



Isentia VN TRENDSPOTTING STUDY

MISSING THE FAMILIAR:

Exploring Consumer Desires,
Revamping Marketing Strategies

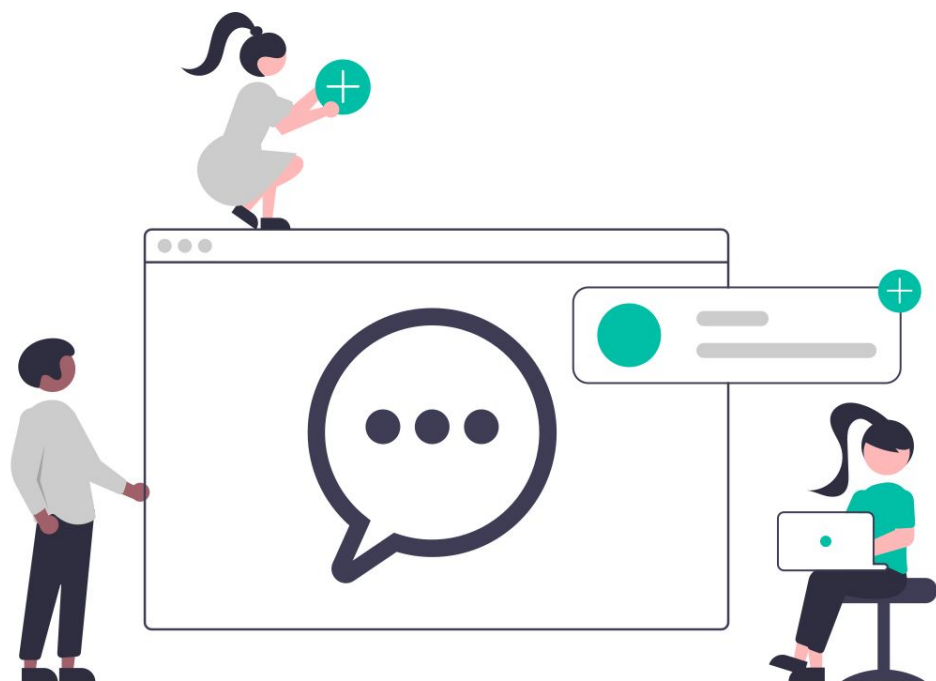
Bouncing Back in the New Normal

Due to lockdowns caused by the COVID-19 pandemic, staying at home for a long time could have caused people to miss “the old days” with everyday activities. With that, “**visiting loved ones**” and “**beauty therapy**” were the top two themes that netizens mostly wanted to engage in, post-pandemic or at least when restrictions ease. They tend to express these desires on **Facebook exchanges** and their “deep down sincere thoughts” under community posts.

What Can Brands Learn and Do?

Brands can learn from **cross-brand collaboration or co-branding** that could help all businesses survive. The same can maintain and increase brand love from customers, including having **different and unique approaches** to tickle customers’ interests - from connecting all needs of netizens, including visiting loved ones, travel to build an emotional campaign and touch the netizens’ brand values. Brands may also help create **social responsibilities** to make a robust brand image.





Peeping Through The Keyhole

A Look Into Social Media
Discussions and Netizens'
Concerns

The Mixed Feelings Due To The Longest Lockdown Ever...



2020

Back in 2020, during the initial months of the pandemic outbreak, people were feeling scared and anxious especially in the 1st and 2nd waves in Vietnam.

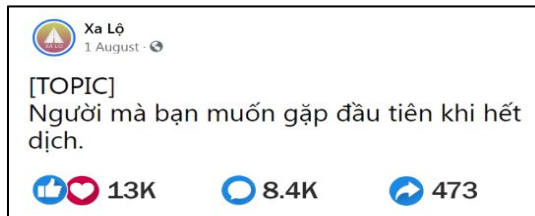


2021

Moving to 2021, the high contagious level of the Delta variant affected more people and created mixed sentiments, from government efforts and response to public protocols. People had to stay at home for a much longer time than before.

Staying at home longer due to lockdown was the most significant discussion, as more people express **missing “the old days” with daily routine and the loss of their freedom**. Social platforms acted as the most rousing sources of critical conversations and topics, revealing people’s sentiments, preferences, wishes, and aspirations, post-pandemic. Mainly, community-driven posts did the trick in triggering the insights from audiences when they touched right at the pain points of netizens.

Coming to the “The First Thing I Would Do Is...” trend



When the Government implemented social distancing rules and policies in Ho Chi Minh City and slowly applied them thoroughly across the country, people actively began to express their longing for the “ordinary days” in social media. They brought out needs coming from this lockdown fatigue.

The events that led to the social discussions aspiring for a post-pandemic world is diverse, with questions like **“What do you want to do post-pandemic?”** and **“Which dishes would you want to try, which destination you want to go to, and who you want to meet...?”**

The surprisingly high engagement from these threads indicated many exciting findings, as netizens have begun to appreciate the so-called ordinary things under the pressure of difficult times.

The Importance Of Community Pages In Navigating Netizens

JULY: DIRECTIVE 16 IMPLEMENTED

Total buzz: 141,614

Việc làm đầu tiên sau khi hết dịch Eng: <i>First things to do post pandemic</i>	25,942
MÓN ĐẦU TIÊN TÔI SẼ ĂN KHI HẾT DỊCH LÀ Eng: <i>I will eat this dish firstly post pandemic</i>	20,352
Món ăn bạn nhất định hết dịch đi cùng đứa bạn thân ! Eng: <i>Definitely, I will eat this with my BFF post pandemic</i>	5,176
VIỆC ĐẦU TIÊN KHI HẾT DỊCH!!!! Lên nóc hầm Thủ Thiêm uống trà tắc, ăn cá viên chiên, ngắm hoàng hôn Eng: <i>FIRST THING TO DO POST PANDEMIC!!! Come to Thu Thiem and drink ice-tea, eat fish balls, and watching sunset</i>	4,199
Bạn đã bảo giờ được sống trong biển mây Sapa. Hẹn Sapa một ngày hết dịch gần nhất nhé! Eng: <i>Have you ever saw this beautiful Sapa? I will visit Sapa someday post the pandemic.</i>	2,869

AUGUST: STRICTER DIRECTIVE 16 IMPLEMENTED

Total buzz: 178,281

Giữ sức khoẻ nha, hết dịch mình chờ mấy bạn đi chơi Eng: <i>Stay safe, post pandemic we will meet again</i>	7,266
Khi hết dịch, đứa bạn tốt nào sẽ đãi bạn một bữa no say để hâm nóng tình bạn sau ngày dài xa cách. Eng: <i>Post pandemic, a good friend will buy you a wonderful dinner to reheat the friendship after many days apart</i>	6,914
Người mà bạn muốn gặp đầu tiên khi hết dịch. Eng: <i>The first one you want to meet post pandemic</i>	6,263
Thế này phải lập kèo ngay, hết dịch triển là vừa anh em ạ =))) #Chin #CheckinVietnam Eng: <i>We must gather a group now and will go for a trip immediately post pandemic</i>	5,932
MỘT NGƯỜI MÀ BẠN MUỐN GẶP ĐẦU TIÊN KHI HẾT DỊCH? Eng: <i>Name a person you want to meet firstly post pandemic?</i>	3,869

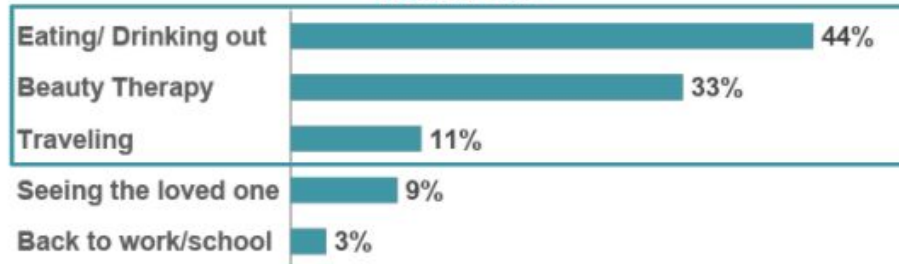
Community pages were spotted as the first sources to open the topics and navigate the netizens' conversations. The longer the lockdown period, the higher engagement of the discussion about post-pandemic activities, in which August recorded a 26% higher buzz volume.

When the Government implemented Directive 16 in July, **the community pages somehow set off quite optimistic energy**, with questions about which dishes to eat and which activities to do post-pandemic. However, coming to August, the shifting mood was evident given the stricter Directive 16 and more complicated movement of the pandemic. The community pages showed their discussion navigation and started **"staying safe" themes** or highlighting a great **desire to meet loved ones**.

In addition, unlike July, which only focused on the top two topics, netizens in August evenly spread their interest into more diversified issues.

The Diversified Needs Reveal Big Opportunities For Brand Communication

TOP 5 WHAT PEOPLE ARE LOOKING FORWARD POST PANDEMIC



Netizens' eagerness in getting away with lockdown situation revealed more diversified activities and wished post-COVID-19, such as:

- F&B brands will be pleased to know that **Eating/Drinking out** topped as most desired elements that netizens missed most and wanted to do right after post-pandemic. This is due to the difficulties in groceries' supply/delivery; people were craving tasty choices of favourite foods and drinks of Vietnamese cuisine: bún bò, phở, drinking beer, bubble tea, coffee, street foods, etc.
- Beauty therapy** was the most wanted activity, voted by both two genders. The longer they stayed at home, the longer hair/nails were, and skincare became the other upmost concern. They missed the beautiful hairstyles, the perfect skin, the beautiful nails, and the ability to keep fit via sporting/gyms services.

VERBATIM OF TOP 3 ACTIVITIES

Eating/Drinking

Đi ăn tô bún bò đầy ắp – *Facebook user*

Đi ăn những món mình đang thèm – *Facebook user*

Làm một tô phở tái, nạm, gân, gân, viên, sụn + chén tiết 2 trứng – *Facebook user*

Beauty Therapy

Hót tóc nha, tưởng đâu đang làm cậu bé rừng xanh – *Facebook user*

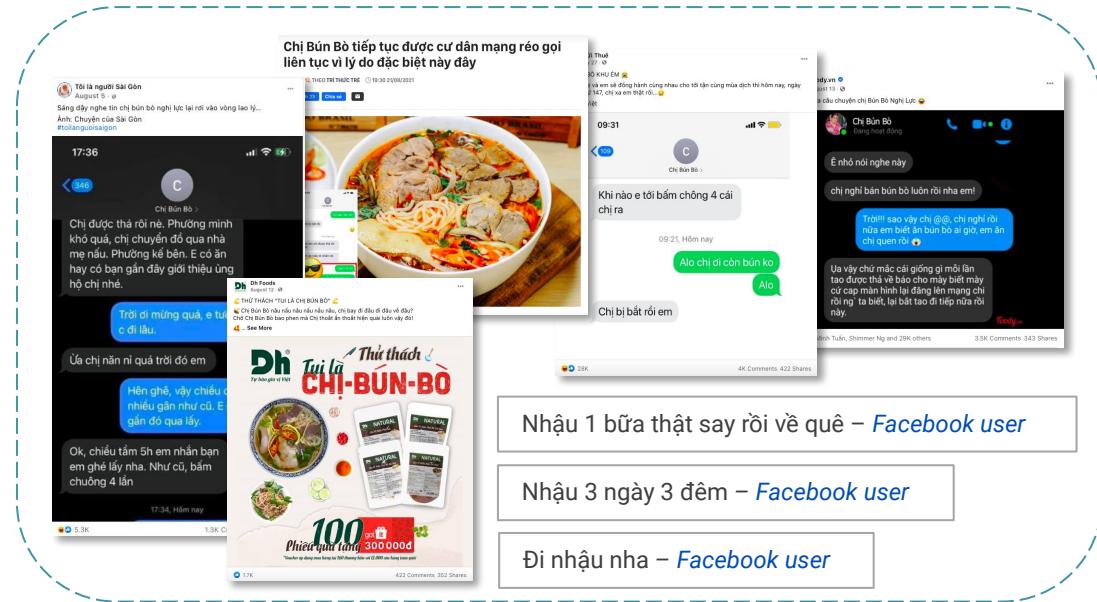
Đi xăm mày, xăm mí, làm mắt, làm răng – *Facebook user*

Traveling

Đi Đà Lạt – *Facebook user*

Đi du lịch quanh Việt Nam – *Facebook user*

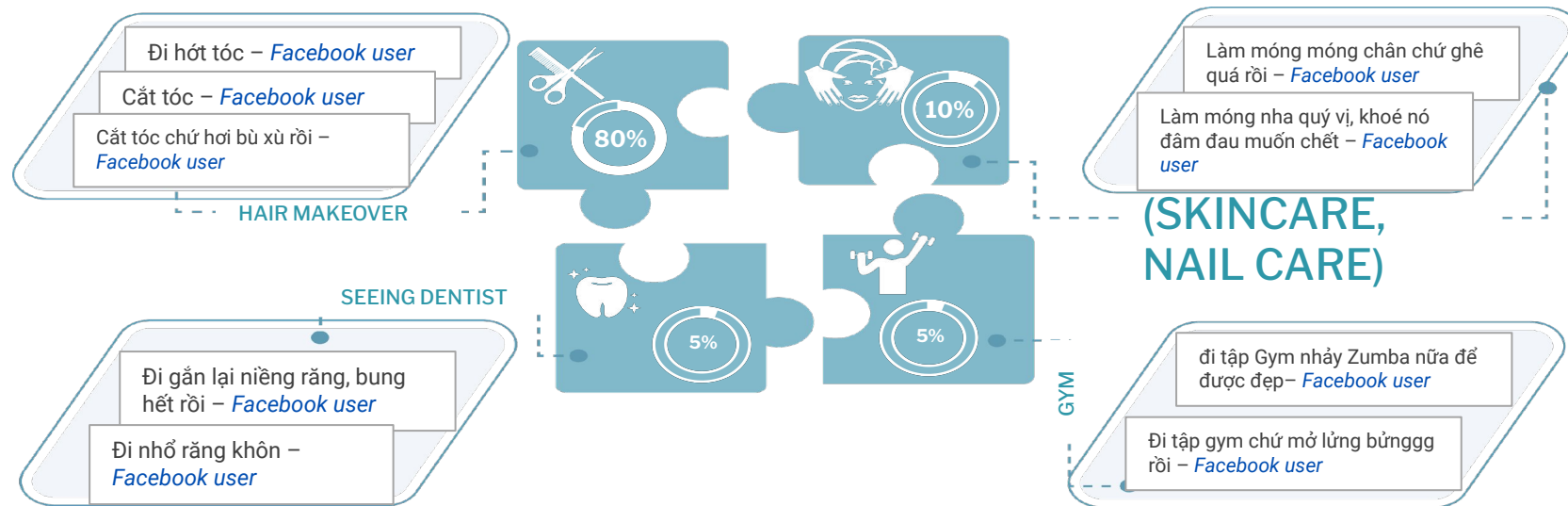
So, What Are The Most Craving Dish Against All Odds?



Phở is long known worldwide as the national dish in Vietnam, but surprisingly, **Bún bò** appears to have the most frequent mention as the favourite dish that netizens craved during the lockdown. Bún bò was so “hot” that it even had a **viral meme “Chị bún bò”**. It was a conversation between Chị Bún bò as bún bò seller, and a loyal customer who was craving for bún bò – sharing the difficulties to buy bún bò due to the social distancing orders in HCMC. DH Foods – a cooking spices brand – even launched a mini-contest to follow this trend and even promoted it online.

The second pick was **drinking beer**; netizens mainly tagged their friends to hang out after the lockdown. According to a medical journal in the UK, Vietnam has the highest growth rate of alcohol consumption globally, nearly 90% since 2010. Therefore, beer brands might see massive potential from **“craving for beer and hang-out” insight** to create an extensive campaign for post-pandemic celebration.

The Rising Demand For Beauty Therapy



Redo hair/changing hairstyle was voted the first thing to do after lock-down in terms of Beauty therapy, as this mention covered up to 80% of this need. The longer they stayed at home, the longer their hair was. People missed the feeling of a cool and stylish haircut (short, curly, colourful, neat, etc.), but they also needed the exciting moments of witnessing a new self or a new do-over. These findings can even be very beneficial for **Spa (skincare, nail care)**, as these services could cooperate with hair salons to launch vouchers or add-in benefits. Gyms and Dental clinics could be leveraged as well, as the desire to **keep fit and maintain a beautiful body was another angle** to deliver content post the pandemic.

And Of Course, Travelling is A-must After Lockdown



Overall, most of the chosen destinations were relatively closer to the South than the North, given the Southern provinces of Vietnam were facing a much more critical lockdown of COVID-19.

- **Da Lat** was the top-wanted destination of V-netizens for its chilling atmosphere and fantastic landscape with close distance. Hence, people also loved to re-visit this place due to the incredible memories that flashback from before the pandemic.
- The remaining places all related to famous beaches and sunny resorts for leisure activities, as the summertime was coming if the social distancing orders were lifted.

Let's Not Forget The Ordinary Needs...

Visiting hometown
Meeting parents



Work
Go to school



Staying apart or losing loved ones during this intensive pandemic caused people longing for chances of a reunion with their beloved ones, especially parents in their hometowns, spouses, and children at home.

The social distancing order damaged more than just human loss and mental issues, as the restrictions also heavily affected economic and suspended business. Thus, people also displayed plans for getting to work. As for students, the difficulties in the online study also triggered a conversation about missing friends/teachers and school reunions.



How To Revamp Marketing Strategies For The “New Normal”?

Cross-brand Cooperation Can Strengthen F&B Brands



F&B might be the dominant industry post-pandemic as people have been staying at home for an extended period, and they will not hesitate to go **eating/ drinking out** with friends and families when the restrictions were eased.

To serve the customer need during the pandemic and maintain brand love from customers, F&B brands could cooperate with other industries to expand the distribution system and increase brand visibility. This will be a strategic preparation for a “comeback” campaign post-pandemic.

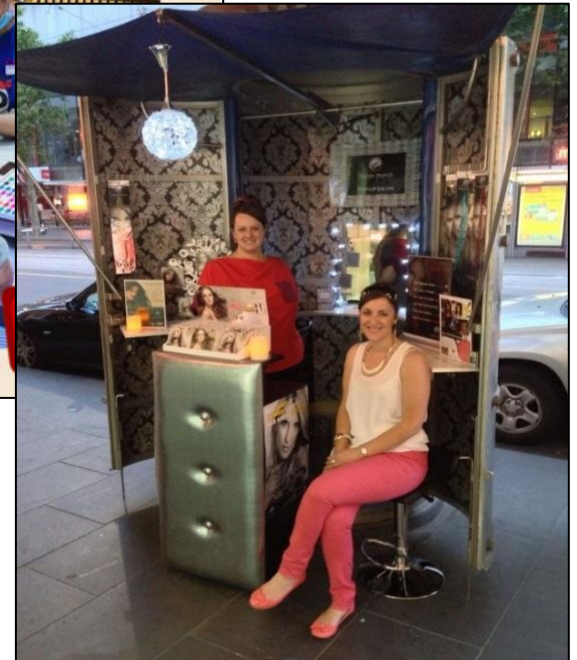
The case study of **Phuc Long x Vinmart+ or 4P's Pizza x E-commerce** featured win-win cooperation with other industries. Vinmart+, with the opening of the Phuc Long kiosk in their retail shop, gained massive attention from young audiences. Otherwise, 4P's Pizza also established collaboration with E-commerce sites (Lazada, Shopee, Tiki) and offline with retailers such as Family Mart, An Nam, Nam An, TOPs Market to optimise the **distribution process**.



Long-lasting Desire For A Beautiful Look

There are more relatable factors than just beauty and haircuts. The willingness of staying **presentable and sharp** are evidence for rising healthy lifestyles amongst Vietnamese people.

Brands could collaborate with beauty and lifestyles partners to launch **vouchers/promotions** for hair salons, nail spas, and gyms, or have a pop-up station to offer customers beneficial treatment or **quick do-over. A small change could make a difference.** Imagine Haidilao, who provides the unique selling point: nail care/hair care at F&B restaurant.



Connecting All-in Elements To Create An Emotional Campaign



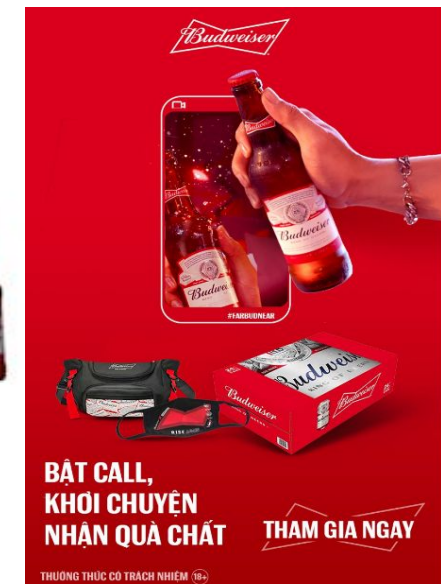
Vietnamese cuisine and beer were listed as the top two things people desired most post the pandemic as they missed the **familiar taste of good food**.

To **remind people of the “familiar taste”, “familiar atmosphere” in “familiar occasions”**, F&B brands and especially beverage brands could deliver an **emotional campaign** that can connect people in long distances and spark off the emotional intimacy of family reunion. Besides, brands could leverage the “Travel” topic and integrate it in the campaign to harmonize all needs of customers post-pandemic.

The case study **Budweiser** celebrates online party campaign **"GIÃN CÁCH - BUD KHÔNG XA CÁCH"**.

Budweiser leveraged the difficult period of social distancing to organize an online party. This campaign helped the consumers remind the festive times with friends and enormously helped to increase the brand's outstanding visibility under challenging times.

Nhưng giãn cách,
đâu phải là xa cách?



The Importance Of Social Responsibilities For Enhancing Brand Image



CASE STUDY - **Zalo**: Launched a new feature: **Zalo Connect**, to help grocery shopping and support devices for children to study online. **These great activities from the Zalo app brought timely support for many people in need, thus receiving great public appreciation.**

CASE STUDY - **Vinamilk**: Organised a mini-game on its fan page to spread positive life messages. Vinamilk will donate the **Vaccine Fund** based on the volume of the participants. In light of Vinamilk's goodwill, the campaign recorded huge impact and participation from the online audiences for just the most straightforward tactic.

The CASE STUDY - **FPT** declared an announcement of building schools to support 1,000 orphans who lost their families due to COVID-19. FPT showed different strategies that could build a long-term CSR activity across the years.

This ongoing campaign could strengthen the brand position in the industry.

Many difficulties and challenging situations occurred during the lockdown, such as jobs loss, business and operation pending, lack of devices for children to study online, etc. Brands could raise their image as **an influential contributor** to support the people in need with diversified CSR campaigns and beneficial action.

What Can Isentia Do To Help You?

Being at home for the most extended period ever brought netizens to expect many things post-pandemic in emotional and unemotional ways. They came to social media to openly express their desires when the lockdown was eased. Hence, brands could learn from this sharing to collect more insights for their branding and communication.

The proficiency towards the customer desires and connecting all needs are essential to capture customers' attention. The collaborations or campaigns should be advertised consistently with the netizens' requirements, whilst the CSR activities can help gain customers' affinity.

Isentia can provide trending content and topics that point out the netizens' desires, thus suggesting actionable and tactical ideas for communication strategy. In addition, Isentia could monitor the branding activities, including CSR activities, and provide data analysis from social media and mainstream media to explore media perception and customer insights. From these studies, Isentia could help suggest media learnings or fresh ideas to reinforce branding activities and brand reputation.



What our Insights leaders in Vietnam Say

Nhi Truong

Insights Manager, Vietnam



“The COVID-19 pandemic and the longest lockdown ever has made the consumers to reveal their needs post pandemic on social media. Instead of waiting the pandemic to over soon, the brands should proactively explore the consumer needs and accordingly organize branding activities to adapt the new normal life. Besides, the brands should pay attention to social responsibility to build a positive brand image with consumers and affirm the brand's position in the market.”

Van Vuong

Senior Insights Analyst, Vietnam



“The impact of COVID-19 during the past 2 years, rapidly transformed people's lives, habits and behaviors. As the whole world begins to adapt to the new normal with the changes in consumers' behavior and daily habits. This is an opportunity as well as a challenge for brands in grasping, changing and planning for more suitable communication, marketing strategies to adapt with these changes in the consumer journey for a new normal life.”

What our Insights leaders in Vietnam Say

Mai Vo

Insights Manager, Vietnam



“To remind people of the “familiar taste”, “familiar atmosphere” in “familiar occasions”, F&B brands might own the advantages of creating emotional marketing campaign that trigger connecting vibe, especially for people who suffered long distance and have much desire to visit loved one.

Besides, brands could leverage the “Travel” topics or integrated elements in the campaign to reflect all longings of customers post pandemic”

Tri Nguyen

Insights Manager, Vietnam



As everything comes to the “new normal status” after the pandemic, people not only focus the “familiar” they missed while lockdown, but they also get back to the normal life with normal needs. This is the opportunity to brands with marketing programs for both what the customers miss and what they consume everyday. Hair-cut, travel, beer drinking, etc are not every-day or every-week used, but food/dish, drink and dress.



Please do not hesitate to get in touch with us for more information on this whitepaper.

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