

**ADAPTIVE  
INTELLIGENCE**  
*International*

# MARKET TREND REPORT



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# Connecting Through Nostalgia

1.



# Emotional Connections



## What's happening?

Brands are tapping into the power of nostalgia to create emotional connections. Think throwback campaigns, retro designs, and classic jingles.

## Why it works

Nostalgia evokes positive memories, making audiences feel good about your brand. It's a great way to build loyalty and engagement.

## Examples ↴

- Coca-Cola's vintage ads revival
- Nike re-releasing classic sneaker designs

# Retro Visuals

## Fonts

Vintage fonts like Cooper Black and Brush Script are making a comeback.

## Colors

Soft pastels and muted tones, reminiscent of the '80s and '90s, are trending.

## Designs

Grainy textures and old-school filters are popular in social media posts and ads.



# Providing a Human Touch

2.



# Human-Centered Content



## *What's happening?*

With AI-generated content flooding the internet, audiences crave authentic, human-centered stories.

## *Why it works*

Humanizing your brand builds trust and relatability. It shows that there's a real person behind the screen.

## Examples ↴

Consider brand storytelling that features:

- employee stories
- customer testimonials
- behind-the-scenes looks

# Personalization

## *What's happening?*

Personalized marketing is more important than ever. Audiences want content that speaks directly to them.

## *Why it works*

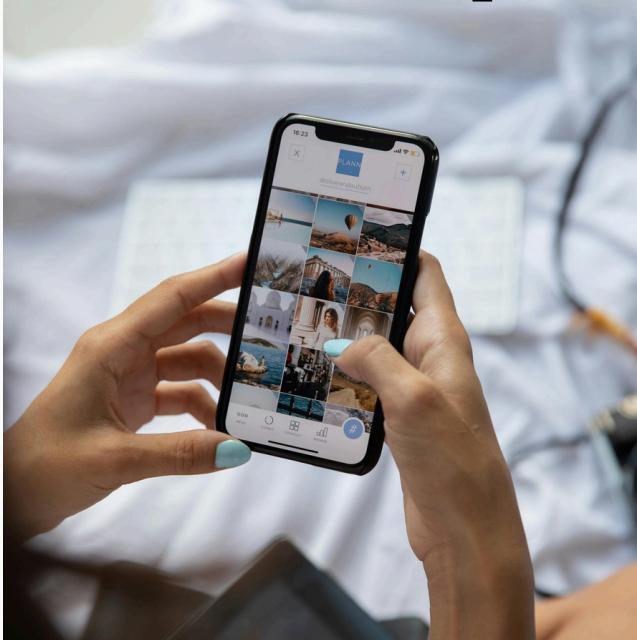
Personalization increases engagement and conversion rates by making your audience feel valued and understood.

## *Examples*

- Spotify's personalized playlists.
- Amazon's product recommendations based on browsing history.



# Micro-Influencer Partnerships



## *What's happening?*

Brands are increasingly partnering with micro-influencers who have smaller, but highly engaged and loyal followings.

## *Why it works*

Micro-influencers often have higher engagement rates than larger influencers. Their content feels more authentic and relatable to their audience.

## *Examples*

- Local businesses collaborating with community influencers.
- Niche brands partnering with experts in specific fields.

# **Underconsumption Core**

**3.**



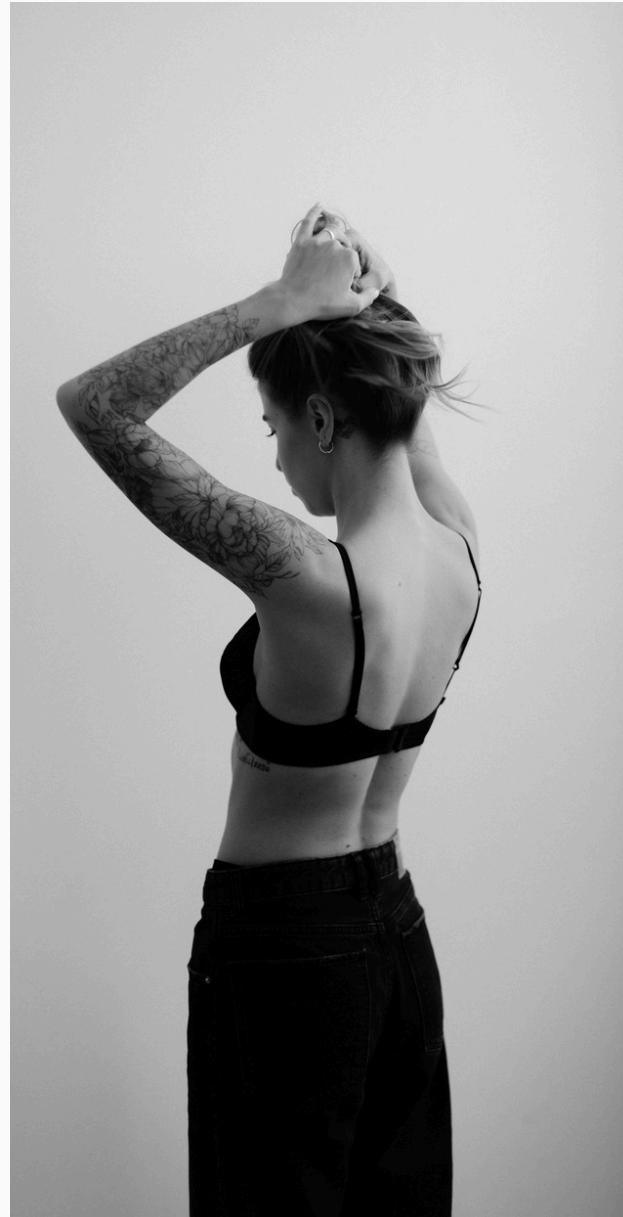
# Minimalist Marketing

## *What's happening?*

Consumers are becoming more mindful of their consumption habits, leading brands to adopt minimalist marketing strategies.

## *Why it works*

By focusing on quality over quantity, brands can appeal to the growing audience of conscious consumers who prioritize sustainability and simplicity.



## *Examples*

- Brands reducing their product lines to focus on core offerings.
- Marketing campaigns that emphasize durability and timeless design over fast fashion.

# Sustainable Practices



## *What's happening?*

There's an increasing demand for sustainable and ethically-produced products. Brands are highlighting their eco-friendly practices to meet this demand.

## *Why it works*

Sustainability resonates with consumers who are concerned about the environment and willing to support brands that share their values.

## *Examples*

- Companies using recycled materials in their products and packaging.
- Brands that promote second-hand or upcycled goods.

# Transparent Communication

## *What's happening?*

Brands are being more transparent about their production processes, sourcing, and business practices.

## *Why it works*

Transparency builds trust and credibility, which is essential for long-term customer relationships.



## *Examples*



- Detailed product descriptions that include information about materials and manufacturing processes.
- Brands openly discussing their efforts to reduce their environmental impact.

# Experiential & Immersive Experiences

4.



# Interactive Content



## *What's happening?*

Interactive content like quizzes, polls, and interactive videos are gaining popularity.

## *Why it works*

Interactive content engages users more deeply and can provide valuable insights into consumer preferences and behavior.

## *Examples*

- Buzzfeed-style personality quizzes for product recommendations.
- Interactive infographics that allow users to explore data points.

# Augmented Reality



## *What's happening?*

Augmented reality (AR) is being used to create immersive shopping experiences, allowing customers to visualize products in their own space.

## *Why it works*

AR can reduce the uncertainty of online shopping by providing a “try before you buy” experience.

## *Examples*

- IKEA's AR app that lets users see how furniture will look in their homes.
- Beauty brands offering virtual try-ons for makeup products.



# Voice Search Optimization

## *What's happening?*

With the rise of smart speakers and voice assistants, optimizing content for voice search is becoming crucial.

## *Why it works*

Voice search queries are often longer and more conversational. Optimizing for these can improve search visibility and drive traffic.



## *Examples*

- FAQ pages structured to answer common voice search queries.
- Local businesses optimizing for “near me” searches.

# Industry Changes

5.



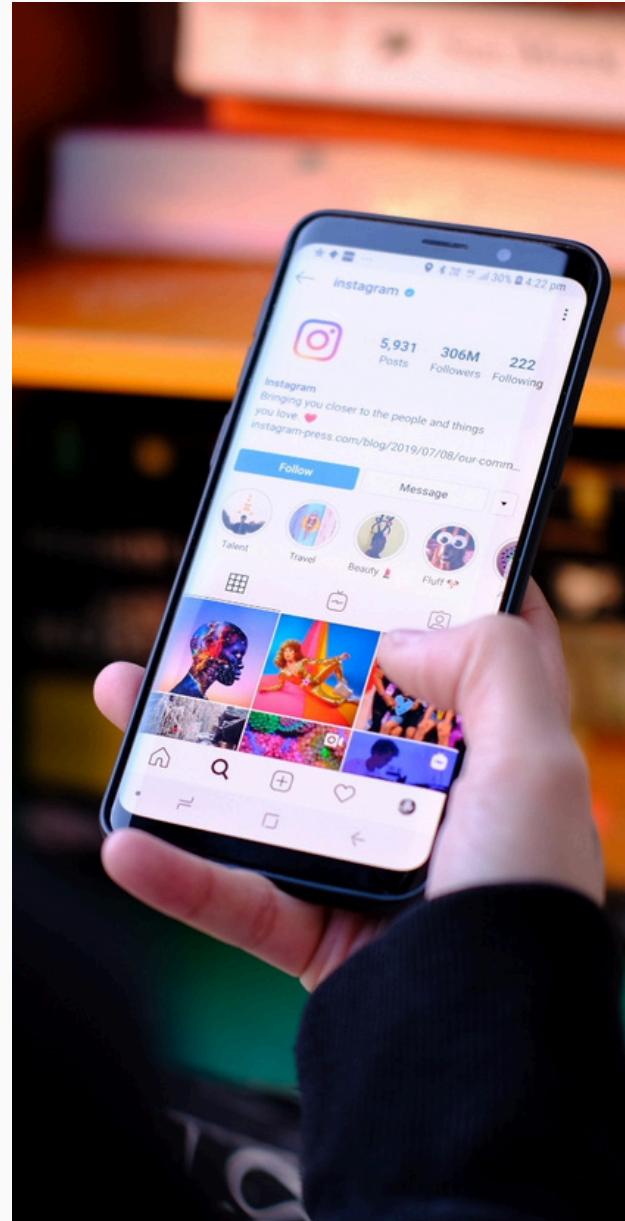
# Instagram & SEO

## *What's happening?*

As of July 10, 2025, Google is indexing public posts, Reels, carousels, captions, alt-text, and profiles from professional Instagram accounts.

## *What To Note*

Instagram content can now rank alongside websites, YouTube, and TikTok in Google Search, transforming social posts into SEO assets that drive long-term visibility and organic traffic.



## *Strategies*

- Optimize captions, use keyword-rich alt-text, apply geotags and hashtags, and clean up older posts
- Treat bios as search-optimized mini landing pages

# Meta AI-Ad Creation

## *What's happening?*

By 2026, Meta will allow brands to fully automate ad campaign creation on Facebook and Instagram.

## *Why it matters*

Marketers can now upload product assets and budgets, while AI handles creative, targeting, budgeting, and personalization.

## *Strategies*

- Begin experimenting with Advantage+ campaigns
- Set up human-in-the-loop reviews for brand tone



# NEXT STEPS

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## Where do you go from here?

Marketing is a continuous cycle of trial and error, testing and refining. Each industry has its own unique value propositions that require varied messaging depending on its niche audience. As you work to perfect your brand, here are some tips that can help.

**1**

### FIND YOUR AUDIENCE

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Understand who your audience is, inside and out. What are their go-to platforms? Their preferred brand tone? Speak to them.

**2**

### CODIFY

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The most important part of any campaign is finding what worked. When you discover what drives your business's success, replicate it.

**3**

### DON'T BE SHY: USE AI

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AI can help to drive success. While we shouldn't rely wholly upon AI, there's no need to ignore it either. Find a balance that works well for you, while maintaining authenticity.

**4**

### USE CULTURE

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Holidays, current events, trends and laws are all an integral part of your marketing strategy. Stay up-to-date so that you can stay ahead of the curve.