

Is analogue the antidote?

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Coronavirus ended the screen-time debate. Screens won, for now at least.

People are self-reporting 30-70% more screen time during the Covid-19 lockdown

Kids' screen time is up by 50%

Gaming usage is up by 75%

Illustration by Andrea Chronopoulos





Before the coronavirus outbreak, many abided by the trendy advice that excessive “screen time” was as bad as smoking, but for your brain.

A few weeks into lockdown, our devices are now portals to employment and education, ways to build community and enjoy some entertainment escapism.

However, Zoom fatigue is setting in, we've given up on virtual quizzes and we're running out of shows to binge on Netflix.

Not to mention the damage that the blue light is doing to our eyes and sleep patterns.





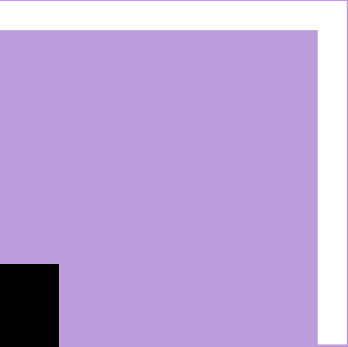
As the Screen Time app abruptly reminds us of the staggering number of hours we have spent glued to our devices many of us are dusting off old records, writing letters to friends, digging out board games and swapping books with neighbours.

We're turning to some kind of tactile physical experience that a predominantly digital world cannot offer.

As we've seen in reams of research, Millennials have been in search of analogue well before the lockdown began, which has helped drive the experience economy.

This is because analogue is something many of us grew up with - and it represents the resurrection of human emotion and value.





Brands have an opportunity to tap into this longing for more tangible experiences both during and post lockdown, showing up in ways that are unexpected and welcomed.



GLACEAU VITAMINWATER - LITTLE PRINTER

Glaceau Vitaminwater is positioned as a 'fuel for creativity'. To land this message, Sense worked with Coca-Cola to tap into the creative classes, targeting artists, designers and entrepreneurs with a sought-after Little Printer that landed on office desks. The cloud-fed printer treated them to a creative block-busting stream of leftfield content over 7 days. We embraced the 'where-the-hell-did-you-get-that-I've-been-trying-to-get-one-of-them-for-ages' Little Printer as our curious, oh so cute, delivery device. When he talks, people listen.

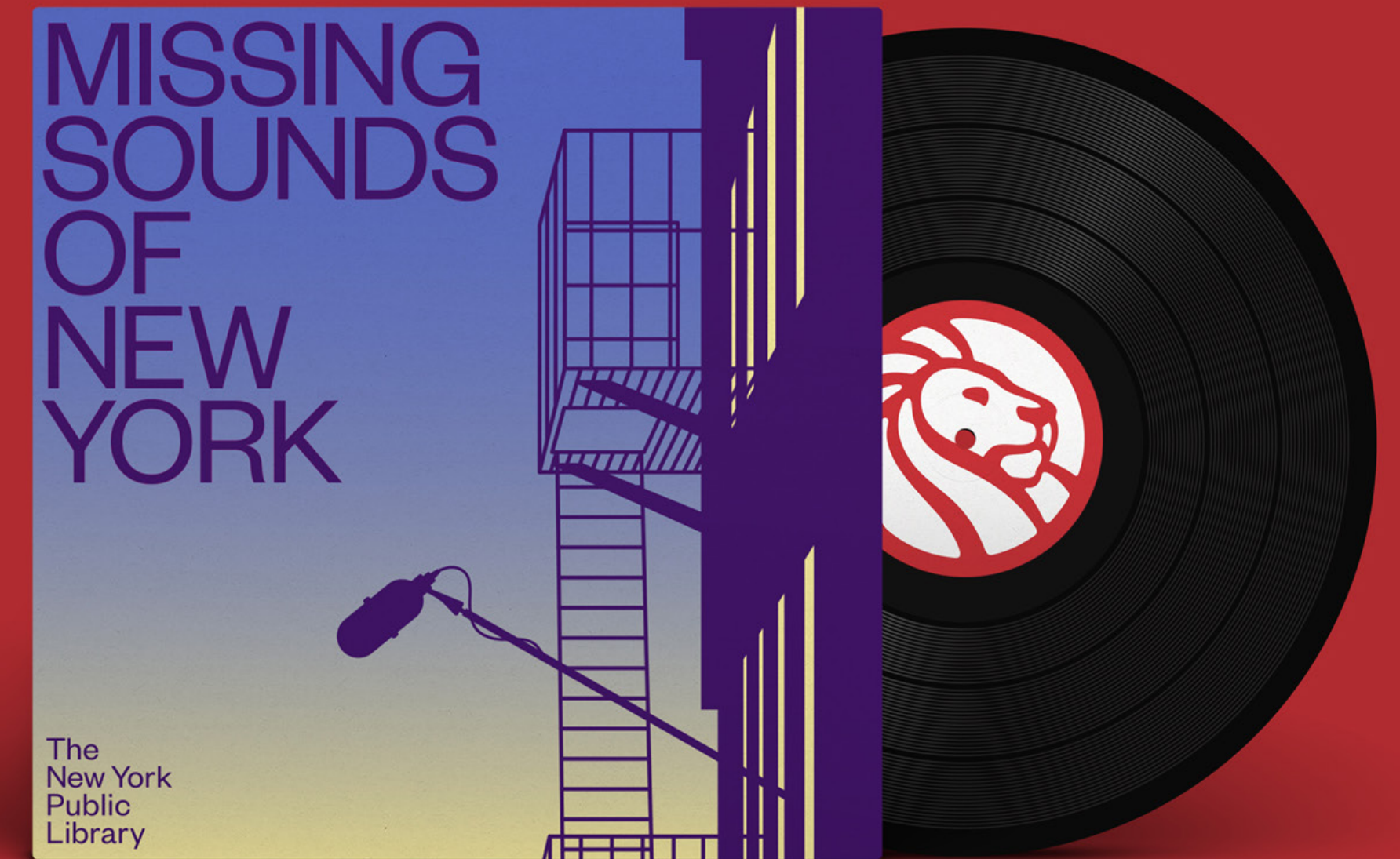
MINI - SHORTCUTS

Drivers spend more than 50 years in traffic jams each year. In Berlin, Mini promoted its "Real Time Traffic Information" feature with a campaign that gives pedestrians handy access to shortcuts through the city. One turns a billboard into a staircase over a wall and another highlights a tunnel passage under a railway line. Genius!



THE NEW YORK PUBLIC LIBRARY - THE SOUNDS OF NEW YORK

During the lockdown period, The New York Public Library has released a new immersive experience in the form of a record. The album is a collection of audio landscapes that evoke some of the sounds of the city, from cabs honking, pigeons cooing, bike messengers whizzing by and strangers gossiping. With so much uncertainty in the world, there is real comfort in the familiar.



COORS LIGHT - CLONE MACHINE

Fed up of Zoom meetings? With the Coors Light Clone Machine, people can record a 30-second video loop of themselves looking engaged in their Zoom meeting - a head nod affirming your colleague's idea, a "good point" gesture, a thoughtful scribble in your notebook. People can then take their video and run it during a video call, allowing their "clone" to take their place, with everyone else on the call none the wiser.

INTRODUCING THE
Coors LIGHT.
CLONE MACHINE

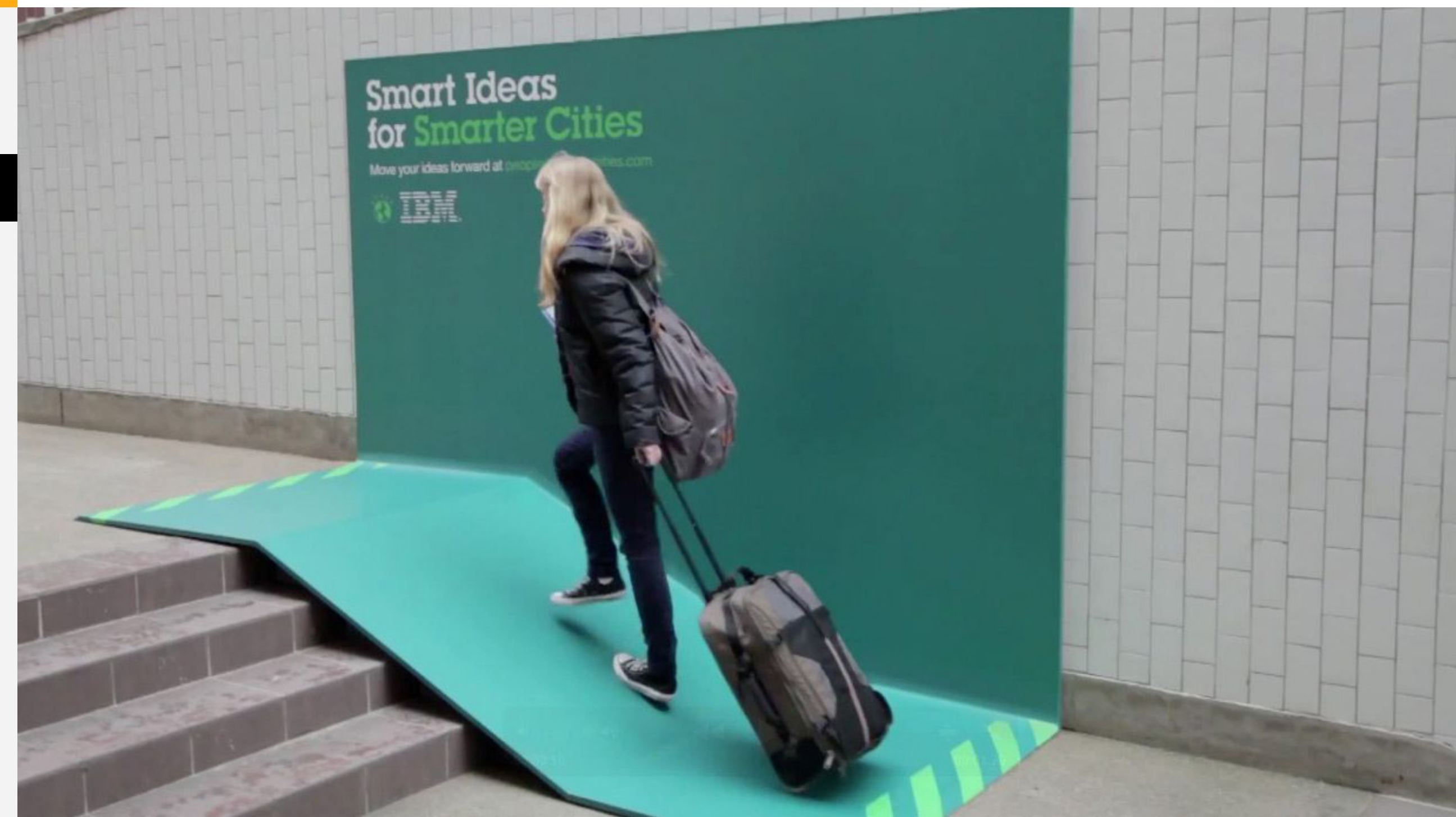


TROJAN - RISING TIME

With cooking being one of the most popular quarantine activities, Trojan has created a free e-cookbook filled with sensual bread recipes and food photography. Titled 'Rising Time', the 69-page book features humorous puns and recipes, including "Rye'd That B" and "Pump Her Nickle". The limited edition book can be purchased on Amazon, with Trojan donating 50,000 meals to Feeding America.

IBM - SMARTER CITIES

Cities can be difficult places to live, especially at times like these. They often have stairs with no ramps, no shelter when it rains and nowhere to sit down. IBM's "Smarter Cities" campaign turned their ads into useful, smart solutions. By adding a curve to a poster, they turned them into shelters for when it rains, while a ground-level protrusion can form a ramp to help people climb stairs.





The takeouts

Tap into feelings of nostalgia to evoke a warm-and-fuzzy familiarity - and actively think of what welcomed distractions from screens might look like.

Take on board how people are feeling - anxious and uncertain - and think of how your brand can genuinely add value through positive tangible experiences.

Analogue and digital are not concepts that should be considered in a dichotomized way. They must and should coexist. Just remember to think strategy first, execution second.

Help to fill the emotional void through physical, tactile experiences

sense

The Futures Lab is the latest innovation from Sense, a strategically-driven Brand Experience agency that produces unique creative moments to capture the hearts and minds of any audience. With offices in New York and London, we are passionate about creating thoughtful real-world experiences that impact culture and reach communities in meaningful ways

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**THE
FUTURES
LAB**

If you'd like to hear how your brand can be part of a new wave of brand experience, get in touch:

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Next up:

**When was the last time an ad
stopped you in your tracks?**

>05

**Thanks to all the brands and agencies for their continued inspiration*