



GLOBAL BRAND LAB REPORT

Issue no.29

July 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 Manchester, our destination spotlight this month. See page 6 to find out more.

CONSUMER TRENDS, CAMPAIGNS & BRAND ACTIVITY

VODAFONE, DOMINO'S, BARBIE X AIRBNB, CADBURY FC, KOPPABERG AND RU PAUL'S DRAG RACE

Vodafone was the official connectivity partner of Wimbledon. The group harnessed its 5G to develop custom experiences for visitors. Making use of AI and VR, Vodafone transported the general public to the grandstand with innovative pop-ups.

Ahead of the Barbie movie launch on Friday, the brand has listed 'the Barbie Malibu Mansion' on Airbnb, hosted by Ken. Airbnb will be selecting four guests to stay at the house on the 21-22 July.

Cadbury FC, the brand's football club partnership, is launching a campaign to support Grenfell Athletic FC. As the cost of living crisis puts pressure on grassroots clubs, the team wants to help level the playing field by providing funding, support and

resources. The brand is pooling together resources from 14 professional clubs to create a 'common ground' for Grenfell FC.

In celebration of Elton John's final ever performance, Domino's launched their very own rocket man to deliver pizza to festival goers at the concert.

Koppaberg bucket hat

Koppaberg has teamed up with Bernado Henning to create a bucket hat for summer, which doubles up as an ice bucket. The design of the hat takes inspiration from the 80s and weaves together the colours of the brand's ciders.

The Declaration of Independence was written by men in wigs, heels & tights

This American ad campaign with Ru Paul's Drag Race is making a difference by campaigning against new legislation in some US states, which has banned drag acts.



FASHION & LIFESTYLE

WIMBLEDON THEMED HANDBAGS, CRICKET & FASHION AND PICKLEBALL'S STYLE STATEMENT



Radley London's Wimbledon-themed handbag collection

Radley London released limited edition Wimbledon-themed tennis handbags, as part of their "Wish You Were Here" campaign, paying tribute to the tournament, with playful designs featuring tennis rackets and ball motifs.



The article discusses how cricket has influenced fashion, from traditional whites to vibrant jerseys, with designers incorporating cricket-inspired elements and fans expressing support through clothing and accessories.



Pickleball is making a style statement

With pickleball's growing popularity in the US, fashion brands are embracing this sport with stylish attire, including playful collections from Alice + Olivia and Norma Kamali, while collaborations with J Crew and Fila offer customised paddles and gear.

SOCIAL MEDIA TRENDS

The results of a study conducted by researchers at the Frankfurt School of Finance & Management, show that incorporating mildly surprising words and sentence structures increase click-through rates on ads. They found that ads for a fashion brand on Instagram had more than double the CTR when the ad copy was surprising “Take a beauty break, get a Hydrafacial,” instead of “Take a beauty break to get a Hydrafacial.” The researchers also developed a calculator to test the level of surprise in your own copy, which can be found [here](#).

EE’s ‘GayVAR’ campaign against homophobia in football

EE launched their ‘GayVAR’ campaign with the purpose of tackling homophobia within football. EE’s Hope United squad will be monitoring social media across three weeks during Premier League games, with GayVAR content posted as a response to specific moments that have been found to generate spikes in online homophobic

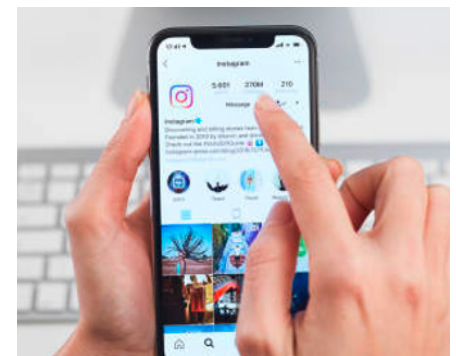
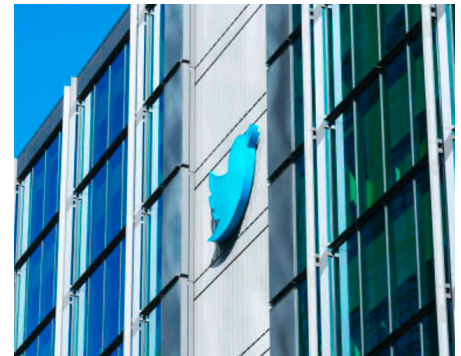
abuse. The short videos will be posted across EE’s social media channels to highlight and bring attention to homophobia.

Premium social media and Twitter Blue’s new features

Twitter Blue is an opt-in, paid subscription that adds a blue checkmark to an account and offers early access to select features like Edit Tweet. Twitter is now rolling out new features for this service, such as expanding the timeframe to edit a tweet from 30 minutes to 1 hour, increasing tweet character limit to 25,000 from 10,000 and launching a tweet highlight tab, which allows users to feature their best tweets in a new column on their profile.

TikTok’s interactive ads and desktop uploads

TikTok has introduced interactive add-ons for ads, such as voting and countdown stickers, pop up gestures and floating icons, allowing users to boost engagement. They are also beginning to allow users to add sounds to videos when uploading from a desktop.



Instagram Threads app

Threads is a new app, built by the Instagram team, for sharing text updates and joining public conversations. You log in using your Instagram account and posts can be up to 500 characters long and can include links, photos, and videos up to five minutes long. Instagram has said that they’re working on Threads soon being compatible with the open, interoperable social networks that they believe can shape the future of the Internet.

DESTINATION SPOTLIGHT

MANCHESTER, UNITED KINGDOM



As host to a number of different sporting events and festivals, Manchester will be bringing us all excitement and thrills this summer with:

2023 LV=Insurance Men's Ashes Test Match

One of the biggest events in cricket returns to Manchester in 2023 as England Men looks to reclaim the iconic Ashes urn from rivals, Australia.

Manchester 2023 Para Swimming World Championships

The best para-athletes from across the globe are coming to Manchester from 31 July to 6 August 2023.

The Hundred

A brand-new sports competition launching this

summer. It fuses blockbuster entertainment with world-class cricket, inviting everyone to fall in love with the game at its intense, electrifying and incredible best.

Enjoy music, culture, art and science as bluedot festival returns to Jodrell Bank

Bringing together amazing music and important science, education and environmentalism, headliners include Róisín Murphy, Pavement and Grace Jones. The arts and culture section will provide award-winning visual arts and exclusive commissions, side-splitting comedy and insightful debate, while the science set-up will allow visitors to observe, explore and experiment with iconic science speakers and cutting-edge researchers.

INFLUENCERS & KOL

ONES TO WATCH



62.8K Instagram Followers

Alice is a qualified personal trainer, blogger and best-selling author with a passion for educating the masses on all things health and fitness. Alice is also a monthly columnist for Women's Health magazine, where she covers the latest trends within the fitness industry. Her Instagram showcases fitness, lifestyle and fashion content as well as her experiences at sporting events, such as Wimbledon and Royal Ascot.



12.6K Instagram Followers

Roger is an online fitness coach based in London, who focuses on fitness/ gym content. Roger provides his followers with personalised coaching, workout routines and nutrition guides. He also has a Q&A series on Instagram where he interacts with his followers and gives them wellness, fitness and nutrition advice.



111K Instagram Followers

Sali is a digital content creator based in London. She focuses on lifestyle and travel content aimed at giving her followers travel tips and advice. Her Instagram page also showcases London what's on content.

ARTS & CULTURE

ANDY MURRAY GETS WIMBLEDON PAINTING, JACK RUSSELL MBE RETURNS TO CHRIS BEETLES GALLERY WITH CRICKET EXHIBITION, WIMBLEDON CHANGES DRESS CODE FOR THE FIRST TIME IN 146 YEARS



Andy Murray finally gets Wimbledon painting after initial snub

Grant Gruenhaupt, an illustrator who specialises in sporting scenes, who was criticised by Andy Murray's family for omitting him from a painting of famous rivals, has unveiled his latest work – this time starring the two-time champion. In the new artwork, Murray is depicted celebrating his first championship a decade ago, across the net from him as a young boy hitting a forehand. The artwork sparked immediate speculation from cynics that the image may have been created in response to dismay at the previous picture of famous faces minus Murray, which All England Club denies.



Former England wicket-keeper, Jack Russell MBE returns to Chris Beetles Gallery to celebrate his 60th birthday and Cricket England

Former England wicket-keeper and successful artist, Jack Russell has been busier than ever, preparing for a landmark exhibition at the Chris Beetles Gallery in London. Jack Russell will be celebrating his 60th birthday with 60 landscapes and figurative subjects that capture the charm and excitement of Cricket England. Jack Russell – 60 Years 60 Pictures: A Celebration runs at the Chris Beetles Gallery, Ryder Street, London from 27 June–29 July 2023, featuring never-before-seen show-stopping cricket moments.



Wimbledon changes its women's dress code for the first time in 146 years

For the past 146 years, the best tennis players in the world have faced off on London's grass courts, competing for a chance to take home the Wimbledon championship title. The renowned tournament is known for its strict all-white dress code but for the first time in history, it's getting an update. In 2023, women players could now wear dark-coloured undershorts, a change intended to ease anxiety around periods. These garments, however, still cannot be longer than their skirts or tennis shorts. In a statement, All England Club CEO Sally Bolton said she hopes that the new rule "will help players focus purely on their performance by relieving a potential source of anxiety."

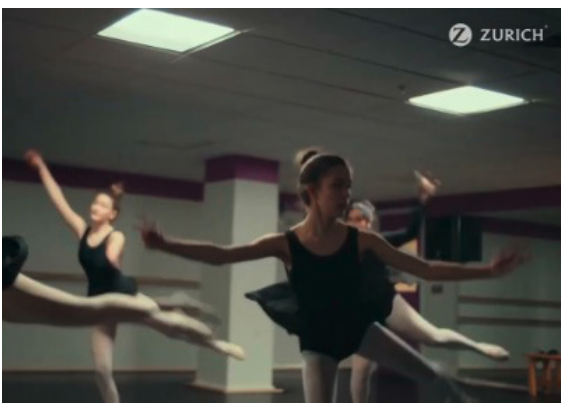
CONSUMER FINANCIAL PLANNING TRENDS

HSBC UK AND SHELTER PARTNERSHIP, HOW TO SEE INSURANCE POSITIVELY AND NATIONWIDE'S PLEDGE



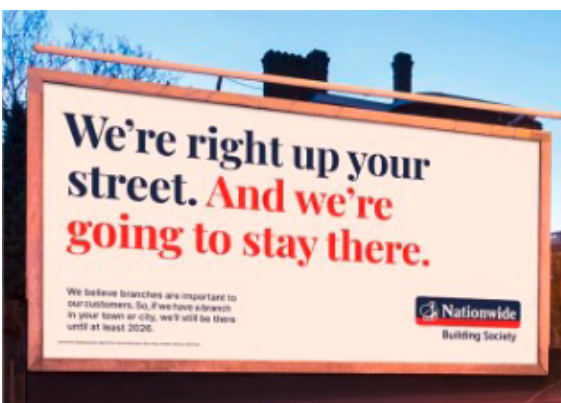
HSBC UK partners with Shelter at King's Cross

HSBC UK and Shelter kickstarted their partnership with a striking out-of-home exhibition, portraying the relentless downward spiral of homelessness. Situated in King's Cross Station, the exhibition includes a climbing actor scaling a revolving wall, which creative director Mike Watson says is aimed to "bring to life the vicious circle of financial exclusion."



"Sustain Your World"- seeing insurance differently

Zurich Insurance and FCB London have launched new ads in the "Sustain Your World" campaign, showing how the insurance brand protects you in your everyday life - insuring all the things you think about and the things you don't. Zurich wants us to see insurance differently: not as a bet against the worst happening, but as an enabler allowing the best to happen.



Nationwide's branch promise by New Commercial Arts

In a move supported by the Save The High Street campaign, Nationwide extends their promise to not leave towns without a local branch until at least 2026. Amid drastic national closures, Nationwide has pledged to provide as much face-to-face financial support for years to come with their new campaign, as customers report they feel it's not just personally beneficial but also enhances the high street.

IN THE WORKPLACE

WATCHING THE ASHES AT WORK, AVOIDING THE AWKWARD AND GOOGLE PIXEL FC



Watching The Ashes at work is “good for productivity”

Behavioural science study by Focaldata, revealed that watching The Ashes test match in the workplace is good for productivity, because cricket fans will find ways to keep tabs on matches anyway. Each “context switch” from work to an app or new tab takes away around 9.5 minutes from employees – around 90 minutes a day. So, having the cricket on in the office, with small targeted breaks throughout the day, can be better for both focus and wellbeing in employees.



This is a new series of videos, addressing common stereotypes around visible difference, neurodiversity and race with LinkedIn opening up diversity conversations in the workplace. The films are set in the kitchen of an office and have been created by those featured in the ads. The creative brief was to cover a topic you feel strongly about in the time it takes for a microwave to ping.



Pixel FC: helping to close the visibility gap in women’s football

Research by Google Pixel & Women’s Sport Trust revealed that despite record-breaking audiences and media coverage for women’s football in the 2022/2023 season, there are still huge improvements to be made compared to men’s football. Google Pixel has launched Pixel FC, an initiative that aims to increase visibility for women’s football, through a collective of creators and presenters who share this mission. Pixel FC will provide pitch-side access and time with players so they can produce the best content, whilst committing to achieving fair and equal pay for all members.



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