Empathy

Decade In Review



2010

2011

2012



2013

2014



2015

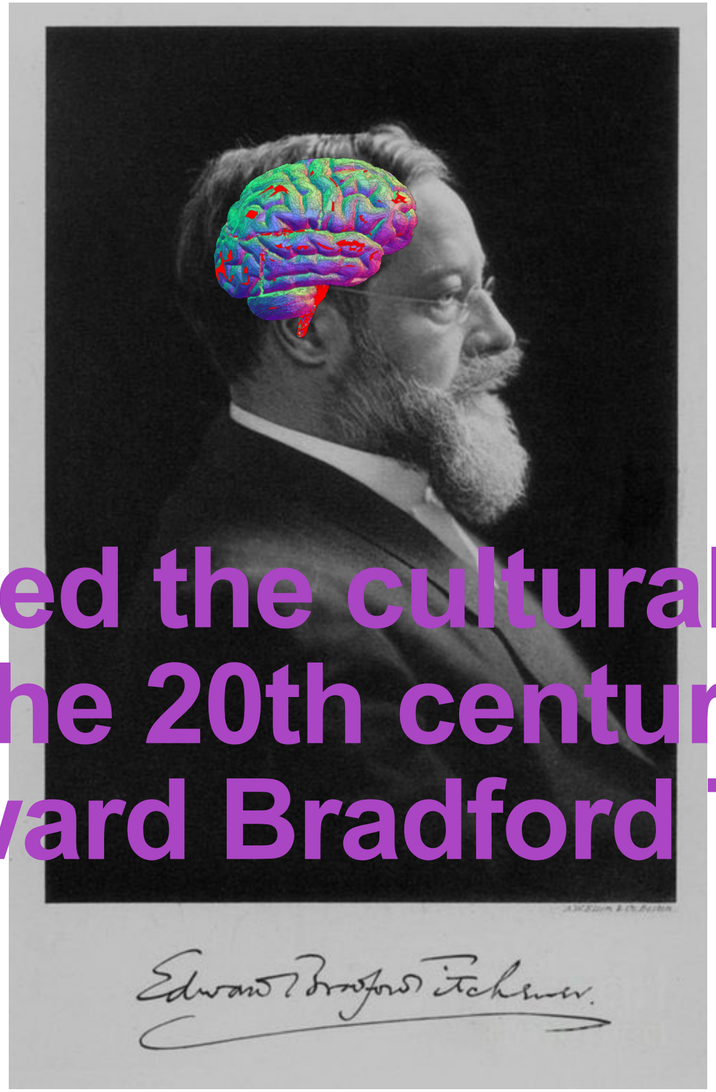
2016

2017



2018

2019



The early origins of the concept had roots in aesthetics and how people respond to art, but as Tichener explained… “I feel or act them in the mind’s muscles” as an idea, is applicable far beyond artistic aesthetics.

And over time it evolved even further to become not just how we ‘feel’ art… but rather how we **“feel people”**.

Empathy entered the cultural vernacular at the start of the 20th century thanks to this guy… Edward Bradford Titchener.

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2006



Flash forward to 2006 when Barack Obama declared an epidemic he called 'The Empathy Deficit.' suddenly making it as politically important a concept as 'economy.'

And by the start of this DECADE, it was a hotly debated topic embedding itself into culture and our assessment of the morals of People and Brands.

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Think empathy makes the world a better place? Think again ...
https://www.theguardian.com › commentisfree › feb › think-empathy-mak...
Feb 19, 2017 - One problem is that **empathy** is innumerate, favouring the one **over** the .... to invade Iraq **over** a **decade** ago, the media presented lurid tales of ...

Does empathy have limits? - The Conversation
theconversation.com › does-empathy-have-limits-72637
Mar 1, 2017 - Why do we lack **empathy in** certain situations? ... **Over** the past several **years**, a number of scholars, including psychologists and philosophers, ...

Can We Create Empathy in Others? - CMSWire
https://www.cmswire.com › digital-experience › can-we-create-empathy-in...
Sep 12, 2019 - Levitt: **In** my industry, **"empathy"** has become a buzzword. .... As a "serial contractor" who lived **in** the Bay Area for most of this **decade**, Debbie ...



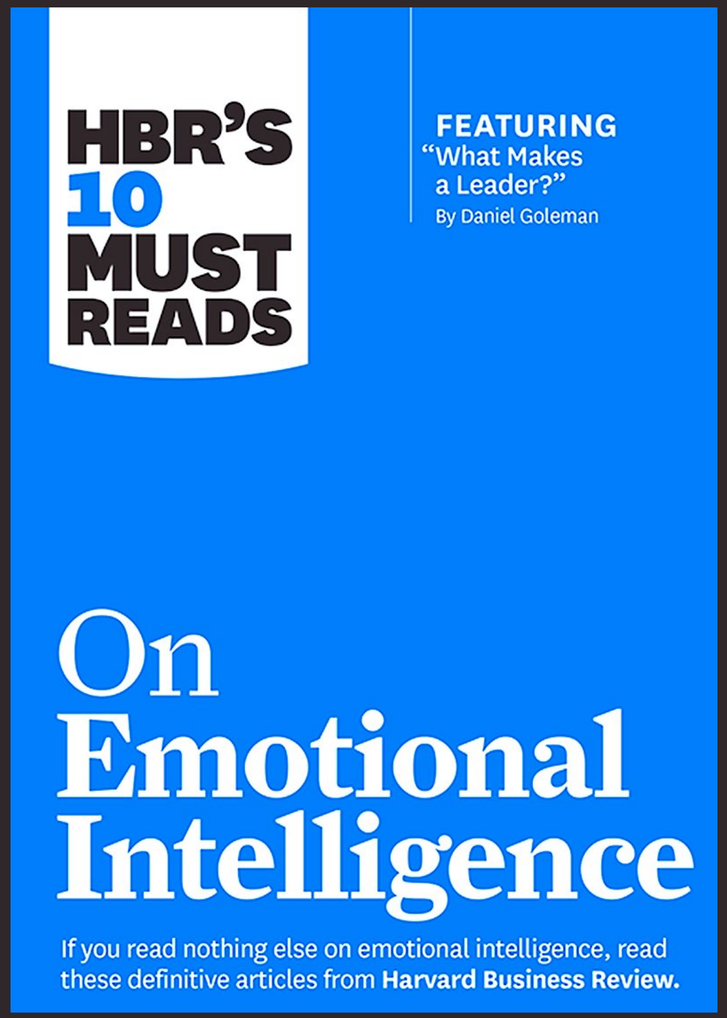
2010

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A study revealed college students were 40% less empathetic than their counterparts back in 2000.

The book Born for Love: Why Empathy Is Essential--and Endangered hypothesized that it was modern child rearing tactics that had contributed to the sharp decline… Including the lack of unstructured play time amongst kids coming of age in the 90's.

2015



By 2015 Harvard Business review published their top 10 list of EQ (Emotional Intelligence) books, indicating the modern executive had better wise up in a new way.

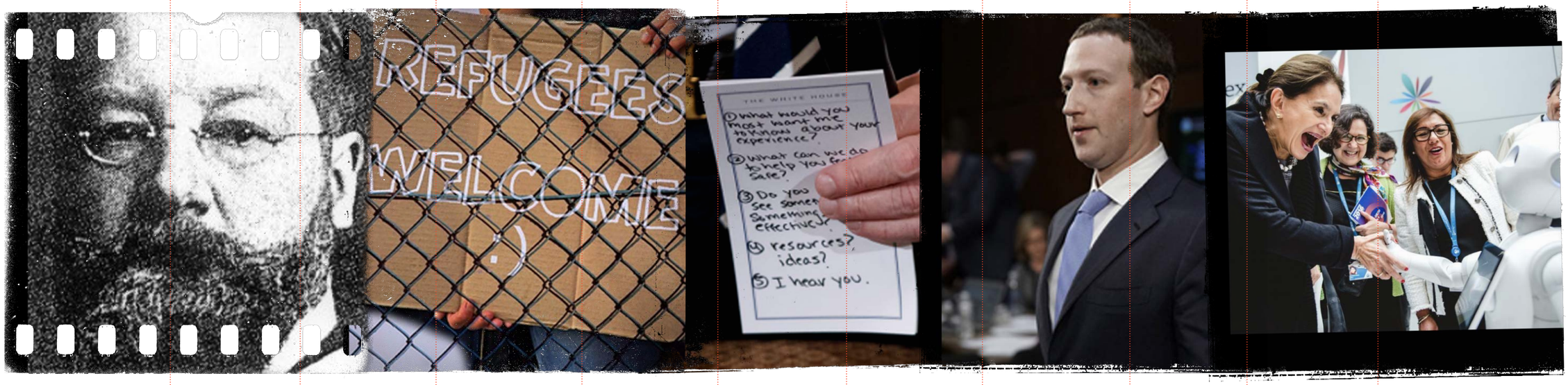
And come 2016 HBR also had an empathy index with Facebook in the number one spot, outranking even Southwest Airlines and Starbucks.



2016

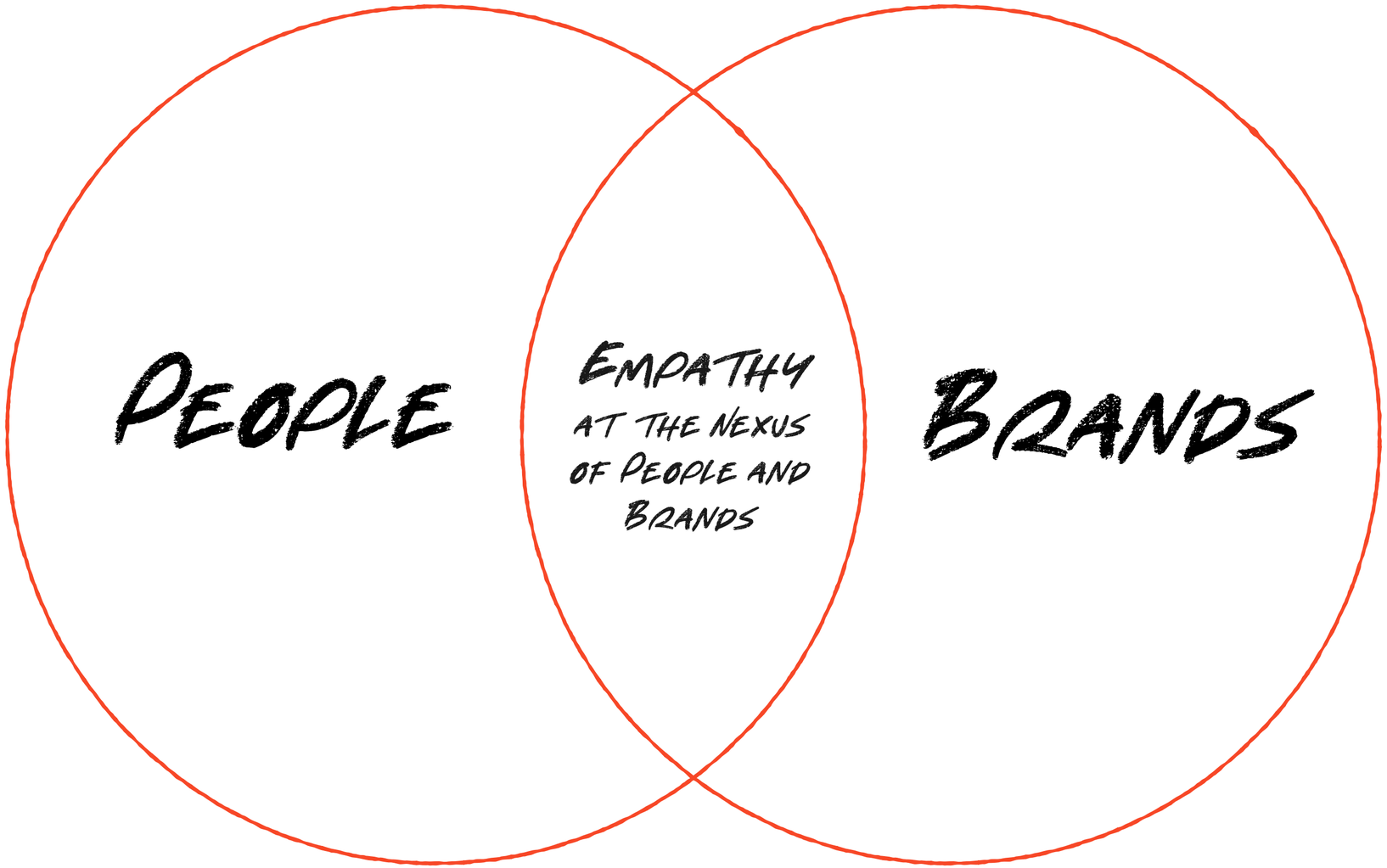
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2010 2011 2012 2013 2014 2015 2016 2017 2018 2019



So as this decade comes to a close we can't help but think about what brands have done to respond to the increasing importance of *Empathy.*

We could reflect on politics or moral compasses or corporate leadership, but at The Sound our purpose is to engage Brands with People. We'd like to stick to the kind of empathy we understand best…



**Brands are all around us,
in our pockets and bedrooms and the
cups we carry with us day after day.**

**Their messaging and behavior can
set the tone for how we live.**

**And at their best, they can
remind us to be better!**

Over the past decade we've seen four types of 'Empathy Reminders' emerge from brands

KINDNESS



Reminding us to be *KIND* to one another.

VULNERABILITY



Reminding us we are all imperfect and *VULNERABLE.*

UNITY



Reminding us we are all the same and *UNITED* at the heart of it all.

AWARENESS



Reminding us we can all help spark *CHANGE* through gestures big and small.

KINDNESS











The olive branches, thoughtful gestures and acts of selflessness in service of individuals.

Those pay it forward moments from brands that remind us how rewarding it can feel to be little nicer to one another.

Brand highlights from the past decade include:

DELTA

With hundreds of flights cancelled and delayed due to extreme weather in Atlanta, passengers were left on the runway for hours. Delta turned the situation around by ordering hundreds of pizzas to be handed out on planes and in surrounding airports as an act of empathy and kindness.

android

Be Together, Not The Same reminded us all of the great warm fuzzy feeling of ‘and moves’.

Coca-Cola

The Coca-Cola company has been opening happiness for decades and in 2016, the brand delighted seasonal holiday workers who were so busy helping others prepare for the holidays, they had no ability to experience their own holiday joy… until Coke stepped in of course.

PROMART HOMECENTER

Peruvian home retailer Promart shows the lengths a father will go to make his daughter just a little bit happier.

Lina Loved

A Thai Life insurance brand reminds us that even if there are no material returns on kindness, the emotional ROI is immeasurable #thaigoodstorie.

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VULNERABILITY









An embracing of the strength that is demonstrated by showing our perceived ‘flaws’ and the ugly beauty of real life.

These are our shared human experiences of imperfection, lifelong learning, personal evolution and perhaps even hardship we can all relate to.

Brand highlights from the past decade include:

Midea

A homemaker is the glue of everyone’s life and they deserve a proper salute for working tirelessly. For Women’s Day, Midea is saluting the homemaker.

DOLLAR SHAVE CLUB

Wherever you, however you show up, Dollar Shave has your back. This Cannes short-listed anthem shows the reality of getting ready.

Google

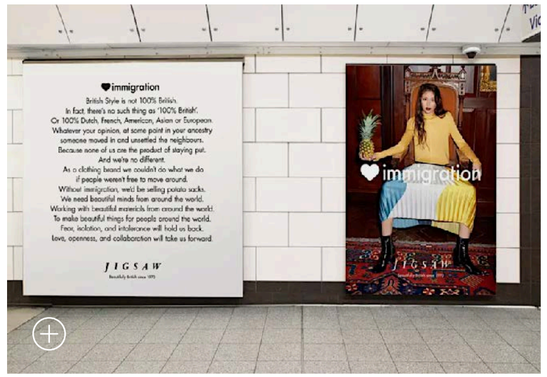
A 2019 spot saluting the first responders who bravely put aside their own comfort and safety, risking their lives to help others in crisis.

carhartt

Hey Rookie is a playful acknowledgement of the shit we experience when we’re the new kid on the job.

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UNITY











Despite the seemingly divisiveness surrounding us today, these are demonstrations of the ways we are connected that transcend our divides.

Brands can hold up a megaphone to share rallying cries that bring us together!

Brand highlights from the past decade include:

VOLVO

Who builds the best cars? Is it the Germans? The Japanese? The Americans? The truth is: none of them. It's everyone together. Diversity breeds innovation, creativity, and the ability to develop cars that meet a broad range of needs.

airbnb

For a brand that stands for 'belonging,' this Airbnb spot continues to open welcoming doors wide open to everyone.

JIGSAW

The brand ran a campaign in the UK transcending fashion and focusing the the vibrant and diverse workforce that is truly the style of Britain.

Heineken

Coming together over a beer takes on new meaning when people on opposite sides of modern issues pause to really listen to another perspective.

TV2

This Danish ad brings together seemingly disparate groups of people only to quickly find the shared human experiences that unite us, despite how it might appear from the outside.

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AWARENESS

An effort to spark a collective shift in attention to macro-level causes that are ripe for awareness building.

Brands have shone a spotlight on issues that are important for humanity, the greater good and the future proofing of our world.

It's here we've also seen entire brands born with philanthropic desires at the core of their DNA.









Brand highlights from the past decade include:

itv

With the rise in children's anxiety and depression, ITV promoted the benefits of families talking by pausing their shows and ad breaks to give people a quiet moment.

wize monkey COFFEE LEAF TEA

By utilizing the typically wasted leaves from the coffee plant to make tea, Wizen Monkey is able to help keep farmers operating year round while eliminating waste.

REI co-op

5 years ago REI boldly declared a Black Friday store shutdown and sparked a movement to be more conscious about the environment and unnecessary consumption.

P&G

'The Talk' means something very different for some families. This powerful campaign shows how prejudice and bias impacts how black parents prepare their children for growing up.

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Brands haven’t always gotten it right, but when they have we’ve all felt a little better for it.

2020



While we can't predict what the *FUTURE* holds for empathy, we know where The Sound wants to focus its attention…

THE SOUND PRESENTS

FASCINATINGLY FAMILIAR

This is the everyday empathy we could all be better for embracing. The reminder that no matter how different we seem, oftentimes we are going through the same daily motions of life or similar life milestones… just in our own way.

The Fascinatingly Familiar is The Sound pushing back the curtain on daily life and using those glimpses at the everyday as a reminder that we're all just humans making our way through this thing called life.

Thank you!

THE

SOUND

Exploration. Strategy. Innovation.