

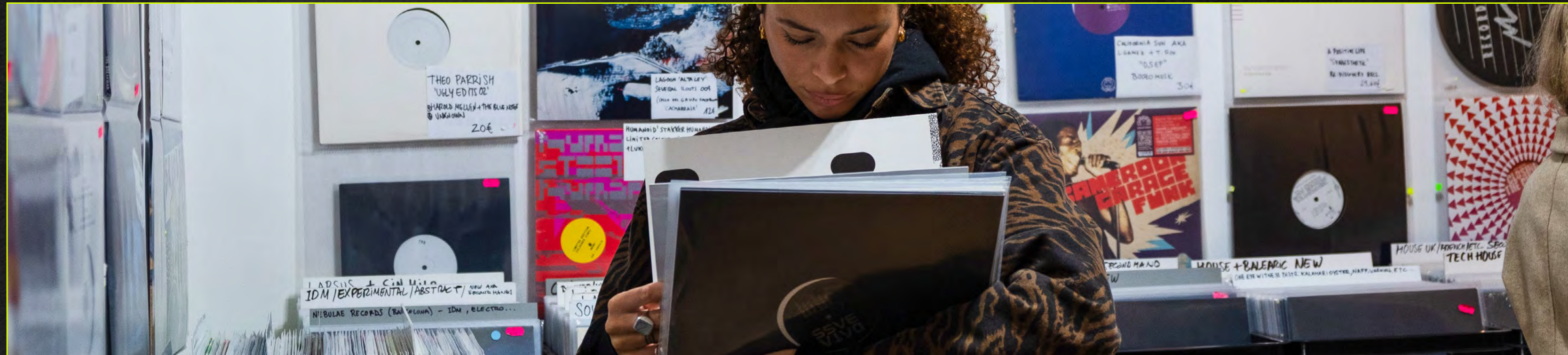
KRPT[®]

2024 TRENDS
JANUARY 24
KRPT



Brands have never been easier to avoid. Consumers are highly skeptical, ready to skip, block or zone out of advertising that doesn't resonate with them.

KRPT exists as a bridge between brand and culture. We help brands transform their perception and positioning, from being outside of their audiences interests to becoming an integral part of their cultural landscape. Because, investing in culture means communities and creators will invest in you.



Our team prides itself on creative intelligence: combining data-led strategy with to-the-minute cultural analysis. With cultural foresight guiding and validating our point of view, the future becomes a place that's full of opportunity and advantage.

We help brands to become a cultural force
in their own right. We create art not ads.



By comparison, fast culture pertains to those things that define our feeling of 'nowness'. It's what keeps us changing the clothes we wear, music we listen to, or food we eat.

Fast Culture is the cutting edge. It's about right now.



FAST CULTURE
SLOW CULTURE



We're giving brands the tools to think ahead
and capitalise on the latest trends.

By looking back over the last 12 months, and predicting what will come our way in 2024, this report helps you access fast culture.

culture en masse.

At KRPT, we're calling this effect Crowding In. And we expect to see even more in 2024.

Community is scalable and, now more than ever people crave experiences of fitting in, not sticking out. Brands that can harness consumer desire to be part of something much bigger than themselves will reap the rewards.

THE BEYONCÉ BUMP



BARBENHEIMER



GOLDEN ERA(S)



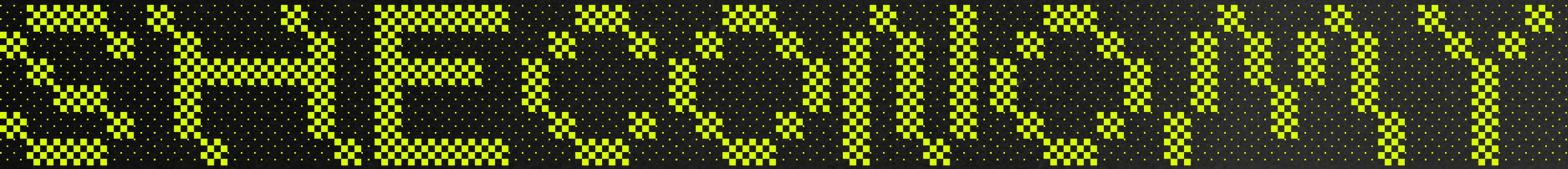
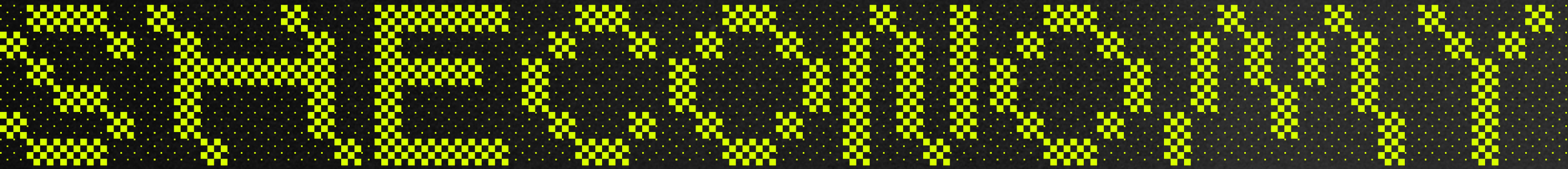
They're calling it the Beyoncé bump. By the end of her 'Renaissance' World Tour, the singer is estimated to have contributed approximately \$4.5 billion to the American economy. For comparison, that is roughly the same as the impact of the 2008 Olympics on China's economy. Beyoncé was even credited for Sweden's unusually high inflation rate in May.

Cinema Box Offices have been struggling for well over a decade. But this summer, an unlikely power couple gave them one of their biggest wins, boosting sales to pre-pandemic levels. Barbie and Oppenheimer ('Barbenheimer') collectively made almost \$2.5 billion worldwide. The Bank of England chair even name-dropped the films as contributors to the UK's stronger-than-expected economic growth over summer.

Bet you never thought you'd hear the chair of the Federal Reserve talking about 'Swiftonomics'? Like Beyoncé, the pop star's 'Eras' tour has made its own contribution to the US economy. The average gross per night was estimated to be £13 million and, overall, the tour is estimated to have generated around \$5 billion in US spending. In fact, Morgan Stanley listed the end of the tour as one of the factors for slower growth in Q4.

STATE CONTOUR

STRECONOMY



STRECONOMY

STRECONOMY

STRECONOMY

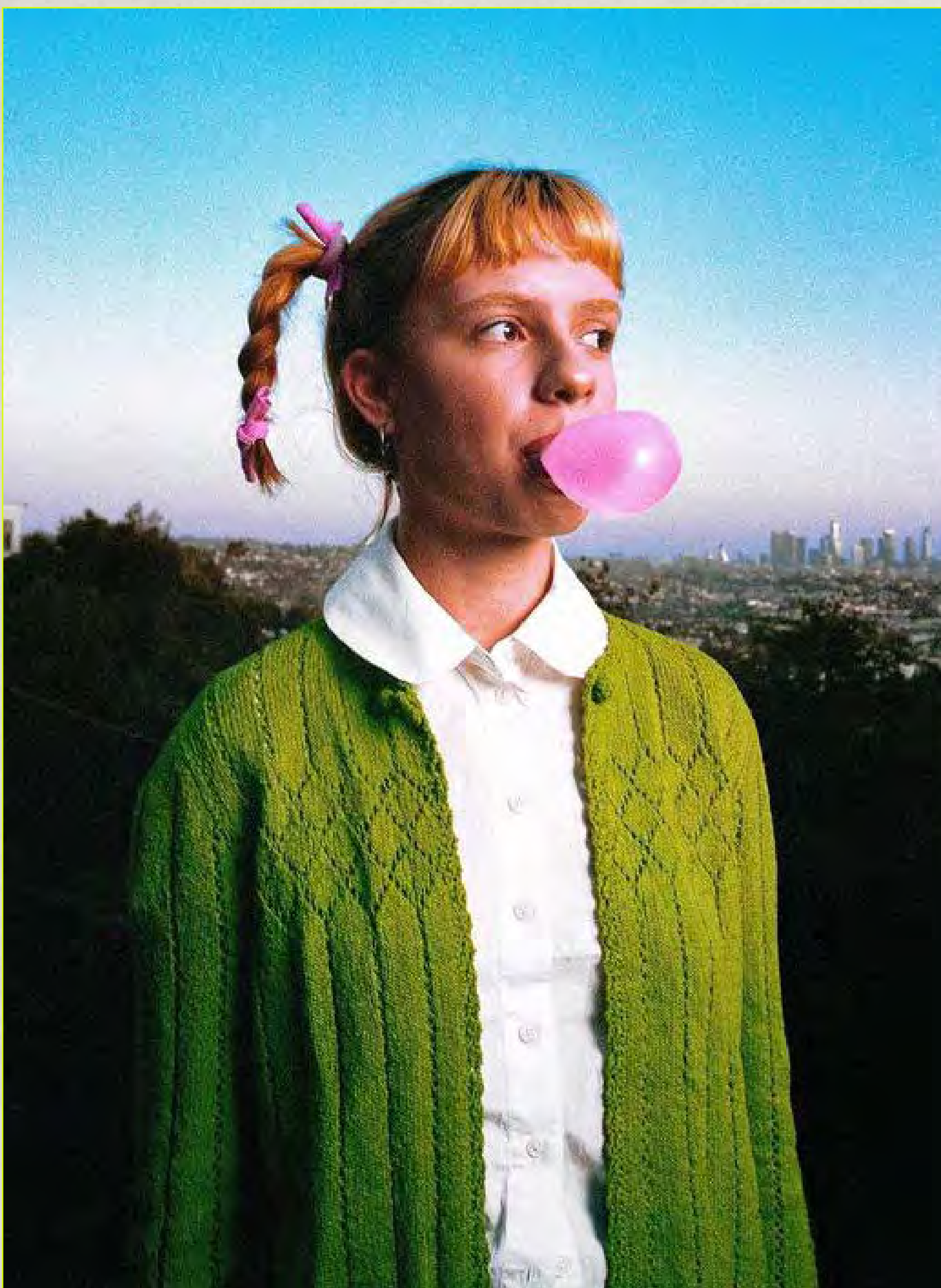
STRECONOMY



'It sounds stupid but going to see Barbie felt like something I've never experienced before. Women's stories were finally being offered with the same scale, investment, and promotion as, say, a Marvel film. And the appetite was so clearly there. It's crazy we've waited this long, to be honest.'

ELEANOR, 26

CHILD CULTURE



In the digital space, we are also seeing the widespread reclamation of 'Girly' culture: a way to have fun and enjoy themselves without narratives of hard-work, financial gain, and girlbossing.

When TikTok-er Olivia Maher shared her low-effort meal and described it as ‘girl dinner’, it’s safe to say she didn’t know what she was starting... Thousands of videos (and over 30 million views) later, ‘Girl Dinner’ is perhaps the most successful meme of the year.

But what does it teach us about the state of womanhood in 2023?

Girl Dinner is a commentary on the different ways women behave when no one (and particularly no man) is watching. The use of the word 'girl' to refer to mature female adults might initially seem demeaning, but this is in fact part of the fun.

‘Girl Dinner’, like ‘hot girl walks’ and ‘girl maths’, is an embrace of innocence and playfulness: a return to a time before women had to care how they appeared. Whereas feminist discourse in the 21st century might elsewhere have focused on individualist empowerment, and career progression; ‘Girly culture’ is about living in the moment, coming together, and not giving a sh•t.





THE WORLD IS CHANGING.. AND
SPORT IS CHANGING WITH IT.

The world of sport has radically changed in the last decade. The increased willingness of athletes and commentators to speak out, as well as the growing visibility of diverse athletes, has made British sports a new vanguard of progress.

It makes sense. Sport gives people an opportunity to shine, whatever their background or identity. Whilst obstacles do still exist, many brands have been working with major sports organisations to diversify the way we watch, play, and talk about sport.

In 2024, the year of the Paris Olympics and the Men's Football World Cup, we expect

Sport and its associated politics to dominate cultural conversation. And brands need to be part of that debate.

There is a huge opportunity in 2024: to work with major talent, celebrate huge sporting events, and generate huge social impact with your campaigns.



A portrait of a young man with short brown hair and a light beard, wearing a black Adidas sweatshirt with white stripes on the sleeves. He is wearing a gold watch with a blue dial. The background is a blurred cityscape with a rainbow visible on the left side.

A portrait of a young man with short brown hair and a light beard, wearing a black Adidas sweatshirt with white stripes on the sleeves. He is wearing a gold watch with a blue dial. The background is a blurred cityscape with a rainbow visible on the left side.



“There’s only 20 seats in the drivers’ space. That’s not so important to me. But there are over 40,000 jobs across motor sports in the UK, and less than 1% are filled by people from Black backgrounds. So there’s a lot of opportunity in so many different categories, not just engineering.”

LEWIS HAMILTON, THE ONLY BLACK DRIVER ON THE F1 GRID.

“There’s only 20 seats in the drivers’ space. That’s not so important to me. But there are over 40,000 jobs across motor sports in the UK, and less than 1% are filled by people from Black backgrounds. So there’s a lot of opportunity in so many different categories, not just engineering.”

LEWIS HAMILTON, THE ONLY BLACK DRIVER ON THE F1 GRID.

A female football player with blonde curly hair tied in a ponytail is running on a green field. She is wearing a white Brighton & Hove Albion kit with black accents on the shoulders. The kit features a Nike logo on the left chest, the Brighton & Hove Albion club crest on the right chest, and the 'AMERICAN EXPRESS' sponsor logo across the front. The background is a blurred stadium with red seating.

A female football player with blonde curly hair tied in a ponytail is running on a green field. She is wearing a white Brighton & Hove Albion kit with black accents on the shoulders. The kit features a Nike logo on the left chest, the Brighton & Hove Albion crest on the right chest, and the 'AMERICAN EXPRESS' sponsor logo across the front. The background is a blurred stadium with red seating.

A close-up photograph of a young female swimmer with a joyful expression, wearing a red swim cap and black goggles. She is in a pool, with red lane dividers visible in the background.

A close-up photograph of a young female swimmer with a joyful expression, wearing a red swim cap and black goggles. She is in a pool, with red lane dividers visible in the background.

A full-page photograph capturing a moment of intense celebration on a lush green football pitch. Three players from the England women's national team are the focus. The player on the left, wearing a white jersey with red trim and the number 11, is captured mid-jump with her arms outstretched in a 'V' shape, her face lit with a wide smile. In the center, another player, also in a white kit, is shouting with her mouth wide open, her hands clasped together. To the right, a third player is seen from the back, wearing a white jersey with the number 8 and the name 'SCOTT' visible. She is also part of the celebratory embrace. All three players are wearing white shorts and white socks with red accents. The background is a vast, well-maintained green field under bright, natural light, with long shadows cast across the grass.

ULKEA LONES



“Clubs need to invest in players from other backgrounds. It’s as simple as that really”

JAHNAY

A woman with dark skin, glasses, and her hair in a large, curly updo is smiling at the camera. She is wearing a yellow soccer jersey with green vertical stripes and a black Adidas logo on the left chest. She is also wearing dark brown pants with a white drawstring. Her right hand is raised in a peace sign. A soccer ball with a blue and white pattern is floating in the air to her left. The background is a bright blue sky with white clouds.

“Clubs need to invest in players from other backgrounds. It’s as simple as that really”

JAHNAY

A woman with dark skin, glasses, and her hair in a large bun of dreadlocks is smiling at the camera. She is wearing a yellow soccer jersey with green vertical stripes and a green collar. The jersey features the Adidas logo on the right chest and a circular patch on the left. She is also wearing dark brown pants with a white drawstring. Her right hand is raised in a peace sign gesture. A soccer ball with a blue and white pattern is floating in the air to her left. The background is a bright blue sky with white clouds.

“Women should be able to say: I play football. Not, I play women’s football”

ANGELA

“Women should be able to say: I play football. Not, I play women’s football”

ANGELA

“I remember watching the 2009 Euros and I had to find a Finnish channel with my dad to stream it, even though it was an England v Germany final.”


AKHINA

A young woman with long brown hair, wearing a red England football jersey and a bucket hat, smiling and posing with her hands near her head against a blue background.

“I remember watching the 2009 Euros and I had to find a Finnish channel with my dad to stream it, even though it was an England v Germany final.”

AKHINA

A young woman with long brown hair, wearing a red England football jersey and a bucket hat, smiling and posing with her hands near her head against a blue background.



nothing says romance like three stripes pon the shoulder



APPROPRIATE
WINTER CLOTHING

‘Blokecore’ is an attempt to take stereotypes about English patriotism and subvert them to feel more fun, inclusive, and contemporary.

But this trend has also found its critics. For instance, Burberry's London Fashion Week pop-up at British caf Norman's came under intense scrutiny, with some commentators labelling the event a 'poor people safari'.

Burberry is a brand that worked tirelessly to get rid of the working-class connotations from their nova check print. But now the tides have turned, they're trying to capitalise off them...

Brands should never take the aesthetics of a community without any intention of engaging or giving back.

When responding to a trend that is specific to a community, it's really important to take a moment. Do your research, speak to members of the community and use this to inform your next steps: messaging, choice of talent and partnerships.



BAESIANZ FC

A team for women, trans and non-binary people of Asian heritage. The team's founding members say they started it as a way to "celebrate their community as well as showing that it is so important for Asian people from marginalised genders to have a space in the world of football".

A group of five young women are celebrating their victory. They are wearing matching pink and green sports jerseys. Four of them are holding large silver trophies, and one is holding a smaller one. They are all smiling and cheering, with some raising their arms in the air. The background is dark, suggesting an indoor setting at night.



INTERMELANIN FC

A South London football team for women and non-binary players who are also black and POC. Created out of frustration with the lack of diversity in other female/NB football teams, with a sparkle of South London spirit.

• KRPT° • 2024 TRENDS • KRPT° • 2024

PEACHES FC

This five-a-side team for women and non-binary players was set up in 2021 by Jess and Aimee after they realised they didn't have a club to represent them in the local area. Since then the club has gained support from sponsors Bleach London and Jameson, as well as featuring on BBC Sport and in an Adobe film with FC Bayern.



THIS FAN GIRL

An independent platform and creative agency that's powered by women who love football. What began as a photography series in 2016 has exploded into a global online community for female football fans.

2024 TRENDS • KRPT® • 2024 TRENDS •

TRAILS FOR FEET

SPORTSCORE



BRANDS DRIVING CHANGE IN WOMEN'S FOOTBALL



THE SUPERHUMANS ARE BACK

A person is holding several smartphones in front of their face, obscuring it. The phones are of various models and colors, including white and black. The background is a bright blue sky with scattered white clouds. At the top of the image, there is a large, yellow, pixelated text overlay that reads "THE ART OF CREATIVITY". In the bottom left corner, there is a small inset image showing a person's silhouette looking into a tunnel of light. To the left of this inset, the text "CREATIVES NEVER FOLLOW A FORMULA. BRANDS HAVE TO KEEP UP." is written in white. The overall composition suggests a theme of digital creativity and the role of technology in modern branding.

A person is seen from behind, sitting in the center of a large, circular tunnel. The tunnel is composed of numerous concentric rings of light trails, creating a sense of depth and movement. The light trails are primarily orange and red, with some white highlights. At the far end of the tunnel, there is a bright, glowing circular opening, suggesting a path or a destination. The overall atmosphere is one of mystery and exploration.

Attention Economics. As he wrote, 'a wealth of information creates a poverty of attention'. The 24 hour news cycle, the birth of the internet and social media have made attention the most precious resource for brands.

So what's the state of the Attention Economy?

From Generation Alpha to Millennials, we're often told our attention spans are in rapid decline. However, a lack of long-term studies means there is no definitive proof this is the case.

What is certain is that we live in an 'information rich' era where we consume more content than ever before.

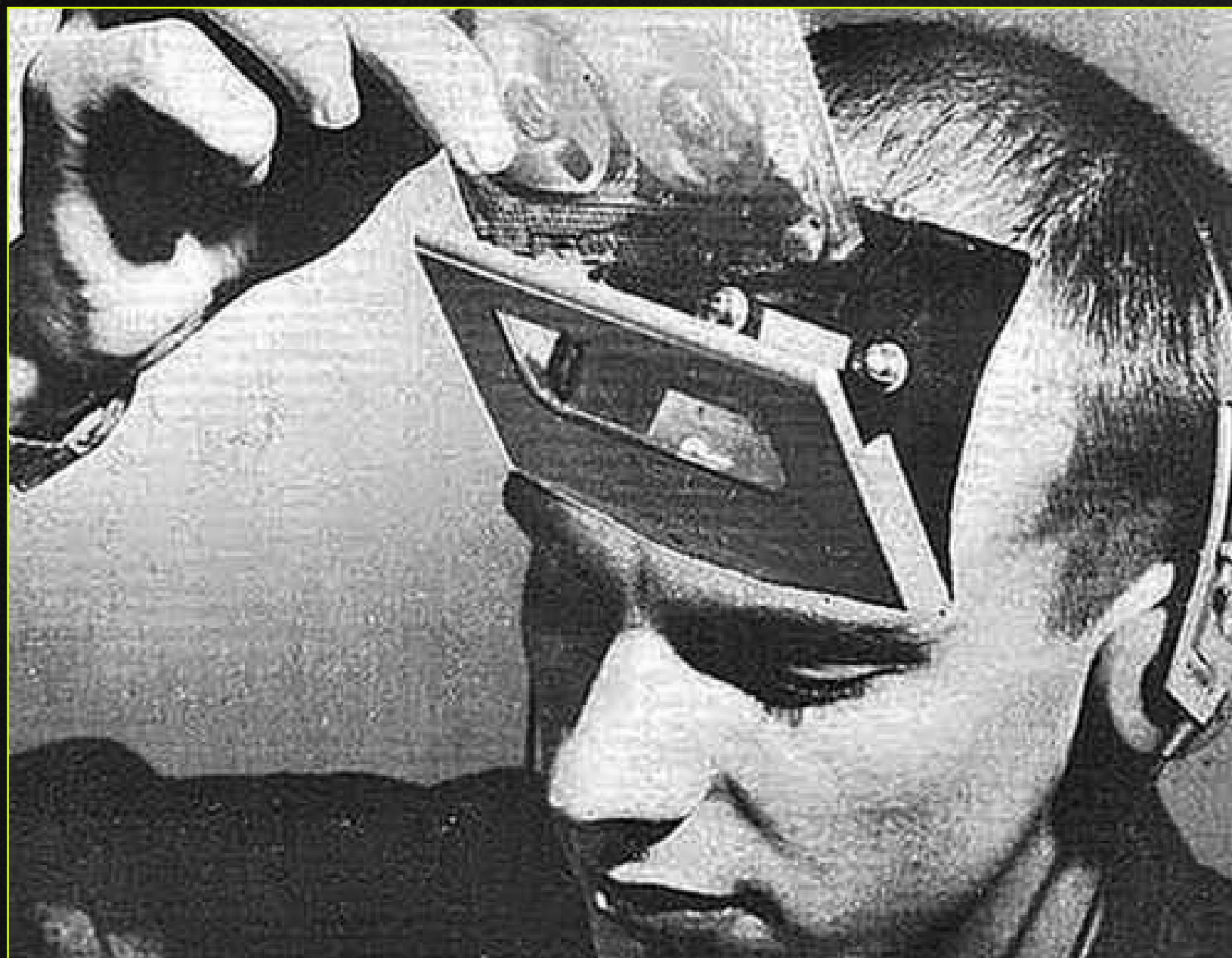
As a result, most of us now live an omnichannel existence. We split our attention between multiple devices, multiple platforms, and multiple forms of content, often all at once.

Our attention does not follow linear patterns. In fact, it is often laterally spread. Welcome to a new Attention Economy.



EMILIA KIRKE, FORBES BUSINESS DEVELOPMENT COUNCIL

New research from YPULSE shows that 8 in 10 Gen Zs will multitask while watching video content and 7 in 10 will scroll social media while watching TV.



The rise of 'Picture in Picture' watching (whereby video content can be played in a smaller screen in the background) is the perfect example of how divided our attention has become. On TikTok meanwhile 'sludge content', which uses splitscreens to showcase multiple videos at once, is also trending.

These behaviours are reshaping not just what content stands out, but how that content might be consumed. Brands should be thinking about splitscreen formats and considering what ways their messaging might fit into these new ways of watching. In order to succeed, advertising has to stop itself from becoming just 'background content'.

DEATH OF THE CON-
TINUED CLASS

With the endless stream of content, consumers are now mainly engaging with only two types: long-form or hyper-short form.



i don't want to go home

It's got to be something that captures our attention straight away (like a viral TikTok) or something that we can enjoy whilst still browsing online, scrolling on our phone, or doing other activities (such as a podcast)

For instance, whilst creators such as Emma Chamberlain gained their fame with the 10-minute Youtube content, she has since ditched this mid range content. Opting instead for the two extremes: short-form TikTok videos and hour long podcasts. TikTok culture critic Nicky Reardon has called this the 'death of the content middle class'.

These two extremes of content mimic the way we might hangout with friends, with either long hangouts or quick interactions that offer immediate gratification.



ugg season

In 2024, expect to see brands moving away from the 'content middle class'. That means more long-form and hyper-short-form media.

23

Known for confronting Gen Z problems with relatable advice, humorous 'shower thoughts' and unfiltered confessions; mostly from her Vauxhall Astra. Under Alex Cooper's agency Unwell, Argy has translated this success into her new 'Pretty Lonesome' Podcast.

Saint Laurent, Prada, Tory Burch, Valentino, Chanel, Ami Paris,
Coach, Google Pixel, K18 Hair.

22

A TikTok-er renowned for shameless videos taken on the London Underground, despite judgemental onlookers. Within 1 month of going viral, she is now boasting over 685k followers.

Spotify, MAC, Hugo Boss, Bentley Motors, Valentino fashion show, Bella Porch, Troye Sivan and Omar Apollo. All in 2 weeks.

1. **Handmade**
 2. **Decorative**
 3. **Patterned**

[illegible]

The image displays three sequential screenshots of a TikTok live stream by the user 'Pinkydoll', who has 130.4K to 130.5K likes and 12.2K to 12.3K followers. The streamer is a woman with blonde hair wearing a blue headband and a dark blue halter-neck top, sitting at a table with a bowl of popcorn. The interface includes a top status bar with battery and time, a header with the user's name and stats, and a bottom navigation bar with icons for comments, gifts, and sharing. Comments from viewers are visible on the left side of the screen, and various live stream effects and icons are overlaid on the video.

Screenshot 1 (Left): The streamer is looking at the camera. Comments include "idk who u a...", "lanna ;)", and "Meee<33". A "Meet Your LIVE Pros" banner is at the top.

Screenshot 2 (Middle): The streamer is holding a small object. Comments include "Madi sent Lollipop", "tayyyykjen... sent Mic", and "Nah is she gonna make Done all of that popcorn". A "Global Superstars Team Superstars" banner is at the top.

Screenshot 3 (Right): The streamer is looking down. Comments include "idk who u a...", "lanna ;)", "Awakened Millionaire Wth", "fly shit they needa put ha in Roblox", and "GenerousPapi85 ICE CREAM SO GOOD". A "Global Superstars Team Superstars" banner is at the top.

Pinkydoll has already secured brand partnerships, with the likes of Fashion Nova. What her success indicates more than anything is once again the desire for alternative longform content.

Take the example of Podcasts: an enduring format for branded media. Podcast listeners are up but the number of podcasts launched

HOW TO FIND AN AUDIENCE

It's time to focus on discovery, so that you can find your audience and they can find you.

A large group of people, including the cast of RuPaul's Drag Race, posing for a group photo in front of the MetLife Stadium. The group is diverse in age and style, with many wearing elaborate costumes and accessories. A man in a white tank top and floral shorts is seen from the back, holding a camera. A white van with "PARTY BUS EXPRESS" and "Queen De" is visible on the right.

TRAILS FOR FEET

MORE TIKTOKERS ON RUNWAYS

RISE OF LONG FORM ON YOUTUBE

PT° • 2024 TRENDS • KRPT° • 2024 TRENDS • KRPT° • 2024 TRENDS • KRPT° • 2024 TRENDS • KRPT° • 2024 TRENDS • KRPT° • 2024 TRENDS • KRPT°

HOW KRYPT CAN HELP



LET CULTURE
BE THE CREATOR.

KRPT is a full **services** creative agency
that specialises in **cultural marketing**.

To understand cultural marketing you have to understand culture. Culture is something that happens outside the walls of brands and agencies. However, it's also the medium through which brands speak to consumers.

Therefore, it's important that brands are able to move in an agile and dynamic way, adapting to the latest trends and staying ahead of the conversation. This can be hard. But it doesn't have to be. That's where KRPT come in.

The way we see it, culture isn't an obstacle, it's an opportunity. KRPT works across all stages of strategy, creative, production and performance to guide brands through the process of producing culturally relevant, future-proofed campaigns.



WARP SERVICES

**KRPT
STUDIOS**

SOCIAL MEDIA CONTENT

CONTENT PRODUCTION

EVENT PRODUCTION

KRPT NETWORKS

CREATORS & INFLUENCERS

TALENT CONSULTANCY

BRAND PARTNERSHIPS

INFLUENCER TOOLKIT

**KRPT
REGEN**

TREND REPORTS

AUDIENCE INSIGHTS & INTELLIGENCE

BRAND AUDITS



KRPT° is a full services creative agency that specialises in cultural marketing. We help brands to become a cultural force in their own right. We create art not ads.