

GLOBAL BRAND LAB REPORT

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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.

CONSUMER TRENDS, CAMPAIGNS & BRAND ACTIVITY

BEAUTY INDUSTRY TRUSTS THE POP-UP, COSTA HITS THE FESTIVAL CIRCUIT AND SUSTAINABLE BOTTLES 'OWN' COACHELLA

Savvy consumer brands set to reinvest in physical events in 2023

In-the-know B2C beauty brands are taking note of shifting consumer behaviour to build in-person relationships once again. Brands are channelling budgets into in-person pop-ups in-line with MarTech's research which found that 60% of marketers intend to return to in-person events in 2023. Pop-ups from the likes of Clinique and Rhode at Coachella and Sol de Janeiro x Look Fantastic in Battersea Power Station showcase how the beauty sector is utilising global events to build trust and engage the consumer.

Costa Coffee 'Dopamine Booth' hits the festival circuit

Costa has launched a festival-centric summer campaign for their 'ready-to-drink' range. Harnessing the high footfall expected at Pride, Mighty Hoopla and Barcode, their immersive 'Dopamine Booth' – inspired by the current dopamine dressing trend – will give festival-goers the opportunity to curate their own

mood-boosting experience. Visitors will be transported from the intensity of a festival to a moment of calm, to refuel or energise, all while enjoying a ready-to-drink Costa coffee.

'Path' Bottled Water infiltrates brand activations at Coachella

With a mission to cut down on single-use plastic waste, the BPA-free aluminium water bottle brand Path frequently integrates its product into festival campaigns. Their first stop of 2023 was Coachella, where they created co-branded bottles with multiple partners - including Revolve, 818 Tequila and BMW. The result saw the brand infiltrate their product site-wide throughout the weekend. Previous 'Path' partners include Lollapalooza, in addition to 120-plus events per year with the likes of Alo, Barry's and Spotify.



FASHION & LIFESTYLE

BRANDS AT COACHELLA, I GOT IT ON DEPOP, CELEBRITY COLLABS

Sephora's aura readings at Coachella

At Coachella this year, Sephora tapped into SoCal desert wellness culture with an aura reading that matched participants with a coordinating fragrance that they could spray onto an “energy-inspired bracelet.” They could also use the bracelet to receive a custom poem from an on-site poet.

“I Got it On Depop”

Depop has launched a new multi-channel campaign to inspire second-hand shopping this summer, particularly in the run up to festival season. It includes an IRL music and marketplace community event featuring up-and-coming music talent. The campaign leans into the energy of how buyers/sellers already talk about their purchases from community-derived expressions.



Dua Lipa x Versace collaboration

Last month at Cannes Film Festival, Dua Lipa and Donatella Versace showcased their co-designed summer collection. The show prioritized accessibility and indicates a new era for celebrity collabs. It points to a shift in how companies work with celebs, no longer just as models but as colleagues.



SOCIAL MEDIA TRENDS

TIKTOK

Blast.tv Paris Major to be the first Counter-Strike event streamed live on TikTok

BLAST has partnered with TikTok for CS:GO Major in Paris, the first Counter-Strike event to be streamed live on TikTok. The tournament will feature the top 24 teams competing for a \$1.25 million prize pool. It will attract over 50,000 fans and it will be broadcasted worldwide in over 100 territories and 24 languages. TikTok will provide a dedicated page, on-site reporters, and exclusive content for Esports fans.

Tik Tok is *not* the place to be for brands during the Super Bowl

Brands find it challenging to use TikTok effectively during big events like the Super Bowl. Unlike Twitter, TikTok's video-based platform requires sophisticated content creation, but it still attracts over 1 billion monthly users. Brands should focus on post-game and pre-game content to leverage TikTok during events. Quaker Oats and Doritos engage fans with contests and dance challenges. TikTok serves as an information resource for Gen Z, and showcasing behind-the-scenes content adds authenticity. Although currently limited, TikTok

is expected to play a larger role in the future of event marketing.

UFC and TikTok extend global livestream content deal

The UFC (Ultimate Fighting Championship) has entered into a content partnership with TikTok to expand its international presence and enhance its global livestream offerings.

The collaboration aims to provide UFC fans with exclusive behind-the-scenes content, live event highlights, and athlete interviews through TikTok's platform. This partnership enables the UFC to engage with a broader audience and leverage TikTok's popularity to amplify its brand and reach.

Adidas and TikTok bring livestreamed shopping experience to London

Adidas and TikTok have teamed up to offer a livestreamed shopping experience in London. Users can join a TikTok livestream from a pop-up store and shop for exclusive Adidas products in real-time, while also interacting with the stream and making purchases within the app. The collaboration blends live events, social media engagement, and online shopping.



DESTINATION SPOTLIGHT

BUSAN, SOUTH KOREA

South Korea has revealed plans to develop a futuristic and sustainable floating city off the coast of Busan in collaboration with blue tech design company Oceanix.

Titled Oceanix Busan, this project seeks to provide a breakthrough solution for coastal cities facing severe land shortages compounded by the climate crisis.

The city will be made up of interconnected platforms with each neighbourhood designed to serve a specific purpose – be it residences, research hubs, or eco-friendly lodging – with 30,000 to 40,000 sqm of mixed-used space per platform. There will be six integrated systems to make the city both sustainable and functional: Net-Zero Energy, Fresh Water

Autonomy, Zero Waste Systems, Habitat Regeneration, Plant-Based Food and Shared Mobility.

Oceanix City is expected to be finished and ready for settlement by 2025. Busan's Mayor, Park Heong-joon, has also submitted a bid to host World Expo 2030 in this floating city.



INFLUENCERS & KOL

ONES TO WATCH



@emthenutritionist

**385k
Instagram followers**

Emily is a fully qualified, registered nutritionist with a degree from King's College London. Nurturing a love for food through generations of family cooks, Emily's ethos is to marry the science with her passion for the food on our plates. Her content includes morning routines, 'what I eat in a day' vlogs, as well as healthy and nutritious takes on popular everyday recipes.



@mollymclean_x

**18.9k
Instagram followers**

Molly is a lifestyle and fashion influencer based in Devon. Her Instagram showcases outfit of the day, lifestyle and travel content. Molly also has a series in which she shares her shopping experience with her followers at popular stores such as Pull & Bear, Oliver Bonas and B&M.



@kassiralec

**6,866
Instagram followers**

Alec is a digital creator based in the UK. Through his Instagram he highlights his travels and lifestyle as well as the occasional food content. Alec has various reels showcasing the events, exhibitions, concerts and festivals he attends in the UK and around the world.

ARTS & CULTURE

DESIGN MIAMI/ BASEL 2023, TOKYO GENDAI, LOVE INTERNATIONAL



Tokyo Gendai

The first international art fair held in Tokyo Bay for over 30 years, the inaugural edition of Tokyo Gendai brings together 77 global galleries. Through a high-quality selection of artwork, programmes and events, Tokyo Gendai provides a platform for artistic and intellectual exchange.



Love International

Croatia is a leading European dance music hotspot, with picturesque coastlines proving the perfect backdrop for festivals such as Love International. The festival returns in July, boasting a star-studded line-up.



Design Miami/ Basel 2023

June sees the 17th edition of Design Miami/ Basel, an annual international design fair hosted in Switzerland. Exhibitions from some of the biggest players in design will showcase furniture, lighting and art alongside an extensive programme of talks.

CONSUMER FINANCIAL PLANNING TRENDS

THE KLARNA PARLOUR AT MIGHTY HOOPLA, TONY'S CHOCOLONELY HIDDEN GLASTO TICKETS & AMERICAN EXPRESS PARTNERS WITH COACHELLA



The Klarna Parlour at the Mighty Hoopla

Klarna is bringing some extra sparkle to this year's Mighty Hoopla with free glitter and face painting for all. They've also launched festival-inspired outfit inspiration on their app to help customers get the best price for their festival fashion.



Tony's Chocolonely hide free Glastonbury Tickets

Innovative Dutch chocolate company Tony's Chocolonely has taken inspiration from Charlie and Chocolate Factory and hidden a number of free Glastonbury tickets in its bars.



American Express offers Cardmembers Coachella Perks

American Express has partnered with Coachella to offer its Cardmembers a range of exclusive perks at the festival including dedicated checkout lines, complimentary Ferris wheel rides, a Y2K themed Amex experience at the festival with a camera lab and photo studio.

IN THE WORKPLACE

DEVAFEST'S KEY WORKER TICKET GIVEAWAY, APPLE BANS CHATGPT AND MENTAL HEALTH AWARENESS WEEK AT SCHUH



DevaFest announces ticket giveaway for key workers

Music and food festival DevaFest has announced its highly anticipated ticket giveaway for the third year running, for all key workers in efforts to 'give back to the services that support communities.' A total of 300 day tickets, worth nearly £20,000, will be up for grabs in a free ballot for all NHS workers and key workers including care workers, emergency services and the education sector.

Apple, Goldman Sachs and Samsung suspend employees from using Chat GPT

Tech giant Apple joins the ever-growing list of companies banning the use of Chat GPT and other AI tools from employee use, as it develops its own similar technology. Apple CEO Tim Cook has commented on their plans to "weave" AI into their own products, involving use of AI chatbot apps being automatically downloaded for existing iPhone users.

Mental Health Awareness week- how Schuh supports their staff

Mental Health Awareness Week, which ran between 15-21st May this year, aims to shine a light on struggles that many employees find hard to address in the workplace. A McKinsey study showed that 60% of employees have experienced at least one mental health challenge at some point in their lives. Footwear retailer Schuh – which won the Best Place to Work at the Drapers Awards– has put several measures in place including staff wellbeing surveys, mental health training and even partnering with the United Kingdom Retail Trust on an employee assistance programme.



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