

# GLOBAL BRAND LAB REPORT

Issue no.35

January 2024



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.

*The image on this page are of Fiuggi, Italy, our destination spotlight this month. See page 8 to find out more.*

# FASHION & LIFESTYLE

## IKEA'S HOME WORKOUT SOLUTIONS AND MEGAN THEE STALLIONS GYM COLLABORATION

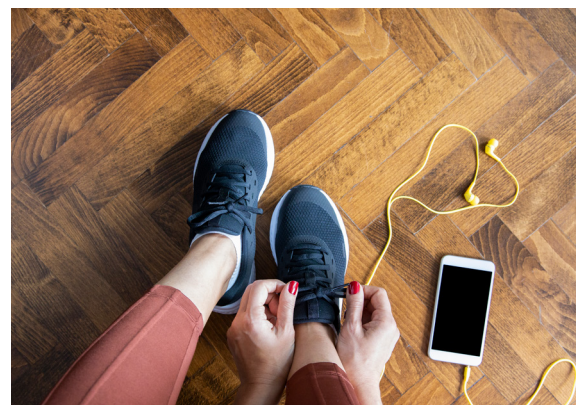
Made in Chelsea's Sophie Habboo has dropped a fitness collaboration with USA Pro and Sports Direct. She has introduced her own everyday essential fitness outfits that offer comfort, performance and style.

### IKEA introduced DAJLIEN

With the challenges and frustrations of exercising at home, IKEA has set out to explore how to enable better and more accessible workouts in our homes. The result is the DAJLIEN collection, developed through the belief that if they can make it easier for people to exercise wherever they like, they can ensure that even a bit of activity is within reach for everyone – every day. This is also reflected in the collection name: DAJLIEN is the word for “daily”.

### Megan Thee Stallion and Planet Fitness announce new gym collection

Planet Fitness is thrilled to unveil an exclusive collaboration with Megan Thee Stallion. The joint venture is being introduced through a campaign and a unique collection of apparel. Megan's workout vlogs on TikTok have been a source of admiration, making it a natural choice for Planet Fitness to team up with her. This partnership seamlessly blends music and fitness, as the rapper assumes the persona of “Mother Fitness,” inspiring individuals to embrace the gym in the year 2024.



# CONSUMER TRENDS, CAMPAIGNS & BRAND ACTIVITY

## ITV GOES HEAD FIRST, ASDA'S SPA, GOUSTO'S GUIDE

Building on their social purpose initiative "Britain Get Talking," ITV has launched a new competition for their advertising community. They're offering the winner £1 million of air-time and will match-fund 4 other shortlisted entries up to £250K. The brief is to champion and communicate to the nation the importance of taking steps towards better mental health and wellbeing.

Asda has become the world's first supermarket to offer health treatments along with meals. Starting from £2.25, the supermarket spa will offer a variety of holistic treatments paired with items from the new Health Menu Range, developed with in-house nutritionists to improve gut, skin health, heart health, & immunity. The pop-up spa is being run by Asda in Angel for 3 days from January 23 – shoppers should book sessions online.

Costa Coffee has partnered with plant-based culinary sensation BOSH! to collaborate on a range of vegan savoury and sweet products. The range, available in more than 2,600 stores across the United Kingdom since January 4, is 'revolutionising how people can conveniently access plant-based food options on-the-go.' This is helpful not only for vegans, but also for flexitarians and those who are looking to reduce their meat intake.

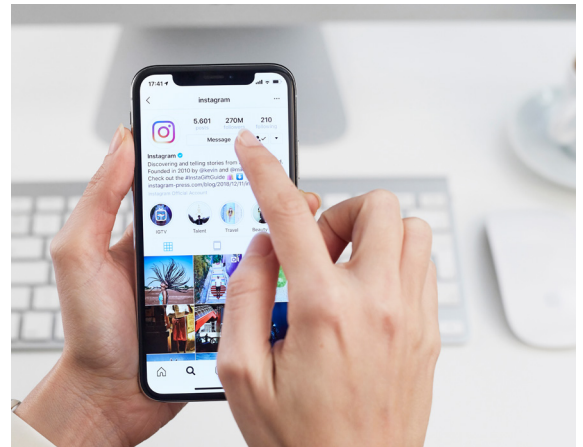
Recipe box Gousto is launching its Hungry Traveller range with an accompanying foodie phrase book, to empower customers to cook global dishes at home and learn new language skills for their next trip abroad. Its creation follows the finding that half of Brits (55%) are hesitant to order local cuisine when abroad because of language barriers.



# SOCIAL MEDIA TRENDS

## PUBLIC INSTAGRAM INTERESTS, DESKTOP TIKTOK AND AI IN YOUR DMS

Instagram's looking to expand its Collections feature, in order to enable users to share Collections of posts on their profile, which could help to give people more insight into their interests. Instagram's public Collections option would be available via your IG profile, which any visitor would then be able to view in the app. That could be a handy way to show off some of your key interests, like celebrities, books, or movies, which may help to give visitors more insight as to whether to hit "Follow" or not.



### TikTok tests new desktop-based tools for creators & marketers

TikTok's working on some new tools to help creators maximize their performance, this time via new desktop-based creator tools, including a new Creator Center UI which provides more analytics insights and updated discovery tools, utilizing conversational AI.



### AI chatbot usage set to skyrocket in 2024

A survey from HootSuite reports that 46% of social media marketers plan to use AI chatbots to respond to messages in 2024. That's up 318% over 2023. These chatbots use conversational AI to respond to posts, DMs, or chats on nearly any social platform. For example, an Instagram food influencer used a bot to respond to thousands of comments and send a recipe to each person who commented. The chatbot used a mix of pre-determined comments so the responses would appear more human and less bot-like.



# INFLUENCERS & KOLS

## ONES TO WATCH



**@gabriel\_sey**

**45.8K Instagram Followers**

Gabriel is a qualified personal trainer who's passion is fitness. He shares educational, fitness and nutrition-based content with a touch of comedy. He focuses on importance of the mind as well as the body, while also posting lifestyle content of his fatherhood. Gabriel offers online coaching and also posts on YouTube.



**@isawelly**

**32.8K Instagram Followers**

Isa-Welly is a registered Nutritional Therapist and Wellbeing Coach with a focus on Pilates, nutrition, and wellness. She helps women eliminate fatigue, gain energy, clarity, and confidence through consistent nutritional habits, 1-2-1 and group coaching support and through her own podcast. Isa-Welly has worked with well-known brands such as Adidas, Sweaty Betty, and Soho House.



**@sarahmalcs**

**18.1K Instagram Followers**

Sarah is a passionate yoga teacher and co-host of the podcast 'Kitchen Host'. After being diagnosed with PolyCystic Ovary Syndrome she began her journey of taking care of the body as a whole and living more mindfully. She shares this through her content, yoga membership and through her podcast on healthy eating.

# ARTS & CULTURE

## META LAUNCHES CAMPAIGN AT ART BASEL AND THE LUNA LUNA FAIRGROUND REOPENS

### The Luna Luna Fairground has been resurrected by Drake in LA

The Luna Luna Fairground first opened in 1987 in Germany has been re-opened in Los Angeles. The fairground features one-of-a-kind works of art including Keith Haring's hand-painted carousel as well as works from Salvador Dali, David Hockney and Roy Lichtenstein.

### Meta's 'Sonic Listening Party' at the Miami Art Basel 2023

Meta launched their sonic listening party as part of their "It's Your World" campaign which aims to encourage creative autonomy by providing artists with cutting-edge technology.

### AI reinterprets Capability brown gardens in pictures

Digital artist Daniel Ambrosi has created an exhibition that interprets quintessentially English, eighteenth-century vistas with AI.



# DESTINATION SPOTLIGHT

## FIUGGI, ITALY



Palazzo Fiuggi, Italy, is the ultimate wellness destination this January- a historic destination renowned for its healing waters has recently underwent a full renovation

An iconic Art Nouveau-style wellness retreat boasts a 65,000 square foot center surrounded by garden, remarked by Forbes and Harpers Bazaar as 'unmissable'

While preserving its historical charm, the hotel integrates cutting edge spa technologies where comprehensive health assessments precede all therapies, emphasizing a holistic approach to wellbeing



# IN THE WORKPLACE

## AI COMBATS JOB SECURITY, WORKPLACE NAPS AND EMPLOYEE WELLBEING BREAKTHROUGHS

### Sleeping on the job

Fresh research from the Sleep Foundation has found that napping improves productivity at work. Studies show that napping during working hours improves focus, decreases stress and minimises anxiety. Google, Nike and Ben & Jerry's are just a handful of corporations that have already embraced nap time.

### AI anxieties straining mental health

Forbes recently revealed that two-in-five workers worry that AI will make their job obsolete. Fears around AI are contributing to poor workplace wellbeing, with 51% of US workers claiming AI is damaging mental health.

### Wall Street taking stock on worker wellbeing

In a push to retain top talent, the Financial Times suggest traditionally dismissive US banks are embracing self-care. With young workers twice as likely to report mental illness symptoms, Goldman Sachs will start rolling out mental health training to line managers at the start of 2024.



# HEALTH & WELLBEING

## A HEALTH CONSCIOUS MINDSET 2024



According to Mintel's Lifestyles of Millennials Report, some of the top motivations for putting effort into being healthy are to feel happier and physically fit.

Millennials put a lot of value into their health and wellness, with a third of them saying their health has significant influence on their personal identity and 79% put some or a lot of effort into being healthy.

They are well-engaged in products and services that help them manage and improve their health, particularly those that utilise technology.



**More than a third (34%)** of surveyed UK doctors reported personalised medicine as the treatment innovation they most look forward to



Future health problems are a worry for millennials – with **70%** worrying about their health declining when they get older



**45%** increase in the number of searches for ZOE, a blood sugar monitoring device, which has grown from a total of 2.4k in 2022 to 3.4k by 2023

Source: Mintel. Lifestyles of Millennials UK 2023

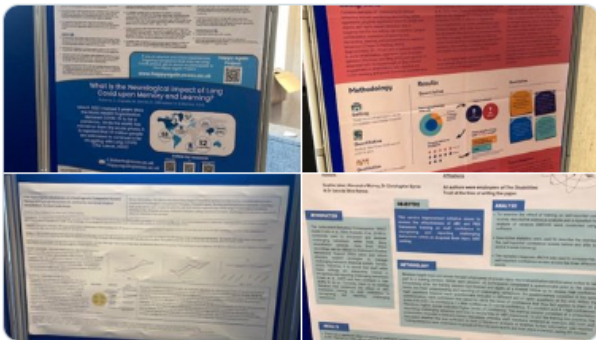
# DIGITAL HEALTH

## INTRODUCING INNOVATIVE HEALTH TECHNOLOGIES

In 2024, digital health continues to gain momentum, revolutionising healthcare through innovative technologies and enhancing patient outcomes worldwide. The landscape is further shaped by the integration of personalised and tailored medication solutions, driven by advanced technologies, fostering a new era of precision medicine.

Enthusiasm and intrigue for exploring the possibilities offered by cutting-edge technology

There's a great selection of posters and presentations at [#BIRT2023](#) today exploring long COVID, the use of compassion-focused therapy, digital health technology and much more.



Incredible news!

The final £6m funding is approved for the National Centre for Child Health Technology in Sheffield Olympic Legacy Park. [#NCCHT](#) [#Sheffield](#) [@OLPSheffield](#) [@SheffChildrens](#)

Details:

[cypmedtech.nihr.ac.uk/2023/02/03/new...](https://cypmedtech.nihr.ac.uk/2023/02/03/new...)

Excited to attend the upcoming Giant Health Event in London this December. Honoured to be a speaker at [#GIANT2023](#). Looking forward to sharing insights at the Women's Health Technology Show and discussing how [@MirZyme](#) is making strides to make preeclampsia history. See you there!

## Problems for surgeons with the release of AI and inefficient tech

Surgeons lose an entire working month every year due to inefficient technology, according to a survey



What are the risks to their health, who is making money out of this, why is it necessary, and what is the possibility for this technology to be misused? The government seem to be focused on killing lots of birds at the moment.

Yes exactly the solution to health isn't MORE TECHNOLOGY it's getting rid of all the things making us sick in our environment.

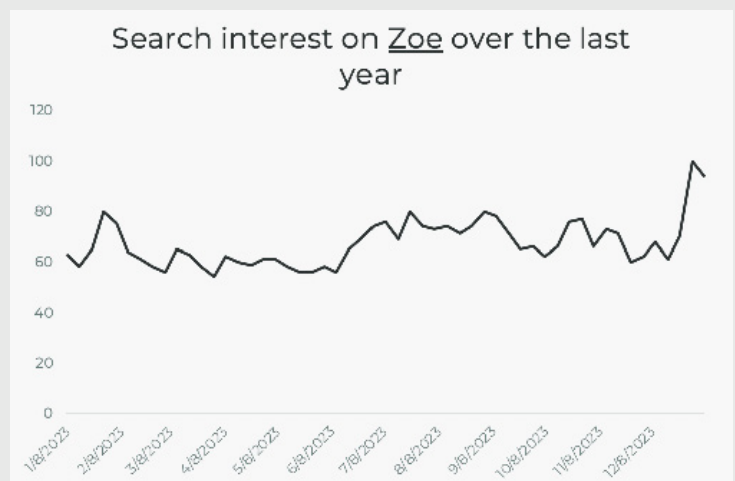
...that I care for dearly for financial reasons. I left a very plum job because I could not see a path forward to achieving my dream of becoming a world class surgeon working with cutting edge technology. The third root cause in my view is the simmering crisis in the health..

# BRAND EXAMPLE: ZOE

## A PERSONALISED MONITORING DEVICE



Using the blood sugar monitoring device, ZOE provides personalised advice on what people should be eating based on results gut health and blood fat tests. Proactively managing millennial's health is expected to grow and their interest in products and services that help them build strength, immunity and prevent illness will increase.



### Competitors

Digbi Health	Viome	Omada Health
Welzen	Ombre	Better Meal

# FOLLOWER ANALYSIS: ZOE



**ZOE | Nutrition**  
@zoe

**519K**

Followers

**1.59%**

Engagement rate\*

**582K**

Avg reel views

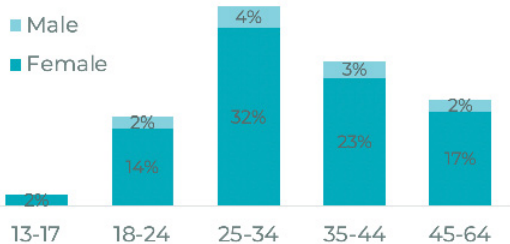
**143%**

Follower credibility

**33%**

Paid post performance

## AUDIENCE GENDER AND AGE



## AUDIENCE LOCATION



**United States – 40%**

United Kingdom – 29%

Brazil – 5%

Australia – 3%

Canada – 2%

Mexico – 2%

London – 10%

Los Angeles – 3%

New York City – 3%

San Francisco – 1%

Chicago – 1%

Brighton – 1%

## AUDIENCE INTERESTS



Medicine



Healthy Lifestyle



Retail

## AUDIENCE BRAND AFFINITIES



**Vital Proteins**

932K followers

Follower affinity: 52.54



**Nutribullet**

237K followers

Follower affinity: 33.15

## NOTABLE FOLLOWERS



**Danielle Brown**

4M followers

23K engagements



**Erika Dela Vega**

4M followers

34K engagements

Source: Mapper360® Instagram Follower Analysis on @zoe.

\*Average number of likes divided by the number of followers. The median is an indication of the engagement rate other influencers



Four Agency Worldwide is an independent media, marketing and communications agency and certified B Corp. Find out more at [four.agency](https://four.agency)

four