

# HUNTER: CONSUMER PULSE CHECK

At HUNTER, we are #AlwaysHunting for insights and inspiration that helps us earn the attention of the consumers who matter most to our clients. HUNTER: Insights accomplishes this by keeping our fingers on the pulse of the consumer and the ever-changing cultural and communications landscape. Here's a summary of our latest consumer trends to help you supercharge your communication plans and programs.



## LUXURY IS A MOVEMENT, LITERALLY

From *Succession* to Gwyneth Paltrow, it's likely difficult to miss the phrase 'Quiet Luxury' being thrown around. This has been dubbed the new face of luxury, which celebrates practical craftsmanship and if-you-know-you-know (IYKYK) heritage brands that whisper instead of shout wealth. But an even newer phrase emerging to describe this trend is 'Stealth Wealth'. The distinction is important. Where **Quiet Luxury is more of a way of consuming, Stealth Wealth implies a way of moving.** It ties the emotional essence of wearing and using practical, well-made items with helping you move through the world with greater ease. And in the chaos of today's landscape, this is truly the greatest luxury—being able to move in a way that seems unbothered and carefree. This focus on attitude over logos is also propelling the "dupes" market, making comparable knockoffs easier to sport and harder to tell apart. **Brands can tap into this trend by finding ways to help their consumers better glide through the world with their products/services or by providing comparable, affordable "dupes" that do the job just as well.**

## THE PEOPLE'S COURT

Americans have a strange fascination with crime related content. **From True Crime podcasts to the latest high-profile celebrity trial, people are tuning in, taking sides, and having a discourse online and off.** Whether it's an escape from *Fighting Fatigue* or a lesson in *Survival Skills*, people love to share their two cents on who is guilty and who is #gywnnocent. This interactivity is an expression of two fundamental consumer needs—Identity and Experiences—allowing people to express themselves and how they see the world while also relishing in the discovery and stimulation of the high drama nature of the content. The uncertainty of outcome and the opportunity to uncover new evidence allows people to feel like they are a key player in the game of other people's lives. **Brands can add a new twist on the gaming trend by incorporating problem solving and self-expression elements into programming.**

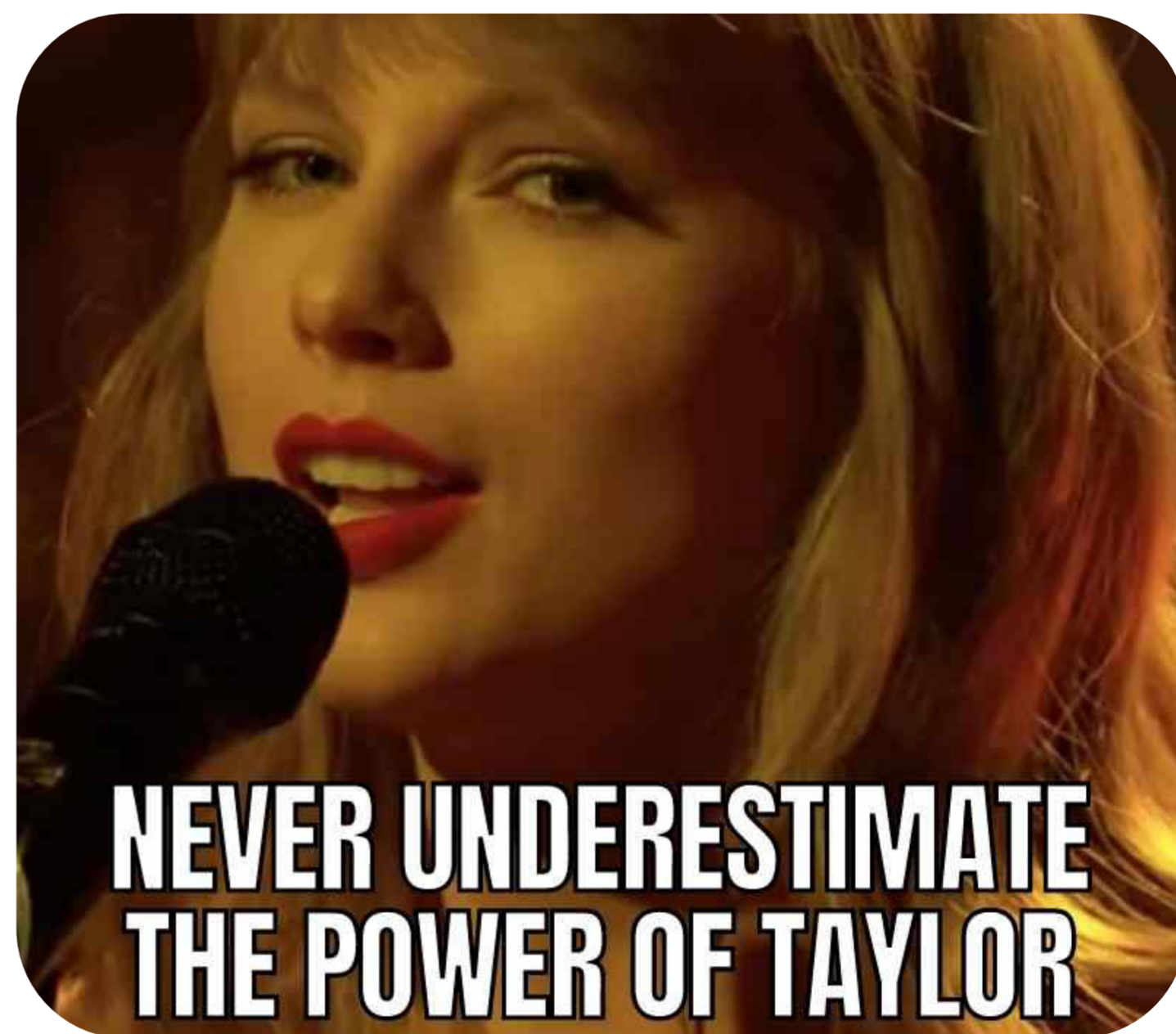


## MASECA Y MAS

From the food to the music we have adopted, Hispanic/Latin culture has been a major contributor to mainstream culture in the United States. With the rise of Latin Reggaeton, Latin artists has been given a platform to become popularized outside of Latin America, like Regional Mexican music. **Thanks to TikTok trends, Hispanic food brands like Maseca have also gotten more recognition and have become one of Gen Z's favorite brands of 2022. The acculturation at scale underscores the impact that Gen Z has on setting and defining cultural trends.** With the most ethnically and racially diverse population, Gen Z will greatly influence what represents American culture for years to come and **brands will need to look for ways to tap into these trends without misappropriating.**

## THE NEW MUST-SEE TV

**Shared cultural experiences not only create IRL bonding moments with friends and family, but also allow us to feel connected to a much larger societal moment in time.** Enter Taylor Swift. Whether you call yourself a Swiftie or not, it's hard to escape the news of her epic Eras tour with photos popping up across all traditional and social media channels. Even if you weren't lucky enough to snag a ticket, you somehow feel like you were there – part of a larger pop culture phenomenon that we're all experiencing together. **Brands should look for ways that they can organically join these conversations to drive relevance and loyalty through positive emotional interactions.**



## ChatGPT, FRIEND OR FOE?

**ChatGPT has sparked the curiosity of not only Americans, but humans worldwide.** Just two months after launch, at the time, the platform set the record for the fastest-growing user base, reaching 100 million monthly active users earlier this year. For context, it took TikTok nine months and Instagram 2.5 years to reach that many users globally! **But is it the magic tool we've all been waiting for?** As we are beginning to see, there are limitations and some countries like Italy have even temporarily banned the service over concerns about the protection of personal data. **As more and more individual users and industries adopt the use of the platform, it will be critical to keep a pulse on how it's being used and to what success.**