Marketing Strategies & Tactics

Trend Report for Cámara de Comercio de Bogotá

Branded Mockery

Meme Marketing

Playoff Activation

Branded Escape

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Our goal is to help you *find better ideas faster*. With our data-driven, cost-effective research, we want to help you be more successful with less effort. We want to help you adapt and win:

- **Dive Deeper**
  Next time you have a big project or important meeting, get focused, custom filtered work from the world's largest, most-updated trend platform
- **Work Smarter**
  Instead of relying on gut instinct, we can help you quantify opportunity with inspiring ideas and data-driven research from our 100,000,000 person focus group
- **Save Effort**
  Our research can be customized in a dozen ways so you can more efficiently find better ideas, faster

When that big urgent project comes along, your big CEO meeting pops up, or that junior person has an interesting curiosity, send us a note and we'll help you quickly scope opportunity.

Cheers,

Jeremy

Jeremy Gutsche | *jeremy@trendhunter.com*
CEO & Award-Winning Author | *JeremyGutsche.com*

Meet Your Advisor!

Ady

My role as your advisor is to help you think creatively, stay ahead of cutting-edge industry trends and find better ideas, faster.

Working at Trend Hunter has allowed me to explore various industries and dive into a wide range of topics. However, I'm especially drawn to experiential marketing and unique culinary innovations.

I'm always available when you have questions, or ideas for topics based on upcoming projects and curiosities. Feel free to reach out!

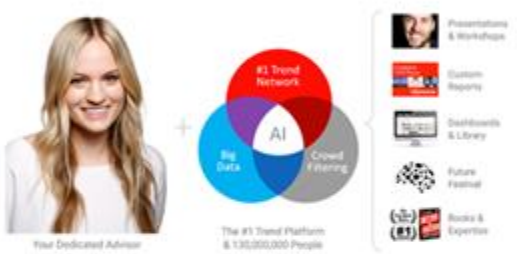
Cheers,
Ady Floyd

Research Advisor
ady@trendhunter.com

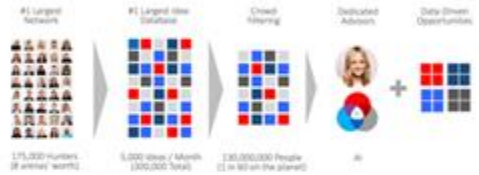
Learn more about our process, and programs in the appendix

TRENDHUNTER
CREATE THE FUTURE

Our Services



Our Process



Accelerator Program

Definitions

The #1 Trend Platform

Award-Winning Methods

5,000 consumer insights • 3,000 articles • 10,000 trackable topics
80+ categories of Trend Reports

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Custom Report Briefing

Custom Topic: Marketing Strategies & Tactics

Prepared for: Cámara de Comercio de Bogotá Team

Prepared by: Ady & Courtney

Briefing: Exploring marketing campaigns, strategies, tactics, etc.

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Highlights

Featured Consumer Insights

Cruelty-Free Holiday

Food brands make a statement with exclusively cruelty-free holiday foods

Landmark Engagement

Brands use digital campaigns on landmarks to enhance engagement

Playoff Activation

Brands take advantage of sports fandom with localized ad campaigns

Promotional 8-Bit

Brands launch 8-bit games that highlight particular features or programs

Branded Mockery

Brands poke fun at their rivals in bolder, call-out strategies

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Highlights

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The Vietnam Society of Travel Agents partnered with TikTok

Immersive Tea Marketing

Tazo Tea Launched a Camp Experience in Staten Island with the RZA

Interactive Video Beauty Campaigns

TikTok and Too Faced Join to Launch the #TFDamnGirl Campaign

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i. Consumer Insights

High-Level Patterns & Examples

Consumer Insights are the crown jewel of Trend Hunter. They are premium, subscriber-only articles based on clusters of specific examples. Each insight is identified using our crowdsourced, crowd-filtered methodology. We use a combination of algorithms, consumer data and editorial curation to identify patterns of ideas that score highly among our audience. Consumer Insights are intended to teach you about creativity in other industries, so that you can bring unique, high-level creativity to your own brand. Competitive advantage comes not from closely benchmarking yourself to the developments of your competitor, but by looking for inspiration that can revolutionize your industry.

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Cruelty-Free Holiday

Food brands make a statement with exclusively cruelty-free holiday foods

Trend - Beyond simply offering appealing cruelty-free options to their consumer base, food brands are launching campaigns and product lines for the holidays that feature exclusively vegan and vegetarian options. Signifying an even deeper commitment to reducing harm related to the production of animal products, this shift sees brands putting a higher value on reducing environmental impact.

Insight - A growing number of consumers are eliminating meat and animal products from not only their diet but their entire lives, motivated by the need to feel that their purchasing power aligns with their most deeply held values. As young consumers, in particular, tend to see the brands and products they purchase from as an extension of themselves, there's a desire to only engage with those who demonstrate a clear and strong commitment to these shared values.

Meat-Free Christmas Menus

IKEA Announced Its Christmas Menu for 2019 Will Be Free of Meat

Festive Plant-Based Feasts

Tesco is Hosting 'Vegmas' as an Inspiring, Plant-Powered Holiday Dinner

Festive Vegan QSR Menus

Costa Coffee Unveiled its New Limited-Edition Vegan Christmas Menu

Free-From Fruit Cake Slices

Tesco's Festive New Dessert is Suitable for a Wide Range of Consumers

SCORE 5.8

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

4 FEATURED, 35 EXAMPLES

30,649 Total Clicks
Hunt.to/417607

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What's one cause that your consumer base cares about deeply? What are some ways you could make a big statement about your company's commitment to that cause?

Landmark Engagement

TRENDHUNTER CREATE THE FUTURE

Brands use digital campaigns on landmarks to enhance engagement

Implications - The use of manmade landmarks in digital promotions is on the rise, with brands incorporating modern technology with campaigns that encourage interactivity. These promotions enhance engagement and draw in Gen Z and Millennial demographics due to their aesthetic and social-focused digital habits.

Sci-Fi Stadium Lenses

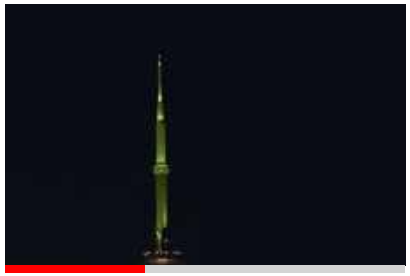
The Chicago Cubs and Snapchat Launched an AR Stranger Things Lens

Animated Landmark Lenses

Snapchat's Landmarker Brings the NYC Statue of Liberty to Life

Landmark-Augmenting Social Lenses

Snapchat's Festive AR Lens Helps Users Virtually Restore Big Ben



Light-Up Landmark Ads

KitchenAid's Stand Mixer Billboards Changed Color to Match the CN Tower

SCORE 6.0

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

4 FEATURED, 36 EXAMPLES

37,438 Total Clicks
Hunt.to/408001

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Landmark Engagement

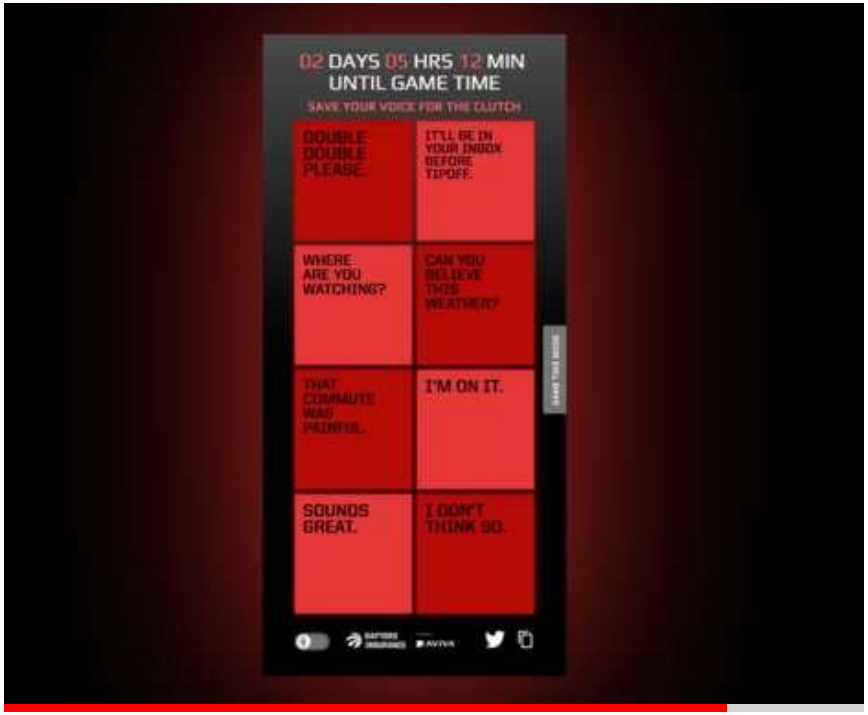
Brands use digital campaigns on landmarks to enhance engagement

Conceptualize a campaign for your brand that would include a landmark.

Playoff Activation

Brands take advantage of sports fandom with localized ad campaigns

Implications- Creating ties to current events, brands, typically outside the sports and athletic field, are jumping in to showcase support and loyalty for regional sports teams. Strategically releasing ads around playoffs and championship finals, brands are aiming to showcase pride and support for local teams through everything from referencing star players to highlighting local fan engagement. Such localized references not only speaks to how brands are seeking to become much more connected to their communities, but also the importance of supporting heritage, fandom and consumer sentiments through branding.



Sports-Themed Voice Insurance

Aviva Launches 'Raptors Voice Insurance' To Protect Your Roar

Painting-Inspired Sporty Hoodies

Hayley Elsaesser Unveils a Raptors Renaissance Sweater

Playoffs-Themed Coffee Ads

Tim Hortons' 'Beware the Raptors' Ad References Jurassic Park

QSR Hockey Collectibles

Tim Hortons NHL Trading Cards Are Back in Restaurants for a Limited Time

Hockey-Inspired Dating Stats

This OkCupid Infographic Shares Dating Tips for Hockey Fans

SCORE 6.9

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS 5 FEATURED, 40 EXAMPLES

22,632 Total Clicks
Hunt.to/405814

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Playoff Activation

Brands take advantage of sports fandom with localized ad campaigns

In what ways can your brand create more authentic connections with your consumers? What localized strategies could you employ?

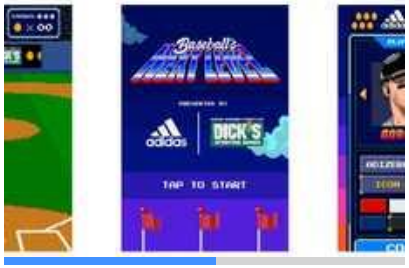
Promotional 8-Bit

Brands launch 8-bit games that highlight particular features or programs

Implications- A number of brands have recently launched interactive campaigns in the form of 8-bit video games that serve to educate individuals on brand developments and leave a lasting impression. This progression speaks to the ability of such nostalgia-driven interactive campaigns to be sufficiently memorable, and which allow consumers to more accurately see themselves reflected in the aspirational lifestyle features of the brand in question.

Rewarding Grocery Games

No Frills' Branded Video Game Lets Players Earn Real Loyalty Points



8-Bit Themed Baseball Cleats

adidas Created a Snapchat Game to Market Its Limited Edition Cleats

Parental 8-Bit Games

NERF France Created 'Be a Hero Again' to Help Parents Feel Cool

8-Bit TV Series Games

Netflix and BonusXP Created the Retro-Inspired 'Stranger Things: The Game'

SCORE 5.7

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

4 FEATURED, 45 EXAMPLES

62,507 Total Clicks
Hunt.to/404591

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Promotional 8-Bit

Brands launch 8-bit games that highlight particular features or programs

TRENDHUNTER CREATE THE FUTURE

What retro tech experiences can you co-opt in order to create a memorable interactive campaign?

Branded Mockery

TRENDHUNTER CREATE THE FUTURE

Brands poke fun at their rivals in bolder, call-out strategies

Implications - While branded rivalries have been going on for as long as we know it, a once behind-the-scenes interaction is now coming into the limelight through bolder, in-your-face marketing tactics. Beyond social media battles and light-hearted exchanges, brands in QSR all the way to fashion are taking more risks through activations and real-world campaigns that call out their competitors in negative, albeit humorous, ways. From comparing value to straight-up insults, these examples speak to the evolution of brand identities and a growing willingness to take risks when it comes to consumer communication and messaging in the public space.

Daring Brand Call-Out Ads

This Sketchers Ad Takes a Risk as It Trolls the Nike NCAA Malfunction

Mocking Burger Campaigns

Burger King Mocks McDonalds with The Not Big Macs Menu Feature

Fast Food Rivalry Mixtapes

Wendy's Released Songs About Competitors McDonald's and Burger King

Celebrity-Cameo Soda Commercials

Pepsi's More Than OK Super Bowl Ad Features Cardi B and Lil Jon

SCORE 6.6

POPULARITY
ACTIVITY
FRESHNESS

PATTERNS

MEGATRENDS 4 FEATURED, 36 EXAMPLES

54,836 Total Clicks
Hunt.to/399322

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Branded Mockery

Brands poke fun at their rivals in bolder, call-out strategies

TRENDHUNTER CREATE THE FUTURE

What risks are you willing to take to be more open and transparent with your consumers in terms of outlining your value proposition?

90s Ubiquity

90s nostalgia evocations move past the fashion industry

Implications - The fashion industry has long been touching on 90s nostalgia in their collections and shows, and now brands in a range of industries are following suit. Whether creating 90s-inspired campaigns or entire TV shows around the concept, the prioritization of the themes of this decade appeal specifically to Millennials who spent their childhood in it.

Vintage Fast Food Ads

McDonald's Celebrates Its Iconic Burger with a Retro Twist by TBWA\Paris

Branded Bowl-Shaped Haircuts

KFC Famous Bowls are Being Promoted with a Pop-Up and Free Haircuts

Limited-Edition Soundtrack Releases

The 'Rugrats Movie' Soundtrack is Being Re-Released on Vinyl

90s Christmas Movie-Inspired Ads

The Home Alone Again with the Google Assistant Ad is Nostalgic

90s-Inspired TV Shows

The Netflix Original 'Everything Sucks!' Passes on Nostalgia to Gen Z

SCORE 5.2

POPULARITY
ACTIVITY
FRESHNESS

PATTERNS

MEGATRENDS

5 FEATURED, 45 EXAMPLES

78,750 Total Clicks
Hunt.to/397527

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90s Ubiquity

90s nostalgia evocations move past the fashion industry

TRENDHUNTER CREATE THE FUTURE

Conceptualize a 90s-inspired campaign for your product/service.

ASMR Campaigning

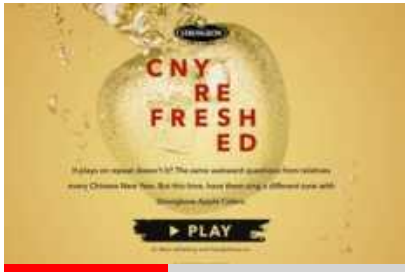
TRENDHUNTER CREATE THE FUTURE

The popularity of ASMR has resulted in its adoption into brands' campaigns

Implications - The popularity of 'autonomous sensory meridian response" (or ASMR) on social media has remained pervasive, and brands are taking note of the consumer interest in such videos by creating ads that mimic the same sensorial responses. Incorporating ASMR into commercials allows for brands to connect with what's now familiar to consumers, but via unlikely platforms that have a history of "playing it safe."

Hyper-Focused Soda Ads

The New Coca-Cola Print Ads are Quite Impactful in a Subtle Manner



ASMR Cider Campaigns

Strongbow's Chinese New Year Campaign Shares Pleasant Sounds

Meditative Fast Food Ads

KFC Partners with Mother London for Soothing and Tasty Imagery

ASMR Lighter Campaigns

Zippo's ASMR Video is Released as the Brand Trademarks Its Clicking Sound

SCORE 5.3

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

4 FEATURED, 40 EXAMPLES

51,486 Total Clicks
Hunt.to/397319

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ASMR Campaigning

The popularity of ASMR has resulted in its adoption into brands' campaigns

Conceptualize an ASMR-based commercial for one of your products/services.

Dairy Direct

Brands promote cheese products through quirky campaigns

Implications - As a way to engage Millennials and Gen Z, dairy brands are thinking up creative campaigns that engage, surprise and delight consumers. From cheese-dispensing billboards to on-demand grilled cheese deliveries, consumers are being exposed to new cheese products in playful ways. Hoping these tactics result in loyal consumers - and gain some social media traction from the shock factor - brands are taking big risks when it comes to convenience and satisfaction among consumers.

Cheese-Dispensing Interactive Billboards

Taco Bell Canada Has an Unconventional Promotional Tactic

Festive Discount Cheese Promotions

Whole Foods' 12 Days of Cheese Promotion Includes Big Discounts

On-Demand Free Sandwich Deliveries

The Kraft Emergency Grilled Cheese Delivery Promotes Singles

Cheeseboard Meal Campaigns

Cypress Grove's Cheeseboards for Dinner Campaign Suggests a Quick Meal

SCORE 5.6

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

4 FEATURED, 36 EXAMPLES

31,243 Total Clicks
Hunt.to/396793

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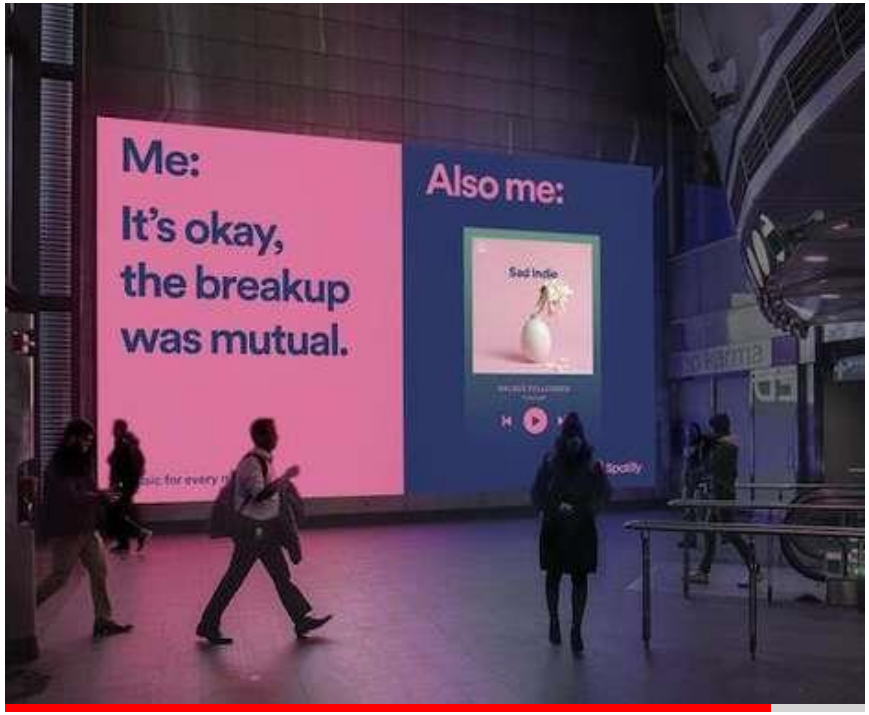
How can your brand play into gamification as a way to promote a traditional product?

Meme Marketing

TRENDHUNTER CREATE THE FUTURE

Brands focus on memes to better connect to younger audiences

Implications - Tapping into elements of pop culture, brands are integrating memes and online references to eject both humor and cultural relevance. More than just a humorous afterthought, these marketing campaigns are integrating meme culture in away that more closely ties and links back to the brand itself, creating a more authentic reference. Whether it be speaking to relatable everyday situations or referencing iconic online personalities, the strategic use of memes speaks to the growing commitment of brands to find better, more genuine ways to communicate with their consumers.



Meme-Inspired Music Ads

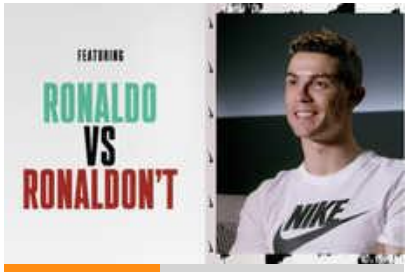
Spotify Ads Tap Internet Culture to Spark Enjoyment Among Users

Millennial-Targeted Hair Masks

Mane Club's Hair Mask Packets Take Cues from Texts & Meme Culture

Meme-Inspired Burrito Campaigns

Dos Toro's 'Pinto the Burrito' Shares Funny Memes on Instagram



Meme-Inspired Animated Campaign Ads

Nike Channels Famous Football Player Ronaldo in Playful Ads

SCORE 6.1

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

4 FEATURED, 45 EXAMPLES

102,296 Total Clicks
Hunt.to/403599

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Meme Marketing

Brands focus on memes to better connect to younger audiences

TRENDHUNTER CREATE THE FUTURE

How can your brand utilize elements of pop culture to better communicate with your consumers?

Lighthearted Altruism

TRENDHUNTER CREATE THE FUTURE

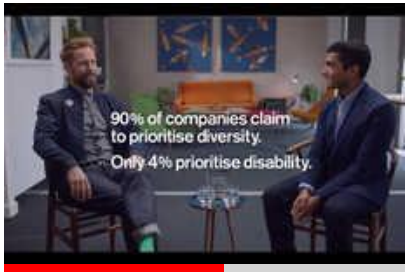
Campaigns focused on inclusiveness take on a more casual tone

Trend- Brands and organizations looking to signify a commitment to diversity are doing so with marketing campaigns that have an unexpectedly light and sometimes even sarcastic tone to them. This stnads in stark contrast to the typically serious and emotion-driven style that's come to be characteristic of this content.

Insight- Consumers, especially those who are immediately impacted by diversity efforts, are accustomed to messaging around inclusiveness that has a very serious and intense tone that's effective at eliciting an emotional response, but not necessarily resulting in meaningful change. As a result, there's a craving for more frank and honest communication around important topics like diversity.

Inclusive Male-Targeted Underwear Campaigns

Hanes Debuted the Comfort-Focused 'Every Bod' Campaign



Parody Inclusion Ads

Valuable 500's 'Diversish' Campaign Promotes Hiring People with Disabilities

Inclusivity-Focused Burger Ads

This Burger King Ad Employs Eduardo — a Cheerful Man Who is Blind

Diwali-Themed Inclusive Campaigns

Aditya Birla Group Launched the #BlurTheBoundaries Campaign

SCORE 5.6

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

4 FEATURED, 31 EXAMPLES

26,696 Total Clicks
Hunt.to/417108

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Lighthearted Altruism

Campaigns focused on inclusiveness take on a more casual tone

What are some ways your brand could approach a serious topic with a respectful but radically honest approach?

Accessibility-Focused Marketing

TRENDHUNTER CREATE THE FUTURE

Brands spotlight inclusive use of their products and services

Implications - As a means to support inclusivity, brands are focusing their efforts toward showcasing how their products and services fully support and aid those who are not fully abled. Spotlighting ads and campaigns on real-world consumers that exhibit various disabilities like mobility constraints, these examples allow viewers to hear right from the source how these branded products allow for greater accessibility and inclusion overall. Such targeted marketing efforts spotlight brands and their continued effort to be more open and forthright with their commitment to areas like diversity and inclusivity.

Accessible Car Doors

Jaguar's New Mobility Door Aims to Help Amputees and Disabled People

Accessibility-Focused Gaming Ads

The 2019 Microsoft Super Bowl Commercial Aims at Inclusion

Digital Accessibility Maps

Google Maps Now Shows Users the Best Wheelchair-Accessible Routes

Accessibility-Boosting Furniture Hacks

'ThisAbles' from IKEA Transforms Furniture with 3D Printing

SCORE 3.8

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS 4 FEATURED, 36 EXAMPLES

35,606 Total Clicks
Hunt.to/403270

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How can your brand better communicate a commitment to areas of inclusivity?

Deepfake Production

TRENDHUNTER CREATE THE FUTURE

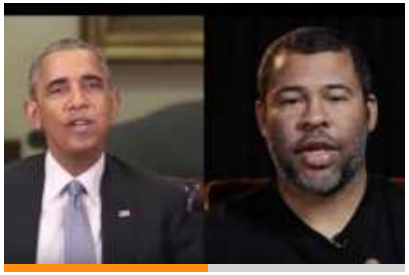
"Deepfake" technology is used for a range of causes

Trend – "Deepfake" technology, a machine-learning technique that superimposes smart technology to people's images to create highly realistic–but fake–videos, is being used to produce content by brands as well as those aiming to bring awareness to its potential, realities, and dangers. With fear growing about how this technology will continue to impact social and political issues online, exposing these potentials incites consumers to be more critical of what they see online.

Insight – As consumers become more concerned about how to discern what's real and what's fake online, creative endeavors that educate instead of sensationalizing are allowing them to be more informed and empowered in how they engage with content. In an era where digital exploitation, "fake news" and misinformation are already rampant, deepfake techniques have the potential to accelerate these issues. However, with brands creating more constructive campaigns, it's clear that the technology can also have an impact in industries related to everything from marketing to art.

Machine Learning Music Videos

The New Charli XCX Music Video Utilizes Deepfake Technology



Awareness-Raising Deepfake Videos

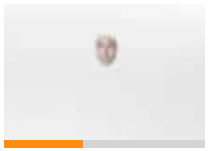
Key & Peele Launches a Obama Deepfake Video to Warn Users

AI-Powered Malaria Campaigns

'Malaria Must Die' Stars David Beckham "Speaking" Nine Languages

AI-Generated Celebrity Voices

DESSA's Joe Rogan AI Voice is Extremely Accurate



Deepfake Art Video Installations

Deepfake Dalí Video Experience

SCORE 4.7

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

6 FEATURED, 35 EXAMPLES

25,173 Total Clicks
Hunt.to/396727

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Deepfake Production

"Deepfake" technology is used for a range of causes

How could your company ensure that it's leaving a positive and accurate brand imprint online?

Eye-Track Entertainment

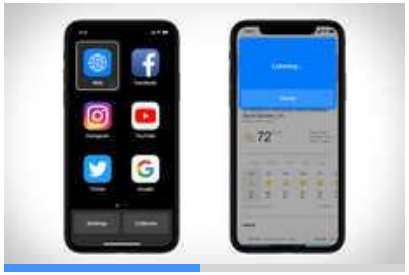
TRENDHUNTER CREATE THE FUTURE

Brands use eye-tracking technology to entertain and customize

Implications - The adoption of eye-tracking technologies into entertainment and marketing-related products is on the rise, offering both function and intrigue for consumers who interact with it. Such technology has vast implications in industries concerned with accessibility, gaming and/or campaigning, and offer a high level of customization for consumers.

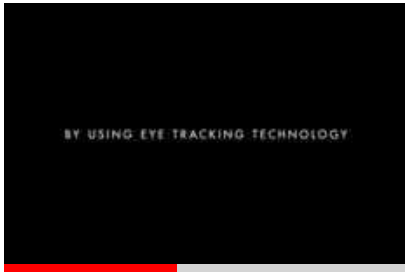
Immersive Eye-Tracking VR Headsets

The StarVR One VR Headset is Integrated with AMOLED Displays



Eye-Tracking Browser Apps

The Hawkeye Access Browser is Ideal for Those with Mobility Issues



Magic Eye-Tracking Billboards

The Quebec City Magic Festival Created a 'Mind-Reading Billboard'

Eye-Tracking Multimedia Headsets

The Qualcomm Snapdragon 845 Headset Offers AR and VR Capabilities

SCORE 4.6

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

4 FEATURED, 36 EXAMPLES

27,834 Total Clicks

Hunt.to/391228

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Eye-Track Entertainment

Brands use eye-tracking technology to entertain and customize

Conceptualize a product, service or campaign that could incorporate eye-tracking tech.

BTS Marketing

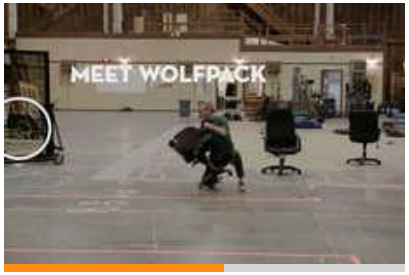
TRENDHUNTER CREATE THE FUTURE

Brands showcase behind-the-scenes footage for more authentic marketing strategies

Implications - As consumer desire for authenticity grows, brands are swapping over-the-top aesthetics and grandiose budgets for more authentic, behind-the-scenes footage. Offering up exclusive content, brands are giving them a director's point of view of how a campaign was made and the brand's intended message to the consumer. Often more raw and emotional in nature, BTS footage represents a desire for real, unedited content, something that consumers are looking for no matter what platform or medium a brand may be communicating on.

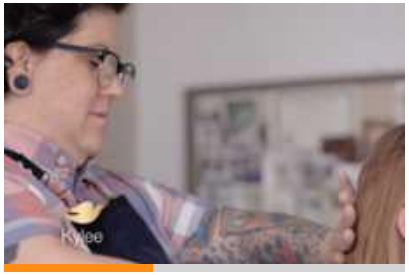
VR Sampling Experiences

Président Cheese's 'Taste with A Pro' Pairs Food and Recipe Creation



Re-Cut Rescue Dog PSAs

Spike Jonze's BTS Footage for the Apple Homepod Ad is Now a Rescue Dog PSA



Behind-the-Scenes Beauty Commercials

In Its New Ad, Dove Gives a Shout Out to the Women Off-Screen

Galactic Furniture Items

This Pottery Barn Ad Shows the Processes Behind the Star Wars Collection

SCORE 4.7

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

4 FEATURED, 35 EXAMPLES

47,720 Total Clicks
Hunt.to/387019

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BTS Marketing

Brands showcase behind-the-scenes footage for more authentic marketing strategies

How can your brand be more open and transparent with your consumers? Are there elements of your internal processes and manufacturing that you could showcase?

Branded Escape

Brands are adapting their business models to incorporate escape rooms

Implications - Brands are adapting their business models and marketing campaigns to include escape rooms that enhance the consumer experience. These spaces offer experiential environments where brands are able to engage their consumers' sense of curiosity and play, while simultaneously strengthening consumer loyalty due to their interactive and distinct nature.

In-Bar Escape Room Activities

Clubhouse Offers Its Customers Immersive Escape and Ice-Cold Rooms

Candy-Branded Escape Rooms

Snickers' Hunger Bunker Tasks Guests with Selecting a New Flavor

Gamified Real Estate Showings

Evidence Immobilier Turns Apartment Viewings into Escape Room Games

Wine Tasting Escape Rooms

Chateau St. Jean Challenges Guests with Difficult Puzzles and Riddles

SCORE 5.9

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

4 FEATURED, 39 EXAMPLES

57,608 Total Clicks
Hunt.to/382095

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Branded Escape

Brands are adapting their business models to incorporate escape rooms

Conceptualize an escape room that your brand could create as part of a marketing stunt.

ii. Specific Examples

Relevant Ideas & Case Studies

Micro-Trends are unique examples of innovation which have been featured on Trend Hunter. A micro-trend might be a newly released product or service, but in many cases, the idea is something that has not been commercially released. Our database includes several hundred thousand articles of micro-trends, spanning thousands of topics, so make sure to filter your topics at: TrendHunter.com/dashboard-tool

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Social Media Tourism Campaigns

The Vietnam Society of Travel Agents partnered with TikTok

The Vietnam Society of Travel Agents entered into an agreement with TikTok, which will focus on promoting Vietnam as a travel destination. The Vietnam Society of Travel Agents is a group comprised of people involved in the tourism industry and includes business owners, travel guides and more.

Nguyen Lam Thanh, the TikTok head of public policy in Vietnam, oversaw the creation of verified TikTok accounts for members of the Vietnam Society of Travel Agents. The social media platform also held courses to teach those users how to create video content for the platform.

TikTok also created the #HelloVietnam campaign in June. The campaign was created to hit targets of 50,000 videos and 100 million views. As a result, the country had approximately 7.3 million tourists during the first half of the year.

Image Credit: Shutterstock

By: Daniel Johnson

SCORE 6.3

POPULARITY

ACTIVITY

FRESHNESS

9 RELATED

1,562 Total Clicks
Hunt.to/417544

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Immersive Tea Marketing

Tazo Tea Launched a Camp Experience in Staten Island with the RZA

Tazo tea collaborated with the RZA to create a camp-like experience at Staten Island. It's titled 'Camp Tazo: Zen,' and runs for two days. The camp will run in February and will focus on providing guided explorations, which are intended to help people overcome doubts and tap into their creative potential.

Interested parties are able to apply by creating a video and sending it to the Camp Tazo website.

Tazo tea has a history of venturing into immersive experiences to market its products, as last year it launched a similar program. The company states it made the decision to create immersive experiences because of survey results, where 70% of people indicated that they felt regret for not trying something new.

Image Credit: Tazo

By: Daniel Johnson

SCORE 4.5
POPULARITY
ACTIVITY
FRESHNESS
9 RELATED
6,667 Total Clicks
Hunt.to/417596
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TRENDHUNTER
CREATE THE FUTURE

TikTok and Too Faced Join to Launch the #TFDamnGirl Campaign

Too Faced Cosmetics noticed a large increase in sales of its 'Lip Injection Extreme' plumping lip gloss early last year and through studying statistics, realized that it was due to a viral TikTok challenge -- this inspired the #TFDamnGirl campaign. The interactive videos surrounding the lip gloss happened organically and the brand wanted to take the opportunity of this participatory culture when it launched its 'Damn Girl' mascara.

Similar to the previous challenge, users were posting short videos of themselves before and after using the product, transitioning this visual with the product itself. The company states that this is “a unique approach they took was collaborating with creators in beauty and across a variety of categories, like comedy, dance, and style, in order to tap into subcultures that extend beyond beauty.”

Image Credit: Too Faced

By: Amy Duong

SCORE
6.6
POPULARITY
ACTIVITY
FRESHNESS

4 RELATED

1,407 Total Clicks
Hunt.to/417645

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Music Streaming Marketing Agreements

Spotify Partnered with Viacom for Content Marketing Campaigns

Spotify hired Advanced Marketing Solutions, which is Viacom's advertising arm, to create content marketing campaigns for the platform. The content marketing campaigns will have a focus on increasing the number of paid subscribers on the Spotify platform. The two companies previously worked together to promote Spotify's 'Wrapped' campaign last year.

Spotify will continue to use its own advertising agency. However, partnering with Viacom offers the ability to create customized digital content for social platforms.

Spotify's agreement with Viacom will span 15 different markets across North America, Europe, The Middle East, Latin America India, and Asia.

As more streaming services emerge, it's important for Spotify to continue to push for more traffic, as well as a strong subscriber base.

Image Credit: Spotify

By: Daniel Johnson

SCORE 5.8

POPULARITY

ACTIVITY

FRESHNESS

9 RELATED

1,070 Total Clicks
Hunt.to/417585

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TRENDHUNTER
CREATE THE FUTURE

Guess & TikTok Launched Its #InMyDenim Challenge in September

Fashion brand Guess worked in collaboration with online app TikTok on the #InMyDenim campaign earlier this year in September. The duo join forces for an interactive video campaign that encourages users on the app to participate in the hashtag challenge. During this time, users who open up the app are directed to the challenge and the different content that has been posted.

The content features users looking glamorous after wearing their pieces from Guess as a transformation video in a fun manner. Edward Park, the SVIP of Retail and Digital at the fashion label explains this approach surrounding the idea that "A cluttered brand space demands unique, engaging content and integrated participation. Our partnership with TikTok is an exciting evolution within our digital marketing strategy."

Image Credit: Guess / TikTok

By: Amy Duong

SCORE
7.8
POPULARITY
ACTIVITY
FRESHNESS

6 RELATED

1,043 Total Clicks
Hunt.to/417639

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Funny Department Store Ads

Target Recently Launched its 2020 Holiday Campaign

With the festive season quickly approaching, the American department store Target recently launched its 2020 holiday campaign that showcases its incredibly festive finds. The campaign includes seven commercials that are curated for specific demographics including 'Tech Troopers,' 'Fans of Frozen,' 'House Warmers,' 'Dashing Decorators,' as well as two general commercials: the 'Thinking of You' -- which is also available in Spanish -- and 'Get Free Shipping.'

Target's 2020 holiday campaign is able to showcase how the holidays bring us together and the various ways each family embraces them. “We’re shining the spotlight on twice as many holiday memories in the making and celebrating the spirit of inclusivity that we’re known for at Target. No matter what our guests celebrate, how they celebrate, or who they choose to celebrate with, we want them to know that Target is thinking of them this holiday season," says Rick Gomez, Target executive vice president and chief marketing and digital officer.

By: Grace Mahas

SCORE 5.2

POPULARITY

ACTIVITY

FRESHNESS

7 RELATED

749 Total Clicks
Hunt.to/417605

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Heartwarming Animated Christmas Ads

Very.co.uk Launched the 'Get more out of Giving' Campaign

With the holiday season quickly approaching, online retailer Very.co.uk recently launched its new Christmas campaign called 'Get more out of giving' that channels the charitable spirit of the festive season. The campaign includes a heartfelt animated commerical, that shows a neighborhood coming together to give a culmination of gifts to an elder man. The video shows a glowing present box being cleverly moved around the suburb via pully-systems, wagons, and electric cars and delivered to the man. The commerical ends by showing the characters all enjoying the holidays together in a home.

The Get more out of giving commercial will be played on television, and social media in addition to digital, print, and out-of-home advertisements.

By: Grace Mahas

SCORE 3.5

POPULARITY

ACTIVITY

FRESHNESS

1 RELATED

757 Total Clicks
Hunt.to/417599

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Disney-Themed Holiday Ads

Supermarket Iceland Launched the The Magic of Frozen Campaign

With the holiday season around the corner and the launch of Frozen 2, brands are launching Christmas campaigns including British supermarket chain Iceland that recently launched the 'The Magic of Frozen' Christmas commercial. This campaign features the cast of Frozen with an emphasis on Olaf and Elsa.

The video takes place in a family's home around Christmas with a little boy opening up a stuffed animal replica of Olaf. The plush toy soon transitions to an animated version who morphs and changes his body in order to play charades with the family. Next, we see Elsa magically create a beautiful ice dining room set where the family and their new friends fest. This clever integration of family values and Frozen 2 will undoubtedly gain the brand-consumer loyalty and brand recognition.

By: Grace Mahas

SCORE 4.2

POPULARITY

ACTIVITY

FRESHNESS

3 RELATED

1,918 Total Clicks
Hunt.to/417582

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Multi-Media Tourism Campaigns

The Indonesian Ministry of Tourism Partnered with TikTok on Tourism

The Indonesian Ministry of Tourism collaborated with TikTok, in order to promote 10 iconic travel destinations in the region. The campaign is titled 'TikTok Travel x Wonderful Indonesia,' and it will mark the first collaboration between TikTok and the Indonesian Ministry of Tourism.

The 'TikTok Travel x Wonderful Indonesia' campaign will feature celebrities and creatives, as well as online challenges, video filters, stickers, and roadshows.

Lake Toba and Seribu islands were highlighted in the list of iconic locations that the campaign is promoting. The country saw a record number of tourists in 2018, with a total of 15.8 million visitors. The record number of visitors was 13% higher than the figures from the previous year-- large portion of the tourists coming from either Malaysia or China.

Image Credit: Shutterstock

By: Daniel Johnson

SCORE 7.9
POPULARITY
ACTIVITY
FRESHNESS
1 RELATED
1,595 Total Clicks
Hunt.to/417552
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Social Media Tourism Promotions

Dubai Tourism Partnered with TikTok on a Social Media Campaign

The Dubai Department of Tourism and Commerce Marketing launched a social media campaign through a partnership with TikTok. The Dubai organization views platforms like TikTok which provide short-form content as a type of social currency. This lead Dubai Tourism to launch the #ThisisDubai campaign on the TikTok platform.

The social media campaign consisted of video content being submitted to the TikTok platform, along with the #ThisisDubai tag. TikTok created music and stickers for the campaign. In total, approximately 9,800 videos were used for the campaign, which resulted in over 30 million views. The campaign also leveraged influencers in order to increase participation on the social network.

Other important organizations in the region also participated in the campaign, including Mall of the Emirates, La Perle, Burj Khalifa, Dubai Parks and Resorts, Uber, Skydive Dubai and more.

Image Credit: Shutterstock

By: Daniel Johnson

SCORE 7.1

POPULARITY

ACTIVITY

FRESHNESS

3 RELATED

5,634 Total Clicks
Hunt.to/417500

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CREATE THE FUTURE

Penang Global Tourism Announced a Partnership with TikTok

Penang Global Tourism announced that TikTok will be its co-branding partner, and the two organizations will work to promote the state as a travel destination. The partnership will consist of a number of different strategies to engage people on the platform, including online challenges, as well as custom stickers.

Penang Global Tourism and TikTok will also launch the 'Experience Penang 2020' ad campaign. The campaign will focus on highlighting Penang as a destination for travel, while also showcasing the region's diversity and heritage, as well as Penang's natural environment.

One of the online challenges will be #ExperiencePenang, which will be launched on the TikTok platform. The challenge will consist of people using the hashtag for content captured in Penang. Several artists and influencers from the region will participate in the challenge, including Alvin Chong, Mark O'Dea, Ai Wahida and Emily ZiYing.

Image Credit: Shutterstock

By: Daniel Johnson

SCORE
7.5
POPULARITY
ACTIVITY
FRESHNESS

0 RELATED

2,513 Total Clicks
Hunt.to/417491

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TRENDHUNTER
CREATE THE FUTURE

PFI and Love Matters India Launched #CoolNotFool on TikTok

Population Foundation of India (PFI) joins Love Matters India to launch a campaign to draw awareness of safe sexual practices on TikTok -- the #CoolNotFool campaign works to promote better practices and create dialogue or family planning.

This marketing approach is meant to create engagement and Love Matter India's Vithika Tadav states that “the #CoolNotFool campaign is meant to engage with people in a fun, non-threatening, informative and engaging way to encourage communication on condoms, contraceptives and relationships. The idea is to redefine what is ‘cool’ and remove shame and stigma around talking about what’s safe and healthy when it comes to sex and relationships.” #CoolNotFool is developed with the ultimate goal of creating a conversation of safe sexual health and normalizing contraceptives.

Image Credit: PFI/Love Matters

By: Amy Duong

SCORE
5.1
POPULARITY
ACTIVITY
FRESHNESS

3 RELATED

1,118 Total Clicks
Hunt.to/417659

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Racy Black-and-White Fashion Ads

Cara Delevingne and Olivier Rousteing Star in a Balmain Campaign

Cara Delevingne and Olivier Rousteing, who is Balmain's creative director, are the faces of a new campaign. This is not a first-time occurrence as the couple stared in an iconic photo recreation for the fashion label earlier this year.

The photography assets of the campaign boast a black-and-white aesthetic that exudes elegance and sensuality. This effortlessly fits in the branding ethos of the luxury label. Cara Delevingne and Olivier Rousteing are depicted naked and hugging, with a sizable Balmain bag covering their bodies. Despite the fact that there are many additional images, including solo shots of the well-regarded supermodel with Balmain handbags, this one is highlighted, taking the center stage.

Additional assets include a commercial that sees the couple in various places in Paris.

Image Credit: Balmain

By: Kalina Nedelcheva

SCORE 8.9

POPULARITY
ACTIVITY
FRESHNESS

9 RELATED

39,953 Total Clicks
Hunt.to/417525

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World Hunger-Combating Campaigns

IFAD Starts a Global Dance Challenge to Combat Worldly Issues

IFAD, which stands for the United Nations' International Fund for Agriculture Development works together with Tik Tok to launch a global dance challenge. The duo encourages the youth community to "make their moves matter" in a challenge that asks users to record a short dance video that helps create opportunities for struggling countries.

The video asks world leaders to pay more attention to sustainable agriculture, spotlighting the issues of global hunger and poverty. The campaign is called #DanceforChange and it features Sherrie Silver, an MTV award-winning choreographer, and advocates for IFAD. She joins Mr. Eazi, an African recording artist to bring awareness to these opportunities and tackle the rising global hunger. Silver states, “we are dancing to capture the world’s attention and to share a message with young people everywhere: our generation can end global hunger, but only if our leaders invest more in agriculture and the next generation of young farmers.”

Image Credit: IFAD

By: Amy Duong

SCORE 3.6
POPULARITY
ACTIVITY
FRESHNESS
0 RELATED
1,421 Total Clicks
Hunt.to/417649
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Cheeky Marketing Strategies

The McDonald's Paper Bag is Eerily Similar to Alexander Wang's Design

The iconic McDonald's paper bag might be entering the luxury fashion market as this tongue-in-cheek campaign might suggest. Fast food companies are great at starting playful dialogues with other brands and McDonald's has done that time and time again -- especially in light of the QSR's rivalry with Burger King. This time, however, the beloved restaurant targets a high-fashion designer.

As Alexander Wang is known to endlessly experiment with the boundaries of contemporary fashion, the designer released a Satun Lunch Bag Clutch that is minimalist and authentic. It retails for € 340. Capturing the similarity between the extravagantly priced high fashion offering and McDonald's paper bag, the fast food establishment launches a cheeky ad that redirects the focus.

Image Credit: McDonald’s KSA, Alexander Wang

By: Kalina Nedelcheva

SCORE 9.9

POPULARITY

ACTIVITY

FRESHNESS

8 RELATED

23,723 Total Clicks
Hunt.to/417520

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Credit Card Christmas Ads

Visa Uk Launched the #WhereYouShopMatters Campaign for Local Businesses

Credit card company Visa, recently launched the #WhereYouShopMatters campaign to encourage the shoppers of the UK to support local businesses and "high streets" -- a term that refers to the main street of a town with independent retailers. The commerical shows real hardworking people from all walks of life in their beloved businesses, ranging from quaint book shops and quirky frame shops to small flower shops and niche nicknack stores.

The #WhereYouShopMatters campaign is set to the soundtrack of 'Somebody to Love' by Queen where each featured shopkeeper sings along. In addition, the initiative showcases 150 independent retailers across the nation in personalized city-center billboards and geo-targeted social media ads. The campaign also invited shopkeepers to recreate the commerical and the winning retailer will have their video air during a prime-time advertising slot.

By: Grace Mahas

SCORE 5.5

POPULARITY

ACTIVITY

FRESHNESS

4 RELATED

2,400 Total Clicks
Hunt.to/417448

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Solo Traveling Commericals

Jetstar Launched the Solo Travel Campaign in Time for Singles Day

In anticipation of Singles Day, a wildly popular shopping day for many parts of the world, Jetstar Asia -- an affordable airline company -- launched the Solo Travel sale to celebrate "singledom." The campaign includes a hilarious commerical that lists all the benefits of solo travel including not having to share your deserts, traveling wherever whenever, and being able to be in the moment without distraction.

This solo travel phenomenon has increased in recent years, and one study suggests that almost half of travelers in Singapore have been on a personal solo trip for pleasure at least four times in their life. As more travelers opt to see the world on their own, we can expect more travel businesses to accommodate the shifting consumer behavior.

By: Grace Mahas

SCORE 4.3

POPULARITY

ACTIVITY

FRESHNESS

9 RELATED

2,254 Total Clicks
Hunt.to/417467

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Elder Loneliness Christmas Campaigns

Prezzo's Community Christmas is Launching 700 Local Events

The holidays are a time known for getting together with family and loved ones, however, for many, it can be a lonely time of year -- thankfully Prezzo Resturants launched the Community Christmas initiative to ensure no older person is alone on Christmas (unless they want to be). As part of its campaign, the brand launched a heartwarming commerical called 'Meet Frank' that showcases a 92-year-old man who is the last of his brothers and sisters this Christmas.

Thanks to the community Christmas project, Frank is able to join other families in their celebrations to share stories and dine together. The campaign asks its guests to get involved by using the hashtag #PrezzoDonateASeat on Instagram to be paired with an elderly guest in their community.

By: Grace Mahas

SCORE 8.2
POPULARITY
ACTIVITY
FRESHNESS
5 RELATED
1,839 Total Clicks
Hunt.to/417457
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Mobile AR Holiday Promotions

Coca-Cola is Using AR-Activated Cans for a Holiday Promotion

Coca-Cola launched AR-activated cans as part of a holiday promotion. Customers are able to scan some of the company's products using the Coca-Cola app. The app will then display one of the Coca-Cola polar bears, which will either be sledding, throwing snowballs, or in a light show. Customers also have the ability to scan two cans, and the app will display the bears doing a rendition of Jingle Bells. The Coca-Cola app is free to download and is available to both iPhone and Android users.

The AR-activated cans were created by a collaboration between Coca-Cola Digital Platforms and Tactic Studio. The company previously used AR technology as part of ad campaigns that target younger consumers. Coca-Cola's 'It's a Thing' campaign had consumers use billboards to access mobile content.

Image Credit: Coca-Cola

By: Daniel Johnson

SCORE 6.2
POPULARITY
ACTIVITY
FRESHNESS
9 RELATED
2,864 Total Clicks
Hunt.to/417375
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Poverty-Reduction Campaigns

United Way's Unignorable Tower Campaign Highlights Poverty in the GTA

The United Way recently launched the 'Unignorable Tower' campaign in an effort to highlight the 116,317 people in the GTA struggling to keep a roof over their heads. The campaign features a digitally crafted tower beside the CN Tower to tangibly showcase the issue. “This tower isn’t real. The problem it represents is,” reads the website. “The #UNIGNORABLE Tower was imagined to represent the scale of the problem, and bring attention to this big and complicated issue.”

To raise funds to reduce poverty, United Ways invited companies, schools, and individuals to participate in a CN Tower climb. Participants were required to raise at least $100 CAD to be eligible to attempt to climb the 1,776 steps to the top of Toronto's historic landmark.

Image Credit: @Mikerizzi/Instagram, Norm Li

By: Grace Mahas

SCORE 7.6

POPULARITY

ACTIVITY

FRESHNESS

9 RELATED

1,816 Total Clicks
Hunt.to/416997

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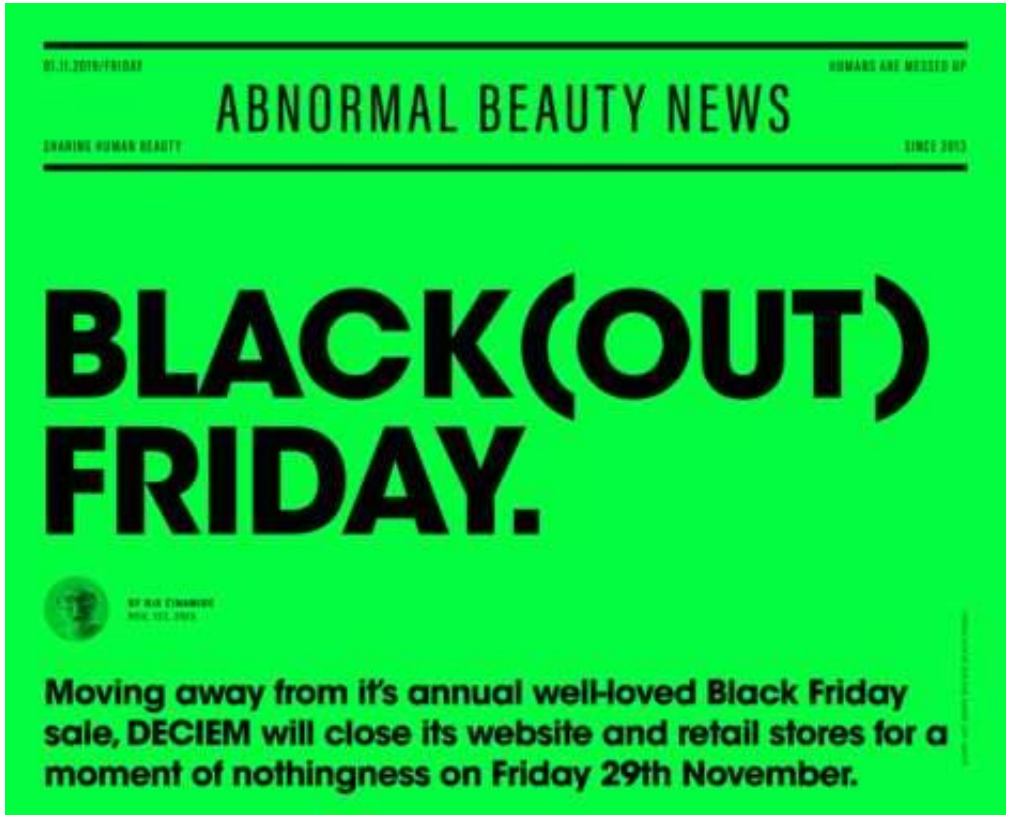
Slow Shopping Campaigns

Deciem is Offering an Alternative to One Big Black Friday Sale

Although many retailers offer pre-and post-Black Friday sales to encourage as much shopping as possible on the days surrounding the major shopping event, over the last few years many brands and retailers have embraced blackouts on Black Friday in solidarity of anti-consumerism. Although people tend to feel a sense of pressure and a fear of missing out on great Black Friday deals, Disruptive skincare brand Deciem is launching a month-long campaign during November that invites people to shop slowly. From November 1st to the 29th, Deciem is offering a 23% discount on all online and in-store orders—across its entire product range.

Additionally, Deciem will be temporarily shuttering its website and retail stores for a "moment of nothingness" on Black Friday itself.

By: Laura McQuarrie



SCORE 8.2

POPULARITY

ACTIVITY

FRESHNESS

9 RELATED

4,552 Total Clicks
Hunt.to/416725

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Inclusive Athletic Ad Campaigns

Budweiser's 'Future Official' Campaign Promotes a NWSL Sponsorship

Budweiser launched its 'Future Official' ad campaign, which is centered around requesting other brands to also support the National Women's Soccer League. Budweiser became the official beer sponsor for the league in July of 2019, and since then it has recognized the potential for other brands to also become sponsors.

The 'Future Official' ad campaign features the captain of Reign FC, Megan Rapinoe, stating the benefits for other brands to become an official sponsor for different products like headphones or snacks.

Brands that become an official sponsor for the league could be able to form genuine connections with customers for supporting female athletes. Through the 'Future Official' campaign, Budweiser is promoting inclusivity in sports and calling on other brands to do the same.

Image Credit: Budweiser

By: Daniel Johnson

SCORE 4.6
POPULARITY
ACTIVITY
FRESHNESS
9 RELATED
2,837 Total Clicks
Hunt.to/416527
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Inclusive Pizza-Branded Campaigns

MOD Pizza's Book 'All Pizzas Welcome' Discusses Inclusiveness

Seattle-based MOD Pizza recently partnered with the creative agency Observatory and Best Buddies International -- a nonprofit that helps to fosters leadership and bring together individuals with intellectual and developmental disabilities (IDD) -- to launch the new inclusive book titled 'All Pizzas Welcome.'

The book features the poetry of Andrea Gibson in addition to stories from MOD Pizza's 'MOD Squad' of differently-abled individuals. Promoting the book launch is the 'Our World' Campaign which features people of varying abilities discussing the need for inclusivity and by sharing the personal stories of these individuals, MOD hopes to destigmatize disability. The pizza brand is already a leader in inclusivity having created a work culture of integrated and diverse employees.

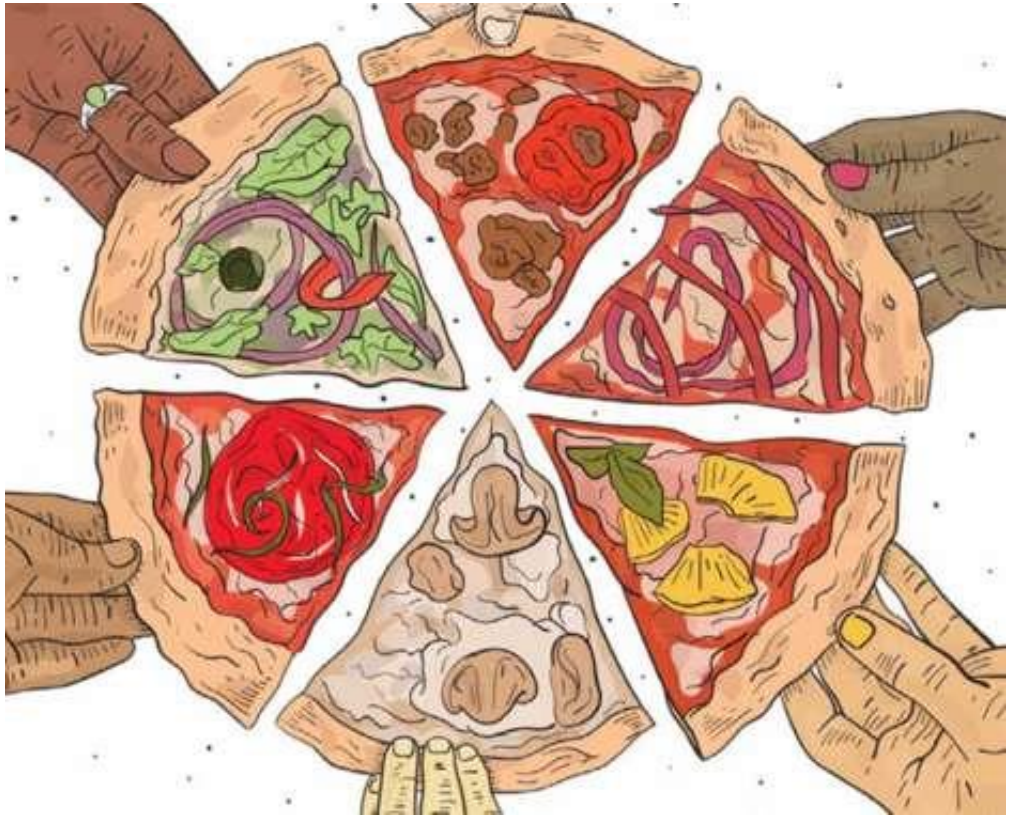

Image Credit: MOD Pizza, Observatory

By: Grace Mahas

SCORE 6.9
POPULARITY
ACTIVITY
FRESHNESS
7 RELATED
2,328 Total Clicks
Hunt.to/416592
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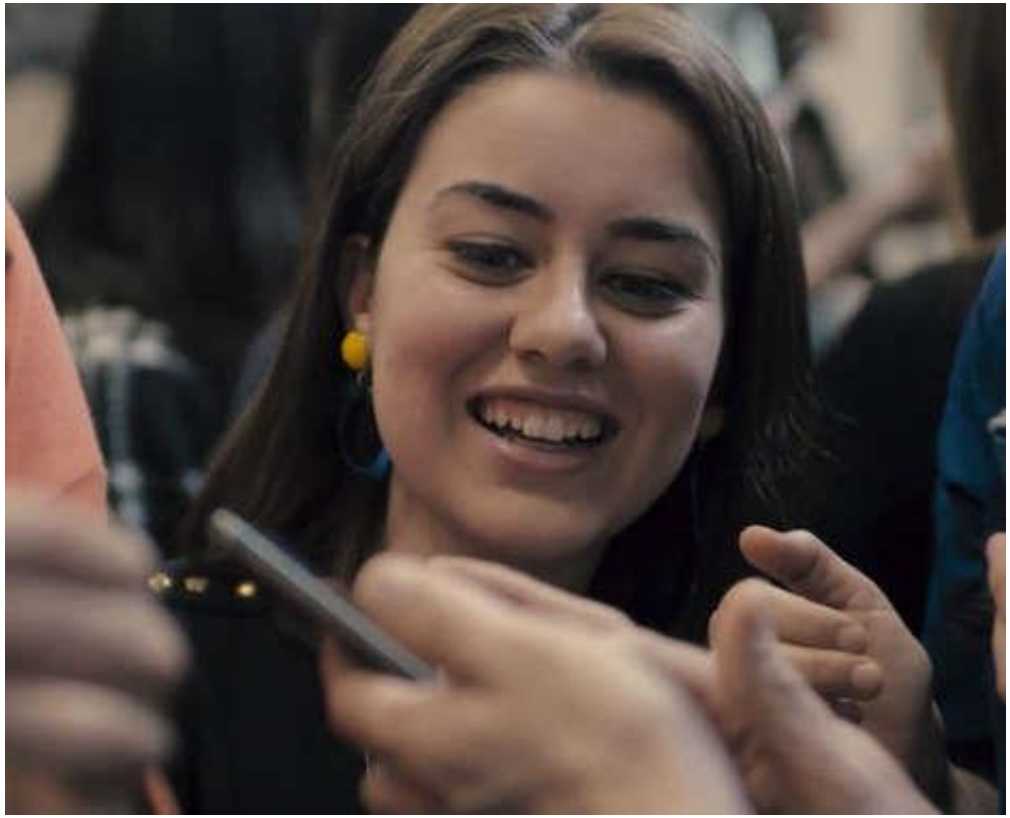
Anti-Stereotyping Campaigns

Unilever Debuts New 'Science Against Stereotyping' Campaign

Unilever, the parent company to many household products, recently debuted the inclusive, anti-stereotyping commercial called 'Science Against Stereotyping.' The initiative brings together various individuals from different backgrounds to receive an ancestry test. The aim was to get people to think differently about the world starting with themselves.

After people receive their results, they are dumbfounded and excited. People who had previously thought they were all one ethnicity discover they have a much more diverse background, and according to the video, this "shows that we're much more alike than we think we are." The campaign then shows the participants learning about their unconscious biases in perceiving the world and ways in which to overcome these inaccurate views.

By: Grace Mahas



SCORE 6.5

POPULARITY

ACTIVITY

FRESHNESS

3 RELATED

4,387 Total Clicks
Hunt.to/416523

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Anti-Racist Costume Campaigns

The #NotaCostume Campaign Asks People to Dress Respectfully

With Halloween around the corner, advocacy group Chiefs of Ontario worked design agency BBDO Toronto to stop inaccurate and racists portrayals of different races on Halloween with the #NotaCostume campaign. The initiative discusses cultural appropriation, specifically with Indigenous people whose cultural garments are often "borrowed" or "misconstructed" on this holiday.

The #NotaCostume campaign asks encourages those who want to dress as an Indigenous person to dress up like an Indigenous firefighter, doctor, lawyer, pilot, or any professional "because that's what an Indigenous person is." The aforementioned Indigenous person costumes will be on sale at Tronto-based costume Theatrics Plus.

The #NotaCostume campaign will roll out on social media and through PR.

Image Credits: Peter Andrew Lusztyk

By: Grace Mahas

SCORE 9.8

POPULARITY
ACTIVITY
FRESHNESS

8 RELATED

5,963 Total Clicks
Hunt.to/416431

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Adoption-Promoting Campaigns

The Real Rewards Campaign Encourages Families to Adopt Teenagers

The Ad Council worked with the Administration for Children and Families (ACF), the US Department of Health and Human Services (HHS), and AdoptUSKids to launch the 'Real Rewards' campaign that encourages families to adopt teenagers stating "you can't imagine the reward."

The campaign has two commercials, one featuring the journey of a young teen who gets adopted and slowly but surely integrates into a loving family. The second shows the story of several real-life people who have been adopted and their loving bond between their adoptive parents. The campaign underscores the joys and rewards of adopting older children who, according to the organization, are often overlooked and can take up to twice as long to find placements.

By: Grace Mahas

SCORE 3.8

POPULARITY

ACTIVITY

FRESHNESS

9 RELATED

5,248 Total Clicks
Hunt.to/416291

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Rapper-Owned Cannabis Companies

Drake's Marketing Tactic for More Life Growth Co. is Toronto-Based

More Life Growth Co. is the name of the "mysterious business venture" by Drake. Expected to be officially debuted on November 8th, a teaser was released on the rapper's Instagram. The name of the project is inspired by Drake's 'More Life' mixtape which dropped back in 2017.

On top of this, More Life Growth Co. teased various media outlets across Toronto. The rapper sent branded flowers that surely piqued the interest of the news. The fact that More Life Growth Co. is a cannabis venture is known because Highsnobiety dug into the Canadian trademark database and discovered the business is connected to “cannabis products and accessories, medical cannabis, THC and CBD, as well as corresponding apparel and footwear.”

Photo Credits: Instagram @champagnepapi

By: Kalina Nedelcheva

SCORE 7.8

POPULARITY

ACTIVITY

FRESHNESS

9 RELATED

9,417 Total Clicks
Hunt.to/416952

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Short Marketing Lesson Websites

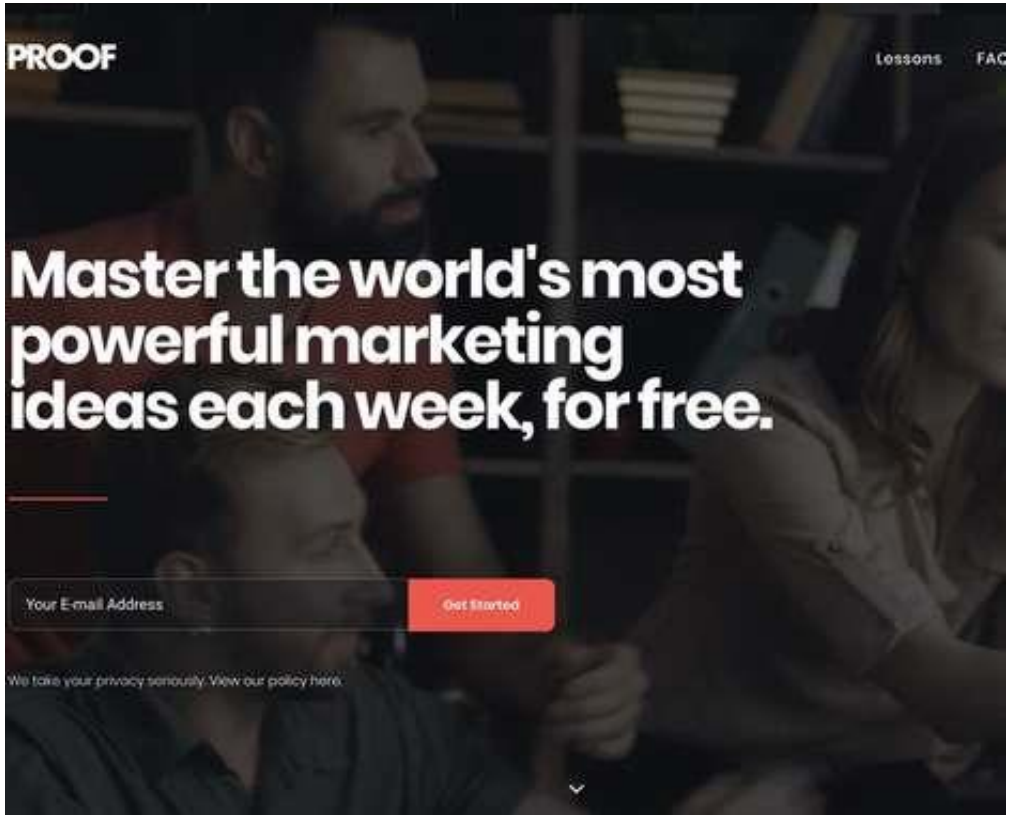
The Proof is a Marketing Website That Gives Actionable Solutions

Understanding marketing tactics and buying behaviors of consumers is key to ensuring your business has a high return on investment, and now to simplify market research, the Proof has launched to teach individuals how to leverage powerful marketing ideas.

The Proof delivers 10-minute lessons that outline focused research and give users actionable solutions they can implement into their business. Some examples of lesson plans include 'The Hidden Power of Surveys,' 'Understanding Secrets of Product Differentiation,' and 'Mastering the Perception of Price.' In addition, users can also explore labs that highlight new ideas in marketing but have not been thoroughly established.

The project was created by a team of passionate professionals that work in the marketing industry to help "the next generation of marketers and business owners" and the new, learning-focused platform is free to use.

By: Grace Mahas



SCORE 8.4

POPULARITY
ACTIVITY
FRESHNESS

9 RELATED

6,512 Total Clicks
Hunt.to/412875

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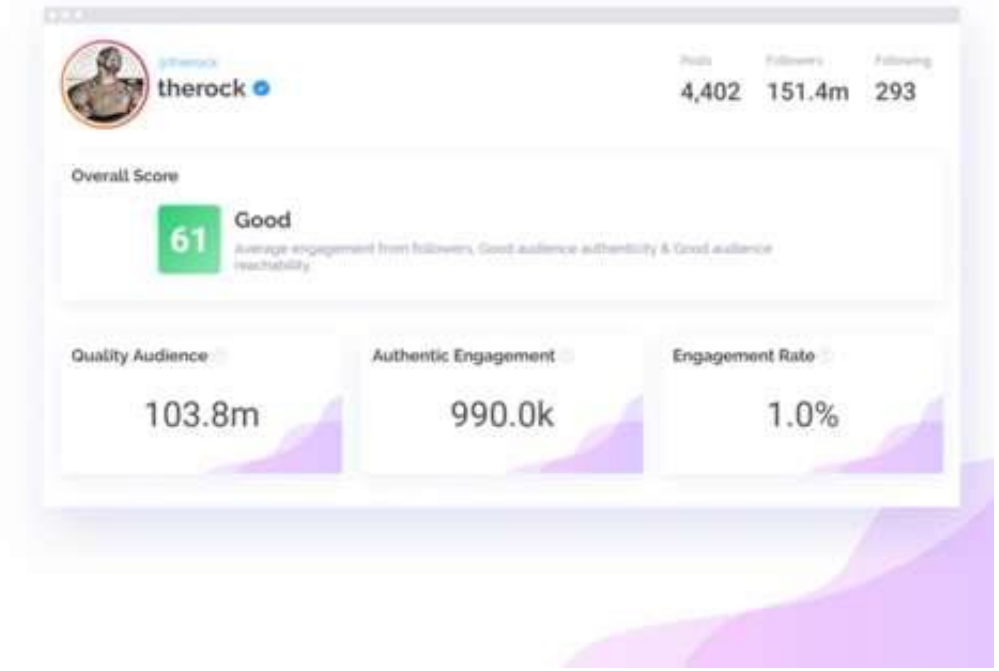
Social Media Auditors

The Hypevertise Instagram Auditor Shows an Influencer's Marketing Potential

Many businesses today rely on social media influencers to push and promote their products, but Hypevertise Instagram Auditor, a new platform, now allows businesses to easily quantify an influencer's marketing potential. The app will rate the social media profile based on a number of factors, including the number of posts, the number of followers, post frequency, and type of post with the most engagement (between photos or videos).

The Hypevertise Instagram Auditor can also indicate the percentage of authentic, "real" people that are following the account in comparison to low-quality followers. Moreover, the platform will calculate the audience reachability and the average number of likes, comments, and video views. Lastly, the platform can also determine the estimated price it is to pay for a promotional post from the social media influencer.

By: Grace Mahas



SCORE 6.6

POPULARITY
ACTIVITY
FRESHNESS

7 RELATED

3,332 Total Clicks
Hunt.to/412785

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Chainsaw-Themed B2B Campaigns

Vicinity Buses Launched its New 'The Right Tool' Campaign

Vicinity Buses, a division of Grande West Transportation Group, recently debuted its new B2B campaign, titled 'The Right Tool.' The advertisement targets transit authority professionals in small towns and communities across the United States and Canada through a humorous marketing video.

The Right Tool video features a man zealously attempting to trim a bonsai tree using a chainsaw. This overkill scenario highlights the video's main point: don't use a large bus in a small town. The campaign emphasizes Vicinity's purpose-built buses that are beneficial to smaller cities that require a smaller scale bussing system. The ad further highlights the advantages of Vicinity Buses including more affordable costs, less green-house gas emissions, and more efficiency.

This eye-catching campaign is a great example of how a business targets other businesses through marketing. The campaign will include video, digital marketing, email marketing, and social media marketing.

By: Grace Mahas

SCORE 3.6

POPULARITY

ACTIVITY

FRESHNESS

7 RELATED

6,682 Total Clicks
Hunt.to/410074

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Online Educational Marketing Platforms

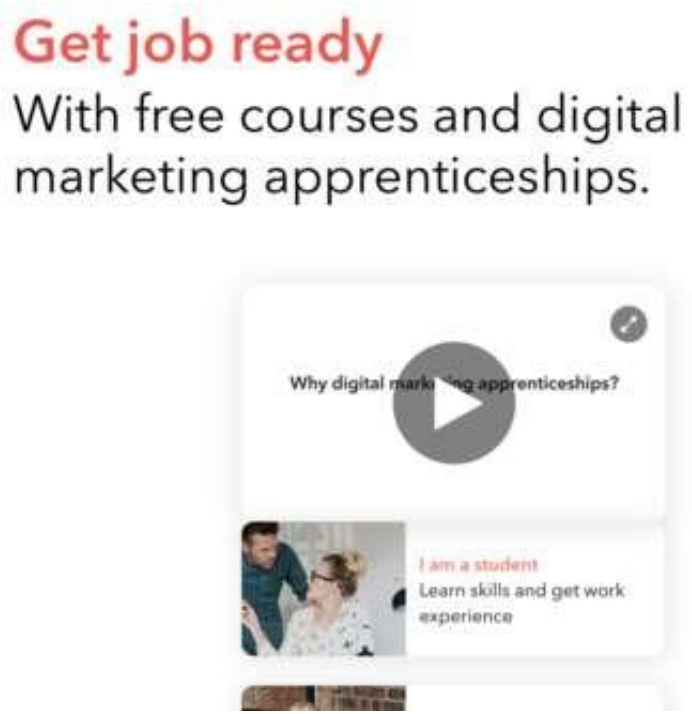
Gen M Offers a Way for Students to Develop In-Demand Skills

Gen M is an online educational marketing platform which is dedicated to making courses and training accessible to students. Playing the role of a "stepping stone," individuals are able to start developing their career more confidently.

On-demand skills are required through the online course and the implementation of that knowledge in the real world. For one, the content on Gen M is "curated by industry experts" and access to it is free.

Students can afterward transition to a career-related work experience which pairs them off with industry professionals for 1:1 hands-on training. After one has gone through the necessary phases, the educational marketing platform has the ability to connect the students with businesses that are looking for an employee with relevant experience.

By: Kalina Nedelcheva



SCORE 5.2

POPULARITY
ACTIVITY
FRESHNESS

9 RELATED

2,083 Total Clicks
Hunt.to/404577

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Personalized Content Experience Platforms

Uberflip Allows Marketers to Better Direct Their Message

A personalized content experience is essential for getting a message accross and Uberflip is a content management platform that organizes and streamlines this process. The service is focused on "engaging accounts, nurturing prospects, and converting leads" which makes it an ideal add-on for marketing teams in B2B relations, as well as sales teams.

The personalized content experience is highly desirable in the digital age where tech embraces customization to deliver better results and higher satisfaction. As a result, studies point that "brands that use personalization are 26% more profitable than those that don't."

Uberflip allows users to centralize their content across all marketing channels and organize it with smart filters and tags. Next, the personalized content experience can be built for a prospect and distributed accross channels.

By: Kalina Nedelcheva

SCORE 4.3

POPULARITY
ACTIVITY
FRESHNESS

8 RELATED

2,726 Total Clicks
Hunt.to/399896

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The 'SocialCrew' Marketplace Simplifies Influencer Marketing

The 'SocialCrew' marketplace platform is a digital space for influencers to connect with businesses and brands that are looking to collaborate to make the process easier for all parties.

Created with small businesses in mind, the platform allows users to search for the right kind of influencer that they'd like to work with and communicate with them directly. Both parties can then negotiate payment and enter into a contract directly within the platform to enhance accessibility.

The 'SocialCrew' marketplace platform works well for both businesses and influencers alike by letting users search for the right kind of person they want to work with, while offering exposure for newer influencers. The platform speaks to the evolution of influencer marketing from high-end business strategy to mainstay approach.

By: Michael Hemsworth

SCORE 6.7

POPULARITY
ACTIVITY
FRESHNESS

9 RELATED

3,480 Total Clicks
Hunt.to/393477

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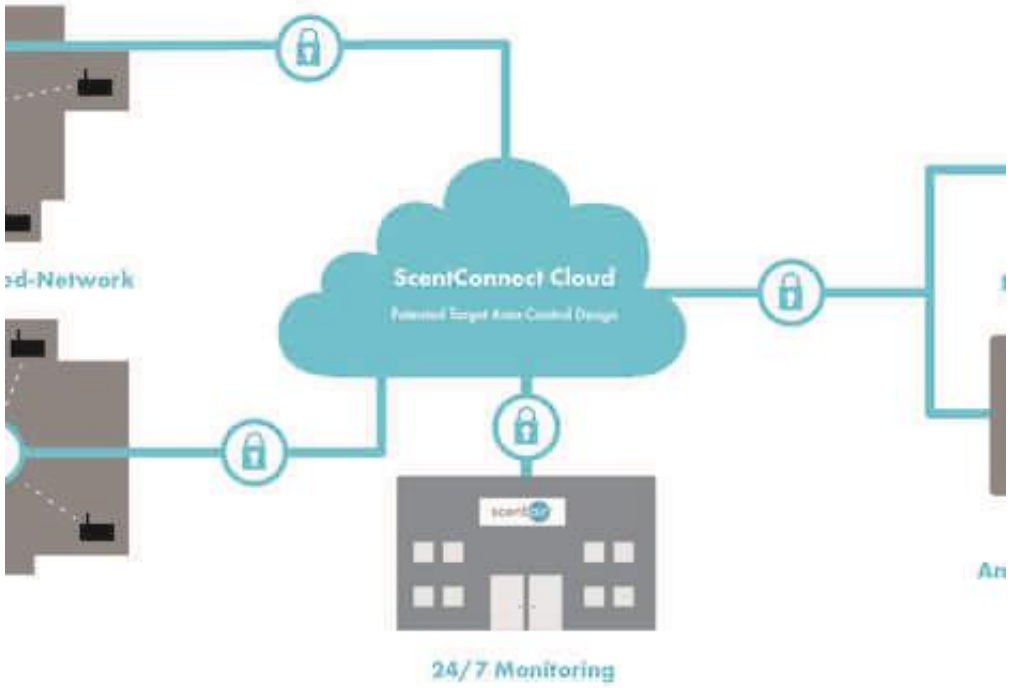
Scent Management Platforms

'ScentConnect' is an Innovative Cloud-Based Scent Marketing Solution

ScentAir's ScentConnect is a cloud-based scent technology platform that is compatible with ScentAir ScentStream HVAC integrated delivery systems. With this platform, customers are able to effortlessly and remotely manage single-building or multi-location scent delivery networks, especially those that want to have a particular scent released at a certain time of the day—ScentAir gives the example of being drawn to a movie theater's concession stand when the scent of buttery popcorn is detected.

ScentAir offers solutions like ScentConnect for a wide range of businesses, including everything from casinos and spa resorts to hotels, retailers and fitness spaces, noting: "people are 100 times more likely to remember what they smell as opposed to what they see, hear or feel."

By: Laura McQuarrie



SCORE 3.5

POPULARITY

ACTIVITY

FRESHNESS

9 RELATED

13,489 Total Clicks
Hunt.to/392971

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Proximity Marketing Beacons

The Nearevo Beacon Delivers Localized Content to Nearby Consumers

The Nearevo Beacon is an intuitive piece of technology for business owners to integrate into their retail environment to effectively deliver pertinent shopping information to consumers in a customized, personal way.

The device works by transmitting data to smartphones within a 165 foot radius through Bluetooth to keep shoppers or visitors informed of the latest updates from the business, special offers and much more. This makes it far easier to disseminate information rather than relying on visual merchandising alone to increase the likelihood of users receiving information that is tailored just for them.

The Nearevo Beacon will automatically deliver a push notification to user smartphones in range to let them click on it to display the information.

By: Michael Hemsworth

SCORE 4.0

POPULARITY

ACTIVITY

FRESHNESS

9 RELATED

10,137 Total Clicks
Hunt.to/388865

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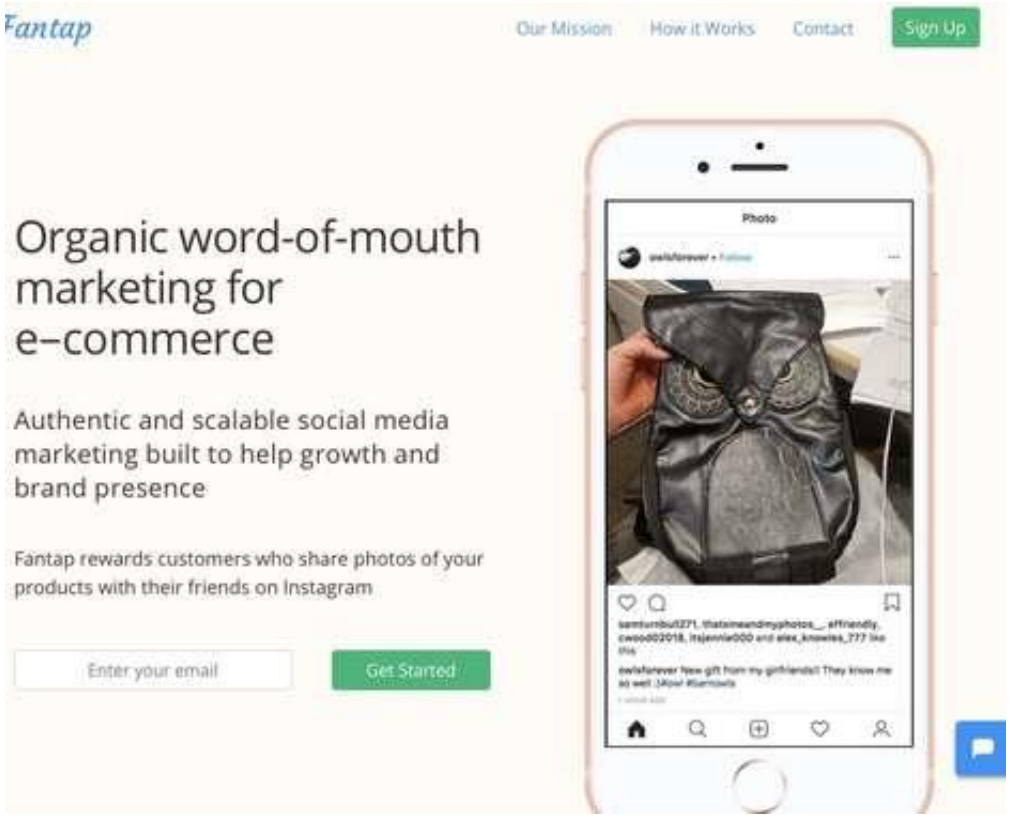
'Fantap' Turns Customers into Influencers for Your Brand

Influencer marketing has become quite the popular method to drum up interest in a brand but can come with a high price tag, so 'Fantap' aims to help enable a low-cost alternative.

The service works by asking your customers to post about the product they purchased on social media sites like Instagram and rewarding them with a perk for doing so. This could help to effectively boost your brands marketing capabilities without having to spend ample money on influencers, which doesn't necessarily connect your business with the right consumers.

'Fantap' comes as a more organic method to grow your business by focusing on the sales you're making and helping to incite more repeat purchases for a longterm relationship with customers.

By: Michael Hemsworth



SCORE 2.2

POPULARITY

ACTIVITY

FRESHNESS

9 RELATED

11,276 Total Clicks
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Marketing Postcard Apps

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'Neighborhood Postcard' Helps Small Businesses Reach New Customers

For small, local businesses, relying on word of mouth alone is a frustratingly uncontrollable method of marketing, so 'Neighborhood Postcard' gives those businesses a more active way to market themselves. The app lets businesses send marketing postcards to homes within a preset radius, giving small businesses a convenient way to target the neighborhoods that they work in.

Neighborhood Postcard keeps an updated address list for homes across the country, so users can be confident that their marketing materials will only reach the residences that they've specified. With the app, users drop a pin to mark off the neighborhood they want to reach, and the app shows them how many houses that equates to. Users then design their postcard using preset templates as well as photos of their work, and the app takes care of the rest.

By: Joey Haar

SCORE 2.6

POPULARITY
ACTIVITY
FRESHNESS

7 RELATED

9,503 Total Clicks
Hunt.to/383018

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Review-Requesting Marketing Tools

'Notority' Helps Garner Positive Reviews from Happy Customers

With more avenues for research than ever, consumers are highly discerning about which businesses they choose to patronize, and Notority is a new tool that helps businesses to prove their worth to all those amateur critics. It helps businesses to reach out to their most satisfied customers, giving those customers a convenient way to leave a short review and thus improving the likelihood of new customers coming through in the future.

Even customers who loved their experience at a given business aren't necessarily going to leave a review on Facebook, Google Maps, Yelp, or any other site, simply because the process of leaving one feels so onerous. With Notority, businesses directly contact customers through SMS, and those messages include links directly to the review page specified. That makes it far more convenient for customers to leave a quick note.

By: Joey Haar

SCORE 2.3

POPULARITY

ACTIVITY

FRESHNESS

9 RELATED

1,927 Total Clicks
Hunt.to/377895

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Automated Social Marketing Tools

'Gram Growth' Streamlines Instagram Marketing for Fast Growth

Instagram has become one of the most popular social networks out there and a hotspot of potential for marketers, so 'Gram Growth' has been developed as a solution to help users and businesses accelerate their growth.

The Instagram bot works by bringing an enhanced level of automation to the experience for marketers by allowing for post scheduling, automatic likes, comments, follows and more. This enables businesses and brands to accelerate their capabilities without having to dedicate endless hours to the process to make the most of every dollar spent.

The 'Gram Growth' Instagram bot speaks to the expanding nature of social media marketing as brands recognize the inherent possibilities for interaction and growth that it holds, especially amongst key demographics like Millennials.

By: Michael Hemsworth

SCORE 3.6

POPULARITY

ACTIVITY

FRESHNESS

9 RELATED

5,492 Total Clicks
Hunt.to/374384

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Dropshipping Management Platforms

DSM Tool Helps With Your Business's Dropshipping Marketing

This dropshipping marketing tool will enhance your business productivity. Startup DSM Tool is a platform to manage dropshipping, or the provision of goods via direct delivery from the manufacturer straight to the retailer or the customer.

The new venture is based in Israel, but supports stores in the United States, United Kingdom, Germany, France and Canada. This includes Walmart, Target, Sears, Amazon and AliExpress. The dropshipping marketing tool offers store optimization and repricing, time-saving smart listing and templates, sales statistics and performance analytics so your business can make more money, a customer support system (or smart CRM), an automatic ordering system with tracking number updates and advanced item search so you can sell more stock.

By: Alyson Wyers

SCORE 7.4

POPULARITY
ACTIVITY
FRESHNESS

9 RELATED

6,563 Total Clicks
Hunt.to/368809

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Cultural Business Associations

This Business Women Association Connects Hispanic Professionals

The National Hispanic Business Women Association offers its members a variety of perks and business opportunities, and is able to connect members to specialized educational, business-building and mentoring events and initiatives that empower Spanish-speaking women.

The association has hundreds of paid members, who are able to become part of the association through its online application. It offers a range of services and networking opportunities, including access to its conference room facilities, quarterly business seminars, B2B referrals, scholarship opportunities, web marketing, shipping discounts, mentoring, and more.

By connecting professional Hispanic women, the association is able to create an environment that empowers members to work together, learn from one another, and further their personal and professional goals.

By: Mishal Omar

SCORE 1.2
POPULARITY
ACTIVITY
FRESHNESS
8 RELATED
8,697 Total Clicks
Hunt.to/367063
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iii. Clustered Lists

Additional related examples for exploration

Clustered lists are collections of specific related examples, making them perfect for finding further inspiration on the topic we've explored in your report. Our team and software has created tens of thousands of clusters, which you can track and filter at: TrendHunter.com/dashboard-tool

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16 Examples of Climate-Conscious Marketing

From Eco Print Magazines to Climate Solution Ads

These climate-conscious marketing examples range from eco culture magazines to celebrity-backed climate change PSAs. With climate change conversations at the forefront of politics, brands are taking notice with traditional commercials, in-game ads and social media initiatives that boast a sustainable message.

By: Jana Pijak

Eco-Friendly Parcel Delivery Campaigns
Sendle Released Limited-Edition Climate Awareness Stickers

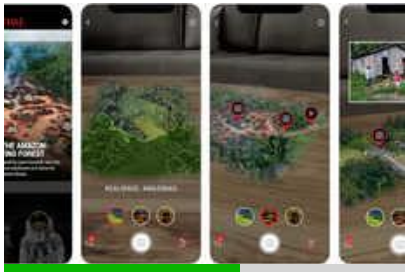
Arty Climate Change Posters
Extinction Rebellion's Bold Posters Capture Attention Through Art

Deceiving Environmental Campaigns
The World Wildlife Fund launched #TooLaterGram

Climate-Conscious Culture Magazines
Atmos Examines the Intersection of Fashion and Climate Change

Charitable Running Collaborations
adidas and Parley Take Action to Protect our Oceans

Incentivized Reusable Bags
Tesco's Unforgettable Bag Rewards Conscious Consumers with Discounts



Immersive Amazon Rainforest Apps
Time Has Created a Mixed Reality App Putting Users in the Amazon

Natural Climate Solution Campaigns
Greta Thunberg & The Guardian Launched the #NatureNow Campaign

SCORE 9.4
POPULARITY
ACTIVITY
FRESHNESS

16 FEATURED, 141 EXAMPLES

203,577 Total Clicks
Hunt.to/413969

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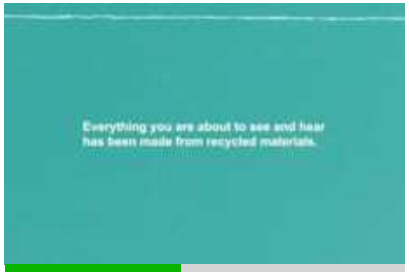
Continued 9 to 16

Heat-Mapped Awareness Campaigns
WWF France's Arctic Snap Map Hotspot Highlighted Global Warming

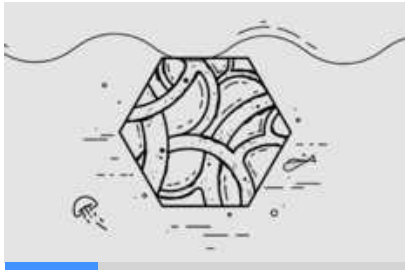


Recycled Content Advertisements
Everybody.World's Trash Tee Ad Uses "Recycled" Audio and Video

Celebrity-Led Climate Change PSAs
This George Clooney PSA Approaches a Sensitive Topic with Humor

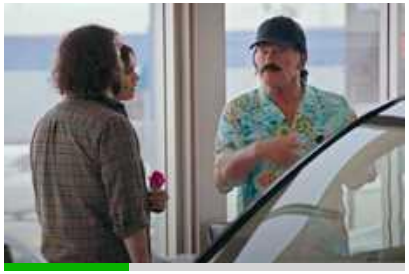
Science-Focused Youth Programming
The Brain Scoop YouTube Channel Centers Around Natural History

Supply Chain-Focused Films
'REBBL With a Cause' Spotlights the Importance of Ethical Sourcing



Living Seawall Projects
Volvo is Supporting Ocean Conservation by Recreating a Natural Environment

Conservation Gaming Campaigns
Minecraft's Update Aquatic Helps Players Support Real Oceans



Humorous Electric-Forward Car Campaigns
Veloz Taps Arnold Schwarzenegger for an Eco-Friendly Ad

SCORE 9.4

POPULARITY
ACTIVITY
FRESHNESS

16 FEATURED, 141 EXAMPLES

203,577 Total Clicks
Hunt.to/413969

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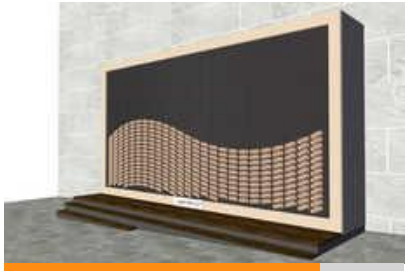
17 Interactive Billboard Designs

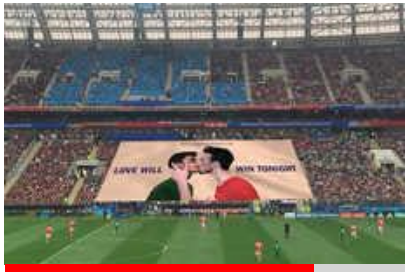
From Indulgent Edible Billboards to AR-Enabled Billboards

Some might say that this form of marketing is outdated, however, brands are reviving the tradition through imaginative interactive billboards that both call attention to the product, service or initative, as well as engage the audience on a more personable level.

By: Kalina Nedelcheva



Indulgent Edible Billboards
Galaxy is Launching an Outdoor Ad Made Up of Chocolate Bars



Boundary-Pushing Publicity Stunts
Björn Borg Shows Strong LGBTQ+ Support at the FIFA World Cup

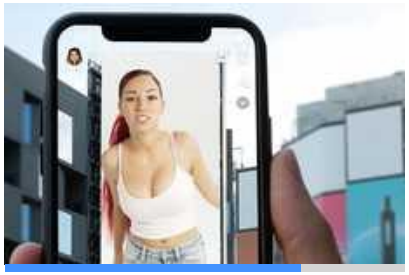
Edible Burger Billboards
Deliveroo Will Be Making a Food Billboard of Meat and Veggie Burgers

Aromatic Bus Shelter Ads
HarperCollins' Scented Advertisement Teases a Vegan Cookbook

Uplifting Digital Billboards
Clear Channel & Affairs Teamed Up to Create the Emotional Art Gallery

Slowly Rusting Metal Billboards
TYROLIT Finds a Thematically Appropriate Way to Boast Its Product

Responsive Alcohol Ads
Diageo's Responsive Ads Change Based on the Weather and Time of Day



AR-Enabled Billboards
Snapchat's Vertical Billboard Promotes a Snap Original Show

SCORE 7.0

POPULARITY
ACTIVITY
FRESHNESS

17 FEATURED, 150 EXAMPLES

254,996 Total Clicks
Hunt.to/404335

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17 Interactive Billboard Designs

Continued 9 to 16

Experiential Dyslexia Ads
This Facial Recognition Ad Intentionally Offers a Challenging Read

Sculptural Digital Advertising Boards
Zaha Hadid Unveils The Kensington Billboard in West London

Bus Shelter Vending Machines
Red Bull's Bus Shelter Advertisements Share Red Bull Plus Samples

Lemon-Based Billboards
Amstel Radler Challenged People to Guess How Many Lemons Made Up Its Ad

Targeted Smart Outdoor Marketing
Uber Revolutionizes the Way It Reaches Its Consumer Base

Traveler-Connecting Selfie Campaigns
Absolut & JCDecaux Singapore Launch an Interactive Initiative

Sunlight-Responsive Vampire Posters
Fox Launches a Thematic Promotional Campaign for 'The Passage'

Loving Interactive Digital Billboards
Peoples Jewellers Takes Over a Sign at Yonge-Dundas Square

SCORE 7.0

POPULARITY
ACTIVITY
FRESHNESS

17 FEATURED, 150 EXAMPLES

254,996 Total Clicks
Hunt.to/404335

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Continued 17 to 17

Light-Emitting Space Billboards
StartRocket Revolutionizes Traditional Advertising Techniques

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13 Empowering Ad Campaigns

From Empowering Sporty Commercials to Viral Sex Toy Ads

From inclusivity of sport to equality in the workplace to body positivity, empowering ads can be very targeted, expressive and can positively resonate with their audience. This list includes some great examples of empowering ads that do not only seek to celebrate womanhood and boost confidence, but also marketing campaigns that attempt to contribute to social movements for equality and justice.

By: Kalina Nedelcheva

Viral Sex Toy Ads
WOW Tech Group's 'Womanizer' Billboard Gainer International Recognition

Bold Statement-Making Beauty Ads
This L'Oréal Ad is Advocating for More Women in Leadership Roles

Empowering Feminist Fitness Campaigns
Reebok's #BeMoreHuman Campaign Stars Strong, A-List Women

Women-Celebrating Company Videos
This Emirates Video is Aired for International Women's Day

Female-Centered Empowering Razor Campaigns
Billie Celebrates Female Body Hair with Its New Video

Renaming Temporary Brand Initiatives
Stella Artois Switches to Isabella Artois for Empowerment

Empowering Aging Campaigns
SK-II's #INeverExpire Campaign Discusses Age-Related Stigma

Bold Female Empowerment Campaigns
The Canadian National Film Board's 'Draw Me a Penis' Has a Twist

SCORE 8.3

POPULARITY
ACTIVITY
FRESHNESS

13 FEATURED, 97 EXAMPLES

262,544 Total Clicks
Hunt.to/401603

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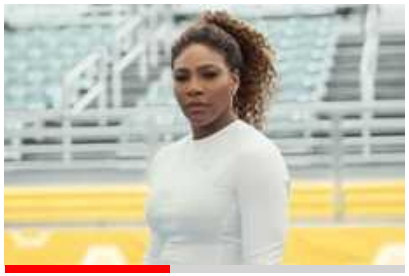
13 Empowering Ad Campaigns

Continued 9 to 13

Empowering Sporty Commercials
Muscle Milk's Playful Ad is Targeted at the Female Athlete



Female-Empowering Dating Commercials
Bumble's The Ball is in Her Court Ad Stars Serena Williams

Female-Centric Empowering Sports Ads
Nike's 'Dream Crazy' Campaign is Proud and Motivational

Confidence-Boosting Skincare Campaigns
Sk-II's '#BareSkinProject Taps into Chloë Grace Moretz

Inclusive Swimwear Campaigns
Chromat's Summer Campaign Sets Empowering New Pool Rules

SCORE 8.3

POPULARITY
ACTIVITY
FRESHNESS

13 FEATURED, 97 EXAMPLES

262,544 Total Clicks
Hunt.to/401603

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37 Influencer Marketing Innovations

From Virtual Fashion Models to Teen-Created Lifestyle ZInes

These influencer marketing innovations range from virtual fashion models to teen-created lifestyle zines. Most recently, virtual fashion influencers like Instagram's Lil Miquela and model Shudu -- a project by photographer Cameron James-Wilson -- have slowly replaced human subjects both in editorials and sponsored posts for companies like Prada and Giphy.

By: Jana Pijak

Fully Digital Models
Shudu is a Project by Photographer Cameron James-Wilson

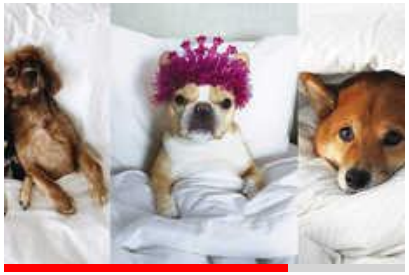
Virtual Fashion Influencers
Miquela Sousa is Instagram's First Virtual Fashion Icon

YouTube Star Clothing Collections
Emma Chamberlain and Dote Release an Exclusive Online Collection

Hip Styling Dolls
MGA's 'Who's That Girl' is a Fun and Kid-Friendly Beauty Range

Parody Influencer Apparel
Marc Jacobs and Ava Nirui Collaborated on an Official Bootleg Hoodie

WOC Beauty Tutorials
BET Networks and Beautycon are Sharing Diverse Beauty Looks



Pet Influencer Linen Campaigns
Brooklinen Crowd Sourced Images from Instagram-Famous Pets

Digital Influencer Fashion Collaborations
Lil Miquela Showcases an Exclusive T-Shirt by Barneys

SCORE 8.2

POPULARITY
ACTIVITY
FRESHNESS

37 FEATURED, 351 EXAMPLES

595,383 Total Clicks
Hunt.to/390168

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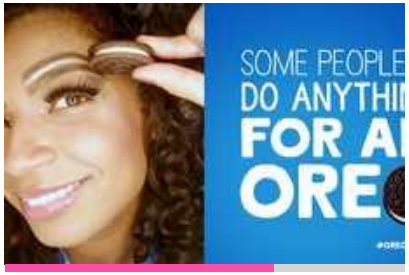
TRENDHUNTER CREATE THE FUTURE

Continued 9 to 16

Athlete-Inspired Designer Sportswear

Virgil Abloh & Nike Collaborate on a Line for Serena Williams



Cookie-Drawn Eyebrows

The #OreoBrows Oreo Challenge Has People Make Snack-Like Eyebrow Art

Beauty Influencer Brow Kits

Eylure and Vegas Nay Joined to Create a Versatile Palette

Influencer-Driven Fashion Lines

H&M's /Nyden Line Taps Popular Media Influencers

Influencer Family Fashion Campaigns

This Acne Studios Campaign Features the Lewis-Anthony Clan

Collaborative Comedic Influencer Palettes

Morphe and Bretman Rock Created a Highlighter Palette

Vlogger Advent Calendars

The Zoella Advent Calendar Contains Surprises from the YouTube Star

Collaborative Cereal Meals

Duff Goldman and Kellogg's are Offering an Exclusive Dining Experience

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Continued 17 to 24

Latino Influencer Summits
Hispanicize Texas Aims to Empower With Engaging Sessions

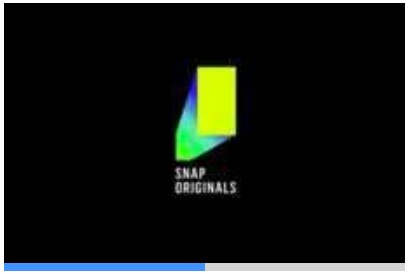
Guacamole-Inspired Lip Kits
Chipotle Gifted Kylie Jenner a Custom Guac Lip Kits

Animal Vlogger Onesies
Ardene Collaborated with YouTuber LaurDIY on a Onesie Collection

Extended Sizing Fashion Collections
Alessandra Garcia Lorido Showcases Nasty Gal's Latest Capsule

Child Influencer-Created Toys
Bonkers Toys Launched Ryan's World with YouTube's Ryan's ToysReview

Influencer-Created Cosmetics
Pixi Beauty Collaborated with a Trio of Beauty Gurus on #PixiPretties



Interactive Social Media Shows
Snap Originals' 'Show Portals' Let Fans Virtually Explore Scenes

Teen-Created Zine Communities
The Crybaby Zine Was Created by Teens, for Teens

SCORE 8.2

POPULARITY
ACTIVITY
FRESHNESS

37 FEATURED, 351 EXAMPLES

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Cartoon Vlogger Influencers
Sanrio's Hello Kitty Just Got an Incredibly Adorable YouTube Channel

Celebrity Model-Fronted Lingerie Ads
Emily Ratajkowski's Dkny Lingerie Ad Promotes Self-Assurance

Hip Investing Campaigns
Stash's Campaign Encourages Millennials to "Invest in a Fabulous Future"

Collaborative Influencer Fashion
/Nyden Created Gen Z-Targeted Styles with Dua Lipa & Justine Skye

Shoppable Reading Experiences
Riley Costello's shopfiction Lets Readers Shop Character Outfits

Inspirational Cooking Web Series
'La Vida Comida' Employs Latin-American Chef Jose Garces

Inclusive Cosmetic Commercials
FENTY Beauty's Ad is Sassy and Supportive of the LGBTQ+ Community

Emboldening Skincare Campaigns
Olay's 'Face Anything' Campaign Celebrates Unique Traits

SCORE 8.2

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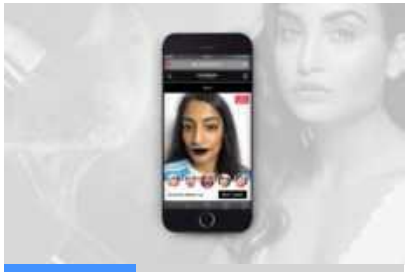
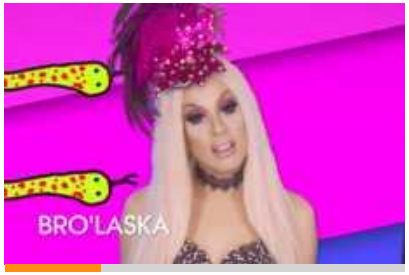


Mobile Browser Makeup Try-Ons
Coty's COVERGIRL Experience Does Not Require an App Download

Southern Celebrity Lifestyle Guides
Reese Witherspoon is Coming Out with Her Own Lifestyle Book

Exploratory Beauty Campaigns
The ASOS Face + Body Series Talks Identity, Gender & Beauty



LGBT Streaming Platforms
WOW Presents Plus is a SVOD Service with a Focus on LGBT Programming

Drag Queen-Made Cosmetic Lines
RuPaul's Cosmetic Line Will be Hitting the Shelves Soon

SCORE 8.2

POPULARITY
ACTIVITY
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41 Social Media Engagement Campaigns

From Beer-Tweeting Soccer Campaigns to Branded Avatar Outfits

Brand engagement campaigns go a long way in establishing a healthy relationship between the provider and the consumer. Seeing that society is currently in the midst of a digital revolution, it is important for companies to focus their marketing efforts on relevant technologies. Thus, with reference to the current state of affairs, social media engagement campaigns are incredibly popular.

By: Kalina Nedelcheva

Social Media-Inspired Marketing Techniques

Three Creatives Collaborated on an adidas Ad Campaign

Experiential Beauty Activations

Rihanna and Sephora Tailored the Summer Body Launch to Millennials

Immersive Artist-Designed Pop-Ups

Amex's Live Life Experience Features a Foam Pit and Secret Rooms

Gigantic Meme Culture Editorials

HBX and @Itsmaysmemes Highlight Dramatic Fashion Styles

Interactive Crunchy Chocolate Pop-Ups

Guests of the M&M Pop-up Voted on the Brand's Next Flavor

Kaleidoscopic Social Media Branding

Ruslan Khasanov Creates Fluid and Colorful Images for MAC

Gilded Fast Food Burgers

McDonald's is Giving Away a Big Mac Ring Dubbed the 'Bling Mac'

Inclusive Ad Campaigns

The 'Find Your Perfect Fit' Campaign Celebrates the LGBTQ Community

SCORE 8.1

POPULARITY

ACTIVITY

FRESHNESS

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Continued 9 to 16

Cola-Dispensing Armchair Campaigns

Coca-Cola Share Chairs Promote Its 'Share a Coke' Campaign

Pop Culture-Celebrating Soda Campaigns

The 2018 Pepsi Campaign Features Famous Icons

Empowering In-Store Fashion Shows

Justice's Interactive Back-to-School Campaign Boasts Inclusivity

Non-Model Clothing Catalogs

The 'Cast Me J. Crew' Campaign Wants to Highlight "Real People"

Crowdsourced Dress Designs

/Nyden is Using Instagram Stories to Refine Fashion Design Ideas

Artful Zine Clothing Lines

FKA Twigs Released the Second Edition of Her Online Zine 'Avantgarden'

On-Campus Cookie Giveaways

Insomnia Cookies' Student Events Feature Campus Marketing Reps

Airport Perfume Installations

The Paco Market is Enticing Travelers with a Selfie Station

SCORE 8.1

POPULARITY
ACTIVITY
FRESHNESS

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Luxury eCommerce Experiences
Gucci's Collection Can be Purchased Through WeChat

AR Movie Posters
Facebook's AR Target Tracker Effects Enhance Movie Logos, Images and More

Social Media Queueing Campaigns
Nike Created a Virtual #AirMaxLine for Sneakerheads on Instagram

Branded Avatar Outfits
Hollister Created a Spring Collection of Bitmoji Outfits for Snapchat Users

Creative In-Game Ads
Nike and McDonald's are Advertising Through a Game on the WeChat App

Fitting Room Ad Campaigns
This American Eagle Campaign Gives All Shoppers the Chance to Be Models

AI Social Media Marketing
Movyl Technologies Developed an AI Tool to Streamline Marketing

Beer-Tweeting Soccer Campaigns
Norrlands Guld Honors FIFA with a Playful Social Marketing Stunt

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Continued 25 to 32

Social Media Burger Personalization
Burger King Lets You Customize Your Own Burger Via Instagram

Feminine Teen Skincare
'Justagirl' is a New Skincare Brand That Addresses Teenage Issues

Delay-Inspired Drink Promotions
Gordon's Gin Offers Free Gin and Tonic to Delayed Train Passengers

Kissing Fast Food-Branded Contests
Mcdonald's and WeChat Awarded Couples with Free Macarons

Real-Time Billboard Movie Tweets
Twitter Partnered with Disney to Promote the New Star Wars Movie

Social Media Snack Flavors
These New Kellogg's Rice Krispies Treats Flavors are Permanent Options

On-Demand Snow Billboards
Swiss International Air Lines Made a Tweet-Powered Travel Billboard

Festive Donut Social Competitions
This New Dunkin' Donuts Campaign Prompts Social Engagement

SCORE 8.1

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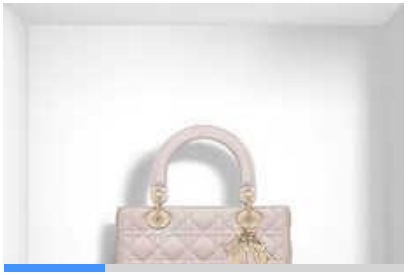
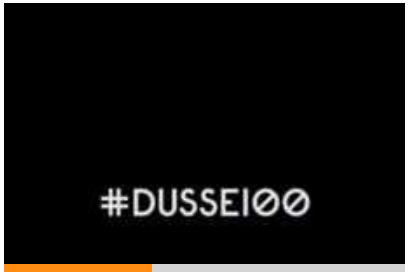
Car Safety Awareness Sneakers
Vans Decorated Iconic Silhouettes with the Michelin Man



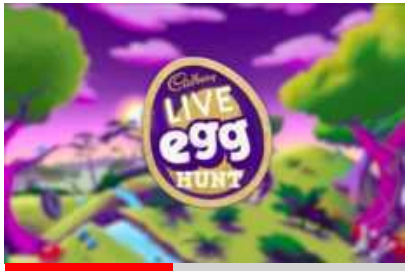
In-App Purse Promotions
Dior and Wechat Promoted a New Luxury Purse Through the Social Network



Hashtag-Based Ordering Services
The DUSSE100 Hashtag Helps Drinkers Reserve a D'ussé VSOP Bottle

Crowdsourced Social Media Campaigns
#ReimagineIndia is a Campaign from Visa India

Short-Form Soda Campaigns
7UP's #RefresCosas Shares Fun and Entertaining Clips on Social Media



Social Media Egg Hunts
Cadbury Set Up an Interactive Easter Egg Hunt on Facebook 360

Modern Fairytale Holiday Ads
Debenhams' #YouShall is a Social Media-Style Retelling of Cinderella

Ridesharing Karaoke Campaigns
Absolut's 'Uber Karaoke' Reminds That It's Fun to Get Home Safely

SCORE 8.1

POPULARITY
ACTIVITY
FRESHNESS

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Gift-Wrapped Restaurants

Burger King Treated a Facebook Fan to His Own Burger King Restaurant

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12) Playoff Activation
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18) 90s Ubiquity
20) ASMR Campaigning
22) Dairy Direct
24) Meme Marketing
26) Lighthearted Altruism
28) Accessibility-Focused Marketing
30) Deepfake Production
32) Eye-Track Entertainment
34) BTS Marketing
36) Branded Escape

Specific Examples

39) Social Media Tourism Campaigns
40) Immersive Tea Marketing
41) Interactive Video Beauty Campaigns
42) Music Streaming Marketing Agreements
43) Interactive Video Fashion Campaigns
44) Funny Department Store Ads
45) Heartwarming Animated Christmas Ads
46) Disney-Themed Holiday Ads
47) Multi-Media Tourism Campaigns
48) Social Media Tourism Promotions
49) Social Media Tourism Campaigns
50) Inclusive Love Awareness Campaigns
51) Racy Black-and-White Fashion Ads
52) World Hunger-Combating Campaigns
53) Cheeky Marketing Strategies
54) Credit Card Christmas Ads
55) Solo Traveling Commericals
56) Elder Loneliness Christmas Campaigns
57) Mobile AR Holiday Promotions
58) Poverty-Reduction Campaigns
59) Slow Shopping Campaigns
60) Inclusive Athletic Ad Campaigns
61) Inclusive Pizza-Branded Campaigns
62) Anti-Stereotyping Campaigns
63) Anti-Racist Costume Campaigns
64) Adoption-Promoting Campaigns
65) Rapper-Owned Cannabis Companies
66) Short Marketing Lesson Websites
67) Social Media Auditors
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75) Marketing Postcard Apps

76) Review-Requesting Marketing Tools

77) Automated Social Marketing Tools

78) Dropshipping Management Platforms

79) Cultural Business Associations

Clustered Lists

81) 16 Examples of Climate-Conscious Marketing

83) 17 Interactive Billboard Designs

86) 13 Empowering Ad Campaigns

88) 37 Influencer Marketing Innovations

93) 41 Social Media Engagement Campaigns

iv. Appendix

Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

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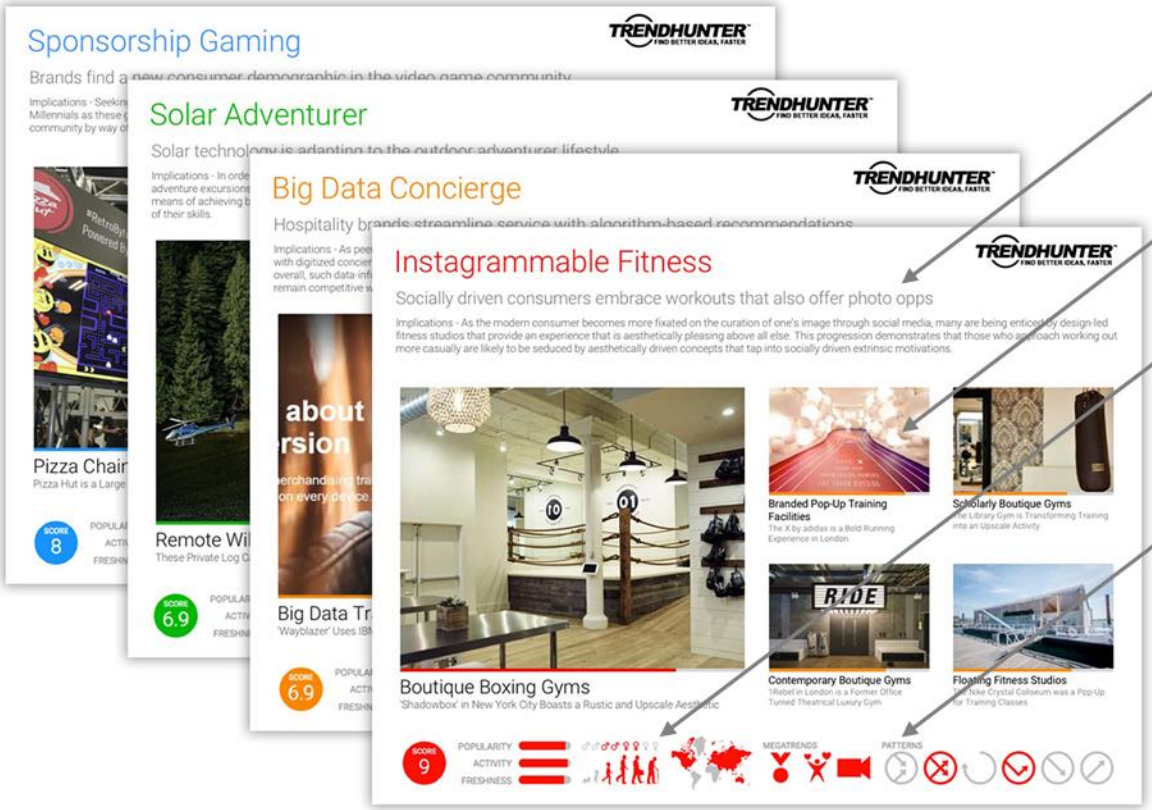
CONTEXT: How Insights Work

If you view this PowerPoint in Slideshow mode, each example is hyperlinked to a full article, images and in some cases, videos. Learn more in the appendix.



Business Implication:

Each Consumer Insight is written in terms of its implications across multiple industries.

Hyperlinked Examples:

Each example micro-trend is hyperlinked to a full articles and images.

Demographics & Performance:

We can better filter examples and Consumer Insights based on your needs by adjusting for age, gender and geographic region.

Patterns & Megatrends:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

Online Links:

Each Consumer Insight links to an online version, which can have up to 100 additional examples, images and videos.

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New Levels of Customization

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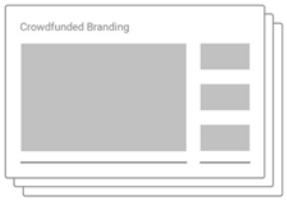
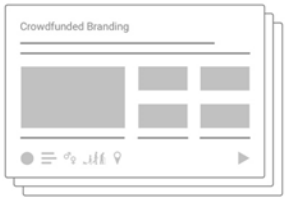
You can choose from dozens of customization options, which we continue to enhance.

Your Dedicated Advisor

Format



Presentation



Classic

Reading View

Timeline

24
Hours
(Faster)

1-2
Weeks
(Deeper)

Breadth

Focused
Your Industry

Balanced
Includes Related Ideas

Outside
Your Industry

Depth

~20 Pages

~100 Pages

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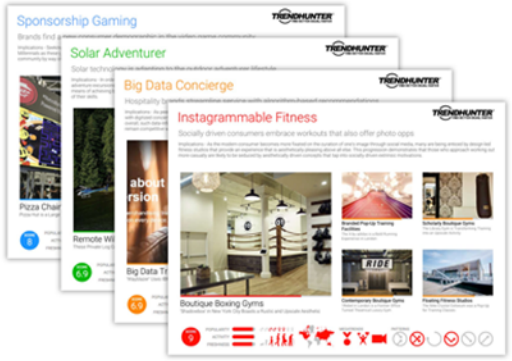
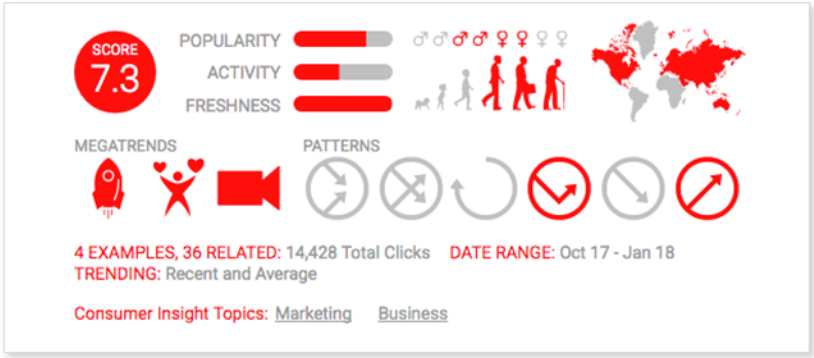
Special Features and Definitions

Here are some helpful hints to understanding our Consumer Insights. Don't forget, every image is linked to a full article online, more statistics and related articles.





Colors

Lifestyle
Fashion
Art & Design
Technology
Pop Culture
Marketing
Business
Luxury
Eco

Layout

Implications:

We push to find ideas that have implications across multiple industries. You might be looking at a custom shoe, but how could customization impact your world?

Hyperlinked Examples:

If you are in PowerPoint presentation mode, you can click on any example to open a full article with more related concepts.

Open Link:

The main link for each page will take you to the full article. If you're logged out, you will end up on the free website; if you're logged in, you will be in your PRO dashboard.

Scoring

Overall Score:

All scores are actually percentiles (6.9 = 69th percentile) and overall is the average of popularity, activity and freshness.

Popularity:

The overall appeal based on people choosing an article given other options in the same category and clusters, normalized for the time of publication.

Activity:

The amount of people interacting with an article, including scrolling through images. Something, like a bacon cupcake, might not be popular, but love it enough to share it a lot.

Freshness:

The relative newness of an article, which matters more in categories like tech, as opposed to lifestyle.

Demographics:

The target, as informed by the researcher, not by the site statistics.

Content Types

Consumer Insights:

High-level clusters of opportunity.

Clustered Lists:

Exhaustive collections of related ideas to track innovation.

Specific Examples:

Carefully selected micro-trends so that you don't miss out on that needle-in-a-haystack idea.

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FIND BETTER IDEAS FASTER

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+

#1 IN TRENDS

The #1 Trend Platform
& 130,000,000 People

Custom
Reports

Dashboards
& Library

Presentations
& Workshops

Future
Festival

Books &
Expertise

Crayola KRAFT VOLVO Carlsberg Nestlé Scotts LACOSTE Unilever UNIVISION AstraZeneca TARGET Panasonic DANNON HYUNDAI COLGATE-PALMOLIVE GLOBAL SPIRITS adidas Volkswagen MONIN SONY Hallmark
7-ELEVEN DIAGEO Reckitt Benckiser HONDA DARDEN Constellation Brands Arby's Bath & Body Works Pier 1 imports THE WINE GROUP BOOST ISKO Eddie Bauer DIGITAS MOLSON Coors goodman fielder Georgia-Pacific
Chicago Tribune DeAGOSTINI F-Secure TIP TOP Kroger TELEMUNDO bon appétit LCBO BAE SYSTEMS Bell Media LANE BRYANT Deloitte.
ROGERS Ainsworth GALDERMA kaz GMCR CAESARS ENTERTAINMENT Garden Media MTV ACCO BRANDS sodexo Stena Line JDE IHG amazon HIGHMARK TACO BELL
NATIONAL GEOGRAPHIC KERRY Food & Beverage SARGENTO symrise 3M PURINA BROWN-FORMAN AMERICAN FAMILY INSURANCE Johnson & Johnson HUAWEI VISA gogo IMAX CNBC Humana MATTEL VISA PEPSICO

OUR SERVICE

We design innovation and research programs for over 500 top-tier innovators, CEOs and NASA

MONTH 1 | MONTH 2 | MONTH 3 | MONTH 4 | MONTH 5 | MONTH 6 | MONTH 7 | MONTH 8 | MONTH 9 | MONTH 10 | MONTH 11 | MONTH 12

Identifying Needs

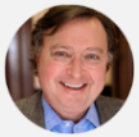
Keynote, Workshop and Action Plan

Presentation

Workshop

TREND HUNTER FUTURE FESTIVAL

Research, Training & The #1 Trend Platform



"It brought insights new vision and some ideas that are going to push our people to the next level. I couldn't feel better about the kind of thinking we are going to get."
– CEO, Omnicom

TRENDHUNTER
CREATE THE FUTURE

Our custom research and award-winning methods enable you to be better and faster, while saving time, effort and money

Traditional Research - Slow & Expensive

Procure > Scope > Research > Survey > Synthesize > Deliver

Trend Hunter - Fast & Cost-Effective

Deep Dive | Deep Dive | Deep Dive | Deep Dive | Deep Dive | Deep Dive | Deep Dive | Deep Dive | Deep Dive

"Trend Hunter Advisory is key, because it opens your eyes. Take 20 minutes, go in another room and look at what's happening in the world, look at what Trend Hunter is feeding you, because that's going to be the most important 20 minutes of your week." – Global Head of Innovation

Budweiser

USE CASES

There are five reasons why top-tier innovators rely on us:

1. **INSPIRE** New Products, Services & Campaigns
2. **PREDICT**, Monitor & Validate Consumer Insight
3. **TRACK** Competitors, Threats & Opportunities
4. **ACCELERATE** Innovation & Enable Change
5. **SAVE** Time, Effort & Money

CUSTOM REPORTS

Instead of generic research, you get insightful, custom research

- Retail Tech
- In-Store Display
- Shopping Evolution
- Purchasing Innovation
- Customer Experience

- Brand Rituals
- Loyalty and Rewards
- Brand Authenticity
- Social Responsibility
- Brand Trust

- Digital Strategy
- Social Influencers
- Consumer Engagement
- Social Media Marketing
- Branded Apps

- Sharing Culture
- Sustainability
- Modern Families
- Gender Evolution
- On-the-Go Lifestyle

- Gen Z Lifestyle
- Momentary Marketing
- Teen Retail
- Digital Natives
- Content Creation

- Millennial Parents
- Gen Y Lifestyle
- Maker Culture
- Digital Learning
- Media Consumption

- Wearable Tech
- AR/VR
- Physical Digital
- Hyperconnectivity
- Robots and AI

- Immersive Marketing
- Mobile Marketing
- Millennial Targeting
- Influencer Marketing
- Interactive Engagement

- Healthcare Innovation
- Health Gamification
- Tech-Enabled Health
- Wellness Monitoring
- Boomer Health

- Healthy Snacking
- Dietary Trends
- Flavor Reversal
- Multicultural Influence
- Emerging Ingredients

- Sustainable Materials
- Simplicity/Minimalism
- Beverage Packaging
- Dual-Purpose Packaging
- Portable Packaging

- Fashion Branding
- Ethical Cosmetics
- Fashion Tech
- Skincare Innovation
- Personalization

"Traditionally we were only doing research in our category. Now, our Trend Hunter advisor does great custom reports showing us inspiring new trends [that impact us]... and what's going on in the world."
– Manager, Product Planning and Strategy

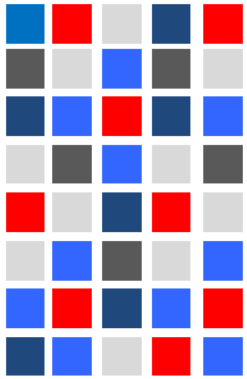
TRENDHUNTER
CREATE THE FUTURE

Imagine 175,000 people hunting ideas for your, 300,000 ideas and big data from a 130,000,000-person focus group

#1 Largest Network

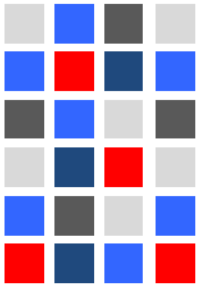
175,000 Hunters
(8 arenas' worth)

#1 Largest Idea Database



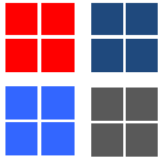
5,000 Ideas / Month
(300,000 Total)

Crowd Filtering



130,000,000 People
(1 in 60 on the planet)

Data-Driven Opportunities



Dedicated Advisors

"I don't need to spend hours searching in Google anymore. Trend Hunter has a lot of insight that I wasn't able to find anywhere else!"
- Sr. Designer

SAMSUNG

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CREATE THE FUTURE

If you need more, our CEO is one of "the most sought-after keynote speakers on the planet…"

"Gutsche is one of the most sought-after keynote speakers on the planet, well-regarded as the top trend-spotter in the world... The most energizing, inspiring and applicable piece of stand-up I have ever seen. And I've heard Bill Clinton... Bill Gates... and Tony Robbins." – The Sun Newspaper

THE Sun

TRENDHUNTER
CREATE THE FUTURE

Then, we ensure ongoing change and inspiration with our presentations and workshops

Core Presentations

- Bring Innovation to Life
- Inspire a Culture of Innovation

Fully Custom Presentations

- Explore a New Market or Segment
- Deep Dive a Current Project or Strategy

Innovation Workshops

- Extract Better Thinking
- Prototype Products, Services & Culture

"[Inspired] my team to work on innovations that can move the needle for our businesses… a rocket ship to the future that immediately changed the way we approach our work."
– Director of Research

Chicago Tribune

TRENDHUNTER
CREATE THE FUTURE

You'll join the world's top innovators to prototype your future at Future Festival, rated by 85% as the "best business event ever"

3,000 Top-Tier Innovators | 40+ Trend Safaris* | Future Party + Tech Demos | Innovation + Trend Keynotes | 1:1 Advisory Meetings | Innovation Workshops* | **5-10** Disruptive Ideas

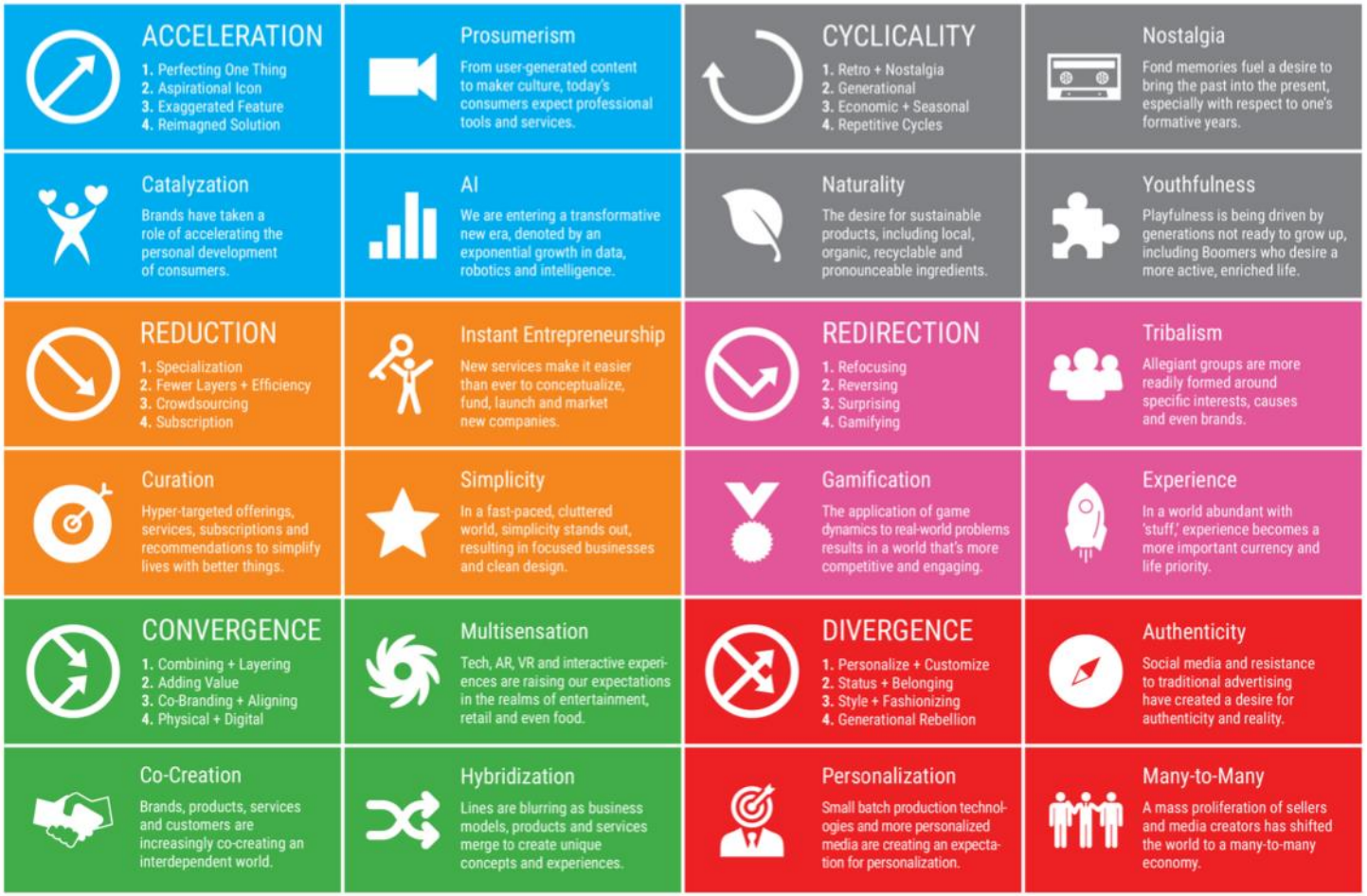
*Workshops and Safaris only available within the Toronto 3-Day and New York 2-Day Programs

"Undoubtedly the most meaningful conference I've ever attended."
– Vice President of Sales Strategy, Aflac

Aflac

TRENDHUNTER
CREATE THE FUTURE

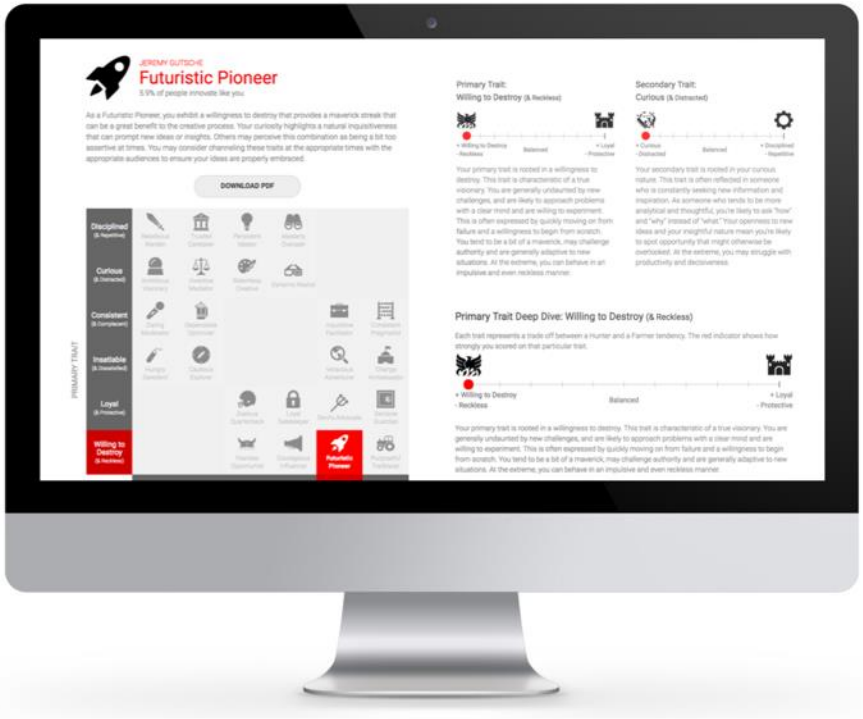
Everything ties to our megatrends framework, allowing you to better understand important shifts and to iterate new ideas



"Trend Hunter is a great resource because its all about simplifying the chaos. There's a lot in this world and we hear about trends a lot and Trend Hunter helps us simplify and make it a lot more palpable."
– Consumer & Marketing Insight Manager

Unilever

Unleash your team's potential using the Better & Faster Innovation Assessment



The Better & Faster Assessment

1. What is your innovation archetype?
2. What are your actual blind spots and weaknesses in a team?
3. What are your hidden strengths and how can you further leverage them?

"I use the Trend Hunter Platform all the time. I really appreciate everything Trend Hunter does. I love the PRO Trends (Consumer Insights) and it makes our jobs a lot easier."
– Strategy & Insight Associate

WANT MORE?

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