

KANTAR

NEEDSCOPE®

NeedScope
understands
Gifting



The ritual of gifting

As we start the holiday season, it is time to pause and think about gifts, whether it be to family, friends or employees.

Why do we give gifts?

We see gifting in every culture. It's often customary for a birthday, anniversary or end of year celebration. But custom is more than just an obligation. The act of giving marks a moment to stop and reflect on the role the receiver plays in our lives. It's an occasion to show we appreciate them.

On a personal level, some may feel that gift giving has become too materialistic. These days, giving an experience is just as valid as a material item. We shouldn't underestimate the power of giving. Psychologists believe that gifting is an important way to connect with family and friends.

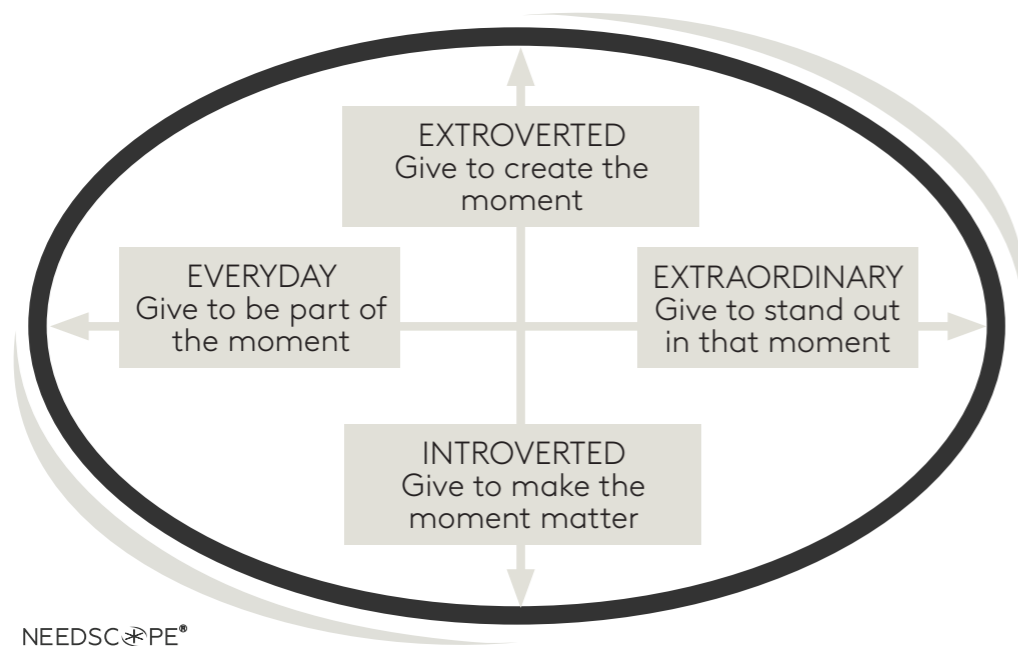
A big part of gift giving is in the ritual. Feeling appreciated, respected and loved is in the effort, the time and the thought given to the gift, even the wrapping. You are sharing something about who you are by your choice of gift - a gift has the capacity to strengthen a bond, show love and gratitude, or just make someone feel special!

Thinking about the receiver and the type of gift they would like also enhances the connection and builds relationships.

The psychology of giving

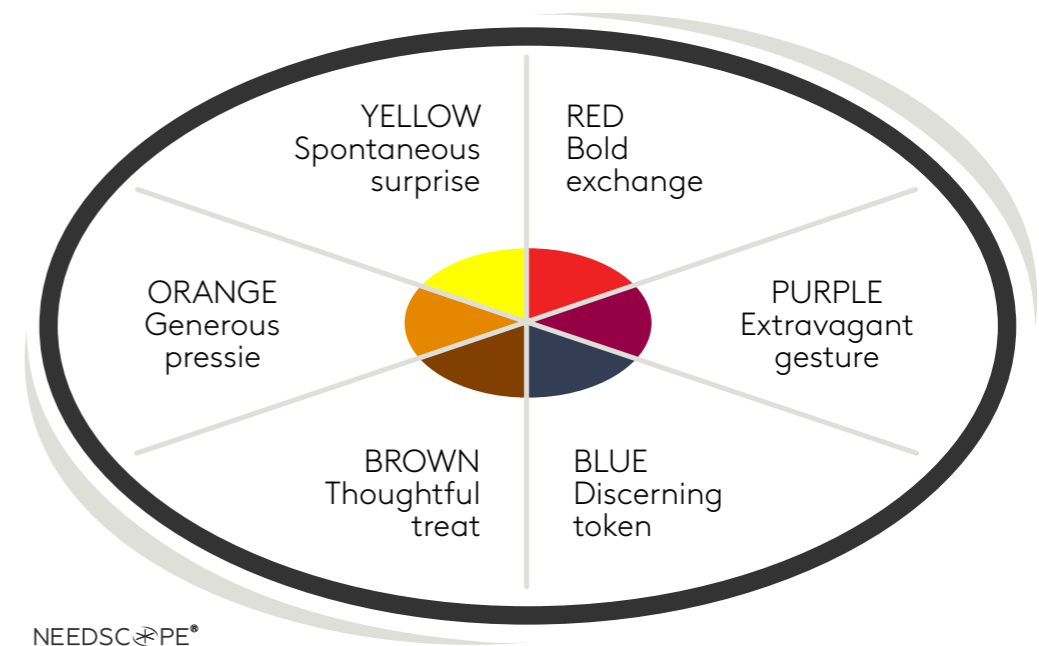


Gifting ignites complex and important emotions in people. Whether we gift to be part of the moment or stand out, or whether the gift creates the moment or makes the moment matter, we're looking for our gift to touch the heart.



Gifting can be defined by these underlying dynamics.

Gifting can be looked at through the NeedScope lens.



- Gifting is light-hearted and fun, want the receiver to feel indulged and delighted. Gifts are engaging and entertaining
- Gifting is practical and generous, want the receiver to feel warm and appreciated. Gifts are considerate and big-hearted
- Gifting is personal and attentive, want the receiver to feel loved and cared for. Gifts are sentimental and heart-warming

- Gifting is stimulating and adventurous, want the receiver to feel energised and exhilarated. Gifts are innovative and bold
- Gifting is showy and dramatic, want the receiver to feel special and important. Gifts are one of a kind and impressive
- Gifting is purposeful and discerning, want the receiver to feel cultured and refined. Gifts are understated and clever

WHAT IS

RED

GIFTING?

INNOVATIVE
CONTEMPORARY
PUSHES THE BOUNDARIES
UNCONVENTIONAL

REED

GIFTING
MAKES ME
FEEL



STIMULATED
THRILLED
ADVENTUROUS
EXHILARATED

“ I think one of the greatest gifts you can give to someone is just access to the possibility of freedom, that you don't have to be totally depressed and enslaved by your own environment ”

Amanda Palmer

WHAT DOES

REBEL

GIFTING LOOK LIKE?



1.

1. Controversial food combinations, triggering a rebellion of senses as it explodes your taste buds.



3.

3. Experiences that unleash the thrill of a free-fall as you jump in the face of fear and feel the exhilaration and excitement of the moment.



2.

2. Unconventional gift wrapping with bold, contrasting colours.



4.

4. Tough and edgy, to make a statement and bring out the wild side.

WHAT IS

PURPLE

GIFTING?



UNIQUE
IMPRESSIVE
FANCY
ELABORATE

BURBERRY

GIFTING
MAKES ME
FEEL

SPECIAL
IMPORTANT
SIGNIFICANT
DRAMATIC

“ Think of giving not as a duty
but as a privilege
John D. Rockefeller ”

WHAT DOES

BURLE

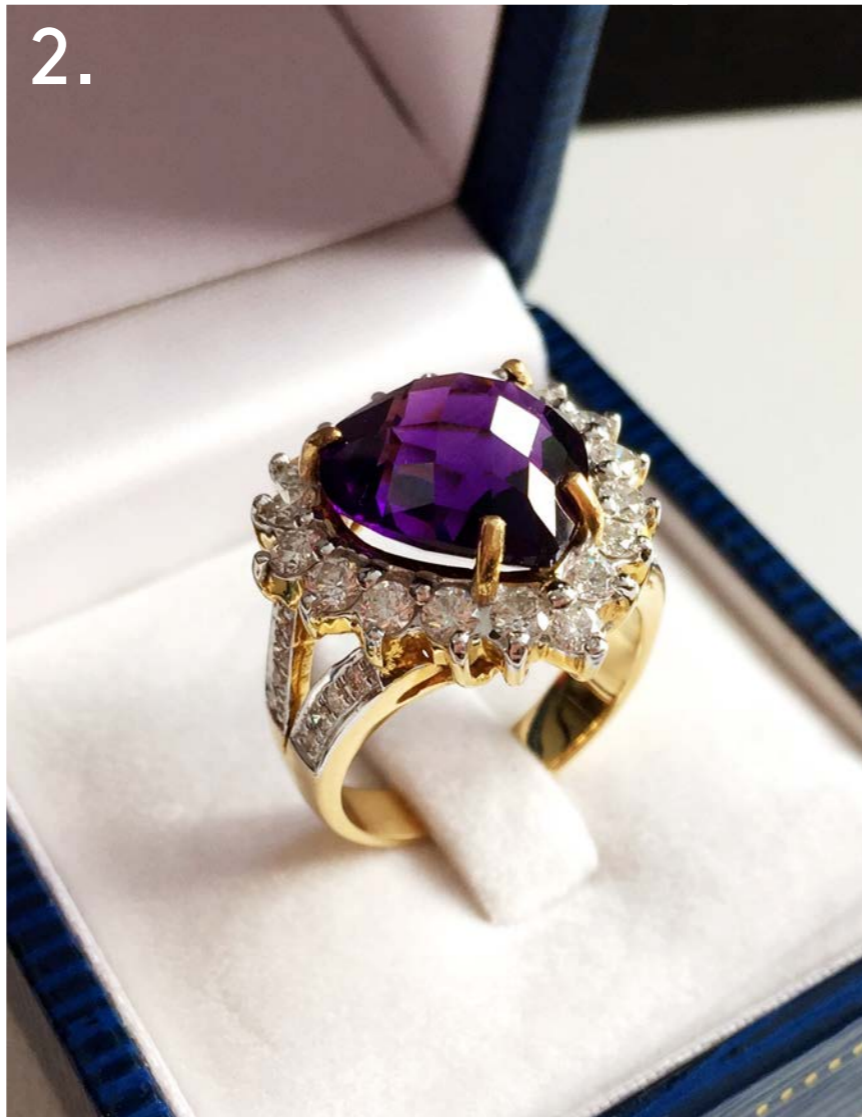
GIFTING
LOOK LIKE?

1. Gift wrapping that is a gift in itself with deep colours and fancy decorations.



1.

2. Gifts with opulence and style, a dash of finesse to add to the glamour of the occasion.



2.

3.

3. An exceptional experience that delivers an unparalleled blend of exquisite cuisine and top-notch service.



4.

4. Indulgent foods with a decadent, rich flavour made from high-quality fine ingredients.

WHAT IS

BLUE

GIFTING?



INVENTIVE
PARTICULAR
RESOURCEFUL
SELECTIVE

W
T
C
M

GIFTING
MAKES ME
FEEL



COMPOSED
ASTUTE
CULTURED
REFINED



“ The wise man does not lay up his own treasures. The more he gives to others, the more he has for his own
Lao Tzu ”

WHAT
DOES

BE
THE

GIFTING
LOOK LIKE?



1.

1. Gift wrapping that is sleek, subtle and minimalist. Understated with classic neutral tones.



3.

3. Refined foods for a discerning palette, complex flavours artistically presented.



2.

2. An enlightening experience, thought-provoking and imaginative.



4.

4. Timeless sophistication, designed as a symbol of classic elegance.

WHAT IS

BROWN

GIFTING?

PERSONAL
HEART-WARMING
SENTIMENTAL
TOUCHING



B
R
O
W
N

GIFTING
MAKES ME
FEEL

CHERISHED
LOVED
CONTENT
AT PEACE

“ I have found that among its other benefits, giving liberates the soul of the giver ”
Maya Angelou

WHAT DOES

BROWN

GIFTING
LOOK LIKE?

1. Feel-good experiences that promote a sense of relaxation and wellbeing.



1.

2. Gifts with a homely, comforting and handmade vibe.



2.



3.

3. Rustic and modest gift wrapping using gentle tones and natural materials.

4.

4. Blissful sweet treat that comforts and warms the heart.



WHAT IS

O

R

A

N

G

E

GIFTING?



PRACTICAL
BIG-HEARTED
ABUNDANT
CONSIDERATE

ORGANISE BRAND AVANCE GIVE ME

GIFTING
MAKES ME
FEEL

APPRECIATED
WARM
RECOGNISED
SUPPORTED



“ To get the full value of joy you must have someone to divide it with ”

Mark Twain

WHAT DOES

ORGANISE

GIFTING
LOOK LIKE?

1. Casual dining experiences that brings people together to enjoy a laid back relaxed moment.

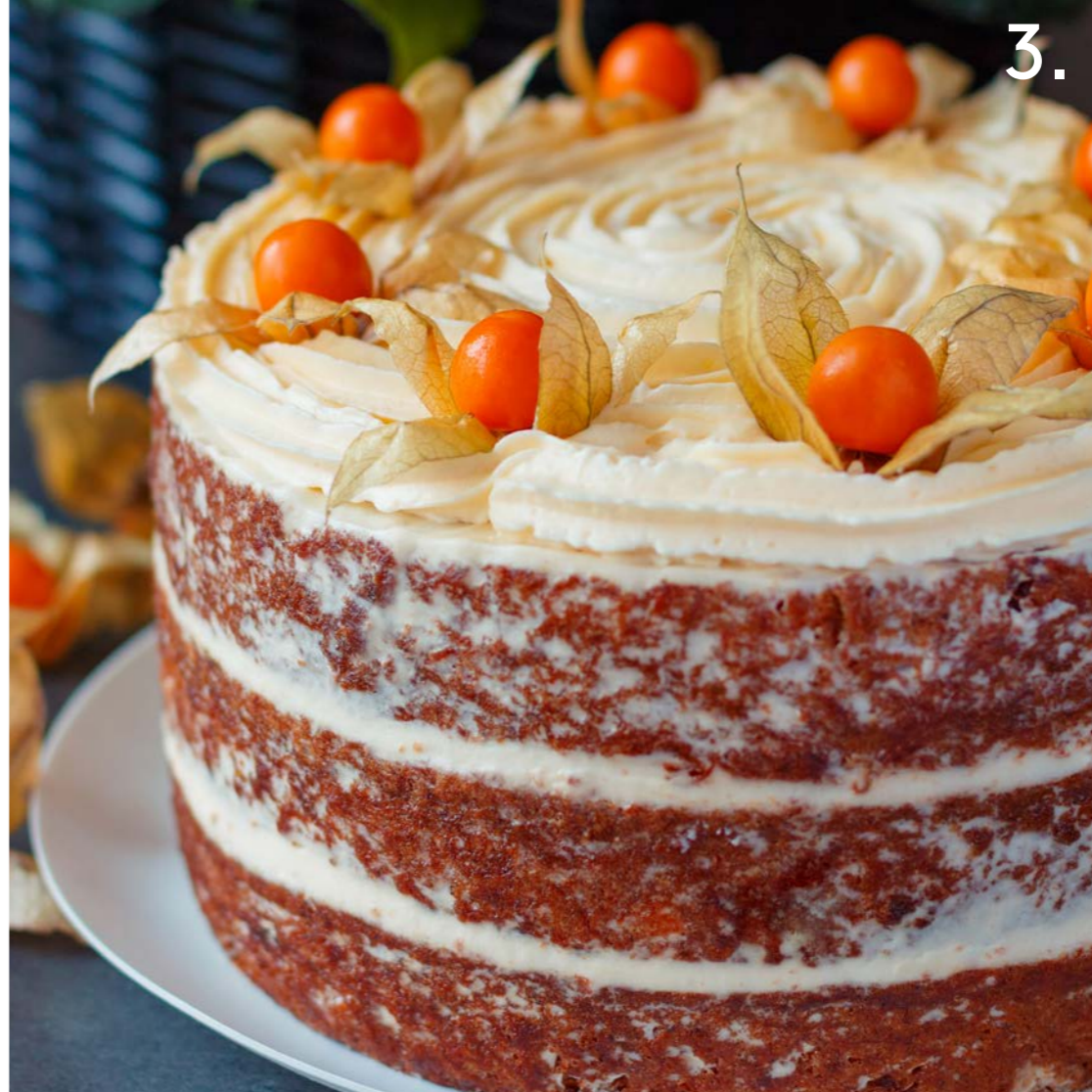


2. Gifts that represent a special bond and connection.



3.

3. Delectable favourite foods with wholesome and popular flavours to share.



4.

4. Fuss-free gift wrapping for practicality, with pleasant warm colours and re-usable packaging.



WHAT IS

THE

GIFTING?



ENTERTAINING
FUN
ENGAGING
LIGHTHEARTED

HOW
TO
FEEL

GIFTING
MAKES ME
FEEL



INDULGED
ELATED
DELIGHTED
UPLIFTED

“ Since you get more joy out of giving joy to others, you should put a good deal of thought into the happiness that you are able to give ”

Eleanor Roosevelt

WHAT DOES

LOOK

LIKE

TO

AWAY

FROM

THE

GIFTING
LOOK LIKE?

1. Cheeky and fun gifts that delight and surprise with a sense of humour.



2. Divine sweet treats that are enticing, candy-coated, rainbow sprinkled goodies bursting with flavour.



3.

3. Vibrant-coloured gift wrapping, standing out with playful springing bows.



4.

4. Spontaneous and fun-filled experiences that release the magic of the moment.



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