

DENTSU CREATIVE

# TRENDS 2025



FRAGMENT FORWARD

# WELCOME TO OUR TRENDS REPORT

"As a creative, I'm constantly looking to the future, but inspired as well by the craft and beauty of the past. Some of the most innovative projects we've been involved in combine leading edge technology with the simplest and most human impulses; like Hugtics, a project that enables users to give themselves a hug. Or the "[Upcycling Possibility](#)" project which combines the traditional art of Kintsugi with circuitry and electronics to create an entirely new drinking experience."

**YASU SAKAI, GLOBAL CHIEF CREATIVE OFFICER**  
**DENTSU**



"Winning in the age of the algorithm means winning an outsized share of culture, not just a robust share of voice. Our work with Nutter Butter, for example, understands how to hack the weird and wonderful side of internet culture to revive the fortunes of a 55 year old cookie brand. The challenge brands face in the age of the algorithm is that it is very easy for all highly optimized content to start to look the same – so when we think about the efficiency AI brings us we also need to blend AI-Assisted production with craft and brand distinctiveness. Our work with Adobe is helping brands make AI work for them, rather than contributing to a sea of sameness."

**ABBEY KLAASSEN, GLOBAL BRAND PRESIDENT**  
**DENTSU CREATIVE**



"As we look around, we see a world where marketers and innovators are using all manner of tactics to try to engineer the sense of togetherness we once perhaps took for granted. From innovative wearables to social experiments to the power of nostalgia, there is a huge drive to fill what we call the "togetherness deficit". Which provides a huge challenge, and opportunity for the industry; to create ideas and platforms that connect brands to culture, businesses to customers and communities to one another."

**PATS McDONALD, GLOBAL CHIEF STRATEGY OFFICER**  
**DENTSU CREATIVE**



# FIVE TRENDS FOR 2025 AND BEYOND

**“TIME PRESENT AND TIME PAST  
ARE BOTH PERHAPS PRESENT IN TIME FUTURE,  
AND TIME FUTURE CONTAINED IN TIME PAST.”**

**T.S. ELIOT, FOUR QUARTETS**

Our trends report for 2025 is shaped by a powerful sense that we can no longer think in orderly terms about eras, generations, or movements. In a world where we have fewer shared experiences, and all human content is available at the click of a button, we see old and new jostling for position, overlapping and repeating.

As technology advances, quality of living is not keeping pace, with many millions resigned to having less than previous generations; the paths to progress that served their parents no longer available to them.

For some, this means finding opportunity in new places – the “passion economy” continues to expand – while for others it prompts a return to more traditional societal values, a yearning for simpler times.

Attitudes to family are evolving, as well as conventional approaches to lifestyles and milestones.<sup>1</sup> An ageing population are targeted with miracle drugs, middle age is for many just a second chapter, while many younger consumers embrace a new cultural conservatism.

At a time when the future looks less and less certain, many choose to focus on the now, the moment, the vibes. An “Everything, everywhere, all at once” world means trends ebb and flow at the speed of the algorithm, communities are dynamic and fast flowing and culture is embraced and adapted across continents.

So, at a time where the future is uncertain, the moment is fleeting, and consensus is hard to come by, what truly matters? For many, the fundamentals are simple. A good (enough) life that prioritizes personal wellbeing and financial freedom over striving for success on others’ terms. A craving for togetherness in a fragmented, often polarized world. The small indulgences of #littletreats in a world where bigger ticket items are shifting beyond their reach.

Overall, we are seeing old certainties crumbling; the certainties of life’s milestones, of generational norms, of the societal ties and spaces that connect us. New possibilities are emerging – from virtual communities to AI companions – but may be imperfect substitutes for a sense of our shared humanity – and responsibility.

We identify five key themes impacting brands and businesses in 2025 and beyond, each with three sub-trends we unpack in more detail. Reflecting our “Fragment Forward” theme and the fluidity of trends and timelines in an algorithmic era, for each trend we look at what is timeless (an enduring human need), what is timely (a contemporary expression of that need) and what is trending (the latest and most newsworthy manifestation).





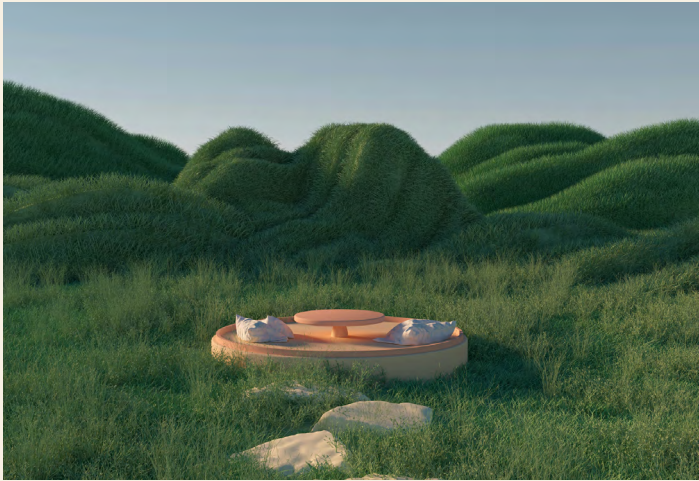
**1.** THE “GOOD ENOUGH” LIFE



**2.** THE TOGETHERNESS DEFICIT



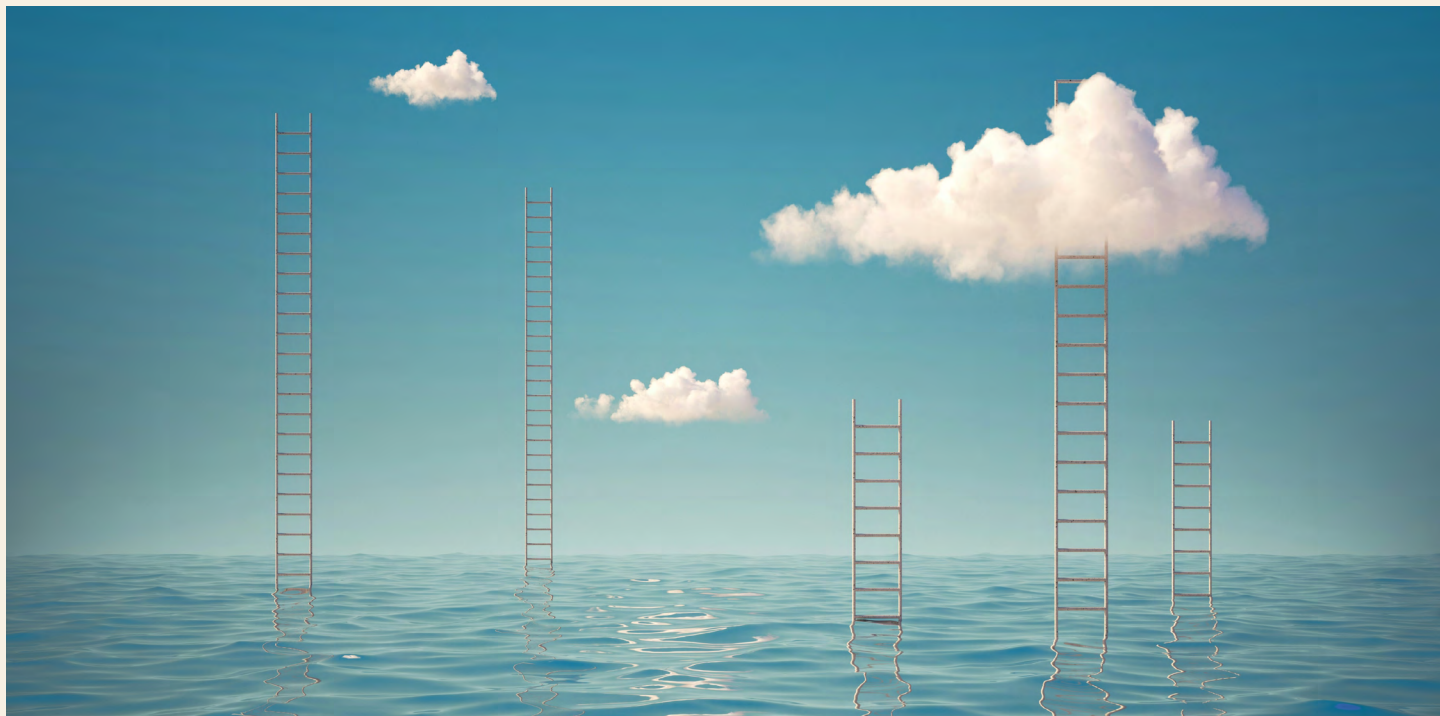
**3.** GENERATION BLUR



**4.** CURIUSER AND CURIUSER



**5.** ALGORITHMS AND BLUES



## 1. THE “GOOD ENOUGH” LIFE

# AS CONSUMERS WORLDWIDE SEE THEIR PARENTS’ STANDARD OF LIVING AS INCREASINGLY UNATTAINABLE, THEIR PARENTS’ MILESTONES AND MARKERS OF ADULthood BECOME INCREASINGLY IRRELEVANT.

Research by Deloitte revealed that almost two-thirds of young people believe that owning their own home will be a challenge, while 47% of Millennials feel that starting a family is out of reach.<sup>2</sup> In some cases this leads to angry protests and social unrest – such as the housing protests that sprang up across Europe in 2023 and 2024 – as young people grapple with an acute sense that the social contract that promises every generation the ability to progress has broken down. For others the response is at worst a sense of resignation, at best a re-evaluation of what a life well-lived means, and whether an alternative definition of success, one that prioritizes wellbeing and personal fulfilment, may be possible.

In that spirit of re-evaluation, many are ditching extreme work (and workout) regimes, climbing off the career ladder and making do with what’s already in the wardrobe. They are embracing a life that is “good enough” as popularized by Avram Alpert’s book of the same name (itself inspired by the idea of “good enough” parenting, introduced in Donald Winnicott’s 1970s book, “Playing and Reality”).

The passion economy is having a transformational effect on the future of employment, as more and more individuals embrace a freelance existence, develop their own business or find ways to monetize their passions. 45% of Millennials in the US are freelancers<sup>3</sup>, while 60% of young people in the UK want to start their own business.<sup>4</sup> Data from Adobe shows that almost half (48%) of the creators in the world are monetizing their output to some degree.<sup>5</sup>

Across generations and markets, we see consumers redefining what they want in life, what counts as ‘aspirational’ and what constitutes ‘success’ on a planet in crisis. Within these trends we see three subrends to unpack.

## OUR SUBTRENDS:

### I. SAVING FOR NOW

Younger generations are saving not for the future but their next trip or treat.

### II. COMPLEX CONSUMPTION

The under-consumption trend becomes competitive, performative – and expensive.

### III. REST IS RADICAL

Taking time to slow down and rest becomes an act of rebellion.

## I. SAVING FOR NOW

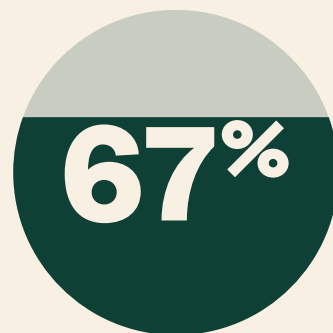
Whereas previous generations saved for the future, younger audiences today are saving for trips, treats, and the freedom to live on their own terms. Financial independence, work-life balance and the ability to generate “passive income” represent financial success for younger generations, according to a study by Prudential.<sup>6</sup> For many, what they desire most is the freedom to pursue their passions, best of all to make a living doing what they love. TikTok’s “[TikTok Means Business](#)” campaign strapline has recognized this passion-led entrepreneurial spirit.

Travel is a higher priority for Millennials than traditional life goals, perhaps in response to those goals shifting further beyond their reach. A study by Business Insider, in partnership with YouGov, shows Millennials in the US prioritize travel over being debt free, owning a home or starting a family.<sup>7</sup>

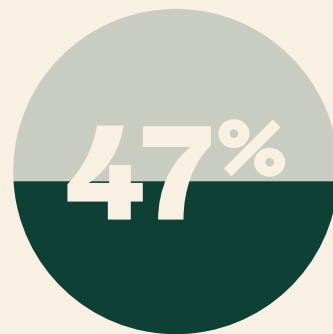
Elsewhere we see a trend towards “doom spending” – the 21st century equivalent of “the lipstick effect” embraced by 43% of Millennials and 35% of Gen Z, according to a survey by Credit Karma.<sup>8</sup> In 2025 we will continue to see “treat therapy” as both a dopamine lift and a means to build social capital, as #littletreat culture continues to offer both escapism and indulgence.



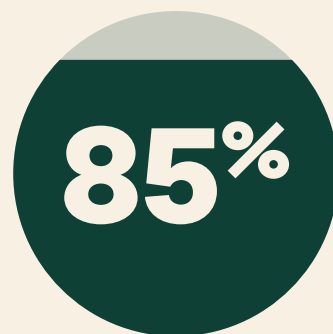
OF YOUNG PEOPLE BELIEVE  
OWNING THEIR OWN HOME WILL  
BE HARDER, OR IMPOSSIBLE.



OF YOUNG PEOPLE SAY THAT WORK-  
LIFE BALANCE IS THE MOST IMPORTANT  
FACTOR IN CHOOSING A CAREER.



OF MILLENNIALS BELIEVE THAT  
STARTING A FAMILY WILL BE OUT  
OF REACH OR VERY HARD.



OF JAPANESE CONSUMERS AGREE  
“SMALL EVERYDAY HAPPINESSES HELP  
PEOPLE ENJOY LIFE.”



## II. COMPLEX CONSUMPTION

Earlier this year, "Underconsumption Core" emerged as the latest trend on TikTok and garnered much debate. The intention is admirable – use what you have and encourage others to do the same by showcasing your "good-enough" old items. It follows other nudge-based trends that seek to normalize not spending like "loud budgeting" and "de-influencing".

Yet the trend itself can create social pressure: in South Korea, the notion of "sohwakhaeng" among younger generations was intended to foster joy in small pleasures but has gradually become a means of showcasing status – with exclusive luxuries tagged as a #smalljoy. Kim Ran-do, a professor of consumer science at Seoul National University reporting to the [Korea Times](#) observes that people are "struggling with the pressure to constantly feel – and prove – that they are happy with 'the little things in life'".

Brands can direct the trend as a force for good through initiatives that promote re-use and repair whilst appealing to the appetite for resale which is estimated to increase by 100 billion dollars by 2026 (Statista. 2024).<sup>9</sup>

Ikea are currently trialling Preowned, their own second-hand peer-to-peer marketplace, as part of their ambition to become a circular economy business by 2030. Other businesses are adopting new make-do and reuse service models. For example, UK based [Somer Furniture](#) is a resale, refurbish, buy-back scheme for kitchens and home renovation systems that usually end up in landfill. Eco friendly detergent brand Ecover developed the "[Rewear Chair](#)", infused with deodorizing cedar oil, to promote re-wearing clothes between washes.



### OUR WORK: FIGHTING FOOD WASTE WITH INNOVATION

Gourmet Market's "[The Cupboard to Fight Food Waste](#)" from Dentsu Creative Thailand empowers customers to reduce food waste with an app that tracks the expiration dates of purchased items and sends timely reminders to consumers, encouraging them to use products before they spoil. This minimizes waste and fosters a sense of responsibility among shoppers, promoting sustainable consumption habits.





### III. REST IS RADICAL

Covid triggered "The Great Resignation" and the landscape of work has been shifting and re-settling ever since. Professor Cal Newport describes many workers as living through "The Great Exhaustion". In previous years the "lying flat", "quiet quitting", and "bare minimum Monday" trends marked a change in generational attitudes to work.

The trend is now reverberating across the generations. The FIRE (Financial Independence, Retire Early) movement – which encourages a frugal approach in your younger years to fund early retirement, travel and wellbeing – has been gaining pace for some time, in contrast to our "save for now" trend.

Sports brand ASICS implemented a [Desk Break Clause](#) in employment contracts offering workers a legal right to additional 15-minute movement breaks during their working day, while Chinese supermarket chain Pangdonglai has initiated "unhappiness leave" which offers up to ten no-questions-asked days off in addition to sick and holiday leave.

In the fitness space we see the emergence of a "soft health" approach which shifts the focus away from extreme exercise. Research from ASICS and Mind shows that 68% of adults feel too self-conscious to visit a gym, while 49% find "Exercise Culture" off-putting.<sup>10</sup>



#### WHAT'S TIMELESS

The Good Life. The timeless allure of simple, self-sufficient pleasures.



#### WHAT'S TIMELY

The "Good Enough" Life. A conscious step back from the relentless drive for more to redefine success on new terms.



#### WHAT'S TRENDING

Embracing the #smalljoys, #littletreats or #doomspending in a world where old definitions of success slip further away.



# WHAT IT MEANS FOR BRANDS & BUSINESSES

## MULTISENSORY PLEASURES

In a world where striving is less and less appealing, brands have an opportunity to celebrate and enhance simple pleasures. Both in what they say, but more importantly in what they do: leveraging opportunities from packaging to experiences to help customers make the most of their small indulgences and simple pleasures.

## DESIGNING FOR THE “GOOD ENOUGH” ECONOMY

Brands and businesses can play an important role in helping customers redefine and celebrate success on their own terms, not the success of their parents' generation. Sectors from banking to insurance to housing will need to develop new propositions designed to reflect less predictable income, and more nomadic lifestyles.

## ENABLING UNDER-CONSUMPTION

To deliver sustainable growth (in every sense), businesses must find ways to enable their customers to waste less, and reuse or repurpose more. An ever-increasing number of fashion retailers incentivize customers to recycle pre-worn items in store in exchange for credit, while start-ups such as [Rubies in the Rubble](#) make condiments from fruit and veg that would usually be rejected.



## 2. THE TOGETHERNESS DEFICIT

# THE FRAGMENTATION OF MEDIA, LONG PERIODS OF LOCKDOWN AND A CULTURAL SHIFT TOWARDS REMOTE WORKING HAVE CONTRIBUTED TO A “TOGETHERNESS DEFICIT” AROUND THE WORLD.

This builds on an existing loneliness epidemic ([WHO, 2024](#)) which is mutating in profound ways – China is experiencing a “friendship recession” with young people reporting that they have on average only 2.5 close friends ([Soul via Jing Daily, 2024](#)).

As shared cultural experiences grow rarer, they become more precious. [Data from the UK’s live music scene](#) shows that no fewer than nine music festivals have been canceled in 2024 alone due to rising costs, while [data from the US](#) shows that the frequency with which Americans go out to bars, nightclubs, etc. has dropped dramatically over the last two decades.

The traditional ties that connected us, like watching sports together, are perhaps weakening – just 23% of Generation Z in the US identify as passionate sports fans, versus 42% of Millennials.<sup>11</sup> Newer, virtual communities are replacing them, but how this impacts our long-term sense of connection and social cohesion with those with different interests remains to be seen.

In response to The Togetherness Deficit we see a longing for connection and companionship, influencing new ways of seeking out friendship in both the online and offline worlds. New platforms and technologies are aiming to provide companionship and support in a fragmented world.

### OUR SUBTRENDS:

#### I. CRAVING COMPANIONSHIP

New products and propositions are tackling our longing for connection and companionship.

#### II. NOSTALGIA IS SO NOW

With fewer shared experiences to connect us, we take refuge in shared memories.

#### III. CONNECTED COMMUNITIES

Online communities are springing up to (perhaps) fill the void.

## I. CRAVING COMPANIONSHIP

The matchmaking app trend evolves beyond romantic relationships. In China, the “[blind box](#)” matchmaking phenomenon involves purchasing the contacts of another person to find a potential partner. This mechanic is being adapted to connect individuals to others with a common interest.

Dedicated platforms like [Timeleft App](#) seek to fill the gap – a global project where every Wednesday, in cities over the world, individuals book their seat at a dinner with five strangers matched by a personality algorithm with the promise of “*Safe moments to interact with people around you so that you can be more involved with the world you live in*”.

Meanwhile technology startups are negotiating the potential role of AI in combating loneliness. Since the launch of its vocal search feature, we see the rise of ChatGPT as a proxy “psychologist”, with young people using it as a personal diary and advisor. US start-up “[Friend](#)” acts as a kind of digital friendship surrogate offering a wearable pendant that listens to the users’ daily experiences and sends conversational messages in response.

People are also attempting to stage their own “meet cutes” in unexpected places. Among single people in Spain, we saw a viral dating trend whereby people head to a Mercadona supermarket and place an upside-down fresh pineapple in their basket between 7-8pm to indicate they are looking for romance. In the Netherlands, supermarket chain [Jumbo](#) opened “[chat checkouts](#)” for folk who want a slower retail experience and want to engage in conversation with cashiers.



## THE TOGETHERNESS DEFICIT IN NUMBERS

40%

OF GEN Z CONSUMERS HAVE STATED THAT THEY FEEL AT PERSONAL RISK OF LONELINESS.

43%

OF PEOPLE WHO LACK ACCESS TO GATHERING PLACES REPORT HAVING NO CLOSE FRIENDS.

500

\$500 A MONTH HAS BEEN OFFERED TO INCENTIVIZE SOUTH KOREA'S 'RECLUSIVE YOUTHS' TO TAKE PART IN SOCIAL ACTIVITIES.

40%

OF PEOPLE SURVEYED ARE NOT AS EMOTIONALLY CLOSE TO THEIR FRIENDS AS THEY WOULD LIKE TO BE.

Sources: Dentsu Consumer Vision 2025, American Social Capital Survey, CNN, The Atlantic



## II. NOSTALGIA IS SO NOW


The desire for togetherness has also triggered nostalgia for a time when cultural references were simpler and more collective. The Britpop band Oasis' Reunion is an obvious example for those who came of age in the 90s and early 00s. The comfort of nostalgic snacks is in high demand, while Disney's adaptation of seminal 1980s novel "Rivals" evokes a time of unabashed hedonism and ambition. Similarly, November's *Gladiator* sequel throws back to the simpler days of 2000 when masculinity was perhaps less complex and conflicted. Are we not Entertained?!

As Agnes Arnold-Forster's new book *Nostalgia: A History of a Dangerous Emotion* explains, nostalgia has the power to *"boost self-esteem, increase meaning in life, foster a sense of social connectedness, encourage people to seek help and support for their problems, improve mental health and attenuate loneliness, boredom, stress or anxiety."*<sup>12</sup>

A report from Ipsos and the Effies, by Samira Brophy and Rachel Emms, shows that 44% of people in Great Britain agree that "given the choice I would prefer to have grown up at the time when my parents were children".<sup>13</sup> While data in the same report shows that utilizing aspects of a brand's heritage in advertising provides an 8% bump in brand attention.<sup>14</sup>

In that spirit, Levi's recently recreated the iconic *Laundrette* commercial featuring none other than Beyoncé, while German supermarket *Lidl* are having some festive fun with the unmistakable Coca-Cola Christmas truck. Gen Z's obsession with the Y2K aesthetic shows no signs of slowing, while the "Brat summer" channels the grungier, less polished retro aesthetic of years gone by vs today's "clean girl" culture.

The pull of nostalgia feeds into a craving for analogue experiences as exemplified by the BBC's hit programme *Race Across the World* whereby participants navigate their adventure smartphone-free. Meanwhile *The Offline Club* which began by hosting phone free events in the Netherlands brought the experience to London in recent months. Devices are surrendered at the beginning of the event, with attendees either spending the time more mindfully, or making unexpected human connections.



# Hugtics

## OUR WORK: ENGINEERING COMPANIONSHIP TO BOOST ENDORPHINS

"Hugtics," co-developed by [Dentsu Lab Tokyo](#) and Nobuhiro Takahashi, redefines hugging with technology. The system includes a wearable vest with artificial muscles and a torso with pressure sensors, so that when the torso is hugged, data is transmitted to the vest, simulating a self-hug experience. Designed to boost happiness and self-esteem, it also uses brainwave analysis to track emotional responses, showcasing potential applications in mental health and virtual communication.



Salford Lads' and Girls' Club, made world-famous by The Smiths, faced closure. Dentsu UK mobilized a community to preserve a vital space for connection and shared purpose.

### III. CONNECTED COMMUNITIES

At the heart of our desire to come together in a fragmented world is the rise of online communities of shared passion and interest. In fact, nearly 80% of people say that the most important group they belong to operates online ([Exploding Topics](#), 2024).<sup>15</sup>

In some cases, these online communities spill over into real-world connection: community-based sports such as park runs, and team sports such as netball and football are booming in popularity versus solitary gym workouts. Book clubs are hugely popular, on and offline, accelerated by the #booktok phenomenon.

In New York, [Reading Rhythms](#) is an in-person "reading party" where participants read alongside each other in silence and have the opportunity to talk to strangers.

A recent article in [Dazed magazine](#) embellishes, "As literary clubs like these gain popularity, they reflect a broader societal shift towards intentional and meaningful socializing... Although books and topics of discussion may vary from group to group, all these book clubs share a sense of community – and don't we all need a little more connection in this cold and lonely world?"

Meanwhile lifestyle-led networks like Strava and Goodreads are becoming alternative places to meet potential romantic partners versus dating apps. Chris Stokel-Walker writing in [The Guardian UK](#) observes, "Because hobby apps are nicer places to exist, people spend more time on them – and they can eventually turn into services that are more than advertised. That includes finding like-minded people with whom you'd want to spend your time romantically".



#### WHAT'S TIMELESS

The desire for human connection, in a world where the traditional drivers of community are declining.



#### WHAT'S TIMELY

A sharp decline in face-to-face interactions and in-person socializing.



#### WHAT'S TRENDING

Seeking virtual community through hobby communities such as #booktok, #planttok and even #crochettok.

# WHAT IT MEANS FOR BRANDS & BUSINESSES

## **PARTNER WITH PASSION**

In a world where we are together less often in the physical space, togetherness through shared cultural understanding matters more than ever. Winning in the algorithmic era will mean connecting with consumers around shared passions and interests, as community becomes the new scale and the new connective tissue.

## **WHAT'S OLD IS NEW**

Tapping into brand heritage, or older advertising assets, provides comfort and connectivity in a fragmented world. Not to mention the fact that agencies (and marketers) grow tired of iconic campaigns much faster than consumers.

## **THE SCARCITY OF SHARED**

With togetherness in painfully short supply, brands who can create shared occasions will flourish. Those shared occasions might be physical events and connections, virtual ones via gaming platforms or live streaming or simply be shared cultural moments built through joyful, populist brand entertainment.





### 3. GENERATION BLUR

## IN 2025, ATTITUDES AND BEHAVIORS WILL BECOME LESS PREDICTABLE AND MORE FLUID ACROSS GENERATIONS.

A recent study from IKEA reveals that age is no predictor of affinity or connection, showing that 21% of us find a sense of belonging from shared values versus just 11% who feel that belonging results from being part of a similar age group.<sup>16</sup>

Gen Alpha (born early 2010s-2025) will constitute the largest generation – some 2bn individuals by 2025 – with surprisingly mature tastes and sophisticated digital understanding. Gen X and Boomers, the most valuable but perhaps the most under-valued generation, are re-defining what it means to be middle (or old) aged, maturing on their own terms and resisting stereotypes.

We see a shift in familial responsibility – in the West caring responsibilities are falling heavily on the “sandwich” generation – whilst traditionally dutiful young adults in developing economies seek to carve out their own identity beyond the family unit.

In some cohorts, gender is becoming a greater determinant of attitudes than age or generation. Recent data shows a stark contrast between the attitudes of young men and young women around the world. Data reported in the *Financial Times* shows a 30 percentage point gap between young men and women’s liberal vs conservative worldviews in the US and Germany.<sup>17</sup> Similar patterns appear internationally.

Younger generations are also turning back to religion and spirituality to manifest better fortune in an uncertain world, where the usual routes to success aren’t delivering as they once did. In India, young people are returning to temples whilst in China, traditional rituals are being digitized for a new generation. The Buddhist and Taoist ritual of knocking on wooden fish has been translated into an app-based version. Within this trend we see a huge blurring of interests and attitudes across our subrends.

#### OUR SUBTRENDS:

##### I. THE NEW OLD AGE

Redefining preconceived ideas of what it means to age.

##### II. LEARNING THE ALPHA-BET

A generation with more sophisticated shopping habits and digital expertise than their elders.

##### III. THE BLENDED HOME

Intergenerational living is shaping new households and new behaviors.

## I. THE NEW OLD AGE

Gen X and the Baby Boomer generation boast the greatest spending power<sup>18</sup> yet their commercial influence is routinely overlooked by marketers. Mature audiences and savvy brands are reframing conversations around what it means to 'age.'

Emphasizing the freedom and fun available in retirement, global fast food chain Taco Bell launched The Cantinas, a pop up "early retirement community" where consumers of any age can embrace a "slow living, senior-at-heart lifestyle" complete with tea breaks, aerobics, crochet classes and early-to-bed at 8 p.m. The perfect venue to try out the "Eclectic Grandpa" aesthetic.

In France, Vieux ("old") magazine satirizes youth-obsessed publications and features middle-aged and above only personalities.

"Silver Start Ups" are also on the rise; studies have shown that Gen X women are the fastest growing group of entrepreneurs in the US<sup>19</sup>; meanwhile over 50s founded almost 12% of new companies in Poland in 2023<sup>20</sup> as empty nesters seek a new lease of life in a world where access to customers and resources has been transformed.

Meanwhile, from supplements to skincare, the menopause economy is booming and pharma-grade skincare treatments are now the norm at home. The elixir of youth remains a (complex) pursuit – at one end of the scale some research suggests diabetes drug Ozempic could delay ageing (BBC) whilst recent movies such as "The Substance" starring Demi Moore and "Shell" starring Elisabeth Moss portray ageing as a literal horror show, following on from 2021's "Old" by M. Night Shyamalan.



### OUR WORK: DEFINING THE NEXT CHAPTER FOR WOMEN AT QVC

Women over 50 are often misrepresented as "out of touch", which could not be further from the truth. For QVC Dentsu Creative US launched The Age of Possibility, a dedicated space for women 50+ to celebrate themselves, share their wisdom, and access resources to thrive in their Next Chapter. The campaign launched with 50 inspiring women at a Las Vegas summit, and an activation on The Sphere. The response was overwhelmingly positive, earning a +400% increase in media coverage impressions and widespread gratitude from women finally seeing their potential recognized in advertising.

## II. LEARNING THE ALPHA-BET

By 2025 Gen Alpha will be the biggest generational cohort, reaching 2bn people. While, as we note, generational cohorts may be becoming less and less relevant, there is no denying that is a group who are more technically sophisticated, and more demanding in their purchasing behaviors than their elders. "95% of their parents learn about brands from them" while "49% of parents' purchasing decisions were influenced by their child's opinion" according to a study by DKC.<sup>21</sup>

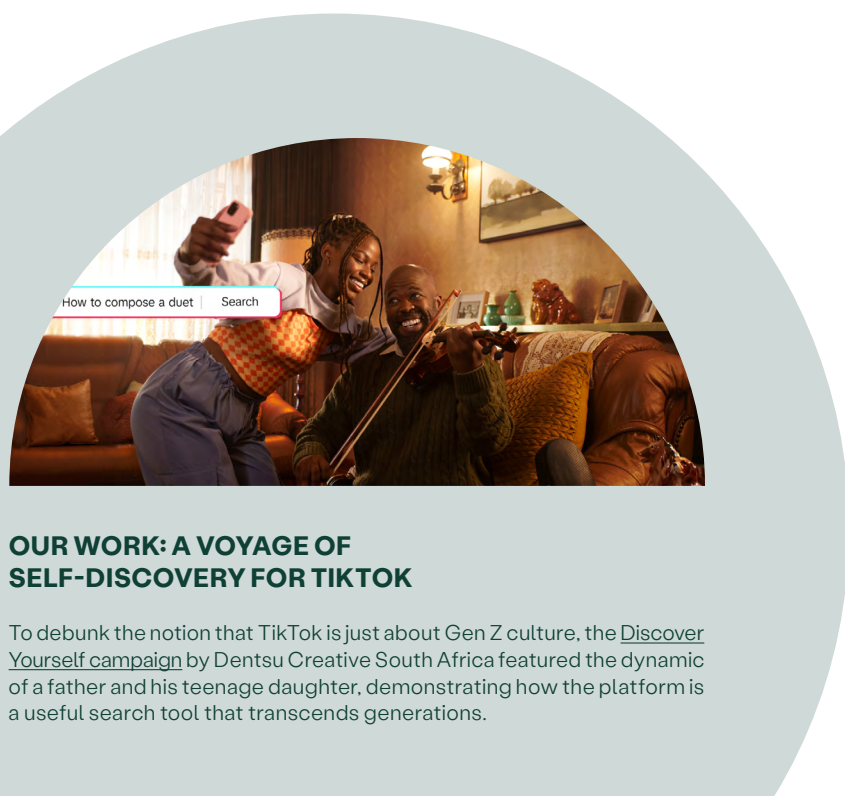
Exposure to online content and advertising is driving an accelerated maturity and with it challenges for brands to navigate responsibly such as Gen Alpha's obsession with luxury skin-care and the rise of the "Sephora Kids". Tween beauty brands like Bubble built their fame from TikTok up and have amassed an ambassador program of 7,000 fans (with a waitlist of 41,000).<sup>22</sup> So blurred are the boundaries between playtime and sophisticated skincare that the brand even introduced its own plushie, as well as a limited edition Disney partnership.

Yet such is the concern over the impact of constant online connectivity on younger generations, that parents and policy makers around the world are taking steps to limit young people's access to mobile phones, as anxiety spirals among young people around the world.

Recent studies have shown that not only are Gen Alpha adopting mature skincare habits, their brains have matured differently due to the extended Covid lockdown. This phenomenon seems particularly acute among young girls; MRI scans showed that the brains of adolescent girls who experienced lockdown appeared 4.2 years older than normal.<sup>23</sup>

Gen Alpha however are in no rush to adopt all the behaviors of their elders; recent data from Global Web Index reveals that interest in attending university has declined significantly among 12-15 year olds, particularly among those with an interest in gaming, coding and STEM.<sup>24</sup>

These new codes are being literally codified in a new lexicon to the befuddlement of even their Gen Z counterparts. Slang like "Fanum tax", "Sigma", "Rizz" and "Ohio" is creating memes, music and media for marketers to decipher.



### OUR WORK: A VOYAGE OF SELF-DISCOVERY FOR TIKTOK

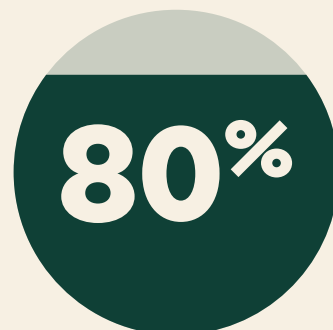
To debunk the notion that TikTok is just about Gen Z culture, the Discover Yourself campaign by Dentsu Creative South Africa featured the dynamic of a father and his teenage daughter, demonstrating how the platform is a useful search tool that transcends generations.



GEN ALPHA'S ECONOMIC  
FOOTPRINT IS EXPECTED TO  
REACH \$5.46 TRILLION BY 2029.



OF SMALL BUSINESSES IN THE US ARE  
OWNED BY WOMEN. A MAJORITY OF  
THEM IN THE GEN X AGE BRACKET.



OF 16-29 YEAR OLDS IN SPAIN ARE  
LIVING WITH THEIR PARENTS.



THE PERCENTAGE OF TEENS  
AGREEING "IT'S IMPORTANT TO GO  
TO UNIVERSITY" DECLINED BY 11  
PERCENTAGE POINTS FROM 2021-24.

Sources: McCrindle, Forbes, Real Instituto Elcano,  
Global Web Index, Wells Fargo





To help wider society understand the unique difficulties faced by Alzheimer's patients, Dentsu Creative China developed the "Lost in Time" campaign based on The Clock Drawing Test, an internationally recognized technique that quickly screens for Alzheimer's disease.

### III. THE BLENDED HOME

By 2030, 1 in 6 people in the world will be aged 60 years or over ([WHO, 2024](#))<sup>25</sup> while birthrates are dropping around the world. An ageing population has created a cohort who are simultaneously raising children and caring for their own ageing parents. In response, Sweden has introduced a grandparental "maternity leave" to help even out responsibilities. [Amazon](#) is introducing term-time only working options to help with childcare.

In Western markets, reversing longtime trends, more adult children are living with their parents than ever, due to an unprecedented cost of housing crisis. In the UK, Figures from the Office of National Statistics (ONS) revealed that 5 million adults (including 10% of those in their early 30s) in England and Wales were living at home with their parents<sup>26</sup>, with similar patterns seen around the world. In the US, adult children living at home quadrupled in the decade post 2011<sup>27</sup>, while in Spain, more than 80% of 16-29 year olds live at home.<sup>28</sup>

As the cost of living and cost of housing continues to accelerate, parental income and their potential inheritance plays an ever more important role in determining future quality of life, with mature economies around the world becoming "inheritocracies" in response to the huge cost of climbing the property ladder.

Meanwhile in markets where intergenerational living has traditionally been more commonplace, we see rapidly changing attitudes.

In the Philippines we see young adults start to carve out their own identity beyond the family unit. Where there has been significant pressure on the older child or "panganay" (with support groups on Reddit) and a tradition of staying with the family until married, there is now new shift towards leaving the family home to strike out on your own at a younger age.

In the face of a dramatic housing crisis that prohibited 120,000 young people in education from affording a home, combined with a loneliness epidemic that saw 500,000 seniors living in isolation, [Dentsu Creative Portugal and MEO](#) designed a digital platform that connected students and lonely elderly people under one roof, changing everybody's lives for the better.



#### WHAT'S TIMELESS

We've long known that "it takes a village" to raise a family; intergenerational living may be long due a comeback.



#### WHAT'S TIMELY

A cost-of-housing crisis prompting new living patterns, a cost-of-living crisis shaping an ageing population and declining birth rates.



#### WHAT'S TRENDING

Mid-life entrepreneurship meets impatient teen technologists.

# WHAT IT MEANS FOR BRANDS & BUSINESSES

## WE DON'T NEED NO EDUCATION?

In a world where 12 year-olds have more sophisticated skincare regimes than their parents and more advanced technology skills than previous generations thought possible, we may want to consider who educates who. As college costs soar, a shift away from formal higher education may result in new approaches to internships, reverse mentoring and lifelong learning.

## DESIGNING FOR NEW HOUSEHOLDS

As intergenerational living increases, sectors from home building to interiors to packaged goods will need to adapt to differently shaped households, with different needs and spending patterns – and often different tastes and values coexisting within the household. IKEA have published their [insights and advice on adapting to intergenerational living](#) while [D.R. Horton](#), a US homebuilding business, has introduced a range of "MultiGen" design concepts.

## SECOND LIFE (AGAIN)

As life expectancy increases, while many crave early retirement, others will be just starting out (again). Brands who understand and respond to the new middle age with both empathy and enablement will reap the rewards; perhaps matching late life entrepreneurs with enterprising young coders and creators.





#### 4. CURIUSER AND CURIUSER

## A MEETING AND MELDING OF GLOBAL CULTURES IS GENERATING ACCESS TO A DYNAMIC AND ENRICHING KALEIDOSCOPE OF NEW CONTENT, CODES, PERSPECTIVES AND AESTHETICS.

We live in paradoxical times, where the world's information is at our fingertips but the channels and platforms we access it through can make us feel as though we're wading through a highly polished sea of sameness. This sparks a hunger and curiosity for all things different, authentic and unexpected.

Community and entertainment have become gateways to engaging with new cultures wherever we are and satisfying the consumer's quest for difference.

At the same time, an interest in global culture risks creating a sense of entitlement to consume and commoditize global culture. As a result, we've seen significant backlash against tourism this year as locals protest against the commoditization of their home towns and countries and the over consumption of local resources. Our three subrends explore the opportunities for respectful and reciprocal cultural exchange.

#### OUR SUBTRENDS:

##### I. FANDOMS BEYOND BORDERS

Global entertainment platforms, and their fans, transcend borders.

##### II. CULTURAL FLUENCY

Consumers are prioritizing compelling content, regardless of language or culture.

##### III. PATHS LESS TRAVELED

A backlash over tourism prompts questions over what "off the beaten track" really means.



## I. FANDOMS BEYOND BORDERS

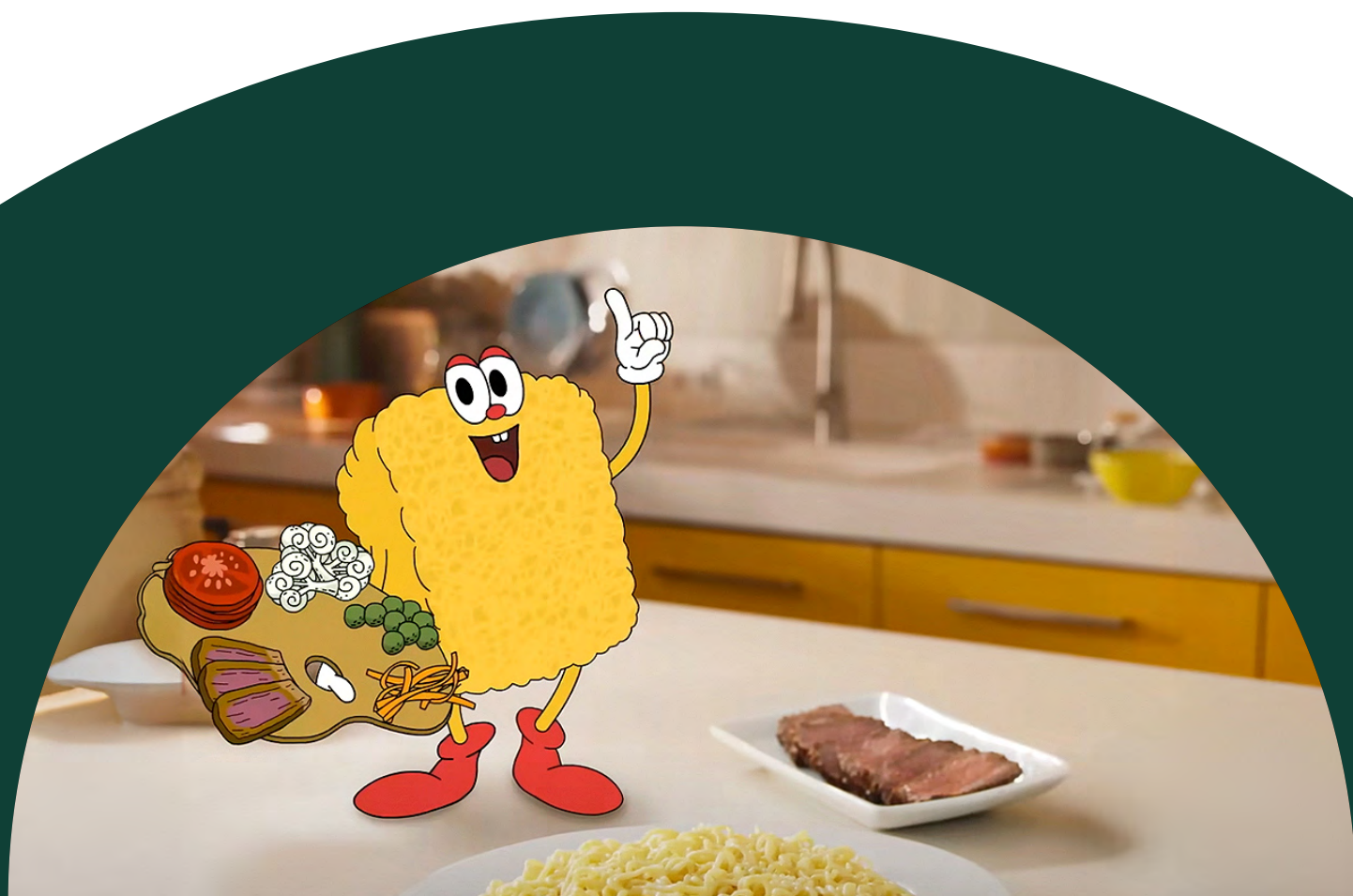
Where brands in the past focused on local relevance, we now see many seek to re-energize familiar brand stories by mobilizing international communities and passion points.

Cultural phenomena bridge audiences from mainstream to high luxury. This year British fashion house [Jimmy Choo](#) unveiled an extensive collaboration with the cult Japanese manga series Sailor Moon.

Meanwhile, [KFC Hong Kong](#), in collaboration with iProspect Hong Kong, launched a brand campaign and immersive in-store activations featuring the anime property "Attack on Titan: The Final Season". The campaign utilized creative, media, and UX/UI elements to showcase animated characters interacting with KFC chicken.

In a world where trends peak and pass by at unprecedented pace, providing new cultural inspiration and insight rewards the more curious and discerning consumer. In the UK for example, [independent brewers](#) are paying respectful homage to the art of sake brewing, dedicating time to the art and craft of the Japanese beverage.

On a more mainstream level, the consumer-led "Japandi" design aesthetic popularized in Australia has now been adopted by retailers like Ikea. In the popular entertainment space, TV show [Pop Star Academy](#) seeks to transport and replicate the training model of K-Pop stars in America. Some surveys suggest that more US Gen Z consumers watch Japanese anime weekly than the NFL.<sup>29</sup>



### OUR WORK: BRINGING JAPAN TO BRAZIL FOR NISSIN NOODLES

Dentsu Creative Brazil reimagined the brand, blending Japan's pop culture and aesthetics with Brazilian sensibilities to connect with Millennials and Gen Z. Introducing a new "In every way, it's perfect" platform, celebrating creativity and individual expression, including the introduction of eccentric flavors like chocolate and coconut, while crafting highly shareable, impactful films inspired by Japanese content. This culturally borderless strategy connected Brazilian Millennials with global trends, transforming Nissin into a beloved brand that saw double digit sales growth.

## II. CULTURAL FLUENCY

Foreign language films and series continue to accelerate within streaming platforms in English speaking markets. Research firm Ampere ([July, 2024](#)) found that regular viewing of non-English-language TV shows and movies has increased by 24% among 18- to 64-year-olds in the U.K., U.S., Australia, and Canada in the last four years.<sup>30</sup> As testament to the mainstream popularity of foreign-language content this year *Shōgun*, swept up 18 Emmy awards (including dentsu's first Emmy for casting) and became the first foreign language series to win Outstanding Drama Series at this year's ceremony.

We're also seeing new streaming platforms emerge dedicated to serving diverse audiences and platforming diverse talent. Streaming service Tubi has rapidly accelerated in growth over the last 18 months with a free to access model, delivering particularly strong growth among young, multicultural audiences, at 55% growth year on year.<sup>31</sup> The platform has also emerged as a destination for diverse filmmakers and talent, including the Black Noir Cinema initiative led by Village Roadshow Pictures. As [The New York Times](#) observes: *"As a home for independent Black filmmakers and viewers it occupies a unique place right now."*



## CURIUSER AND CURIUSER IN NUMBERS

80%

OF GEN Z AND MILLENNIALS AGREE THEY PREFER ENGAGING WITH CONTENT THAT REFLECTS THEIR VALUES AND PASSIONS REGARDLESS OF WHERE IT ORIGINATES.

66%

OF 18-34 YEAR OLDS FROM AUSTRALIA, CANADA, THE US AND UK CONSUME CONTENT IN ANOTHER LANGUAGE REGULARLY.

79%

OF TRAVELERS FEEL THAT TRAVEL EXPANDS THEIR WORLDVIEW.

31.2

GLOBALLY, THE ANIME MARKET SIZE WAS ESTIMATED AT USD 31.23 BILLION IN 2023.

Sources: Dentsu Consumer Vision 2035, Ampere, The Economist, Grand View Research





Little Canada, an immersive miniature tourist attraction, lets visitors explore Canada in a sustainable way. Thanks to Dentsu Creative, brands can now build a presence in Little Canada's 45,000 square feet, with innovative advertising formats including mini OOH, mini transit shelters, and mini town takeovers.

### III. PATHS LESS TRAVELED

In 2024 we have seen an unprecedented backlash against over-tourism motivated by a desire to prevent strains on local infrastructure, preserve local dignity, reduce antisocial behavior and resist the commoditization of a culture, city or landmark. This has opened up wider conversations about what we are seeking when we travel and what "off the beaten track" looks like in a world where every view and landmark has its own Instagram following.

Earlier this year, local authorities in [Japan](#) erected screens to block views to Mount Fuji to create off-limits areas for tourists. Venice announced plans to charge day trippers a €5 fee to enter the city in a bid to deter visitors and redress the balance of 30 million tourists vs 50,000 residents which is impacting the cost of living while protests against excessive tourism erupted across Spain, Greece, Italy and Portugal.

Seville, Venice and Istanbul are among the cities levying some form of entrance fee or restriction on tourism, with other countries either asking tourists directly to stay away or attempting to steer the hordes towards less obvious and populous destinations.

In response tourism boards are thinking creatively. The [Visit Oslo](#) tourist board adopted a humorous approach to marketing the city based on "life seeing" rather than "sightseeing" with a spot garnering 20 million views since its launch in June 2024. Elsewhere, earlier this year the city of Copenhagen launched [CopenPay](#), a pilot scheme which rewards thoughtful travelers for "climate friendly" actions. In return for taking a bicycle or volunteering time in an urban garden participants can earn rewards ranging from a free lunch to a kayak tour.



#### WHAT'S TIMELESS

The desire to explore new worlds and cultures has always broadened our horizons.



#### WHAT'S TIMELY

A new-found openness towards exploring entertainment properties from any and all cultures and languages.



#### WHAT'S TRENDING

Local residents resisting cultural intrusion and demanding #touristsgohome.



# WHAT IT MEANS FOR BRANDS & BUSINESSES

## INTERESTED IS INTERESTING

In the battle for attention, being interested may be half the battle. Brands with cultural curiosity and integrity have potential to engage consumers bored of the predictability of their feed.

## AUTHENTICITY BITES

As we adapt to stories from anywhere and everywhere, authenticity becomes more important than "relatability". Human truth beautifully told is more powerful than the need to look into a mirror; whether applied to surprising stories from our own markets or further afield.

## DISCOVER BETTER

Brands in the travel, hospitality, and utilities industries must wrestle with the need to balance much-needed revenues from travel and tourism with respect for local communities, and precious resources. This might include new approaches to sustainability, championing new destinations, or finding new ways to engage and compensate local communities.



## 5. ALGORITHMS AND BLUES

# IN A WORLD WHERE EVERY PIECE OF CONTENT WE SEE AND EVERY PRODUCT WE BUY HAS BEEN SHAPED AND RECOMMENDED BY POWERFUL ALGORITHMS, BRANDS FACE A DUAL CHALLENGE.

The newsfeed, all too often, is a sea of sameness; similar content with similar design cues targeting similar audiences. To cut through, brands must understand how to make the algorithm work for them, not against them, which means hacking a complex combination of signals and variables, from recency to reach to popularity. But the AI assisted platforms we've built to drive efficiency can compound the problem if not blended with craft and distinctiveness.

Navigating the algorithmic era means every piece of content must perform; not always by driving conversion, but by driving visibility; sending the right signals to the algorithms that determine whether our content surfaces in the feed, or must pay a higher and higher premium to interrupt. As analysis from System 1, together with the IPA, Peter Field, and Adam Morgan demonstrates, dullness is extraordinarily expensive: dull brands must spend almost £10m as much on media to cut through.<sup>32</sup>

That means understanding and optimizing for those signals: building brands in partnership with creators and culture makers, engaging customers through the communities and passion points that matter, putting pace and agility at the heart of our approach.

In this landscape, successful creators wield extraordinary power and influence. 75% of CMOs agree that influencer marketing is a vital part of the modern media landscape.<sup>33</sup> The Creator Economy continues to expand as an economic force, anticipated to generate half a trillion dollars by 2027.<sup>34</sup>

Meanwhile, a generation of digitally savvy consumers are also increasingly aware of making the algorithm work for them, an awareness skilfully leveraged by Samsung's [Flipvertising campaign](#), which prompted users to game the search algorithm in order to find their advertising and unlock rewards. However, an increasingly algorithmic world risks not only predictability, but exacerbating the sense of fragmentation we highlight in our second trend: "The Togetherness Deficit". The meme-ification of everything has significant implications for brands, businesses and society; a world that runs on memes and "vibes" is a volatile world indeed, as we explore in our three subrends.

## OUR SUBTRENDS:

### I. RUNNING ON VIBES

In a world of polarized, 24-7 content vibe-checking is the new fact checking.

### II. BINGE-SNACKING CONTENT

Content from drama to news to sports is packaged into bite-sized, meme-worthy content.

### III. AI EVERYWHERE

AI-generated content has shifted from a gimmick to a ubiquitous part of the fabric of the internet.

## I. RUNNING ON VIBES

In a polarized and often confusing world, “vibes” have replaced facts as the driver of public opinion, political affiliation and purchasing behaviors. While deeply irrational, consumers instinctively trust the vibes. Economist Kyla Scanlon coined the phrase “vibecession” back in 2022, now widely adopted by politicians and financial institutions to explain how perception of poor economic performance lags reality.

A recent study by Jigsaw, a subsidiary of Google (published in Business Insider, June 2024) suggests for example that although Gen Z are well aware that getting their news from social media is risky, they find it quicker and easier to look to their peers for context rather than interrogate the content. In a world of intensely polarized, 24-7 news, vibe checks have replaced fact checks. This prompted the World Health Organization to join TikTok earlier this year to deliver science-based health information.

The internet officially overtook TV as the UK’s number one source of news in September 2024<sup>35</sup>, with more than half of UK adults using social media for news. For younger consumers, TikTok is the single biggest news source, used by 28% of UK 12-15 year olds.<sup>36</sup> Similarly, a third of Americans aged 18-29 regularly get their news from TikTok, with some 40% using Instagram and TikTok as their primary search engines.<sup>37</sup>

Meanwhile “meme stocks,” first popularized in 2021, made a resurgence mid-year impacting shares from GameStop to Tupperware, although rises were modest compared with 2021’s surges. Vibes are proving to be an effective and profitable marketing tactic; according to Vogue Business “Tomato-girl summer” led to a 644 percent increase in searches for linen pants on Depop. Journalist Cazzie David illuminates, “Light-blue nails in themselves are insignificant, but label them “blueberry-milk nails” and everyone will want to eat their own fingers.”



## OUR WORK: BREAKING THE INTERNET AND SETTING BOLD NEW STANDARDS WITH NUTTER BUTTER

A recipe for success: three years of fine-tuning Nutter Butter’s social game hit the TikTok jackpot. Absurdist humor can be risky business for brands, but for this biscuit, being reliably bonkers is paying off. Confidently engaging their audience through surreal disruption, Nutter Butter’s unconventional social approach took this cookie from ticking along to TikTok phenomenon and fueled over 249M earned impressions in one month. Resonating with multi-generational audiences, Nutter Butter has since amassed more than 1.5million followers, +4x since the start of the year, and 9.5million likes on the platform.

77%

OF CMOS ACKNOWLEDGE THAT IN THE FUTURE MARKETING WILL BE A PARTNERSHIP OF BRANDS, CREATORS AND PLATFORMS.

70%

OF GLOBAL CONSUMERS BELIEVE AI WILL BE USED IN MOST ASPECTS OF OUR LIVES 10 YEARS FROM NOW.

85%

OF CMOS INTEND TO MAINTAIN OR INCREASE THEIR INVESTMENT IN SHORT-FORM CONTENT IN THE NEXT 12 MONTHS.

70%

OF CONSUMERS EXPECT TO CONSUME MORE USER GENERATED CONTENT THAN MAINSTREAM HOLLYWOOD CONTENT IN THE FUTURE.

Sources: Dentsu Creative CMO Survey 2024, Dentsu Future Consumer 2035



## II. BINGE-SNACKING CONTENT

As the boundaries between content and commerce become ever more blurred, only a fraction of content's cultural and commercial value lies in traditional views. Younger generations are just as likely to watch in bite-sized chunks on social media, enough to be part of the conversation without committing to an entire episode. Viewers admit to watching series or movies in minute-long clips on TikTok or Instagram; a highlight reel approach to popular culture where contemporary hits jostle alongside Gossip Girl, Sex and the City and Friends for attention.

In response, DC Comics has launched DC GO to appeal to a younger generation of comic book readers more adept at reading content on their phones. MrBeast, a YouTuber, collected 30% more viewing hours than The Night Agent, the most watched show on Netflix.<sup>38</sup> A similar approach to sports viewing is emerging, with Sports highlights among the fastest growing types of social content, according to data from Global Web Index. NBC's Olympics coverage starring Snoop Dogg, seemed designed to win in the feed as much as in broadcast.

Rights owners seem relatively relaxed about the phenomenon, perhaps because entertainment brands are not only world building but empire building – rapidly becoming retailers as much as entertainers.

Netflix has extended its revenue model into merchandise and live events via Netflix Shop, with plans to launch Netflix House in 2025. Disney Plus is incentivizing folk to subscribe with the lure of exclusive merchandise to shop. On the other hand, global brands from Saint Laurent to LVMH are launching production houses to generate entertainment IP (Forbes, 2024). Beauty brand e.l.f is partnering with musicians to create 'Get Ready With Me, The Album' combining intuitive social media behaviors with proprietary entertainment.

Dentsu Creative's long-standing partnership with OREO demonstrates the power of entertainment properties to engage all the way to the point of purchase. OREO has been America's favorite cookie for over 100 years, but by 2017 sales and penetration were sliding. To rebuild cultural relevance, OREO built a series of strategic partnerships, from re-imagining Game of Thrones' opening credits, to pulling on Pokémon's cultural power, to letting budding Jedi's choose the dark or light side. The collaborations reignited cultural salience and growth and built strong consumer relationships through the lure of limited-edition partnership packs, with Star Wars the highest performing limited-edition partnership of all time for the brand.



### OUR WORK: FROM FOOTBALL ICON TO MEDIA MOGUL FOR RONALDO

URCristiano bridged global audiences through shared loyalty to football super star, Cristiano Ronaldo. However, its record-breaking subscriber count of 60million in one month, is not only a reflection of his magnetism, but also a hunger for meaningful, collective engagement. The content strategy, led by Dentsu Creative Iberia, shows the star in a new light, taking him from football icon to media titan comparable to established players like MrBeast and PewDiePie.



## OUR WORK: BUILDING A BETTER INTERNET, COMMUNITY FIRST, FOR KPN

Dutch telecom brand KPN champions a #betterinternet for all; one that is safer, more sustainable and more socially inclusive. Developed together with Dentsu Creative Amsterdam, the "[A Piece of Me](#)" campaign leverages the power of community to tackle online shaming, changing culture, changing behavior and ultimately helping change the law.



### III. AI EVERYWHERE

AI generated content has shifted from a quirk to something deeply embedded in how we search, consume content and present ourselves to the world in a matter of months. Yet while Gen AI has made it easier for brands to generate SEO-friendly content at pace, it has also created new challenges.

Google's introduction of Gen AI in search in [May 2024](#) - powered by a custom Gemini model - means our first point of contact with many brands and queries will be generated by AI, accelerating the zero-click search conundrum, where an increased number of search queries are resolved without ever reaching the open web. Optimizing content for a world of Generative Engine Optimization (GEO) demands new skills and in depth understanding of conversational language queries.

In the "(almost) too impressive to be true" category, NoteBook LM's new Audio Overview feature can turn any piece of content at pace into a convincing audio conversation, with potential to feed the seemingly insatiable desire for podcast content. Meanwhile, META have launched an [Imagine Me](#) feature in Beta that invites users to generate AI-generated images and avatars from their own photos and prompts.

The trend for virtual avatars is evolving into virtual voice. [ElevenLabs' Voice Design 2.0](#) is an AI tool which allows users to generate their own voices by contributing prompts age, accent, tone or personality.



#### WHAT'S TIMELESS

Concerns over "filter bubbles" and the demise of serendipity have been with us as long as the social web, concerns about the polarization of news longer still.



#### WHAT'S TIMELY

As attention shifts away from broadcast media, the need to win in the age of the algorithm becomes more urgent.



#### WHAT'S TRENDING

A world of ever more atomized content, from news to sports to entertainment.

# WHAT IT MEANS FOR BRANDS & BUSINESSES

## WINNING IN CULTURE

Winning in the age of the algorithm means winning in culture; old models of share of voice will matter less than the ability to command share of culture. That will mean deep understanding of the cultural pain points and passion points where the brand has permission to play, and the communities and creators the brand can partner with.

## DESIGN FOR AGILITY

Pace is everything in the Algorithmic era as trends ebb and flow at the speed of the feed. Having the right brand frameworks in place to tell every stakeholder not only what to say but how to behave become more important than ever in balancing agility and consistency.

## MARRY CRAFT AND AI

In a world where recency and frequency are rewarded, brands must sustain an always on drumbeat of communication in as efficient a way as possible, while avoiding the “dullness premium”. Intelligent, AI-assisted creativity must be deployed with craft as well as brand distinctiveness baked in.



# IN SUMMARY

## THRIVING IN THE AGE OF THE ALGORITHM.

It's undoubtedly important we ask how brands can win in the age of the algorithm. But we believe it's equally important to ask how humans can thrive in a world where we have fewer shared experiences and aspirations to connect and guide us.

Of course, a fragmented media landscape is not solely to blame. The crumbling of old certainties has as much to do with a cost-of-living crisis, the rise of remote working, and prolonged social isolation as it does the newsfeed.

For many, the end of old certainties has been a gift, unlocking new possibilities for entrepreneurialism, nomadic living, a life lived on their terms. Yet for others, the loss of social structures and safety nets has created loneliness and anxiety. A yearning for simpler times and more traditional values.

A host of social, technological and experiential solutions have sprung up designed to engineer togetherness, or hack companionship. Online communities of interest have become hugely important both to consumers, and as commercial powerhouses. Yet whether these new models replace older connections remains to be seen.

As we think about how to help brands thrive in the age of the algorithm, we believe three key criteria are critical if brands are to win in Culture:

**Passion:** Connecting with communities of passion and interest.

**Partnership:** Engaging creators and culture makers.

**Pace:** Responding with agility at the pace of culture.

Equally important is how an outsized cultural footprint converts at the point of conversion, connecting mental availability and physical availability in a digital world:

**Performance:** Ensuring every piece of content rapidly build visibility in the feed.

**Personalization:** Meeting the right customer with the right message in the right moment.

**Presence:** Building an always on presence that marries craft, distinctiveness and efficiency.

Yet these levers must remain anchored in a powerful, consistent and shared sense of purpose; what we call The Connecting Idea. An idea connects brands to culture, businesses to their most valuable customers and communities to one another. Because what helps people, businesses and society thrive in an age of fragmentation is the power of connection.

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# THANK YOU

## ABOUT DENTSU CREATIVE

Dentsu Creative is a global creative agency network designed to unlock exponential growth for clients. We use Transformative Creativity as a differentiating, driving force to bring our capabilities together to positively impact people, business and society.

Established in June 2022, Dentsu Creative is integrated with dentsu's Media and CXM businesses in over 145 countries and regions, to offer Integrated Growth Solutions.

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