

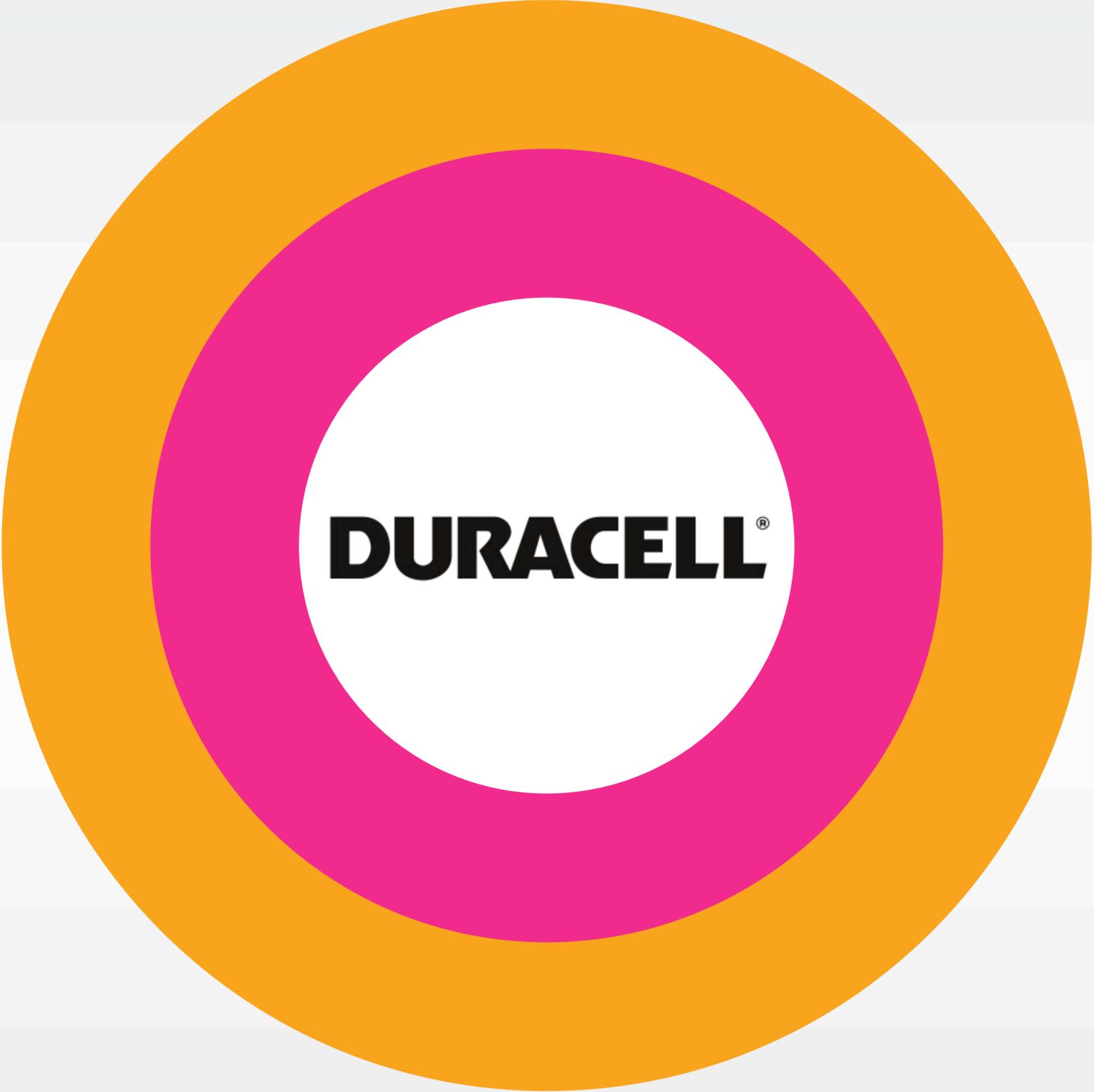
INSIDER TRENDS

The engaging everywhere brand

Cate Trotter

Head of Trends





DURACELL®



MARKS & SPENCER



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Johnson & Johnson



Activity – all the way through this session

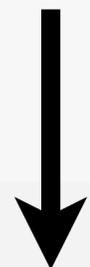
**Customers
Consumers**

Consumers

**Use the chat as your notepad – note thoughts,
questions, any elements (or remixes) you like**

Consumers => brand activists

Creator



Consumer

Creator



Consumer

67% of highly creative brands
grow revenue faster

–McKinsey, 2017



Depop, Kellogg's, Dolce & Gabbana, Chuu, Coca-Cola, Detox Market, Minor Figures, Gentle Monster, Heinz, Kaws, Philipp Plein, HSBC, To Øl, Gucci, Stylenanda, Mini, Commes de Garçons, Dior



64% of consumers want brands to connect with them

57% of consumers will increase spending with a brand they feel connected with

51% say their relationship with a brand starts when they feel the brand understands them and their desires

72% of people feel more connected to a brand whose employees share information on social media

90% of businesses say interactive social media experiences are critical to success



“Anything can be replicated or copied online today. Communities can’t, which is why they’re a brand’s most important asset.”

- Emily Weiss, Founder, Glossier



Rapha Cycle Club, 100+ worldwide

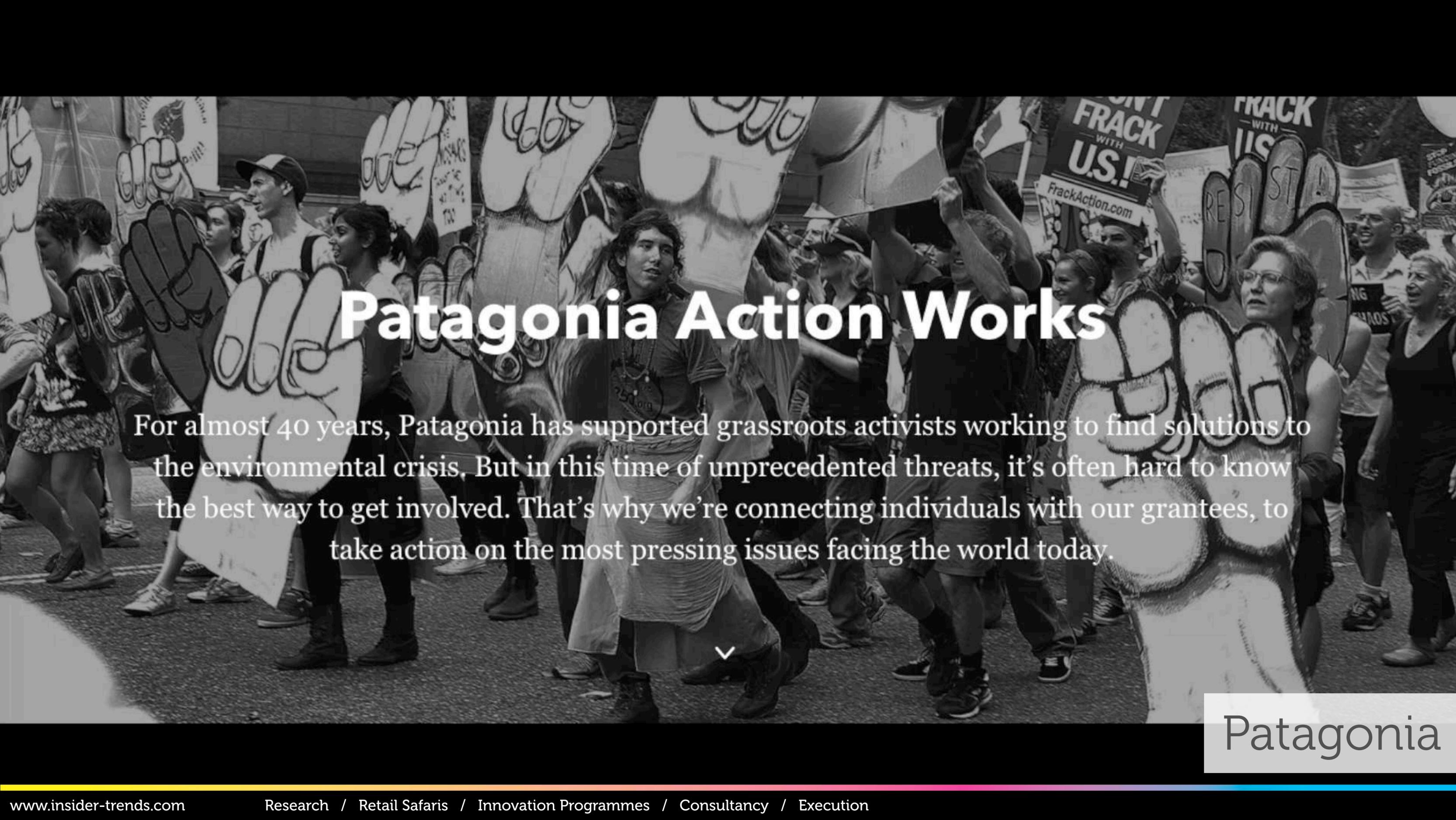
Adidas Creators' Club



Brand loyalty => brand enthusiasm

- **CREATE ACCOUNT**
Join the Creators Club, earn your first 100 points.
- **SHARE WHAT YOU WEAR**
Upload a photo of your latest purchase, earn 50 points.
- **COMPLETE PROFILE**
Tell us more about you, earn 100 points.
- **MAKE A PURCHASE**
Shop your favourite adidas products, earn 10 points per £1.
- **LEAVE A REVIEW**
Review a product from your purchase history, earn 50 points.
- **CELEBRATE YOUR BIRTHDAY**
Tell us your birthday to get points on your special day. The amount will be a s
- **RUN WITH ADIDAS**
Participate in an adidas Runners event, earn 100 points.
- **GO FOR A RUN**
Complete a run with the adidas Running by Runtastic app, earn 2 points per k
- **COMPLETE A WORKOUT**
Track your workout in the adidas Training by Runtastic app, earn 10 points per da

- **CREATORS CLUB EXCLUSIVES**
Exclusive access to shop members-only trainers, apparel and more. Vote on select trainers we create and get access to purchase the winning design. The higher your level in the Creators Club, the more exclusive your access.
- **HYPE ACCESS**
Your chance to shop the most limited edition adidas shoes and apparel. We'll let you know when new releases will become available so you can participate in the latest drops. Check the calendar for Limited Edition releases.
- **EARLY ACCESS TO SALES**
Get a head start on select adidas sales with invitations to shop online before anyone else. You'll be the first to know when the savings begin.



Patagonia Action Works

For almost 40 years, Patagonia has supported grassroots activists working to find solutions to the environmental crisis. But in this time of unprecedented threats, it's often hard to know the best way to get involved. That's why we're connecting individuals with our grantees, to take action on the most pressing issues facing the world today.



Patagonia

Relationships win



Dat LaFrieda
MEAT BURENDERS

art materials

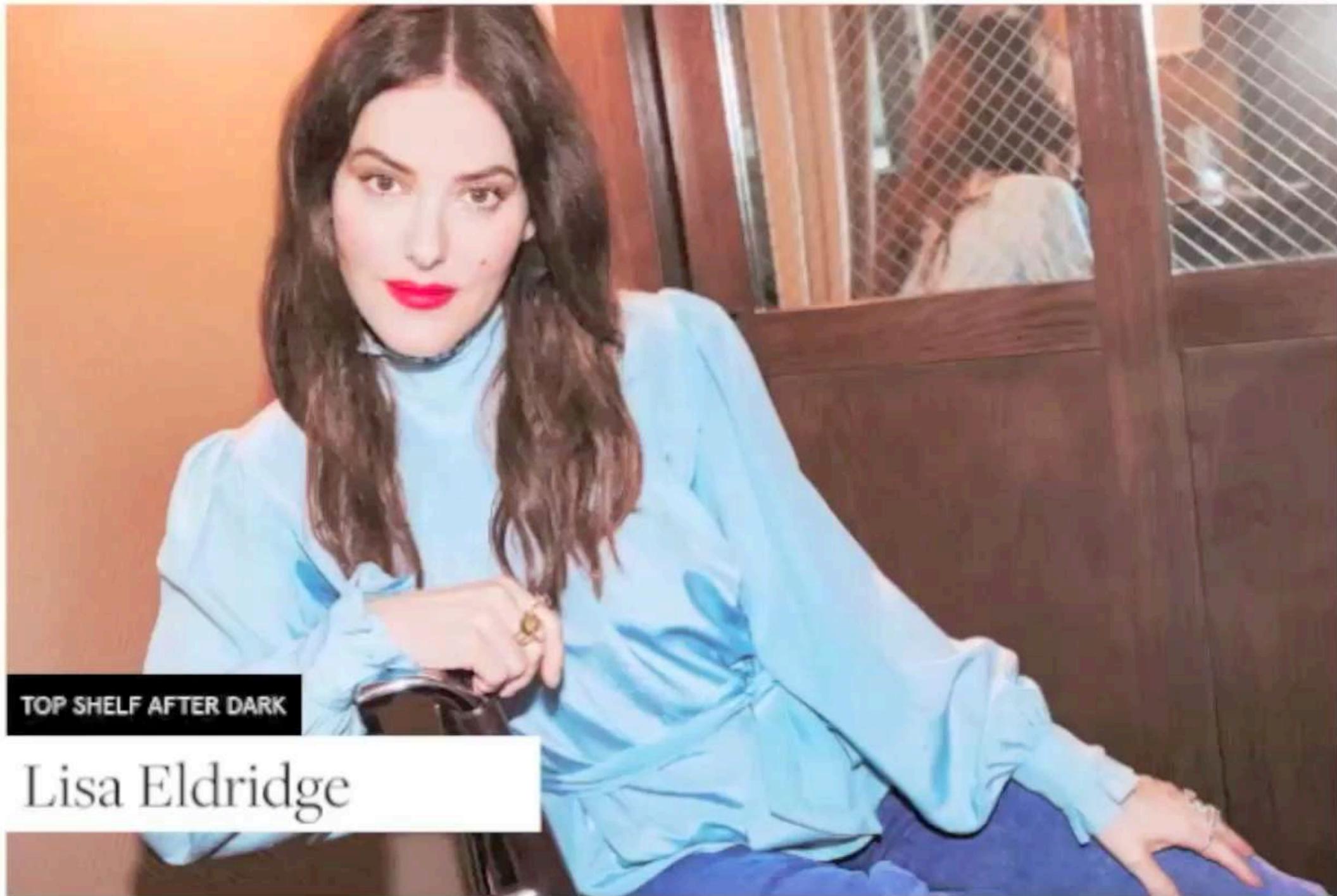
BACK

148

NYU

Glossier, New York





TOP SHELF AFTER DARK

Lisa Eldridge



ITG's Monthly Favorites

Explore the complete archive of our editors' picks, tailored to your ever-changing, seasonal needs

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KEEP IN TOUCH



The Latest

DON'T MISS | *Most Popular*



PELOTON

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62.6M subscribers



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Lake Elsinore
Lakewood
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Universal City
Valencia
Watsonville
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West Hollywood
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- FLORIDA**
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Celebration
Clearwater
Coral Springs
Davie
Daytona Beach
Doral
Florida Mall
Fort Lauderdale
Fort Myers
Ft. Lauderdale
Greenacres
Lithia
Maitland
Miami
Naples
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Grand Prairie



16:54

Extreme \$100,000 Game of Tag!

43M views • 1 month ago



14:09

Would You Sit In Snakes For \$10,000?

49M views • 1 month ago



11:49

I Bought The World's Largest Mystery Box! (\$500,000)

54M views • 1 month ago



DAY #2

12:40

I Spent 50 Hours Buried Alive

87M views • 2 months ago



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44% of Gen Z globally say they would like to submit ideas for product design

Retail everywhere



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4.5 ★★★★★ 76 Google reviews
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See what's in store

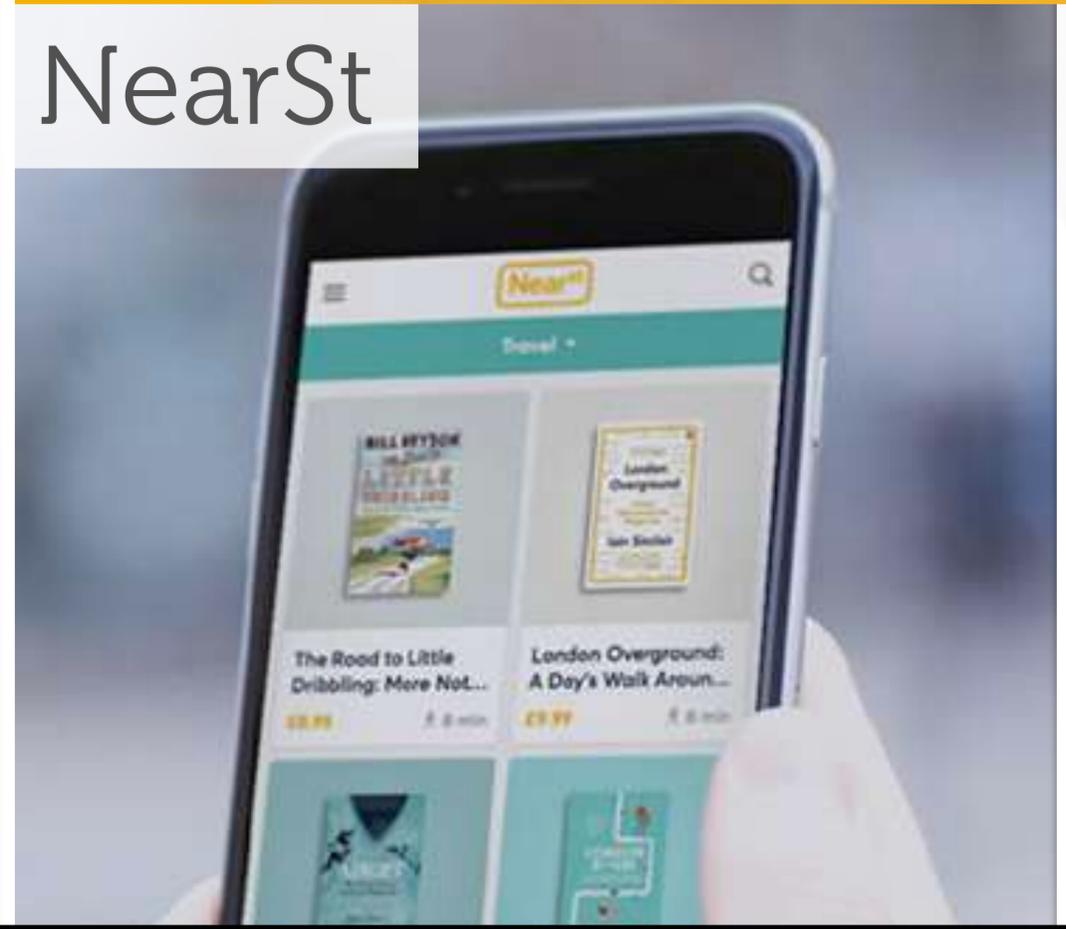
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**“You can't sell to customers.
You can only help them buy.”**



Pinga

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Choose up to 25 items from your favourite shops who share our values



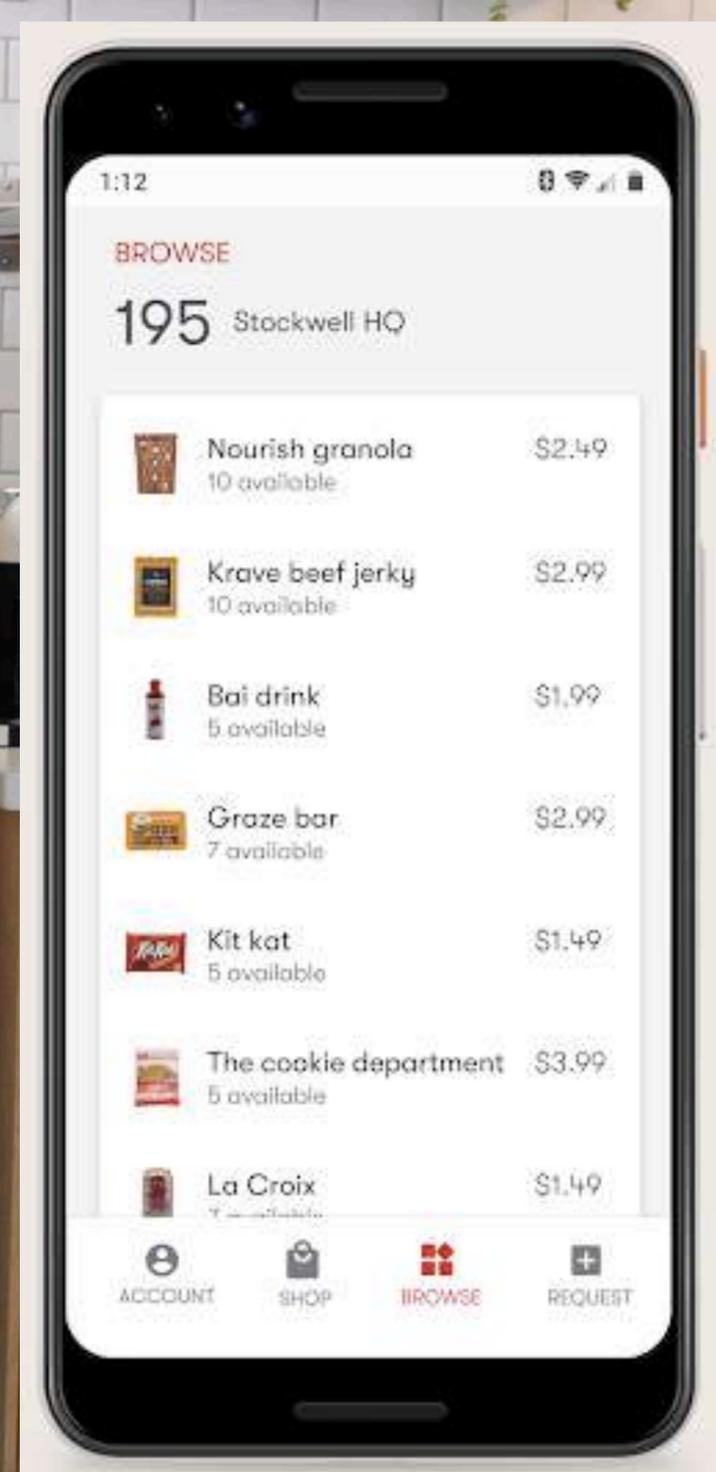
getir

groceries
in minutes

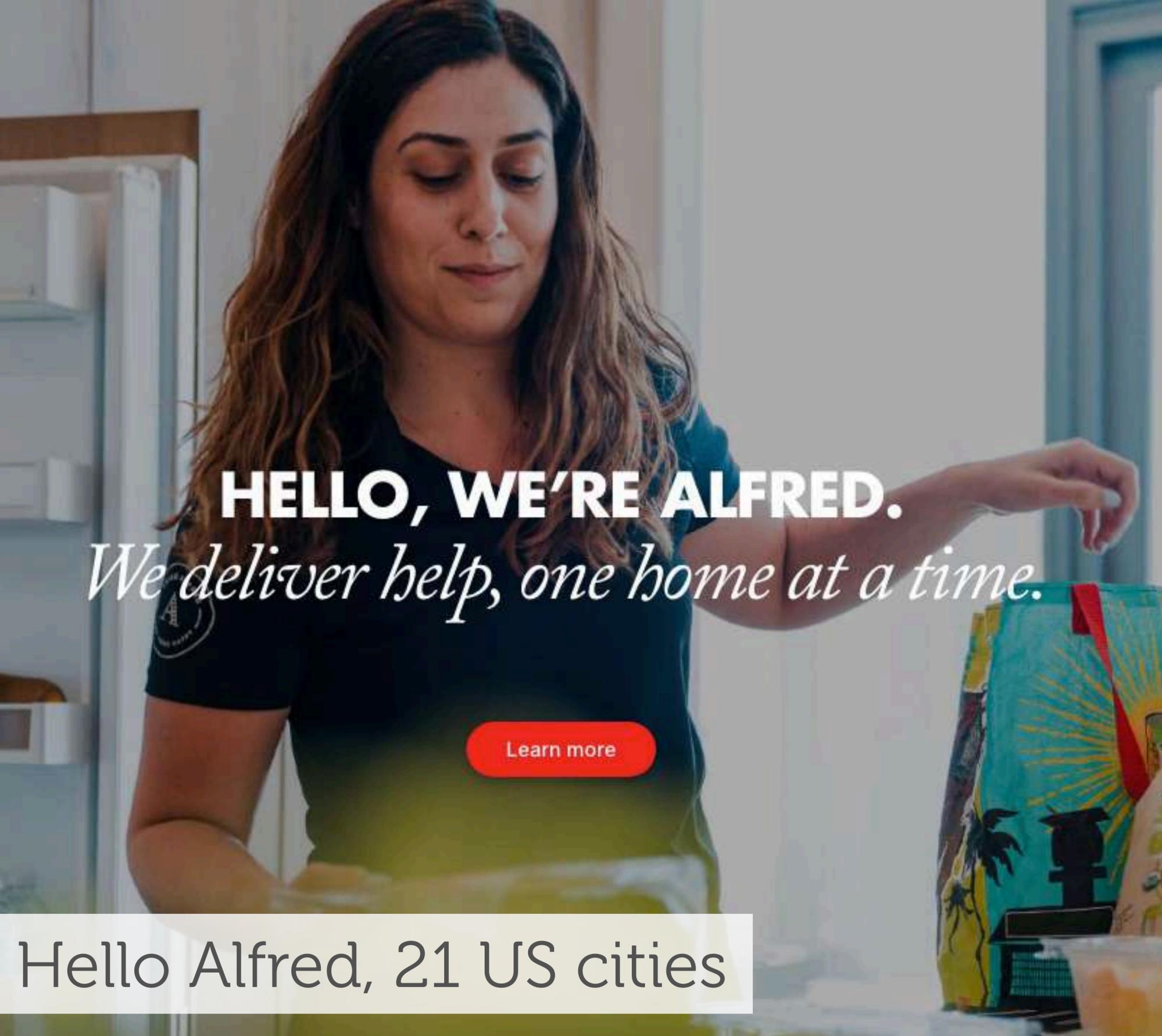
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9 KZX



Stockwell, US



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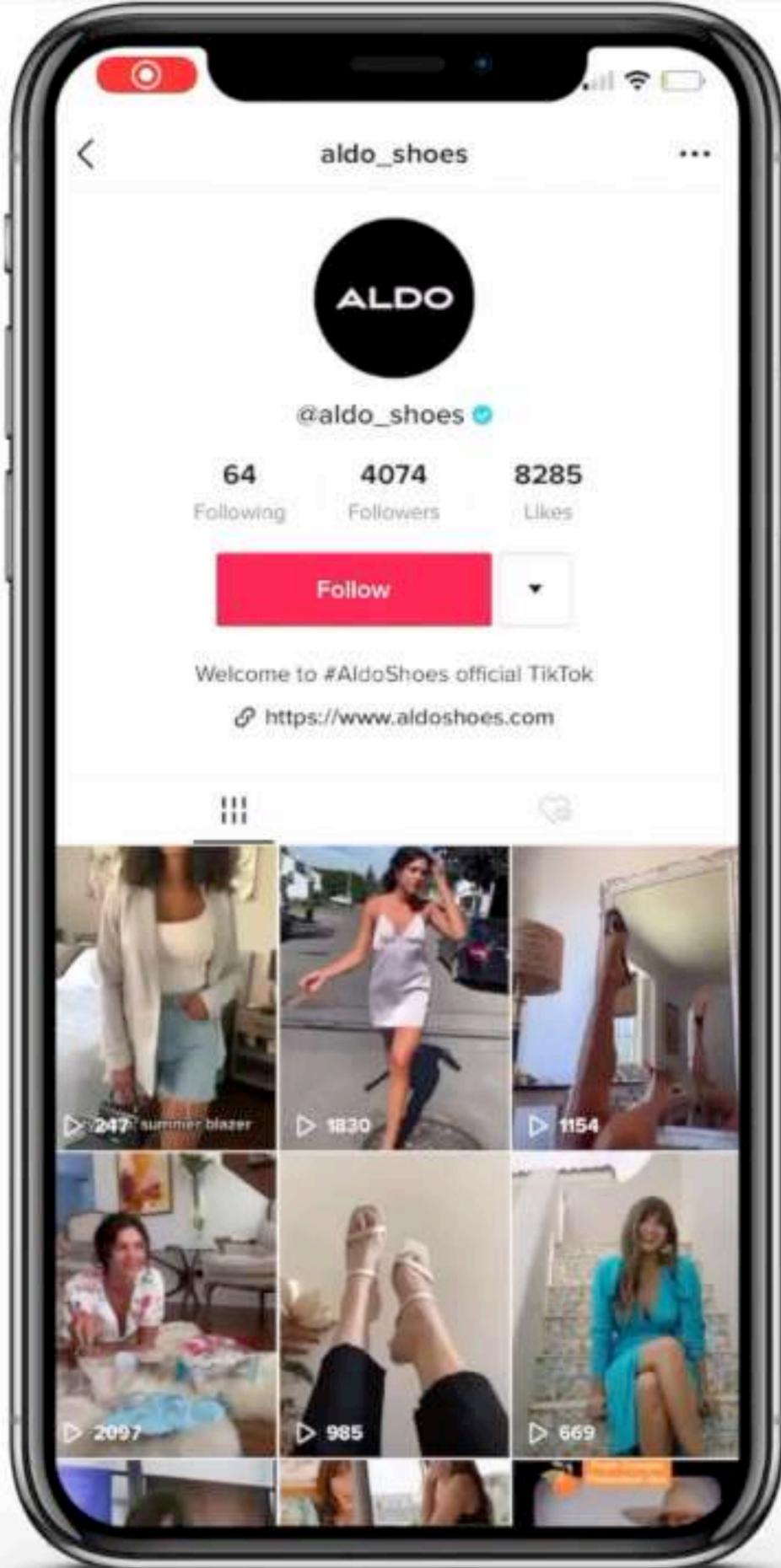
Engagement everywhere

The background of the slide features a dense array of small, glowing blue and green lights, creating a bokeh effect. In the center, the dark silhouettes of several people are visible, appearing to be in a social setting, possibly at a party or event. The overall atmosphere is vibrant and modern.

54% of global consumers now place higher value on their digital interactions with brands than on their physical interactions

“When it comes to converting and engaging loyal users, apps win by a factor of three.”

- Scott Dunlap, VP of mobile at Adidas



Tiktok + Shopify

“Some 35% of US consumers overall – and almost half of Gen Z and Millennials – prefer to purchase from a brand on social media rather than on the actual website”

- James Gilpin, Sprout Social, May 2021

Walking into June 21st like...

We want you to
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#MOVEWITHBOOHOO to win your rewards

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125,000 steps
Reward
£1000 prize draw entry

Level 4
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Reward
Extra 10% off

Level 5
300,000 steps
Reward
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£12.00 ~~£16.00~~



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£9.00 ~~£12.00~~



£16.00 ~~£18.00~~



£7.50 ~~£10.00~~



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Tommy Hilfiger Xplore

2X

New Prospects
Per Influencer

5X

ROI

Verifir



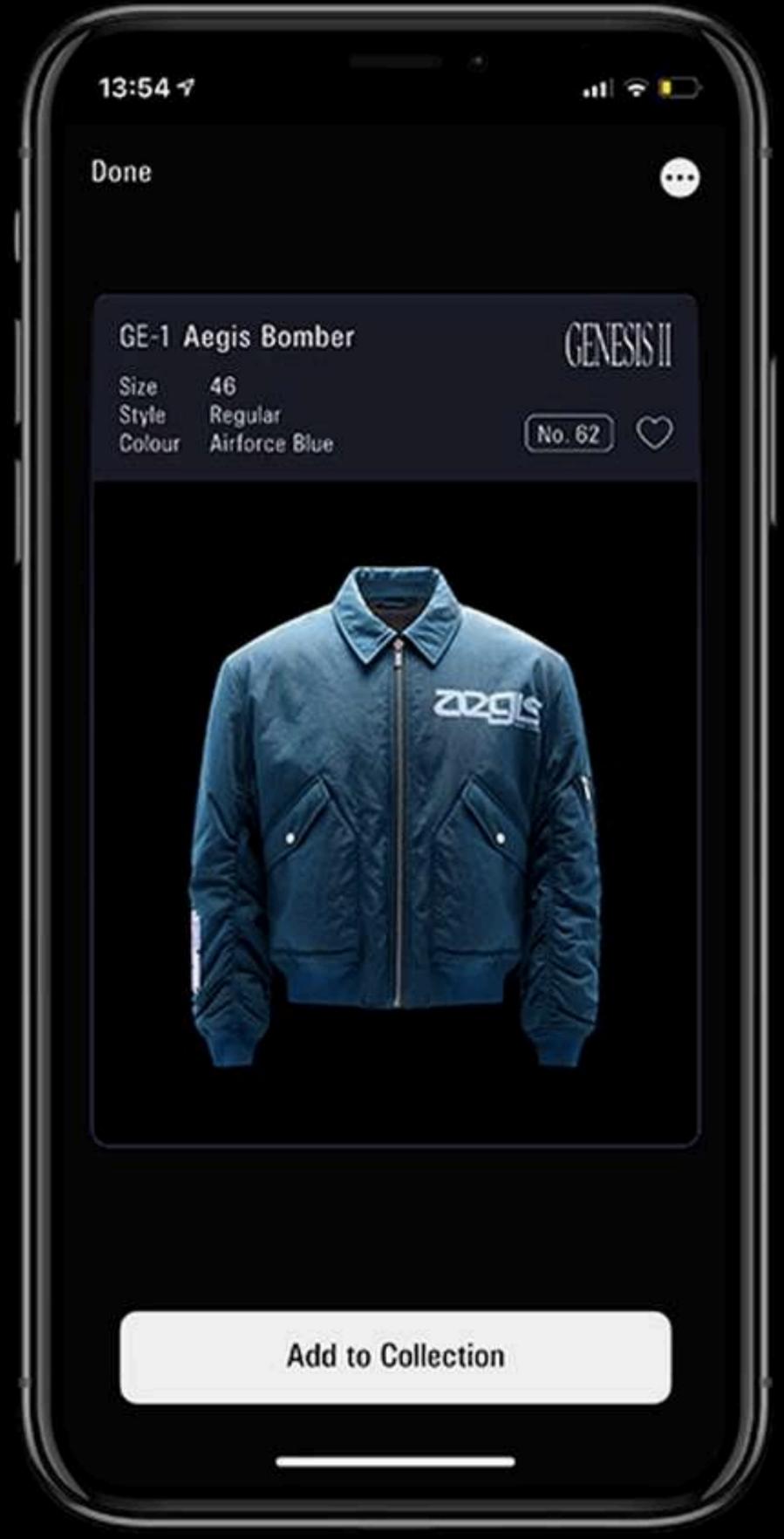


OPEN AFTER PURCHASE

EVERY MCQ ITEM HAS A UNIQUE ICON TAG AFFIXED TO ITS OUTSIDE. AFTER PURCHASE:

- 1 TAP TAG WITH YOUR PHONE
- 2 ON ITEM PAGE CLICK ON "ADD TO MY COLLECTION"
- 3 FOLLOW INSTRUCTIONS TO ENTER BLOCKCHAIN TOKEN
- 4 ITEM IS NOW PART OF YOUR MYMCQ COLLECTION

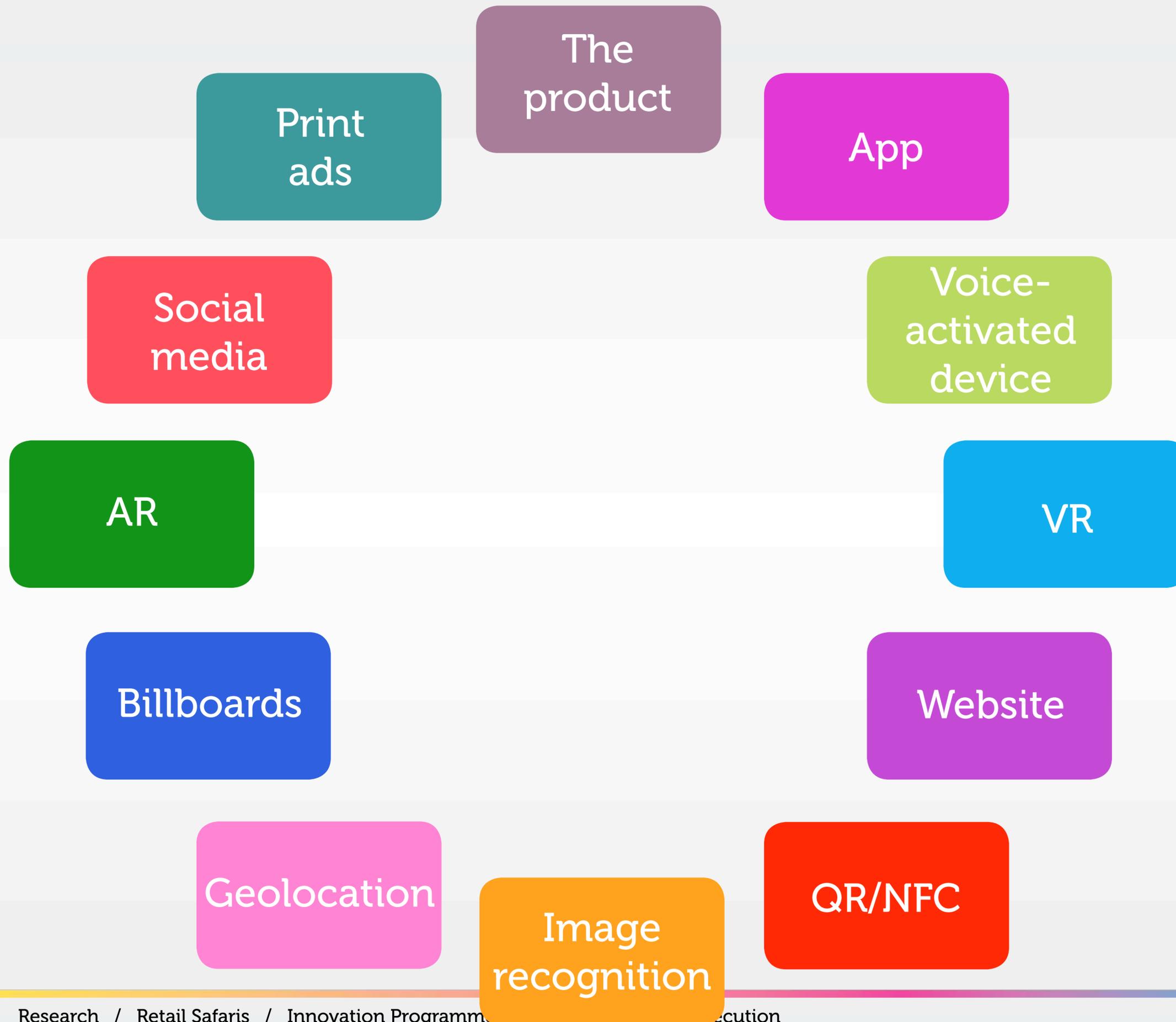
FOR SUPPORT, GO TO [MY.MCQ.COM/ADDITEM](https://my.mcq.com/additem)



MYMCQ by
Alexander
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SEE IT. SCAN IT. SHOP IT. 📱

Porter by Net a Porter



So what now?

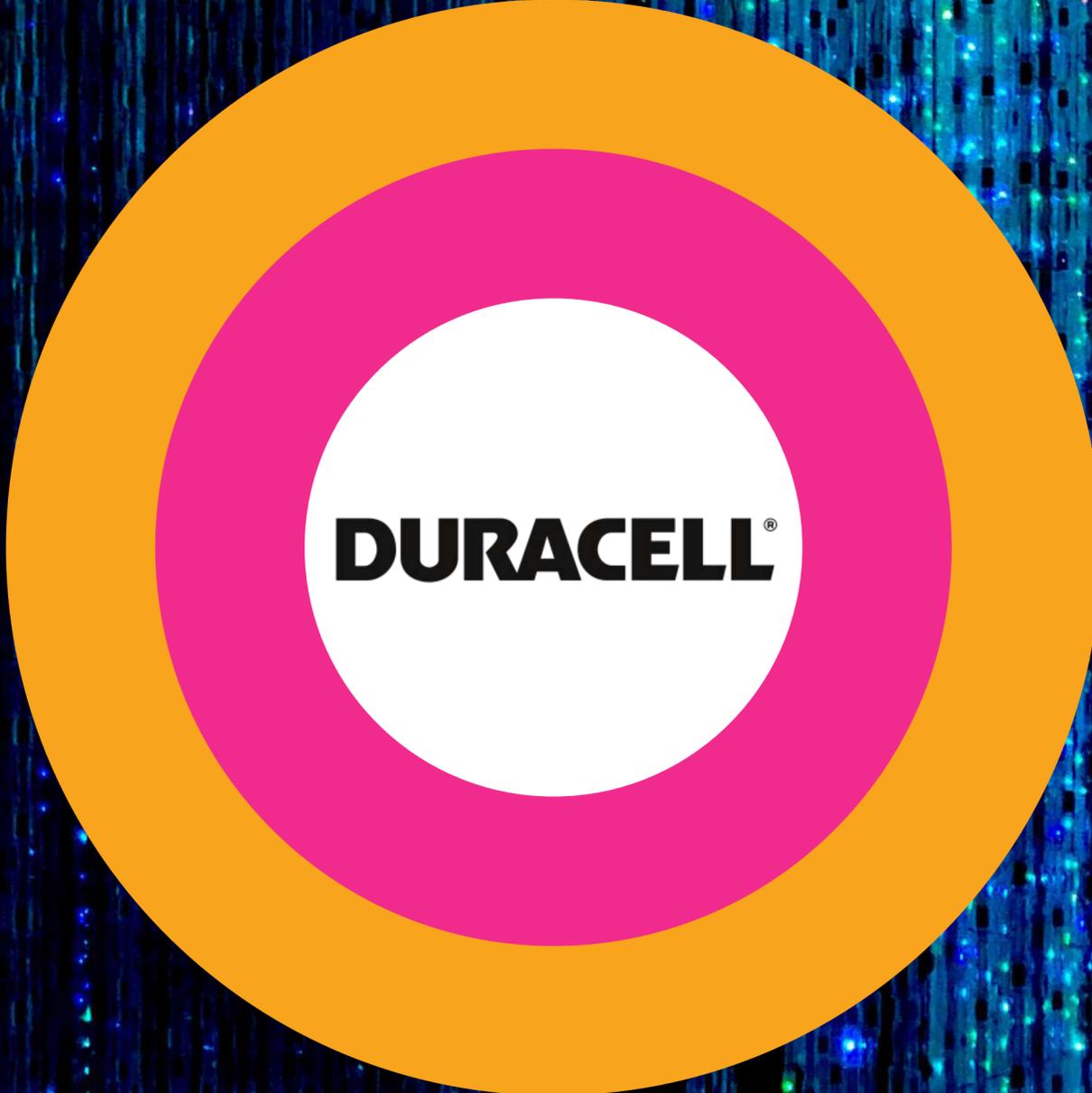
**“We live in a time where brands are people
and people are brands.”**

– Brian Solis, Principle Analyst, Altimeter Group









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