

TRENDS FOR SUMMER 2022



downat
thesocial



WHAT IS SUMMER SILLY SEASON?

The summer months are often known as **#SillySeason**, and for those of us that work in PR that means coverage, coverage and more coverage. It's called Silly Season because it's the time when the mass media often focus on trivial or frivolous matters for a lack of major news stories. Schools and offices experience a lull, parliament takes its recess and the media scrambles for news.

This means there's a huge amount of room for creative stories, content marketing, holiday chatter, food and drink, parties and much more.

However, for obvious reasons, the past few summers it hasn't really happened.

There's been no shortage of major news stories and that is probably go-

ing to be true of Summer 2022 but with parties, holidays, gigs and festivals back on the road, there is a refreshed opportunity for marketers to reach their customers in meaningful ways.

With this in mind, we've pulled together a guide to **#SillySeason**. This is a report on what's hot and what's not, and crucially how brands and businesses can tap into trends to supercharge their PR, social media and digital marketing.

So what does the consumer want to see this summer?

1. The Queen's Jubilee
2. Harry Styles
3. Holidays
4. Drinks
5. Pride
6. Weddings

THE QUEEN'S JUBILEE

Puddings, Corgi cakes and Harry and Meghan are dominating the headlines right now. Brands everywhere are tapping into the power of Queen Elizabeth's reach with over 40.5k searches online in the last month for 'queen's jubilee'.

M&S have created a Corgi and Queen Connie cake range and Morrisons has dropped its Corgi cake, marketing it as the perfect sweet treat for Jubilee parties and street celebrations.

Brands are creating cocktails, Jubilee themed merchandise is flying off the shelves and the Platinum Pudding competition winner is being recreated all over the world.

For brands wanting to tap into the furore, NOW is the time to get crea-

tive. There are huge opportunities for product PR, celebration content and an opportunity to tap into the widespread nostalgia and pride the whole country feels for the queen.

HOW TO USE THIS TREND

- Plan ahead so big key dates don't take you and your team by surprise.
- Don't be afraid to adapt your product or brand to make something newsworthy.
- Check out what is doing well now on social media and Google and stay on top of developing trends.



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**A PR
DREAM**



No one at DATS will have a bad word said about Mr Styles. He is our man of the year.

Not just for the songs and the clothes! **We love Harry's marketing.** It is the epitome of brand building without hard-selling. His social channels are so relaxed that they verge on not very good but his team are clearly extremely smart and calculated with their every move.

The Harry's House launch has seen a series of moments that develop the story of the album in cute and surprising ways. From his merch pop up at Coachella - where he was the most talked about performer - to the cryptic doors of YouAreHome.co and the Better Homes & Gardens cover story, each one has been carefully curated to send the fan accounts crazy! For those not lucky enough to be one

of the biggest stars in the world right now, it's still useful to study how celebrities and their marketing team disrupt, diverge and defeat traditional marketing ideas. PS; we predict that Harry's House listening parties are going to be HUGE this summer so if you have a venue, now is the time! (Please invite us!)

HOW TO USE THIS TREND

- Build a loyal audience! Harry's fan accounts are influencers in their own right and they do the hard work for him.
- PR should be about quality over quantity - Harry's Better Homes and Garden piece took the internet by surprise. Oh, and the images were perfect!
- Hype, mystery and scarcity is often more alluring than being everywhere all the time - sorry Kim.
- UGC! As we write this, billboards are going up around LA with tweets from fans about Harry. It's a tool of social media marketing so many brands fail to utilise properly.





Pinterest and WeThrift have already summed up what's hot in holidays this summer with a great piece on searches which you can read [here](#).

Social networks like Pinterest provide the perfect barometer for what consumers are looking for. Stories like the above make for great digital PR campaigns driving coverage and links and supporting your website in search rankings. Just because you (or your client) aren't a holiday provider, that doesn't mean you should miss out on coverage and some SEO juice on your website, sometimes you just need to think outside the box.

And when it comes to social media, AirBnB used it to skip the middleman and unveil the "biggest change to AirBnB in a decade" just as holiday season was ramping up. They unveiled it via their CEO & Founder, Brian Chesky's Twitter. They packed a set of brand new, product-changing features that would change how the consumer used the product this summer into a 70 second video, which garnered well over 1 million views organically.



Brian Chesky ✓
@bchesky



On May 11, we'll introduce the biggest change to Airbnb in a decade

9:11 PM · May 3, 2022 · Twitter Web App

98 Retweets 125 Quote Tweets 1,534 Likes

From that viral moment, the media scrambled to write up the announcement, users debated their favourite features, and they briefly entered the top 10 most downloaded apps as users (and perhaps ex-users) flocked to try the new features.

HOW TO USE THIS TREND

- Evolve your product ahead of a season of demand. Then create a sense of mystery and intrigue.
- Don't be afraid to go Direct to Consumer - the coverage should follow.
- It might be your "biggest change in 10 years", but can you sum it up in a 70 second video?

DRINKS



We told you in our trend report last year, and we were right. The drink of the year is undoubtedly Tequila!

Tequila searches are up to 60.5k (with rum, another spirit seeing a resurgence, only hitting 40.5k), The Rock has his own brand and in the UK in the last month there were 49.5k searches for the word margarita.

Well, how can you ride the wave? Content of course. If you have a hospitality brand, now is the time to bring Tequila front and centre with cocktails, photos and videos.

Our client Zymurgorium has just launched an agave spirit strawberry cream liqueur, Manquila, disrupting a market that has been very much dominated by one product for some time and we know it's going to be huge.

But did you know functional drinks are having a moment too? Our new client,

Medahuman, is leading the way in that field.

Medahuman's range has 25 nutritional ingredients, one of which is CBD, and is a part of a growing functional wellness market that is estimated to hit \$28.72 billion by 2030.

HOW TO USE THIS TREND

- If you provide a service (like a restaurant or a bar), reimagine your content to feature products that are hot right now.
- Can your brand or business find a way to add to the growing wellness conversation?
- End your year, like we did, by predicting what trends will be hot next year (or let us do it for you!)

PRIDE

LGBTQ+ culture or allyship is not a trend and should never be treated as one.

Pride month is now huge across the world and support of LGBTQ+ causes is something that can hugely benefit a company. But it must be authentic and backed up with real behaviours by businesses that want to get involved.

Here's our top three worldwide brands that have created meaningful Pride month campaigns to admire this year:

Leon - in 2020 LEON and Deliveroo delivered free LGBTQ+ children's books with meals throughout June. The books celebrated inclusivity and aim to encourage children to stand up against injustice.

Marvel - On 22 June Marvel is using its reach to showcase LGBTQ+ creators and characters. This is such a powerful way to give these voices and stories the visibility they deserve. Check it out here.

Oreo - for the third year they are partnering with PFLAG National - the largest organization for LGBTQ+ people,

their parents and families, and allies. They have created a cookie embossed with the words "proud" and the pack is designed to be personalised and gifted so that customers can write "personalised notes of allyship before sharing cookies with their loved ones."



HOW TO USE THIS TREND

- Remember that you can "do good" and "do good marketing" at the same time, as long as you're honest, authentic and understanding. You can help bring change through your marketing!

- The biggest global brands are still worth studying because it is simply marketing at scale.



Summer 2022 is all about weddings - especially this year with so many cancelled over the last two years.

Last month **The Caterer** reported that UK wedding venues were reporting a 70% increase on pre-pandemic booking levels.

So far in May there have been 49.5K searches for the term wedding venues. It's a competitive market. Now is the time to create the content that will grab you a piece of the search action.

This is something our client Holly Moore, CEO of Make Events and HM Events wrote about for Stylist magazine this week: "It's all about creating an experience. We recommend choosing a theme, and weaving it into your soiree with little touches everyone will

remember! This is the summer of connection. We've all missed moments from the past two years, so bring your guests together by connecting and sharing memories."

To help us with our creative planning we did some research into the top weddings trends for 2022 out there on the world wide web and this is what we came up with:

1. **Vogue** agrees with Holly that themes are HUGE.
2. **Hitched** and **Elle** are putting their money on Bridgerton style weddings... Not for us though thanks!
3. **Metro** is all for Peri - 'The pantone colour for 2022 is a shade of blue which features violet undertones'
4. **The Times** says no bride can be seen without two dresses! One for the wedding and one for the after party of course.
5. **GettingMarried.co.uk** says that honeymoon funds are on the rise too - great PR story tapping into this exact trend!

HOW TO USE THIS TREND

- Think about how your brand can tap into this sector; whether its food, merchandise, planning, marketing - there must be a way!
- Even if you don't deal directly with weddings and events, think outside of the box on how you can tap into their resurgence this summer.

+ IMPACT + Ideas + Influence

Our first #SillySeason after the pandemic looks to be one of the silliest yet. From Weddings to Tequila and back again, we're advising you marketers out there to keep one eye on the news and the other on your Twitter feed. Who knows where the next viral opportunity for your brand might come from?

To keep up with the latest tips and tricks from our agency, sign up to our newsletter [here](#).

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