

WEEKLY TRENDS REPORT

Friday 25 April 2025



THIS WEEK'S FORECAST



Micro trend



Macro trend

Icon Glossary

Difficult to action

Colossal squid sightings

Sperm racing

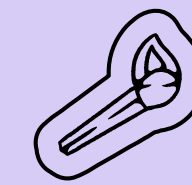
or

The 24-hour holiday

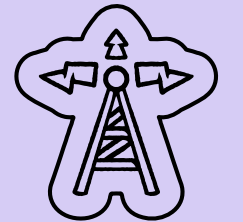
Locking in

Easy to action

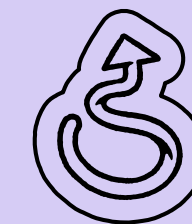
Ice bucket challenge



Trending



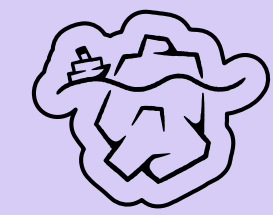
News you should know



On the up



Cancelled



It's gonna be big



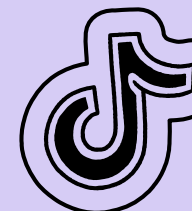
That's the tea



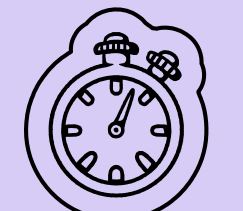
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO



This week's dates & microtrends

TikTok trends

Brat may be over but 'Party 4 u' has **different interpretations** for everyone.

11 years later, the **ice bucket challenge** is back, this time for mental health.

ICYMI

A planet 124 light years away has **evidence of extraterrestrial life**. Don't worry they're too far to invade...

First recorded evidence of a **colossal squid**. Anyone fancy some calamari?

Phrase of the week

"**Sperm racing**" – millionaires are creating a microscopic racetrack for sperm to race on.

Teas of the week

Paris **declares 'la guerre'** on graffiti and taggers. Santa **struggles with tourism**.

Digi updates

Spanish prisons are testing a **VR programme** that puts domestic abusers in the position of their victims.

E4 E5 Ke2. Duolingo is offering **chess courses**.

What we're loving

Swooning and yearning over the **iconic hand flex** from *Pride and Prejudice*.

"What a meteorologist would use weekly to appear cool to their nieces/nephews" (13) The **crossword tournament**.

Established trends

Anyone need a blender? Young people are **renting their closets and tools** to others for extra cash.

End of quiet luxury, full in your face richness is in. **#Richtok**.

Weekly doses of cute

The best wedding invite – a **loaf of bread**. The **2025 corgi derby** and **invasion of the capybara**.

On our radar



Taskmaster season 19 – 01 May



Thunderbolts* – 02 May



Yung Lean: Jonatan – 02 May

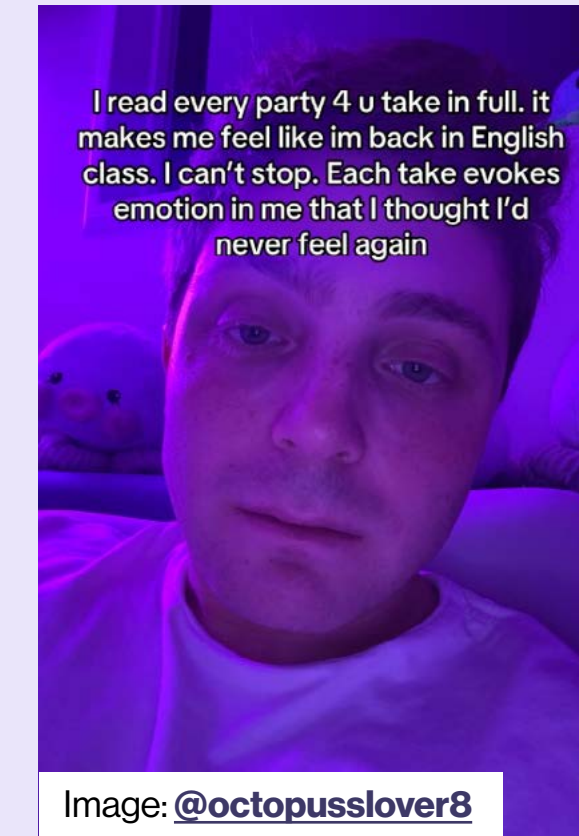


Image: [@octopusslover8](#)



Image: [@haileyfitch1](#)

Insights of the week

We're going backwards. How **porn influenced** media and how it has impacted women in the last 25 years.

Rushing the green. **Golf and tennis clubs** are trying to manage the influx of young people wanting to join.

Rising trends

Parents are going on **spring break** with their children to keep an eye on them.

Joining the family business is more appealing than ever.

Being beautiful is exhausting. Consumers are **facing fatigue** from the relentless beauty market.

The future

A cyberman beat our PR. The world's first **robot half marathon**.

End of sniffles. Advancements in science and medicine has put us on the verge of a **universal allergy cure**.

Stats of the week

Gambling for the 2D. Almost **19% of young Japanese people** struggle with living expenses after spending on in-game purchases.

See to hear. Spotify has **330,000 video podcasts**, more than triple the amount two years ago.

Bay-watch

Michael Bay is **making an OutRun movie**? When we said video game movies are in, this isn't what we expected...



Image: [Schmidt Ocean](#)



Image: [@jazreyes](#)

TREND TRACKING



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

The 24-hour holiday

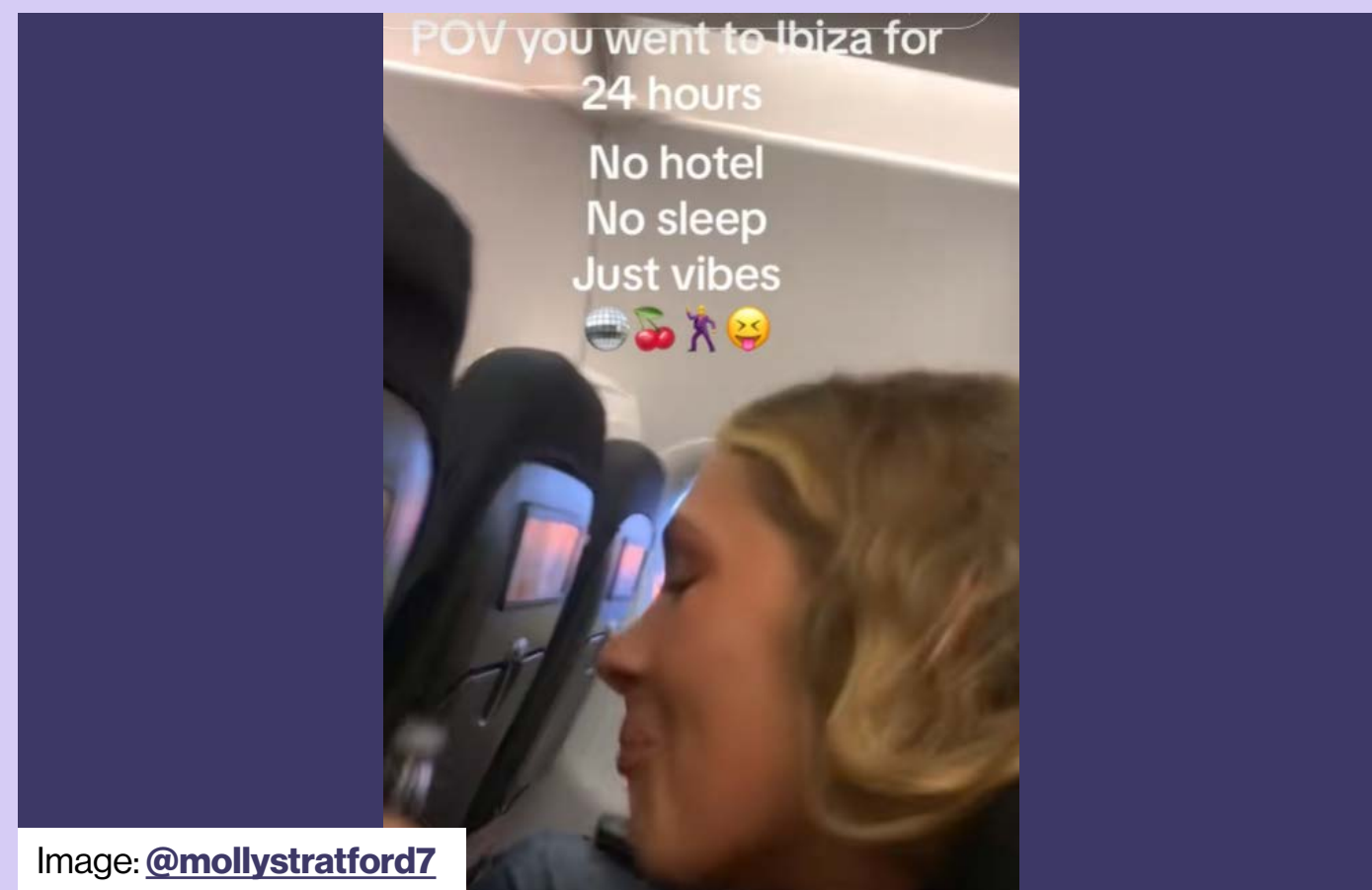


Image: [@mollystratford7](#)

International flights are becoming more affordable thanks to all-you-can-fly **subscriptions** and **social media communities** sharing hacks and deals. Enter the extreme day trip, where people fly across states, or even abroad, for 24 hours or less. As said in **Future Party**; "Extreme day trips, also called the "notel" (as in "no hotel") lifestyle, may really take off with cash-strapped travellers who are trying to navigate the shaky world of trade wars, political upheaval, and rampant inflation." The last-minute nature of the trips taps into a desire for serendipity and joy... the environmental impact isn't so joyful, however.

Trend: Travel rediscovered

Dr. AI



Image: [@sabrina ramonov](#)

Harvard Business Review **has revealed** the top use of Gen AI – and no, it isn't to Ghiblify yourself. Consumers are turning to chatbots as a shoulder to lean on, using them for therapy and companionship (the ironic thing being that those who use it in place of human help actually end up feeling lonelier). The second most common AI use case was life organisation akin to how a personal assistant might help, followed by finding purpose. This highlights the move from more functional asks like "generating ideas" to deep and meaningful partners supporting everyday life. It ties in with a move towards self-improvement culture, using tech to not only improve ourselves but also to improve how we work, travel and socialise.

Trend: The unhappiness epidemic

Locking in

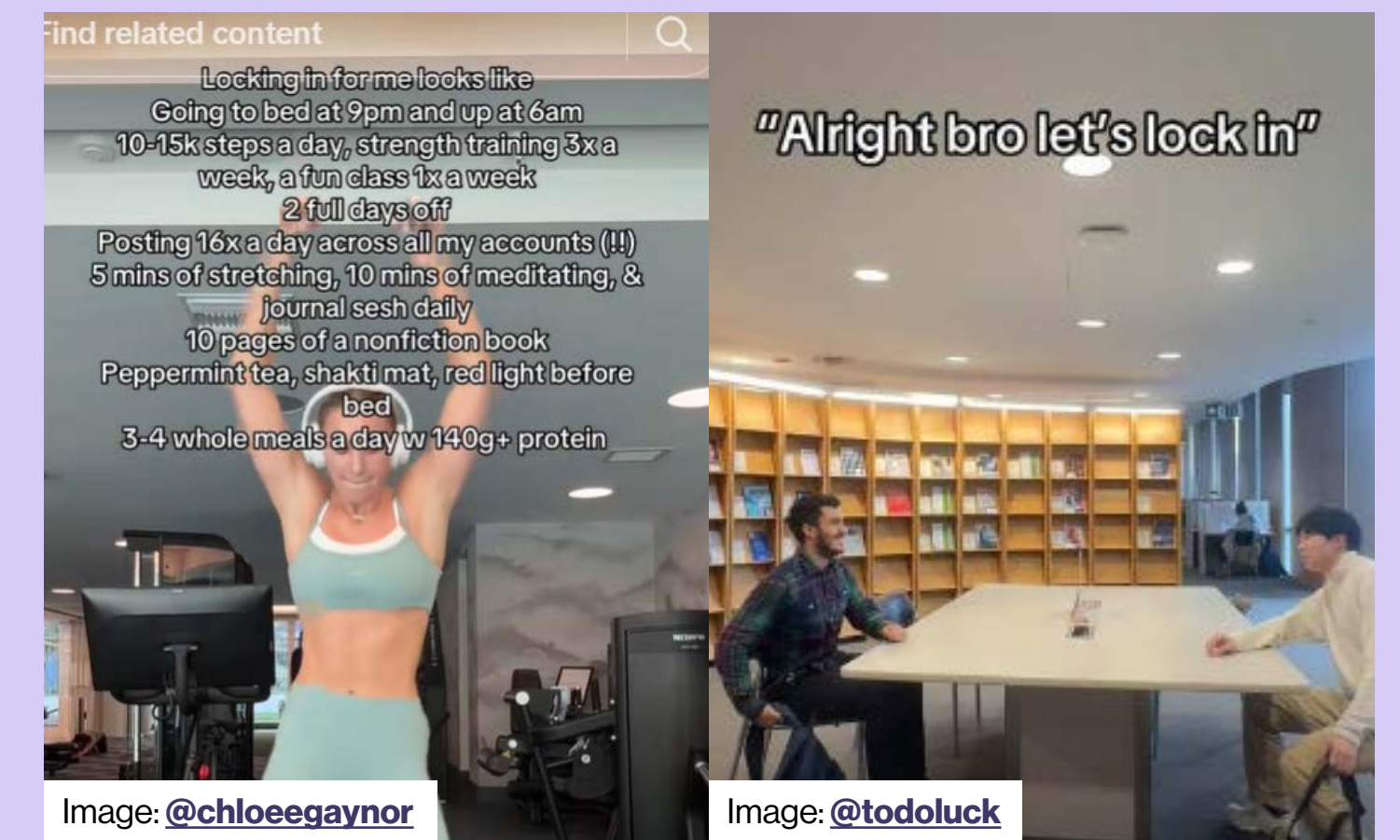


Image: [@chloeegaynor](#)

Image: [@todoluck](#)

Gen Z teens and young adults are putting off short-term pleasures in favour of long-term gains. The **'locked in' trend** is taking over social, helping young people stay motivated in pursuit of a big goal, whether it's an exam, a promotion or a sports challenge. Extreme challenges spread like wildlife on social, from no spend years to the 75 Hard. In an age of distraction, publicly declaring that you're "locked in" provides a sense of accountability and a supportive community who, unlike real friends, won't tempt you to break dry January. In a time where it's "cool to try", there's a sense of respect among Gen Z for those who choose to lock in to pursue "greatness".

Trend: I never see you at the club



Emojis are now everywhere - but using them can be a minefield

Born of our craving for nuance, these ubiquitous little icons are now causing confusion themselves

Image: [The Guardian](#)



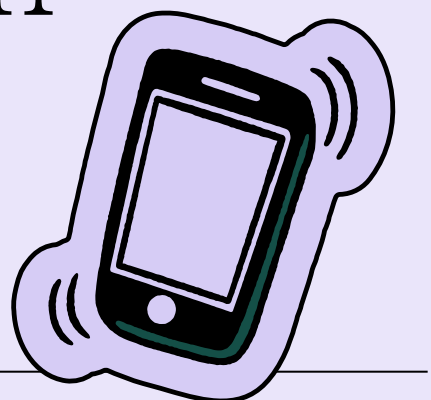
Weber Forecast Insight

Despite the 'sinister' vibes talking in emoji code brings, we shouldn't ditch the emoji just yet! These little icons are still a go-to tool when it comes to expressing brand personality and humanising messaging which helps brands become more relatable. Maybe just avoid using in contract meetings...

This week's long read



Do I send this to my crush
or my mum?



Everyone uses emojis: from your 10-year-old cousin who thinks 🍑 is peak comedy to US national security advisers in a group chat discussing military operations. But, if Netflix series *Adolescence* has taught us anything (besides a huge problem affecting the youths of our society), it's that there is a secret emoji language out there.

Those seemingly innocent emojis may be saying way more than you initially thought! With brainrot slang becoming more mainstream, the evolving secret emoji language is a way for young people to speak in code to hide conversations from parents.

The revelation sent parents and comms pros into a spiral of emoji-induced overthinking. Speaking to WIRED, visual communication professor Neil Cohn stated it's important to understand the context of using a heart emoji before sending "otherwise you get into trouble if you send the wrong person a red heart instead of a white heart!". Suddenly, we are overthinking what colour of heart to send our situationships...

The emoji alphabet hasn't always been a minefield, though. In the 2010s, emojis boomed and were everywhere – including the big screen (I think we all wish to forget). They were used extensively across global campaigns to add tone and emotion where plain text couldn't. A quick flashback to 2015 shows some creative uses of emoji marketing like WWF turned emojis into donations with #EndangeredEmoji after discovering 17 icons represent endangered species.

Since then, emojis have evolved into a whole new phenomenon. Thanks to Apple's Genmoji, users can now create their own. Brands have the perfect opportunity to channel their creativity and craft their own emoji dialect that's relevant and meaningful to their audience.

Our only advice? Consult your chronically online gen-z co-worker to make sure what you are saying is what you actually want to say...

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