

GLOBAL BRAND LAB REPORT

Issue no.30
August 2023



four



Our brand lab report is compiled by Four's team of retail and lifestyle experts and analyses some of the latest innovations, experimental campaigns and transformative developments, which are keeping iconic destinations, retail and lifestyle brands alive for consumers on a global scale. We also explore how consumer behaviour is changing - now and forever - and how brands are evolving to succeed during this evolutionary time.

Images on this page and the cover are of New Quay, our destination spotlight this month. See page 6 to find out more.

CONSUMER TRENDS, CAMPAIGNS & BRAND ACTIVITY

BRITISH AIRWAYS X UNCOMMON, SPRITE MACHINES & MITCHUM



The month-long British Airways travel campaign, which won a Grand Prix at last year's Cannes Lions, has returned. Conceived by creative agency Uncommon, *A British Original* sees exciting and clever outdoor activations, encompassing over 500 different print, digital and outdoor ads for the airline. The images emphasise that business or leisure is just the tip of the iceberg when it comes to travelling.



Sprite is on a mission to help the Gen Z generation cool down and chill out with its *Heat Happens* platform. This latest activation is aimed squarely at younger commuters, who have to contend with uncomfortable conditions during the summer months. Together with WPP OpenX, the brand has created a Sprite vending machine at King's Cross Station.



UK deodorant brand, Mitchum, has launched an experiential campaign, *Fresh Factory*, which brings the range of invigorating Mitchum scents to life at summer events around the UK. Attendees can create personalised playlists and then dive into *Shower, Ice and Clear Fresh* zones to capture content – anything from giant fragrance showers and metallic mirrors to 48-hour power poses and slo-mo spritzes.

FASHION & LIFESTYLE

PRADA FLORAL COLLECTION, BURBERRY'S OUTDOOR HERITAGE & WESTWOOD'S TRIBUTE



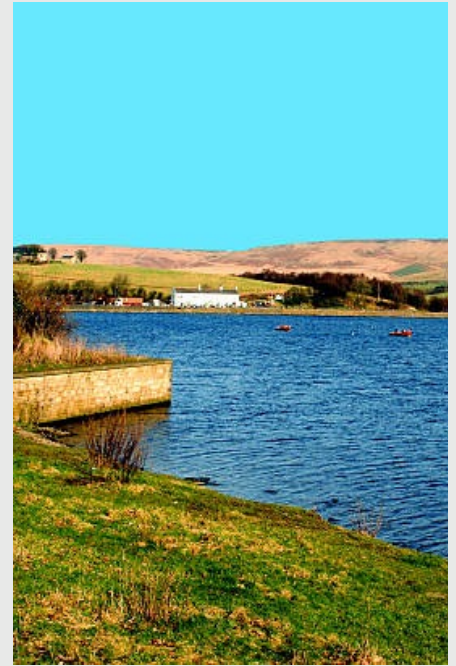
Prada: "In conversation with a flower"

Prada's A/W 2023 campaign features names like Letitia Wright, Hunter Schafer and Benedict Cumberbatch, dressed in the latest pieces from the seasonal collection, chatting with a flower. The images display the ambassadors conversing with a life size flower, depicting a 'metaphor for humanity', which expresses thoughts and feelings. The campaign is being described by the creators as 'a synergy between flowers and an embodiment of the human experience.'



Burberry goes back to the beginning

New chief creative officer for Burberry, Daniel Lee, has presented his debut for the brand, a collection, which embraces their outdoor-wear heritage. The campaign features striking images, shot on the Isle of Skye in Scotland and Giant's Causeway in Northern Ireland, with models in trench coats, rubber boots and field jackets.



A tribute to Vivienne

Vivienne Westwood® has released its seasonal campaign – a tribute to the late designer. Westwood's husband, creative director, Andreas Kronthaler, explained that the campaign photos were shot around the neighbourhood where she grew up in Hollingworth, England. The models were a mix of close friends and family such as Westwood's son, Ben and final shots were captured at the designer's grave.

SOCIAL MEDIA TRENDS

TWITTER'S REBRAND, INSTAGRAM & AI-GENERATED CONTENT, IKEA'S TIKTOK ANIME SERIES

Twitter has recently rebranded - with a name change, which was accompanied by a logo swap - replacing the iconic blue bird with the minimalistic letter X. Forbes has highlighted why this has shocked users and how detrimental the rebrand is for the platform, stating that Elon Musk has thrown away '\$4 billion worth of brand value.'

Instagram is working on labels for AI-generated content

App researcher, Alessandro Paluzzi, who frequently discovers new Instagram features before they're officially announced or released, has recently revealed that Instagram is working on technology, which would identify when AI has played a role in creating content on its platform.

Ikea gives a peek into college life with TikTok anime series

Ikea is turning college moments into anime art with a new TikTok campaign, aimed at Gen Z consumers. The brand is highlighting storage solutions ahead of the new term time with an artful 'slice of life' series. Each short, features a diverse cast of characters, navigating lifestyle challenges, with the help of Ikea's organisational tools.

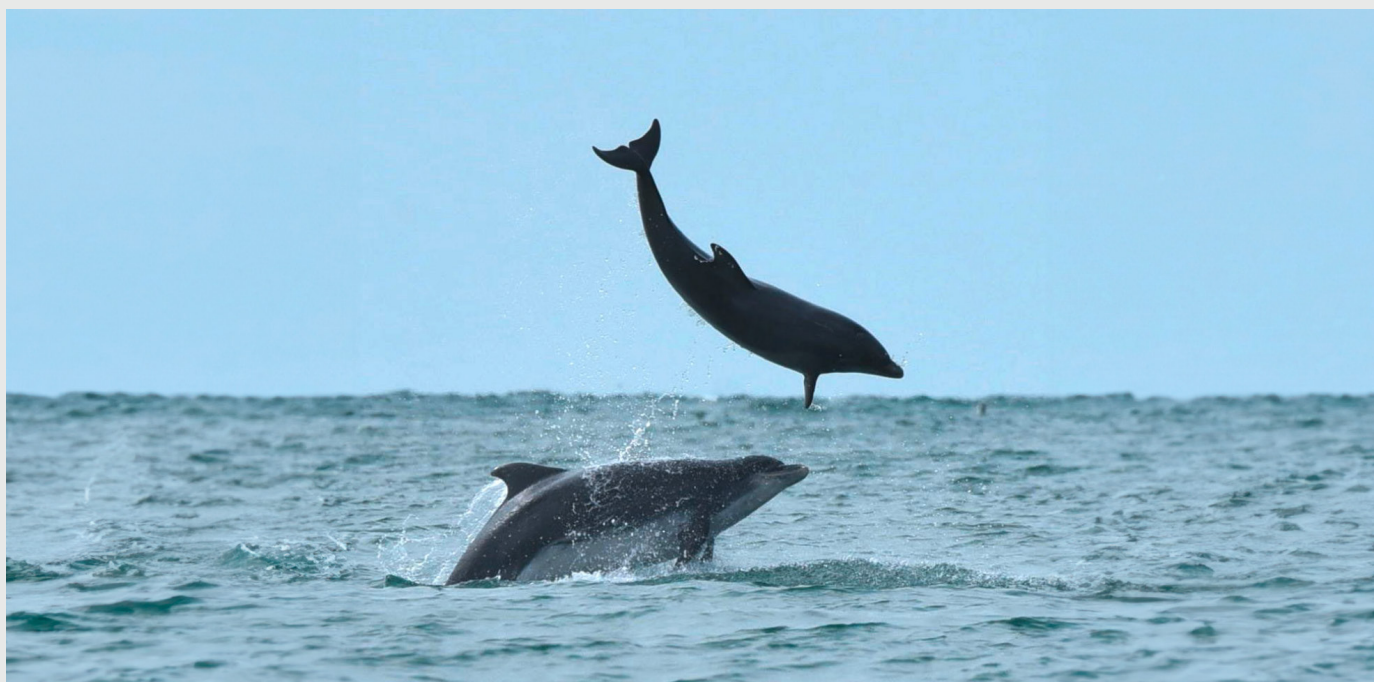
Women's World Cup campaigns from the UK

FIFA has joined forces with TikTok to create content from Australia and Aotearoa, New Zealand, during the FIFA Women's World Cup. The content includes behind-the-scenes moments, team arrivals, live pre-match content promoting the game, where to watch it, match highlights as well as player and coach reactions.



DESTINATION SPOTLIGHT

NEW QUAY, CEREDIGION, WALES



With its picturesque houses, pubs and restaurants gracing the side of the hills, which rises above the blue waters of Bae Ceredigion (Cardigan Bay) in Wales, and a sheltered harbour, safe beaches and its own music festival this August, what's not to like?

Dolphin spotting

One of the few places in the UK famous for its resident bottlenose dolphins. There are many boat operators to choose from and you can even see these peaceful creatures from the main pier as they come right into the harbour.

Ceredigion Coastal Path

The Wales Coastal Path cuts a spectacular route through Bae Ceredigion. The 60-mile route takes in quaint villages like Llangrannog and Tresaith - and you can catch the Cardi Bach (bus service) back.

Ceredigion Water Sports Centre

Looking for an adrenaline injection? Try your hand at the latest water sports craze 'winging' - or why not hire a paddleboard or kayak to get out on the water?

Ceredigion Regatta 2023, Wed 23 - Fri 25 Aug

One of the oldest regattas in the UK takes place in New Quay, with three days of competitive sailing and a full day of inshore sports, which includes swimming, kayaking, paddle boarding and more. There are also beach competitions to keep everyone entertained.

INFLUENCERS & KOLS

ONES TO WATCH



171K Instagram Followers

Jo is an AI artist, who has recently been working with Adidas and Oatly. Her latest collection *Inflatable Wonders*, re-creates iconic buildings from around the world in the form of huge bouncy castle structures, including the Statue of Liberty, the Eiffel Tower, the Tower of London, the Coliseum and Sagrada Familia.



272K Instagram Followers

Yaya & Lloyd began documenting their travels in 2014, when they left school. They focus on showcasing the best budget trips in the UK and around the world and have recently worked with Great Western Railways and TUI.



301K Instagram Followers

Lucy is a luxury travel influencer, sharing the best hotels, resorts and restaurants from around the world, as well as fashion, beauty and travel products. She has recently worked with Le Sante Cape resort in Greece and Belmond hotels.

ARTS & CULTURE

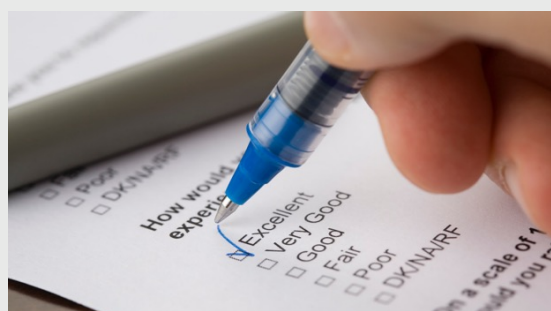
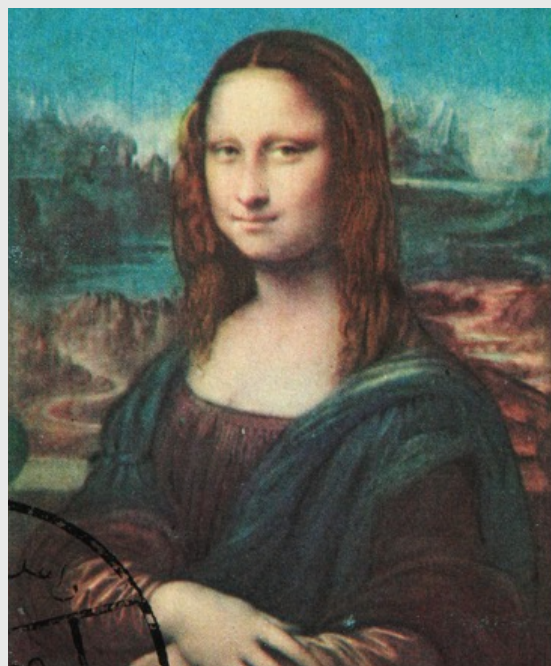
EASYJET BRINGS TOURIST ATTRACTIONS TO LIFE, 'IMPRESSIONS' PROJECT AND 'A BRITISH ORIGINAL'

EasyJet's summer campaign

EasyJet has recently launched a new advertising campaign introducing seminal works of art, which live in different countries, becoming tourists. From Da Vinci's Mona Lisa, Vermeer's Girl with the Pearl Earring, Michelangelo's David to Rodin's The Thinker and even an appearance from Raphael's cherubs – it shows works of art learning what it's like to fully immerse themselves in the joy of summer travel. David Masterman, deputy executive creative director at VCCP commented: "Who better than someone who's been stuck in one place for 500 years to demonstrate the powerful benefits of travel? We've freed them and turned them into travel influencers." This campaign will run for eight weeks across the media.

Autograph Collection Hotels teams up with Fotografiska on new 'Impressions' project

Autograph Collection Hotels and Fotografiska gallery have teamed up on a new 'Impressions' project, which showcases the work of four talented photographers residing in Autograph hotels – capturing extraordinary locations from their own unique perspectives. Their work will showcase at Autograph Collection Hotels worldwide – allowing visitors to experience famous cities such as Tokyo, Berlin and Oklahoma. Short Films will also be shown alongside these images, giving visitors an inside track on their creative process. Guests staying at the Autograph Collection hotels will also receive complimentary 'museum admission' and complimentary access to Lomography 35mm film cameras and film rolls, along with expert tips from celebrated photographers so that visitors can capture their own inspiration.



CONSUMER FINANCIAL PLANNING TRENDS

GUCCI NFTS, ASDA'S CHRISTMAS CASH POT & EXTREME WEATHER INSURANCE



Gucci offers rewards to NFT holders with physical pieces

Gucci is rewarding owners of its NFT, *Gucci Vault Material*, with exclusive physical items not available for general purchase. This is a fresh approach in the NFT strategy of premium brands, aimed at fostering interest in a private community of token holders. It suggests that we can expect to see play-to-earn or engage-to-earn models a lot more in the future, which bridges the digital divide and rewards customers with a physical product.

Asda introduces *Christmas Saver Cash Pot* app

Through their Rewards app, Asda shoppers can now save their cash pot to spend over the festive period, as many budgets will be a lot tighter this year. Customers can transfer savings into their *Christmas Saver Cash Pot* and Asda will also reward savers with up to £5 for each transfer.

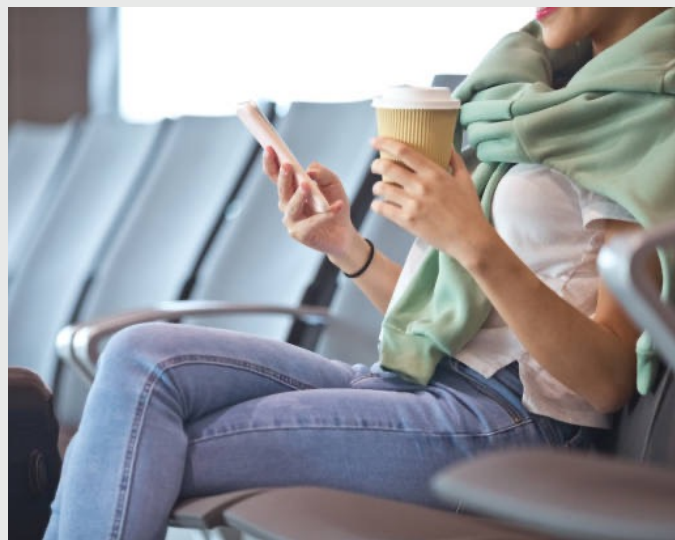


Sensible Weather to introduce extreme heat insurance for travellers

American climate risk insurer & analysis company, Sensible Weather, is planning to introduce extreme heat cover as a way for travellers to protect against holidays being ruined by record temperatures. They are fine-tuning the temperature ranges and locations and adding to their insurance covers, before roll out.

IN THE WORKPLACE

THE RISE OF THE 'WORKCATION', SUMMER WORKPLACE TRANSITIONS AND HOW TO AVOID OFFICE GUILT TRIPS



The rise of the 'workcation'

A rising trend post-Covid, allowing employees to work from holiday destinations, testimonials are already showing productivity and relaxation benefits. "Work from anywhere" weeks, offered by companies like Google and Amex provide flexibility but regulatory challenges like tax liabilities and immigration rules need to be navigated. Platforms like Ashore provide workcation destinations with proper workspaces, including good Wi-Fi connection, however, finding suitable locations remains a crucial consideration.

Summer workplace transitions

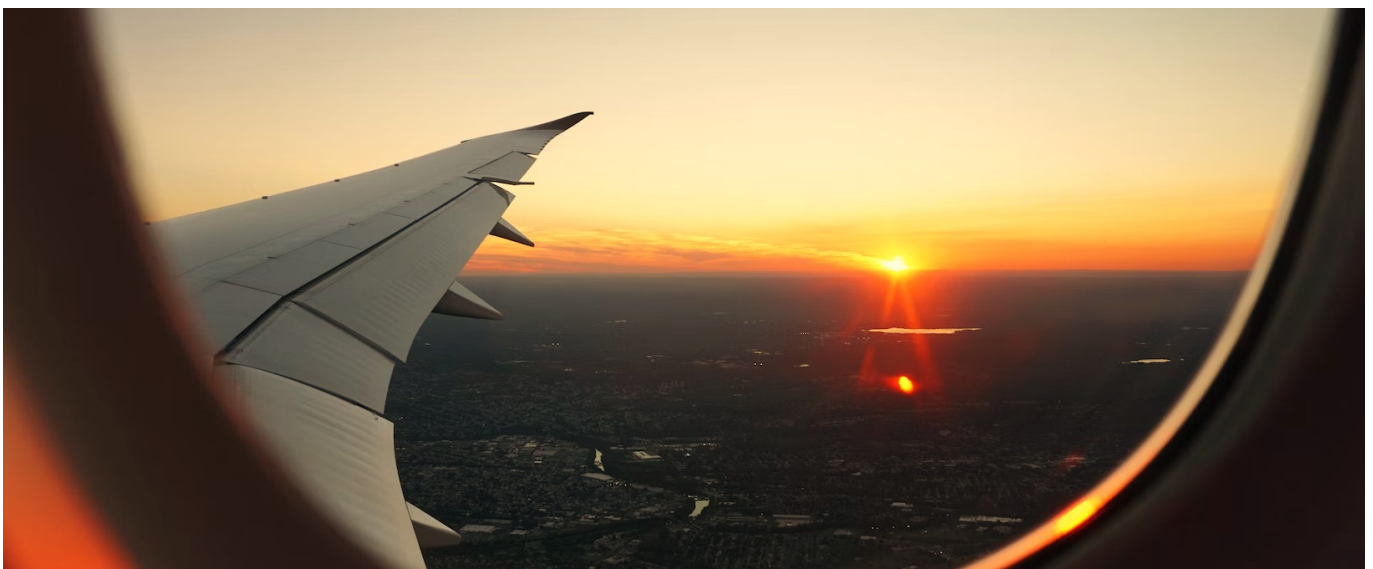
The modern workplace is witnessing significant changes, with more remote work, flexible hours and a greater focus on employee well-being. Other shifts include summer hours and time off for achieving goals. Mental health days, four-day work weeks, and boomerang employee incentives are also emerging trends. However, some, like QuitTok and Bare Minimum Mondays, raise concerns about boundaries and productivity.

How to avoid office guilt trips

This Forbes article provides six practical tips for having a stress-free summer holiday. The tips include setting clear boundaries, delegating tasks, planning ahead, staying connected but limited work check-ins and utilising out-of-office messages effectively. By following these guidelines, employees can enjoy a relaxing holiday without feeling overwhelmed by work-related concerns.

TRAVEL TRENDS & AI

TIKTOK IS SPEEDING UP TRAVEL PLANS



Travellers are keen to discover the ultimate destination for their dream trip, often investing hours of research into weather, attractions and restaurants.

We've noticed a spike in travellers tapping into ChatGPT to craft unforgettable travel itineraries for their upcoming adventures – revealing top-notch attractions and best times to visit as well tips and tricks to budget.

In the past six months, a trend has emerged showing travellers flocking to TikTok for travel tips and tricks.

With a growing interest in discovering the best-kept secrets and innovative hacks, travellers have found TikTok an easy go-to platform for a treasure of exciting travel insights.

Content includes: how to find the cheapest ways of doing a luxury holiday and at the moment, North America is one of the most popular regions searching for travel hacks.



175 posts of #aitravel on TikTok globally over the last 12 months



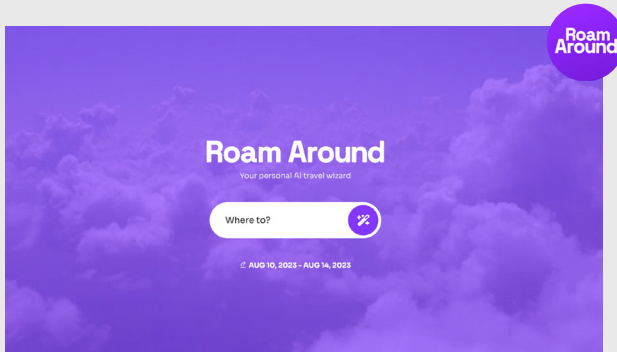
5M views of #travelai in the last year



78% 18-34s used #travelai in last year

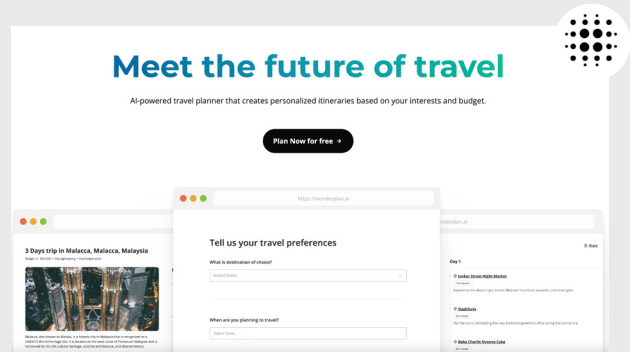
AI AND CHATGPT APPS

FREE TRAVEL PLANNING USING AI AND MACHINE LEARNING TOOLS LIKE CHATGPT PREPARE ITINERARIES IN A FEW SECONDS



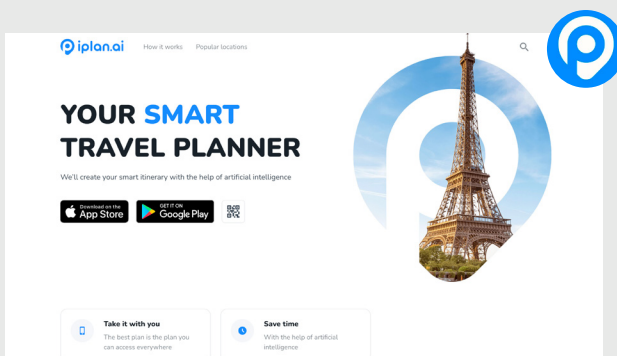
Roam Around

Easier to use than ChatGPT, as it gives you prompts. You can specify how many days you have and it queries ChatGPT and presents the response in an intelligible manner. It doesn't let you filter, but it does have a few options of adding special requests like whether it's a foodie trip or family holiday.



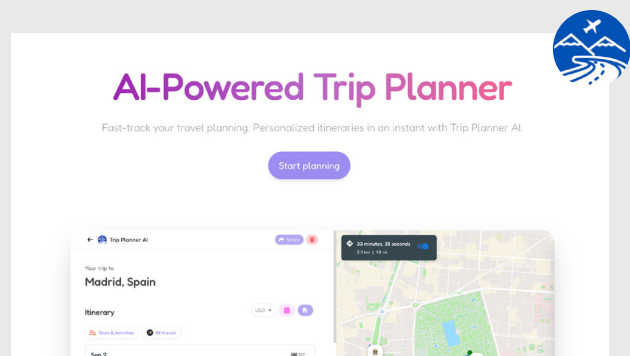
Wonderplan

Takes into consideration country and city, budget, duration and your interests. Outputs include places to visit, descriptions and the time to spend at each location. Also displays different types of accommodation dependent on budget.



iPlan.AI

Smart itinerary in app form, factoring in how many days you will be there and what do to with your free time. It allows you to choose if you're travelling solo, as a couple, with family or with friends as well as your interests.



Trip Planner AI

By entering the city you wish to visit, the duration and start date, Trip Planner AI then suggests flights and hotels based on those details. You can also specify number of adults and kids, luggage bags, hotel rooms, expected cost and available amenities.



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