

TREND DROPS

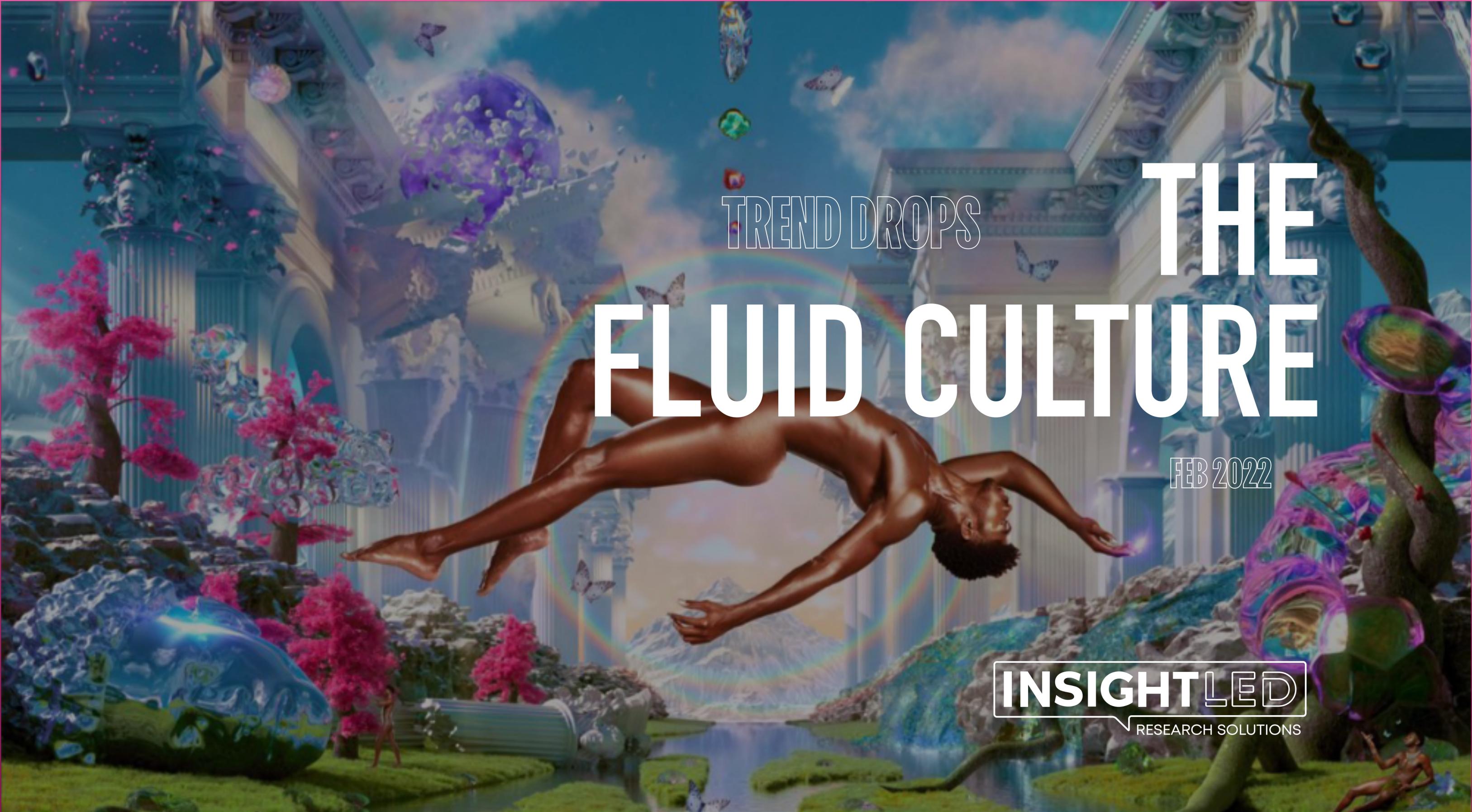
THE

FLUID CULTURE

FEB 2022

INSIGHTLED

RESEARCH SOLUTIONS



- 
1. INTRO
 2. SOCIAL LISTENING
 3. SIGNALS OF CHANGE
 4. IMPACTS
 5. TAKEAWAYS

THE FLUID CULTURE

INSIGHTLED

FEBRUARY 2022

Recent disruptive events made us obliged to deal with uncertainty, complexity, and chaos in new levels. In a scenario where nothing is certain, a Fluid Culture emerges as an antidote to cope with challenging and unpredictable times.

Nowadays, we are being forced to re-think our approach to stability. Even before the pandemic, events such as the emergence of Donald Trump in the US and the escalation of the far right wing in politics around the globe, brought to light the notion that crazy things might happen, despite the evidence to the contrary.

From disorienting TikTok trends, unclear fusions between physical and digital spaces to dystopian gaming experiences and unpredictability in behaviours and patterns, what we are experiencing now is what Ziaddin Sardar entitled as the Postnormal Times, a period where “old orthodoxies are dying, new ones have not yet emerged, and nothing really makes sense.”

More than ever, we have been invited to embrace chaos, nonsense attitudes, disruptions, fluidity, flexibility, upheaval, and rapid change.

INTRO



“

Welcome to postnormal times. It's a time when little out there can be trusted or gives us confidence. The *espíritu del tiempo*, the spirit of our age, is characterised by uncertainty, rapid change, realignment of power, upheaval and chaotic behaviour.. ”

Ziauddin Sardar



“ I feel bored
when there's no
notifications.”

Twitter User

SOCIAL
LISTENING



A screenshot of a Twitter feed showing four tweets. Each tweet includes a profile picture, the user's name and handle, the date, the text of the tweet, and engagement icons for replies, retweets, and likes. The tweets are as follows:

- nixie** @rainbowsera · Apr 28, 2021
i love tik tok bc i can't get bored of it. it's just so many different videos and i can scroll **fast** and get lots of content at once it's awesome
- the 1.** @astrOmama · Sep 15, 2021
i need some **novelty** in my life ...
- Marina Weisband** @Afelia · Jan 1
Happy new year! May we live in **boring times**.
- Phid-lize Navidad** @PhidMcAwesome · Mar 4, 2020
One thing I **love** about **Australia**, it's their use of Simpsons **memes** to get through tough times
[#coronavirus](#) [#Covid_19](#) [#toiletpapercrisis](#)

People are moving and thinking faster than ever before. It's seems quite impossible to capture what is shifting, since change became the rule. Video content are at the centre of this shift.

TikTok had about 55 million global users by January 2018 and has now over 1 billion active users, twice as many as Snapchat and Pinterest. For reference, Twitter only has 397 million users. With such a massive user-base, the only thing keeping the platform alive are the 15-second-long videos.

Tech competitors also started to create their own versions of short content. Facebook launched its TikTok clone, Instagram Reels, broadly last August. Snap announced a similar feature called Spotlight last year. YouTube launched Shorts, last September, allowing creators to engage with their audience in under 60 seconds.

ALERT: TikTok is launching a new live stream technology. Fashion brand Off-White made TikTok debut to stream its new fashion show, giving users an all-access view of its AW22 collection designed by Virgil Abloh.

In this transitory culture, young generations are adopting a super dynamic behaviour, largely shaped by the way they consume online content and navigate Internet. Young people aged 16 to 24 spent an average of seven hours per day online in 2019, three of which were spent exclusively on social media, according to GlobalWebIndex. In this scenario, audiovisual content is highly attractive, delivering more information in a fun, engaging, and entertaining way. 63% of consumers now say that they always or often finish a piece of video content from start to finish in a single sitting (Adobe).

TRANSITORY RULES

SIGNALS OF CHANGE

75%

FORBES

Was the growth of TikTok users in 2020.

82%

CISCO

By 2022, content in video format will drive an estimated 82 per cent of all internet traffic

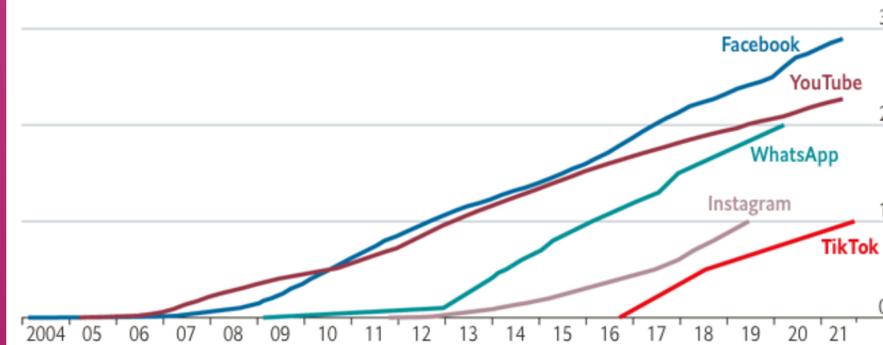
Daily chart

TikTok's rapid growth shows the potency of video

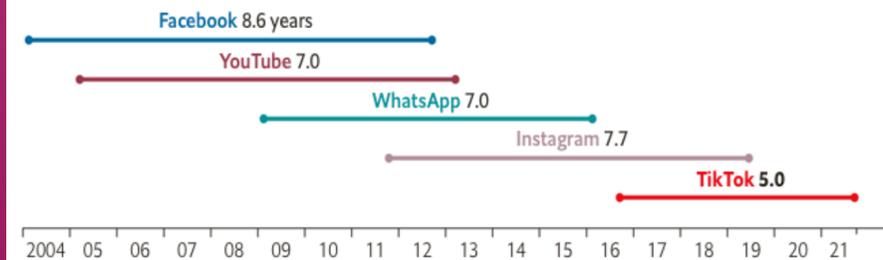
The app has amassed 1bn users faster than its predecessors

The new kid in town

Social media platforms, monthly active users, bn



Time from launch to 1bn users



Sources: Statista; The Economist



The consumer is changing in the digital era, but also the new technologies available are driving and shaping new desires and behaviours. The Internet and social media disrupted old hierarchies. Now, the audiences are invited to spontaneously create part of the content that a brand spreads out on its social media channels. The democratisation of social media has provided an infinite number of micro-communities, built around content creators of every type on every available platform. And the best thing is: in these communities the level of trust and engagement with the content produced by creators is higher.

According to Forbes, there are over 6 billion people who use a smartphone device, according to Statista, and almost 4 billion of them are active on a social media platform. Creating content is easy with editing softwares and ability to upload any kind of posts online. Content creators spend a lot of time on social media studying the language, humor and overall culture of their target audiences. That's why creators are more authentic and know how to reach the audience that many large businesses are struggling to reach.

Brands have less control, but certainly more engagement. The fact is that the content created by influencers - or even common people over the Internet - is enjoyed more than any brand's content. So, brands will need to leverage part of its content on the influencers' hands.

CO-CREATIVE AUTHENTICITY

SIGNALS OF CHANGE

“Creators are about to have leverage, control, and political and cultural influence to a degree that is unprecedented. The affordability, accessibility, and ubiquity of creation tools, coupled with the level of global connectivity of individuals is creating an irreversible movement in favor of explosive creativity.”

Jack Conte, CEO of Patreon

HOW 'INFLUENCERS' BECAME 'CREATORS' AND WHAT IT MEANS FOR BRANDS

The term 'influencer' no longer applies to many of today's social media stars

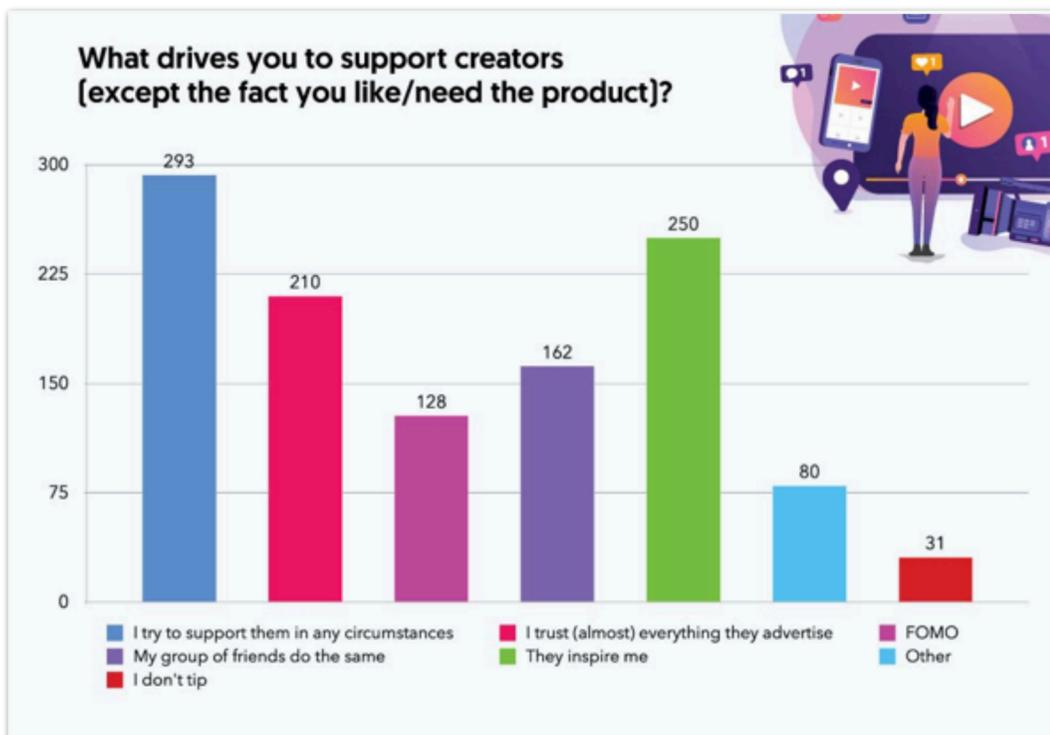
By Ilyse Liffreing. Published on September 14, 2021.

Forbes

Four Reasons Why The Creator Economy Is Booming



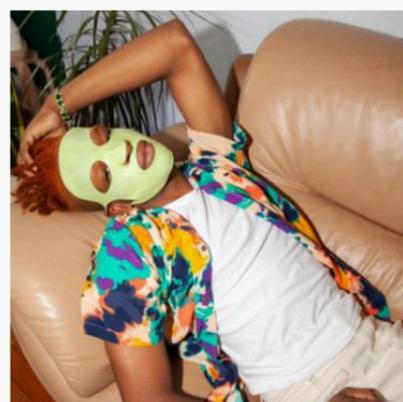
Alessandro Bogliari Forbes Councils Member
Forbes Agency Council COUNCIL POST | Membership (Fee-Based)
Leadership





— BALENCIAGA

Balenciaga secured a catwalk debut from Homer and Marge Simpson, accompanied by Kim Kardashian, Kanye West and Justin Bieber joined Anna Wintour to applaud from the front row. The cartoon was an immersive pop-cultural experience disrupting traditional hierarchies of luxury fashion brands and bringing some fun and surprise to the audience.

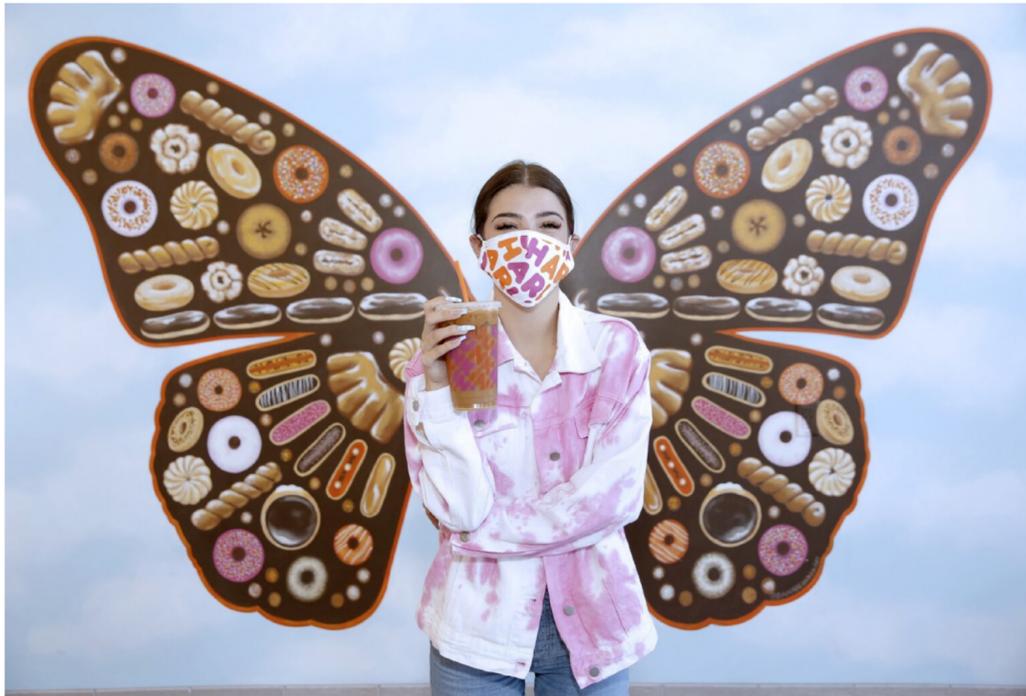


— EXPERIMENT SKINCARE

Experiment Skincare is a cosmetics brand which uses chaotic, maximalist, and fun visuals all inspired in a meme language to build an engaging online space and communicate intimately with young adults.

#FUN
#POP CULTURE
#HUMOUR
#NON-SENSE
#VIDEO

IMPACTS



— DUNKIN

Dunkin created a collaboration with the Tik Tok influencer Charli D'Amelio. For a limited time, Charli's go-to coffee order, a Dunkin' Cold Brew with whole milk and three pumps of caramel swirl was on Dunkin's menu as "The Charli." Dunkin' also promoted the Charli x Dunkin' contest, inviting fans to post a photo on Instagram recreating an iconic Charli x Dunkin' moment using #CharliXDunkinContest. On September 19, National Dance Day, five winners were selected to hang out with Charli virtually and get a few pointers from the digital superstar on how to make viral and engaging videos. After posting content about the partnership, Dunkin saw a 57% spike in app downloads and a 20% sales boost for all cold brew coffees.

me in the backseat trying to communicate with my friend who's ordering for 6 people



— McDONALD'S

MetaFactory creates new brand economies where creators and their communities share aligned incentives through vested interest in success. MetaFactory has built a crowdfunding platform with the goal of creating community-owned brands, where the initial focus is on fashion/apparel. The platform provides a unique opportunity for creators and communities to share both responsibility and success through "Brand Factories."

#COLLABORATION
#CREATORS CULTURE
#MEME LANGUAGE

IMPACTS



NEW LOOK

Retailer New Look launched its new collaboration with singer Anne-Marie with the help of TikTok. The brand ran a campaign encouraging the community to share [#ThatNewLookFeeling](#), which reached over 3.3 billion views of the hashtag and over 258,000 creations around the world.



MICROSOFT

Microsoft's [#StartUpShowUp](#) campaign for the new Windows 11 launch built a connection with the TikTok community by challenging them to start the day by celebrating their own creativity and talents, as well as sharing the joy in other people's. The campaign was backed by a custom soundtrack, a quirky mashup of the new Windows 11 sounds, and an impressive line-up of Creators, from ice skaters and dancers, to swimmers and make-up artists.

#TIKTOK
#CREATORS CULTURE
#ENGAGEMENT
#VIDEO AND MUSIC

IMPACTS

01

BE FAST, BE SHORT

To achieve digital consumer engagement, successful campaigns can be inspired by a Tie Tok format. Short, many times nonsense, and with humour. Video campaigns need to be short, potentially embracing the 15-seconds-TikTok format as a main guideline.

#BE SHORT
#VIDEO MAKING
#15 SECONDS

02

SURPRISE YOUR AUDIENCE

Companies have now the opportunity to create campaigns that are not cohesive as they used to be. Different channels require different stories, tones, and approaches. Creating tailored content for each specific platform is increasingly important —such as TikTok versus Instagram, a TV commercial or even long-form content, for example. Explore common online references and humour via memes, movies, TikToks and songs to see what niche references could fit into your brand world.

#HUMOUR
#NON-SENSE
#MULTIPLE

03

CO-CREATE WITH CUSTOMERS

The future of video marketing is going to rely more on the content produced by a brand's customers than the content produced by the brand itself. Regardless of what you think of influencers, the fact is their content is enjoyed more than any brand's content. Smart organisations will need to leverage influencer video content if they want to stay ahead of their competitors.

#CREATORS CULTURE
#AUTHENTICITY
#LOSING CONTROL

TAKEAWAYS

LINKS

<https://www.fastcompany.com/90586719/how-the-chaos-of-2020-will-shape-the-next-decade-according-to-8-design-experts>

<https://medium.com/predict/the-social-media-chaos-eab3133ab820>

<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/understanding-the-ever-evolving-always-surprising-consumer>

<https://www.theguardian.com/lifeandstyle/2021/dec/10/investing-in-lego-more-lucrative-than-gold-study-suggests>

<https://www.entrepreneur.com/article/393036>

<https://www.cnbc.com/2021/09/27/tiktok-reaches-1-billion-monthly-users.html>

<https://www.thedrum.com/opinion/2019/12/12/the-future-social-media-changing-and-it-s-all-thanks-generation-z>

<https://www.voguebusiness.com/consumers/gen-z-reinventing-social-media-marketing-tiktok-youtube-instagram-louis-vuitton>

<https://www.forbes.com/sites/johnkoetsier/2020/09/14/massive-tiktok-growth-up-75-this-year-now-33x-more-users-than-nearest-competitor/?sh=66dfd5624fe4>

<https://www.amazon.com.au/Fluid-Consumer-Generation-Branding-Digital-ebook/dp/B01B3EYGLU>

<https://www.forbes.com/sites/forbesagencycouncil/2021/10/01/11-expert-predictions-on-the-future-of-video-marketing/?sh=410559245a87>

<https://adage.com/article/digital-marketing-ad-tech-news/how-influencers-became-creators-and-what-it-means-brands/2363261>

<https://www.forbes.com/sites/kianbakhtiari/2021/04/18/the-creator-economy-nfts-and-marketing/?sh=4d0d7961204a>

https://theinfluencermarketingfactory.com/creator-economy/?utm_source=forbes&utm_medium=article&utm_campaign=forbes_article_nov_2021

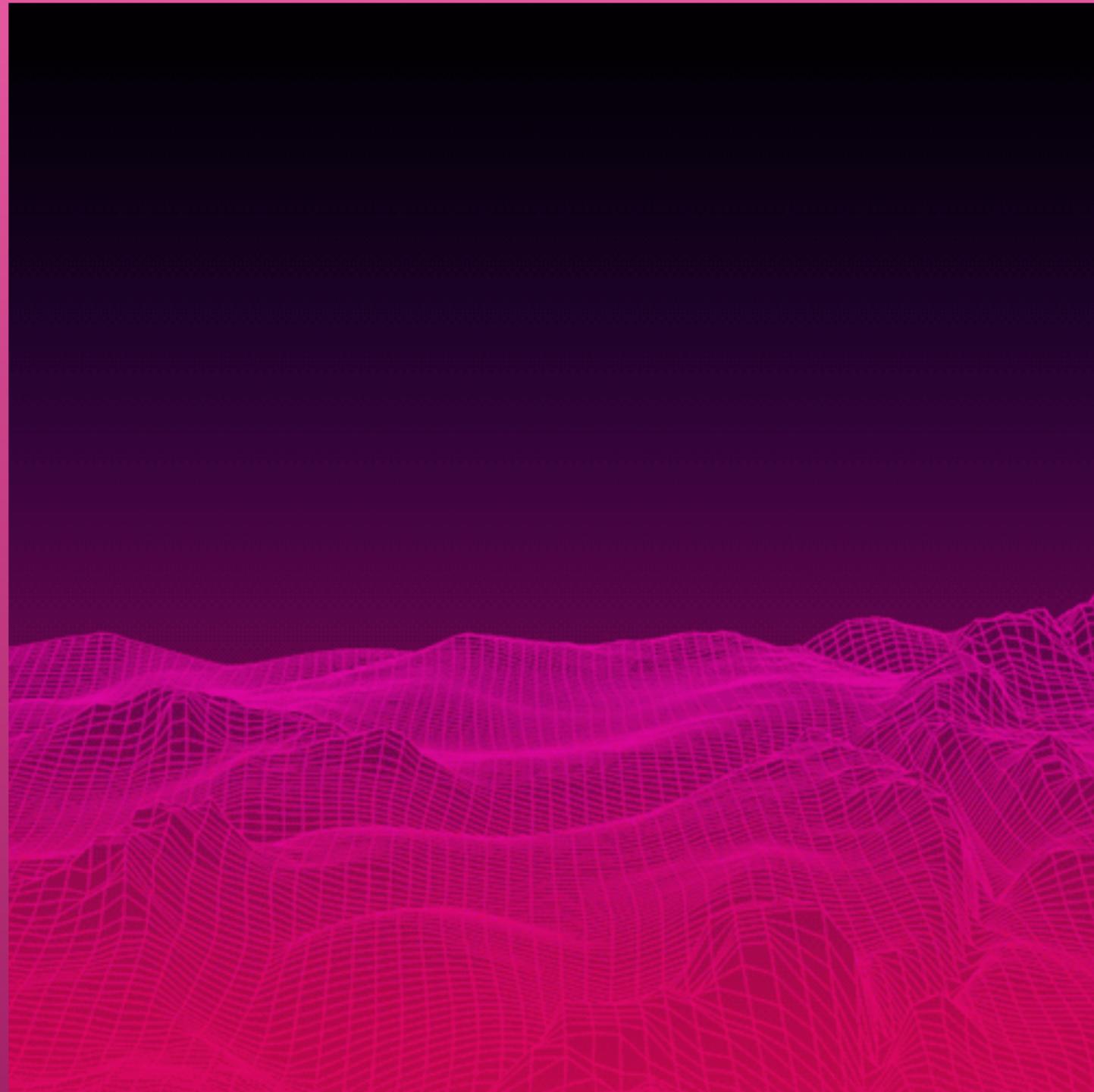
<https://www.newyorker.com/culture/infinite-scroll/what-the-creator-economy-promises-and-what-it-actually-does>

<https://www.marketingdive.com/news/gen-z-wants-fun-exciting-ads-amid-pandemic-boredom-survey-says/577339/>

<https://www.ypulse.com/article/2021/04/28/the-first-social-platforms-gen-z-millennials-open-when-theyre-bored/>

<https://www.forbes.com/sites/falonfatemi/2021/02/01/how-the-pandemic-has-changed-video-content-and-consumption/?sh=7a8fc0b6ec00>

<https://business.adobe.com/blog/the-latest/5-covid-19-driven-video-content-consumption-trends-to-watch#gs.pkbz04>



thank you.

