

BCV INSIGHTS - Q1 2021

BCV keeps a constant pulse on emerging consumer behaviors across the digital landscape to understand the impact on travel. Below are the top ten trends that will continue to shape social media during the first half of this year.

1 SOCIAL CONSCIOUSNESS

Consumers have a renewed perspective on social and environmental issues coming out of the pandemic and are driven to engage with brands that value social impact.

TRY THIS:

SPOTLIGHT SUSTAINABILITY AND PHILANTHROPY VIA LOCAL INITIATIVES, ECO-FRIENDLY PRODUCTS, ETC.

2 DIVERSITY + INCLUSIVITY

Consumers want to see their own values reflected in branded content; integrating diversity + inclusion within marketing materials is now a must.

TRY THIS:

PARTNER WITH A WIDE RANGE OF CREATORS THAT BRING REPRESENTATION TO BRANDED CONTENT.

3 BRAND PERSONIFICATION

Social users want to relate to brands in a more personal, human way; transparency and authenticity are vital for establishing connections with consumers.

TRY THIS:

BEFORE INTEGRATING A NEW SOCIAL CHANNEL OR PRODUCT, ENSURE IT WILL BE AN AUTHENTIC FIT FOR YOUR BRAND BY RUNNING A CONTENT TEST

4 CELEBRATIONS

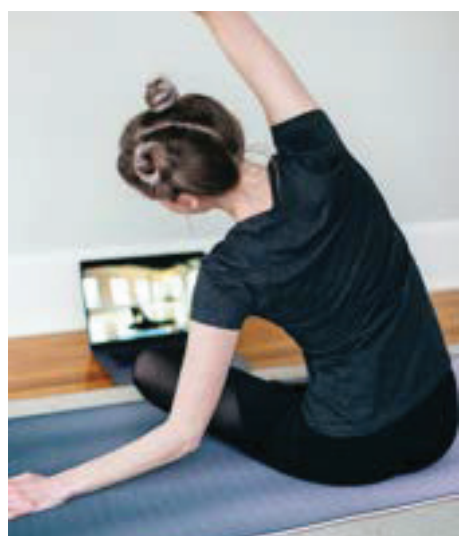
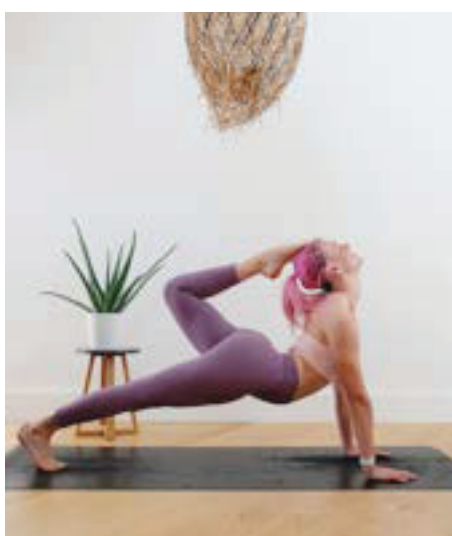
Following the continued postponement of life events and seasonal traditions, consumers are more eager than ever to splurge and will do so through travel.

TRY THIS:

TAP INTO CELEBRATORY CRAVINGS WITH FUN CONTENT SURROUNDING HOLIDAYS, LIKE VALENTINE'S INSPIRED POSTCARD CAMPAIGN

5 HEALTH + WELLNESS

Consumers are placing a stronger focus on their mental + physical wellbeing while at home, driving the popularity of guided online classes, in-home exercise equipment, superfood ingredients, flexitarian diets, and non-alcoholic craft drinks, among others.



TRY THIS:

LEVEL UP YOUR AT-HOME WELLNESS CONTENT WITH COLLECTIONS BUILT AROUND EMERGING TRENDS. FOR EXAMPLE, A "HALF-SCRATCH" RECIPE FROM THE CULINARY TEAM COULD PAIR WITH A "HALF-LOTUS STRETCH" TECHNIQUE FROM THE YOGA INSTRUCTOR TO CREATE A "WFH WELLNESS" BRANDED SOCIAL CARD.

6 SOCIAL SHOPPING

Consumers are turning to social media to discover new products and make direct purchases, making in-app shopping their new go-to marketplace.

TRY THIS:

SHOWCASE PRODUCTS WITH A DEDICATED INSTAGRAM SHOP, SUPPORTED BY SHOPPABLE ADS, TAGS, AND PRODUCT GUIDES

7 SHORT-FORM VIDEOS

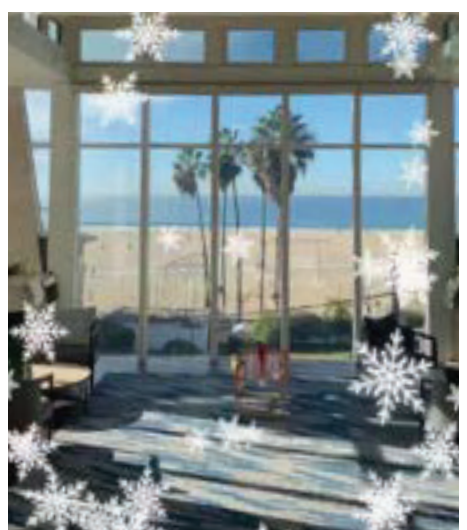
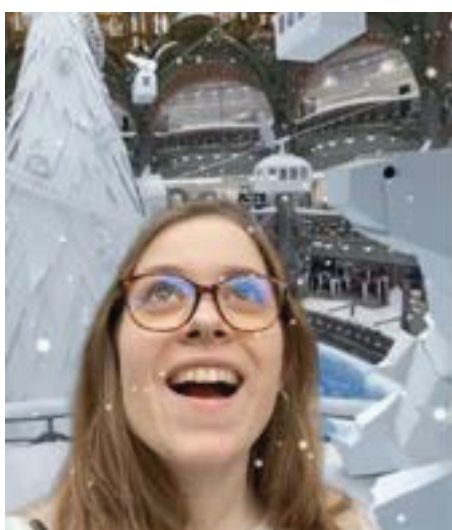
Quick, entertaining videos have exploded in popularity as more users look to social for distraction, propelling the likes of Instagram Reels, TikTok, and video memes.

TRY THIS:

MAXIMIZE EXISTING VIDEO CONTENT BY REMIXING CLIPS AND USING FEATURES LIKE MUSIC, FILTERS, AND STICKERS

8 AR AND VR

Augmented and virtual reality are becoming standardized tools while the world is maintaining social distance. The debut of several new VR Glasses products from Apple and Facebook later this year will make this technology more widely accessible.



TRY THIS:

BUILD WANDERLUST WITH AR CONTENT, ALLOWING USERS TO EXPERIENCE YOUR PROPERTY WHILE ENGAGING WITH INTERACTIVE GRAPHICS

9 GAMING-STYLE CONTENT

Online consumers are engaging with interactive content as a means of distraction and escapism. Social users who now identify as "gamers" have increased by 40% year-over-year.

TRY THIS:

GAMING DOESN'T HAVE TO BE VR OR AR. INTEGRATE MAZES, QUIZZES, PUZZLES, ETC. TO SHAKE UP STATIC CONTENT

10 OMNI- AND NANO-INFLUENCERS

Newer tiers of influencers can help brands achieve specific goals, like partnering with nano-influencers to resonate with niche audiences or omni-influencers to seed messaging across multiple mediums.

TRY THIS:

INTEGRATE INFLUENCERS WITH PRESENCE ACROSS TRENDING MEDIA, SUCH AS TRAVEL PODCASTS, TO DRIVE AWARENESS