Lives reexamined

2

Following the sudden disruptions of the pandemic, people emerged in 2021 with a realization that some changes weren't temporary after all. This prompted a sense of introspection and a reevaluation of their values and lifestyle choices. As a result, they looked for more comfort and ease in their lives, and shifted their focus to the things that matter most to them.

From small everyday upgrades to more major life decisions, searches are showing how people are taking stock of their lives and assessing how closely their choices align with what truly matters to them. An example of this shift is seen in the "Great Resignation," a global trend where a significant number of people are leaving their jobs voluntarily.

The 2021 Work Trend Index report found that 63% of Indonesians are considering changing employers in 2022.[5]

These significant, widespread shifts in life priorities among consumers should be studied closely by brands. As people spring-clean their lives, there's a window of opportunity for businesses to reconnect and convince. How can you persuade your customers and employees to continue to make your brand a part of their new lives? How will you show the value your brand can bring to their newfound priorities?

SEARCHES

Acceptance of a blended life

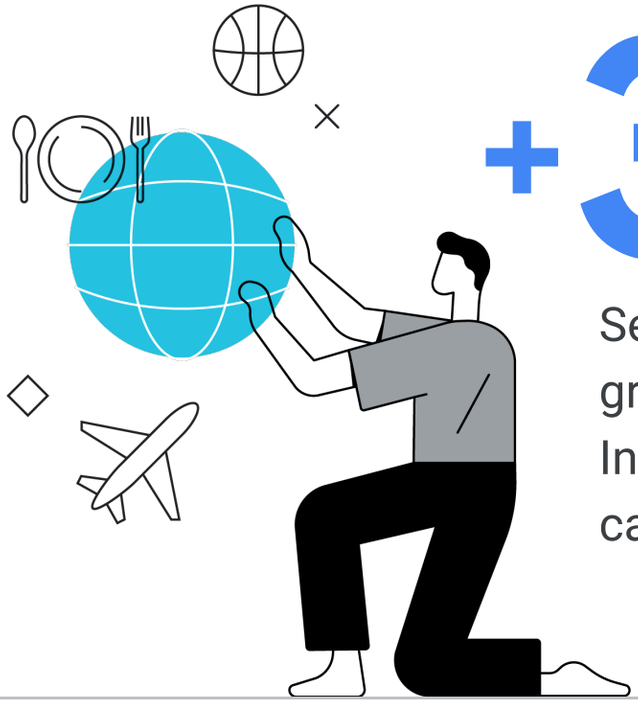
Even as restrictions ease, it seems a hybrid way of working and living is likely to remain, as people begin taking charge of their own time and space, particularly at home.

Search interest in alat kopi di rumah (coffee maker at home) grew by 150% as Indonesians look for ways to meet their lifestyle needs at home.

Blended ways of dining out became more popular, with search interest in drive thru rising by 167% as people opt to satisfy their cravings in the safety of their own cars and homes.

+30%

People are upgrading their homes as they accept a more permanent hybrid way of working and living. In Indonesia, there was a 30% growth in search interests in hemat listrik (electricity saving) and tenaga surya (solar power) as people look for longer-term ways to lessen the toll of work-from-home on their electricity bills.



+30%

Search interest in terdekat (nearest) grew by 30%, suggesting that Indonesians have started making cautious plans to venture outdoors.

Reevaluation of finances

While some looked for ways to put their savings to work through investments, others searched for deals, discounts, and ways to stretch their dollar.

+56%

Consumers are exploring ways to maximize their savings, with search interest in kemasan ekonomis (economical size pack) growing by 56%.

Indonesia saw a 35% growth in search interest in cara investasi (how to invest), while saham pemula (stock for beginners) grew by 128%.

+35%

+600%

Cryptocurrency shows high search interest in Indonesia, with a 600% increase in related searches.

+360%

Similarly, search interest in NFT (non-fungible token) grew by 360%.

Quality time with loved ones

Indonesians are placing more value on spending time with their families, and some even see it as more important than being financially secure or successful.[6]

People are seeking to build stronger familial relationships, with search interest in waktu berkualitas (quality time) rising by 110%.

Interest in searches containing bersama keluarga (with family) grew by 60%.

Self-care, introspection, and the reevaluation of lifestyle choices

Consumers today view wellness through a broader lens, valuing physical, emotional, and mental health.

+67%

Search interest in MBTI (Myers–Briggs Type Indicator test) grew by 67% as people seek to understand themselves better.

+35%

As Indonesians pay more attention to their health, we see a 35% growth in search interest in vitamin

Sports-related searches were on the rise, with search interest in olahraga di rumah (sports at home) growing by

+34%

Indonesians are focusing more on self-care, with search interest in cara merawat diri (how to take care of myself) growing by 55%.

+55%

Additionally, a growth of 56% is seen in search interest in daya tahan tubuh (body resilience).

+50%

Search interest in mental health grew by 50%.

MARKETING IMPLICATIONS

Your brand is back on the table: gain and retain

From reactive behaviors and short-term solutions, to a greater acceptance of our new blended lives, searches show that people are emerging from the pandemic with updated priorities. As people reevaluate their choices, **brands and businesses should also be updating how they show the value they can offer**, not just externally to their customers, but also internally to their employees.

Simon Kahn
Vice President, Marketing for Google APAC

"The next decade will be defined by a state of accelerated disruption. In order to enable people in the region to achieve better, more equitable outcomes in the face of increasing disruptions, businesses need to stay curious and cultivate a desire to understand what works and, more importantly, what doesn't, to uncover and refine an understanding of users' true needs."

1 Ensure your brand is top of mind as consumers reevaluate their options

Today, as shoppers look for the brands that best align with what they need and value, up to 75% are buying from newly discovered brands rather than familiar ones. As consumers look to be empowered and confident about their purchase decisions, Search ranks as a top touchpoint for providing them with relevant and helpful information.[7]

Tap into the power of Search and automation to grow your brand's discoverability.

Did you know?

Fifteen percent of queries every day are brand new searches.[8] By broadening your keyword match type to Broad Match with Smart Bidding, you're able to automatically adjust your campaigns to capture the different ways consumers are looking for your products, and act on new opportunities as they arise.

When consumers research, they don't always have a specific product in mind yet. Dynamic Search Ads can put your product in the spotlight with personalized ads that are relevant to the shopper.

Blibli, a leading Indonesian e-commerce platform, leveraged the Dynamic Search Ads page feed to drive incremental traffic and conversions from key consumer queries, by unlocking untapped Search coverage with Max Conversion bidding.

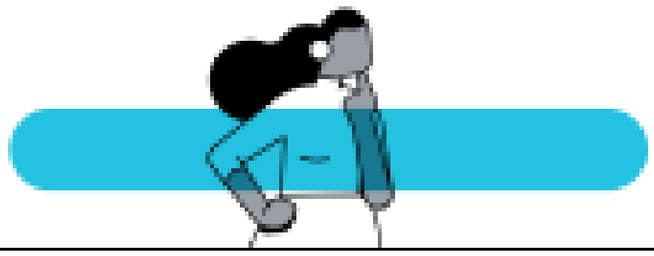
This improved Blibli's Search performance, delivering 77% lower cost per order and 2X higher ROAS.

2

Create data-driven marketing cycles

to keep up with evolving needs.

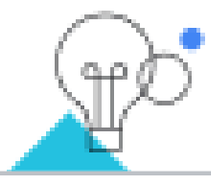
An adaptable advertising strategy allows you to act on what matters most to consumers in the moment, and adopt a test and learn approach for sustainable optimization.



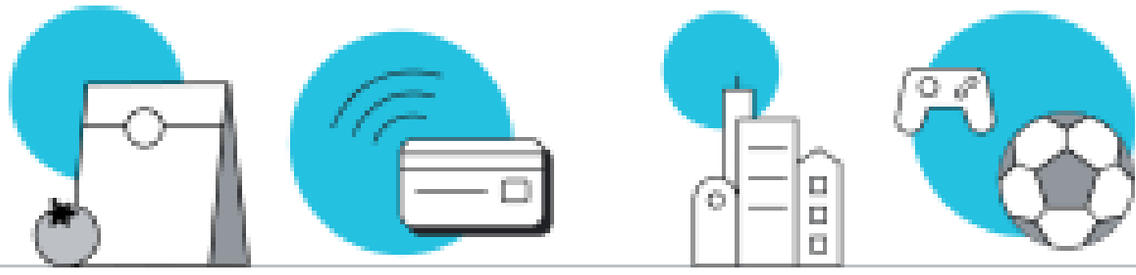
Did you know?

Rising Retail Categories and Google Trends show you what the world is searching for, both at a local and global level.

With the new Insights Page in Google Ads, you can forecast and capture demand with insights tailored to your ads business and identify products offering growth opportunities.

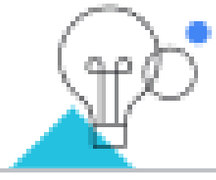


Leading online travel agents in Indonesia weathered 2021's uncertainty by catering to evolving needs with new products and expansions that went beyond their core travel offerings. The new launches and expansions included Traveloka Eats (food vouchers and delivery), Paylater (installment payment program), Tiket Homes (villa, apartment and house rental), and Tiket To-do (travel essentials and recreational activities).

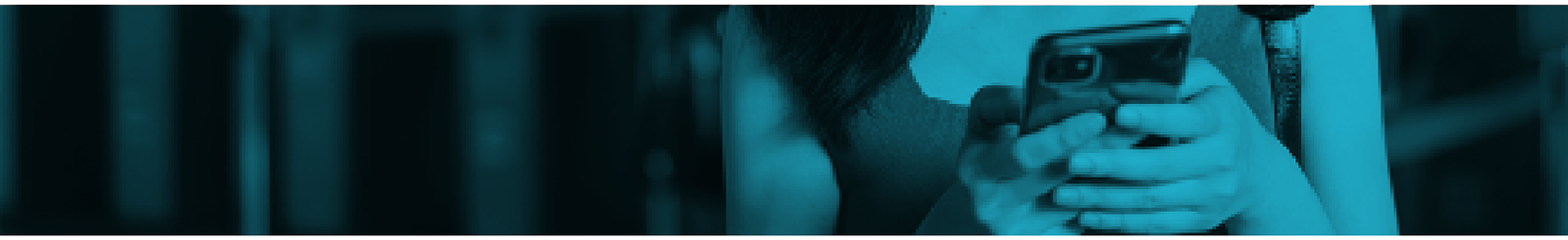


2 Use direct-to-consumer strategies to own your brand presence and experiences

Consider owned, direct-to-consumer channels (a brand.com and app property) that can enable you to build a bespoke brand presence and experience, and showcase your brand values and consumer offerings without compromise. They also give you the freedom to experiment and evolve your platforms to make your brand stand out even more.



After implementing app deep linking, Indosat's myIM3 Search ads campaign saw 2X increase in traffic to its app. The campaign also increased conversions by up to 2.5X, decreased cost per acquisition by 53%, and increased ROAS by 43%.



3 Don’t overlook your internal stakeholders

During times of reevaluation and change, attracting and retaining top talent becomes ever more critical to ensuring sustainable business growth.

1

Prioritize building a diverse and inclusive workforce that will not only help to attract and retain top talent, but also increase innovation and profitability.

2

Recognize the importance of purpose beyond pay. Nurture your employees as internal stakeholders and representatives of your brand.

To encourage employees to find their unique purpose and build a workplace where people enjoy their work and are engaged, Unilever Sri Lanka ran a series of "Discover Your Purpose" workshops. The sessions combine e-learning with personal connections to challenge personal growth.

Sources:
All Google Search data points included in this report are from Google Trends, Indonesia, Sep 2019 - Aug 2020 vs. Sep 2020 - Aug 2021, unless otherwise indicated.

5. Microsoft, "Work Trend Index 2021", April 2021
6. GWI, Wave Q2, 2021.
7. Global Web Index Core, Sample Size by Country: All (n=3,919 internet users aged 16-64), ID (n=656), MY (n=651), PH (n=655), SG (n=650), TH (n=656), VN (n=651), April 2021.
8. Google Data, July 2019.