

STREETSENSE'S CREATIVE AGENCY

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2 FOUR TRENDS FOR 2024

MY FOURTH GRADE TEACHER HAD A MANTRA IT'S BETTER BIZARRE BE TO THAN BORING. (SHOUTOUT TO MRS. BETTINGER!)

2024 WILL SEE THE MOST SUCCESSFUL BRANDS AND PLACES **EMBRACE THIS IDEA**, catapulting themselves into the zeitgeist with attention-grabbing individuality. In the world of real estate — or place, as we call it at Streetsense — color, energy, and creativity are showing up in fresh, unexpected ways as people actively seek out lively venues to connect, collaborate, or commiserate depending on the day of the week.

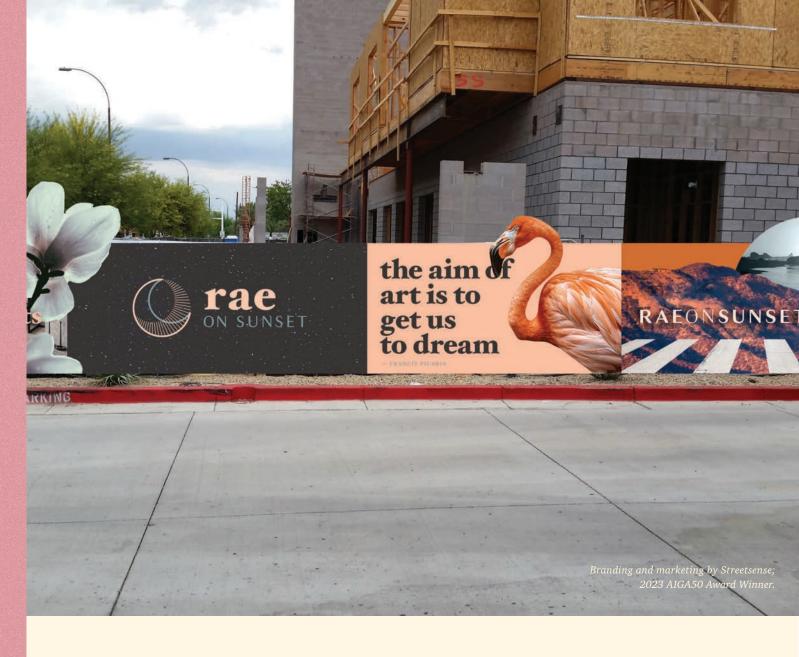
Corresponding digital realms are following suit with high-vibe campaigns taking center stage. Sharing platforms that fulfill real consumer needs are "in" for '24, whether it's for inspiration (TikTok, Pinterest, Instagram), entertainment (Instagram, TikTok), or professional connections (LinkedIn). In all of the above, brands, influencers, and consumers are on the hunt for the next internet-breaking content that drives brand loyalty and affinity and clicks that translate to tangible results.

With a surge in desire for personalized interactions and hyper-personal style fueling pop culture on all screen sizes, one character has made an early impact on the 2024 scene — artificial intelligence. We're already seeing how AI can enhance our creative work in the agency; it remains to be seen exactly how AI will influence the economy and consumer behavior at large. What's certain is that there's no replacement for IRL connections — whether we're influenced to make them or not.

Angela Mcbarrey

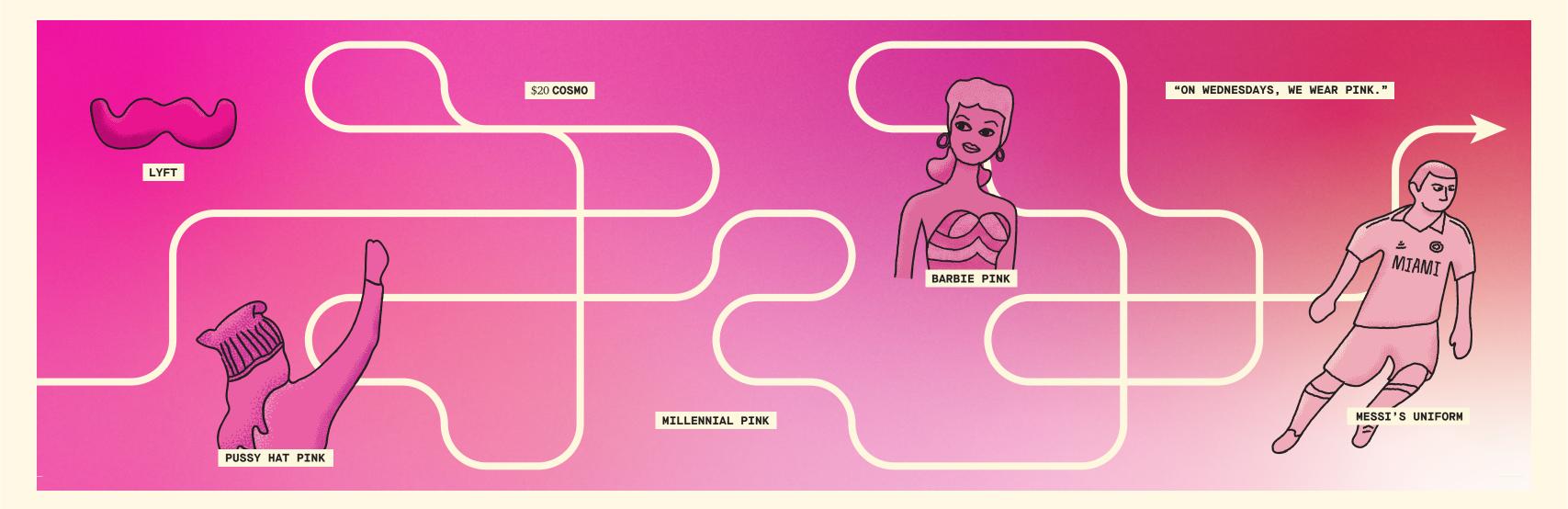
Head of Agency | Streetsense

TREND 1 LEVERAGING BRAND WORLD



Doom. Zoom. Gloom. In a world where post-pandemic challenges have given way to a relentless polycrisis, uncertainty has become our steadfast companion. As experts predict a looming loneliness epidemic, the quest for ways to lift our spirits has never been more vital. Mood-boosting colors have found their way into fashion and interiors, ushering in an era of dopamine-driven dressing and decor. Simultaneously, brands are boldly assuming a role once reserved for third spaces, redefining their identities and reshaping engagement to infuse more joy and lightheartedness into our lives. In 2024, we envision the design world continuing to shake off the stupor of "blanding" as it pursues personality and purpose.

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The unprecedented success of the *Barbie* movie this summer served as a testament to a collective yearning for positivity and playfulness — not to mention the color pink. As a cultural icon for decades, Barbie encapsulates various ideas, from consumerism and nostalgia to both progressive and regressive values. While debates persist around Barbie's representation of feminism, one thing is unmistakable: she is an iconic swatch in the evolving spectrum of pink branding trends.

The Year of the Barbie Movie (TYOTBM) marked a new chapter in the color's contemporary cultural evolution, from millennial pink to Inter Miami CF's flamingo pink brand and jerseys.

TREND 1

One might argue a bright pink house is fun for the big screen but has no place in the real world. Insurance companies <u>Marshmallow</u> and <u>Lemonade</u> beg to differ, infusing pops of vibrant pink that stand out in an industry traditionally run by gray suits and ties. It's not just about their use of the color pink — it's the incorporation of expressive details, empathetic character, and unexpected elements of fun that signal a shift in brand attitude poised to gain momentum in 2024.

Companies are realizing that, in an increasingly crowded brand landscape, consumers respond more favorably to brands that surprise and delight. Consider Westfield London's "happiness hack" that transformed a vast atrium into an immersive, maximalist wildflower meadowscape through a digitally interactive mural. Fiat's decision to cease production of gray cars in favor of shades that embrace optimism and spark joy boldly proclaims "Italy. The land of colors. Fiat. The brand of colors." By stripping away unnecessary seriousness, these companies empower their customers to see them in a new and bright light.



Emphasizing fun is a natural and necessary response to society's yearning for connection and hope. Play will be increasingly seen as essential to well-being and creativity for people of all ages. As we enter 2024, we anticipate that creativity will remain the primary driver of economic value; in this context, the power of play cannot be understated. A recent Deloitte study supports this perspective, revealing that brands with high annual revenue growth consider creative ideas essential to long-term success. Notably, IKEA, known for its flat-packed furniture, has embarked on a rave revolution by turning its stores into unexpected nightlife destinations. This bold move challenges the conventions of retail, injecting whimsy and social connection into the shopping experience.

With consumers seeking joy and in need of cultural connections and social infrastructure like third places, brands have a clear opportunity to experiment with play in both physical and digital spaces. While it may not be a Barbie world for long, 2024 is shaping up to be a year in which positivity and light take center stage as brands respond to the challenges of our times. **–S**

DOWNTOWN HOUSTON+

DOWNTOWN HOUSTON+

DOWNTOWN HOUSTON+

DOWNTOWN HOUSTON+

An eye-catching collection of hues elevates the brand for Downtown Houston's BID to a whole new level.

Branding and marketing by Streetsense.

TREND 2 SHAKING SOCTAL MIX

While brands increasingly emphasize positivity and lightheartedness in 2024, the social landscape is poised for a transformative year. The seismic shifts within this landscape, marked by established platforms facing decline and innovative alternatives on the rise, demand strategic adaptability from brands to effectively engage with evolving consumer behaviors.

Let's explore where we see some of the major players netting out.

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Home is where the heart is but Instagram is where the heart comes for inspiration.

Streetsense is social media agency of record for Apartments.com.

ON THE WAY OUT

Х

X, formerly known as Twitter, is undeniably at the forefront of our "tread very lightly" list due to a series of challenges, including staff cuts, brand safety issues, controversial policies, and a swift rebrand met with mixed results. As of early September 2023, new owner Elon Musk reported a significant 60% year-over-year decline in ad revenue. Usage is down, and X is even considering removing engagement metrics altogether. With engagement declining and brand safety concerns rising, particularly in a presidential election year, now is the time to prioritize placing ad dollars on safer bets.

RISING TO THE TOP

INSTAGRAM

Instagram continued to be a platform of choice for users in 2023 with 2.35 billion monthly active users, even though its product roadmap often borrows from other platforms. From Stories in 2016 to Reels in 2020, Instagram continues to be a viable option for marketers in 2024 because it can seamlessly integrate successful features from other platforms, offering users and brands a one-stop-shop for various forms of content creation and consumption. The average age of Reels viewers tends to skew higher compared to on TikTok, making Reels a favorable option when trying to reach older demographics.

LINKEDIN

After reporting a 41% increase in original content sharing in 2022, LinkedIn demonstrated strong levels of engagement throughout 2023, with sessions growing by 12% in the second quarter and public conversations on the platform increasing by 25% year over year. Ongoing development of new features, including the utilization of AI for delivering more personalized feeds, positions the platform to provide innovative tools that lead to increased engagement. These tools not only enhance user engagement but also offer brands unprecedented opportunities for audience targeting through data-driven insights.

PINTEREST

Pinterest is also witnessing positive momentum as we head into 2024. In Q2 2023, the platform experienced its largest overall user growth in over two years, with Gen Z leading the way as Pinterest's fastest-growing audience. Recent data also indicates that 85% of Gen Z individuals say social media influences their purchasing decisions. Considered collectively, this suggests that the platform is becoming a pivotal player in shaping consumer behaviors and influencing purchases in 2024 and beyond.

TIKTOK

Boasting one billion monthly active users, TikTok is unquestionably a frontrunner. Even with threats of a ban, marketers indicated they still planned to up their spend on the platform throughout 2023, a stark contrast to the approach we've seen for X. Furthermore, discussions regarding a potential partnership with Google, where Google would integrate some of its search functionality with the social app, are in progress. Considering that nearly 40% of young consumers now initiate searches through social media rather than traditional search engines, this partnership could signify a fundamental shift in how information is sought and found online. While TikTok's active users remain strong, marketers should prioritize diversification in their strategies to ensure resilience and adaptability, recognizing the potential for disruptions, like an outright ban, as we head into 2024.

JURY'S STILL OUT

THREADS

In July 2023, Meta launched Threads, a highly anticipated alternative to Twitter, allowing users to share and engage in conversations by posting short text updates that may be accompanied by a link, photo, or video. Within seven hours of its release, it had over 10 million sign-ups. By July 10, the app had over 100 million members, taking the lead over ChatGPT as the fastest-growing app ever. However, while Meta continues to develop the app, usage is on the decline. By September, the average time on app dwindled down to approximately six minutes — a notable decline from its peak of 21 minutes after initial launch.

Nonetheless, there is reason to be optimistic about the app's future. Meta has a track record of successfully introducing copycat apps and features, and it possesses a substantial built-in user base that could propel Threads to success over time as it actively improves its search functionality, recommendations, and messaging features. While there's currently no advertising on the app, we're betting that may not be the case by the time this report is published, as the platform is actively testing branded content tags. If Threads can evolve from its current state and incorporate the right features, especially given X's continued decline, it holds the potential to regain its momentum and take off in 2024.

FACEBOOK

Facebook still boasts a colossal user base of 3.05 billion. Despite its undeniable reach, it doesn't always generate the same buzz or excitement as some of the newer, trendier platforms that have captured the attention (and ad spend) of users and marketers alike. Nonetheless, Facebook's appeal remains steadfast, especially for brands seeking stability and a mature, diverse user base. It's a tried-and-true platform for connecting with a wide range of demographics, and we don't see that changing anytime soon.

As we venture into 2024, the shifts in consumer behavior, the evolution of established platforms, and the rise of innovative alternatives all point to an exciting and transformative social media landscape ahead. **–S**



TREND 3 - E E NORMALE CREATORS A EOREERONT OF MARKETING STRATEGY



Like the social landscape, the creator economy is also having a transformative moment as we step into 2024. A September report by *Insider Intelligence* recently found that influencer marketing spend is growing 3.5 times faster than social ad spend and should continue to do so through 2024. This trend aligns with the surge in popularity of platforms like TikTok and apps centered around short-form video content, making the upward trajectory in spending a foreseeable development.

Here's how the increased investment in the creator economy will impact the marketing landscape in 2024.

1 TRADITIONAL ADVERTISING WILL BE IMPACTED

Statistics from *Social Shepherd* indicate that 61% of consumers trust recommendations they see from influencers, compared to 38% who trust branded social content. This discrepancy in consumer trust aligns with the observations shared by Social Media Today, where businesses are increasingly leveraging creators to enhance their brand messages. This shift in the way content is delivered to consumers has the potential to diminish the effectiveness of conventional advertising.

2 A NEW CONSTELLATION OF STARS

While the *Insider Intelligence* report indicates that influencers are making the majority of their money from sponsored content, 2023 saw the rise of paid content subscriptions exclusive or premium content to followers who pay for access something that wasn't available even two years ago. According

to Insider Intelligence, "The trend toward episodic creator content is on the rise, with TikTok creators like Remi Bader and Ted Zhar leaning into predictable, TV-style videos on their channels. Few creators have successfully crossed over to scripted TV content on bigger screens, but there is consumer interest for it: Nearly two-thirds of US adults ages 18 to 24 and roughly half of those ages 25 to 34 were likely to watch a scripted TV show or movie featuring their favorite creator."

3 AI WILL CREATE EFFICIENCY, BUT IT COMES AT A COST

AI has made a significant impact on the marketing landscape this year, and the creator economy is not immune. Creators are leveraging tools like ChatGPT for efficiencies when it comes to content ideation, enabling the generation of multiple ideas instantly. Members of Deloitte via CMO Today cite another example: "creators could input a days' worth of unedited footage to produce a short vlog with a consistent story, dynamic editing, and elements that are proven to attract views." The group warns though that "a proliferation of content facilitated by generative AI could result in greater competition among creators and ultimately reduce viewership."

4 MORE CREATORS WILL ENTER THE REAL ESTATE SPACE

Real estate developers are increasingly collaborating with photographers, musicians, and local influencers to showcase their properties on platforms like Instagram and TikTok. Influencers not only receive direct monetary compensation but also enjoy exclusive experiences, such as capturing views from high-rises and receiving rent concessions in multifamily buildings. This mutually beneficial arrangement amplifies social media followership and enhances visibility for both developers and properties.

Additionally, influencers naturally highlight the neighborhoods and buildings they reside in, essentially providing a form of free advertising that underscores the advantages of living there. Notably, The Towers of the Waldorf Astoria, a 375unit residential development set to deliver in 2024 next to New York's Waldorf Astoria Hotel, has already integrated influencers into its strategy to sell units. The New York Times reports the strategy's significant success, with the development experiencing up to 1.5 million social impressions from a single partnership event and a 32% increase in Instagram followers since including influencers in its strategy.

Overall, marketers will need to adapt and embrace these changes to remain relevant and effective in this dynamic landscape. The continued rise of the creator economy is reshaping the way we engage with audiences and build brand trust; understanding these trends is essential for success in 2024 and beyond. -S

TREND 4 RIFE EIGIAI IMPACT



physical spaces.

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The influence of AI extends far beyond the confines of the creator economy, reaching into various domains where designers are discovering new possibilities for resonating with audiences and enhancing experiences across digital and



UNLOCKING CREATIVE ENERGY

In this transformative landscape, designers are experiencing a paradigm shift as AI assists with previously time-consuming tasks, liberating creative minds to think big when it comes to what to make and feel less inhibited about how to make it. It's a new tool in the kit to be leveraged when pursuing innovation and fostering creativity.

GAME-CHANGING ABILITIES

Take Adobe Photoshop's <u>Generative Fill</u>, for instance — a true game-changer with broad applications and implications. In the coming year, this tool is poised to continue revolutionizing the creative process. By way of intuitive text prompts — or even acting without them — it empowers creatives to effortlessly add, remove, or manipulate image content. Creatives can select an image area, click Generative Fill, and watch the software intuitively transform content with precision.



Produced for <u>The Guild, Brooklyn</u> by Streetsense.

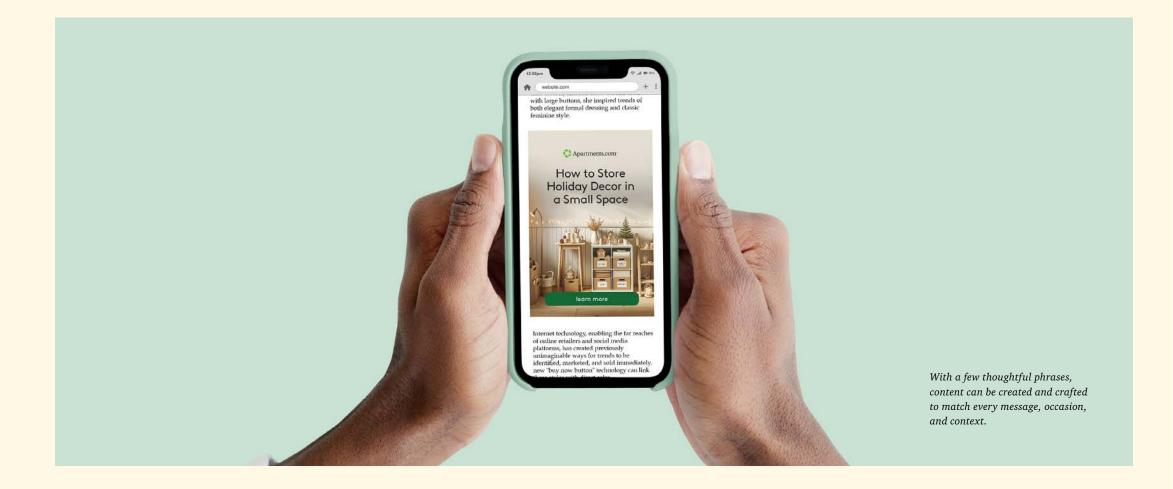
AI AS AN AMPLIFIER OF CREATIVITY, NOT A SUBSTITUTE

Make no mistake: while it's tempting to view the integration of AI into Adobe as a substitute for human skill, a closer look reveals a different narrative. Far from replacing human ingenuity, these advancements amplify creativity and exponentially enhance efficiency, unlocking uncharted realms of potential. For example, AI has enabled the pursuit of brand concepts and marketing campaigns that may have otherwise gone undeveloped for lack of time or fear of feasibility. Our designers are embracing these tools as collaborators in the realization of their visionary ideas.

STREAMLINED IMAGE SOURCING

Beyond design improvements, Generative Fill has made painstaking searches for the perfect stock images a thing of the past. Instead of scouring the internet endlessly and creating intricate Photoshop composites, Generative Fill has streamlined the process to minutes, allowing designers to create exactly what they have in mind. This tool's evolution not only simplifies the creative workflow but also enhances the quality and precision of the final output.

For visual artists working in commercial spaces, ethical considerations and image sourcing are paramount. Adobe Firefly, trained on a blend of Adobe Stock images, openly licensed materials, and public domain offerings, is designed for safe and ethical use. However, while this tool provides assurance, it does come with certain limitations on creative freedom. Consequently, describing the tool as "limitless" would be a mischaracterization.



TRANSFORMING THE CREATIVE PROCESS

Generative Fill's impact goes beyond mere efficiency; it represents a transformative shift in the creative realm. Merging technology with human ingenuity, it creates artistry and efficiency previously thought unachievable. As we enter 2024 and beyond, this trend is not just a technological advancement but a marriage of creativity and technology, redefining and elevating the creative process. This evolution isn't just about the tools we use; it's about leveraging technology to further creative potential, paving the way for our clients to innovate and express their products in unprecedented ways. **–S**

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641 S ST NW WASHINGTON, DC 20001 STREETSENSE.COM

@REALSTREETSENSE

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ANGELA McGARVEY angela@streetsense.com



tbenson@streetsense.com



TROY BENSON

CONTACT US.



GREER KIMSEY gkimsey@streetsense.com



lsloat@streetsense.com



DONNA OETZEL doetzel@streetsense.com