

scarcity and abundance

CULTURAL AUDIT

Objective:

Audit the concepts of scarcity and abundance to identify nuances and patterns within culture.

Identify implications of these findings on brands.

desk research

mind mapping

synthesis



etymology
qualitative research papers
media channels
news articles
TED Talks
subject expert commentary

scarcity (n.)

insufficiency, want, dearth

SYNONYMS

shortage

lack

drought

Inadequacy

Insufficiency

abundance (n.)

copious quantity or supply

SYNONYMS

excess
surplus
bounty
plenty
wealth

THREE LENSES TO EXPLORE
SCARCITY AND ABUNDANCE

**scarcity and
desirability**

**frugal
innovation**

**utilizing
abundance**

Abundance as a means for
happiness, wealth and
ensuring survival.



Abundantia | Roman Goddess



Laxmi | Hindu Goddess of Wealth



Laughing Buddha | Chinese Feng Shui



California Propaganda Poster | 1876



Coat of arms of Colombia



Coat of arms of Peru



Seal of North Carolina



Coat of arms of Kharkiv

As patterns of
overproduction have
emerged and consumption
has evolved...

...attention is now also
being drawn towards
scarcity in different ways.

EXPLORING
SCARCITY AND ABUNDANCE

**scarcity and
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A heuristic is the mind's automatic, hard-wired habits.

The **scarcity heuristic**
is when we place a
higher value on an
object that is scarce.

Brands leverage the
scarcity heuristic to
create desire.

By controlling supply,
brands create desirability.

One tactic is offering
limited edition items.



Using limited time,
brands create a sense of
urgency to drive
purchase decisions.

Sale ends in
3 HOURS



Supreme uses 'the drop' as a marketing tactic to heighten demand and create a cult following by selling limited collections.



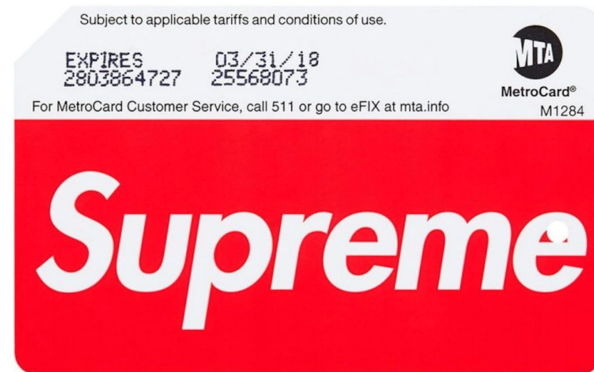
16,800%

INCREASE IN TRAFFIC TO THE
BRAND'S WEBSITE ON THE FIRST
"DROP DAY" OF A NEW SEASON

Even participating in the pursuit of these items spurs a feeling of belonging.



Collaborations range from exclusive partnerships with luxury brands to creating hype for more mundane everyday objects. The acquisition of these pieces leads to gratification.



observation

The pursuit of gratification leads to heightened desirability of limited offerings.

observation

The pursuit of gratification leads to heightened desirability of limited offerings

implication

How do we reward people who make the effort to navigate scarcity?

EXPLORING
SCARCITY AND ABUNDANCE

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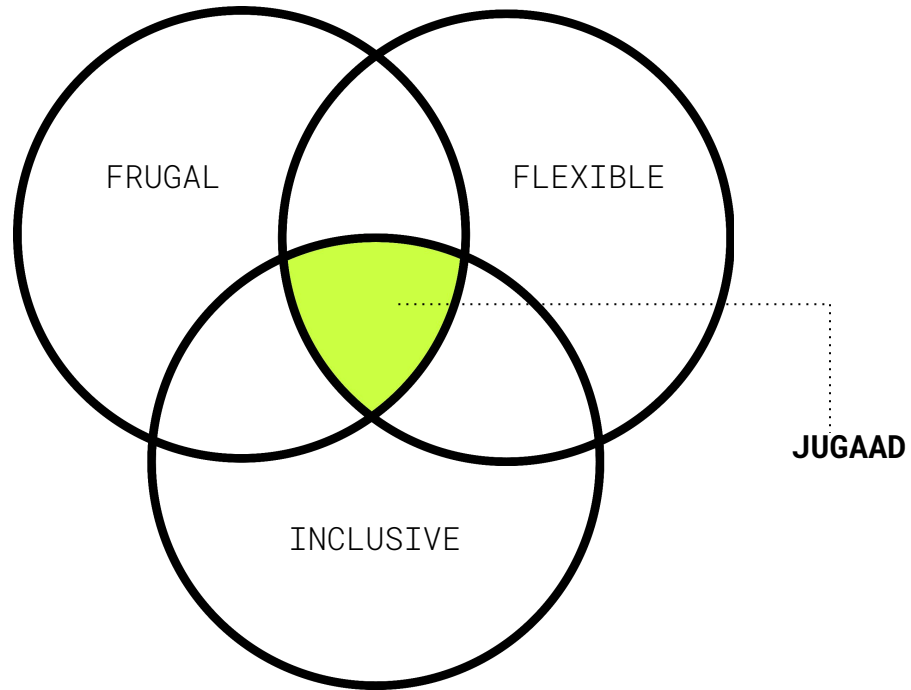
Scarcity leads to
the **novel** use of
existing resources.

jugaad (n.)

a flexible approach to problem-solving that uses limited resources in an innovative way.

SYNONYMS

frugal innovation



Jugaad is about turning adversity into opportunity and ultimately creating value.

MITTI COOL

In areas of India where access to electricity is limited, food spoils due to a lack of proper refrigeration.



SOURCE : **MITTICOOL**

MITTI COOL

Mitti cool was created by harnessing the cooling property of clay - a locally available resource.

It keeps vegetables fresh for a week without electricity.



M-PESA

In 2007, large parts of the African population did not have a bank account.

But mobile phone ownership was widespread.



SOURCE : VODAFONE

M-PESA

M-Pesa provides easy money transfer and other financing services through mobile phones.





The jugaad mindset is increasingly relevant for companies worldwide who are seeking to grow in an increasingly complex and resource-constrained business environment."

HARVARD BUSINESS REVIEW

SOURCE : **HBR**

observation

Resource constraints can fuel novel innovation.

observation

Resource constraints can fuel novel innovation.

implication

Which constraints might we embrace to rethink businesses?

As resources can be used innovatively in scarce scenarios, the impact of abundance also depends greatly on whether it is utilized.

EXPLORING
SCARCITY AND ABUNDANCE

scarcity and
desirability

frugal
innovation

**utilizing
abundance**

Resources are desired for their use, value or impact.

And when they reach a point of abundance they can be viewed in two ways.

The abundance of something can be deemed as a bounty or wealth.

Or it can be perceived as an excess or waste.

Coffee consumption leads to the by-product called **Spent Grounds**.

Globally, **13 million** tons of spent grounds are sent to landfills each year.



SOURCE : **FORBES**

BIOBEAN COFFEE LOGS

By collecting waste grounds from cafes, offices, and airports, the company develops biodiesel and carbon neutral fire logs.



SOURCE : **BIOBEAN**

The **potential** lies in recognizing when to share abundant resources.

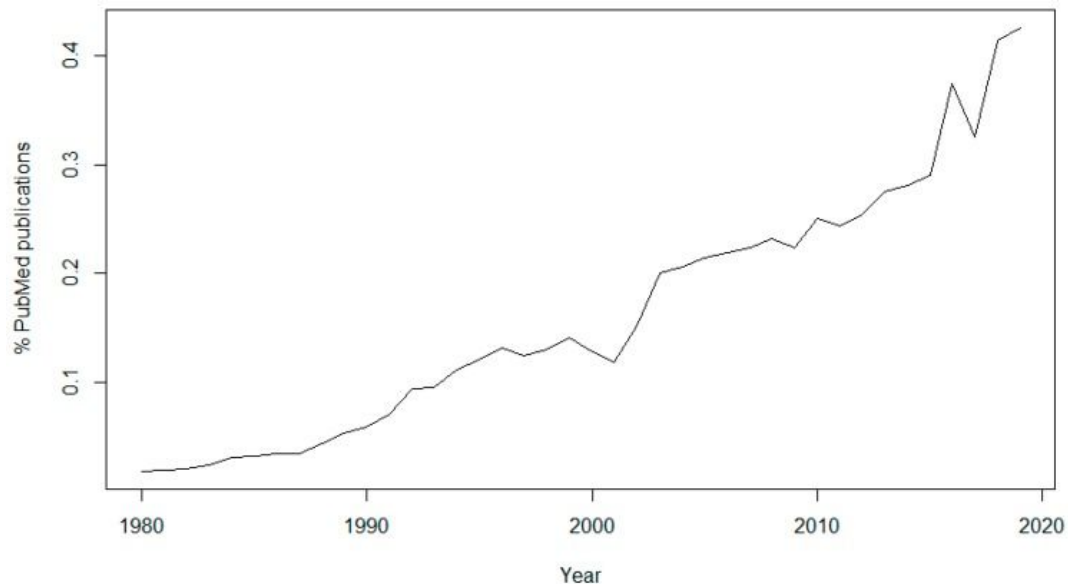
Harnessing information
and data **abundance**.

HEALTHCARE AND DATA HOARDING

Patient data hoarding has been used by some private healthcare institutions for customer retention and competitive edge.

HEALTHCARE AND DATA SHARING

The number of abstracts of PubMed publications containing the keywords “data sharing” as a percentage of the total, per year since 1980.



HEALTHCARE AND DATA SHARING

Hoarding data results in underutilization and missed opportunities in prediction, detection and research.

Unused abundance can
turn into waste.

Hoarded abundance can
limit its potential.

observation

Abundance can be bountiful when shared and utilized.

observation

Abundance can be bountiful when shared and utilized.

implication

How can the potential of abundance be maximized through efficient distribution and utilization?

in summary:

SCARCITY AND DESIRABILITY

How do we reward people who make the effort to navigate scarcity?

FRUGAL INNOVATION

Which constraints might we embrace to rethink businesses?

UTILIZING ABUNDANCE

How can the potential of abundance be maximized through efficient distribution and utilization?

thank you.