

EXPERIENCE INTELLIGENCE

Special Edition

2024 → 2025 Trends Lens



BY GPJ

This edition explores how a year's worth of emerging trends has cultivated **a world of new truths shaping a world of new experiences.**

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This past year was one of immense change, disruption, and growth. A year many were not reluctant to leave behind. But from volatility comes resilience and perspective. And while we're fully in the swing of a new year, continuing to contemplate where we've been will help us develop a clearer picture of what's ahead. We can't predict the future, but we can certainly be ready for it.

A WORLD OF NEW TRUTHS

2024 → 2025
TRENDS LENS

Last February, one of our trendspotters coined 2024 the **"year of the distrust crisis."**

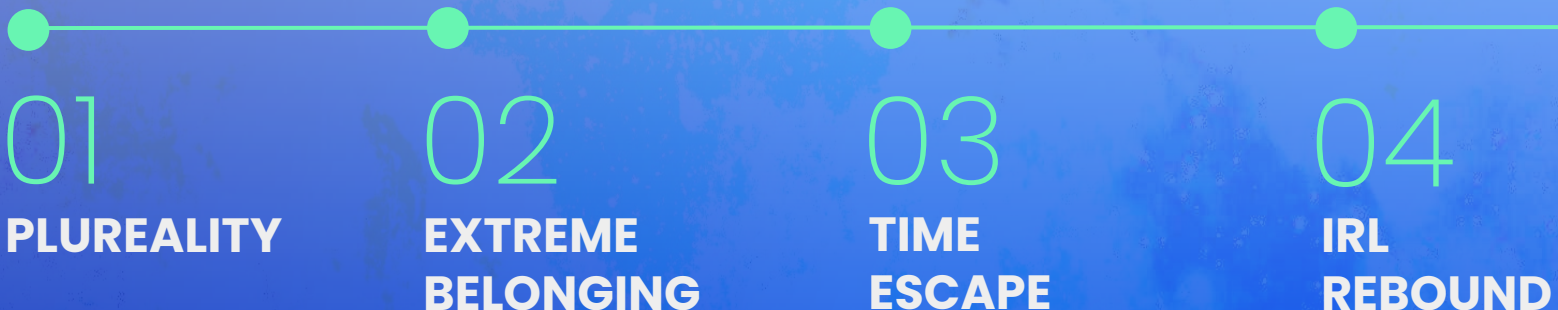
Prophetic words for what turned out to be a year full of AI slop, spam-cluttered social feeds and brain rot.

Yet a deeper dive into our monthly trend topics uncovered a more complicated reality: a world inundated with artificiality is creating a world of truth-seekers that want to experience *everything*.

Like a flickering moth light, authentic experiences are attracting those looking for something truly *real* – in different, sometimes contradictory, shapes, sizes, places and spaces.

Our top trendspotters have identified four territories that offer us perspective on how audiences and brands will experience a world of new truths:

TREND TERRITORIES



01. TRUTH IS, **REALITY ISN'T WHAT IT USED TO BE.**

PLUREALITY (PLU·RE·AL·ITY)

What's considered authentic is no longer universal. Our cultural landscape has fractured into a universe of truths that often compete. The notion of what's *real* is now tailor-made by *you*, or the influencers who storysell it best.



01.

PLUREALITY: HOW TRUTH FOUND NEW ORBITS



Scandals and AI made us **skeptical of the social contract**. Truth became something we could not take for granted.



The **Kendrick-Drake beef** escalated as both hurled accusations, and audiences picked sides based on **who told the better story** instead of the facts.



In a world that's evolving faster than we can adapt, there is a promise of control through disassociation and **escapism** and **rethinking your relationship with technology**.



Auramaxxing rejects conventional ideas of successful and optimal living. **The individual now has the power to define their own truth** through their own eyes.

KEY TAKE AWAYS

- Build your story with your audience or they will tell it without you.
- Experiment with new forms and mediums of expression that allow you to craft alongside users.
- Harness the power of shared ideas and purpose to design experiences that turn individuals into a collective.

02. TRUTH IS, **FINDING YOUR PEOPLE IS EXTREMELY MEANINGFUL.**

EXTREME BELONGING

In volatile times, we turn to communities for acceptance and support. As change remains the constant, there is a growing desire to find the places, spaces and people we can belong to more permanently, no matter how extreme the conditions.



02.

EXTREME BELONGING: INCLUSION FOR ALL IDENTITIES



People are craving **spaces that foster inclusion** for **all facets of their identity**.



Unique, niche interests do not always provoke loneliness. There is **safety in communities** with shared interests.



There are people out there for everyone. “Your **community is the media** through which you **decide what to believe**.”



Society fosters a **desire to belong** to the eternal and ephemeral. **We are searching for a cosmic connection** and to be included in incredible phenomena.

KEY TAKE AWAY

- Bespoke community building is a worthy brand effort that creates a halo effect of positive brand experience overall
- Through steady, authentic expression and a strong shared agenda, sponsored communities – both big and small – can find longevity in cultivating a sense of real belonging.

03. TRUTH IS, **THERE'S NO BETTER TIME TO TIME TRAVEL.**

TIME ESCAPE

Beyond truth and acceptance, a world of uncertainty craves familiarity, control, reprieve, and well, pure fun. This trend territory highlights the power of nostalgia and escapism, while signaling a shift in perceived social norms and expectations.



03.

TIME ESCAPE: BOUNDARYLESS SOCIAL PORTALS



AI, AR, and VR allow consumers to immerse themselves in **uncharted moments** from the past.



Adults seek **experiences that remind them of childhood** as a reprieve from stress and loneliness. They are **searching for the care-free** moments of being a kid again.



Consumers lean into **nostalgia and familiarity** as an **escape from the unpredictability** of today's world.



Older generations participate in youth-dominated spaces, while younger generations prioritise issues traditionally addressed later in life.

KEY TAKE AWAY

- Focus on creating shared, historically informed moments that give your audience a sense of control, while catering to their shared experiences.
- By digging into audience history, you are able to uncover and reinvent moments, sentiments, and experiences that resonated with them and brought them together.

04. TRUTH IS, **FACE-TO-FACE IS BETTER THAN APP TO APP**

IRL REBOUND

In contrast to prior decades, we're using the real world to escape the internet. Tech makes connections "easy," but also parasocial. IRL gatherings cater to all kinds of stable connections.



04.

IRL REBOUND: GETTING BACK IN TOUCH



People are **re-calibrating boundaries** between work, attention, and connection, which have become blurred with our reliance on smartphones. They are **reconnecting with what is physically** right in front of them.



New **community-driven events** are helping people build their IRL communities. Audiences are using technology to **kickstart their in-person connections**.



Intimate dinner parties are gaining popularity as people create unmissable experiences for friends that no bar or restaurant can replicate. They are selective and personal with a **clear expression of human-touch** and care.



Tired of paywalls and interview-style dates, singles look for real-life butterflies **instead of virtual sparks**. People want **more authentic connections**.

KEY TAKE AWAY

- Establish inclusive, intentional, and clear rules of engagement when creating spaces and experiences.
- Community can be started online, but it's strengthened through IRL connections.
- Fostering relationships and extending digital introductions is key.

TREND LENS

RECAP

Truth is, people will always search for enduring truth, and **what feels really real will shape how people experience, well, everything.**



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How truth found
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02

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Inclusion for
all identities

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Time Escapes:
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IRL Rebound:
Getting back in touch

