

Predictions for 2022

CTZAR

2022 Year of Creators

While the creators' economy has been growing steadily in the last few years, the pandemic has accelerated its growth. The year 2022 is expected to see a rise of creators in this space.

Social Media Creators are about to get leverage, control, political and cultural influence at a level unseen before.

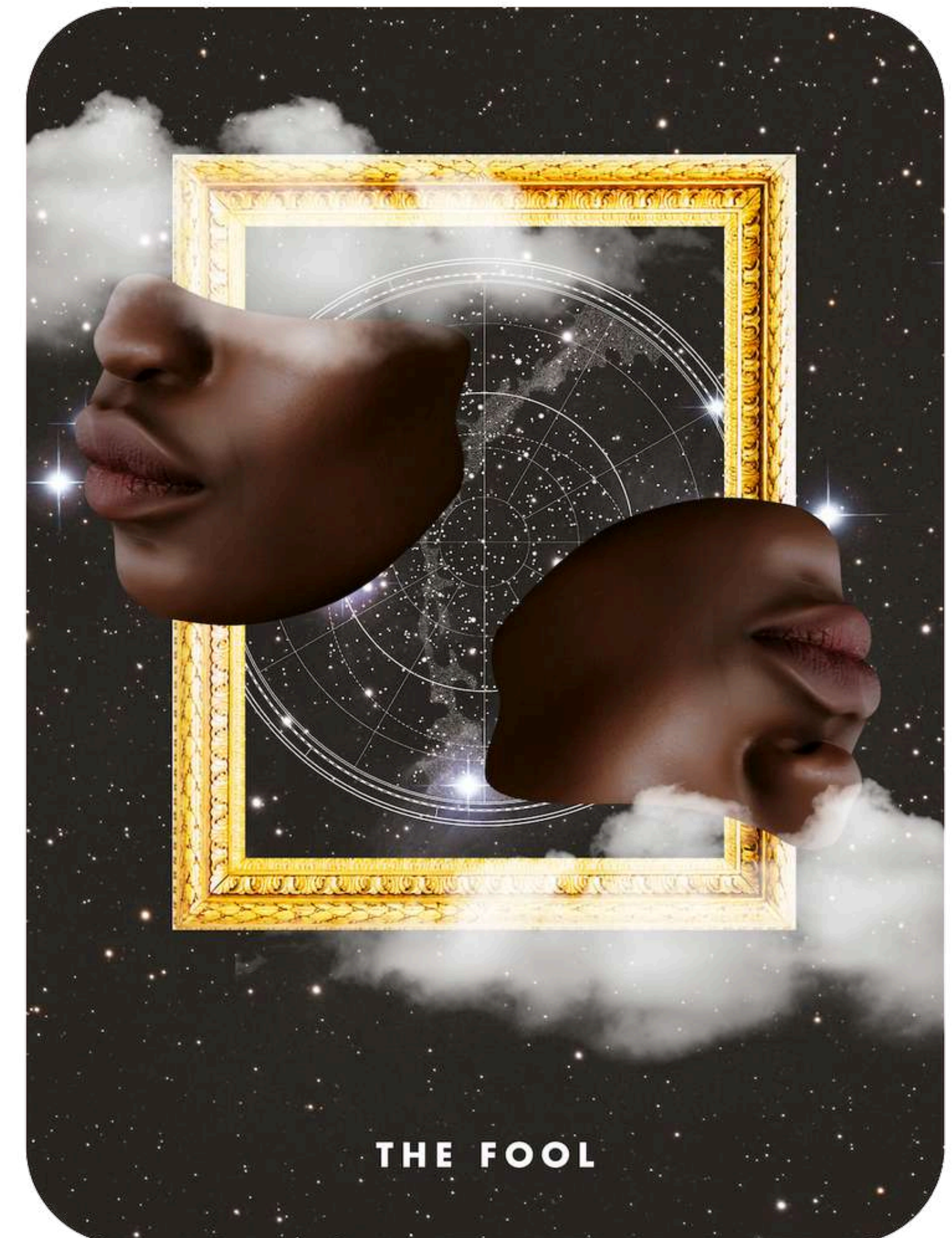
The affordability, accessibility, and ubiquity of creation tools, coupled with the level of global connectivity among individuals is creating an irreversible movement in favor of an over-flow of creativity.

It has never been a better time, in the history of mankind, to be a creator. If you like to make things and you want to have a voice, 2022 is the time to be alive.

This guide is a free digital resource designed to help you understand the themes that will drive Social Media in 2022 and how your campaigns may incorporate them.

« **Predictions** » is full of all the trends that will shape social media and influence marketing this year.

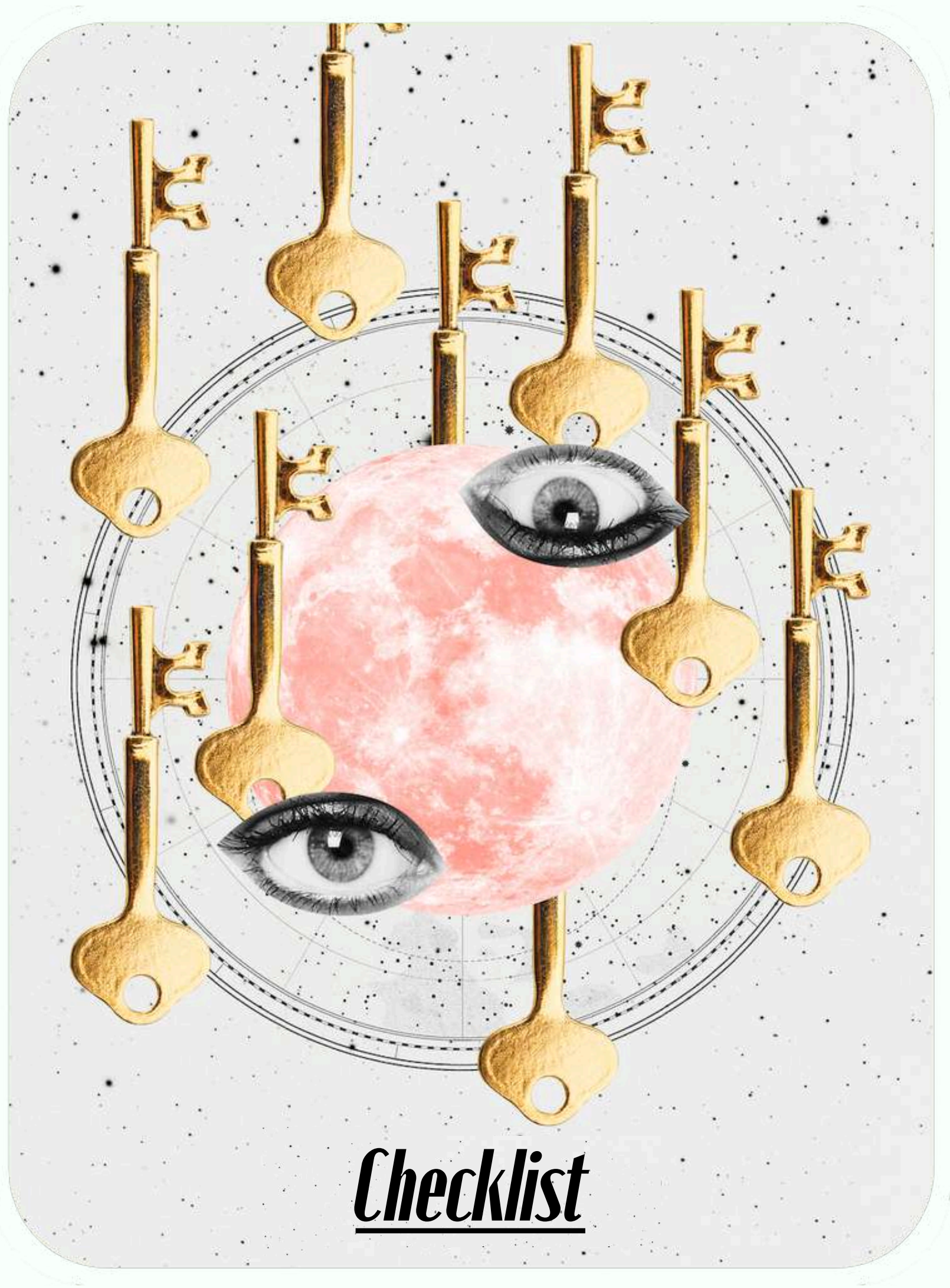
Book in some time with yourself and find fresh ideas, inspiration, and insight to fuel your creativity as we head into the new year.



Key	Checklist : the 7 social media golden rules of 2022	p.4
1	We will like always more content	p.5
2	All creators, all influencers	p.6
3	Digital advertising will be reinvented	p.7
4	To conquer the web culture	p.8

5	Platforms are innovating	p.8
6	The Social Selling market is more mature	p.9
7	The Metaverse is unfolding	p.10
8	We will all end up using NFTs	p.11

9	Inflation is going to affect purchasing power	p.12
10	Brands will (really) have to rally behind a cause.	p.13
11	Genz will not value their job above everything else.	p.14



7 golden rules to follow en 2022

- 1 Every platform has its own codes, its own grammar rules and iconic personalities.
- 2 All content longer than 15 minutes should be visually compelling, informative and ideally interactive.
- 3 Think in terms of Snack Content, the content must grab users' attention in less than 3 seconds.
- 4 Enter into long-term partnerships with content creators.
- 5 If you don't start the conversation with your customers, they won't do for you.
- 6 Speak out. Publish regular content. Use your social media. Having a beautiful account updated just once a month is not a good social media activity.
- 7 If you seize a trend, be sure that you are legitimate to do so and you own the subject.



We will like always more content.

Because users spend more than 2.5 hours each day on social networks, they now account for the largest share of media time (35%) – Statista, September 2021.

- But they are no longer only used to comment or react to news. Entertainment now has a "social" dimension and platforms are becoming the main information source for events.
- Live content on TikTok and Twitch, or events on Fortnite, now attract millions of viewers every day.

“The first reason people mention for using Instagram is entertainment”

Adam Mosseri, PDG Instagram, 2022

According to the TikTok platform, 35% of its users have watched less TV and streaming services since downloading the app.

Formats created specifically for platforms are appearing, like the queer mini-series from Australia Scattered created for TikTok or **Lama'scarade**, an Instagram (IGTV) animated series (on Netflix in France) of four 4-minute episodes – and whose plot is driven by user interactions.



Snack Content: Make it Reel

TikTok has disrupted the usual conventions of platforms by downgrading the importance of photos in favor of short videos (~1min). It didn't take long for other platforms to follow their lead: Instagram launched Reels and Youtube its Shorts format.

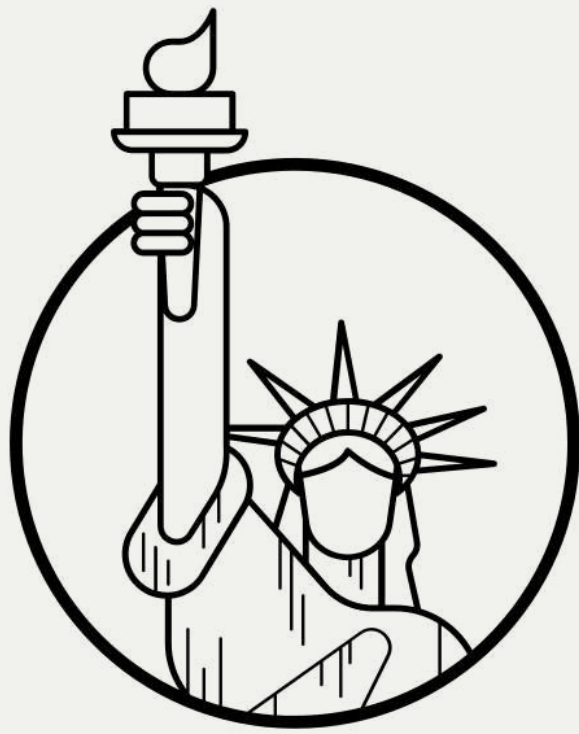
Content has become key for advertisers who use video for advertising purposes in a variety of forms (interviewing influencers, highlighting products, behind-the-scenes, glimpses of brand know-how, creating AR filters and lenses, etc.) and in a variety of formats (from a few seconds to several minutes, square, vertical and 9:16 formats, etc.).

9 out of 10 pieces of content shared on social networks today are videos

Short videos highlight the way we consume content and underscore the need to create simple, concise messages and engaging content.

In the last 10 years our attention span has dropped from 12s to 3s (Statista, September 2021).

The attention battle is amplified by the abundance of content produced by the media and the brands but now also by the users themselves: user generated content.



We scroll every day over 90m of content (the height of the Statue of Liberty)

Facebook, October 2021

All Creators, All Influencers

We have changed our perception of celebrity. Consumers are connecting with people who inspire them, who are authentic, who resemble them, and the platforms have understood this.

2022 the year of Creators

- Last August, Mark Zuckerberg advocated for Creator Shops, an affiliation system to allow creators to sell directly from Instagram and generate revenue based on their recommendations.
- From now on, Instagram's marketplace will allows brands and creators to connect depending on their audience. This is known as the "creator economy".
- Concretely, content creators will be able to receive engagement fees from the platforms or tips, in-app transations, from their subscribers.
- This trend will be supported by another phenomenon: the generalization of crypto-currency payment – that will become available on payment platforms.

New creative tools

Facebook has launched its "Creator Studio" that enables creators to produce, publish, manage and monetize content on their Facebook Pages and Instagram accounts. Some social platforms also offer pedagogical support – like Twitch and its "Creator Camp », live sessions organized with Twitch business partners or employees. Instagram launched Voices Festival, a totally digital and exclusive cultural event. 60 personalities have shared their experience as content creators on Instagram in 30 creative and pedagogical sessions addressed to all creators of the platform.



Joint creation will be central to brand strategy

In 2022, it will not be odd to see content creators being directly involved in the creation process of a clothing line or an exclusive product. Capsule collections, for example, branded by talents, are part of this trend of hyper-transparency followed by brands. Social Talent often shares some behind-the-scenes content. This format will enable brand to target a specific and trusting audience, and to communicate about their production approach and process for example.



All Creators

In 2022, the emphasis will increasingly be laid on the fact that each of us has an influence at our own level. Companies will be keen on leveraging all of their stakeholders as brand ambassadors. Companies represent a real pool of talent, many of whom are already content creators or opinion leaders. Many firms have already identified these talents in their ecosystem and are working with them to develop their skills.

The Linkedin platform has launched innovations such as "Elevate" to foster employee advocacy strategies. They allow brands to provide their talents with shareable content and to promote the most engaging publications created by employees.

Digital advertising will be reinvented

The end of third-party cookies scheduled for 2023 forces advertisers to define new addressability strategies that don't rely on third-party data.

- While the use of first-party data appears at first glance to be the most obvious solution, these devices will face a problem of viewer retention. No one can say whether brands will maintain their performance levels online.
- Everyone will have to adopt innovative approaches to connect with consumers and simultaneously manage the context and environment in which the brand is positioned in order to maximize the impact and profitability of campaigns.



Leaving the third-party cookie for a genuine “third party”

Digital advertising on social media can feel like it's interfering with the user's experience by getting in between posts, in the middle of conversations. Content creators are trusted by their audience. They have the ability to retain attention and place brands in an environment where they can be heard.

53% of people who see an influencer promoting a product inquire about it.

YouGov data, 2021

We all know how powerful influencers are to develop brand and product awareness early on in the customer journey. But today, digital creators are also able to impact directly the conversion process.

11% of people buy a product that a creator has recommended

YouGov data, 2021

Which profiles should you choose?

88% of Internet users consult customer reviews before purchasing and 68% actually trust them. This figure suggests that consumers are increasingly looking for genuine content from like-minded people, especially when it comes to buying or using a product. From this perspective, expertise, quality and sincerity are the key elements you want to look for. These characteristics are found in micro and nano influencers who cultivate this proximity with their community.

Brands to conquer the web culture

Emotional Brands

- 2022 will be shaped by brands' ability to trigger very specific emotional responses, repeatedly and consistently, that are unique to them.
- Brands will be expected to be identified and identifiable through moods and feelings.
- It is becoming more and more urgent to define the "vibe" of the brands, because it sincerely connects them to the communities. To do so, they will be able to borrow the codes of web culture and integrate themselves into its territories.

Social Gaming will level up

With an estimated four billion daily players on the planet, Gaming has increasingly become a means for making, building, and maintaining social relationships.

Gamers are now spending more time than ever on Fortnite, Roblox and other collaborative gaming networks, which offer a way to stay in touch with friends, while having fun.

The platforms lay the foundation for what many now consider to be the metaverse, those interconnected digital worlds where people can meet and interact virtually.

For advertisers, video games represent an increasingly important opportunity to engage users in a new and fun brand experience – given that they understand and manage the codes and practices. Social Gaming has become the new territory to explore for brands that play with their identity, ultra-personalize their speech and position themselves as matchmakers between gamers.

In 2021, more than 2.4 billion Tweets were about gaming.

Twitter Gaming, 2021, Year in Review

The Meme Theory: how brands can tap into internet culture

Sharing memes is a fun way of communicating with people and many brands see this as an opportunity to engage with their audience.

Consumers are potentially more likely to share a hilarious meme than spend time reading wordy ads. Knowing that brands can generate awareness through memes fairly inexpensively, it is a no brainer, right?

High fashion brands such as Gucci have been capitalizing on meme marketing in recent years.

For a brand steeped in prestige and tradition, this has proven an effective way to engage followers on its social channels.

Meme creation as a marketing strategy works because brands are adding elements to the language of the community they are marketing to.

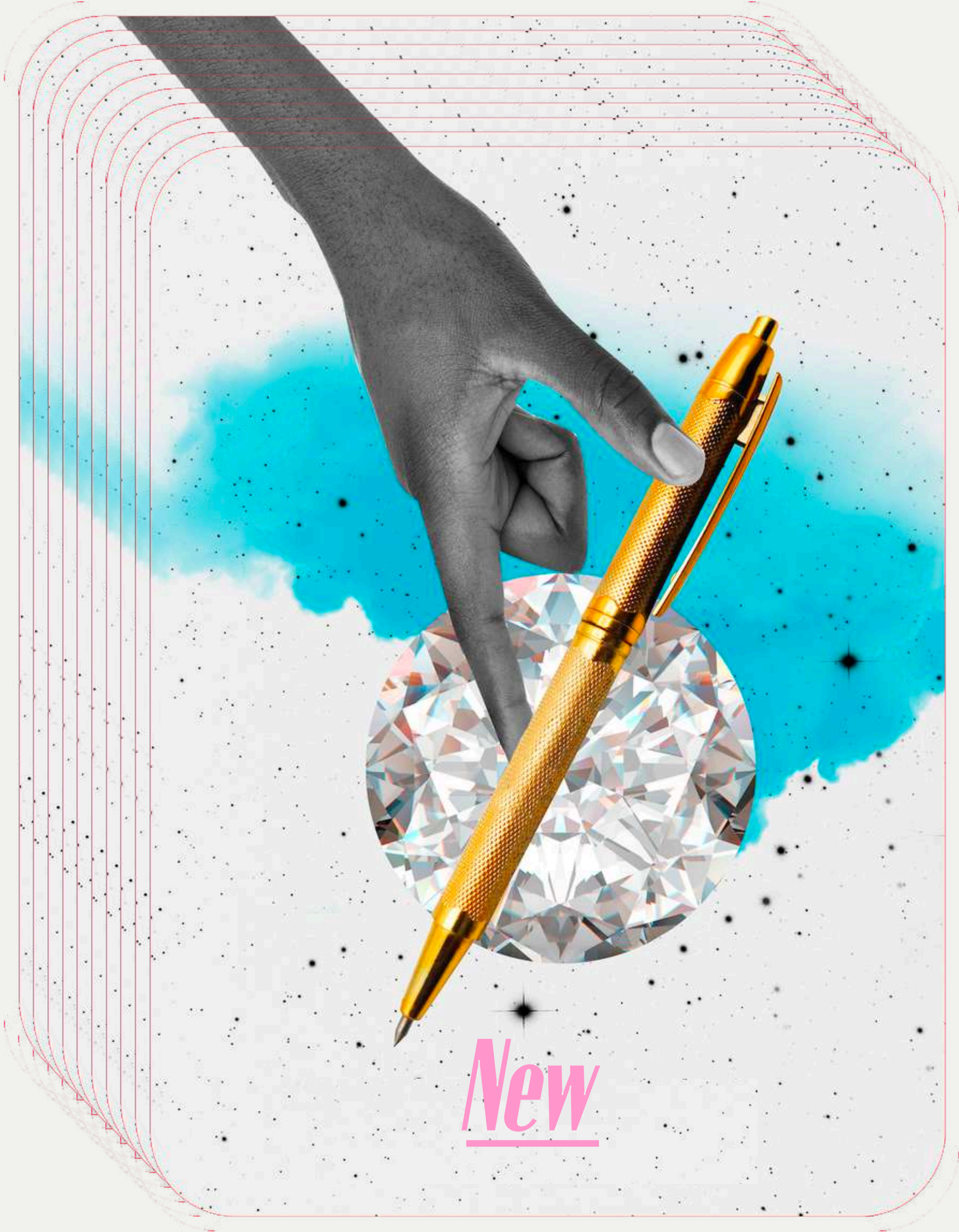
Humour is the most important ingredient in meme marketing, the idea is to make the audience feel like part of an inside joke. Memes are fun, creative and have the potential to generate brand awareness on quite a substantial scale. The key to meme marketing lies in knowing your audience, listening to what they want, being creative and adding that much-needed sprinkle of humour

When he buys you flowers instead of a Gucci watch



When you have Aquagym at 3 pm but you need to accessorize your existential angst eternally.





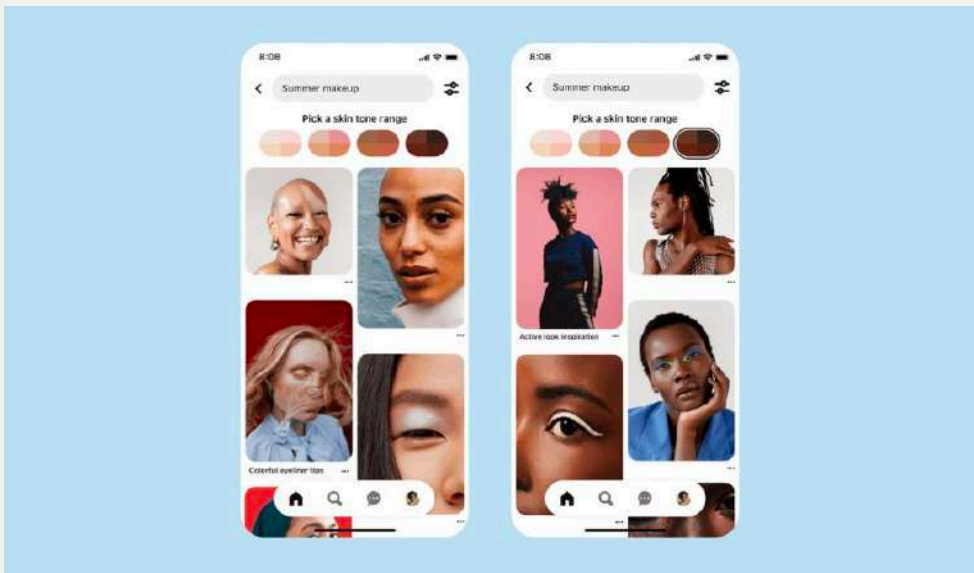
Platforms are innovating

Social platforms are constantly developing new features and innovations, to foster and facilitate the creation and sharing of online content.

After having been criticized several times for hosting inappropriate content, they must now reassure users and advertisers by offering an inclusive and secure environment.

More accountable platforms

In order to protect its young users, TikTok provides them with a variety of educational resources in order to create a safe and reliable platform. The platform has produced several media and digital campaigns and has also shared these educational resources with over 50,000 teachers worldwide. Several topics were discussed such as exposure to advertising, information overload and online hate. TikTok thus reaffirms its position as a platform designed for younger audiences. Meanwhile, Pinterest is shifting towards more inclusivity by offering an update of its filters, thus allowing its users to search by skin color in the beauty field.



Live is thriving

Facing on the one hand, the development of live content due to the pandemic and on the other hand the advent of the creator economy, platforms have decided to offer more live broadcasting solutions.

TikTok is developing a new software for streamers: TikTok Live Studio. The social network aims at becoming a global and comprehensive application, so that creators can stop asking their community to follow them on Twitch or on YouTube Gaming.

After having developed some e-commerce tools for their platform, Pinterest is now launching a live streaming service. Livestreams will host three "guests" and an unlimited number of viewers who will be able to interact with the creator of the session. Moderators will also be present. Creators will have the ability to tag products with buy pins.

2022 will speak out

In 2021, no one could have missed the Clubhouse hype. The live conversation platform has changed our relationship with voice and brands have been eager to embrace the format.

Feed has developed its own audio media, broadcasting daily live shows in virtual rooms of ten thousand people, creating four full-time jobs, and gathering an ever-growing number of followers. The brand was able to easily start conversations with its customers because, on these kinds of platform you don't have to be someone important to raise your hand, and dialogue with inspiring people.

This opportunity allowed Feed to work on its brand awareness and to offer a better understanding of its brand to its customers..



Given the success of the trend, platforms have followed the lead.

Twitter has launched its Twitter Spaces, live audio conversations between users, Facebook is testing new creative audio formats including Live Audio Rooms to listen and participate in live conversations and soon Soundbites, short audio clips to collect anecdotes, jokes, poems, etc.

The podcast is continuing its dazzling rise and has managed to reach its target. Indeed, a quarter of French people is now listening to podcasts every month (Ausha/CSA).

In August 2021, podcasts have generated 101 million streams in France.

Mediametrie

The Social Selling market is more mature

Who hasn't bought one product on social media this year ? The trend is only beginning.

Whether it is the hashtag #tiktokmademebuyit, the Facebook marketplace or the store section of Instagram, social media has undeniably become the new backbone of e-commerce.

64% of people would rather message a company on Facebook than call on the phone.

Live Shopping: the new TV Shopping

Amazon, Instagram, Facebook, Pinterest..., most of the tech giants are already on board. Even in France, many retailers such as Leroy Merlin, Decathlon, Carrefour or FNAC have given it a try.

Youtube made its interest in live shopping official by suggesting to integrate links in live videos in order to add to the product presentation made by creators.

Facebook produced a weekly live shopping series. Every Friday, users could watch a live stream and buy the products that were featured. TikTok, in partnership with Shopify, already offers solutions to organize similar sessions and has already conducted large experiments, including with Walmart for the holidays. Twitter is not being left out, for the blue bird has tested live shopping solutions on the platform with Walmart at the end of the year.

Generally speaking, social platforms are all gradually integrating e-commerce tools, and not only for livestreams. This will allow brands to have new ambitions.

60% of consumers now make their purchase decisions based on influencers' recommendations.

Talkwalker, Hubspot, 2022

As a result, brands had to embrace the web and turn to influencers. The latter are more and more numerous to animate livestreams in which they promote products or services. These pieces of content appeal to Internet users because they mix entertainment, with a more spontaneous form of content creation. It generates a sense of urgency by offering exclusive and time limited deals.

Sephora and Lancôme called on Richaard (305K subscribers on YouTube) & The Doll Beauty (2.11M subscribers on YouTube), two talents from the beauty industry, to host their Facebook livestream. During Black Friday, Carrefour launched the largest live shopping event in Europe with more than 3 hours of live show on Youtube, hosted by several emerging talents and celebrities.

On Instagram, Community Shopping is creating collaborative store

With its new Community Shopping feature, Instagram offers brands a new way to promote their products through user-generated content.

If a person wears an item of clothing from a brand and identifies himself, the brand will be able store the picture in its own IG catalogue if the owner agrees to it.

This feature allows potential customers to better project themselves using the photos of other users.



The metaverse is unfolding

With the metaverse, is the next digital revolution underway?

This virtual world represents the future of the Internet, in which we navigate in three dimensions, thanks to avatars and virtual reality headsets. But the metaverse can take other forms, such as augmented reality (as in the game Pokemon Go).

- Technology giants are
- already investing in this new
- virtual territory

Evidence of this lies in the recent change of name of Facebook's parent company, now called Meta.

The idea for the social network is to position itself as one of the main players in this new universe.

A little later, Microsoft (parent company of LinkedIn) also unveiled its own metaverse projects in the professional world, including virtual meeting spaces in which each employee appears in the shape of an avatar.

All the sectors want to be part of this new world.

Seoul, the capital of South Korea, for example, is working on its own metaverse, in which the city's major events will be organized and where a virtual mayor' will be elected.

Artists and creators are also grasping the opportunities offered by this new universe, such as the Parisian gallery Schwab, which is offering an exhibition that can be visited in the metaverse.

“Metaverse will be the successor to mobile internet”

Mark Zuckerberg



Mark Zuckerberg présente le metaverse

Fashion is to conquer a new dimension

In fashion and beauty, the race to the metaverse has well and truly begun. Just like Louis Vuitton for instance, that launched its video game with integrated NFT: Louis The Game.

You will embody Vivienne, the mascot of the fashion house, and explore the universe of the Louis Vuitton Vendôme House directly on your smartphone.



Or maybe you will like Stageverse and its immersive Muse concert in a metaverse. The experience is only accessible in virtual reality and allows you to attend a concert directly from your home and buy outfits created by Balmain.

The Decentraland platform has just announced that it will host its first fully virtual Fashion Week during four days in March 2022.

We will all end up using NFTs

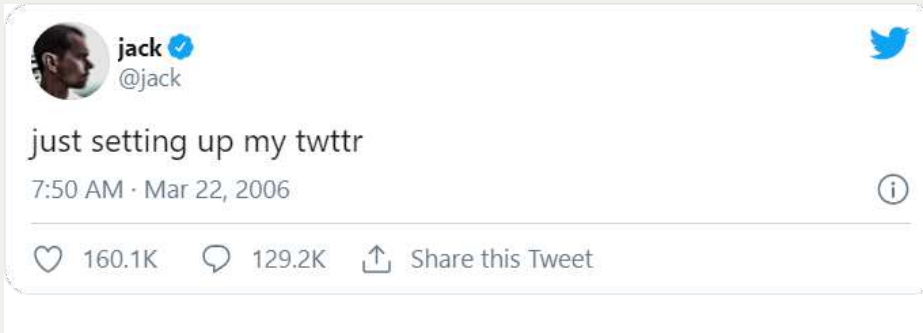
2022 will be the year of "non-fungible tokens", better known as NFT. These digital tokens allow the exchange of any digital file, such as an image, a video or a line of code.

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This blockchain-based technology certifies the history of any virtual object and prevents it from being stolen or altered. This innovation was first used by collectors of digital artworks, or historical web objects

Recently, the NFT market has been spreading to other sectors.

The French car manufacturer Alpine, a subsidiary of Renault, for example, launched its tokens in November to sell five dematerialized racing cars.



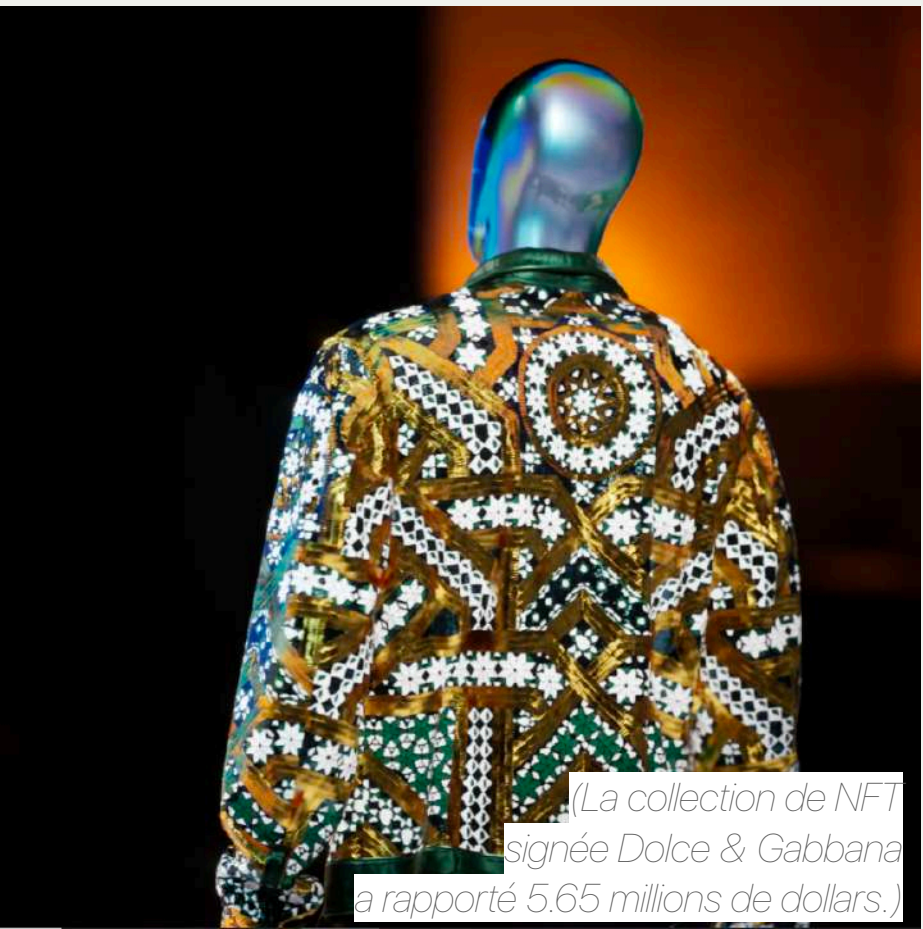
Twitter founder Jack Dorsey's very first tweet was sold for 2.9 million dollars

In another field, the rapper Booba has launched into NFT to sell the video of his last videoclip, and allegedly collected the equivalent of 560,000 euros.

In the virtual universe of the metaverse, the big fashion brands are getting ready to market digital clothes in the form of NFT.

Your avatars will be able to shop at Nike, Levi's or Dolce & Gabanna thanks to their NFT.

Proof of the hype for this technology, the "non-fungible tokens" are no longer limited to the virtual world. In real estate, for instance, these tokens are already used as property titles, or to simplify redistribution of rental shares among investors.



By 2022, the NFT market is expected to skyrocket to \$100 billion, ten times the size of 2021



Inflation is going to affect French purchasing power

Inflation had not been so high in France for 10 years. (+2.8% over 1 year in November 2021)

Although said to be temporary, this price increase should actually carry on in 2022 in all the Euro zone.

Why ? Because the quick recovery of economic activity around the world is boosting a demand, that cannot be met by a struggling supply, causing tensions on production lines.

As a result, the prices of energy, raw materials and even some food products are rising, putting a strain on the French household finances.

This has fueled discontent among the working and middle classes, for wages are not increasing enough to compensate for the rise in prices. In several major companies such as Decathlon, Leroy-Merlin and Sephora, wage negotiations led to unprecedented strikes at the end of November because the raises were below the inflation rate.

90% of French people consider purchasing power as the top priority of the presidential election.

Odoxa pour Europe 1
30/11/2021

The European Central Bank is keeping a close eye on these claims. Fabio Panetta, a member of the institution's executive board, recently said that inflation could become "dangerous" if "persistent upward pressure were to disturb the wage and price-setting mechanisms". In other words, if companies pass on wage increases to their prices, they risk fuelling an inflationary spiral.

“Purchasing power is the little extra you can afford when you've paid for everything”

Think Tank Terra Nova

The French are looking for bargains

In 2022, the search for the right price will be a vital factor in the purchasing process. It will be up to brands to know how to provide relevant opportunities to their consumers. To do so, they will be able to use affiliate marketing and rely on the recommendations made by influencers who are trusted by communities for sharing their exclusive deals limited in time.

Affiliate marketing allows the brand to track performance and measure sales but also to compensate the creator with fees.

These strategies are designed to enhance the value of the brand's offers and to generate more sales while leveraging the FOMO (Fear of Missing Out) principle.

80% of brands will use affiliate marketing in 2022.

Influence Marketing Hub
2021



Brands will (really) have to rally behind a cause

○ Commitment, whether environmental or social, has become a hot topic for brands. They are increasingly willing to show their "green track record" to appeal to consumers.



● Consumers who prefer sustainable products account for 40% of total consumption in France, i.e. 220 billion euros

Time for evidence

Greenwashing" is increasingly criticized by NGOs and other observers, such as climate specialist Juliette Nouel, Top Voices Environment on LinkedIn, who regularly reports on these practices.



This year, this growing awareness should continue to encourage brands to act on their commitments and fulfill their promises.

On social networks, brand statements are regularly misinterpreted and arouse suspicion among users. In order to overcome this issue, opinion leaders are the best partners to act as matchmakers between brands and communities.

They are deemed 92% more trustworthy than brands, and are 24 times more likely to generate shares.

Influencer marketing is a powerful storytelling tool that allows brands to rely on trusted third parties to ask them about their values. They will then be able to resonate with large audiences and involve them in the initiative.

Nothing is lost, everything is passed on

The proliferation of second-hand platforms open to private consumers, the popularity of vintage clothing, the increase of eco-responsible initiatives ... The second hand is no longer perceived negatively but has become a powerful marketing argument for fashion brands.

According to the Boston Consulting Group, the Second Hand already accounts for 2% of the fashion and luxury industry's turnover and is expected to grow by 15 to 20% this year.

In a partnership with Videdressing, Sézane has encouraged its followers to put their items on the resale platform by offering them a voucher worth 10% of their generated income.

The same amount is donated to the solidarity program of the brand DEMAIN. The second life of these lost pieces has been promoted by an influence campaign featuring totally vintage looks to be found on the platform.



Why bet on local?

Over the past two years, mobile searches "where to buy" and "nearby" have increased by 20%.

Hubspot

Local marketing builds brand authenticity. It promotes the development of committed communities through content that really connects with customers. It encourages them to share their own experience through UGC (User Generated Content).

Gen Z will not value their job over everything else

- Distance learning, job insecurity, difficulty finding a first job...
- The pandemic has hit Generation Z, the young people born in the second half of the 1990s, hard. But that doesn't mean they expect less from their employers.
- « Way more than before the pandemic, young people are looking for purpose in their work, » observes Benoît Serre, vice-president of the National Association of Human Resources Directors.

78% of 18-24 year olds would not accept a job that is not meaningful to them

Monster



This phenomenon is also visible on social networks, where the younger generation ridicules the professional codes on discussion groups such as "Neurchi of the flexibilization of the labor market" (more than 160,000 members to date).

Home office is highly valued by the new generation.

61% of 18–34 year olds are in favor of working remotely 100% of the time, according to a YouGov study for recruitment firm Nicholson Search & Selection.

“The younger generation is ready to work intensely, but in a more flexible way.”

Julien Gargowitsch, PDG Nicholson Search & Selecti

Gen Z is rocking the corporate world.

It is the end of the vertical company and its straightforward relationship to hierarchy. The new generations want to be involved in strategic decisions and won't make any compromise about their values. The #Metoo phenomenon has spread to all business sectors and is disrupting the traditional order of organizations.

In the professional world, 20% of women claim to have suffered sexual harassment or violence.

When Social Networks break the silence

The Instagram page « Balance ton Agence » has started a revolution in the advertising industry by sharing testimonies of abusive behaviors in communication agencies. The Parisian communicator Anne Boistard who leads the project is an exception. Indeed, anonymity is usually the norm when it comes to denouncing violence in the workplace on social networks.

Resignations, internal investigations, industrial tribunal trials... The devastating stories of female employees posted on the account, which is now followed by nearly 80,000 people, have shaken several communications agencies, breaking the silence in a sector where reputation is sacred.





Spread The Wor(l)d

WHAT WE DO

As a pioneer agency specialised in advocacy, CTZAR designs social ecosystems that foster positive, authentic and regular conversations about brands, by giving a voice to all the stakeholders – opinion leaders, social talents, employees and best consumers.

business@ctzar.com

ctzar.com | [Linkedin](#) | [Instagram](#)

WHO WE ARE

Starting out as a private network of trendsetters in 2008, CTZAR has now become a leading social media agency, launching international campaigns for top-tier brands.

CLIENTS AND PARTNERS

CTZAR clients include prestigious brands from large corporations in beauty, fashion, wine and spirits, high-tech, mass market or automobile sector.