

DIGITAL|20 TRENDS|24

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We speak human in a digital world. We are a digital & creative agency based in Mexico City working with national and international clients. We help brands connect, interact and create unforgettable digital experiences.

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TECATE LIVE OUT

ASIA



CIRQUE DU SOLEIL



TECATE PA'L NORTE



MARS



PERCHA

GRUPOFYTSA



Prograsity



WOORALEE!

K'an
EXPERIENCE DESIGNERS

BYPASS
DIGITAL OPS

GIU.com
DIABETES

**WE WORK WITH
VISIONARY
BRANDS AND
LEADERS**

DIGITAL MARKETING TRENDS

PRIVACY AND PEACE OF MIND

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Businesses need to differentiate themselves in 2023 as they compete in an uncertain market. They'll need to prove their values to keep and gain customers. And with people managing more of their day-to-day lives online than ever before, online privacy has never been more important.

When Brands Respect Privacy, their ads perform better.

Privacy experience impacts the user trust. Consumers view bad privacy experiences as almost as damaging as a theft of their data. It's enough to make ***4 out of 10 customers switch to another brand.**

Online experiences need to be delivered with the privacy people deserve, by brands they can trust. In 2023, ensure you're providing customers with everything they need to be and feel in control of their data. When people lack control of their data, they become skeptical of digital marketing, so provide them with accessible and understandable tools that customers can use to manage their privacy, whenever they want.

*1Google/Ipsos, France, Germany, Netherlands, Sweden, U.K., Privacy by design: the benefits of putting people in control, n=10,001 online participants aged 18-70, July 2022.

IT'S GEN Z'S WORLD (WE'RE JUST LIVING IN IT)

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Gen Z is the first generation to have fully grown up with the internet and the way they navigate and interact online keeps evolving. The most relevant platforms for this generation today are those that are dynamic and highly visual, meeting their ever-changing needs in new and innovative ways. **Gen Z expresses where and how they want to engage by showing up where it matters to them most.**

Visual search techniques might help bring Gen Z closer to you, giving visual-forward methods will help you give Gen Z a way to find indescribable items that they are looking for.

In 2023, do not try to to bring Gen Z audiences into your world, but meet them in theirs. Understand their unmet needs, prioritize relevance and authenticity over homogenous singularity, and embrace the diverse, visual world they inhabit.

SNACK SIZE INFO

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In the overstimulating world we live now a days it is easy to get lost in all of the information and triggers that are flying around us all day... **So try to keep it short.**

When communicating with an audience try to deliver your message with as much clarity and as little letters as possible, this will enable you audience to digest your message much more easily and not get lost within a world of information and details which might be sometimes unnecessary.

When delivering a large message, bullet points might help your consumer digest the information more easily than a large block of text.

OUR VALUES DEFINE US.

We lead with **curiosity**

We say yes to projects that we have't done before, that excite us, and that are non-traditional - from creating and identity for an ad tech company to crafting content for the wildest music festivals in Mexico - all with the same dedication.

We are super **collaborators**

We come from fast paced environment and big tech companies so collaboration comes natural to us. Whether it's an ad at The Wall Street Journal or a 110 foot wall at CES, anything is possible when we work together.

GLOBAL CONSUMER TRENDS

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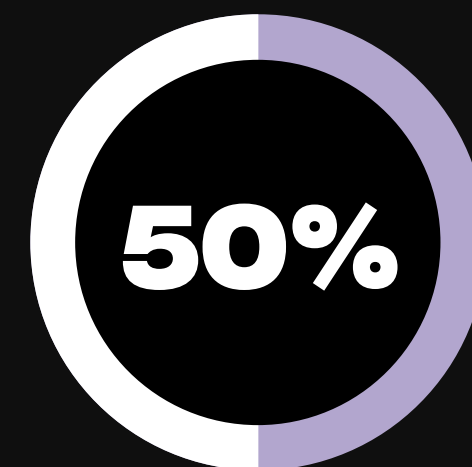
ME MENTA- LITY

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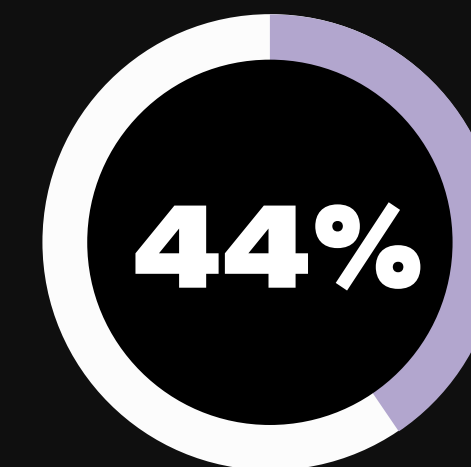
For the last two years, consumers have had a community mindset, putting their own needs on the back burner to prioritize public health and safety. People are now emerging from the pandemic eager to re-focus on themselves, and **you can help them take the center stage in the years to come.**

Consumers may want to stand out rather than blend into the crowd but might now know how to do so. By celebrating the interests that make consumers unique, brands can help give consumers the assurance that need to try something new or even help them rethink who they are. **Consumers are ready for a confidence boost**, and brands can provide this to them.

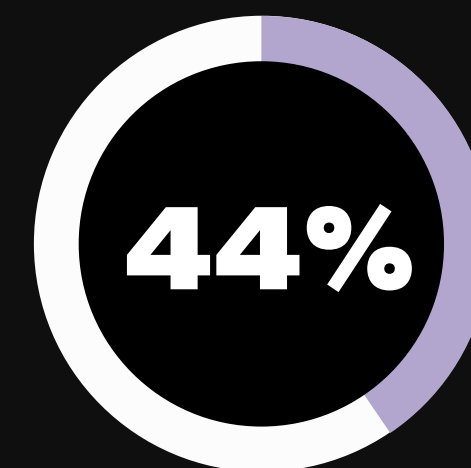
CONSUMERS ARE PUTTING THEMSELVES AT THE CENTER OF THEIR LIVES



OF CHINESE ADULTS WHO FOLLOW FITNESS CULTURE AGREE THAT THEIR INTERESTS IN FITNESS CULTURE HAS AFFECTED THEIR LIFE ATTITUDE.



OF US GEN Z'S AGREE THAT FINDING WAYS TO CELEBRATE THEMSELVES HAS BECOME MORE IMPORTANT TO THEM NOW THAN BEFORE THE COVID-19 PANDEMIC.



OF US GEN Z'S AGREE THAT FINDING WAYS TO CELEBRATE THEMSELVES HAS BECOME MORE IMPORTANT TO THEM NOW THAN BEFORE THE COVID-19 PANDEMIC.

Base: 1,743 Chinese internet users aged 18-59 who follow the topics of fitness culture; 408 US internet users aged 18-25; 1,887 UK internet users aged 16+ who have taken part in any hobby/interest in the last 12 months. Source: Mintel Reports China, Attitudes towards Emerging Culture, 2022; Mintel Reports US, Marketing to Gen Z, 2022; Mintel Reports UK, Hobbies and interests, 2022.

POWER TO THE PEOPLE

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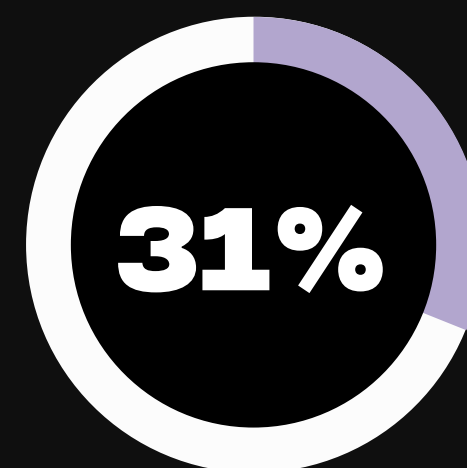
Brands have to make room for a new “c” in their c-suite: consumers. Consumers are shaping brands with their dollars and their voices. This idea goes beyond the idea that “The customer is always right” and is evolving into a model where **consumers are investing, co-creating and voting for change alongside brands.**

Responding to this demand requires brands to listen from the backseat while keeping one foot on the gas to create market innovation.

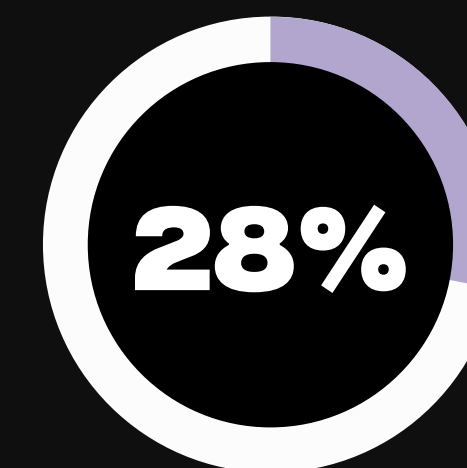
Brands can encourage consumers to be the creative center of product and innovation while driving change alongside them.

Brands will need to cater to the niche identities of loyal consumer investors, **fragmenting large legacy brands into, smaller more “bespoke” units.**

CONSUMERS ARE EMBRACING NEW WAYS TO INVEST IN BRANDS



OF BRAZILIAN GEN Z CONSUMERS AGREE IT'S MORE IMPORTANT TO BUY FROM BRANDS THAT SUPPORT CAUSES THEY CARE ABOUT THAN TO PERSONALLY DONATE TO THOSE CAUSES



OF UK CONSUMERS SAY A DRAWBACK OF CASHLESS SOCIETY IS THAT IT CREATES A REDUCED MEANING OF MONEY (EG HARDER TO COMPREHEND THE VALUE OF MONEY WITHOUT A PHYSICAL FORMAT).

Base: 250 Brazilian internet users aged 16-23; 2,000 UK internet users aged 16+. Source: Mintel Reports Brazil, Marketing to Young Adults: The Older Gen Z, 2022; Mintel Reports UK, Future of Money, 2022

HYPER FATIGUE

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Moving from crisis to crisis, consumers are being stretched in many directions while being bombarded with media stories and digital content. The pandemic, rising cost of living, energy crisis, geopolitical unrest and the climate crisis have all taken their toll on consumers and will continue to do so, **causing fatigue and a sense of being overwhelmed.**

In response to consumers financial pressures, **brands should continue to offer solutions to manage costs and tap into their demand for escapism**, offering them opportunities to collaborate and establish new connections. Consumers will want to discover more about how to protect their minds and bodies.



Base: 1,537 internet users aged 18+ who have experienced stress in the last 12 months. Source: Mintel Reports UK, Managing Stress and Wellbeing, 2021.

Above the line,
below the line,
through the line,
bend the line in two,
and show the line
who's boss.



**GLOBAL
DESIGN
TRENDS**

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DESIGN TOOLS REVO- LUTION

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Arguably the biggest change in graphic design in 2023 won't be what our designs look like or how they function but how we make them. **"If late 2022 was defined by the emergence of AI in art and design, I think we're really on the edge of a design tool nirvana," believes Nick Hill of Re Design.**

"Plugins and tools have always been around but stuck behind tricky workflows," he explains. "Tools like Figma helped democratize the 'plugin'. Apps like Runway have made in-painting and masking content, which used to take hours of specialized work, available in minutes. And tools such as Cavalry are bringing procedural and node-based design, previously only possible in expensive 3D software, into 2D."



3D ELE- MENTS

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3D is the new 2D. Considering the advancements in design tech that make high-quality renderings easier than ever to produce, it's no surprise we're seeing brands like IBM, Adobe, Later and Intel share more and more three dimensional graphics these days.

Combined with the growing desire for highly immersive product experiences, you can expect everything from logos, icons, typography and more to reach out to viewers like never before.

So give this trend a go in the new year. Even if you're not a pro at rendering, you can certainly try this style out by bringing more depth, shadows and textures into your creative assets



AI GENE- RATED ART

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Have you played around with OpenAI's DALL-E 2 yet? Since its public release, the AI powered image generator has impacted the design world in a huge way, influencing imaginative works and memes alike.

Despite concerns over copyright and the displacement of human creativity, it's clear this trend isn't going anywhere. And with notable brands like Microsoft and Notion releasing their own design tools featuring built-in DALL-E integrations, you can bet we'll only see more AI art in the new year. (Especially considering OpenAI's GPT-4, the next machine learning iteration set to launch soon!)

So why not take DALL-E 2 for a spin the next time you're dreaming up creative assets?





BORN FROM THE NEED TO THRIVE

Enabling bold expression and collaborations is
in our DNA.

GLOBAL EVENTS TREND

EXPE RIENCE- FIRST EVENTS

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Some elements of events are inherently experiential and best participated in live. People will seek out the bizarre deep-fried foods, ride the Ferris Wheel, and watch the fireworks spectacular.

Other parts of an event may need revamping. **Could a panel, concert, or learning activity be better experienced as a webinar?** Is there value in spending time and money attending a conference in person when everything but networking can be accomplished online? Is the main stage entertainment worth waiting hours and being stuck in the crush?

Think about opportunities to turn every moment into an experience. You can add a digital element, such as a virtual scavenger hunt or hashtag-based photo contest, to provide additional activities and ways to participate. Make sure to display immediate results by using projection or social walls to encourage participation and give attendees their 15 seconds of fame on the screen.

What could be better than beautiful, engaging new content areas that drive social media activity and pay for themselves?

CRISIS COMMS PWRD BY SOCIAL LISTEN- ING typ

Everyone can be highly susceptible to crisis. But by using Social Listening, **you can preemptively prepare for when the worst is about to happen.** That makes Crisis Social Listening the next 2023 event trend.

Social monitoring primarily a customer service function for many occasions. People want to know what's happening. Your social media manager likely has a document filled with canned responses or possibly a chatbot that is taking the brunt of the effort. **But what happens when we dig a little deeper?**

Complaints should be flagged and shared with public safety professionals. Comments about things or situations that might trigger an accident should always be taken into account.

Even monitoring consumers and key stakeholders social accounts can help alert whether their behavior could trigger an incident. The **post-Astroworld report** highlights that importance. "Regular scrubbing of social media hashtags and artist accounts are part of diligent planning and should continue throughout the event to ascertain the mood of the crowd in real-time."

Get out of the mindset that people complaining on social media is something to be expected. **Use their feedback to pre-empt emergencies and start building a brand that people trust.**

STAFF AS CON- TENT CREA- TORS

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Large events require large teams to support them. Staff and volunteers are working every door, booth, concert, talk, and activity. **Almost every support team member has a high-power camera and content creation device (cell phone) in their pocket** for the duration of the show. That means that every member of the team is a possible content creator.

Think of ways to **encourage your teams to take pictures** of candid moments, interesting events, or flagship moments. A clear plan can provide content to fill marketing channels while also breaking up more mundane roles requiring human staffing.

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