

## July 17th, 2020 - The Friday Surge: It's Movie Night!



### The Friday Surge

Hi there! I'm [Joy Levin](#). You are receiving this email because you opted in to receive information from me. The Friday Surge is a bi-weekly newsletter with tips, information, and tools for marketers, especially as they pertain to research, data, insights, and general marketing trends. Thanks for reading!

\*Note: If this newsletter was forwarded to you by a friend or a colleague, you can [subscribe here](#) to get your own copy in the future.

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***Drive-in Movies - They're back!***

***Suggestions to avoid video-conferencing fatigue***

***A relevant quote from Albert Einstein***

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The survey says...

Reseachers at [McKinsey and Company](#) have been tracking sentiment and behavioral reactions to the pandemic in different countries across the world. Here are some of their key findings, including thsoe specific to the US:

- Consumer sentiment varies significantly across geographies. Throughout the duration of the pandemic, consumers in China and India have been feeling the most optimistic about their country's prospects for economic recovery while those in Japan have consistently been the least.
  - *Consumers in the US are less optimistic than those in China or India, but express higher levels of optimism than every other country studied.*
- At the same time, individuals in India are most likely to report becoming more mindful of where they are spending their money, with 61% currently saying so. The lowest percentage of consumers sharing this same feeling are in France (26%).
  - *In the US, 40% report being more mindful.*
- Consumers in India are also most likely to report changing their shopping behaviors (e.g., retailer, brand) during the pandemic, with 91% saying so. Consumers in Japan are least likely to report this change, with just 33% reporting that they have changed their shopping behaviors.
  - *Three-quarters of Americans have tried a new shopping behavior during this timeframe.*

Click here to learn more about sentiment  
and behaviors by country

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#### From the Retro files

Few things trigger nostalgic memories for many (ahem-older) adults than drive-in movies. A hallmark of American culture in the middle of the twentieth century, drive-in movies ran at full-steam until the 1970s, when the advent of multiplex cinemas and video rentals, and the many benefits and conveniences they provided to movie-goers, made the simple drive-in movie obsolete.

However, earlier this decade, movie-going habits began changing again - streaming services had become a threat to the theater chains and independents; a study by [Morning Consult](#) and [The Hollywood Reporter](#), highlighted by [eMarketer](#), indicated as recently as March of this year that more than half of US adults (53%) expressed a preference for watching a newly released movie at home via a streaming service as opposed to in a theater (37%).

Fast forward to today's Coronavirus times, though, and things are changing again, with drive-ins experiencing a resurgence, fueled by the safety issues and social-distancing requirements that are a result of the pandemic. According to [History.com](#), only 500 drive-in theaters are currently in operation in the US, however, all of that may change. [Wal-Mart](#) announced that they would be using some of their vast parking lot acreage to create pop-up drive-ins beginning in August. I'll be keeping tabs on attendance to see if this will be a successful trend!

**Fun fact** - Richard Hollingshead, a resident of New Jersey in the early 1930s, invented the drive-in movie after listening to his mother complain about being uncomfortable in movie theater seats.

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#### Work From Anywhere

At this point, nearly everyone has been on at least one video call, whether on Zoom or some other platform, and we know that this technology has been a mixed blessing. On the one hand, it has enabled many to continue working safely. However, many report that it just doesn't adequately substitute for in-person relationships, and the phenomenon of "Zoom fatigue" is commonly mentioned. I've come across many articles with suggestions for overcoming this video-conferencing problem, but [this one](#), from [The Enterprise Project](#) has some ideas that I haven't seen anywhere else. I know I plan to try some!

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#### Quotable

"In the middle of difficulty lies opportunity." - Albert Einstein

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