Research report:

Performative Leisure

O2 business

Gone are the days when we had to wait to share our memorable moments. Now we can upload videos, share photos, chat, tweet and connect instantly.

As digital technology has become interwoven into our everyday lives, there is a growing trend for people to be seen 'in the right place at the right time' and earn social status accordingly. Even engaging in leisure activities has become a competitive performance, as people try to seem more exciting and adventurous than their friends.

It is predicted that there will be

50 billion

connected devices in the world by 2020

500m

photos uploaded and shared every day

The world's content is increasingly findable, shared and tagged: digital information that is created and shared has increased

9x in 5 years

100 hours

of video uploaded to YouTube every minute – from 0 hours in 2007
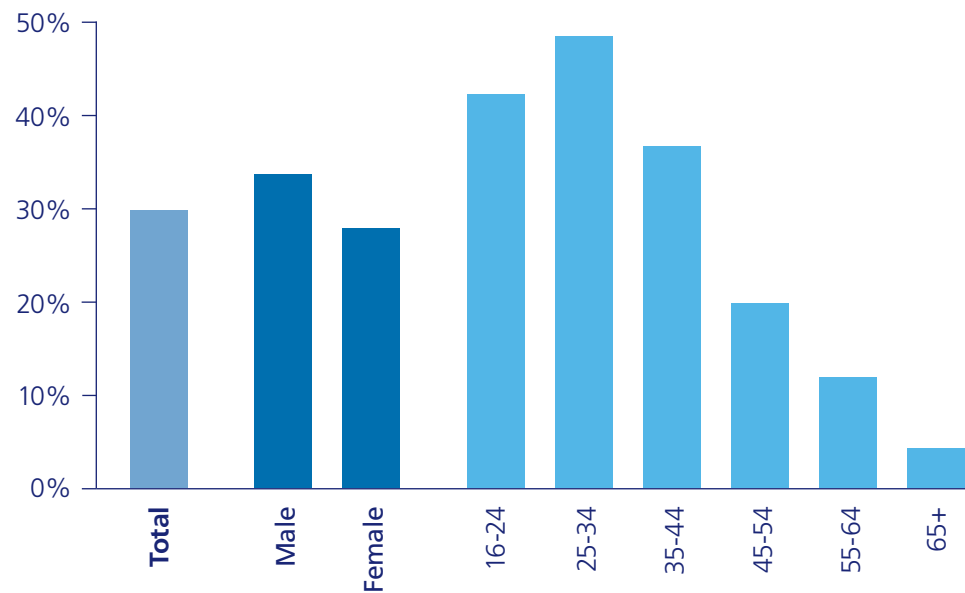
As this continues, our leisure exploits will become increasingly visible as we broadcast real-time records of our activities to build an interesting and exciting public profile.

Economic growth means the desire and potential to engage in 'performative leisure' will continue to develop as disposable income and access to technology increase.

"I regularly post updates, photos etc on my social network when attending a live event"

% of social networkers who agree

Leisure activities are becoming a vital part of the accumulation of cultural and social 'capital'.
The most extreme, surprising and unusual activities inspire consumers to publicise their adventures to multiple audiences.

And it's not just close friends that people are trying to impress. Many platforms encourage users to engage with like-minded people they may not have met before. A fear of missing out and the desire to be part of the 'in crowd' drives an aspiration to experience activities publicised by others. As more consumers indulge in performative leisure, brands are invited to communicate messages, promotions and memes which are hyper-relevant to the live action as it unfolds.

"I don't think people expect others to post photo statuses, but there can be seen to be pressure sometimes to show you are having a good time... Some people can find others' status and photo updates annoying if seen as a form of boasting or if people post too regularly or about uninteresting things."

Trendspotter, UK
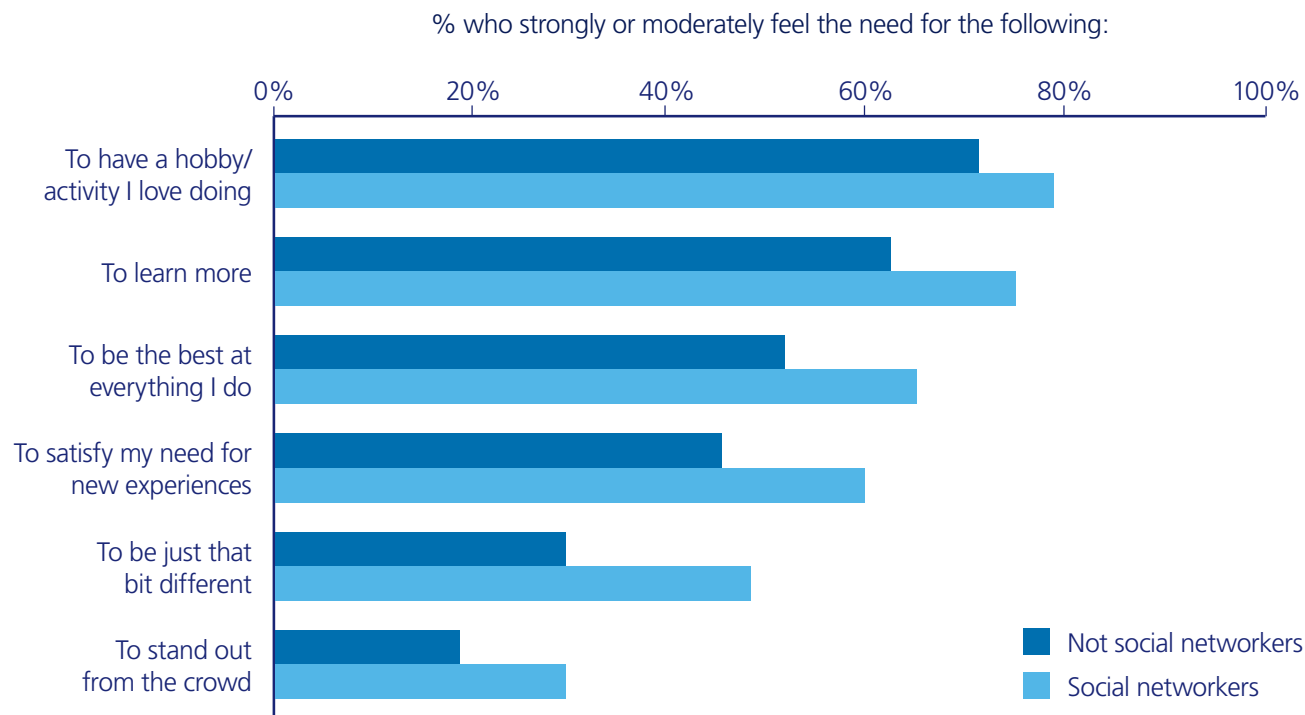
The online/offline shift

As mobile living transforms the way in which we share details of our lives with others, two shifts have emerged – one online and one offline.

Online, we strive to show others that we were 'in the right place at the right time' to improve or highlight our social status. These habits are also having an impact on our offline lives as pressure exists to pursue more exciting leisure activities, to portray a more perfect and adventurous version of ourselves.

Social networkers exhibit higher levels of interest in every lifestyle aspiration measured. This drives consumption of experience-rich offers, uptake of new skills, anything that can augment and perfect our lives – to be developed in ways that can be paraded to others.

% who strongly or moderately feel the need for the following:

However we are also seeing a counter-shift offline as people seek the sanctuary of their homes. The desire to own, furnish and cocoon within your home is a force which shapes British consumer behaviour even in a volatile housing market.

With the uptake of sophisticated technology boosting the appeal and status of relaxing and entertaining at home, leisure providers will need to work harder to entice consumers out to show them what they can offer.

How O₂ can help you take advantage of the performative leisure trend

In today's digital world, technology is at the heart of delivering an outstanding customer experience. Customers want brands to be more exciting, more accessible and more relevant to their needs. O₂ can help you deliver experiences, both within and beyond your venue, that match these digital expectations.

We can help you:

- Deliver personalised offers to customers to attract them to a particular venue or location through contextual, time and location based interactive messaging

- Provide interactive media and digital experiences in-venue, supported by O₂ Wifi connectivity and visitor data, to increase dwell time and brand engagement

- Develop more knowledgeable employees who can improve engagement with customers, assisting them through real-time guided selling applications

- Boost loyalty through contextual, time-sensitive and experience-based messaging and social media services, such as Priority

- Set up and manage a customer community forum within your own website where customers can engage, share opinions and help shape the products and services you provide

To find out how we can help you, call us on: 01235 433 507

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