

# TIME FLIES

One minute you're hot, and the next you're not! That's just how trends are shaping the world. An important part of marketing is staying relevant, standing out, and adapting to the ever changing consumer preferences.

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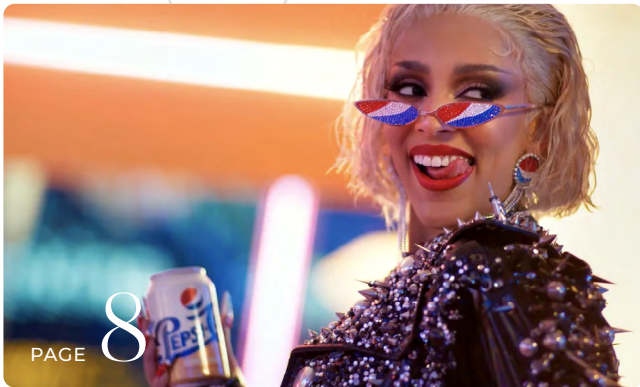
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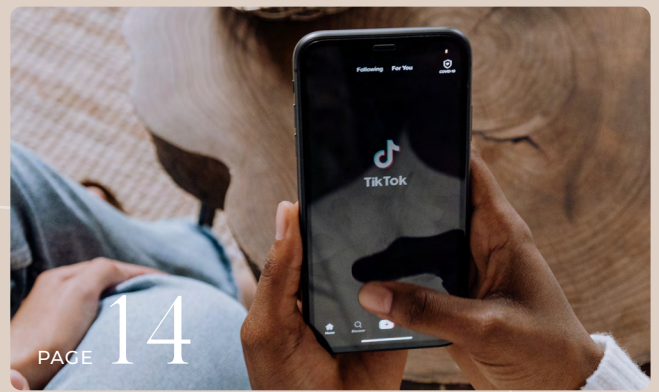
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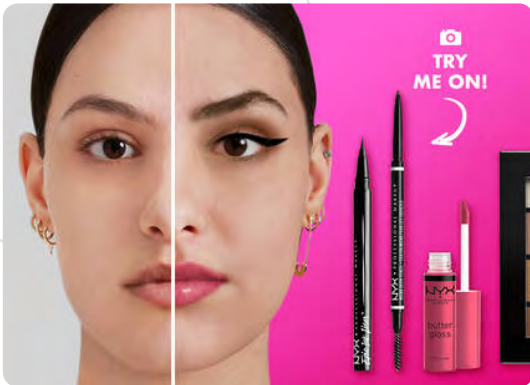
LOG IN.

# Mixed Reality & Artificial Intelligence

Whether it's due to the desire to escape the real-world or the appreciation for all things digital, Augmented Reality has been booming! People are logging out of the physical world and into vast digital landscapes - from video games to branded promotions, the possibilities are endless.

There are so many opportunities for marketers, business owners, and employees to jump on the bandwagon. Already, there has been an increase in Augmented Reality (AR) advertising, such as the Chipotle Halloween Campaign, which goes down in history as the brand's first-ever virtual store-front. There are plenty of retailers using AR features for customers to try out their products, including Kinder Surprise and Dior. Kinder Surprise introduced an app that lets customers bring their toys to life with their phone camera, so they can interact with characters and face filters. Even high-fashion brand Dior jumped on the bandwagon with Snapchat filters to try on sneakers, showing any company can create engaging and interactive experiences.

We are predicting that AR will become more accessible and an integral part of standard business processes. As demand grows, so too does the supply of AR technology, and we are expecting cheaper alternatives to make their way to the market. This means that more companies of all sizes will be able to incorporate mixed reality into their business processes and marketing campaigns.



Snapchat is well-known for their glam and gimmick-y filters, which has seen many companies creating branded filters to promote new products, such as **Nyx's** virtual makeup try-on.



Social Media giant, **Facebook**, has announced its production of a Meta-verse, where users can interact with their friends in a digital landscape with virtual and augmented reality.



**ENGIE** began using augmented reality for remote training purposes in the wake of the pandemic. Users could undertake virtual hazard perception training to reduce injuries and incidents.

## Our takeaways

Explore ways your company can capitalise on AR, for example, virtual try-ons and fun filters that engage users with your products, services, and imagery.

AR can assist with streamlining business processes. Training programs are beneficial, as they save time, can be utilised even for remote workers, and are more interactive than training seminars.

AR can help reduce negative impacts of COVID restrictions, such as reduced workplace capacities and border closures, by allowing your business to communicate and interact with remote employees with greater ease.

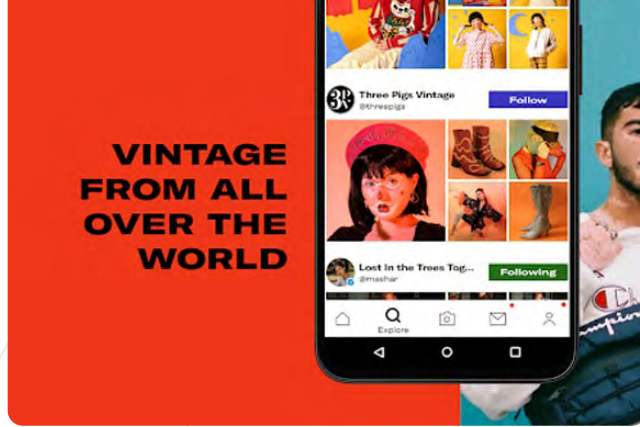
COLLECTIVE DAYDREAMERS.

# Back in Time

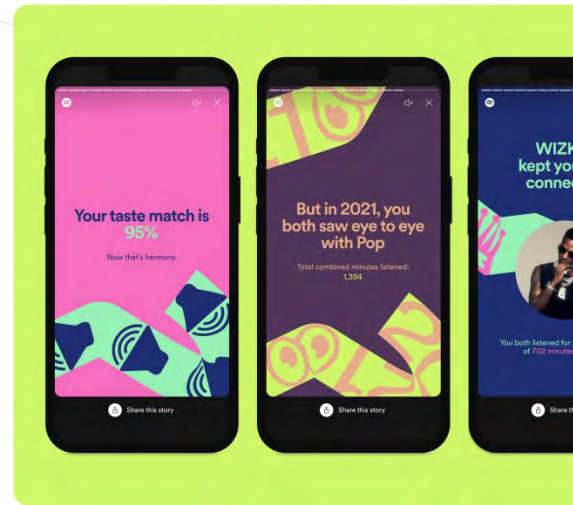
Flashback Friday is back and better than ever! We spy the rise of all things retro, vintage, and y2k. The pandemic put a pause on so many activities and events we used to enjoy freely that we are collectively day dreaming of a simpler time when the world was anything we wanted it to be.

If the world is looking more colourful and vibrant lately, you're not going crazy! In the past year, there was a steady increase in 2000's fashion and retro inspired-advertising. With bright colour schemes and clashing patterns on the rise, we are looking forward to an even brighter 2022 in the marketing space.

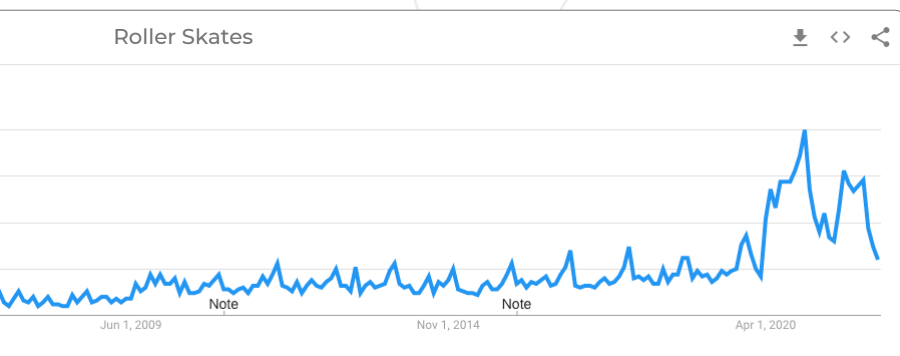
Companies of all sizes have been jumping onto this trend early with no sign of slowing down. Colourpop created a number of collections inspired by 2000's fashion and trends, also known as the y2k aesthetic. Having released limited edition collections based on Barbie and Lizzie McGuire, their TikToks went viral, inspiring their long-term y2k collection. Mountain Dew joined the trend, creating a campaign to tug on nostalgic strings. They mimicked a Paint with Bob Ross episode, where an actor dressed up as Bob Ross to paint the iconic Mountain Dew bottle, effectively embodying the collective daydreams of simpler times.



Digital op-shop inspired stores have been on the rise, as **Depop** and **Vestiaire Collective** have become a more popular way for customers to buy vintage and retro clothing.



Each year, **Spotify** creates the famous “Spotify Wrapped” that shows users their top played songs, artists, and podcasts from the previous year, encouraging them to relive their memories from the year that’s been.



Roller Skating boomed at the height of COVID as a manifestation of the collective longing for simpler times and resparking the retro sport. There was a spike in popularity for the “Roller Skates” search term in May of 2020 and still today it exceeds the term’s popularity from previous years.

## Our takeaways

Keep a close eye on social media trends your business could join in on, which improves brand awareness, favourability, and relevancy. Hashtags, news articles, and observing recurring themes are a great starting point.

Understand your audience - nostalgia is different for all age groups. Your company may need to tap into nostalgia for the 50-60 age group or the 15-20 age group - each require completely different strategies.

Reintroduce popular products or services to suit customer demand, which helps to evoke a sense of excitement and longing for your offerings. This can result in increased word-of-mouth among loyal customers.

#AD.

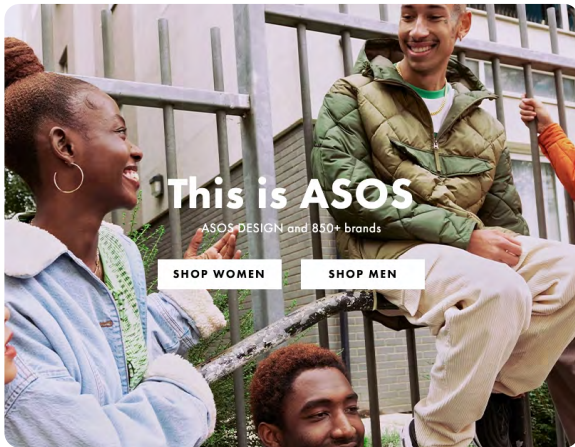
# Influencer Marketing

The influence of micro- and macro-influencers has steadily become more and more powerful over the years. No matter which platform you scroll through, you will find a form of influencer marketing.

This form of advertising broke through at a time where consumers were becoming more critical and analytical of brands. Paid and organic advertising efforts are increasingly considered inauthentic and misleading, which pushes consumers away. Instead, they were turning to their favourite celebrities or online influencers to discover new brands and products.

Instagram influencers, YouTube vloggers, and TikTok dancers have earned a surprising amount of sway over their audiences. Collaborative posts between Instagram influencers and brands have filled News Feeds; Youtubers' Monthly Favourites videos have viewers looking for new clothes, books, and even songs; and TikTok dancers are even starring in their own TV shows and modelling for certain fashion brands.

Companies of all sizes have been capitalising on this trend, including Pepsi. In a big production advertising campaign, Pepsi collaborated with a booming celebrity, Doja Cat, to advertise their product. ASOS found a unique way of collaborating with influencers, incorporating a product page of products consumers can see styled by their favourite fashion influencers.



Online department store **ASOS** has created a collection based entirely around ways influencers and celebrities style their products. The #asseenonme collection features interviews with influencers and a feed to shop mentioned pieces.

Even Cryptocurrency markets have their own influencers. **Elon Musk** and **Logan Paul** are big names in the Crypto space, impacting the coins their followers and the market choose to invest in.



**Pepsi** partnered with famous singer, Doja Cat, for their latest campaign. The singer went viral online this year, generating a large influence over her fans and Pepsi has been able to capitalise on this.



## Our takeaways

Choose your influencers carefully to avoid bad publicity, such as the backlash against Kendall Jenner for her participation in a Pepsi commercial depicting protests during a time of conflict.

Collaborate with nano and micro influencers, who tend to have higher engagement rates than the macro influencers with the biggest following. Micro influencers benefit from highly targeted audiences, which make it easier to predict products and offerings of interest.

Ensure there is a fit of brand for an authentic promotion because customers can have poor perceptions of collaborations if they don't believe the influencer uses the products.

GENDER/NEUTRAL.

# Neutrality, Diversity, and Inclusivity.

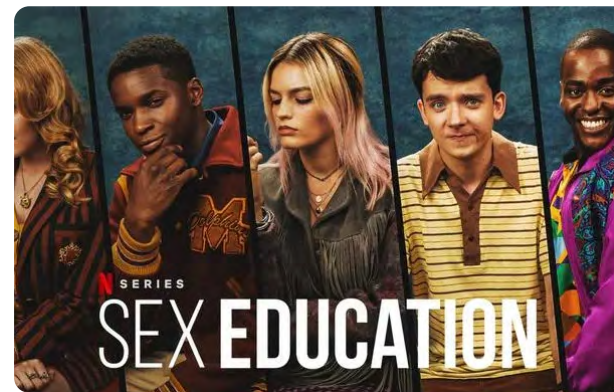
For so long, society only recognised two genders: male and female. Over the past year, this ideology has been questioned and dissected as the world becomes less and less black and white. Everyday, gender stereotypes are being challenged, which places demand on companies to assess their representation, advertising, and offerings.

Pop culture icons have been pushing the boundaries in recent times. Think Harry Styles wearing a dress on the cover of Vogue, RuPaul's Drag Race topping TV-show charts, and the boycotting of J.K Rowling for transphobic remarks. Anyone reading the room would know that there is a need to adjust to these new boundaries. There's more room for creativity in marketing, opportunities for unisex products, and need for diversity.

Gaining traction quickly, we think this movement will keep its pace and be a defining moment in the business sector. Companies can expect to feel pressure from consumers to create a stronger representation of the community and encourage their audiences to express themselves more freely.



Many brands have been introducing unisex products and collections, including P.E Nation, high-end brand Stella McCartney, and Australian genderless label, Strateas Carlucci.



There has been a more inclusive representation of gender in popular TV shows, movies, and music. Consider the groundbreaking hit Netflix show, Sex Education, which features a diverse cast of sexualities, races, abilities, and lifestyles.

Lil Nas X has quickly risen and achieved pop icon status while breaking away from gender norms. His challenging of gender-norms has earned him huge success and is reminiscent of Prince.



## Our takeaways

Advertising will have to take into consideration more audiences and demographics and break away from defining consumers by stereotypical gender norms. As a result, paid media may benefit from interest-based audiences, rather than gender splits.

Companies should create a nurturing environment for all individuals, whether it be employees or customers and clients. This can be done through diversity training and encouraging learning and understanding.

Representation is an essential consideration when creating and promoting products, services, or media. Find ways your company can improve diversity throughout the designing process, employment rounds, and in the media.

MONEY, MONEY, MONEY!

# Buy Now, Pay Later.

Digitalisation has introduced a whole new way of banking, investing, and purchasing. There has been a significant increase in interest in CryptoCurrency and investments across many demographics, creating a new system for money exchange.

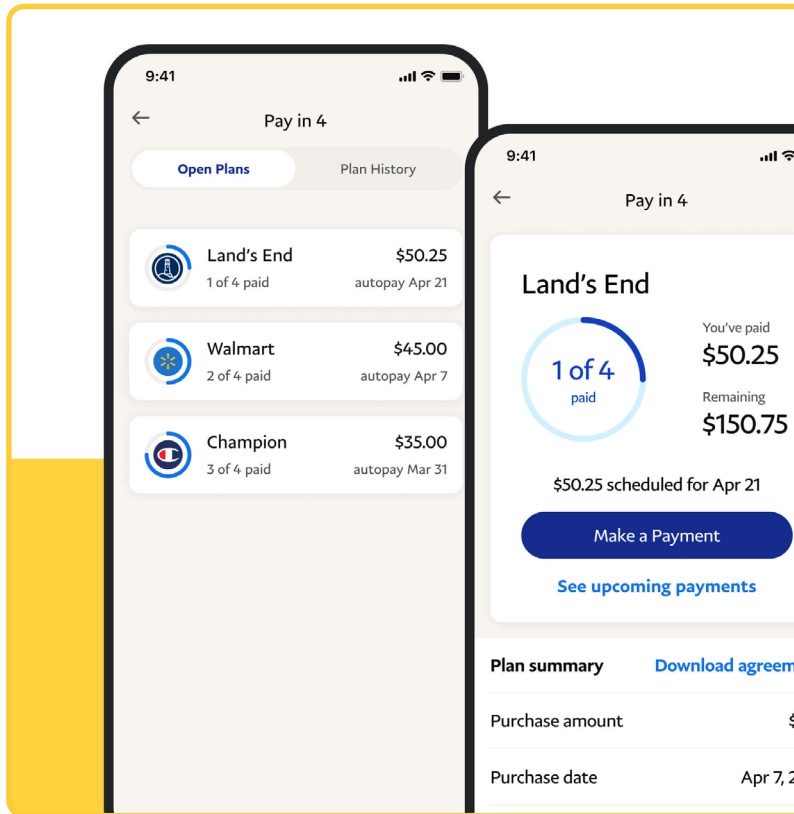
Many companies are now accepting CryptoCurrencies in exchange for products and services - revolutionising the financial space. Further, there has been a spike in non-fungible tokens (NFTs), which are unique assets that cannot be replicated.

Another booming digital trend in the finance world is the Buy Now, Pay Later scheme. After the rise of AfterPay, many other multiple payment companies have emerged, such as ZipPay, Klarna, and even PayPal's own Pay in 4. In coming years it will be a rampant payment option across many industries and business sizes.

This trend will see the rapid growth and normalisation of NFTs, broader applications for CryptoCurrency, and the wider acceptance of Buy Now, Pay Later methods. We predict that companies of all sizes and industries will introduce NFT product ranges and an overall increase in accessibility for Buy Now, Pay Later in all markets.



CryptoCurrency gains great traction with an exponential growth of interest in CryptoCoins, such as Ethereum and DogeCoin in 2021.



In 2021, PayPal introduced Pay in 4 to compete with the likes of AfterPay, ZipPay and Klarna. The interest-free deal helps its customers safely and easily buy now and pay later.



The buy now, pay later has grown from helping consumers pay off large purchases to now let you Eat Now, Payo Later. The financial app helps its users to enjoy dinner out with their friends without the big price tag.

## Our takeaways

Consider ways your company can take advantage of CryptoCurrency for buying and selling to revolutionise and prepare your business for the future of finance.

Introduce buy now, pay later schemes in an appropriate way that makes your products more accessible to larger audiences of different incomes, employment statuses, and budgets.

Consider how your business can adapt to the flexibility of payment methods and how this may impact the payment schedules of your own employees, with the emergence of services that allow employees to access payments earlier.

TL;DR!

# TikTok, TikTok, TikTok.

Living in the time of a technological boom, with so much available to us at our fingertips has made it easy to become more demanding of what content we engage with, and when.

Consumers have so much power now to choose what they want to view and what they don't want to view. There is so much accessibility when it comes to research, recreation, and retail activities, that consumers don't want to spend time consuming media they don't want to see.

With all of this accessibility comes selectivity. There's no requirement to take in media that you don't desire, anymore, and this increased freedom has actually reduced, not only our tolerance, but our attention span. This has become evident in studies, insights, and the remodelling of content strategies. Consider the average reading time for news articles, watch time for Instagram video content, and emergence of bite-sized content strategies.

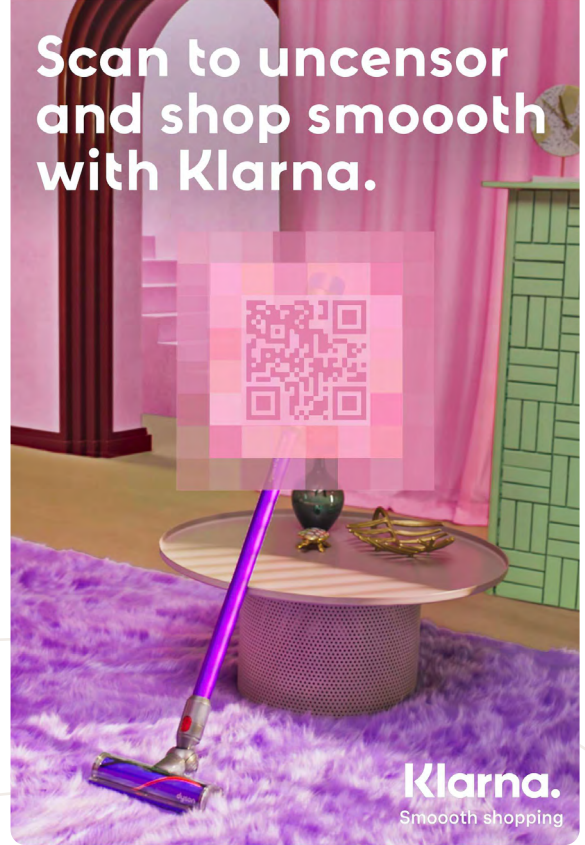
Bite-sized content has become the most efficient way to keep the shortening attention of consumers. The popularity of TikTok's famously short videos led to the introduction of shorter content features across multiple platforms, including Instagram's reels, Youtube Shorts, and Twitter Fleets.

Save time and money on long winded video content and instead create curated, efficient, and engaging video content to keep up with the shortening attention span of your consumers where possible.

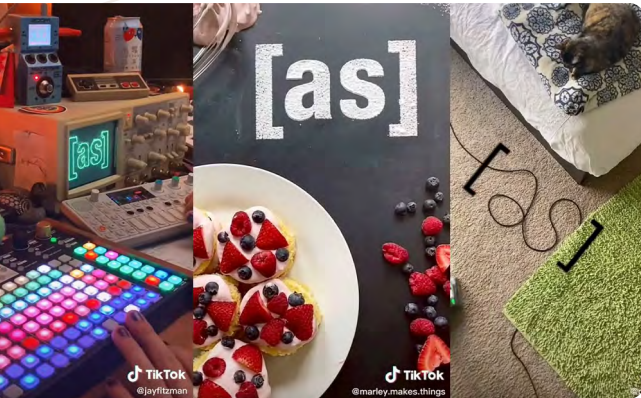


TikTok has grown exponentially over the course of its existence, and showing no signs of slowing. Its user base grew from 65 million users in 2017 to 700 million in 2020 and over 1 billion in 2021.

Scan to uncensor and shop smooth with Klarna.



Klarna utilised the short video ad format effectively to create brand awareness in a relatable and aesthetic manner. The app manages to establish a deep understanding of the app's purpose while also sporting trending design styles.



Adult Swim's theme music inspired a trend on TikTok and prompted a response from themselves. Creating a perfect example of why companies should be aware of upcoming trends and use it to inspire their own content.

Instagram introduced a new insight to show creators how many seconds or minutes of their content users are watching. This indicates that users should be adapting to their audience's average watch-time to more effectively engage with them.



## Our takeaways

Where possible, reduce the length of promotional content to increase effectiveness and reduce production budgets.

Utilise Instagram's Audience Retention insight to better understand the "sweet spot" of your audience's attention span.

Be on micro-trend watch to see how your business could capitalise on video-sharing app trends.

NO MORE COOKIE TRAILS.

# Tracking.

In recent years, consumer privacy, or lack thereof, has become a common pain point. There have been many companies that have come under fire for invading the privacy and data of their users.

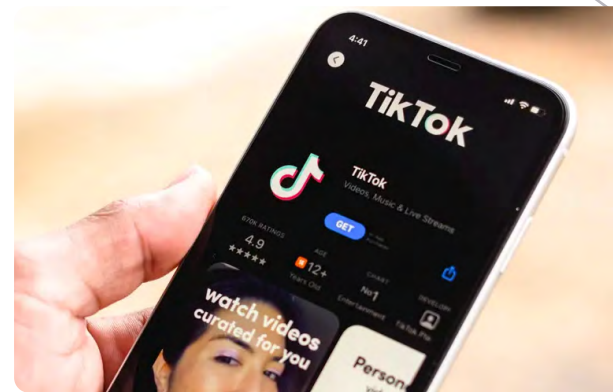
One didn't have to look hard to see the effects of these privacy concerns, considering Facebook was headlining all media outlets. However, Facebook's media coverage was for all the wrong reasons. Accusations against the company indicated that Facebook was collecting consumer data without consent and selling this information to other tech companies. .

Since then, there have been rippling effects. Another worldwide tech-giant, Apple, was no exception to this, with the release of iOS 14 promising to address all consumer privacy concerns by granting users more accessible control over their data-sharing activity. This has impacted digital marketers globally, reducing the effectiveness of remarketing and targeting of relevant users for advertising campaigns.

We predict that companies will be working hard to find new technologies and means of collecting consumer information to better understand and target their audiences. There may be the emergence of new specialists in privacy and legalities to help companies avoid any legal issues.



LinkedIn was the focus of a major data leak in June 2021, when a user of the dark web gained access to and leaked the information of more than 90% of LinkedIn's user base.



Popular video-sharing app TikTok has raised many concerns about the use of user information, including the collection of U.S. users' biometric identifiers and information. This brought attention to other platforms, such as Facebook and AR software, that do the same.

Sina Weibo is a major social platform in China, with more than 600 million users. In March 2020, 538 million users were affected by a cyberattack, which leaked and sold personal details on the dark web.



## Our takeaways

It's important that your company has a thorough and reassuring privacy policy for all users, to ensure the safety of their personal and confidential information. This should be easily accessible for all users.

Digital marketers will need to find new means of reaching audiences of interest and tracking conversions for analytics and insights, such as Conversions API and Independent Tracking.

Corporate cyber security is an essential service to reduce the risk of third-party data mining and leaking of important or confidential information.

# Become an A-List Marketer this 2022.

You've made it through all of our predicted trends for the year!

With so much information and inspiration, you're probably bursting at the seams ready to implement these ideas into your business' marketing strategy.

Let's do a fun little exercise to figure out the best way to get your business trending!

Define your brand's top 3 personality traits

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Identify your main consumer personas.

Consider age groups, gender, and interests.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
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3. \_\_\_\_\_  
\_\_\_\_\_

Which trend prediction can your business easily implement?

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Create an advertising scenario, which incorporates this trend.

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Now go run with the wind!




If you thought reading this eBook was hard work, you'll be in for a treat when it comes to implementing your trending marketing strategy! One thing we know: **hard work pays off!** There's lessons to be learnt, viral campaigns to boast about, and lots of fun experimenting with your company.

TwentyTwo Digital, as a data-based marketing agency, loves crunching the numbers. This enables us to help our clients create impactful campaigns and engaging social content.

TwentyTwo



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