What are *you* talking about?

How brands can

spot emerging trends online

to create content and media stories

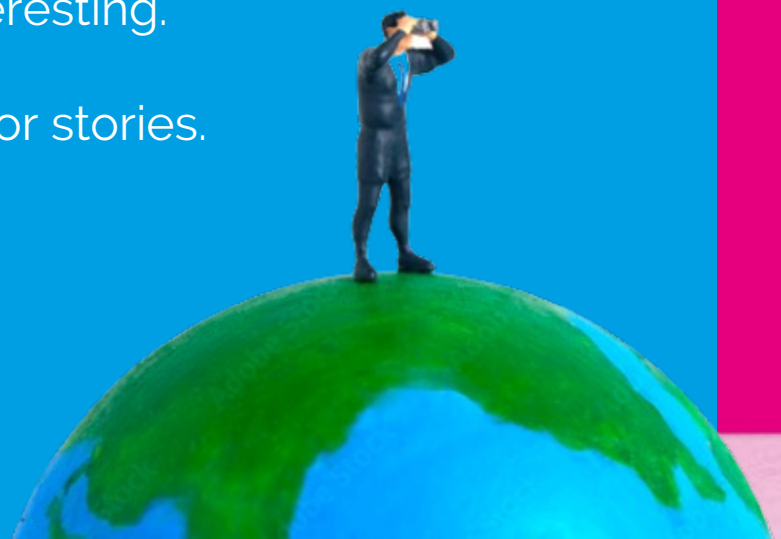
...and jump on the best bandwagons

Two ways that trends are good.

For media stories

Trends are change.
Something is changing…
It's going up,
It's going down,
It's going up and down.

And change is interesting.
Change is news.
Trends are good for stories.



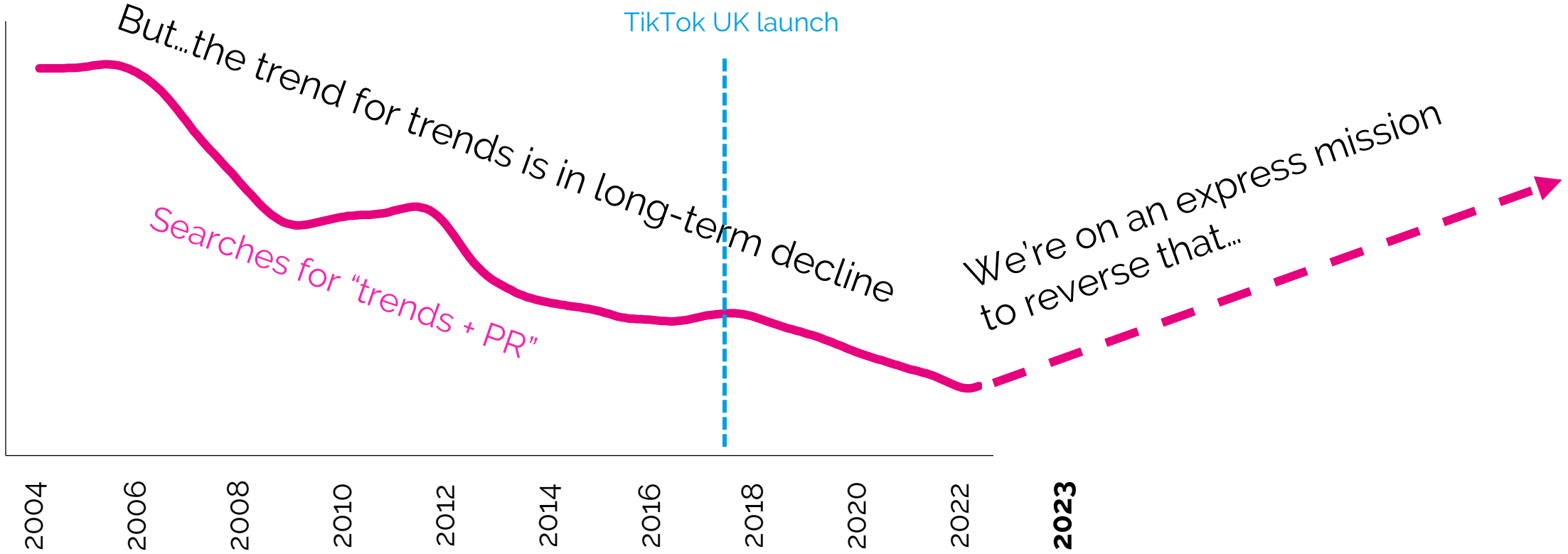
For content

Trends are also movements.
Things to join in with.
To belong to.
Or to be different from.
To compare and contrast with.

And belonging is a human need.
Belonging is attractive.
Trends are good for attraction.

In PR and content, trends are double-good

They're traffic magnets for audiences, and catnip for journalists and publishers



Using trends for irresistible media stories

Journo Catnip: from ghosting to roasting, big pants, pickles & #vanlife

Katie Holmes Puts a Modern Twist on the Big Pants Trend

Trend to mend: cost of living crisis puts darning back in vogue

The Old #VanLife Is Out, But a New Nomadic Trend Is Taking Its Place

McDonald's 'fully loaded fries' trend takes over TikTok

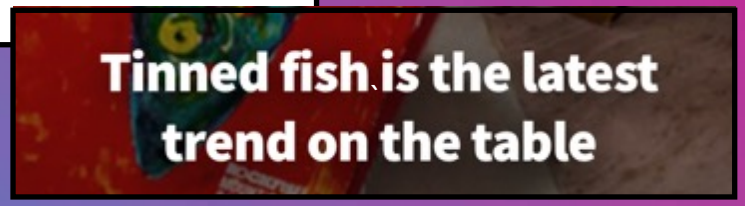
EXCLUSIVE: Decorating pro warns against painting trend that makes your home look much 'smaller'

From ghosting to roasting — how harsh criticism became the new dating trend

I'm a dermatologist at Yale. Here's why the bizarre new TikTok beauty trend of smearing PICKLES on your face isn't totally crazy

Theakston jumps straight onto the stout trend

Syphilis cases at highest levels in 70 years in alarming trend



Anatomy of a pure-play media trends story…

As Tech Booms, Workers Turn to Coding for Career Change

1 ***Headline: One change leads to another… Correlation (and implied causation)***

2 ***The anecdotal change…***

People across a spectrum of jobs — poker players, bookkeepers, baristas — are shedding their past for a future in the booming tech industry.

3 ***…gets quantified as a rate of change…***

The graduating classes of these coding schools support the trend. They will graduate about 16,000 students this year, more than double the 6,740 graduates last year, according to a survey published by Course Report in June.

4 ***…plus change gets personal***

After a three-month course in computer programming and data analysis, Paul Minton, a former math major, moved up from waiting tables to a job as a data scientist, earning more than $100,000 a year.

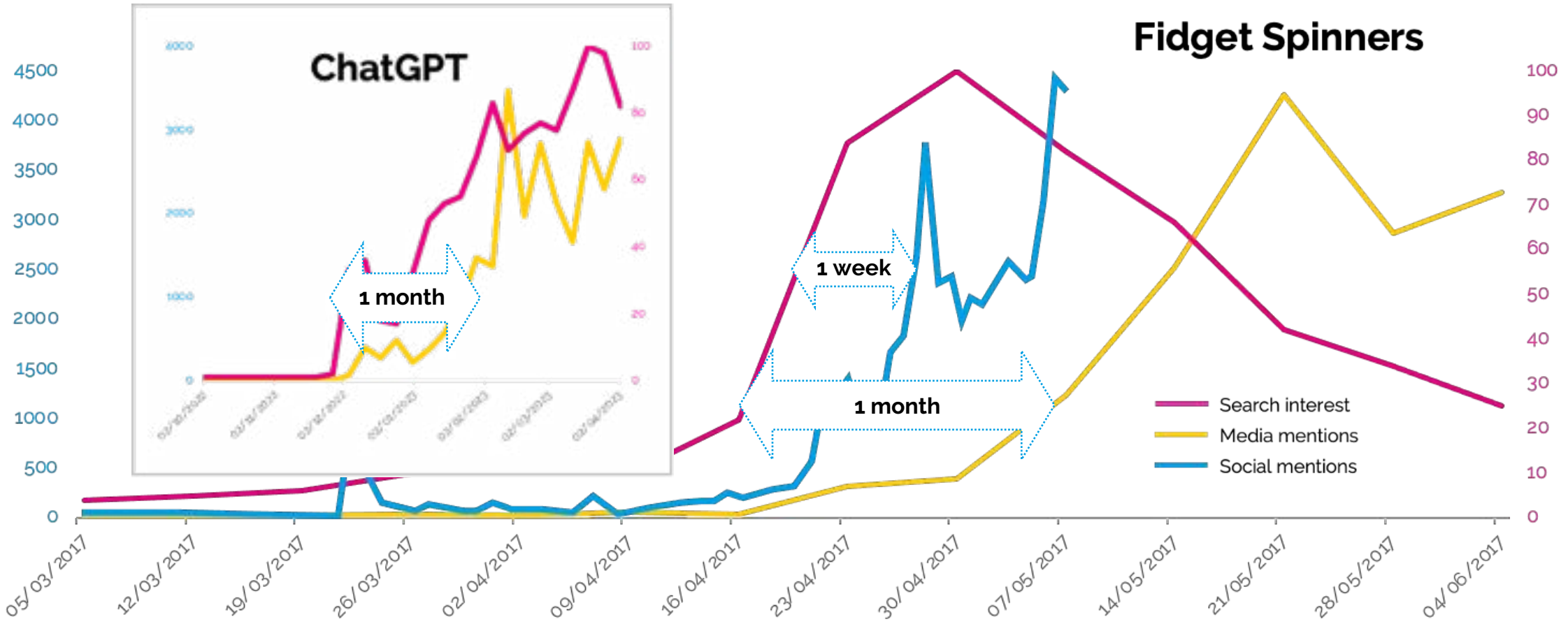
5 ***…and static data points for proofs***

Nationally, the average base salary for software engineers is $100,000, and $112,000 for data scientists.

Glassdoor lists more than 7,300 openings for software engineers, ahead of job openings for nurses, who are chronically in short supply.

The total would be about one-third of the estimated number of computer science graduates from American universities.

Search can be an early-warning mechanism for media



Social is increasingly the new way media are searching for trends

8.5 billion daily searches on **Google**

VS.

3 billion daily searches on **YouTube**
2.9 billion active daily users on **Facebook**
1.6 billion active daily users on **TikTok**
1.6 billion daily searches on **Twitter**
1.3 billion active daily users on **Instagram**

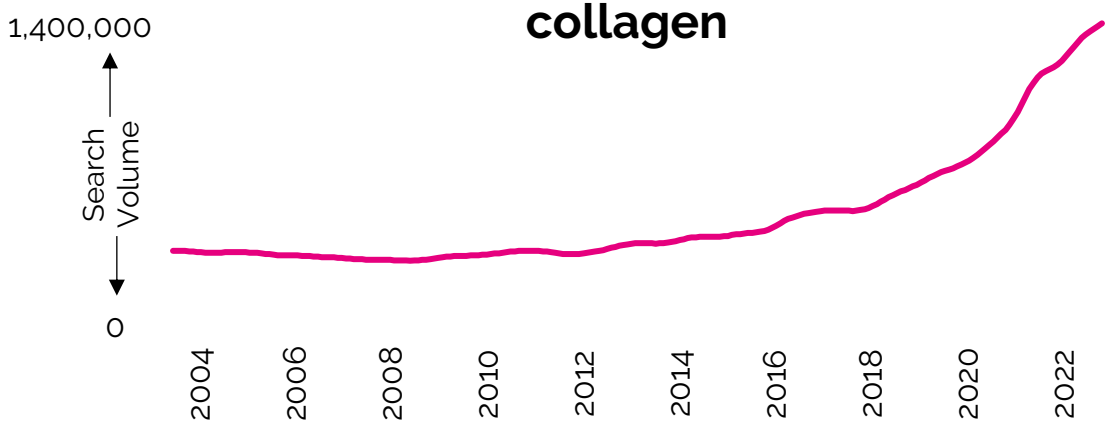
Using trends for traffic-magnet content

Traffic Magnets: glimpse a trend, look further…

The Telegraph

Japanese eat collagen in attempt to stay young

Japan's ageing population is trying to eat itself young with the latest trend in wrinkle reduction: dining on collagen.



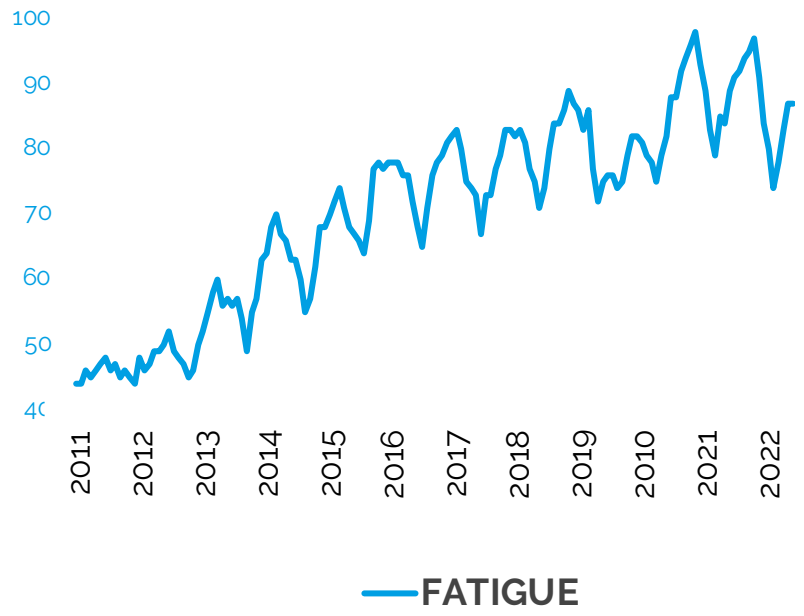
Mashable: shared **30,500 times**

'Anti-ageing' gin promises to fight off wrinkles as you drink

It's infused with drinkable collagen.

Long Players make for evergreen content

Long term trend – for over 10 years we never get tired of searching for tiredness



Gives time and confidence to work on higher investment evergreen content assets

+85.4% increase in organic traffic

+31% increase in site visibility

150 unique media links to the website

Mirror

An artificially intelligent machine has composed a lullaby; this is what it sounds like

It could help the 54% of Brits who struggle to get to sleep each night

A healthcare company has used an artificial intelligence to help create a lullaby that could aid troubled Brits in getting to sleep at night.

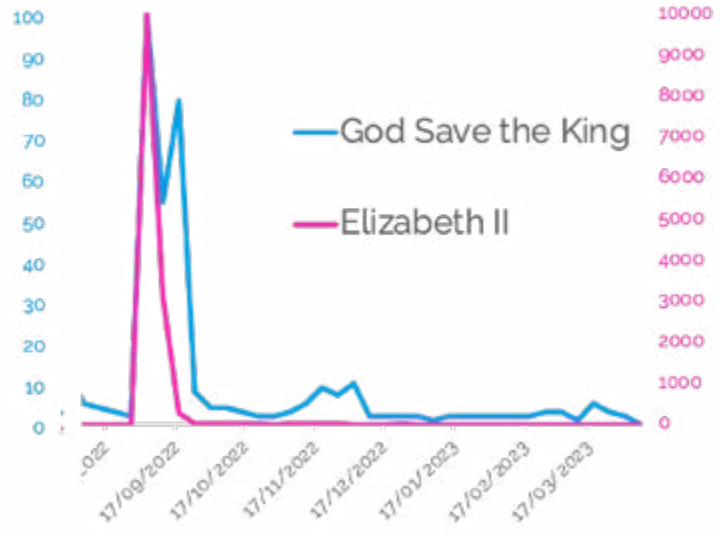
According to **research by AXA PPP healthcare**, 54% of us struggle to get 40 winks each night with a further 10% suffering from severe insomnia.

Step-by-step, making content from a trend

1

2

Event sparks search trend



3

Simple, optimized on-page

British national anthem lyrics

4

Google *Page 1 result*

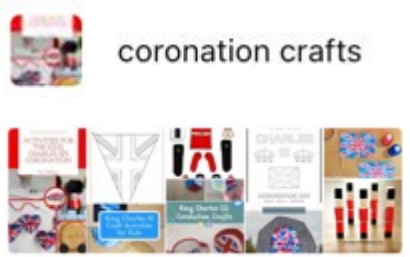
Spotting the trend from the dead-end

Spot the first signs, then look a bit deeper…

First signs

Look deeper

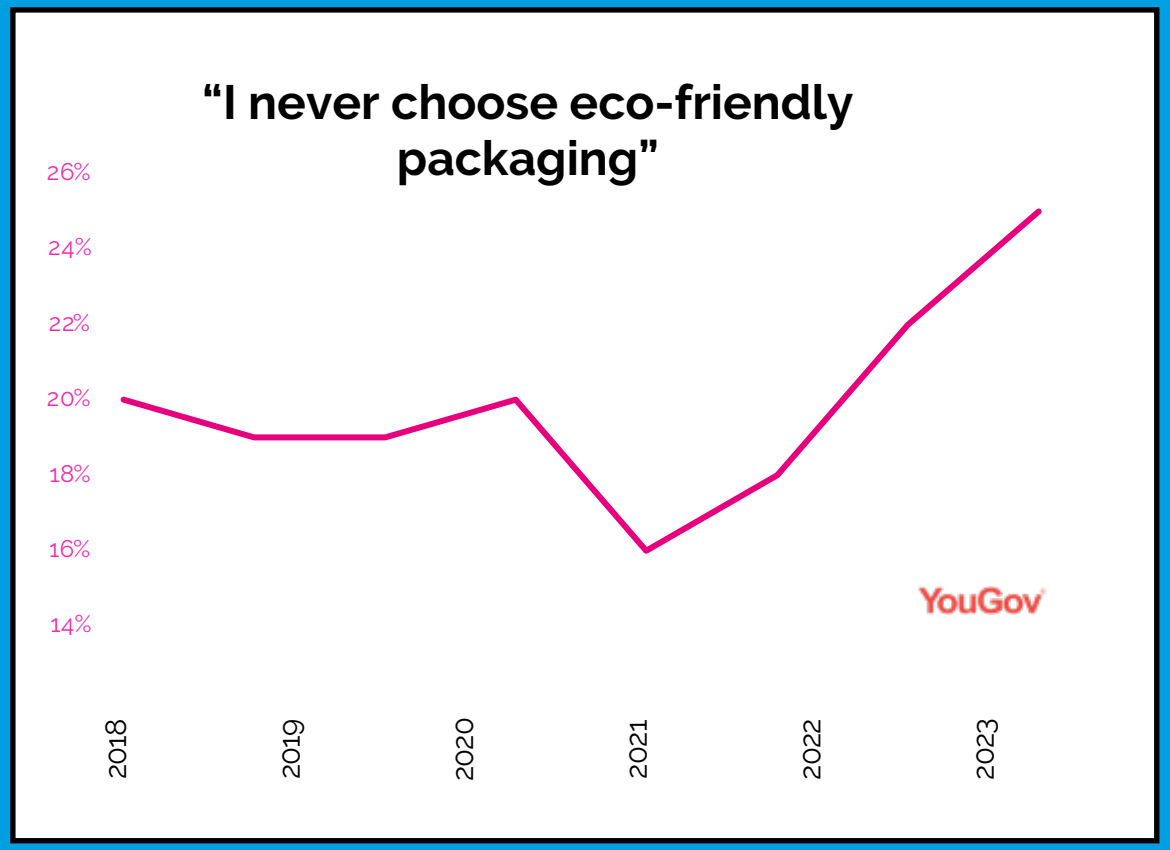
Go wider

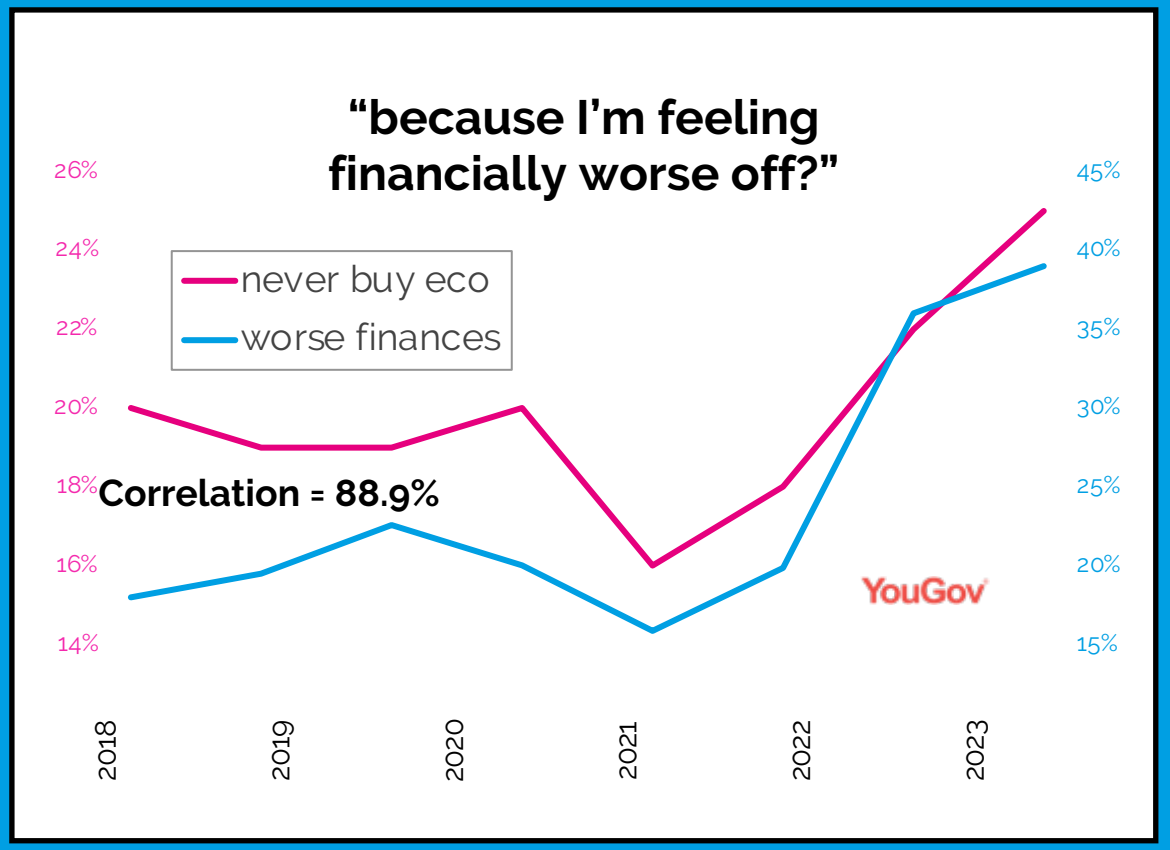


Signs that something is going down...or up...

And there's usually something behind it...form a simple hypothesis, and look for another set of trend-data...

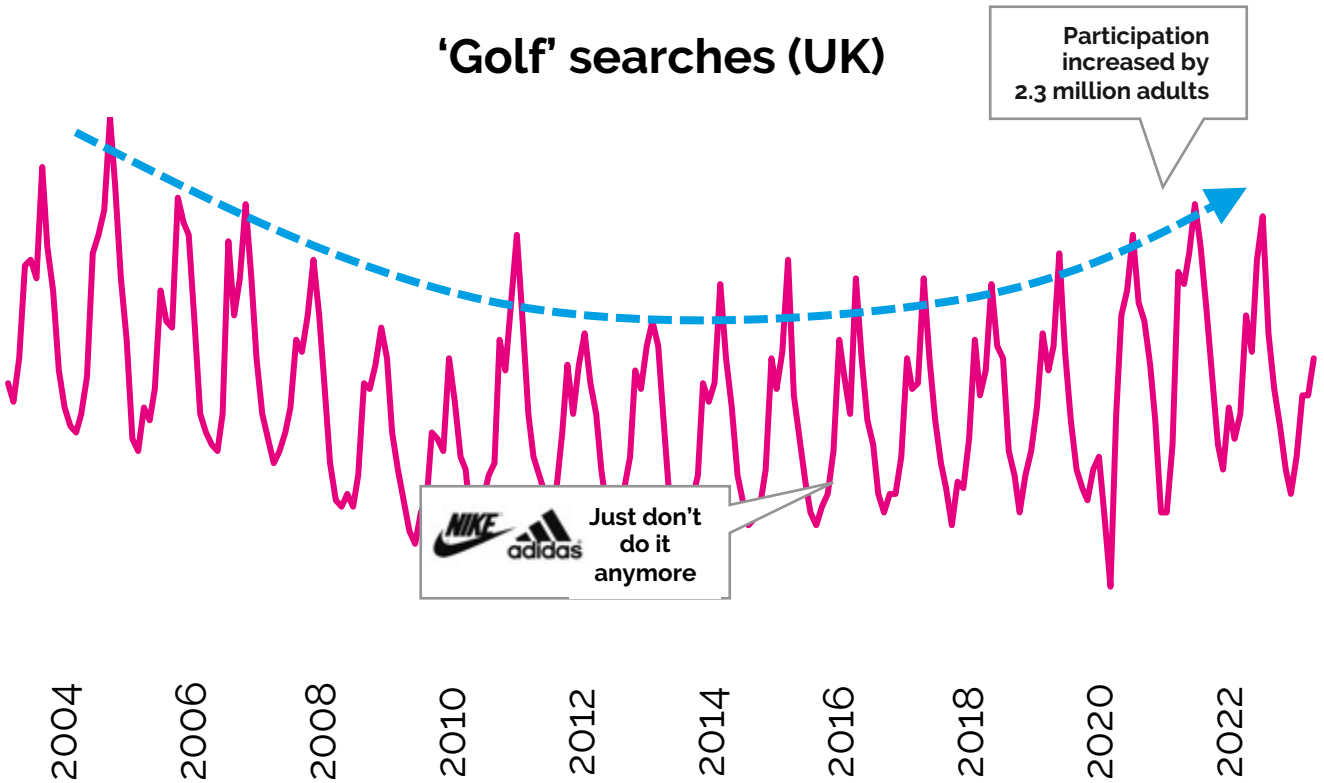
...which can sometimes be enough for a story ...If the correlation is strong





Data: YouGov

…or something's going up and down



And down and up…

The game was in long-term decline…

- Sports brands like Nike and Adidas gave up on it in 2017
- Then the 'event' of a global pandemic
- changed the trend-line back to upwards – with growing participation (and searches)

Yeah but I'm Lucky Saint – why do I care about golf?

'Old' golf has quite the alcohol culture…

Golf Digest

A former cart girl's ranking of the top 12 drinks to have on the golf course

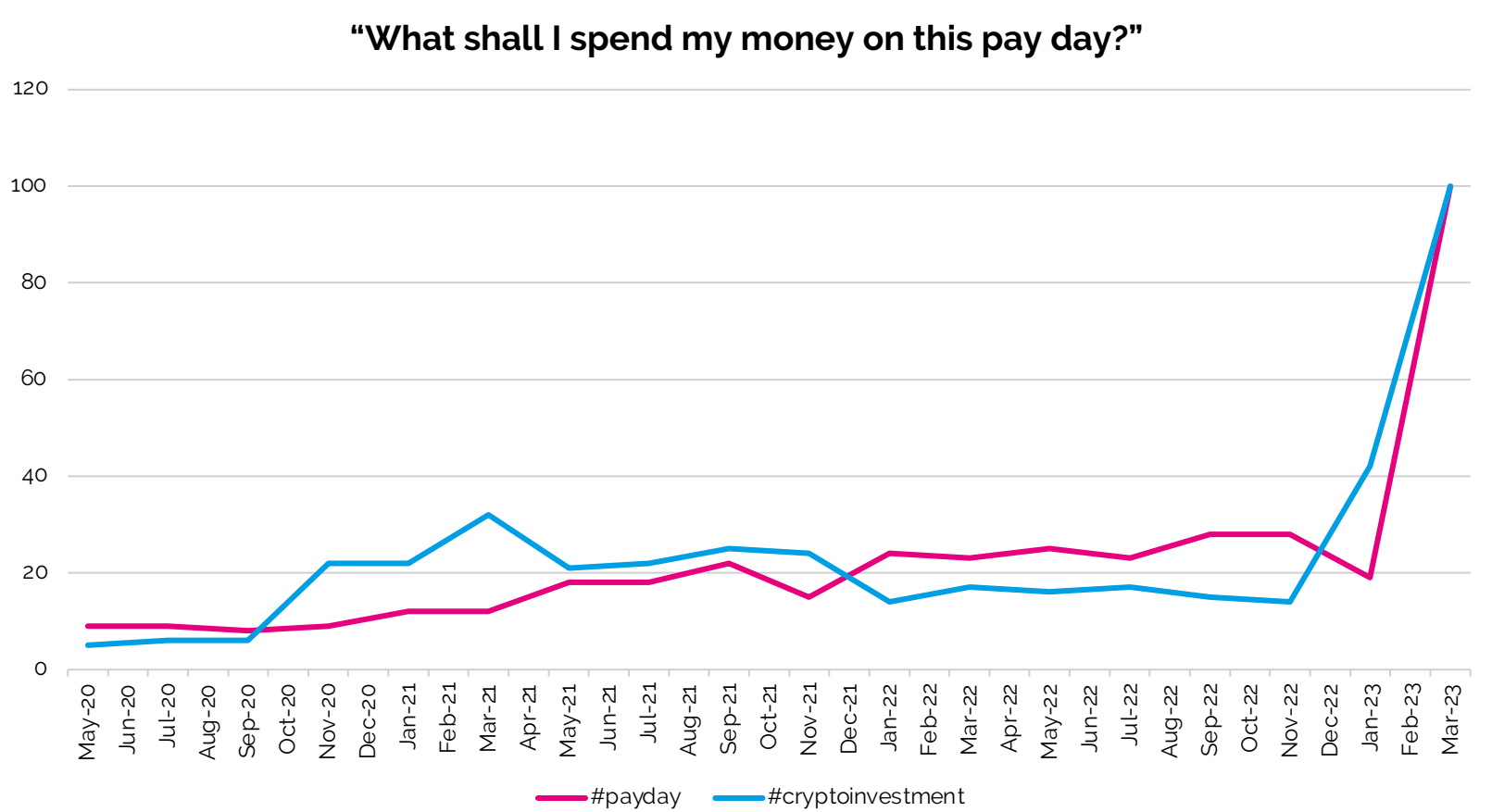
1. Miller Lite, Michelob Ultra, Bud Light

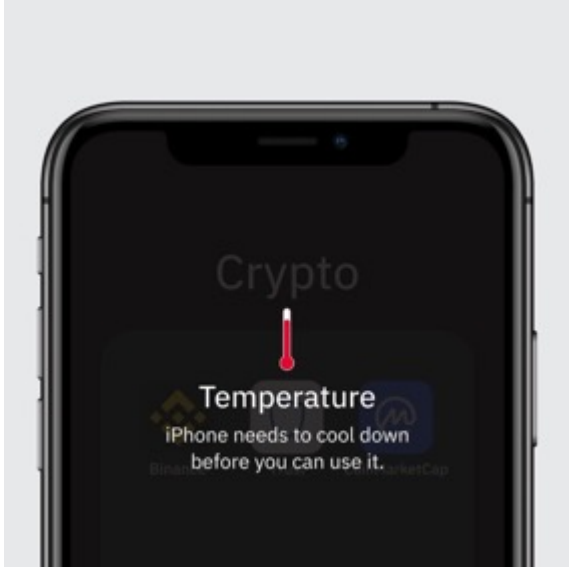
The 'new golf' revival could be a chance to own sober golf

How Alcohol Affects Your Golf Game

1,567,392 views 9.3K Golf Digest

Something's suddenly surging but it's not linked to big headline news





The world of crypto took a rough ride in 2022 but even that topicality didn't see the same surge in searches as we've seen for the start of this year…

Yeah but I'm Monzo – why do I care about crypto?

The lure of making a quick buck has always attracted young people to invest in risky assets...

How Gen Z is hooked on cryptocurrency and NFTs

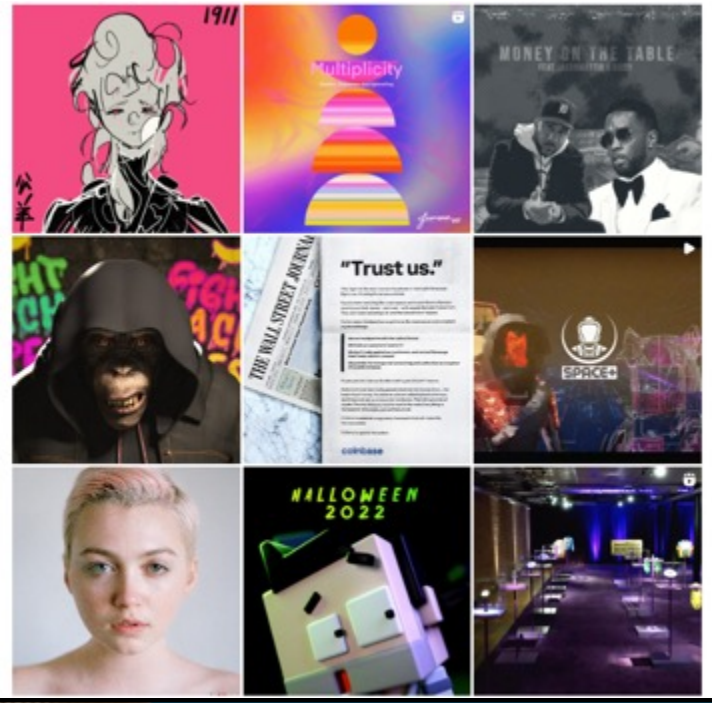
Paxton See Tow, 20, started trading crypto because of the hype around digital currencies

By Mariko Oi

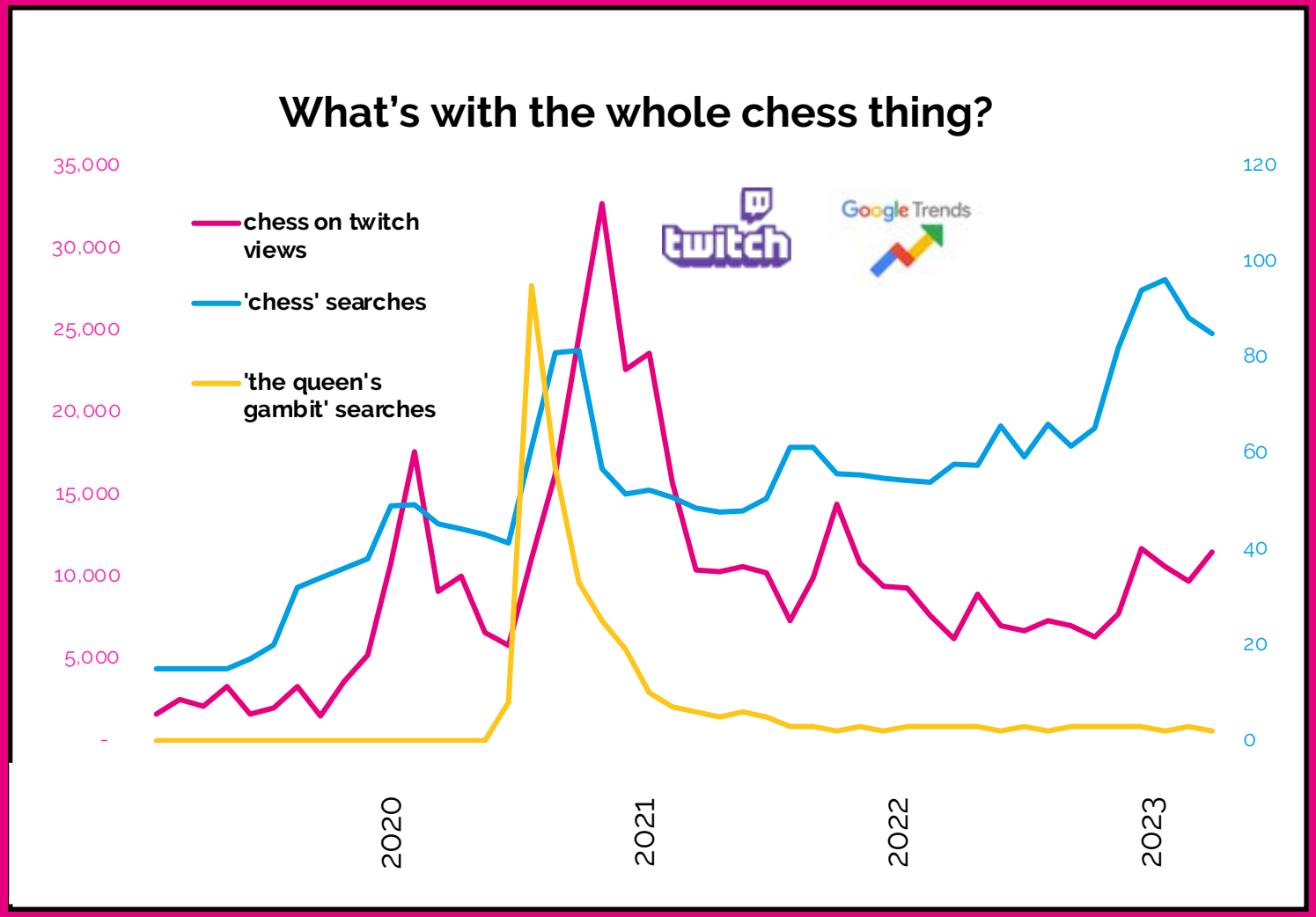
BBC NEWS

No one's advising young people on how best to invest crypto (beyond NFTs)

coinbase

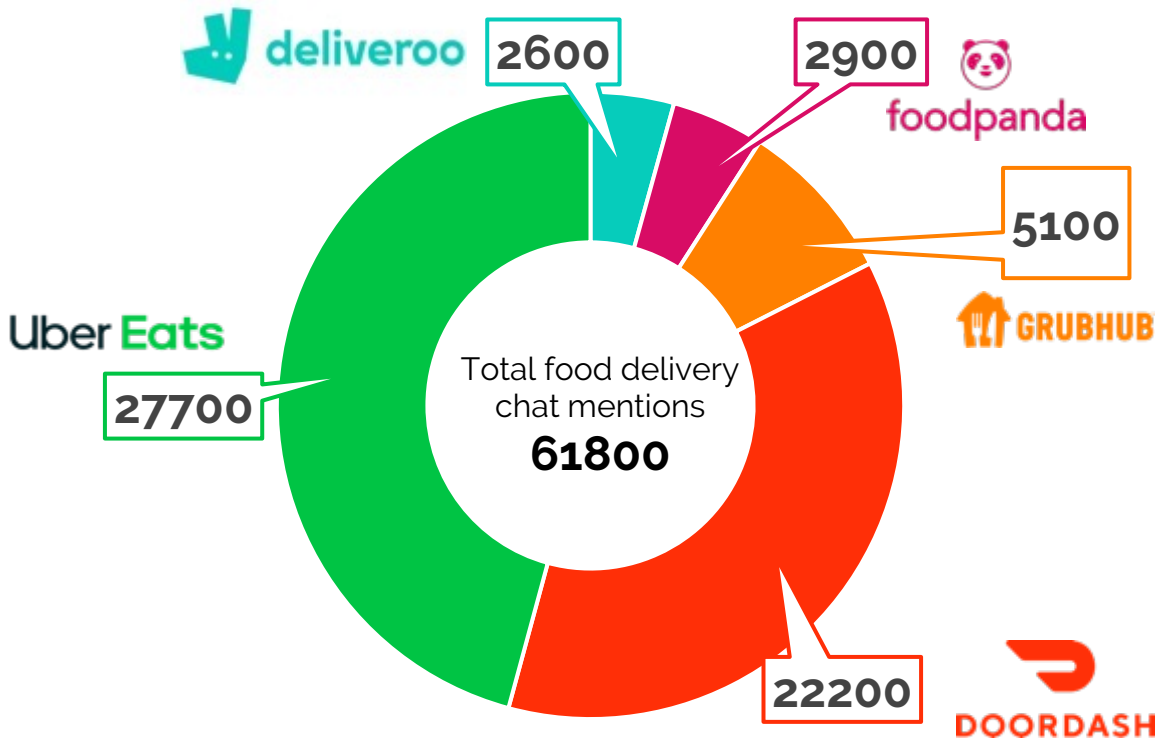


Popular culture spikey-moments can drive longer trends...



Yeah, but why do I care about chess, I'm Deliveroo...

Twitch chat has a lot of mentions of delivery brands...



...enough to make doordash sponsor @jillyfish

Top trends take-outs

A scan-habit catches the trends-rabbit	and don't fear the rabbit hole
Media and social lag search	use the lead-time to lead the opportunity
Buckle-up the free-tools-belt	you can go a long way without having to pay
Easier seen after a good clean	rolling averages smooth spiky data
Force-fit for creative stimulus	ideas come from quirky constraints