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ME OVER WE: WHY WE HOARD TOILET PAPER

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March, 2020



My Journey

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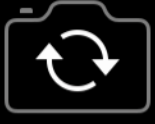
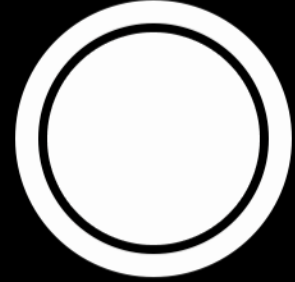
SLO-MO

VIDEO

PHOTO

PORTRAIT

SQUARE



CONVERSATIONS HAPPEN IN THE

WILD

Something to think

about

covidiot *noun*

co·vid·i·ot | \ kou-'vi-di-ət \

1. a stupid person who stubbornly ignores 'social distancing' protocol, thus helping to further spread COVID-19.

*'Are you seriously going to visit grandma?
Dude, don't be such a covidiot.'*

2. a stupid person who hoards groceries, needlessly spreading COVID-19 fears and depriving others of vital supplies.

*'See that guy with the 200 toilet paper rolls?
What a covidiot.'*



WHY TOILET PAPER?



WHY HOARD IT?



**HOW WOULD YOU NORMALLY
ANSWER THIS QUESTION?**

01

**WE ARE DESIGNED TO
TAKE CONTROL**

“Yes. In a world of extreme uncertainty and where every day your world is changing, your normal existence is no longer normal. I'm not at work. I'm not able to go out. I feel uncomfortable if I go out. There's so much uncertainty. Gosh darn it, if having toilet paper gives me a little bit of relief from this insanity, then I'm going to have toilet paper. If I have 15 cans of creamed corn that I don't even like in the pantry, and it makes a little bit of comfort in a very uncomfortable world right now, so be it.” - Kim

**WHAT NEW CURIOSITY COMES
FROM THIS QUOTE?**

02

**WE FOLLOW THE HERD
ESPECIALLY WHEN STRESSED**

“Yeah, she started it and then everybody else started talking about toilet paper. And before I knew it, I got swept up in the fury and I panicked. Man, I panicked.” - Kim

**WHAT NEW CURIOSITY COMES
FROM THIS QUOTE?**

03

**WE PROTECT
SURVIVAL OF THE FITTEST**



“Yeah just the fear that there wouldn't be any left for me and I'd rather buy everything that I can to keep my household at a status quo because in a circumstance like what's going on now, you kind of have to look out for yourself.”

“Yeah. But if you think about it, if toilet paper is being coveted so much and I bought a lot, never know... What if it turns south, this whole thing turns worse than we thought it would and now there's no more toilet paper? Now you can use toilet paper as a barter system.”

“Well, that's on them. They should have probably found out where all these toilet paper rolls were being sold and jumped on that train.”

**WHAT NEW CURIOSITY COMES
FROM THIS QUOTE?**

04

WE BLAME SOCIAL MEDIA

“I saw Facebook friends in the US, for example, who were saying that they don't know where to get toilet paper. They need some, and they can't find any. And what are they going to wipe their asses with? That could have been us, you know, .. I wonder actually if someone's going to figure out the social media paper trail and figure out how did this thing domino and focus on toilet paper? I think you've nailed it. I think that's what it is.” - Evelyn

05

**IT WAS A WAY TO
ATTAIN POWER**

"Oh man, if they win, I'm going to be the only one here and I'm going to hate myself." So then I started thinking, what if I'm the only one without toilet paper and I have to beg all my friends for a role, I'm not going to be that person... Kim did you get toilet paper? No, Kim didn't get toilet paper...There's too many what ifs in this society right now. Too many. And so you control the little bit you can control. - Kim

WHAT COMES NEXT?

WHAT IF...



RE FRAME

SHIFT THE WAY YOU WORK,
INNOVATE, AND THINK

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THE THING ABOUT SWINGS



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THANK YOU

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