



Looking Ahead to 2025

Vibe shifts & signals for the
year ahead

Good Futures, December 2024

What's driving change?

Macro drivers and vibe shifts influencing future direction.



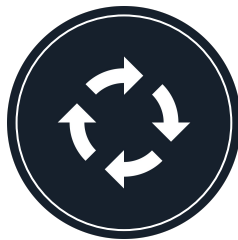
Macro drivers & vibe shifts

FRAGMENTED INTERNET



RIP Twitter. Goodbye town squares. Hello Invite only group chat & TikTok news.

DOPAMINE LOOP



Stuck in a cycle of brain rot and short term reward. We're dopamine-addicted, scroll junkies.

INTIMACY ECONOMY



Human connection over clicks, shares & likes. Prioritising meaningful connection over broad reach.

WHAT IS REAL?



AI-powered misinformation. Post-truth. Post-trust. Nothing matters. But everything matters.

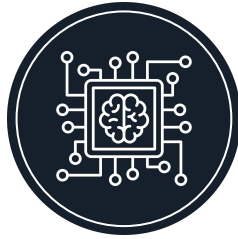
Macro drivers & vibe shifts

IS CREATIVITY DEAD?



Our worship of metrics, and fear of risk promotes the banal and limits discovery.

WILL AI FREE US?



We're hoping for utopia, but will AI free us, or enslave us? Will the business model succeed or crumble?

IS WOKE DEAD?



Rising global gender divide. Trump + Reform + Musk + Populism = The Overton window has shifted.

ANHEDONIA



We're rapidly becoming a society of exhausted, disconnected & apathetic post-people.

So what?

ESCAPISM AS SELF-CARE & PROTECTION



Disconnection, distraction, escapism and play as prescriptions for self-care, recovery and rebuilding.

THE WARRIOR EMOTION OF HOPE

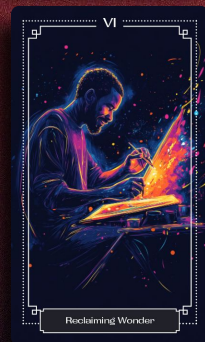


Reconnection, community, activism and investment as routes to fight back and show compassion.

Ten trends for 2025

Cultural responses to the macro drivers and vibe shifts.





The 2025 Good Futures Trend Tarot



Conscious Community

Unplug. Show Up, and Change the World.

Because offline is where genuine human connection happens, where community grows, where real change begins.

Conscious Community

In the era of the dopamine loop and increasingly toxic online spaces, there's a growing appetite for rebellion.

Logging off. Getting out. Doing something that matters in the real world.

It's about taking action, big or small, but doing it outside the digital sphere. Meet face to face. Start a conversation that isn't on a timeline. Take action that doesn't need likes to matter. Do something, do anything, but do it in the flesh. It's time to turn up IRL.



Conscious Community

Put Away Your Phones

More than ½ of Gen Z & Millennials said they had prioritised capturing a video rather than being present in the moment.

Heineken is encouraging gig goers to put away their phones, and enjoy the music with infrared hidden messages.



[LBS]

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2024 TREND



Conscious Community

So What?

Reconnect offline.
Inspire action IRL.

Reject the Shallow: Meet the demand for real-world, meaningful connections in a world tired of endless scrolling.

Be a Catalyst for Connection: Create spaces — locally, nationally, and globally — where people can show up, get involved, and feel part of something bigger.

Tangible Impact Matters: Where are the opportunities to get hands on, that are additive and not performative.

Tell It Like It Is: Share raw, authentic stories that inspire action and cut through the noise of performative gestures.

Find Your Niche: This isn't about mass one-size-fits-all campaigns or broadcast. Lean into the intimacy economy and find your niche.

II



Relationship Renaissance

Love, Friendship, and Everything In Between.

Because deeper connections start where the Wi-Fi ends.



Relationship Renaissance

Digital fatigue and the epidemic of loneliness are driving people to seek more meaningful, face-to-face relationships — both romantic and platonic. But the way we connect is evolving, shaped by generational shifts, cultural tensions, and societal barriers.

Younger generations are embracing a Monogamy Renaissance, romanticising stability and intimacy in partnerships. Meanwhile, older generations are leading a Post-Puritan Love Revolution, exploring diverse expressions of love through kink and unconventional relationships. Across all ages, there's a nostalgia for meet-cutes and organic romance, a longing for the serendipity of love stories that feel plucked from fiction. Enter Romantasy, the cultural obsession with love as escapism.

But it's not all rosy. Deep societal polarisation, especially in gender dynamics (think: debates over bodily autonomy and movements like 4B), casts a shadow over our collective yearning for connection. Many are trapped between a desire to live and love IRL and the financial, emotional, and cultural barriers that keep them homebound — the decline of nightlife, anxiety, and the ease of digital comfort zones.

Relationship Renaissance

Digital Consent

Camdom, launched by condom brand Billy Boy, block anyone from taking pictures, filming or recording.



Meet Cute

September 2024 saw a Spanish craze where singles used a secret 'upside pineapple' code to meet in supermarkets.



Third Space

Beavertown 'Is This Seat Taken?' campaign placed bar stools in UK pubs start conversations with strangers.



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2024 TREND



Relationship Renaissance

So What?

Foster connection.
Make space for
meaning.

II

Invest In Third Spaces: Create opportunities where people can meet, talk, laugh, and connect — away from screens and everyday routines.

Design for Serendipity. Build moments for magic. Whether it's a community event or a workshop, make space for unexpected, meaningful encounters.

Bridge Generational Differences: Know your audience. Speak to Gen Z's craving for stability and older generations' appetite for adventure.

Foster Friendship: Friendship is the new frontier. Give people ways to build deeper, platonic bonds that feel as essential as romance.

Make It Stick: Help people feel the impact of their connections — something they'll carry with them long after the moment ends.

III



Anemoia

Longing for a Past You Never Lived.

Because sometimes, the simplest escape is a step back in time.

Anemoia

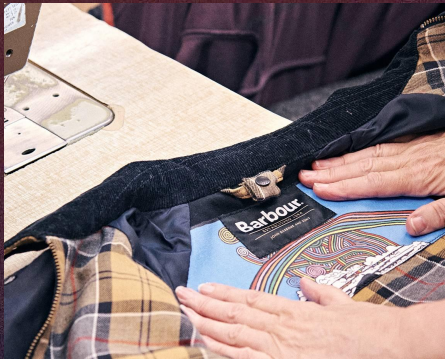
In an increasingly chaotic and overwhelming world, people are retreating into imagined pasts as a form of escapism. From regency balls and cos-playing as your favourite celebrity, to retro tech like Walkmans and bingo nights, Anemoia taps into a collective yearning for the comfort and simplicity of bygone eras we never actually experienced (or even existed).

This nostalgic escapism offers connection and tradition but also flirts with danger — romanticising problematic aspects of history. The rise of trad wives and aspirational homesteading highlights the tension between irony and literal longing. The challenge is balancing nostalgia's comfort with a critical eye on its implications.

Anemoia

Weekend Cosplay

Barbour partnered with Oxfam to bring refurbished wax jackets to Glastonbury 2024, for weekend rental.



R U a Look-a-Like?

Lookalike contests have swept the US and UK in last months of 2024. Some even saw a guest appearance from the star!



Trad Wife Nostalgia

Toxic or aspirational? Influencers like Nara Smith and Ballerina Farms are promoting a nostalgic conservatism.



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2024 TREND



Anemoia

So What?

Balance nostalgia with meaning.



Bring the Past to Life: Create experiences that tap into nostalgic longing, from retro-themed events to storytelling that evokes simpler times.

Walk the Line: Celebrate the good, but don't shy away from the complexities of history.

Make It Emotional: Use nostalgia to tap into deep feelings of connection and shared memories.

Leverage the Familiar: Incorporate retro aesthetics, rituals, or themes into campaigns that feel fresh yet familiar.

Spark Conversations: Use nostalgia as a tool to start discussions that move people forward, not just back.

IV

Comfort Culture

Cosy Up to Chaos.

Because sometimes, the warmest escape is a soft landing.



Comfort Culture

Comfort Culture

After a year of chaos and unpredictability, the world is craving comfort. Enter *Comfort Culture*: a rise in cosy branding, marketing, and storytelling that offers a safe haven from the overwhelming realities of modern life. No longer just a seasonal trend, this movement reflects a deeper, year-round need for psychological warmth and security.

Cosy spaces, activities, and narratives — from gaming to romance novels — provide an approachable way to explore complex or unsettling themes. It's not about avoiding reality, but buffering against its harshness. For brands, the message is clear: lean into the cosy and create moments of refuge.

Comfort Culture

Cosy Gaming

Not just a pandemic fad, cosy gaming continues to provide safe spaces to escape, unwind and recuperate.



Cosy Narratives

A Korean genre called 'Healing Fiction' is surging in English language markets with u35 readers.



Anything can be Cosy

From fashion and design, to interiors and even food, cosy is taking over aesthetics and design in every space.



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2024 TREND



Comfort Culture

So What?

Lean into the cosy.
Create moments of
refuge.

Design for Comfort: Create spaces, experiences, and campaigns that evoke warmth, safety, and psychological ease.

Tell Cosy Stories: Use narratives that feel like a soft landing, helping audiences process complex themes in an approachable way.

Build Emotional Safe Havens: Offer audiences not just escapism, but a sense of security and stability in a chaotic world.

Expand Beyond Seasons: Comfort isn't just for winter — make it a year-round pillar of your messaging and offerings.

Buffer the Harshness: Use your platform to help people face reality with a little more grace, warmth, and resilience.

V

Scents & Sensibilities

Raw, Real, and Right Here.

Because the way back to reality starts with feeling everything.



Scents & Sensibilities

In a world of sensory overload and curated perfection, people are turning to raw, unfiltered emotional experiences as a way to reconnect with themselves and the world around them. Welcome to Scents & Sensibilities, where synesthetic and tactile experiences take centre stage.

From crying selfies to breakup playlists, emotional release is no longer private — it's a shared, cathartic phenomenon. Brands are stepping up, offering innovations like scent-driven storytelling or tactile, grounding experiences to help people process emotions. It's not about numbing the chaos; it's about embracing it through all the senses. This is the art of feeling, fully.

Scents & Sensibilities

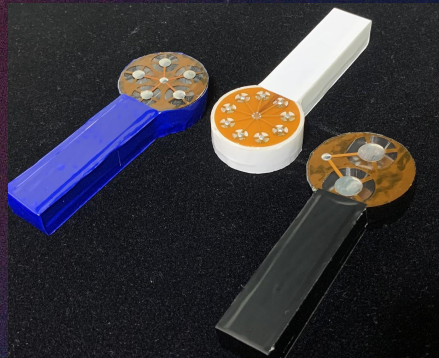
Smell-O-Vision

A24 brought smell-o-vision back to the big screen for one night with the launch of their horror movie Heretic.



Digital Tastes

Taste and flavour comes to virtual reality, via a lollipop interface that can simulate nine different flavours.



Poetry Prescriptions

The Poetry Pharmacy came to Lush Oxford Street where customers can browse poetic remedies for whatever ails them.



DRIVERS & VIBES



2024 TREND



Scents & Sensibilities

So What?

**Embrace the chaos
and the feels.**

V

Create Sensory Anchors: Use scent, touch, and sound to create grounding, memorable experiences that cut through the noise.

Encourage Emotional Release: Give people the tools and spaces to express their emotions fully and authentically – make it tactile, audible, or aromatic.

Go Beyond the Visual: Think synesthetic. Incorporate multisensory storytelling that engages more than just the eyes.

Embrace the Messy: Craft campaigns that celebrate raw, unfiltered emotion, moving beyond perfection and curation.

Turn Chaos into Connection: Move beyond curated perfection. Create moments that feel real, messy, and unapologetically human.

VI

Reclaiming Wonder

The Art of Play in a Serious World.

Because joy, imagination, wonder and awe aren't
just for kids.



Reclaiming Wonder

In a world that's growing up too fast, *Reclaiming Wonder* is about rediscovering the magic of play, for kids and adults alike. It's a rebellion against the rush to maturity and the weight of adulthood, empowering people to embrace the joy, freedom, and limitless possibilities of unfettered imagination.

For kids, it's about protecting the innocence of play in an increasingly fast-paced world. For adults, it's about reconnecting with creativity, emotional resilience, and the simple delight of play for play's sake.

In tough times, wonder and play aren't just luxuries; they're essential tools for connection, creativity, and hope.

Reclaiming Wonder

Art Meets Play

Lego merges play and art with a pop-up in Paris that targeted both adults and kids to unlock play as their superpower.



Lucid Dreaming

Lego has launched a 'dream crafting' methodology to help children learn to direct and control their dreams.



Toys & Trinkets

Gen Z's love of nostalgia extends to trinkets, toys and collectibles. Part social bonding, part standing out from the crowd.



DRIVERS & VIBES



2024 TREND



Reclaiming Wonder

So What?

Rediscover joy. Unlock
the power of play.

Create Spaces for Play: Give kids and adults places to explore, imagine, and reconnect with the magic of being playful.

Let Kids Be Kids: Protect the innocence of childhood by fighting the pressure to grow up too fast.

Help Adults Let Go: Design experiences that give adults permission to pause, play, and rediscover their creativity.

Use Play with Purpose: Tap into the power of play to build connection, solve problems, and inspire resilience.

Make Awe Everyday: Find ways to inject wonder into the ordinary, reminding people of the joy all around them.

VII

Be Anything But Beige

Bold Moves Only.

Because playing it safe won't cut through the noise.



Be Anything But Beige

In an increasingly noisy, polarised world, neutrality is no longer an option. Your collaborators are demanding bold, unapologetic voices that stand for something. Baseline sustainability is now hygiene. What about assisted dying? Everything is political, and staying on the sidelines risks irrelevance.

Taking a stand isn't about attracting the masses. It's about building a community of passionate, engaged, values-driven collaborators who believe in your mission. Yes, it means campaigning. Yes, it might alienate some supporters. But in a world craving clarity and courage, being bold will help you cut through, connect deeply, and create real impact.

Who are you willing to lose to stand for what matters?

Be Anything But Beige

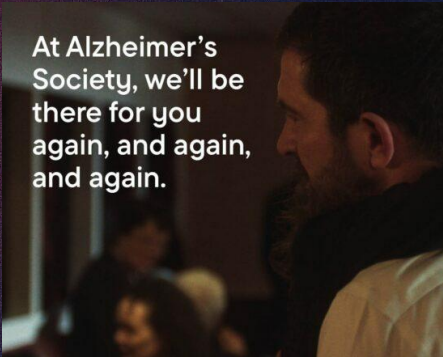
Mythbusting period sex

Kotex created chocolate truffles for Valentine's Day 2024 to start a conversation about menstruation and sex.



Facing the harsh reality

Alzheimer's Society confronted the Long Goodbye of dementia & Alzheimers, with their 2024 brand campaign.



Separatist Protest

Following the 2024 US election, the 4B Movement (initiated in S. Korea) has quickly spread as a position of feminist resistance.



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2024 TREND



Be Anything But Beige

So What?

Stand out. Speak up.

Ditch Neutrality: Take a clear stance on the issues that align with your mission — staying silent risks irrelevance.

Lead with Courage: Be bold in your campaigns, even if it means alienating some supporters. Clarity builds deeper loyalty.

Find Your People: Focus on connecting with collaborators who share your values, not on pleasing everyone.

Make Bold Moves Count: Go beyond baseline commitments like sustainability — take a stand on issues that truly resonate.

Turn Noise into Impact: Use bold storytelling and brave actions to cut through the chaos and drive real change.

VIII

Positive Friction

Pause. Reflect. Connect.

Because not everything should be effortless.



Positive Friction

In a fast-paced, convenience-driven world, we've prioritised speed and simplicity at the expense of what truly matters. *Positive Friction* challenges us to press pause on the dopamine loop and rethink our approach. It's about building intentional moments of reflection and connection into our lives, work, and stories.

By introducing sensory shifts, deliberate pauses, and unexpected turns, we create space for deeper engagement and emotional impact. Friction isn't a barrier; it's a tool to foster thoughtfulness and turn fleeting experiences into meaningful, lasting memories. Ask yourself: Why are we doing this? Who is this for? Does this matter? Because sometimes, slowing down is the only way to truly connect.

Positive Friction

Inconvenient Formats

Green Day have released 'demastered' version of their album, Dookie, on obscure or obsolete formats in purposefully low quality.



Unexpected Interruptions

Three actors attempted to stage Hamlet, inside Grand Theft Auto.



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2024 TREND



Positive Friction

So What?

Pressing pause to
create moments that
matter.

Slow It Down: Build intentional pauses into experiences to give people space to reflect and connect more deeply.

Design for Thoughtfulness: Use unexpected turns or sensory shifts to encourage focus and engagement.

Challenge Seamlessness: Break free from the obsession with speed and simplicity — add layers that make interactions more meaningful.

Make It Last: Use friction to turn fleeting moments into impactful, lasting memories.

Ask Better Questions: Challenge yourself and your team: Why are we doing this? Who is it for? Does it matter?

IX

Preserving Digital Heritage

Saving the Stories of the Web.

Because history shouldn't vanish with a server shutdown or a change of government.



Preserving Digital Heritage

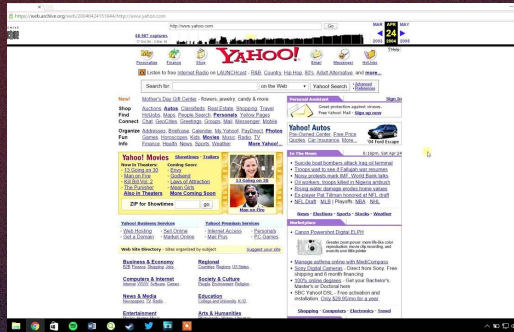
In an era of fleeting digital content, misinformation, and AI-driven distortions, our online history is at risk of disappearing. Unlike dusty stacks of old magazines in an attic, digital content lacks permanence. Websites shut down, archives are deleted, and decades of culture and journalism vanish overnight: see the loss of MTV News archives or countless user-generated forums.

Preserving digital heritage requires intentional effort and investment to safeguard our collective stories. These aren't just data points; they're reflections of human experiences, culture, and history. As the digital world becomes ever more impermanent, ensuring its preservation is essential to leave a reliable, authentic legacy for future generations.

Preserving Digital Heritage

The Wayback Machine

25% of web pages posted between 2013 and 2023 have vanished. But legal & illegal actors are actively trying to take down the Internet Archive.



Revisionist History

eBook editions of books by authors like Roald Dahl, R.L. Stine and Agatha Christie have been altered by publishers to remove 'potentially offensive material'.



"There is no digital equivalent to that decades-old pile of Life or National Geographic magazines in the basement or attic. Changes in computing technology will ensure that over relatively short periods of time, both the media and the technical format of old digital materials will become unusable. Keeping digital resources for use by future generations will require conscious effort and continual investment."

Dale Flecker, Harvard Library

DRIVERS & VIBES



2024 TREND



Preserving Digital Heritage

So What?

Save today's stories
for tomorrow.

Act Before It's Gone: Invest in systems and processes that protect digital archives from erasure or distortion.

Champion Online History: Advocate for the importance of preserving user-generated content and cultural milestones.

Challenge Impermanence: Recognise that digital content isn't forever — build strategies to ensure its longevity.

Protect Authenticity: Safeguard against misinformation and AI distortions by preserving reliable, original sources.

Create a Legacy: Make preservation part of your mission, ensuring future generations can access a truthful and rich digital history.

X

Technological Agency

From Digital Captives to Digital Masters.

Because it's time to make technology work for us.



Technological Agency

In a hyper-connected world, we're moving from passive digital captives to empowered digital masters. *Technological Agency* is about reclaiming control, seeing the possibilities rather than the pitfalls of technology.

It's a shift toward using tech to foster creativity, discovery, and innovation while safeguarding data and privacy.

With concerns over AI's role in our lives, the urgency to limit risks while maximising benefits has never been greater. From wiping digital footprints to anthropomorphising robots, this is about designing a future where humans don't just adapt to technology but shape it to serve our needs, values, and ambitions.

Technological Agency

Outwitting the scammers

O2 have launched an AI granny to take on the scammers. Rather than wasting your time, Daisy engages the scammers to waste their time and keep consumers safe.



Rehumanise our relationship with tech

Rushkoff's latest work proposes methods to reclaim technological agency:

1. Remember digital environments offer us endless possibilities, not constraint.
2. Instead of seeing people as members of opposing tribes — we're all on the same team.
3. Cultivate awe through education or art that encourages us to embrace of the moment, rather than distract.

"The question should not be about how humanely our technologies program human beings, but about how well human beings can program technology."

Douglas Rushkoff, media theorist

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2024 TREND





Technological Agency

So What?

Reclaim control.
Shape the future.

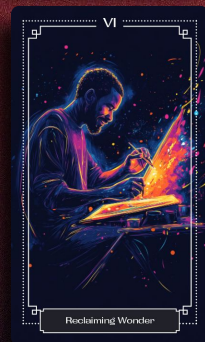
Empower Creativity: Use technology as a tool to unlock human imagination and rediscover awe.

Value the Journey: Design systems that prioritise the process, creating space for curiosity and discovery.

Safeguard Privacy: Take proactive steps to protect data and build trust in a hyper-connected world.

Shape the Narrative: Lead conversations about technology's potential to drive innovation and amplify humanity.

Make Tech Work for You: Shift from adapting to technology to designing it to serve your goals and values.



The 2025 Good Futures Trend Tarot

Thank you.