

How to scan 73 massive research reports about 2022 with relative ease

In mid-December, 2021, New York investors Spacecadet Ventures published a very attractive but intimidating [collection of reports forecasting trends of 2022 from 73 different organizations](#). No doubt it represents thousands of hours of work from hundreds of very smart people, maybe more. How can we benefit from such incredible abundance? Below you'll find a way I'm doing it.

Who better to summarize all these reports than the authors themselves? In order to make these reports more consumable for an interested reader, I asked a research assistant to grab the introductions to all 73 reports and put them into this one single document. This isn't perfect, but it allows several things to be done.

Text-to-speech overview in 60+ mins: First, I had my phone read all the introductions to me aloud while I went for a nice run at sunset on the Solstice and then when I was doing some dishes. I like the PDF to speech app on iOS called Voice Aloud. At 2.5X speed, listening to all 73 introductions took about an hour. Maybe you want to read all 100 pages of these introductions with your eyes, but I found it easier to do with my ears.

Search for keywords: Second, putting the text and links in one document like this means we can control-F and search for any reports that mention keywords of interest to us. I've already cited multiple reports in projects I'm working on, easily pulling them up by searching for keywords across all the introductions.

Analyze in bulk: Third, putting all the intros into one doc makes it a little easier to see what's common. The word metaverse appears 18 times, NFT 14 times. Climate change or crisis 14 times. But sport appears 20 times, crypto 24 times, game 30.

- [Gartner's predictions](#) were uniquely focused on enterprise IT. This report has been mentioned online 800 times in the last 30 days, which is far more than most of these reports.
- Analyst [Benedict Evans published a report](#) with some interesting details and perspectives (one of only two mentions of satellites in introductions) that's been talked about 1,300 times in 30 days.
- [Ericsson looked to 2030](#) and focused on things like communication through brain implants.
- Several reports covered trends in food; [Nourish's report](#) looked particularly interesting.

If you're super into this stuff, a few additional interesting looking 2022 prediction reports that weren't included in Spacecadet's awesome list include: UIPath's predictions for the field of [Automation in 2022](#), Vanillaforums' predictions for [online community in 2022](#), Kara Swisher and Scott Galloway's [Pivot podcast predictions for 2022](#), the [Electrify This! Podcast did a predictions 2022 episode](#) with some very smart people in the field of electrification, and long-time environmental organization Grist did a round-up of predictions from [22 specialists regarding climate change](#) and what to do about the "oh shit" moment they say we find ourselves in.

Thanks to Pascal Finette who shared the collection of reports in the Exponential View community. (Azeem Azhar of Exponential View says their 2022 report will be out soon, but his book is a pretty darned good overview of all the stuff talked about in these reports.) And thanks to my collaborator Hussain in Pakistan who grabbed all the introductions and put them nicely in one place. And to Sprinklr, whose enterprise-scale research technology makes it easy to do things like determine how much discussion there has been around these trends and specific reports. I was motivated to analyze these reports in part so that my team at Sprinklr could more effectively advise our customers, who are the biggest organizations in the world.

I hope this proves useful and interesting to you. It sure has to me!

Cheers, and long live evolution in the sacred and habitable biosphere,

Marshall Kirkpatrick

<http://marshallk.com>

And now the introductions and links to the full reports:

Source: 99designs

<https://en.99designs.es/blog/trends/graphic-design-trends/>

Graphic design trends are more than forgettable fads: they reflect a year's worth of constraints and clichés being upended for the sake of something new. Because imagine how boring life would be if design stayed the same.

This year—like an echo of the near palindrome that 2022 is—the graphic design trends represent a tentative second wave. The world is slowly but surely picking itself up from a lingering pandemic. Styles from across the decades are being given a second life. And a few experiments are replacing the old with the new. Our journey through 2022 promises to be nothing short of unpredictable, as we'll discover in the following 12 graphic design trends.

The top 12 graphic design trends for 2022

90s nostalgia

Expressive and experimental lettering

Ukiyo-e flat design

Daydream doodles

Anti-design

Escapism

Y2K

Parametric patterns

Frasurbane

Intricate maximalism

Extreme bubble design

Grunge revival

Source: Activate Technology and Media Outlook

<https://s.wsj.net/public/resources/documents/Activate%20Technology%20and%20Media%20Outlook%202022.pdf>

14 Takeaways from the Activate Technology & Media Outlook 2022

Consumer Spend: Increased consumer time spent with technology and media has been sustained coming out of the pandemic. As the entire growth curve has shifted upwards, more consumer time will lead to new opportunities to grow and build businesses.

Cryptocurrency: There will be a massive runway ahead as the number of consumers trading crypto will double in the next 12 months. Consumers will move from buying cryptocurrency for investment to using cryptocurrencies for payments and transfers. Although Bitcoin and Ethereum dominate, innovation will take place in Altcoins. Crypto will power a broad set of sectors including eCommerce, video gaming, data, and NFTs.

NFTs: NFTs create a unique value proposition for owners of digital assets, with a broad set of applications. Buying, collecting, and trading non-fungible tokens will become a mainstream behavior. Many industries are creating NFTs, including art, fashion, sports, video games, and consumer products. Every technology and media company will need an NFT strategy.

Video Games: Video games are the next technology paradigm, leading to the metaverse. Most digital activities (e.g. search, social, shopping, events, banking) will increasingly take place inside of video games. The major technology platforms have recognized the importance of video games and will build out their presence in the gaming stack. We expect a wave of mergers in the sector.

Metaverse: Games are the most viable path to the metaverse as they already have many of the foundational elements (e.g. social and non-game experiences, users as creators, VR/AR functionality, in-game economies). Pursuit of the metaverse will drive technology and media companies to make extensive technology and experience investments, while impacting the full set of digital and physical activities into the future.

Super Users: Not all users are equal in terms of focus for technology and media companies. Super Users – 26% of all users – account for the majority of time and money spent on eCommerce, VR, music, and video games, and super-serving them will be critical to drive growth.

eCommerce: New technologies are breaking down barriers for even the most expensive and complicated categories to move online. By 2025, 10% to 15% of all automobiles will be sold online, adding over \$150B a year to eCommerce revenues. Other expensive categories, such as jewelry and furniture, will also accelerate their moves online.

Video: Social and streaming growth will reshape the video landscape. Competition among streaming services will intensify as the average subscriber will pay for almost six services by 2025 and 47M homes in the U.S. will have broadband without Pay TV. **Sports and Sports Tech:** Following the pandemic, fans are returning to sports, but their modes of experiencing sports will now be different, as an even greater number of games move to streaming platforms. New rights deals for 2022-23 will increase the availability of games on streaming. Sports technology innovation will deliver new digital sports experiences and deepen fan engagement.

Sports Betting and iGaming: Sports betting and iGaming will bring considerable new revenues to technology and media companies, as legalization continues to spread to more states. Betting operators will forge partnerships with media companies, while technology innovators enter the space. iGaming will boom in the U.S.

Esports: By 2025, over 700M people will watch esports, up from 550M today. Most importantly, esports will be the gateway to a full set of technology and media experiences, including VR/AR, cryptocurrency, podcasts, sports gambling, and video games.

Audio: Audio will continue to be one of the fastest growing media behaviors, driven by digital audio. Consumers are increasing the number of music services they use, both paid and free. TikTok's impact on music discovery will be profound. Social/live audio will become a mainstream behavior and social platforms and streaming services will follow Clubhouse's lead. Podcasts will grow to reach 166M users in the U.S.

Digital Consumer Finance: Digital consumer finance is at the inflection point as investing, borrowing, and online-only payment methods will become dominant digital behaviors. Consumers will increasingly see financial solutions embedded in consumer goods, retail, and technology offerings.

Data Solutions and Enterprise Automation: A set of new companies, delivering infrastructure, tools, and applications, will enable all enterprises to operate and innovate as if they were major technology companies.

Source: Accenture

<https://www.accenture.com/us-en/industries/retail-index>

Retail's Responsible Reset

The five imperatives for growth

No one in retail could have predicted a year quite like the one just experienced. And yet some retailers have shown remarkable resilience throughout the pandemic, using the crisis as a catalyst to accelerate digital innovation and pivot to new business models.

Now the focus shifts to the future. And while much remains uncertain, it's clear the pandemic has transformed many of the priorities and operational realities of the retail industry. It's vital that retailers now reset their businesses—and create an agile culture of “continuous reset” and reinvention that enables them to maintain a focus on sustainable growth. There can be no going back to the old ways of doing things.

What does that mean in practice?

We've identified five imperatives— covering digital strategy, fulfillment, sourcing, talent, and data—we believe are essential to enable growth in the post-pandemic world.

These must be complemented with a genuine and purpose-led commitment to environmental, social and governance (ESG) principles and underpinned by the use of modern technologies, enabled by cloud.

Above all, after a year of operating reactively—responding to new behaviors, consumer expectations, patterns of supply and demand, and new regulations—it's crucial that retailers get on the front foot and direct their own future. With the right strategy, the right data, and the right level of agility, every retailer has the opportunity to reset, build back better, and grow.

The retail reset

Five imperatives for growth



Reset digital

Align the brand for channel-less shopping, focusing on both top and bottom line while meeting customer expectations



Reset fulfillment

Reimagine local fulfillment – intelligently leverage existing assets and embrace partnerships to deliver profitably



Reset sourcing

Rethink the supply base, focusing on value expansion, sustainability, transparency, and surety of supply



Reset talent

Empower a digitally enabled, data fluent, and diverse workforce and culture



Reset data

Treat data as a strategic asset—and use it to drive decision making at speed and scale

Source: Brandwatch

<https://www.bigeyeagency.com/podcast/ecommerce-in-2022-and-beyond/>

The experience of shopping has been transformed for many of us over the past 18 months as e-commerce has boomed, innovation in retail tech has accelerated, and competition among online retailers has grown. We've seen online and offline shopping experiences merge such as order online and pick up in-store. One way of tracking the impact of these changes in consumer behavior is through social listening, enabled by tools that can track information about products, consumers, and purchase intent in real-time. Marketers can use social listening platforms to understand consumer sentiment and improve their own presence on social networks. Our guest today is an expert in this area. A researcher and strategist, Ksenia Newton is the marketing content specialist at the digital consumer intelligence company, Brandwatch. Ksenia likes to think of herself as part social analyst, and part writer, deriving consumer insights from social data and turning those into helpful reports and data-driven stories. To talk about her work with Brandwatch and what she believes the future holds for retail and e-commerce, Ksenia is joining us today from Málaga, Spain. Ksenia, welcome to IN CLEAR FOCUS!

Brandwatch has access to the largest archive of consumer thought and opinion. We're currently talking about 1.2 trillion public mentions. Our sources include social networks and forums and news sites, review sites, video sites, and as you know, there's over half a billion new public posts that are being shared every day. And also Brandwatch is a Twitter official partner. So that allows us to access the full fire hose and Brandwatch is the only actual provider who index and stores that entire Twitter data on our servers for instant access. So you can go back all the way back to 2008, I believe, to kind of look at what was happening back then, and then compare those data to the real-time mentions.

Source: Benedict Evans

<https://www.ben-evans.com/presentations>

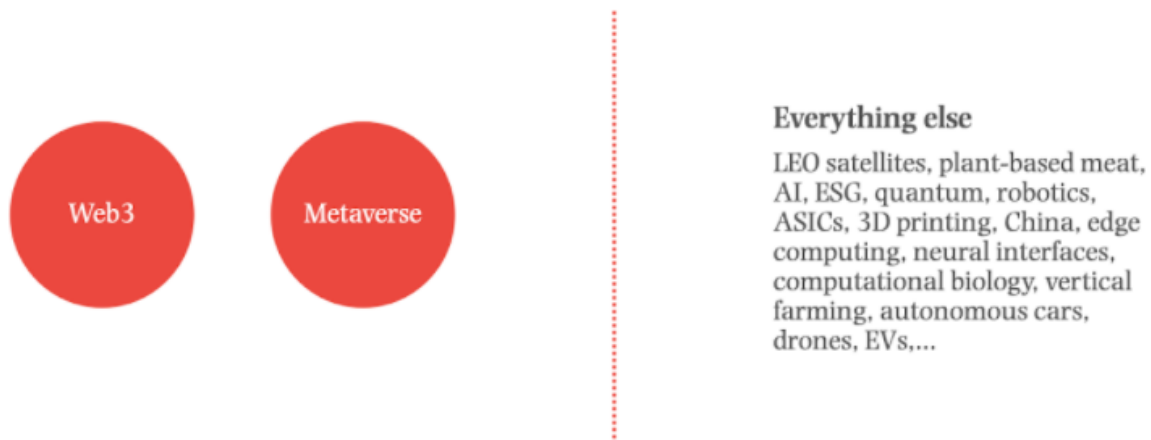
'Three Steps to the Future'.

The most exciting themes in technology today are transformative visions for 2025 or 2030: crypto, web3, VR, metaverse... and then everything else. Meanwhile, hundreds of start-ups take ideas from the last decade and deploy them over and over in one industry after another. And trying to keep up, the old economy faces waves of disruption from ideas we first talked about in the 1990s.



Tech visions for 2030

What do tech people think about for the next decade?



Source: bmc

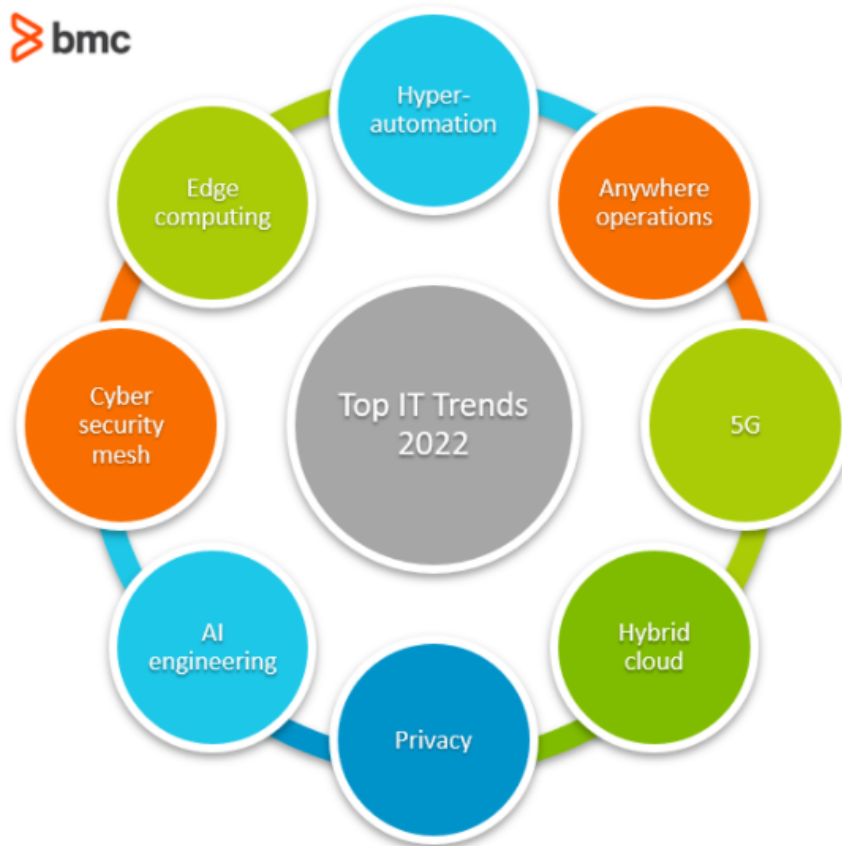
<https://www.bmc.com/blogs/it-trends/>

Top IT Trends for 2022

After facing 2020, the year that upended life and business as we know it, 2021 was the year of pivoting and picking up the pieces of what the pandemic left behind. It wasn't back to life as usual, however, as organizations and workers alike found that many pre-pandemic systems would never again be the same.

Looking ahead to 2022, there are a variety of trends that have come about as a result of the pandemic, and some that have stayed around because of it. Included in these is remote work, cloud usage, and new cybersecurity measures.

How can tech professionals keep up with it all? How do companies separate the buzzwords from the enduring changes that will radically alter business processes and industry standards? We have put together some of the top technology trends of 2022 that are sure to be on the top of industry leader's minds and priority lists.



Source: Carat

<https://www.carat.com/thoughts-and-views/media-trends-2022>

Media Trends 2022

The world is recovering from the pandemic and adapting to new ways of life, both in changed habits and behaviours, but also new rules for businesses to navigate to continue to prosper.

Necessity is the mother of invention. Times of crisis and recession have been, in retrospect, times of enormous opportunity and innovation, and times of growth for those who make the right decisions. Technologies and ways of working that might have seemed an interesting experiment in other times have become essential.

In previous decades these moments have given rise to new media like radio, digital and social media, and been instrumental in the formation and growth of companies like Revlon, Uber and Airbnb. Again, the opportunity is out there.

In this report we look at three megatrends that are helping to define the recovery, each with smaller manifestations or sub-trends, with major implications for brands.

- 01 The Prolonged Pandemic describes the process of rapid adjustment, experimentation and innovation that is currently taking place as companies and consumers adapt to new ways of living, including new hybrid models in many parts of life, greater use of virtual worlds, and greater flexibility in working patterns.
- 02 Brand Citizenship examines how many brands are taking a more public-spirited approach to their manufacturing and marketing, using their knowledge and market power to help make the world more sustainable and fair.
- 03 Identity looks at how, in the age of the pandemic, it is more important than ever that people be able to prove who they are, but at the same time harder for brands and third parties to know who they are.

Source: CMI

https://contentmarketinginstitute.com/wp-content/uploads/2021/10/B2B_2022_Research.pdf

THE SLEEPING GIANTS AWAKES

Welcome to the 12th Annual Content Marketing Benchmarks, Budgets, and Trends: Insights for 2022 report. What a year it has been.

This edition of our report looks back on the last 12 months and includes expectations for 2022. Throughout, you will see quotes from the many rich, qualitative responses we received to the question “What did the pandemic change most about your organization’s content marketing strategy/approach?” In all, 75% of respondents took the time to answer this question and we are ever so grateful. What amazing insights it yielded!

The key theme that emerged was this: The pandemic awoke a sleeping giant – content marketing, that is. Without in-person events and face-to-face selling, many who had previously paid little attention to content marketing suddenly became aware of its power. More content marketers got a seat at the table and helped keep many businesses on their audiences’ radar. Some discovered new audiences altogether. The research also confirmed what many of us already knew: Content marketers are some of the fiercest business pros around. In the most difficult of times, they get the job done – and many come through more creative and stronger than before.

Congratulations, content marketers, for a job well done in the most difficult of times. Our entire team salutes you!

Source: CMF

https://www.priestmangoode.com/wp-content/uploads/2021/04/PG_CMF-Trend-Book-2022_Summary-1.pdf

CMF Trends 2022

A climate of unprecedented change has been a catalyst for countless material and technological innovations. These are revolutionising the way we live.

This document presents the resulting overarching trends and themes, offers insight into case studies and foresight into how you can integrate them into your business model.

Market Analysis

Macro Trends

Hygiene and Health

The COVID-19 pandemic has caused us to take a step back from our busy lives, and given many the time to reflect on what really matters to them. With the whole world united in a common goal, the covid vaccine is one of the fastest to ever be developed and brought to market. Similar fast-paced advancements have been made in online and delivery services. Most businesses, such as restaurants and gym, have adapted their business models dramatically in order to stay accessible to their customers. Although it has been a very difficult time for most, this historical event has shown us just how much we are capable of achieving in a short space of time.

Environmental Awareness

The astonishing amount of new documentaries on the subject and the sharp rise in extreme weather events are hard evidence that our environment is in dire need of help. Public awareness on this matter continues to build traction as governments, businesses and consumers seem to be reaching the same conclusion: the 2020s must be a decade of enormous change for the better. Our view of the resources available to us is shifting, and every day, new ways to make and use bio materials are being discovered.

Focus on Wellbeing

Self-care and mental wellbeing have become very prominent in the consumer market. With many campaigns focusing on mental health awareness, more people are adjusting their

lifestyles in order to live more mindfully. Yoga and meditation are becoming increasingly mainstream as many schools and workplaces are aiming to promote them. Eating healthily even during a busy week is also becoming increasingly easy with the growing popularity of meal kit delivery companies like 'Hello Fresh' and 'Gousto'.

Source: Covestro

https://solutions.covestro.com/-/media/covestro/solution-center/brochures/pdf/covestro-2021-2022-cmf-trend_ea-en-digital.pdf

Let's bring your creative vision to life.

At Covestro, we co-create with designers, blending aesthetics and functionality into material-based experiences that can surprise and delight consumers. Collaboration is at the heart of our business model – we value our partners and work closely with them to develop customized, finely-tuned solutions.

A global service at your fingertips.

Our team offers world-class color development, drawing on diverse backgrounds and experience across a wide range of industries to optimize the impact of CMF on consumers. With a network of Color & Design Centers connected across the globe, we're ready to support your design process no matter where you are located.

Inspiration for strategic innovation.

This trend brochure shows how key themes for 2021-2022 can be translated into purposeful CMF strategy and design. We are constantly pushing the boundaries on what can be achieved with our high quality, tunable polycarbonate and hope to inspire designers by providing a glimpse of the possibilities.

We have a team of in-house designers who will help you better engage consumers through worldclass CMF design by leveraging the visual, tactile, haptic, mechanical, aesthetic and functional properties of polycarbonate.

We're ready to help you make your designs a reality, from concept to mass-production.

Ready to shape the future with CMF?

Let's do this!

Source: Dazed Studio

https://dazed.studio/media/kysdzf3w/dazedmedia_2031afutureworld_thereport.pdf

A Future World is Dazed Media's science-meets-pop culture platform, platforming mission statements from people paving new pathways for our planet, whether activists, inventors, fashion pioneers, technologists, artists, or AI scientists.

When different disciplines collide and experiment, the results can be extraordinary.

2031: A Future World is a report that offers visions of where civilization is heading. Through data compiled from Dazed's audience and insights provided by a range of experts, 2031: A Future World looks ahead to the next decade, exploring inspiring and frightening possibilities but diving deep into what has to change to sustain this planet. If the past year has taught us anything, it's that the future is unpredictable. These predictions are research-based, thought-led speculations and projections.

As in life, nothing is guaranteed, but this report aims to start meaningful conversations about the future.

2031: A Future World is an expansive look at the key components that define culture as we know it and how it will evolve while revealing our audience's hopes and fears for what comes next. Are we heading for automated utopia or dystopia? Can we stop the climate crisis? Will our ascent into the virtual world reveal our truest selves? And will brands become people?

In times of economic or societal unrest, we seek to control the world around us. But that seems harder than ever – where are we now, and where do we go from here?

Before looking ahead, let's take stock of where we are now and discuss some of the fundamental shifts and themes influencing our future.

Source: Deloitte

<https://businesschief.com/technology-and-ai/deloitte-6-global-tech-media-and-telecoms-trends-2022>

Deloitte: 6 global tech, media and telecoms trends for 2022

Games consoles, wearable devices, chip investment and NFTs among trends in global technology, media and telecoms predicted for 2022, reports Deloitte

Deloitte has revealed its predictions in 2022 for technology, media and telecommunications sectors.

As well as an increase in chip investment, Deloitte predicts a doubling of NFT transactions for sports media, a 10% increase in the games console market, and a big rise in health and wellness wearable devices.

Along with this, Deloitte forecasts an increase in CO₂ emissions generated by smartphones, a further decrease in viewing of broadcast TV, and high churn levels in paid subscription streaming platforms.

1. NFTs for sports media to generate more than US\$2 billion in transactions in 2022
2. Games consoles market will top US\$80 billion as device turns 50 years old
3. VC firms to supersize chip start-up investment in 2022
4. Wearables to run rings around other digital device purchasing
5. Smartphones will generate 146 million tons of CO₂ globally in 2022
6. Average number of streaming platform subscriptions per person will rise

Source: Deloitte

https://www2.deloitte.com/content/dam/insights/articles/us164911_gmt_2022_master/DI_2022-Global-Marketing-Trends.pdf

Introduction

Thriving through customer centricity

Macro trends, from the integration of digital and physical channels to increasing calls for diversity, are upending the marketing function.

What can brands learn from their highest-growth counterparts to thrive?

The past 18 months forever redefined customer engagement strategies—and with this change has come unprecedented complexity. Consider just a few of the macro trends unfolding in the market: In a world where people continuously toggle between digital and physical channels, linear customer journeys are almost a relic of the past. Consumers expect more tailored and personalized experiences but, simultaneously, are more guarded in how their data is captured and deployed. Even the definition of convenience has changed as people expect items and services to be available at the push of a button. Beyond products and services, people are more attuned to what a brand stands for— and if it's only maximizing profit, many will walk away before the brand can even put an offer in front of them.

These trends are creating just as much complexity within the four walls of the organization. As artificial intelligence becomes core to the entire customer experience, teams are scrambling to find the right mix of talent that elevates—and integrates—the creative and analytical. In parallel, brands are continuously looking to ensure their talent is just as representative and inclusive as the experiences they hope to deliver to market. And underscoring all of this is the reality that marketing budgets shrunk to record lows at a time when expectations are at an all-time high.

Given these trends, how can brands thrive in an increasingly complex world?

We believe the answer requires holistically rethinking the way brands engage with customers—and for good reason: When we surveyed over 1,000 global executives, we found the highest- growing brands (defined as those with 10% or higher annual growth) are moving beyond point solutions and comprehensively addressing the entire customer

experience—encompassing everything from activating an enterprise wide purpose to overhauling entire customer data strategies.

Taking the lead from these high-growth organizations, we took a multifaceted approach to the 2022 Global Marketing Trends report. In addition to surveying executives from five countries, we polled 11,500 consumers across the globe, as well as conducted 18 in-depth interviews with executives from leading global brands (see sidebar “Research methodology” to learn more). In total, we identified seven trends that are customer-centric and take a 360-degree view of the solution set.

360-degree engagement: People, data, and experiences

Putting people at the center

Purpose—A beacon for growth

Authentically inclusive marketing

Building the intelligent creative engine

Building the data infrastructure

Meeting customers in a cookieless world

Designing a human-first data experience

Designing dynamic experiences

Elevating the hybrid experience

Supercharging customer service with AI

Source: Deloitte

<https://unleash-experience-management.com/tech-lp/experience-management>

Tech 2022

Top Trends in Experience Management

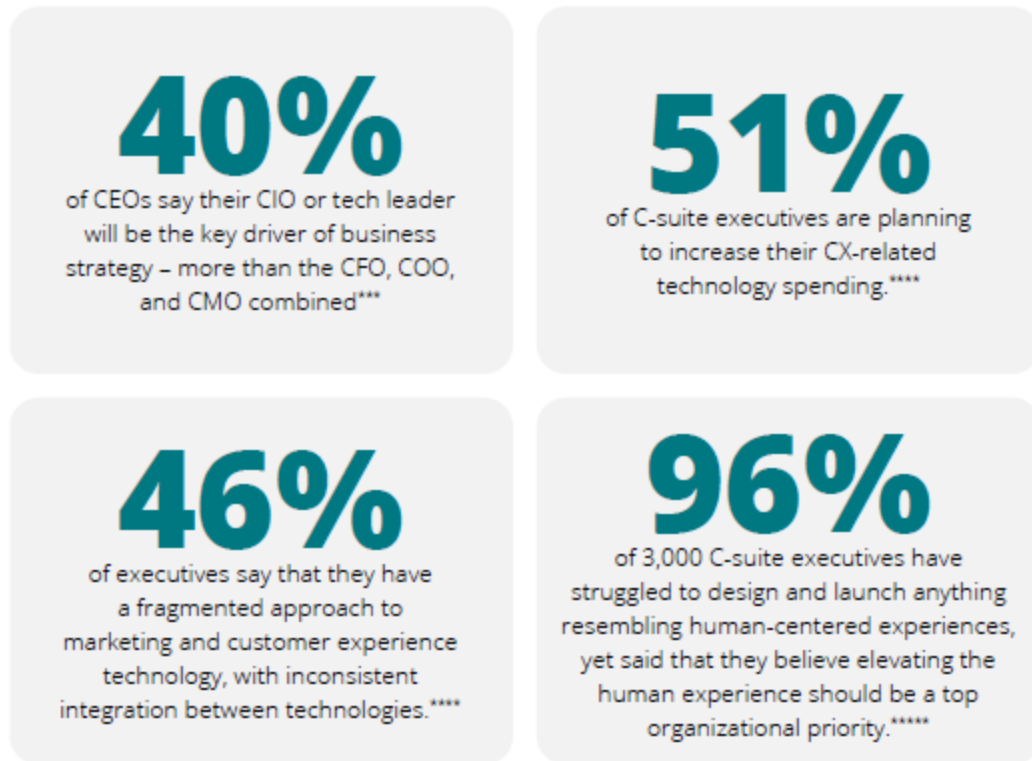
Leveraging customer data to power deeper human experiences

Digitizing the Human Experience

The world today has radically transformed—for high tech companies, for employees and especially for consumers. If 2020 was about questioning how we live and work, the future is about answering those questions. Disruption, changing expectations, and extreme competition are continued realities for today's high-tech companies. In person analog behaviors have also shifted to digital while consumer attitudes regarding brand and value continue to evolve. While every day seems to bring a list of “new normal”, the constant is that customer experience is, and continues to be, the primary disruptive force.

Gartner* reports that nine out of ten Chief Marketing Officers now expect to compete mostly based on customer experience. Your competitors have figured this out and are making progress. Audience preferences are changing, and they expect you to deliver on them. Competition is also heightened as the industry battles to launch disruptive technologies, transform business models and adjust to changing ecosystems.

You simply can't afford to be left behind, and must deliver a personalized, human experience that recognizes people as individuals, values their time, and uses what we know about them in a safe, secure way to bring utility and add value to their lives. Organizations that go beyond delivering on customer experience to elevating the human experience will be better positioned to create more meaningful connections, foster loyalty and, ultimately, drive growth.



Given that companies leading in customer experience are three times more likely than their peers to significantly exceed their business goals, the only way this happens is through smart use of technology and data to help automate, assemble and activate the right experience and messaging for the customer or prospect.

High-tech companies understand the importance of leading the CX technology charge, though there is still much room for improvement.

The consequences of failure and continued inability to better leverage technology and data to deliver a more human digital experience are significant, especially for high-tech companies. To remain relevant against an onslaught of evolving customer attitudes and disruption coming from traditional and nontraditional competitors, high tech companies must change the way they build, organize and operate the customer experience and must address the technical, data and organizational challenges that stand in the way.

TREND 01: EXPERIENCE MANAGEMENT

The Crowded B2B Tech Market

TREND 02: EXPERIENCE MANAGEMENT

Take Back Your CX Data

TREND 03: EXPERIENCE MANAGEMENT

How Data Can Unlock Opportunities for Meaningful Human Experiences

TREND 04: EXPERIENCE MANAGEMENT

Beyond Content Management to Digital Experience Orchestration

TREND 05: EXPERIENCE MANAGEMENT

From Real-Time to Autonomous Marketing: One Step at a Time

TREND 06: EXPERIENCE MANAGEMENT

Unique Customer Journeys Elevate the Human Experience

TREND 07: EXPERIENCE MANAGEMENT

From Singular Service Transactions to Lifelong Engagement

Source: Dentsu

<https://www.dentsu.com/news-releases/dentsu-reveals-its-2022-media-trends#top>

Dentsu Reveals Its 2022 Media Trends

For the first time ever, dentsu international has collectively gathered and published the insights and predictions of all its global media agencies into the ultimate 2022 Media Trends guide for marketers worldwide. Futurist experts, specialists and leaders from Carat, dentsu X and iProspect have joined forces to identify and explore the biggest media trends to watch out for in the coming year.

In the 40 page 'dentsu 2022 Media Trends' report launched today, dentsu examines three megatrends helping to define a route to post-pandemic recovery, each with smaller manifestations or sub-trends which have major implications for brands.

Specifically, the 'dentsu 2022 Media Trends' report puts a spotlight on three megatrends:

1/ The Prolonged Pandemic describes the process of rapid adjustment, experimentation and innovation which is currently taking place as companies and consumers adapt to new ways of living. This includes new hybrid models in many parts of life, greater use of virtual worlds, and greater flexibility in working patterns.

2/ Brand Citizenship examines how many brands are taking a more public-spirited approach to their manufacturing and marketing, using their knowledge and market power to help make the world more sustainable and fairer. Not least the consideration around the climate emergency, diversity and equality in media and enhancing supply chains.

3/ Identity looks at how, in the age of the pandemic, it is more important than ever that people be able to prove who they are, but at the same time harder for brands and third parties to know who they are reaching.

The implications of each of these megatrends for businesses, marketers and CMOs are also highlighted within the report as part of an up-front discussion with Fiona Lloyd (Global Client &

Brand President, Carat), Amanda Morrissey (Global Client & Brand President, iProspect), and Sanjay Nazerali (Global Client & Brand President, dentsu X).

Speaking about the report and the collaboration involved, Peter Huijboom, Global CEO, Media & Global Clients, dentsu international, says; “We felt this year, after having been so long separated from offices and colleagues, is the right time to demonstrate how radical collaboration and cooperation can also bring cohesion around the best of ideas, thoughts and insights. With so many amazing specialists across our media network we’ve been able to go deep into the topic and truly appraise each trend with an unbiased eye, based on three very different viewpoints from each of our agency brand perspectives.”

Incorporated in the three core media trends are ten sub-trends marketers should consider when planning their 2022 media campaigns, these are:

OmniChannel Everything

New Ways to Buy

Virtual Worlds

Secure Scarcity

Fans of Flexibility

The Responsible Rebuild

Sustainable Marketing

The End of Anonymity

Beyond The Cookie

Value Exchanges

Source: Dentsu

<https://info.dentsu.com/dentsu-creative-trends-report-2022>

NEW WORLDS ORDER

“In a year when we have wrestled with a climate in crisis, a global pandemic, and rising inflation it is unsurprising that we see a profound desire for escape. That escape takes many forms; an immersion in virtual worlds, a step away from the corporate world, the creation of new, decentralised models for ownership and governance. Yet in this great decentralisation we see some vital seeds of hope and opportunity; opportunities to drive the fundamental pivots needed to create sustainable change.” Pats McDonald, Global Head of Strategy & Consulting, Creative, dentsu

When we look forward to 2022 and beyond, we see a profound shift away from traditional centres of commerce, community and connection. Some talk of the Great Resignation, others about the possibility of another great migration away from urban centres.

What we see most profoundly is a great decentralisation, powered by virtual economies, crypto-currency, climate anxiety and distributed workforces. A shift towards networks of choice, passion, collective ownership and mutual reward.

A generation is emerging who see virtual goods, products, services and relationships as no less valuable than physical ones. Crypto currency and NFTs are enabling a generation of investors to redistribute wealth and reimagine ownership as the boundaries between fans, owners, investors and creators blur.

Cities and offices alike must reimagine their purpose as many office workers have determined that there is no going back to the daily commute, and for many, no return to a 9-5 of any kind.

Alongside a desire to escape, we also see a profound desire for self-sufficiency, fuelled by rising climate anxiety. We see a significant shift among major manufacturers from a consumption-based economy to a circular economy, empowering users to reuse, repair and repurpose.

With that focus on self-sufficiency comes a realisation that we each contain multitudes; that identity is fluid and can be navigated and defined in many ways. Generationally we are reaching a tipping point where our society is inherently multi-cultural and where binaries and borders are increasingly irrelevant.

Within this New Worlds Order brands and businesses can play a powerful role not only connecting to consumers but connecting communities to one another.

'Dentsu Creative Trends 2022: New Worlds Order' was developed with strategists and futurists from across the globe, and the report brings together dentsu's most senior talent and rising stars from Generation Z across dentsuMB, Isobar, 360i, and dentsu agencies to make sense of a rapidly evolving cultural and commercial landscape.

Five key themes to help inform the most future facing business strategies.

1. Alternate Realities

The rise of virtual worlds and alternative narratives for a world where we can truly choose our own adventure, persona and reality.

2. Redistributed Ownership

New models for collective and community ownership accelerated by cryptocurrency and powered by fan communities.

3. Conscious Decoupling

A new found urgency to decouple economic growth from environmental impact and to remake the world of work for a climate in crisis.

4. Generation 'Also Me'

The emergence of a generation who defy categorisation and embrace multitudes.

5. Personal Bubbles

A new found focus on the self, the body and the home as a source of truth and comfort in a fast changing world.

Source: Essence

https://assets.ctfassets.net/puoqihq4x55s/OmUxgbTQonRrUbIhgMJPg/2b116doeob767c4906534ea89ed4f7f5/Essence_Social_Commerce_2021.pdf

INTRODUCTION

More than half of the global population are active social media users. People everywhere are more and more connected and increasingly have the ability to make online commercial transactions worldwide. While social media platforms have always provided an environment for buyers and sellers to interact, a shift is taking place towards organized commerce on platforms.

Social commerce means that discovery, browsing and purchasing can all take place on one platform without the need to interact with any external websites or applications.

This functionality tends to be newer platform-by-platform than the longstanding social marketing ecosystem, where brands use paid and organic posts on social sites and apps to drive traffic to their website. These ads typically showcase products or services alongside a call to action to direct people to their website.

When users have the ability to purchase items directly on platforms like Instagram, Pinterest and TikTok without changing apps or waiting for new windows or tabs to open, brands benefit from lower friction for purchases. This creates a more seamless experience with fewer clicks and higher potential revenue and conversion rates.

Read on to understand if your brand is equipped for the future of social commerce, and check out Essence's Ecommerce Activation Framework and Free Assessment Tool to measure your brand's ecommerce maturity level.

Featured Insights

Essence recently conducted a survey of 2,200 individuals age 18-45 in 11 countries about their thoughts and opinions as consumers regarding social commerce. This survey took place in July 2021.

We specifically asked respondents about purchases made on or via social platforms in their respective markets - Facebook and Instagram were included everywhere outside China, where

the examples were Pinduoduo, WeChat and Douyin. Examples in other markets included Line (Japan), Kakao (South Korea), Pinterest, and Tik Tok.

1) There has never been a better time for brands to leverage the social commerce opportunity. Three out of four consumers want to purchase through social platforms. As sellers expand distribution channels, respondents are increasingly interested in making purchases based on trusted recommendations.

2) In-person shopping still matters. Despite the pandemic, 77% of the consumers surveyed enjoy shopping in-person. This indicates that social commerce will continue to exist alongside in-person shopping. Our view is that Asian markets, which have included social commerce in their mix longer than other regions, offer important indications of how social commerce will serve as part of the omnichannel experience elsewhere.

3) Customer experience is key for social commerce success. Brands and sellers must focus on providing a good customer experience through every phase, including delivery, shipping and addressing after-sales support. More than 30% of the shoppers list delivery, shipping and after-sales support as their top barriers to social commerce.

4) Shoppers are open to the idea of purchasing high-value products and services on social platforms because they do not view the process as significantly different from purchasing via app or website. Among survey respondents, 43% said they prefer digital payments in shopping transactions.

5) While growth in luxury shopping on social platforms is primarily driven by Asian markets, consumers in Western markets including the U.S. and the U.K. are also considering luxury item purchases via social commerce. The luxury shopping experience has spilled over to the social platforms through innovations & collaboration.

6) Social innovations have propelled the growth of virtual shopping. Live shopping & conversational commerce experiences increase the propensity to buy on social media. Four out of five respondents are likely to buy on social media if they have watched a livestream or participated in conversational commerce.

Source: Ericsson

<https://emag.directindustry.com/ericssons-10-consumer-trends-for-2030-infographics/>

Ericsson's 10 Consumer Trends for 2030 (Infographics)

What will our online habits be like 10 years from now? How will we behave, act and think in relation to information and communication technologies? Will we be able to communicate with our thoughts by 2030? Ericsson released a report based on a survey of early adopters who think sensorial experiences are almost here.

Based on expected technological advances and from an early adopter user perspective, Ericsson ConsumerLab released a report where they showcased the idea of the internet of senses for the next decade. In 2030, the report says consumers expect to use their senses (taste, smell, touch, sight and sound) to communicate and interact online through technologies including AI, AR and VR.

This survey was conducted among 12,590 respondents from 15 cities around the world (London to New York, Bangkok, Tokyo...) who are regular users and early adopters of new technologies such as AR or VR.

If some technologies expected by these consumers seem a bit far-fetched, others are quite probable.

Among the tech to remember:

The brain will be used as an interface

Will we be able to digitally communicate by thought on the internet by 2030? A majority of these early adopters say yes. According to them, we will be soon wearing smart AR glasses connected to our minds, which will make our screens, that we are currently so attached to, obsolete.

The sounds will be digitally controlled

Earphones that can instantly and flawlessly translate any languages to the brain are some of the most expected technologies. For some consumers, we could soon be able to create sound bubbles for example in crowded areas like public transportation. For others, sounds, especially when combined with AI, could also lead to fool people if someone's voice is artificially recreated.

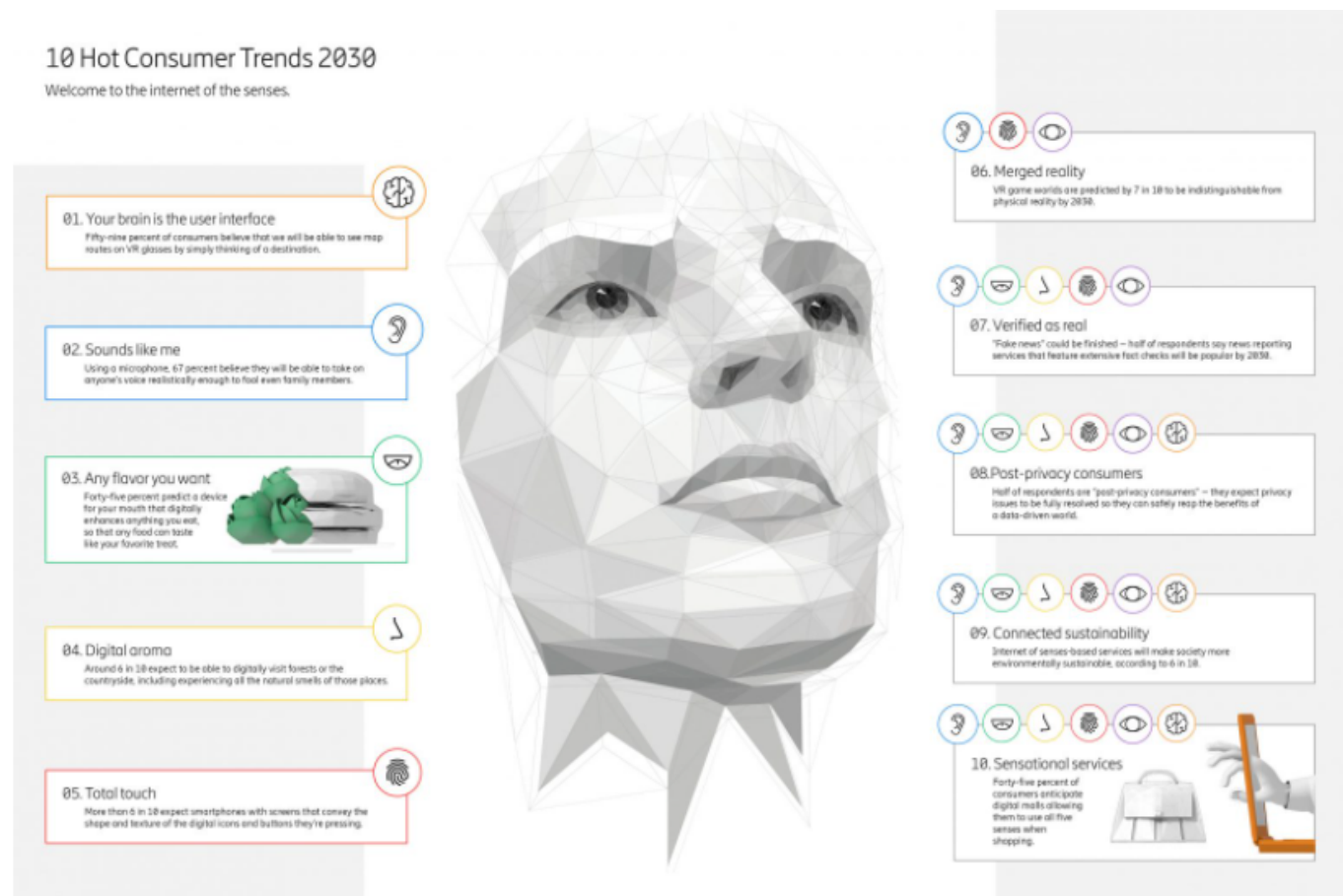
We all have in mind Google Duplex which can make appointments to a restaurant or a hairdresser by imitating a human voice.

Everything will be touchable

Whether physical or digital, we could all experience the feeling of touch. It is already possible to feel digital textures as some VR systems have been equipped with haptic features. Microsoft, for example, is working on delivering haptic sensations. They have already introduced TORC a rigid haptic controller.

Society will be greener

With the rise of internet of senses-based services, most consumers believe society will be more environmentally sustainable. They say we will consume more digital experiences than physical products. However, this last point should be put into perspective: according to experts, internet is responsible for 2% to 4% of global greenhouse gas (GHG) emissions.



Source: Economist

<https://www.economist.com/the-world-ahead/2021/11/08/what-next-22-emerging-technologies-to-watch-in-2022>

What next? 22 emerging technologies to watch in 2022

New ideas can emerge seemingly overnight

The astonishingly rapid development and rollout of coronavirus vaccines has been a reminder of the power of science and technology to change the world. Although vaccines based on new mrna technology seemed to have been created almost instantly, they actually drew upon decades of research going back to the 1970s. As the saying goes in the technology industry, it takes years to create an overnight success. So what else might be about to burst into prominence? Here are 22 emerging technologies worth watching in 2022

Solar geoengineering

Heat pumps

Hydrogen-powered planes

Direct air capture

Vertical farming

Container ships with sails

VR workouts

Vaccines for HIV and malaria

3D-printed bone implants

Flying electric taxis

Space tourism

Delivery drones

Quieter supersonic aircraft

3D-printed houses

Sleep tech

Personalised nutrition

Wearable health trackers

The metaverse

Quantum computing

Virtual influencers

Brain interfaces

Artificial meat and fish

Source: Economist

<https://www.economist.com/the-world-ahead/2021/11/08/ten-trends-to-watch-in-the-coming-year>

Ten trends to watch in the coming year

A letter from Tom Standage, editor of “The World Ahead 2022”

If 2021 was the year the world turned the tide against the pandemic, 2022 will be dominated by the need to adjust to new realities, both in areas reshaped by the crisis (the new world of work, the future of travel) and as deeper trends reassert themselves (the rise of China, accelerating climate change). Here are ten themes and trends to watch in the year ahead.

1 Democracy v autocracy. America’s mid-term elections and China’s Communist Party congress will vividly contrast their rival political systems. Which is better at delivering stability, growth and innovation? This rivalry will play out in everything from trade to tech regulation, vaccinations to space stations. As President Joe Biden tries to rally the free world under the flag of democracy, his dysfunctional, divided country is a poor advertisement for its merits.

2 Pandemic to endemic. New antiviral pills, improved antibody treatments and more vaccines are coming. For vaccinated folks in the developed world, the virus will no longer be life-threatening. But it will still pose a deadly danger in the developing world. Unless vaccinations can be stepped up, covid-19 will have become just another of the many endemic diseases that afflict the poor but not the rich.

3 Inflation worries. Supply-chain disruptions and a spike in energy demand have pushed up prices. Central bankers say it’s temporary, but not everyone believes them. Britain is at particular risk of stagflation, due to post-Brexit labour shortages and its dependence on expensive natural gas.

4 The future of work. There is a broad consensus that the future is “hybrid”, and that more people will spend more days working from home. But there is much scope for disagreement on the details. How many days, and which ones? And will it be fair? Surveys show that women are less keen to return to the office, so they may risk being passed over for promotions. Debates also loom over tax rules and monitoring of remote workers.

5 The new techlash. Regulators in America and Europe have been trying to rein in the tech giants for years, but have yet to make a dent in their growth or profits. Now China has taken the lead, lashing its tech firms in a brutal crackdown. President Xi Jinping wants them to focus on “deep tech” that provides geostrategic advantage, not frivolities like games and shopping. But will this boost Chinese innovation, or stifle the industry’s dynamism?

The coming year will be dominated by the need to adjust to new, post-pandemic realities

6 Crypto grows up. Like all disruptive technologies, cryptocurrencies are being domesticated as regulators tighten rules. Central banks are also looking to launch their own, centralised, digital currencies. The result is a three-way fight for the future of finance—between the crypto-blockchain-DeFi crowd, more traditional technology firms and central banks—that will intensify in 2022.

7 Climate crunch. Even as wildfires, heatwaves and floods increase in frequency, a striking lack of urgency prevails among policymakers when it comes to tackling climate change. Moreover, decarbonisation requires the West and China to co-operate, just as their geopolitical rivalry is deepening. Keep an eye on the solar-geoengineering research team at Harvard. In 2022, they want to test the use of a high-altitude balloon to release dust to dim sunlight—a technique that may, at this rate, be needed to buy the world more time to decarbonise.

8 Travel trouble. Activity is picking up as economies reopen. But countries that pursued a zero-covid “suppression” strategy, such as Australia and New Zealand, face the tricky task of managing the transition to a world in which the virus is endemic. Meanwhile, as much as half of business travel is gone for good. That is good for the planet, but bad for tourists whose trips are subsidised by high-spending business travellers.

9 Space races. 2022 will be the first year in which more people go to space as paying passengers than government employees, carried aloft by rival space-tourism firms. China will finish its new space station. Film-makers are vying to make movies in zero-g. And nasa will crash a space probe into an asteroid, in a real-life mission that sounds like a Hollywood film.

10 Political footballs. The Winter Olympics in Beijing and the football World Cup in Qatar will be reminders of how sport can bring the world together—but also of how big sporting events often end up being political footballs. Expect protests directed at both host countries, though boycotts by national teams seem unlikely.

The rapid development of mRNA coronavirus vaccines, a bright spot in 2021, drew on decades of work to create what looked like an overnight success. Which other emerging technologies might be about to burst into prominence? Our special section considers 22 candidates for 2022. Finally, this publication has a new name: The World in is now The World Ahead, which better positions us for the future. We hope that reading it will do the same for you.

Source: Ford

<https://corporate.ford.com/content/dam/corporate/us/en-us/documents/2022-Ford-Trends.pdf>

Forward, upward and into the future.

To commemorate the 10th anniversary of the annual Looking Further with Ford Trend Report, we turn our attention to the distant future. Our previous reports explored how micro trends might shape the next few years; this report explores how macro trends might shape the next few decades.

Contemplating a world that is dramatically different from today is not for the fainthearted. Change that's beyond our control or influence may make us uncomfortable, but it also can make us better. How well we adapt hinges on our ability to anticipate -and prepare.

Ford Motor Company is leaning into change. Our leaders at all levels are driving disruption. As we work to build a better world for generations to come, we seek to understand global citizens' attitudes, aspirations, and anxieties about the future so we can help them be free to move and free to dream, in this decade and beyond.

Please join us in imagining new horizons, discovering new possibilities, and embracing the power and potential of change.



Source:Falcon

<https://www.falcon.io/handbooks/2022-digital-marketing-trends/>

INTRODUCTION

History has always been cyclic. And if we've learned anything from our past, it's that pandemics change society.

The Bubonic Plague led to the Renaissance. The Spanish Flu led to the Roaring '20s.

The COVID-19 pandemic has parallels with the plagues of our past. It wouldn't be a stretch to predict that much like our past pandemics, our tumultuous present will lead to a great societal change in 2022.

The events of the past two years made new needs crop up and brought about a radical shift in the way companies do business. This post-pandemic recovery period is a watershed moment in which we'll decide the future of business and marketing.

As we transition into 2022, the main goals of every business should be to understand shifting consumer needs and capture new growth opportunities.

That's why we've compiled this list of 10 digital marketing trends that are on the upswing — so you can win big in 2022.

This eBook will show you where the digital marketing world is headed, how leading brands are already capitalizing on these 10 trends, and actionable tips on how you can leverage them. The trends are also supplemented by insights from monitoring 100 million online sources, listening to 100,000 brands, and analyzing more than 8 billion pieces of content published online.

Source: Fanbytes

<https://fanbytes.co.uk/wp-content/uploads/2021/09/The-2022-TikTok-Playbook-2.pdf>

The 2022 TikTok Playbook

TikTok is without doubt the biggest means and opportunity for brands to engage Gen Z right now.

With an estimated 1 billion monthly users (60% of whom are Gen Z), just this week the platform surpassed YouTube for average watch time in the UK and the US (BBC News, 2021).

An astonishing feat considering it only really ‘took off’ in 2019 and is mostly made up of short 60-second videos.

On the one hand this exponential growth has levelled the playing field for brands that were agile and innovative enough to quickly ride the TikTok wave. An example of this would be ElfCosmetics; an established beauty brand that was struggling to compete with industry leaders such as MAC, L’Oreal and Charlotte Tilbury, while also facing competition from up-and-coming disruptors like Fenty Beauty and Glossier. But by putting TikTok at the centre of their digital marketing strategy in the past year, they’ve quickly become one of the biggest brands on the platform and have unlocked millions of Gen Z fans (read more about this in our previous report, 15 Challenger Beauty Brands on TikTok).

On the other hand though, many brands – both big and small – have been left behind, unable to react and adapt quickly enough to this constantly evolving world of trends, challenges, sounds and hashtags on TikTok.

2 BILLION TIKTOK USERS

60% ARE GEN Z



Source: Foresight Factory

http://www.foresightfactory.co/wp-content/uploads/2021/10/T22_Report_Prospects.pdf

Introduction

Welcome to Trending 2022, your indispensable guide to the latest trends driving consumer behaviour and mindsets.

The past two years have been some of the most challenging for business. But the pandemic has also rewarded those that have been able to adapt rapidly to ever evolving consumer demands.

New habits create new commercial opportunities – from increased phygital engagement to the desire for stay-at-home fun. Now, with the pandemic no longer the main driver of change, brands must look to connect with the deeper, structural forces shaping future trends and prepare for multiple futures.

In 2022, consumers will be more selective about where they direct their energies. While not everyone is ready (or able) to turn a corner, a mood of re-energised possibility will prevail, sparking new trends into existence that demand creative and innovative brand responses.

Source: Forrester

<https://www.forrester.com/predictions/>

DISRUPTIVE FORCES NECESSITATE BOLD DECISIONS

Disruption has ensued since the dawn of the digital era — but it exploded in intensity and breadth starting in 2020. Meanwhile, customers and employees are demanding more: seamless cross-channel experiences, convenience, reassurance, and commitment to environmental, social, and governance (ESG) values. The list keeps growing, as does the list of harsh realities that challenge progress: the pandemic, supply chain disruptions, and the “Great Resignation.” As a result, the need to act quickly and intelligently in the moment has never been so critical.

In 2022, business leaders will invest in technology and refocus business strategies.

AI adoption and tech spending will accelerate. Tech companies will jump into adjacent markets, equally capitalizing on opportunity and sowing confusion. Greenwashing will wash away as sustainability becomes a must-have.

2022 is a year to be bold. The old ways of working no longer work. The future is up for grabs. Leading firms will use the crucibles of 2020 and 2021 to forge a path to an agile, creative, and resilient tomorrow.

Consumers see the world as all digital.

Tech execs leap from digital to human centered technology transformations.

Brands dance and spar with marketplaces.

Third-party risks escalate as just-in-case supply chains gain ground.

Creative AI becomes a focus for innovators.

B2B marketers accelerate technology investments, with uneven results.

Brands take bold actions to advance ESG goals.

Accessibility becomes a major business priority.

Companies fail at anywhere work, and it isn't the virus's fault.

Cloud-native takes center stage in enterprise cloud.

Bias bounties become bountiful.

Smart infrastructure growth accelerates.

Source: Forbes

<https://www.forbes.com/sites/bernardmarr/2021/11/08/the-8-biggest-consumer-and-customer-experience-trends-in-2022/?sh=2c6745f4cfef>

The 8 Biggest Consumer And Customer Experience Trends In 2022

Our world is changing rapidly, and so too are consumer expectations. Therefore, if your business wants to continue to add real value and solve customers' problems, you will have to rethink your products and services to take account of the huge shifts taking place.

Broadly speaking, these shifts can be grouped into eight transformative consumer trends.

Trend 1: Channel digitization and expansion

Trend 2: The cognification of products and services

Trend 3: Micro-moments and personalization

Trend 4: Subscription and servitization

Trend 5: Cutting out the middleman

Trend 6: From B2C to "all to all"

Trend 7: More immersive experiences

Trend 8: Conscious consumption

Source: FJORD

<https://www.accenture.com/acnmedia/PDF-169/Accenture-Fjord-Trends-2022-Full-Report.pdf>

The new fabric of life

Fjord Trends organically bubble up from our designers and creatives around the globe, and tell a story of people and their relationships with the planet, technology, brands, and each other. Each trend stands on its own, but a natural connection across the set always becomes clear.

Last year's trends spoke to how people and businesses had to chart new territories as the shock of the pandemic subsided. This year, the dominant theme is about the need to respond to changes in all relationships—the threads that form the new fabric of life.

The choices we make next might impact our world and its structure in more ways than we can imagine, and it all points to shifts in people's relationships—with colleagues, brands, society, places, and with those they care about. People are also coming face-to-face with the impact they're having on the planet, and finally accepting they cannot go on behaving as though people were separate from nature.

People's growing sense of agency is manifesting as a shift in their relationship with work, which is fueling the rise of side-hustles and kitchen table businesses. This independence is putting pressure on organizations to show people the value they can get from being part of a collective.

Supply chain challenges and a growing urgency to live more sustainably are changing people's relationship with materialism, forcing them to adjust their thinking.

The metaverse is providing a new place to go, create and have experiences with others in real time. While its exact form is not fixed, we believe it's the setting for a cultural evolution that will alter relationships between people and brands. Whether in the metaverse or the physical world, what we choose to buy will increasingly be determined by brands' ability to provide the right answers in the right way and at the right time.

Organizations' responses to these shifts must be wrapped up in care. As a practice, design can be used to help companies reach beyond showing empathy and move towards expressing care for all—not just the few.

We've had two years of disruption to the systems on which society is run, and it's taking its toll. There are challenging times ahead, but we believe there are also great opportunities to design new systems, and new ways of being.

We should define how we—collectively and individually—consciously stitch together positive relationships to create a fabric of life that's good for people and the planet.

Source: Gartner

<https://www.gartner.com/en/information-technology/insights/top-technology-trends>

Gartner Top Strategic Technology Trends for 2022

Gartner expects these 12 technology trends to act as force multipliers of digital business and innovation over the next three to five years. Here's your quick guide to what the technologies are and why they're valuable.

Every year, Gartner identifies technology trends that are critical to business. This year, the list comprises 12 strategic trends that will enable CEOs to deliver growth, digitalization and efficiency — and position CIOs and IT executives as strategic partners in the organization.

“CEOs know they must accelerate the adoption of digital business and are seeking more direct digital routes to connect with their customers,” says David Groombridge, VP Analyst, Gartner. “But with an eye on future economic risks, they also want to be efficient and protect margins and cash flow.” (For more on the strategic value of these trends, see below.)

What are the 12 top strategic technology trends, 2022 — and why are they valuable?

Trend 1: Data Fabric

Trend 2: Cybersecurity Mesh

Trend 3: Privacy-Enhancing Computation

Trend 4: Cloud-Native Platforms

Trend 5: Composable Applications

Trend 6: Decision Intelligence

Trend 7: Hyperautomation

Trend 8: AI Engineering

Trend 9: Distributed Enterprises

Trend 10: Total Experience

Trend 11: Autonomic Systems

Trend 12: Generative AI

Source: Garden

<http://grow.gardenmediagroup.com/2022-garden-trends-report>

2022 Garden Trends Report: From Crisis to Innovation

The 2022 Garden Trends Report Highlights:

- Who the 'Creator Class' is and how to position your brand amongst them
- New ways to attract the Backyard Aficionado, the name of the 18.3 million new gardeners we obtained
- What products are "flying" off the shelves

Source: GWI

<https://www.gwi.com/connecting-the-dots>

INTRO

Want to know how changing consumer attitudes and behaviors will shape the year ahead? You're in the right place.

Connecting the dots 2022 unpacks the motivations and reasons behind the big changes. After all, without having the full picture of your consumers' mentality, how can you make great decisions?

Here's what you have to look forward to.

Connect the dots between what people say, think, and do.

Uncover the deep logic and contradictions that make up the consumer psyche.

Let data and insight pinpoint the upcoming trends you need to know.

Be inspired and zero in on what really matters.

Great insight should be for everyone, which is why these six articles draw heavily from our free-to-use Zeitgeist research. We hope you love them.

Source: Helaba

<https://www.helaba.com/int/press/news/releases/2021/markets-and-trends-2022.php>

- ☐ Helaba Markets and Trends 2022: All-inclusive recovery
- ☐ Economic growth in Germany to accelerate to 4 percent
- ☐ Recovery reinvented: sustainable growth the only way forward
- ☐ ECB not to raise interest rates before 2023
- ☐ A new era begins, with higher inflation here to stay
- ☐ DAX projected to reach 16,000 points at end of 2022

Having endured a severe recession in the spring of 2020, the global economy has since picked up speed despite some intermittent periods of disruption. In 2022, it is set to embark on a new journey. Helaba's Economic and Capital Market Outlook explores the questions of where this journey will take the global economy and what it will experience on the way. The baseline scenario is entitled "All-inclusive recovery". However, unforeseen turbulence could also send the economy and the financial markets on the "Worst. Vacation.Ever" (negative scenario). In our positive scenario, the world economy sets off on a "Dream Trip" that is driven by the low-carbon transformation of industry.

Baseline scenario: "All-inclusive recovery"

Probability of occurrence 75 percent

Focus on climate change

Economic policy triggers greater imbalances

Alternatives for investors

Negative alternative scenario "Worst.Vacation.Ever"

Probability of occurrence 10 per-cent

Positive alternative scenario "Dream Trip"

Probability of occurrence 15 percent

Source: Hilton

<http://view.ceros.com/hilton/hilton-2022-trends-report/p/3>

There is no doubt that the pandemic changed the travel experience.

Cleanliness protocols took center stage as the world's top health and sanitization experts collaborated with hospitality companies to implement enhanced standards at record speeds.

- Flexible cancellation policies were extended instantaneously, and loyalty programs protected their most frequent travelers by extending status eligibility.
- The contactless experience became an expectation, increasing the adoption of innovations, like digital keys and contactless payments, at rates faster than could have been predicted.
- Culinary and catering teams reimagined the on-property food and beverage experience overnight, and the event planning community reinvented the industry playbook.

As people began to travel again, they found new products, programs and initiatives which answered the questions:

How has travel changed? What should I expect?

In early 2021, the company showcased its leadership in having achieved a decade of innovation in just one year.

As a global hospitality company, Hilton steered the industry in responding, turning adversity into opportunity

And today, the spotlight continues to be placed on the company and industry with many asking

What now? What does the future hold?

As Hilton leaders look towards 2022 they are also looking back on 100+ years of hospitality. And, regardless of the state of the world, it's never been about the things or the innovations that paved the way for the future. It's been about the people.

And the reality is: The pandemic may have changed travel, but what's even more important is recognizing that the pandemic changed people. It changed the way people live day-to-day, their priorities and their passion points. Within those shifts is a glimpse of the future of travel shaped by the people who travel.

Source: Hootsuite

<https://www.hootsuite.com/research/social-trends>

Social Trends 2022

Backed by global data and expert insights, our 6th annual report on global social media trends is your guide to taking all the right risks, defying expectations, outperforming your competitors—and making everyone wonder how you did it.

TREND 1 The Brand Strategy Trend

Brands finally get community right (with the help of creators)

TREND 2 The Social Advertising Trend

Marketers get creative as consumers wise up to social ads

TREND 3 The ROI Trend

Social quietly matures out of the marketing department

TREND 4 The Social Commerce Trend

Social becomes the heart of the post-pandemic shopping experience

TREND 5 The Customer Care Trend

Social marketers save their brands from the customer service apocalypse

Source: HubSpot

<https://www.talkwalker.com/resource/white-papers/en-final-smt-report.pdf>

2022 Trends - Powered by consumers

1. TikTok will take over social media, leaving other platforms to adapt

A look at the rise of TikTok, and its growing dominance in the social media space. Also, how the other platforms are adapting to stay competitive.

2. Social ads will develop, as cookies get crunched

The cookie is dying. How will this impact the future of social advertising, and how will brands continue to offer more personalized services, while remaining compliant?

3. Social selling will simplify the customer journey

As the pandemic drives more consumers to buy online, this trend will look deeper into how the social platforms are tackling social selling, and how its demand will grow in the future.

4. Post-pandemic content will shape up to consumer needs

The pandemic created a world of online content consumers. They have greater expectations, and tastes, in content. How will this shape content in the future, with an always-on, snackability-demanding audience?

5. Omnichannel engagement will change the way consumers engage with social media

Consumers are no longer loyal to one channel - leading to content diffusing cross-platforms faster than ever. But, this also leads to more disinformation, and increased ease in sharing 'fake news.'

6. Maturing influencer marketing will finally come of age

Influencer marketing has grown up. With increased regulation and responsibility, more brands are taking them seriously. And following the pandemic, many have bigger and more engaged audiences than ever before. How will brands make the most of these opportunities?

7. Brands will lead in social media decentralization

Communities are key - but not just within social media platforms. Many brands are now building their own in-house social networks, with in-app forums and features, to take back control of their audiences.

8. Metaverses will be the next consumer connection

What will the future of the internet look like? The biggest platforms are starting to visualize it now - an interactive community of users able to engage in a wide variety of social activities online. It's time for brands to get on board.

9. Brand inclusivity will be brand critical

CSR was big in 2020. Bigger in 2021. For 2022, brands are going to have to listen to, and act on, the social issues that matter most to their audiences. Companies are going to be integral to global change in the future.

10. Communities will develop, and take control

Consumers have a voice. It may be fairly quiet, but when those voices come together, in vast social communities, they're loud enough to change the world. Expect more vocality from users, and more socially driven changes from communities - with brands adapting quickly to react.

Source: Instagram

<https://about.instagram.com/blog/announcements/instagram-trends-2022>

The first edition of the Instagram Trend Report is here!

This report is your guide to the upcoming trends, as defined by Gen-Z, that will shape culture in 2022.

In order to create this report*, we tapped into the minds of Gen-Z to learn more about the rising Instagram trends across categories including music, fashion, creators and celebs, beauty, social justice, and so much more.

From redefining how they approach education and the idea of a “career,” to maximalist fashion statements, these future-focused audiences are consistently creating the reality they want to live in. Instagram is where these tastemakers are leading on the creation of culture, exploring new territories, and taking what already exists in unexpected directions.

Source: IAB

<https://www.iab.com/insights/brand-disruption-2022-the-iab-annual-report-on-the-evolving-consumer-ecosystem/>

Brand Disruption 2022: The IAB Annual Report on the Evolving Consumer Ecosystem

The Covid pandemic has permanently reshaped the U.S. consumer economy. An overwhelming majority of American consumers are experimenting with new brands, and embracing new omnichannel shopping behaviors, which is setting the stage for permanently-heightened competition, according to a new study by the IAB.

The report is the fifth annual study of “the Direct Brand Economy,” the snowballing effect of changes in digital consumers, digital supply chain management, digital distribution, digital selling, and digital marketing.

- ☐ The “storeless” economy has accelerated 200-300%: The pandemic accelerated the shift to e-commerce. It’s almost at \$1 trillion in annual spending, and will represent nearly a quarter of all shopping in the next few years.
- ☐ Retail media networks woo disruptor brands and encumber legacy brands: Established retailers are wooing disruptor brands with preferential treatment in their retail media networks in an effort to fight for the business of Gen Z and millennials, who rarely go to retail to discover brands. Nearly half of Big Brands (vs. 29% of Disruptors) spending with retail media networks say retailers are requiring them to buy ads there.
- ☐ Delivery times shrink to 15 minutes: Brick-and-mortar retail is shifting to an Amazon-like never-ending instant gratification machine, an “On-Demand Economy” model built around DTC delivery times as short as 15-minutes.
- ☐ The barrier between physical and digital shopping is now completely eradicated: Local delivery, click-and-collect, and BOPIS (buy online, pick up in store) are up 45%, 52%, and 125% respectively.
- ☐ Big brands use DTC playbook: Big brands are racing to reinvent themselves, with eight out of 10 brands now working with influencers — with the largest growth among nano-influencers.

Source: Ipsos

<https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-11/ipsos-global-trends-2021-aftershocks-and-continuity.pdf>

Ipsos Global Trends 2021

Aftershocks and continuity

- Signals of a changing world
- China ends funding for coal
- Soaring used car prices
- Global labour shortages
- China's tech crackdown
- Alphafold makes the case for AI
- AUKUS awkwardness
- COVID's long tail in the developing world
- Social media challenges

Source: isobar

<https://cms.isobar.com/en-en/insights/global/2021/december/dentsu-2022-creative-trends-report>

dentsu Creative Trends 2022: New Worlds Order

Prepared by leading strategists, creatives and technologists from across dentsu's global creative offering – including experts from DentsuMB, Isobar, 360i and dentsu agencies – the report demonstrates a profound shift away from conventional centres of congregation, community and ownership towards new, decentralised and radically democratised models.

'Dentsu Creative Trends 2022: New Worlds Order' was developed with strategists and futurists from across the globe, and the report brings together dentsu's most senior talent and rising stars from Generation Z across DentsuMB, Isobar, 360i, and dentsu agencies to make sense of a rapidly evolving cultural and commercial landscape.

The "New Worlds Order" theme reflects a profound shift away from traditional models of community, work and ownership towards new, decentralised and democratised models. It represents a shift towards networks of choice, passion and mutual reward powered by gaming engines, crypto-currency, distributed workforces and personal autonomy.

In this new landscape, brands have an important role to play both in creating points of cultural connection and in empowering users to come together in new ways to share, collaborate, reuse and repurpose.

The report contains case studies from across sectors, markets and dentsu Inc's world-leading innovation teams, to uncover the forces driving and disrupting the industry.

This decentralised New Worlds Order has been explored within five key themes:

- ALTERNATE REALITIES
- REDISTRIBUTED OWNERSHIP
- CONSCIOUS DECOUPLING
- GENERATION 'ALSO ME'
- PERSONAL BUBBLES

Source: Insider

<https://docs.google.com/presentation/d/1g8c5MhxXrKdwtUfs4LKaOe8tgeoK18aK/edit#slide=id.p1>

Insider Intelligence's Digital Advertising Trends to Watch in 2022

These are boom times for digital advertising. While the pandemic decimated the economy, the job market, and consumer confidence, it seems to have done little to quash a bonanza in digital ad spending. So what's not to like about the current state of play in digital advertising?

Questions this report covers:

What's driving increases in digital ad spending?

Are there bright spots in an otherwise dim picture for traditional TV advertising?

Why are people gravitating toward ad-supported video services?

Will the ad industry solve the TV measurement puzzle next year?

Trend No. 1: Digital Ad Spending Blows Away Our Pre-Pandemic Outlook

Trend No. 2: Programmatic Display Goes from Big to Huge

Trend No. 3: Addressable Is a Bright Spot on the TV Dial

Trend No. 4: The Pendulum Is Swinging Toward AVOD

Trend No. 5: TV and Video Ad Measurement Is a Hot Mess

Source: Kantar

<https://www.kantar.com/campaigns/media-trends-and-predictions-2022>

Media Trends and Predictions 2022

Pathways to Growth

As restrictions have loosened in many parts of the world, and the early stages of economic recovery have begun, we've seen some rebalancing of media investment across channels and growth is forecast.

Yet the future for our industry contains many uncertainties. This year's report seeks to identify both risks and opportunities for your business in 2022, in full expectation that it will be a critical year for most.

Get a clear view on some of the biggest trends in the media world to help guide you through a period of recovery and innovation. The report highlights five key themes emerging in the media sphere:

- Video streaming: a complex, ever-evolving market
- Re-modelling the commercial internet
- A different approach to data
- Performance media and marketing: an expanding playground for brands
- Life in a pandemic – and what it means now for brands and media

Source: Later

<https://later.com/blog/influencer-marketing-trends/>

8 Influencer Marketing Trends to Watch in 2022

This just in: the influencer marketing industry is heating up

As you plan your upcoming influencer campaigns, it's helpful to keep an eye on the latest industry and influencer marketing trends.

How is Instagram supporting creators? Why is everyone working with Micro influencers? Should you invest in vertical video?

We'll cover all this and more with our top influencer marketing trends to watch in 2022.

Influencer Marketing Trends to Keep on Your Radar

1. Creator-focused Marketplaces
2. The Rise of Nano & Micro Influencers
3. A Shift to Video Content Partnerships
4. Influencers Turned Business Owners
5. Authenticity Over Perfection
6. A Renewed Focus on Diversity & Inclusion
7. More Ongoing Partnerships & Collaborations
8. Conversations About UGC & Crediting

Source: MF Colors

<https://www.peinturesmf.com/en/inspiration/>

Our 2022 colour trend predictions

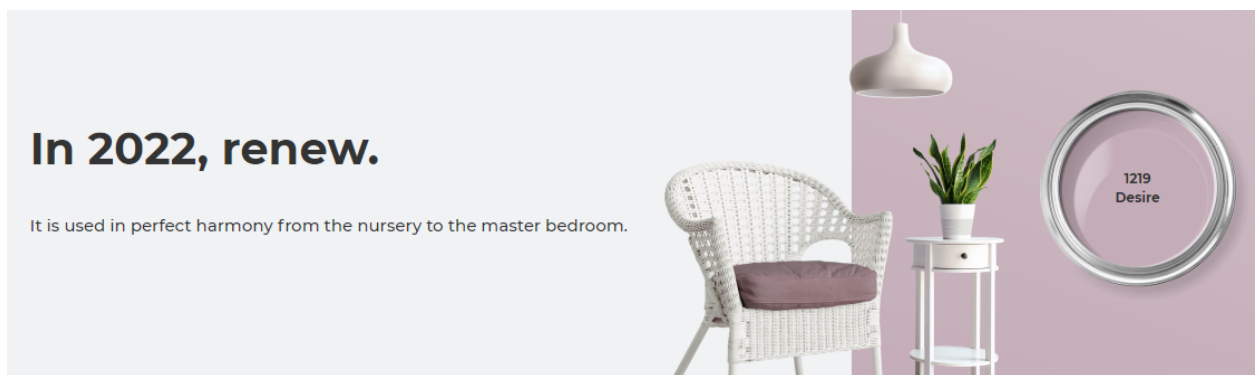
TRENDING COLOURS FOR 2022

Every year, the experts at MF Paints analyze decor trends to find the hottest paint colours of the year. Since the entire globe has been collectively focused on dealing with the COVID-19 pandemic, colour trends are surprisingly similar from one continent to the next.

LAVENDER

1219 - Desire

Colour of the year for 2022



This beautiful floral hue is one of the top trending colours of the year. The new year marks the beginning of a new chapter, and the desire for a fresh start in 2022 has sparked an interest in gentle shades that promote healing and reflection.

Consequently, the experts at MF Paints have dubbed Desire the hottest colour of the year. This light shade of lavender evokes optimism and creates a soothing atmosphere.

Source: Messari

<https://messari.io/pdf/messari-report-crypto-theses-for-2022.pdf>

Crypto Theses for 2022

The Theses started as a tweet thread four years ago on New Year's Day. Along with the rest of the crypto industry, the report has exploded in size and complexity each year since. I write it for our team - to highlight the amazing work they've done throughout the year, and to synthesize the crypto chaos for any new hires. I write it for myself - to organize my monkey mind and create a mental model for crypto and an index of the best available research.

And, of course, I write for you. Whether you're a crypto novice or a multi-cycle veteran, I try to deliver a free, comprehensive 201-level crypto course with 101-level intros and links as an annual holiday gift to those who will find it helpful.

In return, you get to yell at me for typos (thanks!), mis-summarizing your favorite coins (do better marketing!), omitting the #246 asset by market cap (I'm not a short-seller!), and copy pasta-ing other people's ideas throughout (good artists copy, great artists steal).

A couple of disclaimers before you dive in:

1. The alpha in this report is free, and many have gleaned insights from past reports that helped them make money, but nothing herein is investment advice. Be an adult.
2. I stand on the shoulders of giants. In certain chapters, I borrow liberally from other authors who have already delivered amazing insights on a given topic. Nic Carter and Lyn Alden in the bitcoin section. Punk6529 and Ben Yu in the NFT section. Watkins and Wilson and Mason and Roberto et al in the DeFi, ETH & Friends, and DAO sections. Balaji and Chris Dixon throughout. By reading on, you accept my terms of service, which includes the provision that any accidental plagiarism of the above cited authors is unintentional and will be corrected ex post facto. (Do you want a free report or do you want MLA-level standards and the boredom that comes with mind-numbing citation?)
3. This beast took me ~250 hours to write (8-10% of my annual bandwidth). Every year, I secretly root for it to flop to spare me from the temptation of writing another one. If you like the report, you can thank the Messari team for running the business in my absence last month. They accept thank you's in the form of followers and Pro subscriptions. I accept thank you's in the form of 5-6 figure Enterprise subs and Hub memberships.

4. I own assets discussed in this report. My core holdings are disclosed at the end of Chapter 1 (along with those of the rest of the Messari team), and any angel or liquid investments I have made to date are marked with an asterisk. No conflicts, no interest.

Source: Marian Salzman

<https://mariansalzman.com/wp-content/uploads/2021/12/22for2022.pdf>

22 FOR 2022

A year ago, in my Zoomsday Predictions, I mused about whether there had ever been a year more highly anticipated than 2021.

And I noted that resilience and adaptation would be the order of the day—and year. A dozen months on, we remain in limbo, continuing to battle existential threats to people and the planet and too often seeming to take two steps back for each one forward.

And now, a new year approaches. Will it be 2021 redux? Or will we be able to apply some of the lessons learned during the pandemic to begin to devise a better path forward?

This year, I have chosen to share 22 trendsightings for 2022. In numerology, 22 is considered a “master number.”

Some even regard it as the most important number of all. It is thought to be highly powerful and to have high potential, but not necessarily to be lucky. In my westernized worldview, my first thought when I hear the number is not numerology but the Joseph Heller novel *Catch-22*. The term typically is defined as a sticky situation with no easy or palatable solution. Sounds about right for the time. I am using 22 trends as an organizational device, but I am also mindful of the symbolism.

- 01 REIGNING CHAOS
- 02 ANGST IS THE NEW NORMAL
- 03 MENTAL HEALTH MOVES OUT IN THE OPEN
- 04 WE'RE WORKIN' IT
- 05 THE SKILL SQUAD
- 06 AMERICA THE NOT-SO-BEAUTIFUL
- 07 WHAT HAPPENS TO CITIES?
- 08 RISING HYPERLOCALISM (AGAIN)
- 09 ENTER THE NEW “VILLAINS”: BIG TECH AND SOCIAL MEDIA
- 10 THE ROARIN' 2020s—POST-COVID MUTED HEDONISM
- 11 CHANGE AGENTS, MEET COHESION CULTIVATORS
- 12 HYBRID EVERYTHING
- 13 WHAT IS A SCHOOL?

14	ADMIRATION FOR SCIENCE, FEAR OF SCIENCE
15	GEEKSPEAK IN THE METAVERSE
16	VIRTUAL VALUE
17	INEQUITY
18	WORRYING ABOUT WATER
19	FRONT LINES
20	MAKING THE UNSEXY SEXY
21	THE MISSING MIDDLE
22	WARS OF WORDS

Source: McKinsey

<https://www.mckinsey.com/featured-insights/what-major-themes-will-we-see-in-global-media-in-2022-what-should-we-see-more-of>

What major themes will we see in global media in 2022? What should we see more of?

A new year is near, and while the world has continued to grapple with moving beyond COVID-19 and its effects, what new themes will 2022 surface? Journalists, media executives, columnists, commentators, and media critics—from the US and around the world—offered McKinsey their perspectives on what will make the news, from climate change and misinformation to the growing role of artificial intelligence and global supply-chain challenges. And, critically, what is unlikely to merit the headlines we all ought to see more of in the coming months.

What's covered most in global media and what's most pressing are rarely in sync. So what themes will persist in 2022, and what new threads need to emerge?

McKinsey Global Publishing's Raju Narisetti asked dozens of journalists and media leaders around the world for their own perspectives on what's to come—their personal lens on what's likely to be covered heavily in 2022, and what issues might fly under the radar.

They were asked to mull two big questions:

What business, economics, or policy story or theme do you predict will dominate media and grab our attention in 2022?

What topic do you think will be under-covered, and why does it merit more of our attention?

Source: Mintel

<https://www.mintel.com/global-consumer-trends>

2022 Global Consumer Trends

What consumers want and why - now, next and in the future

As the experts in what consumers want and why Mintel is best suited to accurately predict the future of consumer behaviour and what that means for brands and global markets.

Looking ahead to 2022, our market trend analysis and prediction research are grounded by observations of the key drivers of consumer behaviour and backed by Mintel's robust data sets. In 2022, expect consumer behaviour to shift and evolve in response to the following five global consumer trends:

In Control

In times of uncertainty, consumers crave a sense of control over their lives. Brands can deliver the information and options that consumers need to feel like they're in the driver's seat.

Enjoyment Everywhere

Having endured lockdown, consumers are eager to break out of their confines and explore, play and embrace novel experiences, both virtually and in the 'real,' physical world.

Ethics Check

While many brands have made their voices heard on controversial topics, consumers want to see measurable progress against their goals.

Flexible Spaces

Public and private spaces must maximise the capabilities they offer to match consumers' flexible lifestyles. Now more than ever brands have to inspire, rather than prescribe, with every touchpoint.

Climate Complexity

Consumers are looking to brands to help them mitigate their impact on the environment. Companies that don't proactively change ahead of the climate crisis will be forced to change because of it.

Source: MIQ

<https://www.wearemiq.com/whitepapers/programmatic-trends-2022/>

Programmatic Trends for 2022

The state of programmatic advertising now and the trends that define the future

What are the programmatic trends that marketers need to know now? We spell them all out in our latest report to help marketers build out their plans for 2022.

New user behaviors are driving the trends and marketers can take a look at the data to jump on the exciting developments in the media landscape.

Read our new report to find out:

Key themes that will drive programmatic media through next year

Understand the changes from the past 18 months and why you should go down the programmatic road

A five-year outlook into the programmatic opportunity

A deeper dive into the channels marketers love and the barriers they want to tackle:

- Programmatic Display
- Programmatic Video
- Programmatic Audio
- Connected TV
- Digital Out of Home
- How to prepare and build a plan for 2022

Source: Nieman

<https://www.niemanlab.org/collection/predictions-2022/#all>

Predictions for Journalism 2022

Each year, we ask some of the smartest people in journalism and media what they think is coming in the next 12 months. At the end of a trying 2021, here's what they had to say.

- Natalia Viana
It's time for the global North to look South
- Raney Aronson-Rath
Turning technology into an accelerant for truth
- Doris Truong
Inverting the talent pipeline

Source: NextAtlas

<https://www.nextatlas.com/trendreports/detail/AnnualReport2022>

TREND CONFIRMATIONS & PREDICTIONS FOR 2022

Key Insights

- As the pandemic highlighted the many complexities of the food system, going beyond the environmental concerns has become an inevitable path.
- The same social media platforms that have helped us create an idealized image of ourselves are now demystifying the culture of plastic surgery.
- A Future-Thinking Attitude is merging these mixed and dynamic approaches with a long-term mindset.
- Global interconnectivity and dependency has been replaced by a more decentralized, hyper-local form of purchasing.
- From Facebook making the switch to Meta to virtual fashion brands, the Metaverse keeps sweeping through industries, building more fidelity along the way.

Source: Nourish

https://www.nourish.marketing/assets/uploads/pdf/3534_2022-Nourish-Trend-Report_Digital.pdf

Our top food & beverage industry and agricultural trends for 2022 are:

Talkin' 'Bout My Generation:

Boomers and Seniors Are Coming On Strong

Let's Make This Clear:

Using Purpose Transparency to Gain Consumer Trust

Plant-Based 3.0:

A Divide Between Better For You and Better For the Planet, Real Food, and Science

Remapping The Paths To Purchase:

An Updated Shopper Journey for Post-COVID Grocery Behaviours

Blurring The Lines:

Foodservice Models Get Increasingly Hybridized

Cultivating Your Inner Garden:

Eating for Gut Health Goes Mainstream

Save & Splurge:

The High-Low Fashion Trend Comes to Food

Bonus Trend — What's Good for Me is Good for Fido:

The Humanization of our Pets

Farms On The Edge Of Uncertainty:

A Perfect Financial Storm Could Capsize the Canadian Agriculture Economy

The Emergence Of The Modern Farmer:

Doing Away with Stereotypes and an Increased Focus on Mental Health

Urgently Hiring:

The Farm Labour Gap Approaches Critical Levels

Source: Ogilvy

<https://www.ogilvy.com/ideas/influencer-trends-you-should-care-about-2022>

Influencer Trends You Should Care About in 2022

Having matured into adolescence, and grown in size, influence is still defining itself within the world, jockeying for position among more established routes to consumers.

At the outset, many were skeptical of this approach to comms. Indeed, as social media matured, this new kind of stardom, or at least fame, was not wholly embraced. How solidly persuasive could these kids with smartphones really be? Can they really do a better job of resonating with a target audience? And does their influence really translate into more sales?

The numbers are in, and the answer to all of these questions is unequivocally yes. In fact, it's time to stop asking these questions all together.

Instead, we must acknowledge the role influence plays in your larger marketing mix, and how its unique success can best benefit your brand. The question is no longer if you should partner with influencers. Rather, you should be asking how to get the most out of influencer marketing in 2022.

Source: Oracle

<https://www.oracle.com/oce/dc/assets/CONTEAoAD36E52D742DEA79F7971883A940E/native/LPD400177754-Marketing-Trends-Report-eBook.pdf?elqTrackId=7a57f2014a734abfbfoe7d3ebbba7c65&elqaid=114813&elqat=2>

The Top 6 Marketing Trends of 2022

Understand the defining trends shaping the future of marketing

Introduction

Modern marketers require a broad understanding of the best, most effective ways to reach consumers in the moments that matter. It sounds simple enough, but every year brings new challenges that can derail plans and complicate marketing plans. Consider the current (albeit delayed) changes to online targeting. Or the increased regulations and standards surrounding consumer privacy and data collection. Or the constant need to deliver personalised brand experiences at scale, across an ever-growing mix of channels and devices. There are no shortage of disruptive forces influencing how we engage customers and prospects every day.

Understanding how all these trends shape our marketing plans is critical for success. Without the broader context of what's happening across the industry and how consumer behavior is evolving, marketers are left a step behind. So, to help you make sense of what's happening in marketing today, we're sharing the top 6 defining trends in marketing for the next 12 months as we see them.

Source: PwC

<https://www.pwc.com/us/en/industries/tmt/library/iab-digital-ad-ecosystem.html>

Outlook 2022: The US Digital Advertising Ecosystem

Industry leader insights to guide business planning

The US digital advertising industry defied expectations with yet another year of double digit growth, and is expected to remain a bright spot in an otherwise tough year.

Seismic changes are looming, however. Industry leaders urge us all to focus on changing consumer expectations, regulatory reforms and a clear and present talent crisis—or risk not only growth, but relevancy.

IAB and PwC have conducted interviews with approximately 20 thought leaders within the digital advertising ecosystem who have provided consensus around three key areas to keep top of mind when strategizing for 2022 success:

1. Waning consumer tolerance for (and expectations of) digital advertising is impacting the composition and size of audiences of ad-supported media and entertainment brands. A consumer-centric evolution is upon us and should include the development of new ad formats/resources/partnerships.
2. Federal government attention, as well as keen focus from this industry, is required to reimagine and prepare for regulatory changes in privacy policies and additional actions by walled gardens.
3. The steep competition and current sense of urgency to attract and grow talent must also be balanced by the need to foster new or elevated corporate DEI policies.

Source: PWC

<https://www.pwc.com/us/en/tech-effect/ai-analytics/six-ai-predictions.html>

Six AI business predictions for 2022

It can be a full-time job keeping track of all the latest advances in artificial intelligence (AI). But as a business leader, the more important point is learning how new developments are about to transform the competitive landscape in your industry.

As we've done for each of the last five years, we can help you determine what's most relevant with our annual AI predictions. Based on our work helping Fortune 1000 companies, as well as our collaboration with academic researchers and global institutions, we've identified what we believe are the six most important AI trends for business in 2022.

Ranging from new methods to measure and increase return on investment (ROI) to new uses in the "metaverse," companies that capitalize on these trends can grow their bottom lines and fulfill their broader corporate purpose. If you use them well, they can be part of your foundation for sustainable, long-term growth.

1. AI will fully converge with data and cloud — demanding a new management approach
2. Simulations will unleash AI's power in supply chains, the metaverse and more
3. No more "messy" data: AI will let you find, use and monetize it
4. You'll be able to assess and forecast AI's full value, not just cost savings
5. AI's ESG impact will demand your attention
6. AI will be too important for AI specialists to govern

Source:Pinterest

<https://business.pinterest.com/insights/the-trend-predictions-pinterest-got-right-2021/>

We called it:

The predictions Pinterest got it right in 2021

The Point: Our trend predictions came true in 2021. But Pinterest isn't just ahead of trends. It's also where trends grow the fastest—and stick the longest. Compared to anywhere else on the internet.

80% of the trends Pinterest predicted for 2021 continued to climb throughout the year.

Athflow. Skinimalism. Vibey lights. All trends that we said would go big in 2021.

And go big they did. Once again, our insights proved predictive. 80% of the trends in our annual Pinterest Predicts report continued to climb throughout the year.¹

We call Pinterest Predicts a not-yet-trending report, because it's all the topics you're about to see take off—rather than a recap of the trends that spiked the year before. But prediction is only part of the story. To learn more, we partnered with Black Swan Data, a global leader in next generation data insights and predictive analytics for the world of consumer research. They recently completed a study that compared how trends played out on Pinterest compared to other platforms.

Turns out, Pinterest isn't just a place to see new trends first. It's also where trends grow faster and last longer—than anywhere else on the internet.² And they span across multiple categories, too.

Yes... you read that right. Here are three key insights that show the power of Pinterest trends.

Source: Rishad Tobaccowala

<https://rishad.substack.com/p/ten-forecasts-for-the-next-decade-438>

Ten Forecasts for the Next Decade. Part 2 : Looking Ahead

The Future Does Not Fit in the Containers of the Past. Edition 64

In 2010 the Economic Times of India published predictions for the next ten years.

Every one of them ended up being correct !

You can review them here: Ten Forecasts Part 1.

In this post a look ahead to the next 10 years.

The Four Forces.

There will be four critical unstoppable forces that will carve and sculpt the future.

1. Multi-Polar Globalization: Globalization is unstoppable (many of the big challenges are global from Climate Change, Covid-19, China, to Congestion of Supply Chain). The hand wringing of some publications positing the decline of globalization are probably misguided. There is no doubt there are challenges to globalization and its flavor is changing from one that was dominated by the United States and Western Europe to one that will have many centers of influence including China and India and where strategic imperatives to ensure a steady supply of silicon chips and rare earths will impact the contours and landscape of how nations and companies navigate in the future.

2. Three Challenging Demographic Shifts: Three big demographic shifts of a) declining population, b) aging populations and c) significant differences in ethnic make-up and mindsets between young and old will challenge politicians and leaders of businesses. Most countries except for the continent of Africa have begun to go into population decline. And most Western countries and now China due to its one child policy are grappling with more and more seniors supported by fewer workers challenging everything from healthcare to financial support. In the US 10,000 people turn 65 every day and despite the fixation of marketers on the young the money is with those over 50. In the US next year, the country will turn multi-ethnic majority under 18 years old while those over 50 are dominantly Caucasian. It is not just the ethnic make-up but perspectives on social and economic issues are radically different than in past decades. And this generational gap is widespread across the world.

3. The Third Connected Age: In 1993 we entered The First Connected Age with the advent of the World Wide Web where we all connected to discover (search) and transact (e-commerce). In 2007 we expanded into The Second Connected Age where we were connected all the time (mobile) and connected to everybody (social). This decade will be The Third Connected Age where data will connect to data (AI), we will connect in new ways (Voice, Augmented Reality, Virtual Reality), we will have much faster connections (5G) and far more powerful computing (Next generation Cloud)

4. Covid-19 Shock: The fault lines of Covid-19 impact will have long lasting impact on the terrain of the future. When every single person in the entire world goes through a financial, health and social crisis that has already lasted for nearly two years and exposed new forms of fragility and resilience in everything from personal relationships to business operations to social structures many of its reverberations will cascade into the future.

Each of these forces individually are deep, wide and strong but together they will shape shift the next decade so that not only are we going to see change but a quantum rate of change!

Source: Shutterstock

<https://www.shutterstock.com/image-photo/2022-trend-concept-hand-flip-wooden-2053272818>

2022 trend concept. Hand flip wooden cube change year 2021 to 2022. Beautiful white background, copy space. Used for banner in trend concept in new year for monitoring new business opportunities.

Source: Springwise

<https://www.springwise.com/next-generation-trends/next-generation-trends-2022-eco-consumption>

NEXT-GENERATION TRENDS 2022: ECO-CONSUMPTION

Below we explore the rise of 'cyan shoppers' and lifecycle luxury – and what they might mean for your business next year

The final part of our end-of-year series focuses on the trends and innovations around eco-consumption.

More than half (59 per cent) of shoppers are making it a priority to live a more environmentally conscious lifestyle, according to a recent survey, with four in 10 more concerned about sustainability now than they were pre-COVID-19.

And while these findings illustrate the rise of eco-consumption when it comes to customer mindset, that's only half the story. Consumers also strongly believe that retailers have a responsibility to the environment and communities in which they serve. According to the Retail Industry Leaders Association, 93 per cent of global consumers expect the brands they use to support local social and environmental issues.

And shoppers are prepared to put their money where their mouths are – willing to pay more for sustainable products, including plant-based meat alternatives, beauty and personal care items, and dairy and dairy alternatives.

So how can brands and businesses make the most of these attitudes to provide sustainable options? Innovation is key, transforming ideas into actionable solutions.

Trend #1: Cyan shoppers

Trend #2: Lifecycle luxury

Trend #3: Simplified supply chains

Trend #4: Artivism

Trend #5: Carbon accountability

Source: sparks & honey

https://fs.hubspotusercontent00.net/hubfs/6555301/2022_BusinessBets_sparksandhoney.pdf

Business Bets 2022

In 2022, the desire to get back to business will hit the world with full force in all areas of life and work. Challenges still abound, but so do opportunities! In this special report, sparks & honey dives into some of the key cultural shifts shaping those opportunities next year. By mining our proprietary taxonomy of 160+ Elements of Culture with the help of Q™, our always-on cultural intelligence platform, we've identified the most energetic areas of change in 2022. We then synthesized these shifts into Business Bets for the coming year — from tech and health to sustainability and our ever-evolving human behaviors.

Source: Deloitte's Technology, Media, and Telecommunications (TMT)

https://www2.deloitte.com/content/dam/insights/articles/GLOB164581_TMT-Predictions-2022/DI_TMT-predictions-2022.pdf

TMT Predictions 2022

IN LAST YEAR'S TMT Predictions report, we called COVID-19 a catalyst for the trends we were seeing in the TMT industry. Now, nearly two years in, we still can't escape its impact. But we do expect that 2022 will be about far more than recovering from the pandemic.

It's true that COVID-19 has accelerated many of the trends we highlight: the lockdown-driven lift in console gaming, churn due to greater competition among streaming video services, the decline in viewing share among traditional TV broadcasters, the increasing adoption of health and wellness technologies, and the growth in 5G and other advanced connectivity for both enterprises and households. But we also look at new and shining opportunities that are emerging regardless of the pandemic. In this latter category sit technologies like RISC-V, bringing the advantages of open source to chip architecture; quantum computing and its cousins, quantum communication and quantum sensing; addressable TV technology that can help expand television advertising's reach; and nonfungible tokens (NFTs), which offer new avenues for monetizing sports and other media. In fact, sports NFTs started trading after March 2020, but already generate over a billion dollars in trades!

Some of this year's predictions are cautionary. The tech industry has continued to make progress in women's workforce representation, but sustaining this may take redoubled effort. Men and boys will likely continue to read fewer books than women and girls, with implications for academic achievement and social skills. And stricter AI regulations may be on the horizon, with the potential for restricting or even banning some AI applications.

Yet there are also many bright spots to share. Emerging privacy-enhancing technologies can help address AI's privacy and security challenges. The easing of the global semiconductor shortage may be in sight, and the billions of dollars' VCs pouring into new semiconductor companies are a spur to innovation. Smartphones are being used for longer, reducing their environmental impact. And floating solar panels, aka floatovoltaics, are poised to expand the renewable energy mix.

We hope this year's edition of TMT Predictions both reflects the world we now live in and illuminates the world to come.

As the world churns: The streaming wars go global

Subscription video-on-demand providers' pursuit of global viewers is igniting competition and catalyzing SVOD churn. Customizing business model by market may be key to success

Source: TrendHunte

<https://www.trendhunter.com/trends/2022-trend-report-research>

Trend Hunter's long-awaited 2022 Trend Report research is ready .

Here's my intro letter about why the 2022 Trend Report is more important than in past years:

The next couple years will present you with a unique window of opportunity. The Renaissance Period emerged from the Bubonic Plague. The Roaring 20s emerged from the Spanish Flu. And now, as we emerge from a new crisis, The Roaring 20s are coming back. This is a cyclical pattern of history, and the 2022 Trend Report will give you a glimpse into how this new cycle will impact you.

When humans endure a major crisis, it alters our way of living and forever changes our needs. Once we emerge, we begin making up for lost time, rethinking about what is important, and pursuing new lifestyles. Meanwhile, competitors work behind closed doors, developing new products, new services and new partnerships. When the new world begins to crystalize, market leaders change, the deck gets reshuffled, and we get to experience how chaos creates both risk AND opportunity. Using the 2022 Trend Report, you can better identify how these shifts will impact your business.

In these time periods of rapid change, consumer trends are your secret weapon. This free trend report will provide you with a language of clues to decipher emerging needs, shifts in opportunity, and changes in consumer behavior. Trends become a CEO-level 'problem' and your unique solution, because suddenly, every organization needs to evaluate if they have the right products, right markets and right services. By spending time to read this report, you are taking a first step towards understanding the new world of 2022. Decipher where the world is headed, and you will lead yourself and your team to new fields of opportunity. Enjoy the new 2022 trend report, let's do this!

Source: Trend One

<https://www.trendone.com/en/trends2022>

Trends 2022

Anticipate the developments and react agilely

Monitoring for Trend Radars and innovation areas Update for your systematic trend management

Keep an eye on these macro-trends in 2022

It is not the number of trends that is decisive for the effectiveness of your systematic trend management, but the way you deal with the trends that really are relevant in terms of influence and mainstream adoption. Macro-trends labeled with “Act” represent the topics most relevant for action.

Source: Trendwatching

<https://www.trendwatching.com/22-trends-for-2022?hsCtaTracking=3e01390a-bf41-47fe-9130-17cab5d526db%7C8423834b-efec-4967-90d7-ea542aed6d05>

22 Consumer trend opportunities for 2022

Ready to impactfully act on 2022's consumer trends?

22 for '22 is TrendWatching's purpose-driven manual for the year ahead — a collection of 22 business opportunities and emerging trends that your brand can't afford to miss, whatever industry you're in.

22 Opportunities for you to run with in 2022

#1 Locale Morale

#2 Glocally Grounded

#3 Equity Zone

#4 COMMUNAL CURRENCIES

#5 Second Souls

#6 Circularity Subscribed

#7 Productivity Paradise

#8 EARTH DEFINITION

#9 LONELI-LESS

#10 SOCIAL EXPRESS

Source: The Future Laboratory

<https://www.thefuturelaboratory.com/reports/2022/future-forecast#buy>

50 consumer trends that will define the coming year

What's inside this report?

Our foresight researchers have produced five key trends for each of the 10 sectors. Here's a snapshot of what you will discover in the report:

Beauty

With attitudes, lifestyles and identities more fluid than ever, the beauty sector is taking a more flexible approach to making us look and feel better. In 2022, beauty will become more inclusive and playful, veering away from aspiration to embrace escapism and joy while championing radical transparency and convenience.

Health & Wellness

In the wake of the pandemic, the health sector is shifting towards Synchronised Care, focusing on living well for ourselves and others around us. Virtual health communities will continue to flourish in 2022, rewriting the public narrative around illness and empowering individuals to seek more personalised care.

Food

As we re-engage with the world through the lens of Redemptive Diets, food brands are reminding us of the visceral and collective nature of food. Food and entertainment will further collide as chefs find ways to directly engage consumers, while grocers and restaurants create immersive experiences.

Drink

As we move further into the 2020s, drinks brands are re-inventing themselves as zero-carbon champions rather than zero-sugar ones. The climate is coming into sharp focus for the beverage industry in 2022, with carbon-neutrality, ecological wineries and traditional fermentation techniques all on the agenda.

Travel & Hospitality

With consumers increasingly wary of hospitality greenwashing and travel eco-rinsing and as Covid-19 restrictions continue, holidaymakers are turning vacations into longer stays, opting for regenerative remote working, hobby-based excursions and healthier escapes.

Luxury

Within the fashion and lifestyle sectors, luxury's conscious evolution continues, as spirituality, sustainability and considerate marketing take root, while the home and hobbies become disruptor spaces.

Fashion

For an industry that has joined the sustainability debate relatively late, fashion's eco-reckoning is gaining pace. While disruptive digital players drive drastic change in the fashion sector, the environment will continue to be paramount in the industry's future at large.

Retail

In 2022, as e-commerce continues to accelerate, consumer expectations will force the retail sector to address its impact along the value chain. Retailers are rewriting the industry playbook with engaging digital storefronts in the metaverse, stores for children instead of adults and interiors imbued with tranquillity.

Media, Technology & Fintech

In the age of the Alternet, niche media platforms will gain prominence in 2022. New frontiers are emerging in the media world, from digital workplaces that resemble video games to image-free social platforms and elite crypto-communities.

Youth

Craving autonomy, Generation Z are demanding more from social media monoliths, co-opting existing platforms to suit their needs, and refusing to engage with relentless algorithms.

Source: Unity

https://create.unity3d.com/mobile-gaming-trends-2022-e-book?_ga=2.147469367.1655117584.1637816466-1880167494.1637816466

Introduction

Learn about the biggest changes in mobile game development – and how you can use them to help your game win.

Making mobile games is hard, but finding success is even harder. It means knowing how best to realize your game vision, how to ensure a quality experience across a fragmented device ecosystem, how to stand out from innumerable other mobile games, and how to do so within a growing team. Even if you already know how to make a great game, you might still be missing some answers on how to build a successful game business.

Understanding the latest trends in mobile gaming will help you make the right decisions about what types of games to develop, the audiences you'll target, and which marketing and monetization strategies to adopt. The market for mobile games keeps getting bigger – but the development challenges you'll face there are growing more complex.

This guide integrates the Unity team's years of experience helping our customers launch thousands of successful games.

Paired with the latest market research, it provides a snapshot of the mobile gaming market. We created it to give you a sense of the latest trends, the opportunities these changes create, and how Unity solutions can help you meet development challenges and expand your user base.

We'll dig into the top six trends that are shaping the mobile game market, now and into the future:

- Mobile is the fastest-growing segment in gaming.
- Players expect AAA-quality experiences on all their devices.
- Players want a more connected experience.
- Studios are refining genre strategies and monetization practices.
- Crossplay and spin-offs are driving stronger branding.
- Privacy concerns are complicating monetization tactics.

Source: WARC

<https://effectivenesshub.warc.com/marketers-toolkit-2022/marketers-toolkit-2022/overlay/fln-content-gate/>

INTRODUCTION

The 11th edition of WARC's annual Marketer's Toolkit includes a series of reports aimed at helping marketers identify new areas of industry disruption, and adapt swiftly to exploit the opportunities being created.

Businesses are well aware every year brings with it a set of challenges different from the previous one. While everyone hopes 2022 will allow us to move past COVID-19 and the widespread disruption it has caused, it will continue to have a major impact in parts of the world.

Even in countries where markets are returning to a more normal state, there are clearly defined areas where businesses will feel the need for rapid and significant change: a set of narrowly focused but deeply transformative revolutions, if you will.

Lengthy lockdowns have changed consumer mindsets, meaning marketers must rapidly understand and adapt to new behaviours. Environmental concerns are higher than ever before, with consumers likely to hold brands to account on their record. The nature, scope and preferred channels for both transactions and entertainment have shifted, and long running concerns about the effectiveness of digital measurement are becoming more urgent.

Our focus for the Global Trends Report is weighted towards economies that are opening up, with our base case scenario built on the IMF's global economic outlook. We anticipate a steady recovery in vaccinated countries but with significant inconsistency worldwide, and recognise overhanging concerns around inflation, labour shortages and supply chain interruptions, as well as the threat of new variants driving a new round of lockdowns.

It is against this background that we developed this year's Marketer's Toolkit. We felt the best way to address strategic needs for the coming year would be to create a set of reports offering a selection of different tools to help navigate the coming year.

This report is the first of the series, providing research, analysis and insight into five key trends that will shape marketing strategies in 2022. Forthcoming reports will provide regional perspectives, quantitative analysis on global ad trends, and a review of emerging concepts and metrics that could help maximise marketing effectiveness.

WARC conducted a proprietary global survey of the industry in September and we've included some of our findings in this report. One important finding was that industry optimism is high, with approximately three out of four respondents expecting improvements to their business in 2022. While uncertainties we have listed remain, savvy marketers, who are able to initiate transformative change in critical areas, can benefit from emerging opportunities.

The Marketer's Toolkit 2022 is designed to help companies speedily identify, adapt to and exploit these opportunities.

Source: WARC

<https://www.warc.com/newsandopinion/opinion/eight-predictions-for-2022/en-gb/5527>

Eight predictions for 2022

Senior agency figures tell WARC what they expect to happen next year.

The potential of sound

“Sound is going to emerge as a must-have expressive layer in brand experiences. While some brands have been moving in this direction – and a few stand out as leading the way – too many have ignored this aspect of sensory communication. But not anymore; incorporating high quality sound into the entire brand experience is an untapped potential for brand owners. Sound will be embraced by brands going forward as it brings a new level of interactivity, creativity and emotional intelligence to the brand experience.” – James Ramsden, Executive Creative Director at Coley Porter Bell

Getting smart with TV buys

“There are usually some things you can count on in the New Year – a surge in gym memberships, diet book sales and cheaper TV slots. But not so in 2022. Lockdown and the pandemic saw seismic shifts in consumers’ media consumption and e-commerce habits; they are using more channels than ever before, making them harder to reach and therefore more expensive to target compared with previous years. After many fallow months, there has been a surge in advertiser interest looking to tap into pent-up consumer demand. Couple this with linear TV viewing declines and a relaxation of TV booking deadlines, and the result is the best TV slots being in ever higher demand and that means a higher price tag.

TV can’t be viewed in isolation. Brands need to be aware of external factors that may impact their ad spend effectiveness, such as the ongoing supply chain issues – there’s no point trying to drive purchase if there is nothing there to buy. Brands looking at their TV spend for January and February need to make sure they are looking at their data and responding to consumer behaviour accordingly. Adopting an agile, test and learn approach, will be beneficial as it enables them to flex their TV spend and make data-driven decisions in real-time, which will increase the chances for higher returns on their TV spend.” – Justine O’Neill, Senior Director, Analytic Partners

Beating the industry drum

“In 2021, the government once again underestimated the creative (including advertising) sector’s contribution to trade. The UK is the largest ad market in Europe – and one of the biggest in the world – with ad spend worth £23bn in 2020 and that’s in a Covid-stricken year. In 2022, accuracy must become the industry’s guiding star. Proof and detail of the value of the market only comes with auditing and scrutiny of budgets. Next year the onus will be on the industry to better champion its place as an income generator for the UK at large.” – Federica Bowman, Global CEO, FirmDecisions

Prepare for immersion

“Brand-building is world-building – this is now more true than ever. Brands are starting to create their own meta spaces – from the early pandemic days on Animal Crossing to the newly released Nikeland on Roblox. These are early indicators of what will eventually become table stakes in the branding game – creating online immersive worlds that embody the essence and values of the brand. The emerging elements of motion, sonic and 3D graphics are going to culminate and level up into full digital worlds.” – Naeiri Zargarian, Strategy Director, Interbrand

It’s all about the climate

“As we learn to live with COVID-19, the key challenge in 2022 will be around how we collectively accelerate a response to the Climate Crisis. All the discussion around COP26 once again highlighted the sheer scale of the job to be done. YouGov released stats in the aftermath of the conference showing that 68% of the UK population were worried about climate change and its effects, while 83% of the public say the development of cleaner and more environmentally friendly technologies is key to this issue. This heightened engagement will lead to consumers asking searching questions of brands, and increasingly making consumption choices based on alignment to their values and outlook. Brands will need to innovate but will also be looking to their agencies for guidance and solutions. It is imperative we meet the climate challenge head on and all collaborate to deliver those solutions. In doing so, we will uncover new opportunities and ways of working that are good for us as well as the planet.” Rik Moore, Head of Insight, Strategy and Planning at The Kite Factory

Gaming culture gets everywhere

“2022 will be a year that gaming culture goes deeper into pop culture ubiquity. With Netflix and Amazon making forays deeper into gaming, dead TV channel G4 resurrecting on Twitch and increasing branded collaborations from gaming properties like Arcane and Fortnite, the characters and stories we see in game will be even further outside of it. 2022 will also see continued discussion about what the ‘metaverse’ could be, but the technology that could power it will continue to exist in discrete pockets or in development. While cultural conversation around the concept looks poised to peak next year, and possibly decline until substantiated technologically, functionally bringing it to the masses will be a multi-year endeavour.” – Dubose Cole, Head of Strategy, VaynerMedia

The rise of the metaverse high street

“There is no question that metaverses such as Roblox – not to mention the broader ecosystem promised by Facebook’s timely name change – will have a profound effect on the marketing mix in 2022. Brands are already constructing shiny temples within these worlds, but don’t expect this to take shape like a virtual high street.

In these new spaces, experience must be prioritised over selling. Brands must be willing to collaborate with users and yield a degree of control to the rapidly-diversifying user-base. This may feel too uncomfortable for some brands, who will likely create virtual destinations more akin to the set in a spaghetti western than a high street – all façade but little behind the door.

For those brands willing to embrace these new rules of engagement, however, the rewards will be profound; prime real-estate within a brave new world and levels of audience engagement hereto unseen in any media channel to date – traditional, digital or social.” – Will Sansom, Head of Strategy, The Brooklyn Brothers

Time – even more valuable than Bitcoin

“Among many other things, lockdown has been an unrequested course in time management. Brands that help us spend this most precious commodity for the best possible return will continue to grow. In fact, time saving has long been the underlying, but sometimes unheralded, benefit of a lot of the most successful brands from the past few years. Think Peloton, Deliveroo and Uber. In 2022, we’ll be navigating another year in which we live and work differently, and

the brands that help us spend more of our time doing what we want – and less doing what we don't – will be in a great position to grow.” – Richard Exon, Founder, Joint

Source: We Are Social

<https://thinkforward.wearesocial.com/>

Learning has long played a role on platforms like reddit or YouTube, where channels like Kurzgesagt (or 'In a Nutshell') and VSauce have drawn millions of subscribers. But recently, there's been an uptick in the number of people turning to social to learn: 74% of Gen Zers globally have used social to learn practical life skills, which is more than any older age group.

After a year of forced experimentation with work, school and self-directed political learning, social is gaining new in-roads as an educational tool.

While the consensus is that the infrastructure, process and behaviour that are required to formally learn or train online are not quite ready, there's a sense that informal learning in the feed can equip us with practical tools we're not always able to get from conventional education systems. Out of the ashes of the pandemic, people have experienced small wins in everyday life that are pushing a new kind of in-feed education.

Source: Wetransfer

<https://wetransfer.com/ideas-report/2021/intro>

Intro from our CCO

I started working with brands at the turn of the century, spending years at agencies until I started my own. Back then, we expected the creative industry to automatically evolve with the times—but I've learned instead that honest change takes honest communication.

That's why we started the Ideas Report, a conversation with our global creative community about what they're really thinking, feeling, and doing. Four years on, this year's Ideas Report confirms the industry hasn't changed—enough.

I get it. Change is hard. We can adjust ourselves and our peers at the drop of a hat, but longterm change—that's where it gets tricky.

It takes perseverance and focus, and let's be honest, a lot of us creative types are generalists who—ooh look there's a new NFT drop from Homer and Balenciaga—d'oh, get easily distracted. Those of us who define ourselves as creatives (or work in creative industries) are complicated beasts, plagued by insecurity, arrogance, self doubt, brilliance, and indifference.

But I wouldn't change it for the world. My daughter says, "without darkness there is no light," and she knows. My kids are 13 and 15, and their self awareness is tenfold that of mine.

That introspection, especially from younger generations, is vivid in this year's Ideas Report.

- In 2021, we solidified a few truths —that creatives and clients are seemingly at odds (despite their respect for each other), young people are (as usual) taking the fall, and progress doesn't come easy.
- However, we also learned a few new things. We're rejecting the awards industry. We're hearing from new voices. We're doing away with egos.

So will no one turn up to the Emmys next year? Will Cannes be a ghost town in June? I don't want to give it all away, but there are some learnings in this year's report that should make us all think. About what? That's up to you.

Source: WGSN

<https://www.wgsn.com/en/wgsn/press/press-releases/wgsn-food-drink-confirms-top-trends-2022-and-beyond>

LONDON, November 10, 2021 – WGSN, the global authority on trend forecasting, today releases the six Food & Drink Top Trends for 2022. Informed by WGSN's unique methodology, the trends reflect the consumer drivers that are shaping the food and beverage industries – with sustainability top of mind.

“Serious consumer concerns are driving the 2022 top trends, including global warming and sustainability impacts on our food supply, and an urgent need for more diversity, inclusivity and respect in the food world,” says Kara Nielsen, WGSN's Director of Food & Drink and a long-time food trend authority. “Food makers and product developers need to address these issues while also realising how savvy eaters are about the benefits food ingredients like koji and prebiotics bring to the table.”

Source: World Economic Forum

<https://www.weforum.org/reports/top-10-emerging-technologies-of-2021>

Think of our planet's grand challenges: managing climate change; reducing energy use; sustaining food production; improving global health. Many of these efforts involve overlapping problems – and the potential for interlinked solutions. It's no wonder the United Nations names "Partnerships" as its 17th Sustainable Development Goal. In this 10th edition of the Top 10 Emerging Technologies, created by Scientific American and the World Economic Forum, interlinking is front and centre. With the acceleration of government and industry commitments for decarbonization, there will be an array of novel approaches in low-emissions transportation, residential and commercial infrastructure, and industrial processes. Two such technologies – the production of "green" ammonia and engineered crops that make their own fertiliser – will improve agricultural sustainability. In remote areas, 3-D printing with local soils will erect stronger houses with less energy. Because health is on everyone's mind, this year's Top 10 salutes the rise of breath sensors that can detect COVID-19 and other diseases, as well as wireless biomarker monitors that make it easier to diagnose and manage chronic illnesses. New results from the field of genomics could allow for the engineering of longer "healthspans", and on demand drug manufacturing will result in tailored medicines while helping to solve today's supply challenges with large-scale production. To keep track of it all, the number of devices that

make up the internet of things is rapidly growing. They will become more globally connected through the use of orbiting nanosatellites and be powered by energy harvested from wireless signals. The future has never looked so interconnected.