

2023

TREND REPORT

BONUS TRACK



INTRODUCTION

Welcome to Bonus Track's 2023 Trend Report! As we emerge from a period of uncertainty, the new year brings the opportunity to get creative and bold with the ways brands can reach their ideal customer - think bigger events and activations, unique IRL opportunities to create brand affinity, and more social and digital tools than ever to bring your brand to life online. As a creative agency, we're always on the lookout for the latest consumer, lifestyle, social media, and retail trends to make sure our clients stay ahead of the curve - that added extra is what we like to call the "cherry on top." Inside this report, you'll find emerging and trending insights from across industries that we hope will help inform and inspire your marketing and social strategies for the new year.

From restaurants-in-shops to the "snackable lifestyle" (hint: it has nothing to do with food!) and short form video domination to user generated content reigning supreme, in recent months, we've seen a significant shift in consumer behavior and have predicted the ways in which companies can best catch (and retain!) the attention of consumers

This is just a glimpse of what 2023 has in store. For a custom trend report tailored to your specific brand or line of work, to chat with us about content marketing, or if you would like to learn more about how Bonus Track can help your brand innovate in 2023, get in touch!

CONSUMER & LIFESTYLE TRENDS

A modern interior scene featuring a red leather armchair with a white fur throw, a glass coffee table, and a disco ball in the foreground. The background includes a wooden shelf with a lamp and a large mirror.

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RESTAURANT SHOPS

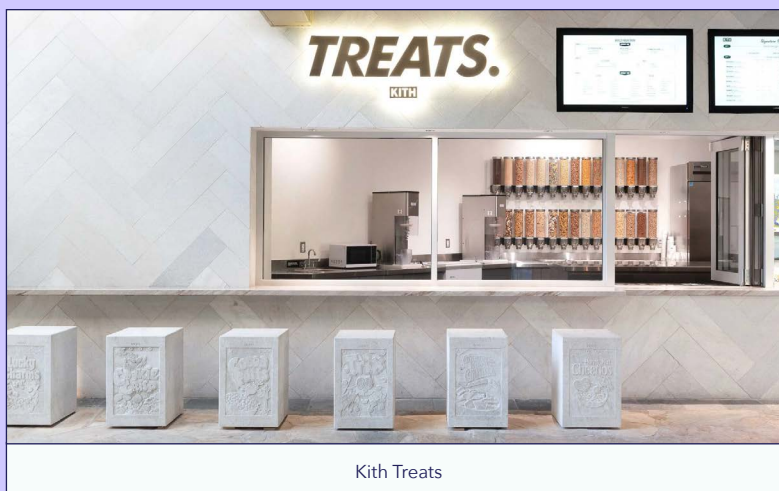
Retail stores have been getting creative in recent years by adding coffee shops and restaurants in an effort to boost foot traffic and customer engagement. With the rise of online shopping throughout the pandemic, brick and mortar stores have truly stepped up their game to draw customers back in store and provide them with memorable, tangible and, often, shareable experiences that invite them to linger. The key is quality and brand alignment. Take, for example, Aritzia's A-OK Cafe, which features a chic and Instagrammable aesthetic that is completely in-step with the brand's clothing and persona. Brands that find unique ways to create an immersive and memorable combined shopping and lifestyle experience for customers in 2023 will keep them coming back.



Restoration Hardware Courtyard Cafe



Aritzia A-OK Cafe



Kith Treats

RETURN OF RETRO

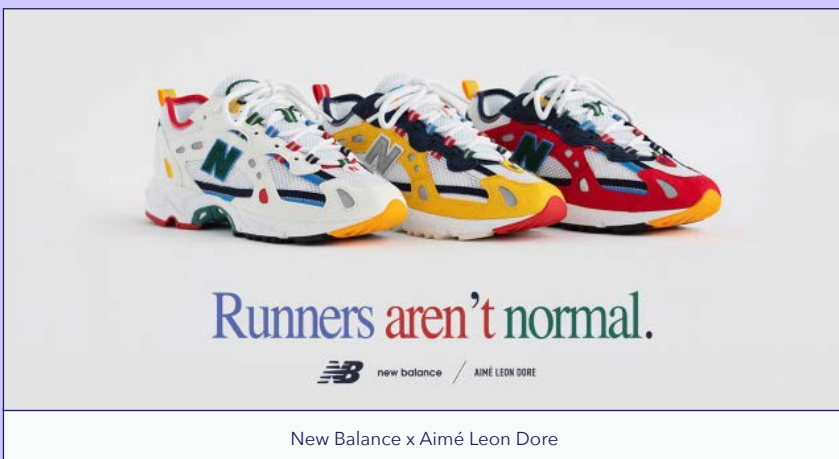
Get ready for a blast from the past! The retro trend is making a comeback and it's about to take over the arts scene in the next half a year. From '80s inspired ads to vintage gaming and film cameras, even roller rinks and arcades are making a comeback. This trend is not just a passing fad either, we're seeing a major spike in searches for retro home decor and discussions on retro design on social media platforms. In fact, the weekly search for "retro home decor" in the US has skyrocketed by 290% in the past year and online discussions about retro design have doubled since last year. Looks like nostalgia is in, and we're here for it.



eBay Capsule SneakCon by Bonus Track



Skims Metallic Swim Campaign



New Balance x Aimé Leon Dore

SNACKABLE LIFESTYLE

As we learned to cope with an uncertain future in the world that felt out of control, people started looking to find and create joy in seemingly insignificant every day moments, which resulted in a huge uptick in wellness and skincare spending. This focus on everyday happiness is known as "Snackable Lifestyles." Just like having a snack in between meals, these micro-breaks provide a pause. Now, with the way we work and live forever changed, Snackable Lifestyles involve fitting short bursts of activity into multiple moments in our days, breaking up large projects with small moments of fun, self-improvement, or relaxation. This helps to reset our energy and concentration. In the future, our days will be less about monotonous activities and more about the effectiveness of lifestyles that align with the things we love. Brands need to consider how they can integrate their offerings into these Snackable Lifestyles for positive change.



Melissa Wood Health at Home Workouts



Productive Skincare Sheet Mask



Dermalogica Free Online Face Mapping Skin Analysis

SOCIAL MEDIA TRENDS



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GROWTH OF USER-GENERATED CONTENT

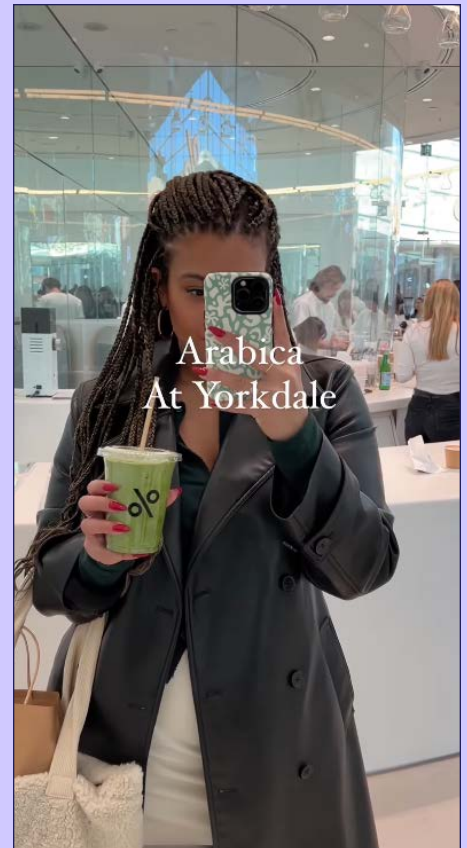
Are you seeking to build a deeper, more personal connection with your customer base? Look no further than the power of user-generated content. From reviews to comments, photo content to paid video campaigns, the possibilities for integrating UGC into your marketing strategy are limitless. Not only do these efforts provide customers with an opportunity to engage with your brand, but they also offer the potential to feature your customer's reviews and organically posted social media content as part of your marketing efforts. In 2023, the added element of authenticity cannot be understated: consumers are 2.4 times more likely to view user-generated content as genuine and trustworthy, in contrast to brand-created content. And let's not overlook the cost-effectiveness of this approach in comparison to traditional advertising methods. Our suggestion to tackle this new form of content? Partner with creators and influencers to co-create UGC that marries your brand messaging with their visual interpretation, resulting in authentic-feeling collateral that will resonate with your discerning audience.



Jaclyn Forbes x Buffalo Jeans Instagram Post



The Straight Pipes x eBay Motors Canada



%Arabica Yorkdale Launch Recap Reel

VIRAL FLAVOUR

The pandemic brought about a surge in TikTok usage worldwide, and with it came a flood of viral food trends. This has led to a boom in the food industry, with consumer packaged goods companies developing products that align with the flavours and styles of DIY food trends on social platforms. TikTok's food trends, also known as 'FoodTok', has contributed to the emergence of a new generation of foodies. There are endless possibilities for how brands can use FoodTok to their advantage. Is there a food trend your team could jump on and recreate on your platform? Are you a restaurant who could add your take on a currently-trending dish to your menu for a short period of time? As a brand, could you take a trending food and "own" it somehow? Brands who jump on trends quickly and immerse themselves in this flavour-packed space are sure to see success in 2023.



Skip Express Lane Gingerbread House x Jenna Rae Cakes



Limited Edition Starbucks 'Strawberry Sunset' Drink Inspired by TikTok



2022 Limited Edition Dr. Pepper 'Berries and Cream' Flavour Return

SHORT FORM VIDEOS TO DOMINATE

Short-form video content is taking the social media world by storm and it's no surprise why. TikTok, Facebook Reels, Instagram Reels, and YouTube Shorts have revolutionized the way we consume videos, with studies showing that video content holds users' attention up to 12 times longer than static photos. As per CISCO, a massive 82% of all internet traffic is generated by videos, but the trend is shifting towards shorter videos. Get ready to see more and more bite-sized videos on your feed! This new format poses a challenge for brands to think about how they can effectively tell their stories in motion in 15 seconds or less. It's a new frontier, but wielding this tool effectively will help you stand out in this new age of short-form video content.



Ryanair Viral TikTok Account



Rare Beauty TikTok Community Product Tutorials



Mango Instagram Reels

SERVICES & CAPABILITIES



MEDIA *Print, OOH, Broadcast, CTV, Online*

- Media planning
- Media buying
- Integrated media production



CONTENT *Photo, Video, Design, Digital*

- Full-service content production
- Content strategy & planning
- Ad Campaign strategy, planning and execution
- Social Media content



BRANDING & STRATEGY

- Brand discovery and narrative
- Brand identity development and design
- Go-to market strategy
- In-house graphic design



INFLUENCER

- Creative campaign development
- Influencer scouting
- Influencer relations management
- Co-content creation/production



SOCIAL MEDIA

- Social media strategy
- Content management
- Community management
- TikTok launch strategy



XM

- Experiential Marketing Planning and Production
- Full Project Management and On-Site Support
- Event Reporting and Metrics



That's A Wrap

READY? JUST. HIT.

PLAY

Contact our team to get started

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