

KYRÖ DISTILLERY COMPANY

IN A RESEARCH PROJECT BY

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DEEP CUSTOMER INSIGHTS THROUGH ETHNOGRAPHIC RESEARCH (A9302)
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**LAU
REA**



INTRODUCTION

THIS YEAR HAS CHANGED THE WAY WE CONNECT WITH OUR FRIENDS AND FAMILY. PARTIES WERE EITHER CANCELLED OR POSTPONED THEN MOVED AWAY FROM CROWDS AND INTO PEOPLE'S HOMES. VIRTUAL WORLD BECAME OUR REALITY.

WE STILL MISS THE FEELING AND JOY OF CELEBRATION. THE SOUND OF CLINKING OUR GLASSES TOGETHER, WHEN RAISED TO MARK OUR LOVED ONES' SUCCESS.

EVEN IN TIMES LIKE THIS, WE ENJOY OUR FAVOURITE BEVERAGES AND SOMETIMES TRY TO ADD A HINT OF LUXURY INTO THE GREYNES OF OUR EVERYDAY LIVES.

THE CONTEXT: WHEN THE PARTY WAS OVER DIFFERENT

21.4.2020 HS.fi

Alcohol factory opens a hand sanitizer kiosk near Helsinginkatu Alko.

In normal conditions Kyrö Distillery is known for its Napue gin. They started making hand sanitizer in March.

REPORTED COVID-19 CASES IN FINLAND

16.3.2020 HS.fi

"I haven't seen this in my thirty years of working at Alko." The sales of bag-in-box wines has increased exponentially and trains have become empty due coronavirus.

Government extends ban on festivals, mass gatherings until at least August
YLE 22.4.2020

Bunker-down Finns bought more booze last month
YLE 15.4.2020

ALKO, June 2020

June sales report: sales increased 14,7 percent

Alkos sales increased 14,7 percent compared to last year. During Summer vacations the trend of non-alcohol grew stronger.

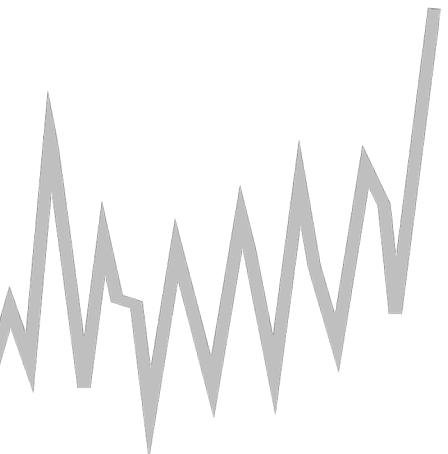
22.11.2020

Helsinki nightlife faces a new phase – HS followed partying in night cafes.

People queuing to night cafes on Friday night are already fed up with the corona situation.

29.9.2020

"Young adults won't stop partying, they move to house parties" – Night clubs are going to close if the distribution of alcohol is restricted, say entrepreneurs HS interviewed (HS.fi)





INSIGHT I:
BACK TO BASICS

INSIGHT 1:

BACK TO BASICS

DURING THE FIRST WAVE OF THE PANDEMIC VIRTUAL WORLD WAS AN ESCAPE FROM THE REAL WORLD. DURING THE SECOND WAVE MEETINGS IN THE REAL WORLD ARE AN ESCAPE FROM THE VIRTUAL.

YOUNG ADULTS TRY TO CATCH "LAST CHANCES" TO MEET WITH FRIENDS, GRAB BEERS AT THE BAR AND BOOK A TABLE AT THEIR FAVOURITE RESTAURANT "WHILE THEY STILL CAN." THERE IS A CONSTANT ATMOSPHERE OF WAITING, AND THE NEW RESTRAINTS SEEM TO BE RIGHT BEHIND THE CORNER.

NOW THAT COMPANIES HAVE ADOPTED THE VIRTUAL WAY OF WORKING, VIRTUAL LEISURE EVENTS SEEM TIRING. TIME AT WORK AND PASS-TIME DO NOT HAVE STRICT BOUNDARIES. ONE WAY TO SEPARATE FREE-TIME FROM WORK IS TO CUT DOWN THE TIME SPENT ONLINE.



INSIGHT 2:

THE RESPONSIBILITY BIAS

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YOUNG ADULTS ARE ALL BEING RESPONSIBLE REGARDING THE PANDEMIC. NO-ONE SEEMS TO DO ANYTHING OR GO ANYWHERE. EXCEPT FOR "JUST THIS ONCE".

PEOPLE DON'T HOST GATHERINGS THEMSELVES, AS IT IS IRRESPONSIBLE. BUT ONE CAN ATTEND "JUST THIS ONCE". THE MOST CONVENIENT RULES ARE ADOPTED, AND OTHERS CAN BE BENT. BECAUSE "JUST THIS ONCE".

YOUNG ADULTS TRUST THEIR FRIENDS TO BE HEALTHY, AND SEEING THEM IS NOT SEEN AS A RISK. IT IS "THE OTHERS" WHO CATCH COVID-19. THEY THINK THEY ARE ACTING RESPONSIBLY, AND BELIEVE THAT OTHERS ARE ACTING RESPONSIBLE TOO, AS THAT IS THE MESSAGE THAT WE ALL HEAR. STILL, MANY LIVE LIKE "JUST THIS ONCE" AND IT CAUSES THE FALSE FEELING OF BEING RESPONSIBLE.

A black and white aerial photograph of a town situated along a river. In the foreground, a large industrial building with a corrugated metal roof is visible, featuring the text "KYRÖ DISTILLERY COMPANY" on its side. A bridge spans the river, connecting different parts of the town. The town is surrounded by a dense forest. The sky is overcast.

INSIGHT 3: THE INNER CIRCLE

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THE INNER CIRCLE

THIS YEAR HAS PUSHED INNER SOCIAL CIRCLES CLOSER AND OUTER CIRCLES AWAY. CLOSE FRIENDS AND FAMILY STAY CONNECTED WITH SMALL GATHERINGS AND WITH THE HELP OF TECHNOLOGY. HOWEVER, DATING IS PUT ON HOLD.

MAKING NEW CONNECTIONS THIS YEAR HAS BEEN HARD, AND PEOPLE HAVE BEEN LONELIER THAN EVER. THE YEAR HAS EVEN CHALLENGED OUR MENTAL HEALTH. BUT NO MATTER WHAT IS HAPPENING RIGHT NOW, RELATIONSHIPS CANNOT BE PUT ON HOLD.



INSIGHT 4:
THE NEW LUXURY

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WHEN ALL FUN THINGS ARE CANCELLED, HOW DO WE SEPARATE EVERYDAY LIFE FROM CELEBRATION?

DURING COVID-TIMES, COMPANIES HAVE TRIED TO FIND INNOVATIVE WAYS OF PROVIDING SAFE EXPERIENCES TO PEOPLE. PEOPLE FIND NEW, COVID-19 SAFER WAYS OF ADDING A BIT OF LUXURY TO LIFE. AS TRAVEL IS RESTRICTED, MANY GO FOR STAYCATIONS. A SHOPPING SPREE CAN ALSO TAKE PLACE ONLINE. THE WHOLE RESTAURANT CAN BE BOOKED FOR AN INNER-CIRCLE CELEBRATION.

**THE NEED FOR LUXURY, RELAXATION AND EXPERIENCES IN LIFE IS STILL THERE.
WHO FILLS THIS NEED – AND WITH WHAT?**



INSIGHT 5:
THE SUMMER OF LOVE 202X

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THE SUMMER OF LOVE 202X

WHEN ALL OF THIS IS OVER, IT'S GOING TO BE ONE HELL OF A PARTY.

VIRTUAL WEDDINGS, FESTIVALS AND PARTIES ARE LONG GONE. PEOPLE, ATMOSPHERE AND THE FOOD & BEVERAGES MAKE THE PARTY, SO THERE IS NO PARTY WITHOUT THE PEOPLE! ALCOHOL IS PART OF SOCIAL GATHERINGS AND CELEBRATIONS, AND THE PANDEMIC HASN'T CHANGED THAT. ALL EYES ARE ON NEXT SUMMER, WHICH MIGHT BE THE BIGGEST SUMMER OF LOVE SINCE THE ORIGINAL WOODSTOCK.

OUR MOTHER EARTH HAD A LONG-NEEDED BREAK WHEN PLANES STOPPED FLYING. WHEN THE RESTRICTIONS ARE LIFTED, PLANES WILL BE QUICKLY BACK IN THE AIR AND PEOPLE AT THEIR FAVOURITE VACATION SPOTS, WITH THEIR FAVOURITE DRINKS AND FAVOURITE FRIENDS.

HOW DO YOU SEE THE FUTURE?

1 BACK TO BASICS

2 THE RESPONSIBILITY BIAS

3 THE INNER CIRCLE

4 THE NEW LUXURY

5 THE SUMMER OF LOVE 202X

THANK YOU