

## TBWA\ASIA IDENTIFIES 23 POST-COVID EDGES

### TBWA\HAKUHODO TO CONTRIBUTE INSIGHTS TO TBWA\ASIA'S CULTURAL INTELLIGENCE PLATFORM - CQ

[August 24, 2020]

The global pandemic is causing culture to shift in every direction – whether driven by new consumer needs, government responses, community and brand initiatives, or even deep-rooted issues brought to light by the crisis.

TBWA\Asia has compiled a new report using its proprietary cultural capability, Backslash, to identify 23 New Edges of Asia – trends that are not yet established, but are emerging, growing, and likely to play a large role in future culture.

The launch of the report coincides with the unveiling of **CQ**, TBWA's new knowledge and insights platform tracking the latest cultural triggers in the region, and exploring consumer trends that present future opportunities for brands. TBWA\Asia will continue to follow and detail the evolution of each Edge on this new platform.





The Edges of Asia report spans 12 markets – Japan, China, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam. TBWA\HAKUHODO, with culture and trend analysis capability from its 65db and Disruption Consulting® teams, has contributed by adding insights from the Japan market.

Ranging from iParticipants and Clean Currency, to Blended Living and Spend for Good, each Edge helps businesses understand the implications of the trend, better navigate the circumstances as they evolve, and identify unique and innovative brand opportunities.

**【Comment from Sean Donovan, President TBWA\Asia】**

Backslash, our cultural monitoring tool continues to keep us immersed in culture, elevating our ability to provide our clients' with accurate insights where consumers are spending their time and attention, and involving them in areas people truly care about. With such fundamental shifts in society, cultural intelligence will be vital for businesses planning to recover and revive from this crisis – not only the immediate consumer sentiment and behavioral adjustments we're seeing today, but distilling and strategizing for the larger societal trends of tomorrow.

**【Comment from Yuichiro Horie, Head of Consulting of TBWA\HAKUHODO】**

A faint sense of discomfort in our daily life can suddenly turn into a massive change that shakes the fundamentals of your business. The world we are living in now has become a place where such experiences are very common.

No one can predict the future perfectly, but we believe that if you can sense the signs of emerging changes, you will be able to take a stronger step forward.

“Backslash” unravels what is next for Japan and Asia, by combining a micro-perspective that does not overlook the discomfort of everyday life, with a macro-perspective that observes the world from an overhead viewpoint.



**[Comment from Masa Okazaki, Executive Planning Director of  
TBWA\HAKUHODO]**

What is important now - is it to empathize with your customers? Or is it to make meaningful proposals for the environment and culture people live in?

In a short term perspective, it's important to get empathy and "likes" faster, but if you want to build a long-term relationship with customers as a brand, why not offer solutions in making their lives better.

"Backslash" is an essential tool for generating such purposeful business ideas. We don't just look at social trends itself; we pursue reasons through observing how various people in the world think and behave, which gives us insights that take root in people. How about joining us for "culture hunting", not merely looking at what's being presented.

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Visit the CQ (Cultural Intelligence) Platform: <https://tbwa.asia/cq>

Watch the Introduction Video: [https://youtu.be/ebVUoVSd\\_5I](https://youtu.be/ebVUoVSd_5I)

Read the Edges of Asia Report: <https://www.tbwa.asia/edges>

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**About TBWA\Worldwide**

TBWA is The Disruption® Company: the cultural engine for 21st-century business. Named one of the World's Most Innovative Companies by Fast Company and Adweek's 2018 Global Agency of the Year, we create disruptive ideas that locate and involve brands in culture, giving them a larger share of the future. Our collective has 11,300 creative minds across 275 offices in 95 countries, and also includes brands such as Auditoire, Digital Arts Network (DAN), eg+ worldwide, GMR, The Integer Group®, TBWA\Media Arts Lab, TBWA\WorldHealth and TRO. Global clients include adidas, Apple, Gatorade, Henkel, Hilton Hotels, McDonald's, Nissan and Singapore Airlines. Follow us on [Twitter](#), [LinkedIn](#) and [Instagram](#), and like us on [Facebook](#).



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