

Brand Engagement

Sample Report for Your Brand

29.10.20



Safe Pop-Up

In-Game Experience

Experiential Addition

Cinematic Ad

Virtual Fashion Worlds



Prepared for:

Your Brand Team

Prepared by:

JD & Courtney

Delivered on: 10/29/20

Briefing: A short sampling of our content related to this topic.

Takeaway: In this section your advisor would highlight key themes and patterns from the report, as well as the most prominent megatrends to summarize the report for your team.

Top Insights



Safe Pop-Up Brands are launching outdoor, drive-thru, and airy pop-ups during COVID-19

Trend - During the height of government-imposed social and business restrictions due to COVID-19, brands were offering consumers virtual pop-ups. As most businesses have the green light to cautiously reopen now, brands are launching more engaging pop-ups that are safe to attend. **Insight** - Due to the severity of the COVID-19 pandemic, many individuals are practicing social distancing, remaining at home, and being cautious when in public. Nostalgic about the entertaining experiences that they got to enjoy without worry prior to the outbreak, consumers are looking for ways to engage once more in such activities while being mindful of government guidelines and placing their health and safety first. As a result, individuals are seeking out experiences that are outdoor or have strong physical distancing rules in place. [continued online]



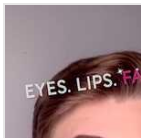
In-Game Experience Brands market their products and offerings with in-game experiences

Trend - With gaming being an increasingly popular form of entertainment, particularly under stay-at-home orders, brands outside this industry are collaborating with it in unique ways. In-game product experiences are on the rise and showcase artistry, retail stores and products in a way that prioritizes virtual engagement when in-person engagement isn't an option. **Insight** - Now that retail and entertainment industries have undergone rapid changes that, in some cases, will remain indefinitely, consumers are re-thinking what they value when it comes to branded engagement. Now that they're not going out of their way to seek experiences out, they expect that brands seamlessly integrate them into the habits they're already taking part in—gaming and social media are two areas in which this can be done.



Experiential Addition Retail brands are introducing new and engaging experiences amid COVID-19

Trend - Still betting on the experience economy, brands are launching retail initiatives that are designed to capture consumer attention. These activations are created with COVID-19 safety and hygiene guidelines in mind and while some are powered by technology, others draw inspiration from adjacent industries. **Insight** - Much like in the pre-pandemic environment, contemporary consumers—especially Millennials and Gen Z—are prioritizing tangible experiences over concrete products. Since COVID-19 guidelines have restricted many socially, individuals are increasingly eager to be engaged in substantial ways but are emphasizing the need for safety and hygiene protocols in order to feel comfortable. When these needs are met, consumers are able to enjoy various activities with peace of mind.



Cinematic Ad Commercials take on new and distinct cinematic formats

Trend - Brands are getting more creative with their campaigns, taking inspiration from film and television in order to better capture consumer attention. These include commercials that have cinematic storytelling elements in them, or virtual "reality shows" that promote branded products. **Insight** - For most Millennial and Gen Z consumers, quality content is extremely important for them to be drawn to a certain brand. These demographics are accustomed to self-creating and viewing peer content, and so they expect that brands are able to more authentically take content to the next level in a way that matches the ingenuity they see among peers every day. A renewed focus on the creative preferences of these generations ensures their interest in a brand.

Getting the Most out of Your Trend Report Experience

Purpose: Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make me think about consumers differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

Megatrends

Everything in your report ties to our megatrend framework, allowing you to better understand important shifts to iterate new ideas.

 Acceleration <ol style="list-style-type: none">1. Perfecting One Thing2. Aspirational Icon3. Exaggerated Feature4. Reimagined Solution	 Prosumerism <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 Cyclicality <ol style="list-style-type: none">1. Retro + Nostalgia2. Generational3. Economic + Seasonal4. Repetitive Cycles	 Nostalgia <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 Catalyzation <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 AI <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 Naturality <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 Youthfulness <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 Reduction <ol style="list-style-type: none">1. Specialization2. Fewer Layers + Efficiency3. Crowdsourcing4. Subscription	 Instant Entrepreneurship <p>New services make it easier than ever to conceptualize, fund, and launch companies</p>	 Redirection <ol style="list-style-type: none">1. Refocusing2. Reversing3. Surprising4. Gamifying	 Tribalism <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 Curation <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 Simplicity <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 Gamification <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 Experience <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 Convergence <ol style="list-style-type: none">1. Combining + Layering2. Adding Value3. Co-Branding + Aligning4. Physical + Digital	 Multisensation <p>Tech, AR, VR and interactive experiences are raising our expectations in the realm of entertainment, retail and even food.</p>	 Divergence <ol style="list-style-type: none">1. Personalization, Customization2. Status + Belonging3. Style + Fashionizing4. Generational Rebellion	 Authenticity <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 Co-Creation <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 Hybridization <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences.</p>	 Personalization <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 Many-to-Many <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

Consumer Insights

Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Safe Pop-Up

Brands are launching outdoor, drive-thru, and airy pop-ups during COVID-19

Trend - During the height of government-imposed social and business restrictions due to COVID-19, brands were offering consumers virtual pop-ups. As most businesses have the green light to cautiously reopen now, brands are launching more engaging pop-ups that are safe to attend.

Insight - Due to the severity of the COVID-19 pandemic, many individuals are practicing social distancing, remaining at home, and being cautious when in public. Nostalgic about the entertaining experiences that they got to enjoy without worry prior to the outbreak, consumers are looking for ways to engage once more in such activities while being mindful of government guidelines and placing their health and safety first. As a result, individuals are seeking out experiences that are outdoor or have strong physical distancing rules in place.



Yoga-in-a-Dome Experiences

Imnts Debuted New Social Distancing-Friendly Outdoor Yoga Events



Airy Truck Skincare Pop-Ups

Le Labo on Wheels Offers a Luxe Experience in Montauk



Drive-Thru Guacamole Stands

WHOLLY® GUACAMOLE is Offering Free Guacamole for a Year to Five Fans



RV Picnic Pop-Ups

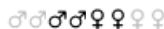
McCormick Shared Exclusive Spice Blends at One-Day Only Pop-Ups

8.0
Score


Popularity 

Activity 

Freshness 



 Curation

 Experience

 Nostalgia

4 Featured, 36 Examples

32,950 Total Clicks

URL: [Hunt.to/436851](https://hunt.to/436851)

Brands are launching outdoor, drive-thru, and airy pop-ups during COVID-19

How might your brand offer an in-person
experience that is safe?

In-Game Experience

Brands market their products and offerings with in-game experiences

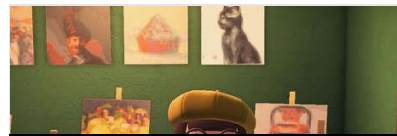
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Insight - Now that retail and entertainment industries have undergone rapid changes that, in some cases, will remain indefinitely, consumers are re-thinking what they value when it comes to branded engagement. Now that they're not going out of their way to seek experiences out, they expect that brands seamlessly integrate them into the habits they're already taking part in--gaming and social media are two areas in which this can be done.



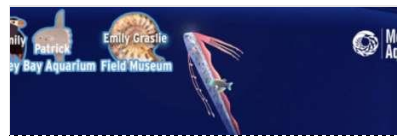
Video Game Skincare Campaigns

Apotek Hjärtat's Skin for Skin Targets Gamers on Steam



In-Game Art Galleries

The Getty Museum's Tool Lets Players Import Art in Animal Crossing



In-Game Museum Tours

Monterey Bay Aquarium is Hosting Virtual Tours of Animal Crossing's Museum



Virtual Ice Cream Shops

Sweet Ritual Created a Virtual Destination Within Animal Crossing

6.5
Score

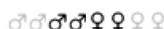
Popularity



Activity



Freshness



Co-creation

Gamification

Experience

4 Featured, 35 Examples

228,567 Total Clicks

URL: [Hunt.to/430496](https://hunt.to/430496)

In-Game Experience

Brands market their products and offerings with in-game experiences

How is your brand adapting to changed
consumer needs and expectations?

Experiential Addition

Retail brands are introducing new and engaging experiences amid COVID-19

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Pop-Up Shipping Stores

The Mobile DHL Service Point is Unique in the Shipping Industry



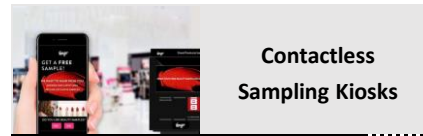
Social Retail Stores

Burberry Announced It Will Create a Socially Integrated Retail Store in China

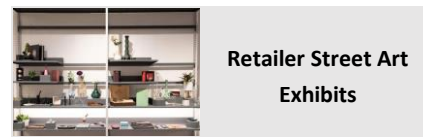


Immersive Beauty Pop-Ups

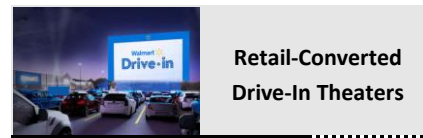
The Chanel Chance Studio in Singapore is a Post-COVID Retail Space



Contactless Sampling Kiosks



Retailer Street Art Exhibits



Retail-Converted Drive-In Theaters

8.7 Score



🎯 Curation
📊 Experience
⚡ Catalyzation

6 Featured, 54 Examples

80,193 Total Clicks

URL: [Hunt.to/435176](https://hunt.to/435176)

Experiential Addition

Retail brands are introducing new and engaging experiences amid COVID-19

Conceptualize an experience that will fit
into the COVID-19 climate.

Cinematic Ad

Commercials take on new and distinct cinematic formats

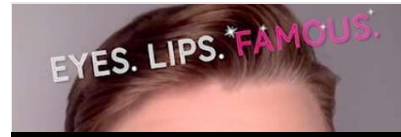
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Automotive-Branded Web Series Launches

Hyundai Launched a New Series Named 'The Un-Adventurers'



Short-Form Reality Shows

e.l.f. Cosmetics is Introducing the First-Ever TikTok Reality Show



Genre-Mashing Basketball Commercials

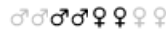
At&t's 'Shot' Ad Shifts from Sports to a Thrilling Sci-Fi



Chilling Boyhood Ads

This White Ribbon Campaign Deals with the Implications of Toxic Masculinity

6.4
Score



 Catalyzation

 Authenticity

4 Featured, 36 Examples

53,315 Total Clicks

URL: Hunt.to/434482

Commercials take on new and distinct cinematic formats

How could your brand conceptualize more
creative and cinematic campaigns?

Specific Examples

Relevant Ideas & Case Studies

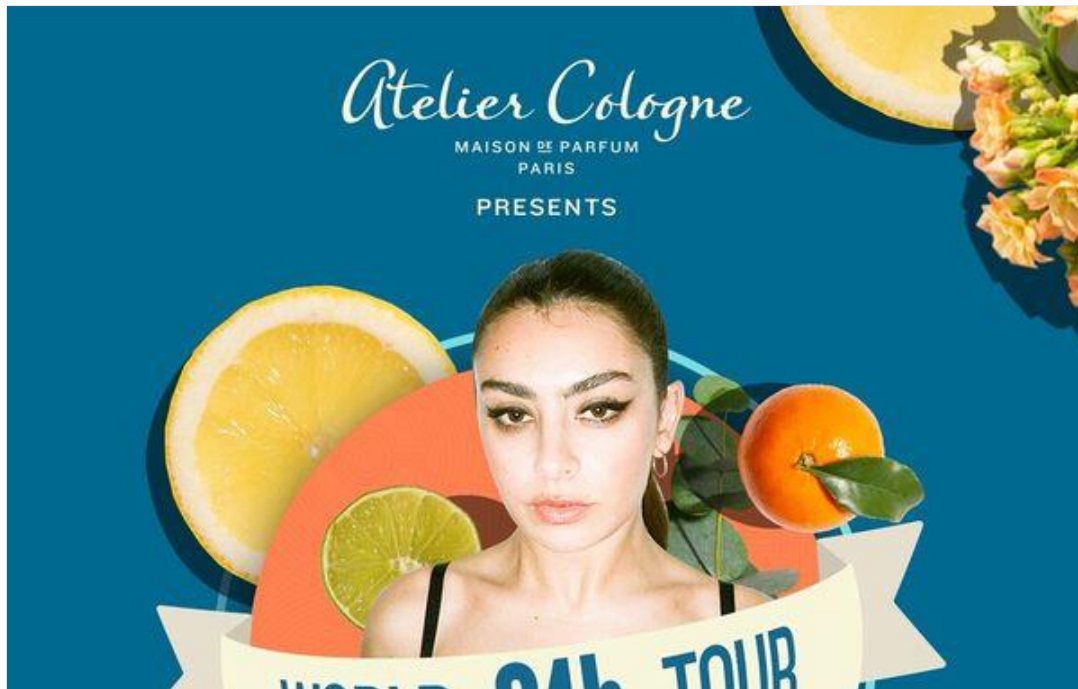
These ideas & case studies can consist of anything from campaigns, concepts, products, services and more. This section offers a more detailed exploration into those individual standout innovations that relate back to the report topic at hand.

Virtual Fragrance-Branded Concerts

Atelier Cologne's Concert Will Feature Doja Cat and Charli XcX

Atelier Cologne's concert will feature Doja Cat, Charli XCX, Henry Lau, and Videoclub. Live music events have been cancelled for the foreseeable future, leaving brands and artists alike looking for unique ways to re-connect with their fans. Atelier's solution is both unique and engaging, providing an incredibly exciting experience for consumers while aligning its fragrances with something emotional, like music.

The event will take place over multiple time zones including Los Angeles, Paris, London and Seoul. After the event, guests will have access to the performance for 24 hours. This event takes advantage of virtual connections, creating an unforgettable global experience. Tickets can be found online and are being sold at a first come first serve basis.

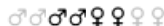


5.2
Score

Popularity 

Activity 

Freshness 



9 Related

2,409 Total Clicks

URL: [Hunt.to/439187](https://hunt.to/439187)

Drive-Thru Halloween Experiences

HAUNTOWEEN LA Provides Shares a Safe Trick-or-Treating Event

Although families are being encouraged to avoid traditional trick-or-treating this year, there are safe trick-or-treating alternatives that are popping up in place of regular rituals. HAUNTOWEEN LA is a family-friendly adventure that takes the form of a drive-thru experience that unfolds over the course of a two-street, built-out neighborhood. As families drive through HAUNTOWEEN LA, they will encounter costumed and masked actors who will share treats in a safe way.

It's estimated that 25,000 vehicles will drive through HAUNTOWEEN LA this year and families will be treated to products from partners like Butterfinger and Sun-Maid.

As celebrations for the rest of the year will also look different, Experiential Supply Founder & Chief Experience Officer Jasen Smith remarks that: "We're thinking of creating a holiday season experience that would showcase all religions and beliefs with a snow-kissed holiday overlay."



8.5
Score

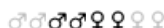
Popularity



Activity



Freshness



9 Related

2,111 Total Clicks

URL: Hunt.to/439176

Mysterious Burger Promotions

Burger King Japan is Teasing a 'Fake Burger' with Hidden Toppings

Ahead of the release of its newest menu addition, Burger King Japan launched an advertising campaign to tease the 'Fake Burger.'

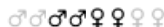
Featuring a bun with completely blurred out toppings, the promotion highlights the date that the new burger will make its debut, but offers no other information. In a translated press release from Burger King Japan, the company states "[We] can't tell you the details of the taste and contents yet, but once you eat it, you will definitely be addicted to its deliciousness."

While the toppings will remain a mystery until the Fake Burger is released, consumers will be able to try it for themselves starting on October 23rd. As a limited edition release, the burger will only be available for two weeks and is exclusive to Burger King's Japanese locations.



7.9
Score

Popularity



Activity



Freshness



9 Related

2,225 Total Clicks

URL: [Hunt.to/439124](https://hunt.to/439124)

Wine-Inspired Drag Looks

Ru Paul's Queens made outfits inspired by House of Barefoot's pride label

In an effort to promote Barefoot Wine's 'House of Barefoot' past contestants from Ru Paul's Drag Race took to YouTube to show off some looks inspired by the alcoholic beverage brand.

The queens were assigned to create looks inspired by Barefoot's new Pride branding, which adorned the bottles during Pride month over the summer. The bottles took on classic motifs such as colorful rainbow flags and slogans such as "your true colors look perfect on you." The promotion aimed to keep the celebration going, and resulted in numerous highly creative outfits that were perfect for upping engagement on social media.

This branded event is part of an on-going series between Ru Paul's queens and Barefoot Wine.



8.2
Score

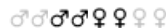
Popularity



Activity



Freshness



9 Related

1,981 Total Clicks

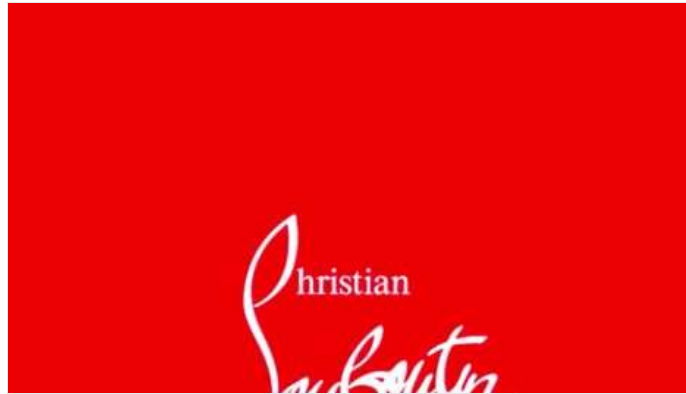
URL: Hunt.to/438829

Virtual Fashion Worlds

The Christian Louboutin Spring 2021 Show Unfolds Within Zepeto

Like many upcoming fashion shows, the Christian Louboutin Spring 2021 collection is being unveiled in a different way than usual as a result of the coronavirus pandemic. Just as many fashion brands are going completely digital with artful films, presentations and immersive virtual experiences, Christian Louboutin is showcasing its newest collection within social networking app Zepeto.

Within the app, users will find themselves transported to the newly opened Christian Louboutin store in Paris and they'll be able to try on new pieces from the season. As part of the event, guests will be able to take photos with the designer himself and enjoy other aspects of the digital City of Love like the Loubi Disco, which will feature virtual performances from DJ Zimmer and King Princess.



9.8
Score



9 Related
9,271 Total Clicks
URL: [Hunt.to/437949](https://hunt.to/437949)

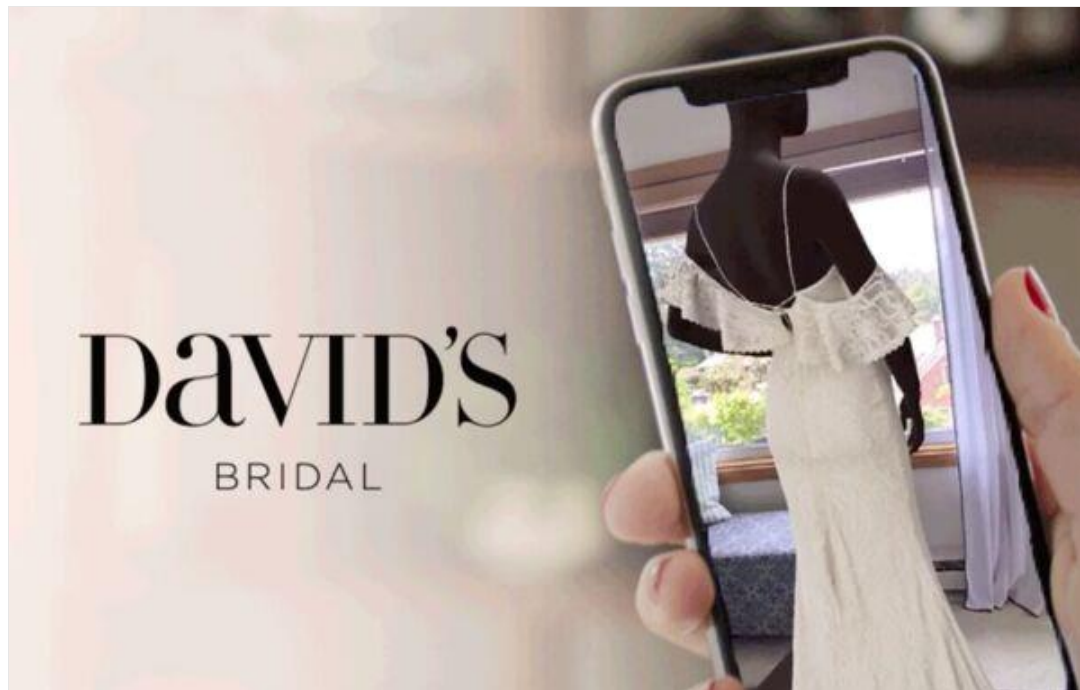
AR Bridal Gowns

David's Bridal and Vertebrae Visualize AR Wedding Dresses

3D and augmented reality solutions provider Vertebrae is partnering with David's Bridal to introduce AR wedding dresses that make it easy for shoppers to browse from the comfort of home and appreciate high-quality details. Thanks to the technology, consumers are able to view gowns at a full 360-degree angle and walk around the dresses to see them from all sides, or see how they'll look side-by-side other wedding party outfits.

The experience gives consumers the ability to see over 50 best-selling dresses from David's Bridal, and this can all be done without having to download a separate app.

This augmented reality tech is just one of the many tools from David's Bridal that supports couples during the pandemic—other innovations include virtual wedding stylists, virtual video appointments and online wedding vision boards.



8.0
Score

Popularity



Activity



Freshness



9 Related

4,576 Total Clicks

URL: [Hunt.to/437622](https://hunt.to/437622)

Saturday-Saving Beer Trucks

Dos Equis has Launched the SOS Response Vehicle

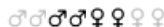
For Dos Equis' latest campaign, the drink brand launched the SOS Response Vehicle, encouraging consumer to party according to social distancing guidelines put in place due to COVID-19. The pandemic has resulted in consumers coming up with creative ways to engage with their friends and family, without risking anyone's health. Since the summer, Dos Equis has been releasing humorous items, like a six-foot cooler, to help people maintain a safe distance.

Now, the brand has launched the SOS Response Vehicle, is driving around town with the mission to 'Save Our Saturdays.' It's essentially advertising a safe tailgating party and arrives with the six-foot cooler, and a portable grill that can transform into a game of corn hole.



6.7
Score

Popularity



Activity



Freshness



9 Related

9,205 Total Clicks

URL: [Hunt.to/437505](https://hunt.to/437505)

Car Wash Burger Pop-Ups

The Impossible Car Wash Gives Out Free Burgers

The Impossible Car Wash has popped up in L.A as a means of promoting the vegan burger brand's grocery store rollout. Brands heavily rely on marketing stunts and events, but social distancing guidelines put in place due to COVID-19 have tasked brands with keeping consumers socially distant yet engaged. This latest event is a perfect example of the creative and of-the-time marketing stunts that are sure to make an impact throughout the pandemic.

This event put a twist on nostalgic burger drive-thrus, offering a free burger with every wash. At the end of the contactless car wash, guests would receive a goodie bag that offered an Impossible burger, as well as a sneak peak of the brand's upcoming offerings.



5.6
Score

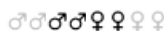
Popularity



Activity



Freshness



7 Related

3,733 Total Clicks

URL: [Hunt.to/437398](https://hunt.to/437398)

Scent-Accompanied Purse Drops

The FENDIFRESIA Arrives with its Own Bespoke Perfume

Fendi's latest arrival, the FENDIFRESIA, is a little different from the rest, arriving with its own bespoke scent that was created to embody the luxe pink bag.

The scent, which was created by master-perfumer Francis Kurkdjian boasts a floral profile that shares the same vivid energy as the bubblegum pink purse. This marketing move to retail the purse alongside a bespoke scent helps to bridge the gap fashion and art, while giving consumers something completely unique. Moreover, the immersive nature of this product coupling helps to build an emotional connection between the consumer and the bag, making brand loyalty and satisfaction more likely.

The collection will be launched on October 1st, adding a pop of color to early fall looks.



5.8
Score

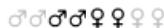
Popularity



Activity



Freshness



9 Related

11,132 Total Clicks

URL: [Hunt.to/437209](https://hunt.to/437209)

Five-Course Drive-Thru Restaurants

Atelier Restaurant Embraces the Drive-Thru Business Model

The drive-thru business model has offered many restaurants solace during the COVID-19 pandemic. As consumers weren't able to engage in the dining outside ritual for a given period of time, and some still don't feel comfortable to do so, many companies switched to drive-thrus—a model that carries some nostalgic sensibilities with it.

Now, the drive-thru business model is permeating the fine dining ritual. The Atelier restaurant in Ottawa, Canada is a great example. The brand offered a high-end molecular gastronomy experience, thriving on Chef Marc Lepine's signature 12-course blind tasting menu.

In light of COVID-19, Atelier compressed its 12-course offerings into five. It sold limited tickets for \$100 per person, appealing to exclusivity, and only 10 vehicles per service on weekends only. Since its launch, Atelier has "sold out every dinner."



6.2
Score



9 Related
4,972 Total Clicks
URL: Hunt.to/437249

Interactive Tea Shops

Twinnings' London Flagship Focuses on Tasting Experiences & Interactivity

The newly relaunched Twinnings London flagship concept store now introduces a tasting experience and interactive displays that are designed to get tea lovers even more engaged with the brand. The store, which originally opened its doors in 1706, now includes a tasting bar and large digital screens that immerse visitors in scenes of gardens and fields of herbs.

To awaken all of the senses during the in-store journey, guests are invited to touch, smell and taste the tea during the brewing process. The concept tea store was intentionally created to inspire "moments of curiosity" and invite people to tune into different kinds of tea to support different states of well-being. The space also includes a tea-tasting bar for masterclasses and private events.



8.3
Score

Popularity



Activity



Freshness



9 Related

8,674 Total Clicks

URL: Hunt.to/434565

Gamified Streetwear Pop-Ups

Klarna Created a Virtual Shop Within Animal Crossing: New Horizons

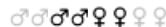
Payment provider Klarna created a virtual experience within Animal Crossing: New Horizons in the form of a limited-time in-game pop-up. The live, in-game shopping experience was created with influencers Micah “Noodles” Mahinay and Kara Chung, and it offers a fun way for retailers to engage Millennial and Gen Z players.

While many fashion retailers have been experimenting with innovative technologies and virtual events over the last few years, 2020 has opened up even more opportunities for brands to reach new audiences digitally. The immersive shopping experience within Animal Crossing features 10 streetwear fashion must-haves according to Noodles, including the Extreme Rain jacket from The North Face and the Marine Serre crescent moon-print jersey top from Farfetch, each of which has been digitally recreated in the game by Chung.



7.6
Score

Popularity



Activity



Freshness



9 Related

9,484 Total Clicks

URL: [Hunt.to/434203](https://hunt.to/434203)

Virtual Crowd Beer Promotions

Michelob Ultra Launched Virtual Crowd Promotion with the NBA

Michelob Ultra is launching a promotion where it will let people be in the virtual crowd of NBA fans when the season resumes. The promotion is named the Michelob Ultra Courtside digital experience, and fans can sign up on July 30th through the Ultra Courtside website. The brand will also provide promotional information through its social media accounts. Selecting people for the virtual crowd is part of a sponsorship between the beer brand and the NBA.

Michelob Ultra also aired a TV ad to celebrate the continuation of the NBA season. The ad featured a former NBA player, Jimmy Butler, and it aired on July 24th.

Overall the promotion could engage NBA fans who may want to take part in the virtual crowd.



7.9
Score

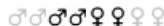
Popularity



Activity



Freshness



9 Related

3,886 Total Clicks

URL: [Hunt.to/433187](https://hunt.to/433187)

Branded Social Media Series

Lexus Launched a New Series Named 'Lexus Creates' with Coco Sato

Lexus launched a new branded content series that airs on social media, named 'Lexus Creates.' 'Lexus Creates' will detail the creative process that informs the companies to focus on craftsmanship. The first episode in the series will feature an instructional video related to origami. In order to create the episode, Lexus worked in collaboration with Coco Sato, who is an origami artist in the United Kingdom.

The branded series may interest viewers who take an interest in the creative process. This content may also help viewers connect with the automotive company, by showcasing the emphasis the company places on the creative process. Additionally this type of branded content is especially good at piquing the interests of younger consumers who engage with these platforms recreationally.



6.8
Score

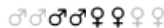
Popularity



Activity



Freshness



9 Related

6,998 Total Clicks

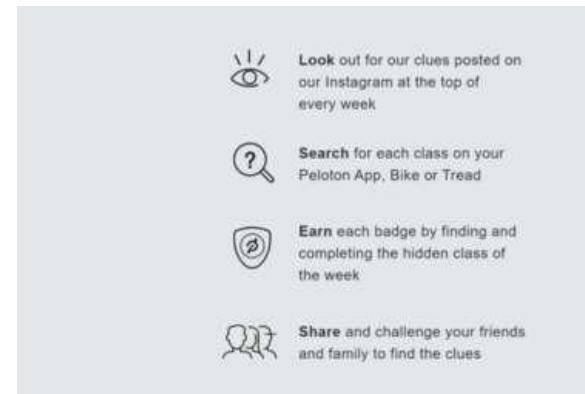
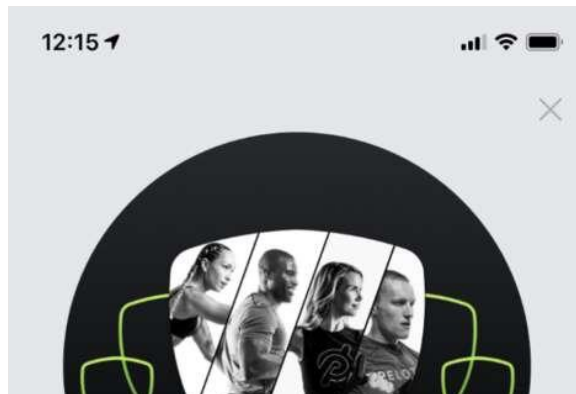
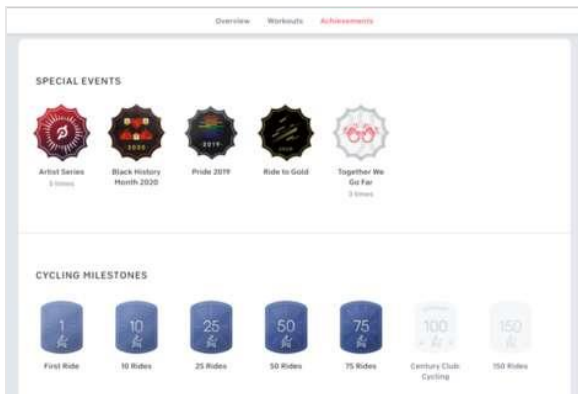
URL: [Hunt.to/432774](https://hunt.to/432774)

Motivating Exercise App Features

Peloton Quests Includes a New Gamified Feature for the Mobile App

In order to participate in the Peloton Quests experience, one needs to have downloaded the company's fitness app and to keep an eye on Instagram. Their brand announced that over the next four weeks, it will be dropping clues on a weekly basis about classes with hidden badges in its library of exercises. It is up to the user to decipher the clue and complete the class.

Peloton Quests presents a type of scavenger hunt that strengthens the social media engagement for the brand. Not only is it exciting for consumers, but it also allows them to gain a deeper understanding of what Peloton has to offer. Clues include cryptic messages such as "Truth hurts" but you'll feel "good as hell" after this artist series run, ride or flow from last summer."



6.1
Score



9 Related

4,124 Total Clicks

URL: Hunt.to/432146

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.

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Retro Electric
Manufacturers are applying vintage vehicles to have electric capabilities.

8.8 Popularity: ██████████
Activity: ██████████
Freshness: ██████████

Consumer Insights:
Retro Hybrid Electric Watercrafts
Custom Vintage Electric Cars
Retro Car Inspired eBikes
Electrically Remotely Operated Cars

Consumer Insights:
The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Expedition Camper Vehicles
The Expedition (E) has a 2014 Jeep Canyon Four Door.

9.2 Popularity: ██████████
Activity: ██████████
Freshness: ██████████

Specific Examples:
Carefully selected individual innovations to provide more in-depth analysis.

Specific Examples:
Carefully selected individual innovations to provide more in-depth analysis.

Top Lists
Top Lists are collections of products, services or concepts compiled according to a common theme.

Top 100 Travel Trends in 2019
Top 100 Food Trends in December
Top 30 Pet Innovations

Clustered Lists:
Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8
Score

Popularity ██████████

Activity ██████████

Freshness ██████████

Demographics:
The target audience. This value is determined by the researcher, not by site statistics.

Freshness:
The relative newness of an article.

Activity:
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

Popularity:
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

Overall Score:
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.



The screenshot shows a report titled "Retro Electric" with a score of 8.8. It features three main sections: "Retro Hybrid Electric Watercrafts" (with an image of a boat), "Custom Vintage Electric Cars" (with an image of a bicycle), and "Electrically Rebuilt Classic Cars" (with an image of a classic car). The report includes a detailed description of the trend and a list of related insights.

Trend:

This section identifies a new opportunity in a given industry.

Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

Demographics & Scoring:

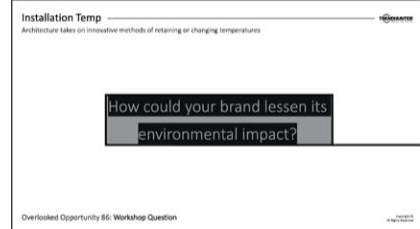
The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:

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.

Workshop Question:

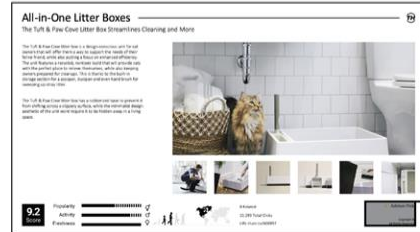
These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.



The screenshot shows a report titled "Installation Temp" with a score of 8.8. It features a central question: "How could your brand lessen its environmental impact?". Below the question, it lists "Overlooked Opportunity 86 - Workshop Question".

Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.



The screenshot shows a report titled "All-in-One Litter Boxes" with a score of 9.2. It features a central image of a litter box and a detailed description of the trend. The report includes a list of related insights and a score of 9.2.

CONTEXT

Trend Hunter is the #1 trend platform

Trend Hunter is relied on by hundreds of brands to predict and create the future. So far, we've completed **8,500 custom trend reports!**



3.2 Billion

Page-View Web Platform



36

Festivals Hosted



700

Top Brand Clients



8,500

Reports Created



TRENDAHUNTER
CREATE THE FUTURE

CONTEXT

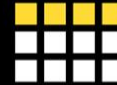
The Challenge

Our world is full of opportunity, but if you're like most people, you're being tasked to do more with less. It has become overwhelming to filter through the noise and **connect the dots**.

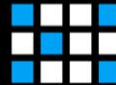
- Social Media
- Outsourcing
- Big Data
- The Cloud
- China
- Technology
- 3D Printing
- Boomers
- Sustainability
- Personalization
- AI
- Robots
- Genome
- Globalization
- Virtual Reality
- Uncertainty
- Influencers
- Lower Barriers
- Social Business
- Augmented Reality
- Diversification
- Attention Shifts
- 3D Printing
- Millennials
- Retail Technology
- Group Buying
- Crowd Funding
- Female Empowerment



Industry Reports
Lots to Filter; not custom



Trend Sites
Too high-level



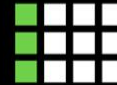
Google
Random; what ranks



Social Media
Low-level & buzz



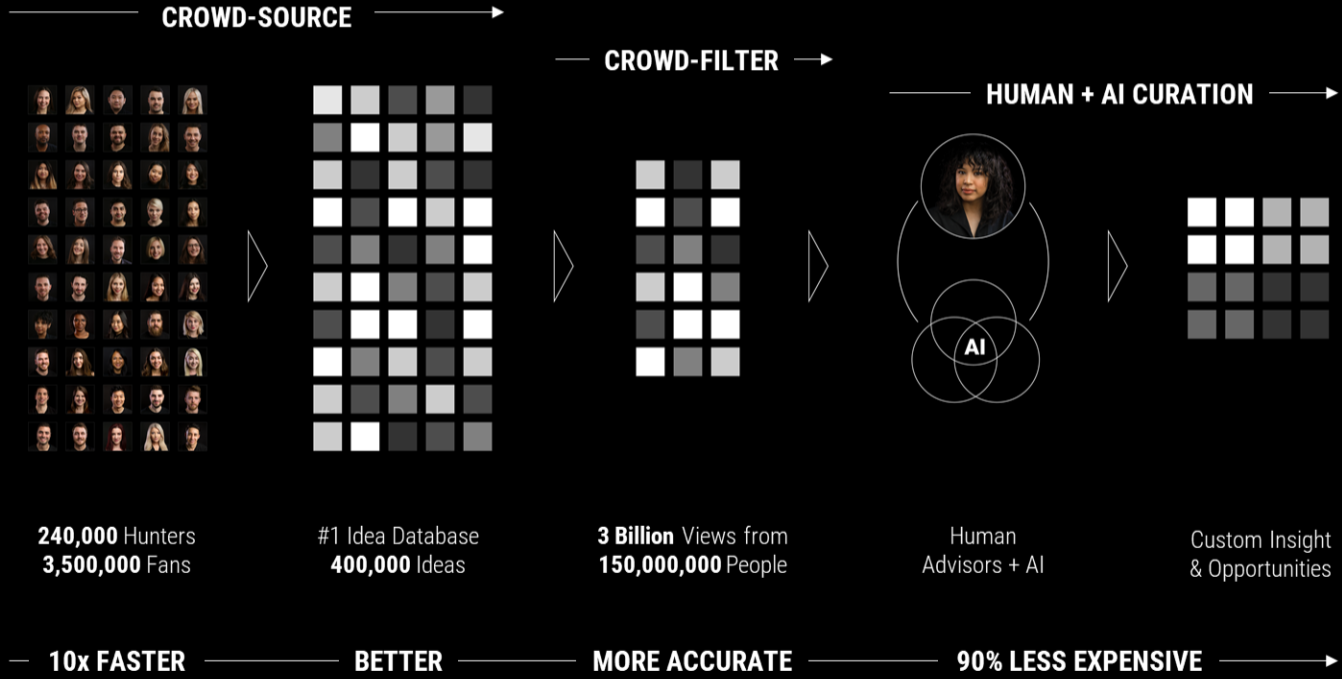
Custom Insight
Slow & expensive



Industry Sites
Niche and newsy

Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

Our Process



CONTEXT

The Implication

Our disruptive platform enables you to get data-driven custom research that is not just **better**, but also **20x faster, for 1/10th of the price**.

Now, you can do months of innovation research...



... in hours, so you can innovate better and faster



Dive Deeper with Custom Research

Enjoy this sample report, but if you want custom research, let's chat about your topics!

Top Uses:

1. Validate
2. Explore
3. Inspire
4. Monitor
5. Track
6. Anticipate
7. Prepare

Retail

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

Brand & Loyalty

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

Social Media

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

Lifestyle

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

Gen Z

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

Millennials

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

Tech

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

Marketing

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

Health & Wellness

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

Dining

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

Packaging

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

Style

- Ethical Cosmetics
- Fashion Tech
- Skincare Innovation
- Personalization

UPCOMING

Join Us at Future Festival

**If you want to find your big idea, visit us
at one of our 18 Future Festivals**

This year, our World Summit event is themed around helping you to get your brand back on its feet, quickly, with workshops, activities and trend spotting related to understanding our rapidly changing world.



"The best event I've ever attended, and we go to motorcycle races."

– Head of R&D



"Future Festival is a concentrated dose of inspiration and insights. This even is a must-attend!"

– Brand Manager

Affac

"Undoubtedly the most meaningful conference I've ever attended."

– VP of Sales



Want More?



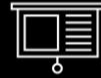
YOUR SUCCESS STRATEGIST

YOUR DEDICATED ADVISOR



Fast, Custom Research

- Dedicated Advisors
- Custom Reports (20x faster)
- Monthly 1:1 Walkthroughs and Brainstorming



Keynotes & Workshops

- Trend Presentations
- Innovation Workshops
- Speaker Series



Events & Tools

- Future Festivals
- #1 Trend Dashboard & Library
- Innovation Assessment & Tools

Let's talk about how we can help you create the future:
Advisory@TrendHunter.com