

# SOCIAL INNOVATION

*Top 5 Trends in Social Media*





# BRANDS & COLLECTIBLES



With the emergence of the metaverse, brands are taking initiative by offering NFTs (non-fungible tokens for digital art). Nike recently announced their acquisition of a collectible creator studio called RTFKT, which will help to physically and digitally expand their business with the usage of NFTs, blockchain authentication, game engines and augmented reality. Meanwhile, Pepsi is also tapping into the NFT space by launching their “Pepsi Mic Drop” NFT collection.



Credit: Pepsi



# GAMIFYING FASHION



Fashion brands are also entering the metaverse by creating virtual spaces and gamified virtual products. Forever 21 partnered with Roblox to let players dress their avatars in virtual clothing they can get at **Forever 21 Shop City**, with items identical to those available in physical stores. Similarly, and also in Roblox, Nike brought their own version of a virtual shop to life, called **Nikeland**. H&M's version will be launched via **CEEK City** with the option to purchase virtual clothes using CEEK coins.



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# DECENTRALIZED CREATOR ECONOMY

The next stage of the creator economy is predicted to be **decentralized for creators**. Although they have played an important role in keeping the audience on social platforms, their power is still limited in terms of policy-making and monetization. However, with the rise of decentralized networks like cryptocurrencies, it is expected that creators in 2022 will be able to have more ownership over their creative assets and platforms.



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# SOCIAL COMMERCE CONTINUES TO RISE

Recent insights from eMarketer and Accenture show that social commerce is growing three times as fast as eCommerce and being adopted by businesses of all sizes.

Social platforms are competitive in terms of shopping features, with Facebook, Instagram and YouTube being the main players in the US. However, trust remains the main concern for users, as orders from social platforms are less likely to be protected or refunded.



Credits: Meta

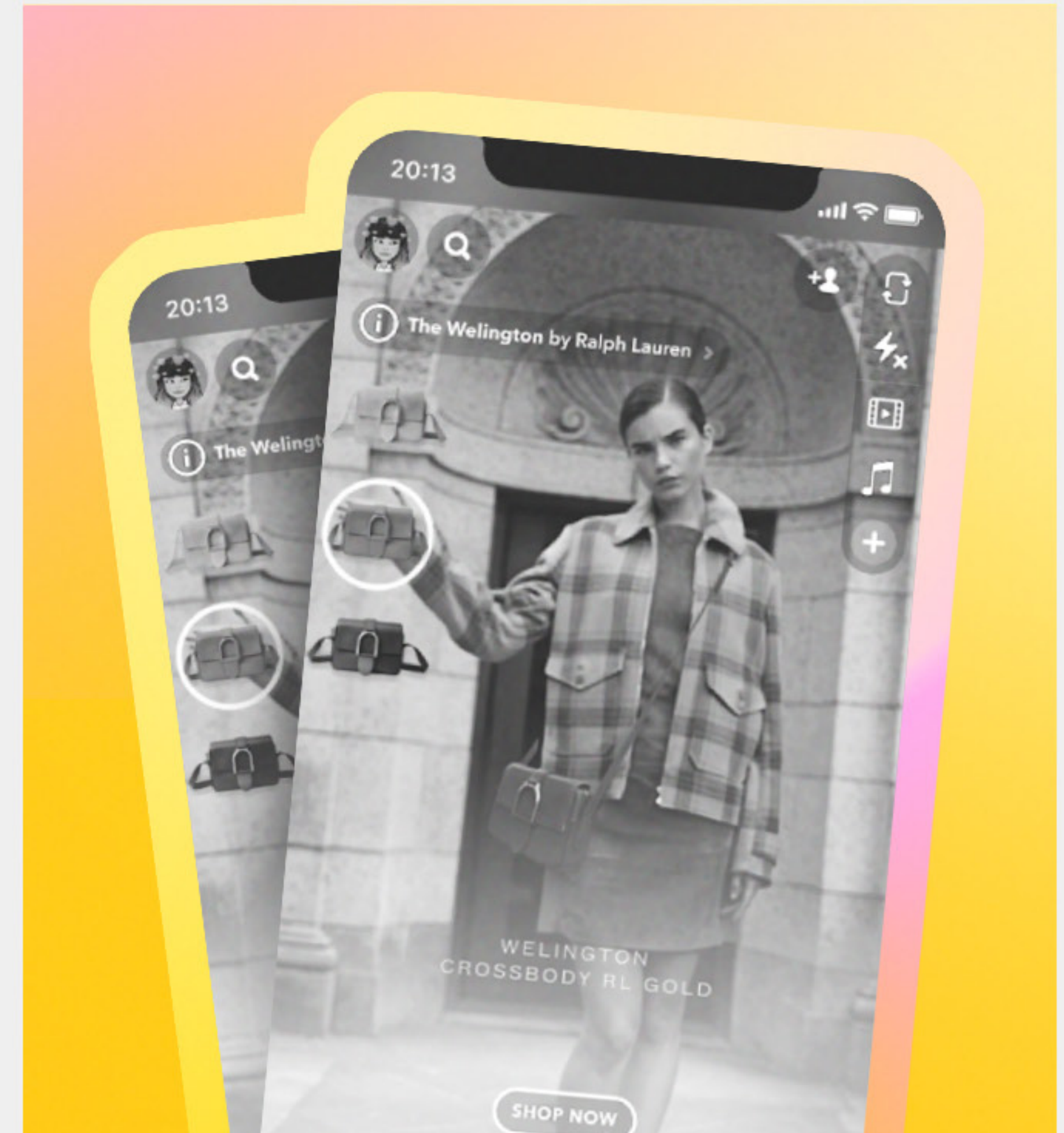


# AR SHOPPING

Also part of the social commerce ecosystem, AR plays an important role in facilitating the shopping experience.

**Snapchat** — the leading AR technology platform — has recently shared insights into the advantage of AR immersion to enhance consumer attention and emotional connection.

Another insight from eMarketer shows that consumers' interest in using AR for entertainment and shopping is rising, mainly in the shape of virtual try-on experiences or product virtualization.





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Credits: Snapchat





# Want to hear more?

Head over to our **Social Innovation Lab**   **Podcast**, where we dive deep into these trends and discuss the secrets involved in creating social media marketing campaigns that truly connect and inspire.