
* 2025

Trend ↗

Forecast

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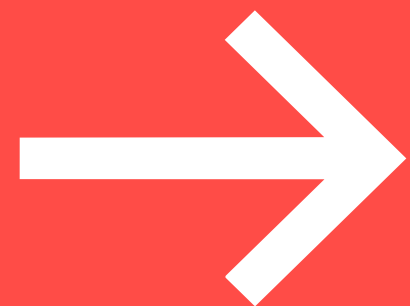
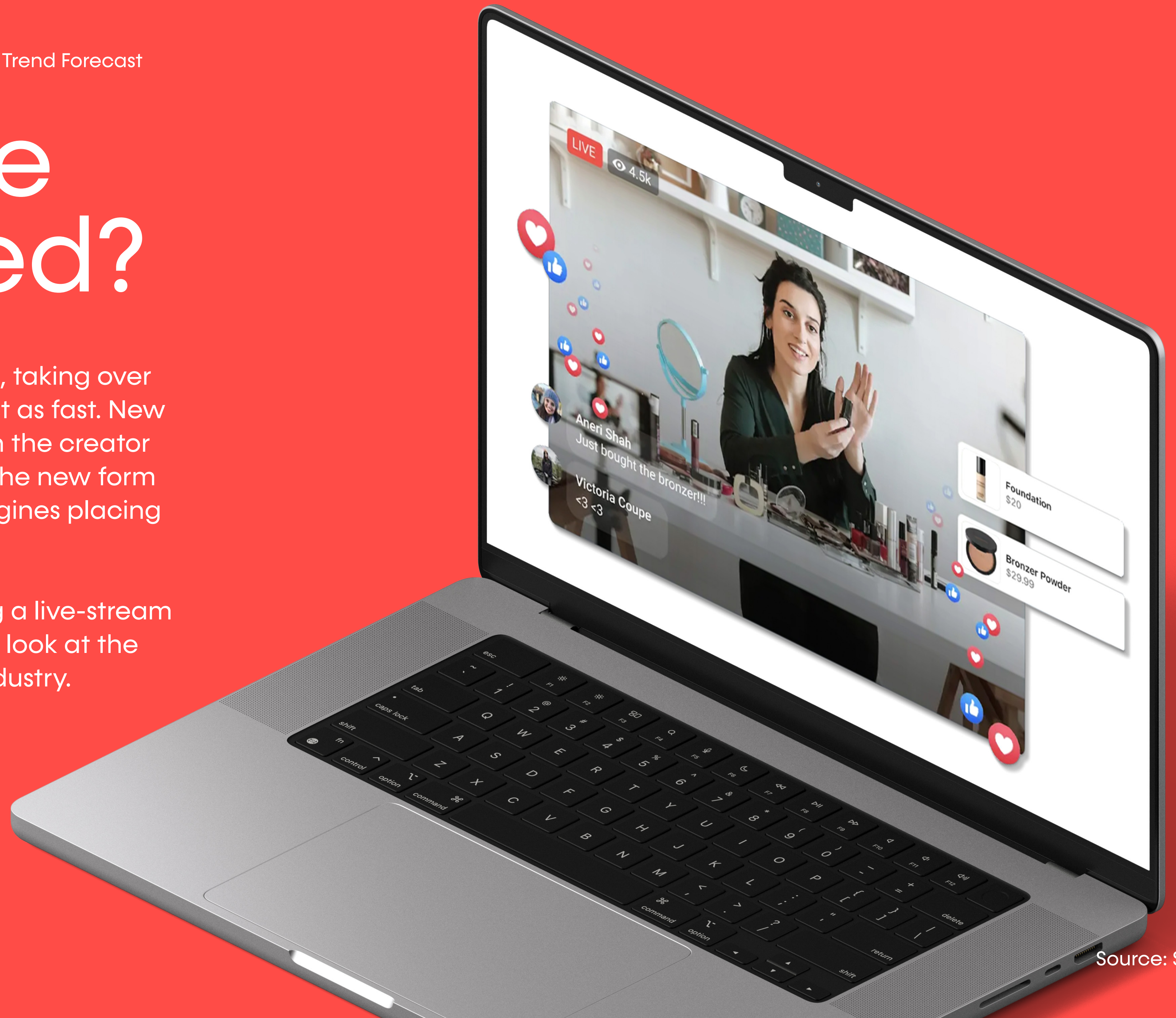
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Where are we headed?

This year we've seen trends popping up, taking over the cultural zeitgeist, and fizzling out just as fast. New AI challenger brands are being set up in the creator space, while social platforms became the new form of search, leaving traditional search engines placing further credibility in creators.

And if you didn't snag something during a live-stream shopping event... where were you? Let's look at the next wave of trends set to shape the industry.



The Return of Long-Form

Things are getting deep. Long-form content is making a major comeback. According to reports, **70%*** of creators are planning to ramp up blogs, newsletters, podcasts, and long-form videos in the next year, with the likes of Substack and podcast platforms poised to shine.

According to a GWI study, young Millennials and Gen-Z are the most nostalgic generations yet

– with this return to long form being reminiscent of the late 2000s blogspot boom.

For brands to want to incorporate more natural backlinks to site in creator content, this return to long-form gives further opportunities for SEO bolstering.

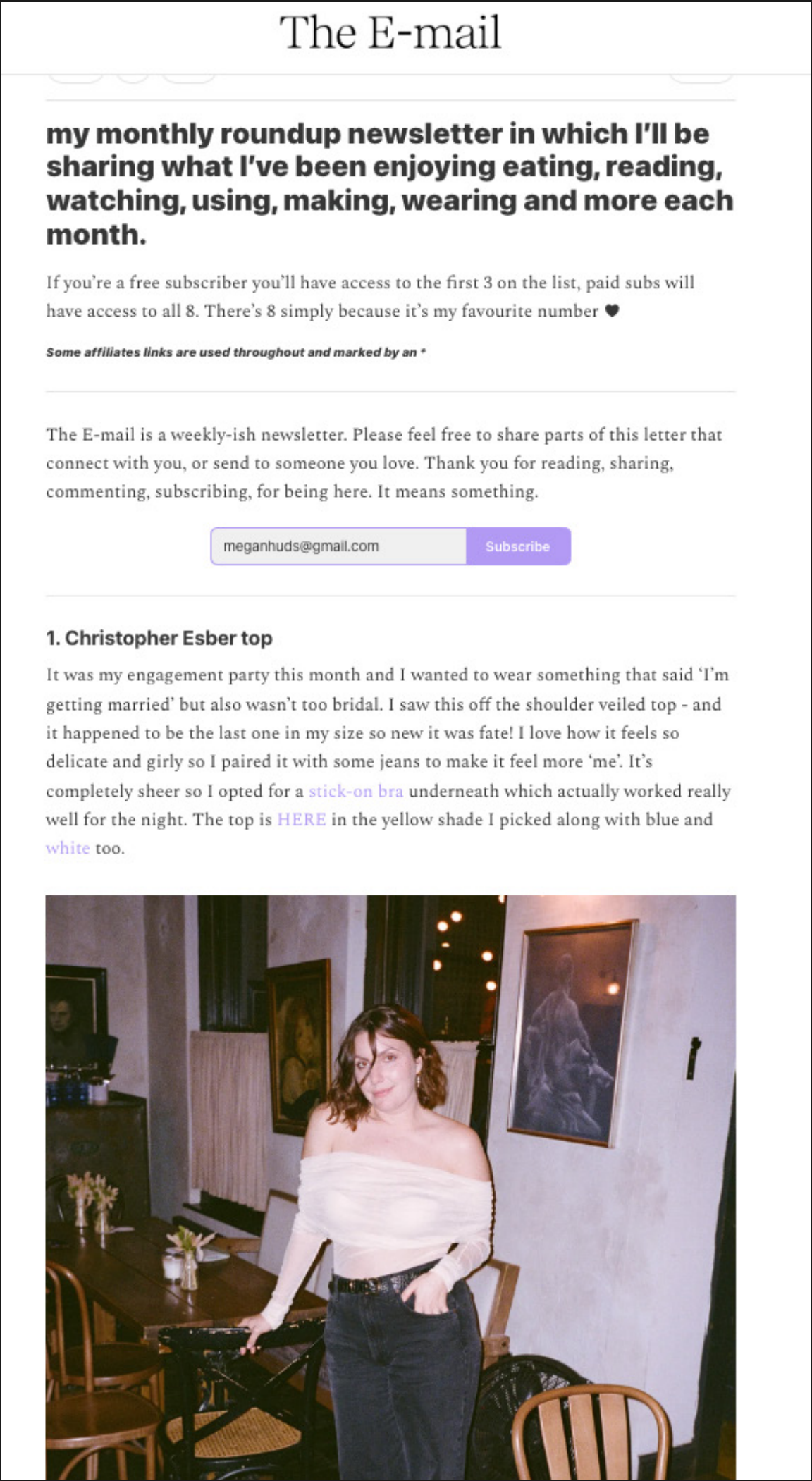
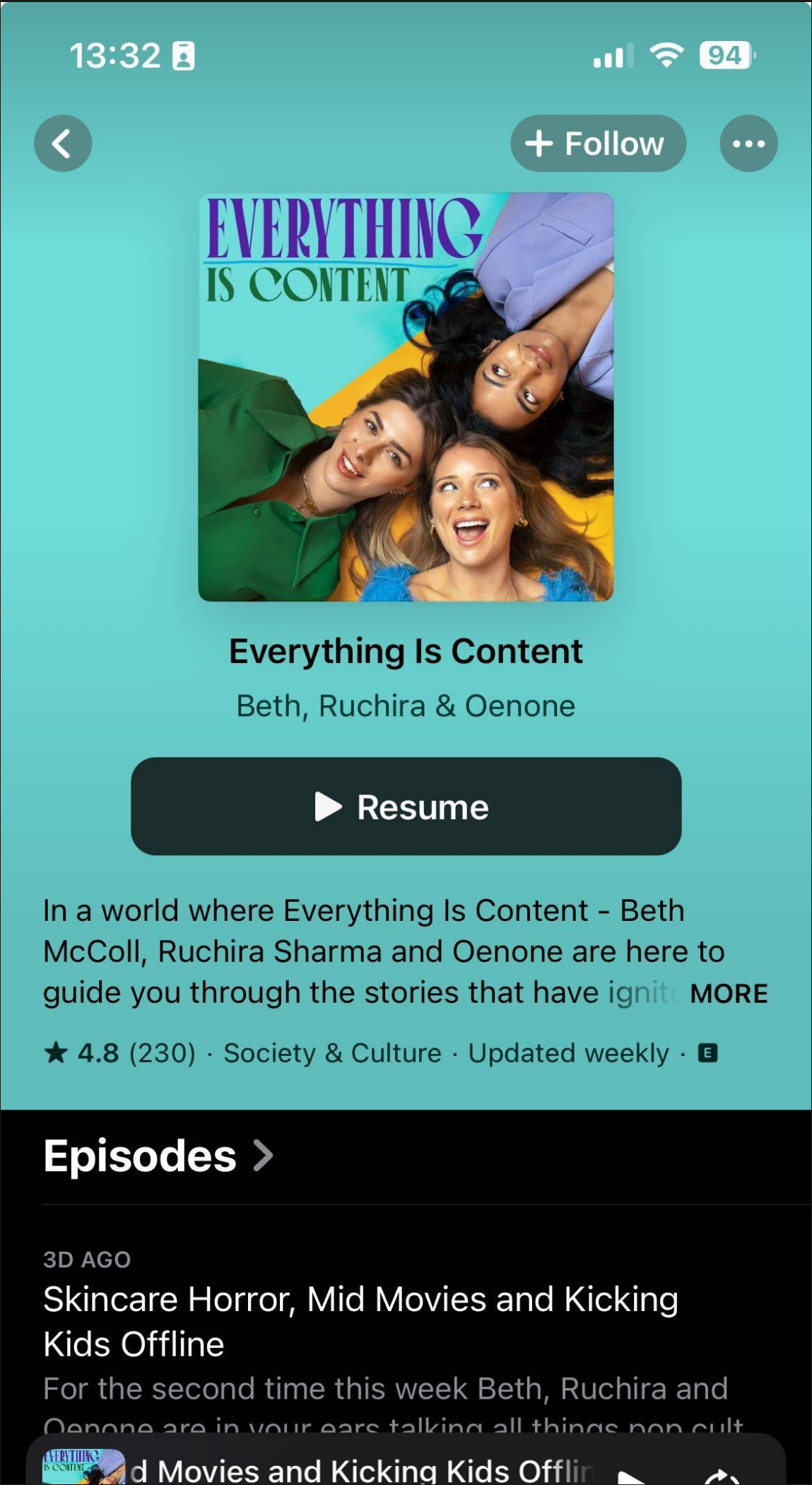
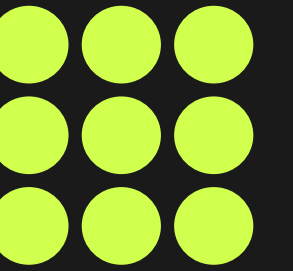


Image source: @everythingiscontentpod
Source: PMW



Virtual Social Circles



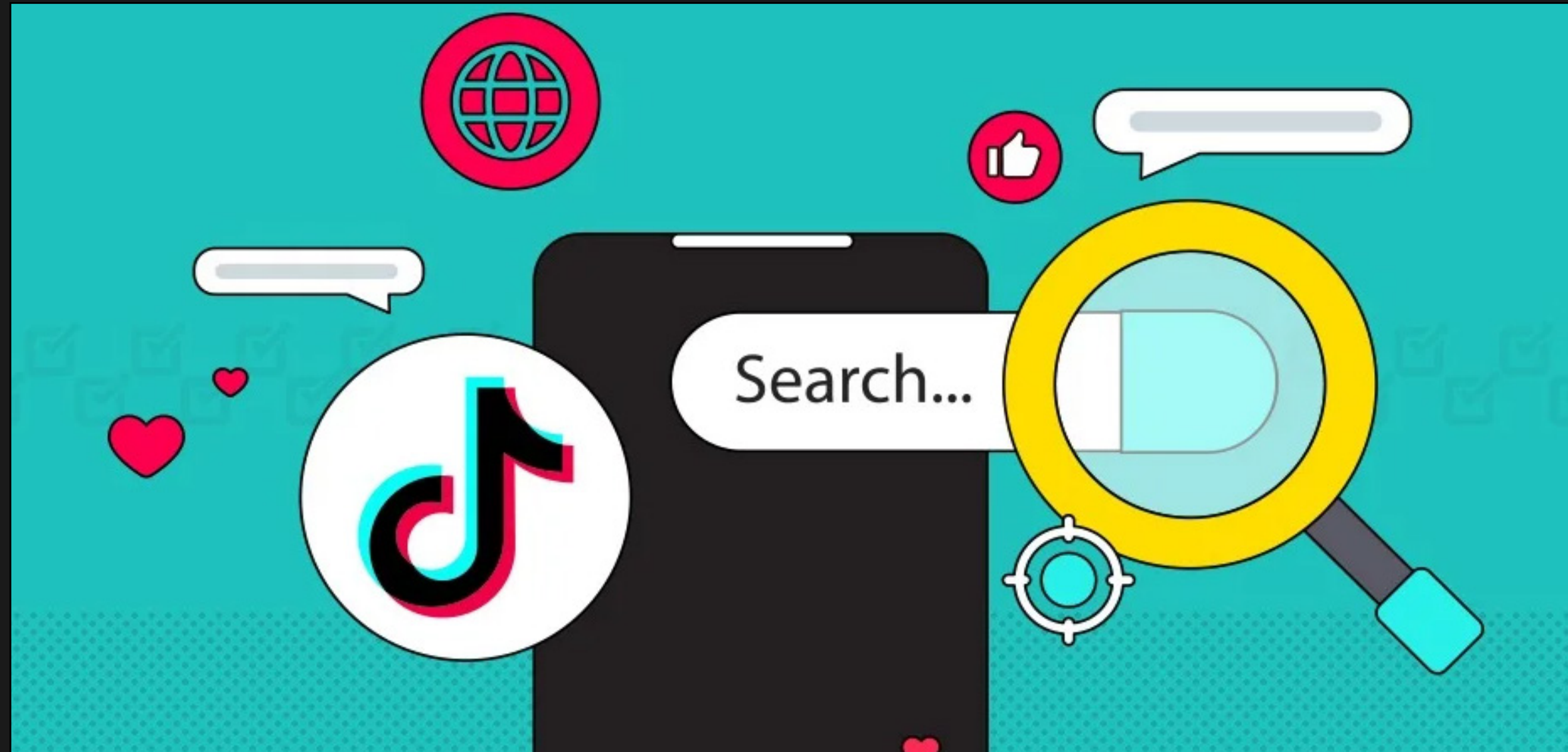
Peer-to-peer connections will reign supreme.

We've already seen a rise in creators building direct, close-knit communities through platforms like Instagram Broadcast Channels and WhatsApp Communities - and with the upcoming Threads feature 'Loops', this trend is only expected to surge.

These exclusive spaces offer fans the opportunity to engage with creators and brands more

personally than ever. A direct line to the top fans of your brand has never been more important - 2025 is all about giving back to this community - and involving more than just traditional creators in your campaigns.

If brands are willing to show up and meet their consumers in their own spaces, it'll pay off big time.



Creator-Led Content is the future of search 🔍

In 2025, creator content will be given credibility, not just visibility within search results following the rollout of Google's "Perspectives" feed - a new search filter that offers users the opportunity to explore results from videos, blogs, forums and other social platforms.

There's new platform features, too - TikTok will start to offer sophisticated keyword input to ad campaigns, the latest in a series of updates that places

creator content at the heart of search.

If you're a brand - is your marketing team working in tandem with your SEO team? Do you have keywords clearly marked out in creator briefs? And where there's the opportunity - are creators backlinking to your website to boost domain authority? If your creator SEO could be tighter, now is the time to firm up your approach.



Image Source: @fayepmills

AI vs Human Creativity

AI vs. Human tug of war continues to be a sticking point in the creator sector.

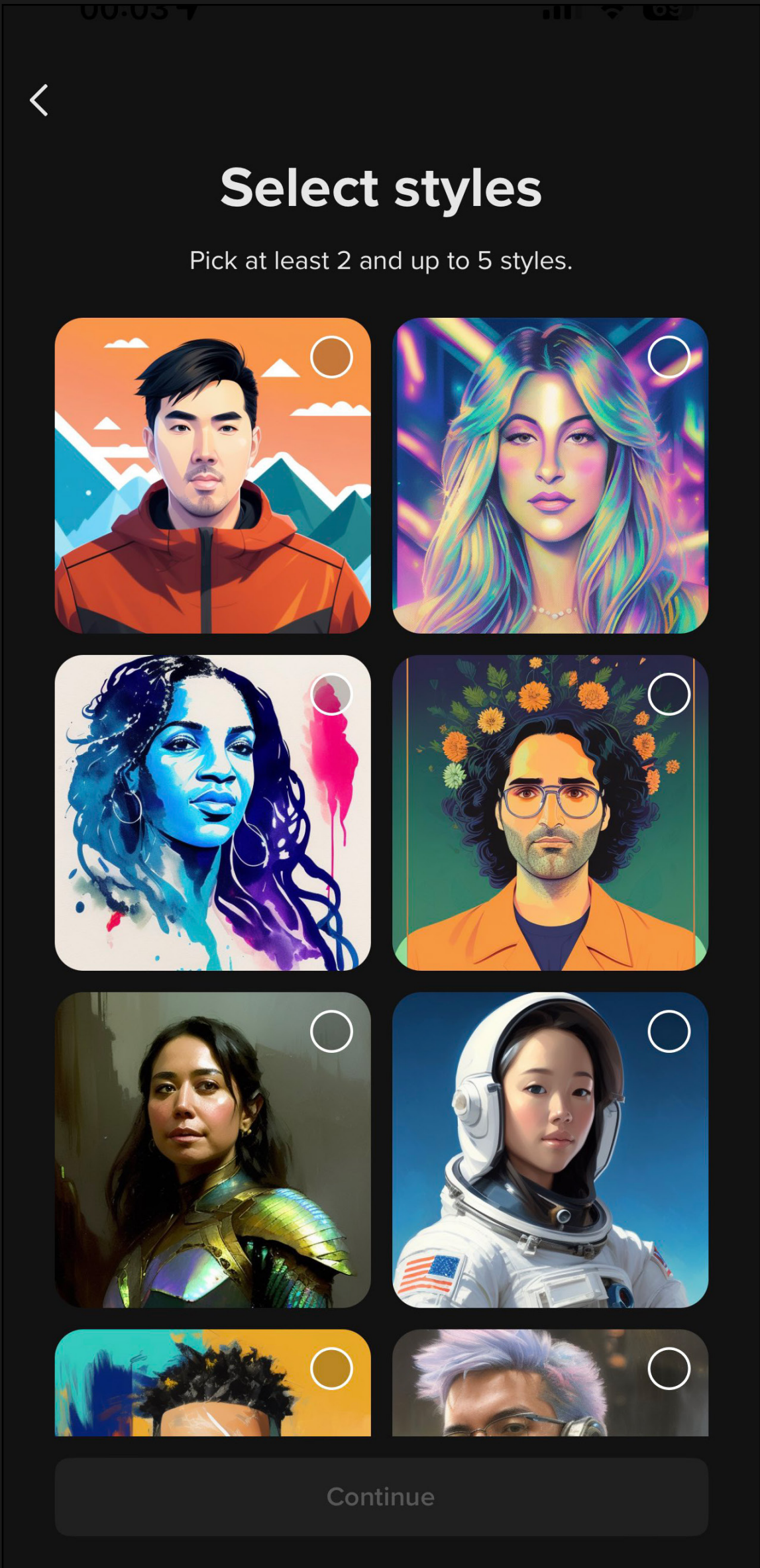
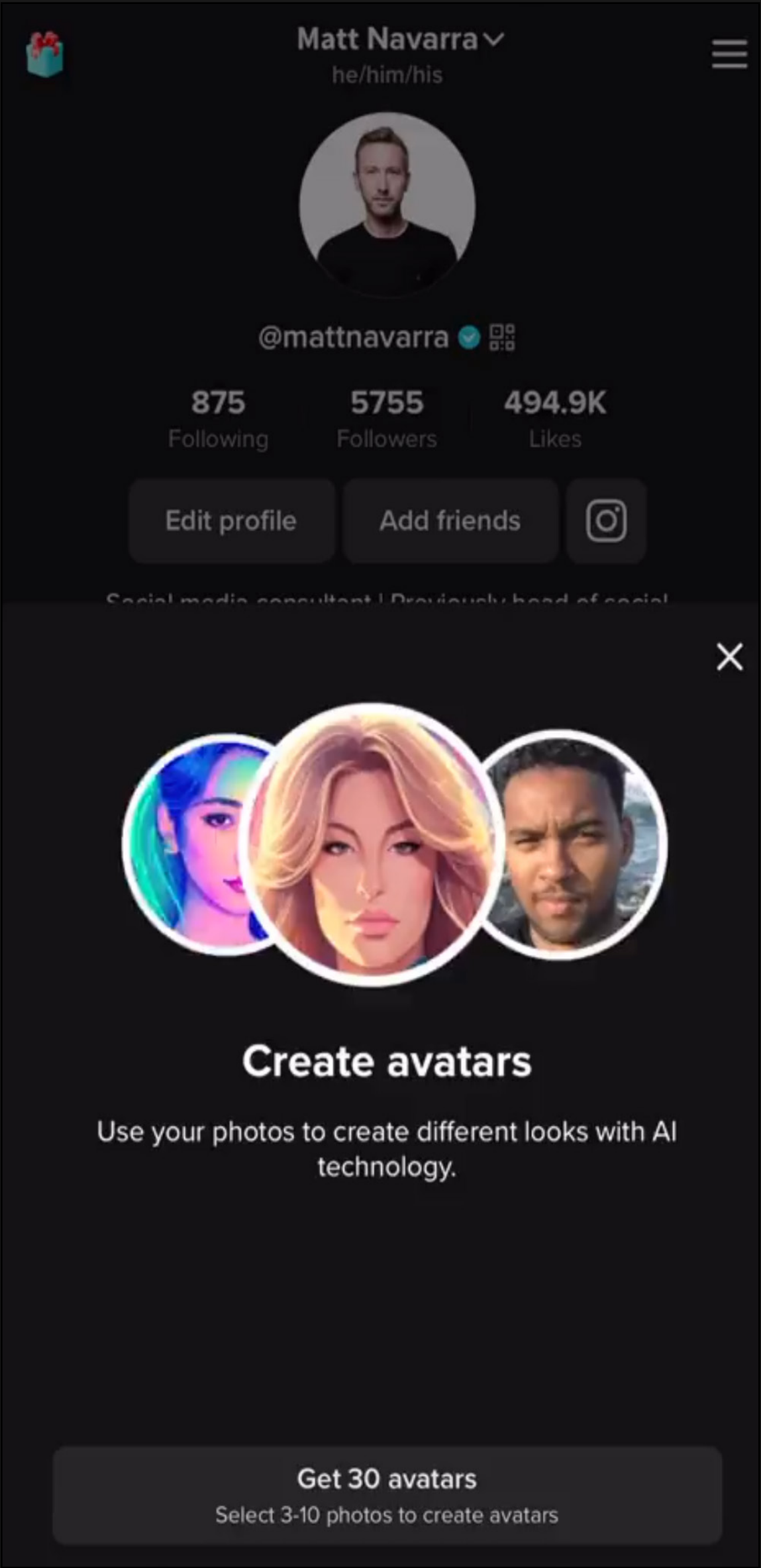
AI is transforming content creation, making it faster to generate everything from captions to edited videos. But creators are increasingly wary of going all-in on automation, with 54%* believing audiences can still tell human-made content

from that generated by tools like ChatGPT.*

Snap Inc.'s recent rollout of AI-driven video features marks a bold step toward an AI-centric future—but with over 70%** of consumers concerned that AI would degrade the user experience, creators and brands face a balancing act.

Image source: Tiktok

Source: Forbes*, Gartner**



Social Shopping Roles



By next year, social commerce is set to account for 17% of all global e-commerce sales.* Live streaming sits at the intersection of e-commerce and entertainment, offering an engaging audience experience that showcases products in real time.

On into 2025, a new string has been added to creator's bows – livestream shopping presenters. When it comes to

this format, people are looking for advice in real-time, and product recommendations from those they trust. For creators, this offers a chance to diversify their income streams, develop their communities and generate a closer connection with their followers – win-win.

We suggest tapping up a creator that you've worked with on a long-term basis - or even training an in-house advocate.

Source: Kantar



Spice up the Script *

The common thread throughout our Connected Thinking sessions with creators this year? Ease up the brief. From YouTube OGs, to those who have found newer fame on TikTok, the more the creator can take creative control: the better. The likes of Ryanair and Aldi ditched the corporate tone of voice and have been serving the sass for years. More recent examples

include Burberry's latest campaign video playing into the brand's cheeky British charm, or Fyfield Manor's viral success with a 'Gen-Z wrote the marketing script' bit. More brands are ditching the stiff corporate tone for a personality first approach - let creators sit in the creative driving seat, and watch the engagement rocket.



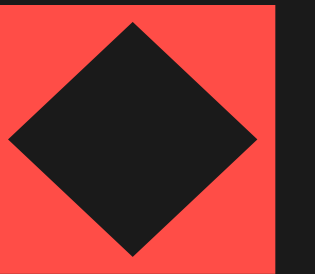
Source: Fyfield Manor B&B



Source: Burberry



New-Age Nostalgia



Why are we so nostalgic for times we didn't experience as adults? Brands from Weetabix to Taco Bell have been tapping into nostalgia marketing this year to drive emotional connection.

In a nod to its legacy, Gap released music video-style campaigns reflecting on its 90s and 00s heyday but with a Y2K twist, featuring artists such as Tyla and Troye Sivan. And it's working: the Tyla-fronted campaign was one of Gap's

"most successful campaigns to date in terms of online engagement" according to the brand's Head of Marketing. Gap's approach proves that it's not about staying stuck in the past—it's about remixing cultural relevance with modern values to keep things fresh.

In the creator space, we so often look to the future – but looking back can prove just as rewarding.

CONNECT+S

Get in touch with our team to discuss how Creators can fit into your marketing strategy.



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