



THE BOLT

NOVEMBER 2022

ABOUT THIS REPORT

The Bolt is a monthly special edition of the memBrain STORM Report that provides at-a-glance insights and case studies of programs that we've identified as "*Bolt*-worthy." Each issue highlights emerging trends spanning retail, fashion, entertainment, social media, and other areas of popular culture, with special focus on Generations Alpha, Z, and Millennials.



JULIA ROSS, RESEARCH & REPORTING

memBrain Account Coordinator Julia Ross is passionate about “what’s next,” and leads the charge in crafting the contents of *The Bolt*. Julia leverages social media listening, industry reports, and memBrain’s network of professional contacts to capture consumer “chatter” and on-the-pulse news that matters.



CONTENT REVIEW

1

Innovative Collabs

Recent collaborations on our radar.

2

Big Ideas

Hot topics and industry announcements worth sharing.

3

New Concepts

New brand developments that are changing the way companies are marketing themselves.





1. INNOVATIVE COLLABS

INNOVATIVE COLLABS

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1. Goldfish x Dunkin'



2. Monty's x The OUA!



3. OREO x Microsoft 365



4. Swiss Miss x Glossier



5. Juicy Couture x Kraft Real Mayo



6. KFC x Tinder

INNOVATIVE COLLABS

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7. Kith x Jerry Seinfeld



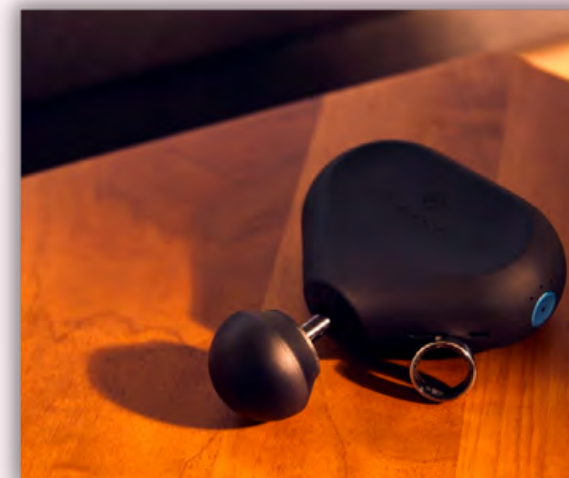
8. Gucci x Palace Skateboards



9. Burberry x MINECRAFT



10. FORTNITE x Polo by Ralph Lauren



11. Therabody x Oura Ring



2. BIG IDEAS

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BUZZ-WORTHY IDEA: COORS LIGHT + TIDE

In partnership with Tide Cleaners, Coors Light offered fans the chance to make their "Chores Light" - with free laundry services, Tide product bundles, and Coors Light merch! At participating bars, fans could even drop their laundry off where it was sent to a Tide Cleaners to be washed, dried, and delivered.

Why It Matters

By appealing to fans in a clever and unexpected way, this partnership created a fresh level of relevance for both brands. While on the surface it might seem like an unexpected pairing, both brands were able to tap into a consumer insight and create something truly remarkable together.

[Learn More](#)



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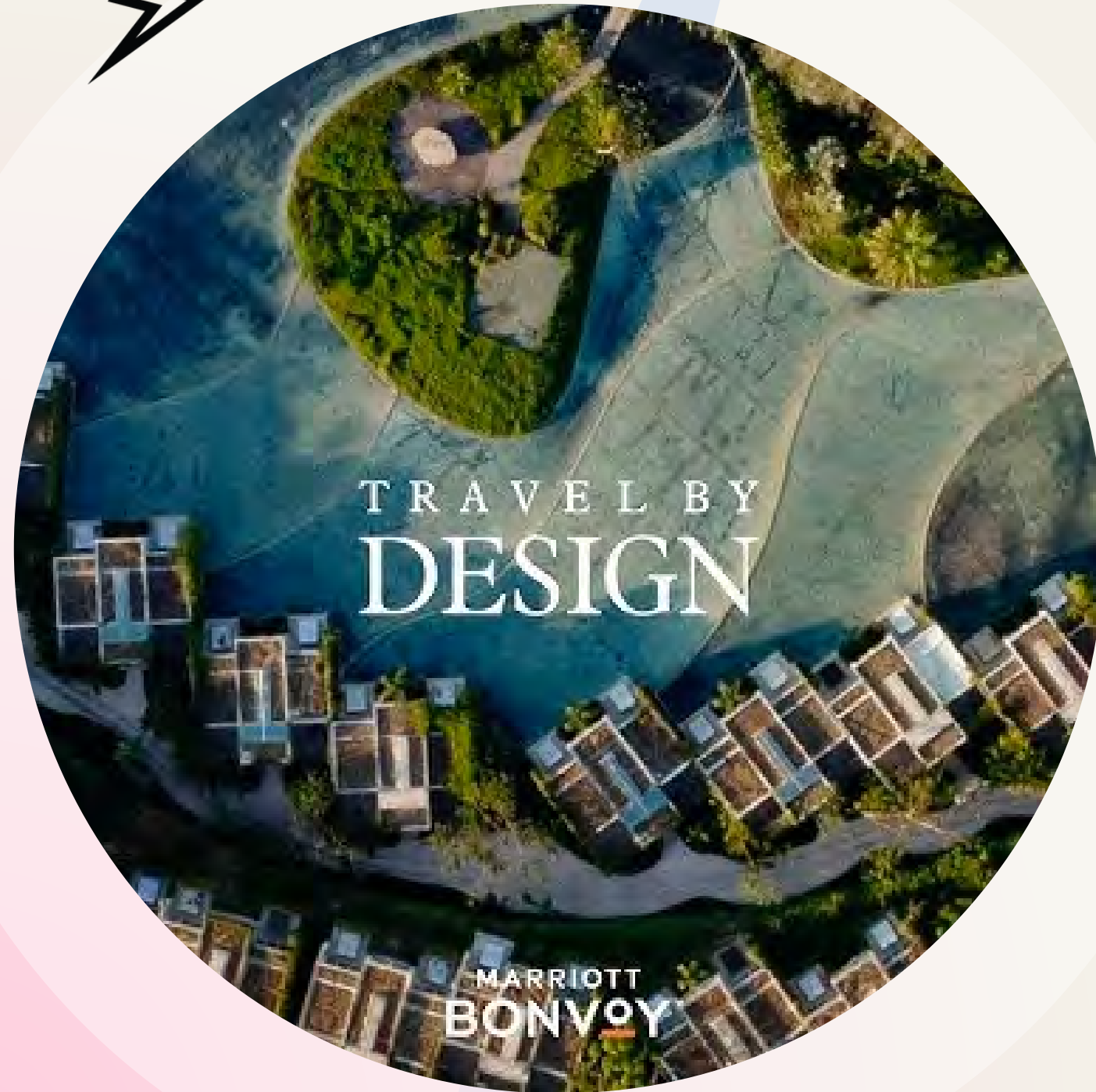
BRANDED CONTENT IDEA: MARRIOTT + SAMSUNG TV PLUS

In collaboration with Samsung TV Plus (Samsung's ad-supported free streaming service), Marriott Bonvoy has released their new content platform, "Travel by Design." The platform showcases the untold creative stories of the designers behind some of the world's most exquisite hotels through articles, films, podcasts and photography across multiple channels. Featuring renowned design visionaries, users at home are able to learn more about Marriott Bonvoy's collection of 30 hotel brands.

Why It Matters

By developing a strong storytelling element for their locations, Marriott showcases the intersection between bucket-list destinations and their unique design approach. Leveraging a multi-channel approach enables the brand to weave together a more immersive travel experience for consumers, even from the comfort of their own homes.

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CONTENT DISTRIBUTION IDEA: IN-FLIGHT ENTERTAINMENT

There is perhaps no more captivated audience for content than up in the air. Streaming services like Netflix, Hulu, Disney+, HBO Max, and Peacock are taking to the skies using in-flight entertainment (IFE) as a powerful channel for reaching subscribers. For movie studios, new movie releases are now being featured on IFE systems, sometimes even before they've reached theatres. In-flight Wi-Fi can't support hundreds of personal devices at once, and so airlines like United are investing in upgraded IFE systems over the next 5 years to give passengers another reason to prefer their airline's experience.

Why It Matters

Envisioning the future of travel and evolving to meet the changing needs of consumers is essential - not only for airlines, but all travel industry stakeholders. This is also a great example of how the entertainment industry is evolving in the wake of the streaming wars. Watch this space!

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INNOVATIVE PRODUCT IDEA: CRAYOLA LEVELS UP PLAY

With the holidays right around the corner, Crayola has once again hit the jackpot for families around the world looking to find exciting, educational, and cost-friendly gifts for their kids. This holiday season, Crayola has launched additional toys to their popular "Scribble Scrubbie" line, a new line of glow-in-dark art sets and activities, as well as education STEAM kits. These new product additions stem from top toy trends including tie-dye, glow-in-the-dark, and experiential playtime.

Why It Matters

While students are going back to in-person learning, parents are still seeking supplementary learning experiences that extend beyond the classroom. Look for more products to address the growing need for STEAM skill building, both at home and in school.

[Learn More](#)





3. NEW CONCEPTS



AMERICAN GIRL: AN EXPERIENCE FOR ALL AGES

American Girl isn't just for kids anymore. Now trending on TikTok are adults buying dresses that match their dolls via brands like "Love Shack Fancy," which offers adult-sized dresses for upwards of \$385. Even at the American Girl Café has been upgraded, transitioning from kid-friendly chicken nuggets to more sophisticated offerings and even a cocktail menu.

Why It Matters

Adults tend to gravitate towards products from their childhood to bring back feelings of nostalgia and happiness. In the toy industry, this has been referred to for years as a "kidult". This trend exploded during the pandemic as grown-ups found comfort in their childhood toys during times of stress and uncertainty.

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WELCOME TO THE "HOUSE OF HOMEGOODS"

Leading off-price decor retailer, HomeGoods is upping their experiential marketing game with "House of HomeGoods." Available for four weekends in October and November, this bookable getaway offered consumers the chance to stay in a two-bedroom Hudson Valley, NY home for only \$29. Each week, the guest stay was distinctly decorated and paired with an at-home activity to complement the unexpected and unique experience. Guests were able to "shop" their stay, taking home a selection of their favorite finds to reimagine their own spaces.

Why It Matters

This kind of eventized, immersive experience gave HomeGoods the opportunity to showcase its comprehensive range of home products in a fun and unexpected way. It takes showrooming to a whole new level, and we are here for it!

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UGG "FEEL HOUSE" EXPERIENCE THE WORLD OF UGG

In March of 2022, UGG launched "Feel House" as a marketing campaign. Fast forward a few months and now UGG is unveiling retail pop-ups across the globe, known as "Feel Houses". This one-of-a-kind experience allows customers to fully immerse themselves in feeling, reinforcing UGG's cozy and warm brand positioning. These pop-ups were thoughtfully designed to produce feelings of relaxation (something we could all use now and again!).

Why It Matters

As mentioned in our September issue, "retail theatre," a more fully immersive, multi-sensory shopping experience, is here to stay. Gen Z and Millennials place a higher level of importance on a brand's style, voice, and values, and so this kind of storytelling at retail is only going to become more popular in the years to come.

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ABOUT US



memBrain



Headquartered in Los Angeles, California, memBrain has been a trusted, go-to resource for leading global brands and retailers, talent, and industry innovators since 1999.

Over the years, we have forged longstanding client relationships thanks to our consistent and high caliber work.

We are curious and connected problem solvers. Champions for creators, memBrain's digital-first, multidisciplinary expertise spans brand development, integrated marketing, talent acquisition, and venture advisory.

Like the world we live in, we are constantly evolving what we do, resulting in a powerful toolbox of innovation services that meet the ever-changing needs of consumers.

Insight. Access. Management.



logitech



Coca-Cola



ASUS

ULTIMATE EARS

Jamie Oliver

COTY



SAMSUNG



JUST WATER



A blue speech bubble icon with three white dots inside, positioned above a dark grey rounded rectangular button. The button contains the text 'CONTACT US' in a bold, white, sans-serif font.

CONTACT US

We are excited to help you to create your own innovative collaborations, big ideas, and new concepts that will take your marketing initiatives to the next level.

Drop us an email at stormreport@membrainllc.com to learn more!



THANK YOU