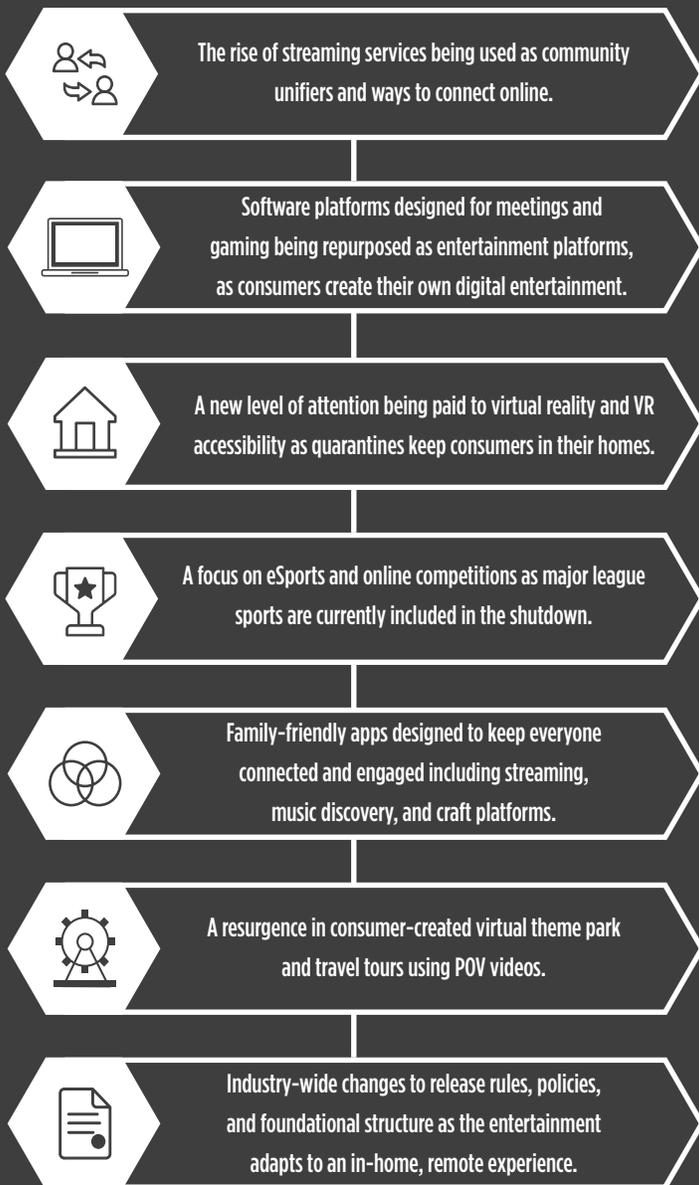


CULTUREWAVES SNAPSHOT: COVID-19 AND ENTERTAINMENT

The *CultureWaves* team has been monitoring the unprecedented change that the pandemic has wrought across all categories and is actively watching how both consumers and brands are adapting. By looking ahead at how behavior is evolving, alongside of how behavior changed during the Recession (2008-09), we are creating category-wide explorations of changes, impact points, and behavior shifts.

WHAT WE'RE PAYING ATTENTION TO:



WHAT'S GETTING ATTENTION:



EMERGING:

-  A redefinition of experiences as brands and services pivot from in-person immersion to digital events
-  Digital versions of traditional rites of passage including prom, birthday parties, and graduation celebrations
-  A digital exploration of escapism and comfort to improve mental health