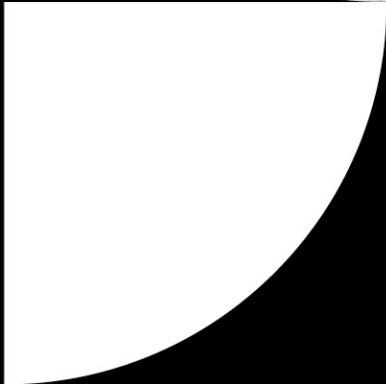




TREND- SEMINAR

20
23



essence**media**com



Get insights into what characterizes our consumption and habits right now

We rarely see consumer behaviour changing fundamentally, but it is now!

An uncertain and ever-changing world has impacted consumers' approach to life and daily routines. This applies to our media habits as well as what we put into our shopping baskets. But it also affects our perception of who we are – and how we are.

This has great significance for the development of the mega trends already present among the population. A number of trends have seen a boost forward and have become even more prevalent, while others have fallen to the back. With this year's consumer trends, we focus on four areas that brands need to know and address right now.

In the following, you can get an overview of each of the four trends, along with 3 central tips on how to get started with each trend. You will also see cases that illustrate brands which are already using the trends to inform their communication.



The Methodology Behind the Study

When researching the 2023 trends, we have made use of both secondary and primary data. We have had our focus on Danish culture. We have also implemented behavioural data as well as interviews with researchers and consumers.

Furthermore, we have observed trends in Danish media and culture. These insights are combined with data collected via EssenceMediacom's own surveys via Norstat. This data collection is based on a questionnaire survey among 2000 Danes, aged 18 and nat. rep.





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Content:

The **four** consumer trends of 2023

Manhood
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Budgeteers
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Me Mindset
16-20

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MAND- HOOD

#1 Trend Manhood

We have talked a lot about being a woman – but what does it mean to be a man? Right now. In 2023.

When man(kind) only has our ancestor's tales of strong, proud he-men on one hand. And the modern man with all his soft values on the other hand. The struggle for defining 'the real man' is already well underway in the media and society. 40% of Danes report an increased focus on masculinity in the public debate, and almost 60% believe that what is associated with manhood is changing.

And caught in the middle are new generations of men who struggle to find their own manhood. Because masculinity is no longer either-or. For or against. Masculinity is complex and has many facets. Just like every man.

It is time to do away with strict ideals and constricting categories. With the sharp distinctions between masculinity and femininity. It is time to liberate men, to let them define their own masculinity. Outside of stereotypes that pigeonhole them.

The liberation is all around us. Manifesting in an array of ways, from openness about men's mental health, fertility problems, and me too-cases all the way to men showcasing pink nail polish on prime time television.

Masculinity is changing! And your brand can help nuance and destigmatize what it means to be a man.





Watch the
Manhood spot
- **click the screen**



Get started with manhood

See how your brand can help free men from the confines of stereotypes and taboos.

Portray nuances of manhood in your communication

Ask yourself the question of whether your brand's palette of manhood is wide enough. Show men in new contexts and with all kinds of appearances and styles. Let men occupy their very own roles, free from outdated stereotypes dictating what men can and cannot be. Meanwhile exemplifying the many aesthetics that men can own.

Facilitate conversations and use partnerships

Seize the newfound openness to conversations about masculinity and emotional hardships. This can also be carried out through partnerships or sponsorships. Facilitate a community of men who guide men - especially in vulnerable, challenging positions.

Start somewhere and let it develop from there

Difficult to get on the wagon? Start somewhere small and consider how your brand feels about it! Reach out and get help through partnerships.





Case:

The Copenhagen Metro normalizes paternal leave

Few Danish brands have begun speaking directly about the liberation of men. But The Copenhagen Metro has, by breaking with stereotypes and normalizing the involved, caring man and father.

In The Metro's campaign film '*Farsel*' (Paternity Leave) from 2022, some of the struggles of fathers on paternity leave are illustrated.

By humorously emphasizing the absurdity of an otherwise familiar situations, The Metro takes a stance and contributes to normalizing the image of men as capable, competent parents without any need for endless unsolicited advice and interference from the outside world. It exudes gender equality in the name of men.



Trendseminar 2023

BUDGETEERS



#2 Trend Budgeteers

Sustainability has a new facet. In a time of crisis and with prices on the rise we are focusing more than ever on making the economy sustainable.

As a matter of fact, 81% of Danes are worried about their financial situation, and many are forced to play Tetris with their daily budget. Thus, more than half of all Danes intend to seek out brands that are offering discounts in the near future.

The crisis hits hardest with those who have the least. They seek out discounts and find cheap alternatives. They monitor their spending. And they do without goods and experience that are not strictly necessary. We call this group the Budgeteers.

60% of Budgeteers do not believe that brands are attempting to help their customers get through the crisis. And thus, their trust in the brands, which thrive financially at the expense of their consumer, declines.

There is a demand for creative solutions and life hacks guiding the consumers through the crisis. In 2023, brands must help consumers face the big "Game of Budgets". With alternative payment solutions, spending overviews, re-use and upcycling of materials, and inspiration on how to use everything in the fridge. The path to winning over frugal hearts is through eye-to-eye communication.

Consumers are struggling in the crisis! Your brand can help them through to the other side – and win their loyalty on the way.





Watch the
Budgeteers spot
- **click the screen**



Get started with Budgeteers

Make sure not to neglect the many Danes struggling with the game of budgets – right now there is a unique opportunity to win their loyalty.

Show creative financial solutions

Help those in need of creating financial leeway and overviews of their tight budgets. Whether it's cheaper alternatives, innovative payment options, or hacks for upcycling and recycling.

Build trust and create a sense of security

Show that you understand the challenges and concerns of consumers and that you can look after their interests. Make them feel guided, seen and cared for.

Communicate eye-to-eye and in a relevant context

Tap into something culturally relevant and stand out as a brand that takes responsibility. Understanding consumers' specific challenges is the key to effective, popular solutions.



Case:

EWII Creates security for Danes during economically uncertain times

EWII is an example of a brand that creates a sense of security for consumers during the economic crisis. In collaboration with EssenceMediacom's creative agency MBA, EWII has developed a campaign with the ironic name '*Become an electricity hostage*' (Bliv Elgidsel, red.).

EWII challenges the traditional account payment setup for electricity bills, in Denmark and shows that they offer alternative solutions for payment - namely that, with them you do not have to pay in advance, but that you can choose to only pay for the electricity you actually use monthly.



ME MINDSET





#3 Trend **Me Mindset**

It does not often happen that consumer mentality changes fundamentally. But it is happening now.

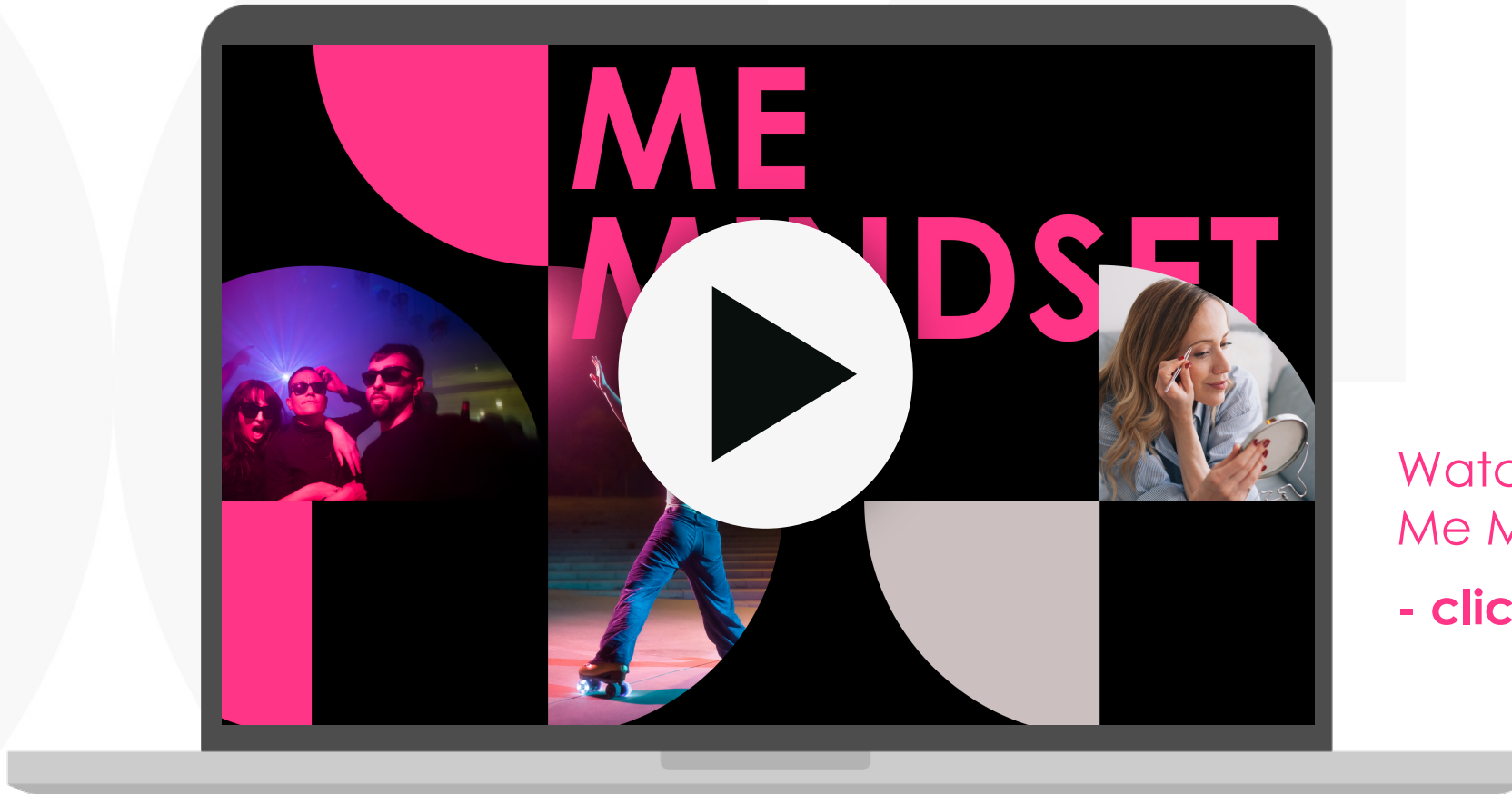
The crisis has dug in – and consumers are biting back with a new demand: It is no longer a question about the whole world, it is all about me.

'Perma-crises' has become a new word in our vocabulary. And in 2023, we can see a change happening in the wake of a pandemic, the climate crisis, inflation, war, and political turmoil. We have had enough of never-ending crises. It sucks too much. And what can we do about it, anyway?

It is impossible to control the course of the world – and we have grown tired of news about crisis, crisis, and more crisis. 45% of Danes have less desire to engage in the public debate. So, we turn our attention towards ourselves. And spend our energy on self-care, self-improvement, and self-pampering. Self-love is the new love! And an astonishing 48% of all Danes focus more on their own lives now compared to earlier.

So, we pass the tough times with endless entertainment and enjoyment. We travel, party and treat ourselves. Create moments of happiness and escapism. We are living the Me Mindset.

Consumers yearn for the good life. A life focusing on me. If your brand can keep up, you can leverage the new currents to your advantage.



Watch the
Me Mindset spot
- **click the screen**



Put the individual in the center of attention

Don't be afraid to talk about the individual and their immediate needs.

After a period characterized by compromises, the consumers put themselves, their life and their well-being at the center, and you must do the same.

Increase the entertainment value

A third of Danes yearn for more entertainment in their lives. If your brand offers a space for carefree fun, happy days and entertainment, you can become the attractive, self-indulgent solution.

Give moments of joy

Since the onset of the crisis, many subscribe to the Moments Economy – prioritizing the fleeting moments in our everyday lives, big or small. Make room to appreciate intimate relations and find happiness in everyday life.

Get started with Me Mindset

Do you want to help the Me Mindset on its way, and be a brand for those who want to turn their attention inward?





Case:

Boots offers an escape from everyday life

Boots' Christmas advert 'Joy for All' from 2022 takes us on a fun journey, away from boring everyday life and into a parallel universe of celebration, luxury, self-indulgence and glamour.

The advertisement offers entertainment and excitement to discover what the next parallel universe will offer. Boots draws the consumer into their fantasies and ignites a longing to be at the center of a festive alternative reality.



di små øjeblikke er

Case:

Toms focuses on the small moments

Toms' advertisement 'Because small moments are worth their weight in gold' (Fordi små øjeblikke er guld værd, red.) is a tribute to everyday moments of joy. It focuses on one's own life, being present in the moment and celebrating one's intimate relationships.

Toms encourages you to turn your attention inward and find happiness in everyday life.



BUBBLE CULTURE



#4 Trend Bubble Culture

What do we actually share in 2023?

We share being digital. And we unite over what we are interested in.

Digital media channels are growing, and new communities and behavioural patterns bloom. 85% of Danes use digital media daily. And if we look towards Gen Z and Millennials, it is a baffling 93%.

The younger generations are using the media in a new way. They are born digital, and digital media platforms are both their playgrounds and their consumption arenas. Because interests control consumption – and not the other way around.

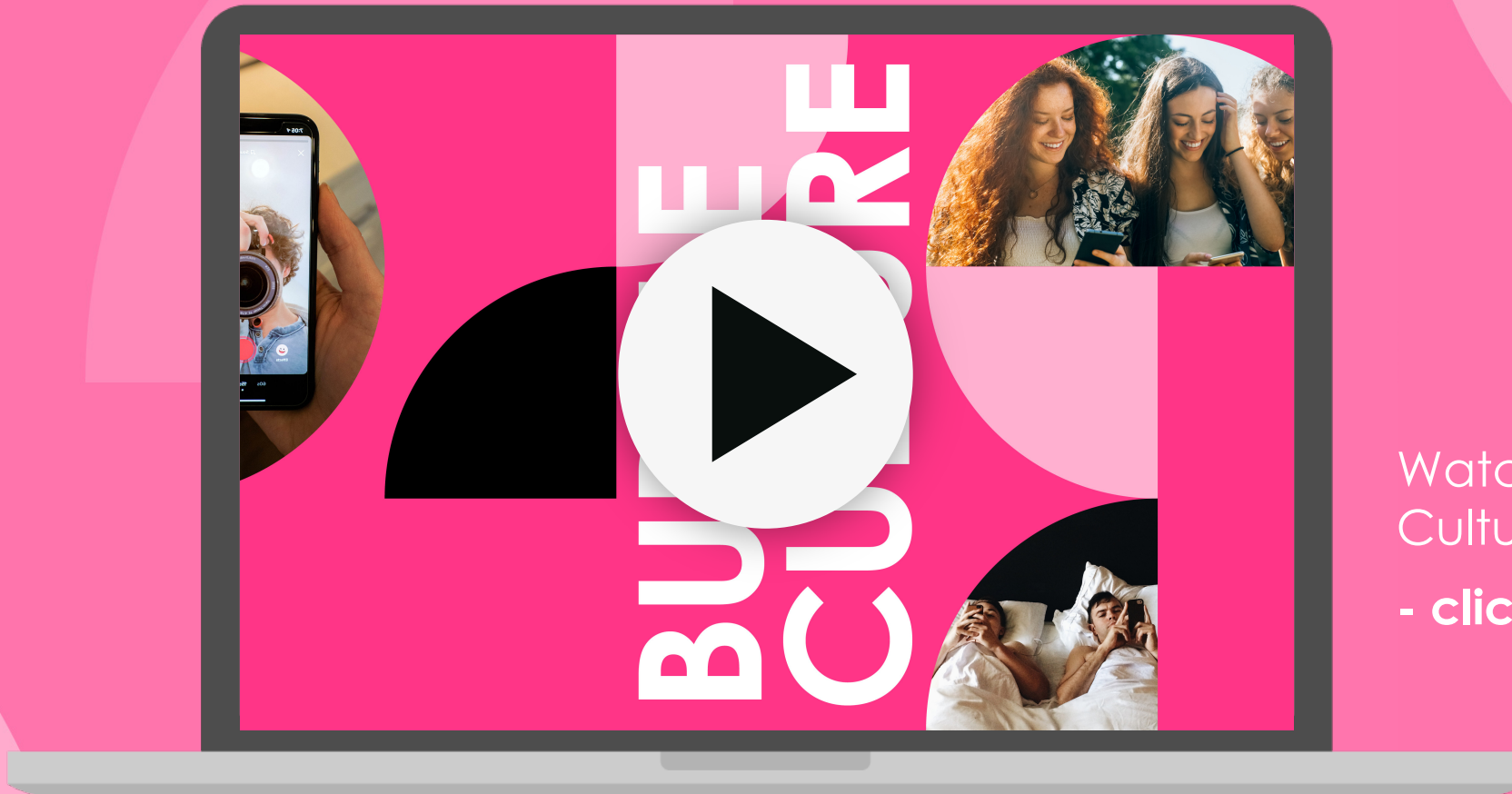
The result? Niche content and communities in all shapes and sizes, thriving especially well on Instagram, YouTube and TikTok.

We call these niche communities Bubble Cultures.

The young navigate after their own Bubble Cultures and seek out meaningful interaction around everything from BookTok to gaming and cooking. They play, eat, work out, read, buy, and live based on an ocean of digital communities that can be very specific. And it manifests in the offline reality, for example BookTok helped increase Bog & Idé's sale of English language books by 300%.

Digital media are buzzing with small and large interest cultures right now. If your brand knows how to tap into them, you can capture the younger consumers' interest.





Watch the Bubble
Culture spot

- **click the screen**



Know your target group's niches

For you as a brand to speak to a relevant niche community in an authentic way, you must reach a deep understanding of your target group. What do they look like and what are they interested in? Through this process, you will learn which niche communities and areas of interest best match your brand and its values.

Find out how your brand can contribute to the community

Your brand can help drive and develop niche communities to the benefit of both your brand and customers. At the same time, you can use the trust of the individual niche communities to gain value for your own brand, achieved through reviews, dialogues, and interactions with your target group.

Acknowledge your blind spots and reach out

If anything, it is important to be platform-relevant in a digital age, where each media and niche community has its own norms, aesthetic expressions, and lingo. Make sure to reach out to content creators and other SoMe experts who can guide you in delivering your message and content in an authentic way.

Get started with Bubble Culture

How can your brand tap into the Bubble Culture trend and reach your target audience in an authentic way?

Case:

Crocs becomes a gamer shoe

The shoe brand Crocs transports itself into the gaming community through the partnership with the video game Minecraft.

The use of both one's own channels, partnerships, and content creators can create the path into niche communities on social media.



Case:

Bog & Idé is riding the TikTok wave

The Bubble Culture trend allows for your brand to tap into an endless ocean of niche communities.

Bog & Idé is riding the #BookTok wave by putting books that are discussed in the niche community front and center in their physical stores.

Case:

Oddset Allan is eating his way through the country

The influencer 'Oddset Allan' builds a bridge between the two niche communities; football and food when he reviews sport stadium foods.





Contact

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Contact us if you want to
hear more about how we can
help you with the following:

**Creating relevance for
your brand's creativity
and communication**

**Inspiration and trend
presentation**

**Customized
trend presentaiton to your
industry**

