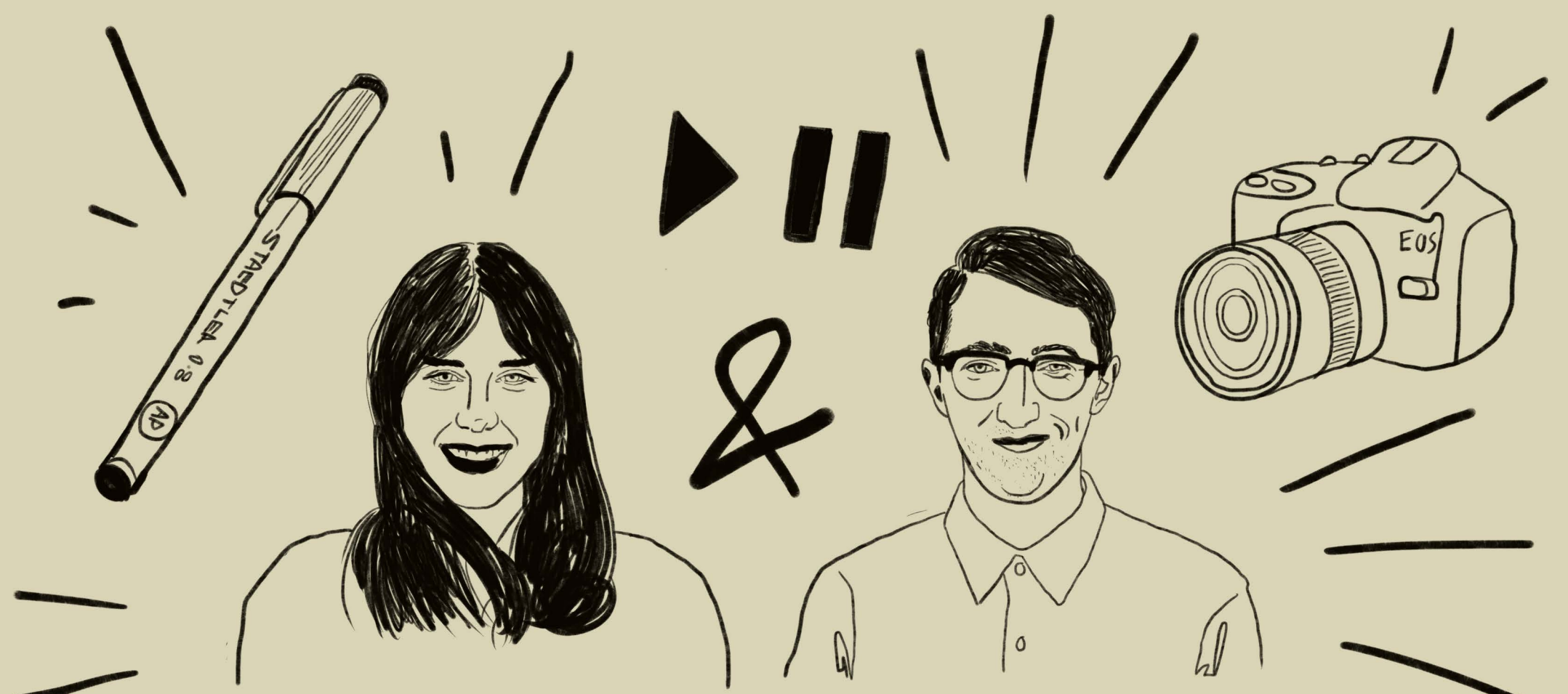


# ← STORYTELLING FROM A DISTANCE →



PHOEBE

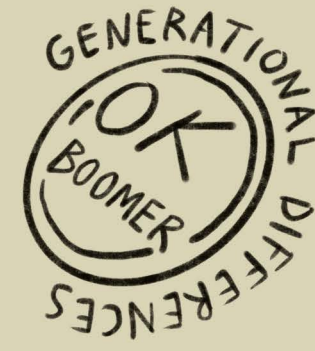
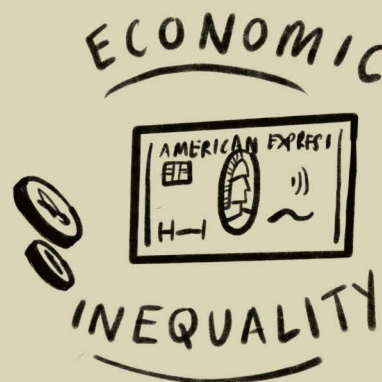
TOM

← SOCIALISE @ CROWD DNA →

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# WHAT HAS CHANGED?



**LOCKDOWN 2.0!** 

*all of this means we're more distant than ever before...*



BEING ABLE  
TO EMPATHISE  
WITH PEOPLE IS  
AT THE HEART OF  
GOOD STORYTELLING

STORYTELLING TRENDS



1. STORYTELLING THAT... BROADENS HORIZONS



2. STORYTELLING THAT... SHOWS, DOESN'T TELL



3. STORYTELLING THAT... LEANS INTO IMAGINATION



4. STORYTELLING THAT... EMBRACES THE WEIRD

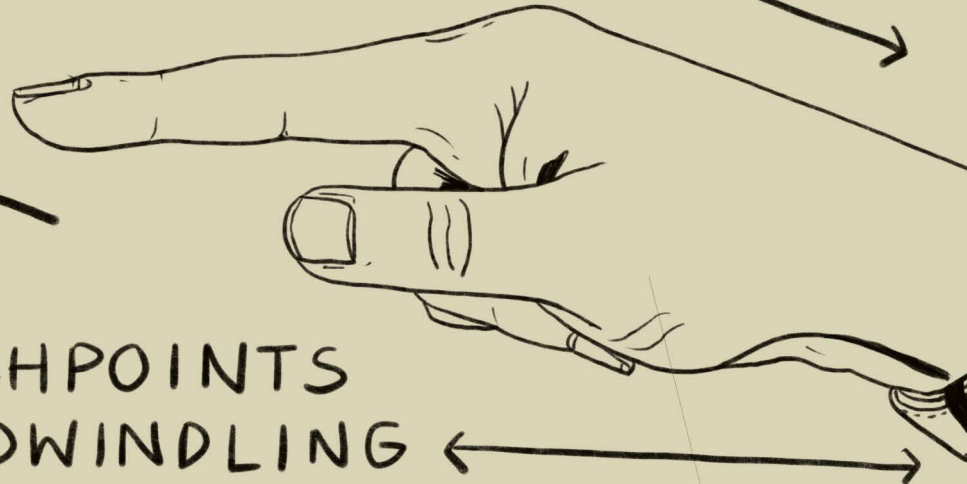
# WHY NOW?



1. WE'RE WORKING FROM AFAR



2. TRADITIONAL



TOUCHPOINTS ARE DWINDLING

3.



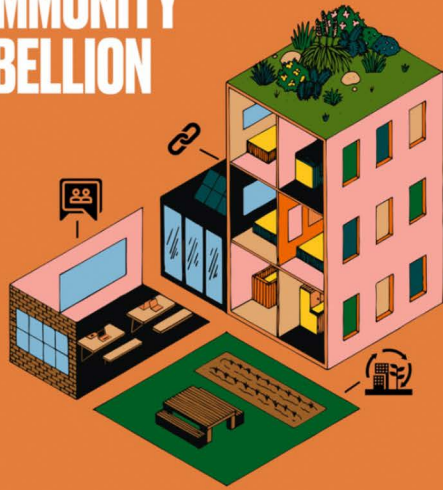
OUR ATTENTION SPANS ARE SHORTENING

& LASTLY! 4.

EVERYTHING IS CHANGING



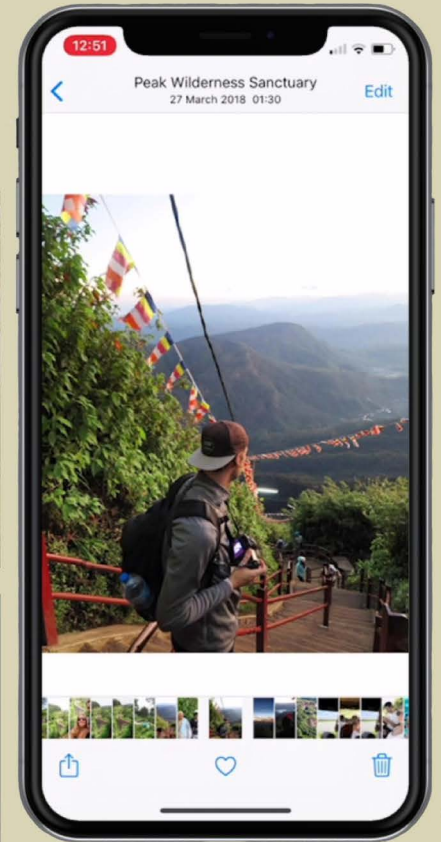
SCENARIO #1  
**COMMUNITY  
REBELLION**



CROWD.DNA

CROWD DNA  
SCENARIO  
PLANNING

← GETTING CREATIVE WITH UGC →



REMOTE FILM  
METHODS



Shift One

## Proudly Chinese

Younger generations are balancing global connection with national pride to flip the script on Chinese stereotypes

China's post-90s and post-00s youth are global citizens, itching to be connected to culture from around the world. Escaping the Chinese firewall to access international news, ideas and inspiration is a given – and they're well aware they're part of the first generation with the kind of access, as well as the wealth to travel and experience the world firsthand.

Many see the Chinese enthusiasm for foreign culture and assume that means they're 'Westernising'. But, while China has been busy rising, the West has been in decline – a narrative scripted by the Chinese government and reinforced by the people. The West is a source of content for inspiration and ideas, but not necessarily a model for what things should be. There's a strong sense that China has surpassed it – politically, economically and in terms of influence.

They're voracious consumers of ideas and inspiration from other cultures and contexts, but don't confuse that with being 'anti-Chinese'. Without being blind to wider social problems, there's pride in China's relative stability, its ability to plan for the long term and the speed of its development. The last couple of years have marked the acceptance of Asian culture and its influence on a global audience through politics, creativity and brands.

The strength of national pride is growing. 'Made in China' is now a label of confidence.

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## Crowd Source

# Fun

This week in our newsletter, we're turning to comic relief. We're thinking about how people are redefining 'fun' post (and during) lockdown

CONTENT SERIES

CROWD DNA THOUGHT LEADERSHIP

STORYTELLING

IS A

CONSTANTLY

EVOLVING

CREATURE

# Thanks for reading.

Crowd DNA is a cultural insights and strategy consultancy with offices in London, Amsterdam, New York, Singapore and Sydney.

Formed in 2008, operating in 60+ markets, we bring together trends specialists, researchers, strategists, writers, designers and film-makers, creating culturally charged commercial advantage for the world's most exciting brands.

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