



# Brazil 2016

## Disenchantment, Pragmatism & Hope



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- country values and mood
- the influence of history, religion and culture
- visions of the future, people's ambitions and desires, their ideals
- consumer behaviour and their relationship with brands

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### **Have Brazilians changed?**

*The economic and political situation caused Brazil to face difficulties. There was a hint of enthusiasm in last year's air. As before each election, when the country – regardless the outcome – projects itself into a desire for the future. It was not uncritical, but it was still possible to be light. At this stage of disenchantment with the current sequence, criticism becomes radicalised as the society hardens itself. The will for change is strengthened: it is reflected in a desire for general emancipation that upsets routines and conformism. Brazilians have been thinking more after being hit by the country's political and economic crises and uncertainties haunting everyone, irrespective of social class. "And what now? What will be of us?"*

*Felipe Hirsch wrote: "Brazil abandoned the magical realism to crudely and concretely face a reality that is increasingly complicated." 2016 will mark the opposition between hope and pragmatism, tension which moves lines and changes the game. Otherwise, it will be the time of choices...*

### **1. Brazil is a soap opera with amazing characters.**

Corruption, treachery, impeachment, buzzing return of Lula in 2018, each day opens a new chapter. Dilma Rousseff, the first woman president of LATAM largest country, is now in fight with the Chamber of deputies, waiting for the next twist!

### **2. Brazil is tired.**

Between 1980 and 2015, Brazil experienced eight economic recessions and five currency swaps. The year 2015 was the worst for ten years: US Dollar commercial (3,96 Vs. 2,66/2014), PIB (-3%), unemployment (6,8%, +2%/2014). In 2016, all the indicators are flashing red.

### **3. Brazil is sceptical.**

According to data surveyed in Ipsos' Pulse Study conducted in March 2016 with 1200 interviewees in Brazil, 94% of the Brazilians believe the country is on the wrong track.

### **4. Brazil is expecting transparency.**

Considering the intrinsic relationship between economy-politics and citizens-consumers, it is clear that only the use of truth, and real representation by brands and governments will bring harmony to all of the feelings that are in full bloom in the current cycle.

### **5. Brazil is versatile.**

Despite the country being deep into the economic crisis, or maybe thanks to the crisis, the new actors are successful. For instance, Uber expects to register another 50K drivers in the near future and has reported growth of 30% per month.

### **6. Brazil is showing less machismo.**

Brazil is still marred by the culture of violence against women BUT feminism is empowering. From January 2014 to October 2015, Internet searches for the terms "feminism" and "women's empowerment" increased 87% and 35%, respectively (ThinkOlga.com)

### **7. Brazil is ageing.**

In thirty years, the population above 65 years of age will be larger than that of children under 5 years, impacting the economy: the average income of Brazilian senior citizens has increased 63% in the past ten years.

### **8. Brazil is less addicted to cars.**

the new generation turning 18 are less interested in having a car, and more focused on ensuring people have "access", access to transportation, in this case. Or, from a broader perspective, access to a better world, since less cars = less pollution.

### **9. Brazil is aware of digital limits.**

A lot of brands and ads are remembering the little things that make them happy, which are not digital, such as their relationships and sentiments. By encouraging people to enjoy more the offline things life can offer, they come up as a social brand, caring for its community and trying to make it a better place.

### **10. An optimistic last point?**

Obis et as vit prest, sin rem recerch ilitias aut voluptur? Sedigna tecepero beatias aut re laccum audae voloreptas dolorerum.