THE TRENDERA FILES

THE POST VIRAL AGE

Volume 8, Issue 2, Spring 2017

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Beacons, Big Data, Facebook, Google… We have access to more information than ever, yet it seems things aren't getting any easier for marketers—in fact, one in four teens would rather go to JAIL than never be able to skip an ad again. We've entered the Post-Viral age of marketing, where reach does not equal engagement and engagement does not equal profit—just ask Snapchat.

After all, today's consumers aren't just savvy, they're finicky, too. They can spot brands' tactics from miles away because they're using the same ones to build their own. They want marketers to speak their language, but are ruthlessly unforgiving when they miss the mark, whether it's by a little (Gucci memes) or a lot (Pepsi trying to be #woke). They demand brand authenticity and transparency while spending countless hours cultivating their online personas and aesthetic, and they aren't afraid to withhold endorsements and dollars from brands they want to punish. Oh yeah, and they're still about as loyal as a woman in a Drake song (or Drake for that matter).

Ready for the good news?

As we anticipated in our 2015 marketing report, consumers have once again embraced big brands and see the ones they love as a means of communicating who they are and what they're about to the rest of the world. While they still love their small-fry start-ups and little-known labels, they no longer eschew corporate America and have come to enjoy watching a brand grow, no longer seeing this as "selling-out." It seems consumers are ready to embrace the almighty logo once again.

So, to help you navigate the minefield that is marketing and media in both 2017 and beyond, we've summarized notable shifts, highlighted innovative marketing campaigns, and given you a blueprint to the ever-evolving social media landscape. As with every issue, we also feature fresh stats, the latest on what's trending in lifestyle, entertainment, fashion and tech, and curated collages of everything you need to know to understand what your consumer is loving right now.

We hope you enjoy and can't wait to see some of your award winning campaigns soon.

Trendera

STAT

highlights

WOULD YOU
rather...

Unless otherwise specified,
all statistics refer to consumers 13-50 years old.

1 IN 4

TEENS WOULD RATHER *spend a month in jail than never be able to skip an ad for the rest of their lives.*

40%

OF MILLENNIALS WOULD RATHER *receive a birthday shout out from friends on social media than presents.*

62%

OF TEENS WOULD RATHER *be the CEO of Snapchat than President of the United States.*

46%

OF TEENS WOULD RATHER *live stream their entire lives than go off the grid forever.*

MARKETING

POWER *and* INFLUENCE:

1 IN 3

consumers say Facebook has the most power to influence society today, over celebrities, politicians, brands, and the people.

ONLY **7%**

of consumers trust newspapers & journalists most to tell them the truth.

60%

trust their family members or friends most.

CONSUMERS SAY:

magazines are just as influential as the illuminati in shaping society today (4%).

CONSUMERS SAY:

family members (47%), *friends* (42%), *& Facebook* (17%) *have the most power to influence them personally.*

GENERATIONAL *divides*:

22%

OF GEN VS & MILLENNIALS *think it would be cool to be featured on the social media account of a brand they love*, COMPARED TO **9%** OF XERS.

22%

OF GEN VS & MILLENNIALS *want brands to use their information to give them better products and experiences*, COMPARED TO **13%** OF XERS.

63% OF MILLENNIALS AND **51%** OF GEN VS *think the brands people buy reflect their values*, COMPARED TO **46%** OF GEN XERS.

POWER *of the* BRAND:

THE WORDS CONSUMERS USE *to describe* THEIR PERSONAL BRANDS TRANSCENDS THE GENERATIONS:

SMART
POSITIVE
FUNNY
RELAXED
ACTIVE
OPTIMISTIC

COMPARED TO OTHER GENERATIONS, *Millennials are more willing to allow brands intimate access into their lives.* THEY'RE MORE COMFORTABLE WITH BRANDS

LIKING THEIR SOCIAL MEDIA POSTS	USING THEIR LOCATION TO SEND DISCOUNTS	COLLECTING DATA ON THEIR HABITS FOR A BETTER EXPERIENCE	REFERRING TO FAMILY & FRIENDS BY NAME
44% *Gen V*	32% *Gen V*	30% *Gen V*	29% *Gen V*
57% *Gen Y*	55% *Gen Y*	52% *Gen Y*	47% *Gen Y*
29% *Gen X*	36% *Gen X*	28% *Gen X*	25% *Gen X*

IT'S IMPORTANT FOR BRANDS TO OFFER:

Multiple WAYS FOR PEOPLE TO GET IN TOUCH (46%)

INFORMATION ABOUT *how* PRODUCTS ARE SOURCED AND MADE (44%)

24/7 CUSTOMER SERVICE *via live chat* (42%)

WHAT MAKES PEOPLE MORE INTERESTED IN A BRAND:

Interesting SOCIAL MEDIA CONTENT (32%)

Branded ENTERTAINMENT (26%)

Participating IN INTERNET CULTURE (26%)

WHAT WOULD MAKE PEOPLE SHARE SOMETHING FROM A BRAND:

Inspire PEOPLE (38%)

MAKE PEOPLE *laugh* (35%)

Educate PEOPLE (34%)

SOCIAL MEDIA
marketing

FACEBOOK

40%
of Millennials and 38% of Gen Xers trust people on Facebook to recommend products.

50%
OF CONSUMERS VISIT FACEBOOK *daily*.

COMPARED TO
THE OTHER MAJOR SOCIAL PLATFORMS, *more consumers follow brands on Facebook* (39%).

47%
of Millennials like seeing content from brands on Facebook.

38%

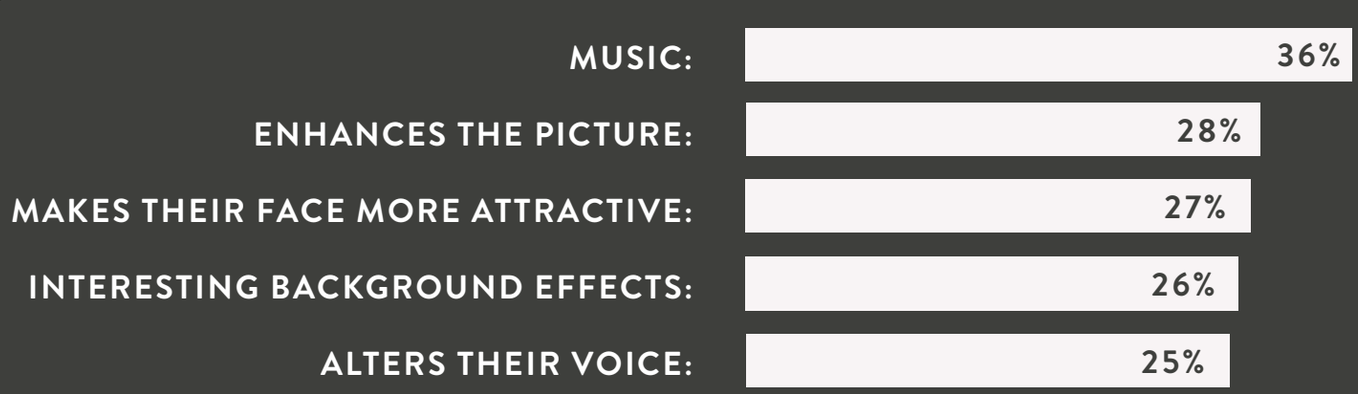
OF TEENS & 30% OF MILLENNIALS VISIT SNAPCHAT *daily*.

SNAPCHAT

37%

of teens have used a branded Snapchat filter, whereas 96% of Gen Xers have never used a branded snapchat filter.

WHAT WOULD MAKE CONSUMERS *more likely* TO USE A BRANDED SNAPCHAT FILTER:

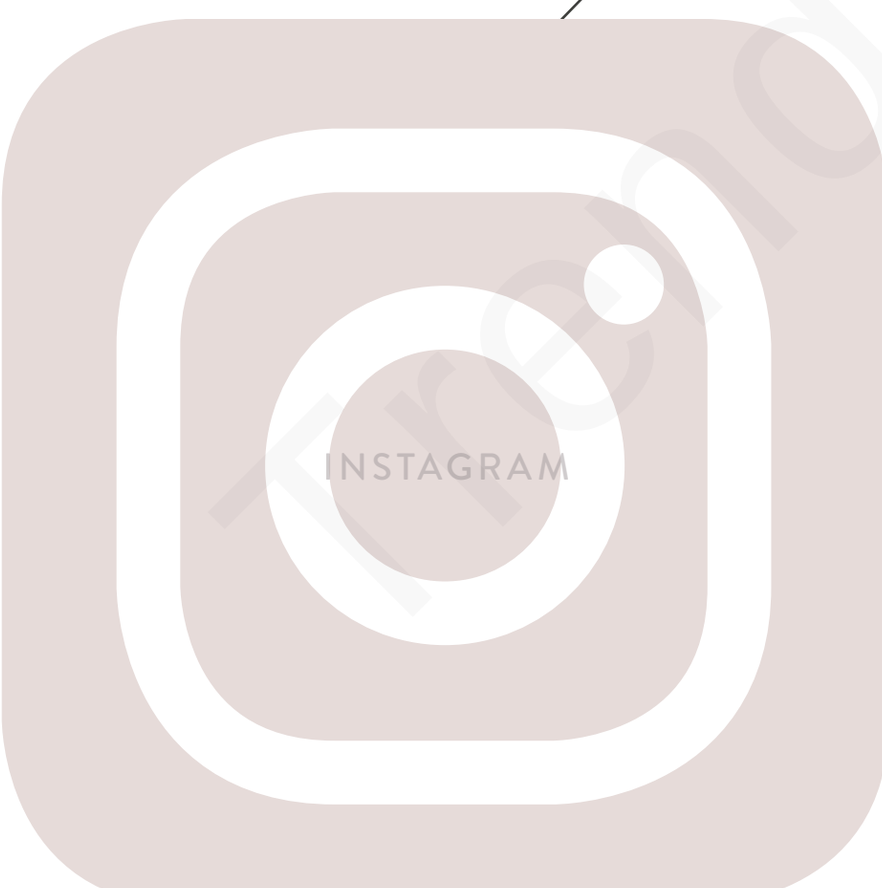


50% *of Gen V kids (8-12) have an Instagram account.*

MORE GEN V TEENS *have Instagram accounts (74%) than Millennials (69%).*

51%

of Millennials & 44% of Gen Vs like entering brand contests on Instagram.



40%

OF CONSUMERS VISIT INSTAGRAM *daily*.

36%

of Millennials and Gen Vs like seeing content from brands on Instagram.

55%

OF TEENS VISIT YOUTUBE *daily*, COMPARED TO 40% OF MILLENNIALS AND 22% OF XERS.

1 IN 3

teens have their own vlog/YouTube channel.

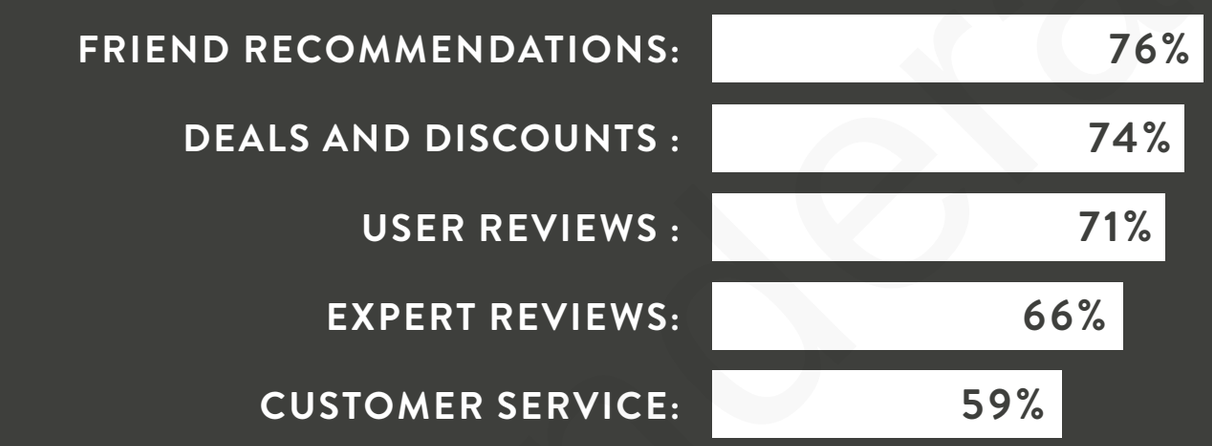
50% *of teens trust people on YouTube to recommend products.*

41%

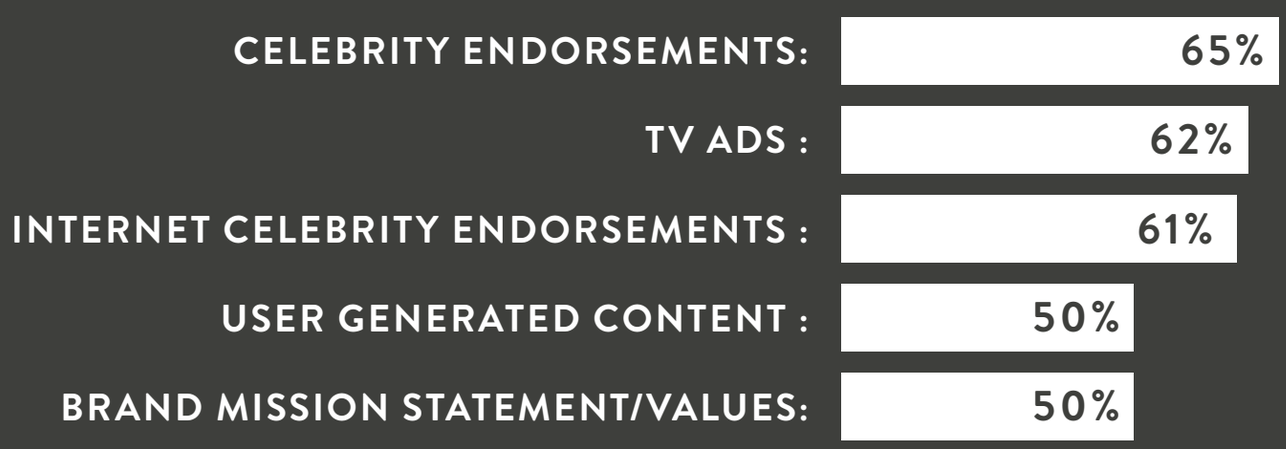
of teens follow celebrities on YouTube, compared to 30% of Millennials and 13% of Gen Xers.

SHOPPING

What's becoming **MORE INFLUENTIAL** in purchasing decisions:



What's becoming **LESS INFLUENTIAL** in purchasing decisions:



BRANDS THEY LOVE:

amazon

TARGET

NIKE

OREO

BRANDS GETTING MORE POPULAR:

UBER GoPro IKEA STARBUCKS COFFEE UNDER ARMOUR

BRANDS GETTING LESS POPULAR:

ANTHROPOLOGIE west elm TOPSHOP

WARBY PARKER eyewear patagonia

BRANDS THAT DO THE BEST JOB UNDERSTANDING THEIR CONSUMERS AND WHAT THEY VALUE:

NIKE Coca-Cola amazon STARBUCKS COFFEE adidas

GETTING *political*

COMPARED TO

OTHER GENERATIONS, MILLENNIALS WERE *more concerned* ABOUT THE POWER OF THE GROUP. THEY THINK BRANDS *should conform* TO POPULAR OPINION ON CONTROVERSIAL ISSUES (39%) AND REACT BASED ON WHAT THEIR *most loyal* CONSUMERS THINK (28%).

COMPARED TO OTHER GENERATIONS, GEN V WAS MOST IN FAVOR OF BRANDS BUTTING OUT OF THE CONVERSATION ALTOGETHER – *45% agreed that brands shouldn't react at all on controversial issues.*

When it comes to controversial issues, 45% *of consumers say brands should stick with their core beliefs even if it goes against popular opinion.*

ENTERTAINMENT

HOW THEY VIEW...

ACTORS AND ACTRESSES:	48%	*attractive*
BLOGGERS:	31%	*knowledgeable*
GAMERS:	21%	*sarcastic*
YOUTUBERS:	37%	*funny*
INSTAGRAMERS:	21%	*fake*
MUSICIANS:	46%	*talented*

FAVORITE CHANNELS / NETWORKS

GEN V *kids*	GEN V *teens*	GEN Y	GEN X
Disney	*YouTube*	*HBO*	*Netflix*
Cartoon Network	*Netflix*	*Netflix*	*AMC*
Netflix / YouTube	*ABC*	*ABC*	*ABC*

TOP SCRIPTED SHOWS

Left to right: The Walking Dead, The Big Bang Theory, Game of Thrones, Grey's Anatomy, This Is Us

TOP REALITY SHOWS

Left to right: Keeping Up With The Kardashians, Survivor, The Bachelor, The Voice, Love & Hip Hop

VIEWING HABITS *going mobile*

ON AVERAGE, CONSUMERS ARE WATCHING *the majority of their video content on a mobile device* (SMARTPHONE, COMPUTER, TABLET).

KIDS 8-12 *are watching 7.9 hrs of video content a day*

5 of which are mobile.

TEENS *are watching 11.5 hrs of video content a day*

9 of which are mobile.

MILLENNIALS *are watching 9.3 hrs of video content a day*

6 of which are mobile.

GEN XERS *are watching 6.4 hrs of video content a day*

4 of which are mobile.

PAID SUBSCRIPTIONS

62% *Netflix*

39% *Amazon Prime*

35% *Cable/ satellite*

24% *Hulu*

24% *High Speed Internet*

COMPARED TO OTHER GENERATIONS, *Millennials have more paid entertainment subscriptions across the board*, WITH THE EXCEPTION OF XBOX LIVE, WHERE THEY'RE *slightly* BEAT BY GEN V.

GEN V

63% OF TEENS SAY: *brands don't take people their age seriously enough.*

43% *of teens and* 39% *of kids (8-12) post online at least once a week*

38% *of teens and* 39% *of kids leave comments on articles and videos*

27% *of teens and* 18% *of kids are active members in an online community*

SOCIETAL

shifts

THE POST-VIRAL

age

"Viral" may be one of the most over used words today. After all, everyone wants to "go viral," but what does that mean and how do you do it? Derek Thompson's new book *Hit Makers: The Science of Popularity in an Age of Distraction* takes on the topic with new vigor, claiming that the word—which implies a spreading of information that is exponential, person-to-person, and, let's admit it, completely mysterious—is actually a misnomer. What we currently think of the term "viral" describes something very different from what it implies.

In fact, virality works by many different mechanisms. Thompson agrees that content alone—i.e. an idea being inherently infectious—while important, is not the defining factor in what causes something to go big. Rather, rapid information spread is often due to a delicate balance of many intricately connected factors, including but not limited to research, big data, influence, trend spotting, marketing, distribution, and sheer luck. And yet, the tipping point for it all is broadcast.

Indeed, comprehensive analysis of some of the highest performing content available reveals that viral popularity depends on a broadcast phenomenon, where something goes big thanks to one or a few significant broadcast moments with an already established and sizeable mainstream reach. In other words, a Facebook post by a famous person or a feature on a widely-viewed television news segment serves as the tipping point to distribute content to a large audience, and then a smaller subset of the receivers carries the information forward, turning it into a trend.

The real impact of the broadcast effect is evident in the numbers: 95% of clicks on a piece of content come from the original source or a source that is just one degree of separation away from the original, meaning that more often than not, people aren't clicking on content from their friends, but from influential news sources with a wider reach. The *Fifty Shades* series, for example, was already popular on fanfiction.net when it got picked up by Random House, who then spread it to newspapers and websites, who then reported on the series as a viral trend.

Another prime example is Ellen DeGeneres' famous Oscar Selfie in 2014, which resulted in over three million retweets, broke a world record, and crashed Twitter. Granted, the star-studded selfie itself was a good idea, but around 43 million people were already watching as it was taken (i.e. they were tuned into the broadcast moment). Furthermore, the press was quick yet again to deem it viral, and this designation of popularity, resulting in many more broadcast moments, played a major role in the continued success of both the selfie and *Fifty Shades*. We are living in a time where popularity itself is a product, and people want in.

Of course, this isn't to say that every idea that is broadcast catches on, but going forward, we should increasingly think of a "viral" trend as something that is in fact the product of a process. However, the key question is: if the duality of mainstream vs. niche continues to break down at the rate that it has, we are rapidly approaching a world in which we have global "niche audiences" with millions of fans (e.g. YouTubers, gamers, and Reddit readers). At that point, will "viral" be sufficient to describe how fast things will travel or the reach it will have?

In short, popularity is neither "viral" nor is it a truly democratic process like we would like to believe—show us a successful online phenomenon and we'll show you one or more powerful groups with a microphone. Understanding the various cultural levers that play into popularity will be absolutely essential for brands that want to make a mark in the post-viral age.

BOTTOM LINE:

We are living in a post-viral age, where "viral" is not a descriptor of the process, but the product. Thanks to the ever-increasing sophistication of niche audiences and distribution channels, future crazes will have massive reach but the mark they make will be more fleeting than ever.

MAY (A)I HELP YOU?

Artificial intelligence and machine learning seem to be driving the conversation in how to improve virtually everything these days, and marketing is no exception. Shaping everything from recommendations and search to facial recognition and personal assistant bots, AI innovation is revolutionizing the brand/consumer relationship, allowing companies to target and personalize experiences for each and every customer. A recent Gartner study predicted that by 2020, a customer will deal with companies without interacting with a human 85% of the time, which means things are about to change very quickly.

A key area where AI is gaining significant traction right now is in customer service, where many of us have been long frustrated by waiting endlessly on the line for a human help and primitive digital customer service agents who can't understand us. Swedish retail bank Swedbank, for example, uses an intelligent virtual assistant named Nina to offer automated customer service options in a conversational manner. Swedbank plans to integrate Nina's learnings with their data on customers to personalize every interaction. Call centers are also innovating with AI, thanks to companies like Cogito, which has created software that coaches human call-center workers by analyzing the speech and emotions in interactions with customers and giving recommendations like speaking more slowly or warning that the customer seems upset. Cogito has its sights set on making conversations run more smoothly in settings ranging from video conferencing to business meetings to marriage counseling.

The company Afiniti provides similar services, but can also pull up a customer's entire history as well as social media presence to understand preferred language and tone. The machine learning then matches the customer with the best employee to suit their profile to get the most pleasant customer service experience possible. The future may take Afiniti to brick and mortar, where facial recognition AI could identify a customer walking in and immediately pair them with the best employee. And one can't talk about AI these days without bringing up IBM's Watson, which can learn and adjust to natural language; Hilton Hotels now has a concierge robot named Connie, powered by Watson, that helps guests with their questions regarding local attractions, directions, and hotel information. As AI becomes more attuned and adaptable to human interaction, we expect to see even more growth in the customer experience sector.

BOTTOM LINE:

Artificial intelligence is rapidly transforming consumer experiences to be more seamless, personalized, and enjoyable. And yet, the software itself isn't the answer; instead, a blend of machine learning, big data, and real people is more likely to be the magic formula for brands' success.

PROTEST IS THE

new brunch

In a time where so many people are angry about many different things, it should be no surprise that the art of protesting has reached new heights and doesn't seem to be slowing down anytime soon. The formerly straight-forward, once-in-a-while act of protesting has transformed into a full-blown omnipresent culture with its own language and influence. From #DeleteUber to #GrabYourWallet, these are not just displays of solidarity, but also forms of dialogue and expression.

One of the most visible examples of our current sentiments around populism and dissent is the women's movement, which has mobilized women and supporters all over the country to events like the momentous Women's March and "A Day Without Women" strike. The view of femininity as a solution to many of society's current problems is perhaps most obvious in "Fearless Girl," a statue by Kristen Visbal that was installed in front of Wall Street's iconic "Charging Bull" as a call for more women on corporate boards, where currently around 1 in 5 board seats on companies in the S&P 500 index are held by women.

One cannot ignore the protest signs that have taken over the streets as well as the internet, becoming a new genre of art, media, and social commentary. Modern protest signs are funny, witty, ironic, self-referential, intersectional, pop culture-inflected, and Millennial-infused, with long shelf-lives on Twitter feeds and listicles. Similarly, protest memes have become a new breed of media; examples include Seb Dance, a British EU Parliament member who held up a handwritten "he's lying to you" sign behind a Nigel Farage speech, making his own meme in real life, and "the future that liberals want," a photo of a man in drag sitting next to a woman in a niqab on the NYC subway that got co-opted by conservatives of an example of a terrible future, but then got re-coopted by liberals who endorsed the photo and added their own optimistic twists.

Organizations and brands have entered protest culture too, and we are increasingly seeing them use protest curation as a way to become platforms for identity politics within their own areas. A noteworthy example of this came from the Museum of Modern Art; the world-renowned cultural institution responded to President Trump's immigration ban by rehanging pieces from the archives of its permanent collection by artists from the nations banned. The Fashion Institute of Technology has similarly used curation as a form of protest, with an exhibition at its museum solely focused on black fashion designers from the 1950s to present day, to make up for the "one percent of the [black] designers covered by VogueRunway.com." Influencers and everyday social media users are participating in their own protest curation under the #ImmigrantFoodStories hashtag on Instagram, posting images and in-depth text about their multicultural family histories, foods, and recipes. People are mobilizing on their own with the help of tools like the #Resist section of Meetup.com, a networking website for people looking to get together and get to know each other around specific interests and hobbies.

In summary, as consumers of all ages, genders, colors, and creeds tap into their anger and dissatisfaction with the way things are being done, expect more issues to come to the cultural forefront as well as creative ways to protest the status quo.

BOTTOM LINE:

Protesting has become the dominant force in the current cultural milieu as people reexamine their priorities and actions. Brands beware that nothing is immune and can be co-opted to protest for or against. Perhaps one protest sign said it best: "Protest is the New Brunch."

CALIFORNIA

rising

Sure, we live here, but we can't deny that California is certainly having its moment. Home to Silicon Valley, Silicon Beach, the entertainment industry, and most of the country's produce production, California is the most populous and flourishing state of them all with big economic and cultural muscles to flex. In fact, if the Golden State were a country, it would be the sixth largest economy in the world. Along with this, California has become both a political and cultural hub, and the world is taking notice.

With its liberal government and immigration-friendly policies, California has in recent months come to the forefront as the center of the Trump opposition, with its majority Democratic citizens stirred into action. After the election, the state saw the fringe #CalExit movement, run by the Yes California Independence Campaign, a PAC working to get a secession measure on the 2019 state ballot. According to expert estimates, Los Angeles was also home to the biggest Women's March in January, which beat out Washington D.C. with a whopping 750,000 people out in support for human rights in America.

California's main industries have been key facilitators of the social justice movement as well, with examples including Lyft's $1 million donation pledge to the ACLU, Alphabet's (Google's parent company) walk-out protest, and Meryl Streep's anti-Trump speech at the Golden Globes. Expect the political hullabaloo to drive pop culture as well, as the artistic community mobilizes to meet the spirit of resistance and change. Case in point is new comic book *Calexit*, a politically charged series from indie publisher Black Mask Studios which imagines a world where California rises up against an American fascist government. Each issue of *Calexit* has real-life information about sustainability and grassroots campaigning for local government.

Last but certainly not least, changes at the past New York Fashion Week are also signaling a significant shift westward, as a number of designers—including Tommy Hilfiger, Tom Ford, Rachel Zoe, Rachel Comey, and Rebecca Minkoff—defected from the east coast festivities to show their wares in sunnier settings. The alternative fashion week cemented Los Angeles as a city that's at the intersection of what's happening in fashion, entertainment, and art right now.

BOTTOM LINE:

California is the new breeding ground for the country's most influential ideas, trends, and people. Understanding the cultural landscape and having a strong presence here could be a timely and important move for brands.

OVER-WORKED

& over work

While the political elite and mainstream media continue debating about the employment rate, how to create more jobs, and how to get more people working, we have been sensing more and more frustration from people who are currently employed. From entry level employees to executives, many consumers are disenchanted, unhappy, and unfulfilled by their work, giving rise to a sentiment growing underground that asks a completely different question: what if we didn't have to work to survive at all?

Proponents of a post-work society are pointing at the current situation in the U.S., where unemployment is at a low, and yet, a quarter of employed adults and one-fifth of children are living under the poverty line. A possible solution is universal basic income (UBI), which means giving people a regular income that covers their basic needs regardless of their socioeconomic status or whether or not they have a job. Attracting a number of groups including libertarians, socialists, and progressives, UBI is already being studied in trials in the Netherlands, Ontario, Canada, and Finland—Finland made headlines recently for its 2,000-person trial giving participants €560 a month for two years.

While governments are motivated by the idea of encouraging unemployed people to take on work without the fear of losing benefits, another group, Silicon Valley, is looking to UBI to solve a different issue: the possible eventual elimination of jobs due to technological automation. A number of startups are researching and working towards UBI, the " social vaccine of the 21st century," such as incubator Y Combinator, who has been conducting a pilot experiment with 100 families in Oakland, California, in which each family gets between $1,000 and $2,000 a month for a period of time ranging between six months to a year.

Meanwhile, nonprofit GiveDirectly has taken the movement to Kenya, where it's giving poverty-ending income to 40 villages for 12 years and a smaller basic income to 80 villages for two years. It is one of the first to study what happens to a community when no one has to worry about where their next meal is coming from or losing a job. Some techies are even responding to the potential cost of UBI by turning to cryptocurrency. Nonprofit Grantcoin Foundation, for example, has created a digital currency called Grantcoin that has been used to distribute basic income to people all over the world since January 2015.

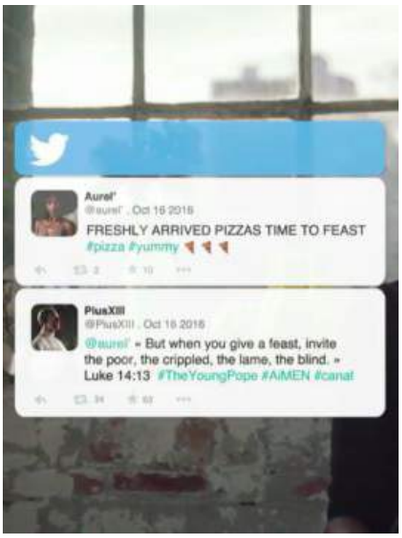
As for the rest of us who simply want an in-depth exploration into the topic, new Austrian documentary Free Lunch Society explores the possibilities of basic income and how that might shape the future. While we're undoubtedly a long way from implanting this in our society, the possibilities have many dreaming of a time when UBI is a reality and in the short term questioning if work is really worth, well, the work.

BOTTOM LINE:

Mere employment is no longer enough for disenchanted Millennials and activist Gen Vs. As the notion of the American Dream breaks down and inequality grows, people are beginning to question the value and purpose of work politically, culturally, and personally.

FUTURE-FORWARD

marketing



SOCIAL MEDIA: *Young Pope Troll Bot (France)*

WHAT IT WAS:

To market buzzed-about show *The Young Pope*, French network Canal+ and IBM's Watson computer teamed up to flex their troll muscles as they created a sophisticated bot that responded to social media posts with passages from the Bible. The Papal Artificial Intelligence bot, dubbed AiMEN, took on the persona of controversial character Pope Pius XIII as it scoured posts on Twitter, Facebook, YouTube, and Dailymotion and generated thoughtful responses based on the 39,000 Bible verses it memorized. For instance, one Twitter user posted: "FRESHLY ARRIVED PIZZAS TIME TO FEAST #pizza #yummy" and received the response: " But when you give a feast, invite the poor, the crippled, the lame, the blind. Luke 14:13." Meanwhile, another user's rant: " @Steven just shut up and go f*** yourself #asshole" garnered the response: "Love each other in the same way I have loved you. John 15:12" With over 4 million posts analyzed and almost 1 million replies, AiMEN was an innovative way to reach individuals while promoting the new series.

WHY WE LIKED IT:

Increasingly, we're seeing that creating "universes" around shows and characters that live apart from original content is an important way to promote viewer engagement and sustain fandom. In this same vein, AiMEN successfully brought the character of Pope Pius XIII to life in a smart, compelling way.

GEN V: *LEGO Mosaic Maker (UK)*

WHAT IT WAS:

Forget having your face printed on your latté foam; LEGO's new Mosaic Maker allows brand aficionados to build their own selfies. Located in LEGO's largest store in London, the Mosaic Maker is a photo-booth like device that takes a picture of a customer's face, scans it, converts it into a colored LEGO mosaic, and prints out a blueprint. As if a custom-printed LEGO portrait weren't enough, the Mosaic Maker also dispenses one of LEGO's premade Mosaic Kits, which contains over 4,500 LEGO pieces. By following the printed portrait as their guide, customers can assemble a real life LEGO portrait of themselves. The whole process costs £99(~$125), a small price to pay for immortalizing your image in tiny bricks (assembly obviously not included).

WHY WE LIKED IT:

In the age of the algorithm, consumers have come to expect novel yet highly personalized products and experiences from brands. LEGO's Mosaic Maker strikes the ideal balance of this, playing to the toy maker's core brand identity as well as to consumers' love of customization.

EMOTION: *Acura Mood Roads (USA)*

WHAT IT WAS:

Merging consumers' love of mood-based curation and virtual reality, Acura pulled out all the stops at this year's Sundance Film Festival with their Mood Roads activation. Once strapped in and hooked up to Acura's spherical motion simulation machine, festivalgoers were able experience a completely virtual driving experience based entirely on their moods, which were read by 30 biometric sensors monitoring their brainwaves, heartbeat, and facial expressions. Inspired by Acura's Sport Hybrid Super Handling All-Wheel Drive™, the simulation not only created a custom experience for each user, but also adapted to what they felt, heard, and saw in real time.

WHY WE LIKED IT:

Acura successfully translated consumers' obsession with their moods into an original immersive experience that felt innovative and perfectly on brand.

BIG DATA: *Spotify Playlist Names (USA)*

WHAT IT WAS:

As a follow up to their well-received "Thanks 2016, It's Been Weird" campaign that showcased quirky user listening habits, Spotify recently highlighted some of their users' more creative playlist names. Displayed in major cities like New York and Los Angeles, Spotify created clever posters that lightly poked fun at various playlists; for example, "Someone made a 'root canal songs' playlist. Probably because they never had a 'flossing songs' playlist." Additionally, the streaming service also brought a few playlist names to life with videos complete with artist cameos, username shout outs, and skits. In one video, singer Alessia Cara gives a shout out to a user who added one of her songs to a playlist entitled "Global Warming is Real, Let's Dance." In keeping with the spirit of the weirdly named playlist, the video then cuts to a dancing polar bear on an ice cap. The off-beat campaign has struck a chord with users who love seeing Spotify use their data in fun ways.

WHY WE LIKED IT:

We don't typically think of using data to surprise and delight in marketing, but Spotify proved otherwise as it harmlessly harnessed consumer information to provide a fun personalized experience for everyone.

HIGH BUDGET: *Feature Length*

WHAT IT WAS:

The rise in feature length advertising signals a shift to highly-produced content that resembles a film or television show more than a traditional commercial. For their Holiday 2016 campaign, Burberry tapped stars Domhall Gleeson, Sienna Miller, and more to create a trailer-like ad for *The Tale of Thomas Burberry*, the would-be film about the life and times of Burberry's creator. Seemingly sparing no expense, the cinematic ad felt more like entertainment than it did advertising. Meanwhile, Pepsi is developing a feature length film based on their Uncle Drew ad campaign famously starring Kyrie Irving as an old man who plays basketball surprisingly well. Over the years, the series has grown due to positive reception from fans and now also includes other athletes such as Kevin Love, Nate Robinson, Ray Allen, and more.

WHY WE LIKED IT:

Even in advertising, consumers notice and care about the quality of the content they consume, and Burberry and Pepsi smartly ensured their content was worth every second of viewers' limited attention.

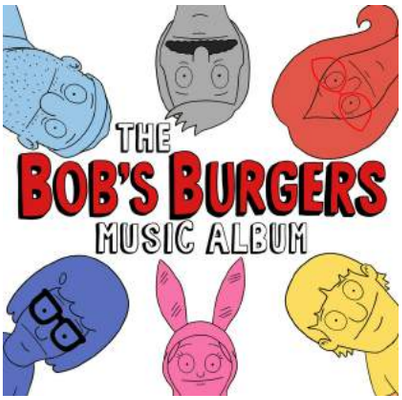
CONTEXT: *Winter Swear Jar (Canada)*

WHAT IT WAS:

Where there's a harsh winter, there's a million tweets complaining about it and Canada is no exception. To help people fight off the winter blues this year, Hotels.com created a digital "Winter Swear Jar." The site monitored Canadians' tweets for words like "snow," "shovel," and "slush" and added a quarter every time a Canadian tweeted about how cold it was and opted to use obscenities alongside it. Every time the jar reached $1,000, the travel site gave away a $1,000 gift card. Not only did this social media campaign push Canadians to vent even more dramatically about the weather, it was a fun way to get them thinking about traveling to greener pastures and their next vacation.

WHY WE LIKED IT:

We hate to say it again, but context is truly king of marketing right now. This localized Hotels.com campaign tapped into the shared experience of its customers and leveraged it to become a part of the conversation as well as part of the solution.



CONTENT CREATION: *Bob's Burgers Album*

WHAT IT WAS:

Off-the-wall adult cartoon *Bob's Burgers* promised fans an album all the way back in 2014, and this May they will finally deliver. Hopefully going for quality as well as quantity, the 112-track list of short songs is said to include cameos from the show's guest stars such as Aziz Ansari, Zach Galifianakis, and Paul Rudd. The album will also include songs die-hard fans will know from the *Bob's Busker* series, which is a collection of covers of the show's music from artists such as St. Vincent and The National. Set for release on indie label Sub Pop, the album is available for pre-order with options ranging from a $15 digital download to a $69 deluxe box set and the show's cult following is already placing their orders.

WHY WE LIKED IT:

By creating content in a different format, *Bob's Burgers* is giving fans new ways to interact with the show, a move sure to be appreciated by its quirky viewership.

EDUCATION: *Pornhub Sexual Wellness Center*

WHAT IT WAS:

Already established as one of the top online destinations for porn, Pornhub is branching out to meet a growing need for detailed, nuanced, and modern sexual health information. The Pornhub Sexual Wellness Center is the site's new portal offering free information on sexual health, sexuality, and relationships. To make sure that visitors are getting the best, most up-to-date information, Pornhub hired Laurie Betito, PhD., a licensed clinical psychologist who has specialized in sex therapy for over 30 years, to run the hub. By giving the site expert credibility, the brand has smartly emphasized that the Wellness Center functions independently from Pornhub and is not directly influenced by the brand: for example, Betito emphasizes that porn is not a good resource for sexual education, despite the fact that many young people (17% according to our Winter 2016 survey!) consult porn for education. Topics on the hub include STIs, consent, masturbation, and sexual dysfunction on antidepressants, and users can even send questions to Betito on a Q&A portion of the site.

WHY WE LIKED IT:

An ongoing initiative, the Pornhub Sexual Wellness Center provides access to necessary information and conversations that are difficult to find elsewhere while keeping users up on the latest trends in sexuality research and technology—shifting the brand perception from porn provider to educator and media outlet.

SOCIAL MEDIA MARKETING

cheat sheet

FACEBOOK

WHAT'S *new*

FACEBOOK STORIES: Facebook's answer to Snapchat has arrived. The social network launched its own story feature this March for their main app and website, as well as their popular Facebook Messenger app in the form of a new feature called Messenger Day. Facebook stories function almost exactly like Snapchat stories. Users can take pictures and record video and add them to their story. Of course the new feature also allows them to add filters, stickers, and more via a new Facebook Camera feature. Users have the ability to control whether they share posts to their newsfeed, or to individual friends via yet another new feature called Facebook Direct. The success of Instagram stories shows that there's still room for other brands to be competitive with Snapchat. However, many are critical of the fact that this latest update combined with Facebook-owned Instagram's introduction of albums is making the two platforms virtually indistinguishable from one another.

FAKE NEWS CRACKDOWN: It's no secret that Facebook has a fake news problem. To fight back, the social media giant recently released a new feature that flags content that has been "disputed" by independent fact checking sites like Snopes and Associated Press. Furthermore, the new feature notifies anyone about to share said content that the information has been disputed before they post. While many are calling this a step in the right direction, others argue that Facebook's independent fact checkers may have a liberal bias. As always, there's (at least) two sides to every story.

ADVICE *to* BRANDS:

Share-ability is key. Because of the notification-heavy nature of the platform, users know that everything they like, comment on, or share is visible to their followers and reflects back on them, making them a bit stingier with their engagement than other platforms. In order for them to interact with any content, they need to feel that it aligns with or adds value to their personal online brand. To get them to engage, focus on hyper-targeted content that they'll want to share with their friends as a statement on who they are.

LIVE STREAM SUICIDE PREVENTION TOOLS: Sadly, several users have taken their lives and broadcasted it on Facebook Live. In an attempt to help people in moments like these going forward, Facebook has integrated suicide prevention tools into its live streaming feature. Now, if users watching feel the streamer may be a danger to themselves, they are given the option to reach out to them directly or report the video to Facebook.

WHAT'S *next*

SCRIPTED CONTENT: Rumor has it that Facebook is looking to develop its own TV shows, hiring former MTV executive Mina Lefevre to join a team led by Ricky Van Veen (formerly of College Humor) to create original content for the platform. No word yet on when we can expect Facebook's first foray into television, but the brand will no doubt put its own algorithm to its advantage as it did with its video push last year.

BRANDS DOING IT *right*

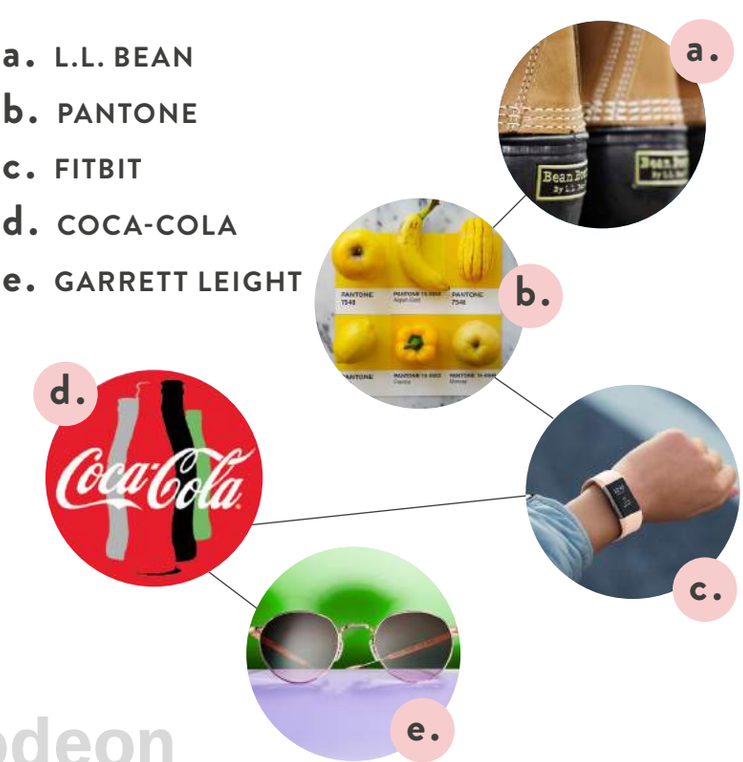
LITBAIT: Dallas bookstore The Wild Detectives put a literary spin on the classic clickbait trope with their LitBait campaign. By posting the plots of classic novels as clickbait headlines, the bookstore was able to pique the interest of friends and followers with headlines like, "Teenage Girl Tricks Boyfriend into Killing Himself" (Shakespeare's *Romeo and Juliet*) and "This Italian Politician Makes Trump Look Like a Saint" (Machiavelli's *The Prince*). When users took the bait, they were redirected to a blog post of each book's entire text and a video encouraging them to check out the book with the slogan, "You fell for the bait, now fall for the book." The successful campaign led to a whopping 14,000% increase in website traffic!

CARLO ROSSI: California wine maker Carlo Rossi isn't going to let a meager marketing budget slow them down. Known for its affordable jugs of wine, the company is using Facebook to reach consumers with ads for fake branded products such as bath bombs, lip kits, engagement rings, cell phone cases and more. Their biggest fans—middle class Americans who are looking for cheap wine and a good time—can't get enough. The brand's Facebook presence is unpretentious, self-deprecating, charming, and most of all, fun.

NFL X HYUNDAI – PUT YOUR PROFILE ON THE LINE: Hyundai and the NFL teamed up for the Super Bowl, taunting football fans with a simple question ("Are you fan enough?") and daring them to put their Facebook profiles on the line to prove it. Hosted on Hyundai's Because Football website, users connected their Facebook accounts to challenge friends to weekly NFL matchups. If they lost, their Facebook profiles would automatically change to be decorated with the opposing team's colors—not only a huge blow for die-hard fans, but also an update that would be published to users' larger friend networks. To top it all off, participants were entered to win tickets to the actual game. Overall, this campaign was a great way to encourage engagement on Facebook around a major tent-pole event and increase visibility to consumers who didn't participate.

BRANDS *to* FOLLOW

a. L.L. BEAN
b. PANTONE
c. FITBIT
d. COCA-COLA
e. GARRETT LEIGHT



INSTAGRAM

WHAT'S *new*

ALBUMS: Taking a cue from Facebook, Instagram recently released an album-like feature called Carousel. The new feature allows users to post up to 10 photos and or videos at once in a single post, allowing followers to seamlessly swipe through as they work their way down their feeds. Ditching the original premise of Instagram—that one perfect photo—Carousel opens up new creative opportunities for Instagrammers to showcase themselves and their lives more completely.

STORY ADS: Earlier this year, Instagram started allowing all businesses to purchase full-sized ads in Instagram Stories. The Story feature has already reached 150 million daily users (as many as Snapchat), making Instagram just as if not more appealing to marketers than Snapchat due to their comprehensive analytics.

SHOPPING: For Millennials and Gen V, Instagram is a major market for retailers, as these consumers overwhelmingly look to their feeds over magazines and retailers to help them find new products and inspiration. In an effort to make the app more shoppable, Instagram has been exploring various tools for seamless spending, debuting new features to select few brands such as Kate Spade and Warby Parker for testing. Brands that have shopping capabilities can tag each item available for purchase in the photo, where users can simply tap for pricing and information and, if interested, click through directly to the product on the brand's website to purchase. Virtually certain to become an app-wide roll out in the future, this could soon be an option for fashion bloggers and influencers further cementing their reputations as drivers of sales and increasing their value to brands. In the future, Instagram will help all brands quite literally sell a lifestyle.

ADVICE *to* BRANDS:

While Snapchat may still be the It-app among Gen Vs and Millennials, Instagram is the overachiever and dare we say most likely to succeed in monetizing. Due to its marketing capabilities for brands large and small, not to mention an advertising powerhouse parent in Facebook, the app has had more success offering marketers the tools they need to reach their target audience. While Instagram has lost some of its " authenticity" with many, the app is arguably more competitive and valuable than ever.

WHAT'S *next*

THE MARKETING MAVEN: Instagram is taking all of the great tools from Facebook's analytics and making them available on their platform as well. By optimizing the app for sales and marketing, Instagram may just be able to monetize faster than Snapchat, thereby solidifying itself as the go-to for brands to market on social media. What the app lacks in cool cred it makes up for in sheer numbers both in terms of audience and analytics. Expect to see many more marketing tools, insights, and ads on the platform in the coming months.

BRANDS DOING IT *right*

REYNOLDS KITCHENS @REYNOLDSKITCHEN: Looking for a great example of how to get creative on Instagram? Look no further than Reynolds Kitchens' Infinite Table Feed. Offering a steady stream of food photos that fit perfectly together, the iconic aluminum foil brand creates the illusion of an endless dinner table, where viewers can scroll through for beautiful food and inspiration day after day. Not only is this a perfectly on-brand way to utilize their Instagram feed, the company incentivizes Instagram users to follow by giving them a constant flow of valuable information and, of course, pretty pictures of Instagram's favorite thing: food.

SALT BAE @NUSR_ET: Nusret Gökçe proves that almost anyone can be Instagram famous. Better known by his alter ego, Salt Bae, Gökçe is a butcher and chef with restaurants in Turkey and Dubai. On Instagram, he shares shots of himself and his butcher shop that, while highly on-brand, are a far cry from the beautifully filtered and manicured fashion and blogger feeds the app is known for. Recently, Gökçe reaped the rewards of the internet's penchant for weirdness when a video of him extravagantly sprinkling salt on a piece of meat went viral, eventually becoming a meme and launching the birth of #saltbae. Now with over 5.3 million followers, Gökçe is capitalizing on his meme-god status by making the rounds on talk shows and celebrity t-shirts. Just saying, if he were our client, he would have already had a branded salt line by now.

KFC @KFC: While "Colonel Sanders' Kentucky Fried Football challenge" isn't the first Instagram game that we've seen, it's quickly become one of our favorites. Capitalizing on the excitement around the college football championships, KFC created an intricate, animated, choose-your-own-adventure game on Instagram, that invited users to call the plays. Each post featured a video and two plays to choose from in the caption. Once selected, each play led to its own Instagram account, the feeds of which looked like a football field. Players then selected the video in the new account's feed to watch their play in action and decide what their next move should be.

BRANDS *to* FOLLOW

a. **PLAYDOH** *@playdoh*

b. **ALFRED TEA ROOM** *@alfredtea*

c. **AIRBNB** *@airbnb*

d. **THE NEW STAND** *@thenewstand*

e. **PURA VIDA BRACELETS** *@puravidabracelets*

SNAPCHAT

WHAT'S *new*

IPO UPDATE: Snap Inc. officially became a publically traded company in March, initially valued at $17 a share, or approximately a cool $23.8 billion. Some are calling this the biggest and most important tech IPO since Facebook, while others feel the company is overhyped and hasn't proven itself capable of generating significant revenue. We can't promise you that buying Snap Inc. stock will make you rich, but we can assure you that it isn't going anywhere anytime soon and is one of the most influential contenders in the fight for consumers' attention.

ENVIRONMENTAL LENSES + AR GAMING: People have long been in love with Snapchat's lens filters, which detect users' faces and allow them to try on different looks/manipulations. Whether it's the ubiquitous dog filter or Taco Bell's Cinco de Mayo taco filter, people can't get enough silly Snapchat selfies. Now, Snapchat is inviting people to turn their cameras around, featuring a growing number of environmental lenses that enable users to add the same fun twists they've been adding to their selfies to their surroundings. With the environmental lenses also comes in-app AR gaming, a feature Snapchat quietly debuted that allows people using certain filters to search their surroundings to find literal hidden gems. This is sure to be only the beginning of the app's augmented reality potential.

ADVICE *to* BRANDS:

Make no mistake: Snapchat is still the go-to platform for Gen V and Millennials alike as it continues to pave the way in entertainment with innovative features and content offerings. For marketers, however, the platform is not without its problems. The launch of Instagram Stories slowed the app's growth considerably, Snapchat Spectacles failed to secure a place among the mainstream audience, and the company has yet to find a way to monetize itself. But with many hailing the platform as the future of entertainment, brands should absolutely find their place on Snapchat, as it remains a great way to engage with fans and show off a brand's personality; just be prepared to go in blind, as the app does not currently offer engagement metrics.

WHAT'S *next*

360 CAMERA: Upon the launch of Spectacles, Snap Inc. rebranded itself as a camera company and is rumored to be exploring a 360-degree camera. While there has been no official announcement (Snap Inc. is notoriously secretive, after all) insiders have said that the company has worked on a 360 camera internally, so we wouldn't be surprised to see some coming to a Snap Inc. vending machine near you.

DRONES: There are also rumors flying that one of Snap Inc.'s next ventures could be drones, raising speculation when they began conversations with now defunct drone company Lily Robotics. Though Snap Inc. has remained mum on the topic, it's clear that the company is looking to expand its product offerings beyond the app.

BRANDS DOING IT *right*

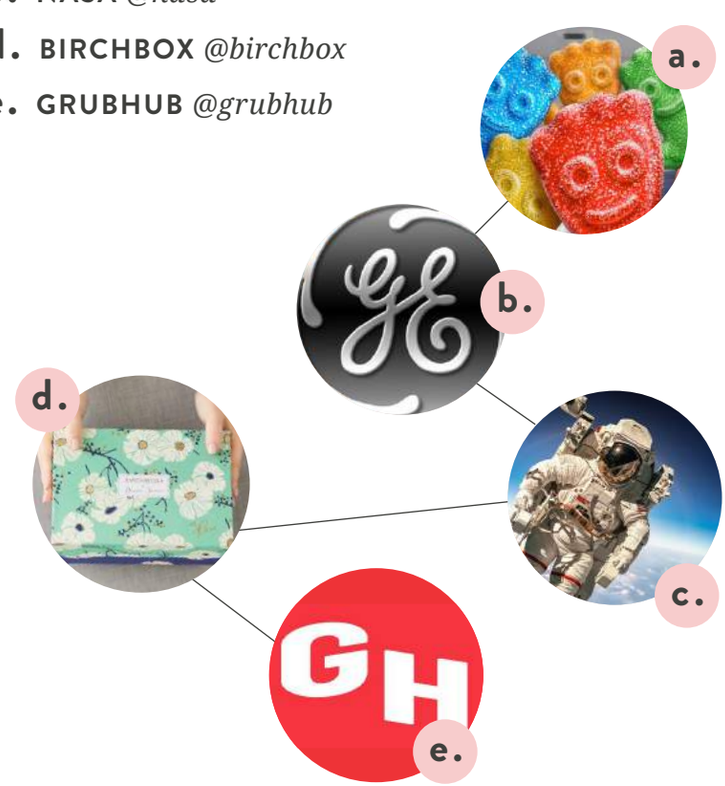
COLGATE: For this year's World Water Day (March 22nd), Colgate ran a Snapchat campaign highlighting the importance of conserving water. Looking to encourage people to turn off the water while they brushed their teeth, the clever ad featured an upside down graphic requiring Snapchat users to turn their phones around to read the message: "Turning is all it takes to turn the faucet. Brush with a closed faucet to save up to 4 gallons of water." With their hyper-shrewd attention filters, audiences skip content that doesn't immediately engage or intrigue them, and yet Colgate found a way to be both quick, informative, and engaging with their message.

BBC PLANET EARTH @PLANETEARTHII: To build hype around *Plant Earth II's* stateside debut, BBC released weekly mini-sodes on Snapchat. Ranging from 4-6 minutes, each episode featured content specifically chosen for the platform, and in some cases, exclusive content that couldn' t be seen anywhere else. While Snapchat has been talking about getting into television for a while now, this was one of the first brand forays to generate buzz in this fashion.

CASPER @CASPERSLEEP: The ever-innovative mattress company helped Snapchat users supplement their Stories with activities to make their lives seem more exciting. The best part? They didn't have to leave their bedrooms. Casper's "Late Night Snap Hacks" campaign developed a website featuring videos of various adventures shot from a first-person perspective. In other words, cool-looking videos that were designed to be re-recorded and reposted on viewers' Snapchat Stories as if they were really there. From riding in a cab to partying at a night club, each scenario was complete with all the nuances of Snapchat to really sell it. While we hope that few actually sought to fool their friends with a fake Snapchat story, the campaign showed Casper's understanding of its audience's conflicting desires to appear cool on social media but also stay home and binge-watch Netflix.

BRANDS *to* FOLLOW

a. **SOUR PATCH KIDS** *@sourpatchsnaps*
b. **GE** *@generalelectric*
c. **NASA** *@nasa*
d. **BIRCHBOX** *@birchbox*
e. **GRUBHUB** *@grubhub*



YOUTUBE

WHAT'S *new*

THIRD-PARTY RATINGS: YouTube has finally opened itself up to the Media Rating Council, meaning third parties can now independently verify YouTube's ad ratings, which until now have only been verified by Google. The new ratings system will evaluate whether or not an ad was viewed, for how long, and what percentage of views were "invalid traffic" (i.e. robots). The long-awaited shift comes after numerous calls for more transparency from advertisers on the platform.

UPTIME: YouTube just got even more social with the debut of their new app, Uptime, developed by the minds of Google's internal incubator, Area 120. The video sharing app allows users to co-watch videos with their friends and react in real time. As of right now, the invite only app isn't about creating and or sharing content but about creating an experience around watching content with friends. While everyone else is launching Snapchat clones, UpTime is a refreshingly original concept.

LIVE MOBILE STREAMING: We've been predicting the rise of the live stream for a while as consumers look for increasingly authentic and real time content. While YouTube has had its Live feature for awhile now, it's joining the ranks of other social networks by optimizing it for mobile, allowing users to live stream from their phones for the first time. This new feature is sure to be a hit with mobile first Gen Vs, who are pretty much attached to their phones 24/7.

ADVICE *to* BRANDS:

With over 1 billion hours of content watched EVERY DAY, YouTube is a great place to reach consumers. However, brands would do well to keep in mind that not only do YouTube viewers have short attention spans, they can immediately tell whether or not they want to watch something within seconds of hitting play. To reach them, you have to create instantly engaging content or have someone do it for you. While consumers are not necessarily likely to buy content featuring a YouTube star, these influencers are great for getting the word about whatever your brand is looking to advertise, just make sure it's an authentic fit, as this audience can smell an #ad from a mile away.

WHAT'S *next*

UNPLUGGED – LIVE TV STREAMING SERVICE: YouTube is expanding into TV territory. Their new steaming service, YouTube Unplugged is a paid subscription service which would allow users to stream cable TV across their other devices. The company has been in talks with major networks and is hoping to launch this year. We expect cord-cutting Millennials and cord-never Gen Vs to flock to the service as it reflects the way they currently consume content as opposed to a more traditional TV model.

BRANDS DOING IT *right*

YOUTUBE: If there's anything that Vine (RIP) taught us during its time in the App Store, it's that you only need a few seconds to tell a compelling story. In an effort to showcase and inspire advertising innovation on its platform, YouTube created six-second pre-rollads, with each mini movie telling a tiny story. For instance, *Romeo & Juliet* depicts two playing puppies being whisked away from one another by their parents, while *On the Origin of Species* animates and condenses evolution down to 6 seconds. Encouraging advertisers by offering them inspiration, this campaign understands that when it comes to ads, which act as a barrier between the viewer and the content they actually want to watch—the shorter, the better.

ELTON JOHN X THE CUT: To celebrate the 50th anniversary of their song-writing alliance, Elton John and his writing partner Bernie Taupin hosted a contest to discover untapped YouTube talent. The open call challenged users to submit music video concepts for a few of John's classics such as "Rocket Man," "Tiny Dancer," and "Bennie and the Jets." The winner received the chance to direct the video as well as a $10,000 cash prize. Taking advantage of all of the potential talent on the platform, this campaign was a great way to inspire and mobilize YouTube's creative community.

SNICKERS: Snickers' recent YouTube campaign smartly took advantage of the platform' s strong gaming audience, turning its pre-roll content into a chocolate-catching competition. Various videos featured a person in need of a Snickers bar, which would fly across the screen. It was up to the players to pause the ad at precisely the right moment to get the Snicker's into their avatar's hands, at which point an image popped up to let them know they had won. The surprisingly engaging campaign had YouTube viewers spending more time with the pre-roll ad as they tried to win the game. In short, when in doubt on YouTube, gamify it.

BRANDS *to* FOLLOW

a. FOREVER 21
b. NET-A-PORTER
c. SPACE X
d. RVCA
e. MILK MAKEUP

NOW TRENDING

LIFESTYLE

MILLENNIALS IN OFFICE

Ever since Millennials splashed onto the scene, there's been a general notion that they're slacktivists and uninterested in holding political office, with reasons ranging from lack of funding and confidence to general cynicism about government and media. But the tides are turning along with today's rapidly shifting political atmosphere, and we may soon start seeing Millennials stepping up and running for office in response. New organization Run for Something, for example, is recruiting and supporting people under 35 to run for state legislatures, city council seats, and mayorships. With a focus on mobilizing people with more unconventional, diverse profiles like doctors, social workers, and scientists, the organization requires candidates to pledge to advocate for progressive values within the next 30 years. In return, candidates are connected with training organizations like EMILY's List and Wellstone, allowing many to eventually move on to raising money and building a staff. With over 1,200 people signing up for Run for Something in the organization's first week, it seems that the idea of a wave of young political talent may soon be a reality.

THE FRIENDVORCE

It's no secret Millennials are marrying later (according to the U.S. Census, the average age to get married is 27 for women and 29 for men), and romantic relationships have often taken a backseat to their educations, careers, personal brand building, and quest to "find themselves." However, because this generation wants all the benefits of commitment without actually having to commit, they are placing higher, often unrealistic expectations on their platonic partners. With the rise in friend finding apps like Bumble BFF, Squad, and Cliq, Gen Ys—particularly women—are carefully seeking out like-minded people to add to their squads and ultimately rely on as a source of unconditional emotional support. However, we all know that deepened intimacy can also breed dysfunction, hence the rise of the friendvorce, a friend breakup that is so dramatic and life altering that it feels like a divorce. Despite growing articles and think pieces prescribing the best ways to both initiate a friend breakup and get over one, many are finding friendvorces even harder to navigate than romantic ones, as there are fewer societal scripts and customs to follow, not to mention having one less person to turn to for emotional support. As if young people needed more relationship problems!

TOP DESIGNER

First it was fashion designer divas, then it was angry chefs. The next occupation to capture the fantasies of the masses? Our bets are on those behind our increasingly innovative cities—architects and urban planners. The industry has undoubtly been influenced by the Steve Jobs effect, inspiring legions of young creative talent to set out to accomplish their own aesthetic ideas without waiting for the traditional corporate-ladder-climbing process. Expect international names like Danish architect Bjarne Ingels, Dutch urbanist Rem Koolhaas, and the late British architect Zaha Hadid to become more mainstream, as their rule-breaking personas and work transcend niche audiences. Netflix is even investing in the growing cult belief in the potential of design to innovate, inspire, and improve lives with new documentary series *Abstract: The Art of Design*, in which each episode focuses on the vision of a singular designer. The image of the lone star architect is rapidly changing as well: architecture's highest honor, the Pritzker Prize, was recently jointly awarded to three architects and friends—Rafael Aranda, Carme Pigem, and Ramon Vilalta—who make up a local Spanish firm and prioritize creative collaboration. Star teams, instead of star personalities, may soon be on the horizon.

BODY-HACKING

With many modern health trends ranging from innocuous to science fiction, the line between wellness and enhancement is a blurry one as consumers seek to optimize their bodies through food, supplements, and even genetic modifications. One example is recent innovation within the vitamin industry. Driven by brands like Hum and Care/of, new companies are attracting consumers with personalized, scientific services that can improve everything from skin and hair to mood and energy levels. On the other end of the spectrum, a panel of experts hired by the National Academy of Sciences and the National Academy of Medicine recently released ethical recommendations for gene editing, making the alteration of human genetics more accessible than ever. Biohacker activists have long called for equal, open access to technology that cures disease, but the recommendations still restrict genetic enhancement (e.g. giving oneself superhero-level muscles or extra intelligence), a topic that is being heavily debated. Unlike the panel, many biohackers believe self-enhancement, too, is a human right, as evidenced by manifestos such as Rich MacKinnon's Cyborg Bill of Rights and Zoltan Istvan's Transhumanist Bill of Rights. As the debate rages on—centered around fundamental concepts such as choice and equality—everyday people can partake in some basic biohacking thanks to companies like The ODIN, an online store peddling at-home genetic engineering experimentation kits.

GOING BIODYNAMIC

From organic to local to paleo to gluten free, future-forward foodies are always looking for the next level of healthy food certification. Our bets for the coming year are on biodynamic food, a form of alternative agriculture similar to organic farming, but with an added spiritual element. On a biodynamic farm, the soil, plants, livestock, the Earth, and the farmer are considered to be interrelated parts of a single, self-sustaining system. In addition to meeting organic requirements, a biodynamic farm possesses added measures: for example, it has to produce its own compost and at least 50% of its livestock feed, 10% of the farm land has to be reserved for biodiversity, and it has to attempt to foster a balanced predator/prey relationship. Austrian philosopher Rudolf Steiner—considered to be the godfather of organic and biodynamic farming—believed in incorporating the cosmos as well, which is why biodynamic farmers often follow an astrological sowing and planting calendar based on the position of the stars and the moon. Until now, biodynamic farming has been practiced mainly in the winemaking world, but the number of U.S. biodynamic farms is rapidly increasing. According to Demeter USA, a non-profit certifier of biodynamic farms and products, the amount of biodynamic acres in the U.S. increased by 16% last year, and retailers like Whole Foods are catering to growing interest by stocking more biodynamic brands.

BLACK FARMERS

While the #BlackLivesMatter movement continues to illuminate the many issues and injustices faced by the African American community, there is one sector in which this group has had a small win recently—agriculture. After falling steadily for the past 100 years, the recent U.S. Census showed that the number of black farmers is on the rise again thanks to concerted efforts to bring diversity to an otherwise homogenous field and a sense of autonomy to food and land cultivation to this community, which has been historically stripped of ownership rights. Advancing this mission is The Black Dirt Farm Collective in Maryland, a community of black farmers which aims to educate other growers on the importance of black dirt—soil that is healthy, nutrient rich, and biologically active. Meanwhile, the Hattie Cartha community farm in Brooklyn looks to cultivate and support a community of people of color through a community garden. While black farmers still compromise less than 1% of the population of farmers, their persistence and growing numbers are breaking down societal norms and empowering their local black communities.

BILLIONAIRE BACKLASH

Long gone are the days of MTV Cribs, when we oohed and ahhed over the spoils of the rich and famous. Instead, a dark cloud has formed over the wealthy in our public imagination, spurring a growing fascination with a cryptic class who exerts much more influence on society and politics than they'd like to have us think. From Occupy Wall Street to the election of the richest U.S. president in history, it feels like we're living in an era of class wars, thus what billionaires do with their money and how they think has become a subject of cultural interest and debate. According to financial research firm Wealth-X, there was a 6.4% increase in billionaires from 2014 to 2015, resulting in 2,473 new billionaires in the world. While American billionaires are the most well known and make up the most net worth, Europe has the most billionaires, and according to UBS and Pricewaterhouse Coopers, a new billionaire is created every three days in Asia. As if that weren't enough, a recent Oxfam International report said that eight billionaires have as much wealth as half of the world's population combined. This growing group of people—whose money comes from industries including finance, technology, industrial conglomerates, real estate, and manufacturing—include some who are funneling their money into philanthropic endeavors, like Bill Gates and Warren Buffett, while the actions of others, like Trump's "cabinet of billionaires," have raised major concerns amongst ethics, politics, and law experts. Billionaires like Peter Thiel and George Soros, for example, are exerting considerable influence by donating to political campaigns and causes, effectively shaping public life behind the scenes in a major way. The strange ways that billionaires spend their money have also become a topic of fascination—the New Yorker article "Doomsday Prep for the Super-Rich" recently received attention for its in-depth reporting on how billionaire technology execs and hedge-fund managers across the country are going to extravagant lengths in preparation for the possible collapse of society.

INFRARED SAUNAS

Infrared saunas are the latest obsession for wellness gurus looking for a natural, healthy high. New company Higher Dose is starting "a movement to get you beautiful and buzzed all at once" by offering the people of New York private rooms to get naked and sweaty. Customers are hit with infrared rays, which the body perceives as heat and thus sweats at a lower temperature than in a traditional sauna (which heats the room instead of the body). This means that users can sweat for longer (and in some cases hours) after exiting the sauna. With benefits including burned calories, lowered cortisol, and increased serotonin levels (i.e. blissful relaxation), detoxification, pain relief, blood circulation, and skin anti-aging, it's no surprise that people are eager to try out the trend. Early reviews report a euphoric, post-sauna glow and sleeping like a baby that very evening.

CANNABIS TASTING PARTIES

The next step in the normalization of marijuana is undoubtedly the cannabis tasting party, a natural crossover for food-loving Millennials. While stoner soirees have been going strong among cannabis connoisseurs for a while, the legalization of marijuana in seven states last year has led to budding interest in the drug among non-users. The Los Angeles-based Purple Dandelion Collective is capitalizing on the toking trend by putting on a "Cannabis Tasting Experience," 3-course meals infused with different strains of cannabis. For around $90, event-goers can purchase the "Lifted & Gifted" package, which includes a tasting meal complete with an expert walk through of the differences between the various strains. While consuming weed is now legal, buying it is not, hence The Purple Dandelion Collective is careful to make it clear that the weed aspect of the evening is a "gift," and patrons are merely paying for the experience. Hosted at Tree Lounge, the event isn't simply an excuse to get high, but focuses on creating cuisines that compliment high-quality edible cannabis–a growing trend in itself–and educating patrons on the benefits of the drug. With an increase in people interested in luxury cannabis as a hobby, cannabis is poised to become the recreational indulgence of choice for this generation.

ADVENTURES AT SEA

We've been pointing to a shift in interest from space to deep sea for a while now and are happy to report that the trend continues to sail onward. One artist, Doug Aitken, is encouraging people to snorkel to experience the natural beauty of the deep ocean and artwork at the same time. In partnership with Parley for the Oceans and the Museum of Contemporary art, Aitkens created Underwater Pavillions, a collection of large underwater sculptures located off the coast of Catalina Island in California that are designed to enhance the scuba diving experience. The sculptures have been quite popular, especially with the locals, attracting all sorts of marine life most notably, a brand new species of fish. For those who want to literally dive right in, there's Nowboat, a platform that allows people to easily book a boating adventure almost anywhere in the world. Users simply choose from a list of activities and destinations and are given a selection of complete seafaring packages for their next adventure, whether it's renting a yacht in Greece or snorkeling in Cuba. Dubbed the Airbnb of the sea, Nowboat is the first of what is sure to be many nautically-inclined companies as seafaring sails closer to its $51-billion-dollar industry projection by 2020.

BANKSY HOTEL

Banksy, it's been awhile! The mostly-anonymous British graffiti artist/activist has created an immersive protest and social commentary experience in the form of a hotel. The Walled Off Hotel, a play on the Waldorf Hotel, opened in March and is situated on the border of Israel and Palestine. The "all-inclusive vandal resort" boasts "the worst view in the world," the wall that separates the warring countries. Each of the ten rooms has a different depressing theme, with eight designed by Banksy himself and two by guest artists Sami Musa and Dominique Petrin.
Like all of Banksy's work, the hotel serves as commentary, this time on the state of the Israeli-Palestinian situation and the current obsession with walls, for which Bansky credits President Trump. While this isn't Bansky's first foray into immersive protests (the artist is responsible for the infamous Disneyland satire Dismaland, a "bemusement park" which offered a dark twist on theme parks, consumption culture, and people in general), The Walled Off Hotel is an interesting take on branded or pointed hospitality experiences that we've seen from companies like West Elm, Stone Brewing Company, and Equinox, leading us to believe that hotels are the latest marketing and messaging activation of choice, and dare we say: the new pop-up shop.

ENTERTAINMENT

EYE-CONTACT GAMING

Gamers have been eagerly anticipating Nintendo Switch, the new video game console that rolled out in early March. The system is being lauded as one that you can play anywhere; it's a device that you can plug into the TV or play with on its own, by yourself or with friends, on a screen or a table. One way to play that's getting the most buzz, however, doesn't require players to look at the device at all. The game getting the most attention is 1-2-Switch, a Western-themed game in which players have to look directly into each other's eyes to test their reflexes in a "quick draw." We may soon see a rise in screen-less, more human-to-human digital gaming like 1-2-Switch, as companies like Nintendo try to cater to more mainstream audiences. Another successful example is Johann Sebastian Joust, an indie game in which participants have to knock controllers out of each other's hands while holding onto their own.

CHINESE STREAMING STARS

As live-streaming slowly and gradually gains traction in the Western world, it has already become a full-blown industry in China. The country is now home to an entire generation of internet stars who self-broadcast for pocket money, and in some cases, as their full-time jobs. Broadcasters entertain in a variety of ways, including singing and dancing, answering questions, playing eSports, eating a large amount of food, or just going about their day with their selfie sticks. The medium is monetized by fans, who send virtual gifts (e.g. emojis and digital flowers), which can range from 0.10 yuan ($00.1) for a sunflower to 100 yuan ($14.50) for a digital Lamborghini. Though the majority of broadcasters are women broadcasting to mostly male audiences, increasing government regulations keep from becoming risqué, and viewing is most active between 10pm and 4am, suggesting that the trend may be a reaction to a cultural phenomenon of loneliness. According to the China Internet Network Information Center, there were 325 million live-streaming users in June 2016, an enormous viewership that brands are trying to capture by creating their own live-streaming channels. The industry is also driving companies like live-streaming platforms Lai Feng, Douyu, and Panda TV, as well as streaming star agencies like REDO Media, the country's biggest. Full-timers with REDO receive a salary as well as 30% of their received gifts as commission.

PAYING FOR NEWS

In our last report, we predicted a major shift in the media landscape in the coming year. One example that we are beginning to see is a returning willingness to pay for news. This is in large part a reaction to the rise of fake news perceived by some to have significantly influenced the recent presidential election. Mainly enabled by Facebook, fake news has discredited many social networks as a source of news and is making Americans rethink their sources for quality information. Regardless of personal views, there is a growing understanding that quality, fact-checked news is important and worthy of investment. *New York Times* is already feeling the effects: the publication recently reported 276,000 new digital subscribers in the last quarter of 2016, "the single best quarter since 2011, the year the pay model launched."

SKAM

In the growing world of entertainment that bridges fiction with real life, Norwegian television show *Skam* may be one of the most successful examples to date. The show centers around the daily lives of teenagers at a high school in Oslo, and in the same vein as the popular U.K. show Skins, features a different teen cast each season while tackling relevant issues such as LGBTQ identity, mental health, racism, and drug use. What makes *Skam* different, however, is its impressive priority on realism, reflected in everything from the dialogue (full of teenagers hesitating and trailing off), pace, and distribution. Rather than the traditional format of one episode per week, the show's scenes and related content—like text messages between characters—are posted on the *Skam* website in real-time, meaning that if something happens in the show at 4AM, it gets released at that time too. A full-episode compilation of the clips is then published every week on the website as well. The format means that fans don't have to follow the show on a weekly basis, but rather check in on what the characters are up to on a daily basis, making it feel like they're getting a peek into the lives of real people. To push the realism factor even further, the *Skam* characters have their own Instagram and Facebook profiles. As a result, viewers have grown seriously attached to the show, fueling a worldwide *Skam* obsession among teenagers everywhere.

PLAYGROUND MOVIE THEATERS

In the never-ending fight to curb falling ticket sales, theaters are continuing to implement innovative new features to entice movie-goers back to the big screen. In a departure from luxury seating and dine-in menus, Mexican movie theater chain Cinépolis is getting viewers out of their chairs by building jungle gyms—yes, jungle gyms—in the theaters themselves. Recognizing that some of the highest-grossing films year-round are kid friendly, Cinépolis has installed stationary pogo sticks, colorful play areas, bean bag chairs, merry-go-rounds, tire climbers, slides, and wobble hoppers in hopes that that the new activities not only will lure parents and young viewers to the theater but also assist parents in being able to watch a film from start to finish distraction free. The first playground theaters opened in California this month and will cost an additional $3 after standard ticket pricing. If all goes well, perhaps a merger with Dave & Buster's is in order!

STUFFED ANIMAL SLEEPOVERS

What do teddy bears, lions, and giraffes all have in common? Sleepovers! For years, libraries across the world have been hosting stuffed animal sleepovers, where children leave their furry friends at their local library overnight. Designed to be a fun way of encouraging children to read, workers take pictures of the animals picking out and reading books and show the photo evidence to the children when picked up the next day, with some libraries even providing kids new books picked out by their furry friends. Though the practice has been around for some time, it wasn't until recently that it gained significant popularity thanks to a study published in the academic journal *Heliyon*, where researchers monitored 42 Japanese preschoolers whose stuffed loveys participated in such sleepovers. Astonishingly, the children not only showed more interest in the picture books, but they also began to read to the stuffed animals, exhibiting a new behavior pattern not apparent before. With all the technological advancements in learning, we're encouraged that analog education still might serve a purpose.

FASHION / RETAIL

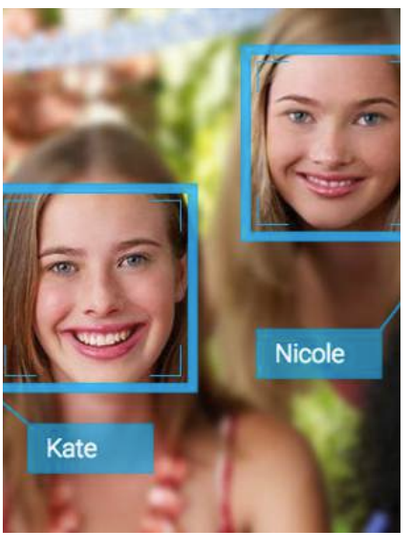
SOUTHERN GOTHIC

The vampy, witchy aesthetic we've seen in fashion and beauty lately will keep people under its spell for a little while longer, but we're turning our attention towards its successor, Southern Gothicism. With origins in literature most notably the works of Flannery O'Conner and William Faulkner, Southern Gothicism incorporates underlying themes of witchcraft and the supernatural but is a bit more complex, playing in the spaces where the supernatural meets reality and exploring tensions lurking within race and gender. Seeing as these are topics at the forefront of the current cultural conversation, the style couldn't be more timely, and already we're seeing artists drawing inspiration from these ideals as they interpret them for the fashion world—think ruffles, statement sleeves, and hats. First was Beyoncé's epic movie music video, *Lemonade*, which won over the masses with its profound lyrics and carefully curated manifestation of a particular brand of southern culture reminiscent of the antebellum south. And in June, Sofia Coppola's upcoming film The *Beguiled* will no doubt contribute to popularizing the aesthetic in the same way her 2006 film *Marie Antoinette* did for the ultra-feminine French aesthetic that permeated the late 2000's and early 2010's. Blending a witchy feel with a hint of vintage romance, we predict this is only the beginning of the genre as it seeps its way into fashion and becomes the new It-aesthetic.

MAJORLY META

The battle between real and fake has reached dizzying heights as it seems that nothing is sacred anymore in the world of buying, making, faking, and branding. The interest in bootlegging as a form of design and art—a trend we reported a few years ago—has become rampant and downright meta. Not only are we seeing designers making fake versions of their own pieces, we're also now witnessing people faking the designer fakes, a response to increasing speed in the industry and the breakdown of "high" and "low" fashion. Driving the trend is young Parisian collective Vetements: in response to a knockoff of one of their rain jackets by parody brand Vetememes, Vetements ripped off the rip-off, creating an "official fake" jacket exclusively for MatchesFashion, printed with the definition of raincoat ("a water-resistant coat worn to protect the body from rain") on the back. Last year, Vetements also held a sale in Seoul that turned out not to be old items on sale, but a unique "Original Fake" collection of the brand' s most popular pieces slightly

altered to look like bootlegs. The brand has inspired a slew of reactions, including the work of Ava Nirui, who, in response to Vetements' use of the Champion logo, critiqued Vetement's high prices by making her own pieces incorporating the Champion "C" into high designer names. Nirui's work has single-handedly renewed interest in the Champion brand in fashion circles, and has also been faked by other creators in an endless chain of bootlegging. Brands are no doubt more open to incorporating the idea of fake than ever before, with other examples including Gucci, which collaborated with graffiti artist GucciGhost to release an entire fake-looking collection, and art and culture magazine *032c*, which made a "DIY Branding Kit," simply made up of their logo with safety pins so you can 032c-ify any item. Confused? We don't blame you.



FACEPAY

As with many technological innovations, the future of face-detection is already happening in China. The country's concern for both surveillance and convenience has nearly driven the technology to mainstream saturation, with face-detecting technology now being implemented for everything from authorizing payments to providing access into places and public transportation. At the helm of the trend is Chinese startup Face++, whose technology's face-recognition capabilities have surpassed those of humans. Apps that have incorporated it into their own services include Didi (a Chinese version of Uber), allowing passengers to make sure their driver is a legitimate Didi employee, and Alipay, a mobile payment app that allows you to transfer money using only your face. Search engine Baidu has gotten in on the game as well, as it's reportedly working on a new system that allows people to pick up their train tickets simply by showing their face. While we can't say whether using your face as your main transaction interface will catch on in the U.S., there's no doubt that in China, there's a lot to watch out for and learn from in this arena.

STATEMENT STYLE

In today's political climate, consumers have taken strongly to aligning their dollars with their values. As a result, various brands are helping people wear their hearts on their sleeves via activist t-shirts. Reformation's timely line features tops with statements in support of various social causes, with proceeds from each purchase directly benefitting a relevant organization. For example, "My Meow, My Choice" goes toward Planned Parenthood, "More Trees, Less Walls" assists The Environmental Defense Fund, and "I'm Just Getting Started" benefits the ACLU. In fact, Statement Style has grown so quickly that the aesthetic itself—embodied by the aptly-named "Feminist Font" used on so many of these wares—appears to be trending as well.

Case in point: Dior's " We Should All Be Feminists" tee, which features the signature font and supports the Clara Lionel Foundation's efforts to improve education, health, and emergency response programs throughout the world. Additionally, boho brands Wildfang and Otherwild have reached new audiences online by offering bold statement shirts with female empowerment messaging. In a time where it's important to use your purchasing power decisively, we aren't surprised that this is one fashion trend so many are thrilled to get behind.

REIMAGINING LUXURY

No stranger to partnerships, Louis Vuitton recently joined forces with the ever-popular Supreme to produce one of the hype-iest (and unexpected, due to their contentious relationship in the past) collaborations of all time. Louis Vuitton debuted the new mega-collection at the Fall 2017 men's show during Paris Fashion Week in January, and although the pieces don't drop until mid-July, a frenzy has been building for months over speculation on pricing and pieces alike. Undoubtedly, the standout piece is the LV x Supreme trunk, which embodies both brands' fundamental emblems. Supreme also recently debuted another collection with Lacoste in London, Paris, New York, and Los Angeles that was promptly snatched up by a diverse crowd of enthusiasts. With pieces ranging from Track Jackets to Pique Camp Caps, Supreme lent a street-style twist to Lacoste' s preppy-tennis style brand. While the price tags still feel like luxury, these strategic alliances no doubt appeal to a wider group of consumers, and perhaps hint at the evolution of luxury, where even the greatest fashion houses and brands must meet niche consumer demand with personalized partnerships to stay relevant.

TECH

VR ARCADES

Arcades may conjure up '90s nostalgia and flashbacks of Dance Dance Revolution tournaments, but for the next generation, they may be more synonymous with virtual reality. A growing trend in America, Europe, and especially China, VR Arcades are popping up to offer novelty experiences and better familiarize people with the technology. VR Adventures in Las Vegas, for example, offers four virtual reality games, ranging from walking over a tightrope high in the sky to exploring a haunted house. Meanwhile, Chuyu VR Cafe in Shanghai offers video game-inspired zombie and first person shooter immersions as well as amusement park simulations. Unlike playing VR games at home, the arcades allow for expansive, customized spaces to enhance players' experience and costing on average $15-20 per session, they are currently more affordable than purchasing a headset for personal use. With over 25 locations in Shanghai alone, our bet is that VR Arcades not only are here to stay, but they will also influence other forms of entertainment to become much more immersive as well.

REPAIR CAFES

Repair Cafes are the latest manifestation of the anti-consumerism, anti-waste movement. Hailing from the Netherlands, Repair Cafes now exist in almost 30 countries, including a dozen states in the U.S. The cafes are local meeting places where locals bring their items that need fixing and work with repair coaches (professional, retired, and hobbyist volunteers) to bring new life to everything from clothes and furniture to toys and appliances. Taking place in churches, libraries, and community centers, the cafes empower participants with the ability to restore their own possessions instead of having to pay someone else to do it or buy an entirely new product that may just break again. The movement is supported by the Repair Cafe Foundation, which supports the philosophy and model by offering to people looking to start their own cafes with helpful tips for getting started and tools for fundraising and marketing.

HACKING APP ADDICTION

From smartphones to Snapchat to video gaming, there's little doubt that technological change has brought new behavioral addictions into our lives. With each notification, reward, and bonus, our brains release a flood of feel-good dopamine that we crave again and again. The backlash against our dependency has been percolating for a while now, with practices such as social media detoxes and self-imposed smartphone curfews almost commonplace. As we aim for more mindfulness in our daily lives, mindless scrolling and app addiction—i.e. seeking behaviors—have become the new wellness villains. Case in point is Dopamine Labs, a Los Angeles startup created by two neuroscientists known for its API tool that can make any app become addictive—helping fuel the success of clients like Root, Movn, and Brighten. Now, the company is using the same technology but running it backwards to help users kick their app addictions. The result, an app called Space, delays the instant gratification of apps so to curb the rush of dopamine. All users have to do is choose the apps they spend too much time on, and Space creates a new icon of the app that takes them to a short breathing exercise called a "Moment of Zen" before opening the original addictive app. As time goes on, it'll be interesting to see if tools like Space can actually help kick their digital dopamine addiction.

DATA DONATION

We've written about data donation—giving your personal data to research institutions and charities—before, but we predict that 2017 will be the year that the form of doing good catches on in a big way. One example is the app 100 for Parkinson's, which has already collected 175 million data points from anonymous people with and without Parkinson's to help scientists who research the disease. At Harvard Medical School, researchers have launched the Personal Genome Project, a large-scale endeavor that invites people to share their genome sequence and health data. Others looking to donate their information may do so for the Open Humans Network, where users simply sign up, connect their smartphone data, and are joined up with projects focused on topics such as gut microbiome and the flu. With so much of our lives already tracked by our smartphones, accessories, and even home appliances, people are increasingly seeing their information as valuable for expanding scientific understanding as well as an easy way to volunteer without the time and physical commitment.

CROWDSOURCED ARCHAEOLOGY

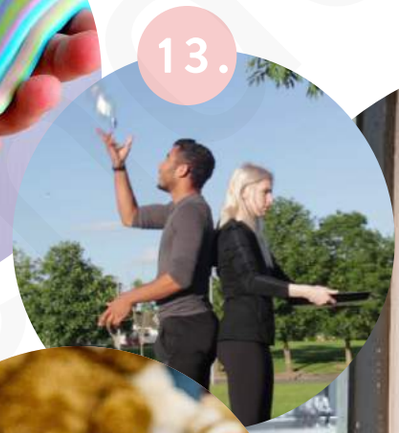
Crowdsourcing is surely not a new concept, but in the world of archaeology, it is breaking new ground. Archaeologist Sarah Parcak—known for pioneering the use of satellite imagery to spot buried ruins—has teamed up with National Geographic to create GlobalXplorer°, an online tool that allows any internet user to look through high-resolution satellite images of Peru to spot looting, construction, or signs of ruins that professional archaeologists haven't found yet. More advanced users will even be able to access images that show vegetation health, another way to spot buried ruins. Parcak, the winner of the 2016 TED Prize and a National Graphic Fellow, created the initiative in an attempt to outpace the destruction of ruins due to looting, estimating that only 1% of the world's archeological sites have been found. The result mobilizes a new generation of amateur archaeologists in a sort of game with real-life rewards: participants hone their skills and earn National Geographic rewards like subscriptions, videos, and archived articles, while teams get dispatched to investigate sites identified from the incoming crowd-sourced data.

WHAT'S HOT

WHAT'S HOT

kids

1. *American Boy Doll* **2.** *Captain Underpants Movie* **3.** *Andi Mack* **4.** *Zoku Slush Maker* **5.** *Holographic Barbie* **6.** *Nokia 3310* **7.** *Beauty Science Toys (DIY Bath Bombs)* **8.** *Kamigami Robots*



9. *Mermaid Tail Pool Float* **10.** *Pastel Backpacks* **11.** *LEGO Enhancers – (tape, rubberbands, mechanics)* **12.** *Slime Kits* **13.** *Bottle Flip Challenge* **14.** *VR in Museums* **15.** *Paper Punk Craft Kits* **16.** *Memoo*

WHAT'S HOT

teens

1. *Wire Manicures* **2.** *Denim Boots* **3.** *Nintendo Switch* **4.** *Positive Meme Accounts* **5.** *Snapchat Specticles* **6.** *Prism Rubix Cube*

7. *Light Boxes* **8.** *Tiny Food* **9.** *Color Changing Hair Dye* **10.** *Lil Yachty* **11.** *Gucci Tees* **12.** *Riverdale* **13.** *Triller* **14.** *Ipsy Glam Bags* **15.** *Metallic Sneakers* **16.** *Neon Light Makeup*

WHAT'S HOT

millennials

1. *Activist Tees* **2.** *Rose Desserts* **3.** *S-Town* **4.** *Raw Film* **5.** *Freckle Tattoos* **6.** *Chrome Nails* **7.** *Organ Massage*

8. *Furry/Fuzzy Accessories* **9.** *VPNs* **10.** *Sex Crystals* **11.** *Big Little Lies* **12.** *Indoor Plants* **13.** *Selfie Coffee* **14.** *Coveralls* **15.** *Malecrimp* **16.** *Damn by Kendrick Lamar*

WHO'S HOT

actors

RJ CYLER | *Jacksonville, FL, 22*

WHAT YOU'VE SEEN HIM IN:

RJ Cyler appeared in the short film *Second Chances* in 2013 but got his big break when he co-starred in teen drama *Me and Earl and the Dying Girl* (2015) alongside Olivia Cooke and Thomas Mann.

WHAT'S NEXT:

This year, catch Cyler brought the Blue Ranger back to life in the *Power Rangers* movie alongside singer-songwriter Becky G and Naomi Scott (to name a few) and will star as Andy Moon in *War Machine*. Cyler was also recently cast in a Showtime drama, *I'm Dying Up Here*, produced by Jim Carrey.

DANIEL KALUUYA | *London, UK, 27*

WHAT YOU'VE SEEN HIM IN:

This British actor is best known for his starring role in 2017's critically-acclaimed box office hit *Get Out* and has also worked alongside mega-stars Emily Blunt, Benicio del Toro, and Josh Brolin in the award-winning crime film, *Sicario* (2015).

WHAT'S NEXT:

See Kaluuya in upcoming Marvel movie *Black Panther*, which is set to be released in February 2018 and sure to bring more rave reviews his way.

JADEN LIEBERHER | *Philadelphia, PA, 14*

WHAT YOU'VE SEEN HIM IN:

Son of executive chef Wes Lieberher, it seems young Jaden Lieberher was destined for success. He's best known for his leading role as Oliver Bronstein in acclaimed dramedy *St. Vincent* (2014), which also stars Bill Murray and Melissa McCarthy. Lieberher has also starred in Canadian drama film *The Confirmation* (2016) alongside Clive Owen.

WHAT'S NEXT:

Look out for Lieberher this summer as he plays Henry Carpenter in upcoming drama *The Book of Henry* as well as a starring role in *It*, an adaptation of Stephen King's 1986 novel that debuts in September.

ASHTON SANDERS | *Carson, CA, 21*

WHAT YOU'VE SEEN HIM IN:

Ashton Sanders made his acting debut in 2013's *The Retrieval* and since then, Sanders has been spotted in a smaller role in 2015's *Straight Outta Compton.* But Sanders' biggest claim to fame is his leading role as Chiron in Golden Globe-and-Oscar-winning-film *Moonlight* (2016).

WHAT'S NEXT:

Sanders is currently filming *Captive State*, a science-fiction thriller set for release in 2018 and making a name for himself as a style-maven. The actor even appeared in Calvin Klein's 2017 Spring underwear campaign.

BILL SKARSGÅRD | *Vallingby, Sweden, 26*

WHAT YOU'VE SEEN HIM IN:

You've probably seen this Swedish actor (brother to Alexander) in the *Divergent* series film *Allegiant* (2016) and in Netflix's original series *Hemlock Grove*. Skarsgård was also nominated for a Guldbagge award in 2011 for his leading role in Swedish film *Simple Simon* (2016).

WHAT'S NEXT:

Catch Skarsgård playing the popular villain Pennywise the Dancing Clown in upcoming 2017 film, *It*.

WHO'S HOT

actresses

LETITIA WRIGHT | *Georgetown Guyana, 23*

WHAT YOU'VE SEEN HER IN:

Stepping onto the acting scene in 2009, Wright has worked her way up the ladder of the British entertainment industry and is best known for her starring role in *Glasgow Girls* as well as her supporting roles in *My Brother the Devil* and *Urban Hymn*.

WHAT'S NEXT:

Having been dubbed one of Britain's newest rising stars (and tapped for stardom by the same director who spotted young Leonardo DiCaprio's potential), Wright is crossing the pond to lend her talents to Marvel's upcoming *Black Panther*.

ANGOURIE RICE | *Australia, 16*

WHAT YOU'VE SEEN HER IN:

This Australian actress made her feature film acting debut in 2013, where she starred in *These Final Hours* alongside Nathan Phillips and appeared in the live action sequence *Walking with Dinosaurs*. But, 2016 was they biggest year yet for Rice, as she landed roles in *Nowhere Boys: The Book of Shadows, The Nice Guys,* and *Jasper Jones*.

WHAT'S NEXT:

Expect even bigger things this year from Rice, who is starring as Betty Brant in Marvel's *Spider-Man: Homecoming* and as Jane in Sofia Coppola's upcoming drama *The Beguiled*. The film's star-studded cast also includes Colin Farrell, Nicole Kidman, Kirsten Dunst, and Elle Fanning.

KIERSEY CLEMONS | *Los Angeles, CA, 23*

WHAT YOU'VE SEEN HER IN:

Best known for her performances as Cassandra "Diggy" Andrews in 2015's acclaimed film *Dope* and as Beth in *Neighbors 2: Sorority Rising* (2016), Clemons has also graced smaller screens in CBS' *Extant* and Amazon Studio's *Transparent*. Music video buffs have also likely seen Clemons in videos for Lady Gaga's "Til It Happens To You" and DJ Snake's "Middle."

WHAT'S NEXT:

Clemons has a busy year ahead of her, with major roles in *Little Bitches*, *Flatliners*, and *The Only Living Boy in New York*. She was also recently cast to play Iris West in *Justice League*.

POM KLEMENTIEFF | *Quebec City, Canada, 30*

WHAT YOU'VE SEEN HER IN:

This Canadian-born French actress made her Hollywood debut in Spike Lee's *Oldboy* in 2013, her highest profile role to date. She has also appeared in *Hacker's Film* in 2015.

WHAT'S NEXT:

Klemenieff will be packing some superhero punches on the big screen, as she's set to play Mantis in this year's *Guardians of the Galaxy Vol. 2* and in 2018's *Avengers: Infinity War*. With two forthcoming blockbusters, Klementieff is definitely one to watch.

MAIKA MONROE | *Santa Barbara, CA, 23*

WHAT YOU'VE SEEN HER IN:

Known as a "scream queen" after her performances in acclaimed films *The Guest* and *It Follows* (2014), Monroe also appeared in 2015's *Labor Day* opposite Kate Winslet. More recently, Monroe played Patricia Whitmore in *Independence Day: Resurgence* (2016). And if that weren't enough, she still finds time to ride waves as a professional kiteboarder.

WHAT'S NEXT:

Monroe is taking 2017 by storm with roles in seven films: *Bokeh, Hot Summer Nights, The Scent of Rain and Lightning, The Tribes of Palos Verdes, Felt, I'm Not Here,* and *Tau*.

WHO'S HOT

online influencers

KING NAHH

Hailed as the "Most Motivational Kid in America" by Forbes, King Nahh is a 11-year-old motivational speaker, artist, and author who preaches about the important things in life like creativity, gratitude, and never giving up on one's dreams. His impressive 133K following on Instagram tunes in for his daily motivational quotes and encouragement. King Nahh also advocates for the Black Lives Matter Movement and has boldly called out celebrities such as Sean "Diddy" Combs for posting content created by black youth (himself included) on social media without giving credit. This talented guy is one to watch and dare we say follow for his positive vibes.

PRINCESS NOKIA

Princess Nokia is not a person, but rather a musical duo formed between artist Destiny Ortiz (pictured) and DJ/producer Christopher Lare. Their sound is derived from a whole host of influences, including '90s rave, drum & bass, grime, R&B, afro latin house, cute-core, adult contemporary, trip hop, and jungle, resulting in a new genre of neo-futuristic and avant garde music. Initially attracting their large following on SoundCloud, the two may soon make their way into the mainstream thanks to big name collaborations with Red Bull, MTV, and Vice, where they recently released a new album.

SAGE ELSESSER

Sage Elsesser is a 20-year-old fine arts student at Pratt University and happens to be the epitome of cool in the skating scene. Not only is Elsesser known for being a professional skater, he is also a recurring model for Supreme, designer for Converse, roommate to hip-hop artist Earl Sweatshirt, and contributor to Frank Ocean's *Blonde*. Effortlessly juggling skating, cool friends, fashion, and music (oh yeah, and school), this multitalented influencer has surely got more up his sleeves and we can't wait to see what else he has in store.

LUCIE FINK

Lucie Fink is a 23-year-old video producer and lifestyle host for Refinery 29. In addition to starring in videos on Refinery29' s Snapchat Discover channel such as "5 Days of Adulting" and "5 Days in the Same Outfit," Fink also serves as a freelance creative director, on camera host, stop motion creator, Instagram influencer, and Millennial spokesperson for dozens of different brands such as Oreo and GoButler. While she may create stop motion, we don't see her stopping anytime soon!

GABRIELLE RICHARDSON

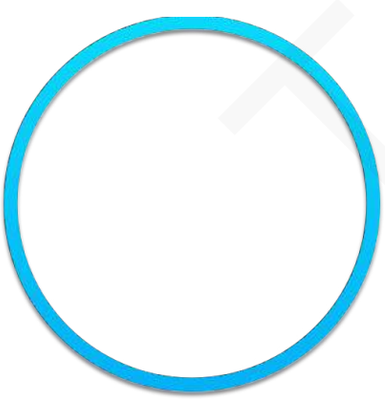
Twenty-one-year-old Gabrielle Richardson is the founder of Art Hoe Collective, an online platform for queer artists of color. Wanting to take a stand for marginalized groups, the Philadelphia native recognized the talent of these artists and the need for a platform that allows them to showcase their work and challenge the white hetero-normative voice that is so pervasive in the art world. Since the launch, Richardson has been working to expand her site and create workshops in Brooklyn for children. Shedding light on the dangers of cultural appropriation by promoting authentic perspectives on her site, Richardson is definitely someone to watch out for, as her strong voice is a testament to Gen V's evolving views on race, sexuality, and gender norms.

DIGITAL

download

SLANG N' FRIENDZ

Reimagining Scrabble for an Urban Dictionary audience, rapper Ludacris' new app Slang N' Friendz is the global social crossword game we've been waiting for. Designed for those who have tried to use words like "bae" and "draking" in Words with Friends to no avail, this app actually awards bonus points for utilizing slang terms. Because new words are generated every day, the app's dictionary is crowdsourced and ever evolving, ensuring that players keep current on slang both stateside and around the world. The free app is available for both iOS and Android, and Trendera Files readers already have a major leg up—see our slang list for the perfect cheat sheet!



AURA

Available on both iOS and Android, Aura is a free meditation app created by a group of meditation teachers and therapists with years of experience in mindfulness practice, yoga therapy, and self-compassion. Unlike other meditation apps that offer a one-size-fits-all script, Aura is personalized by AI and uses an algorithm to choose the most powerful meditation program for each person, whether they're a CEO of a Fortune 500 company or a busy mother of three. Making self-care simpler and smarter, the app provides daily access to three-minute guided meditations, a gratitude journal, sounds of nature, mood tracking, and thirty-second mindful breathing reminders. In addition, Aura also uses a gamification component (streaks) that allows users to level up as they continue their journey toward serenity.

WOMAN INTERRUPTED

To understand the premise behind new app Woman Interrupted, one must know about the cultural phenomenon of Manterruption: the all-too-common behavior of men interrupting women in board rooms and households all around the globe, a trend that has a deep and lasting negative impact over a woman's lifetime. Thankfully, this new free app, available on iOS and Android, is here to help. The app registers female and male voice frequencies to decipher conversation patterns and inputs the voices as data (the conversations themselves are never recorded or stored, however). After analyzing the conversations, the app creates a sharable infographic in real time to illustrate how often a woman is being interrupted on a daily, monthly, or yearly basis. While we're not sure this one is going to be a hit worldwide, we think it's an interesting, informative take on illuminating gender inequalities.

ANCHOR

Move over Ryan Seacrest! Anchor is radio reinvented and democratized, allowing anyone to broadcast for free anywhere and instantly reach listeners from around the world. Users can create their own stations by recording from their smartphones, adding tracks from Apple Music or Spotify, utilizing external sound bites from others, and broadcasting call-ins from listeners. Meanwhile, listeners can select from a variety of niche stations, applaud stations they like (by literally clapping into their phones), and share them seamlessly to their desired social channels. Since there's no need for antennas or satellites, listeners can tune in on iOS, Android, Amazon Alexa, Google Home, Bluetooth, and on the web. As audio continues to take over as the new interface, we can't wait to see how Anchor helps radio evolve.

WHALE Q+A

Ever asked a question online and heard nothing but crickets? Twitter creator Justin Kan's new iOS app, Whale Q + A, ensures all your internet questions will be answered—for a slight fee, of course. Designed to commoditize and improve interactions between influencers and fans, the app (still in beta) allows online personalities to ignore trolls, engage with their fans, and set their price while giving people who have questions the opportunity to be heard without having to incessantly tweet, DM, and email. Users can post questions or even enter into one-to-one video sessions with influencers, which are recorded and stored in a library other viewers can enjoy. Users can also choose from categories they are interested in such as movies, fashion, and tech to browse previously answered questions and responses from influencers such as Trello's Michael Pryor and Jeremy Lin of the Brooklyn Nets. Here's to hoping we finally get a response from our man crush Mahershala Ali!

KNOW THE *slang*

BLEM

(adj.) - to be high (origin: Blem by Drake)

BOUJEE

(adj.) - re-popularized by Migos's "Bad & Boujee," a style characterized by pseudo-wealth and showing off while still being a little tacky

CASH ME OUTSIDE

(phrase.) - 1. a taunting phrase popularized by Danielle Bregoli's appearance on Dr. Phil 2. the new "you want to go?"

COMMON

(adj.) - 1. describes something mainstream or unoriginal 2. The new "basic"

CROSS PLATFORMING

(v.) - when an influencer has mastered their brand across all platforms and successfully promotes back to their main channel

DEADASS

(adj.) - 1. short for "dead ass serious" used to convey 100% honesty 2. The new "low-key"

DON'T @ ME

(phrase.) - 1. don't disagree (origin: Twitter)

PURE

(adj.) - used to describe raw or unfiltered reactions or feelings

SHOOK

(adj.) - to have a strong personal reaction

SNAP TRAP

(n.) - the act of sending a Snapchat to a friend before or after texting them to see if they are on their phone

SUH DUDE?

(phrase.) - short for "What's up dude?"

TOOK AN L

(phrase.) - 1. took a loss 2. when things don' t go as planned

WAVY

(adj.) - describes something cool

WOT IN TARNATION

(phrase.) - a popular meme derived from the saying "What in damnation?"

ZADDY

(n.) - an attractive man (origin: daddy)

QUARTERLY

national statistics

STAT CONTENTS

STATISTICS: 13-50 YEAR OLDS 90

STATISTICS: 8-12 YEAR OLDS 150

13-50 YEAR OLD

stats

METHODOLOGY:

TRENDERA SURVEYED 1000 CONSUMERS IN MARCH 2017.

The survey was distributed online and via mobile phone.
The respondent breakdown is as follows:

N=1000 *nationally representative consumers*

- *13-50 years old, evenly distributed*
- *400 Gen V (13-20)*
- *400 Gen Y (21-36)*
- *200 Gen X (37-50)*
- *Male/female split for each generation*

WHO INFLUENCES SOCIETY

Who/what has the most power to influence society today?
(Select up to three)

Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Facebook	Facebook	Facebook	Actors and actresses	Facebook	Facebook
Actors and actresses	The Government/ Politicians	Actors and actresses	The Government/ Politicians	Actors and actresses	The Government/ Politicians
The Government/ Politicians	Actors and actresses	The Government/ Politicians	Facebook	The Government/ Politicians	Actors and actresses
The President	The President	Instagram	The President	Instagram	Journalists/ reporters
Instagram	Family members	Friends	Instagram	Brands	The President

FULL LIST:

actors and actresses, brands, CEOs, Facebook, family members, foreign governments, friends, hackers, Instagram, journalists/ reporters, lifestyle sites (BuzzFeed, PopSugar, Refinery 29), magazines/ magazine websites, movies, newspapers/ newspaper websites, nonprofits, online celebrities, Snapchat, The "1 Percent," the government/ politicians, The Illuminati, The People, The President, TV shows

WHO INFLUENCES THEM

Who/what has the most power to influence you personally?
(Select up to three)

Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Family members	Family members	Family members	Friends	Family members	Family members
Friends	Friends	Friends	Family members	Friends	Friends
Facebook	Facebook	Facebook	Instagram	Facebook	Facebook
Instagram	Instagram	Newspapers/ newspaper websites	Actors and actresses	Instagram	Newspapers/ newspaper websites
The People	The People	Instagram	The People	Brands	Journalists/ reporters

FULL LIST:

actors and actresses, brands, CEOs, Facebook, family members, foreign governments, friends, hackers, Instagram, journalists/ reporters, lifestyle sites (BuzzFeed, PopSugar, Refinery 29), magazines/ magazine websites, movies, newspapers/ newspaper websites, nonprofits, online celebrities, Snapchat, The "1 Percent," the government/ politicians, The Illuminati, The People, The President, TV shows

WHO DO THEY TRUST

Who/what of the following do you trust most to tell you the truth?
(Select up to three)

Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Family members	Family members	Family members	Family members	Family members	Family members
Friends	Friends	Friends	Friends	Friends	Friends
Newspapers/ newspaper websites	Newspapers/ newspaper websites	Journalists/ reporters	Newspapers/ newspaper websites	Newspapers/ newspaper websites	Journalists/ reporters
Journalists/ reporters	Journalists/ reporters	Newspapers/ newspaper websites	Journalists/ reporters	Journalists/ reporters	Newspapers/ newspaper websites
Facebook	Facebook	Nonprofits	Instagram	Facebook	Facebook

FULL LIST:

actors and actresses, brands, CEOs, Facebook, family members, foreign governments, friends, hackers, Instagram, journalists/ reporters, lifestyle sites (BuzzFeed, PopSugar, Refinery 29), magazines/ magazine websites, movies, newspapers/ newspaper websites, nonprofits, online celebrities, Snapchat, The "1 Percent," the government/ politicians, The Illuminati, The People, The President, TV shows

HOW THEY DESCRIBE ACTORS & ACTRESSES

When it comes to celebrities in general, who is more...
(Select one; Summary: Actors & Actresses)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Attractive	48%	45%	50%	43%	47%	59%
Likely to be famous for a long time	43%	38%	48%	43%	41%	47%
Fake	34%	31%	36%	32%	29%	45%
Influential	32%	30%	34%	29%	32%	40%
Relatable	24%	28%	20%	20%	29%	23%
Aspirational	24%	24%	25%	24%	25%	23%
Talented	24%	24%	23%	25%	21%	28%	
Likely to make me buy a product	23%	22%	23%	24%	20%	25%
In the know	22%	22%	21%	24%	20%	22%
Positive	19%	19%	18%	20%	20%	17%
Funny	19%	18%	19%	17%	19%	21%
Sarcastic	18%	18%	19%	21%	18%	14%
Trustworthy	18%	20%	16%	18%	18%	20%
Knowledgeable	16%	16%	16%	17%	15%	16%
Genuine	13%	16%	11%	14%	14%	11%
Honest	12%	13%	10%	13%	10%	12%

HOW THEY DESCRIBE MUSICIANS

When it comes to musicians in general, who is more...
(Select one; Summary: Musicians)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Talented	46%	40%	52%	45%	47%	47%
Aspirational	37%	36%	37%	34%	40%	37%
Genuine	28%	26%	29%	31%	25%	28%
Trustworthy	24%	23%	24%	22%	24%	26%
Honest	23%	23%	24%	22%	25%	23%
Positive	23%	23%	22%	21%	22%	29%
Influential	22%	24%	21%	24%	21%	22%
Likely to be famous for a long time	22%	21%	22%	21%	20%	28%
Relatable	18%	19%	17%	18%	19%	18%
Likely to make me buy a product	17%	19%	15%	15%	20%	16%
Attractive	17%	17%	17%	19%	16%	15%
Knowledgeable	16%	20%	12%	18%	16%	13%
In the know	16%	20%	12%	17%	15%	16%
Sarcastic	10%	11%	9%	11%	10%	10%
Fake	10%	13%	8%	11%	11%	7%
Funny	10%	12%	7%	10%	10%	9%

HOW THEY DESCRIBE BLOGGERS

When it comes to bloggers in general, who is more...
(Select one; Summary: Bloggers)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Knowledgeable	31%	28%	35%	31%	30%	37%
In the know	24%	19%	29%	19%	26%	32%
Honest	23%	21%	26%	23%	21%	29%
Positive	20%	20%	19%	17%	22%	21%
Trustworthy	19%	14%	23%	16%	18%	25%
Likely to make me buy a product	18%	18%	18%	13%	21%	22%
Sarcastic	18%	18%	17%	14%	16%	29%
Genuine	17%	15%	19%	14%	17%	25%
Relatable	17%	13%	21%	14%	15%	27%
Funny	12%	11%	13%	11%	12%	16%
Influential	12%	12%	12%	9%	13%	17%
Fake	12%	14%	10%	11%	14%	12%
Aspirational	10%	10%	10%	10%	10%	14%
Attractive	9%	11%	7%	9%	10%	7%
Likely to be famous for a long time	8%	9%	7%	6%	11%	5%
Talented	7%	9%	5%	7%	7%	8%

HOW THEY DESCRIBE GAMERS

When it comes to gamers in general, who is more...
(Select one; Summary: Gamers)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Sarcastic	21%	21%	20%	20%	21%	21%
Funny	17%	19%	14%	17%	18%	13%
Knowledgeable	15%	17%	13%	13%	18%	15%
Honest	14%	18%	11%	12%	17%	15%
Genuine	13%	15%	11%	14%	15%	7%
Likely to make me buy a product	13%	16%	9%	14%	12%	11%
Trustworthy	13%	17%	9%	13%	13%	12%
Relatable	11%	16%	5%	14%	10%	5%
In the know	10%	13%	7%	9%	12%	9%
Positive	9%	11%	6%	8%	11%	8%
Likely to be famous for a long time	9%	12%	6%	8%	10%	7%
Fake	9%	11%	6%	7%	10%	9%
Talented	8%	12%	5%	7%	10%	7%
Influential	8%	10%	6%	7%	10%	6%
Attractive	6%	8%	4%	7%	7%	3%
Aspirational	6%	8%	4%	7%	6%	6%

HOW THEY DESCRIBE YOUTUBERS

When it comes to YouTubers in general, who is more...
(Select one; Summary: YouTubers)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Funny	37%	33%	42%	42%	33%	37%
Sarcastic	25%	24%	26%	27%	26%	19%
Relatable	23%	19%	27%	28%	19%	21%
Likely to make me buy a product	22%	20%	23%	27%	18%	20%
Honest	21%	19%	23%	26%	18%	15%
Positive	20%	20%	20%	28%	15%	15%
Genuine	20%	18%	21%	22%	18%	20%
Trustworthy	19%	16%	22%	25%	18%	10%
Influential	19%	19%	19%	24%	17%	13%
In the know	18%	18%	18%	23%	15%	17%
Knowledgeable	17%	16%	19%	18%	17%	17%
Aspirational	16%	16%	16%	20%	13%	16%
Fake	15%	17%	12%	10%	17%	19%
Likely to be famous for a long time	13%	13%	13%	16%	13%	9%
Talented	10%	11%	10%	13%	10%	7%
Attractive	10%	11%	9%	11%	10%	7%

HOW THEY DESCRIBE INSTAGRAMMERS

When it comes to Instagrammers in general, who is more...
(Select one; Summary: Instagrammers)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Fake	21%	15%	28%	29%	20%	10%
In the know	11%	9%	12%	10%	13%	6%
Attractive	10%	8%	13%	11%	10%	10%
Positive	10%	6%	14%	8%	12%	12%
Genuine	9%	10%	9%	6%	12%	11%
Sarcastic	9%	9%	8%	8%	9%	8%
Likely to make me buy a product	8%	6%	11%	8%	10%	7%
Trustworthy	8%	10%	7%	7%	9%	8%
Relatable	7%	5%	9%	6%	8%	8%
Honest	7%	6%	7%	4%	9%	7%
Aspirational	6%	6%	7%	6%	7%	6%
Influential	6%	5%	8%	6%	8%	3%
Funny	6%	6%	6%	4%	9%	5%
Likely to be famous for a long time	6%	7%	4%	5%	6%	5%
Talented	5%	4%	5%	5%	5%	5%
Knowledgeable	4%	4%	4%	3%	5%	4%

ONLINE ACTIVITY

Which of the following applies to you?
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
I have an Instagram	65%	63%	67%	74%	69%	40%
I post online at least once a week	40%	33%	46%	43%	38%	38%
I leave comments on articles and/or videos	35%	32%	37%	38%	33%	32%
I rate products and services on the web	33%	29%	36%	26%	36%	39%
I subscribe to newsfeeds or newsletters	32%	30%	35%	28%	36%	33%
I have a vlog/YouTube channel	25%	31%	18%	30%	25%	16%
I am an active member in an online community (e.g. reddit, forums, etc.)	23%	23%	23%	27%	22%	17%
I have a website	15%	19%	10%	13%	19%	11%
I have a blog	14%	13%	14%	13%	17%	9%

CABLE & SATELLITE SUBSCRIPTIONS

Which of the following statements about cable/ satellite tv best applies to you? (Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
I have cable/satellite TV and plan on keeping it in the future	65%	63%	68%	66%	70%	56%
I have cable/satellite TV but plan on getting rid of it in the future	12%	14%	9%	10%	9%	20%
I have cancelled cable/satellite TV subscription and don't plan on getting it again in the future	10%	10%	10%	9%	10%	13%
I have never had a cable/satellite TV subscription and don't plan on getting it again in the future	6%	5%	6%	6%	6%	6%
I have cancelled cable/satellite TV subscription but plan on getting it again in the future	5%	5%	5%	7%	4%	4%
I have never had a cable/satellite TV subscription but plan on getting it in the future	2%	3%	2%	3%	2%	2%

FAVORITE SCRIPTED SHOWS

What are some of your favorite scripted TV shows right now? (Open end)

Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Walking Dead	Walking Dead	Walking Dead	Walking Dead	Big Bang Theory	Walking Dead
Big Bang Theory	Big Bang Theory	Big Bang Theory	The Flash	Walking Dead	Big Bang Theory
Game of Thrones	The Flash	Grey's Anatomy	Supernatural	Game of Thrones	This is Us
Grey's Anatomy	Family Guy	This Is Us	Empire	Grey's Anatomy	NCIS
This is Us	Game of Thrones	Game of Thrones	Big Bang Theory	This Is Us	Law and Order

FAVORITE REALITY SHOWS

What are some of your favorite reality TV shows right now? (Open end)

Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Keeping Up With the Kardashians	Survivor	Keeping Up With the Kardashians	Keeping Up With the Kardashians	Survivor	Survivor
Survivor	Keeping Up With the Kardashians	Survivor	Love & Hip Hop	Keeping Up With the Kardashians	The Voice
The Voice	The Voice	The Voice	Bad Girls Club	The Voice	Amazing Race
Love & Hip Hop	Love & Hip Hop	Love & Hip Hop	Survivor	Love & Hip Hop	Bachelor
The Bachelor	Amazing Race	Bachelor	Bachelor	Real Housewives	Dancing with the Stars

TIME SPENT WATCHING VIDEOS

On an average day, how long do you watch videos on your...
(Select one; Mean summary in hours)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Smartphone	3.3	3.5	3.1	5.0	2.7	1.3
Television	2.6	2.8	2.5	2.3	2.9	2.7
Computer	2.5	2.9	2.1	3.0	2.4	1.6
Tablet	1.1	1.2	1.1	1.1	1.3	0.8

CHANNELS/ NETWORKS WITH THEIR FAVORITE SHOWS

Which of the following has your favorite shows right now? (Select one)

Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Netflix	YouTube	Netflix	YouTube	HBO	Netflix
YouTube	Netflix	ABC	Netflix	Netflix	CBS
HBO	HBO	YouTube	ABC	ABC	AMC
ABC	AMC	HBO	Cartoon Network	CBS	ABC
AMC	FX	CBS	AMC	Fox	NBC

FULL LIST:

A&E, ABC, Amazon Prime, AMC, Animal Planet, Awesomeness TV, BBC America, BET, Boomerang, Bravo, Cartoon Network, CBS, Cinemax, CMT, CNBC, CNN, Comedy Central, Discovery Channel, Disney, Disney XD, E!, Encore, ESPN, ESPN 2, Esquire, Food Network, Fox, Fox News Channel, Freeform, Fuel TV, Fuse, FX, GAC, Hallmark Channel, HBO, HGTV, History, HSN, Hulu, IFC, Investigation Discovery, ION, Lifetime, Military Channel, MSNBC, MTV, MTV2, Nat Geo Wild, National Geographic, NBC, Netflix, Nick Jr. Nickelodeon, OWN, Oxygen, PBS, QVC, Seeso, Showtime, Spike TV, Starz, Style, Sundance, SyFy, TBS, TCM, Teen Nick, Telemundo, The CW, The Weather Channel, TLC, TMC, TNT, TruTV, TV Land, TWC Sports, UniMas, Univision, USA,VH1, VH1 Classic, Vimeo, YouTube

PAID SUBSCRIPTIONS

Which of the following do you have paid subscriptions for? (Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Netflix	62%	60%	64%	65%	65%	53%
Amazon Prime	39%	41%	37%	30%	49%	36%
Cable/satellite TV	35%	36%	34%	26%	43%	37%
Hulu	24%	22%	25%	21%	30%	19%
High-speed Internet	24%	24%	23%	21%	27%	24%
HBO Now	20%	25%	14%	12%	31%	12%
Spotify	17%	18%	15%	18%	20%	7%
Xbox Live	15%	19%	11%	18%	16%	8%
Pandora	13%	12%	13%	14%	15%	4%
YouTube Red	12%	14%	9%	12%	14%	5%
Cinemax	9%	11%	7%	6%	14%	7%
Showtime	8%	9%	7%	7%	10%	8%
Starz	7%	7%	7%	7%	7%	6%
TMC (The Movie Channel)	5%	6%	4%	3%	7%	5%
Twitch	5%	7%	2%	5%	6%	1%
Sling TV	4%	5%	4%	3%	6%	3%
Showtime Now	4%	5%	3%	2%	7%	1%

AD-BLOCKERS

Do you use any ad-blockers when watching shows or videos? (Select one)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
No	81%	81%	81%	76%	85%	83%
Yes	10%	12%	9%	14%	9%	7%
What are ad-blockers?	9%	7%	10%	10%	6%	11%

HOW THEY DESCRIBE THEIR PERSONAL BRAND

How would you describe your personal brand?
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Active	32%	37%	26%	27%	40%	25%
Positive	32%	34%	29%	27%	39%	27%
Smart	31%	30%	33%	30%	34%	29%
Funny	28%	27%	29%	29%	29%	24%
Relaxed	28%	25%	31%	27%	32%	22%
Creative	27%	25%	30%	27%	32%	20%
Attractive	25%	25%	26%	24%	32%	16%
Optimistic	25%	26%	24%	17%	32%	27%
Fun	24%	22%	27%	24%	29%	18%
Confident	23%	22%	25%	19%	28%	23%
Cool	22%	25%	19%	22%	24%	18%
Professional	22%	27%	16%	12%	32%	21%
Successful	21%	23%	18%	17%	26%	18%
Nice	20%	18%	22%	21%	22%	17%
Unique	18%	15%	22%	18%	20%	16%
Independent	18%	16%	20%	13%	22%	22%
Healthy	18%	18%	18%	14%	22%	18%

HOW THEY DESCRIBE THEIR PERSONAL BRAND (CONTINUED)

How would you describe your personal brand?
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Aware	16%	17%	16%	14%	17%	20%
Relatable	15%	13%	18%	13%	17%	16%
Ambitious	15%	14%	16%	11%	19%	15%
Reserved	14%	12%	15%	10%	16%	16%
Inspiring	13%	13%	14%	13%	17%	8%
Trendy	13%	10%	17%	14%	16%	8%
Spiritual	12%	10%	14%	9%	14%	13%
Chic	10%	9%	11%	7%	16%	7%
Aspirational	10%	12%	8%	5%	15%	11%
Tolerant	10%	9%	11%	6%	13%	10%
Popular/mainstream	8%	9%	7%	8%	10%	7%
Stressed	8%	7%	9%	11%	6%	7%
Rebellious	8%	6%	10%	10%	8%	6%
Opinionated	7%	5%	9%	7%	7%	10%
Cultured/global	7%	6%	8%	5%	8%	9%
Minimalist	7%	4%	10%	5%	8%	9%
Underground/niche	3%	3%	3%	5%	2%	3%
I don't feel I have a personal brand	11%	11%	11%	13%	8%	16%

INFLUENTIAL PURCHASING FACTORS

For each of the following, please indicate if they have become more or less important over the past year in your decision to purchase something new: (Select all that apply; Summary: More influential)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Friend recommendations	76%	74%	77%	73%	79%	76%
Deals/discounts	74%	71%	77%	76%	71%	77%
User reviews	71%	69%	72%	65%	75%	73%
Expert reviews	66%	67%	65%	65%	69%	63%
Brand's customer service	59%	57%	61%	50%	68%	60%
Brand name	57%	60%	54%	57%	61%	51%
Social media presence	53%	53%	53%	55%	58%	40%
Brand website	52%	53%	51%	52%	56%	45%
Great advertisements	52%	53%	50%	54%	54%	41%
Brand mission statement/values	50%	51%	49%	45%	60%	41%
User-generated content	50%	54%	46%	50%	53%	44%
Internet celebrity endorsements	39%	43%	36%	43%	43%	24%
TV ads	39%	42%	35%	36%	45%	31%
Celebrity endorsements	35%	37%	32%	38%	38%	22%

INFLUENTIAL PURCHASING FACTORS

For each of the following, please indicate if they have become more or less important over the past year in your decision to purchase something new: (Summary; Less influential)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Celebrity endorsements	65%	63%	68%	63%	62%	79%
TV ads	62%	58%	65%	64%	56%	69%
Internet celebrity endorsements	61%	57%	64%	57%	57%	77%
User-generated content	50%	46%	54%	50%	48%	56%
Brand mission statement/values	50%	49%	51%	55%	41%	59%
Great advertisements	48%	47%	50%	46%	46%	59%
Brand website	48%	47%	49%	49%	44%	56%
Social media presence	47%	47%	47%	45%	42%	60%
Brand name	43%	40%	46%	43%	39%	50%
Brand's customer service	41%	43%	39%	50%	32%	40%
Expert reviews	34%	33%	35%	35%	31%	38%
User reviews	29%	31%	28%	35%	25%	27%
Deals/discounts	26%	29%	23%	25%	29%	23%
Friend recommendations	24%	26%	23%	27%	22%	24%

BRANDED SNAPCHAT FILTERS

Have you ever used a branded Snapchat filter (one created by a brand, movie, etc.)?
(Select one)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
No	76%	80%	73%	64%	79%	96%*
Yes	24%	20%	27%	37%	21%	5%*

**Percentages rounded up to the nearest integer*

WHAT WOULD MAKE THEM USE A SNAPCHAT FILTER

Which, if any, of the following elements would make you more likely to use a Snapchat filter?
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Adds music	36%	37%	34%	37%	40%	24%
Enhances the original picture	28%	23%	34%	33%	30%	18%
Makes your face more attractive	27%	18%	37%	35%	28%	12%
Interesting background effects	26%	22%	29%	30%	27%	15%
Alters your voice	25%	22%	27%	29%	27%	11%
Makes your face an animal	23%	19%	27%	30%	23%	11%
Works with animals	21%	18%	24%	28%	19%	10%
Works with multiple people	20%	17%	23%	29%	17%	9%
Alters the speed of a video	16%	18%	15%	19%	18%	7%
Makes your face distorted	16%	16%	15%	20%	15%	8%
Turns your face into an object	15%	15%	15%	22%	14%	6%
Includes a custom geotag	15%	14%	16%	16%	18%	7%
Works with inanimate objects	14%	12%	15%	20%	12%	4%

INSTAGRAM ADS

Which, if any, of the following describes your feelings about seeing sponsored posts in your Instagram feed?
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
I like them	22%	28%	16%	14%	33%	16%
I neither like nor dislike them	22%	21%	22%	28%	19%	14%
I love them	21%	27%	16%	18%	30%	11%
I intentionally scroll past them	17%	14%	21%	23%	16%	10%
They seem totally random and not relevant to me	9%	9%	9%	15%	5%	6%
I can't stand them	9%	8%	10%	10%	9%	8%
I don't notice them	8%	8%	8%	10%	7%	7%
They seem chosen specifically for me	6%	7%	5%	5%	7%	5%

STATEMENTS ABOUT BRANDS

Which of the following statements about brands do you agree with? (Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
I prefer to buy a product with a brand name I recognize	29%	26%	32%	32%	29%	24%
I would pay more for a product with a brand name I like and trust	27%	25%	28%	26%	27%	28%
I am more likely to check out a brand I know a lot of other people like	23%	23%	23%	26%	23%	19%
I consider myself passionate about the brands I love	23%	20%	25%	21%	26%	21%
Brands have a responsibility to create positive change in the world	21%	19%	23%	16%	28%	20%
I like wearing brand logos	20%	20%	19%	22%	19%	18%
Brands shouldn't make political statements	19%	19%	19%	16%	18%	26%
It would be cool to be featured on the social media account of a brand I love	19%	18%	19%	21%	22%	9%
I like being a part of the creative process with brands	17%	15%	18%	17%	19%	12%
I want brands to use information about me to give me better product	17%	17%	16%	17%	19%	13%
Brands ask consumers to do too much for a reward	16%	15%	17%	16%	19%	10%
I wish brands treated me like a friend instead of a customer	16%	17%	15%	17%	18%	10%
I can tell if a brand is for me by what they do on social media	14%	13%	15%	17%	15%	8%
I am less likely to try a brand that is too popular	12%	12%	11%	13%	12%	12%
I don't like wearing brand logos	12%	10%	14%	10%	13%	13%
Brands don't take people my age seriously enough	11%	10%	11%	15%	9%	6%

STATEMENTS ABOUT BRANDS

For each of the following, please answer yes or no.
(Summary; Yes)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Do you think a brand needs to ask permission to repost your image for their social page?	75%	71%	79%	72%	77%	78%
Do you like inviting friends to join something if it means you'll get a discount?	62%	64%	61%	66%	64%	53%	
Do the brands people buy reflect their values?	55%	56%	53%	51%	63%	46%
Do brands help you communicate who you are to other people?	50%	52%	47%	48%	58%	39%
Do you enjoy entering brand contests on Instagram (tagging friends, reposting pics, etc.)?	44%	48%	41%	44%	51%	32%

WHAT THEY WANT BRANDS TO OFFER

Which, if any, of the following is important for brands to offer? (Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Multiple ways for people to ask questions and provide feedback	46%	41%	51%	49%	46%	40%
Information about how products are sourced and made	44%	41%	46%	43%	46%	42%
24/7 customer service via online chat	42%	39%	45%	42%	45%	35%
24/7 customer service via phone	38%	38%	38%	37%	37%	43%
Ways to personalize products	34%	33%	35%	42%	33%	21%
Information about how they compare to their competitors	33%	32%	34%	34%	34%	28%
Sharing company history/mission statement	30%	30%	30%	33%	29%	26%
Information about bestselling/ trending items	29%	29%	28%	33%	30%	18%

WHAT GENERATES INTEREST IN BRANDS

Which, if any, of the following makes you more interested in a brand? (Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Creating interesting content on social media	32%	29%	34%	36%	32%	22%
Creating branded entertainment - games, articles, videos, etc.	26%	27%	25%	33%	26%	11%
Participating in internet culture - using GIFs, memes, etc.	26%	26%	26%	33%	25%	13%
Taking a stand on social or political issues	22%	21%	22%	22%	25%	16%
Using virtual reality	19%	23%	15%	22%	20%	11%
Hosting an Instagram contest	18%	17%	19%	19%	21%	10%
Creating a branded Snapchat filter	18%	18%	18%	19%	21%	8%
Partnering with internet celebrities	17%	17%	17%	20%	20%	7%
Hosting concerts	16%	15%	16%	18%	17%	9%
Using holograms	13%	17%	9%	14%	15%	9%
Pulling pranks	11%	12%	10%	14%	13%	3%
Using drones	11%	15%	7%	14%	12%	3%

BRANDS AND CONTROVERSIAL ISSUES

When it comes to controversial issues...
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Brands should stick with their core beliefs even if it goes against popular opinion	45%	41%	48%	44%	47%	42%
Brands should react based on popular opinion	28%	36%	20%	24%	39%	17%
Brands should react based on what their most loyal consumers think	24%	26%	21%	22%	28%	18%
Brands shouldn't react at all, because they should not be involved in social issues	21%	21%	20%	22%	18%	24%
Brands shouldn't react at all, because they'll probably offend someone	20%	20%	20%	23%	20%	16%

SOCIAL MEDIA STATEMENTS: FACEBOOK

For each of the following platforms, please check the statements that apply to you: Facebook
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
I visit daily	50%	44%	56%	37%	60%	54%
I follow brands here	39%	37%	41%	32%	47%	38%
I like seeing content from brands here	37%	39%	34%	30%	47%	31%
I trust people here to recommend products	36%	37%	34%	30%	40%	38%
I follow social media celebrities here	29%	32%	27%	25%	37%	23%

SOCIAL MEDIA STATEMENTS: INSTAGRAM

For each of the following platforms, please check the statements that apply to you: Instagram
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
I follow social media celebrities here	40%	38%	43%	47%	42%	23%
I visit daily	40%	38%	42%	44%	47%	20%
I follow brands here	36%	34%	37%	43%	38%	17%
I like seeing content from brands here	32%	33%	31%	37%	35%	18%
I trust people here to recommend products	27%	27%	27%	28%	32%	14%

SOCIAL MEDIA STATEMENTS: SNAPCHAT

For each of the following platforms, please check the statements that apply to you: Snapchat
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
I visit daily	29%	26%	33%	38%	30%	11%
I follow social media celebrities here	24%	22%	26%	29%	25%	11%
I like seeing content from brands here	17%	18%	16%	17%	20%	11%
I follow brands here	17%	19%	14%	17%	20%	9%
I trust people here to recommend products	15%	19%	11%	16%	16%	11%

SOCIAL MEDIA STATEMENTS: YOUTUBE

For each of the following platforms, please check the statements that apply to you: YouTube
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
I visit daily	42%	46%	38%	55%	40%	22%
I trust people here to recommend products	36%	39%	34%	45%	37%	19%
I follow social media celebrities here	31%	32%	29%	41%	30%	13%
I like seeing content from brands here	31%	36%	25%	36%	29%	22%
I follow brands here	24%	28%	19%	26%	27%	13%

HOW OFTEN THEY WANT TO HEAR FROM BRANDS: EMAIL

For each of the following platforms, how often do you want to hear from a brand: Email
(Matrix; Select one)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
NET: At least sometimes	87%	87%	87%	84%	91%	85%
More than once a day	32%	35%	29%	24%	39%	35%
Once a day	13%	14%	12%	13%	15%	10%
A few times per week	12%	12%	12%	15%	11%	9%
Once a week	9%	7%	12%	10%	9%	9%
A few times per month	9%	9%	9%	12%	8%	8%
Once a month	6%	5%	6%	4%	6%	9%
Less than once a month	5%	4%	6%	7%	4%	7%
Never	13%	13%	13%	16%	9%	16%

HOW OFTEN THEY WANT TO HEAR FROM BRANDS: TEXT

For each of the following platforms, how often do you want to hear from a brand: Text
(Matrix; Select one)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
NET: At least sometimes	74%	75%	72%	72%	79%	67%
More than once a day	31%	32%	29%	29%	36%	25%
Once a day	12%	15%	9%	10%	14%	12%
A few times per week	7%	6%	7%	7%	7%	4%
Once a week	7%	8%	7%	7%	9%	5%
A few times per month	5%	4%	6%	7%	4%	5%
Once a month	6%	4%	7%	7%	4%	7%
Less than once a month	6%	5%	7%	6%	5%	10%
Never	27%	25%	28%	28%	21%	34%

HOW OFTEN THEY WANT TO HEAR FROM BRANDS: FACEBOOK

For each of the following platforms, how often do you want to hear from a brand: Facebook
(Matrix; Select one)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
NET: At least sometimes	77%	79%	76%	73%	85%	72%
More than once a day	27%	30%	25%	21%	35%	24%
Once a day	11%	13%	10%	10%	15%	8%
A few times per week	14%	13%	14%	15%	13%	13%
Once a week	9%	8%	10%	9%	10%	8%
A few times per month	7%	5%	8%	8%	6%	7%
Once a month	3%	3%	3%	4%	2%	6%
Less than once a month	6%	6%	6%	7%	4%	8%
Never	23%	21%	24%	27%	15%	29%

HOW OFTEN THEY WANT TO HEAR FROM BRANDS: INSTAGRAM

For each of the following platforms, how often do you want to hear from a brand: Instagram
(Matrix; Select one)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
NET: At least sometimes	72%	74%	69%	76%	77%	52%
More than once a day	25%	27%	23%	25%	31%	13%
Once a day	12%	12%	11%	14%	13%	5%
A few times per week	10%	10%	9%	10%	10%	9%
Once a week	7%	7%	6%	7%	7%	7%
A few times per month	7%	6%	8%	7%	7%	6%
Once a month	6%	5%	6%	6%	5%	6%
Less than once a month	7%	7%	6%	7%	6%	6%
Never	29%	26%	31%	24%	23%	49%

HOW OFTEN THEY WANT TO HEAR FROM BRANDS: SNAPCHAT

For each of the following platforms, how often do you want to hear from a brand: Snapchat
(Matrix; Select one)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
NET: At least sometimes	66%	70%	62%	74%	68%	47%
More than once a day	21%	22%	20%	27%	20%	10%
Once a day	10%	12%	8%	10%	12%	5%
A few times per week	10%	11%	9%	12%	11%	6%
Once a week	7%	7%	6%	7%	7%	6%
A few times per month	9%	8%	9%	9%	9%	8%
Once a month	6%	6%	6%	5%	7%	7%
Less than once a month	5%	5%	4%	5%	4%	6%
Never	34%	30%	38%	26%	32%	54%

WHAT MAKES THEM PREFER A BRAND

What makes you prefer one brand over another?
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Quality	54%	50%	58%	50%	53%	64%
Price	50%	44%	57%	47%	51%	56%
Great customer service	40%	35%	45%	37%	42%	43%
Have purchased the brand in the past	38%	33%	43%	34%	39%	43%
Loyalty program/rewards	36%	29%	42%	32%	37%	40%
My friends like it	24%	28%	20%	30%	22%	17%
Creative marketing	24%	22%	26%	29%	26%	9%
Commitment to ethics	21%	19%	23%	17%	25%	22%
Cool company culture	21%	21%	20%	23%	23%	14%
Strong sense of purpose from the company	20%	16%	24%	22%	21%	13%
Interesting social media content	17%	15%	18%	21%	17%	8%
Social media influencers like it	15%	16%	14%	16%	19%	6%
Celebrities like it	13%	14%	12%	14%	18%	4%
Stance on controversial issues	12%	13%	12%	14%	14%	7%
Political affiliation	9%	10%	8%	9%	10%	9%

WHAT MAKES THEM SHARE BRANDED CONTENT

Why have you shared/would you share something online from a brand? (Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Inspire people	38%	38%	38%	39%	42%	27%
Make people laugh	35%	34%	36%	34%	38%	29%
Educate people	34%	33%	34%	28%	39%	35%
Share something I'm passionate about	28%	21%	35%	31%	28%	24%
Share something others will appreciate	22%	17%	28%	23%	22%	22%
Get a discount/freebie	22%	16%	28%	22%	23%	22%
Brighten someone's day	21%	16%	26%	25%	20%	17%
Show my values	20%	18%	23%	21%	23%	15%
Raise money for a cause	20%	16%	24%	20%	22%	18%
Impress people	19%	22%	15%	21%	21%	10%
Be the first to discover something cool	19%	18%	19%	21%	21%	11%
Connect with a friend	18%	16%	20%	17%	22%	13%
Be in the know	17%	17%	17%	15%	22%	12%
Get likes	17%	18%	15%	16%	20%	12%
Participate in a bigger conversation online	15%	15%	16%	17%	16%	10%
Get followers	14%	15%	12%	16%	16%	5%
Be a part of a brand's community	11%	9%	12%	13%	11%	7%
Help communicate my personal brand	6%	5%	6%	7%	4%	6%

SHOPPING BEHAVIORS

Which, if any, of the following do you do regularly when shopping ? (Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Compare prices online while shopping in-store	53%	52%	53%	48%	60%	46%
Check for online coupon and promo codes before making a purchase	47%	41%	52%	38%	52%	55%
See something online and then purchase it in-store	33%	30%	36%	30%	37%	34%
See something in store and then purchase it online	28%	22%	33%	26%	27%	34%
Use a plugin to help get the best deals	19%	22%	17%	17%	25%	14%
Post about a brand on social media to receive a discount	17%	20%	14%	16%	22%	10%

COMFORT WITH TARGETED MARKETING

How comfortable are you with brands doing the following: (Summary: Comfortable)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Brands wishing me a happy birthday	55%	54%	56%	47%	66%	51%
Brands liking my social media posts	46%	49%	43%	44%	57%	29%
Brands using my location in their stores to send me discounts in that moment	42%	45%	38%	32%	55%	36%
Brands showing an ad for a product I have viewed on another website	39%	44%	34%	29%	52%	32%
Brands collecting data on my habits to give me a better user experience	38%	43%	33%	30%	52%	28%
Brands referring to my friends and family by name in their marketing	35%	43%	28%	29%	47%	25%
Brands contacting me on my cell phone with a pre-recorded message	32%	40%	25%	24%	46%	22%

COMFORT WITH TARGETED MARKETING

How comfortable are you with brands doing the following: (Summary: Not comfortable)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Brands wishing me a happy birthday	55%	54%	56%	47%	66%	51%
Brands liking my social media posts	46%	49%	43%	44%	57%	29%
Brands using my location in their stores to send me discounts in that moment	42%	45%	38%	32%	55%	36%
Brands showing an ad for a product I have viewed on another website	39%	44%	34%	29%	52%	32%
Brands collecting data on my habits to give me a better user experience	38%	43%	33%	30%	52%	28%
Brands referring to my friends and family by name in their marketing	35%	43%	28%	29%	47%	25%
Brands contacting me on my cell phone with a pre-recorded message	32%	40%	25%	24%	46%	22%

INFORMATION THEY WOULD SHARE FOR A DISCOUNT

Which of the following would you share with a brand in exchange for coupons or discounts?
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Email address	59%	53%	65%	54%	61%	66%
Birthday	53%	48%	59%	49%	59%	51%
Name	49%	46%	53%	44%	53%	53%
Interests/hobbies	48%	46%	51%	48%	53%	41%
Cell phone number	21%	22%	20%	25%	22%	13%
Home address	18%	18%	17%	12%	21%	23%
My location	17%	18%	15%	14%	18%	20%
Social media contacts	14%	15%	14%	13%	19%	8%
Information about friends	8%	9%	7%	7%	10%	6%
Social security number	7%	10%	4%	4%	12%	5%
Income	7%	8%	6%	5%	7%	11%

MARKETING THAT INTERESTS THEM

Which, if any, of the following types of marketing makes you more interested in a brand?
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Recommendations from people I know	57%	52%	61%	55%	58%	59%
Customer opinions posted online	34%	32%	37%	33%	37%	32%
Ads on TV	26%	28%	23%	23%	29%	25%
Emails I signed up for	22%	15%	30%	17%	25%	28%
Branded websites	22%	22%	21%	18%	27%	20%
Brand sponsorships	14%	15%	13%	12%	19%	10%
Ads in magazines	14%	14%	14%	11%	15%	19%
Ads on social networks	14%	10%	17%	15%	14%	11%
Ads in newspapers	13%	17%	9%	9%	17%	14%
Billboards and other outdoor advertising	13%	15%	11%	13%	15%	9%
Online video ads	13%	14%	12%	13%	15%	8%

MARKETING THAT INTERESTS THEM

Which, if any, of the following types of marketing makes you more interested in a brand?
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Clever infomericals	13%	14%	11%	14%	14%	7%
Ads before movies	12%	12%	12%	11%	14%	11%
TV program product placement	11%	14%	9%	10%	15%	8%
Editorial content (ex: newspaper articles)	11%	15%	7%	11%	14%	7%
Popup shops	11%	10%	11%	12%	13%	4%
Ads on radio	10%	10%	9%	6%	13%	10%
Ads served in search engine results	8%	9%	8%	7%	11%	7%
Hotels	8%	11%	5%	7%	11%	5%
Display ads on mobile devices	8%	8%	7%	8%	8%	7%
Online banner ads	6%	6%	6%	7%	6%	6%
Text ads on mobile phones	4%	4%	4%	5%	4%	3%

ATTITUDES TOWARD BRANDED CONTENT

Which, if any, of the following statements reflects your attitude towards branded content?
(Select all that apply)

	Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
I am more likely to read/watch branded content if it is from a brand I love	49%	52%	47%	47%	56%	40%
I don't care if the content I am watching is branded or sponsored as long as it's entertaining	24%	23%	25%	31%	20%	20%
I feel deceived when I realize an article or video I am viewing is sponsored by a brand	17%	19%	15%	13%	20%	18%
It needs to be clearer which content is which is not	14%	13%	15%	13%	14%	18%
A news site loses credibility if it runs branded content	14%	15%	13%	9%	17%	17%
I would rather see branded content than traditional advertisements	11%	10%	12%	10%	14%	7%
I don't trust branded content	10%	11%	9%	9%	12%	11%
Branded content is more trustworthy than national news outlets	10%	11%	9%	10%	13%	4%

BRANDS THEY LOVE

For each of the following brands, check which statements apply: (Summary: Love it)

Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Amazon	Amazon	Amazon	Oreo	Amazon	Amazon
Target	Target	Target	Amazon	Target	Target
Nike	Nike	Apple	Target	Nike	Coca-Cola
Oreo	adidas	Nike	Nike	Apple	Apple
Apple	Playstation	Starbucks	Subway	adidas	Oreo

FULL LIST:

adidas, Anthropologie, Amazon, American Express, Apple, Barnes + Noble, Burger King,Carl's Jr., Capital One, Chipotle, Costco, Coca-Cola, Dominos, Doritos, eBay, Forever 21, Gap, GoPro, Heineken, Hershey's, H&M, Ikea, Macy's, Mastercard, McDonald's, Microsoft, Nike, Nintendo, Nordstrom, Old Spice, Oreo, Pantagonia, Playstation, Pottery Barm, Pepsi, Pizza Hut, Red Bull, Samsung, Sephora, Starbucks, Subway, Taco Bell, Target, Topshop, Under Armour, Ulta, Urban Outfitters, Walmart, Warby Parker, West Elm, Wendy's, Whole Foods, Xbox, Visa, Zara

BRANDS GETTING MORE POPULAR

For each of the following brands, check which statements apply:
(Summary: More popular than it used to be)

Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Uber	GoPro	Uber	Uber	GoPro	Uber
GoPro	Ikea	GoPro	GoPro	Ikea	Under Armour
Ikea	Starbucks	Ikea	Chipotle	Uber	Whole Foods
Starbucks	Uber	Whole Foods	Starbucks	Ulta	Visa
Under Armour	Under Armour	Starbucks	Ikea	Under Armour	Starbucks

FULL LIST:

adidas, Anthropologie, Amazon, American Express, Apple, Barnes + Noble, Burger King,Carl's Jr., Capital One, Chipotle, Costco, Coca-Cola, Dominos, Doritos, eBay, Forever 21, Gap, GoPro, Heineken, Hershey's, H&M, Ikea, Macy's, Mastercard, McDonald's, Microsoft, Nike, Nintendo, Nordstrom, Old Spice, Oreo, Pantagonia, Playstation, Pottery Barm, Pepsi, Pizza Hut, Red Bull, Samsung, Sephora, Starbucks, Subway, Taco Bell, Target, Topshop, Under Armour, Ulta, Urban Outfitters, Walmart, Warby Parker, West Elm, Wendy's, Whole Foods, Xbox, Visa, Zara

BRANDS GETTING LESS POPULAR

For each of the following brands, check which statements apply: (Summary: Less popular than it used to be)

Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Anthropologie	Anthropologie	West Elm	West Elm	Anthropologie	Topshop
West Elm	Topshop	Warby Parker	Anthropologie	Carl's Jr	West Elm
Warby Parker	West Elm	Carl's Jr	Warby Parker	West Elm	Anthropologie
Topshop	Warby Parker	Anthropologie	Patagonia	Warby Parker	Warby Parker
Patagonia	Gap	Patagonia	Pottery Barn	Topshop	Gap

FULL LIST:

adidas, Anthropologie, Amazon, American Express, Apple, Barnes + Noble, Burger King,Carl's Jr., Capital One, Chipotle, Costco, Coca-Cola, Dominos, Doritos, eBay, Forever 21, Gap, GoPro, Heineken, Hershey's, H&M, Ikea, Macy's, Mastercard, McDonald's, Microsoft, Nike, Nintendo, Nordstrom, Old Spice, Oreo, Pantagonia, Playstation, Pottery Barm, Pepsi, Pizza Hut, Red Bull, Samsung, Sephora, Starbucks, Subway, Taco Bell, Target, Topshop, Under Armour, Ulta, Urban Outfitters, Walmart, Warby Parker, West Elm, Wendy's, Whole Foods, Xbox, Visa, Zara

FAVORITE CLOTHING RETAILERS

What are some of your favorite clothing retailers?
(Select up to three)

Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
adidas	adidas	Forever 21	Nike	adidas	Kohl's
Nike	Amazon	Target	adidas	Amazon	Amazon
Amazon	Nike	Victoria's Secret	Forever 21	Nike	Nike
Target	Walmart	adidas	Amazon	Target	adidas
Walmart	Levi's	Nike	JC Penney	Walmart	Macy's

FULL LIST:

Abercrombie & Fitch, adidas, Amazon, American Apparel, Anthropologie, ASOS, Barneys New York, Bloomingdale's, Coach, eBay, Express, Foot Locker, Forever 21, Gap, H&M, J. Crew, JC Penney, Kohl's, Levi's, L.L. Bean, Lululemon, Macy's, Nasty Gal, Neiman Marcus, Nike, Nordstrom, North Face, Old Navy, Pac Sun, Patagonia, Quiksilver, R.E.I., Ross, Supreme, Target, TJ Maxx, Topshop, Under Armour, Uniqlo, Urban Outfitters, Vans, Victoria's Secret, Walmart, Warby Parker, Zara, Zappos

FAVORITE FOOD & BEVERAGE BRANDS

What are some of your favorite food/beverage brands? (Select up to three)

Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Oreo	Oreo	Starbucks	Oreo	Coca-Cola	Coca-Cola
Coca-Cola	Coca-Cola	Oreo	Pepsi	Oreo	Pepsi
Pepsi	Pepsi	Pepsi	Coca-Cola	Pepsi	Starbucks
Starbucks	Doritos	Coca-Cola	Starbucks	Starbucks	Doritos
Doritos	Starbucks	Cheetos	Doritos	Doritos	Oreo

FULL LIST:

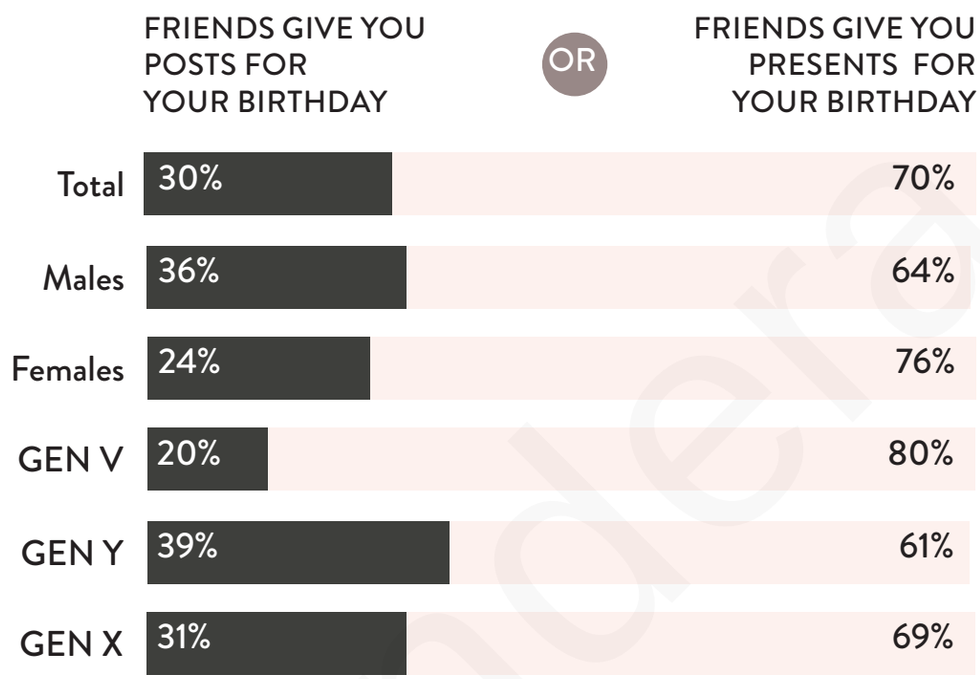
Aquafina, Budweiser, Butterfinger, Campbell's, Cheerios, Cheetos, Cheez-It, Chewy, Chips Ahoy!, Coca-Cola, Corona, Crunch, Dannon, Dasani, Digiorno, Dole, Doritos, Dove, Dr. Pepper, Dreyer's, Fanta, Gatorade, General Mills, Heineken, Heinz, Hershey, Hot Pocket, Kellogg, Kit Kat, Kraft, Lay's, Lean Cuisine, Lipton, M&Ms, Mars, Mountain Dew, Nabisco, Nestle, Oreo, Pepsi, Perrier, Pringles, Rice Krispies, Smartwater, Smuckers, Snapple, Snickers, Special K, Sprite, Starbucks, Stouffer's, Tostitos, Tropicana, Twix, Tyson, Vitaminwater

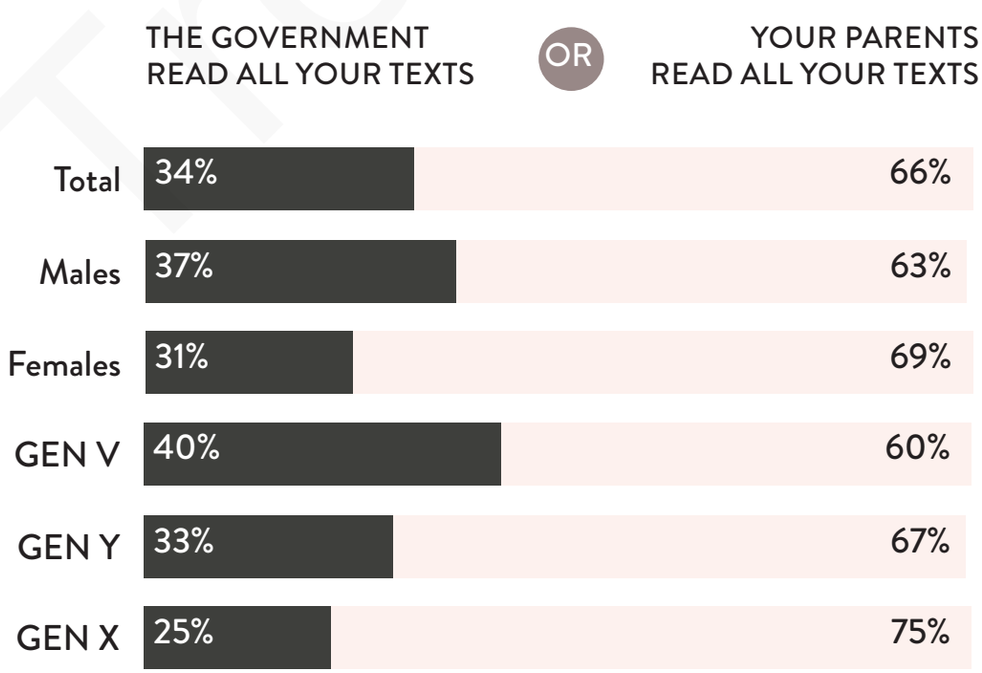
BRANDS WHO UNDERSTAND THEIR CUSTOMERS

Which brands do the best job of understanding who their customers are and what they value?
(Open end)

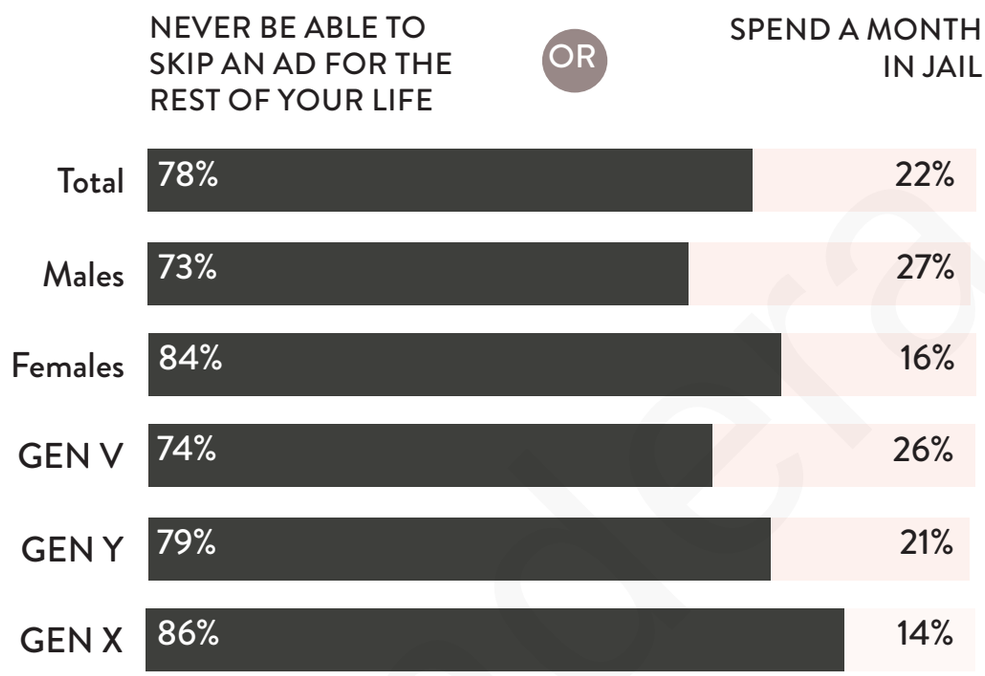
Total	Males	Females	Gen V 13-20	Gen Y 21-36	Gen X 37-50
Nike	Nike	Nike	Nike	Nike	Starbucks
Coca-Cola	Coca-Cola	Starbucks	Amazon	Coca-Cola	Coca-Cola
Amazon	Amazon	Coca-Cola	Forever 21	Adidas	Pepsi
Pepsi	Adidas	Pepsi	Coca-Cola	Pepsi	Amazon
Starbucks	Pepsi	Target	adidas	Amazon	Nike

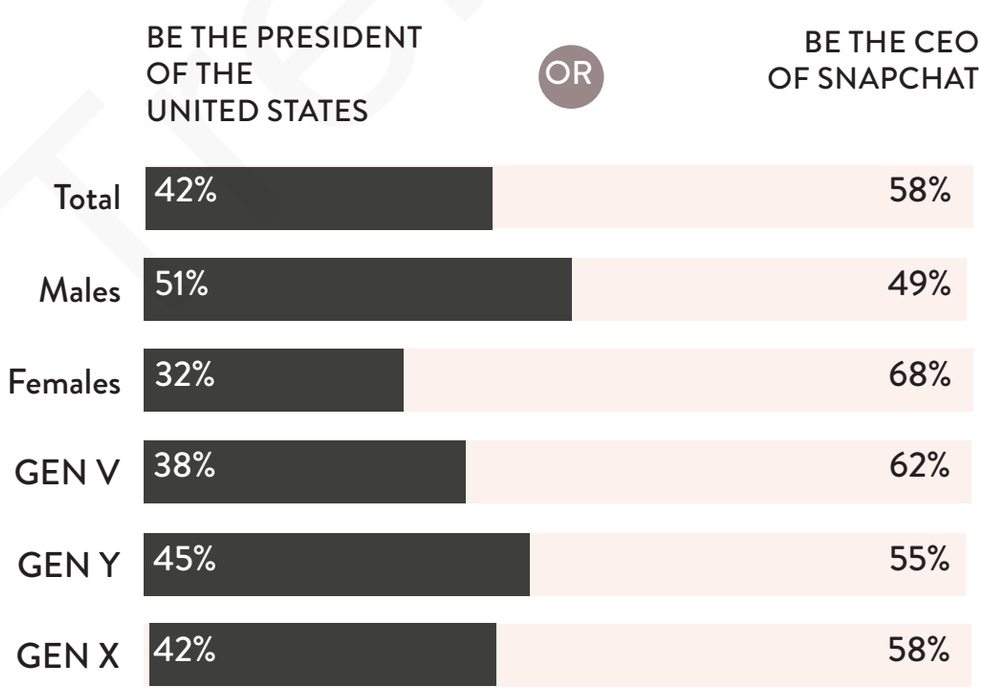
WOULD YOU RATHER...



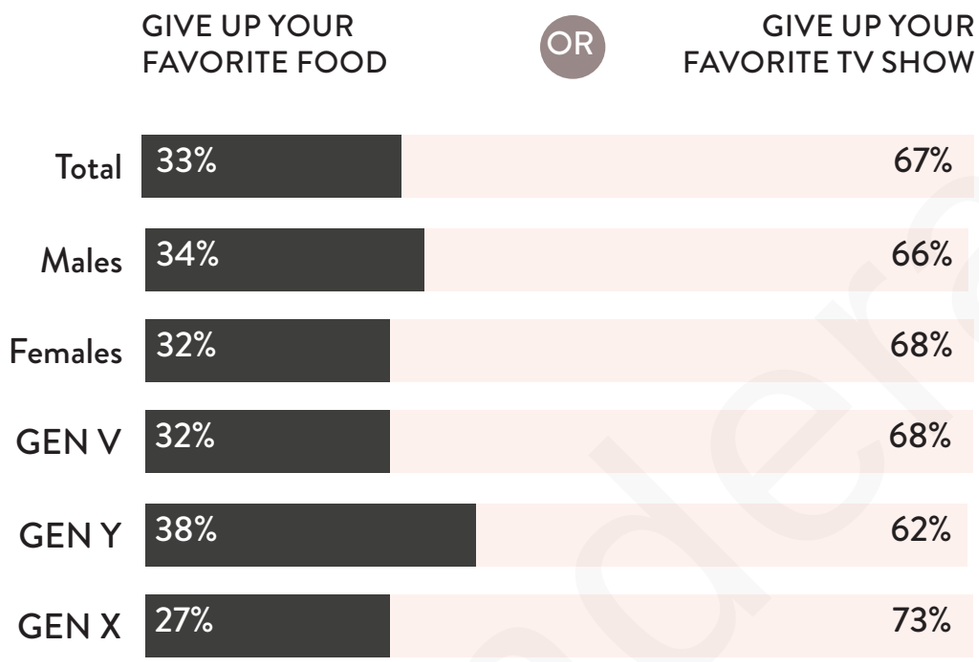


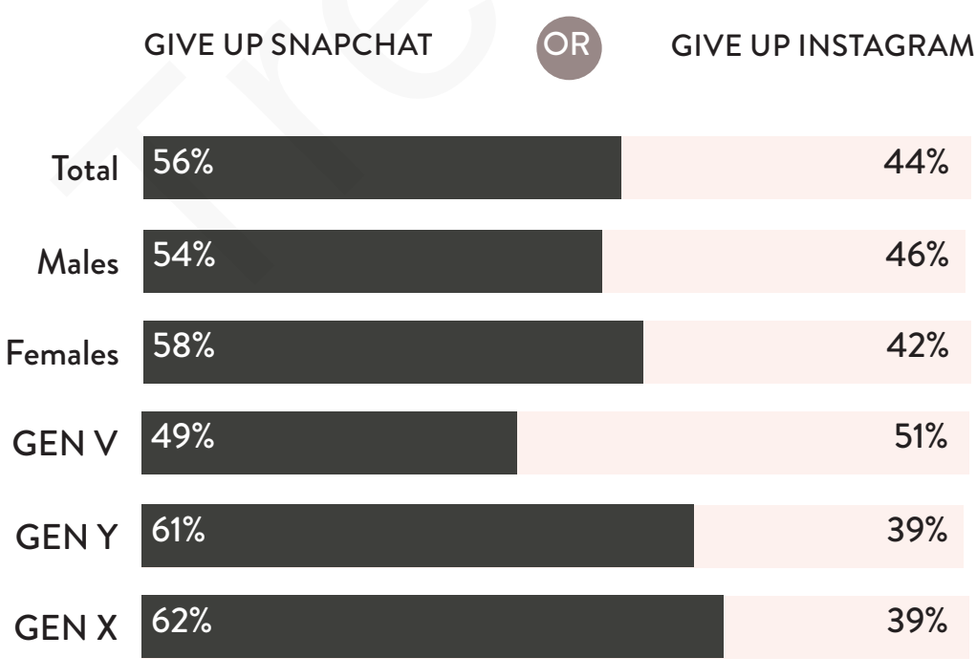
WOULD YOU RATHER...



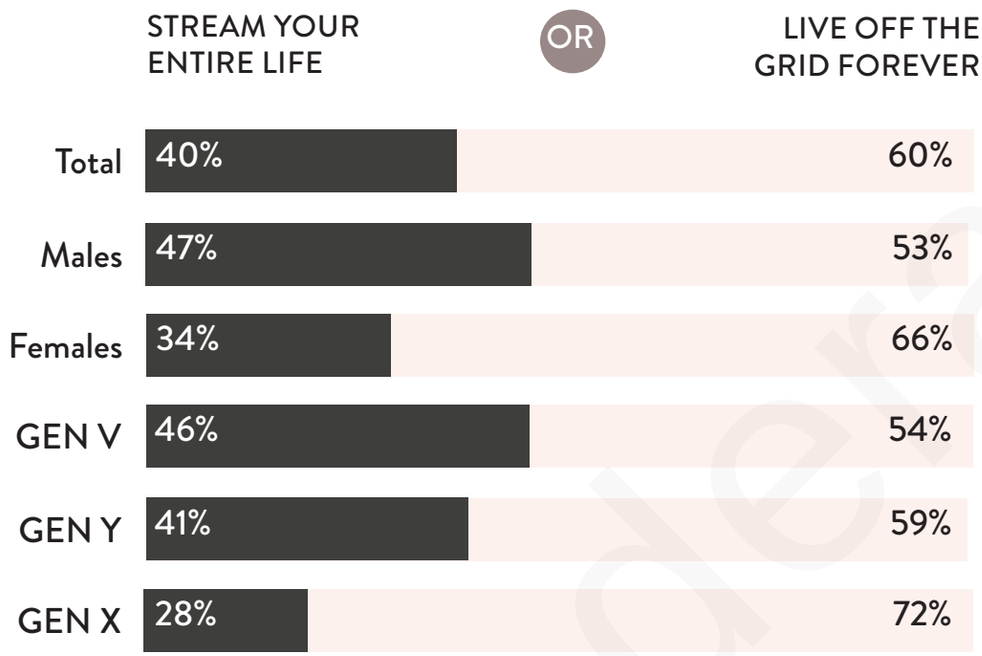


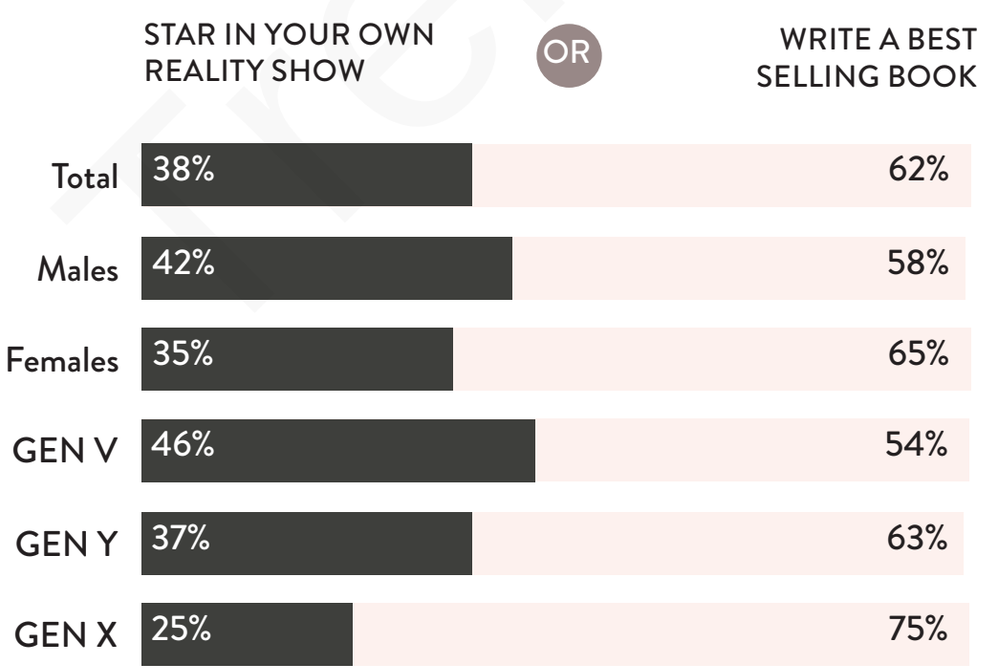
WOULD YOU RATHER...



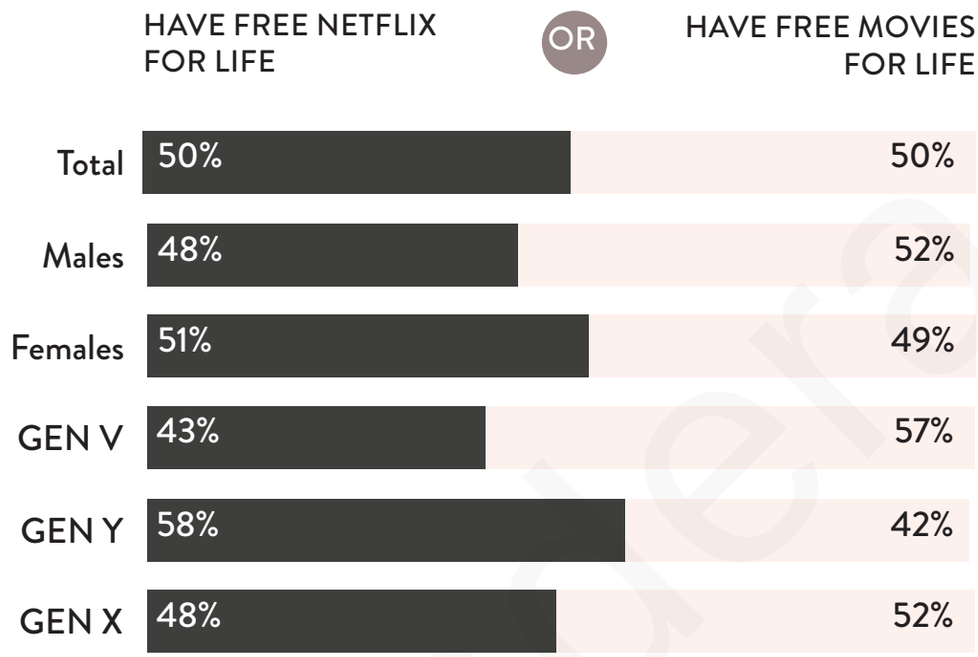


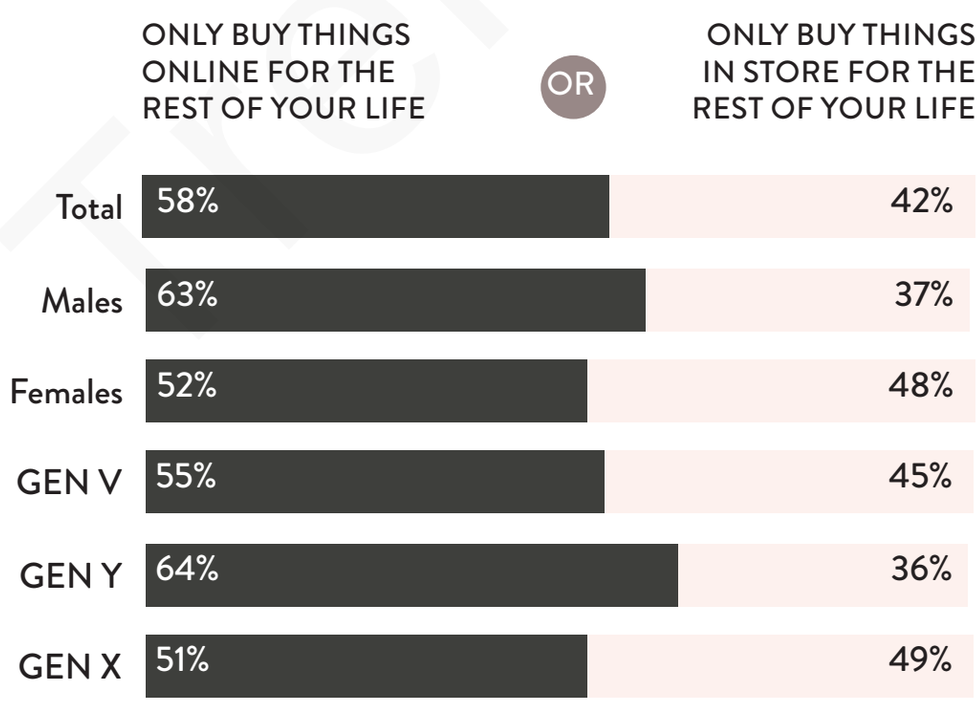
WOULD YOU RATHER...





WOULD YOU RATHER...





8-12 YEAR OLD

stats

METHODOLOGY:

TRENDERA SURVEYED 200 CHILDREN AND PARENTS OF CHILDREN IN MARCH 2017

The survey was distributed online and via mobile phone. The respondent breakdown is as follows:

N=200 *nationally representative consumers*

- *8-12 years old (or parents of 8-12 year olds, due to legal restrictions), evenly distributed*
- *Male/female split*

WHO INFLUENCES SOCIETY

Who/what has the most power to influence society today?
(Select up to three)

Total	Males	Females
Facebook	Facebook	Actors & actresses
Actors & actresses	The President	Family members
Family Members	Actors & actresses	Facebook
The President	Family members	Friends
Friends	Friends	The President

FULL LIST:

actors and actresses, brands, CEOs, Facebook, family members, foreign governments, friends, hackers, Instagram, journalists/ reporters, lifestyle sites (BuzzFeed, PopSugar, Refinery 29), magazines/ magazine websites, movies, newspapers/ newspaper websites, nonprofits, online celebrities, Snapchat, The "1 Percent," the government/ politicians, The Illuminati, The People, The President, TV shows

WHO DO THEY TRUST

Who/what of the following do you trust most to tell you the truth? (Ranking)

Total	Males	Females
Family members	Family members	Family members
Friends	Friends	Friends
Journalists/reporters	Newspapers/newspaper websites	Journalists/reporters
Newspapers/newspaper websites	The President	Facebook
Nonprofits	Nonprofits	Newspapers/newspaper websites

FULL LIST:

actors and actresses, brands, Facebook, family members, friends, hackers, Instagram, journalists/reporters, lifestyle sites (BuzzFeed, PopSugar, Refinery29, magazines/magazine websites, movies, newspapers/newspaper websites, nonprofits, online celebrities, Snapchat, the government/politicians, the President, TV shows

HOW THEY DESCRIBE ACTORS & ACTRESSES

When it comes to celebrities in general, who is more...
(Select one; Summary: Actors & Actresses)

	Total	Males	Females
Attractive	59%	58%	60%
Likely to be famous for a long time	47%	45%	49%
Fake	35%	37%	33%
Influential	34%	33%	34%
Relatable	27%	24%	30%
Aspirational	27%	22%	32%
Talented	26%	23%	29%
Likely to make me buy a product	26%	24%	27%
Positive	21%	20%	22%
Funny	21%	21%	21%
Trustworthy	21%	19%	22%
In the know	20%	20%	19%
Honest	18%	15%	21%
Genuine	18%	16%	19%
Sarcastic	16%	13%	18%
Knowledgeable	16%	16%	15%

HOW THEY DESCRIBE MUSICIANS

When it comes to musicians in general, who is more...
(Select one; Summary: Musicians)

	Total	Males	Females
Talented	46%	46%	45%
Aspirational	36%	35%	37%
Likely to be famous for a long time	27%	28%	25%
Influential	20%	19%	21%
Honest	20%	26%	13%
Genuine	19%	19%	19%
Trustworthy	19%	23%	15%
Positive	18%	18%	18%	
Likely to make me buy a product	17%	16%	18%
In the know	15%	10%	20%
Knowledgeable	15%	15%	14%
Relatable	14%	17%	10%
Attractive	14%	12%	15%
Sarcastic	12%	12%	11%
Funny	8%	10%	6%
Fake	5%	4%	6%

HOW THEY DESCRIBE BLOGGERS

When it comes to bloggers in general, who is more...
(Select one; Summary: Bloggers)

	Total	Males	Females
Knowledgeable	29%	25%	32%
In the know	28%	33%	22%
Honest	26%	23%	28%
Trustworthy	20%	14%	26%
Genuine	17%	16%	18%
Positive	15%	11%	19%
Likely to make me buy a product	15%	11%	19%
Sarcastic	14%	13%	15%
Fake	14%	11%	16%
Influential	13%	13%	13%
Aspirational	10%	9%	11%
Relatable	10%	7%	12%
Funny	7%	6%	8%
Likely to be famous for a long time	7%	8%	5%
Attractive	5%	6%	4%
Talented	5%	4%	5%

HOW THEY DESCRIBE GAMERS

When it comes to gamers in general, who is more...
(Select one; Summary: Gamers)

	Total	Males	Females
Fake	17%	18%	16%
Sarcastic	17%	15%	19%
Funny	17%	14%	19%
Relatable	16%	19%	12%
Honest	16%	14%	17%
Knowledgeable	15%	15%	15%
Genuine	15%	22%	7%
Positive	14%	18%	10%
Likely to make me buy a product	14%	21%	7%
Talented	12%	14%	9%
Aspirational	11%	15%	7%
Trustworthy	11%	13%	9%
In the know	9%	9%	9%
Likely to be famous for a long time	8%	7%	9%
Influential	8%	10%	5%
Attractive	6%	9%	3%

HOW THEY DESCRIBE YOUTUBERS

When it comes to YouTubers in general, who is more...
(Select one; Summary: YouTubers)

	Total	Males	Females
Funny	40%	40%	39%
Relatable	29%	30%	28%
Sarcastic	29%	29%	29%
Positive	23%	24%	22%
Trustworthy	23%	26%	19%
Likely to make me buy a product	21%	21%	21%
Genuine	21%	18%	23%
Knowledgeable	20%	21%	18%
In the know	19%	17%	20%
Influential	19%	17%	20%
Honest	17%	16%	18%
Aspirational	14%	17%	11%
Fake	13%	13%	12%
Attractive	11%	10%	11%
Talented	10%	9%	11%
Likely to be famous for a long time	9%	7%	10%

HOW THEY DESCRIBE INSTAGRAMMERS

When it comes to Instagrammers in general, who is more...
(Select one; Summary: Instagrammers)

	Total	Males	Females
Fake	17%	17%	17%
Sarcastic	13%	18%	8%
Genuine	12%	9%	14%
In the know	11%	11%	10%
Positive	9%	9%	9%
Funny	8%	9%	7%
Likely to make me buy a product	8%	7%	8%
Influential	8%	8%	7%
Knowledgeable	7%	8%	6%
Trustworthy	7%	5%	9%
Attractive	6%	5%	7%
Relatable	6%	3%	8%
Honest	5%	6%	3%
Likely to be famous for a long time	4%	5%	2%
Talented	3%	4%	1%
Aspirational	2%	2%	2%

ONLINE ACTIVITY

Which of the following applies to you?
(Select all that apply)

	Total	Males	Females
I have an Instagram	50%	46%	54%
I post online at least once a week	39%	39%	39%
I leave comments on articles and/ or videos	39%	32%	45%
I subscribe to newsfeeds or newsletters	25%	21%	28%
I have a vlog/YouTube channel	24%	29%	18%
I rate products and services on the web	22%	20%	24%
I am an active member in an online community (e.g. reddit, forums, etc.)	18%	14%	21%
I have a website	9%	11%	7%
I have a blog	6%	5%	6%

CABLE & SATELLITE SUBSCRIPTIONS

Which of the following statements about cable/satellite TV best applies to you? (Select all that apply)

	Total	Males	Females
I have cable/satellite TV and plan on keeping it in the future	67%	69%	64%
I have cable/satellite TV but plan on getting rid of it in the future	11%	10%	11%
I have cancelled cable/satellite TV subscription and don't plan on getting it again in the future	10%	8%	12%
I have never had a cable/satellite TV subscription and don't plan on getting it again in the future	6%	4%	8%
I have cancelled cable/satellite TV subscription but plan on getting it again in the future	4%	5%	3%
I have never had a cable/satellite TV subscription but plan on getting it in the future	3%	4%	2%

FAVORITE SCRIPTED SHOWS

What are some of your favorite scripted TV shows right now? (Open end)

Total	Males	Females
Simpsons	Teen Titans Go	Simpsons
Walking Dead	SpongeBob Square Pants	Liv and Maddie
Liv and Maddie	Simpsons	Walking Dead
SpongeBob Square Pants	Walking Dead	Jessie
Big Bang Theory	Henry Danger	Disney Channel (General)

FAVORITE REALITY SHOWS

What are some of your favorite reality TV shows right now? (Open end)

Total	Males	Females
The Voice	The Voice	The Voice
Keeping Up With the Kardashians	Love and Hip Hop	Keeping Up With the Kardashians
Love and Hip Hop	Keeping Up With the Kardashians	Love and Hip Hop
America's Got Talent	America's Got Talent	Dancing with the Stars
American Ninja Warrior	American Ninja Warrior	Dance Moms

TIME SPENT WATCHING VIDEOS

In an average day, how long do you watch videos/shows on your...
(Select one; Mean summary in hours)

	Total	Males	Females
Television	2.7	2.6	2.9
Smartphone	2.1	2.1	2.0
Computer	1.8	2.0	1.5
Tablet	1.4	1.4	1.3

CHANNELS/NETWORKS WITH THEIR FAVORITE SHOWS

Which of the following has your favorite shows right now?
(Select one)

Total	Males	Females
Disney	Cartoon Network	Disney
Cartoon Network	Netflix	YouTube
Netflix	Nickelodeon	Netflix
YouTube	Disney	Cartoon Network
Nickelodeon	YouTube	Nickelodeon

FULL LIST:

A&E, ABC, Amazon Prime, AMC, Animal Planet, Awesomeness TV, BBC America, BET, Bravo, Cartoon Network, CBS, Cinemax, CMT, Comedy Central, Discovery Channel, Disney, Disney XD, E!, ESPN, Fox, Fox News Channel, Freeform, FX, HBO, HGTV, History, Hulu, IFC, Investigation Discovery, Lifetime, MTV, NBC, Netflix, Nick Jr., Nickelodeon, OWN, Oxygen, PBS, Showtime, Spike TV, TBS, TCM, Teen Nick, The CW, TNT, Univision, VH1, YouTube

PAID SUBSCRIPTIONS

Which, if any, of the following do you/does your household have paid subscriptions for?
(Select all that apply)

	Total	Males	Females
Netflix	68%	66%	70%
Cable/satellite TV	42%	46%	38%
Amazon Prime	41%	43%	38%
HBO Now	25%	26%	24%
Hulu	24%	14%	33%
High-speed Internet	22%	21%	22%
Xbox Live	20%	22%	18%
Cinemax	13%	14%	12%
Spotify	12%	8%	15%
YouTube Red	11%	9%	12%
Pandora	11%	10%	11%
Starz	8%	9%	6%
Showtime	7%	8%	6%
TMC (The Movie Channel)	6%	8%	4%
Sling TV	4%	4%	4%
Showtime Now	3%	4%	2%
Twitch	2%	1%	3%

AD BLOCKERS

Do you use any ad-blockers when watching shows or videos? (Select one)

	Total	Males	Females
No	76%	71%	80%
What are ad-blockers?	20%	24%	16%
Yes	5%	5%	4%

BRANDED SNAPCHAT FILTERS

Have you ever used a branded Snapchat filter (one created by a brand, movie, etc.)?
(Select one)

	Total	Males	Females
No	87%	86%	87%
Yes	14%	14%	13%

WHAT WOULD MAKE THEM USE A SNAPCHAT FILTER

Which, if any, of the following elements would make you more likely to use a Snapchat filter?
(Select all that apply)

	Total	Males	Females
Adds music	37%	34%	40%
Alters your voice	30%	33%	27%
Interesting background effects	30%	34%	26%
Makes your face an animal	27%	27%	26%
I would never use a Snapchat filter	25%	22%	28%
Makes your face more attractive	24%	22%	25%
Enhances the original picture	23%	22%	23%
Makes your face distorted	23%	26%	19%
Works with animals	20%	19%	21%
Turns your face into an object	18%	23%	13%
Works with multiple people	18%	17%	18%
Includes a custom geotag	17%	17%	16%
Alters the speed of a video	15%	18%	12%
Works with inanimate objects	13%	12%	14%

INSTAGRAM ADS

Which, if any, of the following describes your feelings about seeing sponsored posts in your Instagram feed? (Select all that apply)

	Total	Males	Females
I don't have Instagram	31%	35%	27%
I like them	25%	28%	22%
I love them	22%	22%	21%
I neither like nor dislike them	20%	16%	23%
I intentionally scroll past them	13%	13%	12%
I can't stand them	7%	9%	5%
They seem chosen specifically for me	5%	3%	7%
They seem totally random and not relevant to me	5%	5%	4%
I don't notice them	2%	3%	0%

WHAT GENERATES INTEREST IN BRANDS

Which, if any, of the following makes you more interested in a brand? (Select all that apply)

	Total	Males	Females
Creating branded entertainment - games, articles, videos, etc.	30%	32%	27%
Creating interesting content on social media	27%	27%	27%
Using virtual reality	21%	19%	23%
Pulling pranks	21%	27%	14%
Partnering with internet celebrities	19%	26%	12%
Participating in internet culture - using GIFs, memes, etc.	19%	22%	16%
Hosting an Instagram contest	17%	15%	19%
Using holograms	16%	19%	13%
Creating a branded Snapchat filter	15%	15%	15%
Using drones	14%	21%	7%
Taking a stand on social or political issues	12%	11%	12%
Hosting concerts	11%	14%	7%

SOCIAL MEDIA STATEMENTS: FACEBOOK

For each of the following platforms, please check the statements that apply to you: Facebook
(Select all that apply)

	Total	Males	Females
I visit daily	47%	45%	48%
I follow brands here	41%	39%	42%
I like seeing content from brands here	38%	33%	42%
I follow social media celebrities here	36%	34%	38%
I trust people here to recommend products	36%	33%	39%

SOCIAL MEDIA STATEMENTS: INSTAGRAM

For each of the following platforms, please check the statements that apply to you: Facebook: Instagram
(Select all that apply)

	Total	Males	Females
I follow social media celebrities here	38%	38%	37%
I visit daily	33%	31%	35%
I follow brands here	33%	33%	33%
I trust people here to recommend products	30%	28%	31%
I like seeing content from brands here	27%	28%	25%

SOCIAL MEDIA STATEMENTS: SNAPCHAT

For each of the following platforms, please check the statements that apply to you: Snapchat
(Select all that apply)

	Total	Males	Females
I visit daily	24%	21%	27%
I follow social media celebrities here	20%	18%	22%
I like seeing content from brands here	20%	19%	20%
I follow brands here	15%	11%	19%
I trust people here to recommend products	15%	17%	12%

SOCIAL MEDIA STATEMENTS: YOUTUBE

For each of the following platforms, please check the statements that apply to you: YouTube
(Select all that apply)

	Total	Males	Females
I visit daily	56%	58%	53%
I trust people here to recommend products	42%	36%	47%
I like seeing content from brands here	41%	44%	38%
I follow social media celebrities here	40%	33%	46%
I follow brands here	31%	26%	36%

HOW OFTEN THEY WANT TO HEAR FROM BRANDS: EMAIL

For each of the following platforms, how often do you want to hear from a brand: Email
(Matrix; Select one)

	Total	Males	Females
More than once a day	30%	30%	29%
Once a day	12%	11%	13%
A few times per week	12%	7%	16%
Once a week	6%	6%	6%
A few times per month	8%	7%	8%
Once a month	8%	8%	7%
Less than once a month	5%	6%	4%
Never	21%	25%	17%

HOW OFTEN THEY WANT TO HEAR FROM BRANDS: TEXT

For each of the following platforms, how often do you want to hear from a brand: Text
(Matrix; Select one)

	Total	Males	Females
More than once a day	29%	25%	32%
Once a day	14%	10%	17%
A few times per week	10%	10%	10%
Once a week	8%	9%	6%
A few times per month	4%	6%	2%
Once a month	4%	6%	2%
Less than once a month	7%	5%	8%
Never	26%	29%	23%

HOW OFTEN THEY WANT TO HEAR FROM BRANDS: FACEBOOK

For each of the following platforms, how often do you want to hear from a brand: Facebook
(Matrix; Select one)

	Total	Males	Females
More than once a day	25%	21%	29%
Once a day	15%	15%	15%
A few times per week	12%	13%	10%
Once a week	7%	7%	7%
A few times per month	7%	6%	8%
Once a month	4%	4%	4%
Less than once a month	3%	4%	2%
Never	28%	30%	25%

HOW OFTEN THEY WANT TO HEAR FROM BRANDS: INSTAGRAM

For each of the following platforms, how often do you want to hear from a brand: Instagram
(Matrix; Select one)

	Total	Males	Females
More than once a day	21%	14%	27%
Once a day	18%	18%	17%
A few times per week	8%	6%	9%
Once a month	7%	8%	5%
Once a week	6%	5%	6%
A few times per month	4%	4%	3%
Less than once a month	6%	8%	3%
Never	34%	37%	30%

HOW OFTEN THEY WANT TO HEAR FROM BRANDS: SNAPCHAT

For each of the following platforms, how often do you want to hear from a brand: Snapchat
(Matrix; Select one)

	Total	Males	Females
More than once a day	18%	13%	22%
Once a day	11%	11%	10%
A few times per week	10%	7%	13%
Once a week	5%	7%	3%
A few times per month	8%	9%	6%
Once a month	3%	3%	3%
Less than once a month	7%	9%	5%
Never	40%	41%	38%

WHAT MAKES THEM PREFER A BRAND

What makes you prefer one brand over another?
(Select all that apply)

	Total	Males	Females
Quality	48%	44%	51%
My friends like it	47%	51%	43%
Price	43%	41%	44%
Have purchased the brand in the past	34%	36%	32%
Great customer service	29%	28%	30%
Celebrities like it	25%	24%	25%
Loyalty program/rewards	24%	19%	28%
Social media influencers like it	21%	19%	23%
Cool company culture	20%	19%	21%
Interesting social media content	19%	16%	21%
Creative marketing	18%	22%	13%
Strong sense of purpose from the company	16%	15%	16%
Stance on controversial issues	10%	11%	8%
Commitment to ethics	9%	11%	6%
Political affiliation	7%	8%	5%

WHAT MAKES THEM SHARE BRANDED CONTENT

Why have you shared/would you share something online from a brand? (Select all that apply)

	Total	Males	Females
Make people laugh	48%	49%	46%
Inspire people	36%	31%	41%
Educate people	30%	26%	34%
Be the first to discover something cool	29%	30%	27%
Get likes	28%	28%	28%
Share something I'm passionate about	27%	23%	30%
Connect with a friend	27%	25%	28%
Brighten someone's day	26%	23%	28%
Share something others will appreciate	25%	24%	26%
Get followers	22%	23%	20%
Be in the know	21%	21%	21%
Show my values	21%	21%	20%
Get a discount/freebie	19%	17%	20%
Impress people	18%	18%	17%
Raise money for a cause	17%	17%	16%
I do not/would not share something from a brand	14%	17%	10%
Participate in a bigger conversation online	12%	14%	9%
Be a part of a brand's community	11%	9%	12%
Help communicate my personal brand	5%	6%	3%

BRANDS THEY LOVE

For each of the following brands, check which statements apply: (Summary: Love it)

Total	Males	Females
Playstation	Playstation	Hershey's
Doritos	Amazon	Doritos
Hershey's	Doritos	Oreo
Amazon	Hershey's	Amazon
Oreo	Nintendo	Playstation

FULL LIST:

adidas, Anthropologie, Amazon, Apple, Barnes + Noble, Burger King, Carl's Jr, Chipotle, Coca-Cola, Dominos, Doritos, eBay, Forever 21, Gap, GoPro, Hershey's, H&M, Ikea, McDonald's, Microsoft, Nike, Nintendo, Nordstrom, Old Spice, Oreo, Patagonia, Playstation, Pottery Barn, Pepsi, Pizza Hut, Red Bull, Samsung, Sephora, Starbucks, Subway, Taco Bell, Target, Topshop, Uber, Under Armour, Ulta, Urban Outfitters, Walmart, Warby Parker, West Elm, Wendy's, Whole Foods, Xbox, Zara

BRANDS GETTING MORE POPULAR

For each of the following brands, check which statements apply:
(Summary: More popular than it used to be)

Total	Males	Females
Uber	Uber	Uber
Microsoft	Microsoft	Whole Foods
Whole Foods	Starbucks	Microsoft
Ikea	Whole Foods	Ikea
Starbucks	Ulta	Under Armour

FULL LIST:

adidas, Anthropologie, Amazon, Apple, Barnes + Noble, Burger King, Carl's Jr, Chipotle, Coca-Cola, Dominos, Doritos, eBay, Forever 21, Gap, GoPro, Hershey's, H&M, Ikea, McDonald's, Microsoft, Nike, Nintendo, Nordstrom, Old Spice, Oreo, Patagonia, Playstation, Pottery Barn, Pepsi, Pizza Hut, Red Bull, Samsung, Sephora, Starbucks, Subway, Taco Bell, Target, Topshop, Uber, Under Armour, Ulta, Urban Outfitters, Walmart, Warby Parker, West Elm, Wendy's, Whole Foods, Xbox, Zara

BRANDS GETTING LESS POPULAR

For each of the following brands, check which statements apply: (Summary: Less popular than it used to be)

Total	Males	Females
Warby Parker	West Elm	Warby Parker
West Elm	Patagonia	Anthropologie
Anthropologie	Warby Parker	West Elm
Patagonia	Topshop	Carl's Jr
Topshop	Zara	Patagonia

FULL LIST:

adidas, Anthropologie, Amazon, Apple, Barnes + Noble, Burger King, Carl's Jr, Chipotle, Coca-Cola, Dominos, Doritos, eBay, Forever 21, Gap, GoPro, Hershey's, H&M, Ikea, McDonald's, Microsoft, Nike, Nintendo, Nordstrom, Old Spice, Oreo, Patagonia, Playstation, Pottery Barn, Pepsi, Pizza Hut, Red Bull, Samsung, Sephora, Starbucks, Subway, Taco Bell, Target, Topshop, Uber, Under Armour, Ulta, Urban Outfitters, Walmart, Warby Parker, West Elm, Wendy's, Whole Foods, Xbox, Zara

FAVORITE CLOTHING RETAILERS

What are some of your favorite clothing retailers?
(Select up to three)

Total	Males	Females
Nike	Nike	Kohl's
adidas	adidas	Target
Amazon	Amazon	Walmart
Walmart	Walmart	Forever 21
Target	Target	Amazon

FULL LIST:

Abercrombie & Fitch, adidas, Amazon, American Apparel, Anthropologie, ASOS, Barneys New York, Bloomingdale's, Coach, eBay, Express, Foot Locker, Forever 21, Gap, H&M, J. Crew, JC Penney, Kohl's, Levi's, L.L. Bean, Lululemon, Macy's, Nasty Gal, Nike, Nordstrom, North Face, Old Navy, Pac Sun, Patagonia, Quiksilver, Ross, Supreme, Target, TJ Maxx, Under Armour, Uniqlo, Urban Outfitters, Vans, Victoria's Secret, Walmart, Zara

FAVORITE FOOD & BEVERAGE BRANDS

What are some of your favorite food/beverage brands? (Select up to three)

Total	Males	Females
Coca-Cola	Coca-Cola	Coca-Cola
Doritos	Doritos	Doritos
Gatorade	Gatorade	Hershey
Pepsi	Pepsi	Gatorade
Hershey	Oreo	Pepsi

FULL LIST:

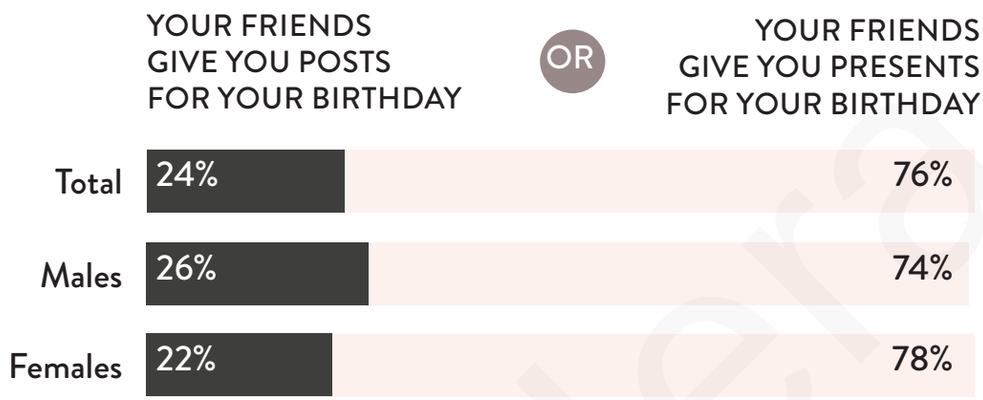
Aquafina, Butterfinger, Campbells, Cheerios, Cheetos, Cheez-It, Chips Ahoy!, Coca-Cola, Crunch, Dannon, Dasani, Digiorno, Dole, Doritos, Dove, Dr Pepper, Dreyer's, Fanta, Gatorade, General Mills, Heinz, Hershey's, Hot Pocket, Kellogg, Kit Kat, Kraft, Lay's, Lean Cuisine, Lipton, M&Ms, Mars, Mountain Dew, Nabisco, Nestle, Oreo, Pepsi, Perrier, Pringles, Rice Krispies, Smartwater, Smuckers, Snapple, Snickers, Special K, Sprite, Starbucks, Stouffer's, Tostitos, Tropicana, Twix, Tyson, Vitaminwater

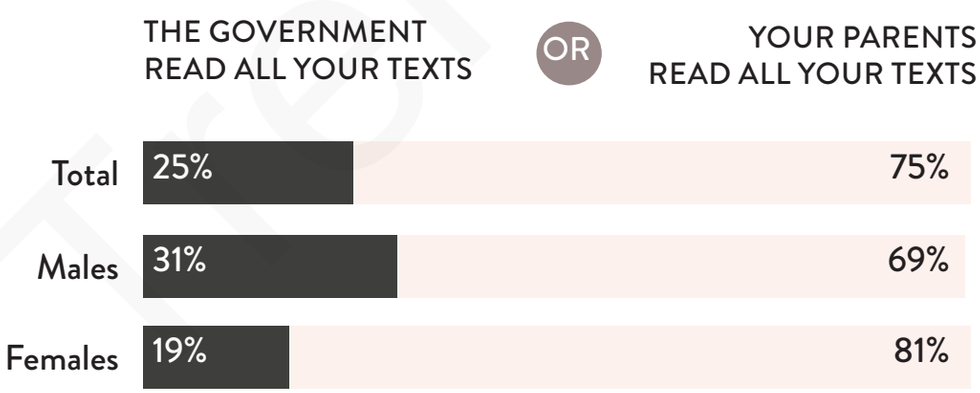
BRANDS THAT UNDERSTAND THEIR CUSTOMERS

Which brands do the best job of understanding who their customers are and what they value?
(Open end)

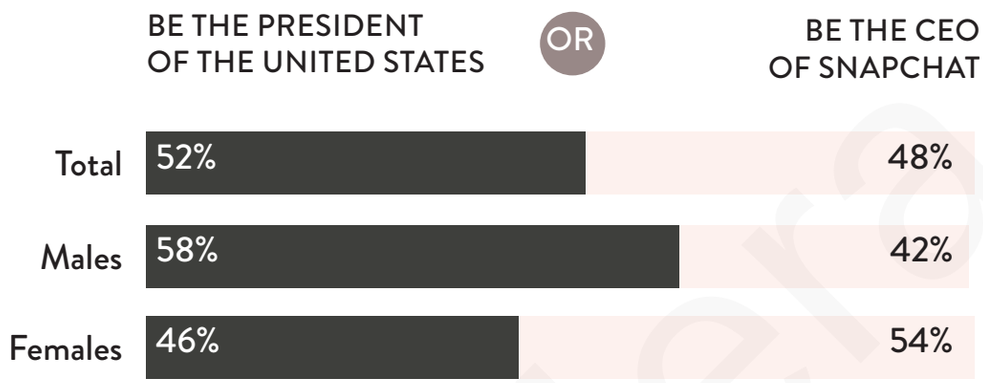
Total	Males	Females
Nike	Nike	Nike
Coca-Cola	Coca-Cola	Coca-Cola
Pepsi	Pepsi	adidas
Wal-Mart	Wal-Mart	Nestle
Hershey's	Lay's	Target

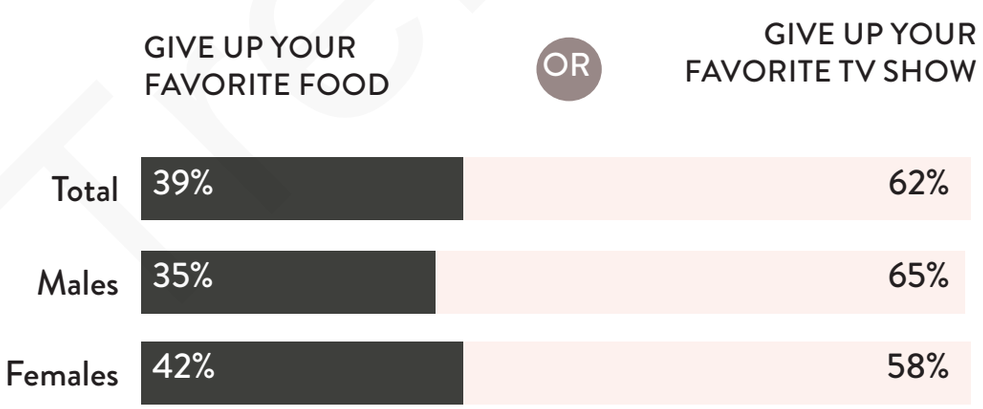
WOULD YOU RATHER...



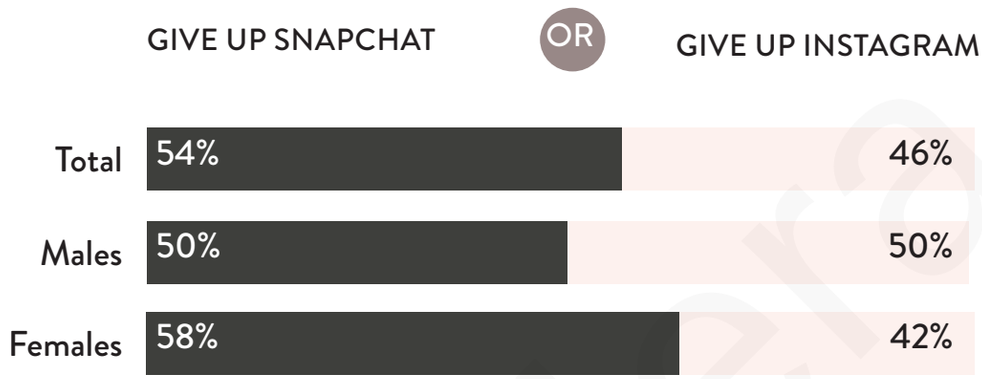


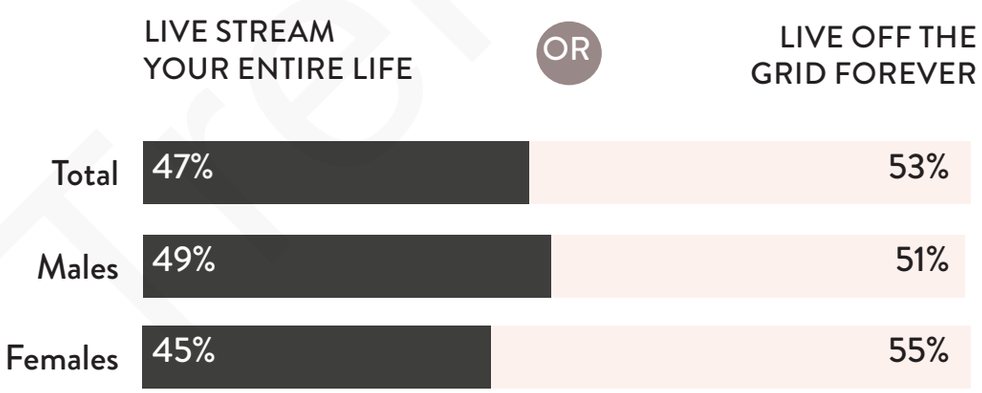
WOULD YOU RATHER...



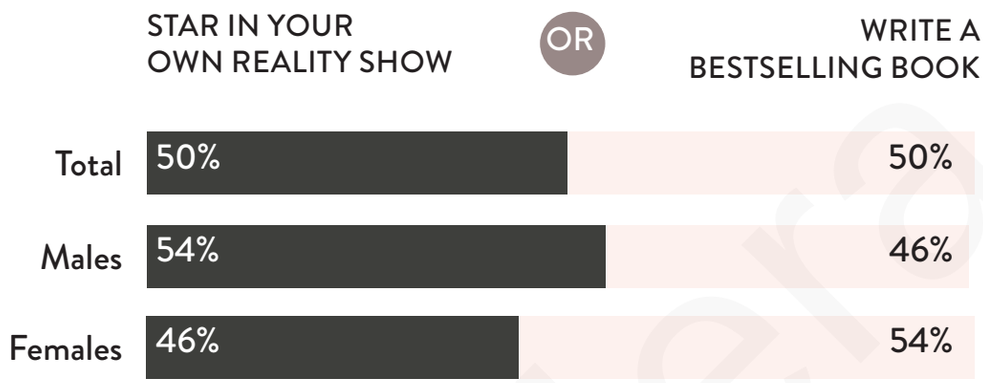


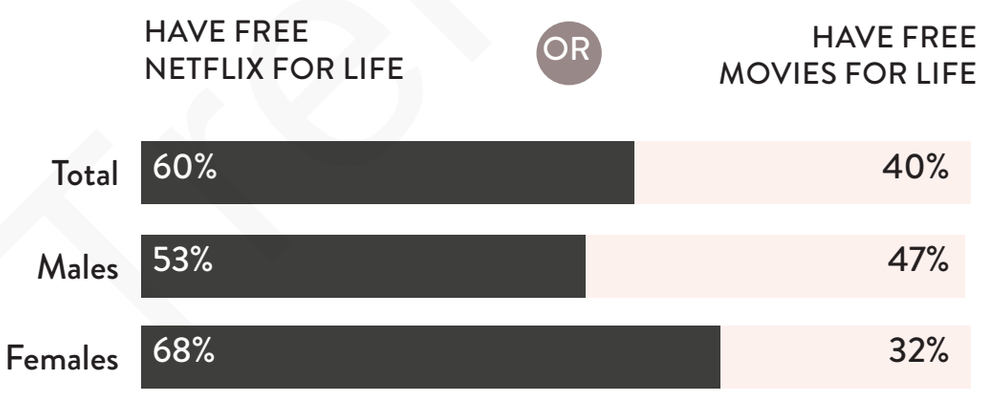
WOULD YOU RATHER...





WOULD YOU RATHER...





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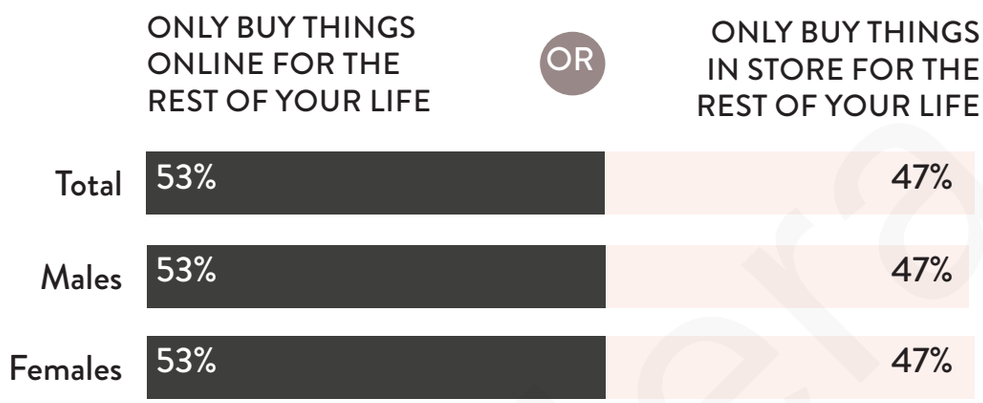

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