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DESIGNED TO PROVIDE

INSIGHTS FROM THE NEW TRENDS

KNOWLEDGE AND INSPIRATION

BEST CASE STUDIES

TVN Medic Innovation Hub

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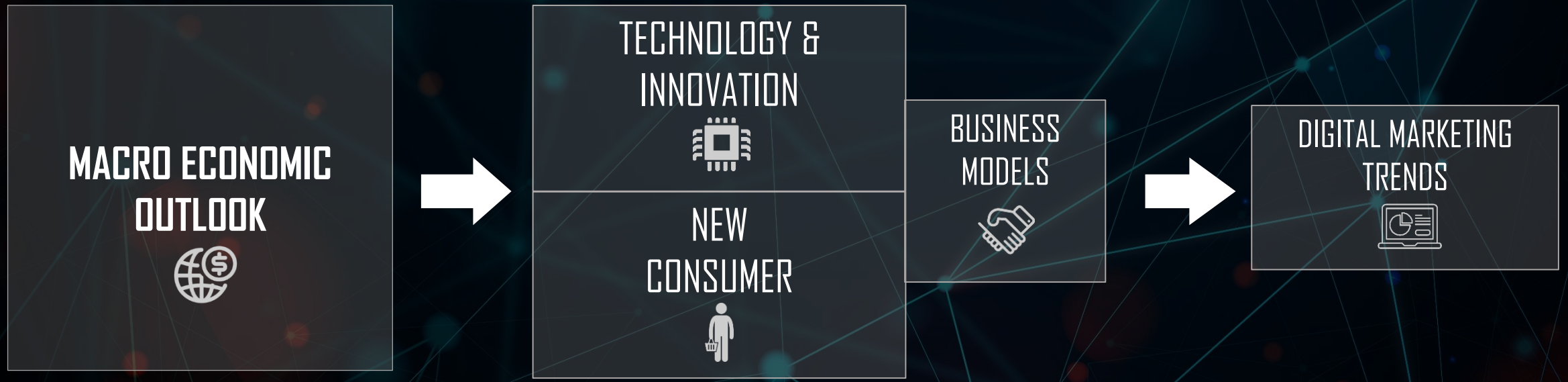
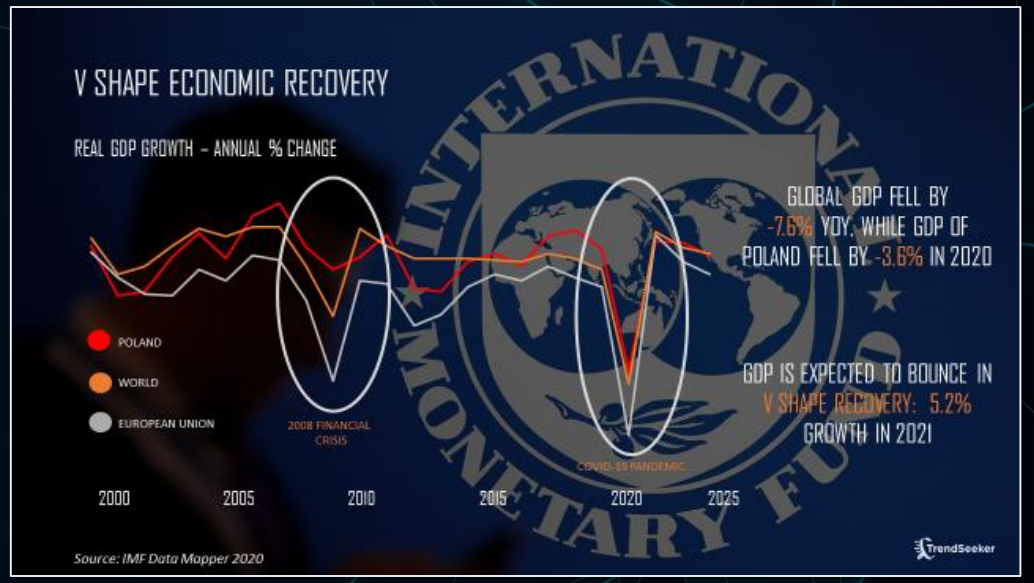
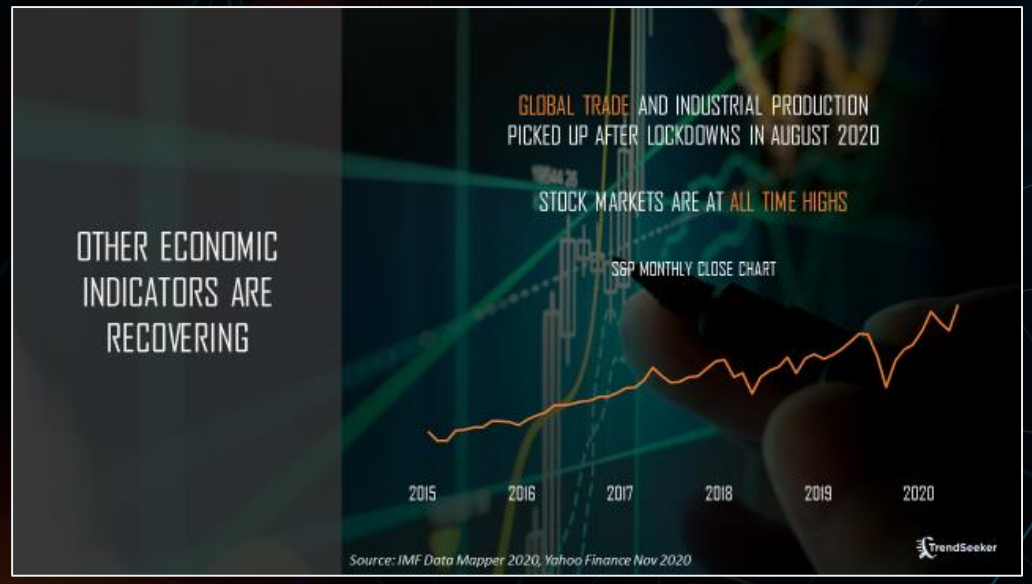
POWERED BY:

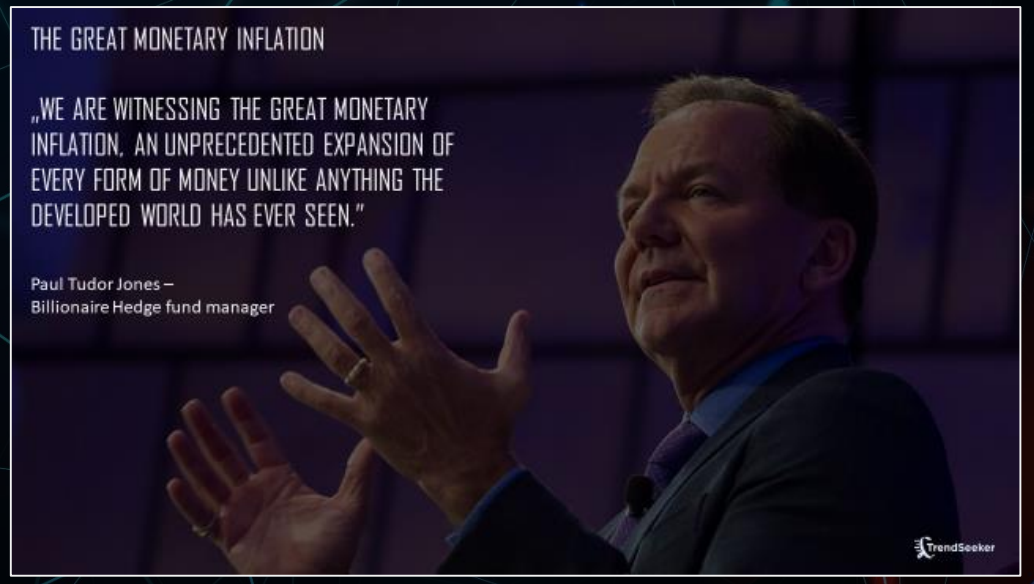
TRENDSEEKER REPORTS STRUCTURE



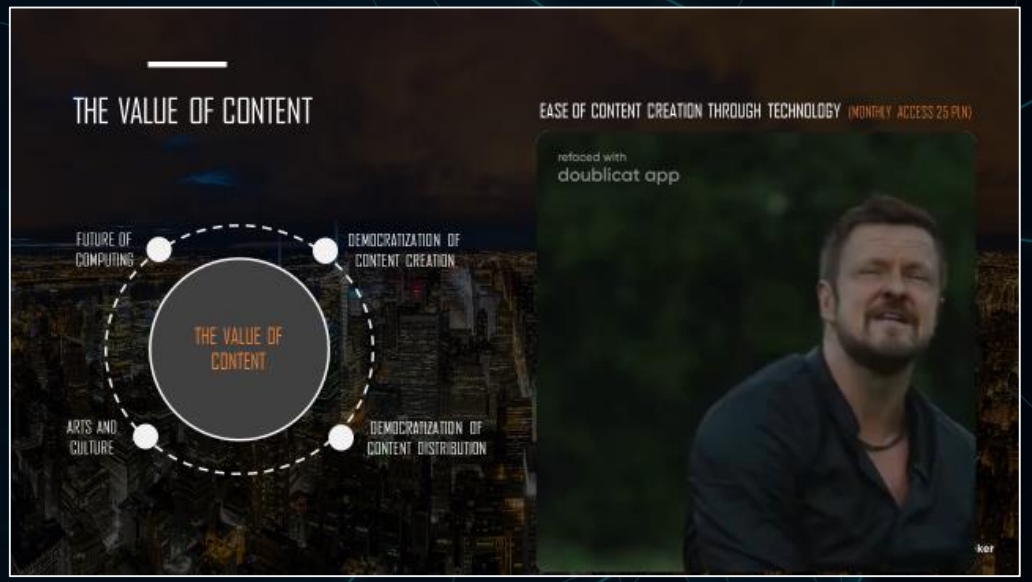
SOCIO-ECONOMICS TRENDS

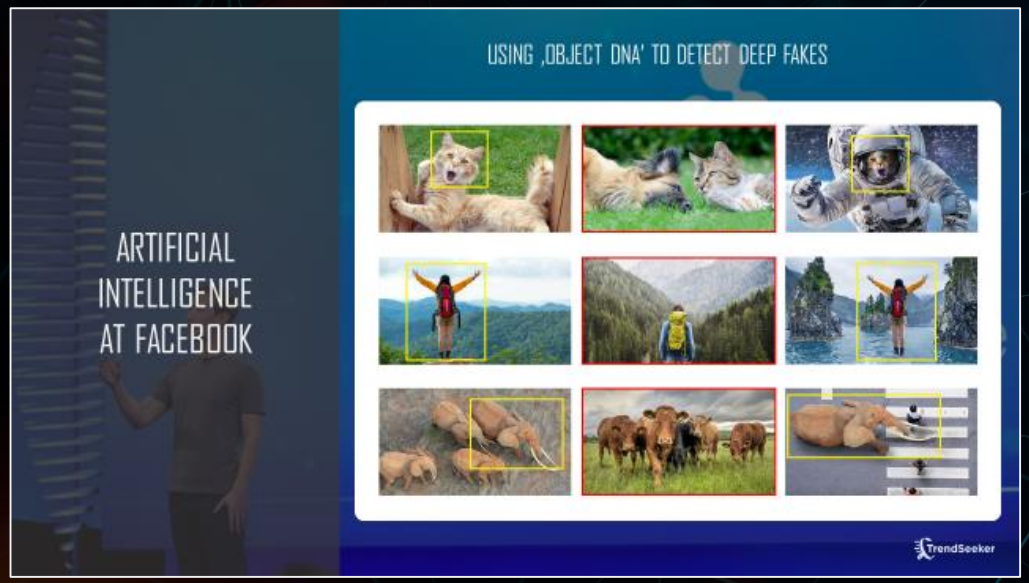


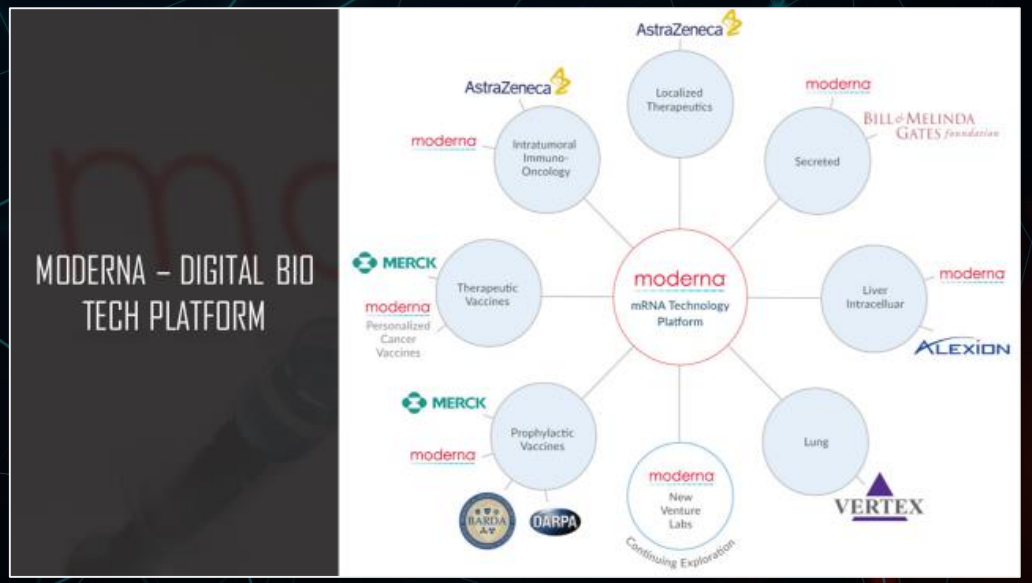




TECHNOLOGY TRENDS







CONSUMER TRENDS

SOCIAL TIREDNESS

RESEARCH CLAIM ABOUT DAMAGE
negative social media experiences on physical and mental health

DEFICIENCY IN SOCIAL SKILLS
Consequences of spending time on social media instead of IRL

SOCIAL MEDIA UNDER PREASURE
Social players reaction on social media worries (ie. hidden likes, mental health tools)

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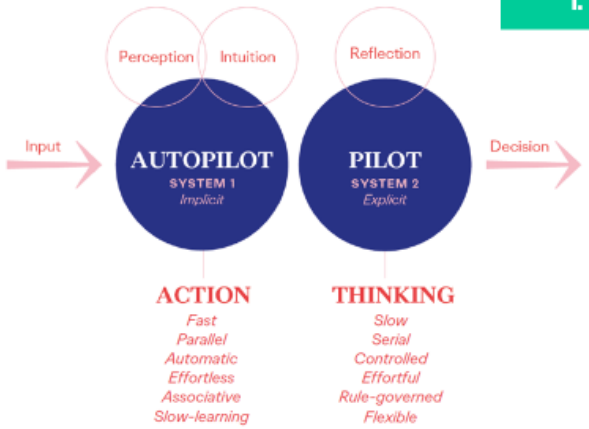
1. NEW HABITS GET GROUNDED



LOCKDOWN INVLUENCES NEW HABITS
Research suggests 60 days period is enough to change habits or form new behaviours

DECISION-MAKING PROCESS CHANGES
During quarantine consumers had more time and possibilites to make decisions more conscious

ESSENTIALS OVER INDULGENCE?
With ‚Pilot-system' decision and financial constrains consumers re-evaluate. 57% now prioritise value in purchases when shopping (price, value for money, product experiences)

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4. JUST GAMING OR LIFESTYLE YET?

FUTURE OF SOCIAL MEDIA?
Games have now become the platform for social events and connections

CONNECTIONS & BELONGING
Users play video games for social connections – social mechanics are being built into games

STATUS DEFINIED BY GAMING
Blocked by isolation people looked for opportunity for self-expression and social status in games

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3. LIFE-STREAMING

FROM MESSAGING TO FACESSAGGING
Zooming boomed as people appreciated (online) real emotions instead of meaningless emoticons

ENTERING DIGITAL SPACES
the evolution of social media, with new digital spaces cropping up to facilitate genuine human connection in the absence of in-person meetings

LIVESTREAM ALTERNATIVES
Livestreams expandied the realms of possibility for community

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TRENDS IN BUSINESS MODELS

1. EXPANSION OF MARKETPLACES

indiamart

Builts its advertising platform and drives subscriptions

zalando

Emerging develops own ad services and style advice platform

mercado Libre .com

Accounts for 27.3% adspends (Latin America)

Source:
WARC Global ad trends: 2020

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E-COMMERCE BECOME A MUST

THE BRANDS

HEINZ + SHOPIFY

Seven days after Heinz signed its contract with Shopify Plus, Heinz to Home was launched. It offers a limited selection of the popular Heinz Beanz, Tomato Soup, and Spaghetti Hoops packaged as a bundle. Products were delivered within 2-3 days across the U.K.

L'OREAL

20% of L'Oréal's revenue now comes from online sales, either its own branded sites or through ecommerce platforms like Amazon and Walmart. In Q1 2020, L'Oréal's online sales were up 53% . Sales overall were down 4.8% on a year earlier.

MONDELEZ

Mondelez has doubled down on advertising on e-commerce platforms as it seeks to reach consumers near the point of digital purchase. Indeed it is approach reverted from offline POSM activities

Source:
WARC, Pandemic lockdowns have reshaped beauty sector, June 2020
WARC, Mondelez's strategy for doubling down on ecommerce, June 2020

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CHINA COPY-CAT

TIK TOK

SNAPCHAT: LENS CHALLENGES
Users lip sync songs

FACEBOOK: LASSO
Short video app

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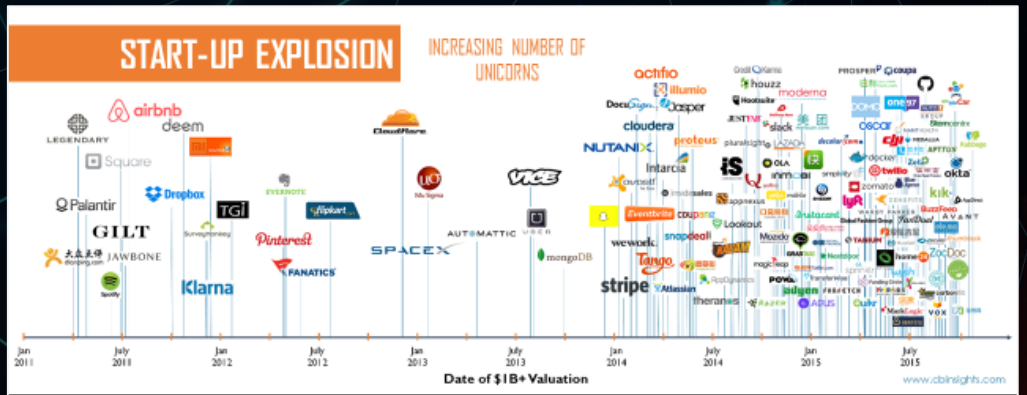
START-UP EXPLOSION

INCREASING NUMBER OF UNICORNS



MASSIVE GROWTH OF STARTUPS

Driven by technology accessability, investors interest & changes in lifestyle (attitudes to work, sharing economy)

STARTUPS BECOME BIG

There were more than 300 unicorns (startup originated companies valued 1bln+ USD) in 2019

USA, EUROPE & ASIA LEAD

1. USA
2. China
3. UK
4. India
5. Germany

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DIGITAL TRENDS

1. CONTENT+CONTEXT = AD EMPERIOR

SERVING THE NEEDS OF CONSUMERS
Isolated, people were hungry content, not only new, but also „goldies but oldies", just to fullfill their emotional needs („back to things I felt happy with in the past")

CONTEXT BOOSTS CONTENT
Context becomes more and more important for marketers just because of fitting emotional state of consumers

CONTENT THAT SELLS (IMMEDIATELY)
Isolation created opportunities to boost shoppable elements of context – dynamic development of t-commerce, live-commerce & native commerce

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ENHANCED SHOPPING

Beauty brand MAC's core audience is steeped in digital culture. During COVID-19, the brand placed virtual try-on tools –where customers try eye and lip products via AR technology –at the centre of its online shopping experience.

EXTENDED STORYTELLING

Treasury Wine Estates, the US winemaker and distribution business uses AR experience that brought the bottles to life. The immersive experience transforming wine bottles into storytelling vehicles

IMMERSIVE CONTENT

Apple plans to add AR content to its Apple TV+, seeking new ways to attract and retain subscriber. In the new feature, elements of a TV show, like characters or objects, would be displayed on a viewer's phone or tablet and integrated into the surrounding environment.

Source:
AdColony 2020. The modern mobile gamer. 2020.

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AD-NOVATIONS

NEED FOR AD-LERGY SOLUTIONS
Development of native and non-intrusive formats

IMMERSIVE ADVERTISING
Tech driven exploring opportunities in gaming, AR/VR and gratified advertising

NEED FOR MEASURMENT
TV broadcasters effort to turn from GRP to impressions as currency

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3. CO-WATCHING

WATCHING TOGETHER ENHANCED
As „life-streaming" became extremely popular during isolation some broadcasters found opportunity to explore the phenomena by giving their users a chance to convrsate during watching

CO-WATCHING IS A NEW OPORTUNITY
Streaming services – main winners of changing media consumption habits – started developing their own co-watching features – potentially to create new, native advertising inventory

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QUARTERLY TRENDS REVIEWS

ON-DEMAND REPORTS

DEDICATED DEEP DIVE REPORTS