

Nostalgia in Western Europe

June 2021

Table of Contents

INTRODUCTION

Scope Nostalgia offers comfort, escapism and a chance to rethink the past

THE NEW NOSTALGIA WAVE

Isolation and health anxieties create perfect backdrop for nostalgia trend

NOSTALGIC MARKETING AS: A SOURCE OF COMFORT

Confinement increases demand for comfort at home Comfort food has taken on new meaning since the first lockdowns Budweiser and Irn Bru use archives to strengthen bond with consumers

NOSTALGIC MARKETING AS: ESCAPISM THROUGH TECHNOLOGY

Reaching into the past with new technology Algorithm defined playlists and Deepfake evoke emotional memories

NOSTALGIC MARKETING AS: A GENERATIONAL THING

Gen Z and Millennials key target audience for nostalgic marketing Millennials embrace the 1990s as they seek the comfort of childhood Body shop relaunches its iconic scent for 80s and 90s kids Playmobil targets the kidult market Gen Zs retreat to happier times they feel they missed out on Gen Zers are recreating 2000s fashion trends on their platforms

NOSTALGIC MARKETING AS: PROGRESSIVE NOSTALGIA

Nostalgia strategies turn to the past but must bear in mind the future Burger King's "new old logo" harks back to its roots Nostalgia marketing can embrace societal progress Barbie: a classic toy with a contemporary twist

CONCLUSION

Nostalgic marketing: what should businesses focus on? Nostalgia for yesterday, today and tomorrow

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