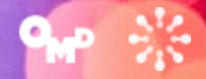


SIGNALS



Signals

Annual report 2024



Introduction

Our annual report, Signals, delves into evidence-based consumer insights, shedding light on the perceptual and behavioural shifts crucial for the upcoming year.

We believe by identifying cultural, consumer, economic and political tensions – we can create a real point of difference for how we plan and communicate on behalf of brands.

Since its inception in 2021, Signals has evolved to focus on concrete signals rather than speculative predictions, a shift prompted by the pandemic.

With each new edition of Signals, we push ourselves to create something better than the last. This year, we are proud to collaborate with Microsoft, alongside conducting a comprehensive online survey across eight key markets with 6,108 nationally representative respondents, including UK, Germany, France, Spain, USA, Mexico, Australia and Japan.

2023 was a year of resilience, adaptation, and rediscovering the simple joys. While the world grappled with economic challenges, embraced technological advancements, and navigated societal shifts, it was the everyday experiences that shaped the narrative.

Moving forward, the lessons on priorities, sustainability, and human connection will continue to guide how we engage with the world.

This comprehensive guide offers insights on navigating the evolving landscape through the lens of consumers. We explore recent changes, their underlying causes, and strategies for brands to thrive in times of turbulence. Whether you seek a quick overview or a deep dive, this report caters to all needs.

Signals is a collaborative effort that wouldn't be possible without the expertise and dedication of many within and beyond OMD. To all who contributed to Signals 2024, we extend our sincerest gratitude for your valuable insights, strategic planning, and expertise.

Thank you!

The Signals Team

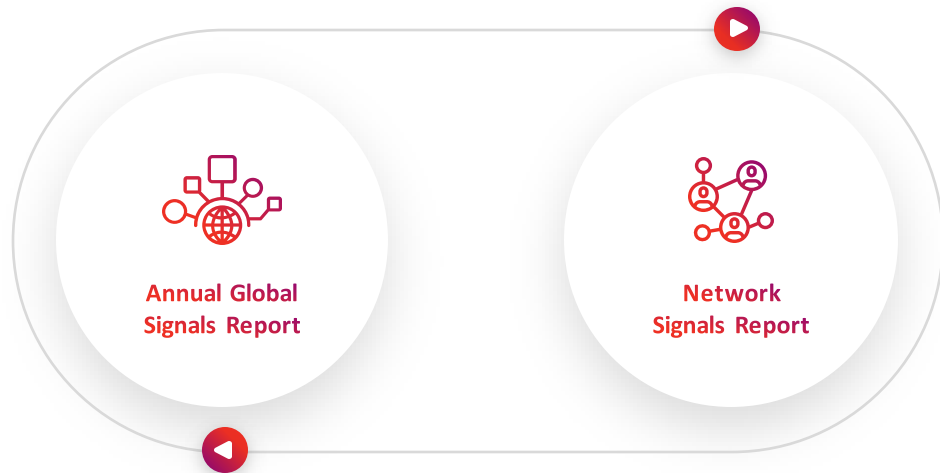
Keeping our pulse on global Signals

The key for action is providing implications on how these insights can help us design more valued and valuable experiences for our clients.

We believe that identifying cultural, consumer, economic and political tensions allow us to create a real point of difference for how we communicate on behalf of brands. The key for action is providing implications on how these insights can help us design more valued and valuable experiences for our clients.

In addition to our annual global Signals report, which delivers evidence-based insight on which perceptual and behavioural changes are set to accelerate in 2024. There will be a follow-up report that is powered by OMD local market points of view on how these trends are manifesting, as well as capturing new Signals that are emerging.

We cannot stress enough how meaningful our local market input is. It makes our global perspective stronger, and we hope it is more relevant for you too.



Context and caveats

WHAT WE GOT RIGHT AND WHAT WE GOT WRONG

Trends reports and thought pieces are filled with unexpected twists and turns. In the past, we may have been captivated by trends like cryptocurrency and the metaverse, only to see them fade into the background.

Who could have foreseen the cultural phenomenon surrounding Barbenheimer, leading to one of the most successful weekends at the box office since the pandemic, with a projected \$200+ million in ticket sales.

Reflecting on Signals 2023, the pressures of politics, economics, and climate have had a profound impact on our daily lives. We've found ourselves grappling with rising prices for essential items, reshaping our household budgets, changing the way we shop, and even questioning some of our core values.

As the cost of living continues to rise, we anticipate a widening gap between people's sustainable values and actions, along with an increase in time spent entertaining and relaxing at home.

As we step into 2024, we find ourselves in a period of prolonged uncertainty, with ongoing conflicts like the Russian-Ukraine war and the Israel-Gaza war, as well as significant events such as Indonesia's new capital city inauguration in August.

With supply chain disruptions expected to persist, people will be making more informed decisions to navigate the complex economic, social, and environmental landscape.

Amidst this uncertainty, there is a growing trend of people rediscovering the simple pleasures of slow cookers, board games, and offline hobbies, emphasising the importance of being present, building connections, and creating meaningful experiences.

While the future remains uncertain, we are committed to monitoring shifts in people's perceptions, values, and behaviours as we move forward.



Signals is powered by Connected Experiences



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R&I Products and where we can take Signals next



Navigator

Agile methods to deliver brand learnings that are directly integrated into strategic media decisions

Find out what your consumers think about a signals theme, such as nostalgia. Identify relevant areas for your brand, how sentiment may be affected and your brand in relation to competitors, bringing the consumer voice to life through qualitative and social media.



Antenna

Our global top-tier tools provide the deepest possible view of economic, consumer and media landscapes that will influence strategy

Host a workshop to understand and unlock the major trends impacting the category and market, as well as which are most relevant for your brand. Using OMD Proprietary Signals Research, as well as leading trend forecasting tools, brands can stay ahead of the curve.



Evolution

Insights linked directly through to audience activation across media channels and digital platforms

Understand how your audience's behaviours and values are changing to ensure media targeting is effective and our comms are relevant to them, using a range of syndicated panel data, social tools and qualitative research to profile your audiences.



Experience

Data powered audience insights to maximise conversion, linked directly to digital planning and e-commerce

Whether it's to identify key cultural moments, purchase moments or how your brand can leverage seasonality trends, we use a suite of tools and techniques to create a data led approach to codify culture looking at what, when and how to engage with consumers.



Impact

Campaign evaluation based on unique integration of media plan and linked directly into media planning teams

When evaluating the success of a campaign, it's important to consider both the creative and media channels used. Creative and comms pre-testing provides an indication on what does and doesn't work, whether the message resonates with the target audience and the likely impact it will have on brand KPIs.



Ambition



Empathy



Craft



Activate

Contents



01 Introduction & Context

02 New Age Priorities

03 Anchoring

04 AI: The New Reality

05 Cultural Fragmentation

06 Methodology, Contributors
& Next steps

01

Introduction & Context



The year 2024 dawns amidst lingering uncertainty with a promise for resurgence

PERHAPS ON TREND, WE ASKED CHAT GPT TO SUMMARISE 2024 IN ONE WORD:

If I were to offer a single word to capture the current potential and sentiment of 2024, it could be RESURGENCE.

This word reflects several underlying trends and hopes:

- Economic resurgence: Despite ongoing challenges, many predict economic growth and recovery in various sectors.
- Technological resurgence: Innovation in AI, clean energy, and other fields offers potential for breakthroughs and progress.
- Community resurgence: A renewed emphasis on local initiatives, social connection, and environmental action could strengthen communities.
- Humanistic resurgence: Concerns about well-being, mental health, and work-life balance suggest a focus on human needs and potential.

It's important to remember that any prediction, even with just one word, is speculative. The beauty of 2024 lies in its yet-to-be-written story, and we can all participate in shaping it through our actions and choices.

Perhaps, instead of waiting for a single word to summarise the year, we can approach 2024 with an open mind and embrace the unexpected twists and turns that it may hold.

Our 4 key Signals' themes for 2024:



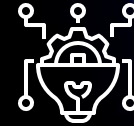
NEW AGE PRIORITIES **Consumer**

The cost-of-living and the continued uncertainty has prompted a reassessment of people's goals and priorities, as well as how they are planning for the future. New Age Priorities is an evolution from Conscious Commerce.



ANCHORING **Entertainment**

As people continue to seek stability and security, anchoring through nostalgia, fandoms and experiences are emerging as a prominent and enduring trend in 2023 and 2024, evolving from cocooning in our previous Signals report.



AI: THE NEW REALITY **Technology**

AI experienced rapid development in 2023, especially language models, sparking a rise in virtual assistant adoption and engagement – as well as concerns and calls for regulation and transparency.

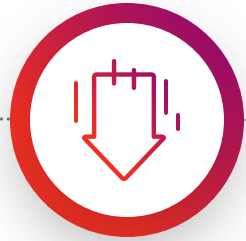


MAINSTREAM TO MICRO GROUPS **Cultural**

The continued fragmentation of media is powering the rapid fragmentation of culture and trend engagement, shifting people's cultural values, their influential sources and the cultural content they consume and how they engage with it.

Resurgence often follows testing times

IN THE PAST 3 YEARS ALONE, WE'VE EXPERIENCED...



Recession

GREAT LOCKDOWN

February 2020 – April 2020



Pandemic

COVID-19

January 2020 – October 2021



Mass Inflation

COST OF LIVING CRISIS

February 2021 – December 2023



Tech Disruption

CHAT GPT

November 2022 – Ongoing

AS A RESULT, WE EXPECT TO SEE...

Increased polarised points of view

Increased tensions when it comes to culture and values

A continuation in people seeking safety and a sense of community

Increased transformation through new creative outlets and activism

Rising prices, inflation and the state of the economy remain consistent concerns for 2024

Top concerns in 2024

TOP CONCERN



50%

-3% decrease from 2023

**Rising Prices /
Inflation**

2ND CONCERN



40%

The same as 2023

The State of the Economy

3RD CONCERN



26%

-2% decrease from 2023

**Poverty and Social
Inequality**

Top indexing concerns by generation

Gen Z

Millennials

Gen X

Boomers

Sexual Inequality
i163

Sexual Inequality
i124

Quality of
Education i108

Immigration i148

Women's Safety
i146

Quality of
Education i118

Access to
Education i107

War / military
interventions
i143

Access to
Education i137

Unemployment /
Job Security i115

Cyber security /
terrorism i107

Political
Leadership i142

There has been a significant increase in search volume on debt consolidation and deals across the world

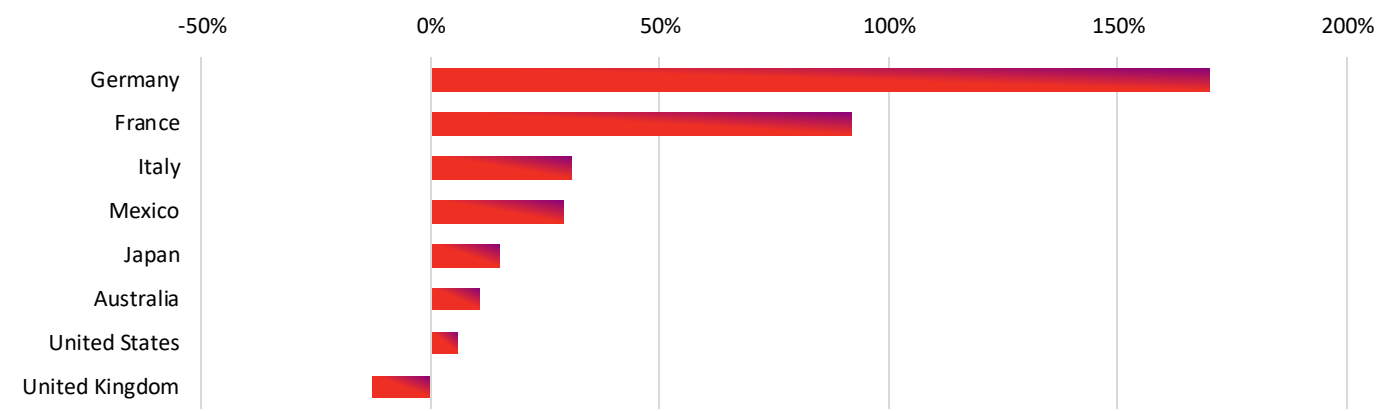
Debt consolidation



+17% YoY

Searches across all markets

Year-on-Year change in search volume by market



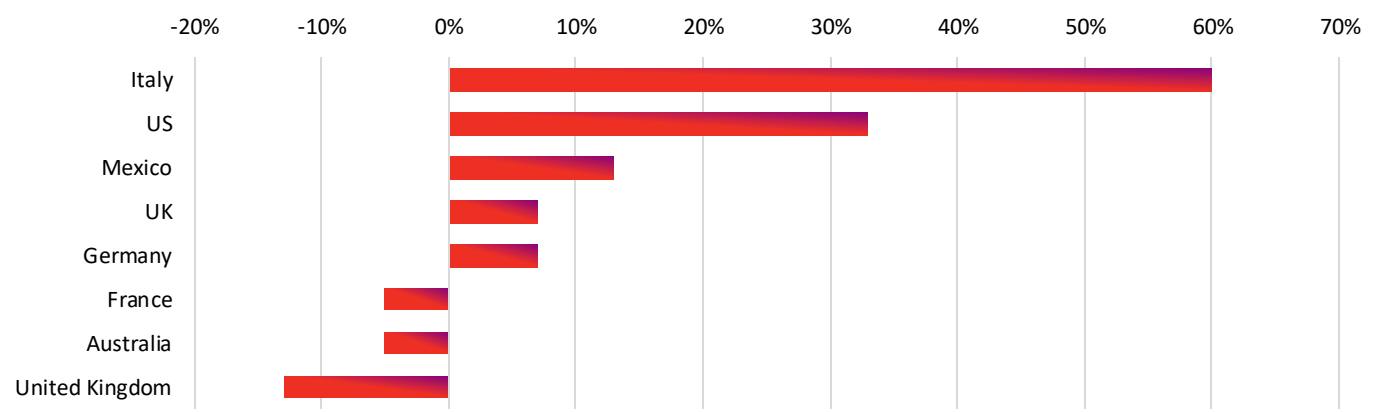
Deal seeking



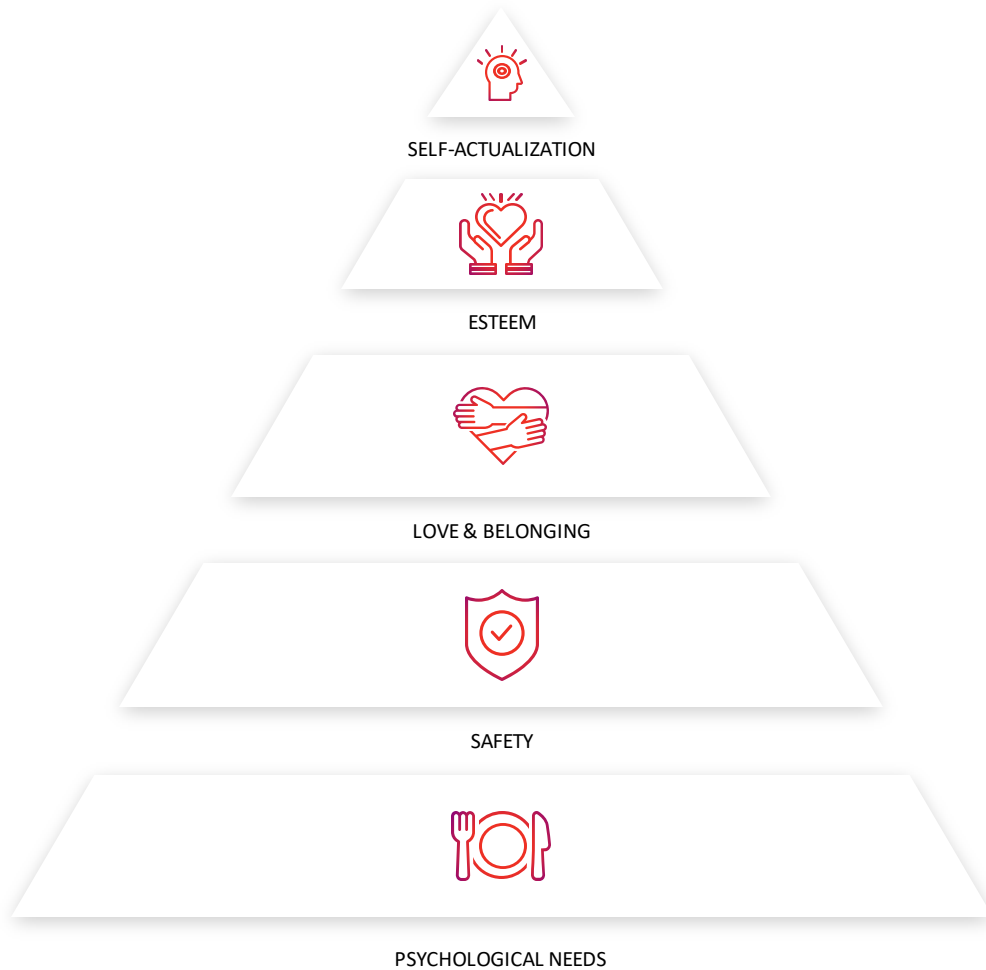
+21% YoY

Searches across all markets

Year-on-Year change in search volume by market



The tension between people's personal needs and cultural values will continue to influence how they respond to external pressures



Driven more by Cultural Values

Technology | AI: The new reality

Where people go to find information is changing

Cultural | Mainstream to micro groups

How people engage with culture and trends are changing

Driven More by Personal Needs

Entertainment | Anchoring

What people want from entertainment is changing

Consumer | New age priorities

What people are prioritising, and their life goals are changing

Consumers continued to adapt to uncertainty in 2023, creating new behaviours which we expect to accelerate and evolve in 2024



NEW AGE PRIORITIES Consumer

- People who think their families will be better off in five years is at an all-time low, decreasing 10 points from 2022¹.
- Global headline inflation was expected to fall from 8.7 percent in 2022 to 6.8 percent in 2023 and 5.2 percent in 2024, which is still above 2021's 4.7 percent².
- Global GDP growth in 2023 is projected to be 2.7%, the lowest annual rate since the global financial crisis and the 2020 pandemic³.
- December 2023 Global Consumer Confidence Index was 47.7, up 0.5 points since November and the first significant change in seven months⁴.



ANCHORING Entertainment

- 47% admit to thinking fondly about the past almost always or quite often⁵.
- Music tours are transforming the travel industry, with Swifties collectively spending \$5 billion across the US in connection with The Eras Tour⁶.
- 64% of gamers and 69% of entertainment fans would rather play/watch a new instalment in a franchise than something new⁷.
- Since 2020, the number using community-driven social platforms in 2023 has grown 17% worldwide⁸.



AI: THE NEW REALITY Technology

- Between February and September 2023 alone, the number of users nearly doubled, and while finding information was instantly the most popular reason for using ChatGPT⁹.
- Two out of three (67%) say generative AI will help them get more out of other technology investments, like other AI and machine-learning models⁹.
- Open AI ChatGPT set a record for the fastest-growing user base, achieving with 100 million users within two months. In comparison, Facebook took four and a half years and Twitter five to reach 100 million users^{*}.



MAINSTREAM TO MICRO GROUPS Cultural

- Many followers want to support creators in their work – 17% say they pay for a regular subscription, while 14% say they send a virtual tip⁹.
- There are estimated to be 4.89 billion total social media users worldwide in 2023. The average person bounces between seven different social networks per month^{**}.
- Netflix ended 2023 with more than 247 million paying subscribers and launched its first engagement report representing 99% of viewing^{***}.
- The power of generative AI powered a Wes Anderson inspired TikTok trend with the original video at 14 million views and counting^{****}.

Understanding and responding to emerging tensions will be key for brands



NEW AGE PRIORITIES **Consumer**

Half of respondents agree that what they want from life has really changed in the last 3 years, rising to 56% for Gen Z and Millennials.

There is universal agreement that the social and economic landscape is harder for today's generation.



ANCHORING **Entertainment**

A third feel of respondents feel more stressed compared to a year ago.

47% of respondents are more interested in enjoying life experiences versus owning material possessions.



AI: THE NEW REALITY **Technology**

Over a third of respondents feel their lifestyle has benefited from new technologies like AI.

58% think more AI standards need to be put in place so it can't be used to replace or undermine human creation.



MAINSTREAM TO MICRO GROUPS **Cultural**

People think culture is becoming more distinct & fragmented.

People believe the concept of a "global universal culture" is rapidly emerging.



02

New Age Priorities

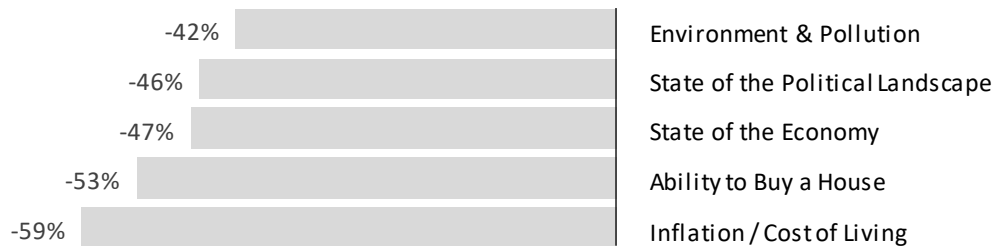
There is universal agreement that the social and economic landscape is harder for today's generation; however, there exists a divide between how consumers are dealing with these newfound pressures

Q. Thinking about the following societal elements, do you think today's younger generations have it better or worse than previous generations?

Have it Better



Have it Worse



Intergenerational tensions likely a product of misattribution



66%
Of Baby Boomers
Agree that

Younger generations should just stop whining and get on with life"

“ The #ProsperityParadox is real. Boomers talk about bootstrapping their way to success, ignoring skyrocketing housing costs & stagnant wages. We're drowning in debt while they lecture us about avocado toast”

The prosperity paradox: today's younger generation are not able to achieve traditional life landmarks like buying a house

WHERE IT IS SHOWING UP IN CULTURE



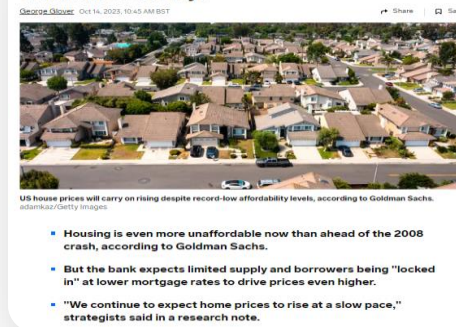
"There are green shoots of a recovery in the housing market and perhaps the wider economy," said Ashley Webb, economist at the consultancy Capital Economics.

From socialism to private gyms: co-living has gone mainstream, and it feels like a mixed blessing
Mim Skinner



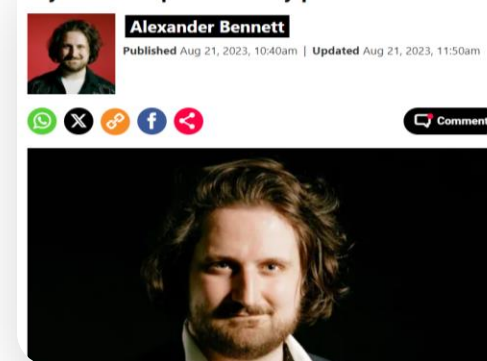
"I guess that's why the explosion of commercial co-living stings a bit. Because for us, living like this is not the easy option. We would have weekly meetings and difficult discussions about community finance. There was always someone around to help look after our baby when we needed a break but it also meant we had to navigate day-to-day decisions, such as what to eat or when to turn the heating on, with two other couples," explains Mim Skinner

Housing has never been this unaffordable - and home prices are only going to keep rising, Goldman Sachs says



"Affordability for the incremental buyer is worse than it was at the peak in 2006 before the crash," a team led by Goldman's chief credit strategist Lofti Karoui wrote in a research note seen by Insider.

My future depends on my parents' death



"Does even projecting about my parents' death sound callous? Well, it feels like I've been forced into thinking about the prospect and how life will change after it. But I'm not happy about it," writes Alexander Bennett.

Values & life priorities are moving away from traditional social frameworks

50%

Agree “What they want from life has really changed in the last 3 years”
(56% : GEN Z/MILLENNIAL)

65%

Agree “Younger generations have different values and priorities in life vs older generations “
(73% : BABY BOOMERS)

33%

Agree “I am actively choosing not to lead a traditional life (e.g. get married/have children/buy house) ”
(42% : GENZ/ MILLENNIAL)

We can see this in four key areas :



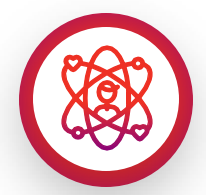
Family & home



Career & work



Coping mechanisms

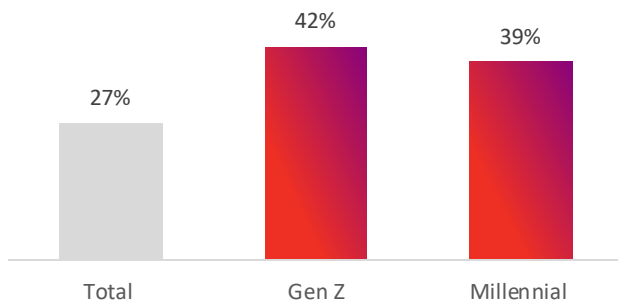


Consumer values

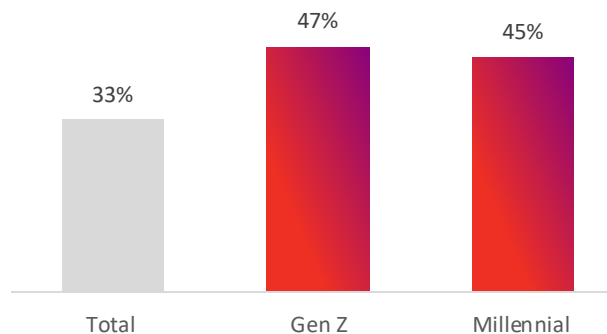
Traditional life paths are changing amidst uncertainty



I am delaying having children due to inflation & economic context



I am delaying buying a house due to inflation & economic context



Retirement dreams postponed

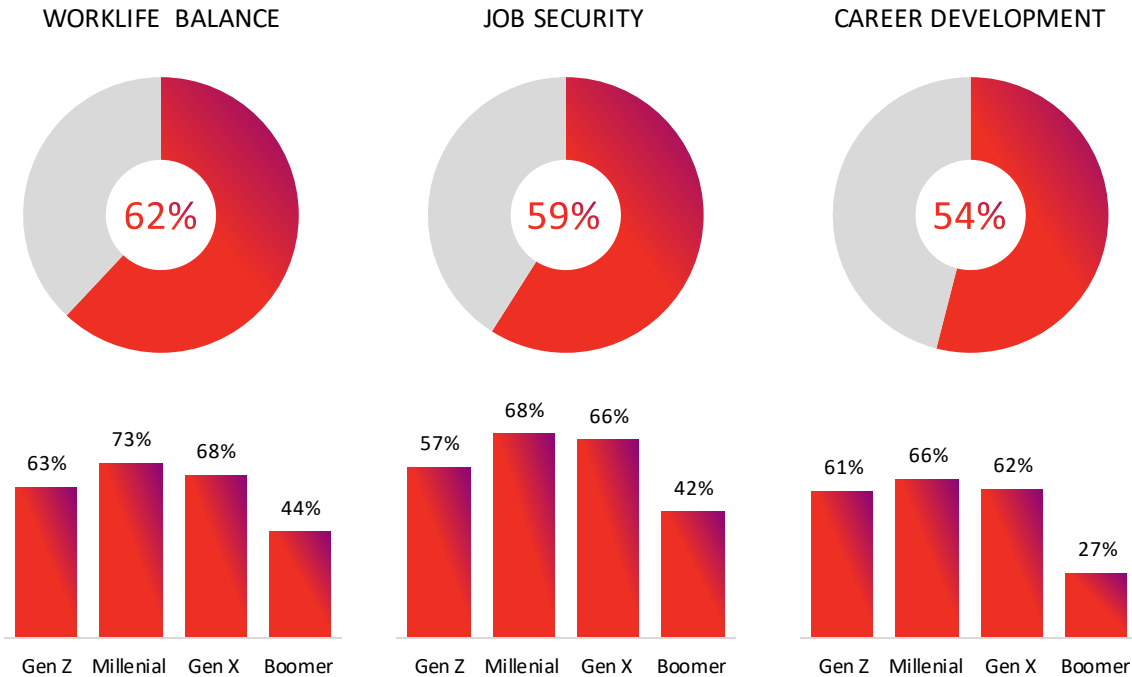
“I may need to push out my retirement age by a few years, depending upon the economy and future costs.

“The cost of living and inflation will erode my pension pot. This has made me anxious about my retirement date. I’m concerned I will work too far into the future and not be healthy to enjoy my retirement.”

Workplace values are changing with a greater focus on flexibility, satisfaction and development

“ Forget the 'hustle culture' - today's youth prioritise work-life balance & mental health. This is changing how companies attract & retain talent.”

% Has become more important



“ What I thought would make me successful being constantly busy earning a six-figure salary, climbing corporate ladder. What actually makes me happy – pursuing meaningful goals, achieving work life balance and spending time with loved ones.”

While 2023 was about self-healing and self-care, this year is about putting those behaviours into practice

GREATER FOCUS ON HEALTH, SELF CARE & WELLBEING & ENHANCED OPENESS TO COPING MECHANISMS

% Has become more important

Physical health



71%

Mental health



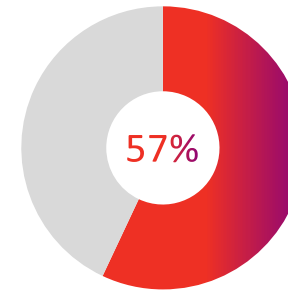
68%

Mental selfcare & wellbeing



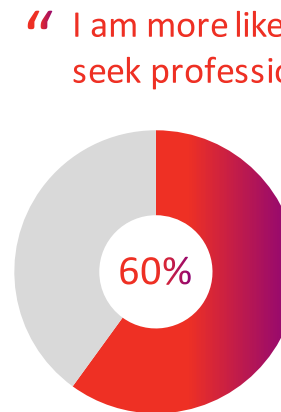
66%

“ 2023 was about self-healing and self-care, standing up for myself, allowing myself small things and taking time for the things that make me happy, learning to express who I am. 2024 is putting all that learning into action and protect that peace”



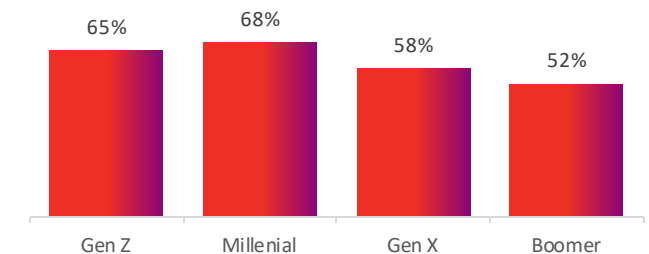
“ I am more likely to set boundaries & say no to things than I used to”

% Agree



“ I am more likely to talk to friends and family / seek professional help for mental health if I need it”

% Agree

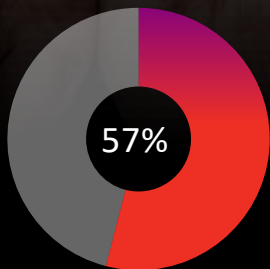


People's values are changing with five key consumer expectations surfacing

Authenticity & transparency



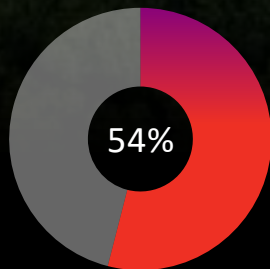
57% rated honesty as most important cultural value to consumers



Sustainability & ethical practices



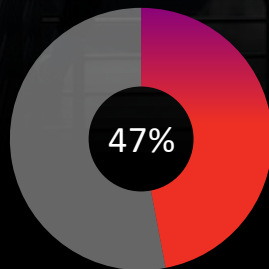
"Environmentalism, sustainability and ethical issues are important to me"



Experience over possessions



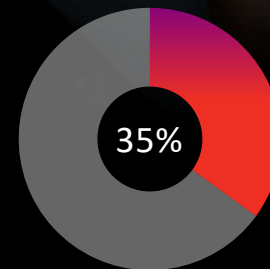
"I am more interested in enjoying life experience vs owning personal material possessions"



Convenience / seamless services



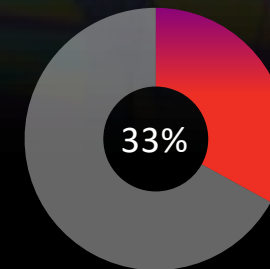
"I want more of a seamless connected experience between my online and in-store experiences"



Personalised experiences & value



"I am willing to share my data with brands to get a more personalised and engaging shopping experience"



Source: OMD SIGNALS 2024 | Base: 6,108 online respondents aged 18-76 across Australia, United Kingdom, United States, France, Germany, Italy, Mexico and Japan completed January 2024 conducted by Savanta

Question: B6 Cultural values are fundamental beliefs, principles and standards that shape a society's behaviours and actions. Which of the follow cultural values are important to you? Question: To what extent do you agree or disagree with the following statements



Now more than ever, it is integral for brands to understand what's important to consumers with differences seen across generations



Travel

Experiences
Convenience / Flexibility
Customer Support
Accessibility/Availability

Gen Z / Millennial

Luxury | Transparency | Authenticity | Availability | Reputation

Gen X / Boomer

Affordability | Value For Money | Quality | Convenience | Experience



Luxury Items

(Watches, Handbags, Clothing)

Ultra-Luxury
Design
Authentic
Inclusivity

Gen Z / Millennial

Accreditation / Awards | Inclusivity | Experience | Availability | Transparency

Gen X / Boomer

Quality | Value For Money | Affordability | Reliability | Customer Service

Top Category Needs

Top Generational Needs



Brand recommendations

ADVICE FOR BRANDS ADAPTING STRATEGY & OPERATIONS
TO MEET CHANGING CONSUMER PRIORITIES AND NEEDS

01

Embrace sustainability and ethical practices:

Consumers care about the planet and fair labour. Source materials sustainably, use eco-friendly packaging, and champion ethical manufacturing practices. Ensure authenticity in your approach, consumers are savvy and will see through false or overclaims

02

Offer personalised experiences and value:

Look for ways to utilise data to personalise communications and create unique shopping experiences (e.g., product recommendations, content, offers and purchase experiences)

03

Be authentic and transparent:

Consumers crave genuine connections. Share your brand story, values, and behind-the-scenes processes. Be transparent about ingredients, sourcing, pricing and use of data

04

Prioritise convenience and seamless experience:

Make life easier for your customers. Offer connected and consistent shopping experiences, fast, reliable and flexible delivery options, and easy returns. Invest in user-friendly apps and online platforms

05

Foster community and engagement:

Build relationships with your customers. Create online communities, host interactive events, and encourage user-generated content. Respond to customer feedback and build trust

NEW AGE PRIORITIES

What's being done – examples



Where adventure meets environmental activism

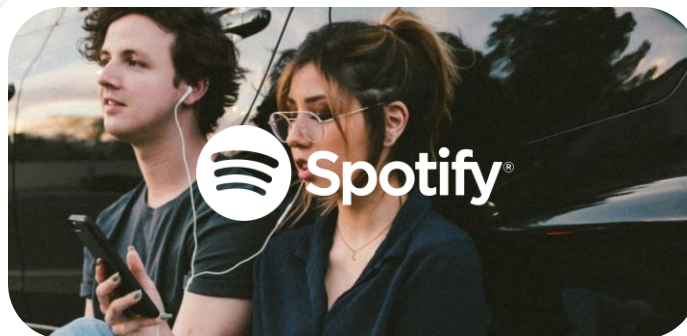
Patagonia, known for its outdoor gear, doubles as a vocal advocate for the environment. This activism isn't just lip service, it's woven into their brand strategy and communications.

Media: Powerful campaigns like "Don't Buy This Jacket" challenge consumerism and promote sustainability.

Financial Support: They fund grassroots groups, sue polluters, and mobilise their "Action Works" platform, connecting individuals with local environmental causes.

Community building: Patagonia ambassadors are often activists, and their stores host events fostering environmental discussion.

This blend of activism and community is a great example of how brands can embody consumer needs & help support global issues



Personalisation & mental wellbeing

Spotify goes beyond music selection with features that personalise for your mental health. Their "Mood & Wellbeing" hub offers curated playlists tailored to various emotions and goals.

Personalised Daily Mixes adapt to your listening habits, offering a familiar yet surprising blend to break routines and spark joy.

Spotify has also integrated several wellbeing features. Breathe sessions help manage stress, while "Headspace" offers guided meditations.

By understanding your mood and needs, Spotify creates a sanctuary, fostering emotional well-being alongside musical discovery



Embracing remote work and flexibility

Airbnb isn't just for vacations anymore. Recognising the rise of remote work, they've pivoted to cater to "work from anywhere" professionals and employers with their "Live & Work Anywhere" initiative. Whilst also increasing bookings for Airbnb, the initiative aims to support:

Employees / employers with flexibility

Diversity in the workforce

Ability to hire and retain top talent

By embracing flexibility, Airbnb positions itself as the go-to platform for location-independent working in the remote era and is an excellent example of brand diversifying activities to meet changing consumer values

We can consider and incorporate changing consumer values and needs into media planning

For example – Q. How can I build trust around my brand’s DEI initiatives?

Communicate ethical messages in trusted mass reach channels



Mass media channels have a higher perception of trust amongst consumers, consider using these to communicate ethical messages

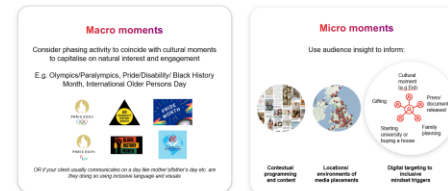
Explore the issue in formats with higher dwell time



Optimise your media plan to formats which have high dwell times or that allow you to have a dialogue with your audience

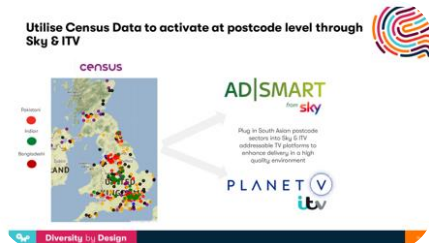
Plan to be involved in the conversation

Phasing and moments/mindsets
Use audience insights and the AAP to help identify Macro and Micro moments/ mindsets that we can activate against in our plans to ensure we drive relevance



Plan for moments across the year that are appropriate to amplify your ethical messaging, supporting authentic delivery

Review OMD’s Design for DEI craft section



Use OMD’s Design for DEI craft section supporting how to reach diverse audiences authentically within media plans

HOW THE OMD NETWORK CAN HELP:

Design for DEI

Omni’s **Channel Planner** can help you build plan scenarios tailored to mass reach, high-dwell channels; optimising for key campaign objectives

03 Anchoring





Thanks to macro societal pressures, the change in how people sought entertainment immediately post-covid seems like it is here to stay

31% of respondents feel more stressed compared to a year ago



47%

Online streaming services provide me with feel good movies and binge worthy shows, which I increasingly use for relaxation and escapism



#1

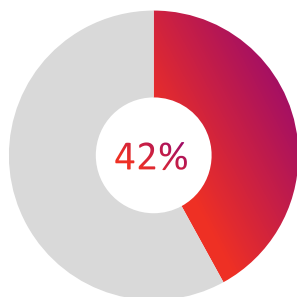
Reason why people have decreased or stopped a social platform in the last 12 months because they have 'just gotten bored'



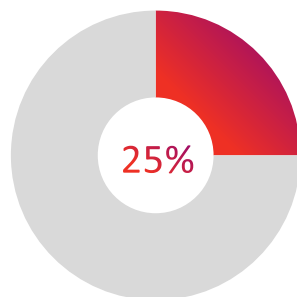
39%

Actively seek out and choose content and experiences that evoke a strong sense of nostalgia

As economic pressures grow, consumers increasingly turn to media that invokes a sense of comfort and familiarity



'Enjoy modern shows that embrace nostalgic and retro elements'



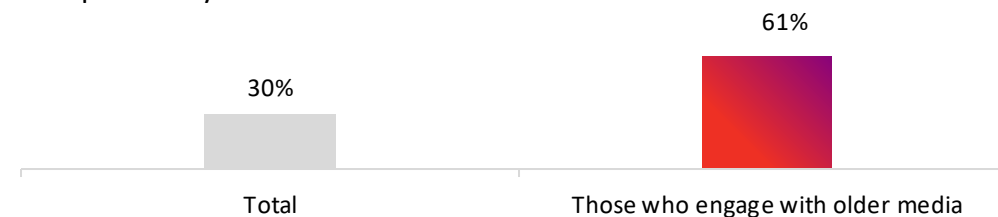
'Watch TV to connect with happier memories'



52%
Of respondents...

Engage with older media, such as films, TV programmes, music and video games

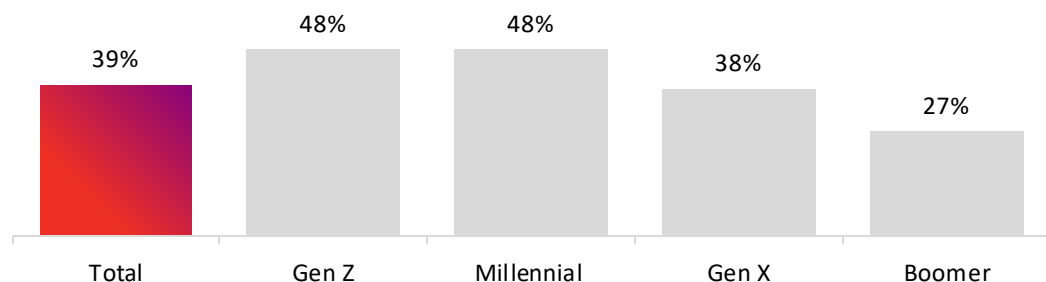
Engaging in nostalgic media content and experiences has become part of my routine



Feel Happy

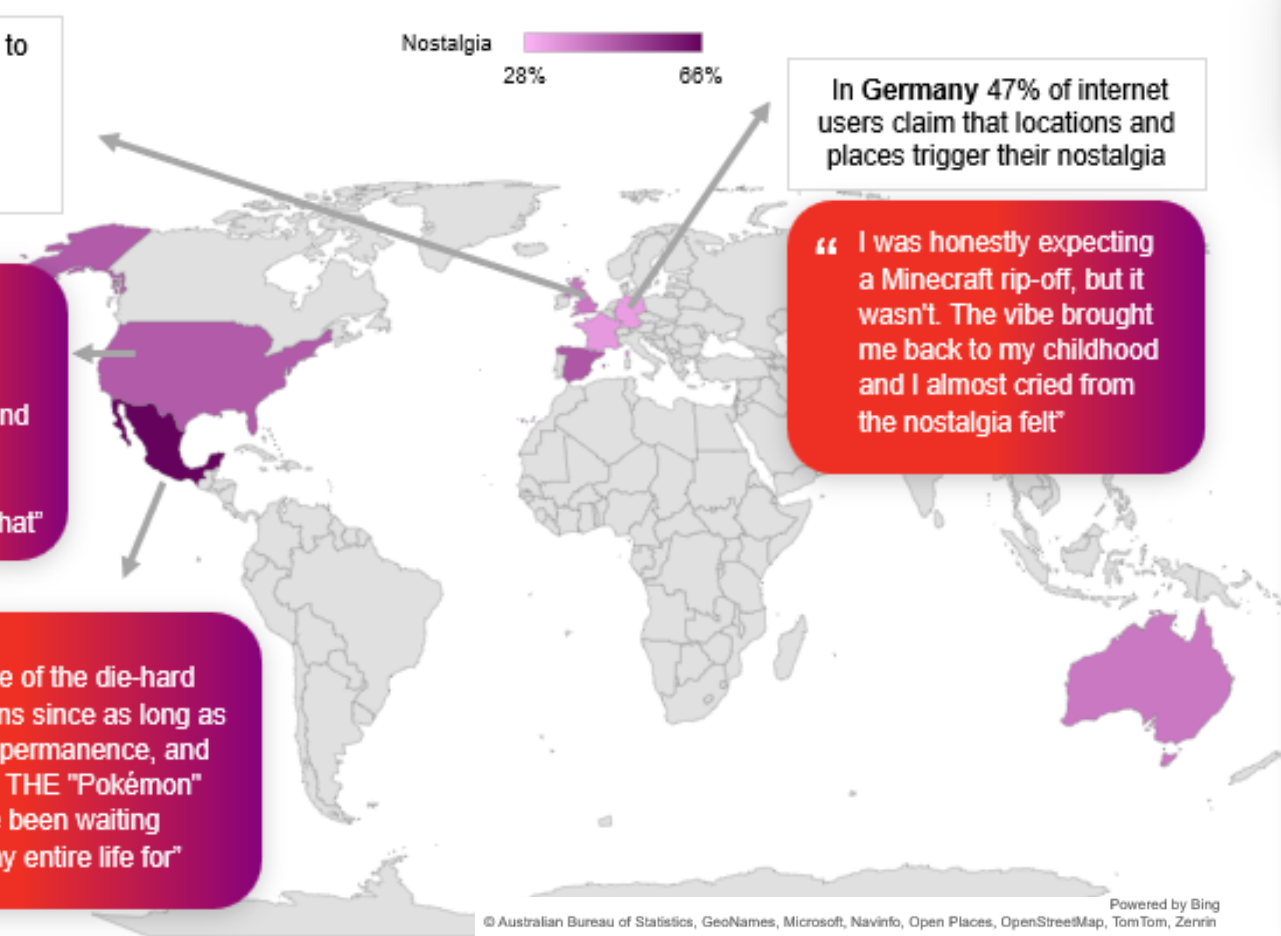
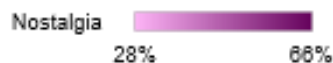


Consumers actively seek out content and experiences that invoke a strong sense of nostalgia



Elements of nostalgia vary by market, but universally it has become an integral part of people's entertainment

Nostalgia by Country



In the UK 50% of internet users like to see brands use their past logo / advertisements BUT 55% also feel there are too many 'unoriginal' TV shows and movies

In Germany 47% of internet users claim that locations and places trigger their nostalgia

In the USA nostalgic media content evokes the feeling of comfort for 31% of internet users

“ Fortnite has always been a cosy looking game to me, and this mode just fully takes advantage of that”

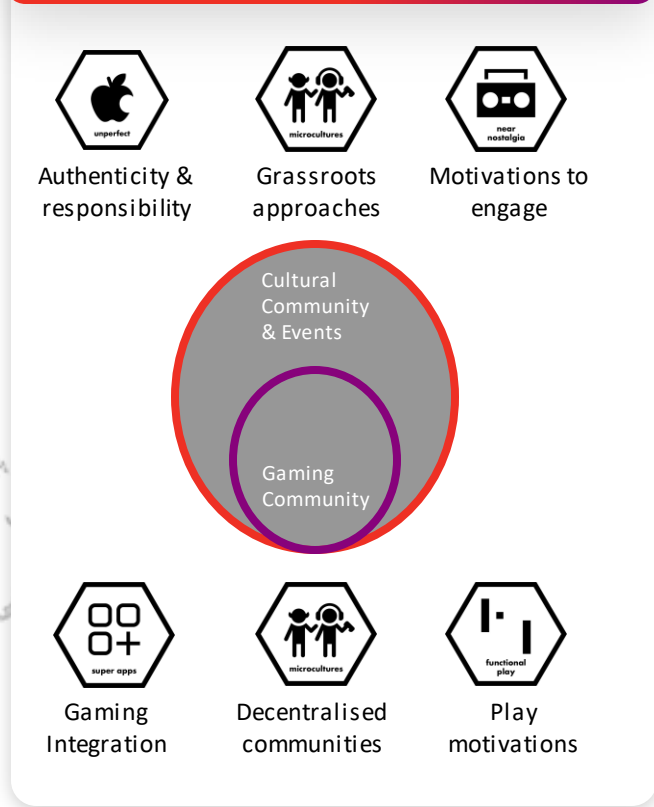
“ I was honestly expecting a Minecraft rip-off, but it wasn't. The vibe brought me back to my childhood and I almost cried from the nostalgia felt”

Mexico has the highest nostalgia (66%) when it comes to modern shows that embrace retro elements

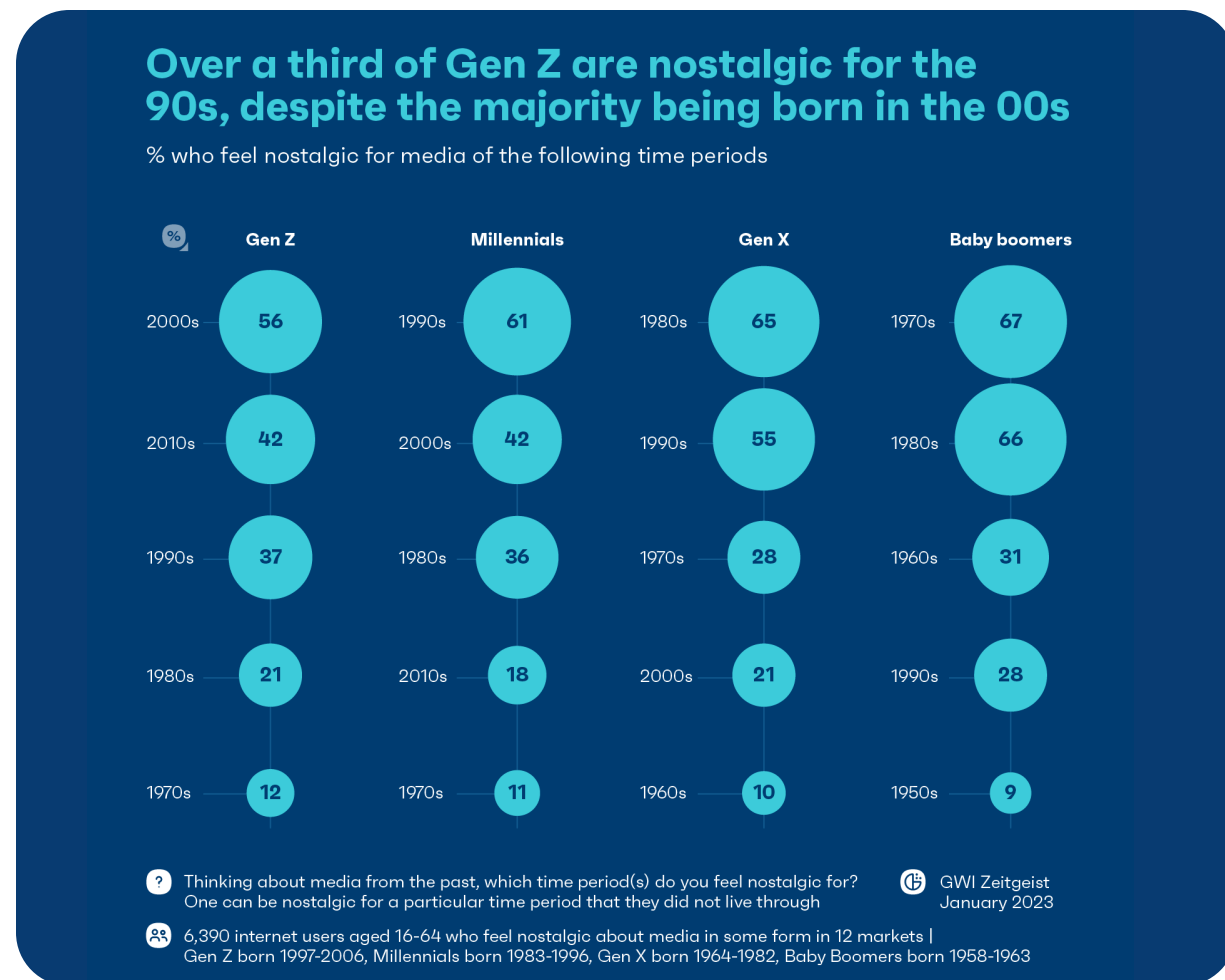
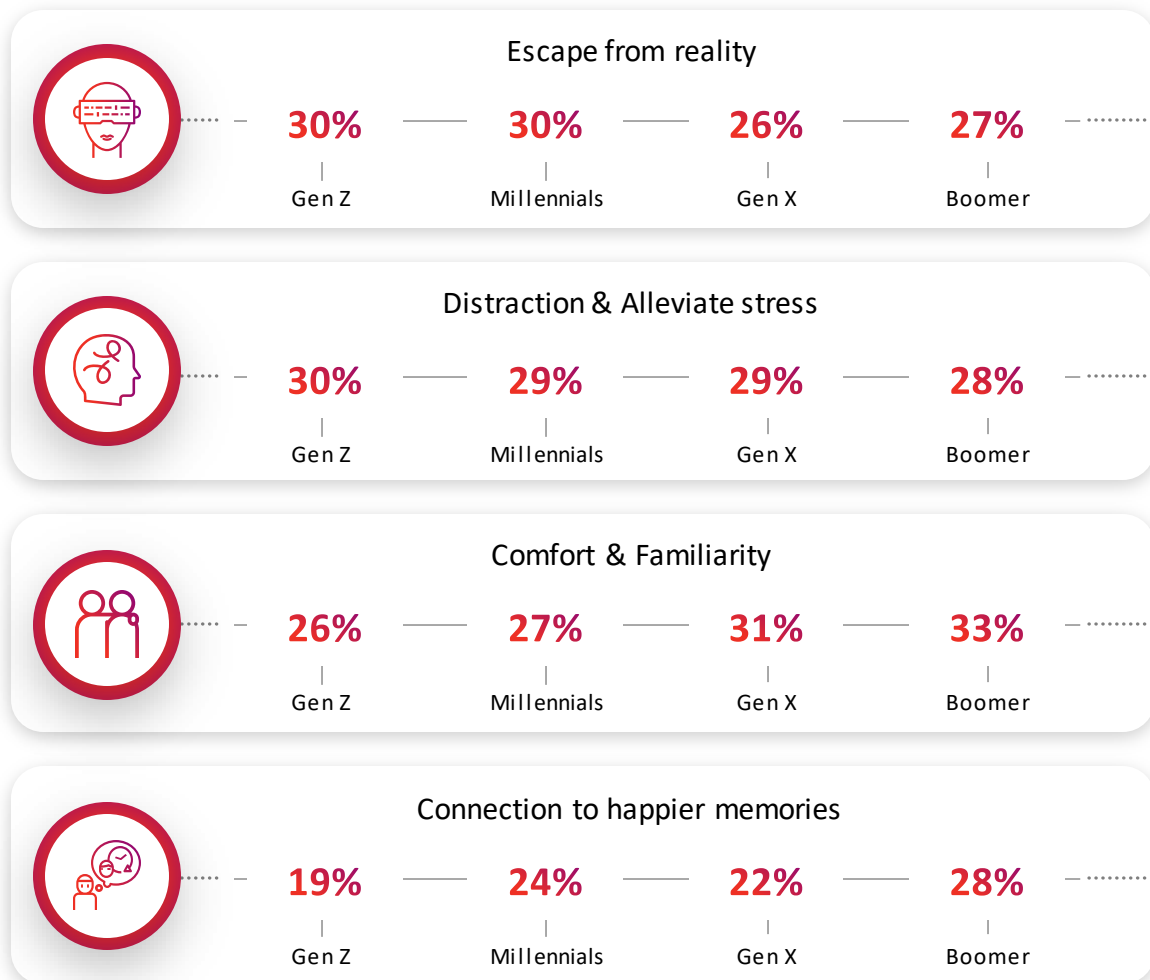
“ I've been one of the die-hard Pokémon fans since as long as I had object permanence, and [Palworld] is THE "Pokémon" game I have been waiting effectively my entire life for”

Powered by Bing
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There is an interplay of the gaming community with wider culture and a push and pull between trends



Nostalgia means different things across generations, suggesting a difference between experienced and inherited nostalgia



Personalisation, promoting fan-base content and less intrusive ads are growing demands for social media users

36%

Millennials want to see brands offering personalised content and experiences

35%

Agree “I value brands who embrace fan-created content”

61%

Agree “social media has become too commercialised and intrusive”



Girl dinner achieved 2M mentions in 70 days, and has 3B views on TikTok, Doritos then jumped onto the trend with their advert mirroring the TikTok trend



Ryanair openly embrace consumer content on X. Often responding to criticism with ‘light-hearted’ come-backs and quips and jumping on current cultural trends

Realness vs individualism: Social media consumption patterns highlight reasons people are changing their behaviour and usage

Consumption decrease

Q- "Why has your consumption stopped/ decreased over the last two years?"

LACK OF QUALITY CONTENT

23%

18%

16%

Scrolling fatigue sets in as low effort content floods feeds, leaving users starved for substance. Craving connection, not chaos, they seek platforms offering value, sparking disengagement from the shallow scroll

LACK OF AUTHENTICITY

16%

15%

15%

Flawlessly filtered facades fatigue users yearning for genuine connection. Inauthenticity breeds disinterest, pushing them towards platforms offering real voices, not staged perfection

LACK OF PERSONALISED CONTENT

13%

12%

11%

Users crave relevant content, not generic noise, leading to platform migration for curated and more individually tailored experiences. Unrelated content squanders attention, while personalised feeds ignite engagement

Consumption increase

Q- "Why has your consumption increased over the last two years?"

TO GET INSPIRATION

48%

25%

22%

People crave inspiration by being drawn to diverse content, motivational quotes, success stories, and creative expressions, fuelling their desire for personal growth and fulfilment

TO JOIN COMMUNITIES/ CONNECT WITH LIKEMINDED PEOPLE

26%

21%

21%

Social media feeds swell as users flock to communities, craving belonging, validation, and shared interests and beliefs, boosting engagement but potentially warping perspectives

FOMO (FEAR OF MISSING OUT)

12%

10%

8%

FOMO leads individuals to stay connected, informed and involved in the activities and updates of their peers, fearing exclusion or irrelevance. Feeds become a highlight reel, driving users back for the next dopamine hit

Platforms are rebranding to align to the change in people's values and behaviours, although it is not always successful

"Less social media.
More Snapchat"



75% of those aged 13-34

Reach in 25 countries, rising to 90% amongst 13-24s

"Snapchat is different from traditional social media... it allows creators like me to make a living by being themselves #MoreSnapchat" (X)

"BeReal adds celebs and hot brands because your real friends' lives are so boring"

BeReal.

20M

Users Oct 22



10M

Users Feb 23

"The latest update ruins the entire core of what makes BeReal unique and likable" (Customer review)

CTV is evolving, with big brands changing their tactics to include sports to encourage new users and scale their audience

What are consumers wanting?

49%

NET AGREE

They prefer online streaming services as they allow them to consume the content they want when they want to engage with it

47%

NET AGREE

Say online streaming services provide them with feel good movies and binge worthy shows, which they increasingly use for relaxation and escapism

Spend at least 1-2 hours per day consuming



Television



Film/Cinema



Sport

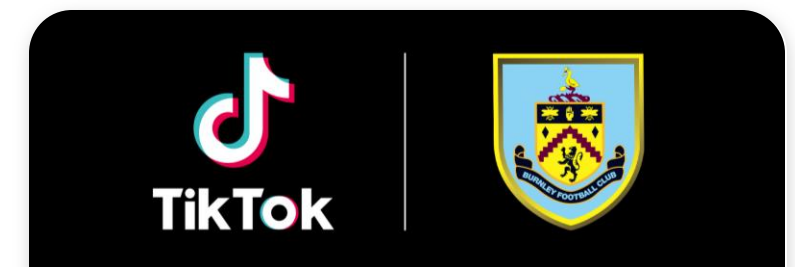
How are these CTV platforms & social media brands looking at new ways to keep people engaged & subscribed?



In February Disney, Fox & Warner Bros. Discovery announced a partnership to introduce a sports driven content service including NFL, NBA, NHL & MLB



Recently Netflix announced a monster deal with WWE, with the service picked to stream live WWE content on the platform in early 2025. This is a significant change-up from the platform's usual on demand content



Recently English football club Burnley FC partnered with TikTok, streaming their games live on the platform to over 1 million viewers

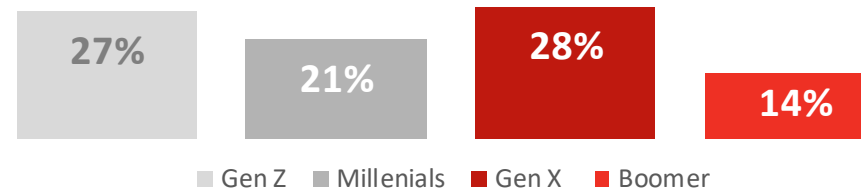
A need to understand the issue of increasingly expensive video streaming plans and the advertising policies affecting users

What are consumers saying about advertising?

23%

Of those who have stopped or decreased their time on YouTube, claim it is because of too many ads

“ Too many ads”



How are these CTV platforms & social media brands looking at new ways to keep people engaged & subscribed?



YouTube is integrating AI technology to help inform their ad content. They have also introduced pause ads, similar to other streaming sites like Hulu, where ad content is showcased once the user pauses their content. Another introduction is the unskippable 30 second ad, which aims to reduce the number of times a video needs to stop for shorter ads.

What this means for brands:

Particularly for Gen Z, as YouTube becomes a staple in their consumption habits, positioning the viewing experience on YouTube as a big screen one allows them to extend viewing time and reach. YouTube are also diversifying their content offering to give consumers more to engage with on platform



Just recently Amazon Prime announced their foray into advertisements on their platform, introducing ads to their service which some say could net \$2 Billion US by 2025.

What this means for brands:

Prime video has the potential to shake up the CTV / BVOD landscape as it has much more scale on its own compared to other services and even individual broadcasters. Future opportunities for brands to sequentially target across Amazon's platforms



Meanwhile TikTok is trialling a move to 30-minute video limits, opening the door for potential partnerships across all entertainment sectors e.g., TV, sport & music. The functionality could also potentially see the introduction of mid-video advertising we see in longer formats.

What this means for brands:

Could pose a tension between an audience-first experience and a brand-led experience, it will be interesting to see how consumers respond

ANCHORING

What's being done – examples



Saltburn - Murder on the Dancefloor

Sophie Ellis Bextor's 2001 hit, "Murder on the Dancefloor," experienced a thrilling resurgence in Emerald Fennell's 2023 film, "Saltburn," propelling it to an impressive number two chart position. This marked a historic achievement, matching its previous peak and affirming its enduring popularity.

The song's cinematic revival led to a strategic decision to reissue it on vinyl, embracing the medium's nostalgic allure and symbolically cementing the track's triumphant comeback in mainstream music history. It's further use on social media platforms, such as TikTok, ensured the track's relevancy and popularity was maintained across numerous mediums



Lego x BTS

Reimagining the iconic music video for 'Dynamite,' this collaboration between Lego and the globally acclaimed K-pop sensation, BTS, debuted in 2023. Crafted by two devoted fans within the My Own Creation community, this set quickly captured the hearts of enthusiasts, garnering overwhelming support through community votes

Beyond its aesthetic appeal, the collaboration signifies the cultural significance of BTS and the broader K-pop movement. By transforming a fan's creation into an officially produced Lego set, it underscores the power of community-driven initiatives and the ability of fans to shape the cultural landscape



Netflix offering live shows

Netflix has expanded not only the content they are showing to include sporting events, such as WWE, but in the past year they have also introduced live shows to their streaming service.

In 2023 they had three live viewings, one based on comedy, one sport and the final on 'reality' TV suggesting they are trialling this approach across multiple different audience groups. They are also planning to live stream events in 2024, including the 30th Annual Screen Actors Guild Award

Brand implications

01

Understand customer mindsets:

Consumers are increasingly viewing advertising as intrusive and moving away from platforms that they see as ad heavy. Consider mindsets and moments in your planning to add to viewing experiences

02

Tap into nostalgia:

In difficult times consumers are reaching for familiarity and content. Consider the history of your brand and the stories you can tell to tap into this trend, for example re-running an iconic campaign

03

Personalisation and experiences:

Customers crave more personalised content from brands. They are increasingly selective about what they're consuming

04

Capture communities:

People are looking for both brands and platforms to offer them inspiration and connection with likeminded people. Think about how your brand can tap into passion points and facilitate and enhance these connections

05

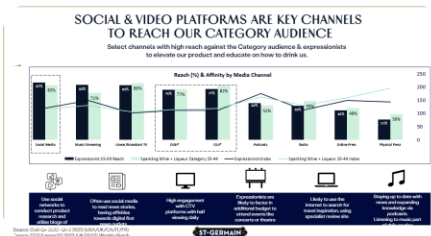
Be authentic:

Think audience first and commit to what works for your brand. Focus on your values, what makes you different. Use these differentiators to anchor your strategy and activations

We can tap into these changing behaviours when we are planning our media approach

For example – Q. How can we become more authentic in the way my brand communicates?

Bring in consumption habits



Tools like GWI can help you to gauge your audience’s consumption habits and help inform channel or platform choices

Leverage platforms communities already congregate in



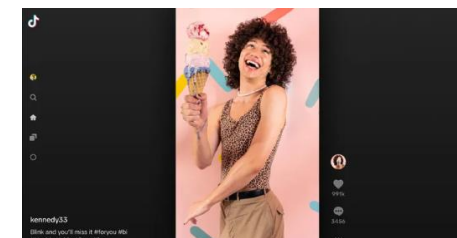
Seek other media opportunities for your target audience. A channel or platform that may be less represented in tools may have strong communities congregating within them naturally

Work with media owners to sponsor nostalgia



As streaming ad offerings expand and competition intensifies, explore sponsoring genres or retro favourites to tap into consumer desire for nostalgia

Consider how innovation in platform impacts experience



TikTok and Chromecast have partnered to allow TikTok to be viewable on large screen formats. Stay abreast of platform innovation and consider how they can impact the audience viewing experience

HOW THE OMD NETWORK CAN HELP:

Research & Insights can support both in and out of scope projects around audience consumption habits. Coming soon: OMD EMEA’s planning team will be releasing an AV landscape document which will feature platform and channel innovation

04 AI: The New Reality



AI takes centre stage: 2023 witnessed widespread awareness & usage of AI powered tools



92%

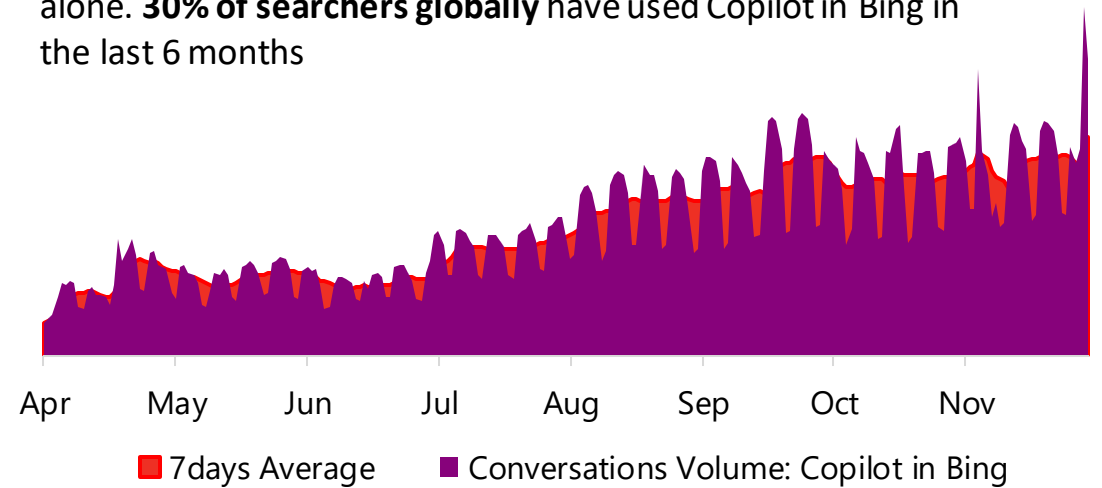
of consumers are aware of artificial intelligence technology
(+ 6% increase YoY)



83%

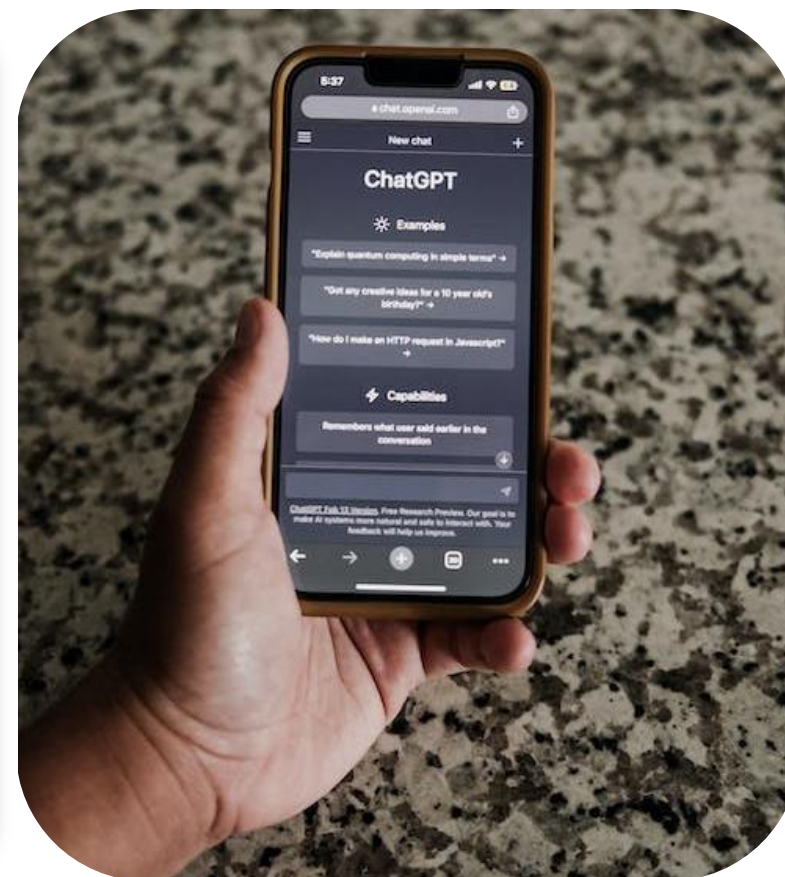
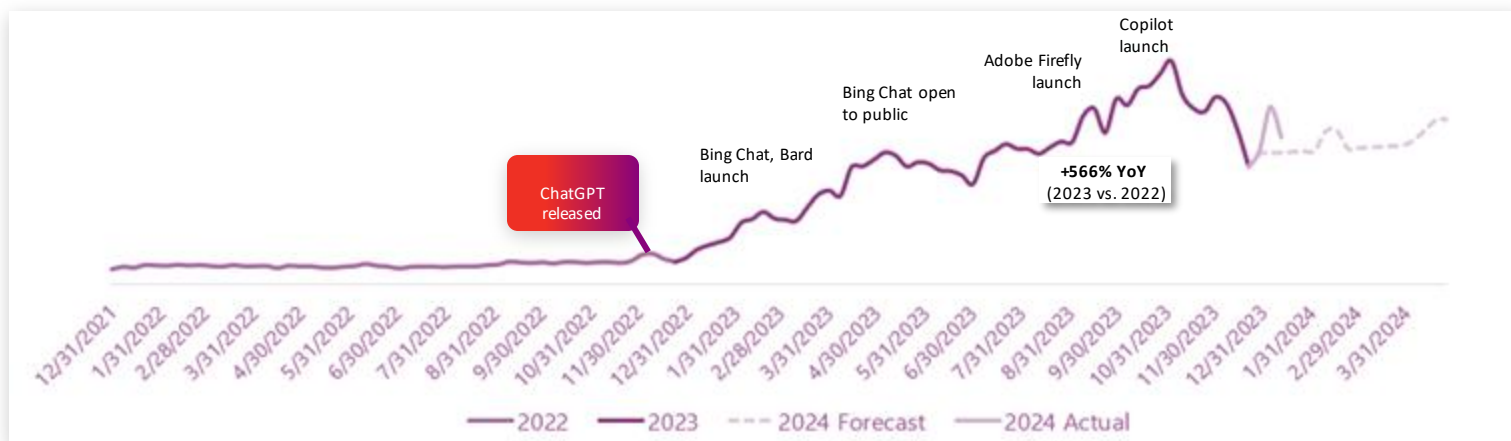
of consumers have tried at least one AI powered tool
– usage highest among Gen Z and Millennials (92%)

Globally, there was strong growth in AI based chat, with a **4x increase** in Bing Copilot usage between April and December alone. **30% of searchers globally** have used Copilot in Bing in the last 6 months



The release of ChatGPT can be seen as the catalyst for consumer interest and mainstream adoption of AI

Search Volume: General AI Queries



Artificial intelligence is increasingly turning up and playing an active role in developing culture

WHERE IT IS SHOWING UP IN CULTURE

Author admits she used ChatGPT to write parts of prize-winning novel

Rie Kudan, a Japanese writer, estimates that around five per cent of her book was taken 'verbatim' from the chatbot

Benedict North
18 January 2024 - 8:00pm



"I made active use of generative AI like ChatGPT in writing this book," Ms Kudan said in her acceptance speech. "I would say about five per cent of the book quoted verbatim the sentences generated by AI"

AI-generated Wes Anderson 'Star Wars' trailer goes viral and divides fans



"I've only been exposed to it verbally. I haven't seen any of it. [...] I choose not to really engage. I guess it's because I don't want to get distracted by that. It's a bit like if you're told, "Your friend does a great version of you." Maybe you say, I'd really like to see it, and maybe you say, I don't want to see a version of me, even if it's good. It can be like, "Is that me?" That's not necessarily the thing you want," Wes Anderson said of his style going viral on TikTok

David Attenborough finds the AI version of himself 'personally distressing'



"The fact that I find this personally distressing may count for nothing in the minds of people who freely share the ability to create false versions of me regardless of my feelings. [My] greatest concern [is that] someone is going to use AI to deceive others into believing that I am saying things contrary to my beliefs or that misrepresent the wider concerns I have spent a lifetime trying to explain and promote" wrote David Attenborough

Last week, explicit images of Taylor Swift created using AI were shared across Twitter (X), with some posts gaining millions of views. The ensuing legal panic could have ramifications for the use of celebrity likenesses, and AI images in general.

Taylor Swift was the victim of AI image generation last week. Explicit, pornographic images were created without her consent and shared across X (formerly Twitter) by thousands of users.

The posts were viewed tens of millions of times before they were removed and scrubbed from the platform.

The ensuing fallout has been swift, with X tweaking its censorship filters over the weekend to remove any mention of the images. US politicians are calling for new laws to criminalise deepfakes as a direct result, and Microsoft has committed to pushing more guardrails on its Designer IP app in order to prevent future incidents.



People want to accomplish a wide range of tasks through using artificial intelligence

Top 3 AI powered tools used by consumers

Translation services



57%

Recommendation engines



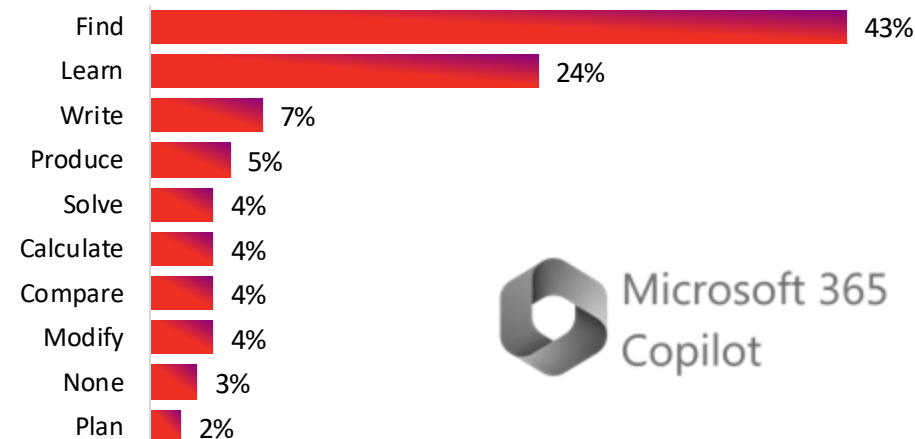
54%

Digital assistant



53%

Top tasks used in copilot



Information gathering and learning remain top two uses for AI, followed by content creation, with Copilot session becoming shorter over time (-35%) as people become more precise and action focused in their chats

AI is being positively received by consumers



77%

Find AI powered tools appealing

(Increasing to +86% Gen Z/Millennials)



#1 Healthcare



#2 Law



#3 Finance



#7 Retail



#8 Automotive



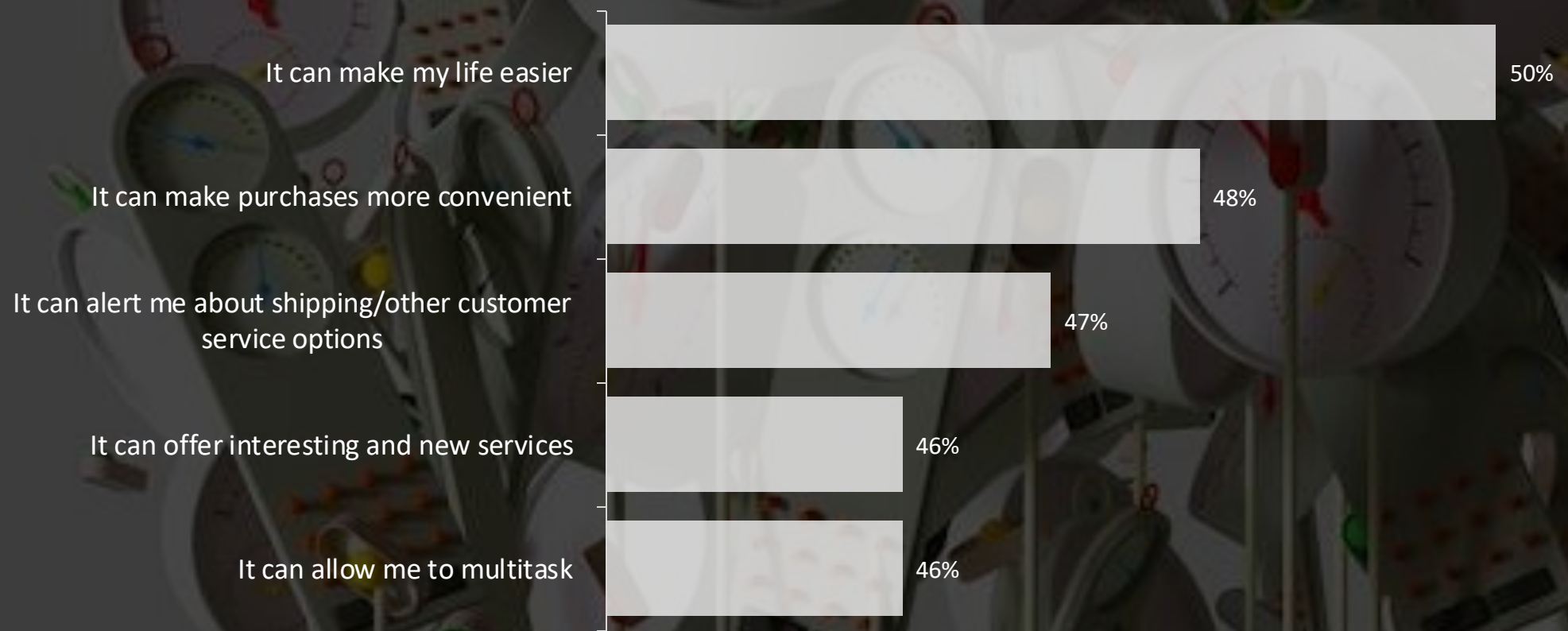
#9 Travel

Are top AI-related searches gaining momentum on Copilot signalling AI's appeal across industries

"I like trying out AI tools that make work and life efficient, I like seeing tech companies explore more in fashion and entertainment spaces, bridging the gap and amplifying the cultural Zeitgeist"

AI technologies are winning over the public with timesaving and experience enhancing capabilities

TOP 5 REASONS CONSUMERS FIND AI APPEALING



There is still an education job to be done – people have lots of questions about AI technology and its uses



55%

Say they have a good understanding of AI
(67% Gen Z/Millennial vs 46% Baby Boomers)

With mostly ‘how to’ questions as people are trying to figure out how to best put the technology to use

Most searched question queries

WHAT CAN THE NEW BING CHAT DO	GENERATIVE AI HOW IT WORKS	WHAT IS THE NEW BING
WHAT IS GENERATIVE AI	HOW TO USE AI	HOW DOES BING CHAT COPILOT WORK
AI INFO	HOW TO USE AI IN EXCEL	HOW TO GET BING AI
WHAT IS AI	HOW TO USE BING CHATBOT	HOW TO GET BING AI CHATBOT
WHAT IS GENERATIVE AI PHOTO	HOW DO I USE MICROSOFT AI ON EXCEL	HOW TO USE AI WITHIN MICROSOFT OFFICE 365
WHAT IS OUTLOOK IN WINDOWS AI	BING CHAT ENTERPRISE HOW TO USE	HOW TO USE EDGE AI
WHEN WILL MICROSOFT 365 COPILOT BE AVAILABLE	HOW TO USE BING AI CHAT	WHAT AI TOOLS DOES GOOGLE HAVE
CHATGPT PLUS HOW TO INTERACT WITH PLUGINS		WHAT IS GENERATIVE AI SLIDES

Beyond the buzz:

ELEMENTS OF UNCERTAINTY STILL EXIST

Job
security

34%

Fear AI is going
to take their job
(43% Gen Z/Millennials)

Brand motivations
& trust

47%

Do not trust brand
motivations for
using AI

Impact on
human creativity

“

Can't stop innovation, but the more I look into it, it's obvious AI is currently being used abusively and is hurting music artists & designers. Progress is important but let's not turn a blind eye to the damage it causes”

Deep fakes /
misinformation

“

The line between human & AI-generated content is blurring. This raises ethical concerns around deepfakes & misinformation”

Adoption not without reservation:

KEY BARRIERS & CONCERNS TO AI ADOPTION SURROUND LACK OF HUMAN FEEL, DATA SECURITY & COST



82%

Report a concern or barrier to using Artificial intelligence



45%

Prefer to interact with a human



33%

Have data privacy / security concerns



25%

Think AI-enabled technology is too expensive

Brands that empower human aspirations will conquer doubts and unlock success

KEY CONSIDERATIONS SURROUND HUMAN INVOLVEMENT & TRANSPARENCY AROUND DATA USAGE & WHEN AI IS BEING USED

TOP 5 MOST IMPORTANT CONSIDERATIONS FOR BRANDS USING AI



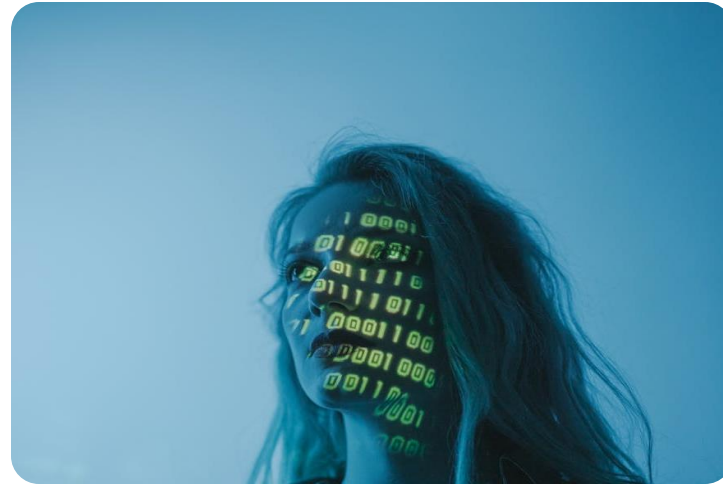
“ AI is not magic. It's a powerful tool, but it's not sentient or conscious. It needs humans to provide the goals, data, and oversight to ensure it's used safely and ethically.”

To further enhance adoption and ease concerns, brands must prioritise the following activities in brand strategy and media communications

HUMAN NEEDS AROUND AI



Education

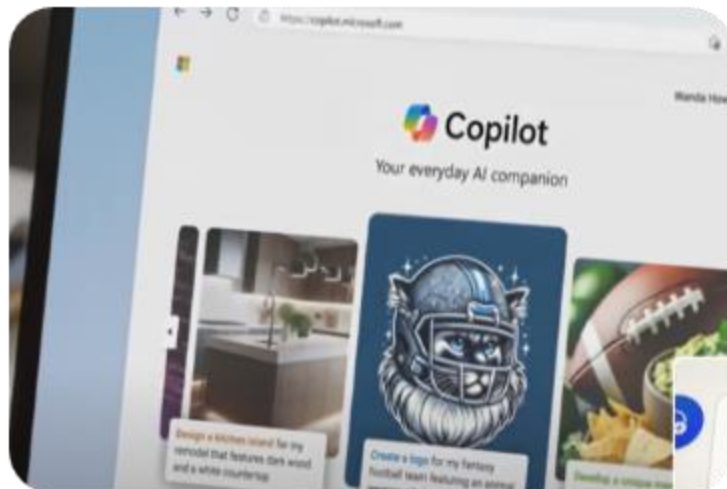


Data privacy & ethical usage



Human oversight & accountability

What's being done – examples



Microsoft bring AI to the Superbowl with “Copilot: Your Everyday AI Companion” Commercial

Microsoft returned to Super Bowl 2024 with a 60-second spot focused on the everyday use cases of artificial intelligence.

The minute-long commercial, depicts people using their mobile phones to access Copilot, the AI assistant Microsoft rolled out last year.

The app is shown helping people to automate a variety of tasks, from generating snippets of computer code to creating digital art.

Microsoft's Super Bowl spot, its first appearance in the game in four years, highlights the company's efforts to reinvent itself as an AI-focused company.

The commercial demonstrates a prime example of how brands can raise awareness of the value and every uses of AI, whilst also promoting its products, brand repositioning and greater sales



Estée Lauder / AI-Powered Make Up Application

Estée Lauder launched the Voice-Enabled Makeup Assistant (VMA). The app uses artificial intelligence to help consumers with visual impairments more confidently apply their makeup.

The phone screen acts as a smart mirror, identifying where makeup is applied on a user's face, assessing the uniformity and boundaries of application and coverage and making suggestions where the user may want to make changes.

The app is controlled by voice commands and gives audio feedback. The user can choose from multiple voices and set the speed of speech.

Future planned features include looks templates to select and customise, and makeup education tools to teach users how to better utilise ELC products and services



Warner Brothers : Barbie AI powered Selfie Generator

Ahead of the July 2023 release of the movie Barbie, Warner Bros. released an online Barbie Selfie Generator. The AI-powered tool allows anyone to upload a photo of a person and then generate a Barbie movie-style poster featuring them

This tool was aimed at Gen Z and Millennial consumers excited about the Barbie movie and wanting to post about it on social.

The creative user-generated content from the tool took over social media streams following launch with celebrities also jumping on the craze, including two characters from the HBO show Succession.

The generator provides an excellent example of how brands can promote products whilst also engaging consumers and creating trends to influence others

Brand recommendations

ADVICE FOR BRANDS ENTERING & USING ARTIFICIAL INTELLIGENCE

01

Define clear objectives:
Articulate specific goals and outcomes you aim to achieve with AI integrations, whether it's enhancing, creating a customer experience, optimising operations, or improving decision-making

02

Prioritise data quality:
Invest in robust data management to ensure high-quality, reliable data. Accurate and diverse datasets are the foundation for effective AI models

03

Create a user-centric design:
Prioritise user experiences when developing AI applications. Intuitive interfaces and user-friendly designs enhance adoption and acceptance among consumers

04

Ensure ethical AI practices:
Establish ethical guidelines for AI use, considering issues like bias, privacy, and transparency. Ethical AI practices not only build trust, but also mitigate legal and brand reputational risks

05

Be open and transparent:
Be open and explicit with how consumer data is used and give control back to consumers, such as allowing them to opt out. This will enhance trust and brand perceptions

We can already incorporate elements of AI within media planning

For example – Q. What can OMD offer my brand through AI?

Use Q assist for insights



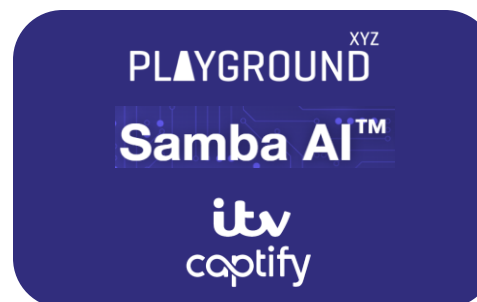
Incorporate AI into your planning process with Q Assist which provides inspiration around categories, audiences or brief nuances

Analyse preferences & portfolio data to spark innovations



Brands often have access to a wealth of underutilised data; AI can be used to find insights from increased personalisation to new product ideas to support planning

Utilise back-end AI through media partners



Even if your client is not set up internally to harness AI just yet, we can still support them in leveraging media partners to reap the benefit

Generate content & creative with AI

Ryan Reynolds - ChatGPT Writes a Mint Mobile Ad
YouTube - Ryan Reynolds - 10 Jan 2023



The automation of content creation enhances brand efficiencies and increases personalisation – but be transparent with consumers

HOW THE OMD NETWORK CAN HELP:

OMD AI on teams – access the [OMG AI Knowledge Hub](#)
 Keep an eye out for JP's latest Rapid Response content as AI features regularly



05 Mainstream to micro groups

In 2024, there is an interesting tension where people see both a rise in cultural fragmentation and in a global universal culture



49%

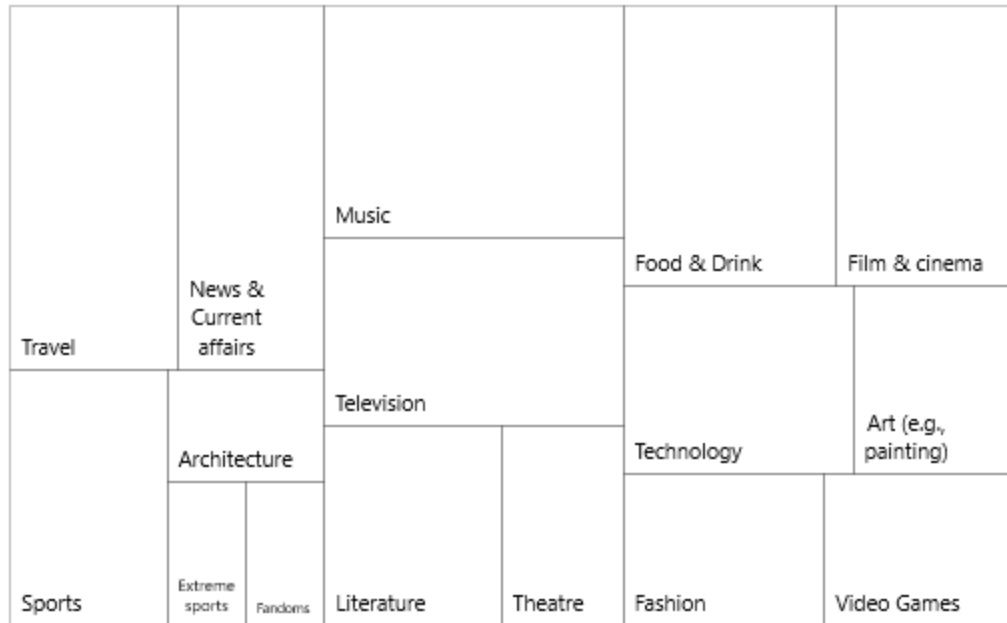
I think culture is becoming more distinct and fragmented



43%

I believe the concept of a "global universal culture" is rapidly emerging

The culture landscape has become vast in scale, but has also become 700 times faster when it comes to trend lifecycles



On average, respondents see culture being made up of 4+ elements – with 15% of respondents selecting 10 or more elements. For those that agree to the fragmentation of culture, the average rises to 5 elements

Average length of Twitter trends over the years



The X (Twitter) trend life cycle has reduced by over 98% in just a few years

Global cultural trends which bring together new communities through the intersection of channels still have relevance



"Barbie" and "Oppenheimer" had simultaneous film releases on July 21, 2023, reaching a combined worldwide box office revenue of over \$1 billion

'Barbenheimer' gained virality on various social media platforms like Twitter, Instagram, YouTube, TikTok, and Reddit, where users shared memes, fan art, and viewing plans

Traditional media outlets like The New York Times, CNN, NBC News and The Washington Post covered the trend

The Barbenheimer trend also sparked discussions on online forums and discussion boards

'Barbenheimer' moments are fuelled by the intersection of channels and community engagement

Season finale viewership is decreasing



M*A*S*H 105M Viewers



CHEERS 80.4M Viewers



SEINFELD 76.3M Viewers



FRIENDS 52.5M Viewers



GAME OF THRONES 19.3M Viewers

There are fewer people collectively sharing unified cultural moments

Participation and influence on global culture has been democratised through digital entertainment, with new global trends and celebrities coming from outside of Western markets



Bad Bunny (Puerto Rican) was the second most listened to artists on Spotify in 2023 – with his album claiming the #1 spot



“Seven” by Jung Kook (South Korean) was the Top 4 most streamed song on Spotify



Afrobeats has experienced a 550% increase in streams on Spotify since 2017, expanding its reach beyond traditional audiences, with new listeners emerging in Mexico and India. In 2023, Rema's "Calm Down" was the first Afrobeats artist-led track to surpass 1 billion streams on the platform



KhabyLame (Senegal-born Italian) is the most-followed person on TikTok, with a whopping 156 million followers

Global influences are set to accelerate with AI technologies making it easier to create globalised and customised content



The globalisation of content has been well established for year as global streaming platforms monetise their investment with global hits, such as squid game and money heist.

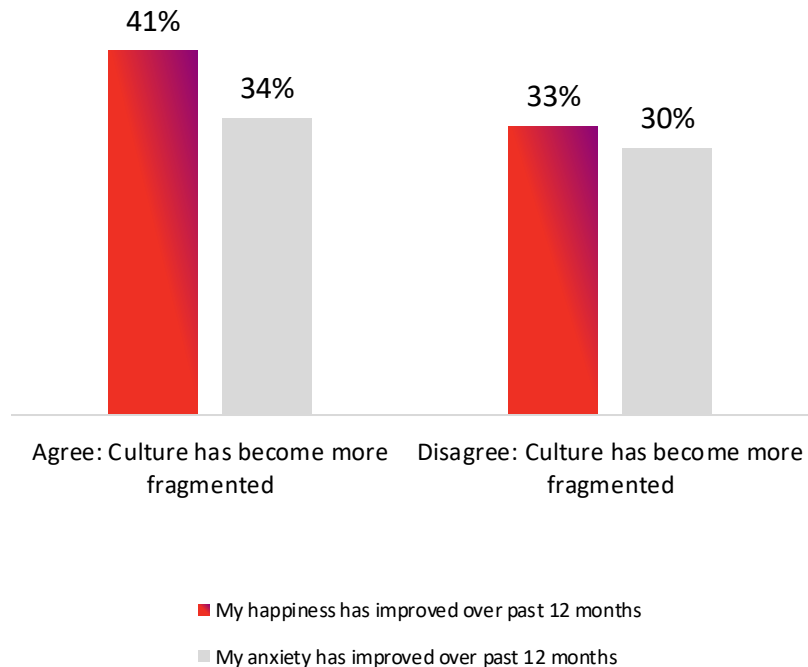
However, dubbing can be a messy experience with different voice actors and out of sync lip movements as a few examples of common distractions.

AI technologies, such as Heygen and lip dub, can now translate the original artist's voice with the expected mouth movements into virtually any language.

This may propel even more viewing of international content

Fragmentation empowers people to participate in culture which is a positive influence for brand engagement and consumer wellbeing

However, those who see culture as more fragmented, report stronger improvement of their mental health over the past 12 months than those who disagree with culture becoming more fragmented



+30%

Gen Z are 30% more likely than older generations to feel that having many small interests is better than having fewer in-depth interests. In fact, audiences want to get more involved in the creation of culture



33%

Value interactive storylines in games that allows them to influence the narrative



30%

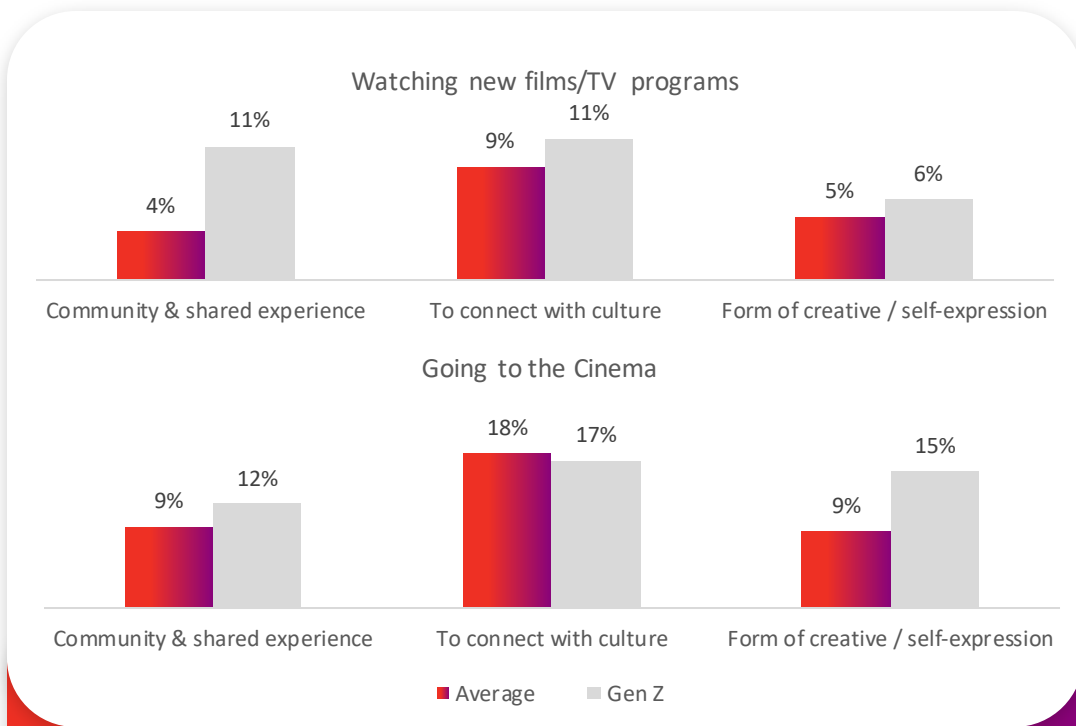
Are part of an online / offline community around their passion points



17%

Say their interest in fan generated content has grown because they want to shape their own interest

Smaller, interest-based communities are allowing for greater levels of creativity, making culture and trends more eclectic and surprising



Audiences – especially Gen Z – choose to partake in cultural activities to connect with others, and for creative purposes

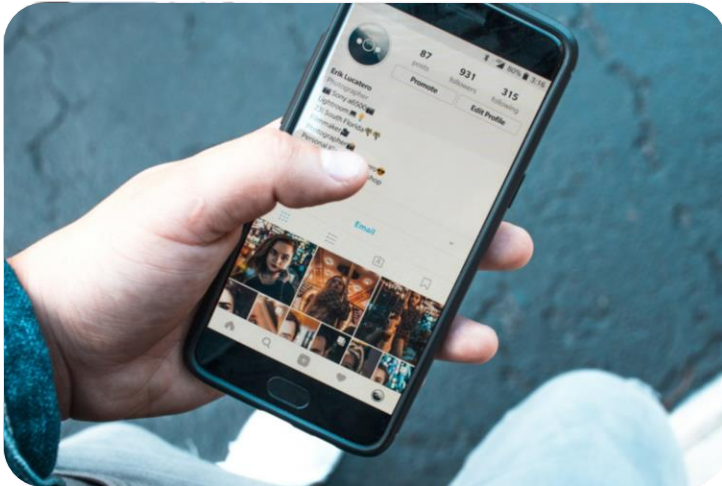


Goncharov – the greatest Mafia movie to never exist – started out as a Tumblr joke gaining traction in November 2022. Community members co-created elaborate details about plot, characters and production. Intended as a meme, it is testament to how people are active participants in the creation of cultural artefacts. So far so, that alleged director Martin Scorsese said he “made that film years ago”



The proliferation of interest groups has led to a greater number of niche micro celebrities

EVERYDAY PEOPLE, AND OWNERS OF DISCORD SERVERS AND MEME ACCOUNTS, ARE MAKING A SMALL NAME FOR THEMSELVES WITH BIG IMPACT IN THEIR INTEREST COMMUNITIES



2 in 3 Gen Z put little to no importance on an influencer's following



What once was niche, no longer has to be niche. Hobbies that previously were rare to see, now have the opportunity to find their community thanks to social media platforms such as TikTok

#rockcollection – 63.8M views
 #mushroomforaging – 74.1M views
 #wiccanwitch – 310.2M



Glossier has successfully used the power of small influencers for many years – often using individuals who posted user-generated content – and turned their fans into their own micro influencers

What's being done – examples



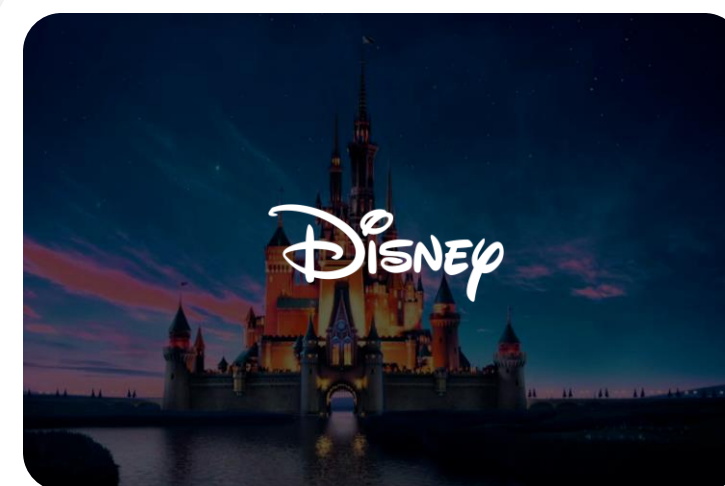
Duolingo Stories

An opportunity for users to collaborate and create short fictional stories in different languages, with the ultimate goal to promote fluency and community engagement. Stories cover a variety of topics and themes and can take on multiple formats, e.g., text-based or audio-based. Authors can receive feedback and suggestions from other users, further refining stories while also improving writing skills



Lego World Builder

Available from 2020 – 2022, the LEGO group partnered with Tongal (content creation platform) to connect the LEGO fan community and the LEGO creative team. Fans could submit ideas for stories, shows and other content linked to the famous building blocks. Through the platform, people could participate in challenges, workshops and collaborate – with some submitted ideas developed into actual products and media



Disney

In recent years, Disney has made several moves to house different fan doms within one overarching umbrella. In 2009, Marvel Entertainment was acquired granting access to the MCU. In 2012, Lucasfilm brought access to the Star Wars and Indiana Jones franchises. In 2019, 21st Century Fox brought X-Men, Deadpool and Avatar under the Disney name. Lastly, in 2022, with the acquisition of Hasbro, the Power Rangers franchise was added to the list. While the acquisitions offer an opportunity of integration, there are also concerns over creative control, which could result in misalignment with fan expectations

Brand recommendations

ADVICE FOR BRANDS TAPPING INTO CULTURE

01

Create communities:

Creating communities aligned with your brand and its values demonstrably increases customer engagement, fosters brand loyalty, and promotes positive brand sentiment through shared experiences and mutual support

02

Allow for creativity:

Encourage active consumer engagement by integrating user-generated content (UGC) initiatives. Implement mechanisms for inviting submissions, showcasing contributions, and amplifying impactful content

03

Be niche ≠ niche:

Underestimating online community size can lead to potential engagement loss. Consider exploring a range of communities, independent of perceived size, to maximize reach and connection

04

Use nimcels:

Leveraging micro-influencers within targeted online communities fosters organic audience growth and deeper customer engagement

05

Unify & unite:

Align with relevant global themes or events to organically facilitate the emergence of new and boundary-breaking communities

We can plan for elements of culture

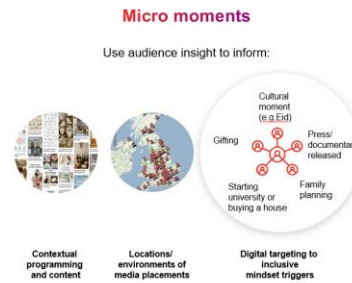
For example – Q. How can my brand leverage culture?

Utilising our Fuse & Create teams



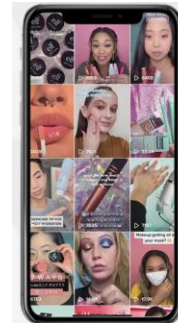
OMD's Fuse or Create teams can support to authentically execute a cultural partnership

Aligning and upweighting paid media to key cultural (micro or macro) moments



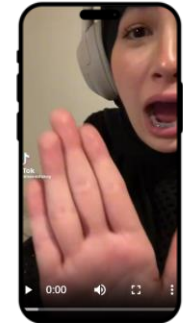
Upweighting media around macro and micro cultural moments can allow consumers to feel brands are more present with them

Amplifying UGC



Amplify UGC content to foster a more direct link with consumers and connect with relevant communities

Harnessing creators on their platforms



Leverage authenticity by ditching brand speak and letting creators tell your story in a way that's authentic to their platform and community

HOW THE OMD NETWORK CAN HELP:

Creativity & Curiosity – an OMD EMEA initiative to fuel creativity across our agency
Keep an eye out for the latest Insights Showcase reports with timely information exploring key cultural moments throughout the year

06 Methodology Contributors & Next Steps

Methodology and data

The research behind signals

A multi-market quantitative survey across eight markets (United Kingdom, United States of America, Australia, France, Italy, Germany, Japan and Mexico) surveying a nationally representative sample of 6,108 respondents.

The survey explores consumers views and opinions around emerging signals in retail, entertainment, digital media behaviours and culture.

Please contact a member of the Signals team, if your market would be interested in being included in next Signals survey.

Data can be provided to local teams to help inform media, pitch / client strategies and presentations. Please contact a member of [insight team](#) for more information.

Tailor signals using our syndicated tools

Take what's relevant and elevate it with category / local market data and examples using our syndicated tools. For more information on how to access these tools, visit our [Insights Resource Card](#).

Building on our Signals partnership with Microsoft, we enhanced our understanding with a quantitative survey to capture consumers views and opinions



Work-In-Progress

THIS DOCUMENT IS DESIGNED TO EVOLVE AS WE GATHER
NEW LEARNINGS IN 2024 AND SUPPORT YOUR CLIENT RELATIONSHIPS



Tailor it to start a client conversation, support a pitch or planning, etc.



Adapt it to create a local point-of-view with global context



Submit a signals entry for our network signals report in April

ACCELERATOR PROGRAMME

Inspiring & empowering OMD Accelerator Champions to empathetically leverage insights to design meaningful, effective client strategies and connected experiences, creating create impact across OMD EMEA and beyond



Signals