



ITALY DURING CORONAVIRUS

16 April 2020

**Relationships among people,
loved ones and sexuality**

What is happening, contradictions, implications

People in Italy are more and more worried

The #iorestoacasa initiative helps to contain personal threats.
the lockdown has an opposite impact on local communities
Covid is a threat to...



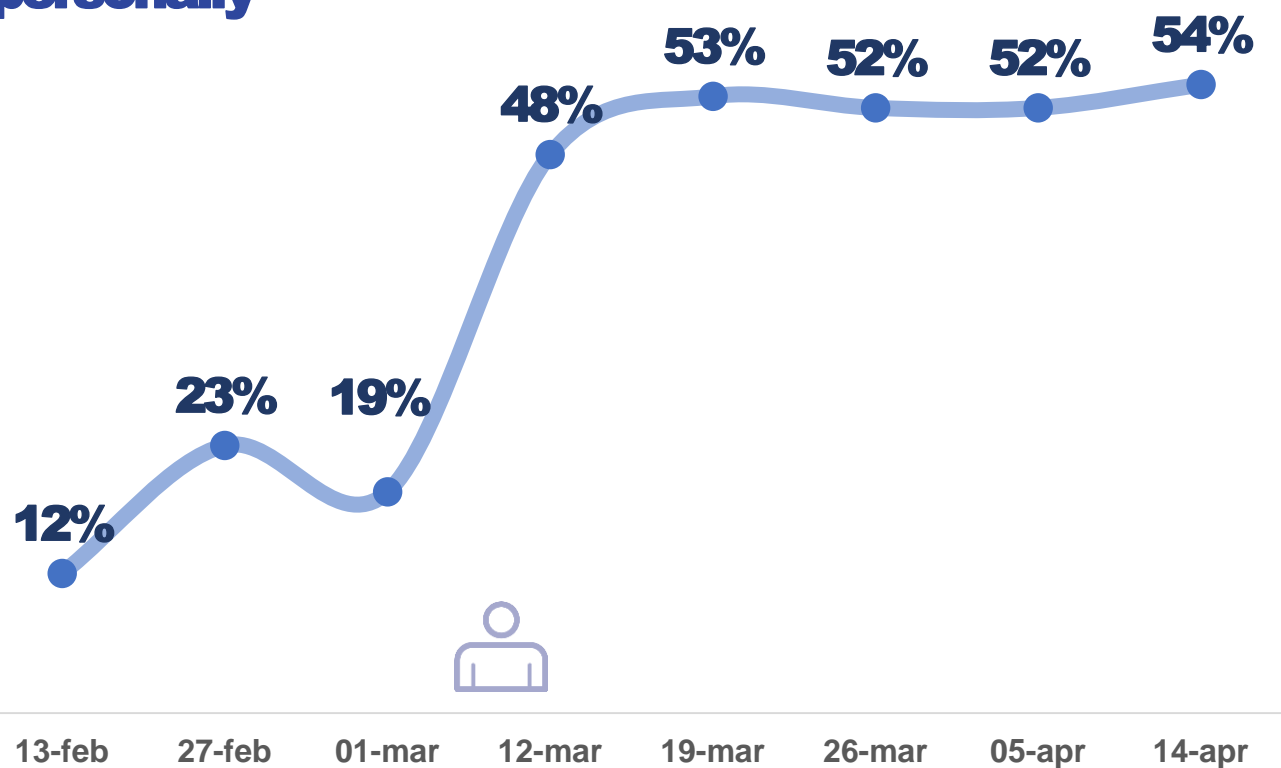
* 15 vs 5° April - data Ipsos CoronaVirus Survey - Italy

% Covid-19 is a threat to..



Households isolation (1 / 4 lives alone) generates anxiety, sadness and nervousness

Me, personally



Emotional status: the most common symptoms nowadays...

69 Anxiety, worries

46 Nervousness

40 Depression, sadness

This 'captivity' fosters hidden and dangerous feelings of anger, which are currently addressed to the 'covid spreaders (untori)' (runners&dogs)

Some consumers isolate themselves to 'do their part' in containing the spread. Tension builds between those practicing social distancing and those who are not.

☰ MENU | 🔍 CERCA

la Repubblica

Coronavirus, isteria a Salerno: "Vai a casa" e giù un secchio d'acqua, ma era la farmacista che rincasava

Vittima una professionista che aveva appena chiuso il suo negozio e stava rientrando

CONSUMERS ARE PROUD TO ISOLATE THEMSELVES. THEY FEEL THEY ARE MAKING AN IMPACT; THOUGH THEY ARE STILL WORRIED OF THE OUTCOME.

"It's gotten a lot more serious in the past several days. Most tech companies at least in my area are doing work from home and now basically everybody I know is "social distancing". It's kind of tough but I think it's totally necessary to control the spread."

THIS MIX OF PRIDE AND CONCERN SPARKS FRICTION WITH THOSE WHO ARE OPENLY NOT DISTANCING THEMSELVES.

"I'm doing it to be respectful of social distancing to not spread the virus it can be shed even before showing symptoms. I can't stand when people say go out to eat to support your local businesses. Yes, I support them but I am doing it indirectly by doing my part to help contain the virus in the community. If we don't get control of it now, businesses will suffer far worse in the long term."

People find it difficult to live this experience in a good mood, as well as to maintain a personal and relational balance: 1 in 6 feel oppressed by family members!

I AM MORE HUNGRY: 30%

I AM LESS HUNGRY: 16%

I feel more lonely:

33%

I have sleep problems:

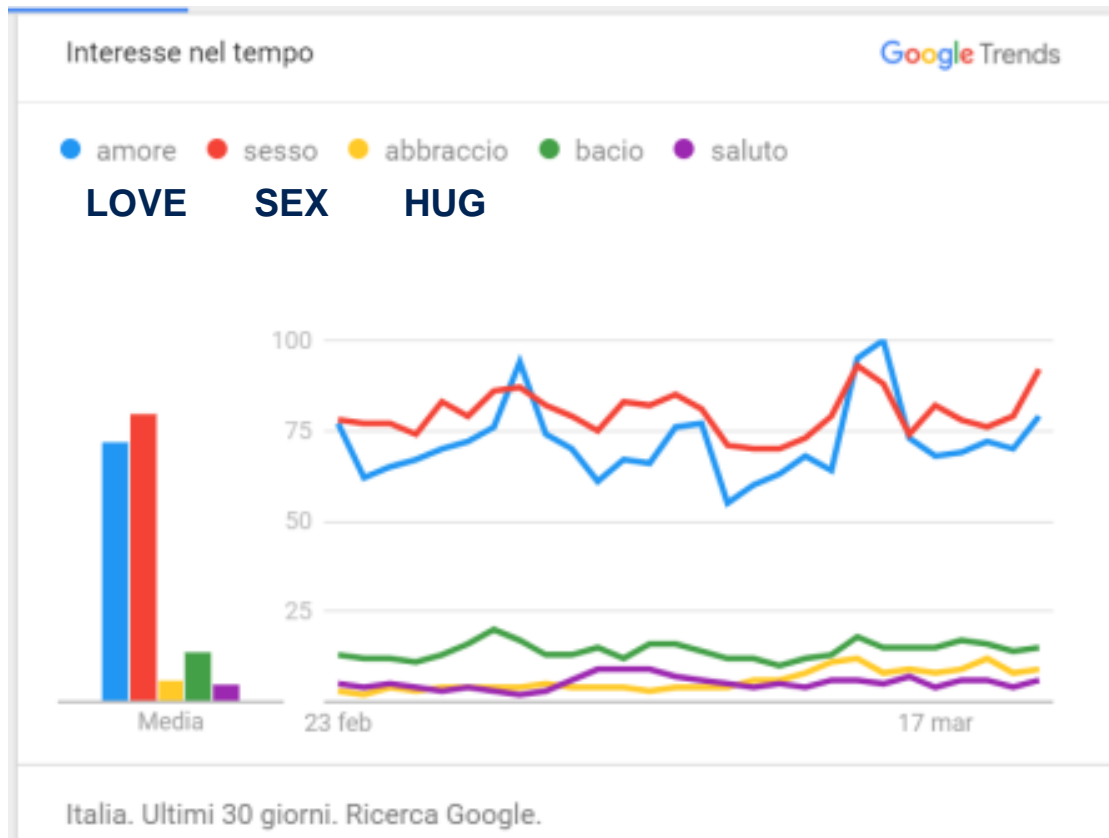
28%

I feel oppressed by family members:

18%



Covid has an impact on different forms of affection and sex (Google TRENDS)



Query associate ? In aumento

Sesso ai tempi del coronavirus	Impennata
sesso e coronavirus	+2.300%
coronavirus sesso	+1.100%
l amore ai tempi del coronavirus	Impennata

**SEX
REDUCTION:
30%- 40%**

People are increasingly looking for a HUG. Despite the virtual 'AperiVirus', people lack physical affection



Query associate

In aumento

abbraccio virtuale

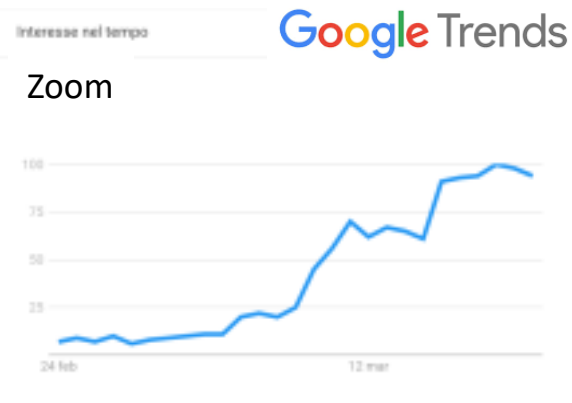
Impennata

un abbraccio virtuale

Impennata

un abbraccio a distanza

Impennata



GOOGLE TRENDS 1° month: 23- Feb – 23 March



Ieri alle 21:17 ·

Lo ripeto in continuazione, lasciate che lo faccia anche stasera: IL CONTATTO UMANO. Ciò che più mi manca in questo lungo periodo di reclusione è il contatto umano. Abbracci, carezze e baci son gesti sempre troppo sottovalutati 🐻❤️

As soon as Italians will be able to get out of their homes, they will be willing to lose themselves in restaurants, and 'Aperiveri' with friends

-  **39** eat or drink outside
-  **36** see loved ones
-  **33** see friends
-  **26** take a walk in the city centre
-  **26** take a walk in nature
-  **25** go to the seaside, lake or river
-  **15** go to the hairdresser/barber shop, beutician
-  **13** go shopping
-  **13** take a road/motorcycle trip
-  **13** go back to work/school





**A LOOK THROUGH
THE LOCK OF PEOPLE
LOCKED IN THEIR
HOMES**

In China and in the US more than half of spare time is spent on entertainment and hobbies. In Italy more time spent for Houseworks

WAYS CONSUMERS TREAT THEMSELVES WHILE SOCIAL DISTANCING

Share of discussion broken out via AI text analytics processing: (n=806)

China



US



ITALY



■ entertainment ■ hobbies ■ family time ■ self care ■ housework

People increasingly focus on themselves, finding out projects and aspects of their identity lost in time or forgotten (to survive to forced cohabitation...)

“I devote more time to self care and to my family, doing what I like, cakes in particular!!” (Italy – young girl)



Others focus on the positive – choosing to align their efforts on reenergizing, sparking creativity and self-care while homebound.

“I can take time out for me. Maybe do some things that I haven't done in a long time.”



Ipsos SMX Online Communities: Discussion Board (March 13 – 17, 2020; n=804)
How might you indulge or treat yourself while this situation continues?



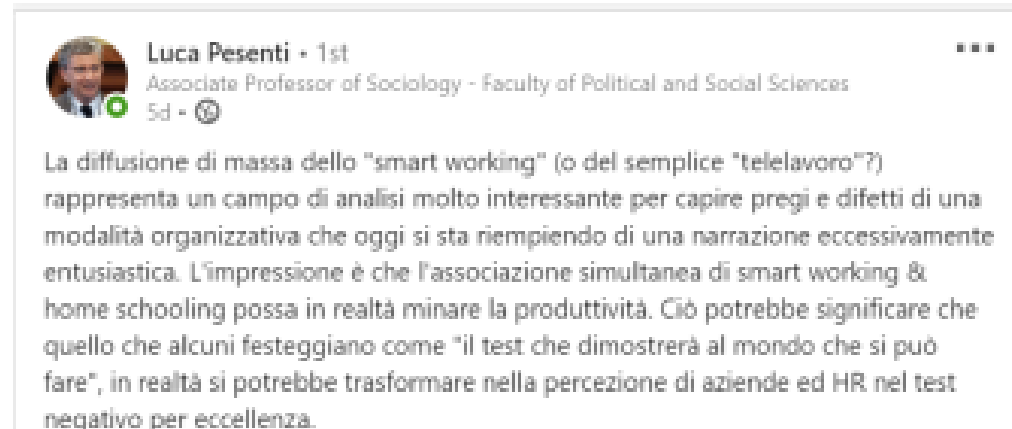
“I have rediscovered reading, a relaxing way to escape reality. Maybe even accompanied by herbal tea.”
Italy – 40 y.o. man

People are increasingly aware of the limits of 'smartlife': home hardly becomes the '**PANPLACE**' of the whole existence

Emotion surrounds the closing of schools. Parents face new challenges with productivity as they're forced to work from home.

CHILDREN ARE...

*«The change in routine, the unknowns, the missed fun and work opportunities, and having to stay at home with nothing productive to do, has been difficult for my family. **I've been trying to stay calm and stay busy at home, but that's easier for some people than others**».*



A screenshot of a LinkedIn post by Luca Pesenti, an Associate Professor of Sociology at the Faculty of Political and Social Sciences. The post discusses the mass diffusion of 'smart working' (or 'telework') and its impact on productivity and organizational culture. The text is in Italian and mentions that while some celebrate it as a test of global capabilities, it might lead to a negative perception of companies and HR in the future.

Luca Pesenti • 1st
Associate Professor of Sociology - Faculty of Political and Social Sciences
5d • 🌐

La diffusione di massa dello "smart working" (o del semplice "telelavoro?") rappresenta un campo di analisi molto interessante per capire pregi e difetti di una modalità organizzativa che oggi si sta riempiendo di una narrazione eccessivamente entusiastica. L'impressione è che l'associazione simultanea di smart working & home schooling possa in realtà minare la produttività. Ciò potrebbe significare che quello che alcuni festeggiano come "il test che dimostrerà al mondo che si può fare", in realtà si potrebbe trasformare nella percezione di aziende ed HR nel test negativo per eccellenza.

SMARTWORKING* IS...

Inconvenience: **58%**

Opportunity: **42%**

«Schools have been able to reorganize themselves, they keep on holding lessons, but it is hard to stay on course. They mainly spread superficial factual knowledge: it is hard to effectively involve students»

(University professor, dad of 2 kids attending school)



Chinese experience teaches us that the negative feelings towards the 'emergency routine' increase. Italy experience is similar!

Individuals are initially fearful and worried about coming into contact with the Virus, but the focus shifts throughout the period

It can be an emotionally volatile time with several tensions

Enjoying extra time spent with family



Enforced family time becomes stifling

Extra time to relax at home



Boredom and restlessness

Opportunity for self improvement (hobbies, cooking..),



Appeal wears off and will be seen as a chore

Warm and comfortable indoors – pajama days



Craving time outside to stretch the legs, for fresh air

What implications for companies and brands?



An increasing feeling of vulnerability forces people to look around, to find reassurance and hope

Heightened opportunity exists in engaging a community of consumers online.



Communication is therefore key, but also critical



People become **easily misled with the avalanche of information** on news and social media



While people seek reassurance, they also **need to see a balanced view**. This helps them feel empowered to better handle their situation. When they are only hearing good news, but see major impact around them, a lack of trust develops.



Mandatory quarantine gives them time to **check news and updates very frequently**. The younger generations are scanning a much wider range of digital platforms and social media apps. Often the younger are updating older family members.

Our balance is unstable: we will look for a guilty part, or for a 'reimbursement': Who will compensate?

Physical and mental health are top of mind. Brands that can speak to these concerns and/or provide a digital escape may spark hope with consumers.



*We've been cooking a lot together and eating too much junk food, but these things are comforting when staying at home all day. My sister suggested makeovers or face masks, reading, and arts and crafts. I've watched Netflix more lately than I have in a while, and we've been listening to lots of music. **I enjoy just chatting and laughing with family and hanging out with pets outdoors. I even found some great aerobics videos on YouTube, so we can stay active!***

La colpa che espriamo nello struggimento della clausura

La questione della colpa non mi dà pace. Ho rivisto un film di Park Chan-wook, riletto Anassimandro: ognuno di noi, ogni minimo organismo, fa del male agli altri per il solo fatto di esistere...

di Mauro Covacich

Il mio pensiero è sempre lo stesso: chi ci risarcirà di questo struggimento? Che colpa abbiamo? Quale reato abbiamo commesso? La questione della colpa non mi dà pace. Mai come in questa occasione viene spontaneo pensare ai carcerati. Come fanno a resistere le persone lì dentro? Difficile non provare pena per loro. E per me? Chi prova pena per me chiuso in casa mia? Con tutti i comfort, tutti i cosiddetti dispositivi, tutte le famose possibilità fornitemi dalla mia formazione (rileggere l'*Eneide*?, *Don Chisciotte*?, rivedere Tarkovskij?), ogni buon proposito lasciato appassire nella noia.

who will compensate us for this punishment?

Brands can step up and play a significant role

BE PRESENT BE DIGITAL

- Consumer **attention is greater now** in online and digital channels
- Now is not the time to cut back on market presence

BE BIG ACT BIG

- Stability and **stature are reassuring**
- CSR programmes and support have particular impact at this time

BE RELEVANT BE ADAPTABLE

- In unusual times, demonstrate by taking action.
- **Adapt quickly to new needs** and give yourself a top of mind role for consumers

CONNECT PEOPLE BRIDGE THE GAP

- Demonstrate solidarity
- **Act as a connector** across communities, audiences, age groups

BE POSITIVE ENCOURAGE

- People are looking for reassurance and **big brands should lead the message**
- Look ahead to the return to stability post crisis

Some questions...

- How can we **BE PRESENT** during the 'captivity' in an effective, but «not invasive» way?
- What do customers and citizens **EXPECT** from our company/brand?
- How can we reassure and **COMPENSATE** customers about lost social contacts?
- Which **SOLUTIONS** can we offer?
- How can we keep a **POSITIVE ATTITUDE**?
- How can we avoid ending up in the vortex of **RAGE**?
- How can we shift the communication focus to the 'AFTER CRISIS'?



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