

the**media**store.

2020

trends
& beyond



the year to defy gravity

thank you.

Thank you for downloading our annual Trends summary.

We have researched and analysed a vast number of global and local forecasts for 2020 and curated these to form 10 trends that we believe can positively influence business strategy and future marketing campaigns.

Our overarching theme for 2020 is **the Year to Defy Gravity**. We believe 2020 is the year to push away from the gravitational forces that are preventing brands from moving into new data, sales, communication and channel opportunities.

For more information on how to best leverage these trends to drive your business forward, please contact us here enquiries@themediastore.com.au.

Use our trends before your competitors do!

contents.

04 2020 THE YEAR TO DEFY GRAVITY

06 TREND #1 RELEVANCE AS A SERVICE

08 TREND #2 ON THE GO MOMENTS

09 TREND #3 COMMUNITY COMMERCE

10 TREND #4 ECO-ACTIVATED

12 TREND #5 TAKE ME BACK

14 TREND #6 SQUAD CIRCLES

16 TREND #7 THE GIFT OF CALM

18 TREND #8 INTERCHANNEL MIGRATION

20 TREND #9 BACK TO BRAND

22 TREND #10 NEW RETENTION ECOSYSTEMS

2020 the year to defy gravity.

This year there are new opportunities to help brands put aside conventional thinking, break into new territories and deliver relevant experiences to customers:

1. Access to new forms of 'human spun data' like biometrics and personality powered data will help brands design products and services that are relevant to each customer's need, taste, mood and personality delivered at the right time.
2. We'll see consumers shift away from swipes to natural user interfaces like gestures and gaze. AI, VR, voice, geolocation, apps and 5G will become an opportunity to create unique on the go experiences.
3. A rise in Community Commerce will mean anyone can sell. The role of customers will move from product development to advocacy to sales. They will manage and curate your products and sell them to their friends.
4. In the era of Cancel Culture, look at ways to make eco-activation easy by creating products that are both desirable and accessible. Look at opportunities across brand touchpoints and your supply chain to create a win for business and the planet.
5. With online platforms creating connections through memories, throwbacks from your brand memory box can grab customers attention and build a stronger connection to your brand.
6. People are looking for more meaningful connection. a sense of belonging and acceptance in troll-free private spaces. Build advocacy through adjacencies to these squad circles and explore ways to be in those spaces.

7. Brands are starting to gift calm to their overworked, goal obsessed customers through time and energy enhancing products, services and experiences that are designed to benefit their health and wellness.
8. The borders of sport, film, gaming, fashion and music have collapsed. This will give brands many distribution platforms for brand content. Think of content as atomic, not fixed to platforms, channels or programs. Anything can be a channel.
9. As we move into a cookie-less world, think about how brand builds trust to build your own first party data. Identify what metrics matter in building long-term brand work that drives an emotional connection with consumers.
10. Reinvent what loyalty means and create a new retention ecosystem for customers away from only using transactions and purchases. This will give brands more first party data which can help improve the customer experience. Use human spun data to create new, relevant and ongoing ways to maintain loyalty.

2020 is the Year to Defy Gravity - use technology and create new opportunities for your brand.

trend #1



relevance as a service.

The 21st century is about how customers experience a brand, not just the products and services a brand sells. Data has become the world's most valuable resource to help brands deliver relevant experiences to each customer.

Access to new forms of 'human spun data' will help create better customer experiences. Affective computing technologies will use biometrics to sense the emotional state of a user and enable brands to deliver emotion-based responses. Personality powered data will give brands insight into people's subconscious choices to provide more accurate matching of services.

The next generation of personalisation will shift from online to the physical world with face recognition technology, sensors and smart objects.

Delta Air Lines will launch breakthrough technology called Parallel Reality in Detroit mid 2020. This new, opt-in technology allows multiple customers to see personalised content tailored to their unique journey on a single digital screen – at the exact same time and in their preferred language. Using biometrics, customers will be able to move seamlessly through the airport including boarding their flight.

Implication for Brands

It is important to avoid commodification of your brand in a sea of choice.

Make it your mission to find out what you can really do for your customers in 2020. Design products and services that are relevant to each customer's need, taste, mood or personality delivered at the right time.

Use 'human spun data' to turn the focus on people for next generation personalisation opportunities.

Defy gravity by making customer experience the centre of gravity to deliver relevance and utility.

trend #2

CHOOSE ONE OF THE
FOUR INTERACTIVE
AUDIOBOOKS

Snelweg
SPOOKIES



TURBO GERRIT

2

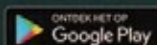
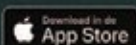
PLAY THE AUDIO AND
PUT YOUR PHONE AWAY

3

TIME TO LOOK
OUTSIDE AND USE
YOUR IMAGINATION!

4

THE STORY CHANGES AS YOU DRIVE THROUGH
THE HIGHWAY, TRANSFORMING ORDINARY
OBJECTS INTO MAGICAL STORY ELEMENTS



on the go moments.

Brands are exploring how to use different layers of technology to draw audiences into new customer experiences.

We'll see consumers shift away from swipes to natural user interfaces like gestures, gaze, voice or according to Elon Musk, Bluetooth-enabled implants in our brains that could enable telepathy.

Physical movement will become an opportunity to create unique experiences using AI, VR, voice, geolocation, apps and 5G.

One area that is growing is technology enabled experiences in cars, and more broadly, on the go moments.

VW's Road Tales are interactive audiobooks developed for Dutch children aged 4-11 to encourage them to look up. They create unique stories based on the location of the user. It transforms ordinary road objects into characters in a story. They scanned 5,000kms of Dutch highways to identify objects like bridges, windmills, trees, petrol stations and turn them into story elements. They collaborated with children's book writers to write the story chapters, which are triggered by objects along the road.

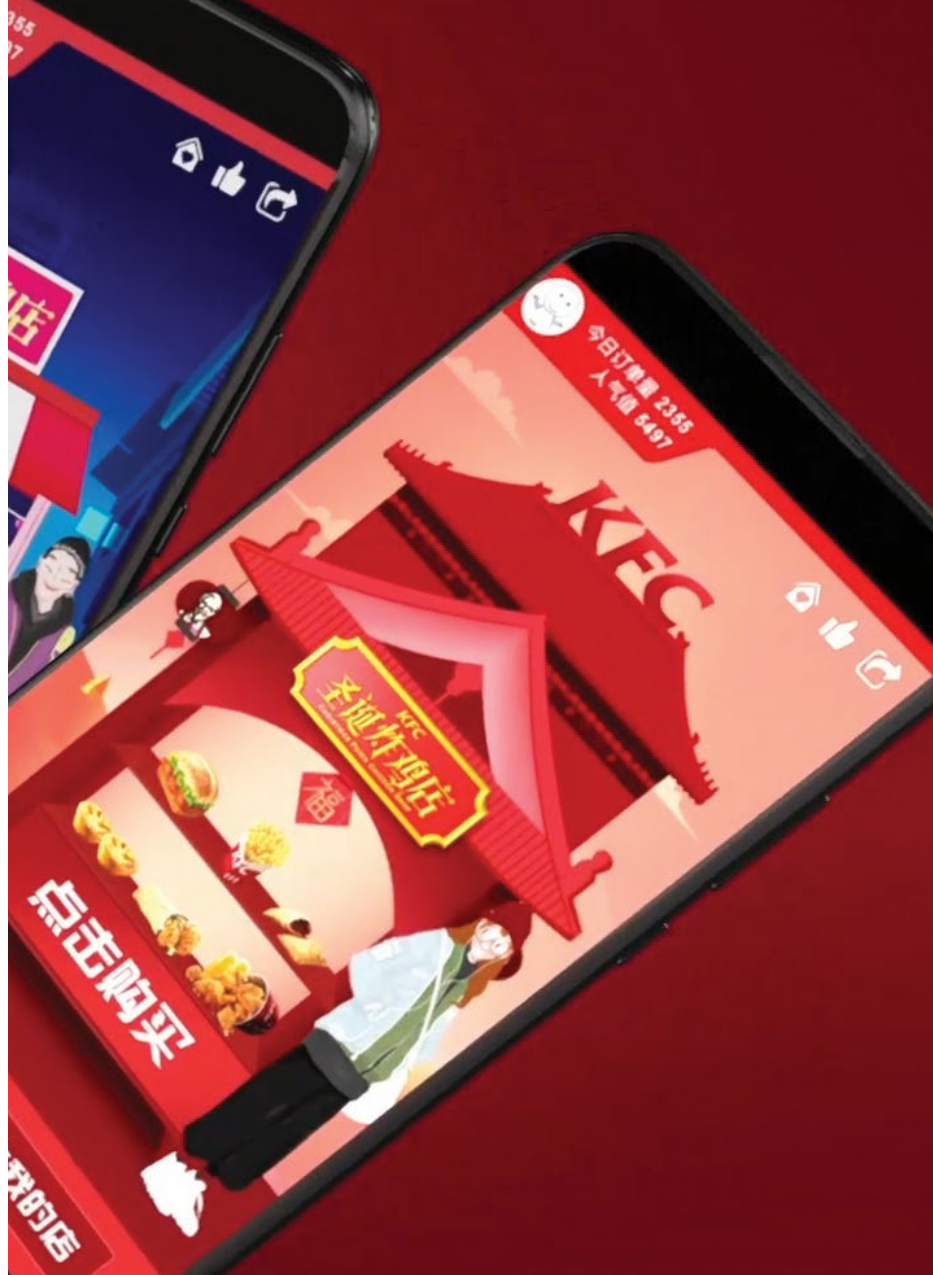
Implication for Brands

Don't settle for lean back engagement when you can design a customer experience around participation.

Shift to thinking about moments of movement rather than the destination. Create magical moments for your customers while they're on the go.

Defy gravity by finding exciting and entertaining uses for on the go mobile mediums.

trend #3



community commerce.

When it comes to retail, marketing has moved from persuasion to engagement into the experience era we're in now.

With always-on shopping on social channels like Instagram, and now Tik Tok, customers can go from inspiration to transaction in an instant.

With many people trusting their peers over advertisers, retail models will continue to transform.

So, in 2020, it's not just influencers who sell, anyone can become a store. KFC China's 'Pocket franchise' app invited anyone with a phone to own and personalise their own online KFC store. They were able to manage and curate their products and sell to their friends. This was a highly successful campaign for KFC with over 2 million pocket stores opened in just a few months which increased their number of stores (virtual and offline stores) in China by 345 times.

Implication for Brands

Community Commerce is the idea that anything can be a store and anyone can sell.

Reimagine the role of customers from product development to advocacy to sales. Give them the tools they need to drive sales.

Consider how this changes the role and experience of the website and store.

Defy gravity by pushing away from the gravitational pull of Bricks & Mortar and online to create an entirely new relationship with your customers, moving them from passive consumers to active participants in your brand's success.

trend #4



eco -activated.

Climate change has become a bigger issue than cost of living for many Australians. The ABC's Australia Talks national survey results in October 2019, show that 72% of Australians consider climate change to be the number one problem affecting them personally.

On December 12, 2019 Woolworths Chief Executive said the "The conscious consumer is increasingly going mainstream". The ABC's War on Waste has sparked major social and environmental change across Australia, triggering more than 450 initiatives by schools, hospitals, businesses, governments and community groups to slash their waste footprint.

Brands are being graded and in the current era of Cancel Culture, it is important for brands to balance the risk of inaction vs action but beware of the backlash if it is seen as a marketing stunt and not authentic.

The Hyatt Regency Delhi launched its own in-house water bottling plant late 2019. The fully automated reusable glass water bottling plant will help the Hyatt Regency Delhi save 28 tons of plastic waste every year.

Implication for Brands

The bar for brands is getting higher as consumer trust erodes. Vague promises are no longer acceptable.

Look at ways of making Eco-activation easy by creating products that are both desirable and accessible.

Look at how your brand positioning and values align to make a difference at all consumer touchpoints and along the entire supply chain to create a win for business and for the planet.

trend #5



take me back.

Everyone loves a throwback.

They're a hit with boomers who represent one third of start-ups, almost half of private wealth and disposable income but account for a much smaller ad market spend.

They're a hit with youth who are seeing this content trend play a more prevalent role in pop culture content series such as Stranger Things and the Disney + platform.

The TWA Hotel at John F. Kennedy International Airport in New York opened in May, 2019. It is built in the original TWA Flight Centre airline terminal, designed in 1962 by the architect Eero Saarinen. It is full of retro details that nod to the terminal's past, like the original sunken lounge restored to its original 1962 design, as well as 1960s cocktail classics.

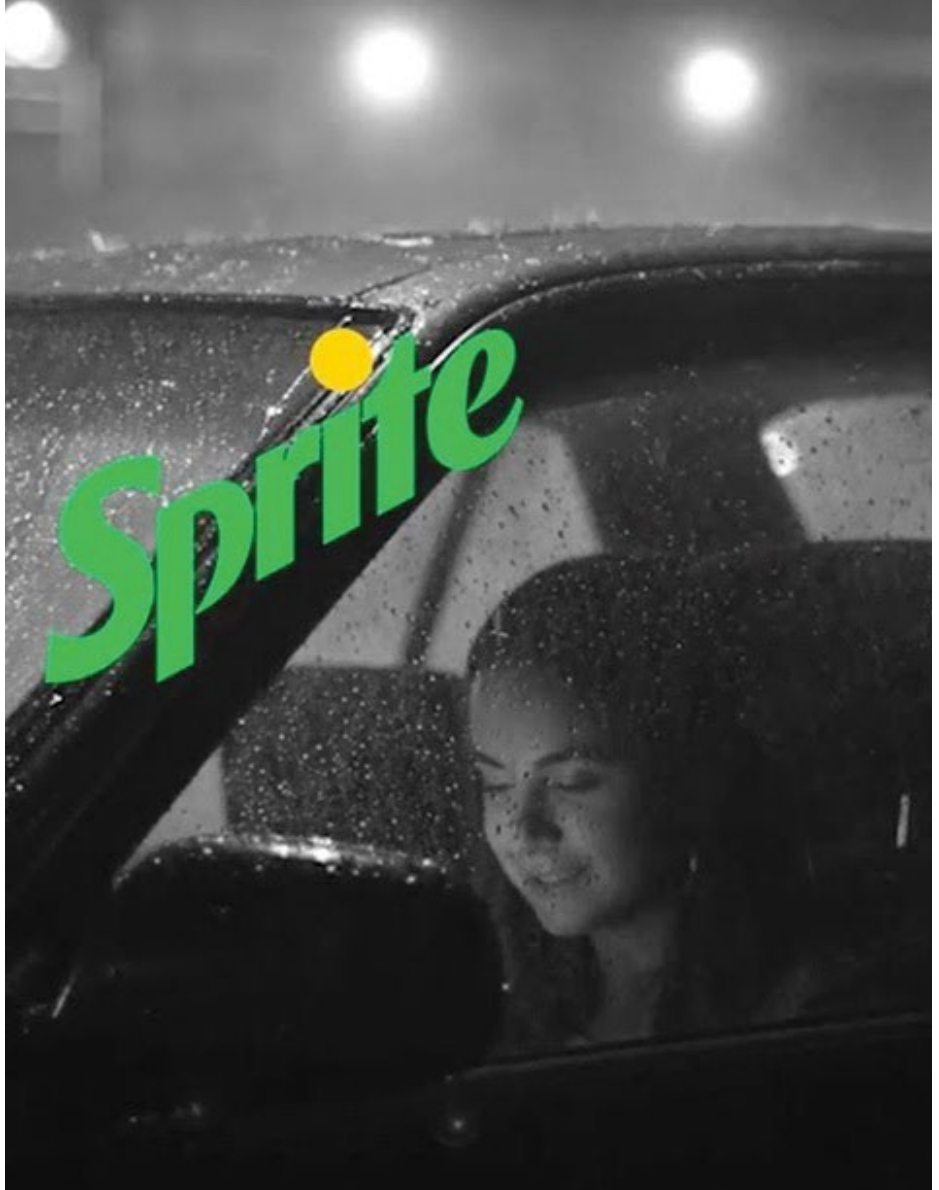
Implication for Brands

Nostalgia gives brands the opportunity to create happy and comforting moments that will grab people's attention. It can be used to get around content fatigue brought on by our always-on digital lives. However, it's important for brands to balance their heart-warming heritage with innovation and digitisation.

Online platforms have taken on the role of a personal memory box keeping us coming back to create new posts and keeping us interested at a time when our interest is starting to drift away.

What iconic brand moments can you throwback from your brand memory box to grab your customers attention and build a stronger connection to your brand?

trend #6



squad circles.

Instagram is a powerhouse that has been a major dictator of pop culture. It has remapped travel, reimagined food and remodelled beauty. With the rise of Gen Z who prefer more expression, competition and participation, Tik Tok has gained momentum. This new generation are less worried about popularity and more focused on winning.

With the big platforms now more about shopping and content than connection, people are retreating from public to private spaces in search of more meaningful connections.

There has been a rise in troll-free, non-judgy, closed groups of like-minded people in private spaces like Reddit and Twitch. In Latin America, Sprite used Google to pinpoint subjects young people frequently search. For their “You are not alone” campaign, Sprite created separate forums on Reddit that young people could go, to interact with others on that subject. Positive sentiment for the brand grew by 80%.

Implication for Brands

People are looking for more meaningful connection, a sense of belonging and acceptance for who they really are.

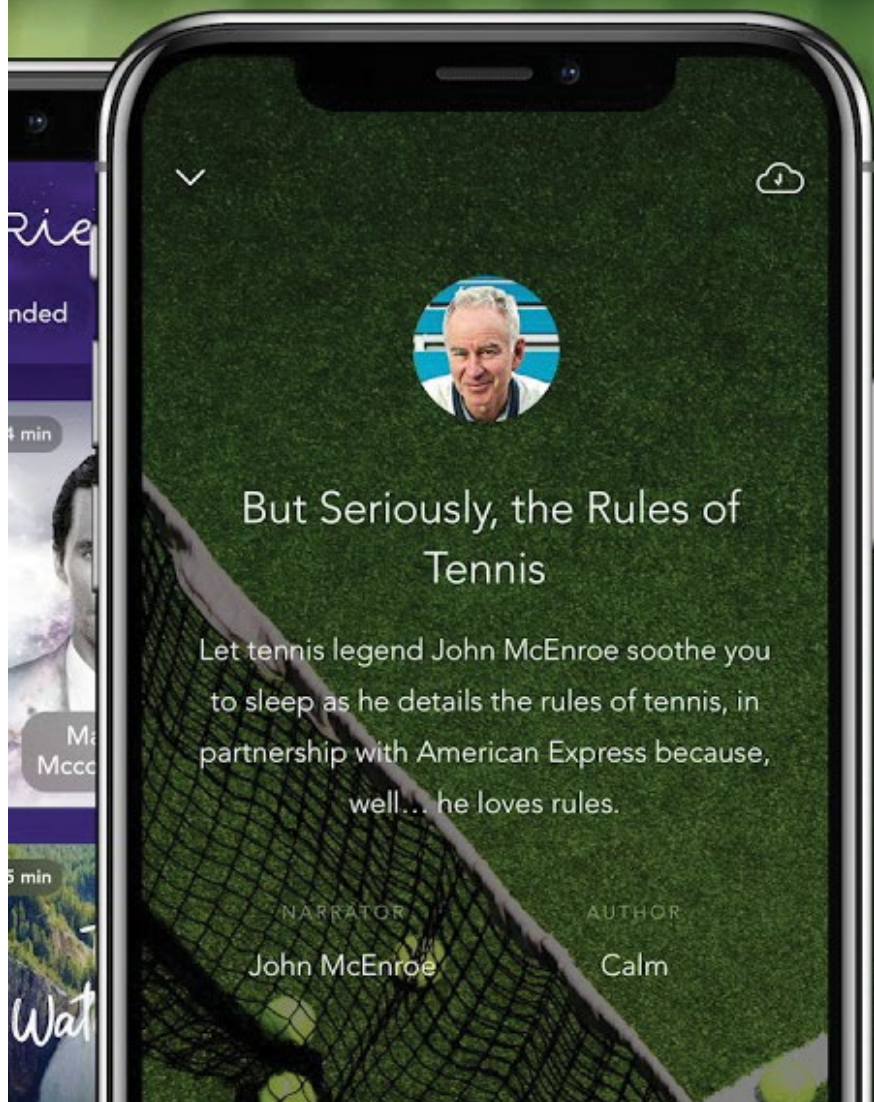
Seek out Squad Circles to gain insights about your customers’ culture and values.

Build advocacy through adjacencies to these communities.

Gently explore ways to be in those spaces but don’t pitch to them, it has to be a natural and non-threatening fit.

Brands also need to be prepared for the emerging pragmatic Gen Z who grew up with the Hunger Games rather than the Millennial youth who grew up with Harry Potter.

trend #7



the gift of calm.

The World Health Organisation endorsed Burnout as an occupational phenomenon resulting from chronic workplace stress that has not been successfully managed.

People are performance and goal obsessed, squeezing every second out of every day and as much as they can in. There's the constant news feed and our bingeing addiction.

As a result, we're overloaded, overworked and feeling overwhelmed by choice.

Brands are starting to gift calm to their customers through time and energy enhancing products, services and experiences that benefit their health and wellness.

Wimbledon sponsor American Express recently partnered with John McEnroe to create a sleep story for adults about tennis for the Calm App.

Implication for Brands

There is a real opportunity for brands to focus on providing an antidote to lifestyle stress, not just masking the symptoms.

Calm by design means creating products, services and experiences that soothe and reward.

Remember that people are unique so there is a need for inclusive design, taking care to personalise these products and services to give customers calm, peace and quiet time when and where they need it.

trend #8



interchannel migration.

Consumer touchpoints are taking on the ever-changing nature of digital. This has resulted in the borders of sport, film, gaming, fashion and music collapsing.

This trend will give rise to many distribution platforms for brand content. In this era, think of content as atomic, not fixed to platforms, channels or programs.

In the same way that anything or anyone can be a store, interchannel migration means anything can be a channel.

Late last year we saw Domino's Pizza migrate into fashion by releasing a limited-edition fashion collection for gamers at London Fashion Week in partnership with a luxury streetwear designer.

The Red Cross has partnered with the online video game Fortnite to highlight the valuable work of the organisation. The organisation is hoping to find an audience it may traditionally never reach.

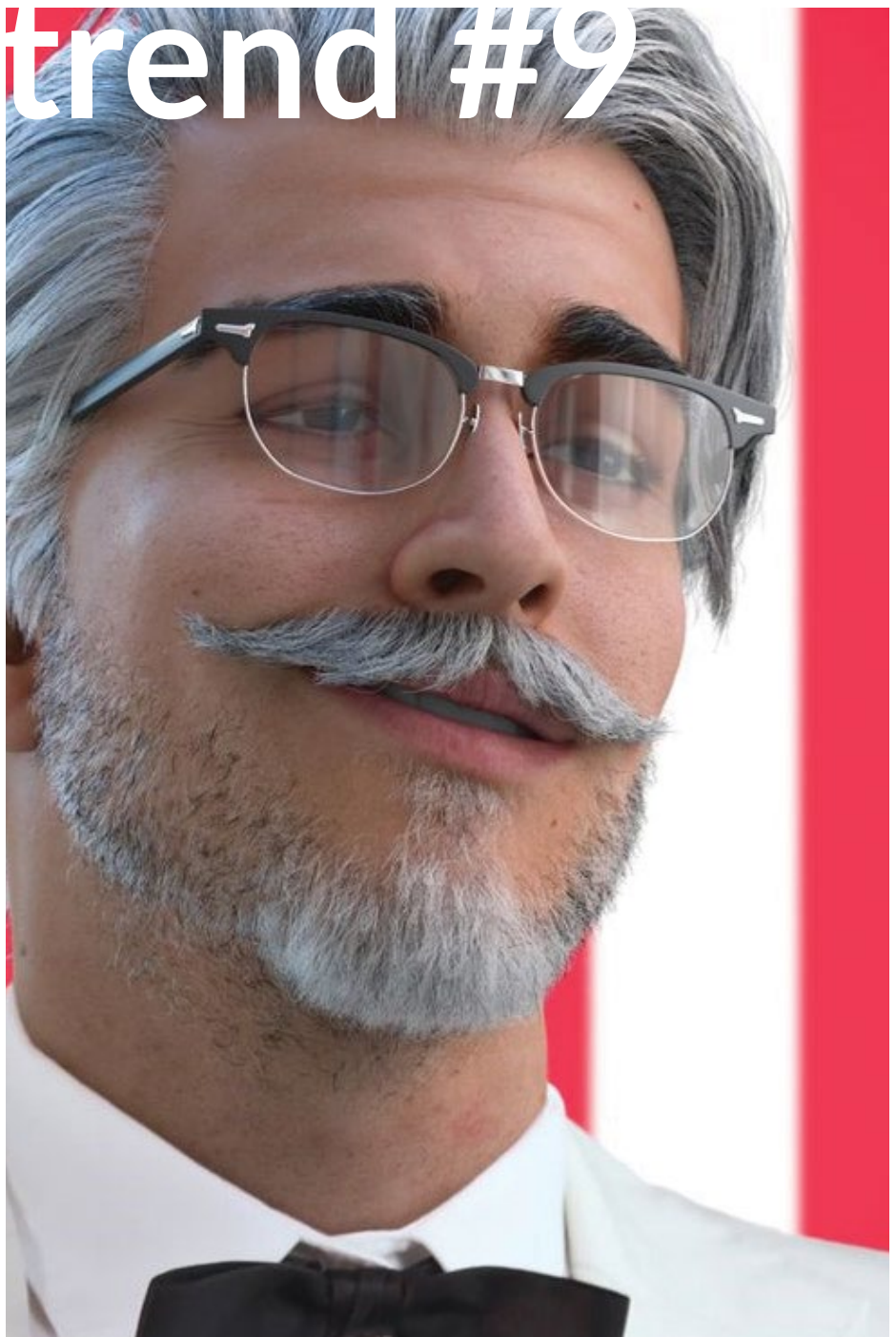
Implication for Brands

Audiences are increasingly harder to find and scale up.

It's the end of ring-fenced media and a linear approach to content with cultural references being mashed up to reflect behaviour. Take a culture-first approach to content.

Defy gravity by crossing the borders of sport, film, gaming, fashion and music to deliver unexpected yet relevant content.

trend #9



back to brand.

In 2019, the phrase 'Short-term Crisis' rose to the surface with the IPA's Peter Field denouncing that short-termism had undermined the link between creativity and effectiveness.

Whilst the cookie has arguably killed creativity and intensified its fixation on digital attribution-based metrics, according to Nielsen's analysis of 500 campaigns across all media, creativity is by far the biggest advertising element driving effectiveness.

It's not surprising that we are now seeing a shift back to brand. Lego, for the first time in 30 years, released a campaign championing the power of creativity and Adidas embarked on an effectiveness journey shifting its focus from simple efficiency measures and last click attribution, to embracing econometric modelling and rebalancing for long-term growth.

Implication for Brands

Back to brand does not mean abandoning performance or personalisation tactics, but rather balancing both the long-term and short-term.

Identify what metrics matter in building long-term emotionally-led brand work that drives an emotional connection with consumers.

And as we move into a cookie-less world, think about how brand builds trust to build your own first party data.

Invest in a test and learn model that combines both econometric and attribution-based modelling.

Defy gravity by resisting the pull to overinvest in short term, performance-based activity at the expense of brand work that can conquest new customers and build brand love.

trend #10



new retention ecosystems.

Consumers are engaging daily with platforms that have expanded into broader ecosystems creating new experiences to meet their ever-increasing expectations.

Given how easy it is for consumers to switch to new brands, loyalty programs are being reshaped to operate more like ecosystems.

Retention ecosystems are more than just transactions. Some brands are gamifying their rewards with challenges, others are mashing up rewards with community commerce. Cryptocurrency, carbon offsets can be used to motivate new behaviours.

The Chinese car brand NIO understood that space was a dilemma for its customers who were mostly living in small apartments so it created the NIO Club House for them to use. It has a library, a supervised play area for children so that parents can work in the NIO House undisturbed, customers can even book the space for birthday parties

Implication for Brands

Reinvent what brand loyalty means and shift the focus away from only using transactions and purchases.

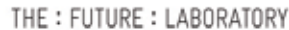
Find out what behaviour needs incentivising and understand what value proposition customers would need to become truly loyal to your brand.

A better loyalty program will give brands more first party data which can help improve the customer experience. Use human spun data to create new, relevant and ongoing ways to maintain loyalty.

Resist the pull of a points-based loyalty program as your centre of gravity. Be more creative with how people can become loyal customers and advocates of your brand.



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