

#AHEAD

Update June 30

While we are now keen to get back as soon as possible to a normal life, to have dinner in restaurants, to drink something in a bar, to get a proper vacation, mixed feelings can be spotted in the conversations selected.

One thing we have all learnt is that the distribution of the pandemic is not linear: one country can be rather safe while others are in the middle of the wave of infections. This consideration seems to change the way we look at our country as well as the way we look at other countries from several perspectives: tourism, food, politic.

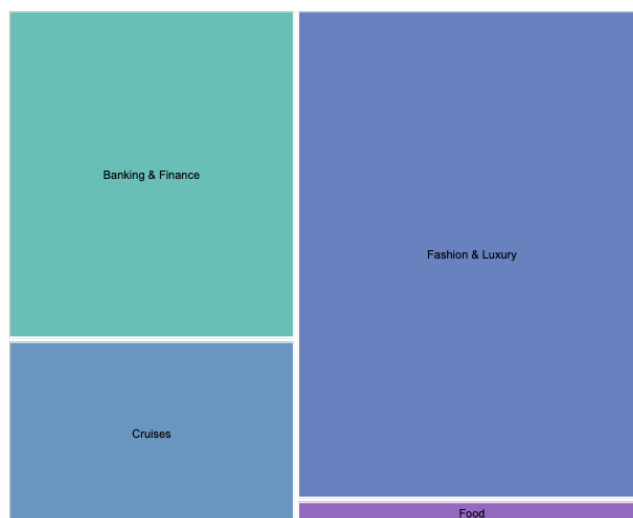
We may identify to major approaches to the current situation

1. Those who are still concerned about the virus and the chance of new waves of infections
2. Those who want to get to their life and believe that this is worth the risk of new waves of infections

Some industries are now very closed to business as usual while others are still struggling with new paradigms to tackle.

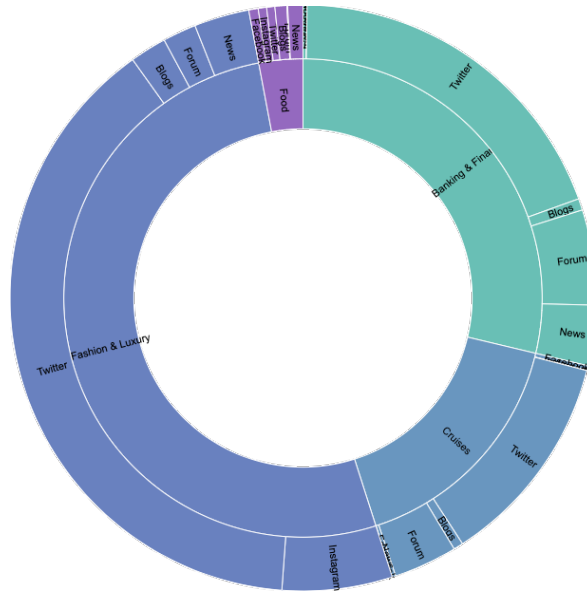
Let's get a bit more in details.

There are no changes in the SOV of conversation by industry. Fashion is the most debated industry and this clearly reflects its popularity and its social impact: store access, sustainability, e-commerce, shopping experience. These are just few of the relevant topics emerging from conversations collected.



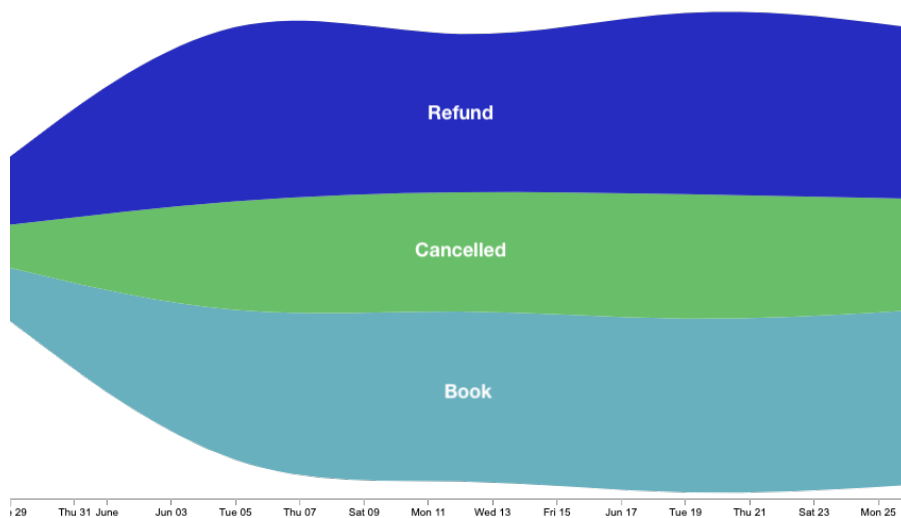
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Across the entire period of analysis, there is a consistent SOV ratio by channel with Twitter largely dominating.



Then, let's dip into the stream of the words used in the conversations as we may begin to identify changes in overall sentiment, attitude and how they reflect the changes in the lockdown.

Cruise industry



From this update, the Cruise market analysis is on 6 major languages: Italian, English, French, German, Portuguese, Spanish.

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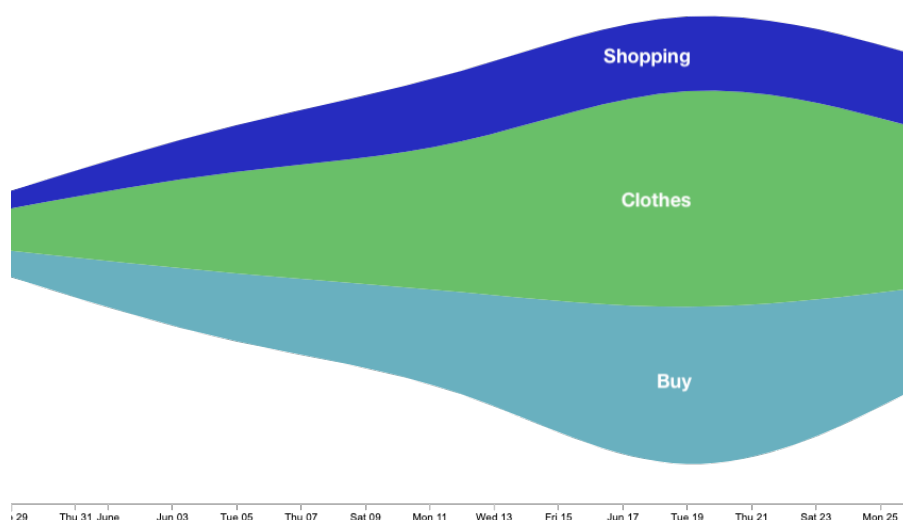
The replacements of ships and changes in the duration of the upcoming cruises are currently among the main complaints. Replacements of newer ships for older ones mean, according to some guests, the **downgraded quality of service** for several reasons, such as the lack of the premium cabins. Some users are very upset and would like to cancel their bookings (all languages). Others, on the contrary, advise that smaller ships are better (more "on a human scale") than the newest mega-ships (Italian-speaking market). In connection to the same topic, there are concerns regarding **the lack of communication**: the insufficient (or confusing) information about the upcoming bookings, in terms of ships and itineraries (all languages). Delays in receiving the refunds continue to be a delicate topic in all the monitored languages. Users are actively discussing the **new safety protocols** recently announced by the major cruise companies. For instance, in a discussion dedicated to the comparison between two companies a user admits that the ability to provide "safe and guest-friendly" cruising experience will determine the new preferences of guests in their choice of a cruise company (Italian-speaking market).

The Portuguese market (Portugal, Brazil and other Portuguese speaking countries) seems the less confident about a comeback to the cruise vacation in a short time. That's the main reason for the rebound of the word Refund. Cancelled came from the CLIA decision to postpone any activities in North America to October while other markets are ready to leave the harbor since end of July.

Booking is still seen as safe on closer destinations in the next 6 months and on farther destinations in 2021.

Fashion and Luxury industry

The **Fashion and Luxury industry** conversations had a huge spike close to the reopening of the stores.



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With the retail going to reopen and the production process almost ready for gearing up, the keyword is “restart”, even if it is not clear how this will happen, yet.

In parallel with the reopening conversations the safety measures become a relevant topic and one that asks for specific attention and care.

The switch in the mood of the customers continues and, from the binge shopping, the highlight now is on the “is it worthy?” question.

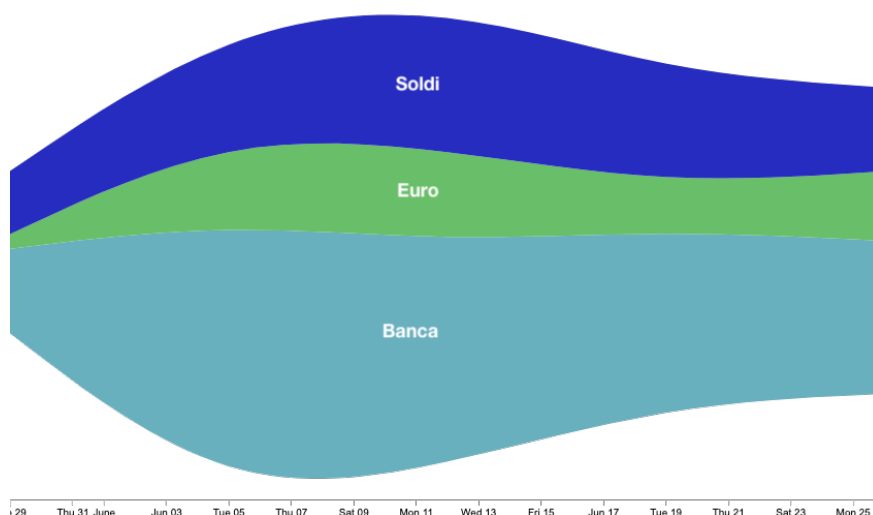
For this reason most of the interest of the fashion and luxury clients goes to the Zoom-worthy products, those that can make a look be successful for online meetings and conferences, with categories such as jewellery (brooches and necklaces) and comfortable yet classy/edgy tops, that can make the difference for work as well as leisure occasions online. At the same time branded face masks are sought after accessories among the fashion victims and the Off-White one is named as the most searched for item in 2020.

The push for a transparent and sustainable fashion continues on as well as anything linked to vintage, second hand and pre-owned.

There is a clear focus on two categories of product: essentials and non-essentials, and this confirms how careful most of the clients are in coming back to shopping and in making mindful decisions about preferring to buy specific products. The conversation about the opportunity of continuing fashion shows instead of changing format has become a hot topic and the highlights on the different decisions taken independently by the different fashion brands are very much discussed in the flow.

The lack of buying power is another matter that emerges from time to time together with the desire for luxury.

Banking and Finance industry



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The conversation has moved towards concerns about the future, issues about the salary and the political situation of the MES.

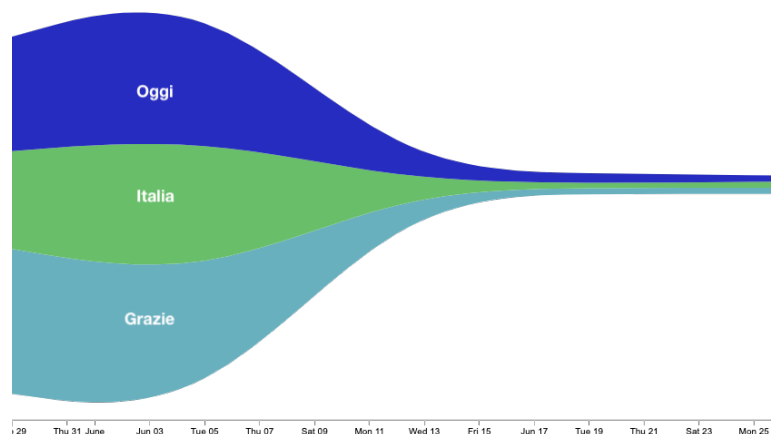
Expectations about the funds from European institutions are crucial political issues with several comments negative, as pushed by the far right movements, and others more neutral or positive as sustained by other parties. There's a lot of noise about the beneficial impact of these funding as well as the worries for control and limitations by the lenders.

Other conversations are about the support by financial institutions and by the banks with several claims about not having received any money while other commenters claim that everything was fine with their requests.

This uncertainty about the cash available for each family, about the job position is the major driver and it will be the major driver for the coming months.

Food market

Food is no longer perceived as an issue. No queueing outside the Supermarkets, no empty shelves, no fear of not having food in the kitchen, no delayed deliveries. This is the past we want to get over as soon as possible.



And the Food industry seems to be the fastest in recovering a normality sort of. After few weeks of panic about food scarcity, the weeks of the bread makers, the weeks of the pizza makers, now it's time to get back to the time before the virus.

The number of conversations about Food issues dropped dramatically in the last three weeks and turned back to recipes and the pictures of dishes.

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It seems as all the local proximity stores which performed so well with home deliveries lose traction.

We were expecting a rise of the conversation about the price of food and the scarcity of fresh vegetables and fruit but it didn't happen, at least so far.