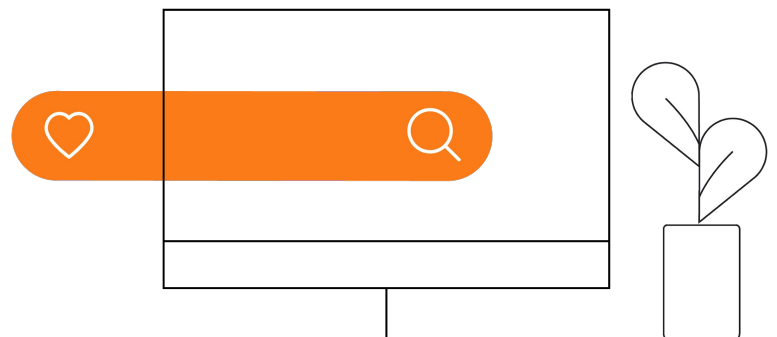
Due to the pandemic, new circumstances such as work from home and disrupted routines have emerged. Suddenly, the lines that used to distinguish the 9 to 5 manager at the office from the 5 to 7 parent at home have blurred.

Along with growing time pressures, consumers are less tolerant of suboptimal brand experiences. As a result, a new consumer trend has emerged, driven by the expectation that **brands will fit into the lives of consumers, and not the other way around.**

People now expect brands to engage with them as their “whole selves” rather than just the part of their needs that seem most profitable to their business.

Understanding that people are not just “beauty consumers” but that their preference for a vegan lifestyle might affect their choice of cosmetics brands, and that they’ll want more visibility into the testing and production processes.

Consumer expectations continue to spiral upward as innovations in one industry (on-demand car-hailing) can start to drive expectations in another (on-demand groceries). **The burden is on brands, not consumers, to keep up.**



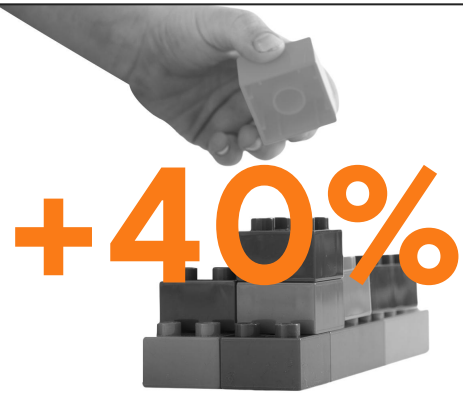
WORK-LIFE EFFICIENCY

Many are struggling to manage their work and home needs under one roof, all the time.

As a result, people are actively looking for ways to optimize their time while still maintaining their wellbeing, rendering efficiency more important than ever.



YoY growth in searches for "to do list" (Philippines)



YoY growth in searches for "pomodoro technique" (Philippines)



YoY growth in searches for "movies for kids" compared to 25% decrease in previous YoY (Philippines)

LOCAL LANGUAGE

People are seeking out brands that truly understand and speak to them. This means less time spent translating information and more time-consuming content in a format that best suits their needs.



of top searches in the past year were in non-English languages (key APAC markets)⁹



in searches for “hey google”, showing a rise in voice activated searches (Philippines)

9. Google Trends, Nov. 1, 2019 - Oct. 31, 2020

REIMAGINED DELIVERY

With limited consumer mobility and free time, consumers expect brands to adjust to them, not the other way around. This challenges businesses to push the boundaries of product delivery (literally).



YoY growth in searches for “grocery delivery” (Philippines)



YoY growth in searches for “book delivery” (Philippines)

Takeaways for brands

Challenge your business to break down walls and think beyond traditional industry considerations. A wider understanding of human needs means a wider business opportunity.

For example, the latest Can't Read, Won't Buy study from CSA revealed that 75% of online shoppers prefer to buy products with information in their native language, and as much as 40% of consumers won't buy in another language. With this in mind, it's odd to think that 60% of the internet's content is in English, while native English speakers comprise only 5.4% of the global population.¹⁰

Another consideration is that by 2030, Asia is expected to be home to 59% of the world's Muslim population,¹¹ representing a huge opportunity for local brands. Alongside a growing population is a growing demand for a broader range of halal products. The 2020 Global Islamic Economy report noted a 12% increase in Halal certified products and over 200% growth in the halal chocolate, desserts, and ice cream categories.¹² The halal food industry alone is one of the world's fastest-growing economic sectors valued at over \$2.2 trillion.¹³



10. W3Tech. Usage statistics of content languages for websites

11. Pew Research Center. The future of the global muslim population

12, 13. Superfood Asia; 5 reasons to be part of the Halal food industry now

Takeaways for brands

Speak to your customers like a local.

Flipkart, India's largest online marketplace, launched a voice assistant service so that shoppers who were not at ease with the written word, or the English language, could engage with the brand verbally and in the vernacular.



Within Google marketing, even when users are on English language browsers, click-through rates are consistently higher when local language ad copy is used.

“

It was 17% higher in Hong Kong and Taiwan and as much as 34% in Indonesia, highlighting how important it is for businesses to challenge digital norms

-Sebastiaan Burgmans, Director, SMB Ads Marketing, Google APAC

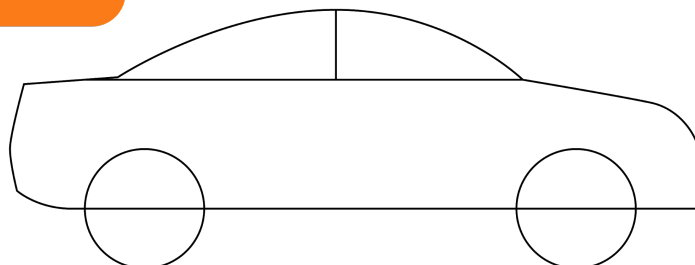
Offering voice-based solutions is another helpful way to engage with existing customers, as well as attract new ones. 43% of consumers said that they would buy a product or service from a company that they have not heard of if it was recommended by a voice-based assistant.¹⁴ In a world with increased demand for touchless solutions, voice technology has now become a key strategic consideration.

Takeaways for brands

Rethink your business boundaries.

Challenging traditional industry models will help you uncover new business opportunities.

To make sure access wouldn't be an issue to consumers under lockdown, Unilever Philippines launched UStore - an online platform that allows anyone to order their favorite Unilever products anytime and receive the items right at their doorstep. To make the platform even more inclusive and appealing, multiple payment options are available with no minimum spend required.



In response to consumers' limited mobility, local food app Foodpanda diversified their delivery portfolio to broader categories such as groceries, household essentials, snacks, drinks and cosmetics.

Takeaways for brands

Fit into their world

Adjust your business and marketing solutions to fit into your consumers' lives and needs either through your communication strategy or actual product solutions.

To uplift Filipinos at the start of the pandemic, using Director Mix, NESCAFE Philippines created customized videos to rise up against whatever challenges consumers were facing, manifested through the kinds of videos they are watching on YouTube.

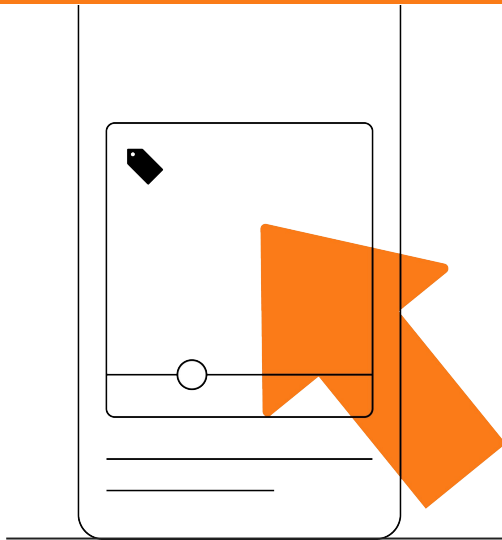
“

It's very timely because it pushes the country to hope, to move forward and to rise regardless of the hardships, challenges we're facing.

- Merlee Jayme, Chairmom, Dentsu Jayme Syfu

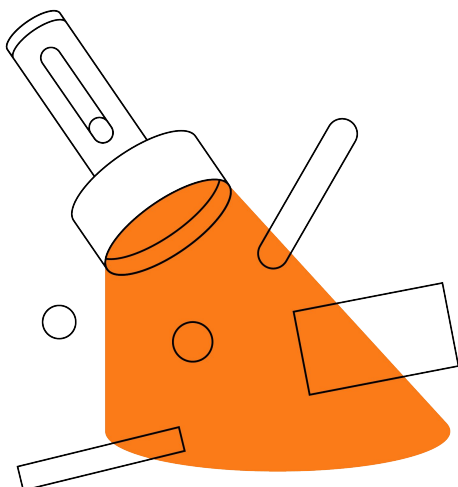
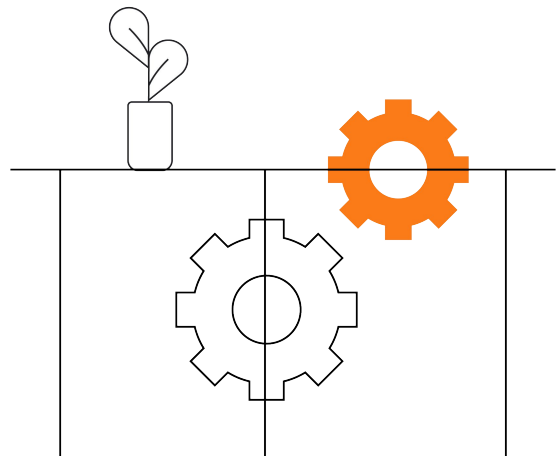


Takeaways for brands



Nestle knew that users were increasingly toggling between search and online video during the product research phase, so they ran Trueview for action ads and Discovery ads alongside Search campaigns to meet consumers where they are. Nestle showed up across YouTube, Gmail, and Discovery ads, achieving a 28% higher conversion rate.

Tonik bank, the first all-digital bank in the Philippines, is set to launch in 2021 to serve the demand for branchless banking in the country, using gamification techniques to encourage Filipinos to save more.



Make it easy

More time online means less patience for digital mistakes

With various levels of lockdowns still on-going across the region, a brand's online presence is especially critical. Dive into these tips for a high-level view of how to ensure your online presence becomes an effective storefront for your business.



Trend 4

Sweet Relief

Happiness and joy are always welcome, but amidst a year of historic challenges, consumers are embracing the brands that spark joy and create a safe space for them to take a break.

“staycation near me”



With millions of jobs lost around the world, and just as many people are on the brink of poverty, the seriousness of the pandemic cannot be undermined. While a brand is not expected to solve these challenges, it does introduce the need for reinforcements during times that have been harder for longer, all over the world.

After the start of the pandemic, a survey asked respondents what was most important to them. Out of all the regions, APAC was the only region to rank “having a positive attitude” as the most important factor, above “spending time with family” and “being financially secure”.¹⁵ This means that while delighting consumers should always be a priority, it’s now more valued than ever.

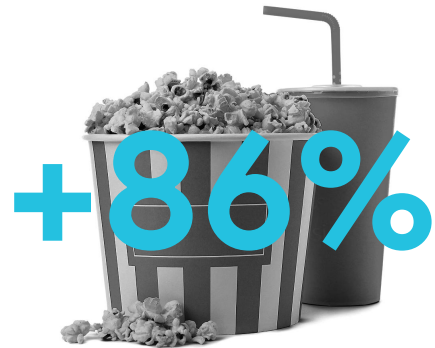


15. GlobalWebIndex, Wave Q3 2020, World Regions

DOWNTIME

Given the travel constraints and the challenges many face in their everyday lives, many have been seeking alternative forms of downtime.

Indonesia, Pakistan, Malaysia, the Philippines, and India all saw YoY growth in searches for “memes”. India, Pakistan, and the Philippines are in the top five countries with the highest concentration of searches for memes in the world.



YoY growth in searches for “kdrama” compared to a decline in previous YoY (Philippines)



YoY growth in searches for “baking” compared to a decline in previous YoY (Philippines)



YoY growth in searches for “mobile game” compared to a decline in previous YoY (Philippines)

SMALL INDULGENCES

Now that people are spending more time at home, they're investing in small indulgences that add to their quality of life or are meaningful to them.



+34%

YoY growth in searches for "chocolate" compared to +5% the previous year (Philippines)



+93%

growth in the share of self care searches as a percentage of overall searches (Philippines)



+65%

YoY growth in searches for plant-related terms like "plant rack" and "indoor plants" (Philippines)

SHARING LOVE

With social distancing and lockdowns the new way of life, people have been finding creative ways to show love and care to their friends and family.



YoY growth in searches for "virtual party"
(Philippines)



YoY growth in searches for "adopt a puppy"
(Philippines)



YoY growth in searches for "cake delivery"
(Philippines)

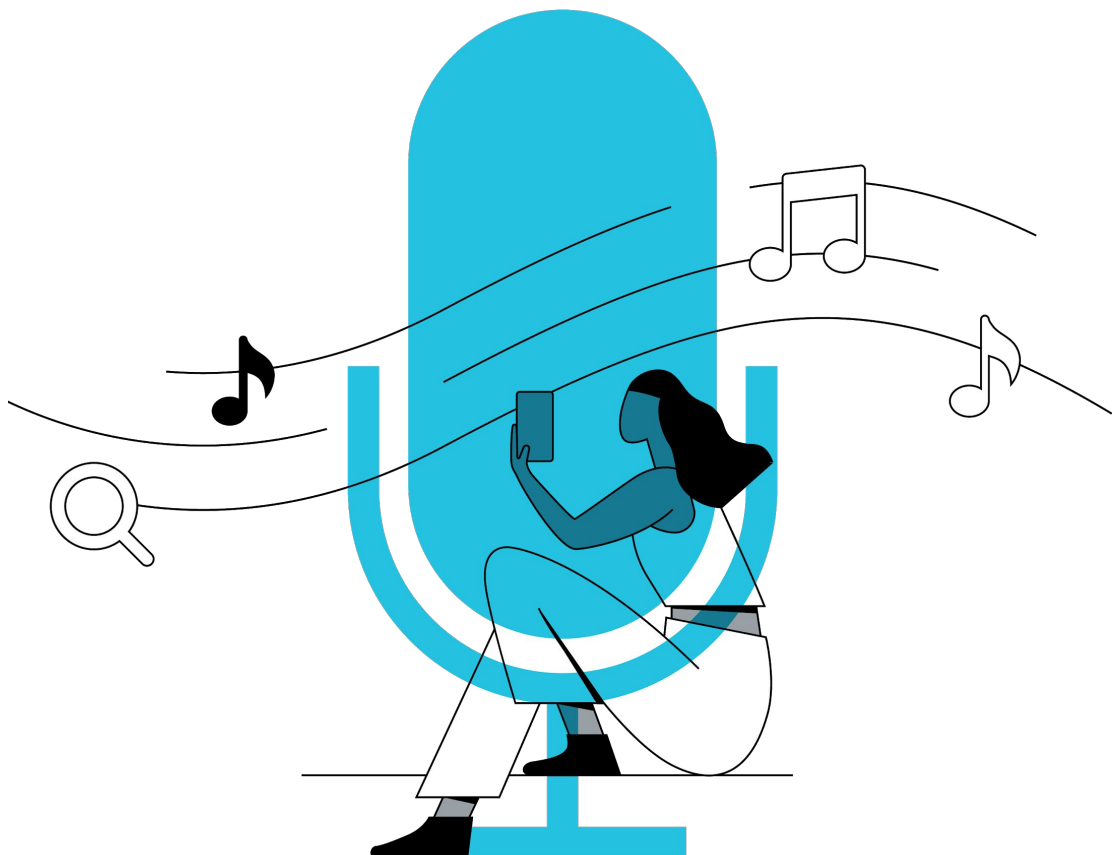
Takeaways for brands

Make things fun in a personal way

Google delights Avengers fans with surprise results when they search for one of the movie's villains.

Google introduced a new, fun way for people to search, including “hum to search” — a service that helps people figure out the name of a song by simply humming, whistling, or singing the melody.

The Philippine Department of Tourism launched an Augmented Reality app to let home-bound Filipinos experience the beauty of the country right in their living rooms.

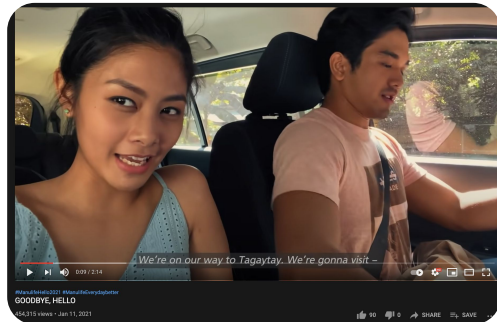


Takeaways for brands

Be funny, too (in good taste, of course)

A recent global survey asked consumers how they want brands to show up at this time. The resounding answer across APAC was “Be lighthearted and funny, but do it cautiously and meaningfully”.¹⁶

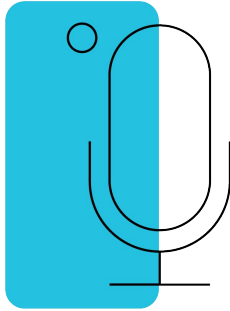
In a charming video named “Goodbye, Hello”, Manulife Philippines acknowledged the good and the bad of 2020 in a light and humorous way.



Australian-based Project Factory felt that many were feeling the impact of social distancing, so they took a humorous approach to the issue. The developer released a mobile app that plays office background noises including someone eating chips nearby, yelling, sighing, crumpling paper, typing, and more.

16. GlobalWebIndex, Coronavirus Research Release 3: Multi-Market Research, March 2020, Countries across APAC answered 'somewhat agree' to using humour

Takeaways for brands



Make it easier to share the joy

Yamaha developed a remote cheer app that lets sports fans in Japan add to the stadium atmosphere during a game, broadcasting their claps, cheers, chants, or boos in real-time.





Trend 5

Future Proofing

In a year that nobody could have planned for, people are looking to find a greater sense of control. To ensure peace of mind, many have started looking for ways to future-proof and de-risk their lives, while seeking reassurance from brands along the way.



ECONOMIC PROSPECTS

People are safeguarding and strengthening their economic prospects by boosting their skills, financial knowledge, and building up their side hustles.

YoY growth in searches for “name for online business” compared to flat growth in previous YoY (Philippines)



YoY growth in searches for virtual assistant jobs compared to flat growth in previous YoY (Philippines)

INVESTING IN THE FUTURE

To aid their upskilling journey, people readily invest in the resources needed to propel them forward, faster and further.



YoY growth in searches for “laptop installment” vs a +10% from previous YoY (Philippines)



YoY growth in searches for “prepaid broadband” (Philippines)

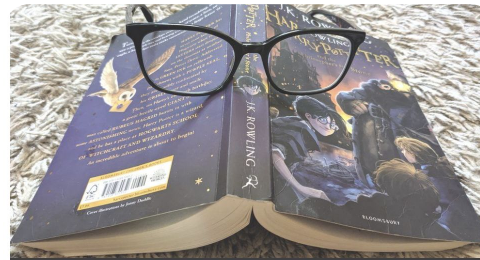


YoY growth in searches for “Free online course with certificate” (Philippines)

Takeaways for brands

Communicate to empower your customers, not overwhelm them

Agreeing to terms and conditions is often a mandatory step before accessing an app. A recent study explored the length of the T&Cs of popular apps and discovered that the top 13 apps had more words in their T&Cs than any Harry Potter novel – leaving much room for improvement when it comes to user experience.



The first novel in the Harry Potter series is nearly 77,000 words long

The combined terms and conditions of 13 top apps including TikTok, WhatsApp and Zoom would take 17 hours and five minutes to read, a firm has estimated.

The documents contain a joint total of 128,415 words - longer than any one of the first three Harry Potter novels.

The longest was Microsoft Teams at 18,282 words - or two-and-a-half hours of reading time for many people.

In 2018, a BBC study found that several website policies required university education levels of reading ability.



Reduce the risk for your consumers

EcoWorld's try-before-you-buy program is a creative way of appealing to potential homeowners. The Malaysian property developer designed a rental program where people could try out a house before deciding whether or not to buy it, with the option of contributing as much as 30% of the rental towards the price of the house.

Actions speak louder than words with Hong Kong retailer Meiyume, who installed touch-free sample dispensers in their stores to address any health concerns associated with using tester products.

Takeaways for brands



Enable them to act on information easily

Aid consumer decision making by including crucial information with Search Ad Extensions. By including things like callouts, price extensions, and affiliate locations, you not only make things easier for your customers, but you become easier to find with greater visibility on the Search results page.

For B2B entities, think about ways to provide long term support for your partners

To boost sales in China, motor lubricant maker Castrol offered free advertising space to independent repair workshops that increased the sale of Castrol products. Around 6,000 workshops benefitted from the campaign, and Castrol reported a 44% increase in sales.

Recognize the role brands can play in empowering people to grow their skill sets

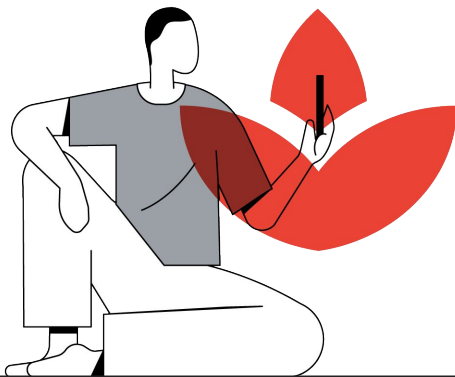
Grow with Google is a hub consolidating resources for job-seekers and businesses to upskill themselves and their employees. An example initiative is the MSME Caravan of Google Philippines, where Grow with Google partnered with the Department of Trade and Industry (DTI) and the Department of Tourism (DOT) to offer free workshops for MSMEs. Topics covered include how to create and verify local business listings using Google My Business.

Summary of takeaways

Individual Matters

Nods to diversity, equity, and inclusion aren't enough. It takes empathy for the sheer variety of situations consumers face, and authentic outreach to those seeking help – both that impact the experiences for your brand.

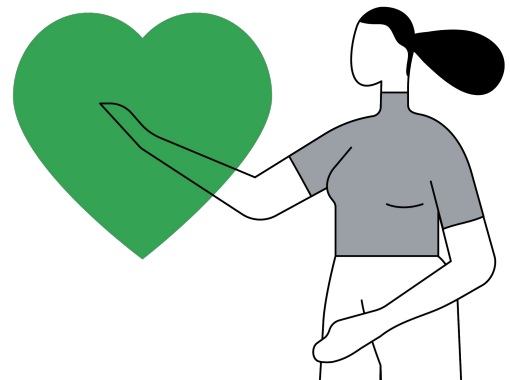
- Consider consumers' individual journey to address systemic inequalities and embed empathy into your marketing strategy.
- Be present across key moments in your consumers' individual journeys through content and helpful messaging.
- Make use of tools & technology to keep up-to-date of your audiences' specific and ever-evolving needs.



Higher Purpose

Expand your territories to make meaningful connections with (and for) consumers, beyond traditional corporate social responsibility. Actively support their communities and integrate sustainability into your brand values.

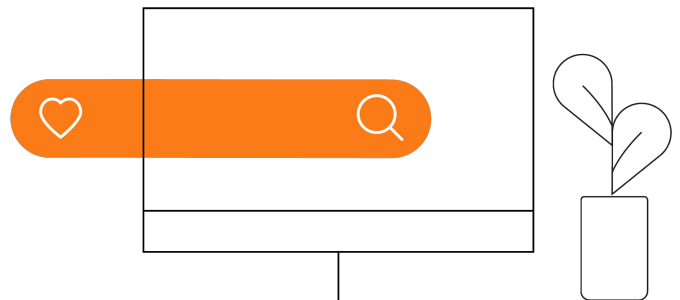
- Create new ways for consumers to connect with the environment, and each other.
- Make your business values and internal practices a visible part of your external brand.
- Connect with potential customers in the nearby community.



Whole Selves

Challenge your business to reexamine and redefine traditional industry norms. A wider understanding of human needs means a wider business opportunity.

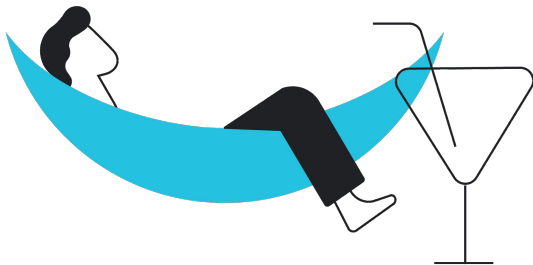
- Speak to your consumers like a local - taking their native language and format preferences into account.
- Rethink your business boundaries by challenging traditional industry models and uncover new opportunities.
- Fit into their world. Adjust your business solutions to fit into your consumers' lives and needs.
- Make it easy: more time online means less patience for digital mistakes.



Higher Purpose

Brands that surprise and delight can reap the rewards of consumer love – especially when they do it with empathy for people's unique experiences and challenges.

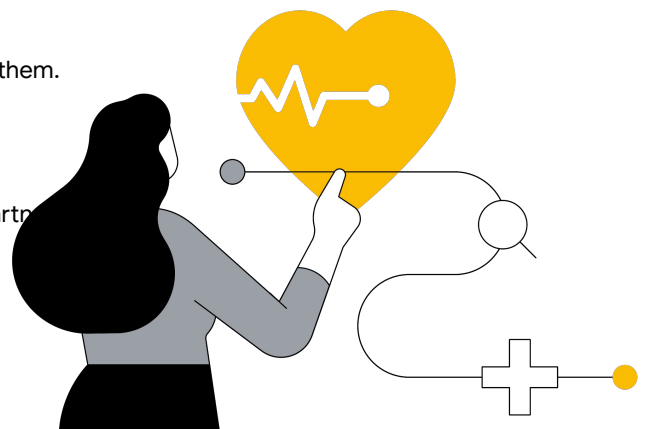
- Understand your consumers' point of view to make things fun in a more personal way.
- Be funny, too (In good taste, of course).
- Make it easier to share joy.



Future Proofing

Account for your consumers' desire for peace of mind, lower appetite for risk, and forward-planning mindset when crafting your business strategy and communications.

- Communicate to empower your customers, not overwhelm them.
- Get creative about reducing risk for consumers and enable them to act on information easily.
- Think about ways to provide longer term support for your partners from a b2b point of view.
- Recognize the role brands can play in empowering people to grow their skill sets.



Sources

All Google Search data points included in this report are from Google Trends, Nov 1, 2019 - Oct 31, 2020 vs. Nov 1, 2018 - Oct 31, 2019, unless otherwise indicated.

Brand examples are mostly curated using trendwatching.com premium subscription

1. Disabled People's Association
2. Lancet Commission on Global Mental Health
3. GlobalWebIndex, Wave Q3 2020
4. Facebook / W Singapore - Sentosa Cove
5. GlobalWebIndex, Sep 2020, PH, IN, CH, SG, NZ, JP, AU
6. GlobalWebIndex, Wave Q3 2020
7. GlobalWebIndex, Wave Q3 2020
8. Google Trends, Worldwide, Shopping, 2019 vs 2016
9. Google Trends, Nov. 1, 2019 - Oct. 31, 2020
10. W3Tech, Usage statistics of content languages for websites
11. Pew Research Center, The future of the global muslim population
12. Superfood Asia; 5 reasons to be part of the Halal food industry now
13. Superfood Asia; 5 reasons to be part of the Halal food industry now
14. Cognizant, Algorithms Over Brands
15. GlobalWebIndex, Wave Q3 2020, World Regions
16. GlobalWebIndex, Coronavirus Research Release 3: Multi-Market Research, March 2020, Countries across APAC answered 'somewhat agree' to using humour