



BBDO

**OCCASIONS
2023**

August 2023

BBDO

THE OCCASION

2023

Each year our calendar is marked with special occasions. **Occasions that afford a moment for celebration, observance or reflection.**

These special occasions are the punctuation of our year. We work towards them and we pause for them.

These occasions command a lot of attention... and spend.

Special occasions don't just punctuate our calendars, they punctuate and direct the course of brand calendars the world over.

The 'special occasion' is special because it can make or break a brand's sales.



THE JOY

WE NEED ESCAPISM MORE THAN EVER

Many are charting the rise (again) of the **joyconomy**, and the need for increased moments of joy in our everyday lives.

QUESTION OF THE WEEK

♦♦♦

The Joyconomy: Should Brands Be Unleashing Playfulness And Joy?

Joy and play are setting the tone for our era. Customers are seeking escapism from everyday scuffles, how are brands embracing the opportunity?

BY AVNIE BANSAL
06 JULY 2023

Source: Creative Salon

Joyconomy: Elevated expressionism to arm people with hope, joy and happiness for an uncertain year

Source: Bizcommunity

They are right to, but there is a crucial distinction between the occasion and the everyday moment of joy. Both are vital and both fulfil important needs...

but one has a very unique formula.



THE PSYCHOLOGY

WE NEED OCCASIONS MORE THAN EVER

What separates an occasion from the everyday moment of joy?

Usually anticipation. The anticipation of celebration. Ritual and tradition. Nostalgia through a repeated formula. The promise of something new.

This is what makes the occasion so special. Arguably we need the occasion more than ever. And we are seeking it more than ever before.

43%

of global consumers agree with the statement; "I love any excuse to have a celebration."



40% 

of global consumers agree with the statement; "I enjoy celebrating other countries' traditional celebrations."

[Source: Foresight Factory \(Paywall\)](#)



CINEMA

Which is perhaps why we have turned a movie release into the biggest occasion of the year.

Well, at least for some. **Did someone say Barbie?**

The release of **Barbie** has been teased for months, we excitedly anticipated the release, we planned celebrations, and we spent BIG.

Barbiemania: the movie has turned the world hot pink - but you might struggle to get a ticket

Source: The Guardian

THE *BARBIE* SUCCESS EQUATION

GOLDEN INSIGHT

Back in 2016 BBDO repositioned Barbie as a toy for empowerment using the brand's rich heritage.



CORE PURPOSE

Today the movie's core purpose is diversity, inclusion and accessibility.



BIG OCCASION

The team made the film the occasion of the year - consumers are emotionally invested.



Led to Barbie becoming a cultural phenomenon, and biggest box office opening in 2023



[Link](#)

“It was like people wanted to join in, to be a part of this. They don't want to just be audience members.”

— Emily Matlis, *The News Agents Podcast*, [Link](#).



BACK TO SCHOOL

THE OCCASION OF HOPEFUL, OPTIMISM

2023 - A VERY MIXED PICTURE

+1/3

(38%) of consumers said they are **cutting back** spend in other areas to **cover the cost of items** for the upcoming school year.

- NRF

“The back-to-school season is among the most significant shopping events for consumers and retailers alike, second only to the winter holiday season.”

— NRF President Matthew Shay

2023 - WAYS IN



1

Dial up the **cost saving bundle**. BTS spend is comprised of a portfolio of items. **Show the value of the bundle** and capitalise on the resilient essential spend.



2

Dial up the offer. **Is your language reflecting BTS themes**. Add words like “for school lunches” or “for after school snacks.” Position your product into the new, school-day routine.



3

Create new rituals to calm the tension and anxiety of this new school start. And position your brand within them.

Foodinstitute.com

CHEP NETWORK, BBDO



OFFICEWORKS - BACK TO SCHOOL

“This back to school we wanted to celebrate all the individual feelings children have towards school, showing the natural moments of excitement, nervousness, and everything in between. Whether it’s starting school for the first time or entering high school... Officeworks is here to help parents and students get everything they need at the best value and at low prices.” - Jess Richmond, general manager marketing and insights, Officeworks



HALLOWEEN

THE SPOOK STARTS EARLY

BRANDS ARE GETTING STARTED

The Home Depot Has Released Their 2023 Halloween Collection, So Spooky Season Is Officially Here

Thank goodness we didn't have to wait 300 years for their return!

Matalan, Next and TK Maxx already selling Halloween décor - and it's only July

Have you spotted any spooky homeware or pumpkin products near you?

This article contains affiliate links, we will receive a commission on any sales we generate from it. [Learn more](#)

Romper

Bath & Body Works' Halloween Collection Is Coming July 24

Spooky season lovers, we ride at dawn — or in this case, at the end of July. If you're already planning your Halloween nails and pining for...

18 hours ago



WE ARE ALREADY GETTING EXCITED



HOW PEOPLE ARE PLANNING TO CELEBRATE



47%

Dressing up in a costume



51%

Decorating their home or yard



67%

Handing out candy

Source: National Retail Federation

THANKSGIVING

THE OCCASION OF TIME, TRUTHS & TANTRUMS

2022 - WE STARTED EARLY & FOR LONGER



According to eMarketer, our **Thanksgiving spend in 2022 happened earlier**, kickstarted due to Amazon's Prime Early Access Sale in October which pulled holiday spending forward.



Equally, **Thanksgiving weekend posted big in-store foot traffic gains**. The early spend for some did not dampen spend around the main event.

Source: Insider Intelligence, 2023

2023 - TIME, TRUTHS & TANTRUMS



Time is against us, despite planning (or no planning) we are always behind. While others are always ahead.



The big day starts early but the prep can start days earlier for some.
- Insider



We over prepare, we want to make our guests happy and appreciation can feel limited.



Thanksgiving dinner consists of many, many dishes, even a small dinner can feature 12 dishes, others are up to 30! Many are looking for a way to introduce new while retaining tradition.
- FluentU



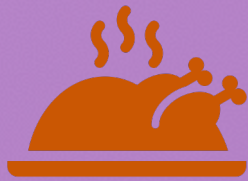
Inevitably it all gets too much. There is such a thing as too much togetherness.



In 2021, 71% said they would be using their phone at the dinner table. There a huge number of articles advocating we put our phones down.
- NY Times



The flipside to the portrait of Thanksgiving joy, is very real stress and sadness. Time together or alone can be incredibly challenging for many.



“Planning for the holidays gives people a goal and meaning, for most people, it gives them an outlet to use their creative energy and look forward to an event that’s fun or meaningful.”

When we look forward to an event in the future, it stimulates the limbic cortex, happiness and excitement originate. It also triggers a release of dopamine, the hormone associated with reward-based pleasure.”

— *Dr. Jenny Yip, clinical psychologist and the executive director of the Renewed Freedom Centre.*



If you want to learn more about the way BBDO thinks please contact us at bbdo@bbdoknows.com

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