

New digital communication trends; at the year of change

2022 EUROPE **TREND** REPORT



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

www.ddip.co
mena-region-marketing.ddip.co





AGENDA

2022 EUROPE
TREND
REPORT

- 01 | 2021, WHAT KIND
of a year was 2021?
- 02 | OUR PSYCHOLOGY
in pandemic and its outputs
- 03 | KEEP GOING ON THE ROAD
of the new normal
- 04 | COMMUNICATION STRATEGIES OF 2021,
are we bipolar?
- 05 | THE CHANGING COMMUNICATION
habits of 2021
- 06 | WHAT WE DID LEARN
from COVID-21?
- 07 | ARE WE RE-ACTIVATED?
has the age of post-corona begun?
- 08 | FROM THE PERSPECTIVE OF DDIP
sectoral analysis and learnings
- 09 | AT THE CHANGING AGE OF COMMUNICATION,
what to expect from 2021?
- 10 | 2022 MARKETING TREND
projections
- 11 | ABOUT DDIP
digital/design/integrated/paris

2021
WHAT KIND OF
A YEAR WAS 2021?



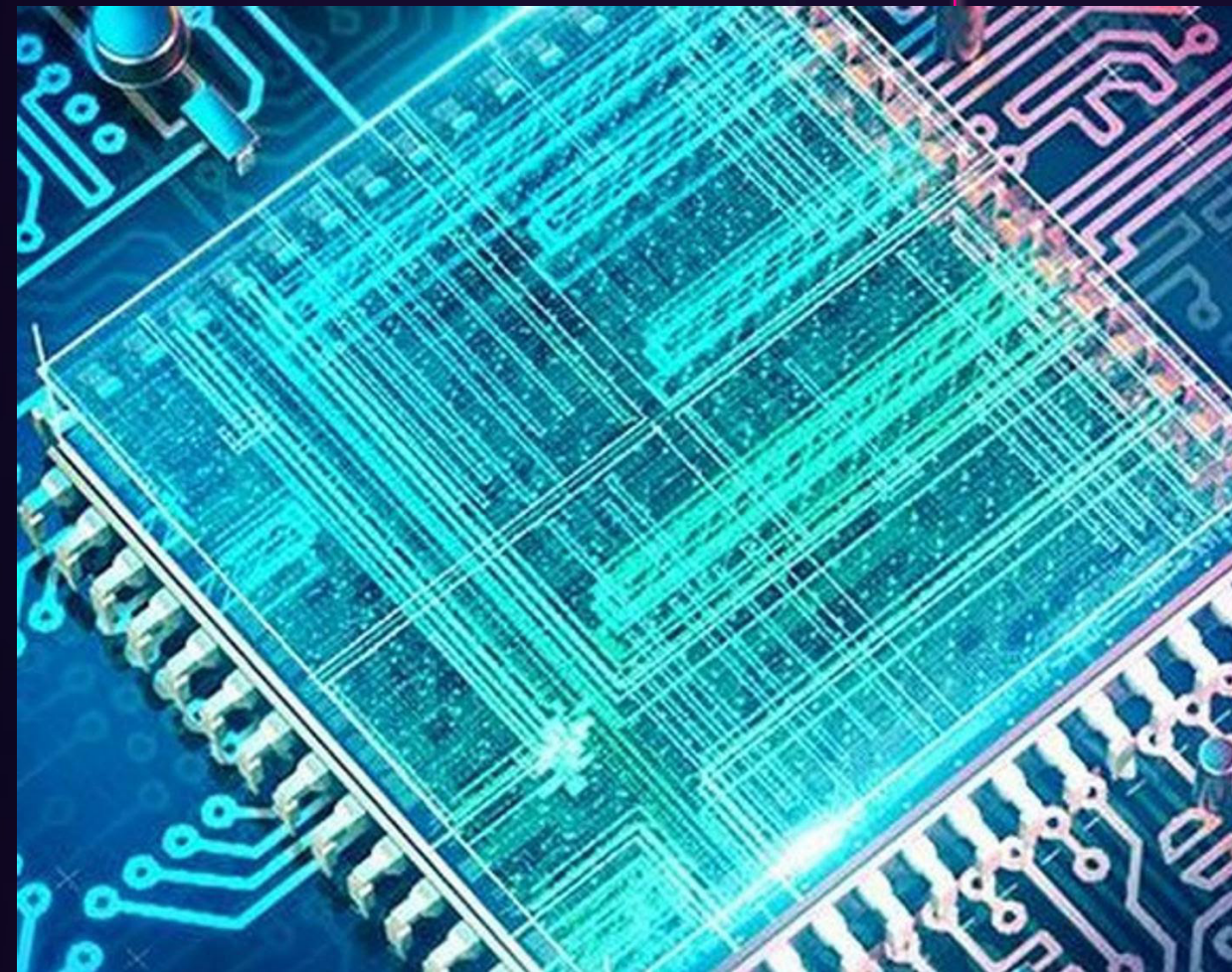
What happened in **2021**?

TECHNOLOGY

Global Chip Crisis Appeared

Why is there a stock problem?

Some chip manufacturing plants have had to stop since the **COVID-19** crisis began. America's trade war with China also prevented companies from producing chips.

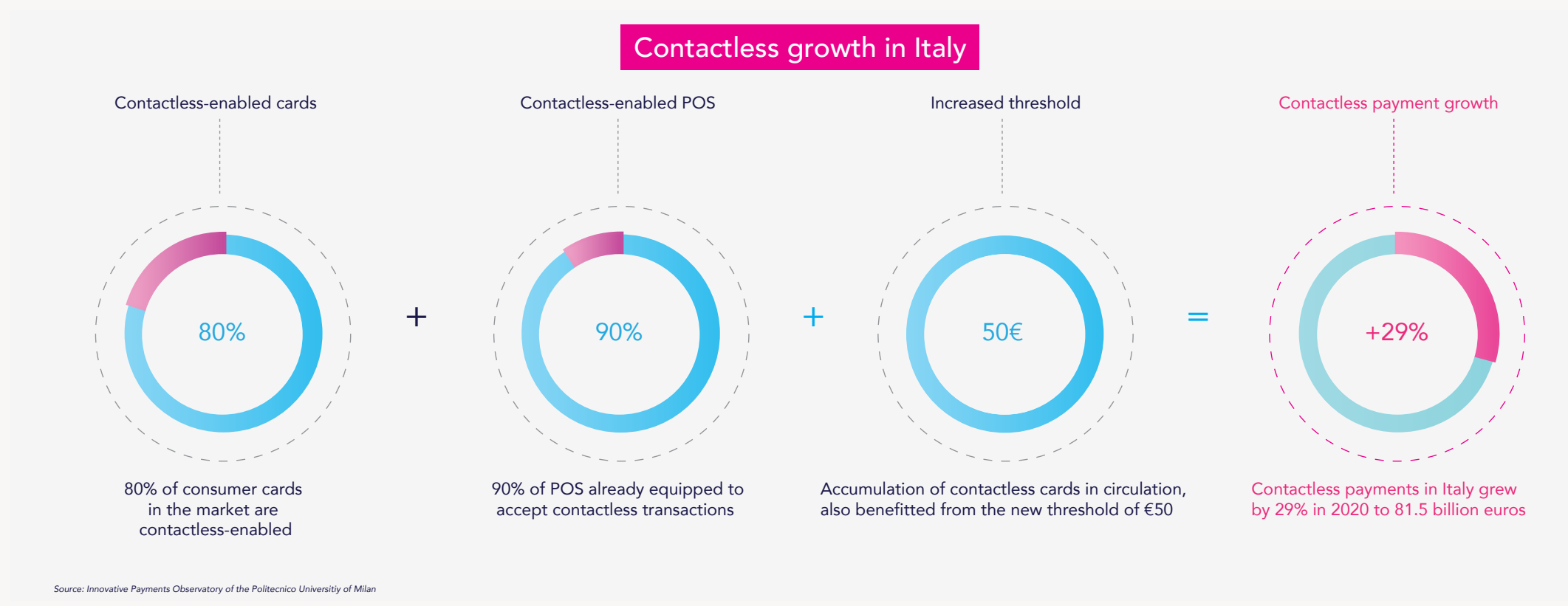


TECHNOLOGY

Contactless transactions have become popular

Although the growth rate varies by country, contactless payments made significant progress in Europe.

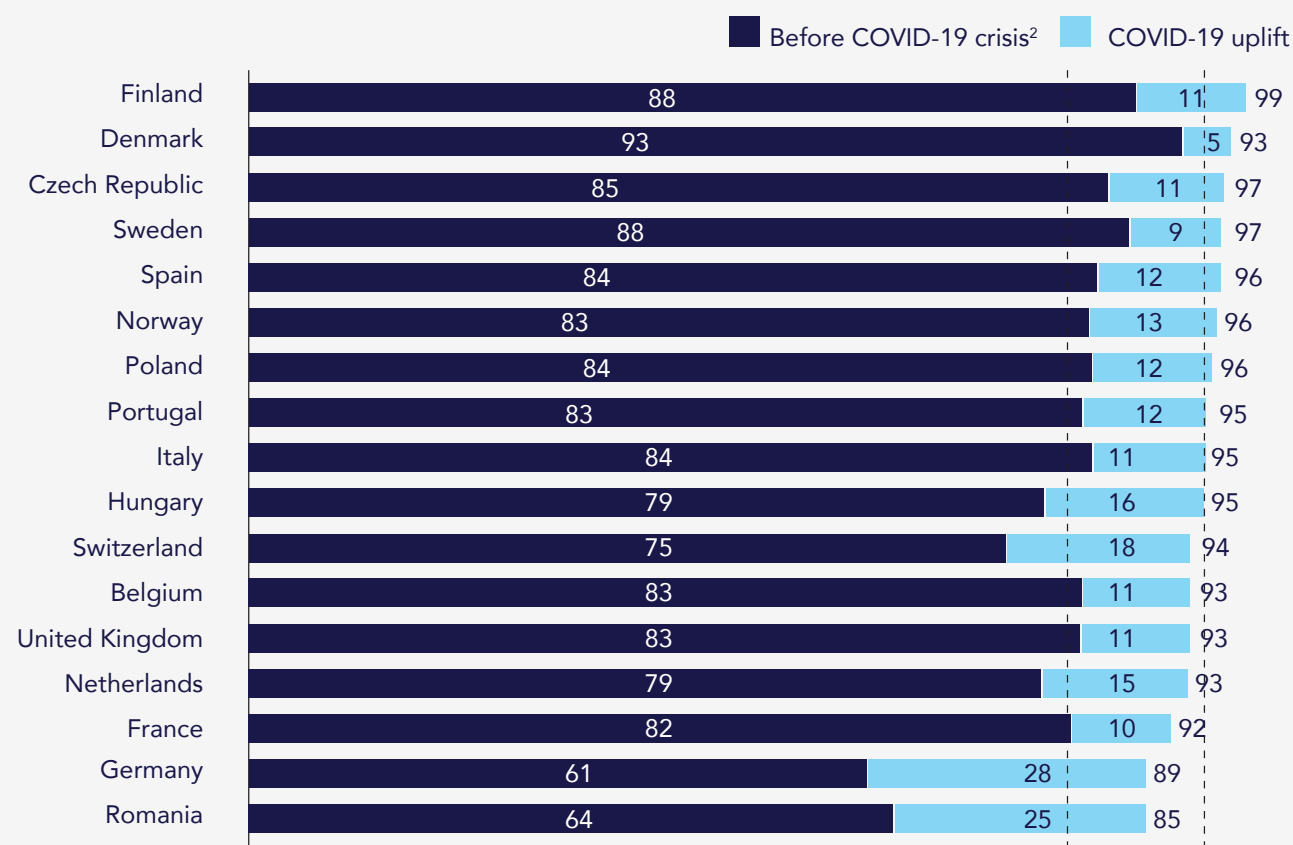
More than three-quarters of non-cash payments in countries like **Germany, Austria,** and **Switzerland** are contactless.



TECHNOLOGY

Digital migration due to the pandemic continued to increase

Lockdowns and social distancing measures due to the **COVID-19** epidemic caused Europeans to go digital. This situation continued in **2021** as well. Of course, this 'go digital' situation has changed according to consumers, countries, and sectors.



Average digital adoption rate jumped from 81 percent to 94 percent during the pandemic.

Digital adoption
% of respondents



TECHNOLOGY

The adoption of technology has changed the business culture.

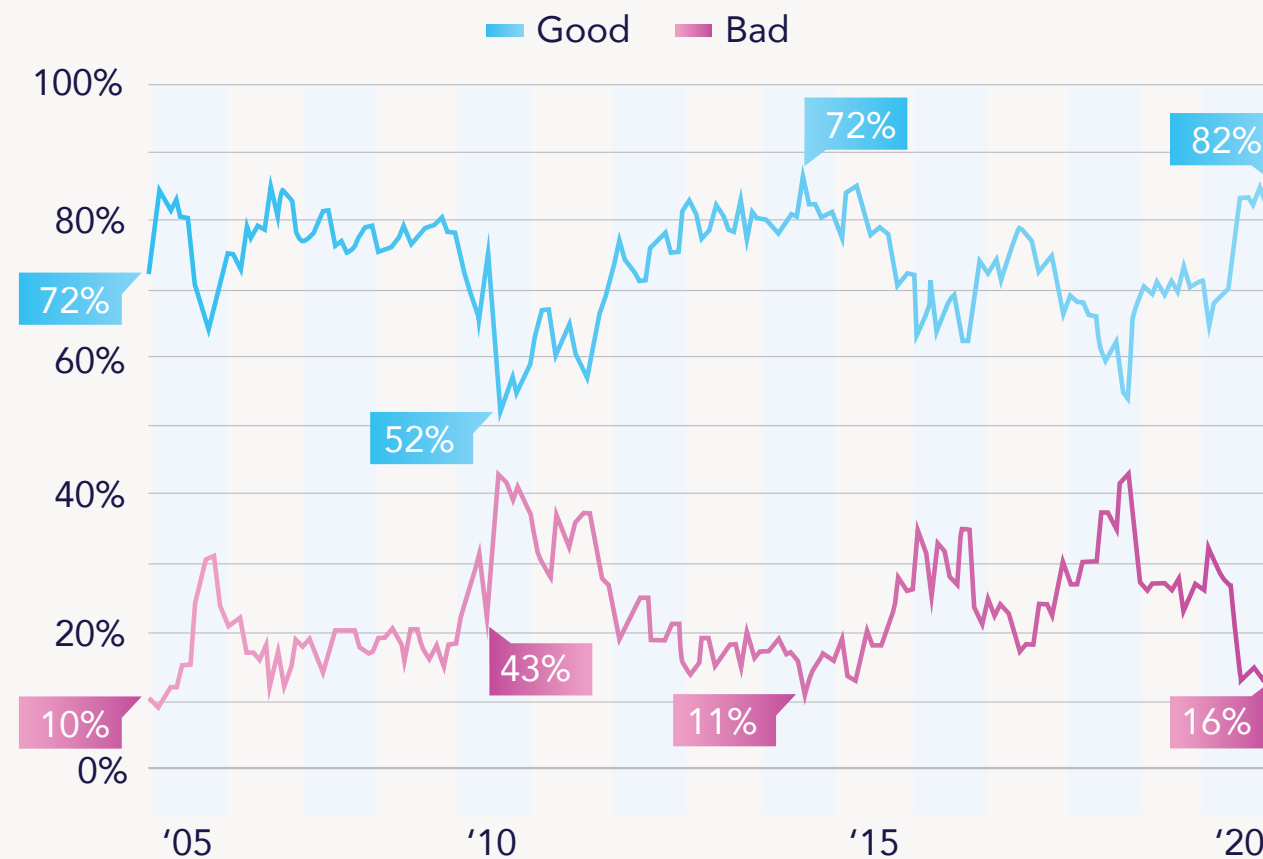
Companies that put technology at the center of their way of doing business due to the force of the conditions, caused a change in business culture.

WHERE IS
**DIGITAL
ADOPTION**
HEADED IN 2021

The End of an ERA

15 Years of Angela Merkel

Share of German adults saying Chancellor Merkel is doing a good or a bad job

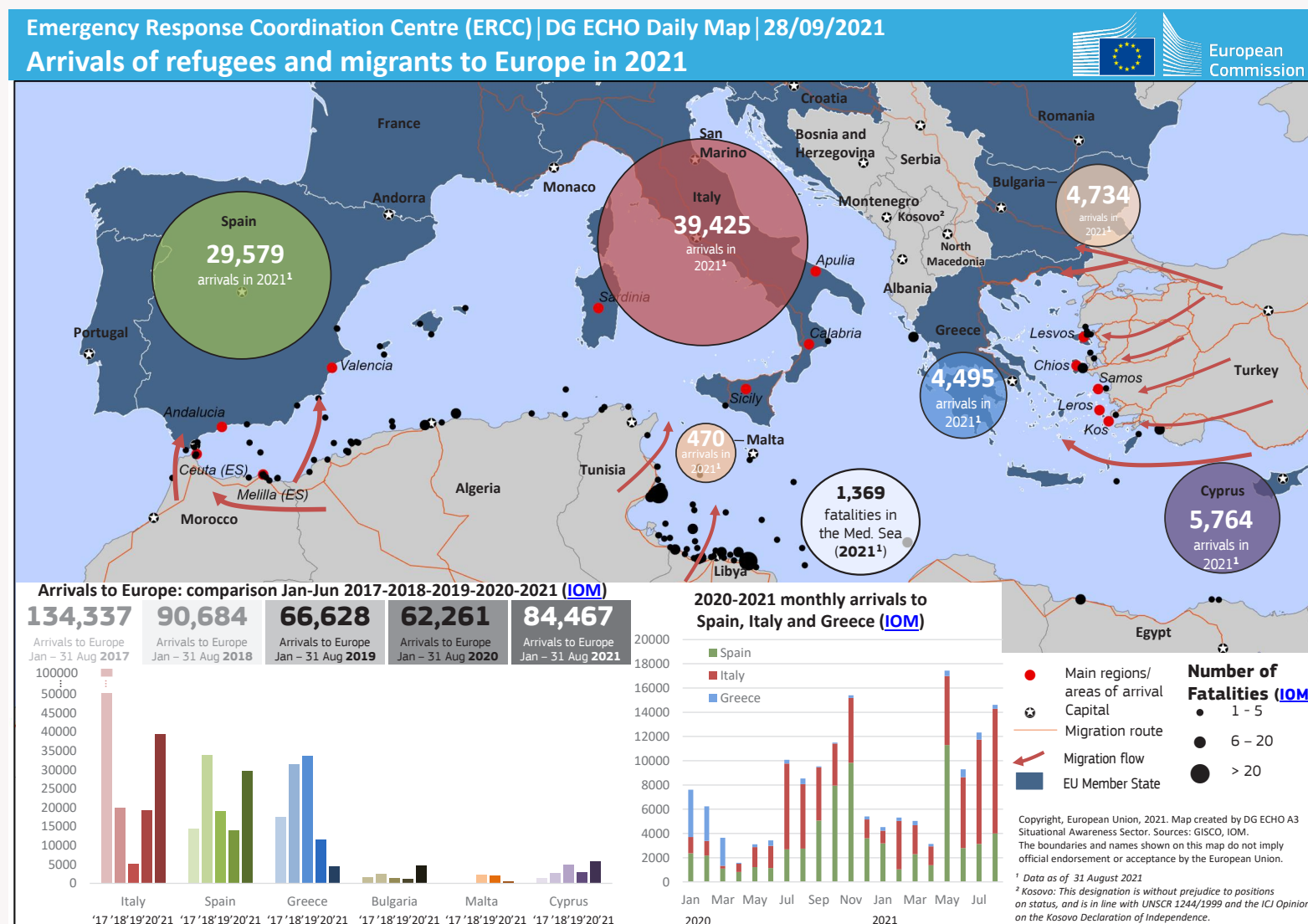


With the resignation of Chancellor **Angela Merkel**, Germany and the European continent entered a new era.

Refugee Crisis in EUROPE

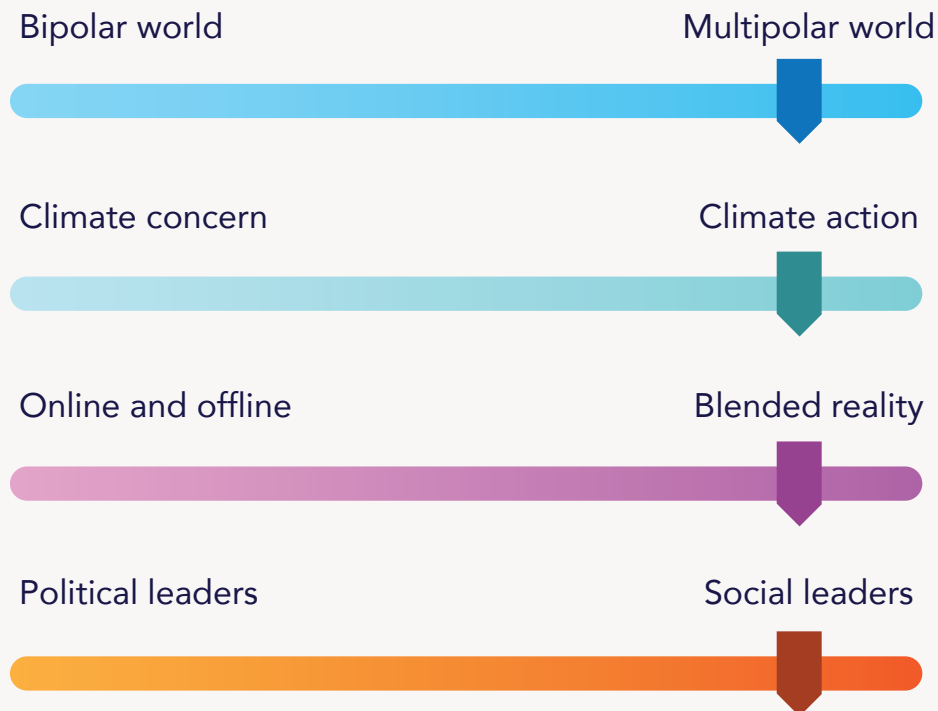
Wars and turmoil continued in many parts of the Middle East such as Syria, Yemen, and Afghanistan.

Refugees fleeing the wars continued to wait at the gates of European countries.



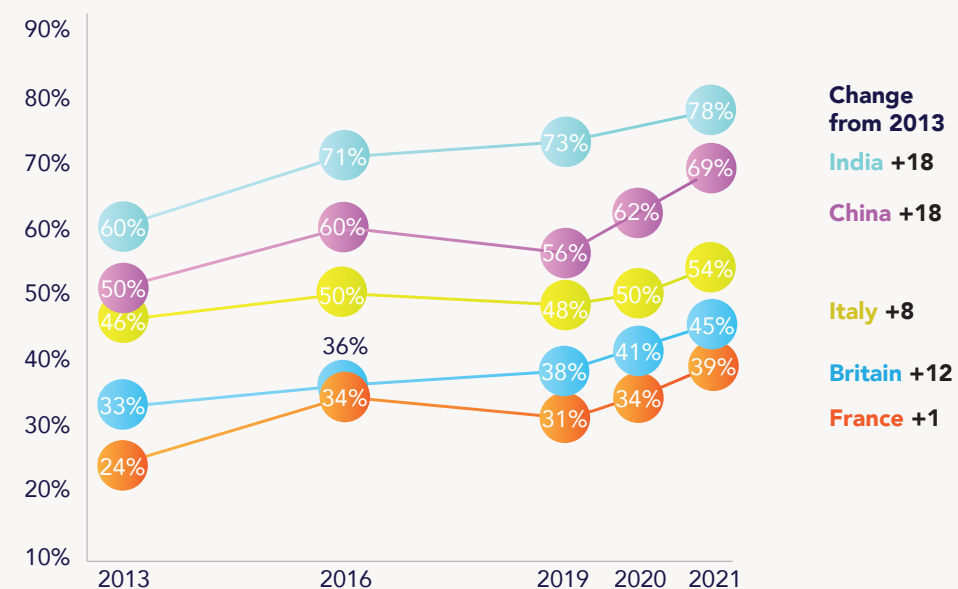
Faith in **SCIENCE**

Throughout 2021, people's faith in science increased. According to a study from 25 different countries, 60% of people believe that all medical problems can eventually be cured.



BUT whether we see it or not, the world is changing fast

Global trends in Europe



Rising optimism in the power of science % agree that eventually all medical conditions and diseases will be curable

Europe trend report:

UN INTERNATIONAL YEAR 2021

The United Nations General Assembly has classified 2021 to promote four distinct goals.

The United Nations General Assembly has declared 2021 as:

International Year of
**Peace and
Trust**



International Year of
**Creative Economy for
Sustainable Development**



International Year of
**Fruits and
Vegetables**



International Year for the
**Elimination of
Child Labor**





Digital Economy Report **2021**

With the COVID-19 process, the digital transformation processes in front of countries have accelerated. Governments had to take quick actions regarding this transformation process. This collective digital transformation process can bring security breaches, cyber-attacks, and other security vulnerabilities. For this reason, a holistic policy understanding of the digital transformation process has become a necessity. This understanding can support development by making the digital transformation process sustainable for countries.



EURO 2020

The **Euro 2020** organization, which was planned to be held in 2020, took place in 2021 due to the pandemic. The tournament was held in different cities of Europe for the first time this year. The tournament, in which many favorites were eliminated early, ended with the victory of Italy.

Champions League winner Chelsea

The Blues became the winner of the **UEFA Champions League**, the most important cup of European football based on clubs. Chelsea won the final match, which was moved from Istanbul to Porto due to **COVID-19** conditions.

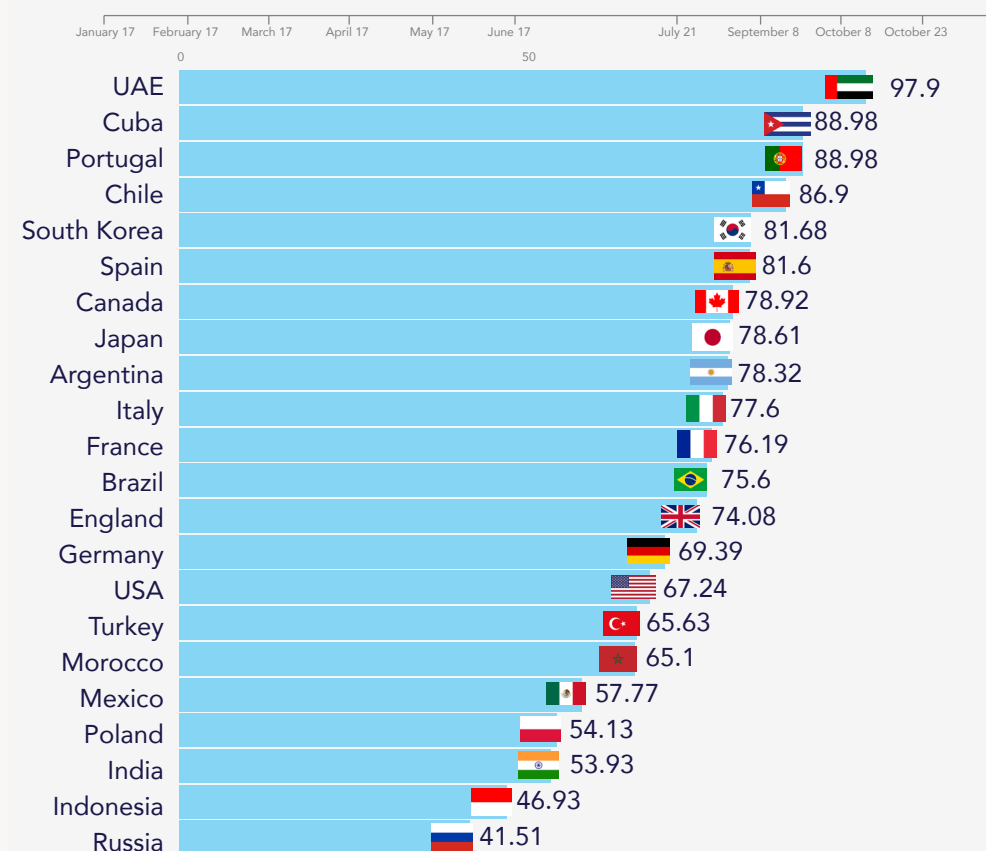
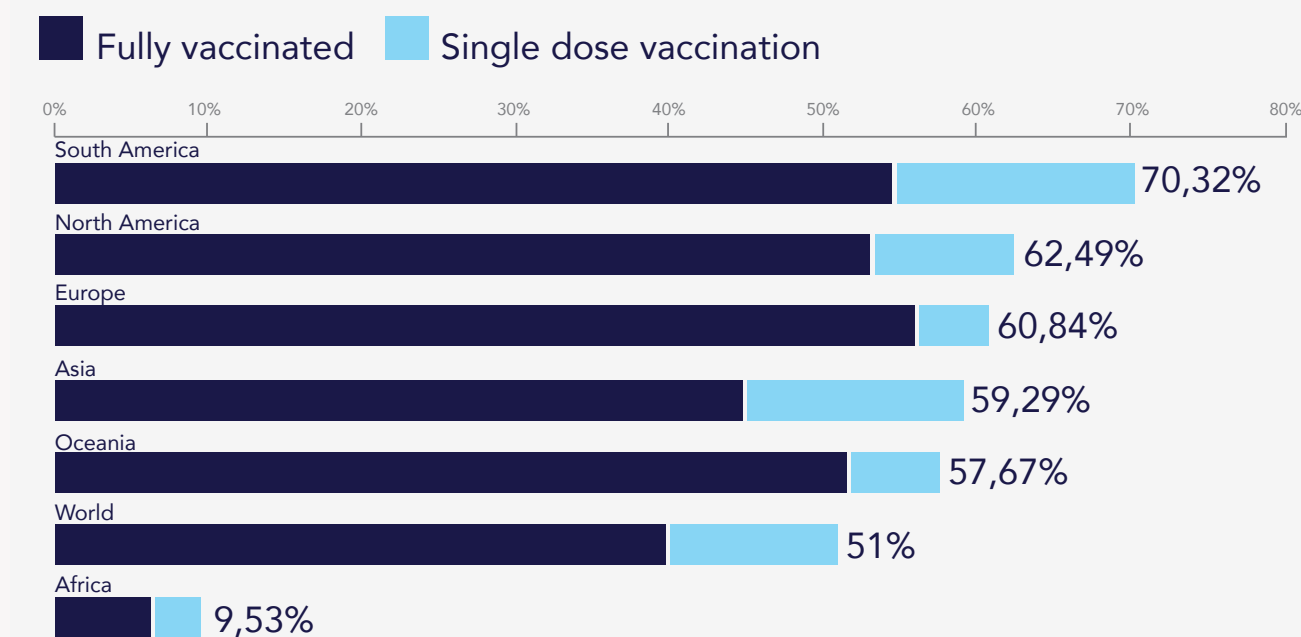
Arab Spring in the European Football

Arab capital continued to invest in the European football industry in 2021. **PSG**, which was bought by the Arab capital, has included the world-famous football star, **Lionel Messi**. Arab capital also made a big club investment in **2021**. Newcastle United, a deep-rooted English club, was bought by the Arab capital. Arab capital does not only buy football teams, it also provides high financial support to European clubs by sponsoring tournaments, stadium names, or jerseys of European clubs. BeIn, the Qatari broadcaster, has won the broadcasting tenders in many countries and retains the right to broadcast the matches live.

Covid-19 in Europe

Although the vaccination rates in the European continent have increased, the increase in the number of cases continues in the same way.

Germany saw a peak in the number of cases. **The Netherlands and Austria** have restored partial restrictions. It is stated that more than half of Covid cases are in the European region.



Covid-19 in Europe

Although the vaccination rates in the European continent have increased, the increase in the number of cases continues in the same way.

Germany saw a peak in the number of cases. **The Netherlands and Austria** have restored partial restrictions. It is stated that more than half of Covid cases are in the European region.

Ülke	Vaccine
USA	Pfizer-BioNTech, Moderna, Johnson & Johnson
China	CanSino, Sinopharm/Beijing, Sinopharm/Wuhan, Sinovac
India	Covishield, Covaxin
England	Pfizer-BioNTech, Oxford-AstraZeneca, Moderna
Brazil	Oxford-AstraZeneca, Sinovac
Germany	Pfizer-BioNTech, Moderna, Oxford-AstraZeneca, Johnson & Johnson
Turkey	Turkey Sinovac, Pfizer-BioNTech
France	Pfizer-BioNTech, Moderna, Oxford-AstraZeneca, Johnson & Johnson
Indonesia	Sinovac, Oxford-AstraZeneca
Italy	Comirnaty, Moderna, Oxford-AstraZeneca, Johnson & Johnson
Mexico	Pfizer-BioNTech, Oxford-AstraZeneca, Sinovac, Sputnik V, CanSino
Chile	Pfizer-BioNTech, Sinovac, CanSino, Oxford-AstraZeneca
Spain	Pfizer-BioNTech, Moderna, Oxford-AstraZeneca, Johnson & Johnson
Russia	Sputnik V, EpiVacCorona, CoviVac
Israel	Pfizer-BioNTech
Canada	Pfizer-BioNTech, Moderna, Oxford-AstraZeneca, Johnson & Johnson, Covishield
UAE	Oxford-AstraZeneca, Pfizer-BioNTech, Sinopharm-Beijing, Sinopharm-Wuhan, Sputnik V
Poland	Pfizer-BioNTech, Oxford-AstraZeneca, Moderna
Morocco	Oxford-AstraZeneca, Sinopharm
Saudi Arabia	Oxford-AstraZeneca, Pfizer-BioNTech

Our psychology IN PANDEMIC AND ITS OUTPUTS

Mental Health and Pandemic

The growing feelings of anxiety and fear associated with **COVID-19** also increase the use of substance abuse. It is thought that mental health problems experienced during the pandemic period may be permanent. According to experts who hold this view, mental disorders such as obsessive-compulsive disorder and anxiety may continue to be effective after the pandemic. During the pandemic period, the social isolation process entered human life. Social isolation has become an important factor in causing chronic loneliness. According to the research, people think that this period has a 'deep internal effect' on them by changing their perspectives on who they are as individuals, their relationships with others, and their place in society.



Mental Health Time **Horizons**

This is the picture that emerges when the important health problems of the pandemic period fit into a time horizon.



Source: Mental health and the Covid-19 pandemic, in: Word Happiness Report 2021

Mental Health Status

Drivers of declining mental health status in the coronavirus pandemic

Data source: Francesca Colombo/OECD webinar slide, April 2021; OECD policy response brief, May 2021.
Factors affecting mental health status positively and negatively during the pandemic period.

Protective factors having decreased:

- social connection
- employment and educational engagement
- financial stability
- access to physical exercise
- daily routine
- access to mental health services



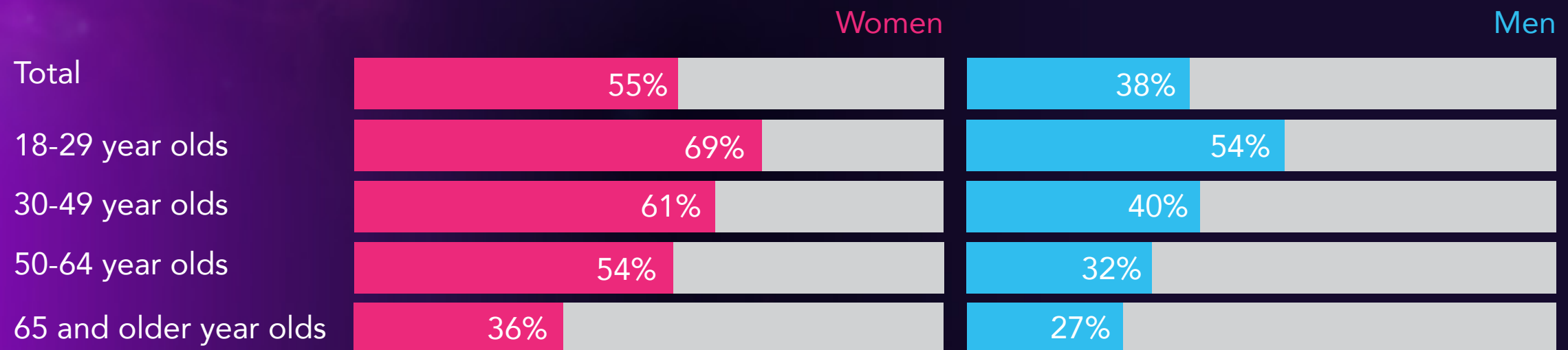
Risk factors having increased:

- financial insecurity
- unemployment
- fear
- grief
- isolation
- poverty and inequality

COVID-19 Negative Impact

Nearly Seven In Ten Women Under Age 30 Report A Negative Mental Health Impact From Pandemic; Fewer Older Adults Say The Same

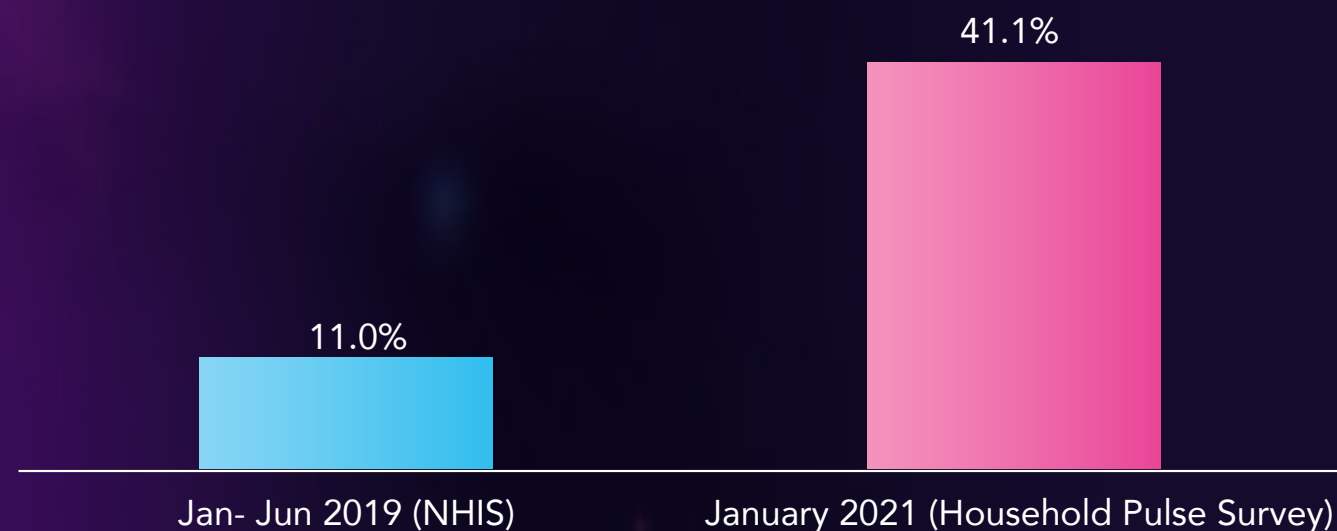
Percent who say they feel that worry or stress related to coronavirus has had a negative impact on their mental health:



Classification of the negative impact of COVID-19 on people by gender and age.

Mental Disorder **SYMPTOMS**

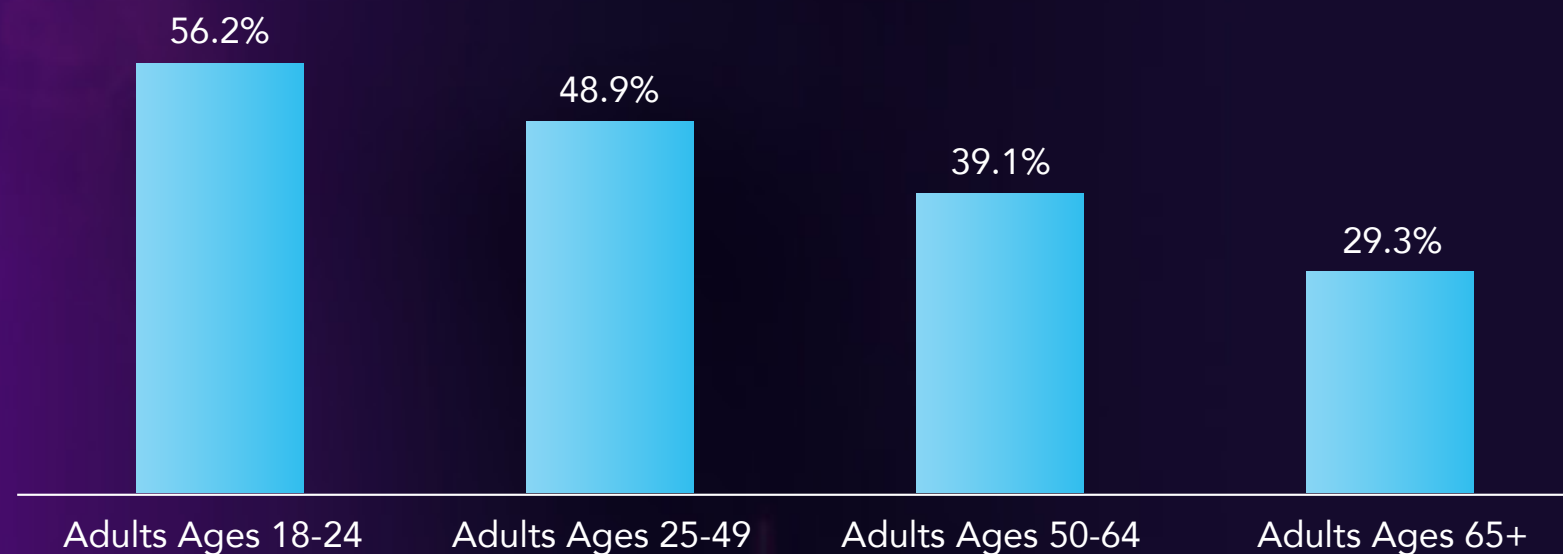
Average Share of Adults Reporting Symptoms of Anxiety Disorder and/or Depressive Disorder, January–June 2019 vs. January 2021



The average share of adults with anxiety disorder and/or depressive disorder symptoms increased significantly in 2021 compared to 2019.

Classification of Mental **DISORDERS BY AGE**

Share of Adults Reporting Symptoms of Anxiety and/or Depressive Disorder During the COVID-19 Pandemic,
by Age



When looking at people who report anxiety or depressive disorder during the pandemic, it seems that these mental disorders are more common among young people.

MENTAL HEALTH and Substance Use

The mental effects of the disasters in history lasted longer than the physical effects. For this reason, the mental health effects that emerged during the pandemic period will continue after the epidemic. For example, a study on health care providers revealed that the psychological effects that occur during the epidemic can continue for three years after the epidemic. The economic crises that took place due to the pandemic brought 'deaths of despair' and increased the rates in this period. **According to an analysis made in May 2020, deaths due to suicide, alcohol, and drug use are predicted to occur until 2029 due to economic recession and social isolation.**

Keep going on the road
OF THE NEW NORMAL

The New Life After **COVID-19**



With **COVID-19**, the importance of houses has increased and each has turned into a safe fortress. They have evolved to be able to respond to the dangers that may come from outside and the basic needs of those living inside. In addition to meeting needs such as water and heating, **new smart home** systems began to be equipped with ultraviolet lights that can destroy harmful viruses and bacteria. With the pandemic period, houses have also become the center of business life. It has been rearranged to achieve high efficiency in this working environment at home. While growing flowers on the balconies of the houses was a hobby, with the pandemic, **people started to produce their food on their balconies.**

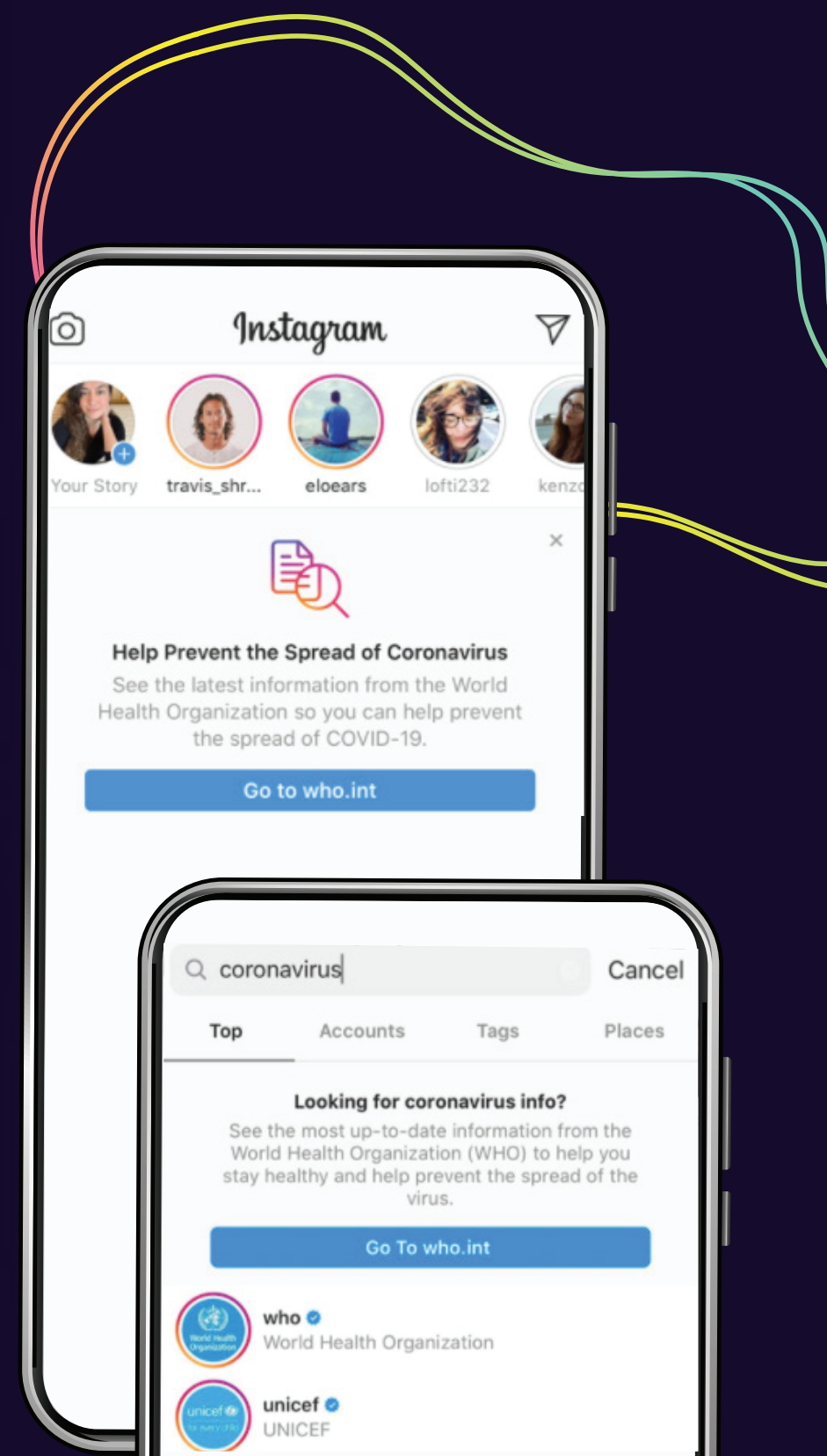
• INSTAGRAM HEALTH Measures

After the World Health Organization declared COVID-19 as a public health epidemic, Instagram took steps to ensure that people access accurate information and stay connected.

• Among them;

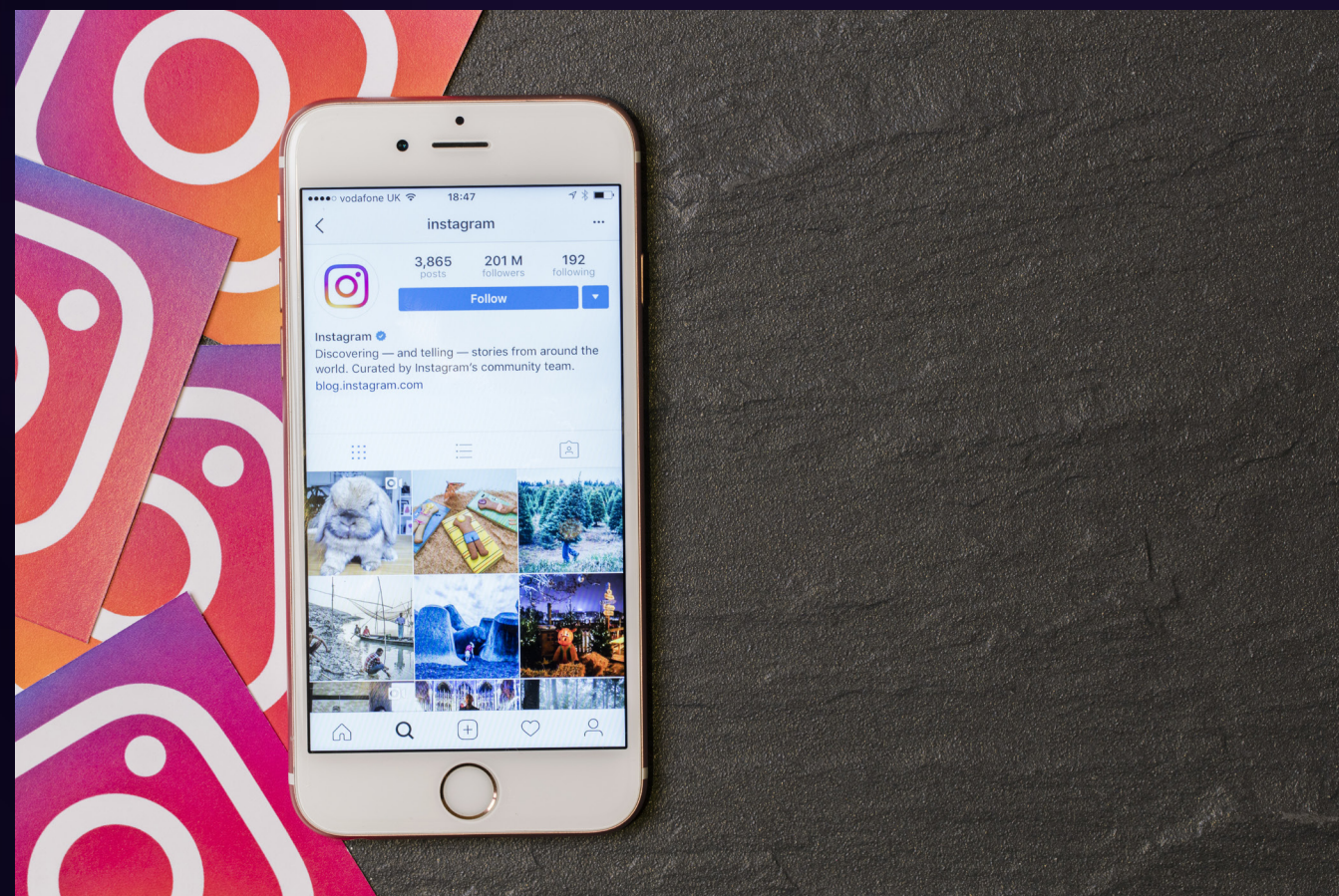
- Adding more educational resources to Instagram Search
- Adding new stickers to promote accurate information
- Removing non-trusted healthcare organizations COVID-19 accounts from the recommendation algorithm
- Helping non-profits organizations gain support by expanding the countries where the donation label is available
- Creating a **'Stay Home'** sticker to keep in touch with those who follow the social distancing rule
- Launching a new feature via video chat were among them additional updates such as.

<https://about.instagram.com/blog/announcements/coronavirus-keeping-people-safe-informed-and-supported-on-instagram>

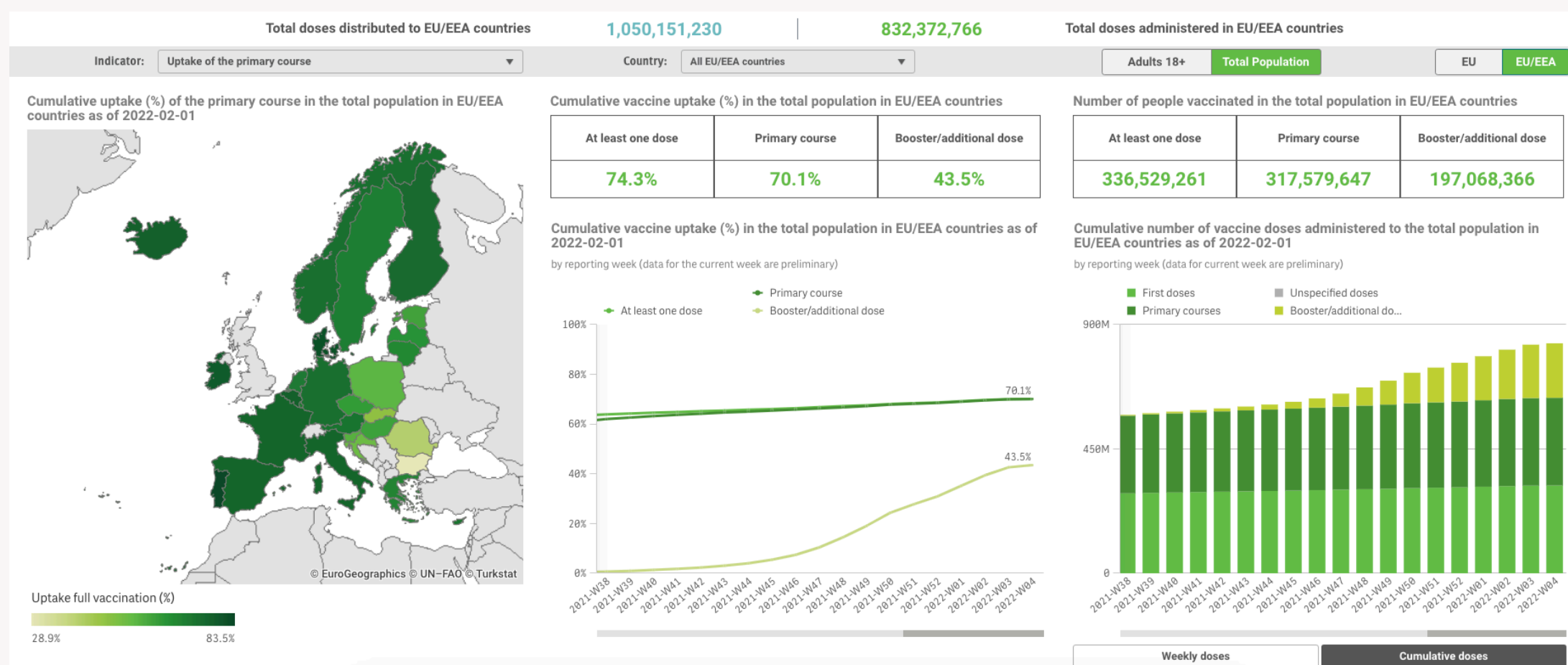


Instagram Vaccine Sticker

Thanks to the **COVID-19** Information Center it announced, Instagram aimed to inform people about the pandemic. In addition, Instagram created a new sticker to be used in the Stories section.



Vaccination MAP IN EUROPE

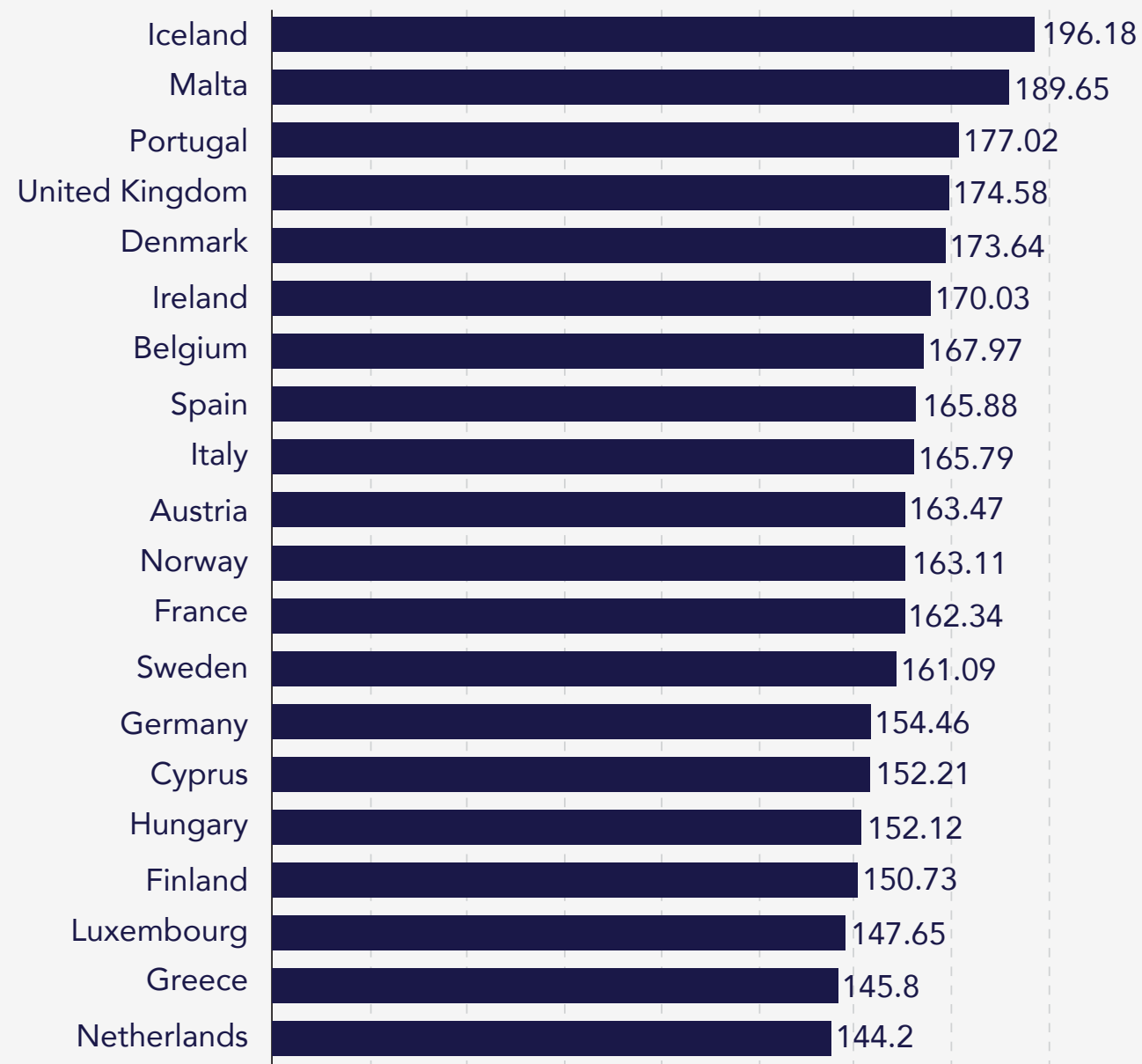


The ratio of those who have at least one dose of vaccine to the total population is **74.3%** across the EU/EEA. This rate corresponds to **336,529,261** people.

Vaccination map **IN EUROPE**

As of **8 December 2021**, Iceland had the highest vaccination rate among European countries, with **198,16** doses of vaccine per **100** inhabitants.

The lowest rate belongs to Bulgaria with **49,99**.



Infection curve **IN EUROPE**

Countries showing an increase and decrease in the infection curve are according to the image above.

Countries **nearest the peak** of their infection curve
 ▲ Average infections increasing over the last 2 weeks
 ▼ ... decreasing over the last 2 weeks

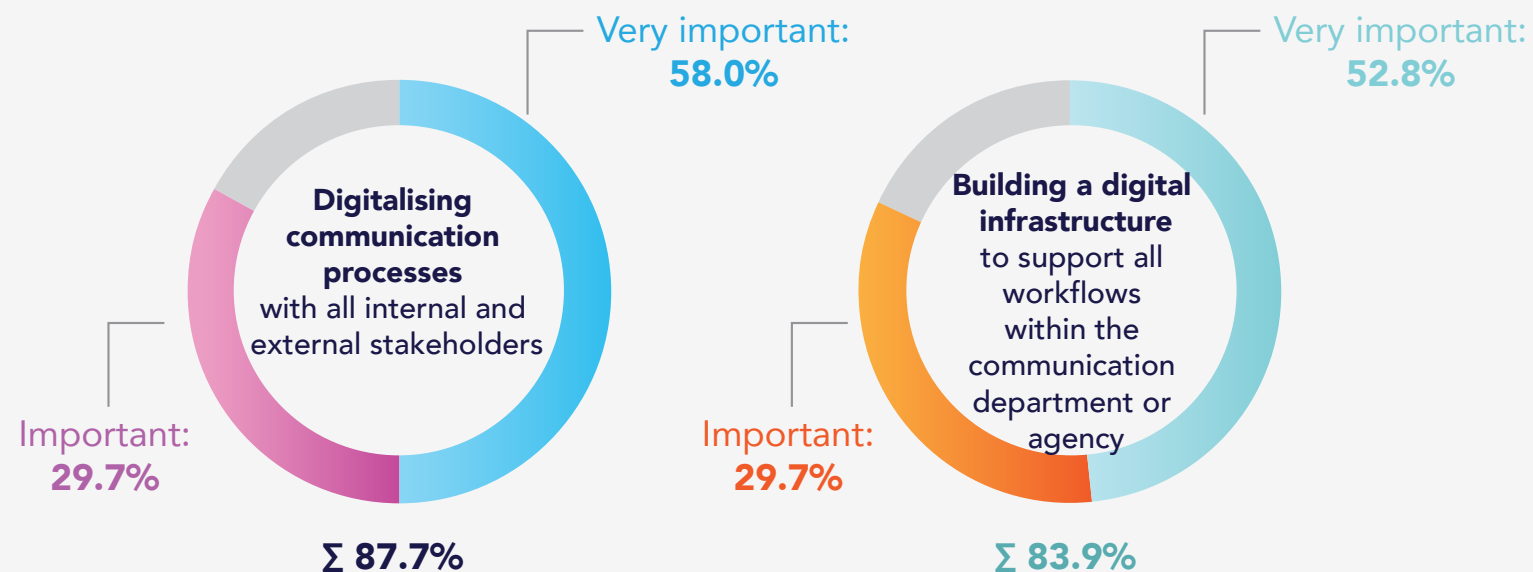
Europe

Austria ▲ Belarus ▲ Czech Republic ▲ Germany ▲ Hungary ▲ Latvia ▲ Moldova ▲ Netherlands ▲ Poland ▲ Romania ▲ Russia ▲ Slovakia ▲
 Ukraine ▲ Serbia ▲ Slovenia ▲ Norway ▲ Bulgaria ▲ North Macedonia ▲ Portugal ▲ Gibraltar ▲ Lithuania ▲ Croatia ▲ Liechtenstein ▲ Sweden
 France Faroe Islands Denmark Monaco Belgium Estonia ▲ Bosnia and Herzegovina ▼ Switzerland Italy ▼ Iceland Albania San Marino ▼ Greece
 Luxembourg Finland ▼ Aland Islands ▼ United Kingdom Isle of Man ▼ Spain ▼ Andorra Montenegro ▼ Ireland ▼ Malta ▼ Vatican City

A hand holding a smartphone is shown at the bottom of the frame. The phone's screen displays a network of glowing blue nodes and lines. Surrounding the phone are various digital graphics: a large, translucent blue cube with internal grid lines, a smaller purple cube, and several glowing blue cubes. There are also glowing blue lines and dots, some resembling molecular structures, and a few vertical pink lines. The background is a dark blue gradient with a subtle pattern of glowing blue dots and lines.

COMMUNICATION STRATEGIES OF 2021, are we bipolar?

Digitalization and DIGITAL INFRASTRUCTURE



Digitalization is, now, vital. All along with the World and especially Europe, the irreversible effects of the change in digital infrastructure re-shaped the essentials of communication, in different respects.



New **PLAYERS** & New **HORIZONS**

After the game-changing coronavirus pandemic, perception, median, and dynamics of the digital communication actors have been reshaped. While TikTok was introduced as a completely engagement-focused field, the image and reputation of the other platforms transformed, accordingly.



Marketer's perceptions of advertising on global media brands

Understanding THE NEW HOTLIST

Amazon's entrance to the market, as well as the steady rise of TikTok, re-portrayed the outline of today's market.

Global ad equity for media brands :
2021 top-five ranking among consumers

Change in rank from 2020

1	 TikTok	(-)
2	 amazon	(new!)
3	 Instagram	(-1)
4	 Google	(-)
5	 twitter	(-)

CAMPAIGN examples

Xicha × MANITOU

created a black gold gift box

In July 2021, the two brands created a gift box inspired by HeyTea's black gold store, '**Black Gold Universe**'.



CAMPAIGN examples

The results of scientific studies carried out or to be carried out as a result of the campaign were conveyed to consumers with the help of **QR codes**.

IL EST ARRIVÉ !

CRÉÉ, VOTÉ ET VÉRIFIÉ
PAR NOUS LES CONSOMMATEURS !

www.lamarqueduconsommateur.com

IL EST ARRIVÉ !

FAIT PAR NOUS
LES CONSOMMATEURS !

www.lamarqueduconsommateur.com

IL EST ARRIVÉ !

CRÉÉ, VOTÉ ET VÉRIFIÉ
PAR NOUS LES CONSOMMATEURS !

www.lamarqueduconsommateur.com

CAMPAIGN examples

The demand for vegan foods is increasing. This demand also shaped packaging designs.



CAMPAIGN examples

The new product launch of the world-famous brand **Burger King** reveals the change in the fast-food industry and it's becoming more inclusive.



Fast-food giant **Burger King** opened its first fully **vegetarian restaurant in Madrid**, the capital of **Spain**.

CAMPAIGN examples

Rittersport is using the fact that there is a railway in **Germany, Hamburg**, that drives just with sustainable energy and they placed their advertisement there. They connect a thing like sustainable energy with their brand and try to profit from this.



A hand holding a smartphone is shown at the bottom of the frame. The phone's screen displays a network of glowing blue nodes and lines. Surrounding the phone are various digital elements: a large, translucent blue cube with internal grid lines, a smaller purple cube, and several glowing blue molecular-like structures. The background is a dark blue gradient with faint, glowing orange and red lines and dots, suggesting a digital or network environment.

THE CHANGING COMMUNICATION habits of 2021

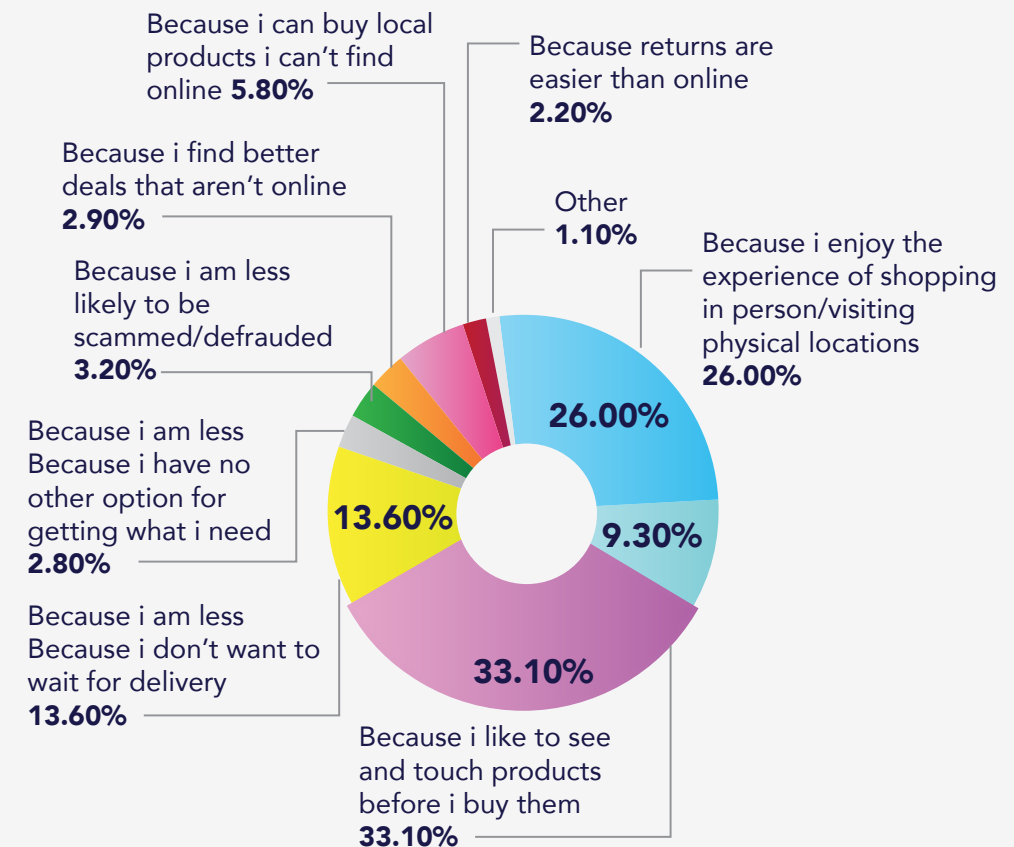
Consumer Behavior **TRENDS IN 2021**

1- Physical businesses should pay attention to changing factors with COVID-19

Consumers continue to be cautious about physical businesses. **27.9%** of survey respondents say a successful vaccine will not definitively increase the number of visits to physical businesses.

Action: Physical businesses that want to get the most out of **2021** offered their customers in-store experiences and advantages, accompanied by comprehensive health measures.

What's the primary reason you prefer to shop at a physical location?



According to the State of **Consumer Behavior 2021** report, the reasons for consumers to prefer physical businesses over online are:

- Chance to physically interact with products (**%33.10**)
- The overall experience and enjoyment of a physical location (**%26**)
- Get the product quickly instead of waiting for delivery (**%13.6**)

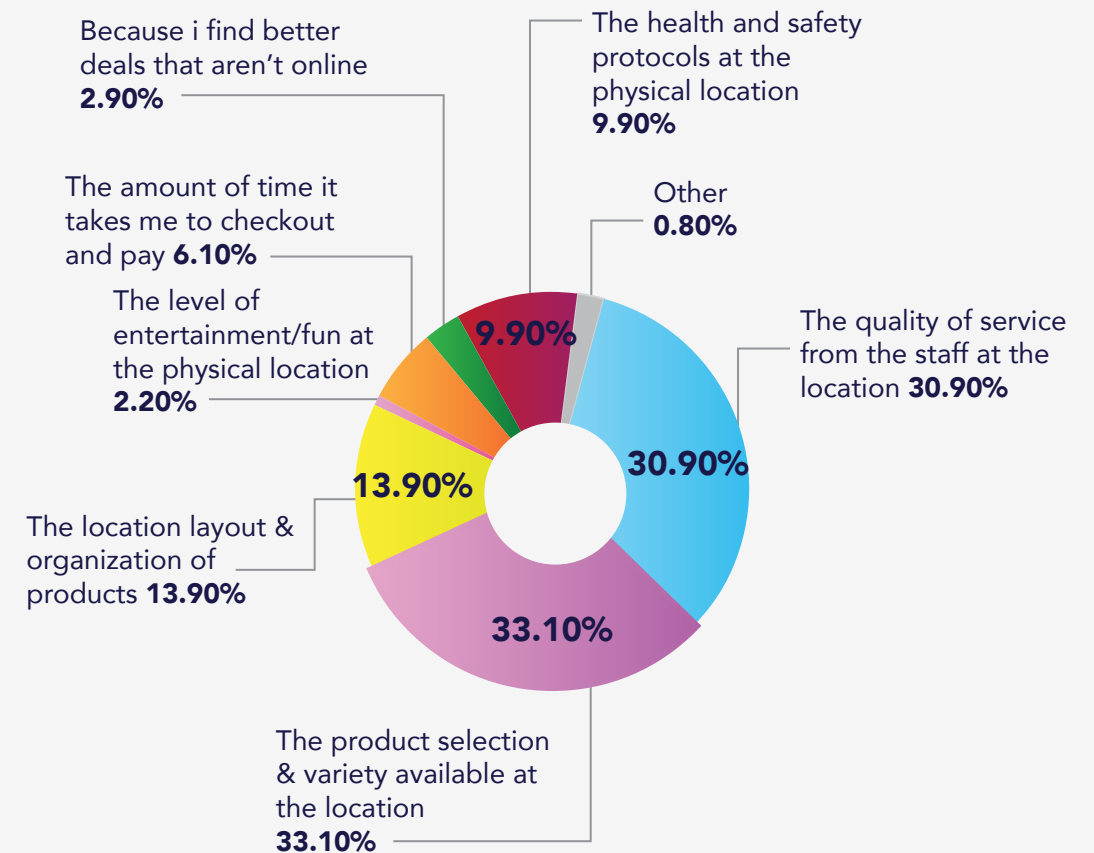
Consumer Behavior **TRENDS IN 2021**

2- The shortcomings of digital shopping may cause consumers to give up

46% of respondents say they prefer face-to-face shopping. Participants who made this choice think that unique experiences such as seeing and touching products directly make a difference.

Action: Thanks to features such as direct interaction with products and friendly customer representatives, offline businesses can attract customers into the store.

What factor has the biggest influence on your in-store customer experience?



The top **5 positive in-location experiences**, according to the participants are:

- Availability and variety of product **(33.1%)**
- Quality of service from in-location staff **(30.9%)**
- The layout of a location and organization of products **(13.9%)**
- Health and safety protocols **(9.9%)**
- Efficiency of the checkout process **(6.1%)**

Consumer Behavior TRENDS IN 2021

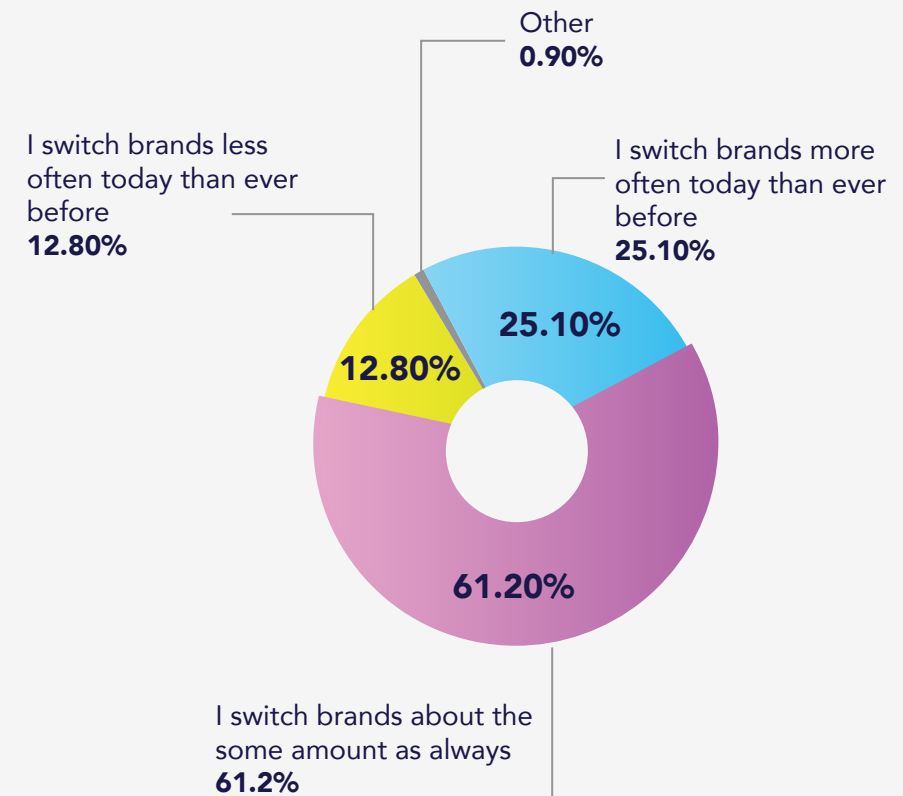
3- Brand loyalty is vital for offline businesses

The thing that will bring them straight in the troubled times of offline businesses is the loyalty of their customers to the brand.

48.7% of the respondents stated that they have replaced the products they purchased from a physical store with the online alternatives of their competitors since the pandemic began. More than a quarter of people surveyed said they switch brands more often than they used to. This suggests that if the consumer does not feel loyalty to the brand, they may leave a physical business for an online alternative.

Action: Offline businesses have a chance to convince every customer who walks through their door that they won't find the experience offered in online businesses.

Which of the following statements is the most accurate?



61.2% of the participants think that they have not changed their brand habits in the last year.

Consumer Behavior **TRENDS** IN 2021

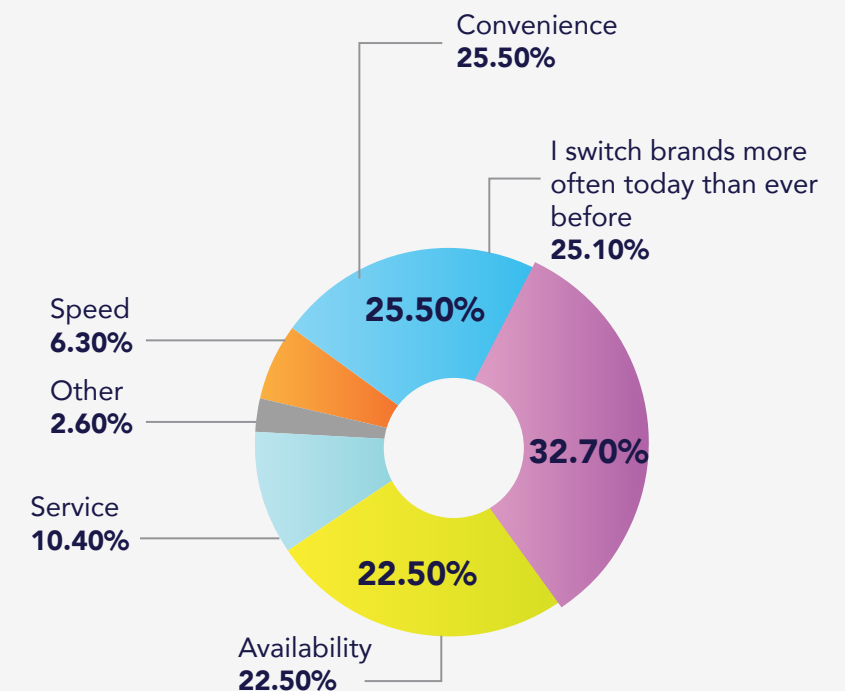
4- Convenience remains a key factor for consumer

The pandemic process has encouraged offline businesses to offer more convenience to their customers than ever before.

25.5% of the people surveyed say that convenience is decisive in choosing a brand.

Action: Although these convenience practices have been implemented as a process of the pandemic, now is the time to make them permanent.

When are you deciding where to shop at a physical location, what's the most important factor?



Convenience is the second most important issue for consumers, **with a rate of 25.5%, after price.**

Consumer Behavior TRENDS IN 2021

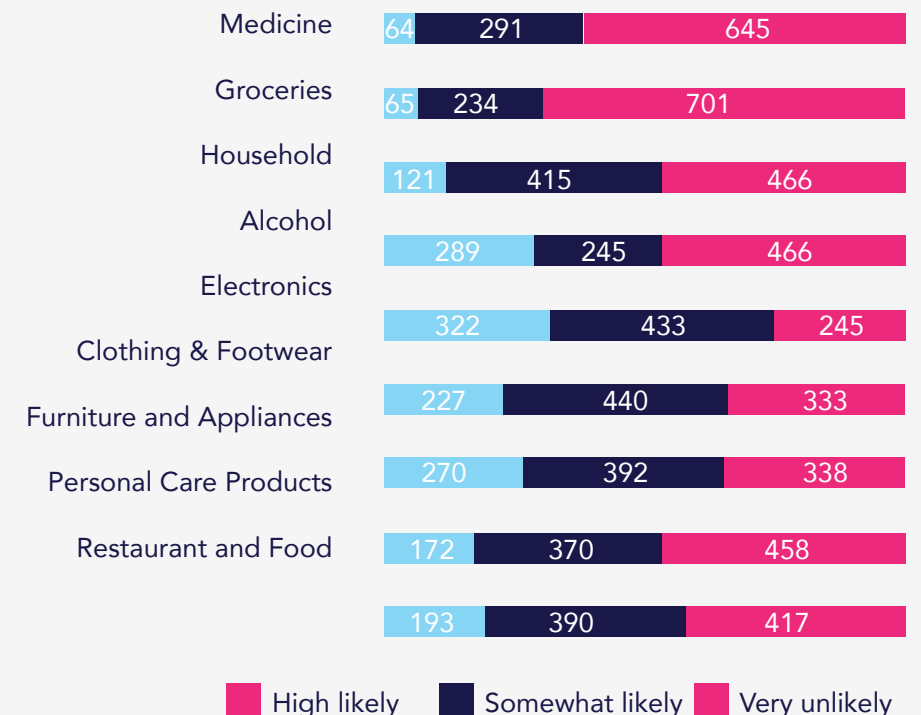
5- In-location experiences are critical to customer behavior

Participants who prefer offline businesses value experience.

90% of respondents say they will come back to the business where they had a positive experience.

Action: Businesses think about their investments into experiences as nice to have, but businesses that manage to turn that experience into a revenue model will stand out even more. Businesses that try to design a perfect customer experience by combining concepts such as convenience, safety, a lively atmosphere, and efficiency can continue to achieve success regardless of what has happened.

When are you deciding where to shop at a physical location, what's the most important factor?



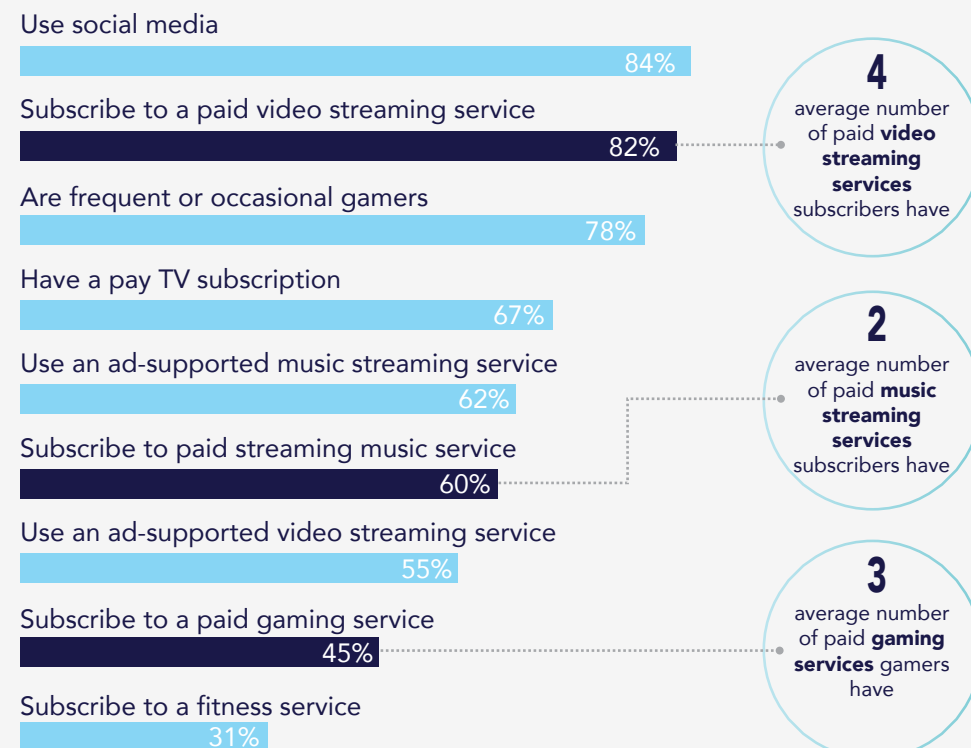
The categories on the chart emphasize that if the product or location experience is effective enough, **customers will prefer a physical location to access it.**

ENTERTAINMENT Options

Consumers have multiple paid and free entertainment options vying for their attention. Most of the respondents to the survey said that they use social media, subscribe to at least one paid video streaming platform, and play video games.

Consumers are faced with many entertainment demands

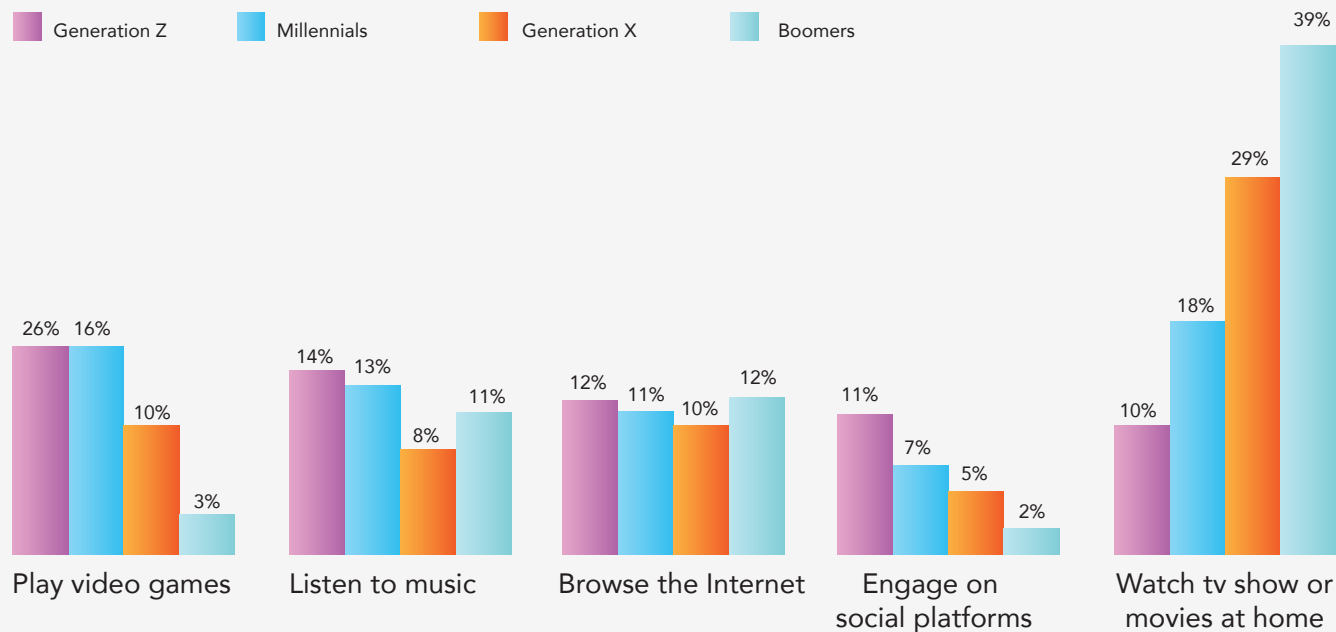
Percentage of respondents who:



GENERATION Z Approach

Generation Z may not be "video first"

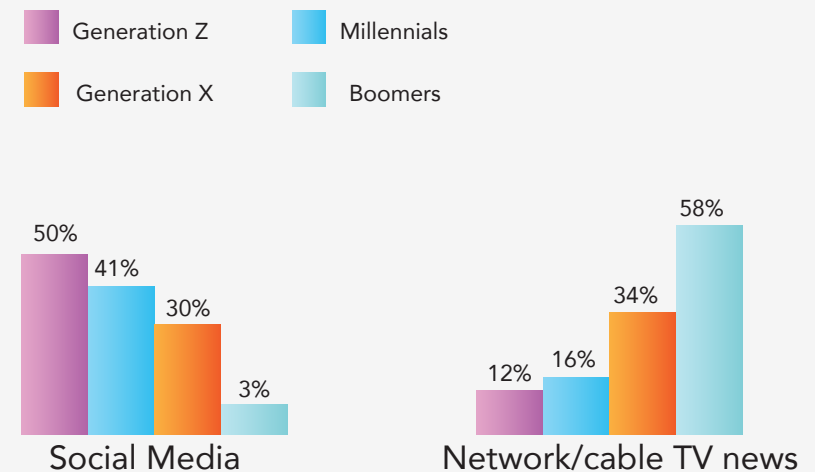
Respondents across generations ranked their favorite entertainment activity



The interest in entertainment options offered to **consumers may change according to generations.**

Different generations consume news in different ways

Most preferred way to stay updated on news and current events



Generation Z puts social media in the first place as the source of news about the agenda. Boomers, on the other hand, have the opposite approach.

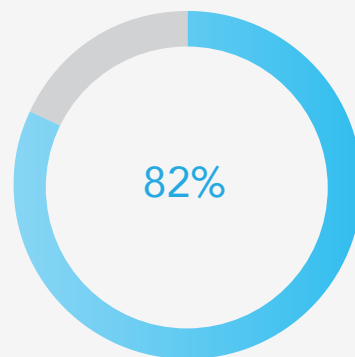


CONTROL OVER Personal Data

Consumers demand more protection and **surveillance when it comes to personal data.**

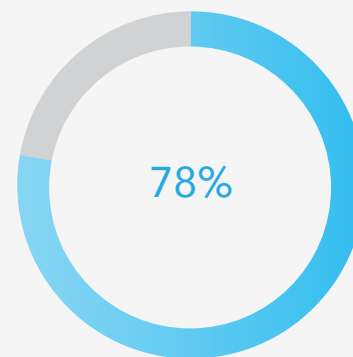
Consumers across generations seek more control and protection around their personal data

MORE CONTROL



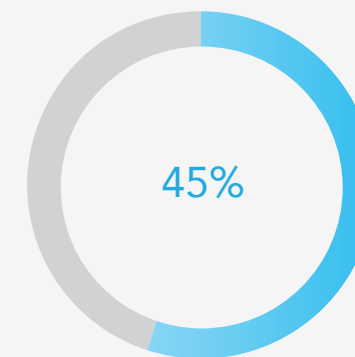
Agree that they should be able to **view and delete the data** companies collect

MORE PROTECTION



Agree that platform companies and service providers are **responsible for protecting** their personal data

WILLINGNESS TO PAY



Say they would be willing to **pay to access a social media platform** if it didn't collect any personal data



Digital Around **THE WORLD**

Digital adoption around the world is most certainly increasing.

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

TOTAL
POPULATION



7.87
BILLION

URBANISATION:

56.6%

UNIQUE MOBILE
PHONE USERS



5.27
BILLION

vs. POPULATION

66.9%

INTERNET
USERS



4.80
BILLION

vs. POPULATION

60.9%

ACTIVE SOCIAL
MEDIA USERS



4.48
BILLION

vs. POPULATION

56.8%

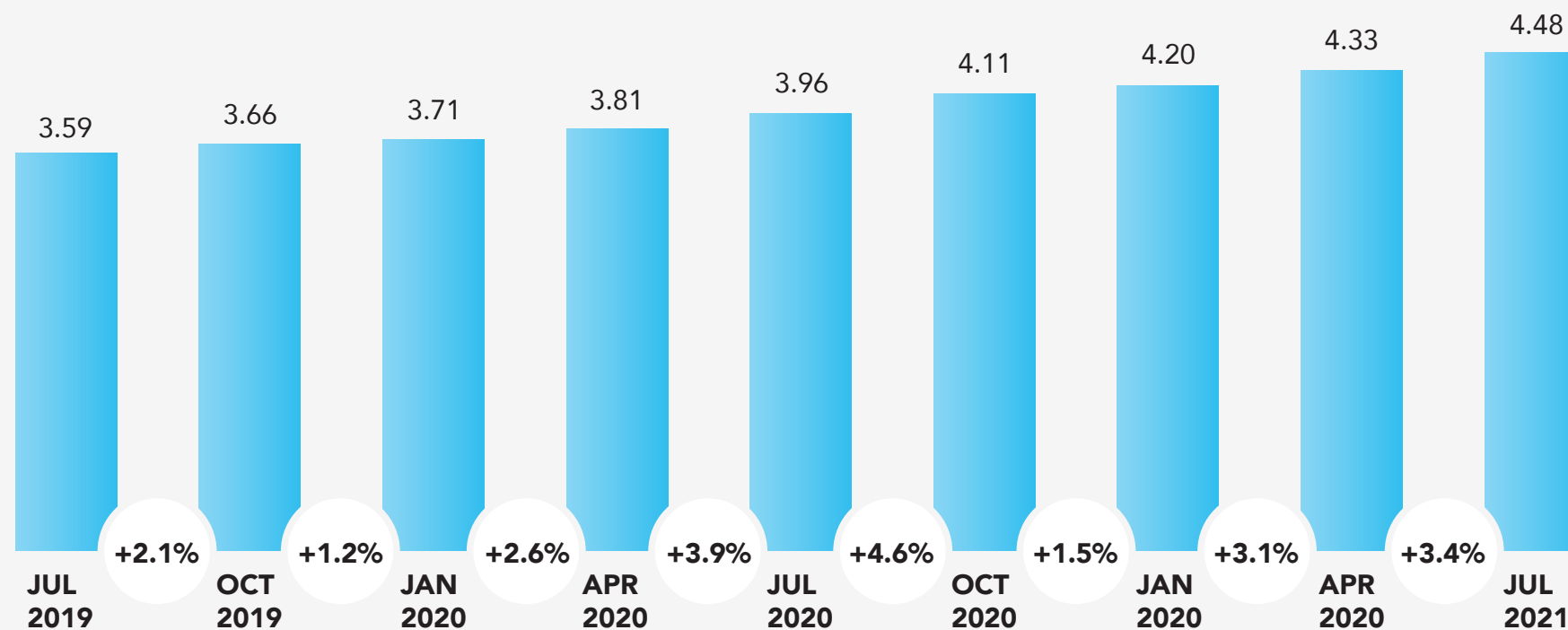


SOCIAL MEDIA USE

There was a significant increase in active social media users in 2021.

GLOBAL SOCIAL MEDIA USERS OVER TIME

THE TOTAL NUMBER OF GLOBAL SOCIAL MEDIA USERS BY QUARTER,
WITH RELATIVE QUARTER-ON-QUARTER CHANGE

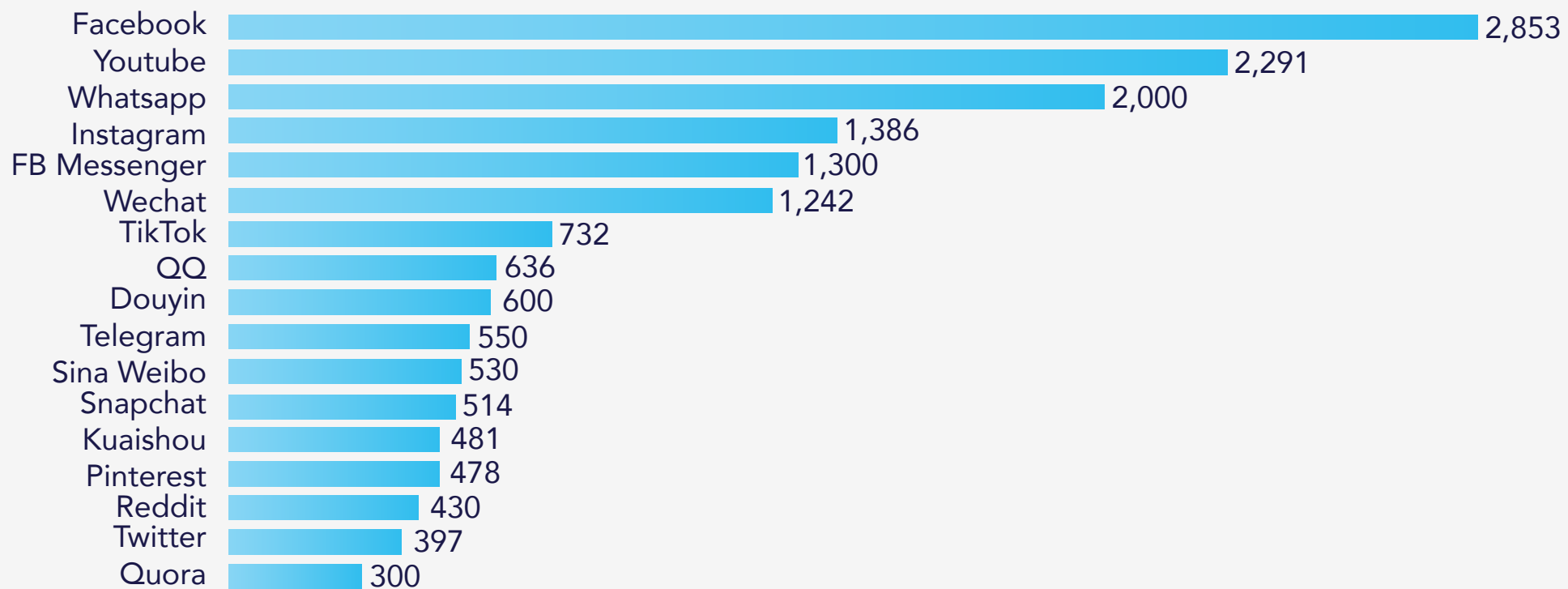


SOCIAL MEDIA USE

Facebook became the most used social media platform in 2021.
Facebook did not lose the lead this year either.

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A
SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS



SOCIAL MEDIA USE

The speed of use of social media almost does not slow down.
Global social media users grew by more than 13% compared to last year.

SOCIAL MEDIA USE AROUND THE WORLD

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

Total Number
Of Active Social
Media Users



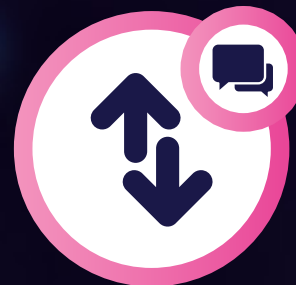
4.48
BILLION

Social Media Users
As A Percentage Of
The Global Population



56.8%

Annual Change In
The Number Of Global
Social Media Users



+13.1%
+520
MILLION

Percentage Of Social
Media Users Accessing
Via Mobile Phones



99.0%

Average Amount
Of Time Per Day Spent
Using Social Media



2_H 24_M

DIGITAL ADVERTISING

INSTAGRAM : ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

The Potential Audience
That Marketers Can
Reach Using Adverts
On Instagram



1.39

Instagram's Potential
Advertising Audience
Compared To The Total
Population Aged 13+



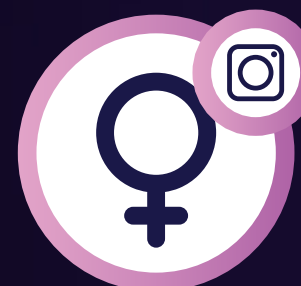
22.6%

Quarter-on-quarter
Change In Instagram's
Advertising Reach



+7.7%

Percentage Of Its Ad
Audience That Instagram
Reports Is Female *



51.4%

Percentage Of Its Ad
Audience That Instagram
Report Is Male*



48.6%

+100 Million

Instagram's reach continues to grow.
The platform's advertising reach is also on the rise.

DIGITAL ADVERTISING

ANNUAL WORLDWIDE DIGITAL AD SPEND

EMARKETER'S ESTIMATES OF WORLDWIDE SPEND ON DIGITAL ADVERTISING FOR FULL-YEAR 2020

Worldwide Spend On Digital
Advertising (In U.S Dollars)



\$378.2
BILLION

Annual Change On Worldwide
Digital Ad Spend, 2019-2020



+12.7%
+\$43 BILLION

Digital's Share Of Total Worldwide
Spend On Advertising Media



58.2%

Digital channels account for almost \$6 of every \$10 spent on advertising worldwide.



MILLENIAL Manifesto

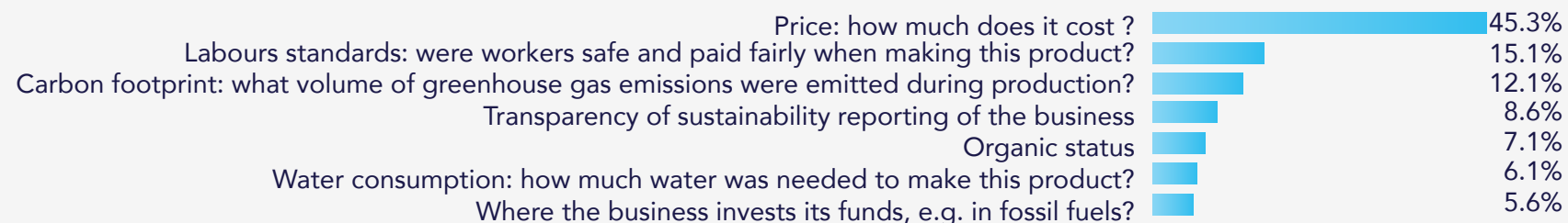
Young people have developed some principles to move towards a more inclusive future under the name of the Millennial Manifesto.

- 1 | Creating an environment for **intergenerational dialogue**
- 2 | **Big and powerful** questions will be asked to come up with bold solutions
- 3 | System change and collective action **awareness will be followed**
- 3 | Suitable space **will be created** for diverse lived experiences
- 4 | **Disturbing conversations** that people are afraid to speak will be embraced
- 6 | Care will be taken for ourselves, others around us, and the **ecosystem** in which we live

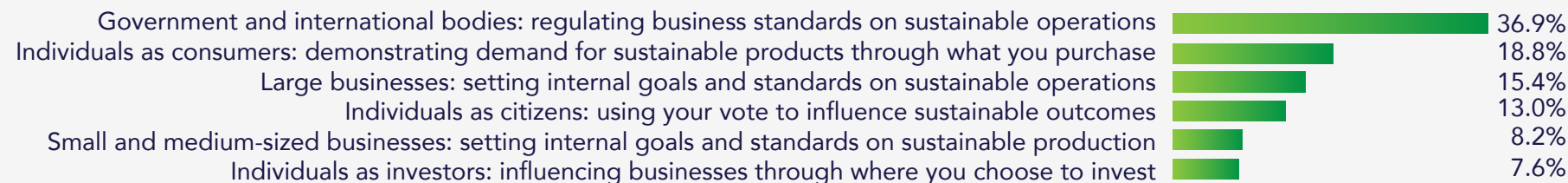
CONSCIOUS Consumerism

1.6 world resources are needed for the current consumption habits to be sufficient. For existing resources to reach future generations, a transformation in population growth and lifestyle habits is required. For this reason, it is crucial to acquire the habit of conscious consumption.

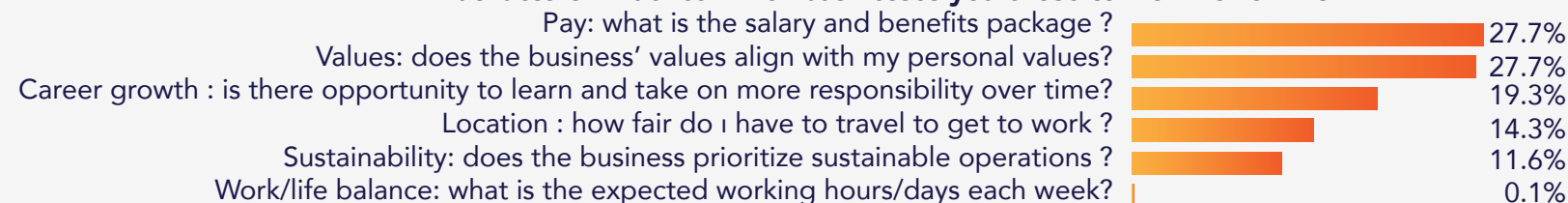
Which of the following is most important to you when selecting a product or service to purchase?



Which stakeholders are most important to take action on increasing the availability of sustainable products?

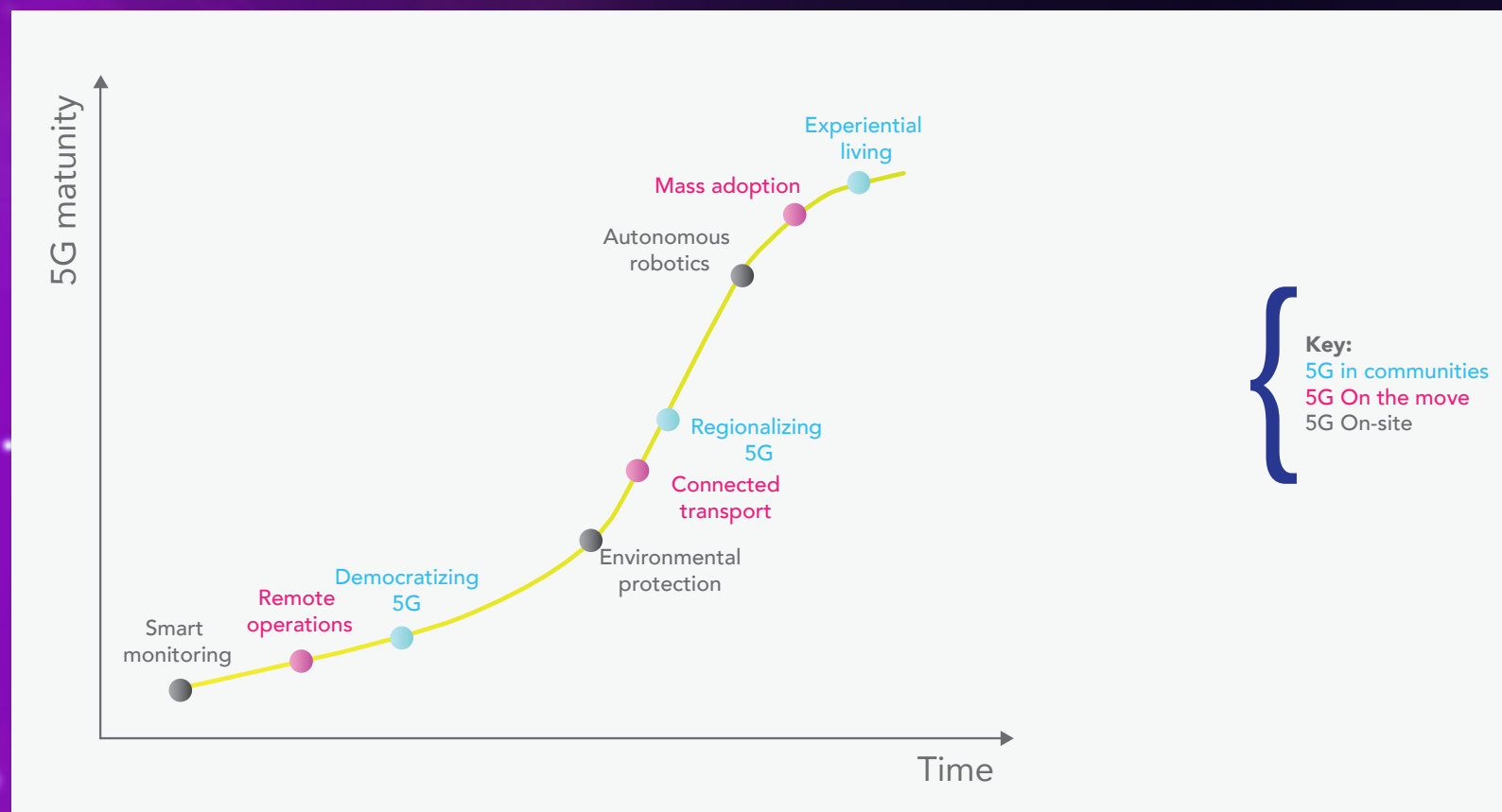


What factors influence which businesses you chose to work for or with ?



ENABLING INCLUSIVE

Long-term Opportunities



- 1 Remote operations
- 2 Connected transport
- 3 Mass adoption
- 4 Smart monitoring
- 5 Environmental protection
- 6 Autonomous robotics
- 7 Democratizing 5G
- 8 Regionalizing 5G
- 9 Experiential living

A person in a dark suit is shown from the chest up, holding a glowing, futuristic sphere with both hands. The sphere has a grid of lines and a central icon of a person. Surrounding the sphere are several floating cubes and lines, some of which are glowing. The background is dark and blue.

What we did learn FROM COVID-21?

Value of Pandemic **RECONNECTION**

It has been observed that physical activities carried out in certain periods are valuable for companies that have completely adopted the remote working method to help people adapt and work more efficiently.



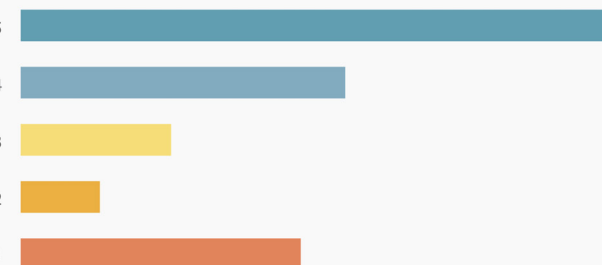
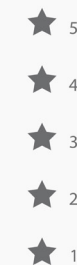
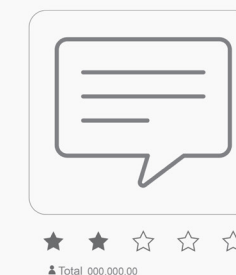
• **GLOBAL SURVEY** on Freelancing

According to the results of a Global Survey on Freelancing by the University of Toronto and the Agile Talent Collaborative;

Freelancing is a promising **business and career innovation worldwide.**

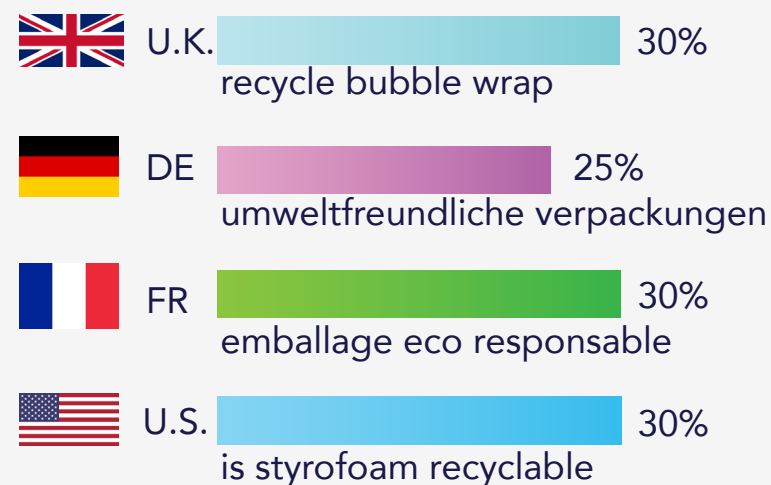
- The revolution that comes **with freelancing is huge and continues to grow.**
- **Freelancing and freelancers** do not have a specific type.
- Freelancing is **a good resource** to benefit the public good.
- Freelance platforms must continue to **add value to their freelancers.**
- **Freelancing platforms should educate** clients to better collaborate with freelancers.
- The mix of client portfolios matters **when it comes to freelancing.**
- **Freelance platforms help freelancers** by adding new features and services.
- With Covid-19, the concept of freelancing has become more common and **has increased competition along with opportunities.**

> Survey

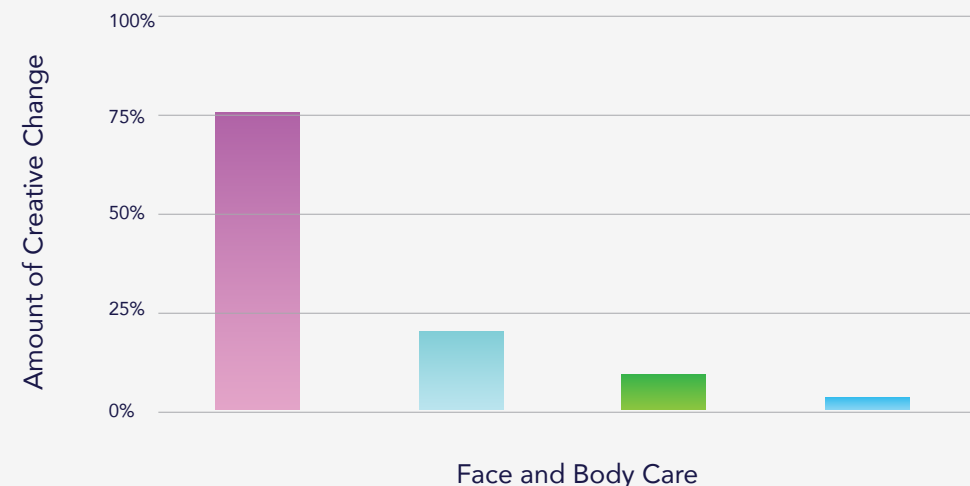


Consumer **SUSTAINABILITY TRENDS**

People have given more importance to sustainability after the pandemic period.
Here are the three ways people prioritize sustainability:



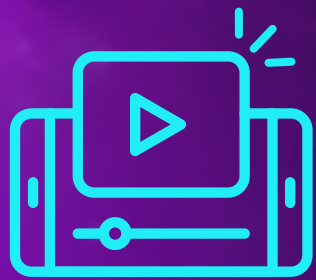
Telling positive stories and
sharing positive thoughts



Environmentally friendly moves that
come with less effort

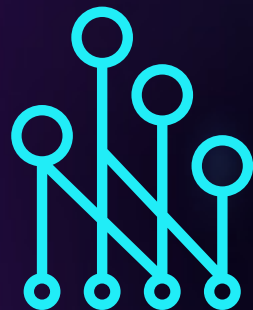
Pandemic SHOPPING BEHAVIORS

The pandemic period changed shopping behaviors in four ways



1

Digital inspiration



2

Supportive spending



3

Counting on
convenience



4

Dynamic demand



- 1 | Digital Inspiration:** Shoppers are discovering new products and finding inspiration.



Consumers say that they discovered new brands during the lockdown, and 70% purchased from a brand after seeing a video on Youtube.

- 2 | Supportive Spending:** Increasingly, shoppers are putting their money where their values are — whether it's sustainability, corporate responsibility, or racial equality.



Search interest for "ethical brands" and "ethical online shopping" in 2020 grew 300% and 600%, respectively.

- 3 | Counting on Convenience:** Convenience became a key differentiator for retailers who were able to quickly pivot.

Global searches for "milk delivery," "along my route," and "curbside pickup" all soared.

milk delivery	+800%	🔍
along my route	+1000%	
curbside pickup	+3000%	

- 4 | Dynamic Demand:** As governments around the globe adapt to local changes and work to safely reopen, what shoppers need will adapt with it.



600% increase in searches for "patio heaters" as people moved to eating outdoors.

10 NEW Marketing Truths

Old truth

- 1 Marketing begins with knowing your customer.
- 2 You are competing with your competitors.
- 3 Customers hope you have what they want.
- 4 Courting customers is just like dating.
- 5 Customers must sit at the heart of your marketing strategy.
- 6 Relationships matter.
- 7 Agility is a technology process.
- 8 Your brand should stand behind great products.
- 9 You need the right tech stack to drive modern marketing success.
- 10 Marketing is important for growth.

New truth:

- Marketing begins with knowing your customer segment.
- You are competing with the last best experience your customer had.
- Customers expect you to have exactly what they want.
- Courting customers is just like online dating.
- Customers must sit at the heart of your customer journey.
- Relationships are everything.
- Agility is a modern marketing approach.
- Your brand should stand behind great values.
- You need the right balance of factors (including your tech stack) to drive modern marketing success.
- Marketing is at the center of the growth agenda for the full C-suite.

Are we re-activated?
Has the age of
POST-CORONA BEGUN?



Remote Solutions **in EN**



Organizations around the world (**The European Nation included**) are grappling with how to apply lessons from the pandemic and adapt to the Zoom revolution. These are the solutions:

Remote Commission: After the pandemic period, the **EU Commission** aims to gradually return people to their offices. According to a negotiation document seen by **POLITICO**, the **EU Commission** offers its employees to work at least two days a week from the office and at least one day from their home.

Virtual Parliament: The European Union Parliament also aims to establish a system compatible with remote working. According to parliament's plan, almost everyone working for the Commission will have the right to work from home at least one day a week, except for some critical positions.

Europe Graduation **UNCERTAINTY**

A challenging job market welcomes young Europeans, who have been interrupted and damaged since the beginning of the pandemic process, entering the working life.

To be young today means to be twice as likely to be unemployed, according to the Organization for Economic Cooperation and Development.



Reopening Restaurant **IN EUROPE**

- An analysis of credit card data in Spain found spending at dine-in fast-food restaurants **“completely collapsed”** during the first lockdown in the spring of **2020**, and only returned to about **40 percent** of sales compared to the previous year after businesses reopened in June. Delivery orders also took a hit initially, but then spiked, peaking in the summer of **2020** at nearly double what they were the year before. **In Germany**, out of about a million jobs lost during the pandemic, nearly **400,000** were in the hospitality sector. An estimated **100,000** such posts are gone **in France**.



A person's hand is shown in profile, reaching out towards a digital interface. The interface features several glowing, translucent cubes floating in the air, connected by a network of lines and dots, suggesting a complex data structure or a virtual environment. The background is a deep purple with horizontal streaks of light, creating a sense of depth and movement.

SECTORAL ANALYSIS **AND LEARNINGS**

New **E-COMMERCE** Giant

TikTok promises huge **e-commerce potential**, but that's not the only reason it's loved by marketers.

- Reaching **850 million monthly active users**, **TikTok** allows reaching a large audience like television once was.

An average user spends **476 minutes per month on TikTok**, which is the second most time-spent application among social media platforms after Facebook. **TikTok** users spend more money on the app despite having a lower average age than other social media platforms.

- **This situation causes us to think that we are witnessing the birth of a new giant in e-commerce.**



Facebook Become Meta

Facebook rebrands itself as Meta. Mark Zuckerberg explained that this renaming is related to the company's branching and wanting to be associated with more than one product. Zuckerberg said the name better and more accurately represents what the company is working on.



Social Commerce Market

Earlier this year, Grand View Research reported that the global social commerce market was forecasted to reach \$3.4 trillion by 2028 from growing annually by over 28% between now and then.



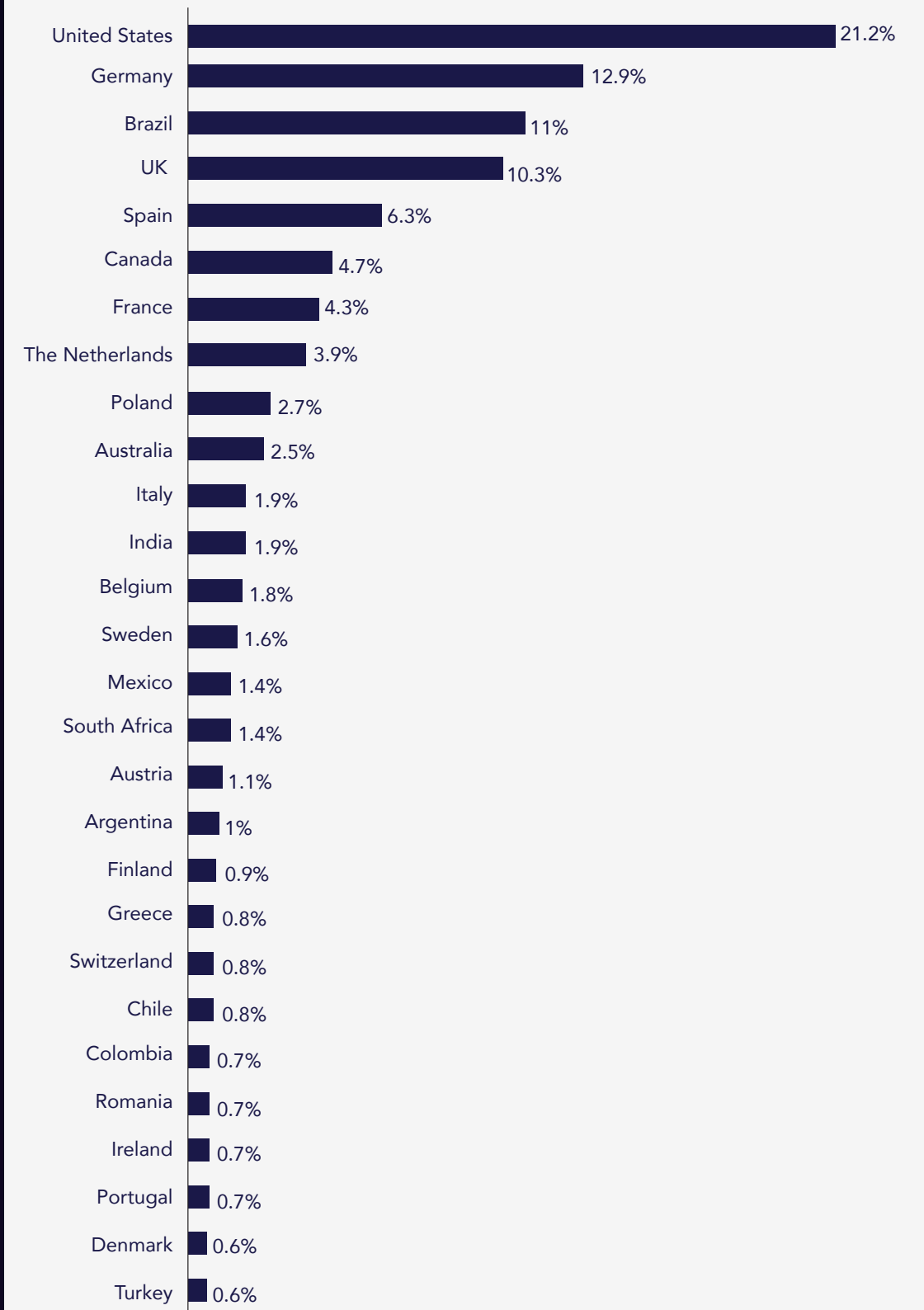
Pinterest TV

Pinterest TV is, bringing a new level of immediate interaction and shopping activity directly to the app – just in time for the holiday shopping rush.

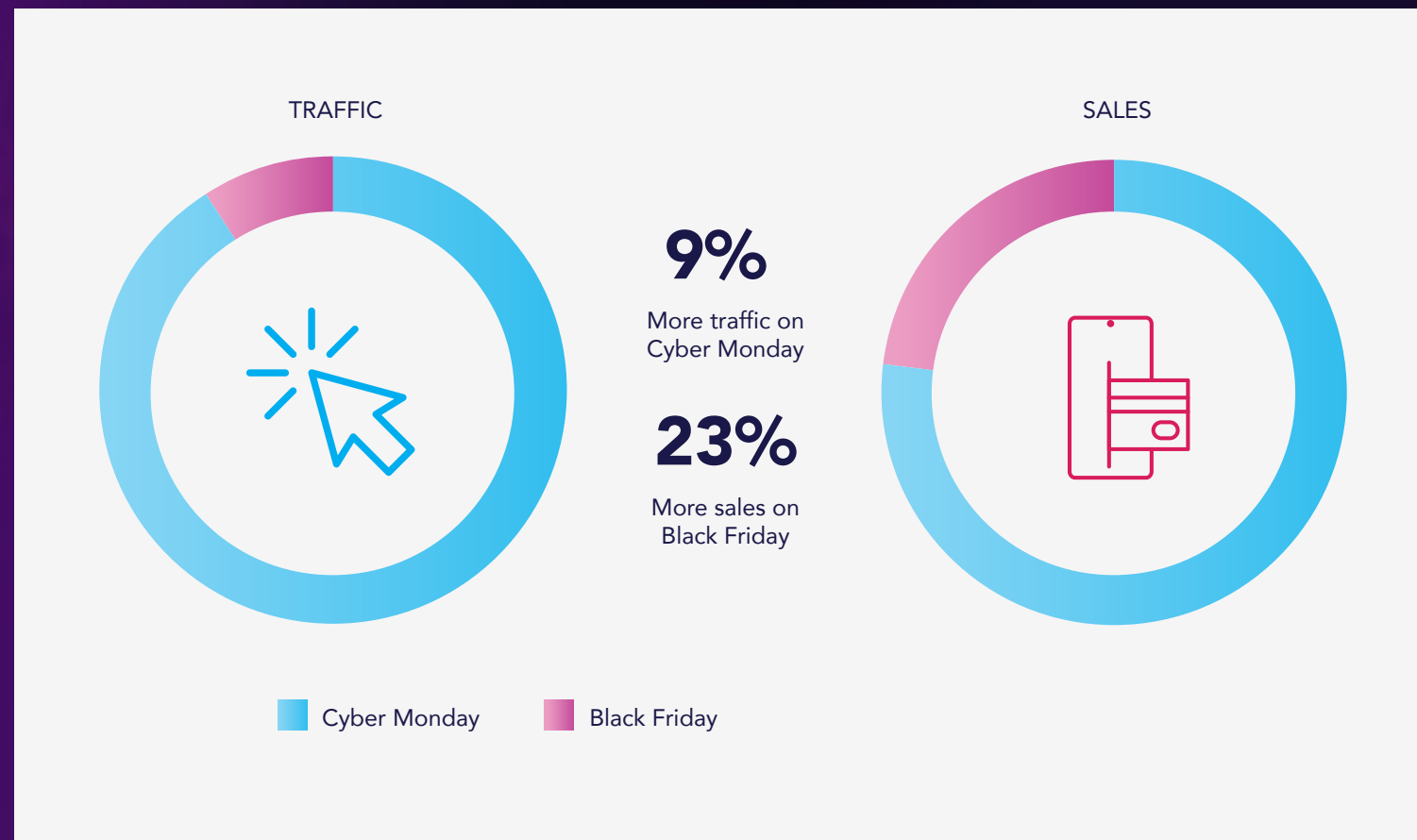
According to McKinsey, China's live-commerce space is on track to become a \$423 billion market by the end of next year.

Share of Black Friday 2021 SEARCHES

The Black Friday period is US-based, but it also attracts quite enough attention in the European continent. Germany takes the lead in this attention in Europe. Germany's interest in Black Friday has doubled its closest competitor, Spain, in continental Europe.



Black Friday/Cyber Monday **TRAFFIC AND SALES RATIO**



Traffic during Cyber Monday this year increased by **9%** compared to last year.

Sales during Black Friday increased by **23%** compared to last year.

Online Store **DATAS**

Over the Black Friday/Cyber Monday weekend this year, people shopped more from online stores, even though they visited more physical stores.

7%

DECREASE IN
ONLINE STORE
VISITS

2%

INCREASE IN
ONLINE STORE
SALES

2%

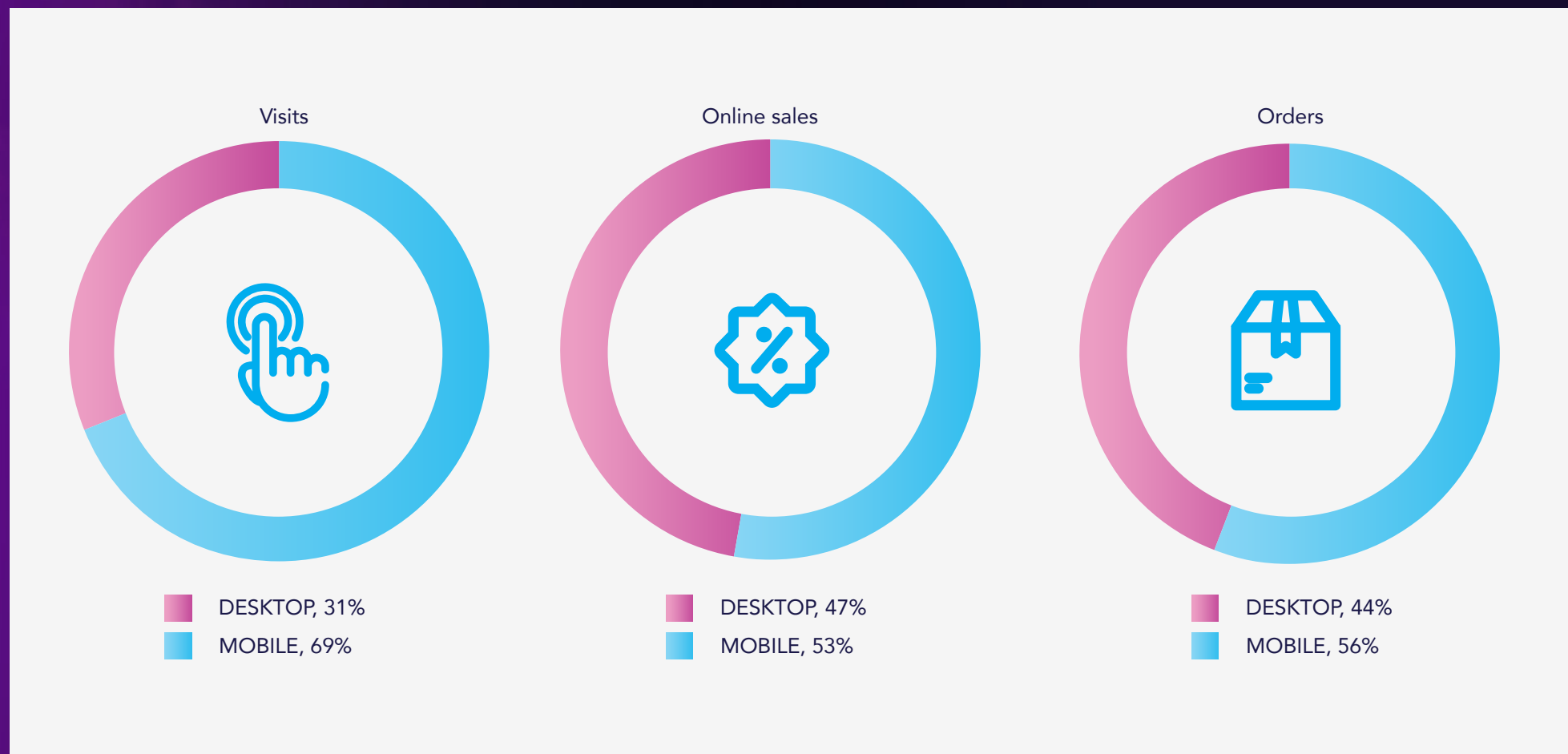
DECREASE IN
ONLINE CONVERSION
RATES

12%

INCREASE IN
ONLINE AVERAGE
ORDER VALUE

Desktop or Mobile?

As the data shows, the mobile platform dominates this year as well.



AT THE CHANGING AGE OF
COMMUNICATION,
what to expect from 2021?



The year **2021** was about preparing for and responding to uneasy conditions, otherwise, **2022** is expected to be about getting used to these conditions, accordingly recovering and developing.

Country ▾

1,099 Executive respondents

11,500 Executive respondents

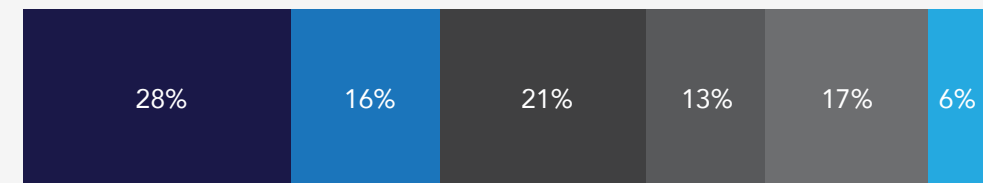


■ United States (62%) ■ United Kingdom (11%)
■ Netherlands (9%) ■ France (9%) ■ Japan (9%)

Industry ▾

1,099 Executive respondents

11,500 Executive respondents



■ Consume products (28%) ■ Technology, media, and telecom (16%)
■ Financial services (21%) ■ Health care and life sciences (13%)
■ Energy, resources, and industrials (17%) ■ Government and public sector (6%)

A futuristic, glowing hand with digital overlays and geometric shapes. The hand is rendered in a translucent, pinkish-purple hue, with glowing lines and dots tracing its contours and fingers. Several translucent, blue and purple cubes are floating around the hand, some appearing to be part of the digital overlay. The background is a dark, deep purple with subtle, glowing patterns and lines, creating a sense of depth and technology. The overall aesthetic is high-tech and digital.

2022 MARKETING TREND Projections

2022 Marketing Trend Projections

Growth within a purpose:

The objective here is to take a holistic stance by reducing the things that cause interference in communication, to gain a competitive advantage through a holistic goal.

2022 Marketing Trend Projections

Developing the smart-creative engine:

In a digitalized world, marketers need a model that moves as fast as the culture and fills the skill gaps.

2022 Marketing Trend Projections

Inclusive marketing:

As communities become more diverse consumers prefer brands that take reasonable and comprehensive stances on social issues.

2022 Marketing Trend Projections

Welcoming users in a cookie-free world:

Cookies are started to get annoying and negatively affect the user experience. For this reason, first-party data strategies are expected to be re-designed.

2022 Marketing Trend Projections

Implementing a human-oriented data experience:

It is significant to instrumentalize a human-oriented solution after obtaining the data sets. It is important to embody a balance between being intrusive and helping.

2022 Marketing Trend Projections

Strengthening the hybrid work experience:

Blending the digital world patterns with the physical world patterns is one of the priorities of corporates. A dynamic, holistic, and people-oriented experience helps consumers interact with the brand.

2022 Marketing Trend Projections

Improving customer relations through artificial intelligence:

The human touch and artificial intelligence power are integrated into customer relations, providing customers with a true end-to-end experience.



SOCIAL MEDIA TRENDS FOR 2022

TikTok will become the most important social media platform **in the field of marketing**

Shoppers will demand to buy products on social media

Long video platforms other than **YouTube** will be disappointed

Paid advertising will gain great importance

Social audio strategies will be developed

More advertising will be done on smaller **social media platforms**

It will be preferable to **send a message instead** of calling to get in touch.

Interactions with **Content Creators** will increase

No action will be taken without a **Social Listening Strategy**



TECHNOLOGY TRENDS from 2021

Within the pandemic era, companies that have adopted remote or hybrid working systems made online meeting platforms flourish. So that these platforms have become an inseparable part of business life experienced pandemic and post-pandemic periods. In **2022**, it is expected that existing platforms will develop themselves, and also new ones will be added.

The online meeting period brought along some individual technological investments to be more effective in communication. People bought webcams to look better, and headphones to be heard better. In the case of webcams, a 9-fold increase was observed when the first **9 months of 2019** and the first **9 months of 2021** were compared.

Likewise, with the pandemic period, contactless payment methods began to be preferred intensively. According to a study held in England, contactless payment, which had a share of **16.8%** before the pandemic, triumphed a share of **46.7%** after the pandemic. It is expected that the contactless payment method will develop and become more preferred worldwide in **2022**.

Metaverse...

According to **Google Analytics data**, interest in metadata peaked in 2021. Research on this and related topics topic has increased more than ten times compared to 2020.

Giants like **Facebook, Epic Games, Microsoft** have declared their plans to build their metaverse worlds. Among the brands that want to be a part of this world are giant companies such as Burberry, Coca-Cola, and Visa. These companies are only the very tip of the iceberg.

93% of global consumers think technology is our 'future'. **76%** say their lives extensively depend on technology, and **81%** say a brand's digital presence is just as crucial as physical.

In this period we live in, we are witnessing the construction of a digital world step by step. As human habits re-shape in the digital direction, thus the desire to exceed the limits of the physical world increases. There are people all around us who have already stepped into the metaverse with the games they play and the artworks they buy with crypto money.



Changing Vacations

Within the pandemic period, demand for places that offer **spa therapy and compact holidays** has increased. Interest in gastronomic travel has increased, too.

Within the pandemic time, the overall rate of pet ownership has increased. For this reason, tourism venues have started to create areas for people traveling with their pets.

Physical **contact-free check-in and check-out**, the demand for solutions such as digital keys have increased.

As the overall importance spent on health has risen, the total number of travelers who spend time on **sports activities** during travels has increased.

Travelers began to plan their journeys in line **with more selective tastes**.

It is commonly predicted that in **2022**, people will focus on spending more time with their families.

Within the possibility of better conditions, crowded travels seem to come to light again. Seemingly, brands that show sensitivity to environmental and **social issues will be more preferred throughout 2022.**



Smart Glasses

According to research conducted by Dynabook, **63%** of companies will start using smart glasses technology in the period of next three years.

According to the research, companies aim to use this technology for a better remote working experience (**47%**), for improved data acquisition and processing (**34%**), and better sharing and collaboration (**39%**).



Farewell to an Old Friend (Internet Explorer)

Internet Explorer, which has been a part of our lives for more than 25 years and has served internet users very well, **is being unplugged**. Microsoft announced on June 15 2022, that it will completely shut down Internet Explorer.

Is 2022 Will Be a Streaming Year?



Twitch, the world's largest game-related streaming platform, has achieved the projected rise in **2021**. Multiplying the number of viewers, publishers, and advertising revenues worldwide, Twitch was shaken by a scandal towards the end of the year. With the bitcoin scandal on the platform, users began to lose their trust in the platform.

As in **2021**, Twitch was expected to make a total splash in **2022**. However, after the latest news, it is unknown how **2022** will be shaped for the platform.

Autonomous Vehicles May Be on the Roads in 2022

Ford will materialize the autonomous delivery and robotaxi project in 2022, which it was preparing to implement in 2021 but had to postpone due to the pandemic.

Mercedes has planned to spend \$10.8 billion on ten new electric car projects by 2022. These vehicles are expected to be on the roads in 2022.

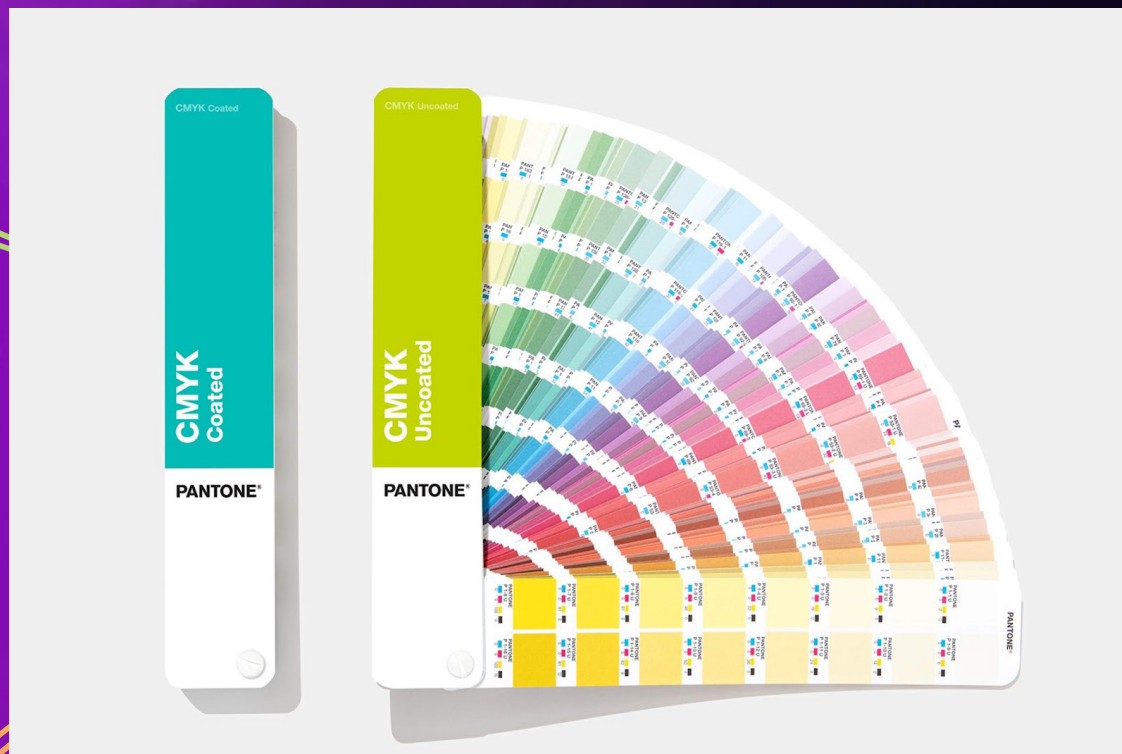


Germany may be the first country to allow the common usage of self-driving vehicles in the whole country with the law to be created on autonomous vehicles. This law is expected to be enacted in 2022.



Trend Colors of 2022

Pantone Color Institute has declared the trend colors of **2022**. The initial ten main colors in the published report were created from bright, fun, and optimistic color tones with the awareness of acting as an antidote to the **COVID-19** process.



Workforce in the World in 2022

According to the study prepared by Strategy Analytics, by **2022**, **42.5%** of the entire workforce in the world will consist of mobile workers.

According to the same research, the teleworking model saves companies an average of **\$11,000** per team member per year, while it saves employees an average of **\$7,000** per year.



DIGITAL MARKETING TRENDS IN 2022



Content Marketing will be one of the prominent trends of the year. In particular, **SEO-compatible content** will be even more significant in 2022.



The importance of **Mobile Compatible Marketing** will increase even more in 2022.



Interest in **E-Mail Marketing** will continue to increase in 2022.



Corresponding with this new strategy, **TikTok** will guide digital marketing trends in 2022. The interest in the platform, which appeals to the base of the Z generation, will continue to increase in 2022.

DIGITAL MARKETING TRENDS IN 2022



Affiliated Marketing studies using **Influencer and Blogger** led e-commerce platforms in **2021**. Companies that receive success outputs will continue this strategy in **2022**.



E-commerce companies that diversified their **Instagram** shares with the **Insta Shop** feature made it easier for people to visit their sites. With this new feature, companies that attract visitors to **e-commerce** sites more easily will tend to increase this strategy in **2022**.



Video content will mark **2021** and will continue to hit in **2022**. Video content, which especially supports the rise of **e-commerce** platforms, will be adopted by companies as an indispensable communication model in **2022**.



Instagram Reels content has been highly adopted by companies throughout **2021**. These contents provided an opportunity to establish a more **intimacy-oriented** relationship between the customer and the company. This sincerity brought trust, and this trust was positively reflected in sales. It is expected that this chain of sincerity-trust will get stronger in **2022**.

SOCIAL MEDIA STATISTICS FOR 2022

Total active social
media users:

3.484
billion

Daily time spent:
People spend

2 hours
23 minutes

daily on social
media browsing and
messaging

No, platforms used:

%98,5

of people use at least
four social media
channels daily.

INSTAGRAM STATISTICS TO KNOW FOR 2022

Instagram
has over

1
billion
monthly active
users and

500
million

• daily Story users.

More than half of
Instagram users
are in the

18-34
year old age
bracket.

It is the second
most popular
platform among
teens after
Snapchat.

%77 of people
use Instagram for
viewing photos,

%51
for watching videos,

%45
for sharing content

%23
for networking, and

%11
for finding/shopping
for products.

Over
200
million

users visit
at least one
business
profile daily

%69
of digital marketers
plan invest in
instagram for
influencer
marketing.

FACEBOOK STATISTICS TO KNOW FOR 2022

Facebook
has over
2
billion
monthly active
users and
more than
140
million
businesses.

More than
100
billion
messages and
1
billion
stories are
shared on
Facebook daily.

%96
of users access
Facebook via
mobile devices.

2022 World Cup

The World Cup, the world's largest football organization, will be held in **Qatar in 2022**. Due to seasonal conditions, the organization will take place in the winter months instead of the summer months.

The promotional face of the organization is a very familiar name, former football player **David Beckham**. Beckham is expected to contribute positively to both the promotion of the tournament and the country's cultural and tourism activities.



FIFA WORLD CUP
Qatar2022

About ddip

digital/design/integrated/ paris



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 bring brands together with the masses. **ddip digital/design/integrated/paris** implements comprehensive social media strategies that will bring your business to the masses, in line with the trends of the day, with differentiating agendas in the short and medium-term. When the resulting strategic integrity is combined with excellence in design, we achieve highly effective and lasting results in social media.

Gayrettepe Mh. Ayazma Deresi Sk. Aliye Meriç İş Merkezi No: 3 D: 24 Fulya/Gayrettepe ISTANBUL, TURKEY +90 212 216 11 26

14 rue Pierre Demours 75 017 PARIS FRANCE +33 (0)1 72 34 83 34

www.ddip.co

mena-region-marketing.ddip.co | europe-marketing.ddip.co



2022 EUROPE
TREND
REPORT

Thank You...