



MARCH 22, 2018



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# Trend Hacking: How to Make Trends Work #IRL.★

PRESENTED BY

**Scarlett Rosier** / *Co-Founder & Director of Operations, Rhyme & Reason Design*

**Heather Daniel** / *TMP Business Development, Rhyme & Reason Design*

9 seconds



8 seconds



What does this mean for  
marketing?



# Squirrel



Engagement is elusive



Everyone wants  
a unicorn



Budgets are made  
from shoestring



Womp Womp



*Fret not.*

We're here to help you  
hack the trends for real life  
application.

# Going Viral

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## DEFINITION:

Any technique that induces websites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect.



## Oreo's *You can still dunk in the dark* tweet



# JJ Watt's *Hurricane Harvey Relief*



## KFC's Twitter following of *11* *"herbs & spices"*

**EDGE**  
@edgette22

Follow

.@KFC follows 11 people.

Those 11 people? 5 Spice Girls and 6 guys named Herb.

11 Herbs & Spices. I need time to process this.

3:59 PM - 19 Oct 2017

**EDGE**  
@edgette22

Follow

Dreams DO come true. #GiddyUpColonel

Thanks @kfc



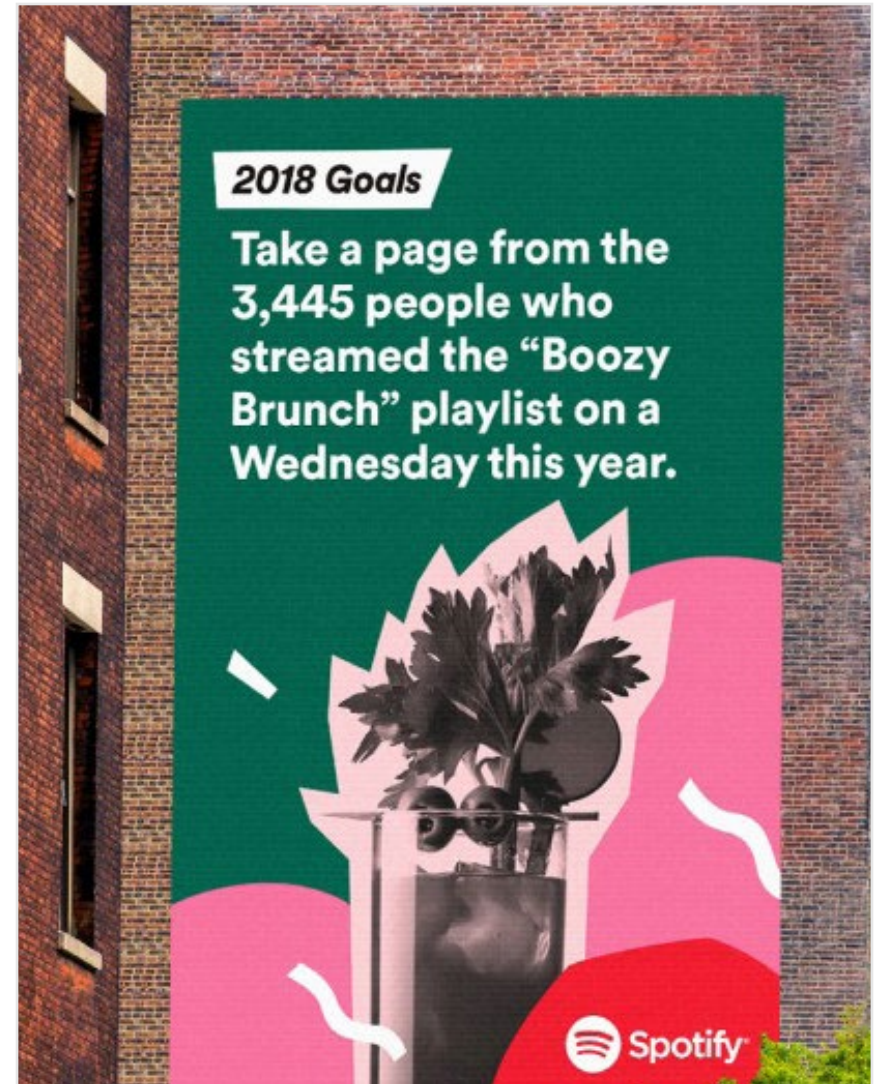
9:49 AM - 4 Nov 2017

932 Retweets 2,792 Likes



 104  932  2.8K 

# Spotify's *2018 Goals* campaign:



# BY THE NUMBERS:

- Five billion items of content are posted **each day** on Facebook
- 1% of Twitter messages are shared more than **seven** times
- 95% of news people see on Twitter comes directly from its **original** source or from **one degree** of separation
- Internet popularity is mostly driven by a handful of one-to-one-million blasts **not by a million one-to-one shares**

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## SOURCE:

<http://time.com/4672540/go-viral-on-internet/>

<https://www.forbes.com/sites/robertwynne/2017/07/31/why-its-so-hard-to-go-viral/#348737e60623>

# Hack it

WE ALL CAN'T BE KARDASHIANS...  
AND THAT'S REALLY OKAY.

# Social Media Algorithms, they are a-changing

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- *Facebook diminishes posts shown by marketers*
- *Engagement bait tactics are getting the hook*

**PRO TIP:**



Use your organization's  
nimble size to your  
advantage

# Experiential Marketing

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## DEFINITION:

A marketing strategy that directly engages consumers and invites and encourages them to participate in the evolution of a brand or brand experience.



# Emirates *Safety Performance*



# McCann's *Fearless Girl*



# BY THE NUMBERS:

- 77% of consumers have chosen, recommended, or paid more for a brand that provides a **personalized** service or experience
- 65% of brands say their event & experiential programs are **directly related** to sales
- 98% of users feel more inclined to purchase **after attending** an activation or event

# Hack it

SURPRISE AND DELIGHT PEOPLE  
NOT MACHINES

# Users are Human

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- *Know your audience and talk to them, not at them*
- *Everyone loves a good story, especially their own*

**PRO TIP:**



People remember how you  
made them feel, focus on the  
customer experience and  
make it count

# Millennials are the holy grail

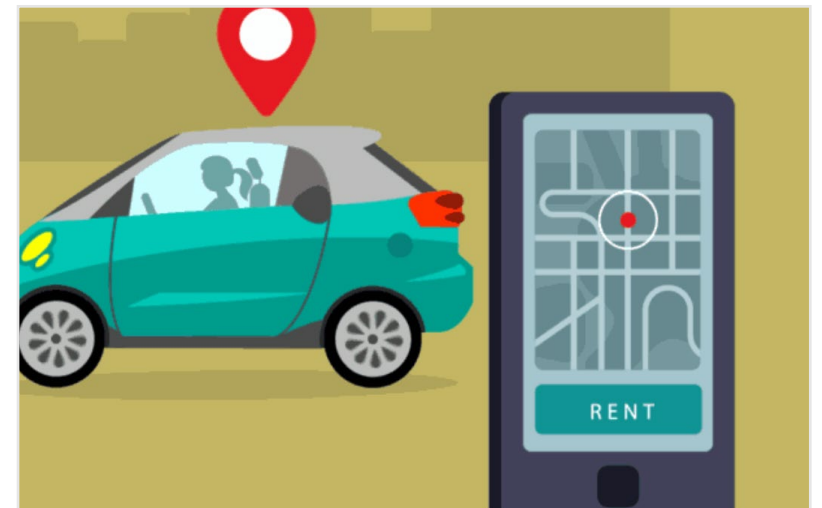
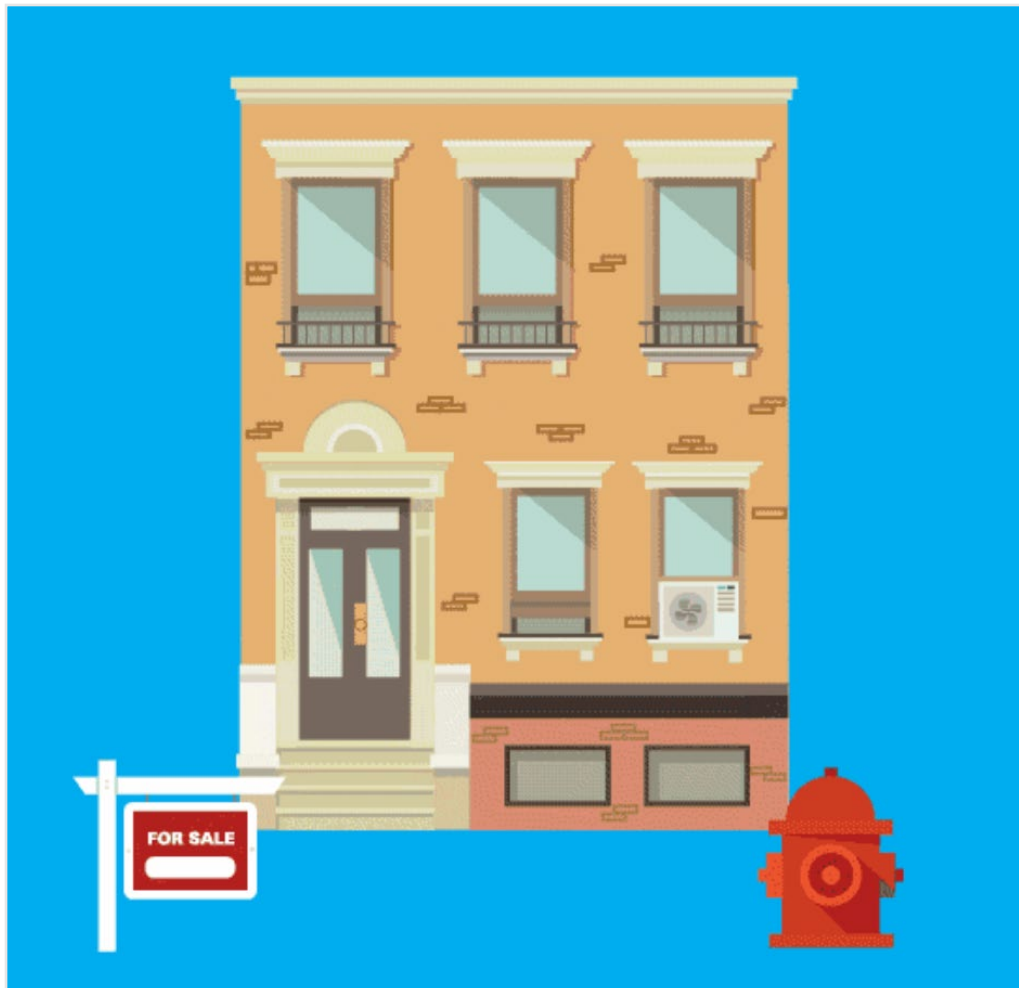
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## DEFINITION:

The generational demographic cohort following Generation X who reached adulthood around the turn of the 21st century.



# Millennials Coming of Age



# The good, the bad, the Millennial



# BY THE NUMBERS:

- *By 2020, Millennials will have **\$1.4 trillion** to spend & will be **46%** of the workforce*
- *12,000 millennials turn 30 **every day***
- *More likely to **read/post reviews***
- *84% expect you to respond in **real time***

# Hack it

MILLENNIALS ARE COOL AND ALL,  
BUT THERE ARE OTHER GENERATIONS

# Gen Z

*(mid-90s – mid 00s)*

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- *Culture creators*
- *Better multi-taskers*
- *Early starters*
- *More entrepreneurial*

# Younger Millennials

*(born between 1989 – 1997)*

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- *Post dial up*
- *Smartphones*
- *First class of Snapchat & Instagram*
- *Formative years during the financial crisis*

# Older Millennials/Xennial

*(born between 1981 – 1989)*

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- *Dial up*
- *Pre-smartphones*
- *First class of Facebook*
- *Early career during the financial crisis*

# Gen X

(1961 – 1981)

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- *First class of computers*
- *Flexible, pushing past workaholics for more balance*
- *Two-income families, latch-key kids*

# Baby Boomers

(1946 – 1964)

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- *Strong work ethic*
- *Me generation*
- *Pursuit of the “American Dream”*

## PRO TIP:



It doesn't matter what generation you are talking to, your content needs to be up to date and relevant and thanks to Google, you have to think mobile first

# Super-sized, Super Bowl quality video production

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## DEFINITION:

A high quality video is not only about grabbing a quality camera and pressing the REC button but also many other aspects pre and post production.



# Amazon's *Alexa*



# Dorito's *Blaze* & Mountain Dew *Ice*



# BY THE NUMBERS:

- *Youtube: 1 Billion hours watched daily*
- *Facebook: 8 Billion videos consumed daily*
- *Twitter: 82% of the audience is viewing video content*

# Hack it

SAVE THE PIGGY BANK, YOU HAVE  
TOOLS AT YOUR FINGERTIPS

# Shoestring budget options

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- *Video apps on your phone*
  - iMovie, Videolicious, Vidyad
- *Animation + photos*
  - Animated GIFS
- *Social media and in-app tools*
  - Boomerang
  - Stop Motion

## PRO TIP:



Video doesn't have to be professional to be impactful, so don't be afraid to practice with the tools you have and create content that talks to your audience

# Four key elements of viral video:

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1. *Be true*

2. *Don't waste my time*

3. *Be unforgettable*

4. *It's all about humanity*

Stop Motion & Listen

*Learning time, excellent*

# Rhyme & Reason Design



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.

#IveGotTheMagicInMe #NewThreads  
#StayMagical #RhymeAndReasonDesign

hey\_buda Neeeeedddddd 😍

rusticusfilms Awesome!!



Download this  
presentation at:

<http://www.rhymeandreasondesign.com/gacce>

You guys can  
totally hack it!

*Any Questions?*