

WEEKLY TRENDS REPORT



FOR YOUR INFO



This week's dates & microtrends

TikTok trends

Some movie goers are **whipping out their phones** to share way too much about their experience.

A mayonnaise drink has gone viral in Japan. Eat it or Yeet it?

Lock in. Remember **'Queens never cry.'**

ICYMI

K-pop group, **NewJeans** leave agency after management disputes. This affects us deeply and we will never recover if they never perform again.

How un-peel-ievable! The 6.2-million-dollar **banana was eaten**.

One to watch

Notre Dame is reopening five years after its fire. They swapped out the flammable wood for fireproof wood and let the beige girlies at the décor.

Digi updates

You can't spell billionaire without AI. Over half of LinkedIn posts are **AI generated**.

"Find My Friends" is the ultimate form of trust.

Tea of the week

The forbidden name **"David Mayer"** breaks ChatGPT.

What we're loving

CNN's year in pictures. We can't believe the Olympics happened a few months ago?!?

Memes keep the **Rainforest café** alive. Last time we went, we got scared by the gorilla sounds and cried. True story.

Weekly dose of cute

Real life I Spy. **Little ducks** are being hidden around NYC for kids to spot.

On our radar



Indiana Jones and the Great Circle
– 9 December



Queer – 13 December



Secret Level – 10 December
Dexter: Original Sin – 13 December

Insights of the week

Supermarket goers feel sorry at the sight of **a single banana**. If we had a sign, would we get taken home too?

Families are spending thousands on **family portraits** so that they can get more likes on social media.

Rising trends

'Winterrailing' across Europe. Remember to pack a moustachioed fellow in case of a crime.

Random destination weddings are trending as couples book content focused weddings.

The future

TikTok will soon **ban teens** from using beauty filters on the app in an effort to protect their mental health.

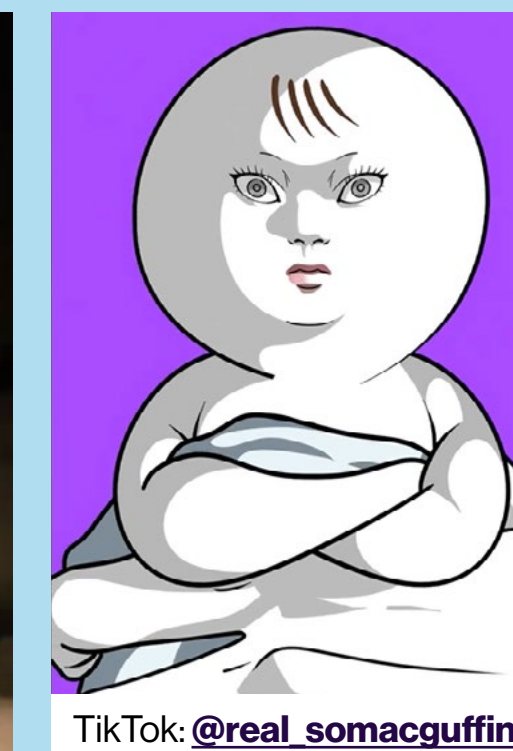
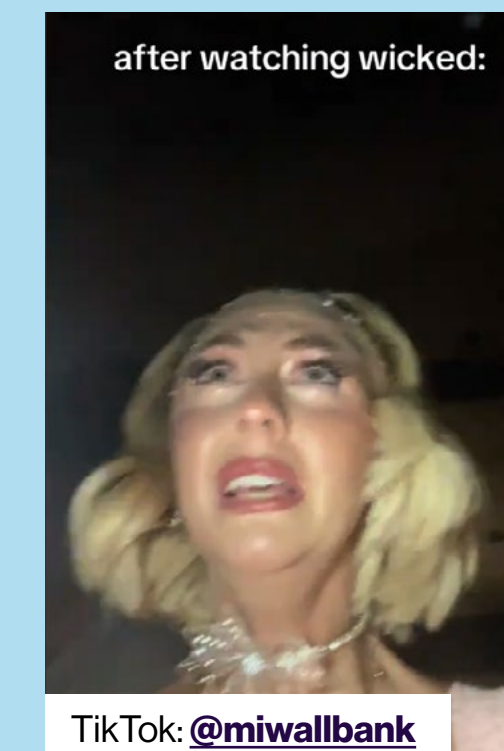
Stats of the week

UK adults are spending an average of 4 hours 20 minutes **on smartphones** each day. Don't check ours...

14 million Fortniters tuned in to its latest music event. Five words: **Eminem VS Mech rap battle**.

Phrase of the week

Hold our finger. **"Holding Space"** – being physically, emotionally and mentally present with something.



TREND TRACKING



How some of the trends we've identified have evolved in recent months

Bible sales rise up

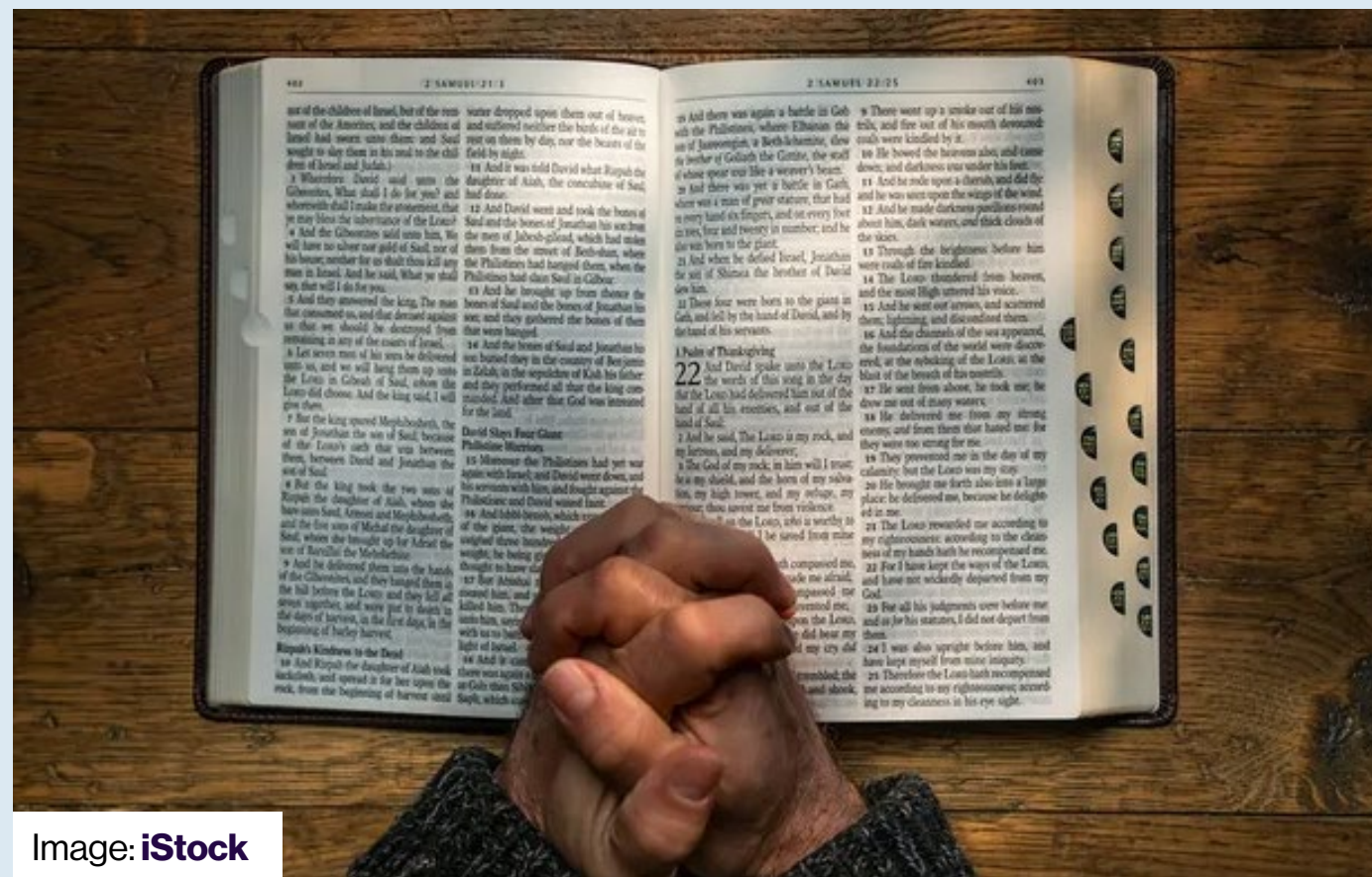


Image: iStock

Almost a third (28%) of US adults now consider themselves religiously unaffiliated, yet Bible sales rose to 14.2 million in 2023 from 9.7 million in 2019 - and hit 13.7 million in the first ten months of this year. One Bible publisher told the [Wall Street Journal](#) there's been a surge in engagement particularly among Gen Z and college students who are longing for "things that feel solid". According to [After School's](#) research, Bibles and prayer journals were all over Christmas wishlist TikToks this year.

Trend: Seeking meaning

Raving about health



Image: Ministry of Sound

Berlin's iconic club scene has an unexpected new influence – **wellness culture**. The two are increasingly blending together as self-care and indulgence become more closely linked and sober lifestyles are being explored. One [nightclub boss](#) said this week that 3pm is the new 9pm – so clubs must adapt to meet the needs of the earlier socialiser. Recovery is also becoming more important, with some clubbers regaining their energy with IV drips and juices – **rumour has it** Alex Cooper is launching a hangover drink. And if you don't want to hit the club, try the gym instead. A new wave of fitness spaces are taking inspiration from the club environment, with rave music and strobe lights aplenty.

Trend: The new hedonism

Tech for humanity

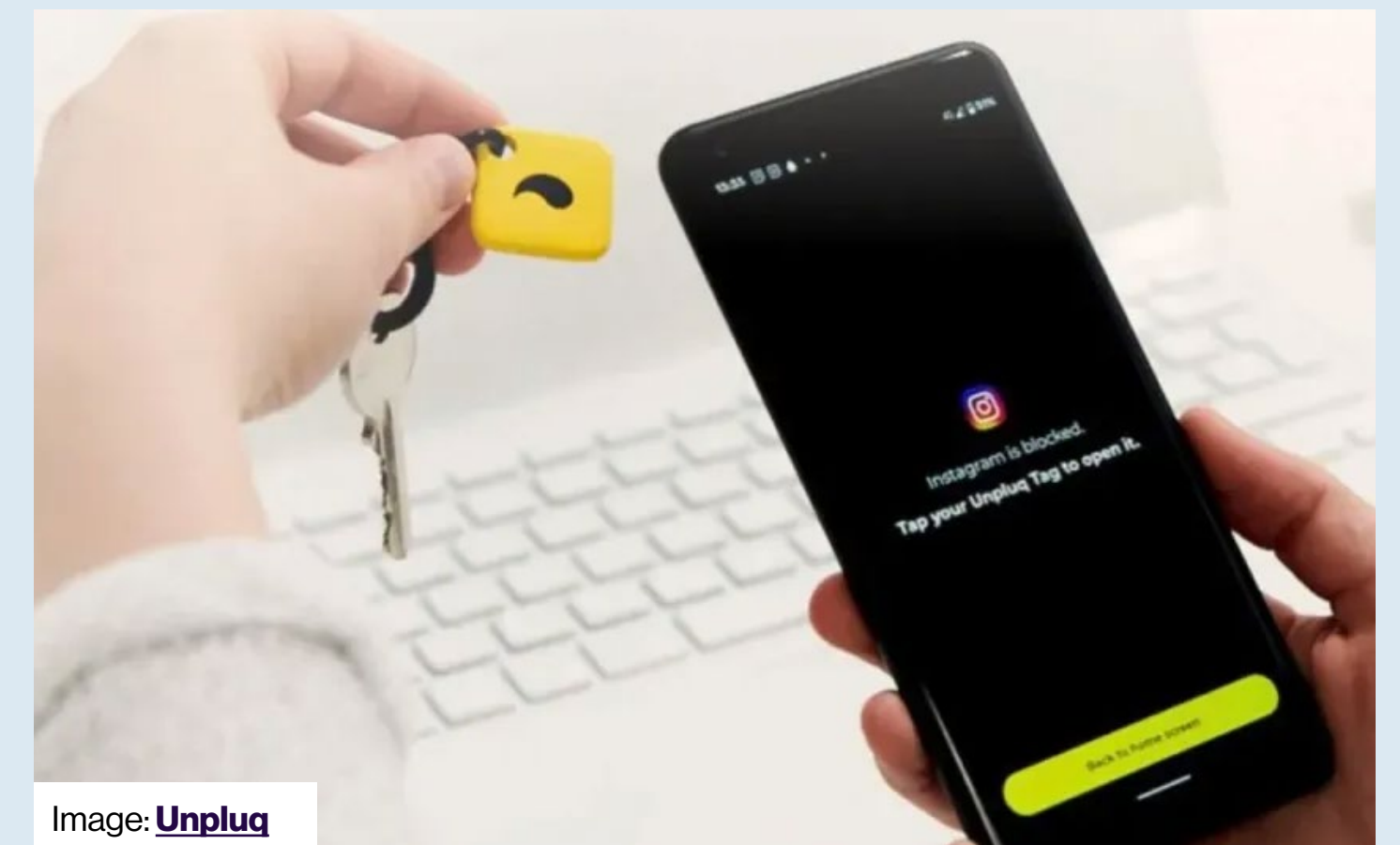


Image: Unplug

As the people vs machines debate continues, a new certification program is "challenging technology companies to prioritise wellbeing by designing products that minimise distraction." **Calm Tech Certified** is the world's first standard for attention and technology. **Airthings View Plus**, for example, is an air quality monitor that communicates complex data via a minimal and unobtrusive display, while **Daylight's DC-1** is a tablet designed to protect users' focus and circadian rhythms. The programme arrives as concerns about technology's impact on mental health continue to mount.

Trend: The unhappiness epidemic



Image: @mintyottillie



Image: @pinterest

IN THE CLURB

THEY'RE HUGE ON TIKTOK. IS THAT ENOUGH TO MAKE IT AS A DJ?

Influencers are leveraging their followings to launch a whole new career

Image: Rolling Stone



Weber Forecast Insight

Amidst a saturated influencer market, creators are prioritising engagement with dedicated followers. DJing has emerged as a lucrative avenue for interaction and expansion beyond social media's unpredictable realm. This shift not only fosters deeper connections but also opens up alternative career paths, making it a strategic move for many influencers.

This week's long read



THE BEDROOM IS YOUR STAGE

How the music scene got a whole lot more personal

Ever find yourself scrolling online for some playlist inspo or been mesmerised by the inner workings of a DJ's mind? Well, you're not alone. We've certainly thought we could be the next Fred Again...

The online music community has always been a thriving hub for music enthusiasts – who knew Calvin Harris was **discovered on MySpace**? Over the years, it has evolved into a hub for everything from quick tutorials on crossfading to **step-by-step breakdowns** of popular songs. However, in the last few years, a phenomenon has grown in this digital realm - the rise of the self-taught bedroom DJ.

While the pandemic restricted physical movement, it opened up a whole new world of possibilities for those with a passion for dance music and a desire to connect with others who shared this passion.

The rise of the bedroom DJ has been enabled by platforms like SoundCloud, TikTok, and various livestreaming services, providing a stage for both **experienced** and novice DJs to share their music and connect with the **#djtok community** which has amassed over 62 million views. These platforms have also offered music lovers a glimpse into a world that might otherwise have been isolated from them, making the music scene feel less exclusive.

Whether you're looking for the basics to get by as a **private DJ at a house party** or looking at how to create a donk remix of Murder on the Dancefloor (we're your biggest fan **DJ Mandy**), #djtok has you covered.

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Our own '**Culture Collider**' workshop methodology approaches briefs through the lens of cultural trends to help teams create culture first ideas.



Pictured: iStock

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