

SK

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 Slovak customer in 2022.

oh my DOT & Ipsos

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.



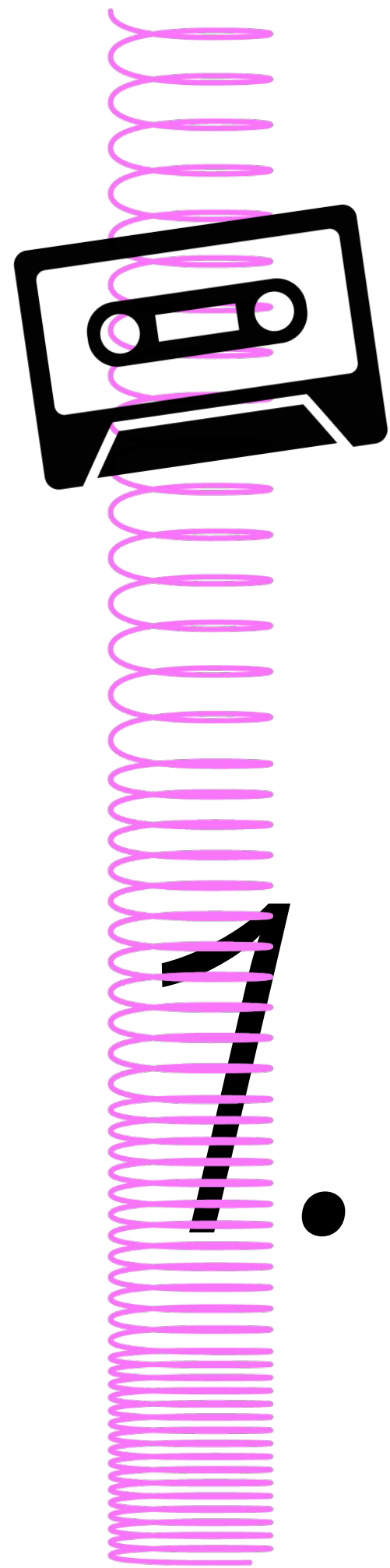
With future marketing campaigns in mind.

How to communicate more effectively and deliver relevant messages.



With identifying how we are different from the world average.

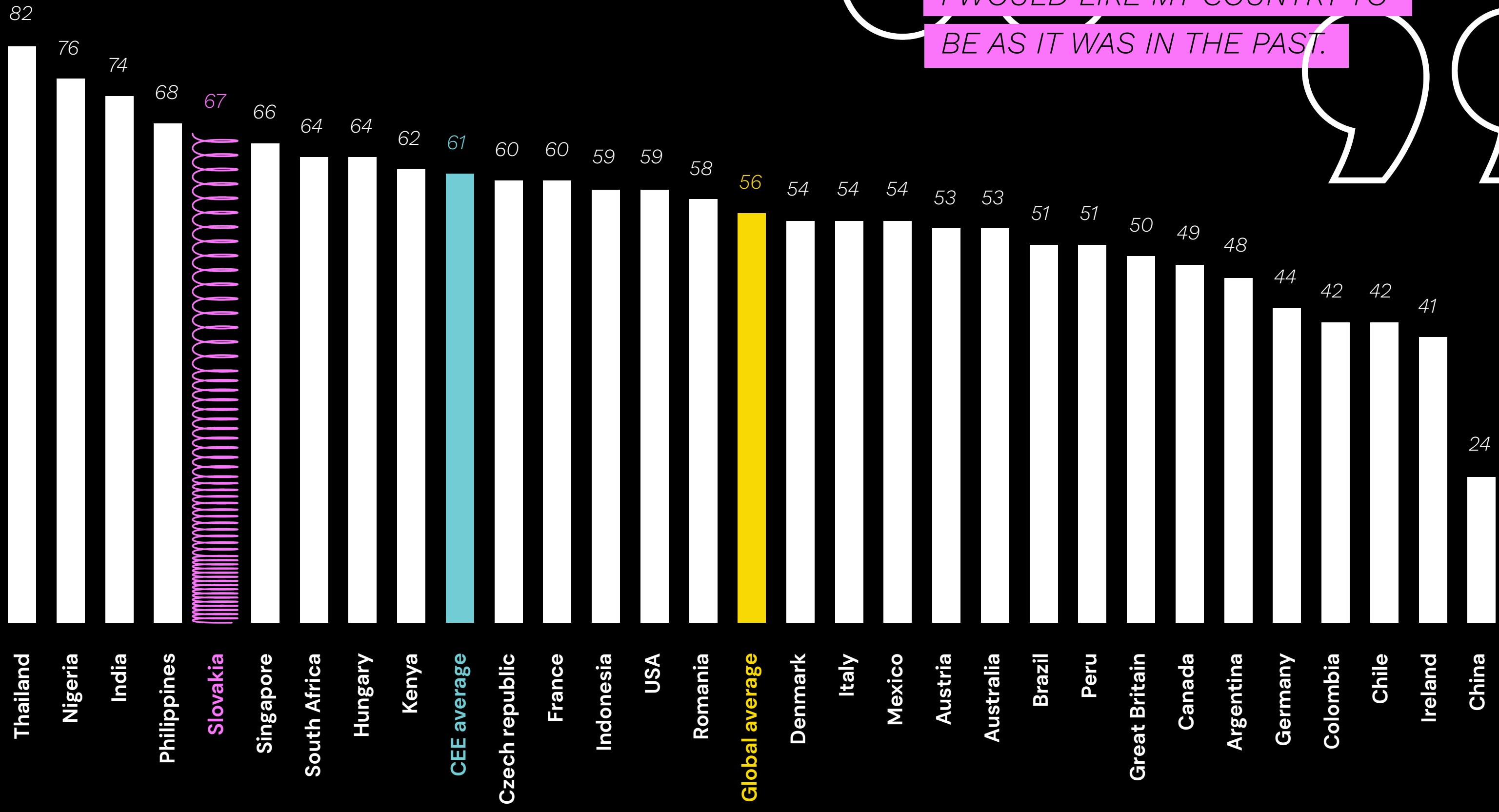
Get a picture of world trends the Slovaks are ready for.



lingering
nostalgia

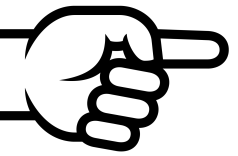
WHAT?

Among European countries, a higher level of nostalgia is typical for post-communist countries (SK, CZ, HU). Behind Slovakia in this ranking are only developing countries such as Thailand, Nigeria, India, and the Philippines.

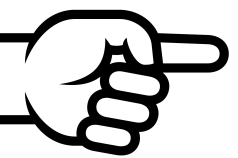


I WOULD LIKE MY COUNTRY TO
BE AS IT WAS IN THE PAST.

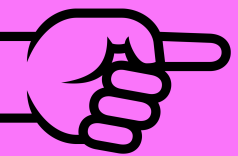
a decade of return



Older Slovaks 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.



People consider the Internet a kind of milestone which has changed many things. Therefore, some would like to return to the days before the Internet.

pop culture

fashion

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



games

"Céčka" that were collected, Pokemon cards, NHL cards, Tamagotchi...



music



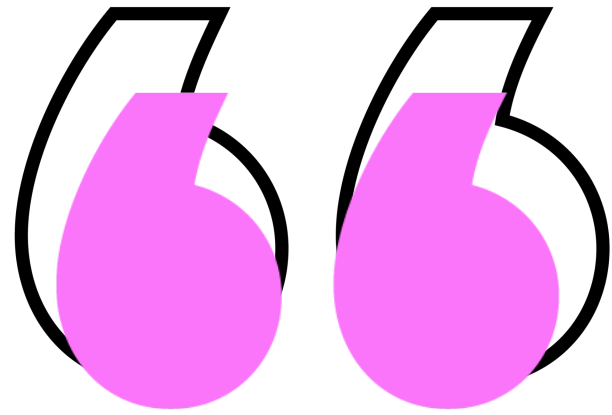
Strong influence of MTV (90's, 00's), girl bands like Spice Girls, and boy bands like Backstreet Boys, but also quality rock music in the '90s or bands like Limp Bizkit in the "zeros".

People over the age of 50 also mention Elán or ABBA, rock bands, and concerts they liked to go to in those days. But also spartakiades and various military parades.



watching TV

Cult series of the nineties like Beverly Hills 90210, Friends, 7th Heaven...



I haven't experienced many decades yet, but I definitely miss the "pre-internet" era, when we used to go out, shout if we can stay a little bit longer to our moms, and we were busy trading pokemon and hockey cards and playing "pogy".

MALE (24)

I would go back to the 80s when I was a carefree high school girl. We danced at discos to Reklama na ticho, Discopribeh, Edo...

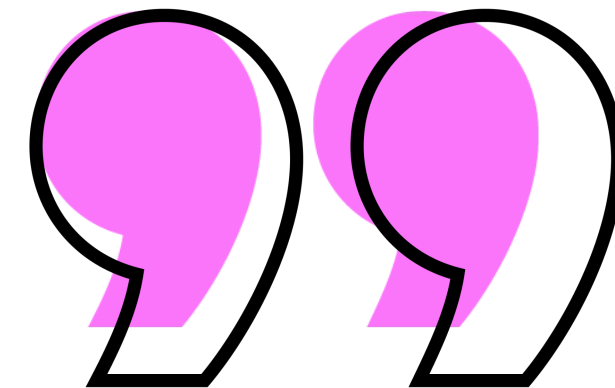
FEMALE (55)

I would like to go back to the 1980s, because life was not so hectic and generally better.

FEMALE (51)

Much better music was made in the "zero" years than now. That was the peak of music creation. That's why I would go back there for a while.

MALE (37)

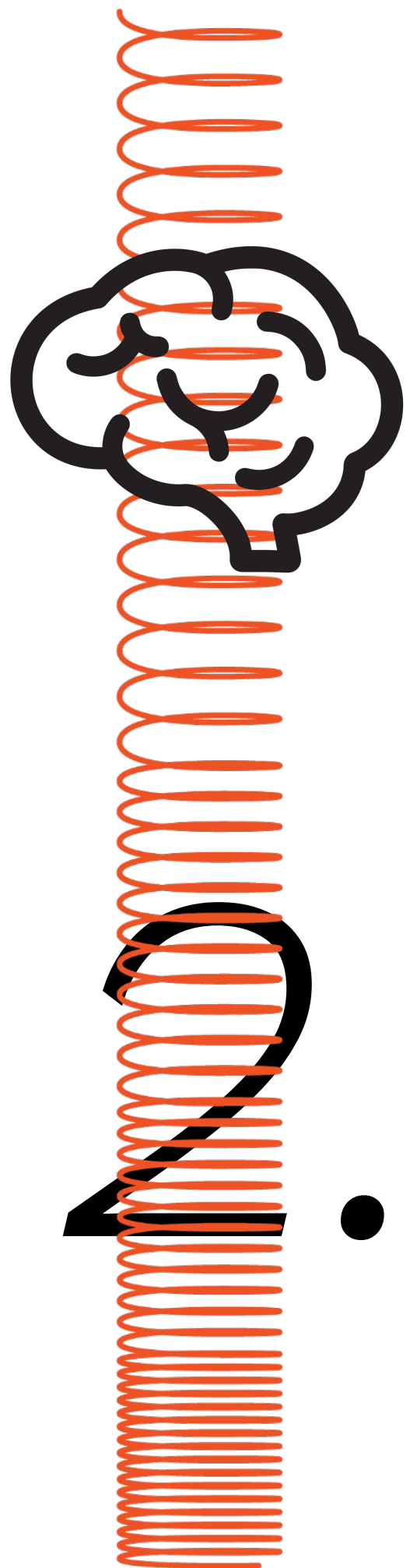


IMPLICATIONS FOR COMMUNICATION

Nostalgia is a strong emotion, and even more so in Slovakia. 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.

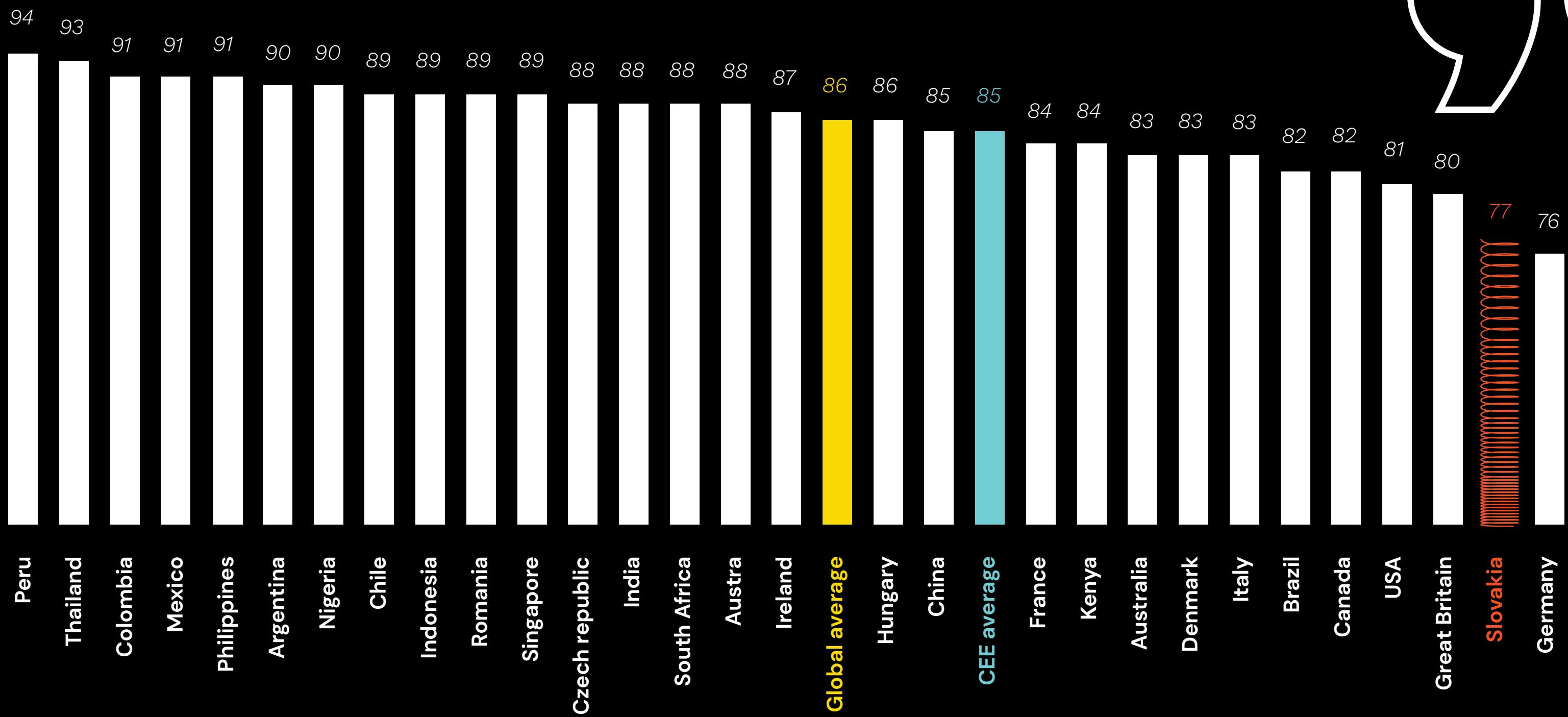


a divided
world

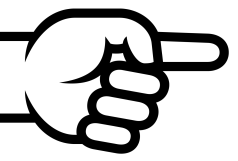
WHAT?

Most of the world's population believes that individuals should be guided by their own moral and ethical principles. Slovakia is significantly below the global and cluster average.

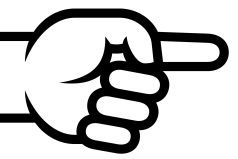
“EVERYONE SHOULD BE GUIDED BY THEIR OWN SET OF PRINCIPLES BY WHICH THEY WILL BEHAVE AND MAKE DECISIONS.”



acceptable norms



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.



In reality, however, we perceive the destruction of these values, especially in the online world.



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

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.

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



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

People do not like to be different from others. Few of them have the will to rebel. If someone wants to stand out, they most often tend to do so by fashion (but nothing too extreme).



Acceptance and respect for personal boundaries, should be the most important, regardless of age, gender, origin, lifestyle, and respect for personal boundaries.

FEMALE (25)

The environment is a strong opinion-forming factor, I like to choose from my environment what appeals to me, whether it's from the media, books, from friends...

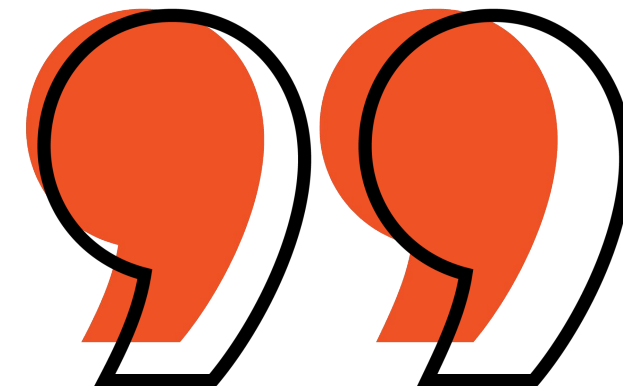
MALE (29)

Tolerance and acceptance of differences should be number one, which currently does not happen here at all. Various politically and religiously extreme parties and movements are just a cherry on top.

MALE (24)

If I want to stand out, I dress more extravagantly than usual, wear bold makeup or dye my hair a striking color.

FEMALE (29)

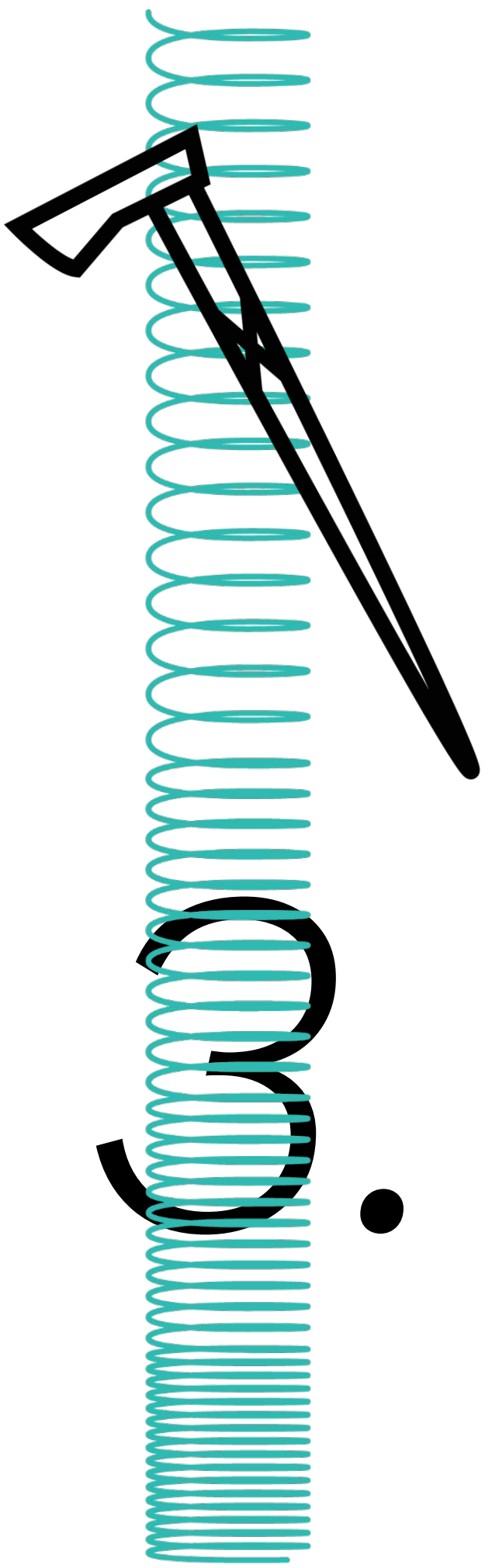


IMPLICATIONS FOR COMMUNICATION

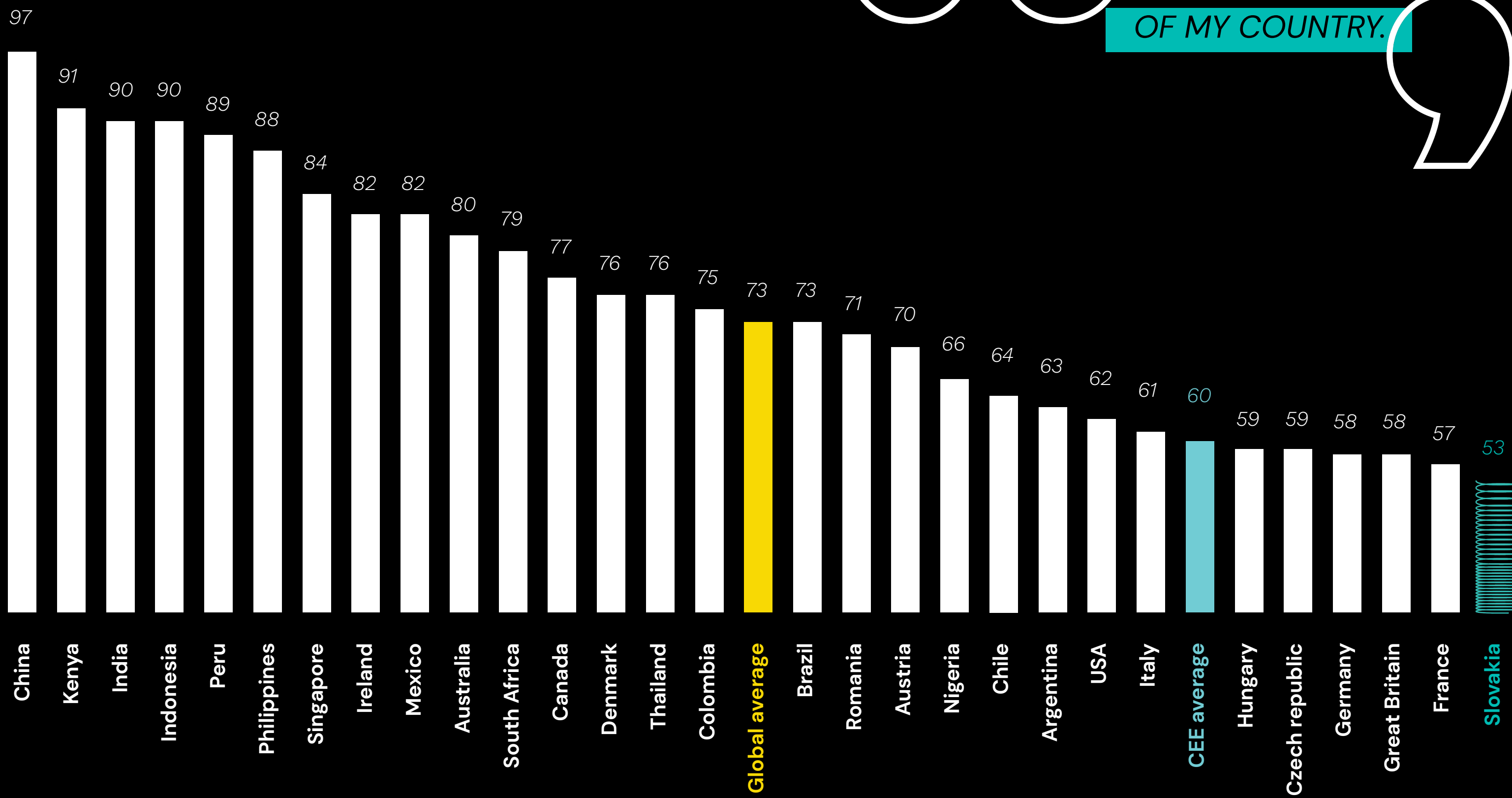
We like authority figures. The ones that tell us how to behave, look, and feel. Following authorities is in our DNA. It's a responsibility especially for the biggest brands on the market to speak clearly and intelligibly about the values they consider necessary.

Social Proof appears to be a very functional technique. Show yours customers that what you are selling is popular among their peers.

Finding their community and acting as a trusted entity is essential for smaller brands. **Find your niche.**



Co. pride



I AM VERY PROUD
OF MY COUNTRY.

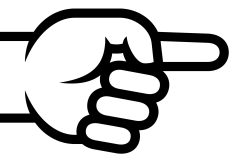
% OF AGREEMENT IN COUNTRIES

WHAT?

Slovakia is the country with the lowest level of patriotism towards its homeland. On the contrary, people in China feel the highest pride for their country.

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

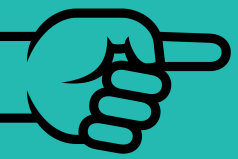
pride in the country



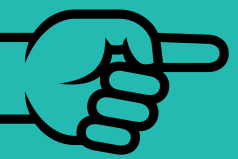
Mainly their character traits prevent Slovaks from being more proud of their country. There is a feeling that as a nation we are still xenophobic and homophobic.



Another significant factor is the political situation in the country. The parliament includes parties with a fascist ideology or suspected of breaking the law. Added to this is the general behavior of politicians, in which one perceives a decline in correct political and diplomatic demeanor.



Overall, decency is also disappearing from the normal communication of Slovaks.



Despite this, the citizens of the country are proud of Slovak nature, historical monuments or traditional Slovak cuisine. And, of course, on the sports achievements of Slovaks (hockey).

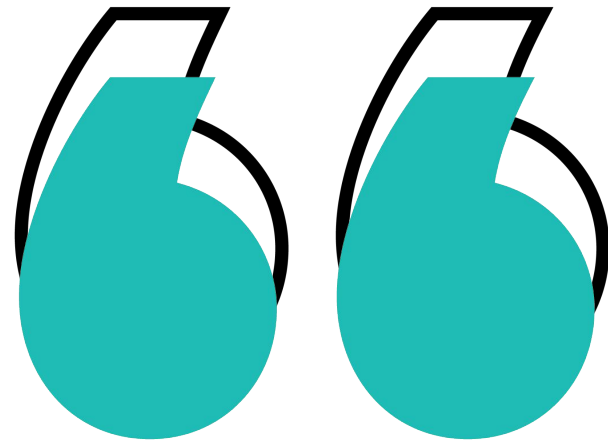
slovak products

Most Slovaks consider products made in Slovakia to be of high quality. They also like to reach for them when shopping. Compared to products from other markets, however, the Slovak customer perceives their higher price.

Therefore, in the current era of significant price increases, they often choose something different.



However, the quality of Slovak products evokes pride in our food production sector.



I am not proud of my country due to the behavior of the representatives of the state, our government. We have beautiful nature, the Tatras, castles, chateaux, mansions, beautiful caves.

MALE (24)

We try to buy local products, but we often run into one problem, and that is the price, which is a really big problem in the current period of high inflation.

FEMALE (33)

Slovaks are still only on the way to becoming aware of their Slovak and European heritage.

FEMALE (25)

If I have to buy ham in the store and Slovak ham costs €1 more than, for example, Hungarian, in these times I would buy the Hungarian one. That does not mean that I am not proud of Slovak manufacturers, but instead, I see it rationally, as I feel that in our country, it is true that if it is Slovak, it must be fundamentally more expensive.

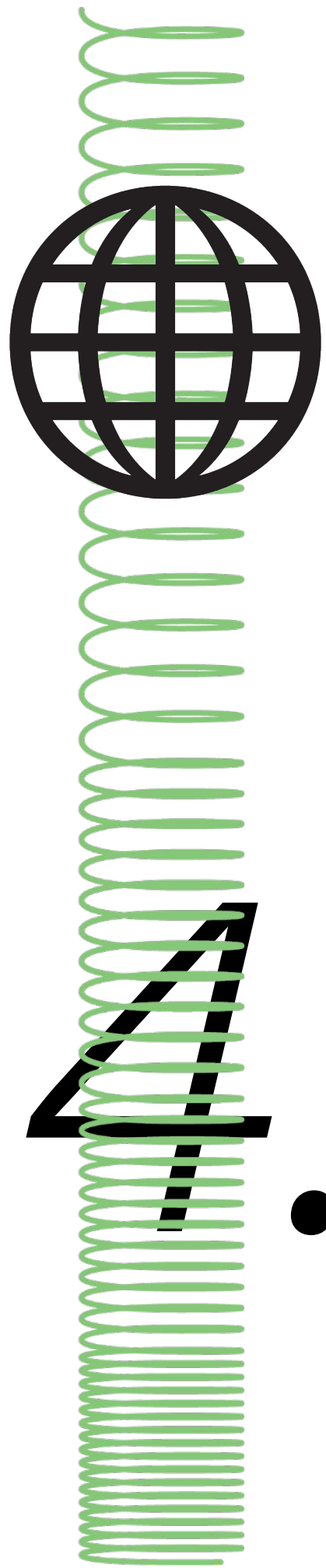
MALE (46)



IMPLICATIONS FOR COMMUNICATION

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

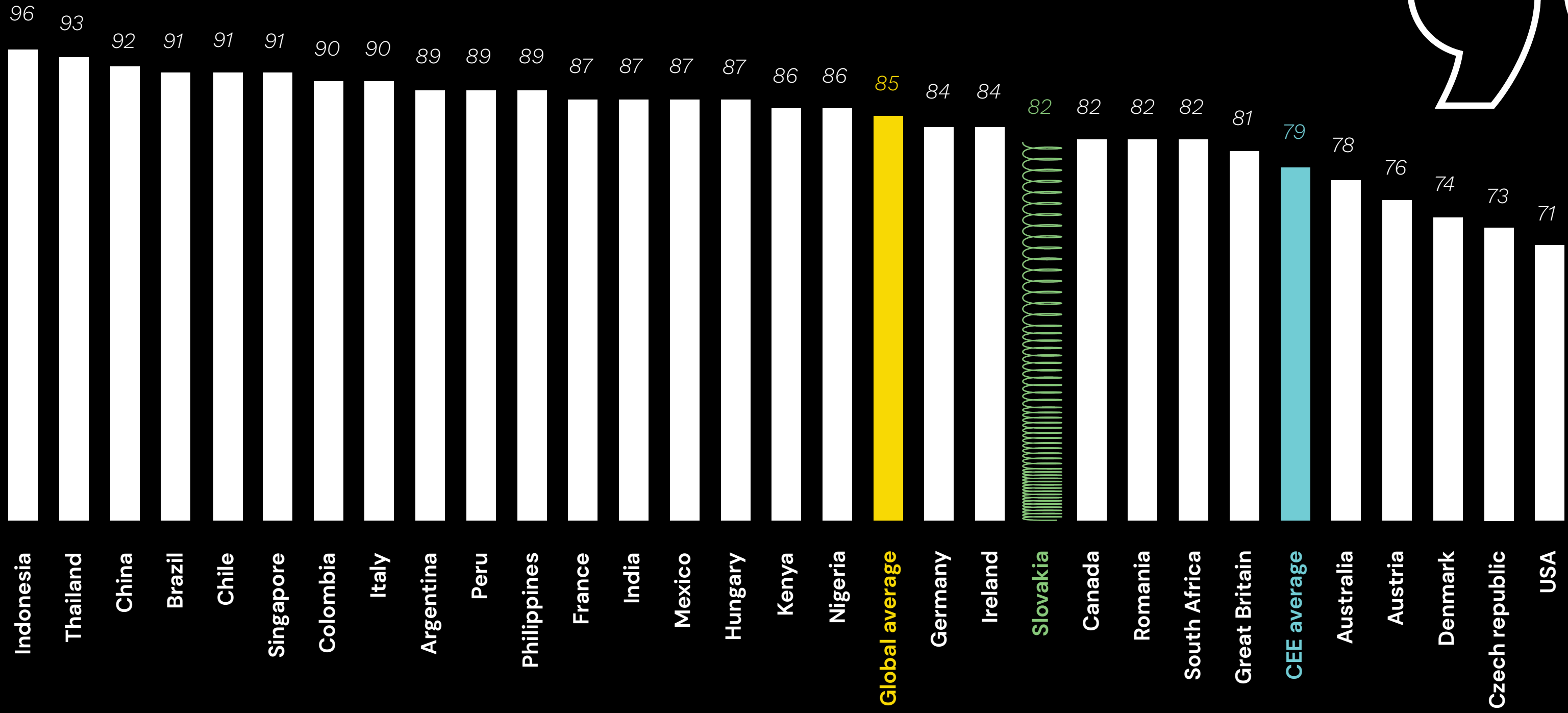
Local products = expensive products. At least that's how consumers perceive it. In the context of the current economic situation, this appears to be a counterproductive market entry strategy.



climate antagonism

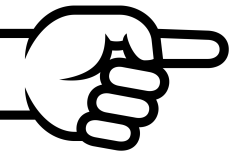
WHAT?

More than eight out of ten Slovaks
are aware of the importance
of environmental issues.

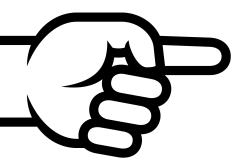


WE ARE HEADING TOWARDS AN
ECOLOGICAL DISASTER UNLESS WE
CHANGE OUR HABITS QUICKLY.

eco habits



Young Slovaks 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, the quality of the material also plays a role, not only the price – fast fashion.

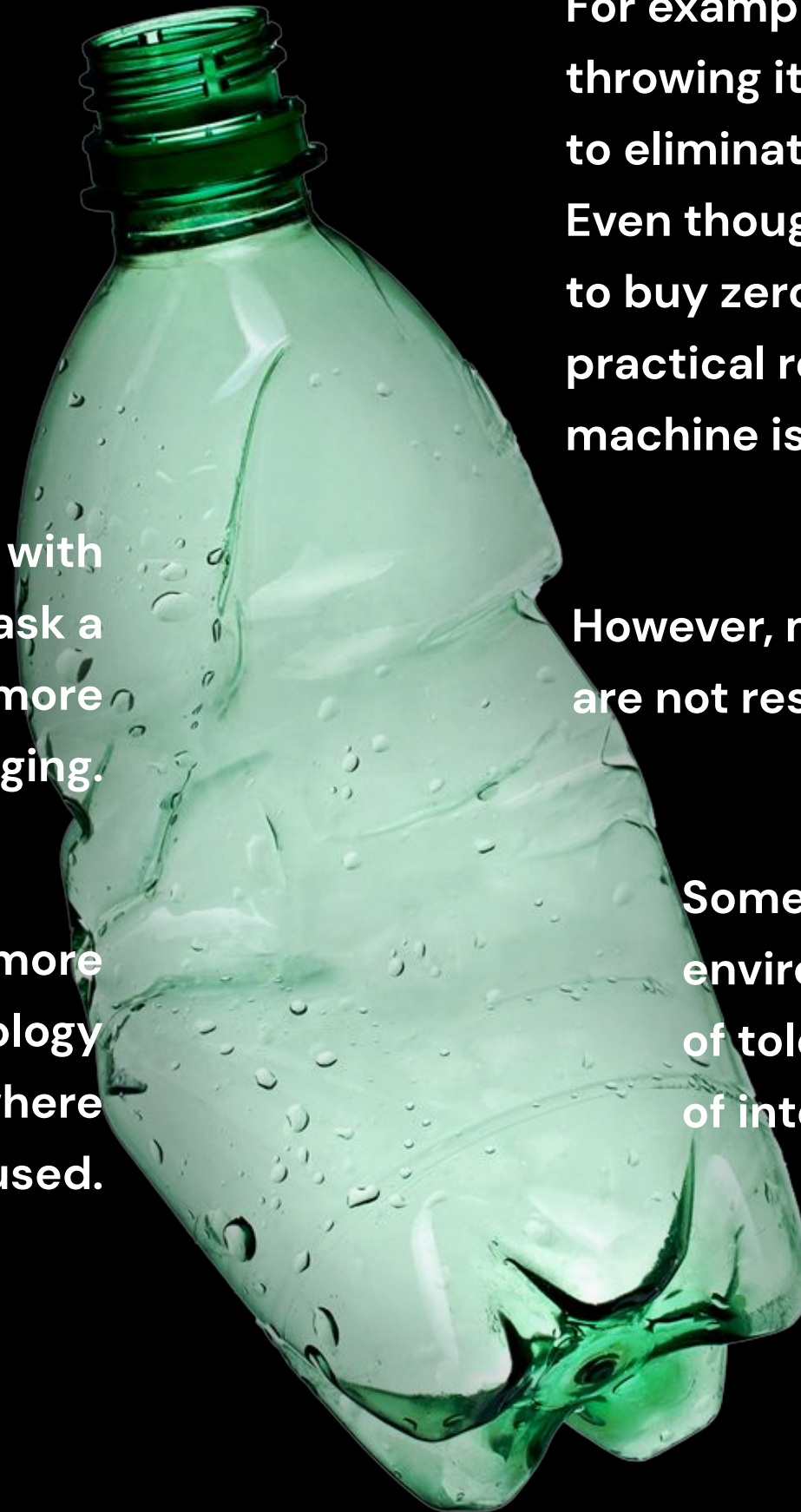


Older women limit the use of chemical cleaning agents that are flushed down the pipe into the common sewer. They replace them with natural ones.

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.

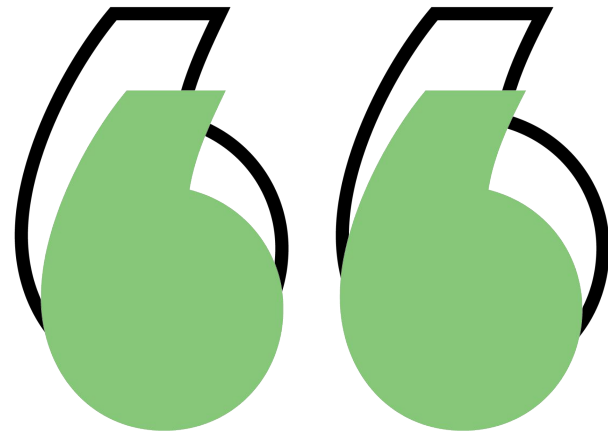
Slovaks, who are trying to live more ecologically, criticize non-ecology mainly in production, where non-recyclable packaging is still used.



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. Carrying plastic bottles to the recycling machine is also not suitable for everyone.

However, many say that eco measures are not restrictive for them.

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.



**I never throw trash on the ground.
What I bring to the forest is what I
take out of it, so I'm probably an eco
person in the common sense.**

MALE (46)

**It seems to me that the EU is starting to
overdo it. I understand that we are trying
to be a global leader in ecology, but why?
In India, they drive 100-year-old scooters,
and we won't even be able to ride new
petrol ones. There is too much of ecology
and saving...**

MALE (31)

**I try, I sort waste, limit chemicals, more aggressive
cleaning agents. I like to use vinegar, baking soda,
citric acid, lemon for cleaning at home, I use
handmade soaps.**

FEMALE (59)

**I don't buy second hand.
Unfortunately, I can't imagine
wearing someone else's clothes.
But in general, I should introduce
slow living more.**

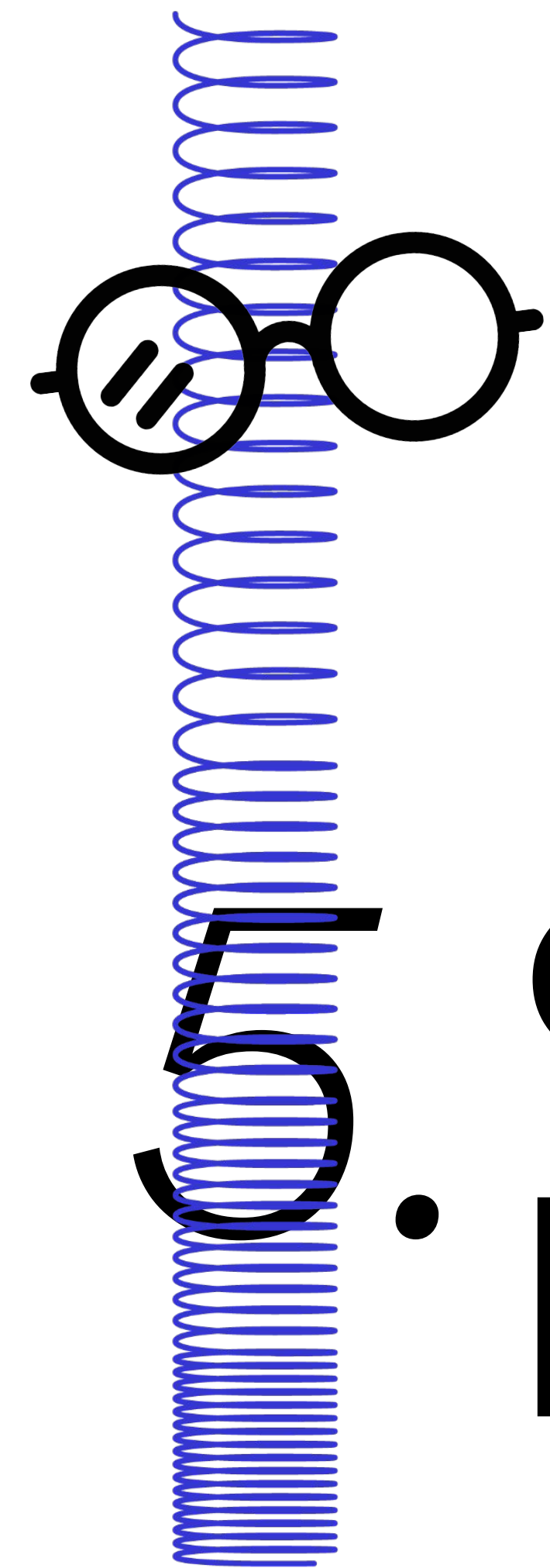
FEMALE (29)



IMPLICATIONS FOR COMMUNICATION

Let's not pretend that planting trees is a social responsibility. It's mainstream. Slovaks 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. It is also interesting that older people are more environmentally active.



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.

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

gen Z	↓	millennials	gen X	baby boomers
44 %		65 %	72 %	72 %

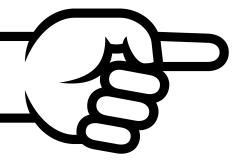
EDUCATION

primary	↑	secondary	university	↓
77 %		62 %	5 %	

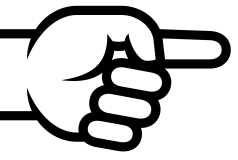
INCOME

low	↑	average	high	↓
83 %		68 %	46 %	

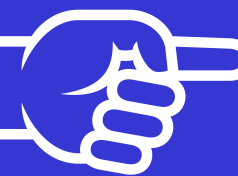
implementation of technologies



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.

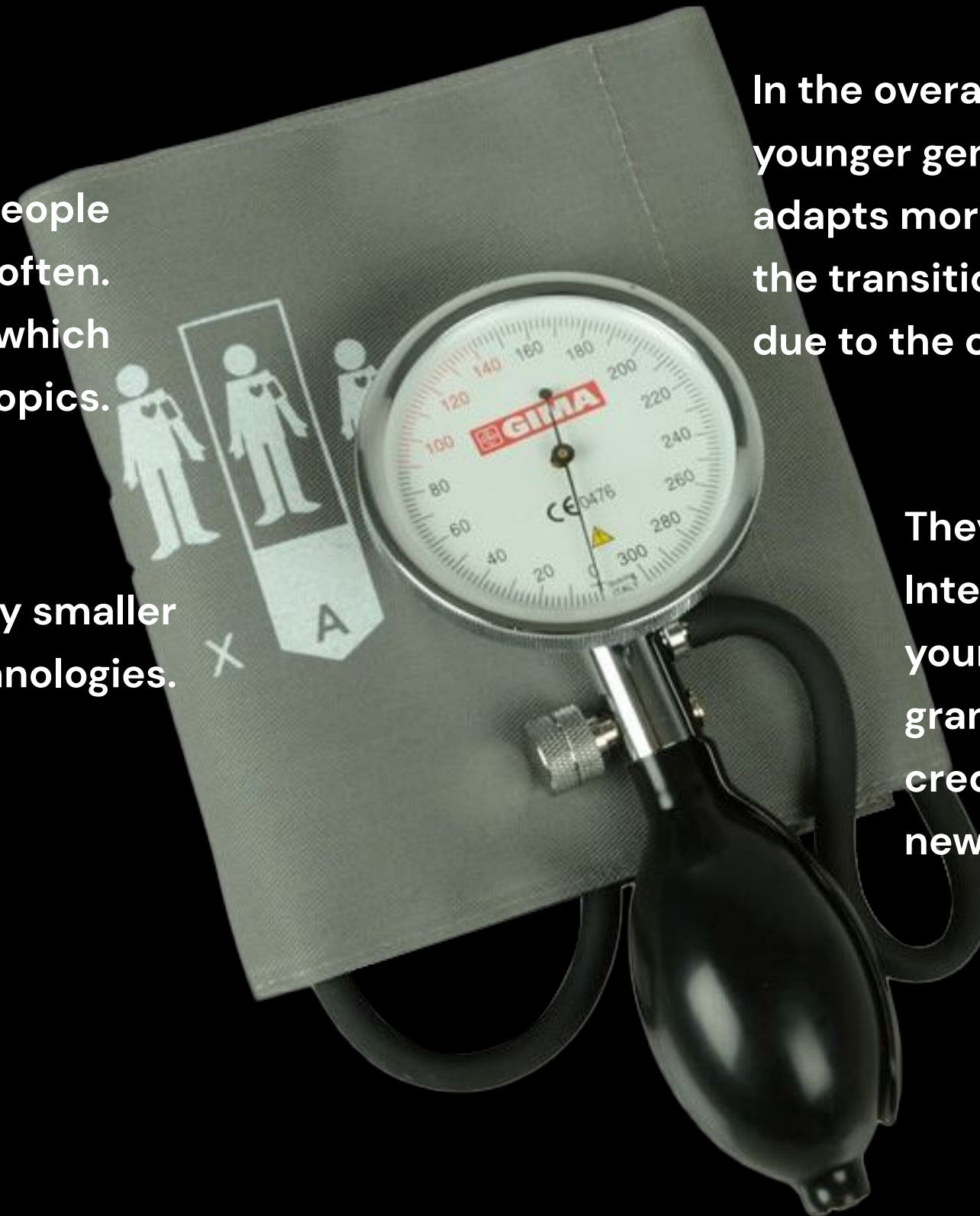
be old and be proud

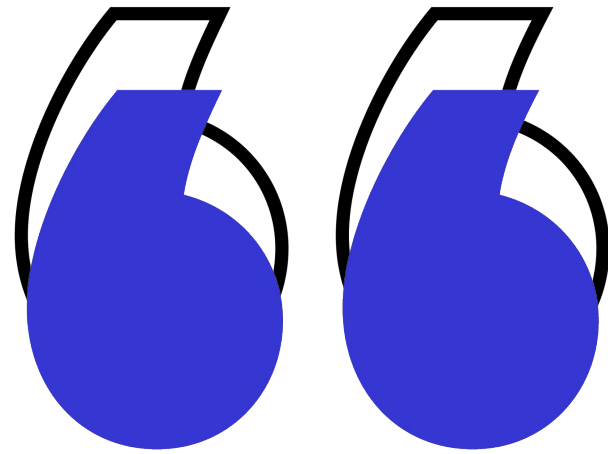
Young people should involve older people in their normal course of life more often. They appreciate their experience, which could be useful on some topics.

Older people perceive their daily smaller struggles regarding new technologies.

In the overall more ecological setting of the younger generation, the older generation adapts more slowly. They also considered the transition to bottle recycling a challenge, due to the control of the machine.

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.





Since I have a job that requires working with the Internet, I have to be friends with the Internet, but I also use the Internet at home, shop online, listen to music, watch the news.

FEMALE (60)

If I could involve pensioners in current trends, I would teach them to appreciate nature more and not to use microtene bags in stores.

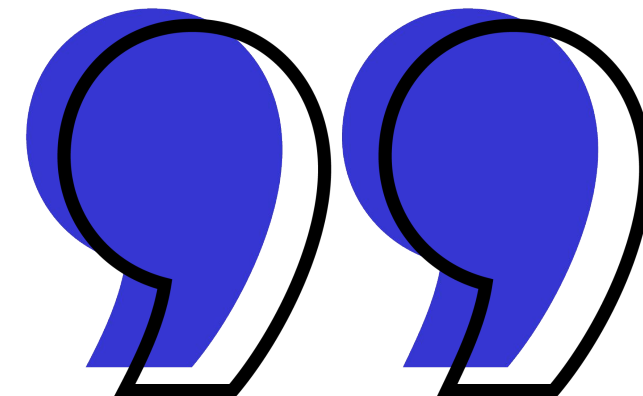
FEMALE (52)

Older people are not taught to enjoy today's moment. They grew up in a different time, in a different social setting. It's definitely nice to debate with them about topics other than politics, involve them in various activities, talk with them about how we live today, because their experiences are diametrically different from ours and they often don't understand it.

FEMALE (25)

I hate filling out forms on the internet and internet banking.

FEMALE (55)



IMPLICATIONS FOR COMMUNICATION

The long-term trend of intensive aging of the Slovak 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.

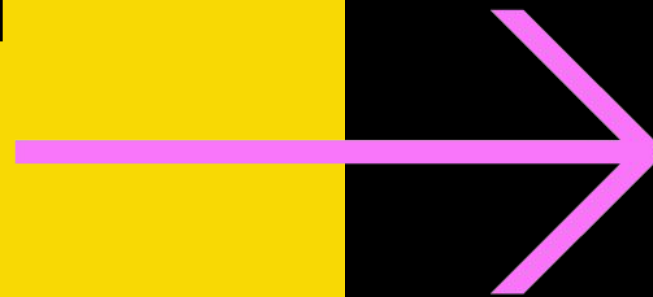
Older people often feel excluded, let's involve them in our campaigns, and they will repay us. Moreover, we should not underestimate them; the pandemic has taught them to shop online.

A black spiral notebook binding is visible on the left side of the image, partially obscuring the text.

**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?



Peter Urbanec
Strategy Director



Monika Farkašová
Associate Strategy
Director



Roman Roj
Creative Director



Juraj Dvorecký
Creative Director



oh my DOT

Ipsos



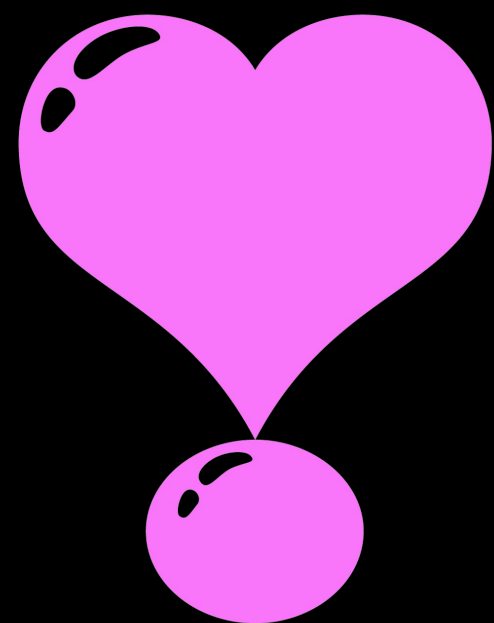
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