

2022 CHRISTMAS RESET

The new Christmas



LAST YEAR
MORE THAN A THIRD (36%)
OF AUSTRALIANS SAID THEY ARE
LOOKING FORWARD TO
CHRISTMAS 2021 COMPARED TO
PREVIOUS YEARS,
BUT WE WERE ANXIOUS ABOUT
CHRISTMAS BECAUSE OF THE
OMICRON VARIANT.

Australia's Most Populous State Hits Covid Record on Christmas

- Omicron 'just the latest challenge,' PM Morrison says
- Booster shots eligibility narrowed to 4 months from Jan. 4

NATIONAL RESPONSE AGENCY OR UNIVERSITY? WHY C.D.C.'S CULTURE IS DOING AMERICANS A DISSERVICE
"If we view the CDC - our preminent public health institution - as a university, then its actions throughout its history make sense. But if we view it as our country's (and the world's?) public health response agency (which, by CDC's definition, it is), it has sadly fallen short."

Inder Singh
Kinsa Founder & CEO

Failures, Culture Keep the CDC From Seeing Whole Picture
Covid

Bebecca Jones +Follow

ember 25, 2021 at 10:36 AM GMT+11

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ly newsletter.

alia's two most populous states reported a



more than 8 months old

Covid update:
daily case total
to pass 10,000

288 cases, Victoria 2,108,
15 and South Australia 634 as
ands forced into isolation on

duce the guest list and sit



**Christmas 2021 set to be
COVID 'superspreading event'
in Australia expert says**

A leading epidemiologist has warned the

Australians battling cost of living crisis reveal extent of hit to hip pocket

Australians being bitten by cost of living pressures are also in for more bad news.

7NEWS



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The Sydney Morning Herald

Wages fall further behind the cost of living as pay rises lag surging inflation

By business reporter Michael Janda and Rhiana Whitson
Posted Wed 17 Aug 2022 at 11:37am, updated Thu 18 Aug 2022 at 10:47am



Advertisement

Business The economy Inflation

OPINION

Power imbalance: Australia's hidden inflation problem

Australia's inflation rate to peak at 7.75% in December quarter, economic update predicts

Treasurer Jim Chalmers tells parliament that nation is facing a 'once-in-a-generation' challenge and real wages won't grow until 2023-24 fiscal year

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AND 2022, THE YEAR SO FAR HAS BEEN FULL OF FINANCIAL UNCERTAINTY, WITH THE COST OF LIVING INCREASING AND THREATS OF HIGH INFLATION AT THE END OF THE YEAR...

SO WHAT WILL CHRISTMAS 2022 LOOK LIKE?

Sydney Today 12/1/18

news.com.au

National World Lifestyle Travel Entertainment Technology Finance Sport

Finance Economy Australian Economy

'It's been very hard': New data reveals this year's most expensive supermarket items

Broccoli and lettuce aren't the only items with high prices this year, with new research revealing which staple items are getting particularly costly.



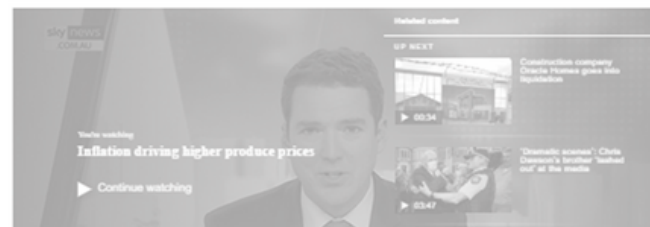
Rebecca Borg

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3 min read August 3, 2022 • 5:21 PM



4 comments





NEW VALUES



AUSTRALIA CELEBRATES CHRISTMAS LIKE NO OTHER

OVER 5.5 MILLION

Speak a language other than English at
home (+nearly 800,000 from 2016)

48.2%

Have parents who are born overseas

27.6%

Were born overseas

SOURCE: CULTURAL DIVERSITY; CENSUS 2021

THERE IS A NEED TO SEE REPRESENTATION

Only

9%

of Australians feel represented in the advertising they see



IMAGE FROM FENTY BEAUTY

AUSTRALIA IS NOT THE ONLY COUNTRY, WHERE THIS SENTIMENT CAN BE FOUND



Two-thirds of people in the UK

feel the ad industry does not represent them, and almost two-fifths say advertising characters and messages fail to reflect British society as a whole.

Religion, gender identity and physical ability were the areas most commonly identified as having seen the least progress on the representation over the last decade.

Gender, ethnicity and sexual orientation were more likely to be identified as areas where there had been the most progress



MOST RELIGIONS LIKE ISLAM, HINDUISM, BUDDHISM, JUDAISM HAVE THEIR OWN RELIGIOUS AND CULTURAL FESTIVALS.

In the Islam tradition, the birth of the prophet is known as Mawlid, celebrated in early November.

People of Jewish heritage celebrate Hanukkah - an eight-day festival - in late December, so it often coincides with Christmas.

In Hinduism, Diwali - the festival of light - is the vibrant and dazzling five-day festival in late October and is recognised as the New Year in the Hindi calendar.

Many Chinese (and South-East Asian cultures) recognise Chinese New Year in late January-early February as the most important celebration of the year

CANADA SEES A BIG SALES RESULTS FROM SPECIFIC CULTURES

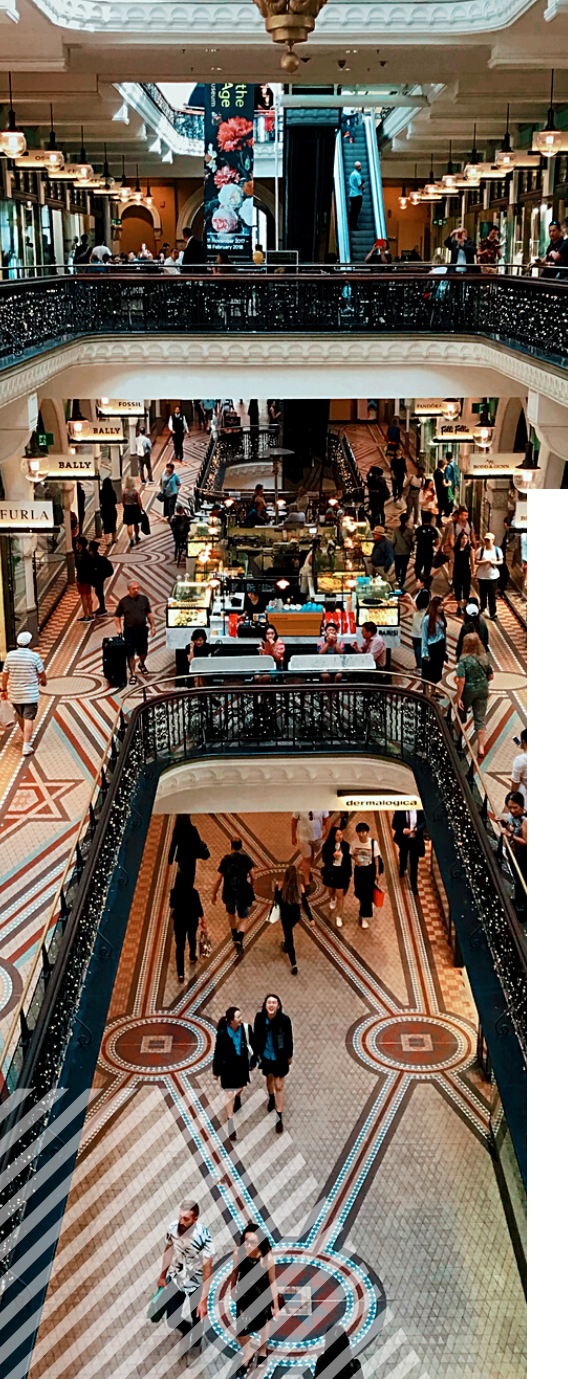


53% of Chinese Candaians

shop during sale days like Black Friday, Cyber Monday, etc. while about 58% make purchases during Christmas

61% of Chinese Canadians and 58% of South Asian

consumers consider themselves to be very brand loyal, compared to the rest of the population suggesting that festivals and holiday season heavily influence their decisions to make purchases along with their brand loyalty and familiarity with a brand and its quality that would result in purchase decisions.



BRAND TAKE OUTS

- Australians all have different Christmas'. Reflect this in your assets and in your audiences.
- Highlight some diverse shopping journeys during this festive season- Aim for diverse imagery, stories and source, Collaborate with the appropriate communities
- Consider narrative truths: avoid stereotypes
- Tonic is a great example of this....

CHRISTMAS AT TONIC

Here is how Tonic employees celebrate Christmas...



“The festive season is a week-long affair. I have my birthday on the 23rd, the 24th

I spend with my best friend and her family. I have spent Christmas with them since I was 16 years old since my family

(Taiwanese and East Timorese background), don’t celebrate Christmas.

The on the 25th it’s just our little family unit- two boys and my husband. Then on

Boxing Day we see my husband’s extended family. Then on the 27th we go

see my in-laws in Nelson’s bay, where make Polish dumplings from scratch and

stay until New Year’s Eve. Then New Year’s Day we celebrate Chinese New

Year with my mum’s family.”



Despite Australians celebrating the Festive season in different ways, the one common theme is that it is a time of year where we want to spend with our new inner circle, in the most happy and healthiest way.

HAVE A GREAT FESTIVE SEASON!

