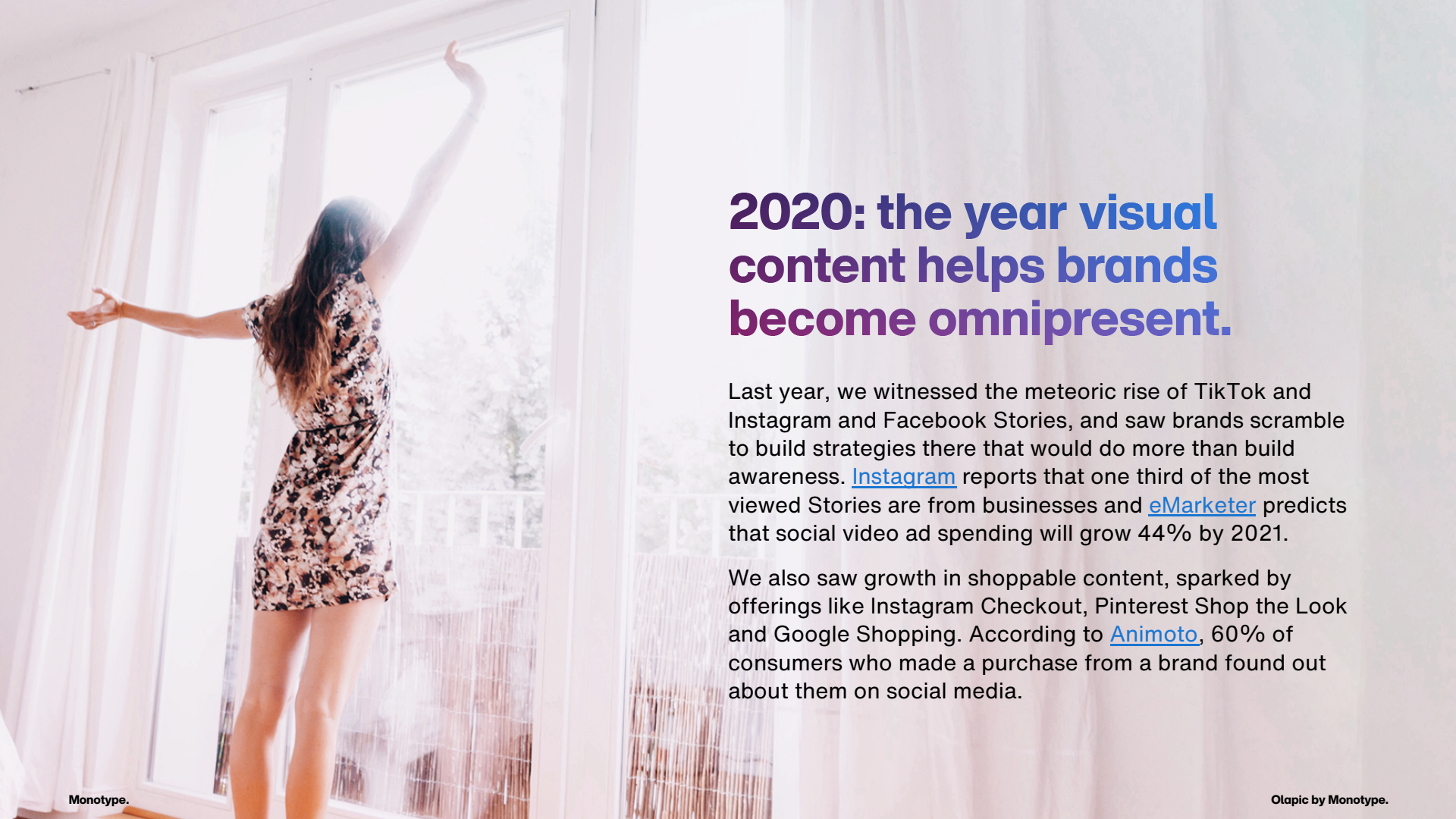


Top Visual Marketing trends that will shape 2020.



A woman with long dark hair, wearing a short-sleeved, knee-length floral dress, stands with her back to the camera. She is positioned in front of a large, multi-paned window with white frames. Her right arm is raised high, touching the top of the window frame, and her left arm is extended horizontally to the left. The room is brightly lit, and the view outside the window shows a balcony railing and some greenery. The overall atmosphere is bright and airy.

2020: the year visual content helps brands become omnipresent.

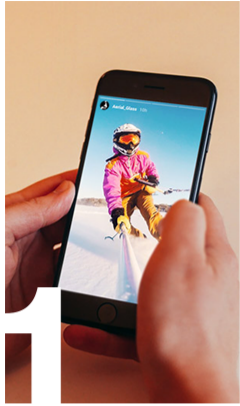
Last year, we witnessed the meteoric rise of TikTok and Instagram and Facebook Stories, and saw brands scramble to build strategies there that would do more than build awareness. [Instagram](#) reports that one third of the most viewed Stories are from businesses and [eMarketer](#) predicts that social video ad spending will grow 44% by 2021.

We also saw growth in shoppable content, sparked by offerings like Instagram Checkout, Pinterest Shop the Look and Google Shopping. According to [Animoto](#), 60% of consumers who made a purchase from a brand found out about them on social media.

These social commerce offerings put a spotlight on visual content – transforming user-generated content (UGC) and video into direct purchase drivers – and at Olapic **we're excited to see visual content inhabiting these spaces closer to the point of purchase – embellishing PDPs, through content syndication and in digital ads.** Looking more holistically, there was also a trend in digitally native brands like Amazon, Glossier and Casper investing in brick and mortar to create personalized, interactive pop-up experiences that help build excitement and loyalty amongst their customers. We also saw consumer privacy and [influencer marketing scandals](#) and the aftermath which has come in the form of [consumer privacy legislation](#) and reevaluation of how social media is measured.



Index.



Video is no longer reserved for the top of the funnel.



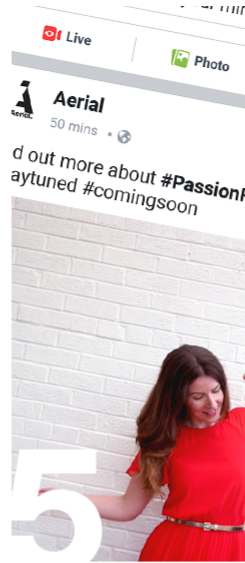
Digital is transforming the in-store experience.



Social media measurement is subject to change.



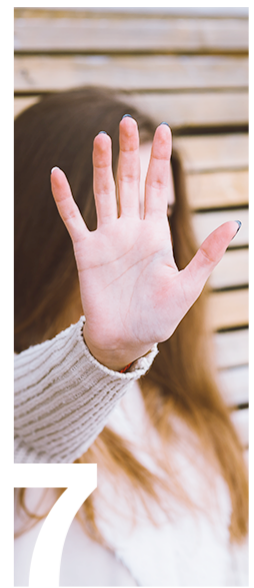
Back to basics: communities and connections will be key.



Brands are embracing UGC in paid ads to drive real action.



The gap between content and commerce is closing.

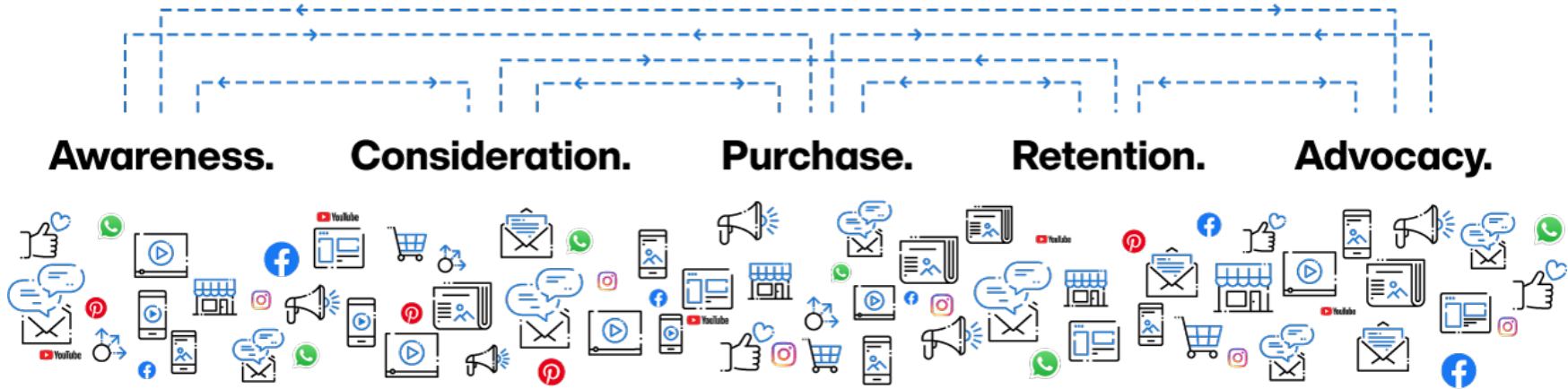


In a post-GDPR world, consumer privacy is still a hot topic.

Trend #1.

**Video is no longer reserved
for the top of the funnel.**





What started as a medium traditionally used to drive brand awareness; video has matured into a tactical tool that can be used to inspire action. With the rise of ephemeral, story-based advertising on social media and the emergence of platforms like TikTok and Instagram Reels, brands have found smart ways to turn video - long and short - into a springboard for conversion.

Olapic customers leveraging our short-form video solution see:

50%

50% lower CPM.
Olapic Internal Data.

20x

20x higher volume of content.
Olapic Internal Data.

90%

up to 90% lower cost per asset.
Olapic Internal Data.

1/3

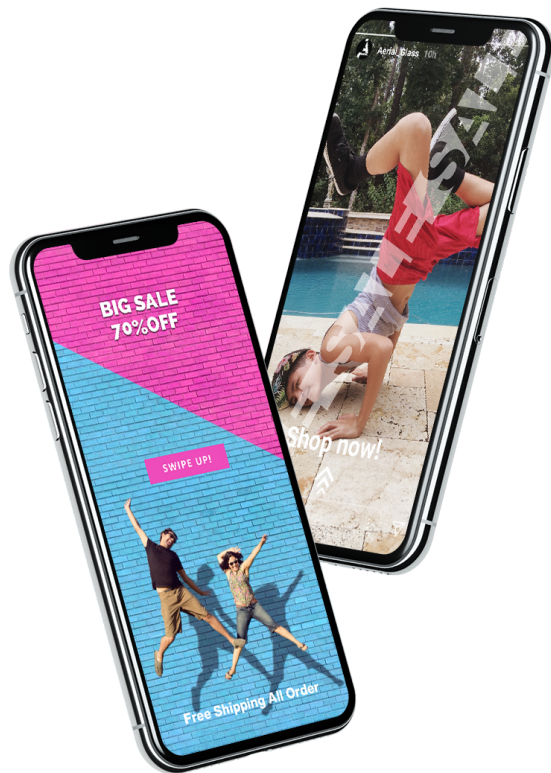
Social video ads will make up one-third of all US digital video ad spending in 2020.

eMarketer.

49%

Nearly half (49%) of consumers surveyed said they've purchased a product after seeing a brand video.

Olapic's Consumer Trust Report.



According to [eMarketer](#), social video ads will make up one-third of all US digital video ad spending this year. At Olapic we've witnessed not only a social revolution around video, but also an uptick of brands putting video closer to the point of purchase, on PDPs, in-store on activation screens and even hotel signage.

Olapic customers leveraging our short-form video solution see 50% lower CPM, 20x higher volume of content and up to 90% lower cost per asset when leveraging our short-form video solution. What's more, consumers are already clicking and swiping for more, according to Olapic's Consumer Trust research, nearly half of global consumers have purchased a product after seeing a brand video.

Key takeaways.

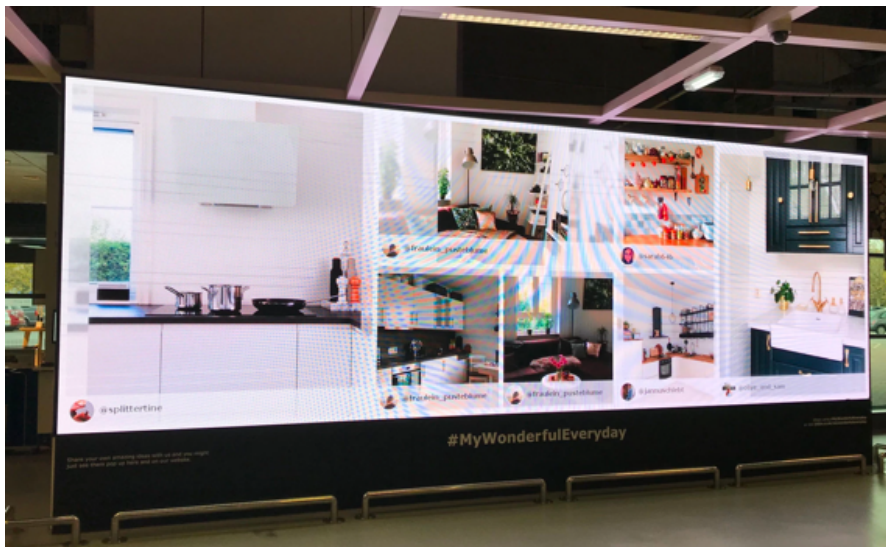
**Video is no longer reserved
for the top of the funnel.**

- Brands need to think deeply about how to grab and hold the attention of their audience.
- Video doesn't have to be expensive and timely to create. Leverage tools like Olapic's short-form video solution to scale your video strategy.
- Deliver short-form videos fast and easy with our Facebook Ads Manager integration.

Trend #2.

**Digital is transforming
the in-store experience.**





In recent years, Amazon, the world's largest ecommerce company, has begun investing in brick and mortar locations, opening Amazon Go cashier-less grocery stores and acquiring Whole Foods.

It's not just Amazon making the transition from digital to physical, 2019 saw many digitally native brands like Glossier, Warby Parker and Casper open physical stores and pop-ups and [a commercial real estate firm](#) estimated digitally native brands would open 850 stores by 2023.

850

Number of stores estimated to be opened by digitally native brands by 2023.

Retail Dive.

5.2

Number of companies that are opening stores, for each company closing a store.

National Retail Federation, August 2019.

45%

45% of shoppers in-store expect sales associates to be knowledgeable about online-only products.

Forrester.

50%

Amount of consumers who expect to buy online and pick up in-store.

Forrester.

While there's clearly consumer demand for in-store experiences, the expectation is that retailers connect the dots between online and offline to create a truly omnichannel experience.



American Eagle. Street Ad.



MADE.COM. London Subway Station.

According to [Forrester](#), 45% of shoppers in-store expect sales associates to be knowledgeable about online-only products and half of shoppers expect that they will be able to make a purchase online and pick up in-store. At Olapic we've seen our customers **build truly innovative experiences bringing UGC and digital content into the store experience** on screens and with in-person influencer appearances.

Key takeaways.

Digital is transforming the in-store experience.

- Customer experience is key. Design engaging, interesting, convenient and pleasant shopping experiences.
- Create a microtrip-friendly environment.
- Integrate digital technology to create interactive and often immersive brand experiences in-store.

Trend #3.
Social media measurement
is subject to change.



+20.4%

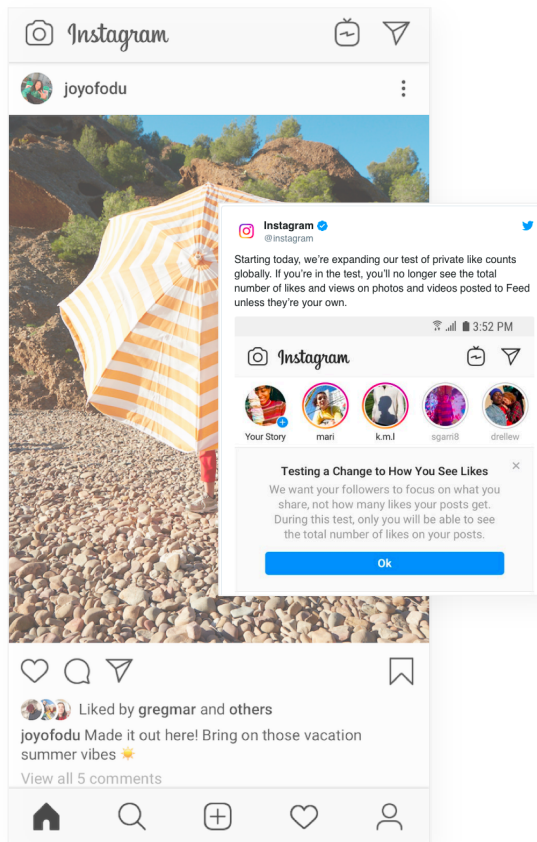
US spending on social networks is expected to increase 20.4% in 2020 to reach more than \$43 billion.

eMarketer.

63%

63% of marketers say they focus on engagement metrics to help meet their goals.

Sprout Social Index, Edition XV.



2019 saw Instagram experimenting with removing 'likes' from posts.

2019 saw Instagram test the removal of likes, moving away from vanity metrics to bring authenticity back to influencer marketing. For an industry that is booming - [Business Intelligence](#) predicts that brands are set to spend up to \$15 billion on influencer marketing by 2022 and [eMarketer expects](#) US marketing spend on social networks to increase to more than \$43 billion in 2020 - a change in how success is tracked was much needed.

Removing likes, while startling on the surface, means that influencers no longer have an incentive to pay for likes or bots, and instead **influencers and their brand partners will need to adopt more reliable ways of tracking engagement**, through direct response KPIs like views, comments and CTR.

Today's consumers, who are inundated with advertising and influencer marketing, are savvy enough to filter out influencer fraud. In a study by [GlobalWebIndex](#), social media users in the US and UK were asked what qualities influencers should have, and only 11% said the number of likes and comments an influencer receives were among the most important qualities.

11%

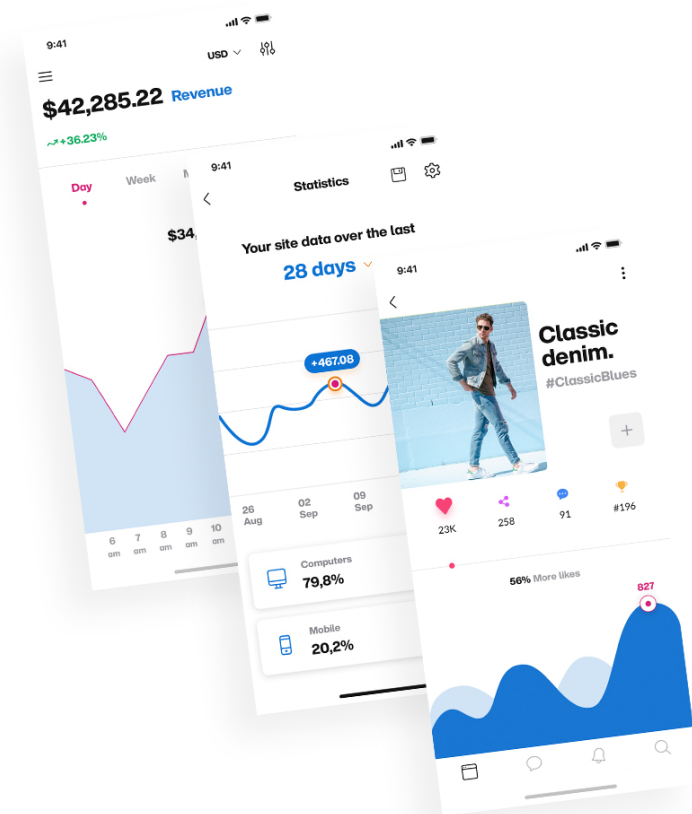
11% of social media users (US/UK) mentioned number of likes and comments an influencer receives among the most important qualities influencers should have.

Global Web Index.

\$15B

Brands are set to spend up to \$15 billion on influencer marketing by 2022.


Business Intelligence.



Key takeaways.

Social media measurement is subject to change.

- Choose micro-influencers that have a clear affinity for your brand, and who will authentically use your product or service.
- Think about targeting influencers you would like to work with on a regular basis.
- Adopt more reliable ways of tracking engagement, through direct response KPIs like views, comments and CTR.



Trend #4.
Back to basics:
communities and
connections will be key.

“People are looking for connection on a personal level with businesses and brands that feel like a part of their community.”

**—Mary Davies,
President, Beanstalk Internet Marketing.**



45%

45% of consumers say they are more likely to research a product or service when someone relatable, like an employee, posts about it.

Sprout Social Index, Edition XV.

46%

46% of consumers will join a private group to communicate directly with a brand or business.

Sprout Social Index, Edition XV.

During Facebook's F8 Conference this year, there was a common thread: Groups will replace the importance of the News Feed. Right now Groups has [1 billion monthly users](#) and the reasons are twofold – according to Sprout Social, more than two-thirds of consumers (67%) will join a private group because they want to connect with people who are similar to them, while almost half (46%) join to communicate directly with a brand or business.

Marketers have caught on and are focusing on building meaningful connections with target audiences rather than anybody and everybody. [Sprout Social](#) also found that 45% of consumers are more likely to research a product or service if someone relatable, like an employee, posts about it. To encourage long-term engagement, **it's more important to cultivate connections** and consider things like employee advocacy, rather than hoping for a short-term spike in Likes. Rather than chase a viral moment, **brands are rightfully trying to understand what's driving conversations with customers.**



Key takeaways.
Back to basics:
communities and
connections will be key.

- Don't force relationships with influencers, people are tired of fake interactions.
- Employees can become the voice of your generation.
- Make your social media, social.

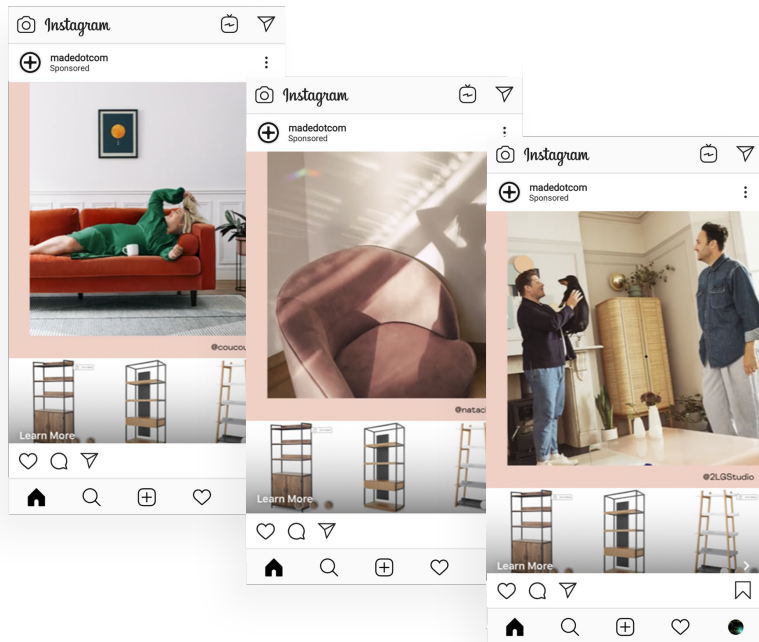
Trend #5.

Brands are embracing UGC in paid ads to drive real action.



Similar to video, UGC has transformed from an awareness tool to visual content that's replacing stock photography and studio shot imagery in advertising to drive higher engagement and real action. An Olapic customer in the luxury vertical tested UGC against brand content in ads and saw over 30% lower cost per click, between 60% - 100% increase in CTR and a higher average relevance score from 4 to 8 when using UGC.

Another Olapic customer saw similar success when using UGC in Facebook ads and saw 68% more engagement and 1.5x better CTR than brand content. While Facebook is considered one of the top advertising channels online, using UGC in ads on other social platforms and across digital channels can help your ads stand out in a busy sea of messages. [Salesforce](#) found that digital ads with UGC generate 5x greater click-through-rates.



30%

30% lower cost per click.

Olapic.

68%

68% more engagement when using UGC in Facebook ads.

Olapic.

5x

Ads with UGC generate 5x greater click-through-rates.

Salesforce.

Key takeaways.

**Brands are embracing
UGC in paid ads to drive
real action.**

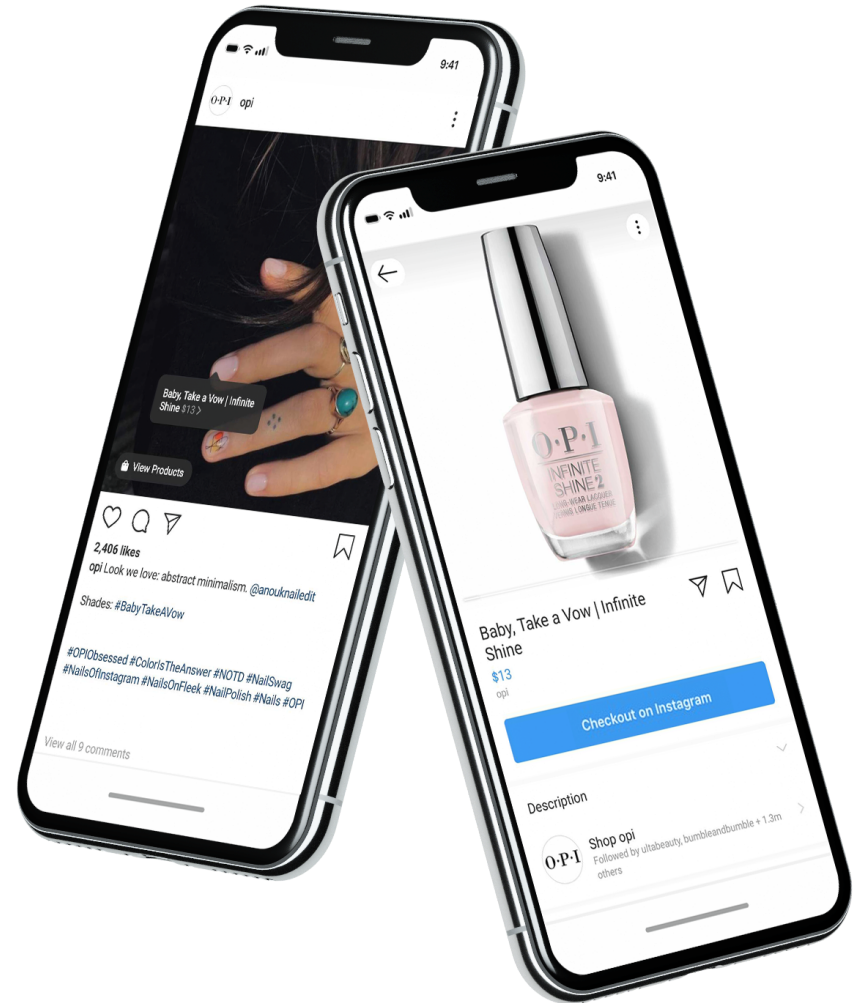
- Start small, test out featuring UGC over brand imagery in organic social posts to see what resonates.
- Identify visual elements core to your brand that differentiate you from competitors, and use UGC that highlights these unique assets to stand out.
- Leverage tools like Olapic's Facebook Ads Manager integration to activate UGC in Facebook ads in a matter of clicks.

Trend #6.
**The gap between content
and commerce is closing.**



With the arrival of technology like Instagram Checkout, Google Shopping and Pinterest Shop the Look, today's **consumers can discover and research a brand on social media and make a purchase without ever leaving the platform**. According to [Civic Science's trend adoption tracker](#), 13% of internet users bought a product directly through social media in Q4 2018 and 21% did so in Q3 2019.

Instagram's data in October 2019 showed that [130 million users](#) tap on shopping posts to learn more about products every month. While social commerce may not have reached full adoption, US sales are expected to nearly double to reach \$84.2 billion in the next four years according to [Business Insider](#).



Q4 2018

13%



Q3 2019

21%

% of Internet users that bought a product directly through social media.

Civic Science's trend adoption tracker.

130M

130 million users tap on shopping posts to learn more about products every month.

Instagram Internal Data, 2019.



Key takeaways.

The gap between content and commerce is closing.

- Determine which platforms (social media, email, etc.) drive the highest CTR or conversions amongst your consumers and experiment with building shoppable content into those spaces.
- If working with influencers or advocates, leverage their networks and enlist in their help in creating shoppable posts.

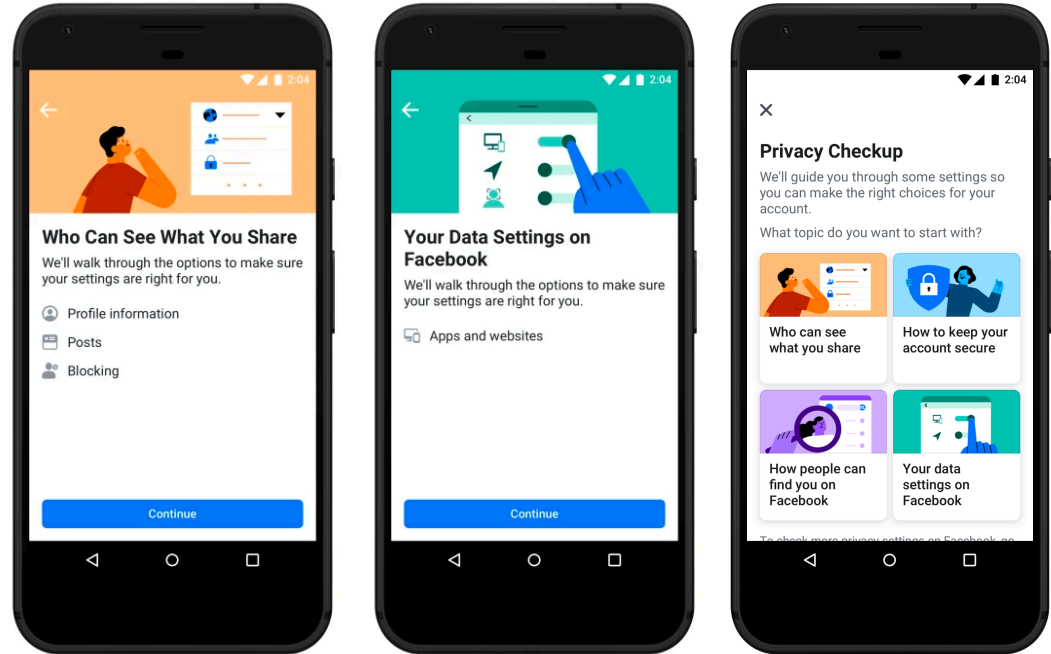
Trend #7.

**In a post-GDPR world,
consumer privacy is still
a hot topic.**



As [CNN reported](#) earlier this month, “the hottest product at CES is privacy.” While this focus on privacy arguably started in 2018 with the introduction of GDPR, that legislation wasn’t necessarily the catalyst for data privacy reform, but rather a solution to heightened consumer concern over the collection and use of personal information.

In the time since GDPR, we’ve witnessed consumer privacy breaches and in turn similar laws and a laser focus on how consumer data is used and protected. In early January 2020, the [California Consumer Privacy Act](#) was put in place; essentially giving affected consumers the choice to opt-out of data collection and ask companies to remove the data collected about them, with penalties for companies who don’t comply.



Facebook’s revamped Privacy Checkup tool.

In that same vein, [Oracle found](#) that 87% of North American consumers would request that brands remove their personal information if given the option, compared to 34% of Europeans. In addition, there is similar legislation to CCPA already in proposal, demonstrating a trend towards more transparent use of consumer data with [Gartner](#) forecasting that worldwide spending on cybersecurity will reach \$133.7 billion by 2022.

87%

87% of North American consumers would request that brands remove their personal information if given the option.

Oracle.

\$133.7B

Gartner forecasts that worldwide spending on cybersecurity will reach \$133.7 billion by 2022.

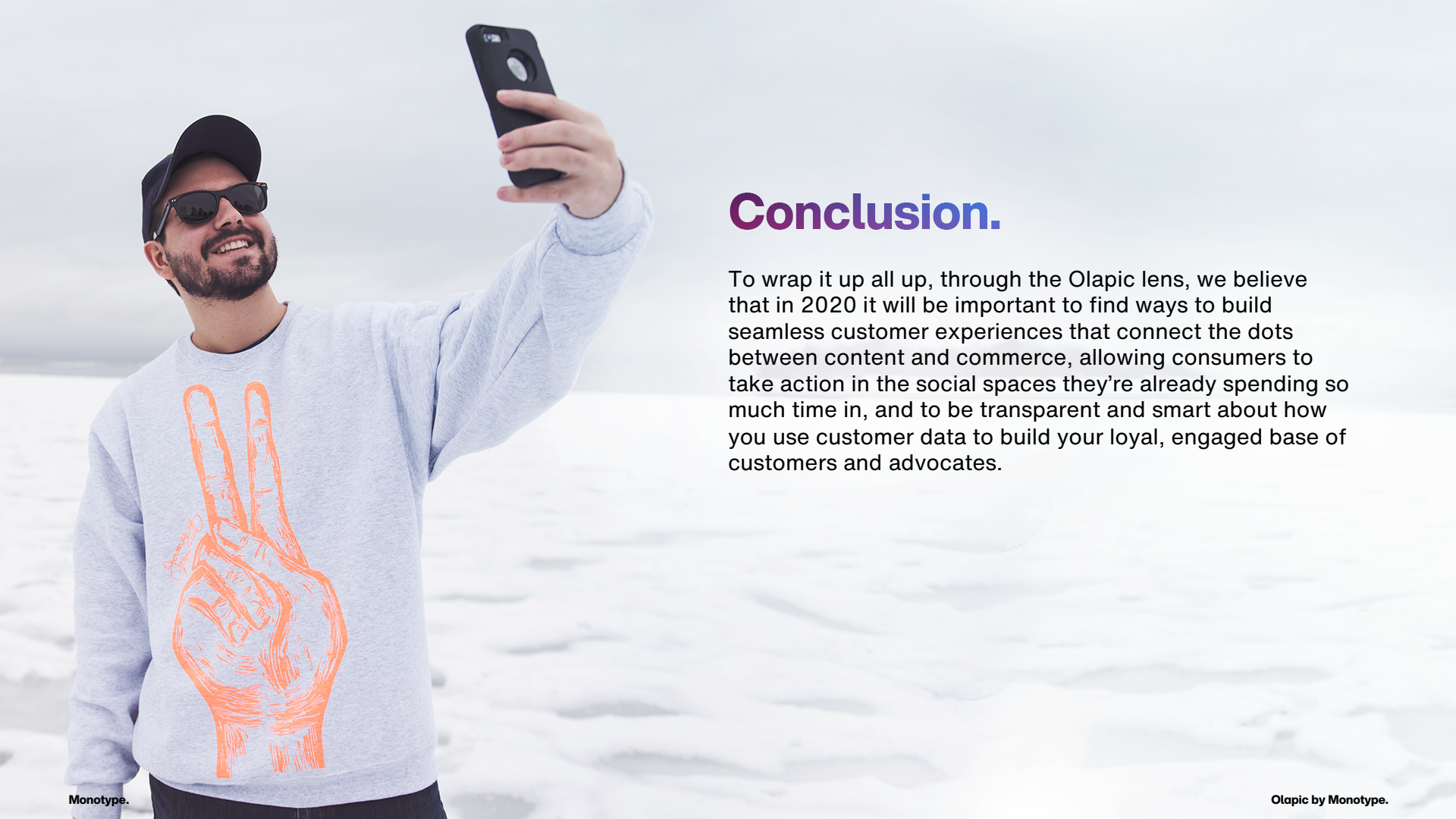
Gartner.



Key takeaways.

**In a post-GDPR world,
consumer privacy is still
a hot topic.**

- If affected by CCPA, be aware of your company's plans to comply and ensure that consumers have at least two simple ways to opt out of data collection and clear language explaining how your brand is using their information.



Conclusion.

To wrap it up all up, through the Olapic lens, we believe that in 2020 it will be important to find ways to build seamless customer experiences that connect the dots between content and commerce, allowing consumers to take action in the social spaces they're already spending so much time in, and to be transparent and smart about how you use customer data to build your loyal, engaged base of customers and advocates.

About Olapic.

Olapic is the only connected platform for user-generated, influencer-generated, and brand-generated visual content. Our technology and expertise enables hundreds of brands to curate, enhance, and distribute authentic, brand-relevant visual content across the entire customer journey, driving engagement and performance at every touchpoint. Through a unique combination of technology, content, and expertise, Olapic helps brands such as adidas, Unilever, Covergirl, L'Oréal, TOMS, American Airlines, NH Hotel Group and Westwing transform their customer experience.

Our brand family.

Monotype.

Olapic



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