

2021 TREND REPORT







Check out the TOP 100 Trends coming your way in tech, lifestyle, dining, and more. Backed by data, gathered by Trend Hunter. This will be your back pocket go-to for conquering chaos and innovating ahead.

Top Insights



Upcycled Root Brands are tapping the potential of cannabis or hemp root in skincare products

Trend - Brands interested in entering and advancing in the cannabis market are looking for untapped ingredient potential. Cannabis root and hemp root, which have been used in Traditional Chinese Medicine, are gaining popularity for their health benefits, as well as their sustainability—for they are often upcycled. Insight - Given the popularity of the health and wellness movement in North America, contemporary consumers are looking for solutions that will support their body and alleviate any strain and stress. Whether it is a physical or mental problem, individuals are emphasizing holistic solutions in this space. Driven by general curiosity, they are looking for innovative and interesting ingredients that have a historic or cultural background.



In-Game Concert In-game concerts have become popular as people seek at-home entertainment options

Trend - Gaming experiences are now including concerts by real-world celebrity musicians, who are currently restricted in their ability to perform for people live. These in-game experiences include animated versions of the artists and live viewings. Insight - Consumers are finding more creative ways to entertain themselves without leaving the house, as people around the world are restricted in the recreational options they have outside the home. They're turning to brands that understand their unique circumstances, and are able to support or entertain them as they move forward with their changed lifestyles.



Fast-Food Reusables QSR establishments are increasingly offering their food in reusable containers

Trend - Looking for ways to be more environmentally responsible, fast-food restaurants are launching or taking part in sustainable initiatives that enable them to deliver menu items in reusable containers to consumers. Insight - Conscious consumers are increasingly wary of the existing and looming consequences of climate change. As a result, many are striving to make bigger efforts in reducing their carbon footprint and being less wasteful in their day-to-day. As part of this, individuals are motivated to demand better from the companies whose business they support, and when they advocate for more sustainable choices in marketing, packaging, and production, they feel better and with purpose.



Appointment Retail Appointment-only retail shopping ensures safe in-person shopping experiences

Trend - Though businesses around the world have reopened for in-person shopping, revamped health protocols are common and often required of them. One of the ways in which stores are maintaining distance and managing employee and customer health is by only letting those who have made appointments prior enter stores. Insight - Consumers who understand the ongoing risks to their health, and the health of their loved ones, are still anxious about taking part in the activities that were once second nature to them. Businesses and institutions that acknowledge and address this collective anxiety with safety precautions are, to most people, doing what's expected of them for the sake of public health.

Getting the most out of the 2021 Trend Report



As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?





Consumer Insights

Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Upcycled Root



Brands are tapping the potential of cannabis or hemp root in skincare products

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Insight - Given the popularity of the health and wellness movement in North America, contemporary consumers are looking for solutions that will support their body and alleviate any strain and stress. Whether it is a physical or mental problem, individuals are emphasizing holistic solutions in this space. Driven by general curiosity, they are looking for innovative and interesting ingredients that have a historic or cultural background.



Science-Centric Cannabis Beauty Brands
Fifth & Roots Boasts Fresh and "Vibe-Worthy"
Skincare



Cannabis Root-Infused Lifestyle Products
CanadaBis Capital Inc. Introduces the Stigma Roots'
Debut



Yield Growth's Wright & Well is Enjoying Increasing Popularity on the Market



Upcycled Cannabis Root Skincare empyri is an Clean and Innovative Cannabis Skincare Company

6.3 Score

Popularity

Activity

Freshness











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4 Featured, 19 Examples

9,113 Total Clicks

URL: Hunt.to/439705

Upcycled Root



Brands are tapping the potential of cannabis or hemp root in skincare products

What upcycled ingredient can your brand

utilize in its product range?

In-Game Concert



In-game concerts have become popular as people seek at-home entertainment options

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In-Game Music Performances Fortnite Astronomical Gathered Players Virtually to See Travis Scott



In-Game Raggaeton Halloween Parties J Balvin is Set to Perform on Fortnite's Main Stage



Experience

In-Game Concert Broadcasts

Dominic Fike Will Preform His Debut LP at Fortnite's In-Game Stage

Popularity

Activity Freshness









4 Featured, 21 Examples

15,667 Total Clicks

URL: Hunt.to/439384

In-Game Concert



In-game concerts have become popular as people seek at-home entertainment options

How is your brand adapting to consumers'

constantly changing lifestyles?

Fast-Food Reusables



QSR establishments are increasingly offering their food in reusable containers

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PriestmanGoode Utilizes Cocoa Bean Shells in New Innovative Project



Returnable Fast Food Cups

McDonald's is Testing Fast Food Coffee Cups That Can Be Dropped Off



Reusable QSR Packaging

Burger King's Reusable Packaging is Being Tested at Select Locations



Festive Eco Takeaway Cups

One of the Starbucks Holiday Cups is a Limited-Edition Reusable Red Cup

8.7 Score

Popularity
Activity

Freshness









Experience

Naturality Catalyzation

46,730 Total Clicks
URL: Hunt.to/439351

4 Featured, 36 Examples

Fast-Food Reusables



QSR establishments are increasingly offering their food in reusable containers

How can your brand ensure a more

sustainable packaging initiative?

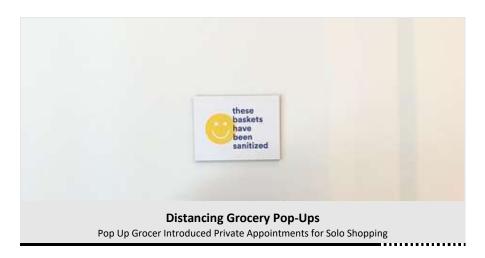
Appointment Retail



Appointment-only retail shopping ensures safe in-person shopping experiences

Trend - Though businesses around the world have reopened for in-person shopping, revamped health protocols are common and often required of them. One of the ways in which stores are maintaining distance and managing employee and customer health is by only letting those who have made appointments prior enter stores.

Insight - Consumers who understand the ongoing risks to their health, and the health of their loved ones, are still anxious about taking part in the activities that were once second nature to them. Businesses and institutions that acknowledge and address this collective anxiety with safety precautions are, to most people, doing what's expected of them for the sake of public health.





Express Tech Retail Stores

Apple's Express Retail Update Plans to Navigate Physical Stores



Electronic Store Reopening Plans

Best Buy Takes the Correct Safety Measures When Opening
Its Doors



Sports Store Appointment Systems

Ellis Brigham Offers a Scheduling System to Navigate Traffic

7.1 Score

Popularity

Activity Freshness









4 Featured, 29 Examples

27,612 Total Clicks

URL: Hunt.to/439334

Appointment Retail



Appointment-only retail shopping ensures safe in-person shopping experiences

How could your brand better address

consumer anxiety?

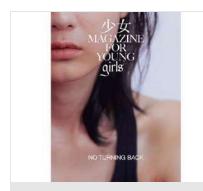
Gen Z Creative



Gen Z consumers aim to develop skills outside of the traditional school system

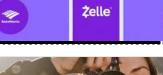
Trend - Today's Gen Z consumers are increasingly turning to platforms, services and spaces that expand their worldviews and skills, but without the constraints of traditional schooling. Everything from photography programs to financial literacy courses allow them to better hone skills that they aren't often exposed to in the education system.

Insight - Gen Z's willingness to stray from traditional educational norms comes from two main sources. The first of these is that their exposure to political and social issues has made them critical thinkers from a young age, and so they're more likely to explore learning options that don't box them in, and are inclusive. The second source is their social media habits, where things like technical skills and creativity are celebrated between peers-giving Gen Z more motivation to hone skills and hobbies for the sake of enjoyment and sharing, rather than promotion and employment.













Photography Mentorship Programs The Break Free Program by Olympus Appeals to Gen Z & Millennials



Enlightening Fashion-Branded Podcasts PacSun Recently Launched the PACTALKS Podcast Series

Popularity Activity Freshness

Uplifting Gen Z Zines

Magazine for Young Girls Launched its First Issue













Youthfulness

5 Featured, 44 Examples 33,877 Total Clicks

URL: Hunt.to/439328

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Gen Z Creative



Gen Z consumers aim to develop skills outside of the traditional school system

How could your brand appeal to Gen Z's

sense of creativity and personal expression?

Modern Beekeeping



Innovations in the beekeeping space help preserve and sustain colonies

Trend - As beekeeping remains a crucial aspect of sustaining a healthy ecosystem, brands are offering innovative ways in which to keep colonies healthy and keep an eye on potential threats. Everything from colony monitoring systems to lab-made honey without bees at all are being used to protect the species.

Insight - For knowledgable consumers, an understanding that the environment is under threat comes with the expectation that brands prioritize eco-friendly production, consumption and conservation. Eco-friendly consumers are no longer satisfied with making all the responsible choices themselves, and expect that brands step up in their contributions to the environment.



Beehive-Monitoring Sensors

ApisProtect Uses Machine Learning to Help
Beehives Thrive





Lab-Made Honey Products
MeliBio Makes Bee-Free Honey Without Relying on
Commercial Beekeeping



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non and Signal Processing Laboraty 5 are Savi

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Popularity
Activity

Activity









Catalyzation

4 Featured, 31 Examples

60,508 Total Clicks

URL: Hunt.to/439050

Modern Beekeeping



Innovations in the beekeeping space help preserve and sustain colonies

How is your brand prioritizing

environmental protection and

conservation?

Virtual Marketplace



Marketplaces are now taking place virtually to keep people safe

Trend - Now that at-home shopping is people's only completely safe option, ecommerce is booming. Marketplaces are now included in this shift, with everything from farmers' to christmas markets now taking place virtually.

Insight - As safety precautions become the norm in retail and public spaces, consumers still want to experience the normalcy that they've lost in recent months. Though their previous shopping and recreational habits look different now, having adapted alternatives is easier on consumers than having no alternatives at all.



Digital Sweets-Focused Festivals
Dessert Goals Restructures Its Event Due to the
COVID-19 Outbreak



Virtual Christmas Markets
The World's Biggest Virtual Christmas Market Will
Run in November



Virtual Farmers' Market Apps Chipotle's Online Marketplace Supports Supplies & Farmers



8.1 Score

Popularity Activity

Freshness









Catalyzation

4 Featured, 36 Examples

27,205 Total Clicks

URL: Hunt.to/438836

Virtual Marketplace



Marketplaces are now taking place virtually to keep people safe

How will your brand continue to adapt as

the pandemic goes on?

Shopping Locker



Contactless lockers enhance the safety of shopping experiences

Trend - Lockers in the retail industry are being rolled out as businesses look for ways to keep both customers and employees safe amidst the ongoing pandemic. Everything from food pickup to in-store returns are now being exchanged via lockers to reduce instances of person-to-person contact.

Insight - Consumers around the world are being more careful with how they spend their time and money, and limiting their contact with others outside the home. However, certain responsibilities and needs require some contact with the outside world. Brands that show they prioritize safe customer interactions are more likely to get business from cautious consumers.



Smart Shopping Lockers

Luxer One's Smart Retail Lockers Support No-

Contact Experiences



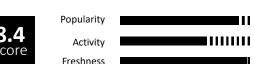






Catalyzation

Touchless Fast Food Restaurants
The New Burger King Restaurant Design Supports the New
Normal









4 Featured, 32 Examples

20,708 Total Clicks

URL: Hunt.to/438508

Shopping Locker



Contactless lockers enhance the safety of shopping experiences

How is your brand prioritizing safety as it

conducts its day-to-day business?

Luxe Lounging



High-quality loungewear sets cater to the acceleration of comfort wear

Trend - Comfort clothing has become enormously popular as people remain restricted in the outdoor activities they can take part in, and brands are responding with luxurious loungewear sets that allow for both comfort and style.

Insight - There are a number of reasons consumers are currently prioritizing comfort in their day-to-day lives. The primary reason is that with more professional and recreational activities now taking place in the home, consumers are less inclined to impress others in fashionable clothing. Another important one is that with the ongoing stress that consumers have dealt with considering the disruptions to their lives, uncertainty about the future and economic hardship--comfort clothing gives consumers one less thing to worry about as they try to manage their new lives.



Popcorn Knit Loungewear
MESHKI Offers Elevated Loungewear Sets for Fall
and Winter



70s-Inspired Terrycloth Fashion'Terry' Added a Millennial Pink Color Range to Its
Loungewear Line



Premium Loungewear Essentials
Champion's Premium Loungewear Follows Its Gamer
Collection



Sophisticated Comfort-Focused Apparel Lounge Underwear Recently Unveiled a New "Cozy" Collection



Dual-Collection Loungewear DropsFear of God ESSENTIALS Dropped Loungewear Staples for the Season

6.9 Score

Popularity

Activity

Freshness









Authenticity

5 Featured, 37 Examples

22,744 Total Clicks

URL: Hunt.to/438117

Luxe Lounging



High-quality loungewear sets cater to the acceleration of comfort wear

How is your brand easing customers' lives

as they balance changes and disruptions?

Live-Coaching



Home gym systems include live classes and coaching options

Trend - Made famous by Peloton and becoming increasingly popular because people have been indoors more often this year, live fitness classes and coaching in gym systems are becoming increasingly dynamic in the at-home options they offer. These include everything from stationary bikes with live classes to freestanding gym units with coaching options.

Insight - Consumers around the world have grown accustomed to spending more time inside their homes this year, and the ongoing pandemic has forced them to be more adaptable when it comes to important aspects of their lifestyles like fitness. As a result, health-conscious consumers are increasingly investing in high-quality home exercise systems that are able to replicate in results what they once achieved at the gym.



Connected Stationary Bikes

Amazon's Prime Bike is an Alternative to Other

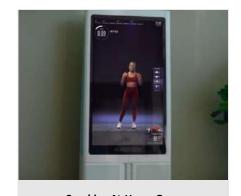
Connected Bikes



Virtual Workout Exercise Bikes
The Echelon Connect EX1 Connects Users to Live or
On-Demand Classes



24-Hour Live Fitness PortalsFind Fit People TV Offers Live-Streamed Fitness
Classes and More



Coaching At-Home Gyms
Tempo's At-Home Fitness System Shares Guidance
from Elite Trainers

6.4 Score

Popularity Activity

Freshness















4 Featured, 36 Examples

146,515 Total Clicks

URL: Hunt.to/438028

Live-Coaching



Home gym systems include live classes and coaching options

How is your brand prioritizing high quality,

at-home versions of its product/service?

Restaurant-Branded



Restaurants are increasingly releasing private-label products

Trend - Private label products from restaurants are on the rise as popular establishments look for ways to maintain revenue in light of in-person dining restrictions. These businesses are releasing a range of items--everything from branded seasonings to assorted grocery pick-ups.

Insight - Consumers around the world are limited in their dining options--with many places still restricting the number of people allowed in establishments, as well as having physical distancing rules in-effect. For those who are still taking the ongoing pandemic seriously, in-person dining is simply not an option even with safety precautions in place. These consumers expect that brands find creative ways to come to them in their own homes, in order to keep their business.



Restaurant-Inspired Seasonings The Momofuku Seasoned Salts Come in Three Flavor Options



Restaurant-Branded Spirits CollectionsThe Hooters Spirits Line is Launching in the United States



Restaurant-Branded Grocery Pick-Ups Local Public Eatery is Now Offering to Sell Grocery Staples



Restaurant-Branded Home Goods The #ChilisMyHouse Starter Pack is Filled with Some Great Swag

6.1 Score

Popularity Activity

Activity Freshness









Curation

4 Featured, 36 Examples

44,068 Total Clicks

URL: Hunt.to/437999

Restaurant-Branded



Restaurants are increasingly releasing private-label products

How is your brand adapting to changed

consumer behaviours?

Everyday Ergonomic



Ergonomic furniture options are no longer just limited to workplace furniture

Trend - Furniture that's designed to optimize users' health is on the rise as people work from home, sometimes without designated offices or office spaces. This rise of ergonomic furniture is not specific to workplace seating and setups, and includes everything from couches to comfortable individual seating options.

Insight - With COVID-19 making it so that more people are working and receiving educations from their homes, consumers are looking for ways to optimize their homes to best suit their new lifestyles. They're seeking out adaptable pieces that allow them simple transitions from professional to recreational, in order to best prioritize a work-life balance under unusual work circumstances.



Biophilic Furniture Collections

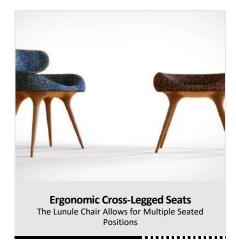
The 'Sage' Furniture Collection is by David Rockwell for Benchmark



Chunky Multifunctional Seating Solutions
The 'Roly Poly' Armchair Offers a Snug, Ergonomic
Support



The Envisioned Comfort Collection is Design-Forward & High-End



Popularity

Activity Freshness









Hybridization

4 Featured, 35 Examples

80,438 Total Clicks

URL: Hunt.to/437943

Everyday Ergonomic



Ergonomic furniture options are no longer just limited to workplace furniture

How could your brand help optimize its

customers new lifestyles?

Model-Free Runway -



The debuting of fashion collections is adapted by limiting the use of models

Trend - Having to limit the use of models on runways has made fashion brands more creative in how they're presenting their new collections. Everything from puppets to animated models to cut-out images of models are now being used to present clothing items by high-end designers.

Insight - Consumer behaviours have completely transformed around the world in every income bracket, and brands are having to adapt to their new habits in order to remain relevant in a post-COVID world. People are now drawn to brands that prioritize both safety and creativity in the way they sell their products.



Streetwear-Wearing Virtual Characters The Sims Invites Fashion Expression with Streetwear Options



Sci-Fi Virtual Runways GCDS Unveils its 'Out of this World' Virtual Runway Arcade



Boxed Runway Shows

JW Anderson's 'Show in a Box' Debuts the SS21 Collection



Puppet Show Runways Jeremy Scott Opted to Put on a Puppet Show Runway for

Popularity Activity Freshness











Experience

4 Featured, 28 Examples

41,183 Total Clicks

URL: Hunt.to/437895

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Model-Free Runway



The debuting of fashion collections is adapted by limiting the use of models

How will your brand continue to adapt to

changed consumer habits amidst the

ongoing pandemic?

Grocery Pop-Up



Pop-up grocery stores are offering people convenience and specialty items

Trend - Pop-up grocers are more common as people seek out experimental or specialty food items, and as people's need for convenient grocery options expands. These stores are in a variety of settings, including everything from hospitals to communities.

Insight - Now that people are traveling less and trying to remain at home as much as possible, even amidst lifted restrictions, people are prioritizing convenience shopping rather than taking their time. Thus, the prioritization of shopping either online or within one's immediate community is on the rise.



Pop Up Grocer Will Launch a Brooklyn Location in October



Pop-Up Grocery Shops

Pop Up Grocer Shares Specialty Products from Innovative Brands



Distancing Grocery Pop-Ups

Pop Up Grocer Introduced Private Appointments for Solo Shopping



Curation

Hospital Convenience Pop-Ups

7-Eleven and Children's Health's Store Supports Healthcare Workers

8.8 Score

Popularity

Activity Freshness









4 Featured, 35 Examples

75,165 Total Clicks

URL: Hunt.to/437116

Grocery Pop-Up



Pop-up grocery stores are offering people convenience and specialty items

How is your brand prioritizing convenience

and experience simultaneously for its

customers?

Seamless Mask



Face covering are integrated into clothing items for ease of use

Trend - Clothing brands are integrating face masks and coverings into their items in order to protect users from viruses and bacteria, as well as protect others from the users. These maskequipped items come in everthing from shirts to antimicrobrial jackets.

Insight - Though people around the world have become accustomed to wearing masks to limit the spread of COVID-19, in some regions the practice is less of a habit than in others. For consumers who tend to be more forgetful, or who just want ease-of-access, health precautions that are integrated into their clothing allow them to go about their days while still remaining safe.



Face-Covering Antimicrobial Jackets The 'PerX' Performance Jacket Has a Waterproof Design



Mask-Integrated Hoodies G95's Biohoodie Boasts Built-In Filtration Technology



The SafeTee T-Shirts Keep a Face Mask on Hand at All Times



The JUST 5 Multi-Functional Jacket Features HeiQ Viroblock Technology

Popularity Activity Freshness









Catalyzation

4 Featured, 36 Examples

106,540 Total Clicks

URL: Hunt.to/436918

All Rights Reserved

Seamless Mask



Face covering are integrated into clothing items for ease of use

How could your brand better ease people

into safety and health measures that are

unusual to them?

eSports Nutrition



Food brands are entering the eSports industry with more nutritious options

Trend - Performance beverages are common in the eSports space and now, food brands are engaging the industry with food and snack options that target the gaming community. These products claim that they offer cognitive boosts that enhance performance.

Insight - Millennial and Gen Z consumers who are part of the eSports community are interested in improving their performance and excelling in the space. Comparing it to other athletic activities, individuals are deducing that a healthy diet, rest, and general self-care practices can be beneficial in enhancing their mental and physical states, enabling them to have stronger cognition, better focus, and reflexes. As a result, many turn their attention to wellness-minded products.

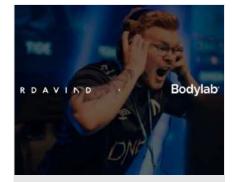


eSports Performance Burger Campaigns
KFC Launched a Mockumentary That Targets
Gamers



eSports Chewing Gums
The Razer RESPAWN By 5 Gum Offers a Mental
Performance Boost





Nutrition-Focused eSports Collaborations Nordavind & Bodylab's Partnership Emphasizes Performance

9.0

Popularity Activity

Freshness







TribalismCatalyzation

4 Featured, 45 Examples

32,429 Total Clicks

URL: Hunt.to/436732

eSports Nutrition



Food brands are entering the eSports industry with more nutritious options

How might your brand target the eSports

consumer through health and wellness?

Upleveled Glass



The already-sustainable nature of glass packaging is enhanced

Trend - Understanding that they're already the more sustainable packaging alternatives, glass packaging brands are nonetheless prioritizing more sustainable production as eco-friendly packaging alternatives become more of a priority for consumers. Brands in this space are predominantly creating bottles that reduce carbon emissions or are made from recycled materials.

Insight - Consumers' shopping habits as of late have depended heavily on ecommerce, where the overuse and waste of packaging is rampant. Feeling the guilt related to consuming in this way due to its impact on the environment, some consumers are opting to explore brands that prioritize efficiency and environmental protection.





Sustainable Glass Packaging PlatformsThe Close the Glass Loop Platform Aims to Improve Recycling



Climate-Neutral Wine Bottles
The Wiegand-Glas Ecobottle is Made from 93% Recycled
Glass



Emission-Cutting Glass Production
The 'Furnace of the Future' Aims to Cut Co2 Emissions by



Naturality

Carbon-Efficient Gin Packaging

Croxsons' Glass Packaging for Eden Mill's Love Gin is Eco-Friendly

7.8

Activity Freshness

Popularity

Recyclable Bottles









5 Featured, 24 Examples

18,439 Total Clicks

URL: Hunt.to/436220

Upleveled Glass



The already-sustainable nature of glass packaging is enhanced

How is your brand prioritizing

environmentally friendly production?

Dark Stores



Retail shops are emphasizing micro-fulfillment solutions amid COVID-19

Trend - "Dark stores" are miniature warehouse-adjacent spaces, whose sole purpose is to pack online orders for pick-up or delivery. Many retailers are turning their brick-and-mortar locations into micro-fulfillment hubs, in order to satisfy demand during COVID-19. As a result, customers are not allowed inside.

Insight - During the COVID-19 pandemic, consumers have increasingly turned to e-commerce as a means to get products they need or want. The increase in online spending can be attributed to the fact that the experience offers them a convenient and safer alternative than going in-store. Often plagued by impatience—from dealing with an online interface to getting the product fast or in time for an occasion—individuals are emphasizing the need for efficiency in this space that allows for a seamless experience.



Online-Only Healthy Supermarkets

Whole Foods Market Opened a Delivery-Only Location in Brooklyn



Dark Grocery Stores

The Walmart Pickup Point is Only Meant to Fulfill Online Orders



Commercial Micro-Fulfillment Solutions

Dematic Helps Retailers in Addressing Consumer Demand



Dedicated Fulfillment Hubs

Bed, Bath & Beyond Introduces Regional Fulfillment Centers



Popularity

Activity Freshness











Hybridization

Simplicity

Catalyzation

4 Featured, 35 Examples

21,102 Total Clicks

URL: Hunt.to/436098

Dark Stores



Retail shops are emphasizing micro-fulfillment solutions amid COVID-19

How might your brand create a seamless

experience in the e-commerce sector?

Smart Testing



Tech companies are introducing solutions for safe and hygienic COVID-19 screening

Trend - While testing centers were built with rapid speed at the beginning of the pandemic, tech brands are now updating the procedures by introducing smart technology that increases the degree of safety for both patients, as well as the medical staff administering the test.

Insight - While in some spaces, individuals who get tested for COVID-19 do so because of a spike in cases in their region, elsewhere, people go to get screened in order to responsibly leave the city or country. In both of these instances, a demand is created for more efficient and safe testing as consumers look for ways to alleviate the associated anxieties. With the knowledge that technology is capable of providing various benefits in this space, individuals look to high-tech environments to feel a sense of calm and security.





Citizen Care Pods

This Care Pod Combines High-Tech and a Modular Design to Ensure Safety



Portable Virus Testing Machines

Abbott's Device Can Provide COVID-19 Test Results in Five Minutes



Robot Facility Mapping

Ford Will Use Two Spot Robots Fro Boston Dynamics to Map a Facility

5.9 Score

Popularity Activity

Activity Freshness













Artificial Intelligence

4 Featured, 36 Examples

51,073 Total Clicks

URL: Hunt.to/436045

Smart Testing



Tech companies are introducing solutions for safe and hygienic COVID-19 screening

How might your brand utilize technology to

ensure consumer safety during the

pandemic?

Skin Hunger



Designers are proposing solutions that address the absence of physical touch

Trend - The term "skin hunger" is a phenomenon popularized during the COVID-19 pandemic and it's prompted by the lack of physical touch for long periods of time. In turn, designers are showcasing various concepts and products that simulate hugging or other actions that bring comfort.

Insight - Many are vehemently practicing social distancing during the COVID-19 pandemic and as time goes on, the feelings of loneliness due to the lack of physical contact intensify. In order to not become too distressed, consumers are looking for safe and responsible ways to mitigate this. As a result, many opt-in for viable alternatives that allow them to feel less lonely, and when this need is met, individuals are more comfortable and content.







Elena Lasaite's Emotional First Aid Kit Helps People Experience a Hug



Popularity Activity Freshness

Lucy McRae Explores the Connotations of

Mechanical Touch













Experience

4 Featured, 36 Examples

93,198 Total Clicks

URL: Hunt.to/435663

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Skin Hunger



Designers are proposing solutions that address the absence of physical touch

How might your brand create a more

comforting environment for consumers

through your product/service experience?

Biodegradable Microbeads



Cosmetic brands are launching alternatives to plastic microbeads

Trend - Microbeads have been banned in many countries due to their negative environmental effects, specifically since they adsorb toxins and transfer them up the marine food chain. As a result, brands in the cosmetic space have launched a variety of biodegradable alternatives made from renewable resources like jojoba beads.

Insight - The fight against climate change has increased in recent years as scientists from around the world join forces to warn society and pressure politicians. As a result, consumers are increasingly aware of the dangers that their everyday products present. To combat these eco-anxieties, consumers seek products that highlight their sustainability, specifically as it relates to high-profile products that have been deemed as "dangerous" by scientists and activists.









Popularity

Activity

Freshness







Maturality

3 Featured, 36 Examples

32,617 Total Clicks

URL: Hunt.to/435585

Biodegradable Microbeads



Cosmetic brands are launching alternatives to plastic microbeads

How can your brand better meet the

expectations of eco-friendly consumers?

E-Transport



Vehicles that run on electric are more common in public transportation solutions

Trend - The re-examining of public life as it relates to climate change has resulted in businesses creating electric public transportation options that reduce carbon emissions and make for a cleaner environment.

Insight - In urban areas, many people rely on public transport to get around. While it's a climate-friendlier option than driving one's own vehicle, the vastness of public transportation in various cities means that it still has a significant impact on air pollution. Aware of this, people in cities as well as those you lead city infrastructure aim to reduce the local environmental impact that traveling and commuting can have.



Chic Micro-Transport Designs
Micro Releases Four Electric Vehicles, Part of Its
Near-Future Vision



Solar-Powered Hyperloop Systems MAD Produces Concepts for Eco-Forward Transportation Solutions



This Hyundai Double-Decker Bus Carries Up to 70
Passengers

Catalyzation



Zero-Emissions
Public Transport
Arrival Launches a EcoConscious Bus for Public

Use



Electric Bus
Deployments

Recently, the BYD Delivered a Fleet of Electric Busses to Barbados

Popularity

Activity Freshness







5 Featured, 40 Examples

62,411 Total Clicks

URL: Hunt.to/435420



Vehicles that run on electric are more common in public transportation solutions

How is your brand prioritizing the reduction

of environmental harm?

Milkman Model



Brands are helping reduce waste with circular delivery services

Trend - Brands are launching circular delivery systems that take inspiration from the traditional "milkman model" in an effort to save materials and reduce waste. These deliveries include hygiene products, food, and alcohol. This is especially useful as the act of recycling not only uses resources but is also highly ineffective since most recyclables ultimately end up in landfills due to improper sorting.

Insight - Consumers have become more informed about the dangers of single-use plastic as it relates to the environment and wildlife. This has prompted the "zero waste" movement where consumers work to avoid using plastic wherever possible and instead purchase in bulk or with reusable containers. Brands are catering to these consumers with initiatives that reduce the environmental footprint of consumers, and consumers are flocking to brands that take on this responsibility, rather than place it on the consumer.



Circular Personal Care Systems

Era Zero Waste Applies the Milkman Model to

Personal Care Products









Saponetti Offers Eco-Friendly and Hypoallergenic
Soaps

7.2 Score

Popularity Activity

Freshness









NaturalityCatalyzation

4 Featured, 36 Examples

68,620 Total Clicks

URL: Hunt.to/435352

Milkman Model



Brands are helping reduce waste with circular delivery services

How your brand alleviate environmental

concerns for consumers by assuming the

responsibility?

Mycelium Made



Mycelium-based packaging offers and eco-friendly alternative to plastic

Trend - Packaging derived from mushrooms is making waves as brands look to offer or use more environmentally friendly alternatives to wasteful plastic and cardboard packaging. Mycelium-based packaging materials are biodegradable and have significantly lower carbon emmissions than their plastic counterparts.

Insight - As consumers begin to take climate change more seriously, they're examining their own impact and the micro and macro ways that they can make changes to reduce it. Ecoconscious consumers are changing everything from the transportation they use to the everyday items they buy in order to reduce their impact and alleviate some of the consumption guilt they feel.



Mushroom-Based Skincare Packaging

Wildsmith Skin's Product Duo Comes in a

Compostable Box



Custom Mycelium Packaging Solutions
The Ecovative Mushroom Packaging is 100%
Home-Compostable



Biodegradable Fungal-Based PackagingThe Haeckels Mycelium Packaging Performs like
Plastic

Naturality



8.2 Score

Popularity

Activity

Freshness

1111







4 Featured, 36 Examples

38,760 Total Clicks

URL: Hunt.to/435274

Mycelium Made



Mycelium-based packaging offers and eco-friendly alternative to plastic

How is your brand prioritizing eco-friendly alternatives or production?

Millennial Move



Millennials are increasingly moving out of cities amid the COVID-19 pandemic

Trend - Developments and products, and campaigns that involve escapist or non-city living are being targeted with Millennial preferences in mind. These come as this generation begins moving back to suburbs, rural areas or vacation-like destinations due to the circumstances surrounding COVID-19.

Insight - The last several months have brought about mass changes around the world, and one of those is the moves that North American Millennials in-particular are making away from city living. Whether it's to do with high living costs or no longer worrying about inconvenient commutes due to the influx of remote work, many Millennials cannot justify living in expensive, populated areas when they can no longer afford to amidst reduced wages and job losses. Within this migration, this generation is seeking products and services that cater to their specific preferences.



Expandable Modular Homes Module's Home Designs are Designed to Adapt and Grow



Workers



Step-Through Frame Electric Bikes The Daymak Maxie Large Fat Tire Foldable Electric Bike is Comfy



Rural-Urban Community Concepts The Orbit: Innisfil is a Vision for the City of the Future

Popularity Activity

Freshness







Simplicity Catalyzation 4 Featured, 36 Examples

88,930 Total Clicks

URL: Hunt.to/435067

All Rights Reserved

Millennial Move



Millennials are increasingly moving out of cities amid the COVID-19 pandemic

How is your brand accommodating the

urgent, emerging needs of different

demographics amidst the ongoing

pandemic?

Antibacterial Travel



Travel products are designed with antibacterial materials and functions

Trend - Items designed for on-the-go use are incorporating antibacterial properties as heightened hygiene remains an ongoing part of consumers' routines. With COVID-19 still being a threat to public health, everything from copper-threaded facemasks to disenfecting backpacks are being used to limit exposore to the virus.

Insight - As most of the world carefully reopens businesses and tries to resume life as normally as possible, there still exists a public health threat that both institutions and consumers are well aware of. While consumers are aware that they can't remain in quarantine limbo forever, they're also more cognizant of their personal hygiene habits than ever before. Thus, they're turning to brands that take these issues just as seriously as they do.





Gear-Sanitizing Backpacks The 'Hygiene20' Smart Sanitizing Backpack Has a UV-C Light Inside



Antibacterial Copper-Infused Face Masks The 'CSC01 COPPER SHIELD' Face Mask Kills Germs on Contact



Folding Travel-Friendly Car Seats The 'Taxie' Child Car Seat Offers Impressive Protection

Popularity

Activity Freshness

Myant Launched a Mask Knitted from Copper and

Silver Yarns







Hybridization Catalyzation

4 Featured, 36 Examples

143,858 Total Clicks

URL: Hunt.to/434616

All Rights Reserved

Antibacterial Travel



Travel products are designed with antibacterial materials and functions

How is your brand accommodating its

customers' new habits?

Low-Alcohol Bar



Bars that prioritize low or non-alcoholic beverages appeal to Gen Z consumers

Trend - Known to drink less than their predecessors, Gen Z is being targeted by brands that are focused on low-alcohol experiences. Instead of the traditional alcohol-fueled bar experience, emerging spaces are offering bars that have low-alcohol or non-alcohol cocktails.

Insight - Gen Z consumers of legal drinking age are known to drink less than Millennials, who already drink less than preceding generations. Thus, their social experiences are less centered around alcohol, but the traditional modes of socializing are still relevant—including going out to consume food and drinks. Brands that are able to prioritize a more health conscious approach to socialization while fusing tradition are appealing to Gen Z consumers.



Alcohol-Free Bars
The BrewDog AF Bar Supports "Drink All You Can
Jan"



Low-Alcohol PubsThe Clean Vic by Sainsbury's Serves Only Low- and No-Alcohol Drinks



Vegan Non-Alcoholic Bars

SourTooth Shares a Japanese Speakeasy & Bohemian Nightlife Experience



Low-Alcohol Bars

London's Shaman Helps People Partake in "Healthy Hedonism"

Popularity

Activity Freshness









4 Featured, 34 Examples

25,800 Total Clicks

URL: Hunt.to/434432

Low-Alcohol Bar



Bars that prioritize low or non-alcoholic beverages appeal to Gen Z consumers

How is your brand drawing in Gen Z

customers?

Home Professional



Brands are launching comfort-focused and performance-driven home attire

Trend - Brands are debuting comfortable fashion items, designed to support consumers when they are at home. The silhouettes are not only packed with performance-driven features—from quick-drying fabrics to flexible constructions—but they are also made to be stylish.

Insight - The balance between aesthetics and functionality is a driving force of consumer purchasing decisions and individuals who are embracing the work-from-home lifestyle, or those who generally prefer to spend more time indoors, are creating a demand for comfortable and stylish products. When these needs are met, consumers feel better supported in the home environment, allowing them to concentrate better on tasks or be more relaxed—which is especially important to those spending increased amounts of time indoors.



Self Isolation Hoodies
Vollebak's Relaxation Hoodie Was Created for Isolated Living



Hybrid Homebody Housecoats
The Offhours Homecoat is Designed Like a
Wearable Comforter



Comfort-Focused Functional Intimates
Wacoal's Ultimate Comfort Series is Perfect For AtHome Work



Luxury Stay-at-Home Footwear The Balenciaga Home Sandal Brings a High-End Touch to Life Indoors



Comfy Quick-Dry Bathrobes The Casamera Bathrobe Has a Fluffy, Breathable Construction



Activity
Freshness

Popularity













5 Featured, 45 Examples 115,619 Total Clicks

URL: Hunt.to/434394

Home Professional



Brands are launching comfort-focused and performance-driven home attire

How might your brand increase consumer

comfort?

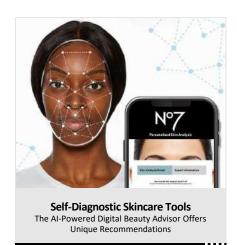
Smart Hygiene



Artifical intelligence-powered hygiene products are on the rise

Trend - The use of smart technology in the formulation or application of products related to cleansing is on the rise as consumers' self-care routines become more thorough and precise. These products include everything from toothbrushes to cleansers

Insight - When it comes to self-care, consumers are increasingly focused on custom and optimized products and formulations. Their growing knowledge of ingredients and tools in this space, fueled by personal research and social media, has resulted in consumers seeking out the most effective and efficient personal care routines possible.





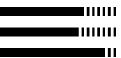




Skincare Solutions



Popularity Activity Freshness









Artificial Intelligence

4 Featured, 44 Examples

237,374 Total Clicks

URL: Hunt.to/434276

All Rights Reserved

Smart Hygiene



Artifical intelligence-powered hygiene products are on the rise

How could your brand use smart tech to

enhance trust in its product/service?

Bio Furnishings



Biodegradable furnishings set a new precedent for interior design

Trend - Environmentally friendly, biodegradable home and retail furnishings are on the rise as designers and consumers look to reduce their environmental foot print. Everything from beds and carpets to restaurant furniture are being adapted with biodegradable materials.

Insight - When it comes to environmental consciousness, consumers are increasingly aware that changing minor aspects of their daily routines won't make an enormous impact on the bigger picture. The larger goal is to shift production and create more regulations for the companies responsible for environmental damage. While they push for this, they still feel a sense of responsibility and look for more ways to alter their habits to minimize their own personal impact—whether that's reducing their use of straws or finding eco-friendly investment pieces.



All-Cardboard Cafes
The 'Cardboard' Cafe in Mumbai is Constructed
with an Eco-Friendly Material



Eco-Friendly Biodegradable Beds
The Horizontal Button Bed is Made with
Replaceable Parts



Zero-Waste Restaurants
The Silo Restaurant in East London Features a
Sustainable Menu and Interior



The LOOMY Rugs are Handwoven and Made with Sustainable Materials

8.3

Popularity Activity

Activity Freshness







Naturality

4 Featured, 36 Examples

92,829 Total Clicks

URL: Hunt.to/433971

Bio Furnishings



Biodegradable furnishings set a new precedent for interior design

How is your brand holding itself

accountable when it comes to its impact on

the environment?

Un-Isolated Senior



Brands are launching initiatives to connect seniors during the pandemic

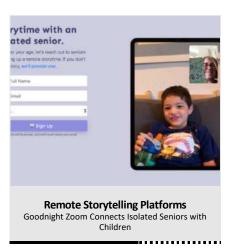
Trend - Brands are launching products and services aimed at keeping seniors connected and engaged amid the COVID-19 restrictions. These range from playful QSR entertainment to retiree-specific radio station recommendations.

Insight - The COVID-19 pandemic has been a very difficult lifestyle adjustment for people of all ages, and older generations have the added risk of being more likely to be affected by the virus. Although economies around the world are reopening, many social distancing restrictions are still in place and are causing a prolonged period of isolation for this demographic. Countering the collective psychological impact of the ongoing pandemic is just as important as containing the virus itself.



Charitable Luxury Car Events
Porsche Cars Canada Entertained Residents at
Long-Care Facility







Retiree-Specific Radio DJs
Radio Recliner Connects Retirees to the Airwaves
to Stay Connected

6.7 Score

Popularity

Activity Freshness









Personalization

Authenticity

4 Featured, 35 Examples

18,224 Total Clicks

URL: Hunt.to/433962

Un-Isolated Senior



Brands are launching initiatives to connect seniors during the pandemic

How can your brand authentically support

vulnerable populations in challenging

times?

Serum Hybrid



Cosmetic products are adapted with serum-like formulations

Trend - Makeup items are coming in serum-based formulas to enhance both the appearance of the face, as well as the benefits the products are intended to have. These cosmetic serum hybrids include everything from liquid blush to highlighting pens.

Insight - When it comes to personal care, many consumers opt for streamlined routines that offer them maximum benefits with minimal effort. These individuals turn to hybrid products that ensure their routine remains simple and efficient--all for the purpose of saving time as they go about their busy lives.





4.7 Score

Popularity

Activity

Freshness









Hybridization

4 Featured, 36 Examples

27,464 Total Clicks

URL: Hunt.to/433852

Serum Hybrid



Cosmetic products are adapted with serum-like formulations

How is your brand prioritizing consumers

who want to streamline their routines?

Social Recommendation



Apps are connecting consumers by allowing them to share recommendations

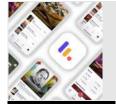
Trend - Brands in the technology space are launching apps that allow close-knit social circles, comprised of family and friends, to share their recommendations on movies, restaurants, and more. These platforms aim to replace the anonymous review systems many may have relied on in the past.

Insight - In favor of the element of human touch, consumers are more likely to turn to traditional word of mouth recommendations over curated, artificial intelligent suggestions, or online reviews. Consumers are craving authentic, unbiased recommendations and are no longer naive to fake reviews and other marketing ploys. As a result, these consumers are looking for ways to easily rely on the advice of their social circles and are looking at brands to provided streamlined solutions.





Social Content Suggestion Apps The 'RaterFox' App Offers Content Recommendations from Real People



Friendly Recommendation Apps The 'Friendspire' App

Helps Users Get Input from Friends on Topics



P2P Social Shopping Apps LetsBah Lets Consumers Share and Shop Brands



Recommendation-Based Video **Steaming Services**

HBO Launches Free 'Recommended By Humans' Tool

Popularity Activity Freshness













5 Featured, 54 Examples

36.962 Total Clicks

URL: Hunt.to/433365

All Rights Reserved

Social Recommendation



Apps are connecting consumers by allowing them to share recommendations

How can your brand leverage the influence

of friends and family to reach consumers?

Virtual Crowd



Companies are creating solutions to allow fans to attend live virtual events

Trend - Companies are creating technologically-integrated solutions that allow the public to attend live events, including professional sporting events, and live concerts. This was made possible through the use of video conference technology that can place people in the crowd, as well as virtual reality technology.

Insight - With ongoing uncertainties around what the future will look like when it comes to health and safety, many people are looking for escapist activities to engage in as a coping mechanism. Escapist content can be more effective if it mimics what viewers are used to watching, and it can bring viewers a degree of normalcy into their lives.





Virtual Crowd Beer Promotions

Michelob Ultra Launched Virtual Crowd Promotion with the NBA



Digital Fan Experiences

The NBA Will Rely on Microsoft Teams to Create Virtual Crowds at Games



Digitally Rendered Crowd Partnerships

Fox Sports Will Broadcast MLB Games with Digital Crowds

7.3 Score

Popularity

Activity

Freshness











Experience

Catalyzation

4 Featured, 36 Examples

27,077 Total Clicks

URL: Hunt.to/433226

Virtual Crowd



Companies are creating solutions to allow fans to attend live virtual events

How can your company leverage escapism?

Design-Forward Signage



Creatives are delivering aesthetic-driven designs to encourage distancing

Trend - As countries are beginning to ease COVID-19 lockdown restrictions, designers are launching captivating and artistic signage to remind people to physically distance. These "installations," which are often used as guides, are prevalent in public spaces, as well as artistic institutions, where they encourage mindfulness while maintaining an aesthetic language.

Insight - Many contemporary consumers—especially younger demographics—are mindful of aesthetics, both in their personal lives, as well as the spaces that they frequent. Being a predominantly visual culture entails that consumers in this age engage and are captivated by objects that are appealing to the eye. As a result, individuals tend to pay more attention and respond better to cues that suit their aesthetic expectations or that of the space they are in.



Physical Distancing Designs The Commune di Milano is Calling for Help from Architects & Designers



Design-Forward Social Distancing Signage Sam Barron Debuts "Brick-and-Mortar" Signage



Social Distance-Encouraging Installations Caret Studio's Gridded System Brings Awareness



Curation

Experience

Dotted Social Distancing Markers

Paula Scher Encourages Distancing with Painted Green Dots

Popularity

Activity Freshness









4 Featured, 26 Examples

29,173 Total Clicks

URL: Hunt.to/432984

Design-Forward Signage



Creatives are delivering aesthetic-driven designs to encourage distancing

How might you enhance the aesthetic

presentation of COVID-19 signage for your

brand/institution?

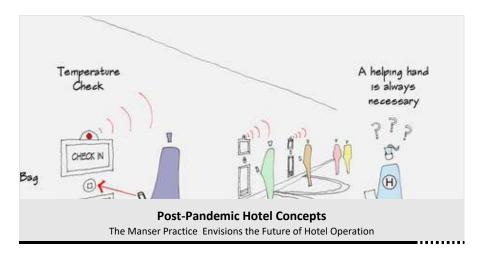
Post Hospitality



The hospitality industry is making changes to accommodate post-pandemic health

Trend - The hospitality industry will take some time to fully recover from the economic hits it's taken as a result of the COVID-19 pandemic, but its gearing up for an uptick in demand anyway. New measures and products that prioritize safety and sanitization are increasingly important to businesses and customers in this space.

Insight - As consumers look to resume their normal lives pre-pandemic, the psychological impact from experiencing the worst of the pandemic will still affect their consumption behaviors. These individuals are turning to brands that prioritize safety as much as they do experience and service, so they can feel comfortable in the process of resuming everyday life.





Touch-Free
Bathroom Solutions
Gaberit Boasts Infra-Red
and Touchless Design for
the Bathroom



Retail-Focused Safety Shields Peregrine Will Install Plexiglass Shields as Stores Re-Open



Virus-Protecting
Textile Lines
Style Group New Line of
Fabric Technologies
Combats COVID-19



Eco-Friendly
Sanitation Services
Filta Environmental
Kitchen Solutions Made a

Sanitation Service

7.6 Score

Popularity

Activity

Freshness









Hybridization

Catalyzation

5 Featured, 43 Examples

77,803 Total Clicks

URL: Hunt.to/432925

Post Hospitality



The hospitality industry is making changes to accommodate post-pandemic health

How is your brand adjusting to post-

pandemic safety?

PPE Skincare



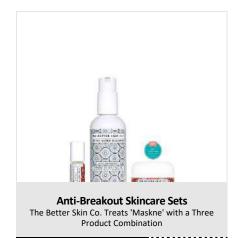
Beauty brands are launching products to combat acne caused by facial coverings

Trend - At a time when people are wearing masks to protect from COVID-19, many are exposing their faces to more irritation than usual. This has resulted in the issue of "maskne" for some consumers— which is acne along the cheeks and jawline. Brands in the beauty industry are supporting consumers with targeted products to reduce these breakouts.

Insight - The COVID-19 pandemic has fundamentally changed the way consumers interact with the world, requiring elevated hygiene practices. To adjust to the "new normal," consumers are accepting that lifestyle changes are necessary and are seeking new products and services to elevate this transition. As consumers continue to feel a sense of unease in the world, many are looking to manage the things within their control, specifically by focusing on their grooming and hygiene regimes.



Face Covering-Specific Skincare
KES NYC Launched a Collection of Beauty Products
to Combat Maskne





All-in-One Acne Serums
Peace Out Skincare's Acne Serum Helps with "Maskne"



All-in-One Skincare Gels

Murad's Clarifying Oil-Free Water Gel Soothes, Exfoliates &

Refreshes



Popularity

Activity

Freshness











4 Featured, 34 Examples

66,790 Total Clicks

URL: Hunt.to/432869

PPE Skincare



Beauty brands are launching products to combat acne caused by facial coverings

How can your brand support consumer

concerns amid and post-COVID?

Subscription Sharing

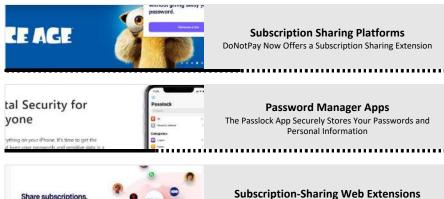


Brands in the tech space are making it easy to share subscription passwords

Trend - Brands in the technology space are creating platforms to help users easily share subscription passwords in a safe and controlled way. These range from web extensions to password-managing apps and enable users to share content on streaming profiles.

Insight - As consumers spend more time consuming content on a plethora of streaming services, many view these streaming services as a shared commodity rather than a proprietary resource. Specifically, Millennial and Gen Z consumers that have grown up with unprecedented access to free streaming and mass file-sharing. As a result, brands are jumping into this sharing economy with platforms that serve the consumer's desire to safely share access to digital goods.







Popularity Activity Freshness











No passwords revealed.



Curation

Simplicity

4 Featured, 36 Examples

Keyring Lets Users Share Subscriptions Without Passwords

13,877 Total Clicks

URL: Hunt.to/432837

All Rights Reserved

Subscription Sharing



Brands in the tech space are making it easy to share subscription passwords

How can your brand leverage the sharing

economy to entice consumers?

Robot Retail



The COVID-19 pandemic has accelerated the use of robots in retail

Trend - Autonomous devices in retail spaces that ensure limited contact between employees and customers are on the rise. Though these technologies have been used sporadically, they're in accelerated development due to the implications of retail openings amidst the ongoing pandemic.

Insight - As people and brands adjust to reopened economies, safety is still a primary concern. Understanding the continued health risks, people are venturing out of their homes and shopping as long as they know that the retailers they visit are taking their health, and the health of their employees, seriously.



Smart Shopping Carts
The Amazon Dash Cart Knows What Shoppers
Purchase



Bookstore Assistance Robots The 'AROUND B' Robot Carries Books for Browsing and Purchasing



No-Contact Robotic Restaurants

KFC Opened a No-Contact "Restaurant of the Future" in

Russia



Catalyzation

Contactless Delivery Robots
Starship Technologies is Releasing Its Delivery Robots to
New Cities



Popularity

Activity Freshness







4 Featured, 36 Examples

60,375 Total Clicks

URL: Hunt.to/432747

Robot Retail



The COVID-19 pandemic has accelerated the use of robots in retail

How can your brand go above and beyond

to protect customer and employee health?

Ageless Campaign



Clothing brands ensure adequate age representation in their campaigns

Trend - The fashion industry's long history of exclusion is slowly being addressed, and brands in this space are now increasingly addressing age discrimination or exclusion by including models of all ages in their campaigns.

Insight - Today's consumer now expects a more authentic form of marketing, in which the many facets of their appearances and identities are represented. Rather than appreciating the traditional, aspirational marketing that they were once accustomed to, consumers are now looking for real world applications and representation in the brands they choose to purchase from. These individuals are drawn to companies that understand and reflect the needs and identities of their target audiences.



Knix's New Lingerie Campaign Exclusively Features Women Over 50



All-Ages Bodysuit Campaigns
Inamorata Women's Bodysuit Collection is Modeled by a
Diverse Group



Mature Modeling Agencies
Grey Model Agency Works with Mature Models Who
Redefine the Industry



Age Diversity Underwear Ads
The Knix 'Age Doesn't Matter' Campaign Celebrates Beauty
at Any Age

7.0 Score

Popularity Activity

Activity Freshness











4 Featured, 45 Examples

81,198 Total Clicks

URL: Hunt.to/432672



Clothing brands ensure adequate age representation in their campaigns

How could your brand better represent the

diversity of its target audiences?

Parental Support



Brands are launching specific platforms to support parents amid COVID-19

Trend - To support families amid COVID-19, brands have launched resources to help new parents cope with the challenges of the "new normal." These range from mental health platforms to virtual parenting communities and seek to alleviate some of the burdens of raising children in the midst of a pandemic.

Insight - The COVID-19 pandemic has been especially challenging for parents attempting to work, homeschool, and finish chores while dealing with their upturned lifestyles. These consumers are lacking the traditional, in-person support system many would lean on during this phase of their life, and with social distancing regulations still in place, many are looking to connect with others and receive guidance during a time that may feel especially isolating.









Virtual Parenthood Hubs
WaterWipes' Early Days Club Supports New & Expecting
Parents



Family-Specific Mental Health Platforms
TheFamilyHelpNetwork.ca Launched a Mental Health
Campaign

5.3 Score

Popularity

Activity

Freshness











4 Featured, 30 Examples

21,241 Total Clicks

URL: Hunt.to/432538

Parental Support



Brands are launching specific platforms to support parents amid COVID-19

How can your brand support specific

consumer needs during crisis?

Non-Binary Tech



Brands in the technology space are launching gender-fluid characters

Trend - Technology brands ranging from video games to smartphones are now including non-binary characters for consumers to use as representation. These include AI assistants, video game avatars, and emojis.

Insight - Consumers are demanding representation at all levels and from all businesses they frequent. This is especially prevalent in younger demographics, including Gen Z and Millennial consumers, who are less conservative and have become more educated on inclusion and self-representation. As a result, they are unencumbered by the social restrictions of the past and are seeking the opportunity to represent themselves digitally with the same ease of their cis-gendered peers.



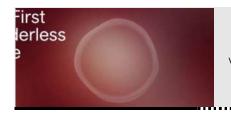
Gender Fluid Emojis

Google Expanded its Emoji Collection with 53 Non-

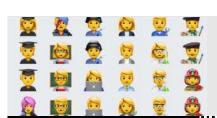
Binary Characters







Non-Binary Tech Voices
Virtue Creates 'Q' — the First Genderless Voice for Smart
Technology



Non-Binary Inclusive Emojis
Apple Expanded its Emoji Offerings to Include Non-Binary
People



Popularity

Activity

Freshness















4 Featured, 36 Examples

96,961 Total Clicks

URL: Hunt.to/432158

Non-Binary Tech



Brands in the technology space are launching gender-fluid characters

How can your brand offer better

representation?

Delivery Acquisitions



Food delivery services are acquiring other companies to expand reach

Trend - Food delivery companies are purchasing other companies in the same industry in order to increase reach. Purchasing these companies gives organizations new infrastructure that can be used to serve additional markets, without draining the resources of the original company.

Insight - During social distancing orders many food delivery services are experiencing an increase in demand, in part due to COVID-19, and are attempting to capitalize on this uptick. Increased capacity can help these food delivery organizations serve new markets and expand operations. If these organizations can capitalize on the changing circumstances, they could showcase adaptability in uncertain markets.





Mobile Food Delivery Acquisitions Grubhub Was Recently Acquired by the Just Eat Platform



Food Delivery Corporate Purchases Foodpanda Purchased a Food Delivery Service Named Donesi.com



Corporate Food Delivery Acquisitions
Uber Recently Purchased the Postmates Food
Delivery Platform

4.9 Score

Popularity

Activity

Freshness











Hybridization

Catalyzation

4 Featured, 30 Examples

20,041 Total Clicks

URL: Hunt.to/432160

Delivery Acquisitions



Food delivery services are acquiring other companies to expand reach

How can your organization capitalize on

COVID-19-related changes in consumer

demand?

Gamified Profession



Experiential training and onboarding is accelerated through tech

Trend - The process of training and onboarding employees is increasingly being enhanced with the help of gamified technology, a process that may become more common as remote work becomes the norm. These platforms aim to enhance skills and engagement in the process of training.

Insight - As remote work has become normalized and in many cases around the world, mandatory, business owners are looking for ways to enhance engagement and interactions among new employees. Training is a crucial step for individuals transitioning into new roles, and requires interactivity in order for skills and policies to be learned effectively. Thus, employers are turning to gamification in order to better connect to employees in transition.







BurgerFi Uses an App to Support Training, Communication & Engagement



a Virtual Retail Setting



Emergency Room Physicians

Popularity Activity Freshness











4 Featured, 36 Examples

84,685 Total Clicks

URL: Hunt.to/431937

Gamified Profession



Experiential training and onboarding is accelerated through tech

How could your brand use gamification to

enhance the training process for new

employees?

Design Distancing



Design-forward distancing accessories ensure public health amidst reopenings

Trend - Design-focused accessories that are created to keep physical distancing measures in place amidst post-COVID reopenings are increasingly common as brands and businesses look to restart pre-COVID operations. These fashionable accessories are aesthetically pleasing in order to raise the likelihood of use among consumers.

Insight - Now that many parts of the world are beginning to see declining numbers of COVID cases, staggered reopenings can be observed and consumers' lives are slowly returning to a modified "normal." Safety and public health are still a concern for individuals and institutions alike, and so people seek out ways to protect their personal health while resuming their day-to-day.





Proximity-Monitoring Health WearablesThis Social Distancing Wearable Enforces Protocol



Workspace-Separating Accessories
The 'Clikclax' Desk Accessories Help with Social Distancing



Dome-Protection ConcertsThe Flaming Lips Play Live on The Late Show While Wearing
Plastic Domes

8.2 Score

Popularity
Activity
Freshness









Simplicity

4 Featured, 36 Examples

91,779 Total Clicks

URL: Hunt.to/431887

Design Distancing



Design-forward distancing accessories ensure public health amidst reopenings

How is your brand balancing safety with

resuming day-to-day operations?

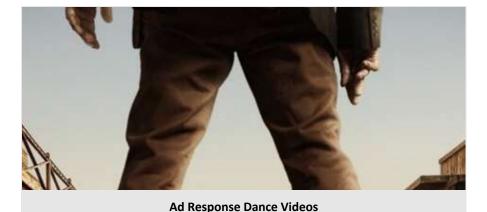
Dance Marketing



Companies are leveraging social media dance popularity for marketing campaigns

Trend - Many companies are increasing their presence on video-based social media apps with popular viral dances. These companies are frequently using these platforms to launch marketing campaigns with dancing elements. Often times these campaigns will reward consumers for their participation with discounts.

Insight - Millenial and Gen Z consumers are spending a lot of time on social media as a recreational activity. These consumers participate in social media because it provides them with a platform to express themselves authentically, including sharing their values and experiences. This demographic often connects with brands that can recreate their social media habits.



Doritos Launched an Al App Campaign Placing People in Its Latest Ad



Fast Food Dance Challenges

Burger King is Trading Whopper Dance Moves for Discounts on TikTok



Dance-Based Superstore Campaigns

Walmart Leverages TikTok to Reach Millennial Parents



Player-Celebrating Game Campaigns

UNO's #unowhoyouare Celebrates Four Unique Types of



Popularity Activity

Freshness











4 Featured, 36 Examples

33,855 Total Clicks

URL: Hunt.to/431820

Dance Marketing



Companies are leveraging social media dance popularity for marketing campaigns

How can your organization foster

engagement with users of social video

apps?

E-commerce Support



E-commerce businesses are supporting the sellers they work with due to COVID-19

Trend - E-commerce companies are increasingly supporting the organizations in their supply chains that have been financially impacted by COVID-19. The support comes in a number of different forms including cash advances, transition programs, offering discounts, and reducing storage fees.

Insight - E-commerce platforms are experiencing a drastic uptick in demand as many consumers are unable to, or unwilling, to shop in-store due to health and safety cocerns. Many of these e-commerce companies are facing pressure to capitalize on increases in demand, while ensuring the financial stability of the companies that supply products to e-commerce platforms. By supporting those they work with, these companies are able to create a mutually beneficial relationship with clients and sellers.





E-Commerce Cash Flow Influxes Shopify Will Distribute Interest Free-Cash Advances Due to COVID-19



E-Commerce COVID-19 Support Yo!Kart is Distributing COVID-19 Support to Various Businesses



Transitional
Programs
eBay's Up and Running
Program Helps Businesses
Transition

E-Commerce



Reduced E-Commerce Storage Fees

Amazon Waived Inventory Storage Fees to Help Sellers Cope



Popularity Activity

Funding Due to Demand

Freshness











Simplicity
Gatalyzation

5 Featured, 44 Examples

29,568 Total Clicks

URL: Hunt.to/431769

E-commerce Support



E-commerce businesses are supporting the sellers they work with due to COVID-19

In what ways can your organization benefit

from helping other groups?

Remote Monitoring

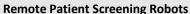


Remote patient monitoring becomes more common in the healthcare space

Trend - Remote patient monitoring systems are on the rise as the healthcare industry looks to increase the safety of both doctors and patients, as well as remove barriers related to accessibility when it comes to medical care.

Insight - The COVID-19 pandemic has brought about the re-evaluation of standard practices in every industry, with people and businesses alike now understanding that many systems are not designed to protect against or function during global emergencies. The healthcare industry in particular has been impacted, and practitioners and patients within this space are increasingly seeking out both accessible and safe treatment and care processes.





Boston Dynamics is Using Robots to Connect Patients with Doctors



Remote Patient Monitoring Systems

VitalCare Now Features Medication Modules to Track Intake



Patient-Monitoring Camera Systems

Google Provided Nest Cams to Mount Sinai to Protect Workers



Proprietary Medical History Apps

Premier Health Launches the MyHealthAccess Platform for Patients



Popularity Activity













Hybridization

Catalyzation

4 Featured, 36 Examples

22,747 Total Clicks

URL: Hunt.to/431747

Remote Monitoring



Remote patient monitoring becomes more common in the healthcare space

How can your brand better adjust for a

post-COVID world?

Voiced Senior



Voice-activated technology helps seniors in their day-to-day

Trend - Voice-activated technology designed specifically for seniors is on the rise as companies look to offer accessible solutions for the needs that older demographics have. Products include everything from voice assistants to personal monitors that can be activated via speaking.

Insight - For senior consumers, accessibility is often top-of-mind when they're considering purchases. Common issues that affect seniors, like mobility issues or social isolation, can be alleviated with the help of technology that aims to make their lives easier. This demographic seeks products and services that are able to enhance their routines, with extra consideration for the physical or mental restrictions they may have.







Popularity

Activity

Freshness

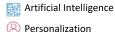












2 Featured, 36 Examples

51,631 Total Clicks

URL: Hunt.to/431441

Voiced Senior



Voice-activated technology helps seniors in their day-to-day

How is your brand prioritizing accessibility

in its product/service?

In-Store Monitoring



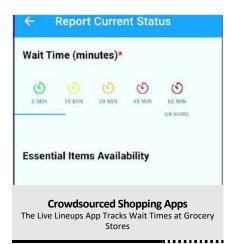
Transit Crowd Map

Updates

Companies are developing precautionary platforms for safe store visits

Trend - The COVID-19 pandemic has limited physical interaction for safety reasons. In response, essential locations that remain open have implemented technology that monitors in-store crowd to ensure safe interactions.

Insight - The heightened anxiety among those who have taken COVID-19 seriously has left people concerned with the safety of their routines as restrictions lift. Consumers are looking for reassurance and expect that brands take their safety seriously in order to be motivated to buy from them.























5 Featured, 41 Examples

67,989 Total Clicks

URL: Hunt.to/431376

In-Store Monitoring



Companies are developing precautionary platforms for safe store visits

How can your company practice safety

standards during COVID-19?

Safe Micromobility



Micromobility companies are centering service around rider safety features

Trend - Micromobility companies are increasingly prioritizing rider safety and creating new technology and tools to help ensure riders remain safe. This includes navigation apps, warm-up modes, self-balancing abilities, and providing incentives for wearing a helmet.

Insight - With the increased popularity of scooters, and other micromobility vehicles, some consumers see safety and liability concerns as a barrier to use. These consumers seek out solutions that would ease their concerns adopting transportation methods that are eco-friendly, inexpensive, and optimized for densely packed urban environments.



Self-Balancing Commuter Scooters The 'Mantour X' Foldable Scooter is Made with **Durable Materials**



Micromobility Navigation Apps Bird Launched a Navigation App Named Bird Maps in Paris and Tel Aviv



Scooter Rental Safety Campaigns Bird Launched a Helmet Selfie Feature with Accompanying



Safety-Focused Scooter Rental Updates Bird is Testing Out a 'Warm Up Mode' for New Riders



Activity Freshness













4 Featured, 34 Examples

47,933 Total Clicks

URL: Hunt.to/431384

All Rights Reserved



Micromobility companies are centering service around rider safety features

How can your company better serve safety-

conscious consumers?

Protest Security



Activists use tools that help protect their identities while protesting

Trend - Activism has long been dangerous for those who are protesting injustice, and with the uptick of racial justice protests around the world, many are turning to technology to help protect their identities. Apps and masks that keep individuals from being identified allow them to protect their identities in the event that they face dangers as a result of being vocal about social issues.

Insight - In the modern age, protesting is increasingly dangerous to individuals as advanced surveillance technology makes it easier to track people who are vocal about societal injustices. People are concerned about how being an activist can impact their livelihoods, freedoms and even lives, and are creating solutions to these issues that include the protection of their identity, and the identity of others.



Blurring Anti-Facial Recognition Masks The Surveillance Exclusion Mask Protects Your Identity



Identity-Protecting Camera Apps
Anonymous Camera Strips Photos & Videos of
Identifying Information



Wearable Face Projectors

HKU Design's New Concept Helps Protect the Wearer's

Identity



Face-Blurring Image Tools
Image Scrubber Quickly and Easily Removes Faces From
Photos



Popularity

Activity

Freshness









Catalyzation

4 Featured, 30 Examples

24,990 Total Clicks

URL: Hunt.to/430999

Protest Security



Activists use tools that help protect their identities while protesting

How could your brand better prioritize

issues related to safety and inclusion?

Dome Safety



Brands are implementing dome-shaped designs to address safety concerns amid COVID-19

Trend - In light of the COVID-19 pandemic, social distancing has become a necessity to slow the spread of the virus. As a result, brands are implementing clear geodesic domes to provide services to consumers, including using the design for live concerts, outdoor dining experiences, and hot yoga classes.

Insight - As economies slowly begin to reopen, many consumers are wary of interacting with the community for fear of the virus. These consumers are looking for ways to return to a new sense of normal and begin resuming their previous activities, in a safe and protected manner. As a result, they are turning to brands that allow for public interactions that comply with safety regulations.



Westin Bayshore Launched Geodesic Domes for Its Patio Guests



Bio-Containing Gridshell Pods

Gregory Quinn Boasts the SheltAir as a Solution to Isolate
Patients



Yoga-in-a-Dome Experiences

Imnts Debuted New Social Distancing-Friendly Outdoor Yoga Events



Dome-Protection Concerts

The Flaming Lips Play Live on The Late Show While Wearing Plastic Domes

7.9 Score

Popularity

Activity Freshness







Experience

Many to Many

4 Featured, 35 Examples

28,303 Total Clicks

URL: Hunt.to/430997

Dome Safety



Brands are implementing dome-shaped designs to address safety concerns amid COVID-19

How can your brand re-imagine its services

to prioritize safety?

Inclusive Language



Brands are launching campaigns that identify how language can be oppressive

Trend - Brands are understanding that the everyday language we use, shapes the way society views the world. As a result, many have launched inclusive language initiatives that challenge the world to rethink the words that are used. These range from anti-racist coding campaigns to anti-sexist language campaigns.

Insight - Consumers are no longer standing for the oppressive tendencies used in the past and understand the nuanced ways systemic inequality presents itself throughout society. These informed consumers are no longer accepting of brands that simply pay lip service to progressive causes. As a result, they expect brands to actively fight these damaging stereotypes.











Popularity

Activity

Freshness









Catalyzation

4 Featured, 34 Examples

65,483 Total Clicks

URL: Hunt.to/430959

Inclusive Language

Brands are launching campaigns that identify how language can be oppressive

The picture can't be displaye d.

How can your brand rethink its social

responsibility to support equality?

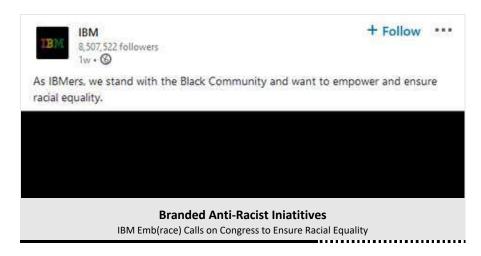
Systemic CSR

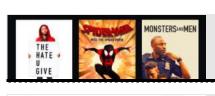


Consumers call for ever-more authentic forms of corporate social responsibility

Trend - Corporate social responsibility is integral today. The Internet enables consumers to research whether a company's CSR plans are more marketing-based than action-oriented, and so brands are utilizing their reach to advocate within greater systems of power (as opposed to ways that exist solely within the brand's eco-system).

Insight - Acts of injustice are amplified in the social media age. Thus, this generation is not able or willing to turn away from these issues, making CSR more important than ever. The Internet also enables more education on political issues, heightening their expectations of brands' claims to advocacy. In the example of anti-racism initiatives and the uproar of May 2020, supporters understand the pervasiveness of systemic racism, and how large brands are in a unique position to dismantle it from the top-down.





Inclusive Free Streaming Iniatitives

Cineplex Debuted the 'Understanding Black Stories' Project



Donation-Matching Inclusive Initiatives

Dropbox Black Lives Matter to Match Donations Made in June



Branded Racial Equality Initiatives

HP Leading With Values Aims to Combat Systemic Racism

4.8 Score

Popularity

Activity

Freshness

















Many to Many

4 Featured, 20 Examples

14,166 Total Clicks

URL: Hunt.to/430944



Consumers call for ever-more authentic forms of corporate social responsibility

How can your corporate social responsibility

initiative go even further beyond

marketing?

Cardboard Cosmetic



Cosmetic packaging that avoids plastic use has a smaller carbon footprint

Trend - The cosmetic industry's environmental impact is vast, particularly due to its overuse of throwaway plastics. Some brands in this space are aiming to change that with cardboard (or mixed cardboard) packaging solutions that are recyclable, or create less waste in the process of production.

Insight - The short and long-term impacts of climate change are increasingly understood by consumers, as activists, scientists and politicians make the urgency of the current state of the environment known. The growing consumer anxiety that's come from this education has resulted in many looking to change their lifestyles in small ways in order to reduce their personal impact. Brands that facilitate this process, particularly when it goes against industry norms, are perceived by consumers as being ahead of the game.





Recycling



Affordable Luxury Skincare Kits

SEPHORA Launches a Comprehensive Three-Step Essentials
Kit



Waste-Reducing Natural Skincare

Skin Academy's Zero Range is All-Natural & Sustainably Packaged



Cold-Processed Organic Soaps

Avril Organics' Body Soaps are Non-Toxic and Nourishing

6.8 Score

Popularity Activity

Activity Freshness











Hybridization

Naturality

5 Featured, 54 Examples

76,582 Total Clicks

URL: Hunt.to/430863

Cardboard Cosmetic



Cosmetic packaging that avoids plastic use has a smaller carbon footprint

How do you foresee your brand adapting as

climate change becomes a bigger issue?

Contactless Shopping



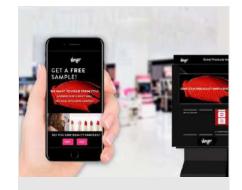
Brands are enabling consumers to safely try out products amid COVID-19

Trend - Brands in different industries—especially those in fashion and food & beverage—are adapting the shopping experience to meet the health and safety concerns of consumers. As a result, more brands are introducing contactless methods of sampling products or trying on clothes.

Insight - The COVID-19 pandemic has made consumers extremely aware of what they come in contact with. Due to safety concerns pertaining to sanitation, many are reluctant or unable to re-engage in activities, which were previously enjoyed in a carefree manner. Amid these enforced and psychological restrictions, consumers are looking to replicate the recreational experiences they once engaged in, while prioritizing safety.







Contactless Sampling Kiosks Vengo's Digital Kiosks Promote Discovery, Wellness and Safety



Al-Powered Digital Fittings
Contactless Fit Supports Clothing Stores Reopening
Post-COVID



Contactless Dining
Kits





At-Home Try-On Services



Popularity

Activity Freshness











Experience

Catalyzation

6 Featured, 52 Examples

68,678 Total Clicks

URL: Hunt.to/430741

Contactless Shopping



Brands are enabling consumers to safely try out products amid COVID-19

How can your brand pivot to accommodate

consumer safety concerns amid a crisis?

Black-Owned Support



Brands are making it easier to support black-owned businesses

Trend - In response to recent social injustices profiled on social media and the news, brands are launching directories to help consumers identify and support black-owned businesses. These platforms showcase a range of businesses from restaurants and salons to banks and museums.

Insight - In recent years, social media has had an impact on the visibility of the systemic injustices committed against the black community. In the wake of the 'Black Lives Matter' movement, many are looking for ways to support the black community in place of their traditional retailers and are invested in actionable ways to protest against white supremacy, and one of these ways is by "voting with their wallet." People's anger and frustration has led them to financially support individuals, businesses and communities that are most affected by racial injustice.

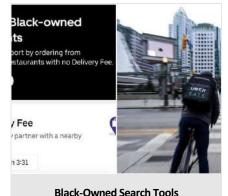




Black-Owned Business Locators Afrobiz Helps Consumers Find Local Black-Owned Businesses



Inclusive Business Search Tools Yelp Added a Search Tool Highlighting Black-Owned Establishments



Uber Eats Canada is Making it Easier to Support Black-Owned Businesses

Popularity Activity Freshness







Simplicity Catalyzation

4 Featured, 32 Examples

23,610 Total Clicks

URL: Hunt.to/430600

All Rights Reserved

Black-Owned Support



Brands are making it easier to support black-owned businesses

How can your brand serve under-

represented communities?

Biometric Health



Companies are utilizing biometric technology to safely monitor health screenings

Trend - As COVID-19 forces the world to respond with safety precautions, some brands are leveraging biometric technology as a touchless health procedure. Public and work places are scanning anyone who enters the premise using a solution that tracks temperature at a safe distance to limit contact.

Insight - As COVID-19 restrictions slowly lift, consumers are transitioning back to their routines before the pandemic. This includes shopping, traveling, or working in a shared space. As these routines gradually return, consumers are still concerned about possible health risks. They look for solutions that reassure them that public spaces are safe so they can go about their routines with less anxiety.





Touchless Time Clocks

Ascentis' Time Clocks Integrate Voice Commands & Temperature Sensors



Biometric Virus Screening Apps

Health Pass by CLEAR Offers Technology Linked to One's Identity



Biometric Fever Screening Technology

Dermalog Implements Fever Screenings at a Shopping Mall

6.3 Score

Popularity Activity

Freshness

.....







Artificial Intelligence

4 Featured, 34 Examples

35,783 Total Clicks

URL: Hunt.to/430583

Biometric Health



Companies are utilizing biometric technology to safely monitor health screenings

What can your brand do to provide an

added level of safety for consumers post-

COVID restrictions?

In-Game Experience



Brands market their products and offerings with in-game experiences

Trend - With gaming being an increasingly popular form of entertainment, particularly under stay-at-home orders, brands outside this industry are collaborating with it in unique ways. Ingame product experiences are on the rise and showcase artistry, retail stores and products in a way that prioritizes virtual engagement when in-person engagement isn't an option.

Insight - Now that retail and entertainment industries have undergone rapid changes that, in some cases, will remain indefinitely, consumers are re-thinking what they value when it comes to branded engagement. Now that they're not going out of their way to seek experiences out, they expect that brands seamlessly integrate them into the habits they're already taking part in-gaming and social media are two areas in which this can be done.



Video Game Skincare Campaigns Apotek Hjärtat's Skin for Skin Targets Gamers on Steam



In-Game Art Galleries The Getty Museum's Tool Lets Players Import Art in Animal Crossing



In-Game Museum Tours Monterey Bay Aguarium is Hosting Virtual Tours of Animal Crossing's Museum



Virtual Ice Cream Shops Sweet Ritual Created a Virtual Destination Within Animal Crossing

Popularity

Activity Freshness















Experience

4 Featured, 35 Examples

229,338 Total Clicks

URL: Hunt.to/430496

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In-Game Experience



Brands market their products and offerings with in-game experiences

How is your brand adapting to changed

consumer needs and expectations?

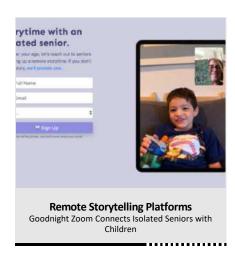
Boomer Tech

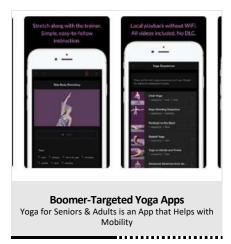


Apps that are typically used by younger demographics see a boost among seniors

Trend - With COVID-19 being risky for senior citizens in particular, stay-at-home orders are especially important to keep this demographic safe. Thus, they're having to adapt just as much as everyone else when it comes to staying healthy and connected with others. As a result, brands that offer online services like virtual exercise and conferencing are seeing a boost in senior engagement.

Insight - In many ways, senior citizens have been hit harder than other demographics when it comes to the COVID-19 pandemic. On top of being more likely to face serious consequences as a result of contracting the virus, they've also been more psychologically harmed by the isolation that's been imposed on people around the world, particularly those who live in care homes. Thus, those who have the capacity to engage in the platforms that are keeping people entertained and connected are going to be a priority for this older generation as well.







Increased Engagement Multimedia Apps
Snapchat is Seeing a High Growth Rate Among Boomer
Users



Video App Market Expansions
The Houseparty App is Seeing an Increased User Base
Among Boomers



Popularity

Activity

Freshness













4 Featured, 36 Examples

93,306 Total Clicks

URL: Hunt.to/430467

Boomer Tech



Apps that are typically used by younger demographics see a boost among seniors

How is your brand finding ways to engage

under-served demographics?

Antimicrobial Extension



Companies are eliminating unnecessary contact with portable gadgets

Trend - With the COVID-19 outbreak, brands are launching antimicrobial designs that help consumers eliminate unnecessary contact. These designs act as an extensions of the hand to limit contact with any lingering bacteria on public surfaces such as door handles and shopping carts.

Insight - The global threat of COVID-19 raises concerns for hygiene and sanitation more than ever before. Consumers are more conscious of what they come in contact with and are mindfully eliminating any germs from spreading. As a result, they turn to products that prioritize hygiene in ways that seamlessly blend into daily life.





Antimicrobial Multipurpose Hand
Gadgets
The Corohook Helps Users Avoid Contact With
Public Surface



Anti-Contact Keychains
The KeySmart 'CleanKey' is Made from Antimicrobial
Copper Alloy



Slim Copper Door Openers
The 'SANITAS' Antibacterial Hygiene Card Can be Stored
Easily in a Wallet



Hygienic EDC Keychains
The 'Stay Safe Carabiner' Opens Doors, Presses Buttons and
More

8.4 Score

Popularity

Activity

Freshness

PLEASURES and SafeTouch Released a Claw-Like

Multi-Tool







Hybridization

Curation

Catalyzation

5 Featured, 33 Examples

63,462 Total Clicks

URL: Hunt.to/430204

Antimicrobial Extension



Companies are eliminating unnecessary contact with portable gadgets

How can your company develop products

that adapt to life after COVID-19?

Virtual Malls



Brands are launching online re-creations of shopping malls and storefronts

Trend - Amid the COVID-19 pandemic, brands are launching virtual shopping centers to recreate the traditional shopping experience online. These range from virtual street fronts to large-scale digital shopping centers and allow owners to showcase their products to a niche, virtual community.

Insight - The COVID-19 pandemic has forced many consumers to remain indoors, without the opportunity to easily acquire the goods they had access to before. Many consumers are looking for streamlined and convenient solutions to continue their previous shopping habits and are turning to brands to provide a curated selection of products to browse.







Virtual Storefront Platforms
Streetify Gives Consumers Access to Virtual
Storefronts



Virtual Shopping Malls
New Zealand Company, EPIC, Recently Launched a
Virtual Mall



Virtual Reality Shopping Malls
Alliance Studio Debuted a 3D Virtual Shopping Mall

Popularity

Activity Freshness











Artificial Intelligence

4 Featured, 21 Examples

40,258 Total Clicks

URL: Hunt.to/430153

Virtual Malls



Brands are launching online re-creations of shopping malls and storefronts

How can your brand leverage online

communities to showcase its products or

services?

Live E-Commerce



Live shopping experiences allow consumers to view as their items are selected

Trend - Live shopping apps and platforms offer a new way for consumers to engage with the e-commerce industry, allowing them to view their purchases as they're being made as an added form of interactivity.

Insight - Consumers are turning increasingly to e-commerce for the convenience those shopping experiences offer. However, the e-commerce industry isn't often able to replicate the more playful and interactive aspects of shopping that brick-and-mortar allows. Thus, consumers are increasingly turning to e-commerce brands that are able to merge the convenience of online shopping with the interactivity of in-person shopping.



HelpJess Connects Consumers to Brick-and-Mortar Retail Staff



Shopping Party Apps

Dote's Live Shopping Platform Lets Influencers Host Events



Live Shopping Services

Live Shopper Lets Customers See Their Groceries Being Hand-Picked



Live Streamed Shopping

Livescale is an eCommerce Platform That Displays Live Streaming Videos

7.5 Score

Popularity

Activity Freshness











Hybridization
Experience

4 Featured, 34 Examples

52,138 Total Clicks

URL: Hunt.to/430125

Live E-Commerce



Live shopping experiences allow consumers to view as their items are selected

How could your brand enhance its e-

commerce experience for customers?

Dining Protection



Restaurants are adopting design solutions for dine-in experiences post-COVID-19

Trend - As government-imposed COVID-19 restrictions on non-essential businesses are eased, restaurants begin to reopen for dine-in experiences. Prioritizing safety concerns of both guests and staff, these establishments look for design solutions that can be applied in an efficient and cost-effective manner.

Insight - Many have grown nostalgic about experiences that were made unavailable due to government-imposed COVID-19 measures. As these restrictions are gradually lifted, consumers become increasingly excited about the prospect of returning to pre-pandemic lifestyles. Many, however, are mindful of the health risk that exists outside of the home and as a result, are looking to engage in activities while respecting the guidelines for physical distancing and safety.

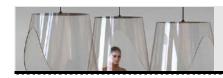


Isolated Dining Booths

Mediamatic ETEN is Exploring the New Normal for
Restaurants



Transparent Dining Barriers
Penguin Eat Shabu Boasts Safety Measures During
Restaurant Reopening



Social Distancing Dining Shields
The Conceptual 'Plex'Eat' Visor Lamp Enables Dining with
Friends



Outdoor Restaurant Design Kits

David Rockwell Helps NYC Restaurants Adapt to Outdoor

Dining



Portable Pop-Up Privacy Screens
The 'Ventaglio' Privacy Screen Divides Desks and Dining
Areas

8.7 Score

Activity
Freshness









Experience

Catalyzation

5 Featured, 43 Examples

172,257 Total Clicks

URL: Hunt.to/429971

Dining Protection



Restaurants are adopting design solutions for dine-in experiences post-COVID-19

How might your business adapt to

guidelines for physical distancing in a post-

lockdown environment?

Restaurant Grocery



Restaurants are now offering delivery and pick-up of grocery essentials

Trend - Since the introduction of social distancing, restaurants have had to pivot from dine-in service to take-out only and many have opted to sell their food products to provide consumers access to essential groceries. Various restaurants are now offering curbside pick up and delivery options for these goods.

Insight - Amid the COVID-19 pandemic, many consumers are finding it difficult to access essential items. In addition, consumers are still cautious of entering stores for fear of catching the virus and in-store restrictions have made grocery shopping more difficult. Consequently, consumers are turning to brands that are able to provide them convenient alternatives to their standard shopping habits.





Restaurant-Branded Grocery Pick-Ups

Local Public Eatery is Now Offering to Sell Grocery Staples



Restaurant Essentail Item Pivots

JOEY Restaurants is Now Selling Grocery Staples and Home **Products**



Converted Restaurant Grocery Stores

Pai Toronto Debuted a New Food Market with Essential Goods

Popularity Activity

Freshness



Earls Restaurant + Bar Debuted the New Earls Grocery Program















4 Featured, 34 Examples

36,962 Total Clicks

URL: Hunt.to/429773

All Rights Reserved



Restaurants are now offering delivery and pick-up of grocery essentials

How can your brand pivot its services to

meet the needs of consumers during

challenging times?

Virtual Winery



Brands are taking the wine vineyard experience to a curated digital space

Trend - With the global COVID-19 outbreak, many experience-based brands have pivoted to online platforms to stay afloat. Experiences such as wineries are customizing curated experiences to be enjoyed in one's own home through doorstep delivery and online appointment walk-throughs.

Insight - With the physical constraints of the global pandemic, consumers are craving special experiences for a sense of excitement and normalcy. As a result, they seek out curated programs online that can be enjoyed at a safe distance, especially those that offer sensorial excitement as a reminder of life before COVID-19.



Virtual Tasting Experiences

Aperture Cellars' Wine Tasting Comes with a ChefLed Cooking Session



Virtual Wine Tastings

ACME Fine Wines is Holding By-Appointment-Only

Virtual Tastings



Virtual Wine Tastings
Walsh Family Wine is Hosting a Virtual Series Called
DRINKWELL on Facebook



Custom Virtual Wine Tastings

Bouchaine is Offering 50 Minute Wine Tastings in Three Options

Popularity

Activity Freshness









Personalization

4 Featured, 36 Examples

24,293 Total Clicks

URL: Hunt.to/429755

Virtual Winery



Brands are taking the wine vineyard experience to a curated digital space

How can your brand pivot strategies to

cater to uncertain circumstances?

Pandemic Homemaking



Brands facilitate homemaking projects for people who are physically distancing

Trend - As many continue to physically distance and work from home under shelter-in-place orders, they're taking on homemaking projects to pass the time. Brands are facilitating this process by offering everything from designer creativity workshops to platforms that teach consumers how to make their own murals.

Insight - Under quarantine or physical distancing orders, passing the time in a way that's safe and productive is of concern to many consumers. Taking on projects at home, for example, gives consumers the opportunity to create something new out of a stressful situation, improve their home environments, or simply follow through on plans that they've been putting off due to a lack of time.







Indoor Creativity Workshops

Dolce & Gabbana's #DGFattoInCasa Fosters Creativity at

Home



DIY Home MuralsLiz Kamarul Inspires Followers to Undertake DIY Painting
Jobs During Quarantine

DIY Cardboard Home CompetitionsDezeen Helps Launch the Samsung Out of the Box Competition









4 Featured, 35 Examples 67,743 Total Clicks

URL: Hunt.to/429405

Pandemic Homemaking



Brands facilitate homemaking projects for people who are physically distancing

How could your brand facilitate at-home

projects and services?

Sanitation Health



Post-COVID, hand sanitizer will be viewed as an essential skincare item

Trend - Amidst the COVID-19 pandemic, hand sanitizer sales have shot up. Brands in this space, as well as skincare brands, are now offering upscale versions of hand sanitizer that offer skincare-like branding and benefits. This shift speaks to how the ongoing pandemic will turn hand sanitizer into an ongoing part of consumers' skincare routines.

Insight - As shelter-in-place orders slowly lift and economies around the world cautiously reopen, there are aspects of the COVID-19 pandemic that will remain a part of consumers' psyche. Even once there's a vaccine available, things like heightened personal hygiene will likely remain a part of many people's day-to-day. These consumers will seek out products and services that allow them to easily incorporate these routines into existing ones.











Aloe-Infused Sanitizer Gels
TRULY Beauty's Germ Killin' Gel is Protective & Aesthetically
Pleasing

Next-Gen Sanitation Kits Kiran Zhu Created a Kit to Improve Public Hygiene Habits

8.2 Score

Popularity

Activity

Freshness







Hybridization
Catalyzation

4 Featured, 33 Examples

120,873 Total Clicks

URL: Hunt.to/429390

Sanitation Health



Post-COVID, hand sanitizer will be viewed as an essential skincare item

How is your brand planning for post-COVID

behavioral changes?

Distant Playground



Playground designs are altered to align with social distancing policies

Trend - As summer approaches, the threat of the global COVID-19 pandemic will still require safety precautions to be taken in public spaces. As a result, public parks and playgrounds are developing secure design concepts so that citizens can still enjoy the outdoors comfortably.

Insight - The COVID-19 pandemic has halted or limited many public functions for safety purposes. Due to this, consumers are looking for a sense of normalcy in their routine and search for ways to enjoy public locations with social distancing policies in place. They favor outdoor designs that monitor safety and offer a sense of normalcy that reminds them of pre-COVID life.



Outdoor Distancing Rings The Beach Ring Creates a 12-Foot Diameter Social **Distancing Circle**



Distancing Playground Concepts Rimbin's Design Helps Kids Play Together But Apart



Autonomous Vehicles



Safe Distance Park Designs NYC's Domino Park Paints Large Circles to **Encourage Social** Distancing



Social Distance **Floor Designs** Milliken Has Launched a Product to Assist in Keeping People Apart

Popularity

Activity Freshness









Catalyzation

5 Featured, 37 Examples 63,395 Total Clicks

URL: Hunt.to/429319

All Rights Reserved

Distant Playground



Playground designs are altered to align with social distancing policies

How can your company pivot experiences to

meet local and global safety standards?

Pop-Up Adaptation



Brands are launching virtual pop-ups to connect with consumers during COVID-19

Trend - Brands that have traditionally relied on physical pop-ups as a way to connect with their fans are now launching timed activations in the digital space. From charitable experiences to luxury online boutiques, this approach creates diversity in the e-commerce space.

Insight - Many rely on shopping as therapy and internalize non-essential purchases as a way to soothe anxiety or boost confidence. Since the restrictions of lockdown make it so that consumers can't physically indulge in such experiences, many turn to the digital space in search of alternatives. In doing so, consumers aim to replicate the real-life shopping ritual, which they are increasingly nostalgic about.



Ted Baker Launched 'Ted's Bazaar,' Featuring

Exclusive Products

Freshness







Virtual Fragrance Pop-Ups

Calvin Klein Created a Virtual Store & Interactive
Experience on Tmall

Chanel's Pop-Up Beauty Store Offers Makeup, Skincare and Fragrance Virtual Spring Pop-Up Markets
Sunnyside Shines BID Launched Its Market Via
Facebook Live



Popularity

Activity











Experience

4 Featured, 34 Examples

49,645 Total Clicks

URL: Hunt.to/429067



Brands are launching virtual pop-ups to connect with consumers during COVID-19

What in-person features can you integrate

to diversify and personalize the e-

commerce experience?

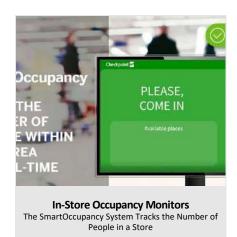
Post-Crisis Retail



Brick and mortar spaces will likely undergo long term changes post-COVID

Trend - After the restrictions on public movement due to COVID-19 have eased or lifted around the world, retail spaces will still require additional safety measures in order to keep infection risks at a minimum. This will occur (and is already occurring) in the form of contactless payment systems, limiting customers in-store, and redesigned layouts that enforce physical distance between customers.

Insight - With physical distancing restrictions likely to be lifted before there's a vaccine for COVID-19, governments, brands and consumers alike are concerned about a resurge in infections when life goes back to the way it once was. Preventing this is of utmost concern for most, and so certain measures that lower risks are being considered by companies and institutions. Even once the crisis has resolved itself with a vaccine, the psychological mark it'll leave on people who's lives have been disrupted drastically because of this crisis will likely remain, causing brands to act accordingly.





Contactless Sampling Kiosks Vengo's Digital Kiosks Promote Discovery, Wellness and Safety



Plexiglass Checkout Protectors The SafetyGuard Plastic Shield Protects Employees and Shoppers



Contactless Digital Currency Payments

LG CNS' Facial Recognition Payments Combine AI & Blockchain



Activity











Experience

4 Featured, 33 Examples

34,761 Total Clicks

URL: Hunt.to/428956

All Rights Reserved

Post-Crisis Retail



Brick and mortar spaces will likely undergo long term changes post-COVID

How is your brand preparing for a post-

COVID world?

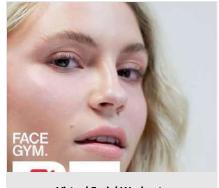
Cosmetic Shift



Cosmetic brands are quickly adapting to emerging needs amidst the COVID-19 pandemic

Trend - As consumers continue following stay-at-home orders, the cosmetic industry is shifting to adapt to emerging needs. Whether selling products and donating to COVID-19 relief, or offering virtual versions of their services, these brands are showcasing how non-essential industries are remaining relevant in the midst of this crisis.

Insight - With consumers now spending the majority of their time at-home, the forms of escapism they used in the past, like self-care, remain relevant. If anything, people are more likely to take part in the routines that make them feel more confident--as taking care of their health and even appearance offers comfort for those who do so. Knowing this, brands in this space are adapting to the new normal by offering consumers adaptable, at-home versions of these services, or by aiding those who rely on them for their incomes.







Lookfantastic Opens Influencer Programme to Struggling Freelancers



Lush Now Offers Personal Consultations for Consumers Over the Phone



Political Lipstick Relief Efforts LipSlut Will Donate 100% of Profits to COVID-19 Relief Efforts

Popularity Activity Freshness









Catalyzation

4 Featured, 36 Examples

27,529 Total Clicks

URL: Hunt.to/428506

All Rights Reserved

Cosmetic Shift



Cosmetic brands are quickly adapting to emerging needs amidst the COVID-19 pandemic

How is your brand adapting to the COVID-

19 crisis?

Senior-Specific Shopping



Grocery brands launched initiatives to keep vulnerable shoppers safe

Trend - The COVID-19 pandemic has drastically changed consumers' shopping habits and has lead many seniors to fear for their health when making a simple trip to the grocery store. In an effort to accommodate this vulnerable population, grocery stores have launched senior-specific shopping initiatives designed with their safety in mind.

Insight - Uncertainty and fear are prevalent among consumers during COVID-19, and these concerns are greatly exacerbated for vulnerable populations and their families. Brands have responded by curating specific retail specifications to help keep this demographic safe, authentically showing their compassion for their community. This appeals to consumers whose brand loyalties lay in those they find trustworthy and community-centric.



Senior Food Delivery Initiatives
LifeCrates is a Non-Profit That Supports LowIncome Seniors



Senior-Specific Shopping Hours
Costco Launches a Dedicated Shopping Hour for
Seniors Amid COVID-19



Senior Grocery Delivery Initiatives
The H-E-B Senior Support is in Partnership with Favor
Delivery



Off-Peak Shopping Initiatives

Buehler's Fresh Foods is Offering 'Best Time to Shop' on its Website



Popularity Activity

Freshness









4 Featured, 34 Examples

22,864 Total Clicks

URL: Hunt.to/428408

Senior-Specific Shopping



Grocery brands launched initiatives to keep vulnerable shoppers safe

How can your brand cater to vulnerable

populations during COVID-19?

Virtual Bar



Alcohol-branded virtual bars give people the opportunity to socialize as they once did

Trend - Though not quite as fulfilling as having in-person bar experiences, virtual bars amidst the COVID-19 pandemic are the next best thing for people looking to consume alcohol and socialize with others. These virtual bar experiences are being created by well-known alcohol brands as both a marketing tactic and a way to bring people together.

Insight - As people around the world continue to live under regulated physical distancing measures, many are longing to take part in the recreational habits that they once did without restrictions. Now, stay-at-home orders have prevented people from engaging with others in the way they're accustomed to. Turning to virtual experiences gives these consumers a way to connect with friends, loved ones and even strangers—all in order to regain a sense of normalcy.



Immersive Virtual Bars
Budweiser's Virtual 'My Bar' Platform Lets People
Visit Favorite Venues



Online Bar Experiences
BrewDog Open Arms Shares Quizzes, Puzzles and
Cook-a-Longs



Charitable Virtual Happy Hours

Molson Canadian Launched a New Campaign to
Support Local Bars



Virtual Bar Experiences



Virtual Beer-Branded DJ Sessions



Virtual Bar Events

7.4 Score

Popularity

Activity

Freshness











6 Featured, 48 Examples

43,812 Total Clicks

URL: Hunt.to/428384

Virtual Bar



Alcohol-branded virtual bars give people the opportunity to socialize as they once did

How is your brand connecting with its

customers right now?

Pandemic Loneliness



Brands look to combat loneliness amidst the COVID-19 pandemic

Trend - With physical distancing measures preventing people from being able to go out and socialize as they once did, brands are looking to combat the worsening feelings of loneliness that people around the world are dealing with. Apps and services that bring people together remotely are able to aid in maintaining the mental health of consumers.

Insight - COVID-19's far-reaching impact is more than a physical threat, it has impacted everything from people's financial stability to their social habits. Prior to the pandemic, self-reported loneliness around the world was already on the rise--a fact that's worsened with physical distancing measures in place. Where before isolated individuals could at least leave the home in order to feel more connected to others, that's currently not an option. Thus, people struggling with loneliness are looking for ways to connect with others and are turning to brands that facilitate that process.





Conversational

Community Apps

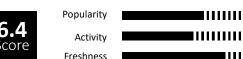








Virtual Pride Events









7 Featured, 62 Examples 78,599 Total Clicks

URL: Hunt.to/428318

Pandemic Loneliness



Brands look to combat loneliness amidst the COVID-19 pandemic

How is your brand helping consumers

navigate uncertainty and instability?

Food Charity



The food and beverage industry aims to support people amidst the COVID-19 crisis

Trend - Brands within the food and beverage space are aiming to reduce the impact of COVID-19 on communities by contributing in various ways. Whether it's shifting production to create hygiene products, donating to relief efforts or trying to improve community morale, these brands are looking to do their part in reducing consumer stress in unprecedented times.

Insight - The mental, physical and economic uncertainties people are currently facing have had an impact in a number of ways. Consumers are dealing with illness or setbacks to their mental health, and many are struggling financially as lay-offs and suspensions to the economy take their toll. Though branded intervention isn't a cure-all, people are looking for both small and large ways to either support others, or to receive the support they need--and brands facilitating that process leave an impression.





Social Distancing Bbq Ad
Oscar Mayer is Encouraging Social Distancing in a
New Charitable Campaign



Distillery Hand Sanitizer ProductionToronto's Spirit of York is Producing Hand Sanitizer



Senior Food
Delivery Initiatives
LifeCrates is a Non-Profit
That Supports LowIncome Seniors



QSR-Branded Charitable Donations Starbucks Canada

Starbucks Canada Donates \$1M to Help Canada's Food Crisis



Popularity

Activity

Freshness













5 Featured, 44 Examples

78,015 Total Clicks

URL: Hunt.to/427870

Food Charity



The food and beverage industry aims to support people amidst the COVID-19 crisis

How could your brand contribute to COVID

relief efforts?

ASMR Soothing



ASMR services specific to COVID-19 aim to soothe people's anxieties

Trend - Autonomous sensory meridian response (ASMR) content has been popular on social media and even among branded campaigns for some time now. Now, creators are offering ASMR content in direct response to the COVID-19 crisis--aiming to give people a brief escape from the stress they may feel.

Insight - In what is undoubtedly a stressful time for most people around the world, consumers are looking for new ways to self-soothe in order to contain their anxieties. Though some are turning to more formalized methods of maintaining their mental well-being—like therapy apps—others are opting for more creative engagements they can use as forms of escapism during this time, without the stress of facing another commitment that requires upkeep.



Relaxing Chip-Dipping Videos

The 'Moe's Queso Relaxation' Video Features Eight

Hours of Footage



Pandemic-Themed ASMR Videos ASMR Darling Launched an Anxiety-Reliving, COVID-19 Video



Bespoke Relaxing Video Soundscapes
Old Pulteney Launched the 'From Couch to Coast'
to Help Relax



ASMR Mental Health Apps



ASMR Car Wash Videos



Relaxing ASMR Videos



Popularity Activity

Freshness











Simplicity

Lxperience

6 Featured, 33 Examples 17,987 Total Clicks

URL: Hunt.to/427831

ASMR Soothing



ASMR services specific to COVID-19 aim to soothe people's anxieties

How is your brand helping consumer

anxiety at this time?

Mixed-Reality Charity



Companies are engaging consumers with AR and VR-powered relief efforts

Trend - Ongoing relief efforts are being launched to ease some of the consequences of the COVID-19 pandemic. Many brands and organizations are opting for immersive technology—particularly augmented reality and virtual reality—to capture the attention of consumers.

Insight - The COVID-19 pandemic has created a global sense of unity as people around the world are connected by similar disruptions to everyday life. Motivated by a sense of empathy and a desire to overcome a shared obstacle, individuals are feeling disposed toward donating to community relief efforts. Since many consumers are predominantly spending their time online, the demand for charitable initiatives is paired with a desire for a gamified experience.



Virtual Jewelry Showrooms
The House of Luxury Presents Brands with an
Interactive Experience



Charitable Luxury Racing Events
The SRO ESPORT GT SERIES CHARITY CHALLENGE
Fights COVID-19



Crypto-Powered Augmented Reality Apps
The Triffic App Now Enables Users to Raise Funds for WHO



AR Currency Scanning Filters

The New Snapchat Filter Encourages Users to Donate to COVID-19 Relief

5.5 Score

Popularity

Activity

Freshness











Experience

4 Featured, 35 Examples

54,332 Total Clicks

URL: Hunt.to/427668



Companies are engaging consumers with AR and VR-powered relief efforts

How might your brand advocate for relief

efforts amid a crisis?

P2P Support



Peer-to-peer support becomes a lifeline for communities overcoming COVID-19

Trend - Individuals are looking for ways to help others amidst the COVID-19 pandemic, and brands are increasingly offering tools and resources that facilitate supportive interactions between people and communities.

Insight - As the world battles the ongoing health crisis, people are being impacted in many ways. Outside of health--lifestyle disruptions, the risks of leaving the home, and the negative impact on mental health are all obstacles that millions around the world are currently facing. Peer-to-peer support looks different right now, but consumers are looking to help others in the ways they can--whether that's in offering their time or their expertise. This surge in charitable endeavors comes as consumers look for positive things they can control, at a time when there's not a lot they're able to.





App-Based Support Groups The Lyf App is the World's Largest Virtual Support Group



Senior Food **Delivery Initiatives** LifeCrates is a Non-Profit That Supports Low-Income Seniors



Crowdsourced **Grocery Store Apps** The Covidmaps Platform Informs Users About **Store Operations**



Social Media Community-Support-Tools

Facebook Added New Tools to the Platform's Community Help Tab

Popularity

Activity Freshness













5 Featured, 45 Examples

33,336 Total Clicks

URL: Hunt.to/427664

All Rights Reserved



Peer-to-peer support becomes a lifeline for communities overcoming COVID-19

How is your brand facilitating community

support at this time?

Digital Milestone



Consumers are celebrating important events digitally

Trend - Brands are offering their products as a way for consumers to connect during a time of physical distancing. As the pandemic continues, these tools are further tailored and customized to carry out increasingly important events—such as graduation and wedding ceremonies—in the digital space.

Insight - The restrictions imposed by governments as a result of the ongoing pandemic have left many consumers without a sense of control. In an attempt to regain their agency, individuals are choosing not to defer important events and milestones in their lives and instead, are finding new alternative ways to celebrate them while keeping safety in mind. In addition, this gives consumers something to look forward to amid a time of uncertainty which can be straining for mental health.



Curated Digital Event Kits The KikiKit Boasts Six Kits for Celebration During COVID-19 Lockdown



Virtual Beachside Weddings A Couple Opts for a Virtual Wedding in Animal Crossing: New Horizons



Legalized Video Conference Marriages Online Marriages are Now Legal in New York City



Avatar Robot Graduation Ceremonies The Newme Avatar Robots Were Used for a Ceremony in Japan

Popularity Activity Freshness













4 Featured, 35 Examples 26,440 Total Clicks URL: Hunt.to/427646

Digital Milestone



Consumers are celebrating important events digitally

How could your brand ease consumer

lifestyle tensions during a time of crisis?

Carbon Offset



The food and beverage industry adopts carbon-offsetting measures

Trend - As carbon-neutral and offsetting production processes take hold in brands trying to limit their impact on the environment, the food and beverage industry is adopting the same processes. Everything from meal kit to water bottle brands are taking on new measures in order to slow down environmental damage.

Insight - As the stakes for climate change remain high, consumers are increasingly understanding their role in reducing environmental damage through their own consumption habits. These individuals turn to brands that value and prioritize eco-friendly production, so that they can live their lives in the way they're accustomed to, while also minimizing their impact on the environment.



Delivery-Only Sushi Restaurants Krispy Rice is Only Available to Order Via Food **Delivery Platforms**



of Carbon



Carbon-Offsetting Meal Kits

HelloFresh is Working with Terrapass to Reduce **Environmental Impact**



Carbon-Neutral Water Brands

Evian Has Announced Carbon Neutrality Certified by the Carbon Trust

Popularity Activity

Freshness











Naturality

Catalyzation

4 Featured, 34 Examples

42,132 Total Clicks URL: Hunt.to/427485

All Rights Reserved

Carbon Offset



The food and beverage industry adopts carbon-offsetting measures

How could your brand better prioritize ecofriendly production?

Tween Connect



Brands are launching initiatives to help Gen Z stay social and mindful

Trend - Many brands are releasing various interactive and kid-friendly initiatives to highlight the importance of physical distancing during COVID-19. These launches have the objective to inform kids about the health pandemic, as well as to keep them connected with their friends.

Insight - Gen Z consumers are at an age where they are socially flourishing and as a result, many are finding it difficult to get accustomed to the need for physical distancing, often becoming restless at home. While some contemporary communication tools are not built for younger audiences, there is now a demand for accessible and kid-friendly activations that allow users to connect with their friends in creative and entertaining ways. Since these types of innovations allow Gen Z to be socially active while still maintaining a proper distance, such tools can often have a stress-relieving effect.









Self-Care Live Chat Series

Netflix and Instagram Partner for the 'Wanna Talk About It?'
Series



Kid-Friendly Social Distancing Tips

Cartoon Network Launched the CNCheckIn Initiative for COVID-19



Safety-Encouraging App Games

Zenly's Stay At Home Challenges Gamifies Social Distancing

6.0 Score

Popularity

Activity

Freshness











5 Featured, 40 Examples 26,301 Total Clicks

URL: Hunt.to/427299

Tween Connect



Brands are launching initiatives to help Gen Z stay social and mindful

How is your brand addressing consumer

concerns in socially trying times?

Distance Design



Design and tech enforce physical distancing practices in public settings

Trend - Brands are creating or re-designing products and spaces that force mindfulness when people are too close to one another, encouraging safety as the COVID-19 pandemic continues. Whether they're retail space designs that enforce space between customers or tech innovations that serve as reminders to keep a distance, these alterations aim to enhance public health.

Insight - Though people around the world are staying indoors, there remain instances where people must leave the house--whether shopping for essential goods or exercising. If consumers are out in public without taking reasonable precautions, they're risking their own health and the health of others. Thus, products/services/designs that keep them mindful of distance are currently crucial.





Physical Distance Retail Monitors

The Indyme 'SmartDome' Tracks Shopper Movements



AR Social Distancing Lenses

Snapchat Created New COVID-19 Lenses in Collaboration with the WHO



No-Contact Shopper Initiatives

Giant Food is Introducing One-Way Aisles to Curb Customer Contact

8.2 Score

Popularity

Activity

Freshness











Simplicity

Catalyzation

4 Featured, 36 Examples

63,572 Total Clicks

URL: Hunt.to/427184

Distance Design



Design and tech enforce physical distancing practices in public settings

How could your brand take measures to

promote public health right now?

Remote Engagement

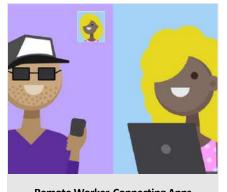


New tools are helping businesses facilitate team-building exercises and rewards

Trend - Different tools are being deployed to help companies facilitate a meaningful connection between remote employees. Whether it is grabbing a virtual coffee with peers, enjoying multi-player games as a team, or simply rewarding someone for a job well-done, these types of tools assist in the facilitation of a healthy and engaging work environment for all.

Insight - When working remotely, individuals can feel socially isolated from the team as a whole and this may negatively impact the collaboration process between team members. Since the number of remote workers in the job field is steadily increasing, there is now a demand for innovative ways to ensure these employees feel connected and valued at the company. In such environments, individuals are more encouraged and better disposed toward sharing ideas and working with one another.









Employee Virtual Pizza PartiesPlanetary Playfully Adds Value to the Remote
Meetings of Businesses



Hoppier for Remote Employees is Flexible for Supporting Workers

6.3 Score

Popularity

Activity

Freshness

















4 Featured, 26 Examples

25,562 Total Clicks

URL: Hunt.to/426809

Remote Engagement



New tools are helping businesses facilitate team-building exercises and rewards

How might you facilitate your team's

remote culture?

Reactionary Health



Therapeutic platforms offer coping techniques for those dealing with COVID-19

Trend - Platforms and videos that are designed to offer people coping mechanisms to deal with depression and anxiety are on the rise as brands aim to reduce some of the psychological consequences that will result from the COVID-19 pandemic.

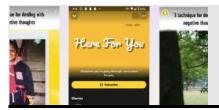
Insight - The COVID-19 pandemic has changed the lives of billions of people around the world, and the new normal consumers are facing is psychologically draining. Between people losing their means of income, worrying about their health and the health of their loved ones, and experiencing social isolation that's only somewhat alleviated by virtual means of connectivity--people's mental health is currently at-risk. Accessible ways to cope amidst the indefinite uncertainty offer consumers some respite while they get accustomed to the changes happening around them.



Free Mental Health Coaching Wellnite is Helping Those Impacted by COVID-19 with Free Sessions

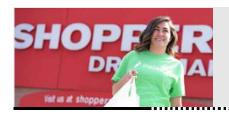


Pandemic-Themed ASMR Videos ASMR Darling Launched an Anxiety-Reliving, COVID-19 Video



Coping-Focused Social Platforms

Snapchat Added Mental Heath Tools Focused on COVID-19 Coping



Free Pharmacy Wellness Programs

Shoppers Drug Mart is Offering Free Mental Health **Program Access**



Popularity Activity

Freshness















4 Featured, 35 Examples

19,108 Total Clicks

URL: Hunt.to/426388

All Rights Reserved

Reactionary Health



Therapeutic platforms offer coping techniques for those dealing with COVID-19

How is your brand alleviating the stress that

COVID-19 has brought to your customers or

employees?

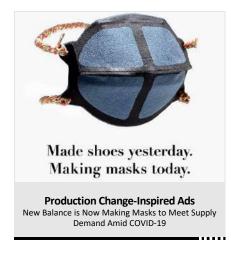
Retail Pivot



Retail brands switch their production processes to provide for hospitals

Trend - As the COVID-19 pandemic continues to impact people around the world, issues like medical supply shortages are slowing down relief efforts. Retailers are aiming to mitigate this problem by switching production to create Personal Protective Equipment and medical-grade disinfectants for hospitals and medical staff.

Insight - As people around the world try to navigate through social distancing policies instituted by governments to reduce the spread of COVID-19, an "all hands on deck" mentality has emerged globally. The personal sacrifices, both big and small, that people around the world are forced to make as a result of the pandemic have resulted in brands doing the same. Brands that choose to restructure production so they're contributing to current global deficits are able to make a difference while generating positive brand perceptions.





Luxury Surgical Mask Productions Balenciaga and Saint Laurent Will Now Produce Surgical Masks



Retail Giant-Made Medical Supplies H&M Partnered with the EU to Produce Medical Supplies



Nivea-Maker Beiersdorf Changes Production to Fight COVID-19



Activity Freshness













4 Featured, 33 Examples

84,580 Total Clicks

URL: Hunt.to/426347

All Rights Reserved

Retail Pivot



Retail brands switch their production processes to provide for hospitals

How is your brand contributing to COVID-19

relief efforts?

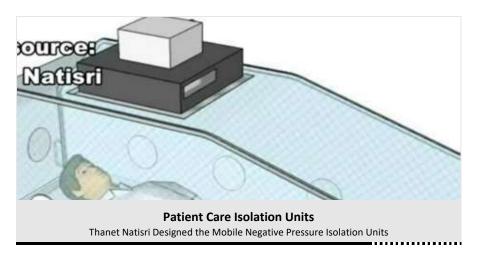
Architectural Isolation



Portable structures offer rest or isolation amidst the COVID-19 pandemic

Trend - As COVID-19 cases increase around the world, hospitals (in the U.S. in particular) are facing limitations in supplies and space. Some brands are offering solutions in the form of flat-pack or modular structures that help isolate infected individuals, or provide respite for medical staff who are treating infected patients.

Insight - Two crucial aspects of overcoming the COVID-19 pandemic include avoiding contact with infected patients, and ensuring that medical staff remain healthy so they can carry out their duties. The difficulties that epicenters of the virus are facing around the world have much to do with hospitals being overwhelmed and lacking the supplies and capacity to deal with the influx of patients being admitted. Businesses that have the expertise and means to address these pressing issues have the responsibility to offer accessible solutions to help resolve the vast impacts of this pandemic.





Bio-Containing Gridshell Pods

Gregory Quinn Boasts the SheltAir as a Solution to Isolate Patients



Flat-Pack Healthcare Rooms

JUPE Health Has Designed Mobile Health Units for Hospitals



Virus-Containing Isolation Rooms

Panel Built Unveils Modular Isolation Rooms for COVID-19
Patients

6.5 Score

Popularity
Activity
Freshness







4 Featured, 35 Examples

27,599 Total Clicks

URL: Hunt.to/426324

Architectural Isolation



Portable structures offer rest or isolation amidst the COVID-19 pandemic

How is your brand offering COVID-19 relief?

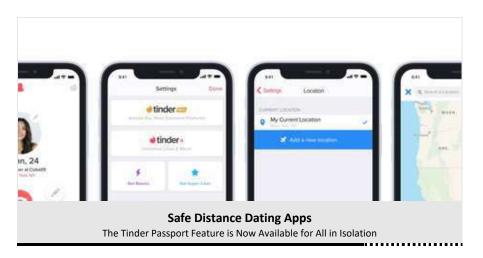
Isolated Dating



COVID-19 is rapidly changing how people date in the modern day

Trend - While much of today's dating habits are facilitated through apps, the physical distancing that's currently required of people around the world has accelerated how people date through tech. Many are now keeping their romantic or intimate relationships online rather making plans to meet, and brands in this space are focusing on keeping people connected when they can't be together physically.

Insight - Under the current physical distancing measures, many people are no longer permitted to do anything other than essential errands outside of the home. This has put an inevitable strain on their ability to socialize in the way they once did--whether with friends, family or romantic interests. For now, consumers are having to curb their feelings of isolation and loneliness by establishing and enhancing their presence on virtual social platforms.





Self-Isolation Dating Apps Quarantine Together Helps People Safely Connect from Afar



Quarantine-Friendly Dating Apps Feeld's Quarantine Core Helps App Users Connect

Remotely





Dating App
Wellness
Workshops

The #Open Dating App is Hosting 'Iso-dating 101'

6.2 Score

Popularity

Activity

Freshness











5 Featured, 27 Examples

13,159 Total Clicks

URL: Hunt.to/426208

Isolated Dating



COVID-19 is rapidly changing how people date in the modern day

How is your brand empowering its

consumer in uncertain times?

Substance Response



Cannabis and alcohol brands pivot in light of the COVID-19 pandemic

Trend - When it comes to their offerings and how they market their products, brands in the cannabis and alcohol industries are shifting gears in response to changed lifestyles and needs amidst the COVID-19 pandemic. Whether offering drive-thru pick-ups or virtual tastings, these brands are hoping to keep their products accessible in uncertain times.

Insight - Now that non-essential workers across North America are being asked to stay at home, the shock of a completely new reality that's descended upon them so quickly has set in. People affected by the crisis are trying to keep a sense of normality despite their lives being upended. Thus, they're looking for ways to adjust their routines so that they're still maintaining some type of normalcy, despite being at home most of the time. This has extended to everything from professional routines to entertainment-based ones.



Cannabis Dispensary Drive-Thrus

Mana Supply Co.'s Drive-Thru Encourages Safe
Deliveries



Relaxing CBD-Rich Teas
Hatter's Hemp Tea Helps Provide Tranquility to
Stressed Out Sippers



Virtual Wine Tastings ACME Fine Wines is Holding By-Appointment-Only Virtual Tastings



Alcoholic Restaurant Takeout Updates
Ontario Users Can Now Order Alcohol with Their
Food Takeout

6.9 Score

Popularity Activity

Freshness









Catalyzation

4 Featured, 36 Examples

21,978 Total Clicks

URL: Hunt.to/426030

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Substance Response



Cannabis and alcohol brands pivot in light of the COVID-19 pandemic

How is your brand shifting gears to best

support its customers in uncertain times?

Virtual Tip Jar



Online "tip jars" help to fund causes or entertainment-based activities

Trend - Virtual "tip jars" are offering people some respite by funding community-building endeavors. Whether they're for charitable donations or in-support of businesses and their employees, these digital tip jars empower individuals and small companies without too much financial commitment from those who donate.

Insight - As the world now revolves around the interactions and transactions that take place in the digital sphere, consumers have become accustomed to even the most unlikely engagements now happening virtually. Whether related to socializing, careers or activism, consumers now expect that brands accommodate their desire for seamless and streamlined online interactions.





Virtual Tip Jars

Ramsbury Single Estate Spirits is Helping to Support Bars, Restaurants & Pubs



Virtual Tip Jars

Clutch MOV is Helping to Support Service Workers Impacted by COVID-19



area while making decent shelter a matter of consciece and action.

Connected Charitable Tip Jars

DipJar Has Been Updated to Make Charitable Donations
Easier

5.1 Score

Popularity

Activity

Freshness









4 Featured, 33 Examples

32,657 Total Clicks

URL: Hunt.to/425935

Copyright © All Rights Reserved Virtual Tip Jar



Online "tip jars" help to fund causes or entertainment-based activities

How could your brand prioritize seamless

virtual interactions?

Emergency Support



Brands offer financial support for those affected by the COVID-19 outbreak

Trend - With the economic fallout that's come from the COVID-19 outbreak, some brands are looking to financially support their employees, other businesses, or people affected in general. At a time when lay-offs and social distancing are affecting so many, the effort of a handful of brands to help others sets a precedent for how successful businesses can contribute in uncertain times.

Insight - The COVID-19 outbreak is a crisis that's unprecedented in modern history, and for many consumers, it's exposed flaws in how capitalism operates. People are increasingly demanding equal protection from both institutions and businesses in a system that allows for too many people to live without reasonable financial comfort--and certainly doesn't leave room for them to afford losing their jobs in the midst of global crisis. Brands that acknowledge and aim to mitigate this fact set a precedent for what non-exploitative capitalism looks like.



Unilever is Mobilizing to Provide Support to

Smaller Agencies



Relief-Providing Review Platforms
Yelp and GoFundMe Created a Donation Button for
Businesses



Ride-Hailing Financial Assistance
Uber Will Provide Assistance to Drivers Affected by COVID-



Small Business Benefit Concerts

Verizon is Live Streaming Benefit Concerts to Help
Businesses

4.9 Score

Popularity

Activity

Freshness













4 Featured, 36 Examples

20,266 Total Clicks

URL: Hunt.to/425903

Emergency Support



Brands offer financial support for those affected by the COVID-19 outbreak

How is your brand offering support to

employees and customers at this time?

Accelerated Streaming



Brands that offer streamed content are expanding their offerings

Trend - Streamed content has seen growth in recent days, with the COVID-19 outbreak forcing millions of people globally to practice social distancing by staying at home. Brands in this space are now expanding their offerings, or offering them at free or discounted prices, in order to meet the growing demand for streamed entertainment.

Insight - As more people around the world deal with the suspension of their daily lives, having something to fill the time is crucial in order to overcome the boredom of not being able to go to their favorite stores, bars, or generally live their lives as they once did. At-home entertainment services are seeing a boost as a result, and are aiming to make their offerings more accessible to a greater number of people in this time of need.



Streamlined Musician Livestreams
SoundCloud and Twitch Partnered to Provide
Livestream Content



Free Child-Friendly Streaming Content
Amazon is Offering Free Prime Video Content
World Wide



Three-Month-Long Free Live TV

Plex Made Its Live TV Feature Free to All in Response to COVID-19



Streamed Virtual Car Races

FOX Sports to Broadcast the eNASCAR Pro Invitational iRacing Series



QSR-Branded Streaming Service Giveaways

Popeyes is Giving Away 1,000 Netflix Accounts



Popularity

Activity

Freshness













Zatalyzation

5 Featured, 41 Examples

28,394 Total Clicks

URL: Hunt.to/425688

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Accelerated Streaming



Brands that offer streamed content are expanding their offerings

What is your brand doing to accommodate

its customers' new routines?

Robotic Nurse

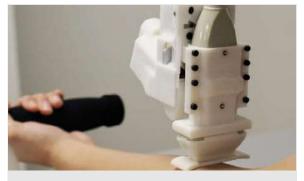


Tech companies are upgrading various hospital procedures with robotic innovations

Trend - Emerging from the prototyping stages for safety and efficacy, tech companies are beginning to implement their robotic innovations more broadly in the setting of hospitals. These robots have the capacity to support doctors during a procedure or by checking in on patients, replicating duties that are typically carried out by nurses.

Insight - Human activity can benefit from technological assistance as the intervention allows users to focus on the more important aspects of a job. Consumers become interested in such innovations, especially when it comes to the healthcare industry where precision and efficiency are prioritized for the peace of mind of all parties involved. As a result, the use of technology satisfies consumer needs which pertain to accuracy, safety, and even reassurance.





Blood-Drawing Robot DesignsResearchers Designed a Robot to Take Blood Samples from Patients



Physical Therapy Assistance Robots
The KUKA LBR Med Robot Aids with Rehabilitation



Popularity Activity

Freshness











3 Featured, 36 Examples

56,838 Total Clicks

URL: Hunt.to/425238

Robotic Nurse



Tech companies are upgrading various hospital procedures with robotic innovations

How can robotics enhance your brand's

service or operations?

Reusable Care



Reusable skincare products reduce waste and prioritize convenience

Trend - Reusable skincare products are on the rise as brands look to reduce the amount of waste their products produce. These products come in many forms—including everything from facial cleansing pads to reusable silicone face masks.

Insight - As consumers begin to understand the seriousness of climate change's current and impending environmental consequences, they're seeking out ways to reduce their personal impact in their daily routines. For consumers, no matter how small the change, everyday rituals that are adjusted to take into account pollution reduction add up over time.









Reusable Facial Cleansers Lush's '7 To 3' Facial Rounds are Biodegradable and Package-Free

Popularity Activity

Freshness









4 Featured, 36 Examples

45,146 Total Clicks

URL: Hunt.to/424623

Copyright © All Rights Reserved

Reusable Care



Reusable skincare products reduce waste and prioritize convenience

How could your brand empower customers

to reduce their environmental impact?

Delivery-Only



Delivery-only restaurants streamline their processes in favor of convenience

Trend - Delivery-only restaurants are increasingly becoming the norm as small business owners in the food industry look to streamline their workload while still offering excellent service to their patrons.

Insight - When making purchasing decisions about food, busy consumers often prioritize convenience as much as they do things like flavor, cost, and quality. These consumers are drawn to brands that provide them with quick and convenient service, but in a way that doesn't sacrifice the quality of the products being offered—especially when they're offered in a "specialty" capacity.





Delivery-Only Restaurant Concepts 'Bon Appétit, Delivered' Shares Dishes from the Food Magazine



Restaurants Krispy Rice is Only Available to Order Via Food Delivery Platforms



Delivery-Only Diet Eateries All Menu Items at 'Whole30 Delivered' Simplify the Whole30 Diet



Delivery-Only Vegan Restaurants Plant Nation Makes Elevated Options Out of a Virtual Kitchen



Popularity Activity Freshness



Sam's Crispy Chicken is a Delivery-Only Virtual Restaurant Concept











5 Featured, 48 Examples 61,429 Total Clicks

URL: Hunt.to/424342

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Delivery-Only



Delivery-only restaurants streamline their processes in favor of convenience

How could your brand prioritize

convenience without sacrificing quality for

its customers?

LGBTQ+ Care



Organizations are providing retirement facilities and resources for LGBTQ+ seniors

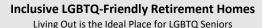
Trend - In North America and Western Europe, retirement care facilities are created or updated to suit the needs of the growing number of LGBTQ+ seniors. The expertise is either integrated into the homes directly or comes in the form of resource updates and third-party training services for staff and current residents.

Insight - LGBTQ+ seniors are experiencing a lack of resources, support, and even some bias during their stay in continuous care, which affects their comfort levels, forcing some to hide their true identities. As this demographic ages, a need for better-trained retirement facilities and readily available healthcare for LGBTQ+ seniors comes to the forefront. This update is crucial for the maintenance of an inclusive society during the later stages of life for these individuals.











Senior LGBTQ Support Programs

Aging with Pride Educates Continuing Care Facilities About



LGBTQ-Friendly Retirement Communities

Tonic Living is Creating Diverse Experiences for Retirement





CAMP Rehoboth Aims to Make the Healthcare System LGBTQ-friendly

Popularity Activity Freshness













Catalyzation

4 Featured, 26 Examples

29,304 Total Clicks

URL: Hunt.to/422637

All Rights Reserved



Organizations are providing retirement facilities and resources for LGBTQ+ seniors

How could you make your product/service

more accessible to LGBTQ+ consumers?

Eco Flooring



Innovative flooring developments prioritize sustainability

Trend - Brands in the flooring industry are beginning to adapt to the eco-conscious needs of consumers, architects, and designers by using innovative, environmentally-friendly materials in the flooring they create.

Insight - Consumers' growing fears over the current and impending consequences of climate change has resulted in them pursuing a wide range of solutions, both in their own lives and in their expectations for governments and employers. This doesn't just reveal itself in habits like reducing plastic use or donating to positive causes, but also in basic infrastructure and urban planning initiatives.







6.9 Score

Popularity

Activity

Freshness













3 Featured, 35 Examples

83,089 Total Clicks

URL: Hunt.to/422169

Eco Flooring



Innovative flooring developments prioritize sustainability

How could your brand better use and

promote sustainable solutions to climate

change?

Environmental Community



Sustainable community concepts focus on social and ecological advancements

Trend - The potential for architecture to impact and promote environmentally friendly lifestyles is huge, and brands in this space are conceptualizing communities that feature advancements in sustainability—in everything from materials to residents' way of life.

Insight - As consumers think about the future of climate change and how their lives will be impacted by it, lifestyle changes both large and small are top-of-mind. However, in order for change to actually be enforced, consumers require spaces and opportunities that empower a change in lifestyle habits. Thus, providing individuals and communities with the tools to live more sustainability is crucial.



Clean Energy Community Concepts IKEA's Space10 Builds an Eco-Friendly Miniature Village Prototype



Experimental Social Housing Projects
A Community Development in Hidalgo Boasts
Affordable Housing



All-Timber Neighborhoods
Henning Larsen Developed a Wooden Sustainable
Community Design



Multi-Generational Subscription Housing Space10 & Effekt Focus on Sharing Community Resources

7.3 Score

Popularity

Activity Freshness

















4 Featured, 34 Examples

142,988 Total Clicks

URL: Hunt.to/421453

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Environmental Community



Sustainable community concepts focus on social and ecological advancements

How could your brand approach

sustainability in an all-encompassing way?

Charity Skin



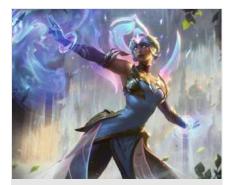
Developers are launching thematic skins to raise funds for philanthropic causes

Trend - In the gaming category, a 'skin' refers to the outfit of a character. It promotes a more customizable and immersive experience by placing emphasis on aesthetics. With the popularity of skins in mind, developers are creating outfits and characters that will raise awareness and funds for different charities.

Insight - Consumers look to give in accessible ways and are often much more receptive to initiatives that offer something small in return. The tie of shoppable objects to fundraising efforts allows individuals to feel justified about their purchase as they are able to get what they want, but are also assured that their money will go toward supporting a good cause.



Awareness-Raising Gaming Skins A Concept Artist Created a Firefighter Skin for Overwatch



Charitable Gaming Skins League of Legends is Donating 100% of Proceeds from Dawnbringer Karma



Charitable Limited Gaming Skins

The BCRF Launched a Charitable Skin in Overwatch: PINK



Charity-Focused Gaming Sidekicks

Whomper is a New Gaming Pet by Blizzard and Code.org for

Popularity

Activity Freshness

















4 Featured, 36 Examples

225,148 Total Clicks

URL: Hunt.to/421076

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Charity Skin



Developers are launching thematic skins to raise funds for philanthropic causes

How could your brand appeal to the

interests of consumers to raise awareness?

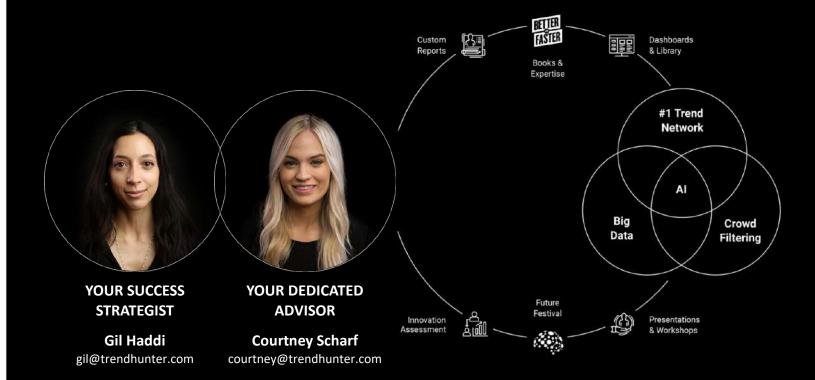


Appendix

Get More From Your Experience

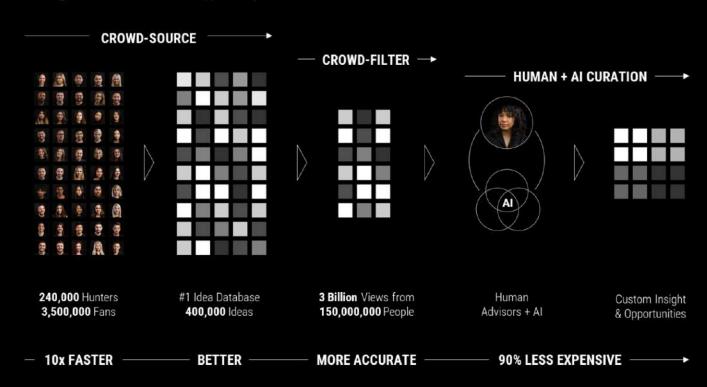
Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

TRENDHUNTER





Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, Al and humans to cut through the noise and uncover opportunity **faster**!





0	Acceleration 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution	84	Prosumerism From user-generated content to maker culture, today's consumers are content creators and experts.	ڻ	Cyclicality 1. Retro+Nostalgia 2. Generational 3. Economic+Seasonal 4. Repetitive Cycles		Nostalgia Fondmemories fuel a desire to bring the past into the present, especially with respect to one's formative years.
Ø	Catalyzation Brands havetaken a role of accelerating the personal development of consumers.		Al We are entering a transformative newera, denoted by an exponential growth in data, robotics and intelligence.	\$	Naturality The desire for sustainable products, including local, organic, recyclable, and pronounceable ingredients.		Youthfulness The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life
0	Reduction 1. Specialization 2. Fewer Layers+ Efficiency 3. Crowdsourcing 4. Subscription	P	Instant Entrepreneurship Newservices make it easier than ever to conceptualize, fund launch and companies	\otimes	Redirection 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying	⊛	Tribalism Allegiant groups are more readily formed around specific interests, causes and even brands.
	Curation Hyper-targeted offenngs, services, subscriptions and recommendations to simplify lives with better things.	0	Simplicity In a fast-paced cluttered world simplicity stands out resulting in focused businesses & clean design.	8	Gamification The application of game dynamics to real-world problems results in a world that smore competitive and engaging.	M	Experience In a world abundant with 'stuff' experience becomes a more important currency and life priority.
(3)	Convergence 1. Combining + Layering 2. Adding/ Value 3. Co-Branding + Aligning 4. Physical + Digital	(B)	Multisensation Tech, AR, VR and Interactive experiences are reading our expectations in the realms of entertainment, retail and even food.	8	Divergence 1. Personalization, Customization 2. Status - Belonging 3. Style + Fashionizing 4. Generational Rebellion	0	Authenticity Social media and a resistance to traditional advertising have created a desire for authenticity and reality.
6	Co-Creation Brands products services and consumers are increasingly co-creating an interdependent world.	中	Hybridization Lines are bluming as business models, products and services merge to create unique concepts and experiences	8	Personalization Small batch production technologies and more personalized media are creating an expectation for personalization.	Æ}\$	Many-to-Many A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.

Special Features and Definitions

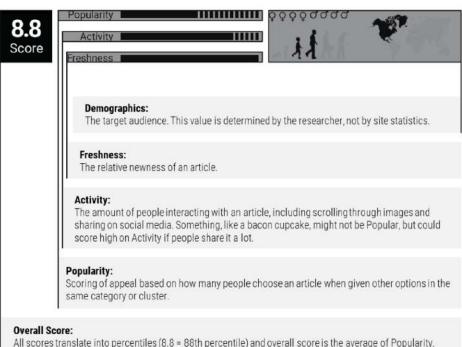


Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Activity and Freshness.





Special Features and Definitions



How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.



Trend:

This section identifies a new opportunity in a given industry.

Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

Want More?

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