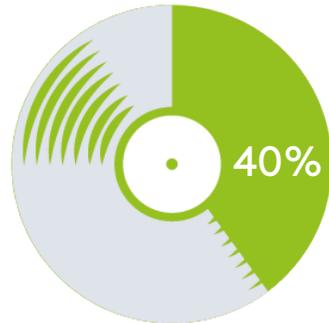


How do your customers like to feel? Nostalgic, environmentally conscious and house-proud

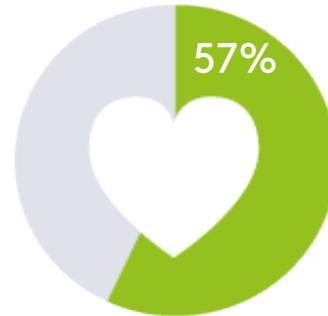
Fewer than 1 in 10 people have no emotional engagement with where a product is sourced



40% are attracted to products that make them feel nostalgic



57% feel better when buying environmentally friendly brands



49% think it's worth spending on entertainment technology to make their home more enjoyable

