

CZ

Director of Taste

'22

BY



OH
MY
DOT

EXECUTIVE SUMMARY

In a world where the only constant is constant change, knowing what's going on in the minds of the people we're talking to is essential to properly navigating business and communication.

Our new (and now annual) **Director Of Taste** (DOT) survey aims to uncover what's going on in mind and soul of a local, how their thinking deviates from global moods, and how to think about it in the context of communication.

oh my DOT and **Ipsos** have joined forces, identified five interesting global trends in local perception, and further turned them into small details through a qualitative survey.

Scroll through and discover the Czech customer in 2022.

oh my DOT & Ipsos

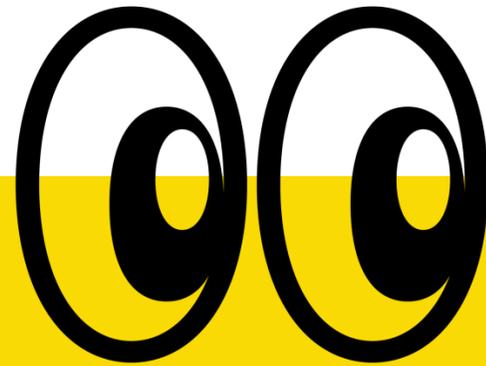
**OH
MY
DOT**

what can DOT help you with?



With a better understanding of the target group, we are talking to.

What it experiences, what it feels and how its perception of the world changes.



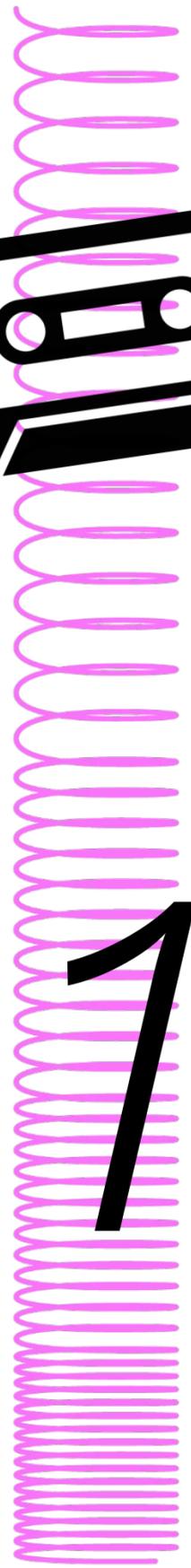
With future marketing campaigns in mind.

How to communicate more effectively and deliver relevant messages.



With identifying how we are different from the world average.

Get a picture of world trends the Slovaks are ready for.

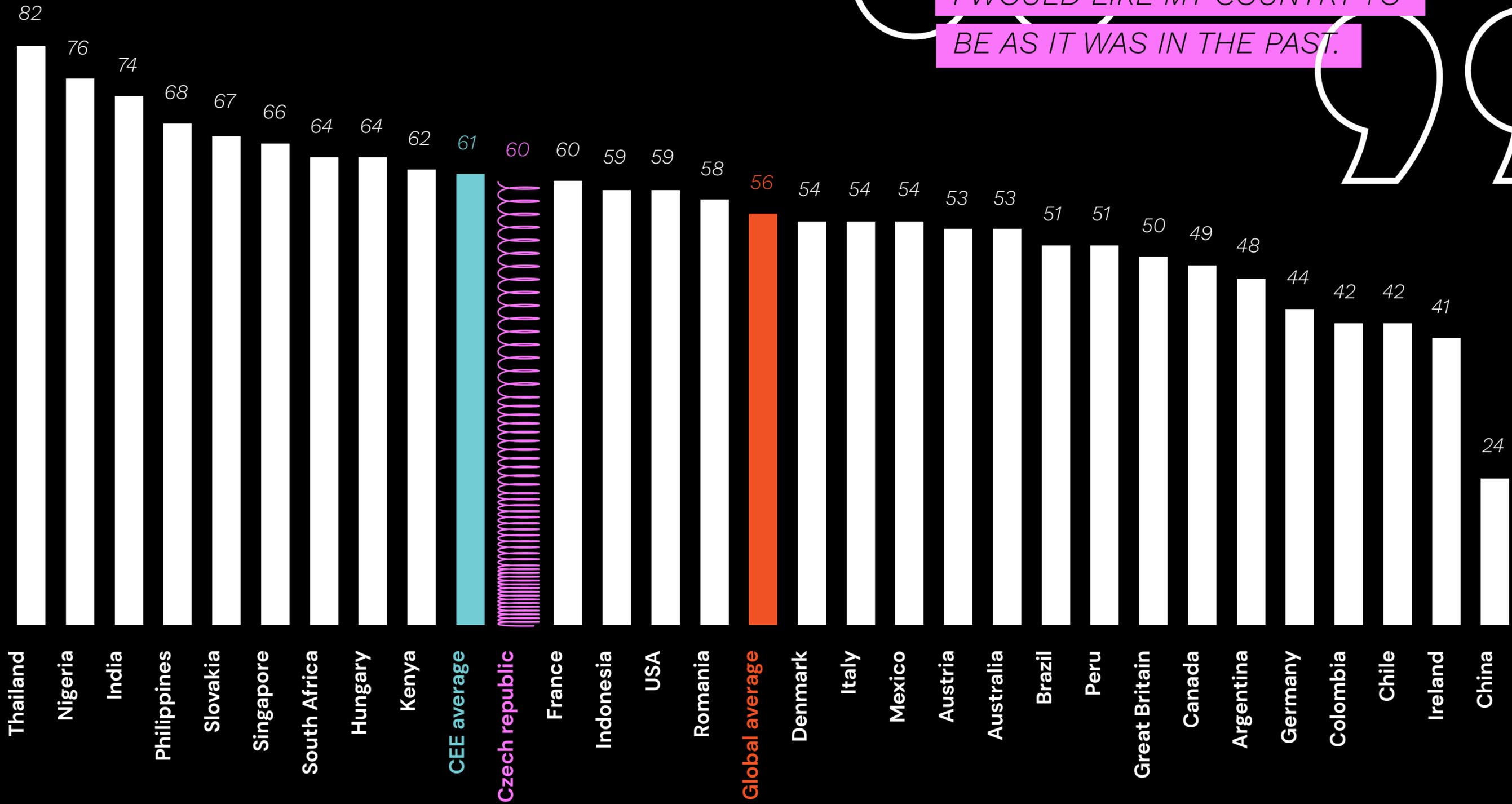


1.

lingering
nostalgia

WHAT?

Among European countries, a higher level of nostalgia is typical for post-communist countries (SK, CZ, HU). Behind countries from this region are only developing countries.



I WOULD LIKE MY COUNTRY TO
BE AS IT WAS IN THE PAST.

a decade of return



Older Czechs would like to return to the eighties, when, according to them, life was better, less rushed, everyone had a job, and one could afford to buy more with one's salary.



For younger people, there is a period of "zero and ten" years when they are impressed by music production and television entertainment of the time.



Regardless of age, many would like to return to the days of childhood, which evokes more enjoyment of life and fewer worries. People in their thirties would like to return to the "zero" years and older ones to the nineties.

pop culture

Fashion

80's a 90's, which were typical for their fashion (wide padded shoulder on jackets, perms and Jágr mullet...).



Music



Strong MTV influence (90's, 00's), Velvet Underground, The Beatles, Jimi Hendrix, Michael Jackson

World

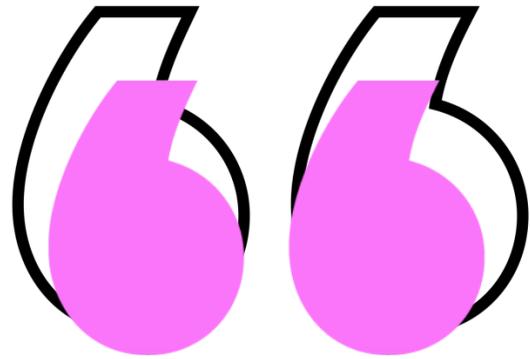
First line phone, newspaper stands, chewing gums in a shape of a cigarette,...



Games

Cult PC classics such as Prince of Persia, Doom, Sims





Shorts and bodysuits – everything in crazy neon colors. Hair clippers. Walkman and VHS tapes from the video store. We had Michael Jackson concerts from dusk till dawn.

FEMALE (35)

Andy Warhol, Velvet Underground, Jimi Hendrix, The Beatles, England's influence on pop culture, the development of plastics, furniture design / applied art, the influence of the Brussels exhibition.

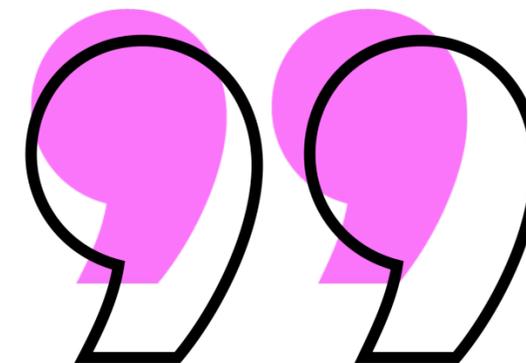
MALE (31)

The 1990s, the fall of the Iron Curtain and subsequent euphoria. It is said that those who remember the nineties have not experienced them.

MALE (39)

I associate different music groups, singers, TV shows with the nineties – world pop like Lady Gaga, Czech music like Ewa Farná, Disney productions and platforms that presented and broadcasted all of this, like Óčko or many youth magazines.

FEMALE (24)



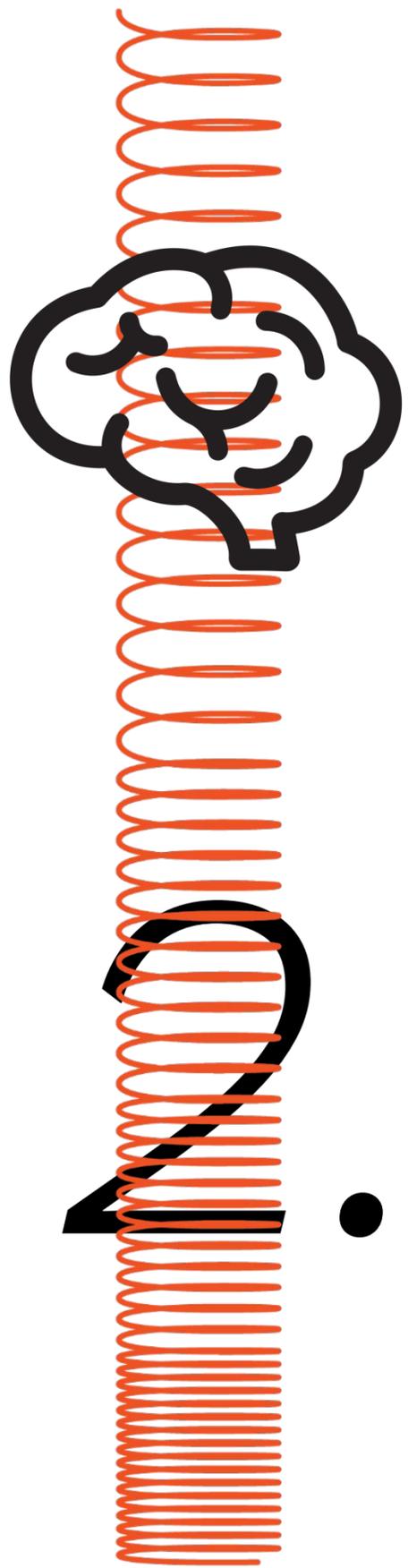
IMPLICATIONS FOR COMMUNICATION

Nostalgia is a strong emotion, and even more so in Czechia. With campaigns focused mainly on brand building, we have a guaranteed recipe for creating a solid bond with our customers. The key will refer to their childhood days, ideally through pop culture references such as music, fashion, series, games, and others.

Retro is not just the 70s. It's different decades relevant to the target group we want to talk to.

An interesting moment is the return to the days before the Internet.

People want an offline experience, so let's give it to them.

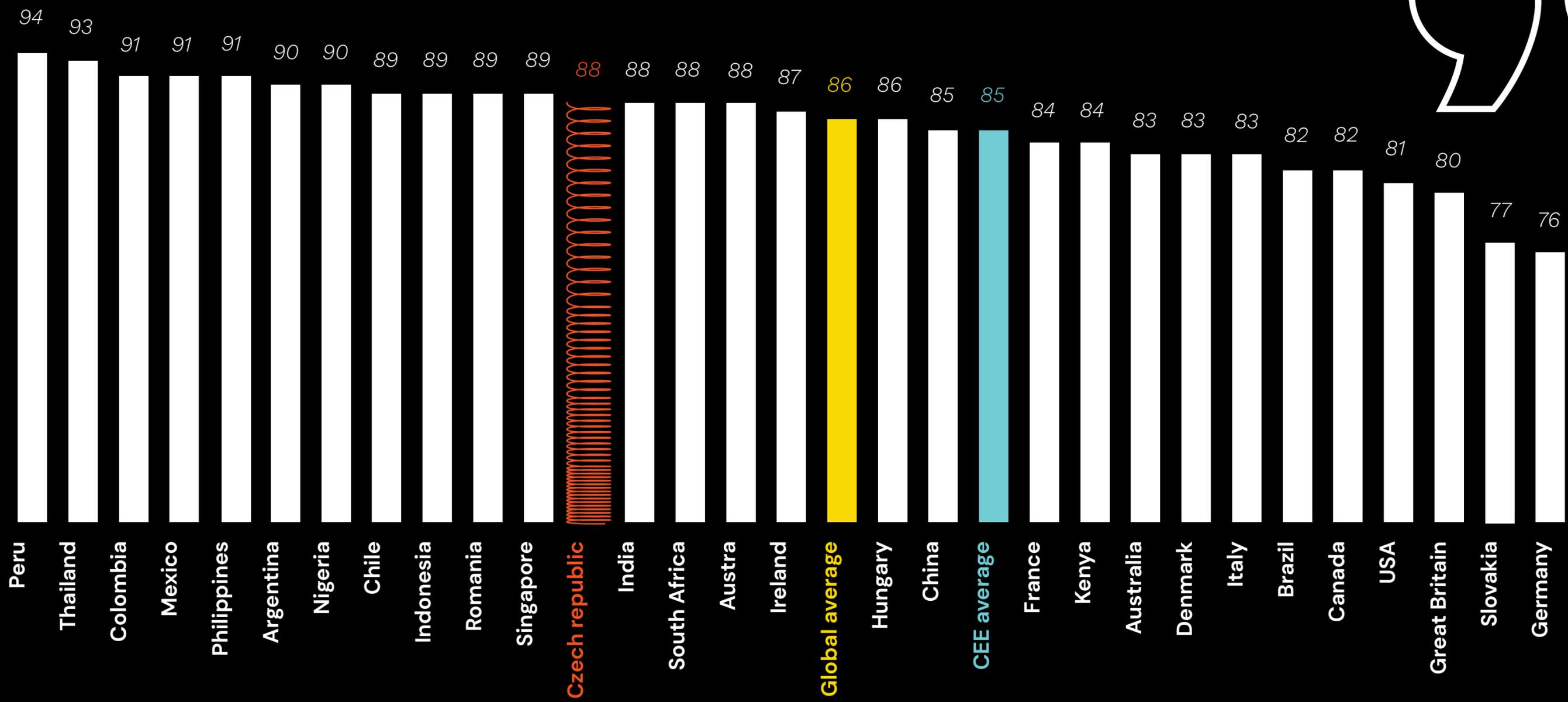


**a divided
world**

WHAT?

Most of the world's population believes that individuals should be guided by their own moral and ethical principles. The Czech Republic is above average in this trend. Czechs value individuality more.

EVERYONE SHOULD BE GUIDED BY THEIR OWN SET OF PRINCIPLES BY WHICH THEY WILL BEHAVE AND MAKE DECISIONS.



% OF AGREEMENT IN COUNTRIES

acceptable norms



The right to be different also appears among the recognized values. Especially people under the age of 30 gravitate towards it spontaneously. It is this group that also emphasizes the fight against body shaming and a positive attitude towards the body. However, the presentation of overweight as a positive body condition is frowned upon.



Most people, regardless of age, still perceive the given norms as values that help us live peacefully side by side. Mutual respect, tolerance and decency are declared values.



Some people perceive the value of democracy sensitively, they fear the current trend in which the essence of democracy seems to be changing and turning, especially in the anonymous online world, into anarchy.

social proof

People don't like to be different from others.

Little have a desire to rebel from them.

If someone wants to stand out, they most often tend to do so by fashion (but nothing too extreme). Young people in the Czech Republic perceive current fashion as a form of expressing their opinion. However, its wilder version is more accepted.

Successful athletes or people who are professionals in their field are also an inspiration.



Young people are mostly inspired by their surroundings (friends, family, colleagues), but social media also strongly influences them. There, they are mainly inspired by culture or the media world personalities.

Inspiration with books – motivational books – appears among the older people.



The most important is respect, for example for the different values of life, solidarity, for example helping people in need, and also human rights, for example marriage for all.

FEMALE (27)

I don't think I have a need to rebel in any way – I honestly can't think of any reason why I would need to stand out from the crowd. :D

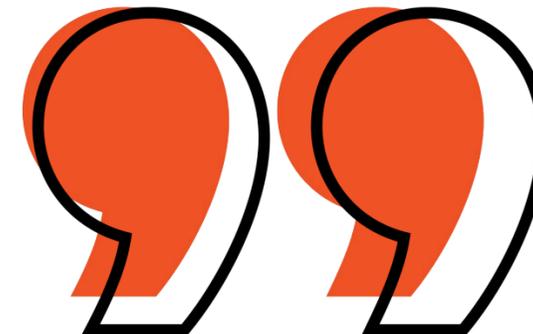
FEMALE (27)

I would consider moments when breaking the norm is associated with disrespect (e.g. coming inappropriately dressed to a funeral or wedding) as a behaviour that is out of line.

FEMALE (23)

Equality in everything is very much pushed in our society and it fights against body shaming, which I think is great. That women don't have to think they have to be a size 0 to be accepted by society is excellent. However, promoting downright morbid obesity as part of "body positivity" as some brands do...

FEMALE (34)

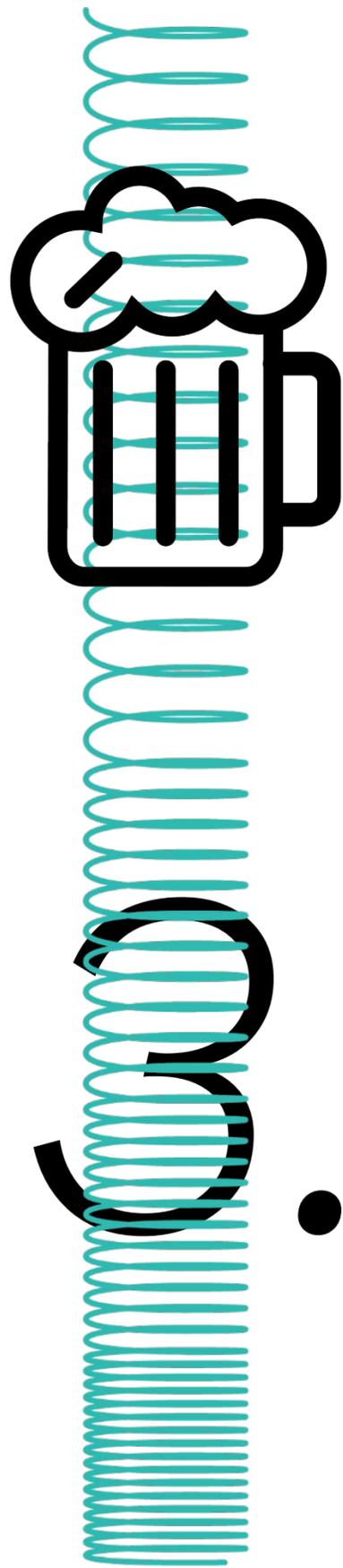


IMPLICATIONS FOR COMMUNICATION

We like to stand out and feel special. Of course, not to the extent that it restricts other people or somehow disrespects decent behavior.

In this context, it is interesting to focus on evoking a sense of uniqueness in a person and highlighting their individuality and their own compass.

For smaller brands, it is important to find your community and appear in it as an entity that highlights individuality.

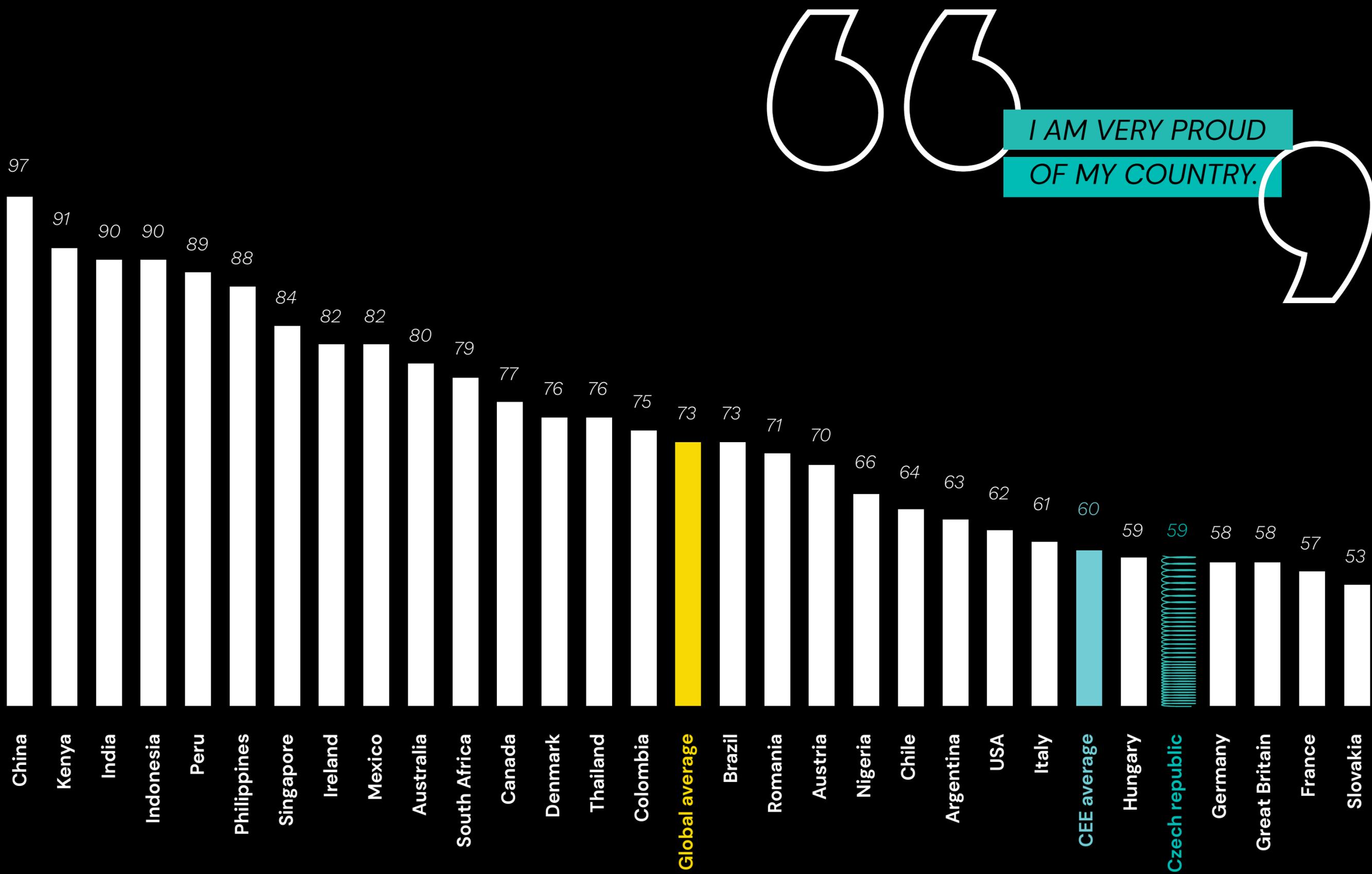


.pride

WHAT?

Czechs are among those who are not very proud of their country. In contrast, people in China are most proud of their country.

However, not a single country in the Central European region reaches the global average.



I AM VERY PROUD OF MY COUNTRY.

% OF AGREEMENT IN COUNTRIES

pride in the country



What prevents Czechs from being more proud of their country is primarily the character traits of some of them. There is a feeling that the nation's mentality is marked by a historically subordinate position.



Another important factor is the political situation in the country. The overall behavior of politicians, when the citizen perceives the decline of correct political and diplomatic behavior. And the figure of the country's president, with whom many do not identify.



Nevertheless, the citizens of the country are proud of Czech beer, cuisine, wine, historical monuments, things produced in the Czech Republic, and the capital Prague. However, Czechs also praise the sporting achievements and inventions they brought to the world, and the Škoda brand.

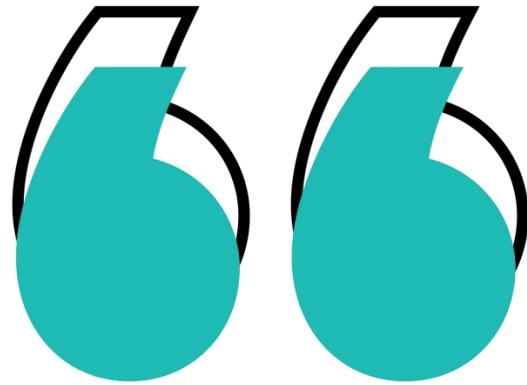
czech products

Most Czechs consider food products produced in the Czech Republic to be of high quality. They also like to reach for them when shopping. The added value of these purchases is also the support of the Czech market.

Compared to products from other markets, however, the Czech customer perceives their higher price. In today's era of significant price increases, local and high-quality products are therefore often neglected.



However, the quality of Czech products inspires pride in the food sector, to which Czech beer or wine also proudly belong.



Our recent populist past and some recent international political expressions (before Ukraine). In general, probably our president. Also that Czech pettiness, greed, private thinking, trying to be the ones who beat the system.

MALE (33)

Some are great, some are bad. It depends on the area and on the type of product. I am very interested in the quality of specific products. In general, I would probably say that Czech products are not of poor quality, but rather that they are of better quality, but I would definitely not generalize it.

MALE (28)

I am proud of the security in the Czech Republic, the non-corrupt police, our healthcare and education system. I am also proud of Czechs, of our sense of humor, of the fact that we are relatively open to a diverse society.

FEMALE (29)

I think we should support them for economic self-sufficiency and to limit imports for environmental reasons. I try to do it a little, but I could definitely try harder. However, I am quite strict with some products (e.g. wine) and buy only Czech products.

FEMALE (28)

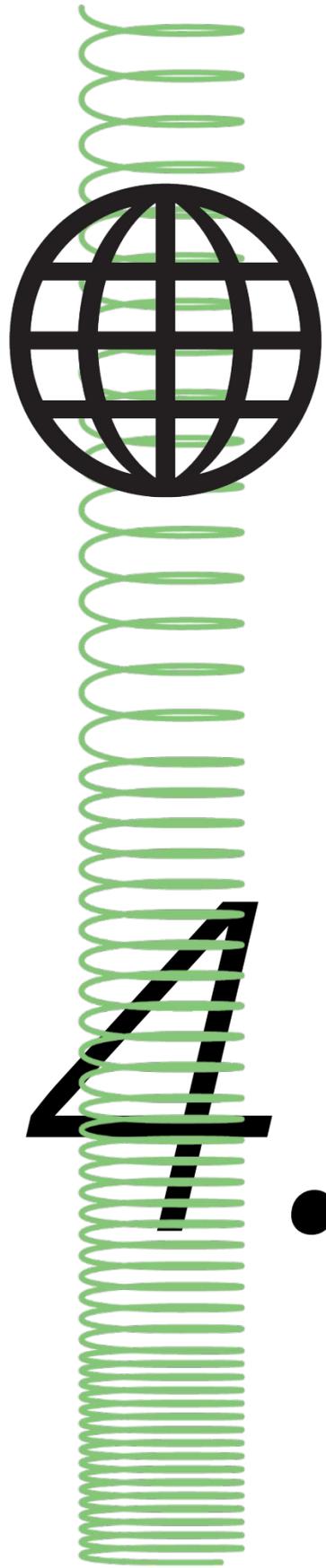


IMPLICATIONS FOR COMMUNICATION

Our pride lies in the past and inanimate artifacts. If we are proud of anything, it is ruins, natural monuments, traditional cuisine, sports trophies and Prague.

We feel great potential here to build people's pride in the current events around us and highlight inspiring people, revolutionary ideas, and projects that will improve our lives.

Local products = expensive products. At least that's how consumers perceive it. In the context of the current economic situation, this appears to be a counterproductive market entry strategy.

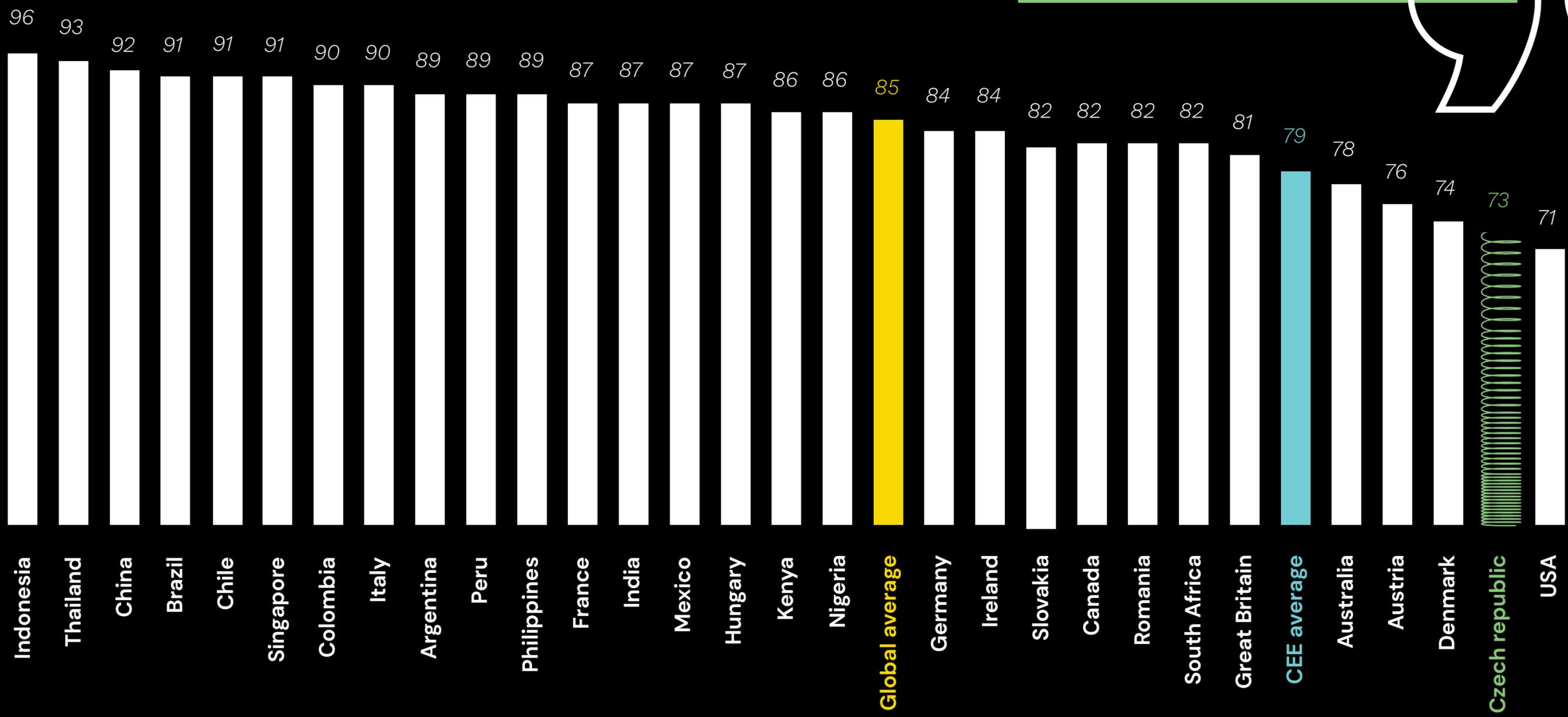


climate antagonism

WHAT?

The Czech Republic is on the tail end of awareness of the importance of environmental issues. It falls behind the world average and the average of Central and Eastern Europe.

WE ARE HEADING TOWARDS AN ECOLOGICAL DISASTER UNLESS WE CHANGE OUR HABITS QUICKLY.



% OF AGREEMENT IN COUNTRIES

eco habits



Not polluting the environment is a natural part of the ecological behavior of many people. Young Czechs consider recycling of used packaging to be the very basis of ecological behavior.



The implementation of the next level in everyday life is also emerging, and that is rational eco-shopping that does not create unnecessary waste. Here, however, the sample admits that it could be to a greater extent.



When choosing clothes, not only the price plays a role, but also the quality of the material – even younger people are introducing fast fashion restrictions.

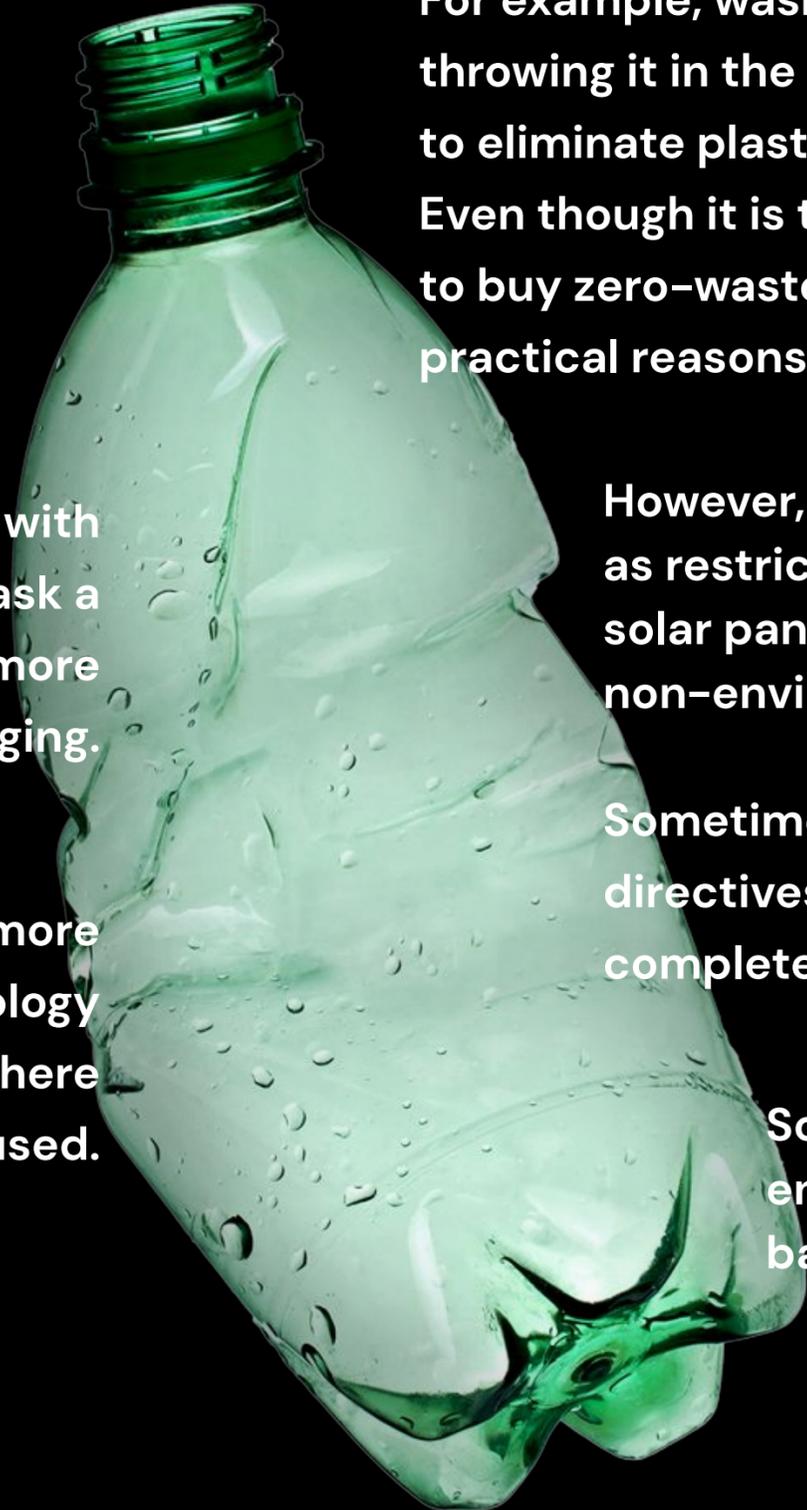


Older women limit the use of chemical cleaning agents that are flushed down the pipe into the common sewer. They replace them with natural ones.

eco border /difficulty

Many associate living ecologically with higher costs. Manufacturers often ask a higher price for a product packed in more expensive, more ecological packaging.

Czechs, who are trying to live more ecologically, criticize non-ecology mainly in production, where non-recyclable packaging is still used.

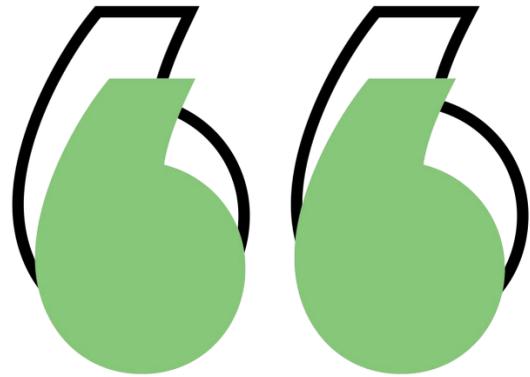


For example, washing used plastic packaging before throwing it in the trash or carrying cloth bags to the store to eliminate plastic bags is considered annoying by some. Even though it is theoretically possible (in larger cities) to buy zero-waste drug store products, it is not done for practical reasons.

However, many say they do not see environmental measures as restrictive, and rather seek new systemic changes such as solar panels on the house or cutting down on the purchase of non-environmental packaging.

Sometimes there is a feeling that the EU's environmental directives are crossing the line of tolerability, for example the complete shutdown of internal combustion engines by 2030.

Some also worry whether electric cars are truly environmentally friendly if disposing of the old battery is a burden on the environment.



I try to buy sustainable fashion, buy products from socially responsible companies that are also kind to nature, and minimize the purchase of exotic ingredients.

FEMALE (22)

Of course, I hate greenwashing and political solutions in general that are supposed to be pleasant and seemingly ecological, but often they are just quick and basically not very effective solutions.

FEMALE (23)

think the system isn't quite figured out yet. Of course, I recycle waste, I cut the plastic ring off of PET bottles, we don't eat meat every day, and if we do, we only buy organic from free-range farms and from Czech farmers. The same with eggs. We only buy plant-based milk.

FEMALE (31)

An electric car – although it is nice that you do not burden the atmosphere so much when driving, on the other hand, the amount of emissions during the extraction of special materials, shipping, disposal of batteries, etc.?

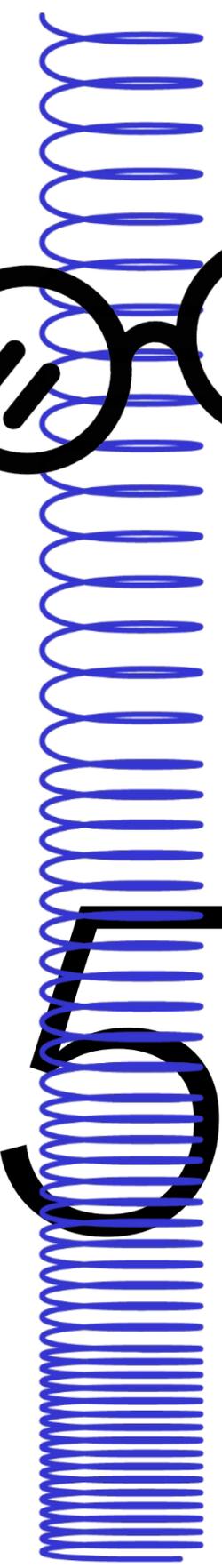
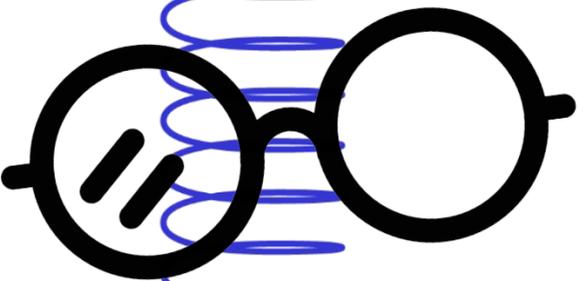
FEMALE (27)



IMPLICATIONS FOR COMMUNICATION

Let's not pretend that planting trees is a social responsibility. It's mainstream. Czechs already know it is necessary to do something, but they are also too comfortable to do so. If ecological behavior is associated with extra activity, then there is a barrier. Our responsibility is to bring solutions for people that allow them to behave more ecologically without much effort.

Emphasis on education in the field of sustainable products – origin, material, impact on nature – is also important.



older
people



WHAT?

As income, education, and age decrease, people are less likely to feel nostalgic for the past. Older generations, people with lower education and income have the greatest feeling of nostalgia.

Surprisingly, during the pandemic, the older generation learned to take advantage of the Internet.



gen Z 40 %	↓	millennials 60 %	gen X 61 %	baby boomers 69 %	↑
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EDUCATION

primary 67 %	↑	secondary 54 %	↓	university 51 %	↓
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INCOME

low 72 %	↑	average 61 %	high 49 %	↓
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implementation of technologies



The older generation learned to work better with technology (smartphone, tablet, PC) under the pressure of isolation during the pandemic. When working with the Internet, they are currently considered more proficient than before. Searching the Internet is usually no problem for them.



However, one of the obstacles for them is working with smartphones. The touch screen or clicking through requires some skill.



The real challenge for them is mainly mobile banking when they are forced to work in the app.

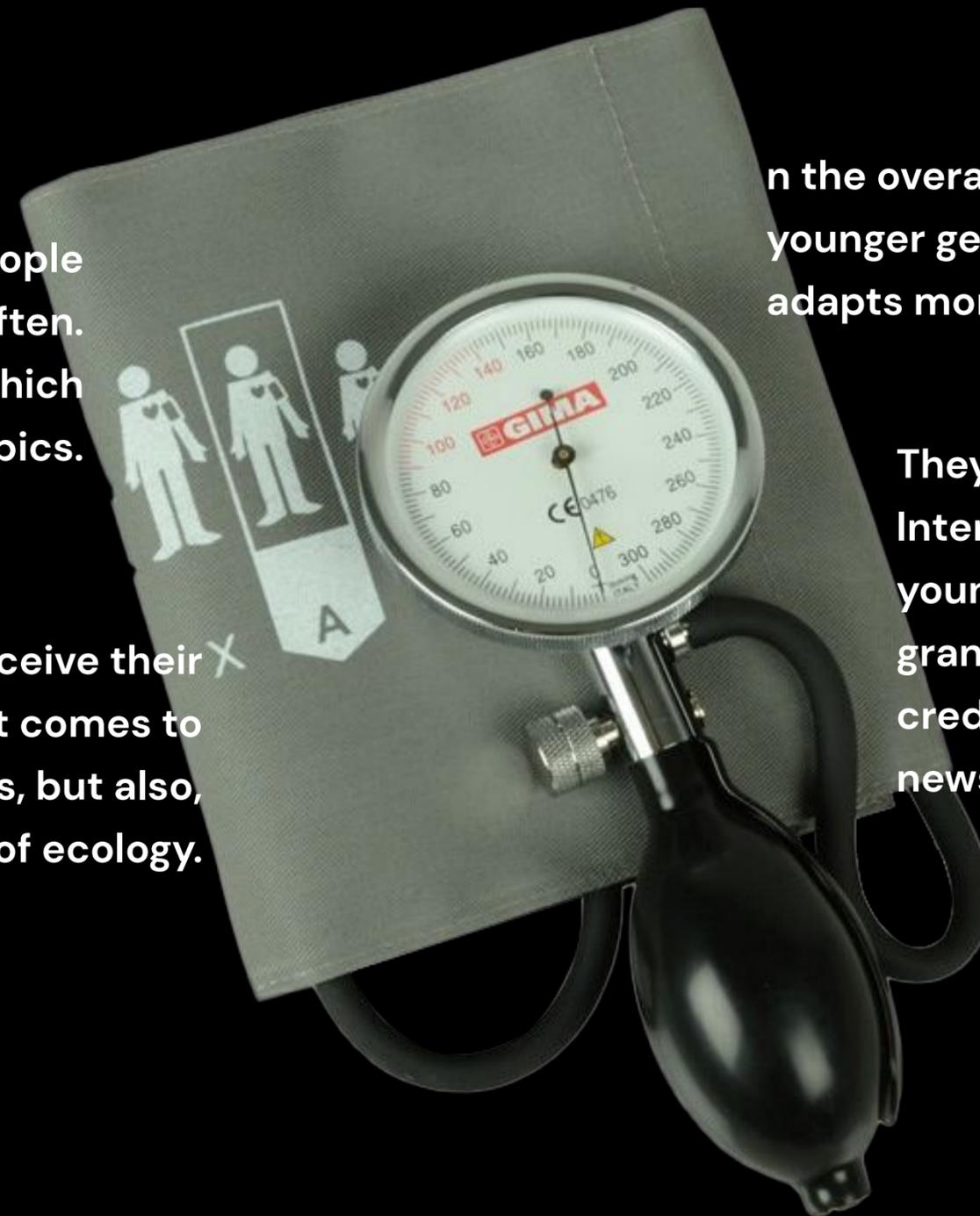
Be old and be proud

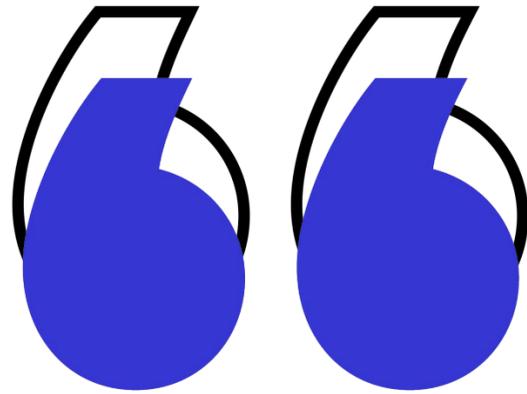
Young people should involve older people in their normal course of life more often. They appreciate their experience, which could be useful on some topics.

Older people themselves perceive their everyday small problems when it comes to new technological developments, but also, for example, in the matter of ecology.

In the overall more ecological setting of the younger generation, the older generation adapts more slowly.

They follow today's news mainly via the Internet and when meeting with the younger generation (children, grandchildren). However, revealing the credibility of sources on the Internet (fake news) is a significant challenge.





I don't think it's necessary to catch up with the younger generation. As you get older, it's just harder to adapt to change, it's natural, even biologically.

MALE (57)

It's one thing to create programs that appeal to retirees, it's another to convince them that they want to participate. That they will want to loosen the standards they have adopted in their productive years.

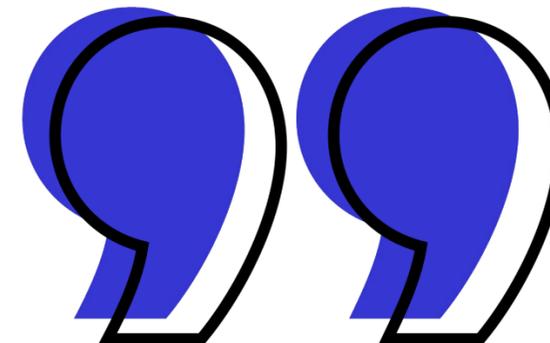
MALE (31)

I don't actively do anything to keep up with the younger generation. I am interested in what comes to me from the outside and I like it. If I don't like it, I'm not interested, I don't need it, I don't have anything from it.

FEMALE (54)

I would try to somehow motivate pensioners to work even in retirement, if they are physically and mentally capable of it.

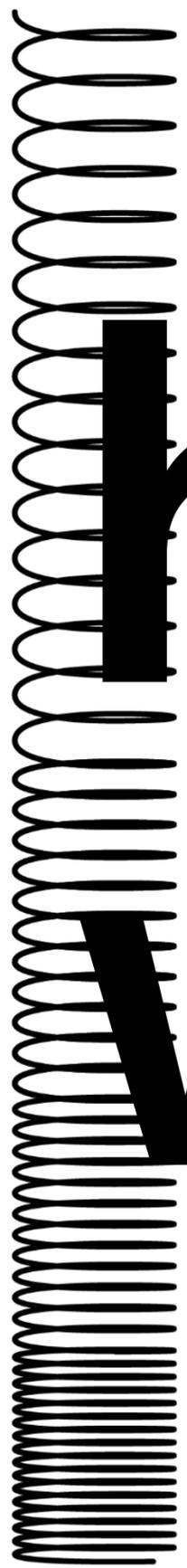
MALE (23)



IMPLICATIONS FOR COMMUNICATION

The long-term trend of intensive aging of the Czech population (people of working age 65+) is here and will continue to grow stronger in the upcoming years. Let's think about older people in our campaigns. People like to see themselves represented in campaigns and respond positively to them. The inclusion of older people in our campaigns is an important business decision. Older people are often a group of people with a lot of disposable income.

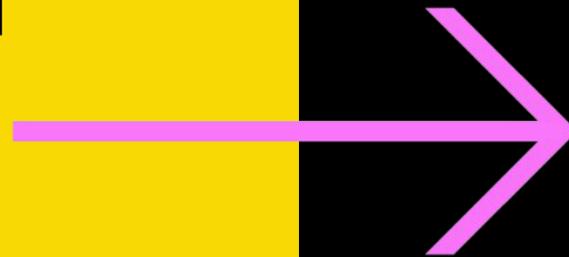
Older people often feel excluded, let's involve them in our campaigns, and they will repay us. Moreover, we should not underestimate them; the pandemic has taught them to shop online.



**how did
we do it?**

1. STEP

**29 markets involved,
1,000 respondents per country
between the ages of 16 and 65
were involved in Slovakia and
the Czech Republic**



2. STEP

The target group was the general population, men and women aged 20 to 62 with a high school or university education.

The inquiry lasted five days. (Every day, the respondents answered one of five topics. Each topic consisted of 2-3 questions.)

In both countries, the survey was conducted in September 2022. We used the Ipsos platform, which is specially created for online communities. (In it, we can query several created communities of different targets simultaneously).

A methodology is a flexible form of obtaining information from respondents who can send us photos or upload videos on given topics in addition to written answers. In addition to questions, we can also assign creative tasks that respondents can send to us in common "rooms" within the community or individually.

who did it?



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Associate Strategy
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Roman Roj
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Juraj Dvorecký
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oh my DOT

Ipsos



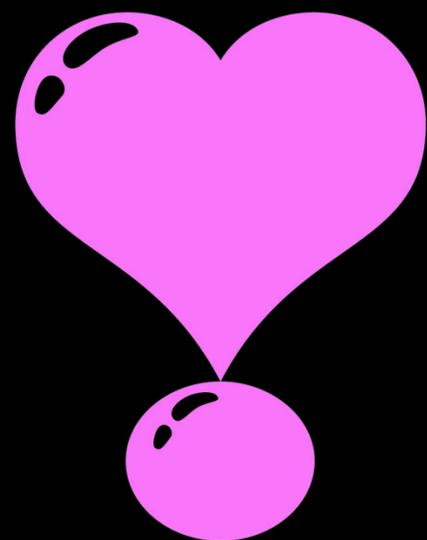
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