

# Digital Trends and Insights at the year of Reunion

## 2023 EUROPE TREND REPORT



DIGITAL/DESIGN/INTEGRATED/PARIS  
Istanbul - Paris - Dubai



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# 2022, WHAT KIND OF A YEAR WAS 2022



# Impact of Russia's invasion of Ukraine on the markets: **EU response**

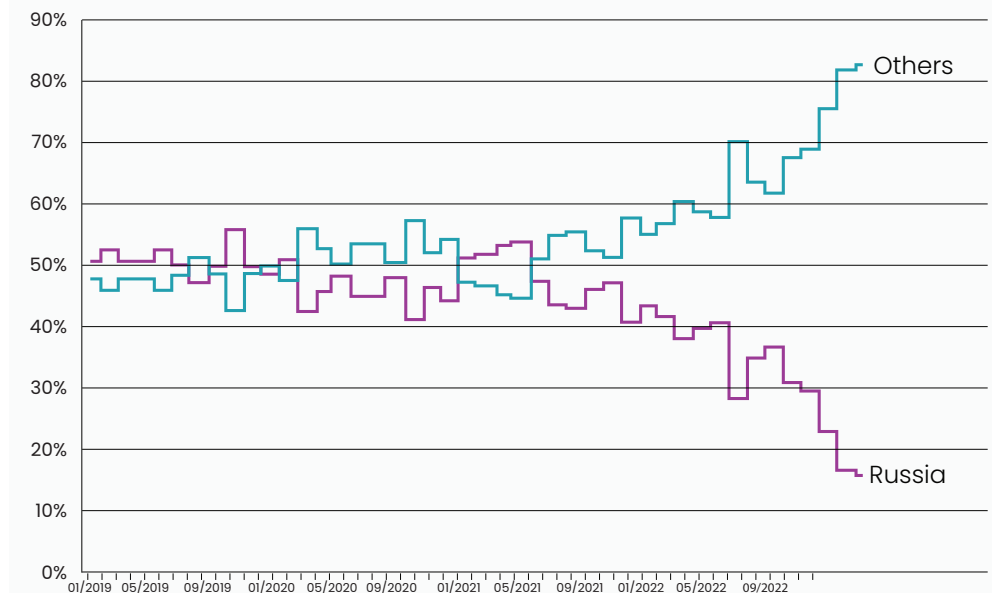
## Market effects of Russia's invasion of Ukraine

It's safe to say that the energy and food markets were significantly affected by Russia's invasion of Ukraine. EU nations are working together to overcome supply shortages and increased prices.

**Energy:** The EU imported **83%** of its natural gas in 2021. Gas imports from Russia to the EU have declined dramatically since Russia's invasion of Ukraine.

**Other Supplies:** Other suppliers of gas (apart from Russia) to the EU are Norway (over **22%** of imports in the first half of 2022) and Algeria (over **10%** in the first half of 2022). LNG accounted for over **25%** in the first half of 2022 – mainly from the US, Qatar and Nigeria.

**The EU's diversification away from Russian gas**



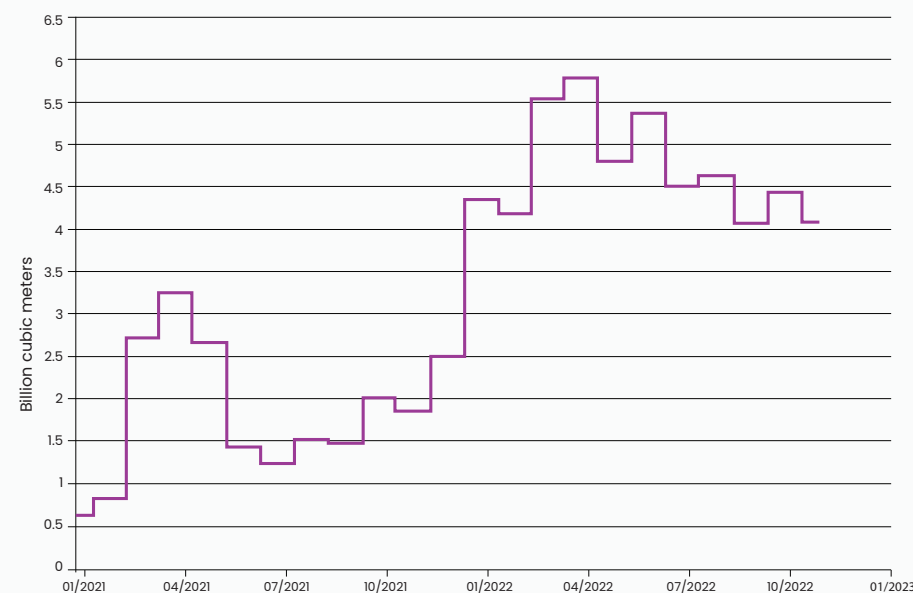


# Impact of Russia's invasion of Ukraine on the markets: **EU response**

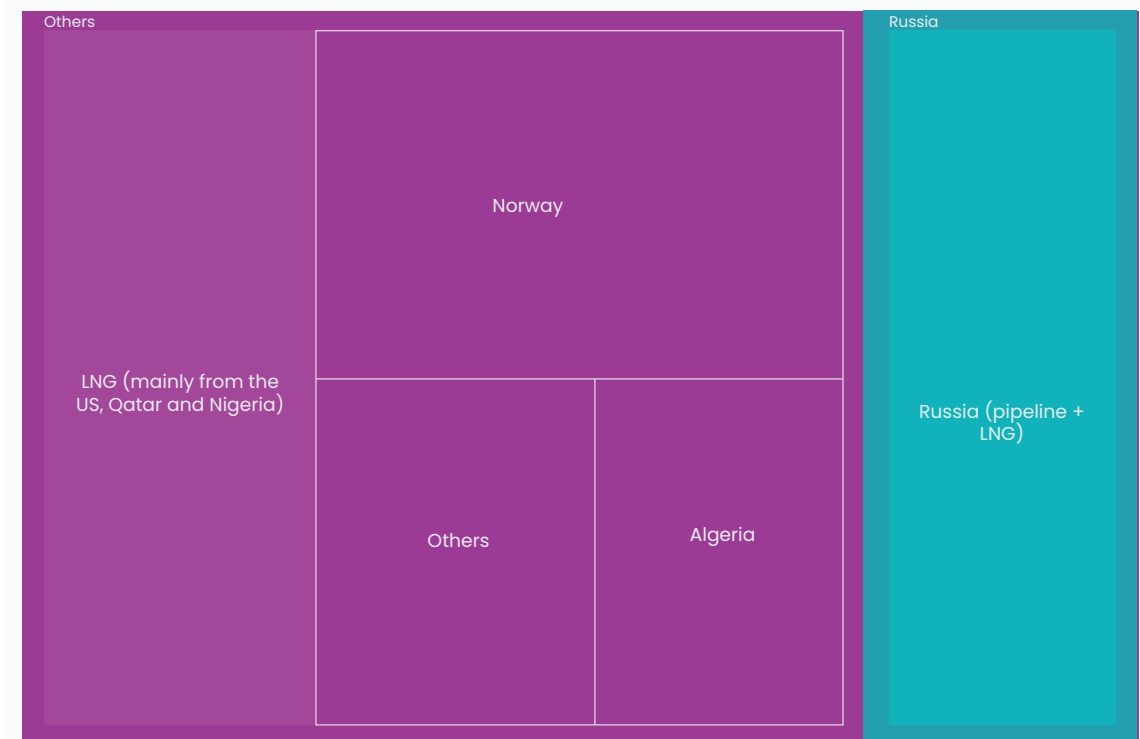
## Gas import sources in the first half of 2022

Between January and August 2022, LNG imports from the US accounted for almost 40 bcm (billion cubic meters), almost twice as much as the total figure for 2021 (over 22 bcm).

Monthly volumes of LNG imports from the US to the EU



Gas import sources (January–November 2022)



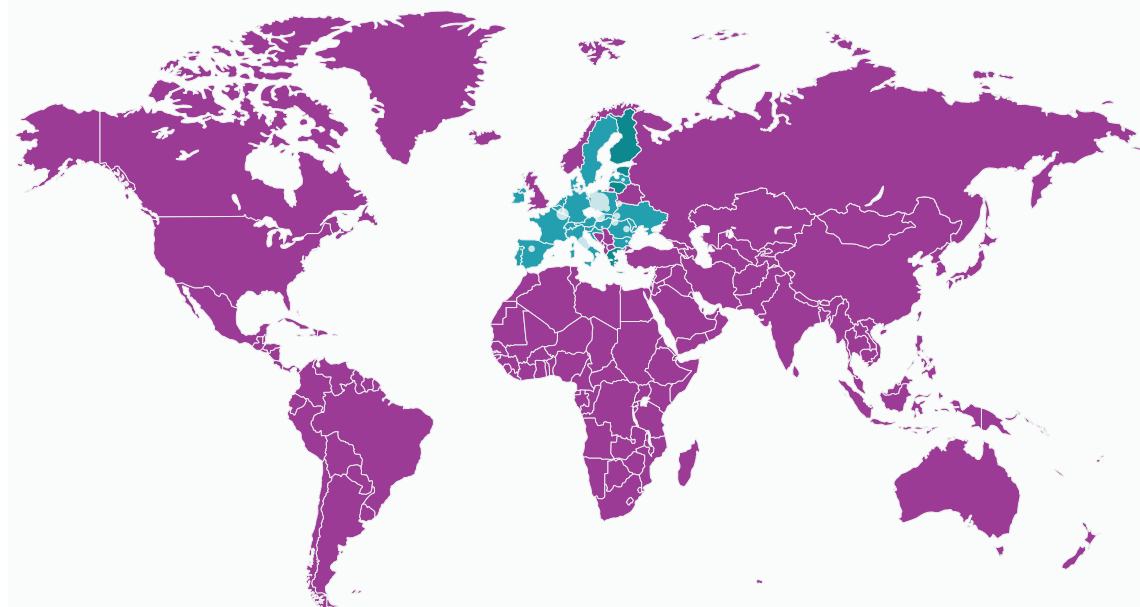
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## Why is gas so important for the EU and for Europeans?

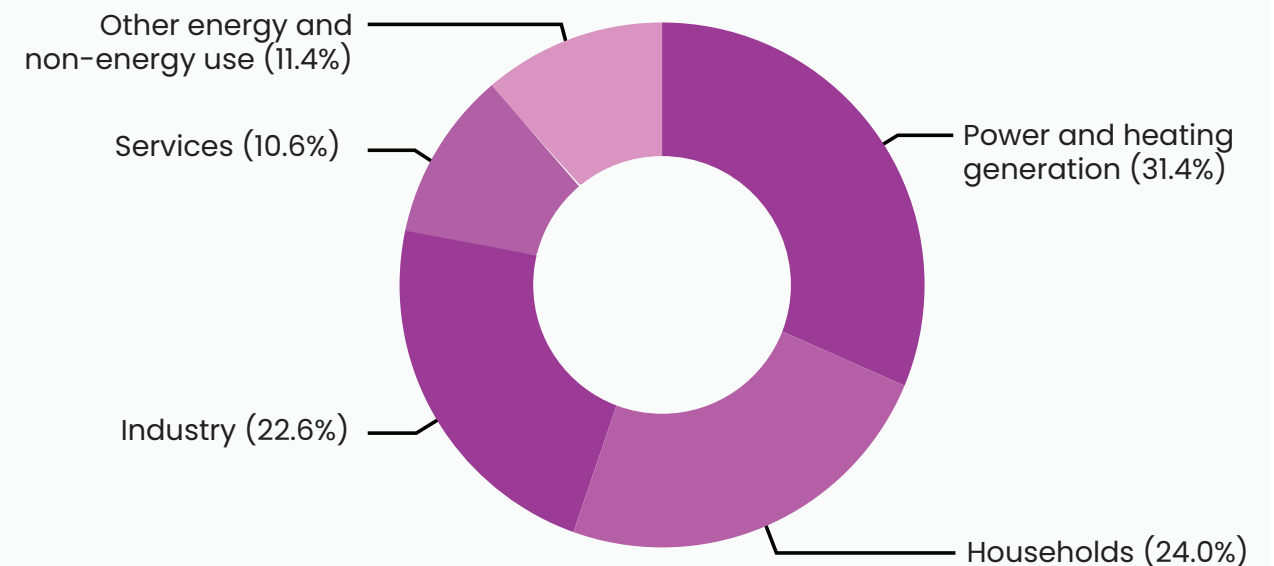
Gas is mainly used for power generation, household heating and industrial processes. Over **30%** of households in the EU use gas to heat their homes.

### Gas storage capacity and filling level in the EU member states

- Having storage capacity
- No storage capacity but solidarity arrangements with other member states



### Gas consumption in the EU



# Impact of Russia's invasion of Ukraine on the markets: **EU response**

## ENERGY PRICES

In 2022, energy prices hit all-time highs.

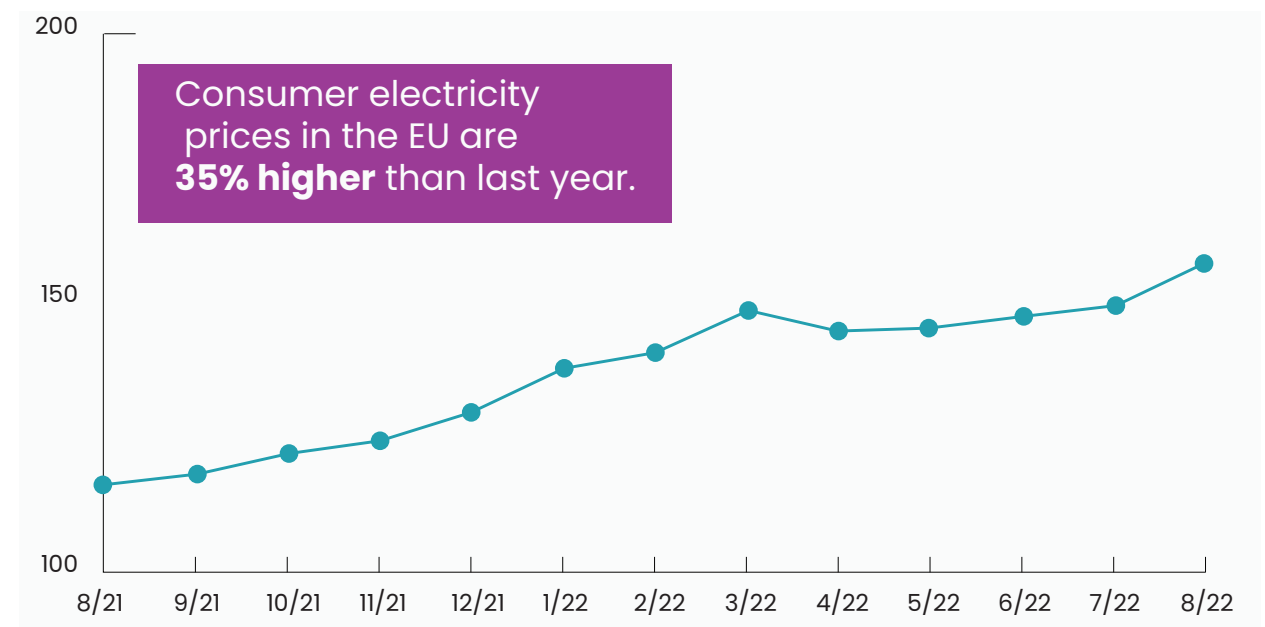
The wholesale price of electricity in the EU domestic market is mostly directly linked to the price of imported gas. Russia's deliberate reduction of gas supply is the main reason for the recently skyrocketing gas prices, which have affected the price of electricity produced in gas-fired power plants in the EU and electricity prices in general.

EU countries have adopted an emergency arrangement to address high energy prices and assist citizens and businesses most affected by the energy crisis.

### Energy prices emergency regulation explained

The energy crisis which EU countries are facing requires an **urgent and united response**. Well-coordinated measures and solidarity among countries are key to addressing high energy prices and uncertainty of supplies.

New emergency rules will allow member states to support the **most vulnerable people and companies** by cutting energy costs.



# Impact of Russia's invasion of Ukraine on the markets: **EU response**

## Three measures to cut down energy bills

### 1. Reducing electricity use

- Voluntary measures to cut overall electricity use by 10% in the EU by end of March 2023
- Obligation for EU countries to reduce consumption by at least 5% during peak hours
- Countries to choose their reduction measures

### Expected result

- Preserve fuel stocks for electricity and cut gas used to generate power
- Positive effect on prices specifically targeting the most expensive hours of electricity consumption



# Impact of Russia's invasion of Ukraine on the markets: **EU response**

## Three measures to cut down energy bills

### 2. Capping revenues of electricity producers

Power producers that **do not use gas to generate electricity** have had unexpectedly **high financial gains** in recent months, and have benefited from the increased price of electricity and from stable operation costs.

The new measure will allow the introduction of a cap on market revenues. The aim is to curb profits of these producers so that **households and companies** benefit.

#### REVENUE CA:

**180 euro per MWh**(megawatt hour) for companies producing power with low operating costs using **renewables, nuclear, lignite**

- the measure concerns electricity producers with **lower marginal costs**
- cap defined in order **not to jeopardize and compromise the profitability** of existing plants and future investments, and so as avoid distorting the wholesale electricity market
- obligation to pass on the **surplus revenues to the end consumer**
- EU countries will **collect revenues** from companies and redistribute them to **hard-hit citizens and companies**
- member states to support each other in **solidarity**, by sharing part of the revenues

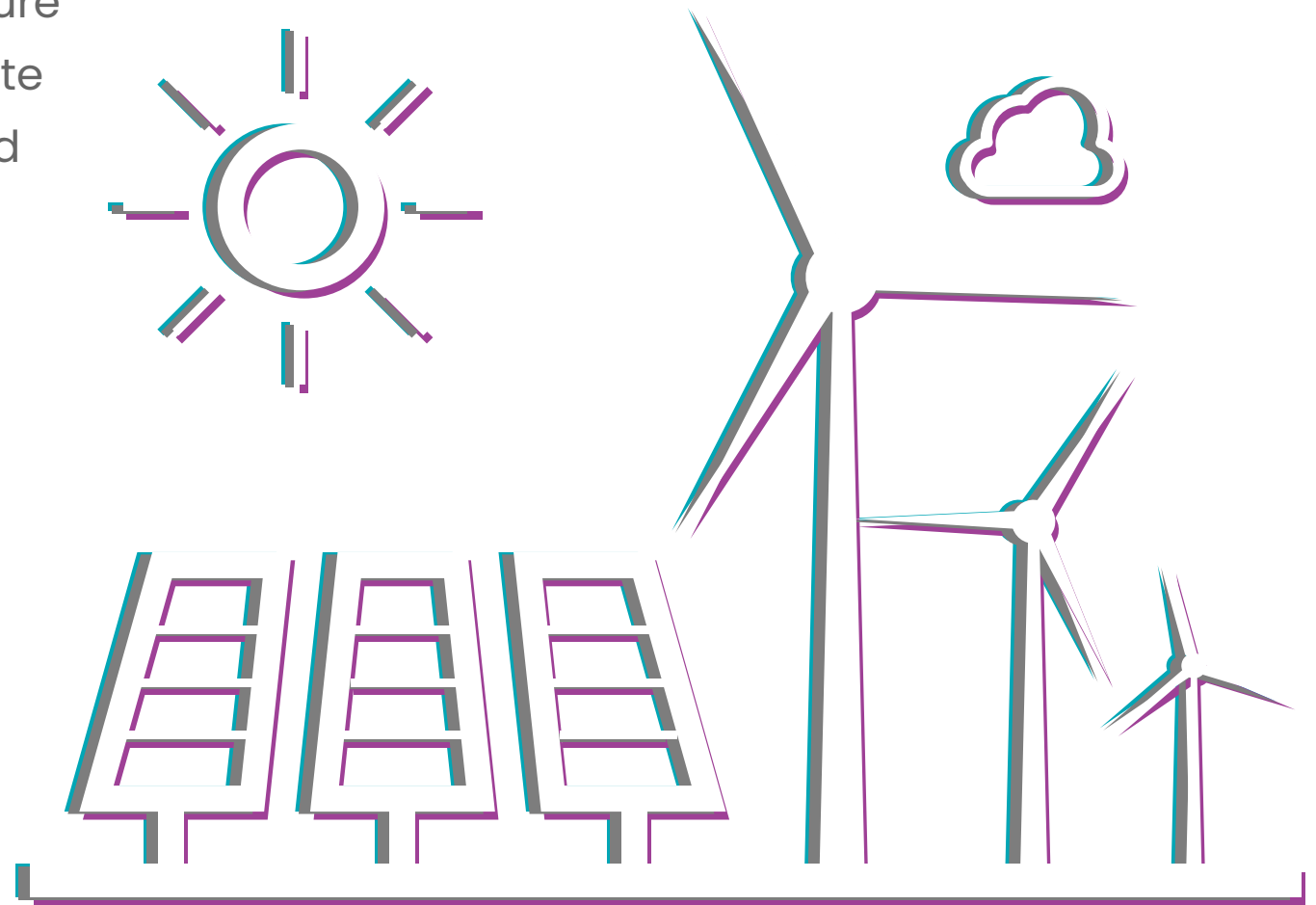


# Impact of Russia's invasion of Ukraine on the markets: **EU response**

## Three measures to cut down energy bills

### 3. Securing a solidarity contribution from fossil fuel business

Fossil fuels companies have generated **additional profits** from the high energy prices. This measure aims to ensure that these companies contribute their **fair share** to providing relief to people and business struggling to pay their energy bills



# Impact of Russia's invasion of Ukraine on the markets: **EU response**

Russia's military operations and attacks on Ukrainian transport infrastructure and crops have hindered the export of **Ukrainian agricultural products**, causing prices to soar to record levels and putting the food supply of millions of people at high risk.

Many countries, especially in **Africa and the Middle East**, depend on Ukraine's exports; Ukraine is the fifth largest wheat exporter worldwide. EU countries are coordinating actions to help European citizens and citizens around the world, especially the most vulnerable, have enough nutritious food at affordable prices.

## Solidarity lanes

→ The EU has provided the infrastructure and means to transport Ukraine's food via land mostly



Trains, vessels and lorries provided



Better transport connections

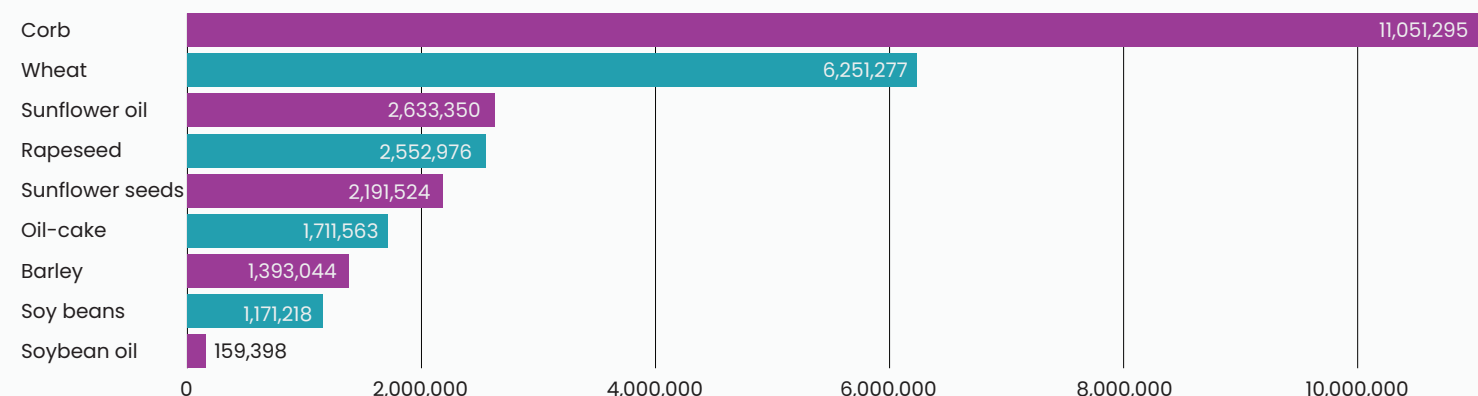


Faster customs operation



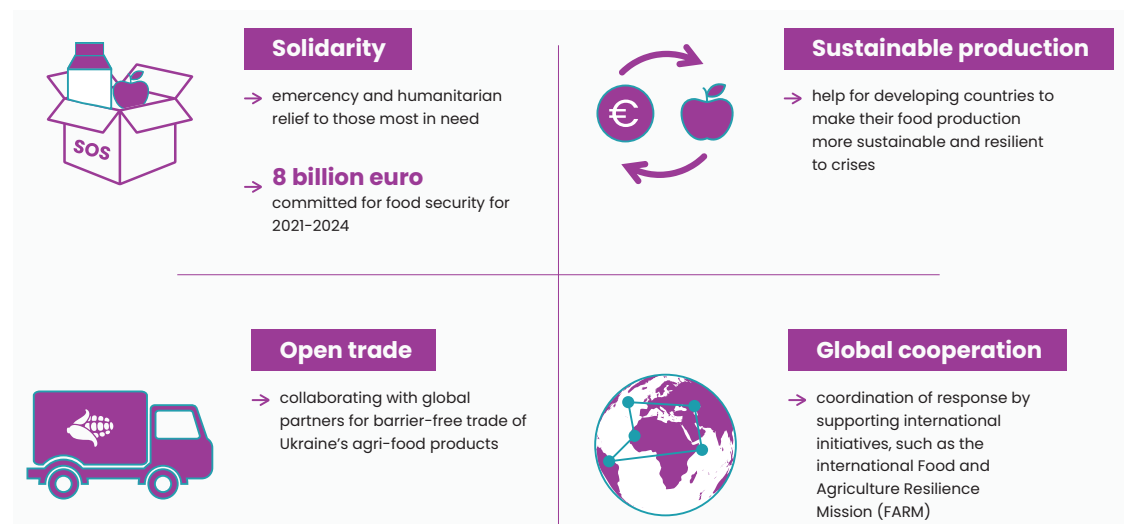
Storage on EU territory

Ukraine food products exports (in tonnes)



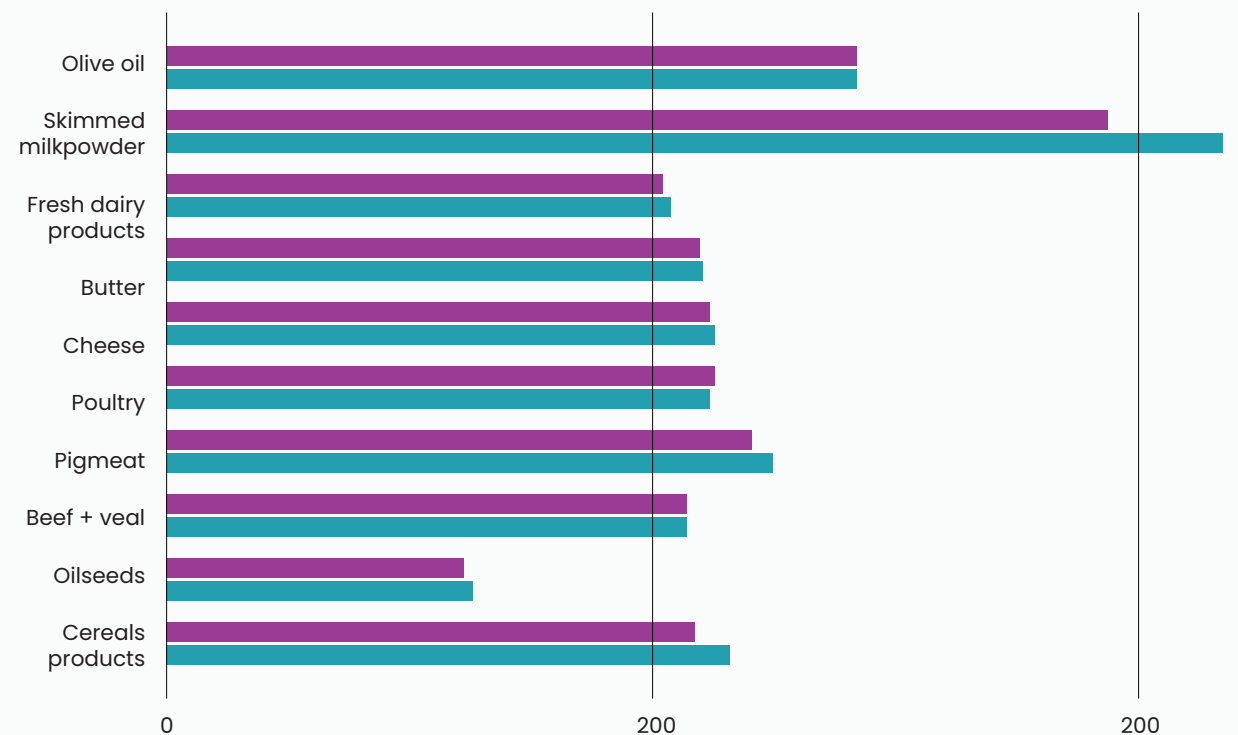
# Impact of Russia's invasion of Ukraine on the markets: **EU response**

## A Common Approaches to Crisis / 4 Priorities



## No Risk of Food Storages in Europe

EU self-sufficiency for selected agricultural products (%)



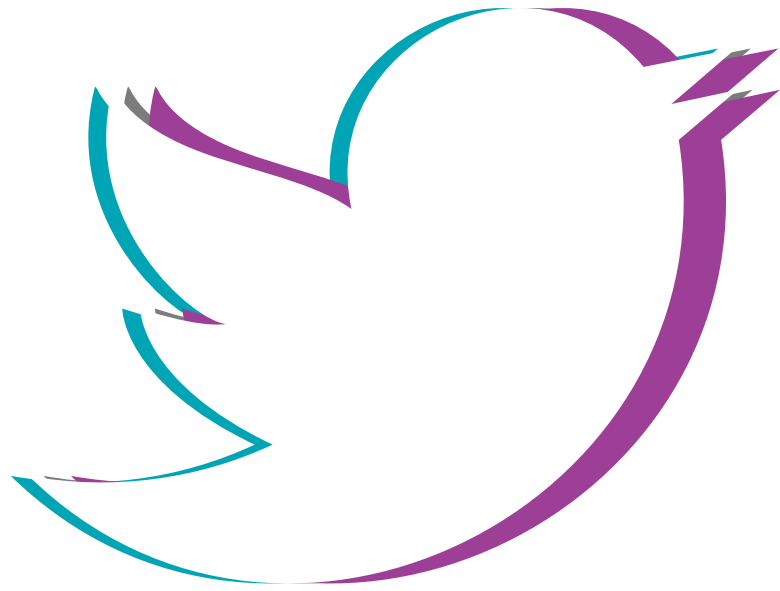


# THE "BEST"S OF 2022: The Ones That Made Their Mark



# Elon Musk Era On Twitter

Elon Musk, who bought **Twitter for \$44 billion**, intends to create a “**Super Application**” with many features, including shopping and messaging, by modifying the login page and its usage in every way. Musk is considering boosting the 280-character limit for Tweets and the time limit for video uploading after announcing he will charge for the blue tick. Musk hopes to attract content creators and influencers from **Tiktok and YouTube to Twitter**, citing his desire to become a reputable advertising platform.





# Queen Elizabeth II

## Has Passed Away

Queen Elizabeth II, the United Kingdom's longest-reigning queen, died at the age of 96 at Balmoral, after reigning for 70 years. Following the death of the Queen, the **United Kingdom** declared a 10-day national mourning period. While condolences poured in from all around the world for the royal family, **Queen Elizabeth II**, who dedicated her life to the monarchy and people with a serious devotion to duty, etched her name in the hearts and history.



# Snapchat Now Allows You To Test Out Glasses With AR Support.

**Snapchat** has collaborated with **Amazon** to allow users to try augmented reality glasses on the app. Users will be able to try the products of eyeglasses brands in stock on **Amazon** with augmented reality support and buy the glasses they prefer thanks to a cooperation developed by **Snap Inc. and Amazon**.



# The 2022 World Cup Was a Year of Firsts.

Here are some firsts that emerged during the 2022 FIFA World Cup:

- **The World Cup** was held in winter rather than summer due to the climatic conditions in Qatar.
- **Since Qatar** is small country, the fans watched 3 live matches a day and the players played at short distances without traveling.
- Carbon footprints were tracked during the **World Cup preparations.**
- **The Al Rihla ball**, made from sustainable materials **by Adidas**, was also a first in the **World Cup.**
- For the first time in a **World Cup**, three field and three assisted female referees were in charge throughout the competition.







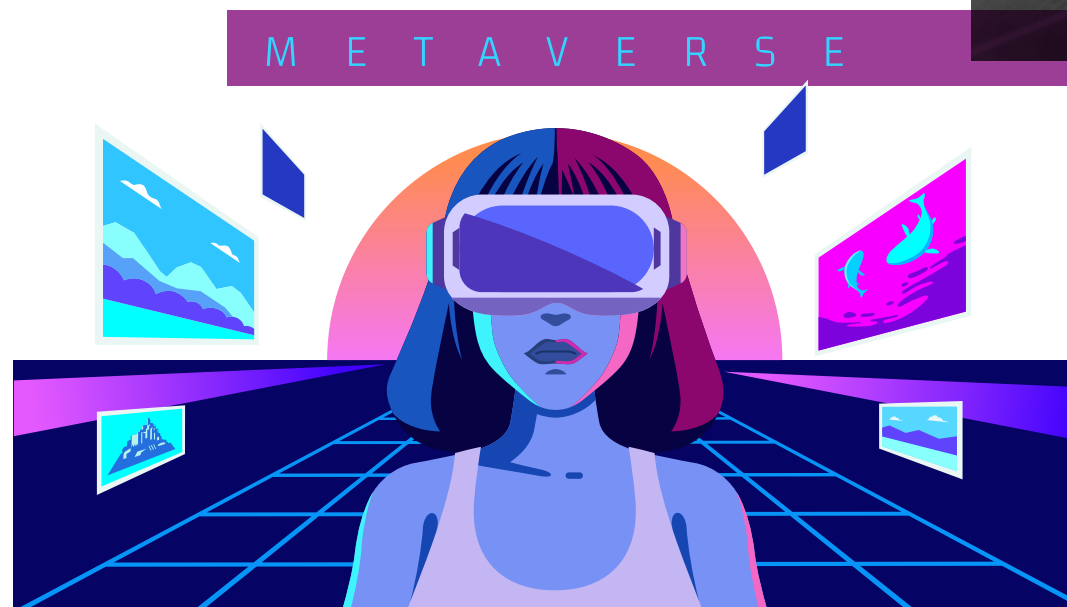
# METaverse COMMUNICATION

## Strategies of Brands



# Metaverse Journey Continues: **Metaverse Communication Strategies of Brands**

Today, gamified reality dominates metaverse realms, the use of which is dictated by technology. **Roblox** is one of these online gaming platforms. Which allows users to design their own experiences. Considering its huge audience, which is estimated to have more than **52 million daily active users as of mid-2022**, brands from different sectors come into play, of course. Let's have a look at the five brands that are best suited to this.





# McCain Foods: Farms Of The Future

**McCain Foods** released a new metaverse game named **Farms of the Future** on the **ROBLOX** platforms.

The game beyond its marketing goals aims to raise **awareness** about the significance of **sustainable farming** that is enabled by building soil health, improving biodiversity, and enhancing the resistance to climate change by reaching the young generations.



# Samsung: Superstar Galaxy On Roblox

An exciting experience of being a pop star has launched as a game named **Superstar Galaxy** on **ROBLOX**, by Samsung.

Users could decorate their own stage and complete quests on a virtual concert of famous pop singer Charli CXX. It was a chance available for a limited time for users to **live their dreams** of performing as a pop star.



# Gucci Town

One of the **most mentioned** brands when it comes to Metaverse is the fashion giant brand Gucci has introduced a virtual Piazza in Roblox's Landscape.

Gucci Town provides avatars with **trying** on them the clothes up to 6 layers and accessories. Besides visitors can create artwork or take part in competitions held by the connection with the House.



# Nikeland

Sportswear brand **Nike** became one of the metaverse commerce pioneers by facilitating the users' **shopping experiences** through creating a well-designed virtual shop world.

In time, over **21 million visitors** spend joy time playing games, socializing, and trying on the newest Nike equipment in Nikeland.







# Communication Strategies OF 2022





# Leadership Communication Trends

## 1. Keeping employees engaged

Employee engagement is the driving force behind employee productivity and corporate success. Despite this, 85% of employees are not engaged at work. Quality talks foster trust, empathy, and clarity, all of which are essential components of effective working partnerships.

## 2. Building an effective internal communications strategy

60% of businesses still lack a long-term strategy for internal communications, despite growing awareness of the importance of internal communications to corporate success.

**60%** of IC practitioners don't measure the success of their strategy

# Leadership Communication Trends

## 3. Aligning employees with strategic goals

When your employees comprehend your firm's vision, purpose, strategic goals, and corporate culture, they are more likely to feel inspired and involved.

## 4. Communicating more often

Regarding communication, employees have higher expectations of leaders. In addition, 71% of employees say their leaders do not spend sufficient time explaining goals and strategies.

A well aligned workplace culture can improve productivity by as much as **25%**

# Leadership Communication Trends

## 5. Building stronger relationships

There is a significant shift among senior executives towards more effective leadership communication tactics. Leaders increasingly prioritize the development of more transparent and influential relationships with workers.

## 6. Developing an efficient content strategy

Content is at the center of all that communicators do, yet an increasing amount of internal communications content is being overlooked by employees. This is why leaders should understand how to implement and manage content successfully.

## 7. Making content more engaging

The primary reason why employees do not interact with internal content is that they receive too much irrelevant information. As a result, executives are turning to technological solutions that allow them to build customised news streams for staff.

**71%** employees don't read or engage with company emails or content

# Leadership Communication Trends

## 8. Building trust and encouraging transparency

Trust is the cornerstone of a prosperous business. To develop trust in the workplace, leaders must communicate in an honest, open, and transparent manner. The 2016 Edelman Trust Barometer poll of **33,000 people in 28 countries** revealed that nearly one-third of employees do not trust their employers.

## 9. Reaching every employee

A essential component of every internal communication plan is ensuring that vital information reaches the appropriate personnel.

**60.8%** of employees either occasionally, often or always ignore emails at work

## 10. Choosing the right communication channels and tools

Leaders should comprehend the optimal method for communicating vital facts to staff. In a poll regarding communication preferences in the workplace, **60.8%** of respondents indicated that they occasionally, frequently, or usually disregard emails at work.

# Online Reviews for Generational Marketing

Online Reviews:  
Which generation Is The Most Critical?

**95%**

Of shoppers read online reviews before making a purchase

**Two thirds**

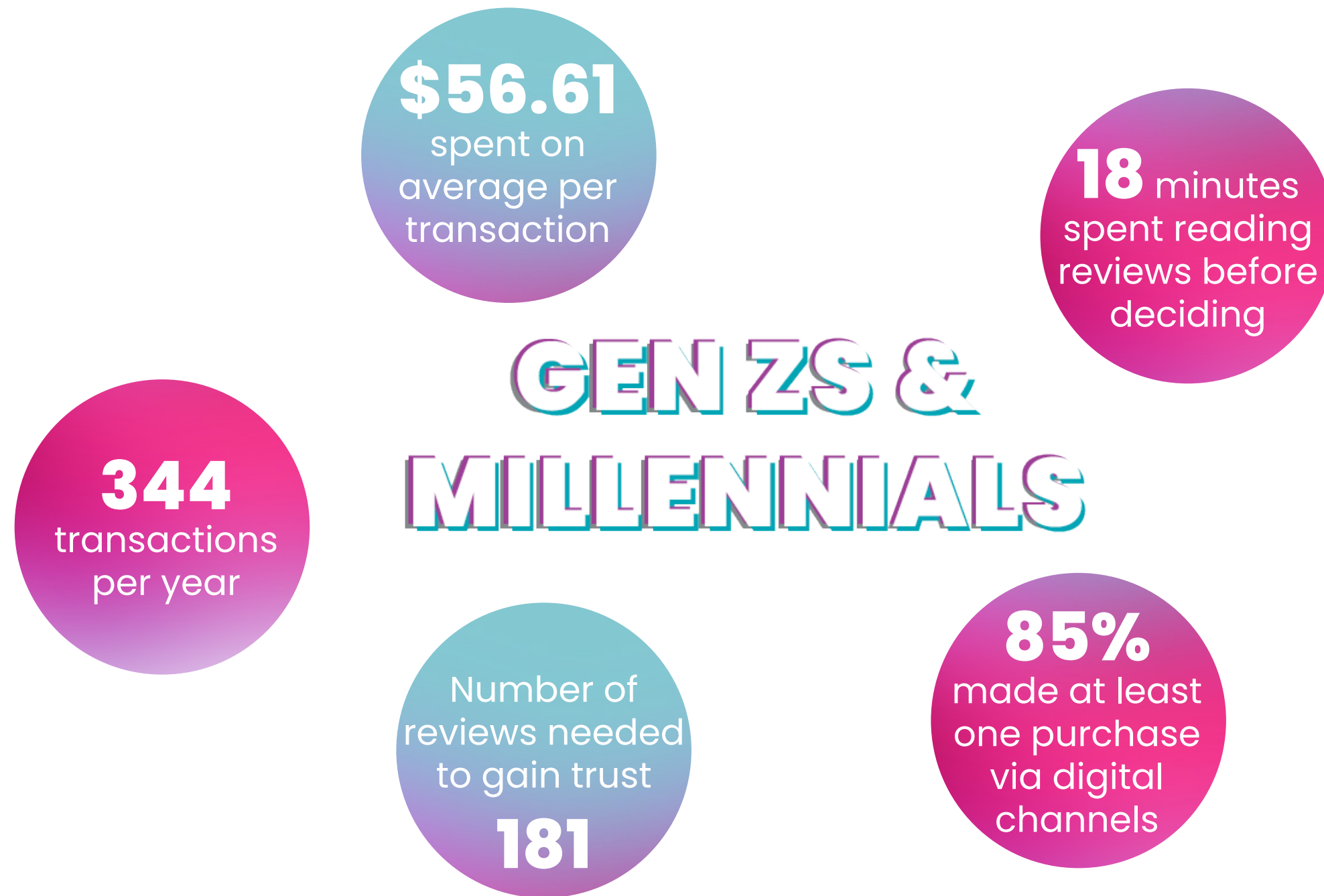
Of shoppers read between one and 10 reviews before making a purchase

**70%**

Of mobile shoppers said they are more likely to buy a product if they can see reviews on their device.

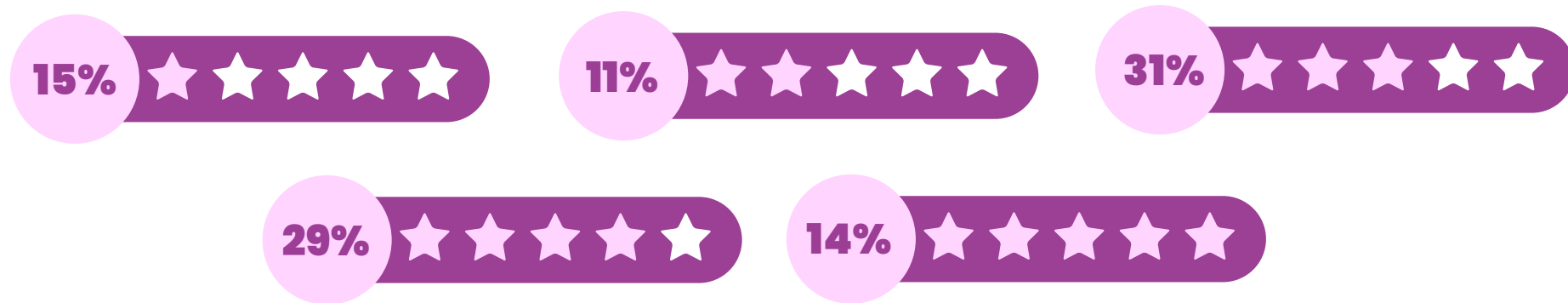


# Online Reviews for Generational Marketing



# Online Reviews for Generational Marketing

Minimum star rating needed to feel confident in a business



How many features do **Gen Zs and millennials** want to see from retailers in the product description to inspire trust?

**13 Q & As**

**11 Photos**

**3 Videos**

# Online Reviews for Generational Marketing

## How Gen Zs and millennials shop and review online

**50%**

post reviews from their phone

**42%**

prefer leaving reviews on Google

**51%**

use the internet to research local business daily

**25%**

prefer leaving reviews on business sites

### OVER A THIRD

Of GenZs and Millennials said that their trust in a brand increased after seeing an influencer's review or promotion.



# Online Reviews for Generational Marketing

## Gen X – At A Glance

**13**

minutes spent  
reading reviews  
before deciding

**60.36**

spent on  
average per  
transaction

Number of  
reviews needed  
to gain trust

**78%**

made at least  
one purchase via  
digital channels

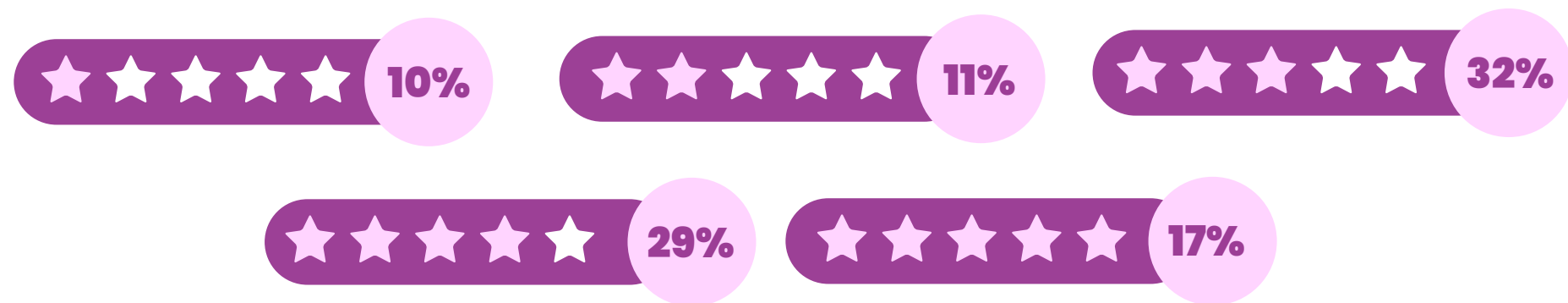
**306**

transactions  
per year

**116**

# Online Reviews for Generational Marketing

Minimum star rating needed to feel confident in a business



How many features do **Gen X want** to see from retailers in the product description to inspire trust?

**10 Q&As**

**11 Photos**

**4 Videos**



# Online Reviews for Generational Marketing

## How Gen Xs shop and review online

**40%**

post reviews via mobile

**46%**

use the internet to research local business daily

**37%**

prefer leaving reviews directly on business sites

**28%**

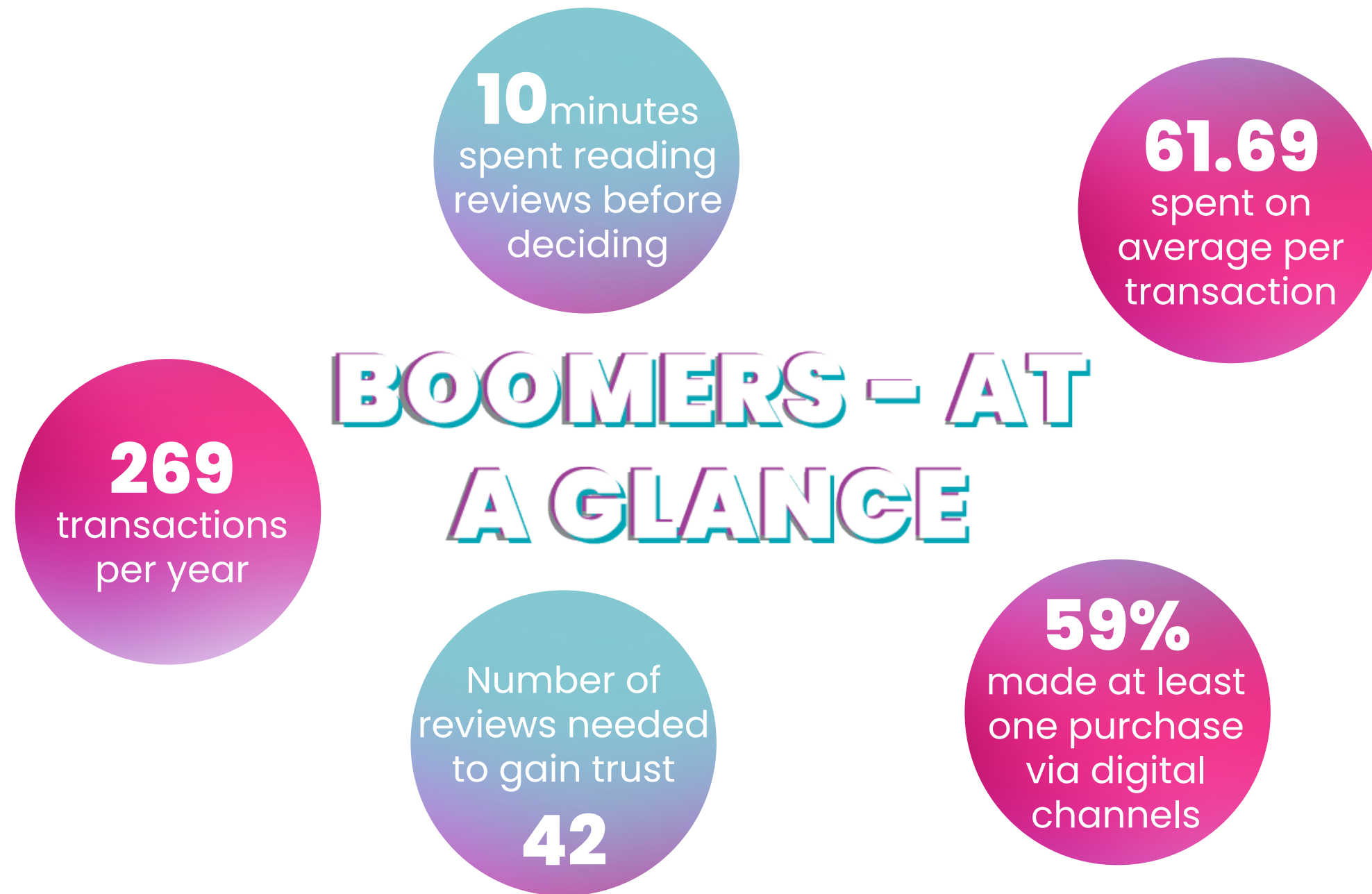
prefer leaving reviews on Google

**OVER HALF**

Of Gen Xs don't follow any influencers.

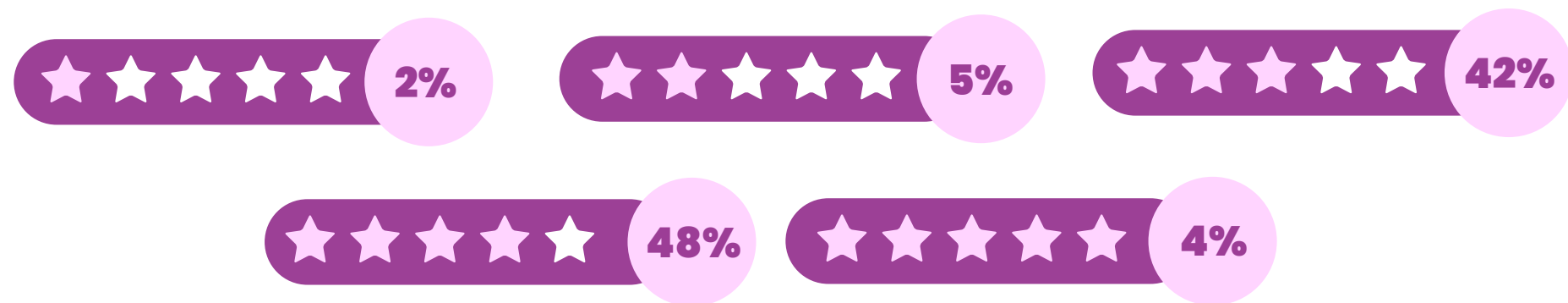


# Online Reviews for Generational Marketing



# Online Reviews for Generational Marketing

Minimum star rating needed to feel confident in a business



How many features do boomers want to see from retailers in the product description to inspire trust?

**9 Q&As**

**6 Photos**

**2 Videos**

# Online Reviews for Generational Marketing

## How Boomers shop and review online

**28%**

Post reviews via mobile

**6%**

Use the internet to research local business daily

**50%**

Prefer leaving reviews directly on business sites

**24%**

Prefer leaving reviews directly on Google

**79%**

of Boomers don't follow any influencers



# Online Reviews for Generational Marketing





# Online Reviews for Generational Marketing

## POWERFUL IMPACT OF ONLINE REVIEWS

**DISPLAYING REVIEWS CAN INCREASE  
CONVERSION RATES BY 270%**

**ONLY 1 IN 10 HAPPY CUSTOMERS  
ACTUALLY LEAVE A POSITIVE REVIEWS**

**40 GOOD REVIEWS UNDO THE DAMAGE  
CAUSED BY JUST ONE BAD REVIEW**



# The Future OF THE INTERNET

# Future of Internet: **What is Web 3.0?**

## What is Web 3.0?

– Web 3.0 or Web3 is the third generation of the World Wide Web. Currently a work in progress, it is a vision of a decentralized and open Web with greater utility for its users. Web refers to the World Wide Web (WWW), the internet's core information retrieval system.

## What is Web 3.0 with an example?

– Wolfram Alpha and Apple's Siri are two examples of web 3.0 applications. Siri uses speech recognition techniques and artificial intelligence to search and deliver results.

## How Web3 will change the world?

– Web3 enables developers to build decentralized applications (dApps). These dApps are powered by blockchain technology, which allows them to run without the need for a central authority.

This means that users can interact without giving away their personal data, and they're also less susceptible to censorship.



# The future of Internet: **What is web 4.0?**

## What is Web 4.0 ?

The fourth generation of the Internet, also known as Web 4.0, is a term used to describe a new phase of the Web where users can interact more seamlessly. This generation is marked by the increased use of social media and mobile devices, which has allowed for more personalized and interactive user experiences. The web 4.0 is also known as the “Symbiotic Web”.

The idea being the symbiotic web is that once the metadata are organized (web 3.0), humans and machines can interact in symbiosis. Web 4.0 services will be autonomous, proactive, content-exploring, self-learning collaborative, and content-generating agents based on fully matured semantic and reasoning technologies as well as AI. They will support adaptive content presentation that will use the Web database via an intelligent agent.



<https://www.finextra.com/blogposting/3003/web-30-and-40>

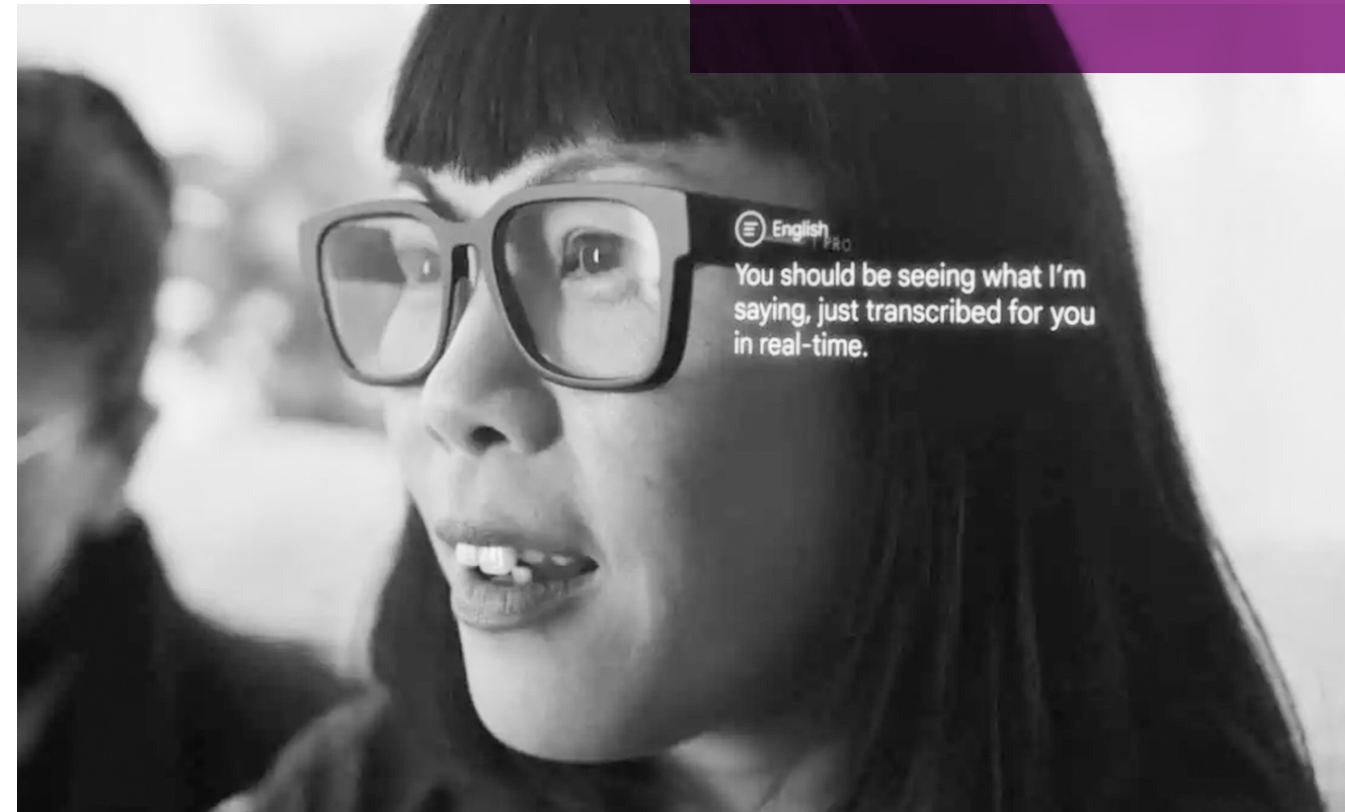
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<https://medium.com/geekculture/fourth-generation-of-the-internet-web-4-0-aa92e4c6bffb#:~:text=The%20fourth%20generation%20of%20the,personalized%20and%20interactive%20user%20experiences.>



# Google's new AR glasses translate language in real time

Google unveiled a prototype of its latest AR glasses, which shows language translation in real-time, at the annual Google I/O Developers Conference. "It's important we design in a way that is built for the real world — and doesn't take you away from it. And AR gives us new ways to accomplish this," said Sundar Pichai, CEO, Google and Alphabet, during his keynote speech at the conference. "Let's take language as an example. Language is just so fundamental to connecting with one another. And yet, understanding someone who speaks a different language, or trying to follow a conversation if you are deaf or hard of hearing can be a real challenge. Let's see what happens when we take our advancements in translation and transcription and deliver them in your line of sight in one of the early prototypes we've been testing," he added.





# Declaration the future of Internet

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# ChatGPT: OpenAI's New Chatbot Can Revolutionize Artificial Intelligence

We live in a time where technological developments are continuously pushing the boundaries of what is possible.

Visionaries are developing new codes, reimagining how old software may be used, and forging new ground in virtual reality. OpenAI's innovative chatbot ChatGPT, which has the potential to revolutionize artificial intelligence, is one such technological discovery that has taken the internet by storm.



# **Lensa AI:** Security concerns regarding app behind colorful selfies on social media

Prisma Labs' photo and video editing tool, which has been available since 2018, uses selfie images and artificial intelligence to produce portraits in a range of genres, including anime and pop art. Alexey Moiseenkov and a team of Russian developers formed Prisma Labs.

## **Causes for concern**

Prisma Labs also claims that metadata, which might include information such as the GPS coordinates of where a photo was shot, is not required or requested. However, some images may share that information by default.

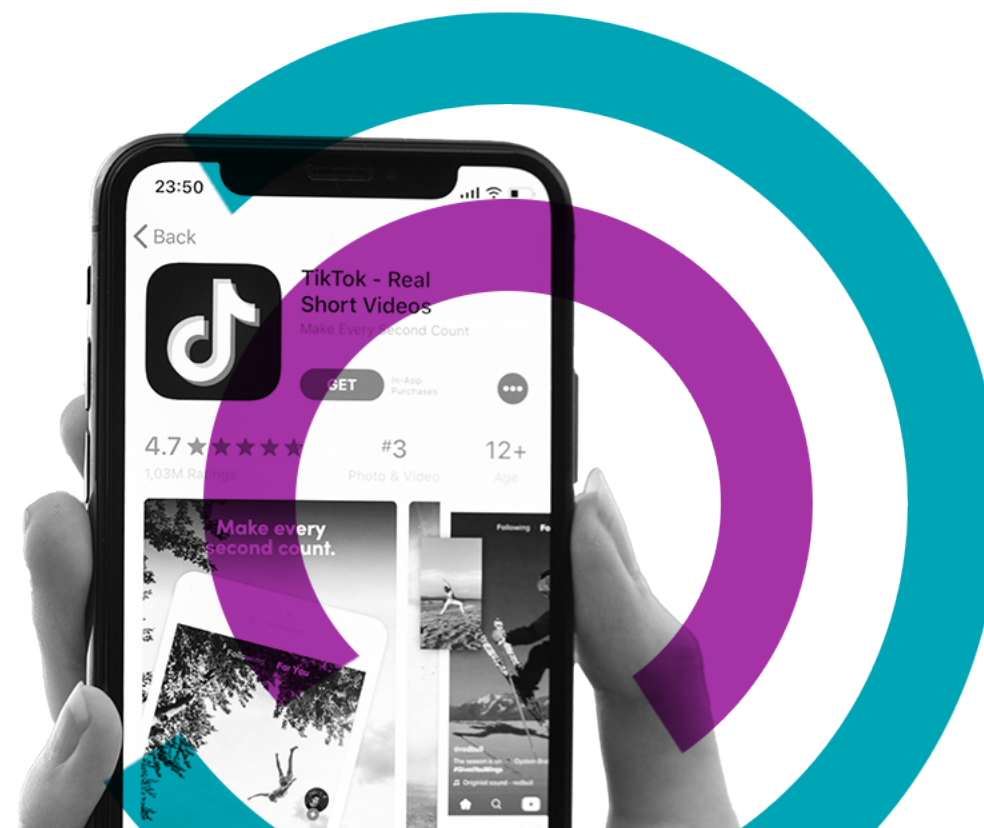
While the terms and conditions state that users "retain all rights in and to your user content" using the app grants them a "perpetual, revocable, nonexclusive, royalty-free, worldwide, fully-paid, transferable, sub-licensable license to use, reproduce, modify, adapt, translate, and create derivative works" of photos.







# Changing Communication Habits And New Approaches IN THE WORLD IN 2022



# IN THE FUTURE: KEY DIGITAL THEMES FOR 2023

Social media users currently number **4.7 billion**, and internet users exceed **5 billion**.

Our analysis reveals that these numbers are continue expanding, with approximately **200 million** individuals getting online for the first time in the year to **July 2022**.

However, regular readers of our Global Digital Reports may observe that these newest numbers are much lower than the growth figures we recorded during COVID-19 lockdowns, which leads us to our first important theme for 2023.

## ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

TOTAL POPULATION

**7.98  
BILLION**

URBANISATION  
**57.0%**

UNIQUE MOBILE  
PHONE USERS

**5.34  
BILLION**

Vs. POPULATION  
**66.9%**

INTERNET USERS

**5.03  
BILLION**

Vs. POPULATION  
**63.1%**

ACTIVE SOCIAL  
MEDIA USERS

**4.70  
BILLION**

Vs. POPULATION  
**59.0%**



## The Digital Future Growth

At present rates, two-thirds of the global population will be online by 2023.

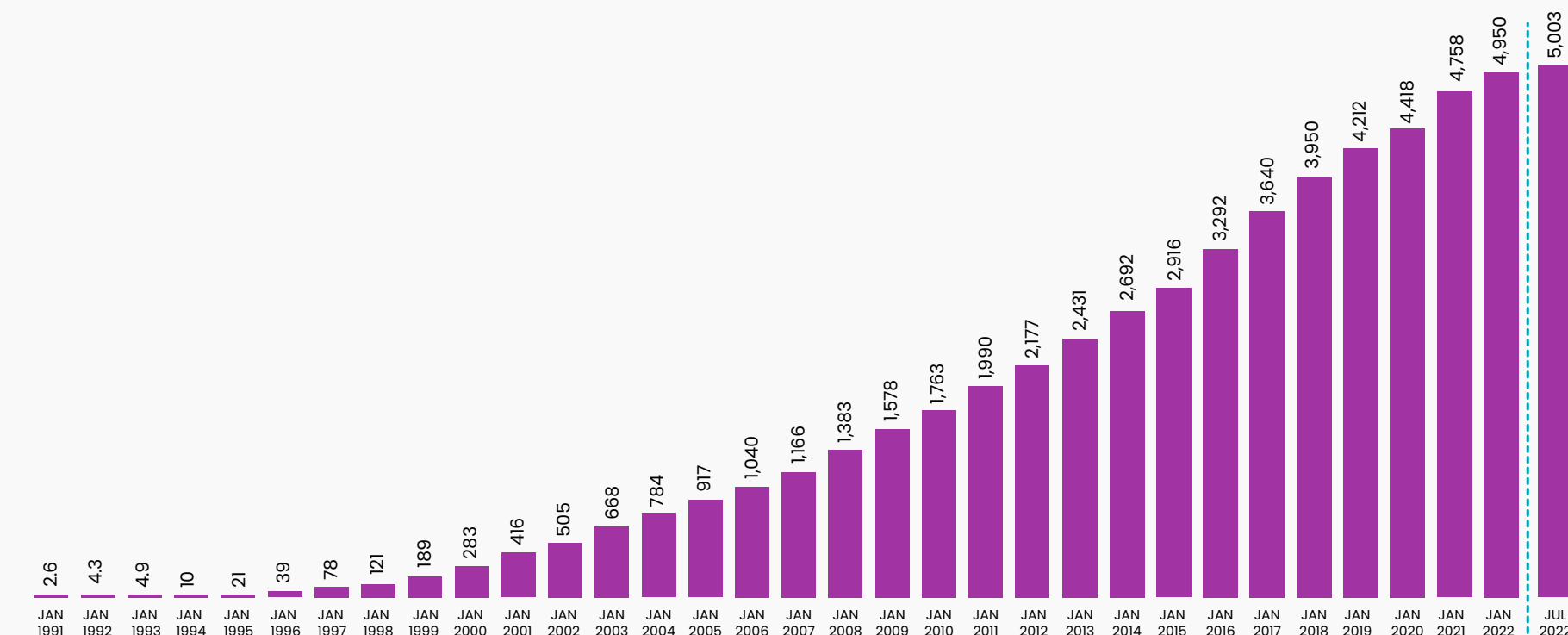
By next year, the internet will reach about as many people as television.

According to Statista, TV reaches **5.41 billion people**, while linked tech reaches slightly over **5 billion**.

However, with internet users growing faster than worldwide TV audiences, these two figures should be about equal within 18 months.

### INTERNET USERS OVER TIME

NUMBER OF GLOBAL INTERNET USERS (IN MILLIONS)

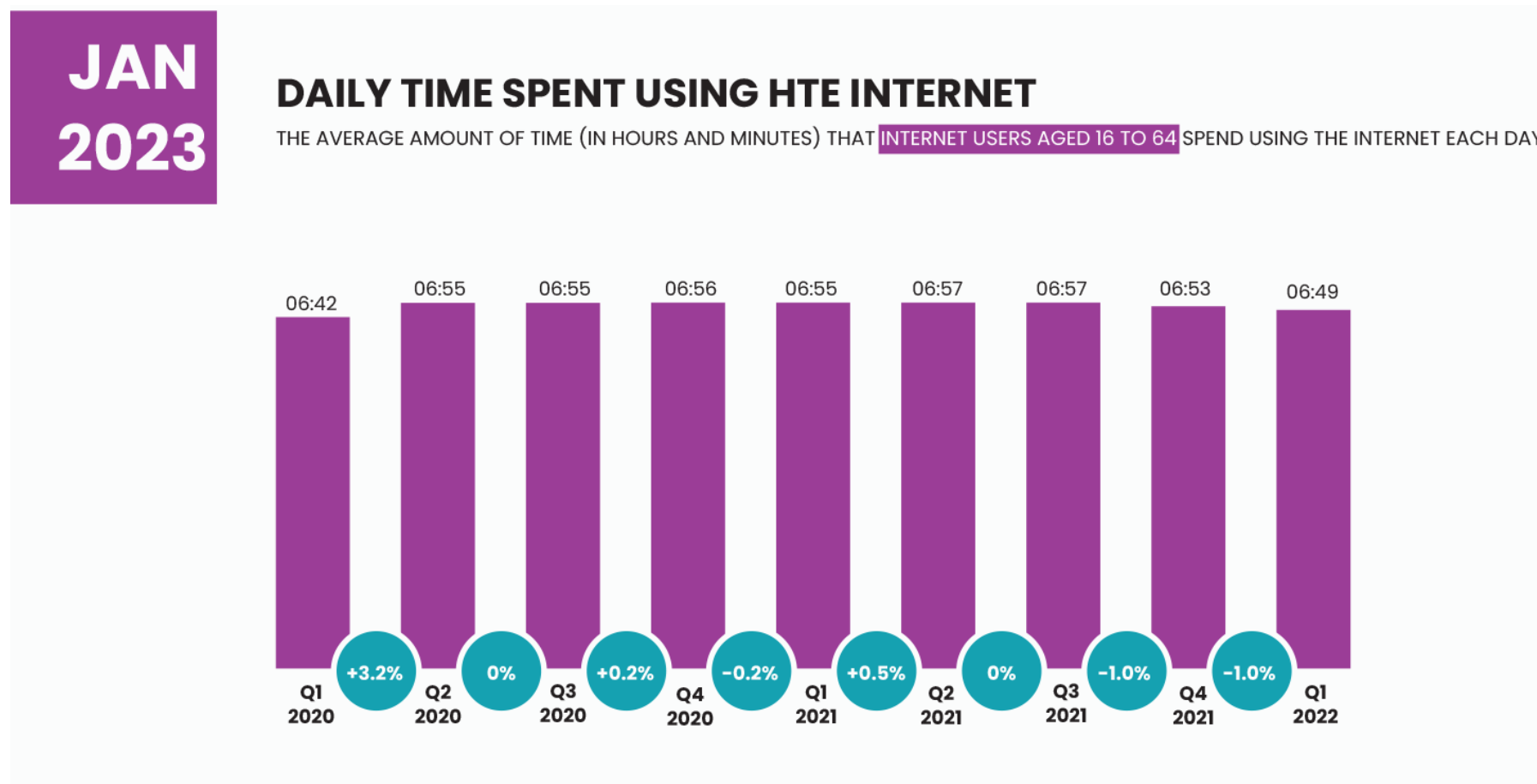


## The amount of time people spend online

Internet users spend over **40%** of their waking hours using linked devices and services.

In 2022, the global internet population will use the internet for more than **1.4 billion years**.  
Thus, new digital activities are progressively sucking time from existing digital activities rather than offline media like print or TV.

Connected services must prioritize user value over size to sustain success and growth.



## Rethinking our perceptions of social media platforms

As you may imagine, this is very relevant to **social media** platforms, therefore let's examine some **social media** changes.

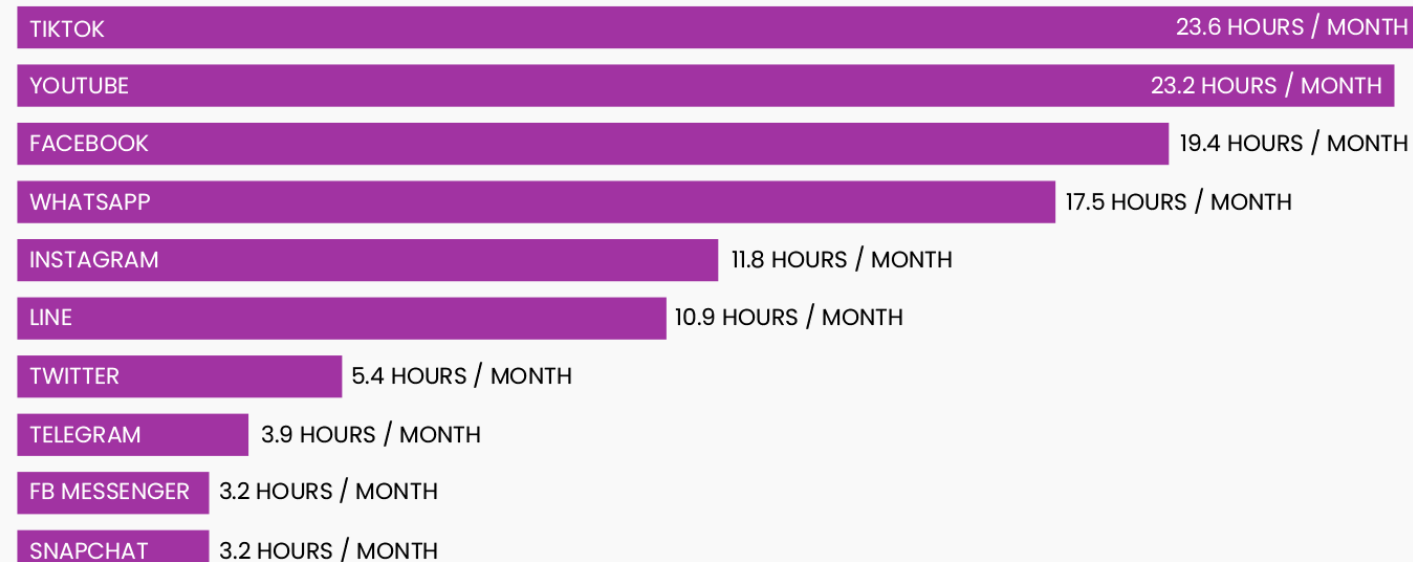
As with our total online time, social media use has stayed rather consistent over the previous few of years. However, the platforms that dominate social media time have evolved significantly within the same timeframe.

In Q1 this year, **TikTok** users spent more than **20%** more time than in 2021.

**TikTok** has the largest average time per user of any significant social platform, with users spending over a full day on the platform in the first three months of this year.

### TIME USING SOCIAL APPS: DATA.AI DATA

AVERAGE TIME PER MONTH THAT GLOBAL USERS SPENT USING EACH PLATFORM'S ANDROID APP IN Q1 2022, ACCORDING TO DATA.AI



## The rise and decline of NFTs

Last year, **NFTs** were a big issue in internet and mainstream news.

According to a GWI Zeitgeist study, more than 2 in 3 working-age internet users have heard of **NFTs**. The same data shows that less than 3 in 10 people know what an **NFT** is. More over **25%** of respondents assumed **NFTs** were a cryptocurrency, including a significant portion of those who said they “understood” them.

Despite media excitement and billions of dollars in investment, less than **25%** of internet users may know what **NFTs** are.

### AWARENESS OF NFTS

PERCENTAGE OF SURVEY RESPONDENTS\* WHO AGREED WITH EACH STATEMENT

HEARD OF THE TERM  
“NFT” AND UNDERSTAND  
WHAT AN NFT IS

**28.6%**

HEARD OF THE TERM  
“NFT” BUT STILL NOT SURE  
WHAT AN NFT IS

**39.2%**

NOT HEARD  
OF NFTS BEFORE

**32.2%**

## The metaverse's current state

Despite considerable skepticism, virtual worlds have already shown their attraction.

According to ActivePlayer.io, over **25 million** people play Fortnite each month, with **20 million** playing daily.

According to ActivePlayer, Roblox has **200 million** monthly active users and Minecraft has **170 million**.

For present, the research suggests that the metaverse is still associated with gaming.

Despite preconceptions, video games are popular across demographics

The data demonstrates that video games are immensely popular across genders and ages.

### VIRTUAL WORLDS ALREADY ATTRACT LARGE AUDIENCES

#### FORTNITE

260 MILLION MONTHLY ACTIVE PLAYERS,  
WITH A PEAK IF 23 MILLION PLAYERS PER  
DAY IN THE PAST MONTH

#### ROBLOX

200 MILLION MONTHLY ACTIVE PLAYERS,  
WITH A PEAK IF 20 MILLION PLAYERS PER  
DAY IN THE PAST MONTH

#### MINECRAFT

170 MILLION MONTHLY ACTIVE PLAYERS,  
WITH A PEAK IF 17 MILLION PLAYERS PER  
DAY IN THE PAST MONTH

# MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL WEBSITE TRAFFIC IN MAY 2022

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
1	GOOGLE.COM	44.2B	5.77B	21M 17S	3.70	11	XNXX.COM	2.89B	718M	11M 22S	7.41
2	YOUTUBE.COM	27.6B	3.62B	27M 08S	3.42	12	YANDEX.RU	2.75B	300M	14M 55S	2.66
3	FACEBOOK.COM	9.99B	1.93B	21M 22S	2.87	13	FANDOM.COM	2.29B	739M	12M 15S	2.93
4	WIKIPEDIA.ORG	6.21B	1.86B	10M 35S	2.06	14	YAHOO.COM	2.08B	477M	15M 51S	3.16
5	PORNHUB.COM	6.14B	1.42B	9M 38S	6.00	15	APPLE.COM	1.92B	409M	16M 03S	1.97
6	XVIDEOS.COM	5.50B	1.23B	11M 42S	6.80	16	XHAMSTER.COM	1.86B	553M	12M 51S	6.03
7	TWITTER.COM	4.67B	1.41B	15M 27S	1.79	17	BING.COM	1.57B	358M	14M 29S	3.12
8	REDDIT.COM	3.82B	1.10B	15M 18S	2.82	18	WEATHER.COM	1.38B	697M	5M 49S	1.55
9	AMAZON.COM	3.28B	840M	16M 01S	4.70	19	NAVER.COM	1.20B	135M	44M 08S	10.60
10	INSTAGRAM.COM	3.22B	1.23B	15M 50S	2.09	20	TWITCH.TV	1.20B	259M	26M 50S	2.02



## TikTok success tips for 2023

**TikTok's** active user base is still expanding swiftly too, with our recent study revealing that the platform's adult user base expanded by more than 5 percent in the three months between April and July 2022.

And **TikTok** isn't only growing its active user base, either.

As it observed before, **TikTok** now enjoys the highest average time spent of any of the main social sites. So, with stunning stats like these, it's simple to understand why there has been some much hoopla around **TikTok** in the media, and in the marketing sector.

### TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

POTENTIAL REACH OF ADS  
ON TIKTOK (AGE 18+ ONLY)

**1.02  
BILLION**

TIKTOK AD REACH AGE 18+  
vs. TOTAL POPULATION

**12.8%**

QUARTER-ON-QUARTER  
CHANGE IN TIKTOK AD REACH

**+5.4%  
+52 MILLION**

YEAR-ON-YEAR CHANGE IN  
TIKOK AD REACH

**N/A**

TIKTOK AD REACH AGE 18+  
vs. TOTAL INTERNET USERS

**20.3%**

TIKTOK AD REACH AGE 18+  
vs. POPULATION AGE 18+

**18.3%**

FEMALE TIKTOK AD REACH vs.  
TOTAL TIKTOK AD REACH

**56.2%**

MALE TIKTOK AD REACH vs.  
TOTAL TIKTOK AD REACH

**43.8%**

# Nike, Asos, Old Navy are Most Inclusive Brands for Gen Z

According to the Gen Z Fashion Report by student affinity network Unidays, Nike, Asos, and Old Navy are among the businesses leading the way in terms of diversity and breaking gender stereotypes. The study was informed by a panel of more than 4,000 Gen Z students from the United Kingdom, the United States, and Australia, which was conducted from January 28 to February 1. In addition to some big brands, 61% of Gen Z believe brands could do more to demonstrate that style should not be gendered. Almost half (49%) of students are more likely to buy from a brand that promotes gender equality and inclusivity in its marketing. In the United Kingdom, 31% believe that gender representation in brand marketing is inclusive and diverse.



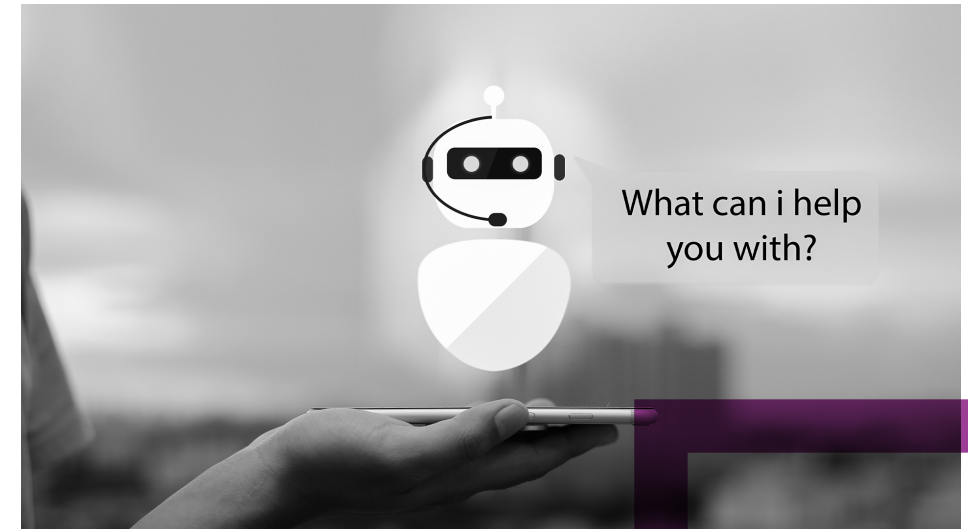
The Unidays survey of Gen Z demonstrates that the generation wants to see more diversity and inclusion of all gender identities in products and marketing, and that they will vote with their dollars for firms who get it right.



# Communication Trends **in 2022**

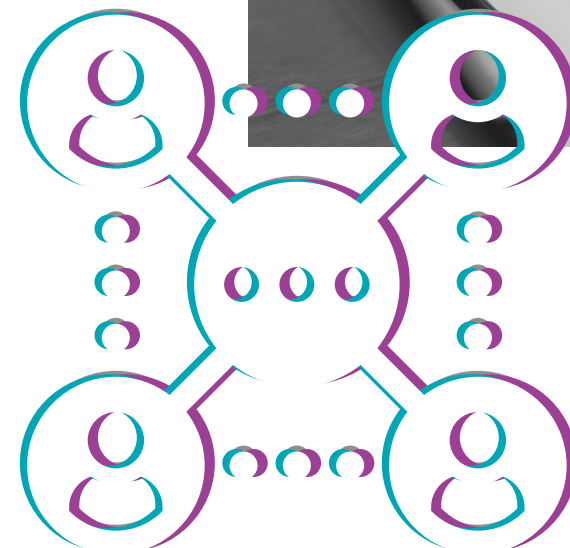
## 1- AI Is Shaping Customer Service

Your company can more effectively respond to client needs with the help of AI. In addition, you won't have to restrict your availability to normal working hours, so you may fulfill the needs of your consumers whenever they arise with prompt responses to any pressing questions they may have. Your customers will have a better experience all around thanks to this artificial intelligence technology.



## 2-Customers Expect Personalization

Your company can more effectively respond to client needs with the help of AI. In addition, you won't have to restrict your availability to normal working hours, so you may fulfill the needs of your consumers whenever they arise with prompt responses to any pressing questions they may have. Your customers will have a better experience all around thanks to this artificial intelligence technology.





### 3– Focus on Omnichannel Communication

Switching to omnichannel communication is a significant trend in marketing communication. Allow clients to interact with your business using their chosen devices and terms. Give customers the option to receive communications through conventional channels, electronic channels, or a customized combination of both. You can keep the conversation going and tailor your communications to your customers' preferences, improving how you communicate with them and making it a priority for your company.



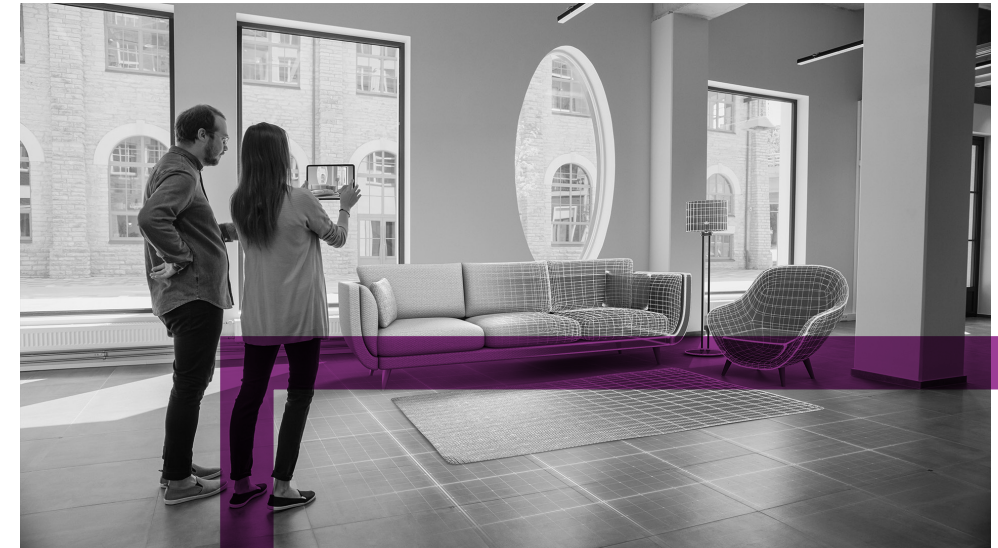
### 4– Augmented Reality Engaging Customers

There are constant advancements being made in the field of Augmented Reality, and it is crucial to stay informed of these changes. The discussions surrounding “The Metaverse” have showed us that the potential of this technology is only just beginning to be explored. Get on board with augmented reality now to establish your brand as a leader in the industry and provide your customers a remarkable experience.



## 5– VR Isn't Just for Games

If you wait for widespread public acceptance of virtual reality technology, you may miss out on new features and prospects for growing your business. Investigate the potential of incorporating virtual reality (VR) into your customer communications to offer your clients an unforgettable experience.



## 6– Livestreaming

Previously, livestream technology hasn't been the most reliable, but by 2022, with the advent of new technologies driven by necessity and improved Internet infrastructure, streaming is a breeze for all parties involved. Every live event, from conferences to award presentations to concerts, is now broadcast online.



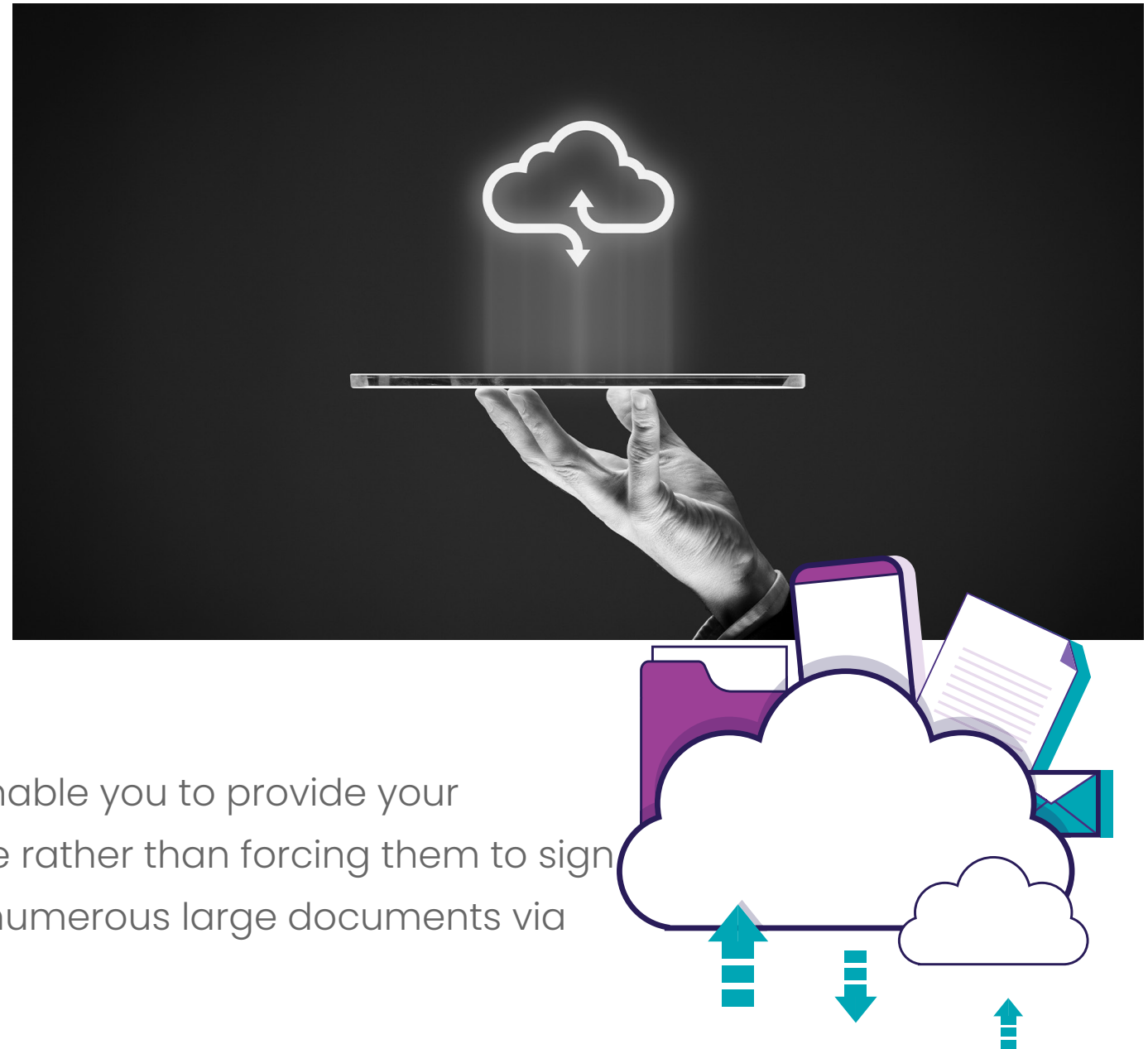
## 7- Cloud Storage Investment

**MORE STORAGE SPACE:** The cloud offers more storage capacity than any on-premises solution your company could purchase when it comes to sharing a huge amount of data with many individuals in multiple locations. Best of all, it is less expensive!

**EASIER ACCESS FOR EMPLOYEES:** Cloud storage enables secure information access for your employees from any place without the burden of a VPN.

**CUSTOMERS HAVE EASIER ACCESS:** Cloud solutions enable you to provide your customers a direct link to the information they require rather than forcing them to sign onto a website or go through the effort of delivering numerous large documents via email.

**CLEANER COLLABORATION:** Cloud-based solutions let distant teams working on large projects see revisions in real-time and better manage how changes are made.





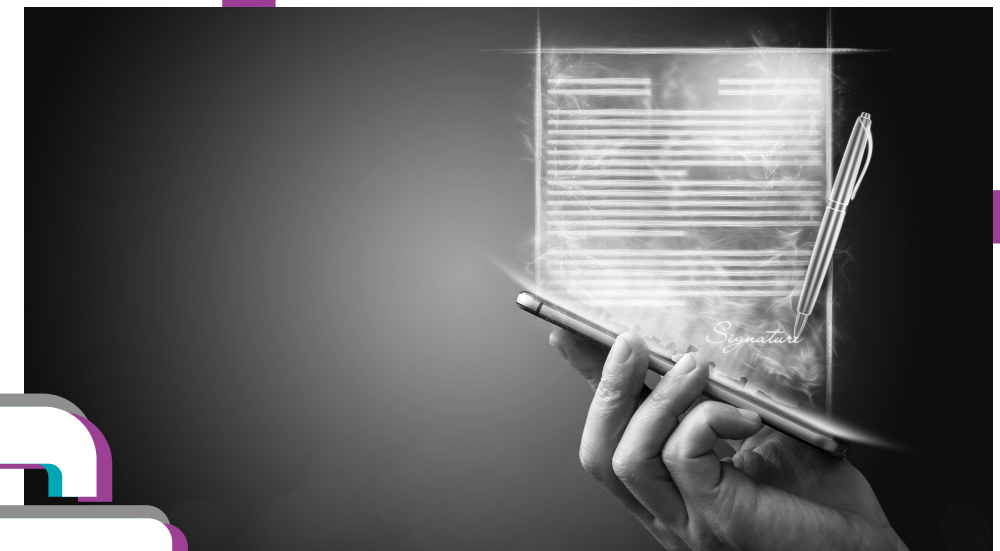
## 8-Mobile Solutions

Smart documents are another approach to give customers a great experience with your company in this era of mobile-friendly user experiences. With smart documents, companies can transmit complicated documents that are fully responsive and user-friendly across all mobile devices. If you want satisfied customers or users, you need to make it easy for them to interact with your business from anywhere, using any mobile device.



## 9-Smart Document Technology

Customers and users will feel valued and engaged by your company if you create documents with a high degree of interactivity. Make your customer's experience easier and more informative by incorporating pdf forms, audio/video files, photo galleries, buttons, and hyperlinks into your messages.



## 10– High-quality Content

A robust presence on all the main social media platforms and a regularly updated blog are essential components of a cutting-edge online content strategy for improving customer communications and generating leads.



## 11– 2022: No Paper or Cash

Paperless and cashless transactions are the future as the need for convenience becomes increasingly important. Reducing paper use and car emissions is an advantage most people can support as we continue to hear more depressing facts on the state of climate change and industry's influence on the globe.



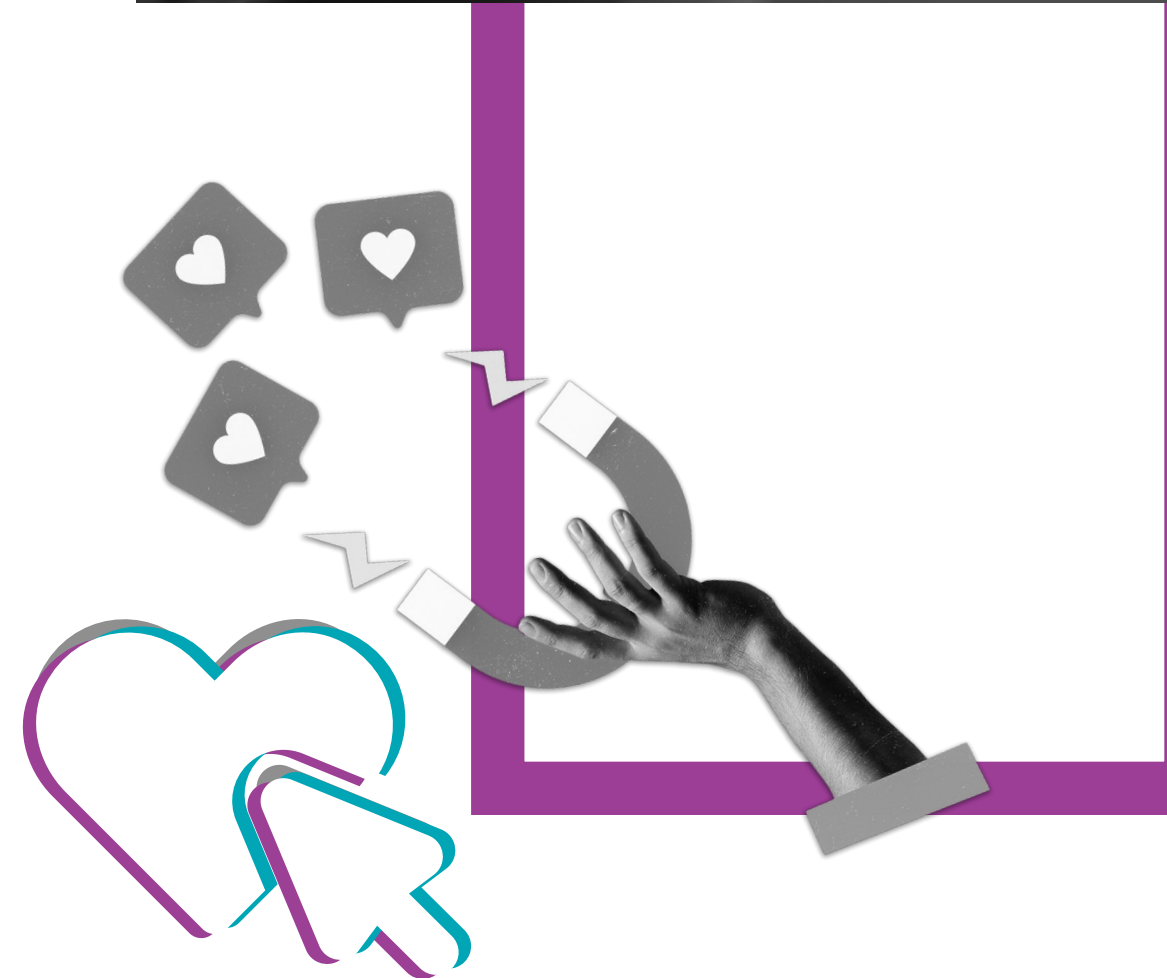
## 12–Secure Communications and Build Trust

To this day, clients will not do business with a company if they have any doubts about the security of their data. Updating systems to meet the latest security standards is an ongoing process that necessitates investment of time, resources, and money. Customers will continue to do business with companies who are ready to give such guarantees in order to protect their own users from the risks posed by cyberattacks.



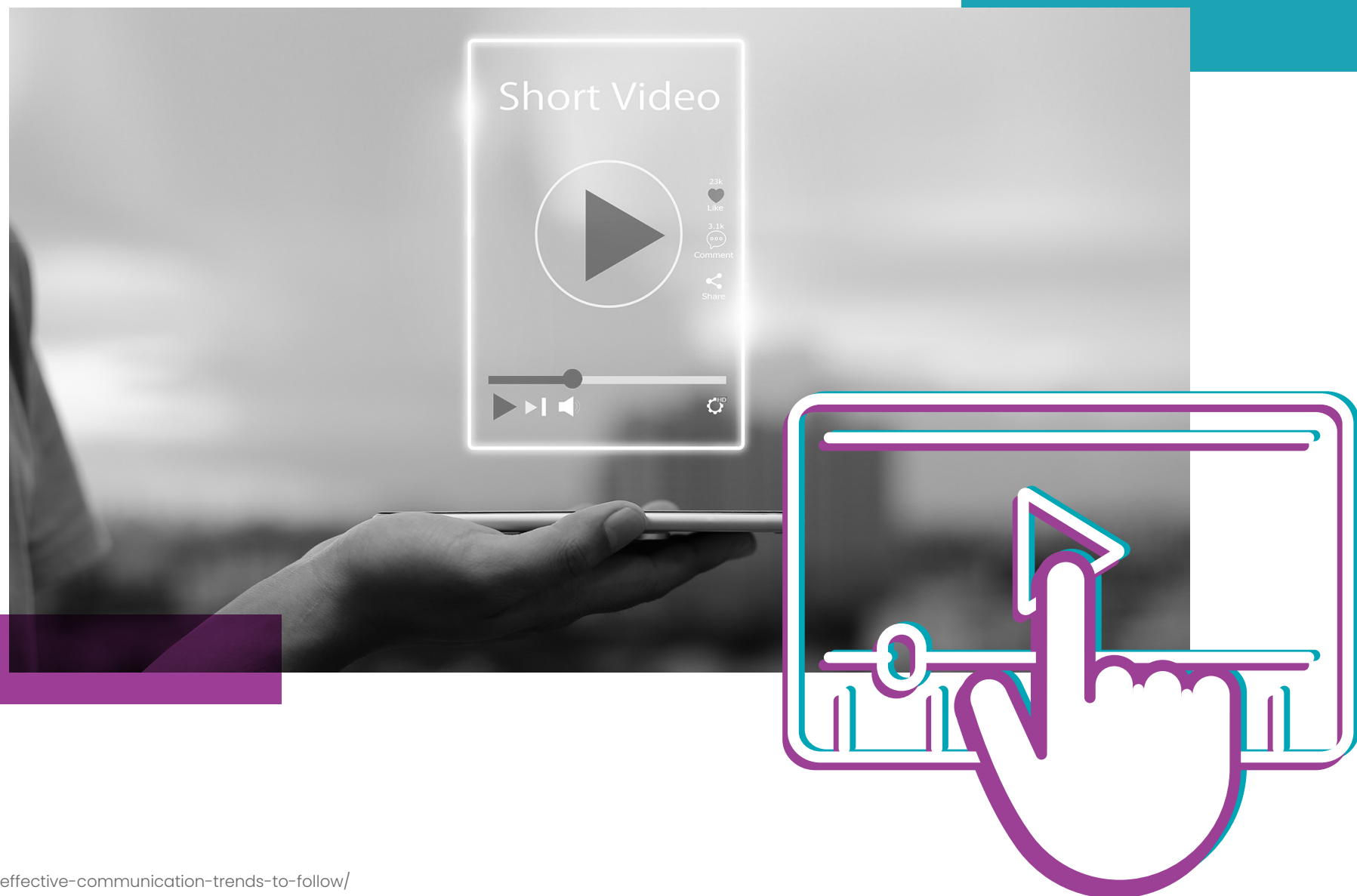
## 13– Influencer Marketing

Spending on influencer marketing should continue in 2022, but with more strategic spending. People who make up your consumer base are much smarter than you give them credit for. They can tell when an influencer is just being pandered to and when they are genuine fans of your product. Don't stop using influencer marketing when it makes sense and you can be honest doing it.



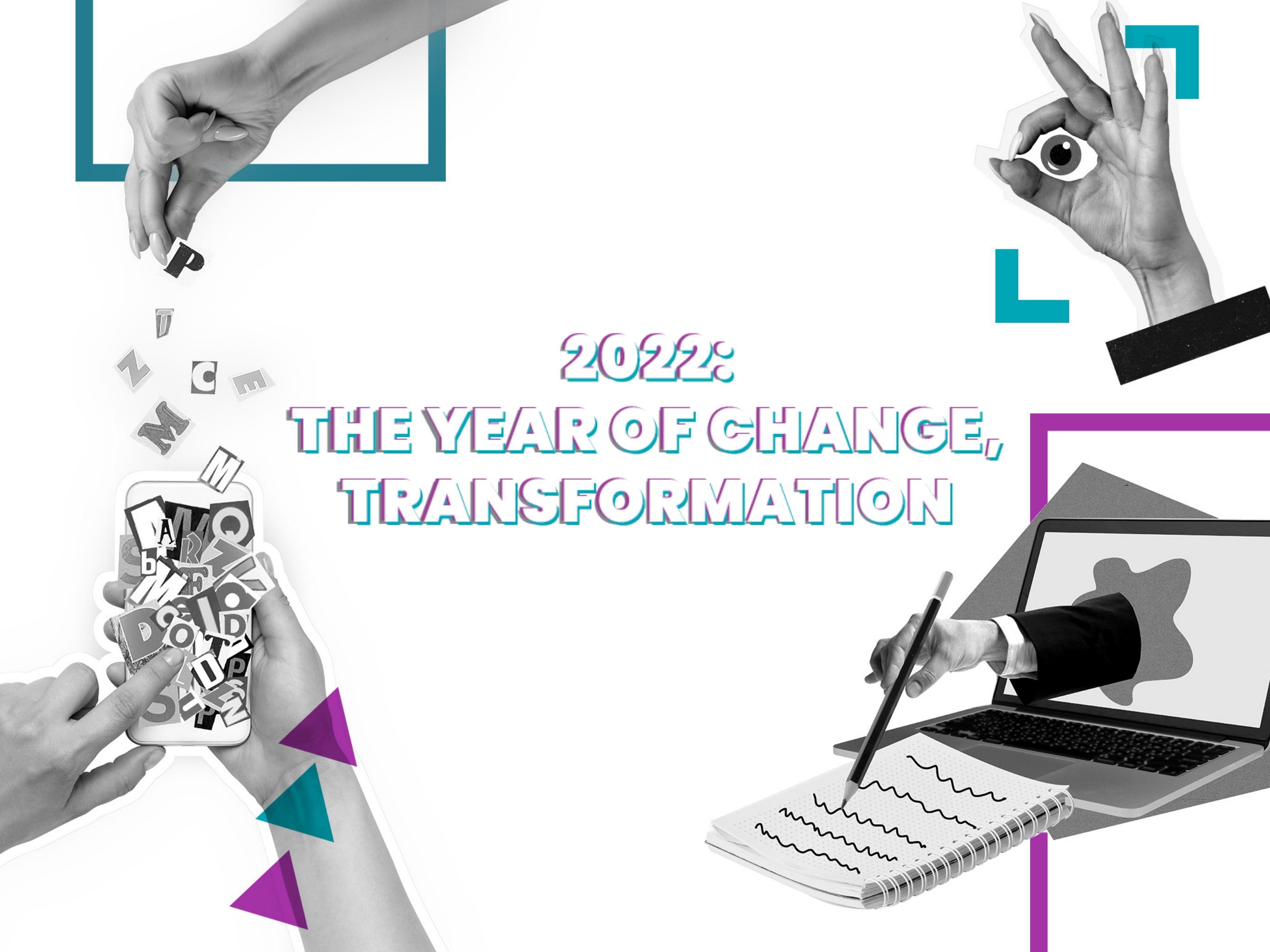
## 14– Short-Video Content

One would be remiss to underestimate the power of short videos as a vital promotional instrument. Your competitors are probably already doing it. And it is being seen, commented on, and inspired by your customers. Marketing materials that rely heavily on copy fail to take into consideration how customers actually behave. Short video will remain popular. Get on board now and get the benefits afterwards.





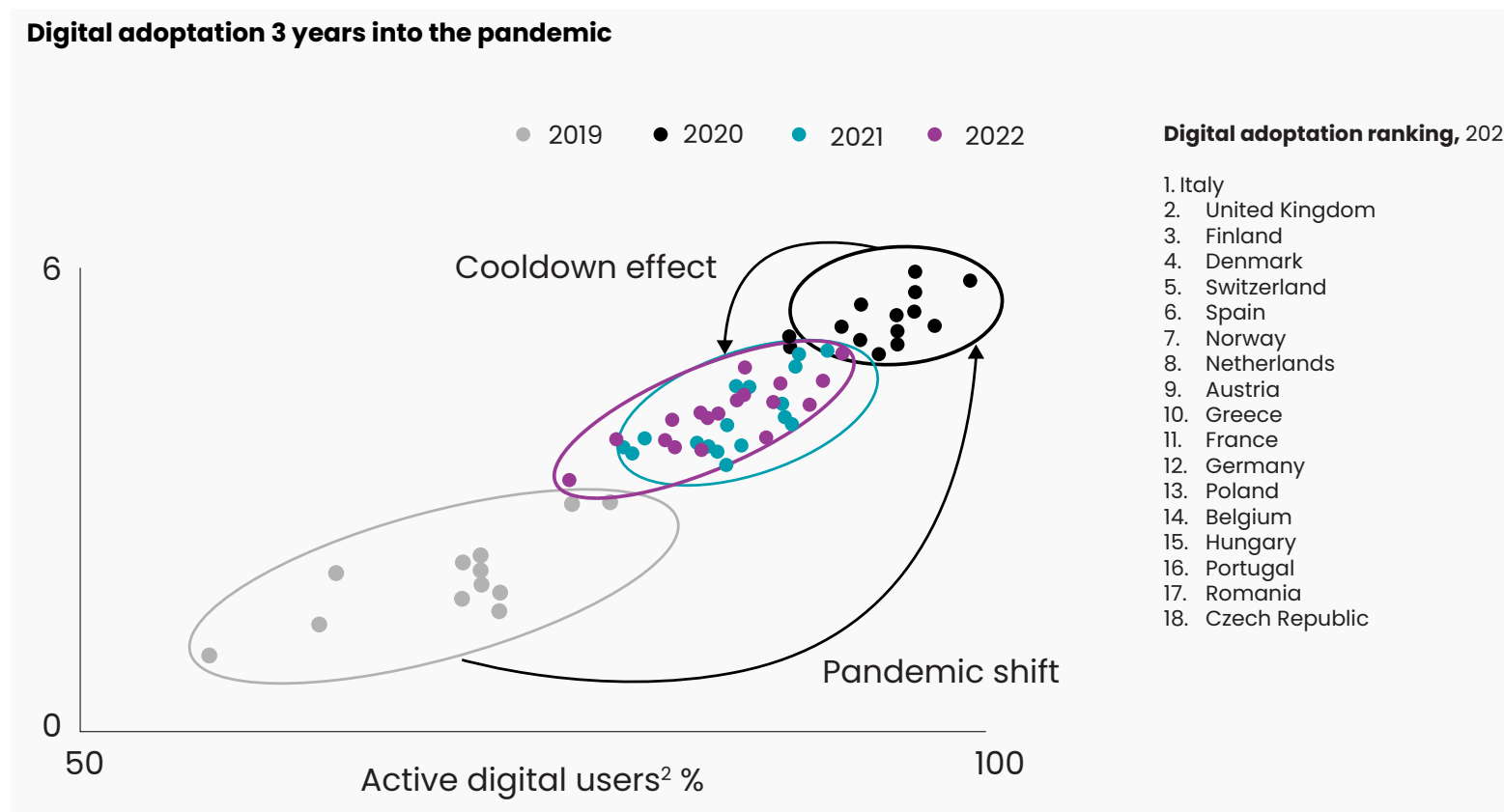
2022:  
**THE YEAR OF CHANGE,  
TRANSFORMATION**



# Digital trends indicate significant progress and new opportunities.

## 1- Although digital adoption has slowed, overall usage has increased.

- Although digital adoption has declined from its pandemic highs, Europe has gained almost 100 million digital users since 2019.
- High digital adopters, defined as those who engaged with more than seven industries via digital channels, tended to be younger, urban residents with greater levels of education and expendable income.

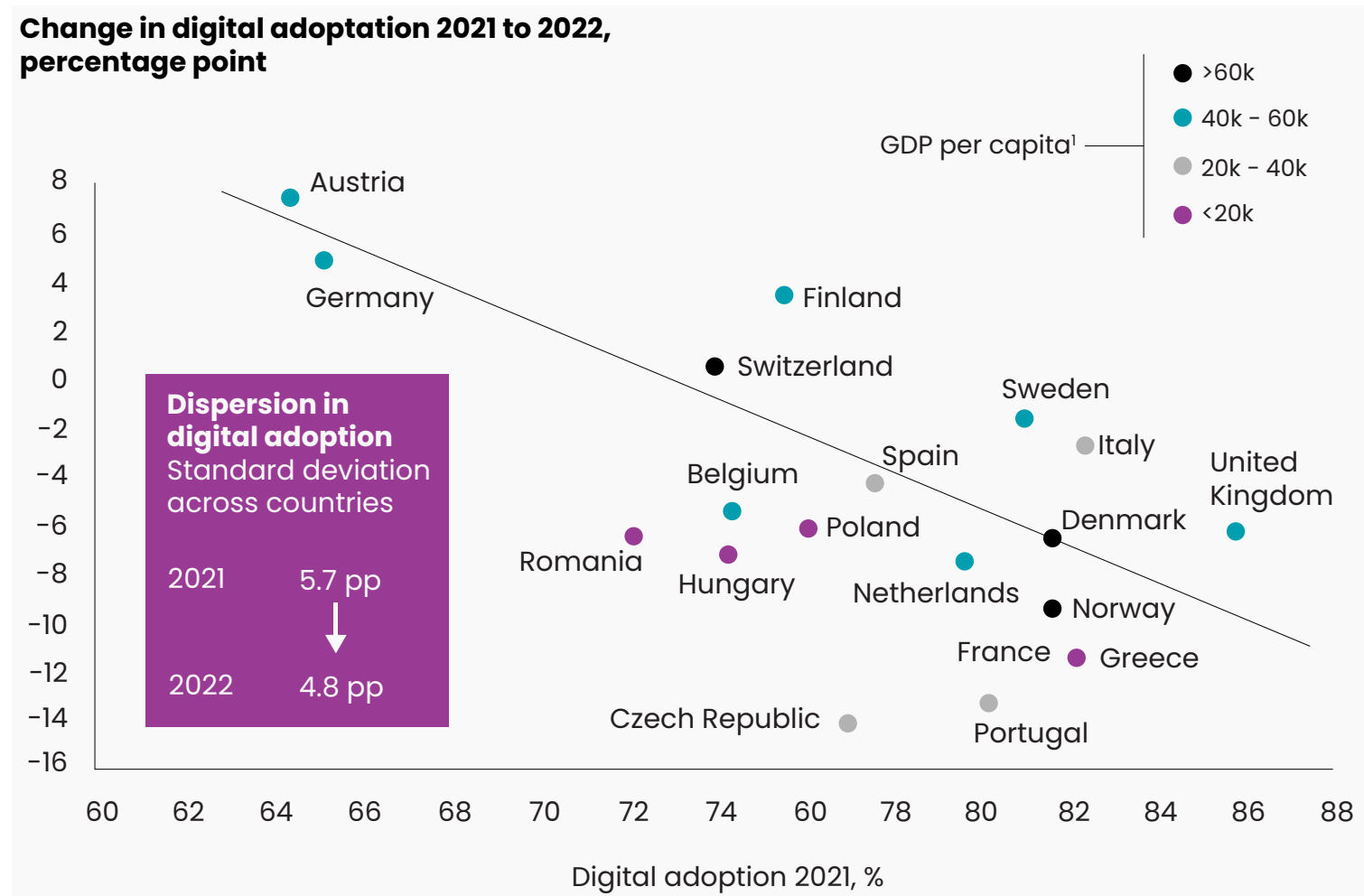




# Digital trends indicate significant progress and new opportunities.

## 2- Countries are catching up in terms of digital adoption.

- Digital usage has resulted in significant convergence among European Union countries. Austria and Germany, which have traditionally been slower to adopt digital behaviors, experienced the biggest increase in adoption, catching up in industries such as banking, healthcare, and grocery, as well as in satisfaction with digital services.



# Digital trends indicate significant progress and new opportunities.

## 3- There are considerable differences in digital adoption by industry and country.

	Education	Retail	Republic sector	Healthcare	Travel	Insurance	Utilities	Entertainment	Grocery	Telco carries	Banking	Average
Austria	-4	5	-2	11	0	-12	-7	-1	10	2	17	7
Germany	3	-4	-18	4	-7	-8	-5	-1	4	-1	14	5
Finland	-7	-9	0	1	-2	-7	-5	-2	5	5	2	2
Switzerland	-2	-4	-3	-4	-2	-5	-8	-3	5	6	6	0
Sweden	-10	-8	2	-2	-1	-1	3	-1	-6	2	3	-1
Italy	-7	-6	-3	-2	-4	-4	-5	-2	-2	-1	0	-3
Spain	-12	-3	-7	-13	-5	-6	-3	-4	3	-1	0	-4
Belgium	-17	-8	-4	-9	-4	-5	-4	-5	-1	3	0	-5
Romania	-20	-4	-3	-7	-13	-2	-1	-4	-2	2	-2	-6
United Kingdom	-22	-14	-4	-13	-8	-2	-2	-1	-7	-1	-1	-6
Poland	-19	-7	-4	-20	-13	0	-3	-2	-4	2	1	-6
Hungary	-26	-15	-4	-6	-14	-4	-9	-5	0	-3	1	-7
Denmark	-34	-11	-12	-27	-6	-6	-3	0	-5	-4	-6	-8
Netherlands	-21	-16	-4	-5	-6	-2	-3	-5	-2	-3	-2	-8
Greece	-42	-22	-10	-8	-8	5	-5	-2	3	-3	1	-9
Norway	-13	-25	-6	-15	-4	-2	-4	-3	-10	0	-5	-10
France	-18	-13	-6	-19	-9	-11	-4	-7	-10	-3	-2	-11
Portugal	-30	-22	-12	-19	-9	-4	-12	-7	-14	-3	1	-13
Czech Republic	-23	-26	-29	-21	-30	-1	-12	0	-1	-10	0	-15
<b>Average</b>	-18	-11	-8	-8	-7	-6	-5	-3	-2	0	1	-5

# Digital trends indicate significant progress and new opportunities.

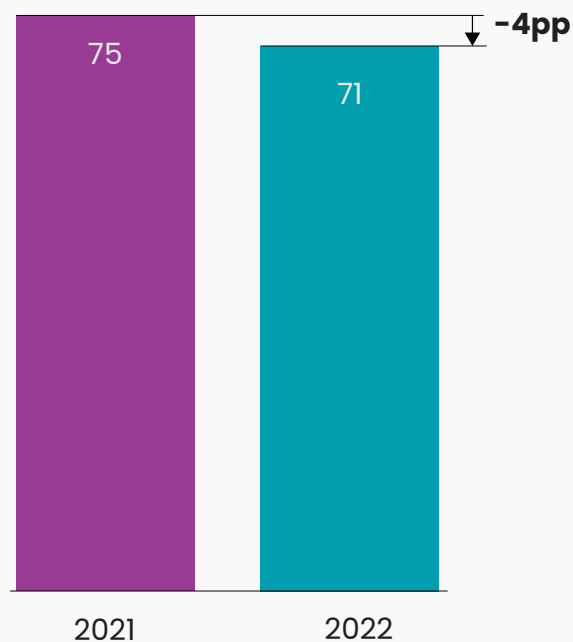
4- Customers aren't completely satisfied with the design and experience, despite the product's widespread use.

## Satisfaction in digital channels is going down.

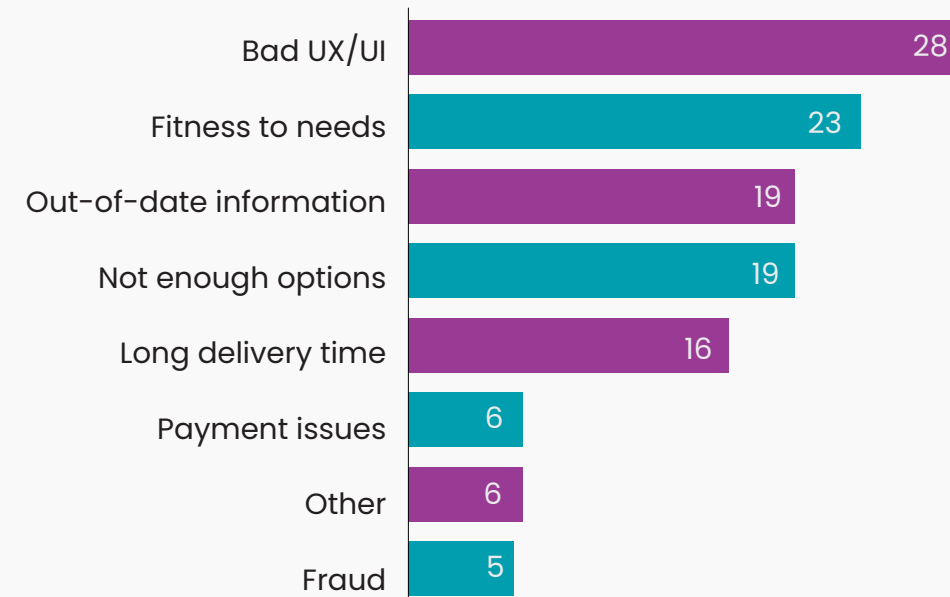
Customer satisfaction with digital channels

### Satisfaction with digital channels

Net satisfaction, Euroge average



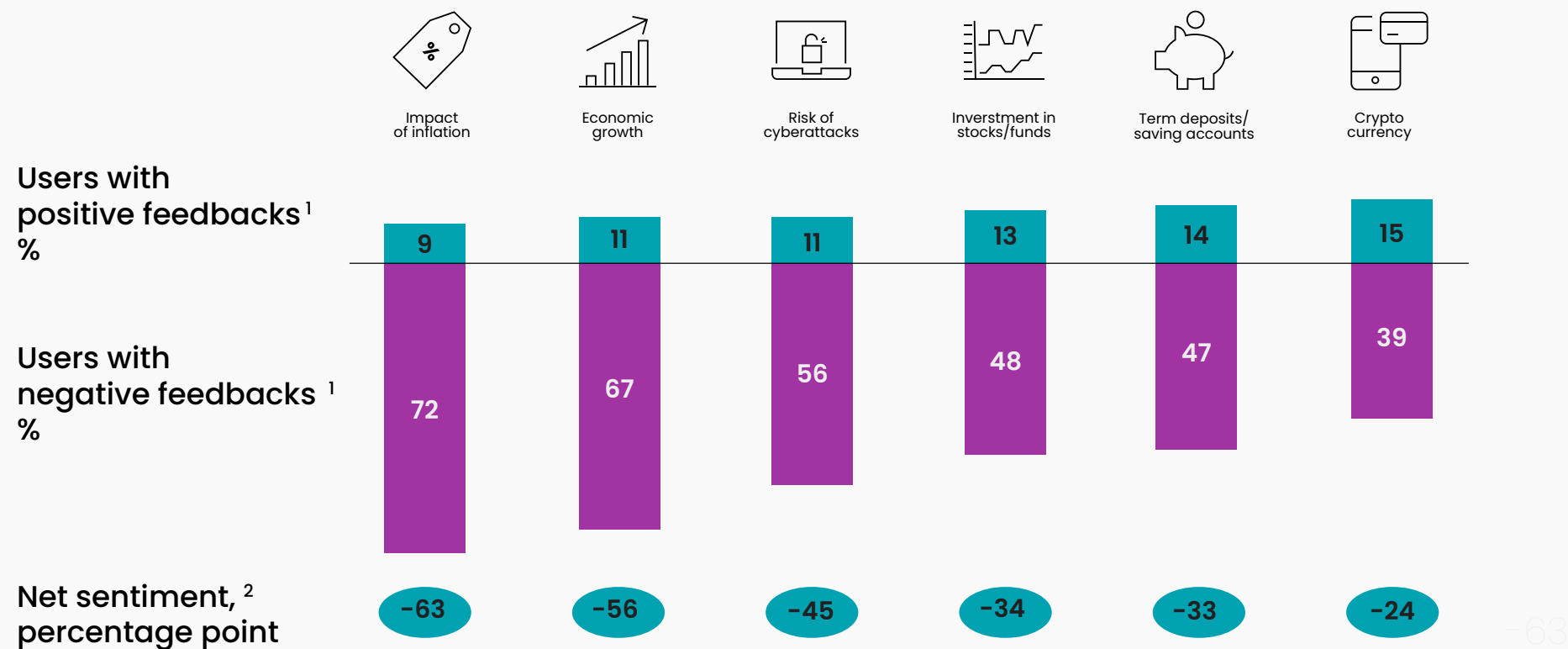
### Customer dissatisfaction reasons



# Digital trends indicate significant progress and new opportunities.

## 5- The expansion of digital media is also threatened by external influences.

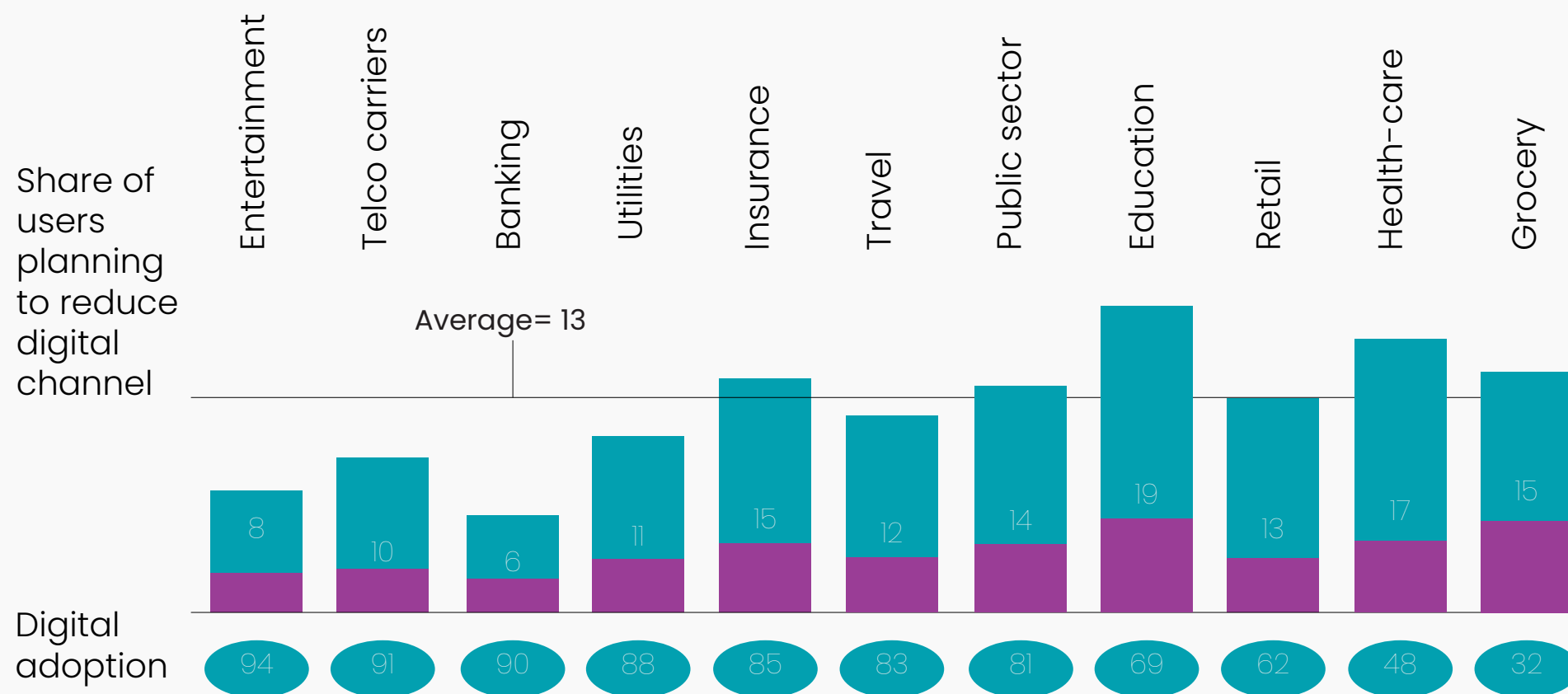
Users' feelings about various topics after the invasion of Ukraine



# Digital trends indicate significant progress and new opportunities.

## 6- The digital space offers some protection against weakening markets..

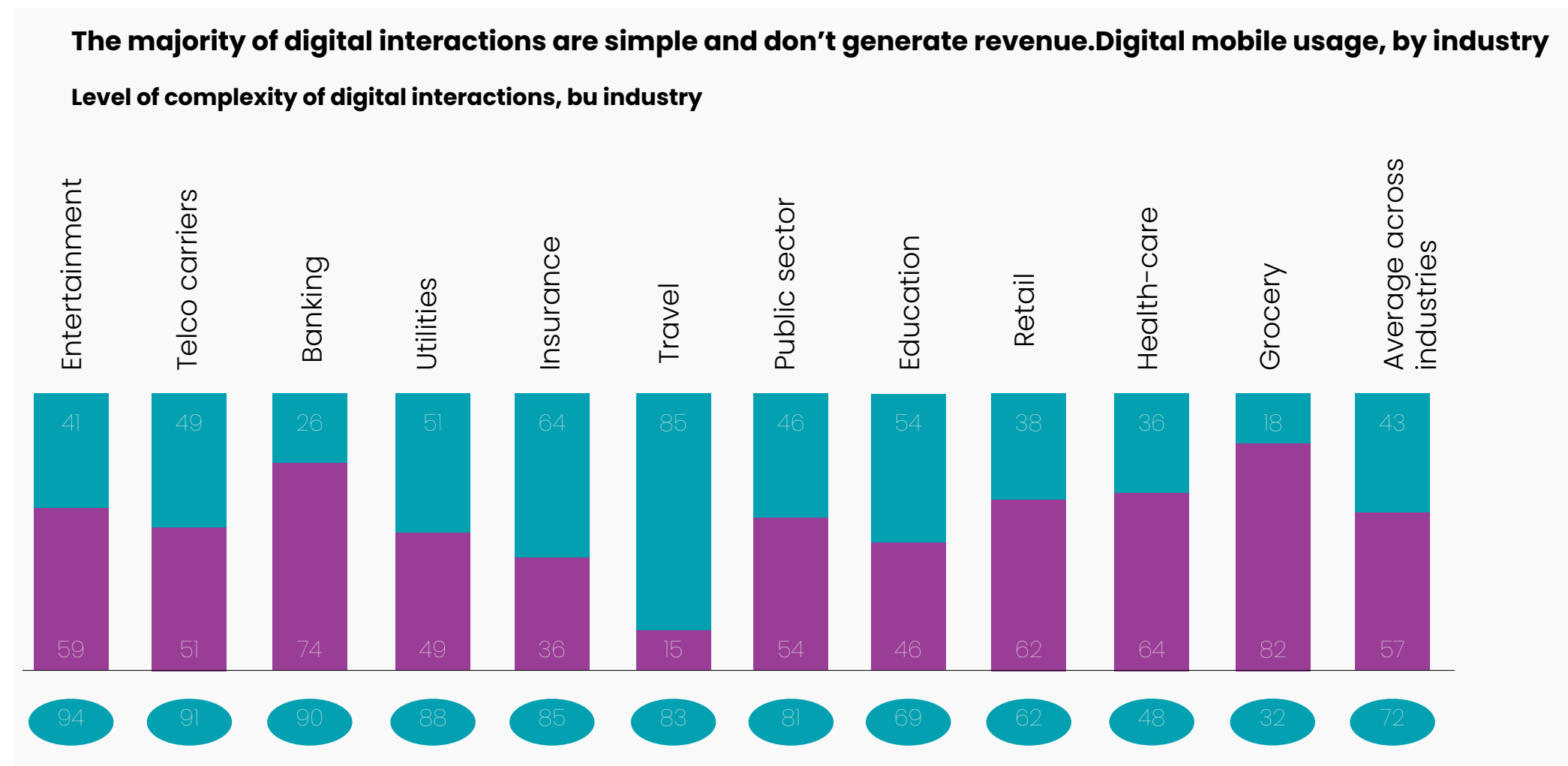
**Historically, highly digitized industries have been resilient in the face of decreases in digital use.**  
**Digital mobile usage, by industry**





# Digital trends indicate significant progress and new opportunities.

7- There is a significant opportunity for companies to generate more income through their contacts with customers.

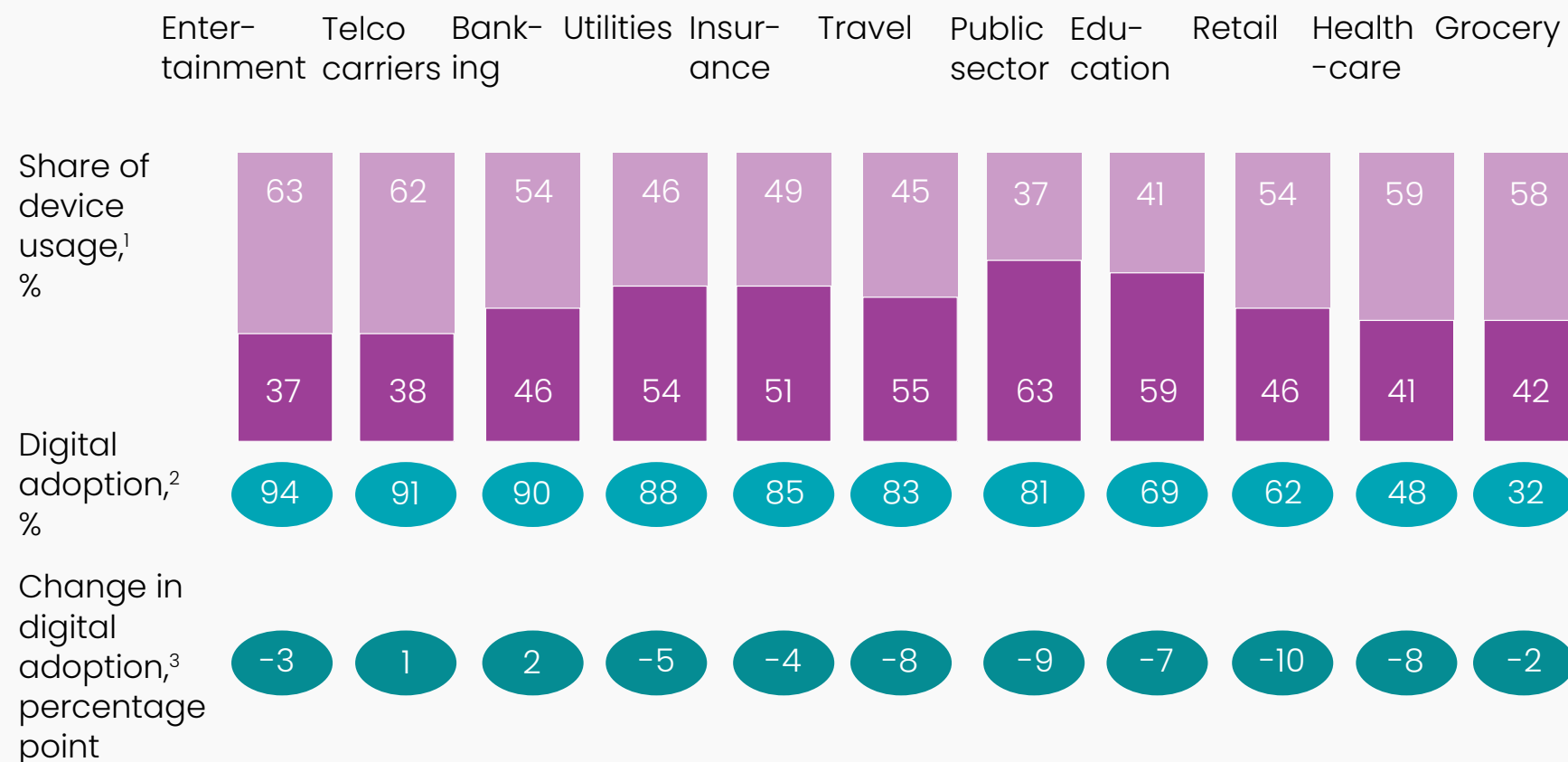


# Digital trends indicate significant progress and new opportunities.

## 8- The use of mobile devices is a significant entry point for digital adoption.

**Industries with higher mobile penetration are, in general, growing more in digital adoption than other sectors**

Digital mobile usage, by industry



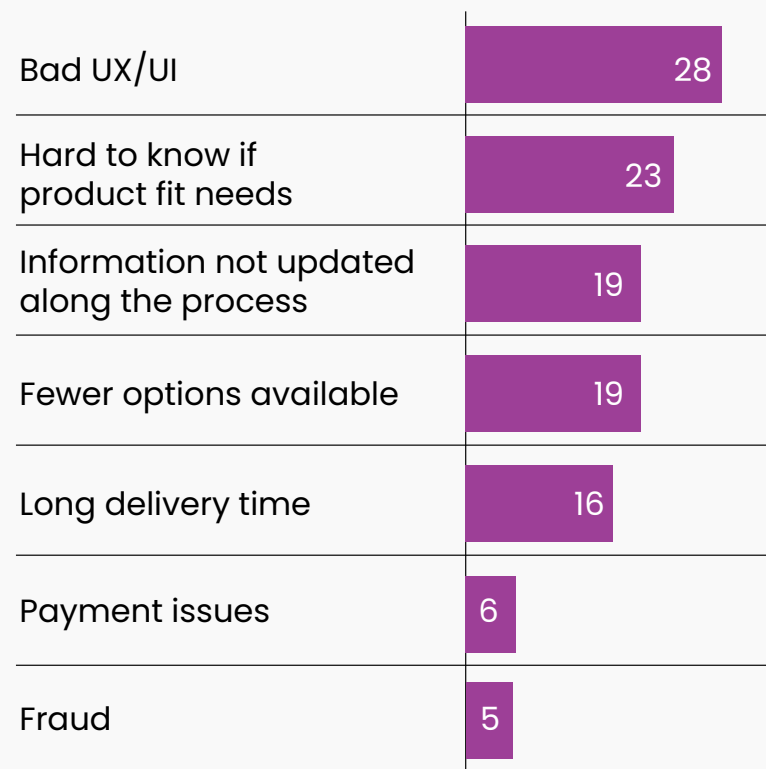
# Digital trends indicate significant progress and new opportunities.

9- There are obvious opportunities for more effective distribution of investments in information technology.

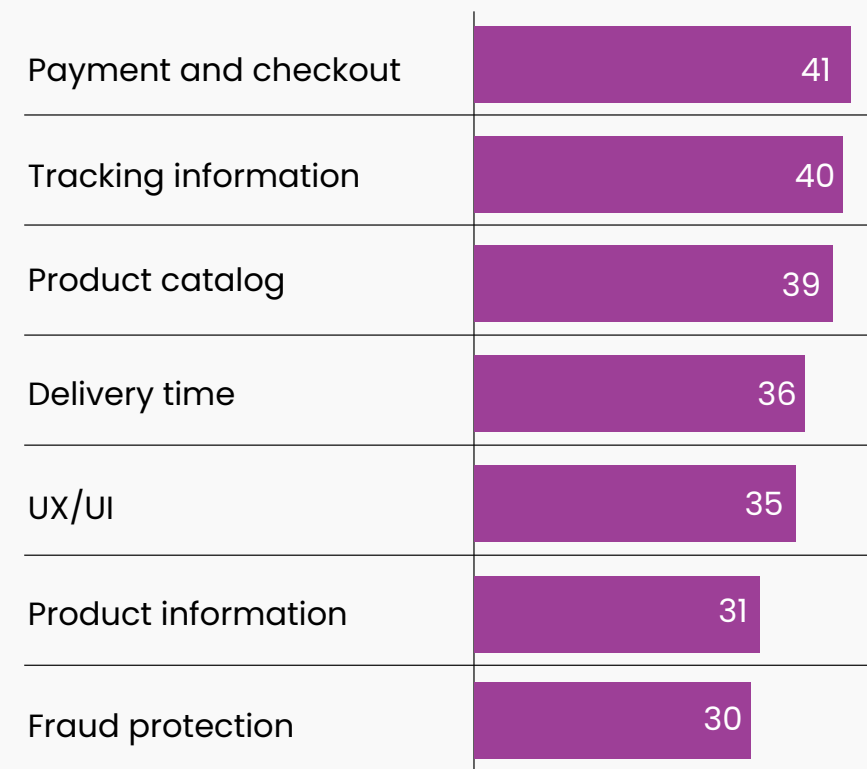
## Companies are not focusing their improvement efforts on the main reasons for user dissatisfaction.

Users' satisfaction with digital interactions and perceived level of improvement

Main dissatisfaction reasons,<sup>1</sup>%



Net perceived improvement in digital capabilities,<sup>2</sup> percentage poin





# In The Changing Communication Age; **WHAT AWAITS US IN 2023**



# Top 6 social media trends for 2023

## TREND 1:

### Brand responsibility, transparency and authenticity

Discussions about social responsibility of companies and the credibility of brands are not new. But businesses are under greater pressure to demonstrate their social responsibility and the values with which they identify. In light of this, brands will have to make more efforts to build their social media image on ethical principles. As a result, 2023 will see an increase in the number of brands using social media to publicly declare the beliefs and actions they will not accept.

**Ben&Jerry brand is a good example of the responsibility, transparency and authenticity.**





# Top 6 social media trends for 2023

## TREND 2: Initial exploration of the metaverse

By 2023, many believe that we will have mastered the metaverse and incorporated it into our regular social media routines. Consumers' increasing willingness to create and use avatars, the rise of virtual reality, augmented reality, virtual storefronts, and new form factors, and the format war between different metaverses are all important developments.

- **During New York Fashion Week 2022**, Bloomingdale's launched a completely interactive online store.
- Visitors to **Nike's own NIKELAND** interactive world can play sports-themed games and purchase **NFT** footwear and avatar accessories.
- Before it made its real debut, **Ferrari** made the **296 GTB model** available to the Fortnite community.
- **Members of Starbucks** have the option to purchase and accrue NFTs that grant access to immersive coffee experiences.



# Top 6 social media trends for 2023

## **TREND 3:** **Multi-sensory social media**

This term refers to media that combines multiple sensory modalities, such as audio, video, text, and even complete immersion. As a result, social media users will have access to more interesting and novel content.

Advice for navigating this 2023 concept: even if you're just starting out, multi-sensory social media can be introduced through the simple act of editing content to include audio, polls, GIFs, music, subtitles, and more.



# Top 6 social media trends for 2023

## TREND 4:

### Super apps

WeChat is an example of a “**super app**” which combines a number of different functions into one convenient package. This benefits consumers in two ways: they can enjoy more immersive experiences, and they can satisfy more of their needs with just a single platform.

From a **BeReal** clone to carousels, stories, and longer videos, to even forays into the non-digital world, TikTok has been introducing features that explicitly duplicate other social networking apps. Meta has been working to expand WhatsApp’s functionality beyond simple texting by adding support for groups and even payments in some parts of the world. And Elon Musk said that his acquisition of Twitter was “an accelerant to producing X, the everything app.”



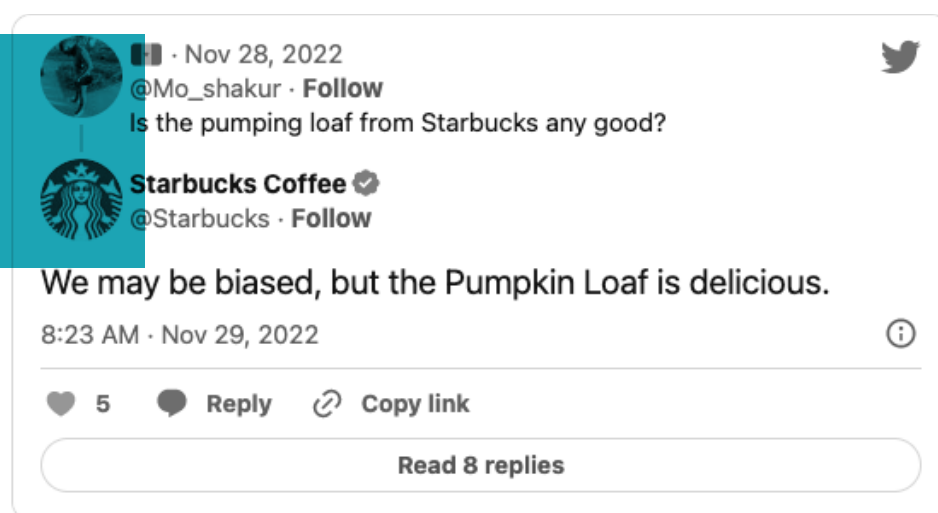
# Top 6 social media trends for 2023

## TREND 5:

### Using social media for customer service

The year 2023 will witness an increase in the number of companies whose social media strategies include a focus on customer service. In other words, you should use social media to promptly respond to customer comments, concerns, and requests. Other examples include taking the initiative to reply to customers who discuss your company.

#### Why should social media management include a customer service component?



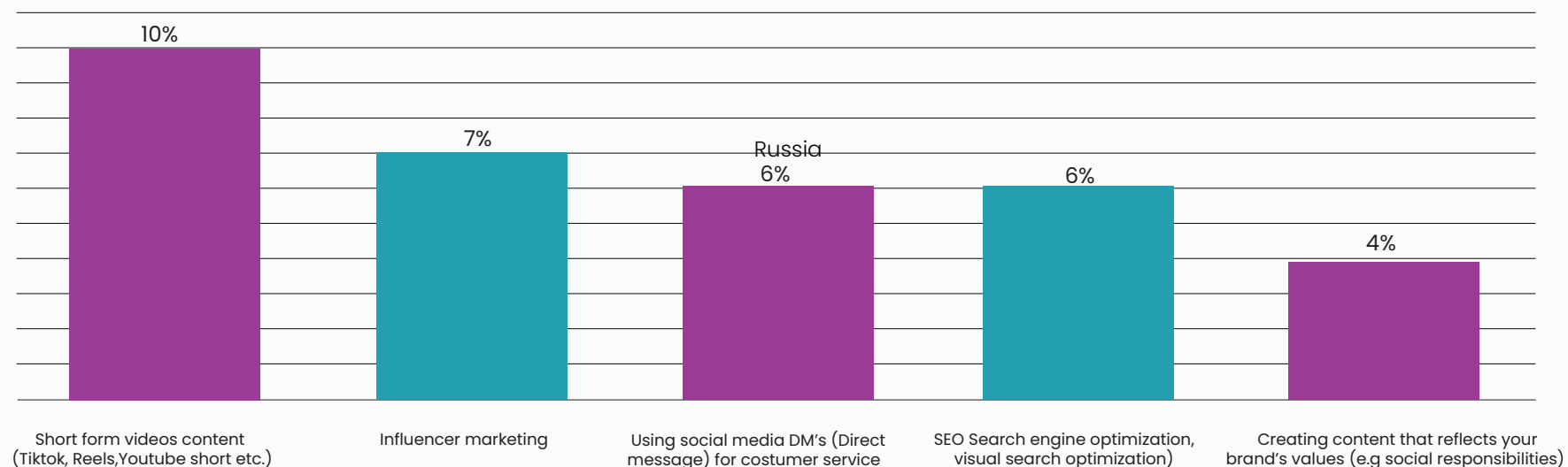
- It makes your consumers' lives easier. Because the majority of your consumers are already on social media, simply providing support through these platforms is an excellent approach to improve your customer service.
- Some social media networks offer readily available functionality to help you manage customer service and increase response times. Facebook, for example, provides features such as a shared inbox, automated responses, and chat bots.
- It aids in the expansion of your brand. Public responses demonstrate brands' accountability, which fosters trust and openness. Ignoring client inquiries on social media might be detrimental to your brand.

# Top 6 social media trends for 2023

## TREND 6: Short-form videos and TikTok

In 2023, short videos will either continue to be influential or see even greater growth. According to HubSpot, short-form videos will be the fastest-growing content type in 2023. Research shows that this particular method of advertising generates the best return on investment (ROI).

Which marketing trend has the highest ROI? (Top 5)





# Trend Colors of 2023

Ultra-calm tints and tones suggest a quiet presence



**PANTONE 12-4604**  
*Skylight*



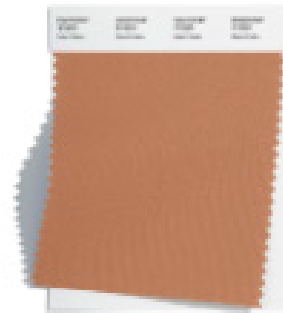
**PANTONE 12-1009**  
*Vanilla Cream*



**PANTONE 13-3804**  
*Gray Lilac*



**PANTONE 15-0628**  
*Look Green*



**PANTONE 17-1221**  
*Macchiato*

According to Pantone Color Institute experts, illustrate how our experience over the last several years has shaped our relationship with color. We strive forward with a color palette that symbolizes a newfound freedom and the exhilaration of trying something new, embracing a bold attitude that swings from pandemonium to stillness. Colors and color combinations that encourage experimentation and quirky contrasts reflect our quest for originality, enabling us to express ourselves in unconventional ways.

# Which trends will drive digital marketing in 2023?

## INTERNET OF BEHAVIOR (IOB)

The research and advancements done within the framework of **Internet of Things (IoT)** technology, which allows smart items to interact with one another and function together, are prepared to create a new experience in **2023**. Developed as part of the **Internet of Things (IoT)** concept, this new concept known as the **Internet of Behaviors (IoB)** leads the technology developments that will emerge in **2023**. **The Internet of Behaviors (IoB)**, which is intended to alter firm, strategic approaches by studying customer and user behavior, stands out as an IoT technology focused on sales and marketing.

# Which trends will drive digital marketing in 2023?

## METaverse ADVERTISING

**Metaverse**, which began to build a name for itself in **December 2021** and was included in the digital marketing world with high expectations in 2022, only to fall short of those expectations, will continue to lead digital marketing trends **in 2023**. Advertising broadcasts in Metaverse universes are predicted to increase **in 2023**.

Because they contact the target audience directly and are a creative sort of advertising, Metaverse commercials, which offer a wide range of innovative opportunities for firms to market their products and services, will be highly preferred.

# Which trends will drive digital marketing in 2023?

## MIXED REALITY

In 2023, mixed reality, which is an updated and enhanced version of virtual reality (**VR**) and augmented reality (**AR**) technology, will be commonly cited. Mixed reality, which is projected to be one of the most popular marketing trends for large-scale brands, will link together the virtual and real worlds and provide customers and potential customers with real-time experiences.

# Which trends will drive digital marketing in 2023?

## PROGRAMMATIC ADVERTISING

**Programmatic advertising**, a marketing system that analyzes and matches all data and technology controlled by businesses to ensure that products or services are presented to the right person at the right time, is also one of the key digital marketing trends for **2023**. This technology, which allows marketers to target specific audiences, is likely to quickly replace traditional advertising. All smart devices, particularly smart televisions, can benefit from programmatic advertising.



# Which trends will drive digital marketing in 2023?

## NFT MARKETING

**The NFT** market, which is quite popular in 2022 and generates a significant economy, will expand more in the coming year. It is well known that marketers prioritize **NFT** collections in order to reach the **Y and Z generations** and raise their exposure. By developing innovative **NFT** concepts, brands hope to boost the brand value of the products or services they provide. **NFT** marketing, like it did this year, will be able to dramatically affect the next generation of consumers next year.

# TRENDS 2023

## TREND 1: Scent-based marketing

Marketers have targeted every available sense: from bright colors to enticing music to textured packaging, the constraints for sensory input are nearly non-existent – yet there is one sense that has a lot of untapped potential that brands have generally avoided targeting. **Smell!**

- The global fragrance market will be worth **\$52.4BN by 2025**, up from **\$45.2BN in 2022**.
- Demand for premium perfumes and mass produced perfumes is projected to increase **by 6% and 5.2% respectively**.
- **75% of consumers** would prefer to know if a fragrance is made in an environmentally-friendly way.



# TRENDS 2023

## TREND 2: Brands helping their community

The task of caring for customers should not have rested on brands in the first place, but with consumers trusting brands more than official authorities, businesses may take advantage of the current scenario to leave a lasting impact on their audience.

- **82% of consumers** want a brand's values to align with their own.
- Businesses are more trusted to do the right thing in **23 out of 28 global markets**.
- **85% of consumers** think marketing spend should be cut to help with the cost of living crisis.

# Iceland

# TRENDS 2023

## TREND 3: Food-based collaborations

Food is one of life's biggest indisputable joys – and in 2023, we'll see a lot more of where food shouldn't be with bizarre beauty, clothes, and home goods combinations. This is not a new trend: before, UK company Greggs and German supermarket brand LIDL debuted clothing collections to critical acclaim and sold out in a matter of hours.

Quirky products and distinct aesthetics are back and stronger than ever.

- **71% of consumers** enjoy brands that work together to provide a unique product.
- Co-branded partnerships increased **by 65% in 2021**.
- **B2C marketers** are more likely to use brand partnerships for awareness **than SEO**.



# TRENDS 2023

## TREND 4: Deaf and blind inclusivity

In 2023, we'll see a far deeper level of inclusivity in the way firms treat their customers, with sign language and braille included in product packaging and a greater emphasis on making things that everyone, regardless of ability, can use. While it may take a little longer to become a mainstream addition, 2022 has demonstrated that consumers want to see people that look like them in advertisements, and that there are marked voids that have yet to be filled.

- **57% of consumers** are more loyal to brands that address social inequities in their actions.
- **71% of organizations** have prioritized buying a product or solution because of its accessibility.
- **15% of the world's population** lives with a disability.



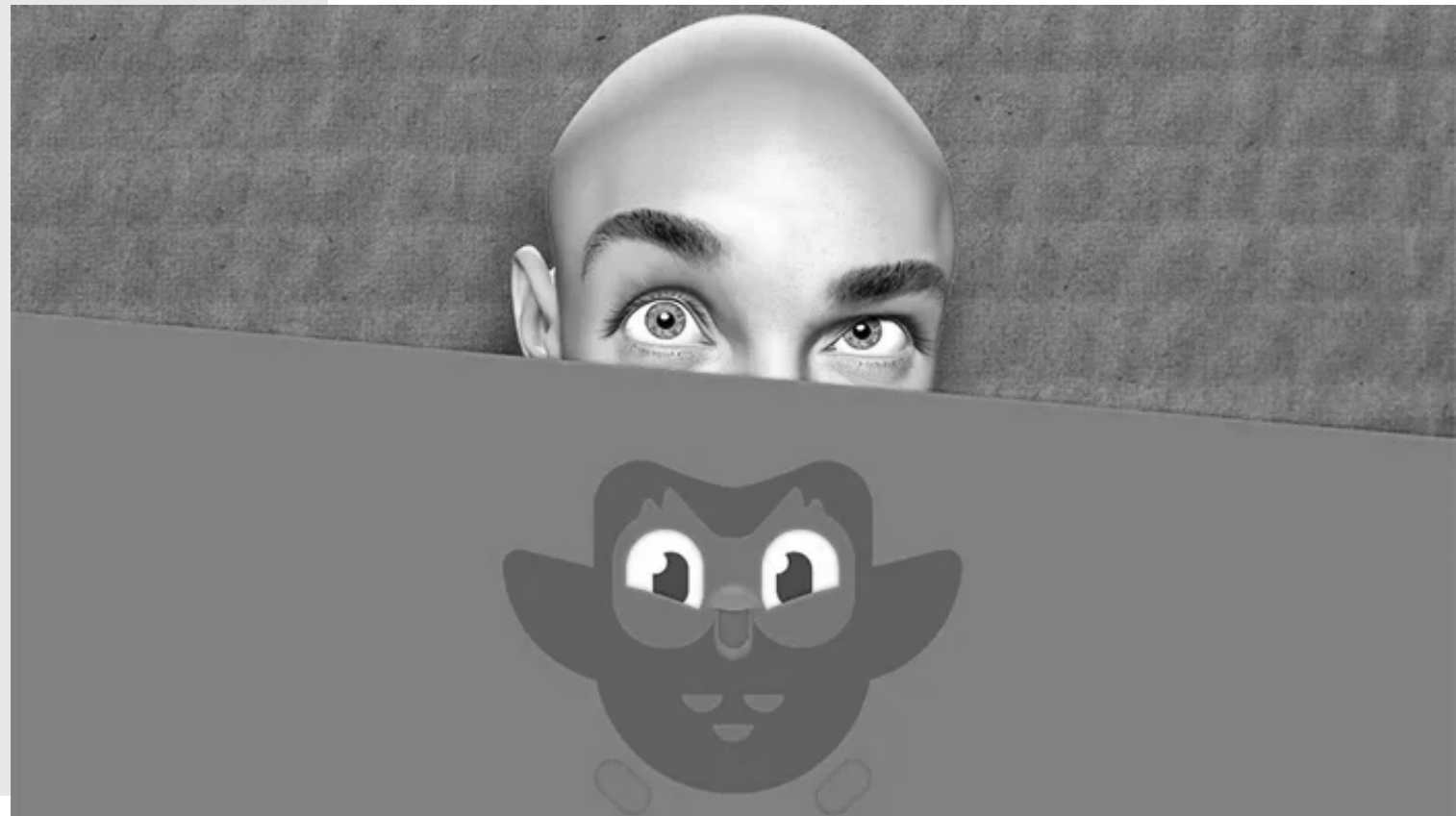


# TRENDS 2023

## TREND 5: Gamified advertising

When you incorporate gamification components into your advertising, your consumer is forced to pay attention to what you're saying, which makes a case for your brand's communications. Rather than depending on several static advertisements to reach your target demographic, you rely on fewer but more memorable advertisements. We've reached a stage where the quantity of online interactions significantly outnumbers the number of talks we're capable of conducting, so firms that opt for more involved marketing are likely to enjoy a large increase in revenue.

- The global gamification market is going to reach a **CAGR of 26.5% between 2022 – 2027.**
- **60% of consumers** are more likely to buy from a brand if they've enjoyed playing a game with the brand.
- **72.5% feel more** inclined to shop at brands that make their loyalty experience fun and rewarding.

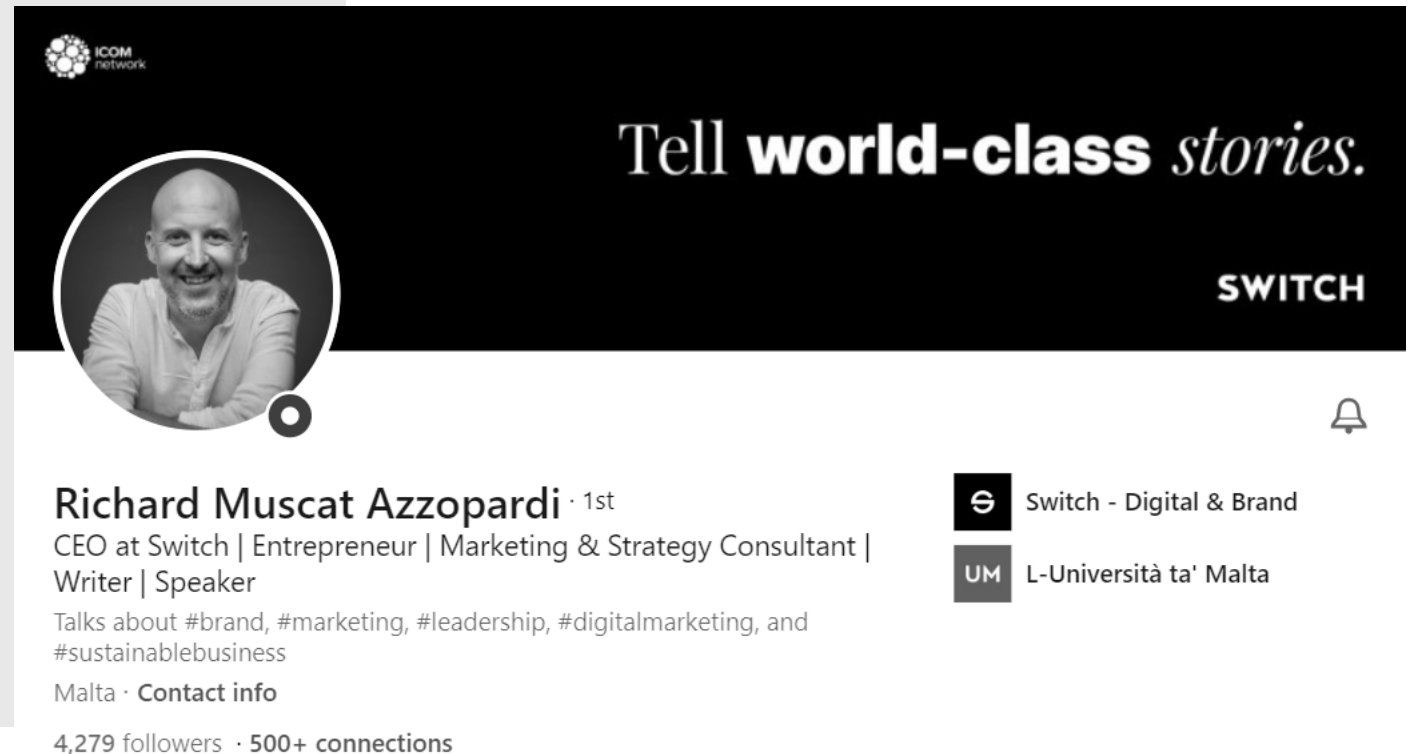


# TRENDS 2023

## TREND 6: Rise of the Public CEO

The concept of a celebrity CEO or influencer CEO is not new: Jeff Bezos, Elon Musk, Bill Gates, and even Steve Jobs all had celebrity CEO characteristics. What will be different in 2023 is that more small and medium-sized businesses will leave their mark on their audience by using their CEO as an identifier for their entire brand and using their words to promote brand recognition.

- **81% believe CEOs** need to be publicly visible when discussing public policy with stakeholders.
- **70% of consumers** feel more connected to a brand when that CEO has a public presence on social media.
- **60% of consumers** expect CEOs to speak publicly about issues that matter to them.

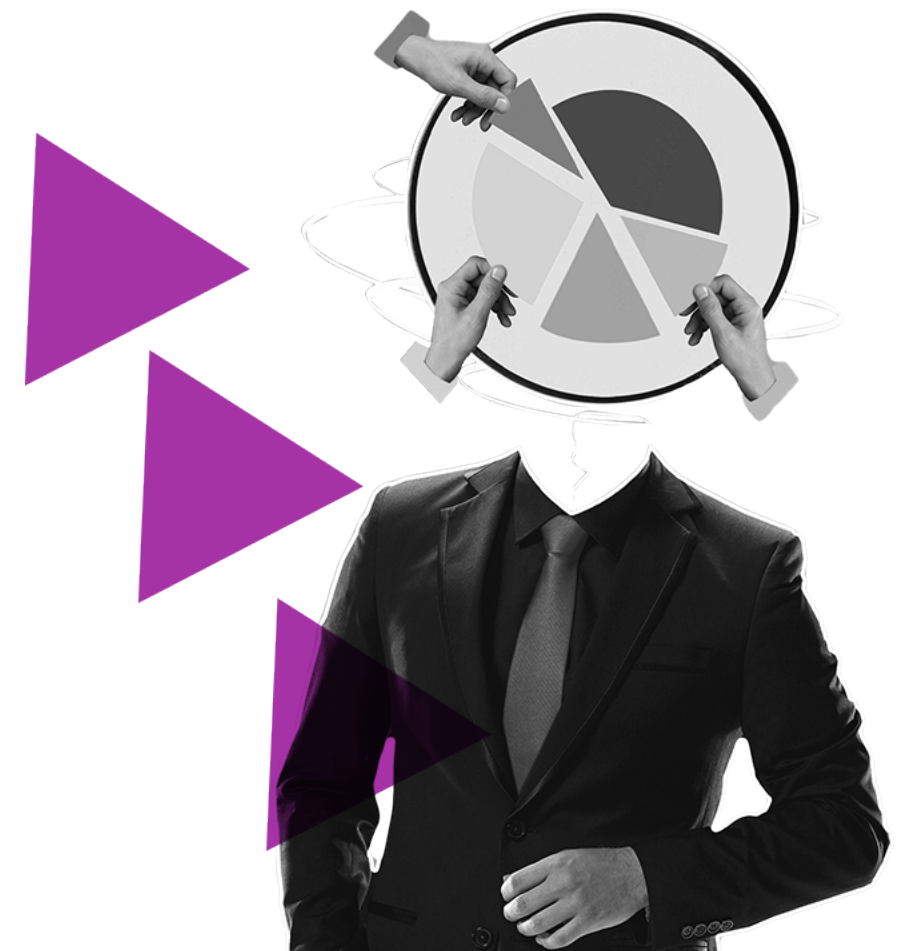


The image shows a LinkedIn profile for Richard Muscat Azzopardi. At the top, there is a banner with the text "Tell world-class stories." and the "SWITCH" logo. Below the banner is a circular profile picture of a man. To the right of the profile picture is a small "ICOM network" logo. Below the profile picture, the name "Richard Muscat Azzopardi" is displayed, followed by "1st" and a list of roles: "CEO at Switch | Entrepreneur | Marketing & Strategy Consultant | Writer | Speaker". Below the roles, there is a list of topics: "Talks about #brand, #marketing, #leadership, #digitalmarketing, and #sustainablebusiness". Below the topics, there is a location "Malta" and a "Contact info" link. To the right of the profile information, there are two logos: "Switch - Digital & Brand" and "UM L-Università ta' Malta". At the bottom, there is a notification bell icon and the text "4,279 followers · 500+ connections".



About ddip

**DIGITAL/DESIGN/INTEGRATED/PARIS**



We are an independent, international, and integrated creative network specializing in digital marketing and design, with offices in Dubai, Paris, and Istanbul. Our team works in a hub that fosters entrepreneurship and multidisciplinary collaboration.

We create integrated 360-degree marketing strategies that work both online and offline, delivering lasting results on social media and beyond.

Our social media strategies align with current trends and differentiate brands in the short and medium-term. By combining strategic integrity with design excellence, we achieve highly effective and measurable results that drive business growth.

If you're looking to take your brand to the next level, let's collaborate and see what we can achieve together.

Meet us



We offer  
**Strategic Management  
Partnerships with brands to drive  
Profitable Growth >**



**A new generation of agency:** an independent,  
international and integrated creative network,  
specialized in digital marketing&design,  
**based between Dubai, Paris and Istanbul;**  
Together in an entrepreneur-spirit &  
**multidisciplinary hub.**

# We are your marketing team



## STRATEGIC MANAGEMENT

Market analysis&Benchmark  
Brand positioning&Integrated communication strategy  
Advertising : Big idea&Copywriting  
Digital&Social media brand strategy

## ROI&KPI MANAGEMENT

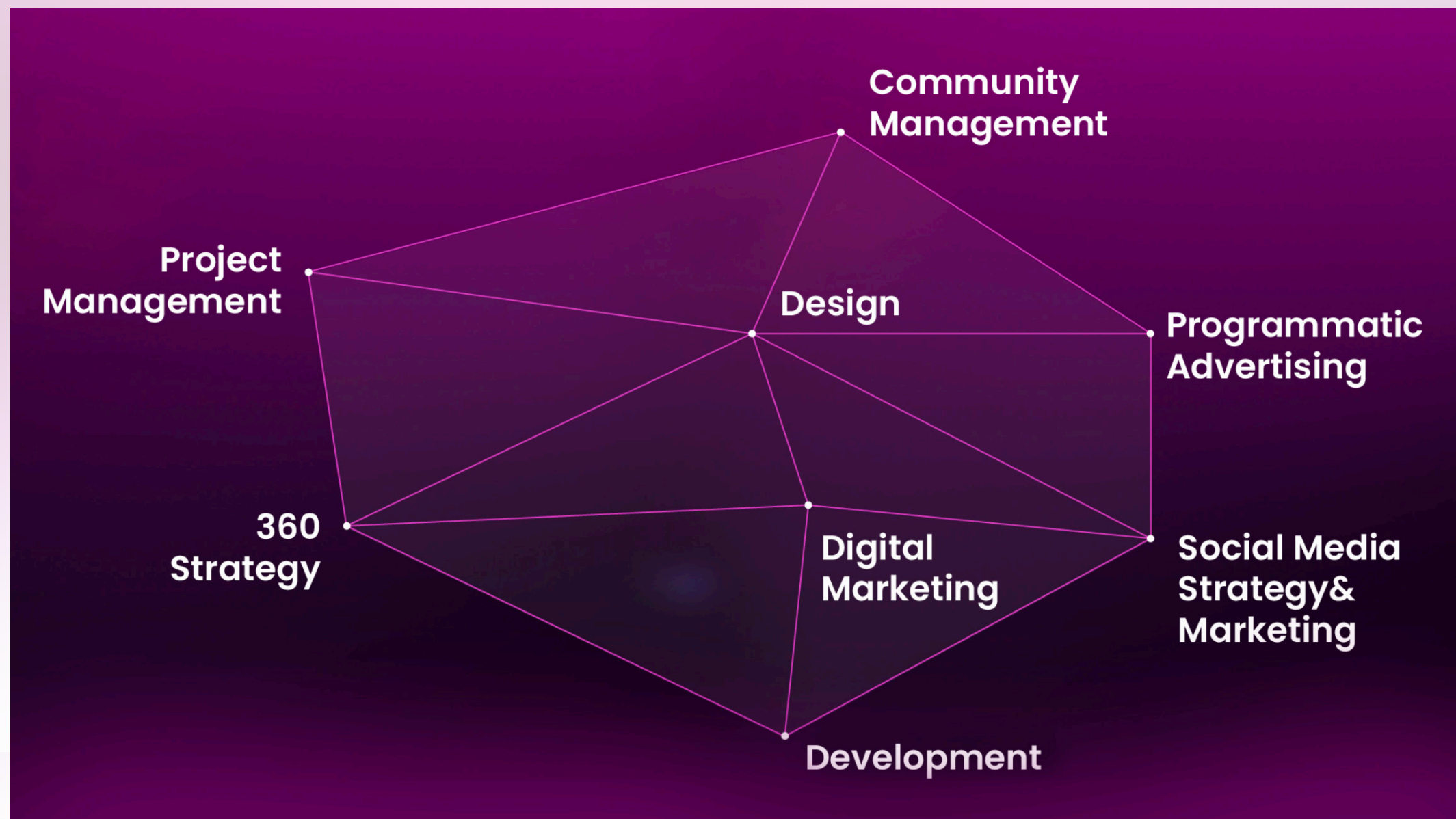
Creating KPI Strategy  
Monthly&Yearly targeting  
Digital Media planning, optimization&reporting  
Digital Trend Reports&Insights

## DIGITAL MARKETING

Representation in multiple markets  
Concept and identity development  
Markets (MENA, Europe, Asia) insights, social and digital media operations  
360° communication  
Social media networks management  
Web design&Development  
SEO (Search Engine Optimization)

# Team of professionals

From strategists, brand managers and creatives to executors





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