



BBDO

RITUALS

September 2023

BBDO

“Rituals are the foundation to our everyday life. These are not just habits - they are a complex series of tasks, driven by our emotions.

Rituals are sequences that we develop over time and are governed by the subconscious.

They make us feel good.”

— *BBDO, The Rituals Masters*

RITUALS 2023

BBDO has long argued for the power and potential of rituals, **both as a support mechanism for consumers, and as a growth driver for brands.**

Our research around Rituals has been ongoing for over 15 years, and during that time our findings have been remarkably consistent.

Despite Covid, recession, cost-of-living crises, huge global uncertainty... the Rituals we first uncovered back in 2007 remain intact across segments and geographies. Rituals unite us.

Understanding people's rituals is key to business building ideas. More than this, **an embedded brand can stay in a ritual, and therefore the basket, indefinitely.**



WHAT IS A RITUAL?

Our Rituals are transformative, they are a **“defined series of actions that help us transform from one emotional state to the other.”**

Not to be confused with a habit... habits can be broken. Rituals might evolve, but they also endure.

“We see in every culture—and throughout history—that people who perform rituals report feeling better.”

— Harvard Business Review

Rituals reassure us, they anchor us, they provide certainty, meaning, and even joy, in the face of relentless uncertainty.

Crucially, our Rituals become fortresses, keeping our preferred brands in, and the competition, out.



OUR DAILY RITUALS



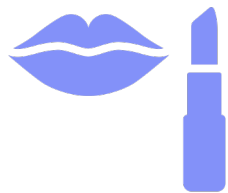
PREPARING FOR BATTLE

From the moment we wake up to the moment we get to work, or to the place we spend our day. **Fast, fraught and full of friction...**



FEASTING

The rituals that surround sharing food with others. The ritual that reunites us with our tribes. **Pleasurable, indulgent, slowing us down...**



SEXING UP

The ritual that takes us from “day self” to best possible version of self, usually day to night. **Hopeful, optimistic, fun...**



RETURNING TO CAMP

The exhalation at the end of the day: the ritual that returns us to our private worlds. **Private, quiet, slow...**



LOCKING UP

Locking up doors and windows, shutting down everything with a plug, preparing for the night. The quickest ritual of the day. **Reassuring, meaningful, considered...**



HOW DO YOU PREPARE FOR BATTLE?

DON'T MESS WITH MY MORNING COFFEE

We wake up with... our phones.

Why Your Phone Shouldn't Be A Part Of Your Morning Routine

Even though it's so, so hard to stop.

Source: HuffPost



We grab our favourite fuel.

r/starbucks

Join ...

Daily Starbucks goes what's your go to morning order do you ever switch it up? Source: Reddit

We **'gather intelligence'** before we do anything.

And we are **frustrated** if our preferred brand is unavailable in the morning.



FAST, FRAUGHT, FULL OF FRICTION

Emotional Transformation

Neutral & Cocooned  Ready for the day

7

The busiest and most tightly sequenced ritual of the day, preparing for battle includes an average of over seven steps in less than one hour. We go from protected and cocooned to ready for the day.



At this step, brands are critical, we have our repertoire and we don't deviate. We are highly frustrated when our preferred brands aren't available and we don't have the mental availability to make other choices. Be present, be helpful, don't overcomplicate.



HOW DO YOU LOCK UP?

DESPERATELY SEEKING PEACE OF MIND

We go to bed with...
our phones.

Sadly, too many of us
close the day with
gathering yet more
intelligence.



We prepare for
what comes next.

Tomorrow starts
tonight.



QUIET, CONSIDERED, MEANINGFUL

Emotional Transformation

Relaxed



Reassured



This final ritual of the day takes the shortest time and is taken very seriously; we do not feel the day has ended until it is complete.

At this step, we are investing, we are making choices in the hope of a better next day, week, month. This is a fertile moment of the day for brands, but one that is not always considered. Brands can have heightened meaning for us here, we have more mental availability, we are receptive to messages, we may read a label in detail, do research...
Be visible, be reassuring, be available...



“Brands that understand how to ritualize around important prevalent needs and how to position themselves on the inside of a ritual can earn a more meaningful and sustainable role in people’s complex lives.”

— BBDO Knows

“BBDO creatives found that ideating around ‘The Lockdown Ritual’ unleashed their creativity & yielded ideas featuring new stories & situations and powerful new language and imagery that significantly increased the relevance of advertising for this indicated use of Aspirin among our audience.”

— Energy BBDO





WHO DOES IT WELL?

EVERYDAY RITUALS



Bayer Aspirin & BBDO worked to position Aspirin on the inside of everyday rituals by creating “the world’s smallest first-aid kit” with only Aspirin inside. The kit could be carried anywhere for use at any time: **reframing Aspirin as an everyday necessity, elevating its role and reminding people of the versatility and relevance of this product to all generations, all people, in all places.**

SPORTS RITUALS



Bayer Aspirin with partners Energy BBDO positioned the brand as the ‘Official Sponsor of Fan’s Hearts’ at the Super Bowl this year. The aim was to encourage sports fans to prioritize their heart health. Bayer Aspirin completely flipped the way the category communicates about heart health. Instead of using fear they **tapped into people’s passion to get them to act and placed the brand on the inside of one of the most ritualised events of the year.**



“The ritual of sending a loved one a simple Happy New Year’s text, became the mechanism for our team to tell a beautiful story of a relationship that is about to reboot. Connecting the brand with not only this connection ritual but with positive opportunity.”

— BBDO Germany





WHO DOES IT WELL?

**IT'S NOT THE NEW YEAR
UNTIL YOU GET THE
MESSAGE YOU'VE BEEN
WAITING FOR.**

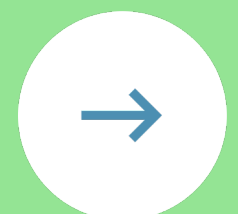


BIG RITUALS

Some rituals mean everything.

WhatsApp & BBDO tell the story of the countdown to New Year and the ritual that we all know, the one where you get the message from the one that matters, this ritual starts your year in the best possible way.

WhatsApp & BBDO positioned the brand on the inside of the one of the most highly emotional nights of the year... And identified how this brand facilitates the only new year's ritual that matters.



BBDO

“It is often through rituals that we as humans seek and demonstrate love and kindness. We lean on these societally pre-formed behaviours as a template for our own personal expression and connection. For this reason, they are fertile opportunities for brand storytelling and brand action alike.”

— BBDO Germany



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

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