



# 2025 TrEnd REviEw: HarnEss travel TrEnds and Put ThEm To Work

# hi thErE!



## **GINA STOUFFER | PRESIDENT, CHARLESTON**

A born leader and an inveterate traveler, Gina has helped spearhead the growth of LHG since joining the firm in 1998. In her current capacity as president of the Charleston office, she oversees a broad portfolio of accounts in hospitality/tourism, real estate, economic development, the arts, consumer products and technology. A native of Little Rock, she honed her public affairs skills as an intern in the White House before joining LHG in the New York office. Always ready for a new challenge, Gina opened the firm's Miami office in 2002 and ten years later, she brought LHG to the burgeoning South. Looking West, she laid the groundwork for the opening of the firm's Atlanta, Tampa and Denver locations. Gina remains active on the local scene, serving on boards for the Charleston Library Society, Les Dames d'Escoffier and College of Charleston School of Communications.



## **JESSICA FOREMAN | PRESIDENT, DENVER**

Jessica Foreman brings more than a dozen years of hospitality communications experience to her role as President of the LHG Denver office, with her first decade spent headquartered in New York City. Jess has led strategic campaigns for brands big and small, from Marriott International and Kimpton Hotels & Resorts to independent properties such as The Resort at Paws Up and Badrutt's Palace Hotel. Her work placing travel and tourism clients in titles from The New York Times to Condé Nast Traveler and forging strategic brand partnerships has driven national narratives and consumer decisions for where to travel to next and what to eat and drink upon arrival. Jess launched the social media and influencer division at a previous New York agency and has cultivated an expertise for leading integrated communications campaigns that maximize every possible channel to creatively story tell, brand build and engage desired audiences. Jess considers career highlights to include glamping in Montana, skiing the Swiss Alps and opening Marriott's 4,000th and 8,000th hotels.

# AgEnda

An aerial photograph of a rural landscape during sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. In the foreground, there's a river or stream flowing through a lush green area with dense trees. Beyond the river, there are rolling hills and fields, some of which appear to be agricultural. The sky is a mix of blue and orange, indicating the time is either early morning or late evening. The overall mood is peaceful and scenic.

## Defining a Trend + Year in Review

### 2025 Trends

- Travel and Tourism
- Public Relations and Media

### How to Harness the Next Trend for Your Benefit



A close-up photograph of a hippopotamus in a dark, wet enclosure. The hippo's mouth is wide open, showing its pink tongue and throat. A human hand is visible at the top of the frame, reaching down towards the hippo's head. The hippo's skin is dark and wet, with visible folds and texture. The background is dark and out of focus, with some green foliage visible on the right side.


**What's a  
trEnd?**

"PEople arE drawn to trEnds bEcausE thEy offEr a sEnsE of structurE and undErstanding in an incrEasingly co m pl Ex and fast-pacEd w o r l d . W h En it co m Es to tr a v El , tr End s pr o v id E cl a r it y and a ro a d m a p fo r ho w to En g a g E w it h th E w o r l d a r o u n d u s."

JEnny Southan, CEO of [GlobEtrEndEr](#), thE world's lEading travEl trEnd forEcasting agEncy.

# Viral vs. TrEnd

 **Moo Deng | Fan Page**  @MooDengSOL · 23h  
AHHH  
[#moodeng](#)



158

11K

64K

2.3M

i'll bite you in every lifetime <3



every time we touch, i get this feeling



to:

u make me feel like i can face my fears



i will always run to u when u need me



to:

SNL

Weekend Update: Baby Hippo Moo Den...


 Watch later


 Share



Watch on  YouTube



 **anton** @automanton · Sep 26  
**moo deng** is always screaming. no solutions, no input, no intelligent thoughts. just screaming




1

6

71

4.2K



1

# Viral vs. TrEnd



**The Past Five Years Have Been Equivalent To A Century, So Here's A Recap Of 25 WILD Moments From The 2020s That You've Probably Forgotten About**

## 14. Tariq the "Corn Kid":



*Bruce Glikas / Bruce Glikas / Getty Images*

In August 2022, a 7-year-old boy named Tariq captured the public's attention and hearts after [discussing](#) his unbridled passion for corn on Julian Shapiro-Barnum's interview series, *Recess Therapy*.

Tariq explained: "For me, I really like corn ever since I was told that corn was real, it tasted good. But when I tried it with butter, everything changed." Gesturing to an ear of corn, he added: "Look at this thing. I can't imagine a more beautiful thing."

People understandably went wild over the adorable little corn enthusiast. The Gregory Brothers released a song simply titled "[It's Corn](#)," which garnered millions of views on YouTube. Tariq's fame didn't end there; he also landed partnerships with [Chipotle](#) and [Green Giant](#) and was granted the title of South Dakota's "[Official Corn-bassador](#)."

What  
2024 TrEnds  
captivatEd us?



An aerial photograph of Paris, France, during a golden sunset. The Eiffel Tower stands prominently in the background, silhouetted against the bright orange and yellow sky. In the foreground, the Seine River is filled with a large boat parade, featuring numerous boats of various sizes, some decorated with flags and lights. The riverbanks are lined with dense crowds of people, and green banners with the Paris 2024 Olympic logo are visible. The overall scene captures a vibrant and festive atmosphere in the heart of the city.

## Skift Take


**I**n 2024, tourism pivoted to Live Tourism, with travelers chasing events and moments over destinations. Emotional, communal experiences dominated itineraries, transforming how brands package, promote, and deliver travel.

# 2024 TrEnd of thE yEar: LivE Tourism



# 2024 TrEnd of thE yEar: LivE Tourism





July 22, 2024

UVM: 207,551

Ad Value: \$119.34

### The Perseid Meteor Shower Is This Weekend. These Are the Best Ways to See It.

Our astrotourism expert shares tips on how to maximize your view of the year's brightest meteor shower, peaking on August 12

Published: Jul 22, 2024

Updated: Aug 8, 2024

By Stephanie Vermillion

Follow

3. Badlands National Park, South Dakota

Alien-like sedimentary rock shapes at [Badlands](#) look even more extraterrestrial beneath a star-dotted sky. From this remote park, over 7,500 stars are visible on a given night, according to the park website, with skies dark enough to admire the Milky Way and the Perseids.

Badlands, which is being considered for Dark Sky International certification, runs a [nightscape program](#) every evening at the Cedar Pass Amphitheater throughout the month of August, including during the August 11 to 13 Perseids peak. Guests can take a gander at the heavens via telescopes while listening to the park's night-sky experts.

Many overlooks and open grasslands offer stellar meteor-shower views, too. Ed Welsh, an education specialist for Badlands National Park, suggests the Fossil Exhibit Trail ([map below](#)) and [Door Trail](#) areas in the park's north unit, which are farthest from city lights. The Pinnacles Overlook and [Big Badlands Overlook](#) are good plans as well.

# 2024 TrEnd of thE yEar: LivE Tourism



# 2024 TrEnd of thE yEar: LivE Tourism

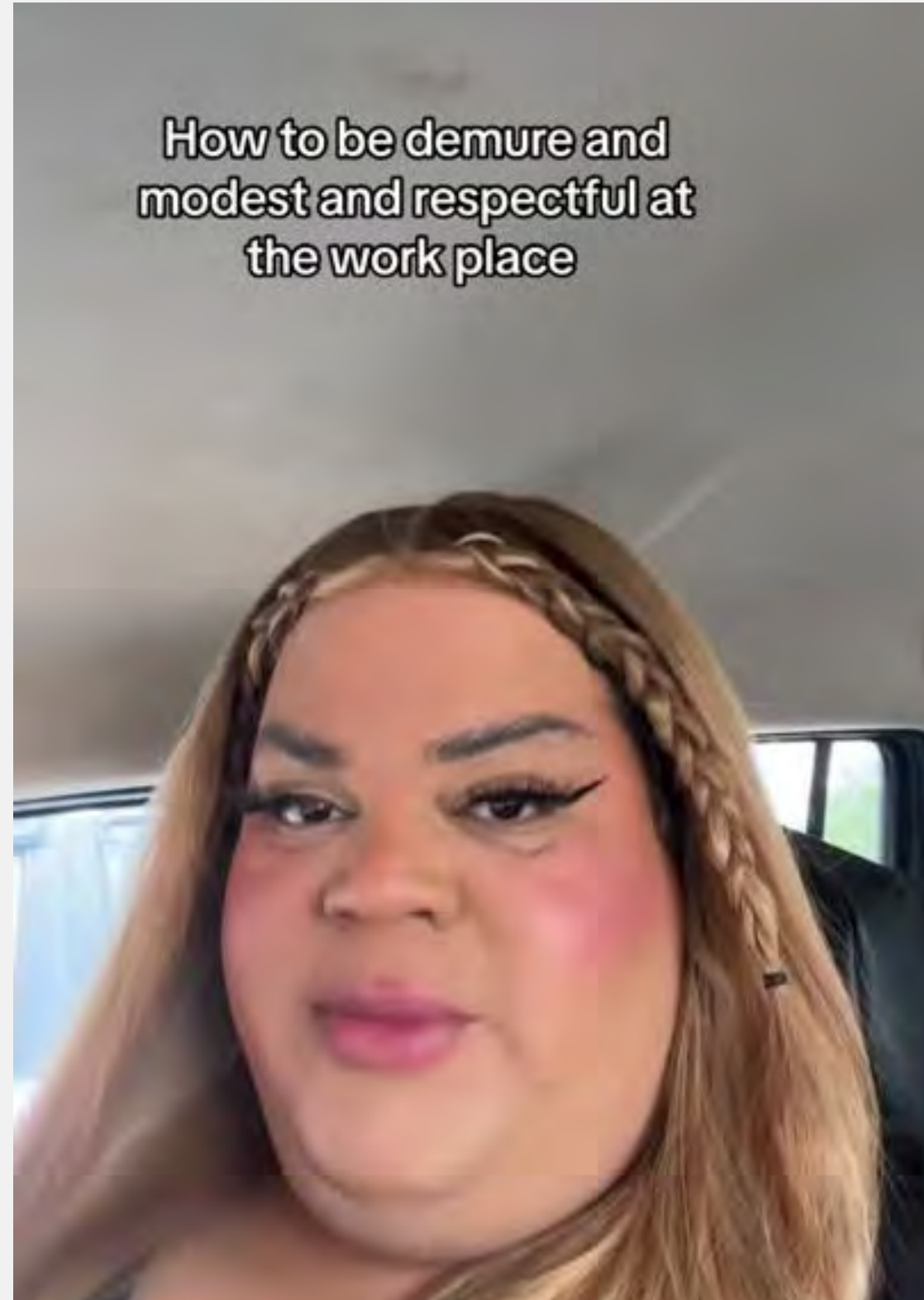
How brands maximizEd



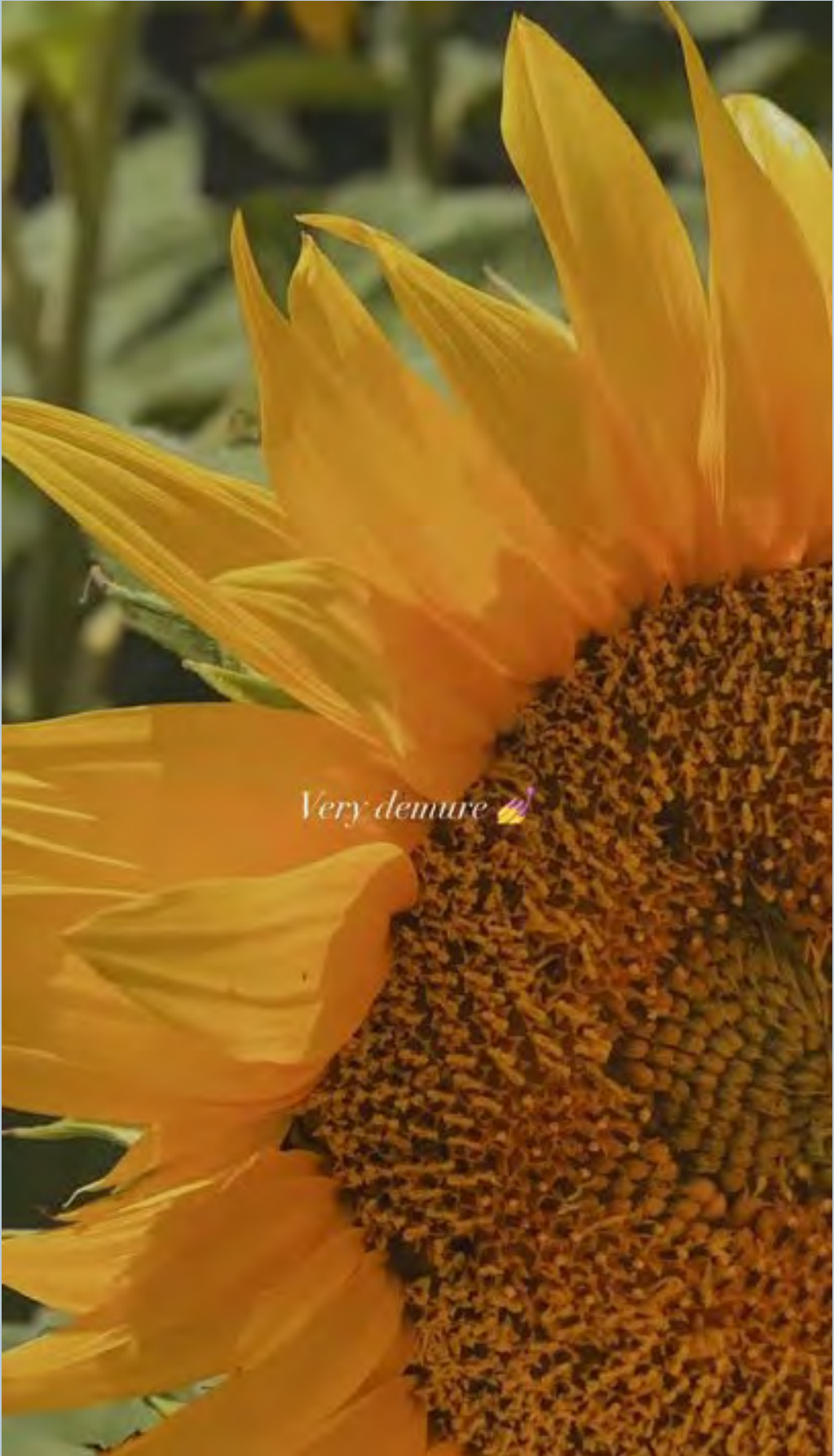
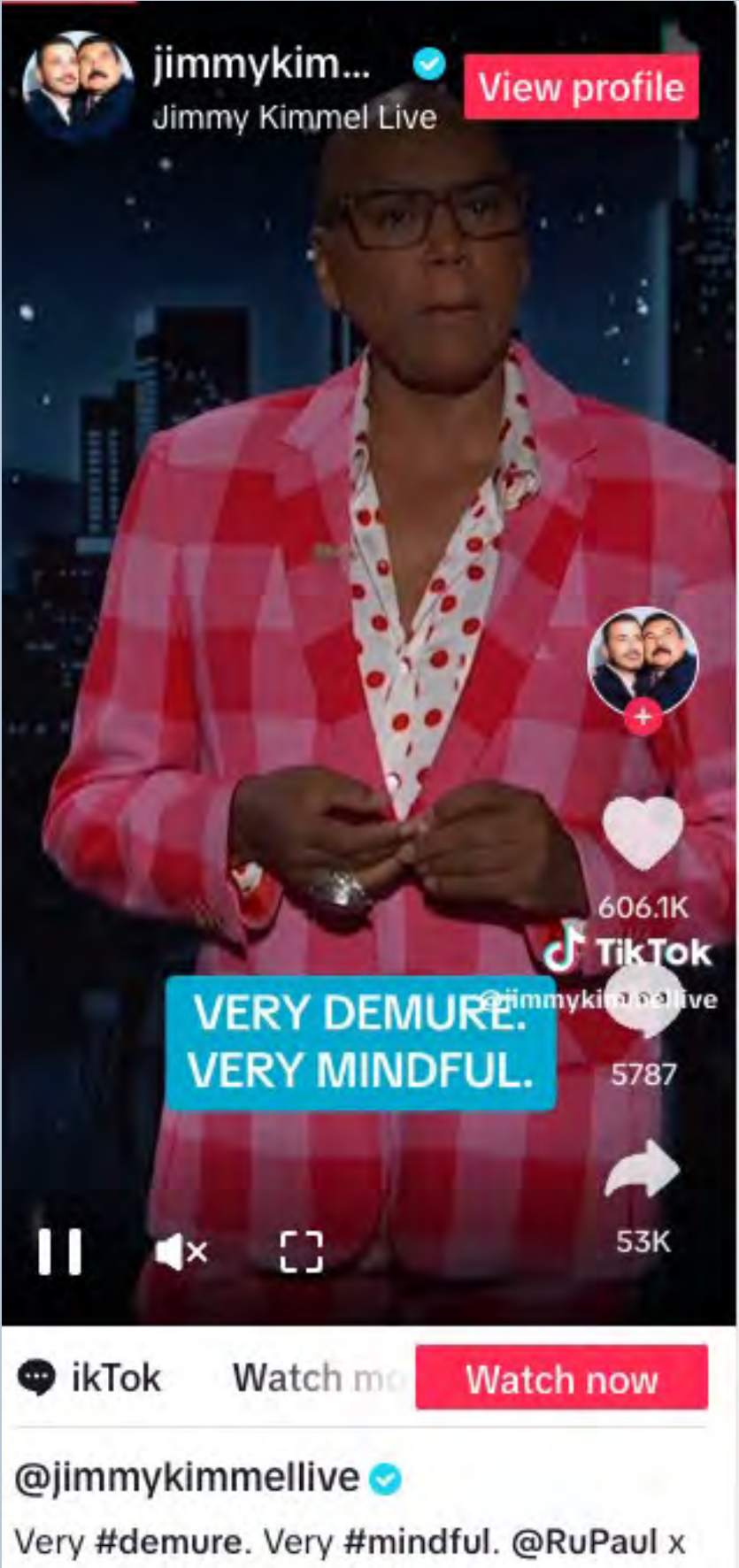
**TACO  
BELL**



# 2024 TrEnd: dEmurE



# 2024 TrEnd: dEmurE



TRAVEL+NOIRE  
**How To Have A 'Very Cutesy, Very Demure' Fall Vacation**

5 Ways to Be a 'Demure' Traveler This Holiday Season

**Being Cutesy and Demure? That's Just Good Travel Etiquette**

# building blocks of a trEnd

## SOCIAL FACTORS

Economic factors

Technological factors

Consumer behavior

MArket dynamics

Influencer impact

News and events



2025 trEnds: what's nExt?



# 2025

## tourism & travEl trEnds

DETOURS & OFF THE BEATEN PATH

NOCTOURISM & THE PHENOMENA -LIST

NOSTALGIA TRAVEL

GOODS GETAWAYS

SKI TRIPS

SET JETTING

JOMO TRAVEL

PASSPORT TO LONGEVITY



# off the beaten path goes mainstream

People are seeking out smaller towns and more local authentic experiences.

Maybe you feel like you've been there, done that. Or you're concerned about overtourism and the crowds descending on popular vacation spots. Whatever the reason, you and millions of other travelers may be looking to detour from the usual spots in 2025 to find hidden gems and visit under-the-radar destinations.

**\*Source: USA Today**



off the beaten path goes mainstream: Lean in





# nostalgia travel

Also dubbed, “time travel,” travelers are chasing after the chance to relive childhood memories.

“Recreating memories” was the third most-cited reason for leisure travel in the U.S. When vacationing with their kids, 58% of global travelers revisit childhood travel destinations. Nearly half (49%) of travelers return to the same place year after year.

It's perhaps an indicator that we want a little respite from uncertainty and are seeking a retreat to the more comfortable world of our childhoods.

**\*Source: Hilton, BBC Travel**



The  
Twist Cone

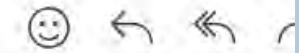
A large, illuminated sign for 'The Twist Cone' is mounted on the roof of a brick building. The sign features a red neon outline with decorative swirls. At the top center is a neon illustration of an ice cream cone. Below it, the word 'The' is written in a cursive script inside a red oval. The words 'Twist Cone' are written in a large, bold, black serif font on a white background.

SHAKES • FOOTLONGS • BAR-B-QUE • SUNDAES • SODAS • SPLITS • SODAS • SOFT DRINKS • POPCORN • FLOATS





Hi Kelli, A State's Endangered Sense of Place, Soul, Community, Via Small Town Ice Cream Shops/Stands



● Jessica Foreman <jessicaf@louhammond.com>

Friday, December 8, 2023 at 1:20 PM

To: kacciardo@gmail.com

Hi Kelli,

I was reading your Ice Cream Shop roundup on Parade and it made me think of this cool untold story throughout the state of [South Dakota](#)... have you been?? Maybe 2024 is the year.

OG ice cream shops and stands, de facto gathering places for small town residents of every age for the last century (or more), have all but disappeared through much of North America – replaced by familiar, but character-less mega chains...and with their disappearance, so too a nostalgic way of life. We read, or hear about it on the news almost nightly – middle America is shrinking, as residents have opted for larger cities, and traded in for a life less rural.

For an endangered taste of the past, one need only embark on a sweet-filled roadtrip through South Dakota, where small town ice cream shops/stands have been cherished, and preserved like time has literally stood still. There are also some accidental Wes Anderson vibes to boot. This would be an incredible written and visual story – highlighting a nostalgic way of life via the characters, and generational families and patrons involved not only in the preservation of these OG ice cream stops/stands, but most importantly: preservation of community.

Some of our team was just in tiny Aberdeen, SD, enjoying ice cream at Twist Cone, and it felt like time stood still in a place that no longer exists – a way of life that has largely disappeared, but remains palpable throughout South Dakota's small towns – they're about so much more than ice cream...community revolves around these classic haunts, and in travel, as we've become increasingly more focused on preservation of experience (so that our kids, and theirs too, can experience a place exactly as we do), these classic spots, and a road trip focused around them offer an unrivaled true sense of timelessness and nostalgic community.

I'm convinced this is a perfect feature piece because it encompasses so many themes at the heart of what makes travel wonderful. Please lmk if you agree or would be interested to speak more about a 2024 visit!

Best,  
Jess

Download

# Noctourism + PhEnomEna



Travelers are seeking out awe -inspiring natural wonders and planning entire trips around these events.

With 2024's total solar eclipse sparking mass travel along the path of totality, 2025 will see a surge in travelers seeking out natural phenomena and unique experiences. From witnessing the Northern Lights to observing wildlife migrations, people are planning trips around these awe-inspiring events.

\*Source: [Expedia](#)



# Noctourism + PhEnomEna




## AuroraReach

Group by Justin Schmidt

### South Dakota Aurora Notification Group


Public group · 63.3K members · AI enabled



+ Invite

Share

Joined ▼



# Ski Trips

(It's not what you think.)

**Nearly half of travelers (46%) would prefer to spend their money on a trip of a lifetime rather than leaving an inheritance.**

By 2025, seven generations will be traveling together for the first time in history, as “Beta Babies” are born to Gen Z parents. This includes Generation Alpha, Millennials, Gen X, Boomers and the Matures. XZ Beta Travel will see young Gen Z parents traveling with their children and Gen X grandparents, who often finance the trips. The trend of **Spending Kids' Inheritance (SKI)** is set to continue in 2025. This trend is particularly strong among baby boomers (49%) and the silent generation (40%). Multi-gen trips continue to be on the rise.

**\*Source: Booking.com**



Make the trend work for you.

Create a special offer or package.

Find the human connection. Do you have a family resort buyout with an interesting story? A texas family who returns again and again?

# Taste of Home

[Home](#) → [Home & Living](#) → [Family & Parenting](#)

## The Best Family Reunion Spot in Every State



By [Lindsay D. Mattison](#)

[Taste of Home's Editorial Process](#)

Updated On Jul. 15, 2024



VIA CUSTERRESORTS.COM

### South Dakota

[Custer State Park Resort, Custer](#)

Bring everyone together at one of the world's top 10 wildlife destinations. You'll see free-roaming wildlife and you can stay on-site in cabins at any one of the four lodges on site.

# passport to longEvity

**Travelers are looking for experiences that play a role in living a longer, healthier life.**

More than half of American travelers revealed they would pay for a vacation that's sole purpose was to extend their lifespan and wellbeing. Deep revitalization is a top priority, from body vibration and red-light therapies to cryotherapy and stem-cell treatment.

\*Source: [Forbes](#)



Leverage a university professor's expertise to share stats around nature's positive impact on health, and craft a pitch around South Dakota's best immersions outside



UNIVERSITY OF  
SOUTH DAKOTA

"Nature itself is the  
best physician."  
-Hippocrates

# jomo travEl

JOMO focuses on disconnecting from the hustle and bustle of everyday life and embracing relaxation in private vacation rentals or destinations. Travelers are seeking peaceful retreats where they can unwind and recharge without the pressure of constant connectivity or social media updates.

62% of travelers find that JOMO trips, typically involving secluded cabins or peaceful beach houses, help reduce stress and anxiety.

**Source: Travel Noire**

**In contrast to the fear of missing out (FOMO), 2025 will see a rise in JOMO (Joy of Missing Out) travel.**



# goods gEtaways

Travelers are making extra space in their carry-ons, and even creating entire vacations around getting goods.

Popular TikTok videos have influenced travelers for years, but now, the trend is spreading even further.

39% of travelers visit grocery stores or supermarkets when vacationing while 44% shop for local goods they can't get at home.

\*Source: [Expedia](#)





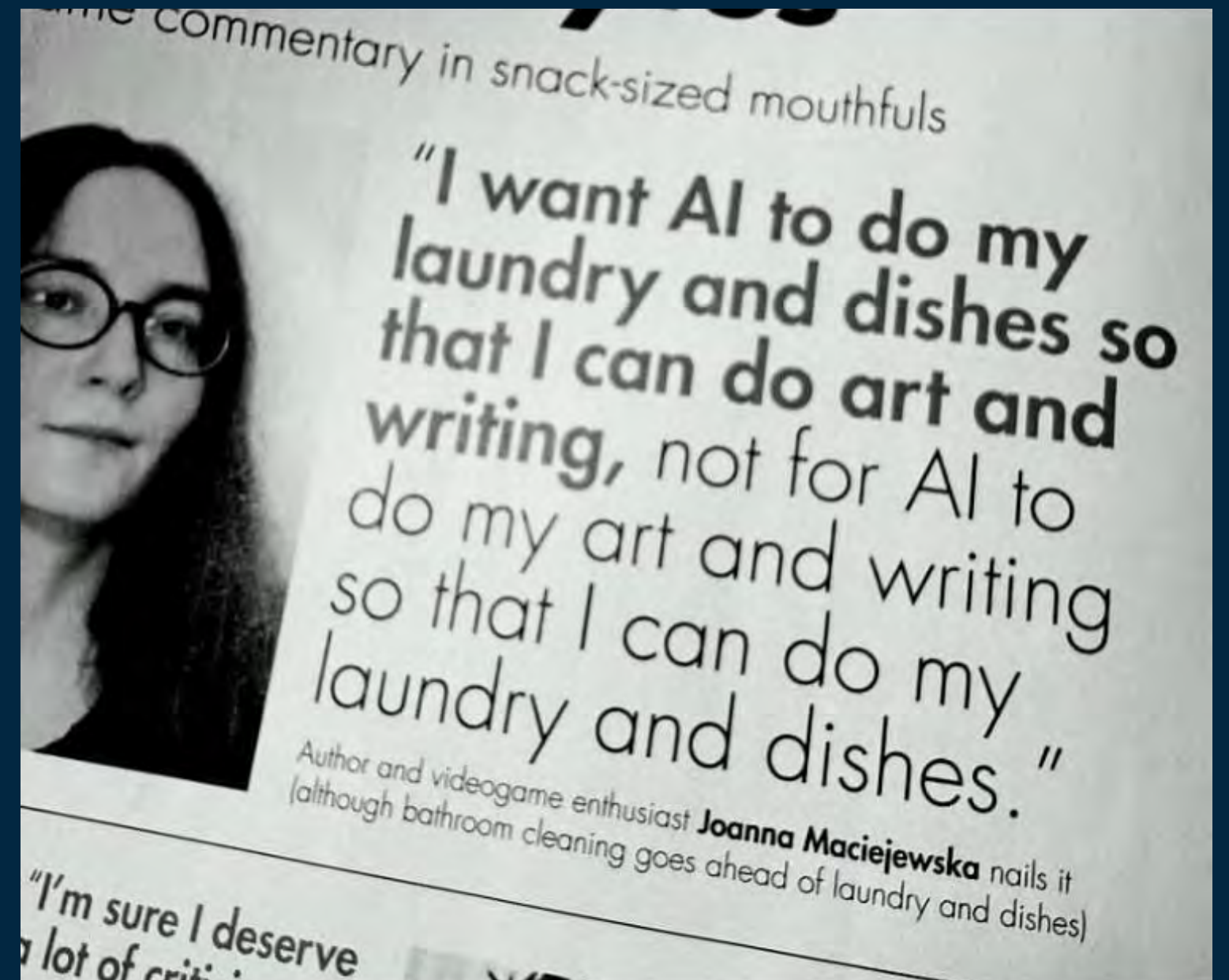
# 2025

## public rElations & mEdia trEnds

RESPONSIBLE AI AS A STRATEGIC PARTNER

AUTHENTICITY & HUMAN CONNECTION

EXPANSION OF DIGITAL CHANNELS






# rEsponsible ai

**The key is to use AI as a strategic partner to enhance, not replace, your brand's voice.**


The influence of artificial intelligence (AI) in PR workflows is undeniable. The [PR Newswire 2024 State of the Press Release](#) report revealed that over a quarter (26%) of communicators are already using generative AI to create press release content, while nearly half (42%) are open to adopting the technology in the future.

Brands can leverage AI to automate repetitive tasks, enhance efficiency, and provide insights to inform decision-making, freeing up their teams to focus on creativity and strategy while preserving their distinct voice.

# <<not>> rEsponsible ai



**Futurism**



## Sports Illustrated Published Articles by Fake, AI-Generated Writers

We asked them about it – and they deleted everything.

/ Artificial Intelligence / AI / Artificial Intelligence / Journalism



**BBC**

Home News Sport Business Innovation Culture Arts Travel Earth Video Live

## Airline held liable for its chatbot giving passenger bad advice - what this means for travellers

23 February 2024

Share  Save 

# rEsponsible ai: usEs & tools

AI will soon permanently change every company, job, and industry. Not experimenting can be a risk.

## IDEAS + INSPIRATION.

AI platforms such as **Writesonic** and **ChatGPT** can be used to brainstorm creative ideas, stimulate creative thinking and streamline select PR tasks.

- “Give me three options for [topic]” or “Rewrite this paragraph to match AP Style Guide.”

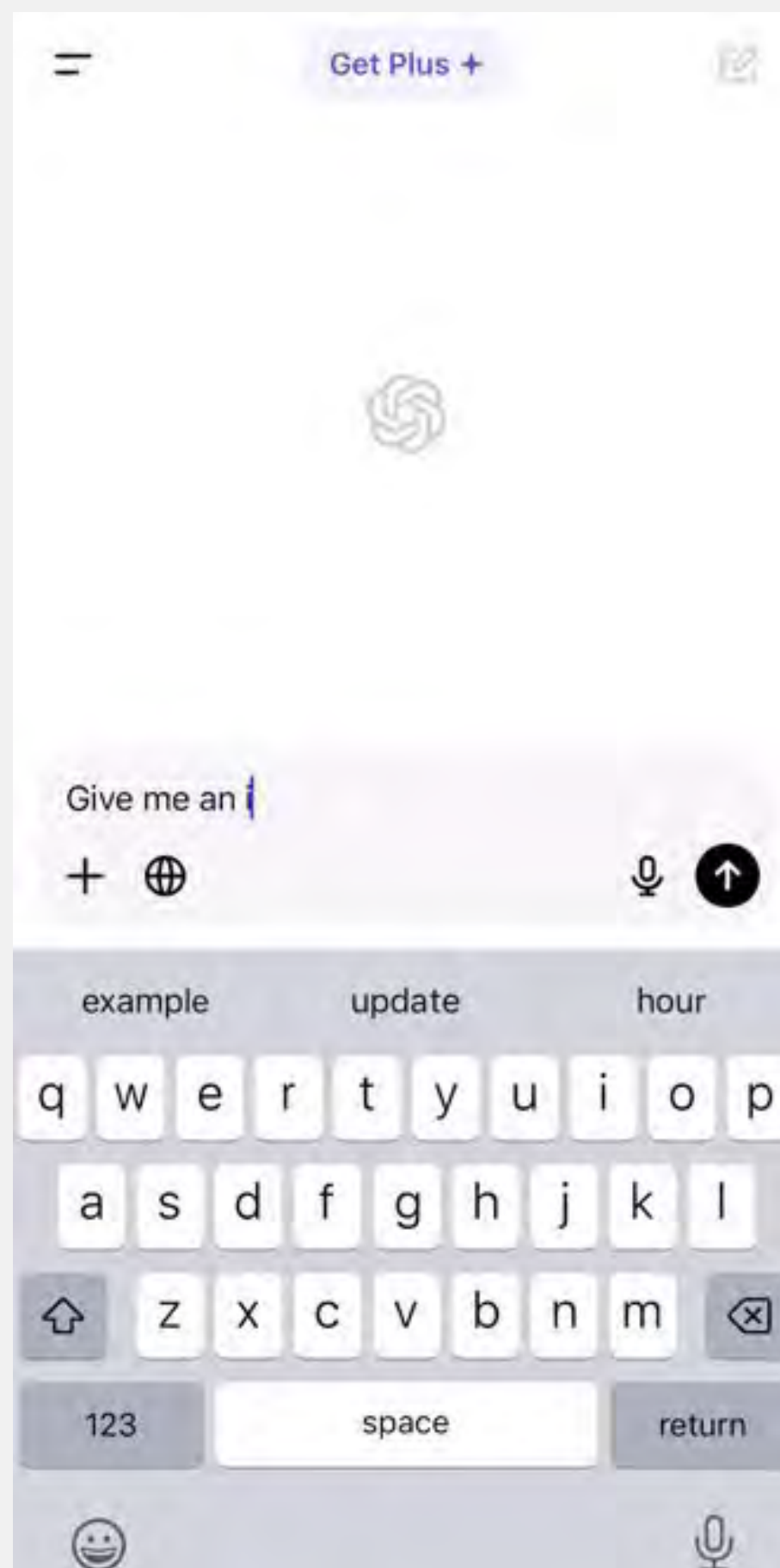
AI Chatbots, such as **ChatGPT**, **Layla**, and **GuideGeek** have the ability to scout destinations, plan itineraries, search for accommodations and flights, map out road trips.

- “Give me ideas for a 3day weekend in [destination]”

## SOCIAL MEDIA AND INFLUENCER MANAGEMENT

Social media management through automation tools, such as AI-powered scheduling features.

Influencer Identification: AI can leverage social media data to pinpoint individuals with significant sway over specific target audiences. **Captivate** and **Tagger** are popular.





ChatGPT >



How would I tie the Joy of missing out travel trend to a vacation in South Dakota



The "Joy of Missing Out" (JOMO) travel trend is all about embracing slower, more mindful, and less crowded experiences. It's the opposite of the fear of missing out (FOMO), encouraging travelers to unplug, avoid overtouristed destinations, and savor unique, personal moments. South Dakota is a perfect destination to tie into this trend, as it offers serene landscapes, outdoor adventures, and off-the-beaten-path experiences. Here's how you can connect JOMO to a South Dakota vacation:

### 1. Connect with Nature in the Black Hills

- The Black Hills provide a tranquil setting for hiking, camping, or simply stargazing. The rugged beauty and secluded trails ↓ you escape the



Microsoft



# rEsponsible ai: usEs & tools

## GENERAL RESEARCH.

- “Create a list of fun national holidays relevant to the travel industry” or “what are today’s travel trends” or “Provide more information about [topic] and explain why it’s important”

## ADMIN & REPORTING.

AI platforms like **Grammarly** can support text editing & proofing.

Translation. **DeepL** is a preferred helper.

Monitor, measure, and handle public sentiment toward brands, campaigns or public figures through AI-generated audience analytics and media analysis.

Transcription support like **Otter.ai** can be used for meeting notes, speech writing, interviews.

# Responsible ai: mitigate the risk

A balance between AI and human input is crucial for maximizing benefits and minimizing risks.

## **STAY UPDATED ON REGULATIONS, BEST PRACTICES.**

Until there are firm regulations and laws on AI use, the rules are that there are no rules.

## **HAVE PROCEDURES IN PLACE FOR CHECKING ACCURACY.**

With the sheer amount of content AI can produce, it's never been more vital to check its factuality.

## **AI IS ONLY AS GOOD AS THE DATA.**

Think about the data structure, how it's stored, and how it can be prepared for AI.

## **READ AND LEARN.**

The field of AI and PR is growing rapidly. It's important to keep up with the latest developments. Follow the AI gurus on LinkedIn, read their posts, and engage with online AI communities.



# AuthEnticity & human connEction

People are tired of brands positioning that they are perfect. They don't want to hear the PR spin, corporate -speak, or false promises.

In contrast, consumers love it when brands feel real and authentic. For many people, a company's authenticity is the deciding factor when deciding which brands to buy from and which to ignore. According to one customer survey, 86% of customers say authenticity helps them determine which brands to support. Radical authenticity will drive success.

**\*Source: PRSA**





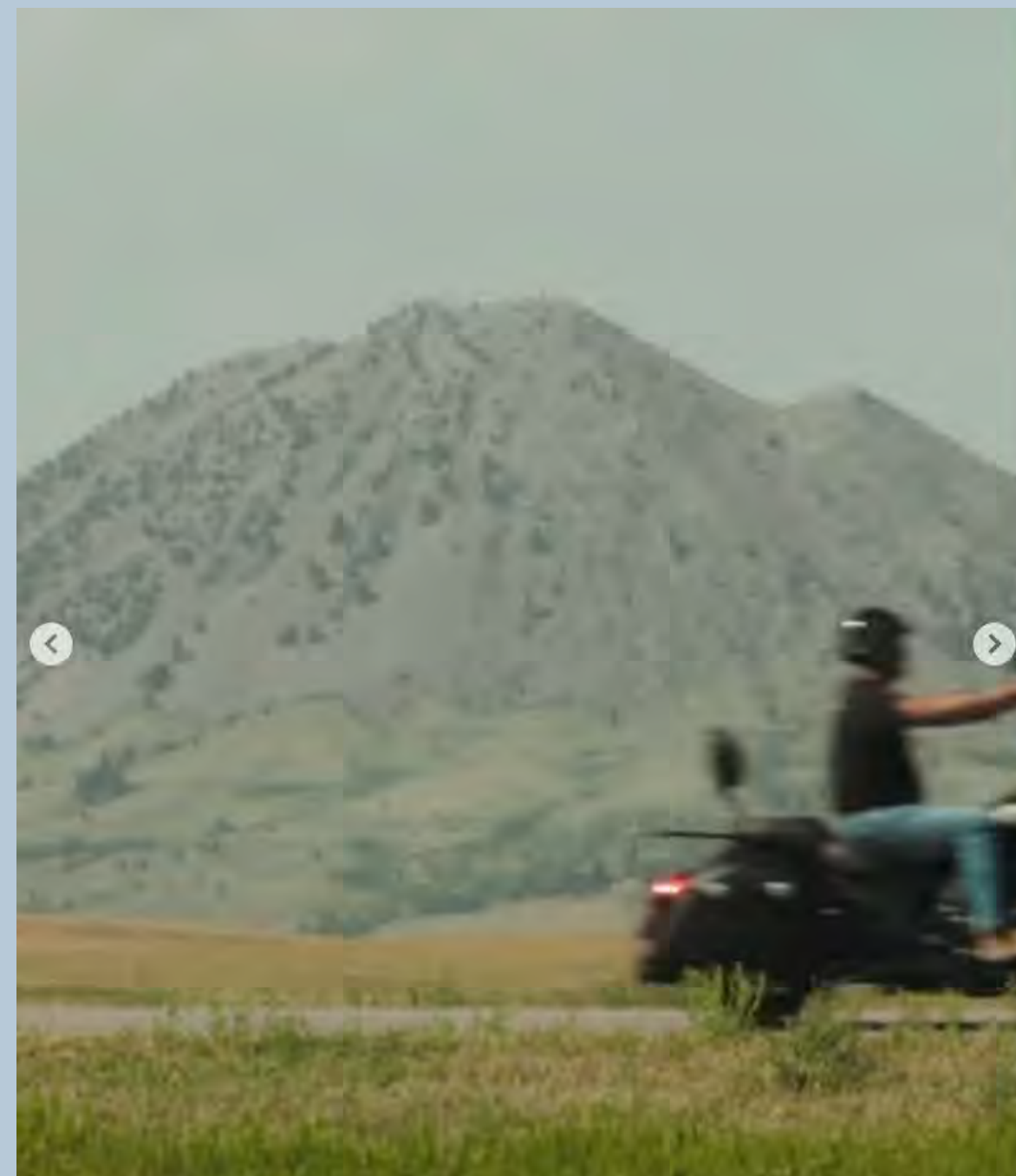
# Expansion of digital channels


**Podcasts, with massive and loyal followings, often surpass traditional broadcast media in engagement.**

Today there are a plethora of podcasts, niche creators and community-driven outlets to which consumers increasingly turn.


By embracing these platforms, brands can connect with more niche, yet engaged audiences while positioning themselves as innovators. By embracing new and niche channels, you're not only reaching more engaged audiences but also positioning your brand as willing to experiment and reach different groups.

**\*Source: Rolling Stone**



**jaymeesire**   
Sturgis Buffalo Chip



**jaymeesire**  Growing up in Montana, I have fond memories of road tripping with my mom and sis to visit family in South Dakota. We would always count the number of motorcycles on their way to Sturgis, but never did I think I'd end up there 30+ years later in a work capacity.

Back in April, @jaharoni and I met @daymonwoodruff, @tonijowoodruff & @sixspeedsis at a @travelsouthdakota event in SoHo. These people moved mountains to get us to South Dakota, and we are forever grateful for the experience at @sturgisbuffalochip. More to come when I emerge from a pile of video the size of Bear Butte. 😊

#southdakota #sturgis #sturgisbuffalochip  
#bestpartyanywhere #sturgisrally

22w



**skiinglizard** I was born and raised in the Black Hills, then graduated from HS, did undergrad, and came back to teach at Montana State University. Summers back home are the best time! But the winters and living there is hard! Definitely fun to visit, but VA is home now!



22w Reply

— View replies (2)

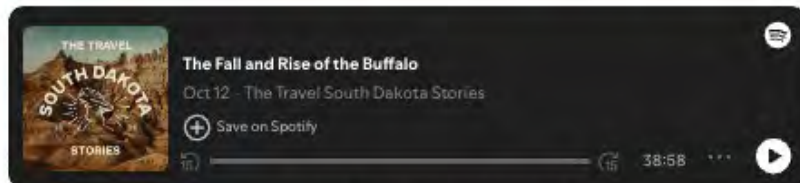


Liked by **travelsouthdakota** and 625 others

August 11, 2024



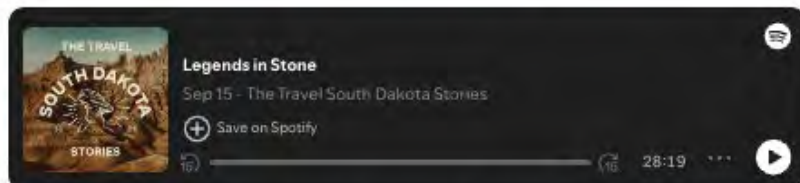
### Episode 1: The Fall and Rise of the Buffalo



Feel the ground rumble and the dust fly as 60 cowboys and cowgirls saddle up to bring in a thundering herd of 1,300 buffalo at the 57th Annual [Custer State Park Buffalo Roundup](#). From the back of a truck, we discover that the South Dakota spirit isn't just adventurous — it's infectious with history, charm and fun.



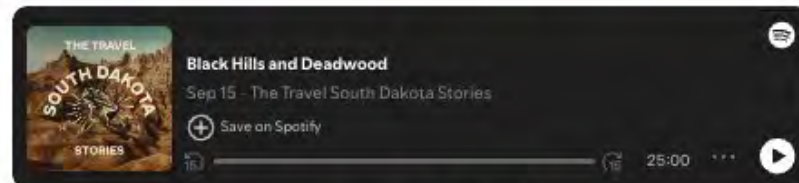
### Episode 3: Legends in Stone



Join us to understand what makes Indigenous culture in South Dakota so unique. And as you hear these stories and the history of this fascinating and colorful culture, including the colossal [Crazy Horse Memorial](#), you'll soon discover that you need to experience South Dakota for yourself.



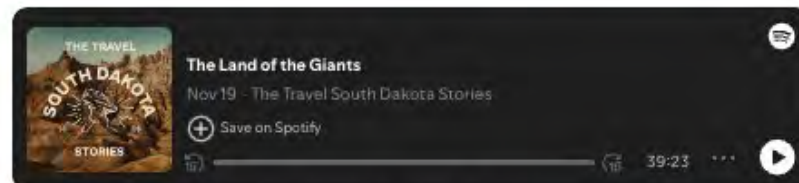
### Episode 2: Black Hills and Deadwood



The discovery of riches in the southern Black Hills in 1874 kicked off one of the largest gold rushes in America. Not long after, [Deadwood](#) became a rough-and-ready boomtown that steadily lured bands of outlaws, gamblers and gunslingers. Join us as we discover why the legendary frontier town is now a lot less rough, but just as much fun.



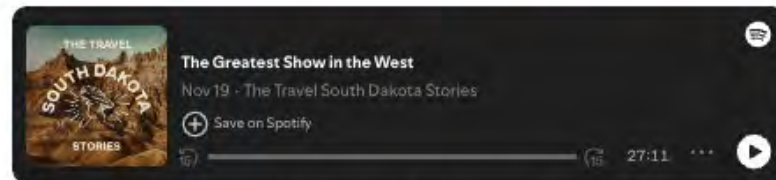
### Episode 4: The Land of the Giants



In Africa, people go on safari in search of the Big Five: lions, leopards, rhinos, elephants and buffalo. In South Dakota, you can encounter the HUGE Four: Tyrannosaurus rex, Triceratops, raptor and mammoth. Roll up your sleeves for a [prehistoric adventure](#) in one of the world's paleontology hot spots.



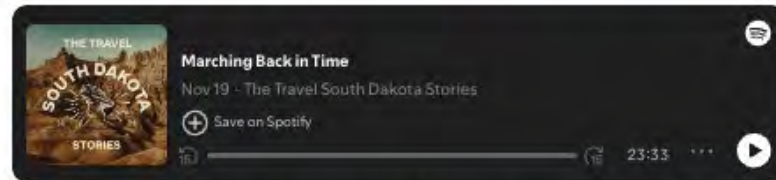
### Episode 5: The Greatest Show in the West



Rodeo is a pure reflection of the spirit of the American West, and in South Dakota, it's not just the official sport — it's a way of life! Hear hooves pound the dirt and crowds roar as you get an immersive look at the skill, tradition and daring on display at [one of the top rodeos in the region](#).



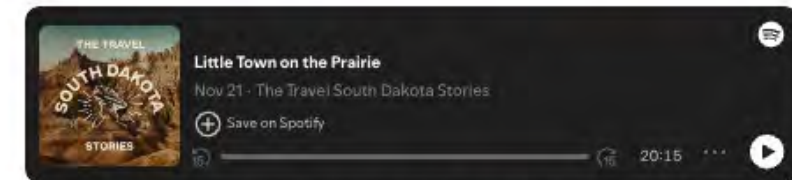
### Episode 7: Marching Back in Time



As soon as we arrive at Fort Sisseton, we're handed Civil War-era muskets. That's because we've enlisted in the Army — the Union Army! Join us at the [Fort Sisseton Historical Festival](#), where we take part in marching drills, sleep in a haunted hospital and step on toes at the Military Ball, all while learning about the fort's place in American history.



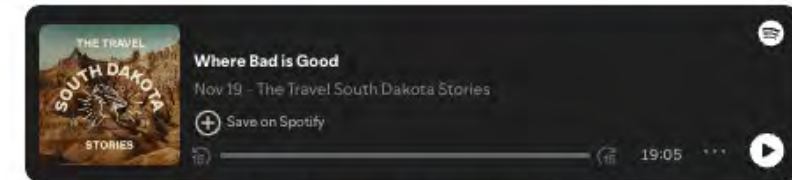
### Episode 6: Little Town on the Prairie



In 1879, Charles Ingalls moved his family to South Dakota to start a new life in the small community of De Smet. His daughter, Laura Ingalls Wilder, went on to captivate the world with her "Little House on the Prairie" books chronicling life on the Western frontier. Join us for a journey through [Laura's incredible life and legacy](#).



### Episode 8: Where Bad is Good



The Lakota people call it Mako Sica — "bad lands." So, is it a fitting name? Find out as we hike through a colorful tapestry of sharply eroded buttes, pinnacles and spires in [Badlands National Park](#), where we discover ancient fossils, wildlife and scenes straight out of a Western movie.

# harnEss thE nExt trEnd for your bEnEfit

**KNOW & CREATE FOR  
YOUR AUDIENCE**

**PAY ATTENTION TO THE  
TRENDS**

**IDEATION & TACTICS**

**ADAPT BRAND  
POSITIONING AND  
CONTENT DEVELOPMENT**

**STRIKE WHILE IT'S HOT**





# know your audiEncE

Pop culture trends are crucial to the zeitgeist but don't apply evenly to everyone.

Despite their broad popularity, many cultural moments are relatively niche, requiring PR professionals to understand their audience and make discerning decisions about content direction. Establish criteria for evaluating the relevance of potential trends: These movements are only beneficial if they address your particular target audience.

Always create for YOUR audience. What cultural experiences are they living in their lives now, and how can you join them in their life experience?

# Monitor trEnds

- Use Google alerts
- The younger members of the team
- Attend conferences
- Sign up for newsletters across industries
- Competitive audit
- Tune in and engage with LinkedIn
- Trending hashtags on X, Instagram Stories, and TikTok's 'For You' page
- Search for and analyze data and statistics
- Leverage trend monitoring tools: social media analytics, news aggregators, and systems can help identify trends before they fully saturate the mainstream.
- Create a trend analysis framework: implement a system for generating and evaluating weekly or monthly trend reports.



# tactical ways to insErt your brand into thE narrativE

Packages, promotions + special offers that tie an experience with the trend.

Connect the dots in media messaging.

Support relevancy with stats + data.

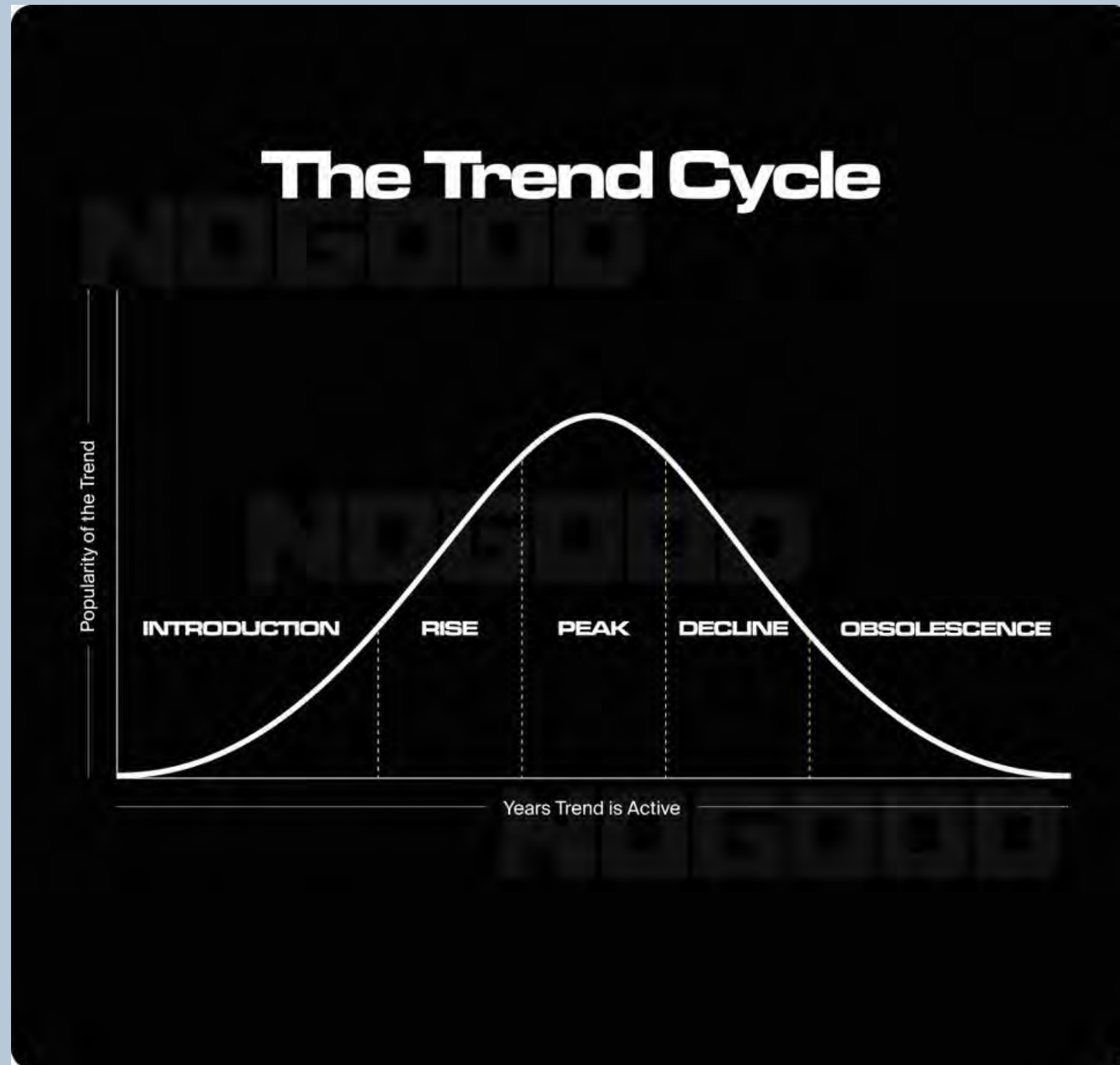
Three's a trend: develop or identify your own trend.

Partner with content creators and micro-influencers to tell the story for you and bridge the gap:

- Build cost-effective assets
- Add personality + storytelling
- Enhanced reach to their audiences

Implement & experiment on social media: messaging, memes, UGC.

# strike while it's hot



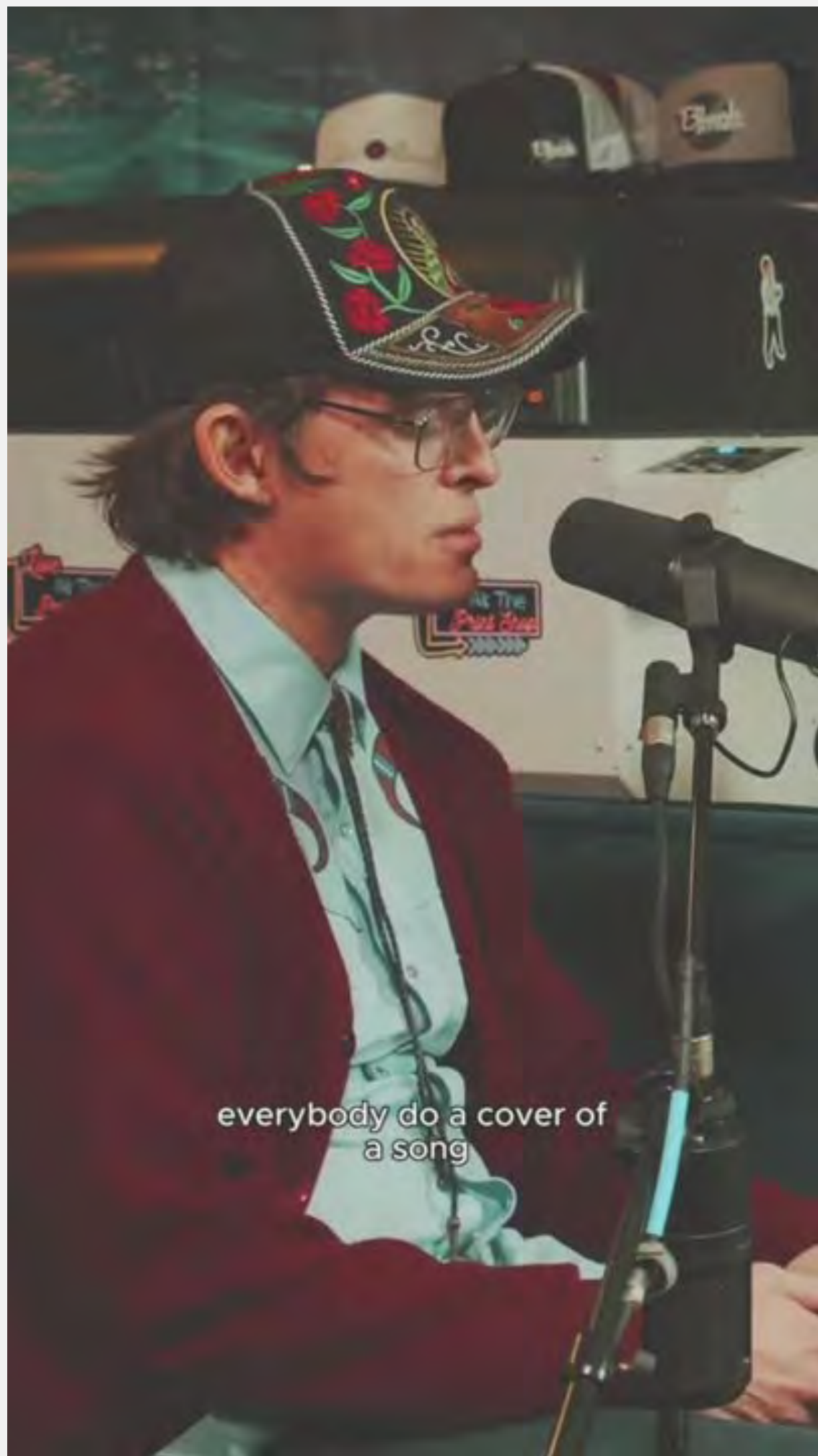
# adapt brand positioning and contEnt dEvElopmEnt

Understanding the latest trends is helpful only if you're willing and able to pivot your marketing and PR collateral and content accordingly.

A brand's authentic message is a truthful and consistent narrative that reflects the brand's **values, unique selling points, and products**.

But a brand doesn't shape itself, it uses its target audience's culture to shape themselves. Without taking into consideration the beliefs and online behaviors of their consumers, it will be difficult to reach visibility. Branding yourself to align your values with your consumers' culture is the best way to gain trust and loyalty.





everybody do a cover of  
a song



the night has come

A wide-angle landscape photograph showing a snow-dusted mountain range. In the foreground, a dense forest of evergreen trees covers a rocky slope. The middle ground features prominent, rugged rock formations partially covered in snow. The background reveals a vast valley with patches of snow and distant, hazy mountain ranges under a clear sky. The text "thank you!" is centered in the image in a white, sans-serif font.

thank you!