

Market Intelligence Digest

Volume 2 Issue No. 29 | June 2020



The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.

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Emotion Beverages

7-Eleven has partnered with Changbi Publishers to launch ready-to-drink "emotion" beverages that feature excerpts from poetry and literary works on the packaging.



News brief

7-Eleven has partnered with a local publishing company to launch aesthetically pleasing prose- and poetry-inscribed packaging for ready-to-drink (RTD) beverages like milk tea and coffee.

The products feature artistically designed labels that quote introspective passages from novels and poetry by contemporary South Korean writers. As part of the launch, 7-Eleven has also initiated a Facebook and Instagram event where consumers can get a chance to win the books in hard cover by leaving a reflective comment on discussion threads.

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Why it matters

While the emotional value of a product is tricky to measure, it evidently plays a role in the way consumers, especially Millennials and younger demographics, select a certain product over competitors that offer similar functional benefits. Brands are taking steps to connect with customers on a more intimate level by appealing to their state of mind rather than just providing redundant product-centered messaging. This may include tactics that help stressed consumers momentarily disengage from their smartphones and the various distractions around them.

Some 47% of South Korean consumers say they would ideally like their diet to improve their mood/wellbeing

Taken from Mintel's 35-market consumer research study.

Source: Dynata/Mintel, December 2019, Base: 1,000 internet users aged 18+

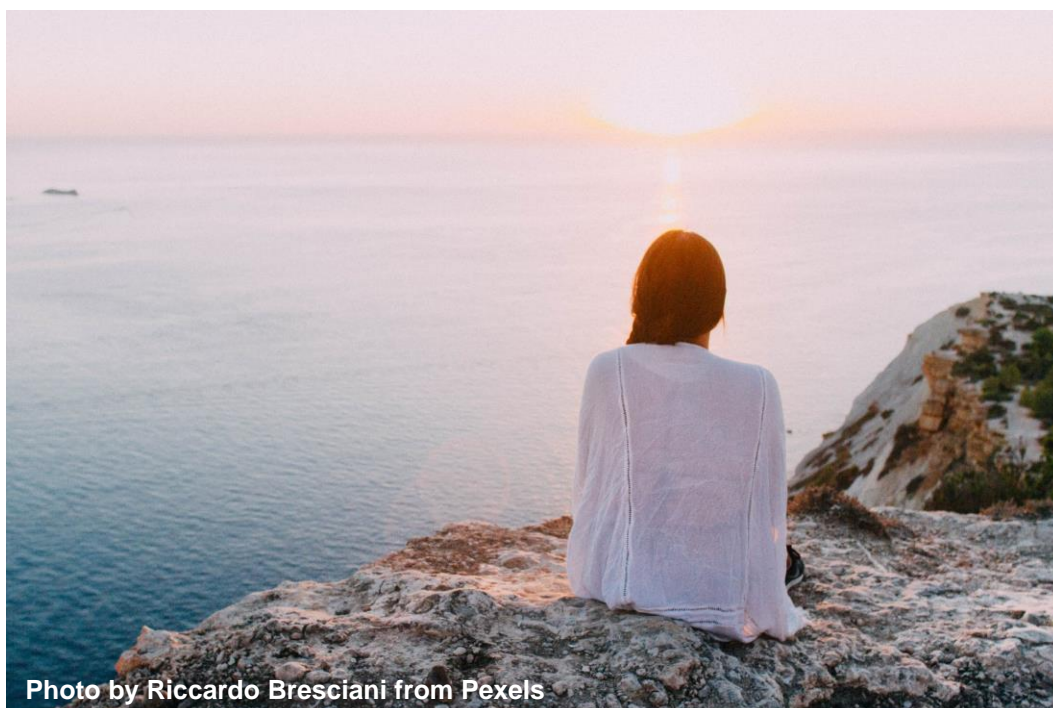


Photo by Riccardo Bresciani from Pexels

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What we've seen

Short Story Vending: Vending machines dispensing short stories have been launched in London's Canary Wharf.

Poetic Pharmacy: A poetic pharmacy has been set up to help people's mental health.

Adult Bedtime Stories: An author has released a book of Bedtime Stories for Stressed Out Adults.

What's next?

As discussed in Mintel's Trend Driver Experiences, people will increasingly look for products, services, and environments that enable them to zone out and refresh in a world of constant movement.

In line with this, we may see a wider range of daily essential items use art and aesthetics to highlight the importance of relaxation and enjoyment in everyday life, which will boost these products' emotional value to consumers on one plane. Convenience stores in particular can be expected to evolve from sites that merely vend products to experience centers that offer accelerated rejuvenation services.



Photo by Marc Mueller from Pexels