

WEEKLY TRENDS REPORT



THIS WEEK'S FORECAST



Micro trend

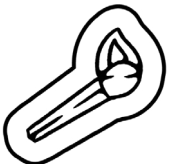


Macro trend

Icon Glossary


Difficult to action

Easy to action

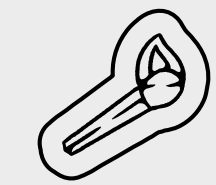
 Va Va Vrooom

 Nostalgic mascots

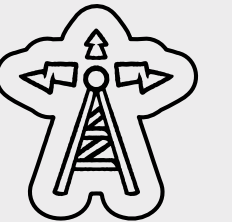
 Fried chicken

 Corpo-humour

 A misty Q1



Trending



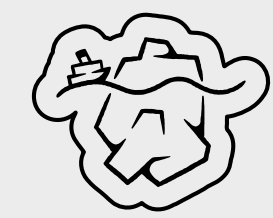
News you should know



On the up



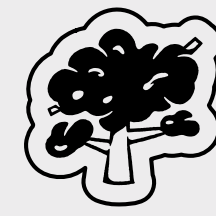
Cancelled



It's gonna be big



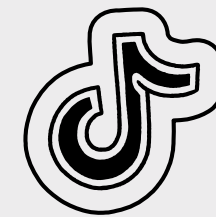
That's the tea



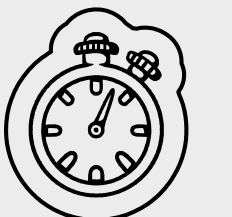
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO



This week's dates & microtrends

TikTok trends

It's no big deal! **Song of the week.**

Sending <3s through Excel. The England football team are **stuck in a dilemma.**

ICYMI

Want to make a quick fortune? Sell your **iPhone with TikTok** installed.

Phrase of the week

'Kindness' was voted as **2024 word of the year** by children. This warmed our tiny frozen heart.

Digi updates

Seeing red. DeepSeek, a new **Chinese-developed AI model** has been released to the chagrin of the entire tech industry.

Ads for **AI deepfakes** of people kissing are all over social media. Yuck!

Tea of the week

Reddit came together to collectively ban Twitter/X links. XOXO

What we're loving

Putricia, the **smelliest flower** in the world. We can smell it from here! (Or is that just us?!?)

The world's first ever **2340 spin** by a teenage snowboarder. We can't even do a 180 without throwing up...

Weekly dose of cute

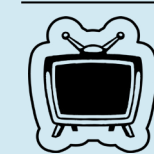
Don't bring **this cat to a heist.** Poor baby.

Established trends

Students are **tired of only using tech** in the classroom. A generation with worse handwriting than us, we are so screwed.

Everyone's seeking advice online and can't decide for themselves.

On our radar



Invincible Season 3 – 6 February



Dog Man – 7 February
Love Hurts – 7 February



Civilization VII – 11 February

Insights of the week

Gen Z are more depressed, isolated and less successful **than previous generations** in the workplace.

Solar has overtaken coal for the first time in the EU. Santa is now officially the sole distributor of coal.

Rising trends

The UK has finally **fallen in love with fried chicken.** It only took them a billion years to catch up to the hype of the GOAT fried item.

Going to the **shopping mall is cool** again? Thanks to in-person events and Gram-worthy food.

The future

Will getting pregnant become easier with **at-home fertility products** available at a fraction of the price of a clinic visit?

Is everything a rebrand? Gen Z are just giving boomer habits **a fancy name.**

Stat of the week

1.4 billion people travelled internationally in 2024, and France was the most visited with 100 million tourists. Merci *Emily in Paris*.

Birds to watch

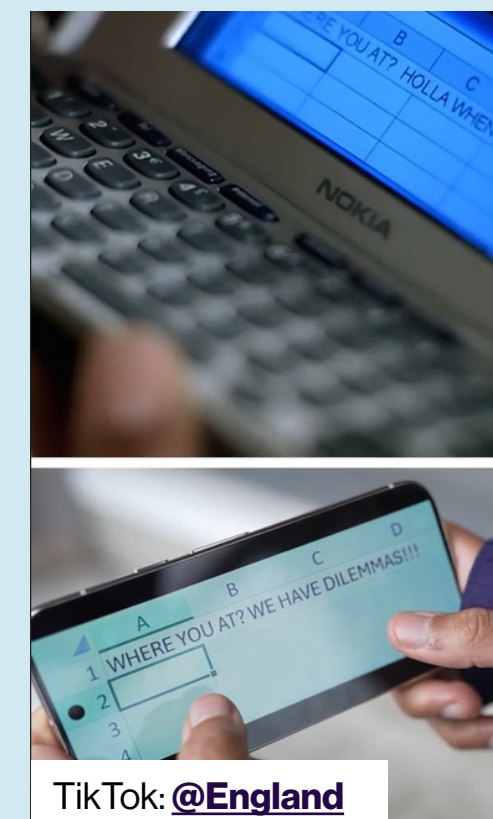
Whip out those binoculars. RSPB is urging nature lovers to go out and **count birds** to see how birds are fairing.



Image: [@hiroto_ogiwara](#)



Image: [@BotanicGardensTV](#)



TikTok: [@England](#)



TikTok: [@hicorook](#)

TREND TRACKING



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

A misty Q1



Image: [@karilizethh](#)

Dry January has **hit the mainstream** according to Morning Consult, with 22% of US adults over 21 participating this year and 30% “cutting back”. In the UK, over **15 million adults** are taking part. One TikTok **predicts** that the trend will continue beyond January, referring to it as “a misty Q1” (a light sprinkle of alcohol). At the same time, “rebel floats” have been included among Vogue’s top drinks trends of the year, with one expert saying; “This so-called ‘**rebel floats**’ revival is likely driven by Gen Z’s preference for non-alcoholic options as well as their love for nostalgia”.

Trend: Casual sobriety

Nostalgic mascots



Image: [@kelloggs.uki](#)

In case you missed it, Kellogg’s was the latest brand to resurrect its brand mascot for a new generation. The iconic Cornflakes cockerel (fun fact, he’s called Cornelius) staged a dramatic comeback on the screen but also IRL, as he appeared as a **giant weathervane** in the UK’s most easterly point before going on a tour of the country. Going big and bold on a brand icon is a tactic we’ve seen with LL Bean’s **iconic bootmobile**, in our very own Pop-Tarts **campaign**, **McDonald’s Grimace** and of course **Duo the Owl**. It’s clever – and certainly a lot harder to hate on a cute character than it is the people behind the brand!

Trend: Newstalgia

Va Va Vrooom

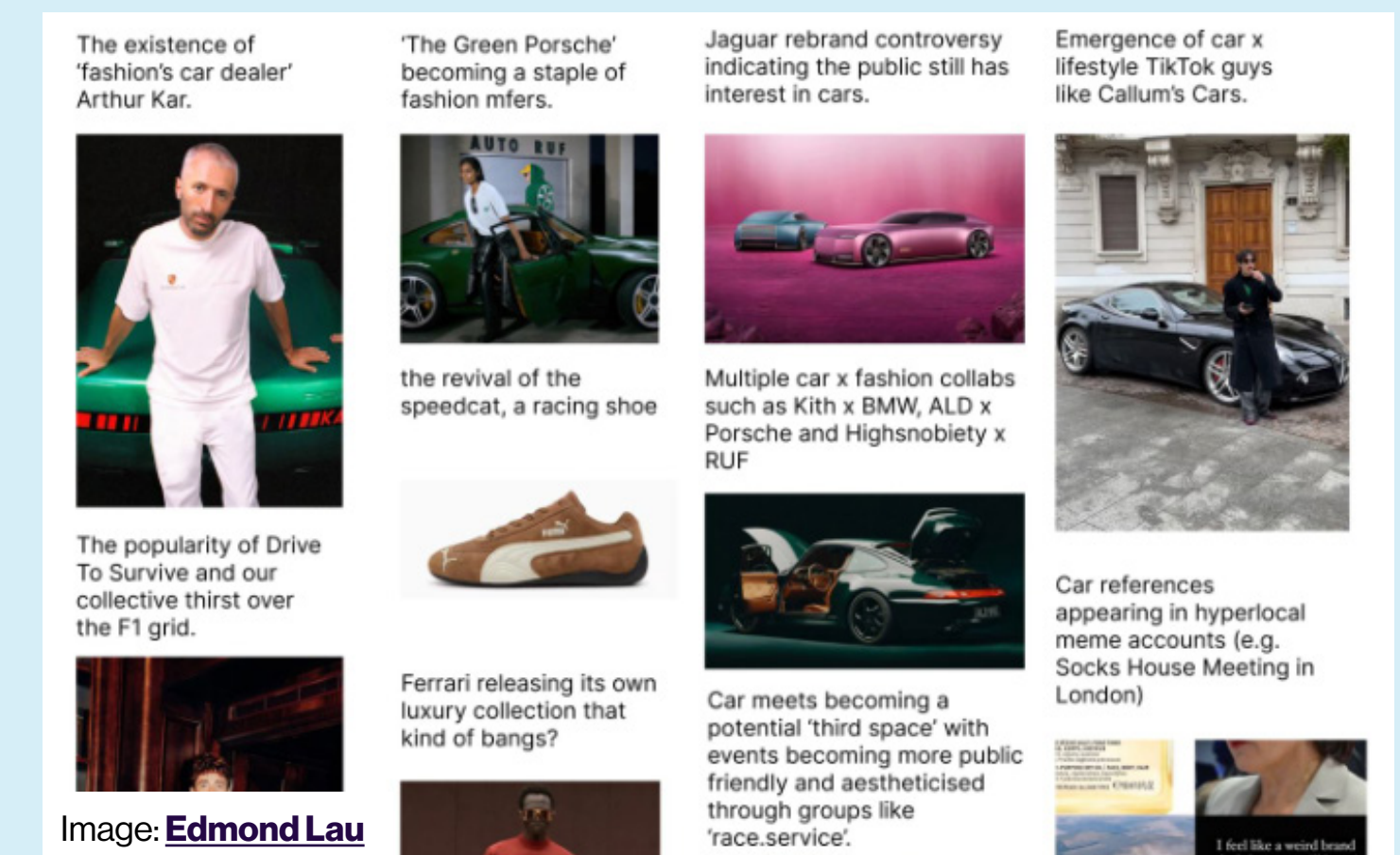


Image: [Edmond Lau](#)

The relationship between cars and culture is growing ever closer. Even though **less Gen Z** are getting driving licenses, they’re leaning into the aesthetics and community car culture offers, so much so that the **car meet** is being touted as a potential “third space” – providing a fresh area for brands to reach younger audiences.

Uber, city bikes and ride share apps have reduced the need to own a car, with one **expert** suggesting that this will result in the craftsmanship of driving increasingly being heralded as a symbol of both the past and of prestige.

Trend: Modern status symbol



Image: @enron



Image: @RogerColes

The Latest Clash of the Buyout Titans? Cheesy Holiday Videos

Season's greetings videos from Blackstone and Apollo feature offbeat images including a CEO on horseback

Image: @WSJ

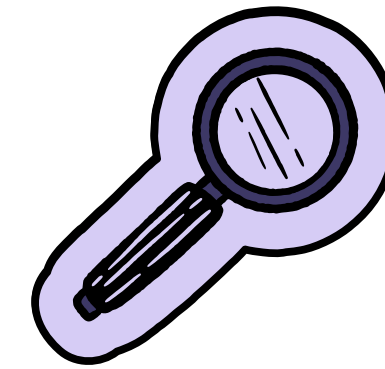


Blackstone
Video: @blackstone



Weber Forecast Insight

Trying to meet Gen Z at their level and jumping on their trends is a fool's errand. Going full corny and being unashamedly corporate is a strong way to attract the growing Gen Z workforce and build stronger brand awareness.



CORPO-HUMOUR

Considering a career in finance? Get a degree in comedy first

Long has the corporate world been filled with boring Excel sheets, far too many meetings and out of touch executives. But with the looming Gen Z workplace takeover (they already **outnumber boomers** in the workplace!) how can the corporate world say, "How Do You Do, Fellow Kids?" without the cringe factor?

Going full self-aware and leaning into self-deprecation is the way to go. Blackstone, one of the biggest investment companies, recently released its notorious **annual holiday video** which leaned into making fun of itself with a reality TV parody. It surprisingly works - not because they parodied popular things but because they knew who/what they are and didn't shy away from going full throttle on the corniness. Even negative discussions around a cringe stunt can drive positive engagement, seen from **Canva's disastrous rap performance** driving 84 million views to their social media.

Does anyone remember Enron? They are back from financial and reputational ruin and are launching **an egg-shaped nuclear reaction** for the home. Just kidding, it's all satire but it's incredibly high quality with a whole merch store, a **fully functioning website** and a **social media account** dedicated to the 'CEO'. A stunt making fun of tech companies and the overly involved CEO.

Consider using comedy as a marketing tool especially if the subject matter of your company is quite serious. Like Apollo, what does asset management have to **do with frozen yogurt**? It can allow a company with low brand awareness to break into the public consciousness and show that not everything has to be serious. But just be ready to be laughed at, it's better to be in on the joke than the butt of one.

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

Talk to us for:

Reports

Our '**Signals**' reports provide deep dive insights and implications for your brand, audience or category.

Workshops

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



Pictured: iStock



Weber
Shandwick