

# dotdash



FUTURE MAP  
Shift Summaries 2026

൧൧൪൪

# Signals + Shifts

# Future Map 2026

Decoding shifts in technology,  
culture and human behavior to  
unearth thirty spaces to play in.

Our Methodology



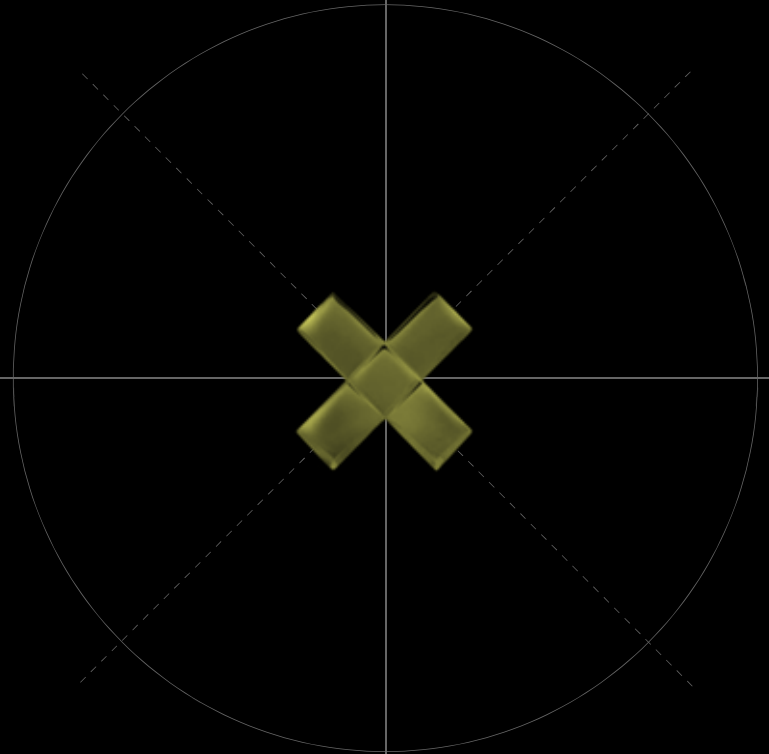
We decode signals from  
the world of technology,  
culture and human  
behavior to unearth shifts.

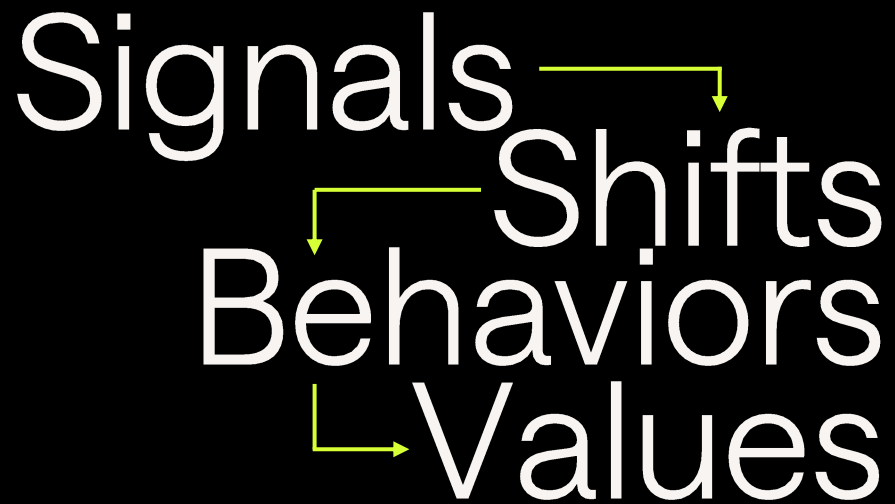
We are not trend reporters. We filter through 1,000s of trend reports, tech updates and emerging research reports each year to decode what spaces we think will matter to brands. With a little help from AI we filter through millions of signals to codify 30 major shifts.

What is a Shift  
→

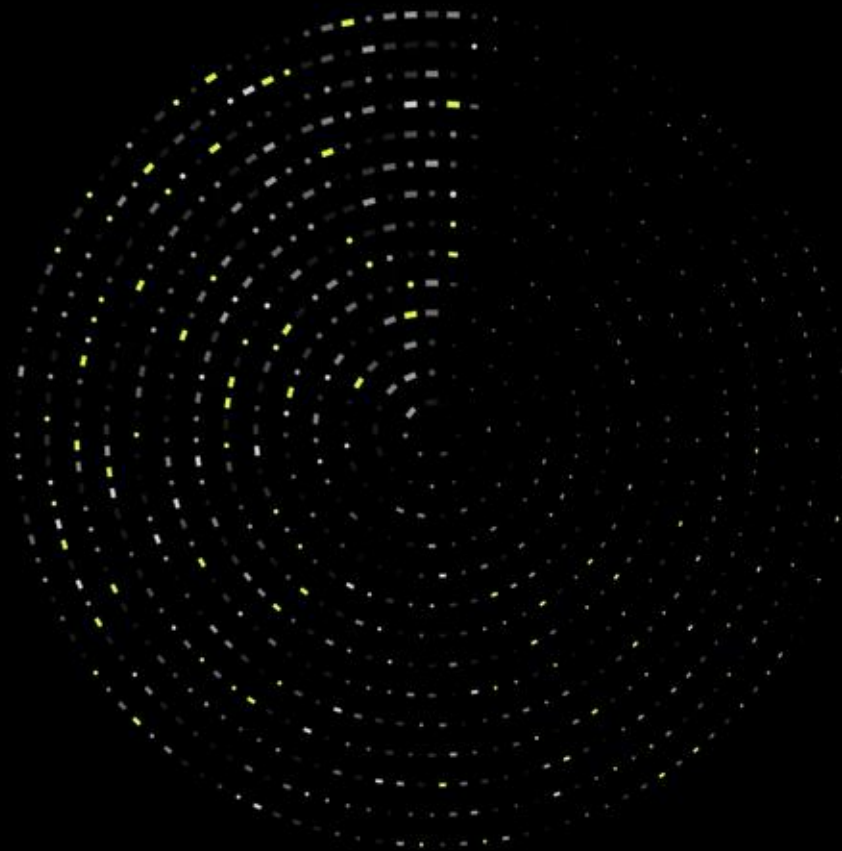
Shifts are growth spaces  
that explore the future  
of how brands and  
consumers engage.

They represent meaningful spaces  
where brands can find new audiences,  
new experiences and new growth.





Signals change and evolve rapidly, but the underlying human values that influence our behaviors move very slowly.  
We obsess over how a group of signals can represent a shift.



Our Methodology  
→

# But major shifts don't just move in one direction.

Every year we see major technology shifts grow and die in the hype cycle, so we try to take an optimistic but realistic approach.



Shifts Index



Through virtual interviews of 13,000+ consumers across 29 countries conducted with GWI, The Shifts Index® allows us to understand the Strength, Adoption and Spend of an Edge or Shift across countries, categories and audience groups.

---

## STRENGTH

Measures how important a particular shift is to a particular audience.

---

## SPEED

Measures current and future adoption of different shifts across an 18-month horizon.

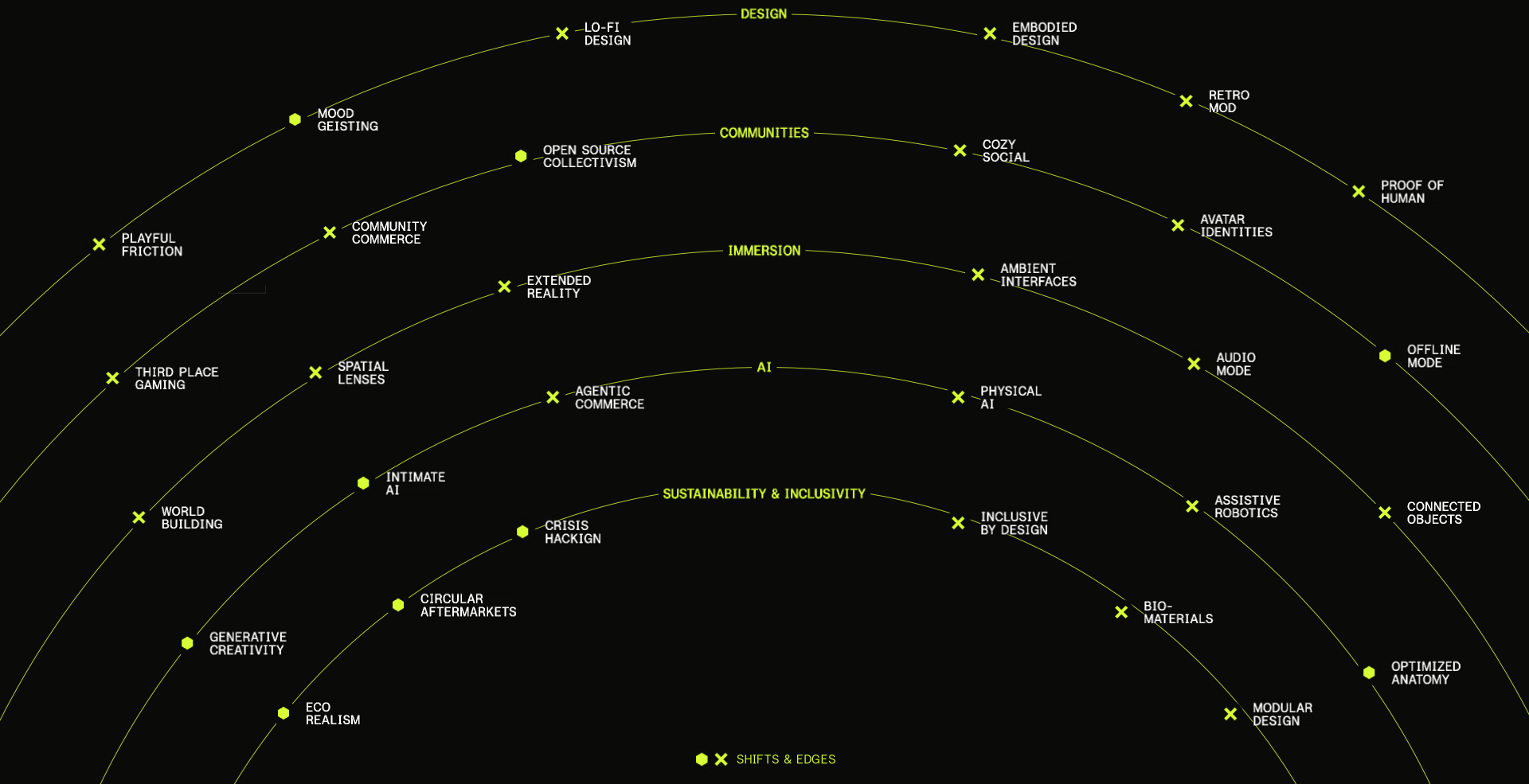
---

## SPEND

Measures the percentage of people who would spend more on products related to this shift.

---

The data is available on Genie, is embedded within GWI, and available in Omni or OAI.



● X SHIFTS & EDGES

Future Mapping  
→

AI



# Generative Creativity

## What is it?

Generative Creativity explores how new AI tools have expanded our creativity capabilities, removing technical and skill barriers to making visuals, video, and audio.

Beyond task-orientated and productivity tools, the expansion of AI into creative spaces has shown endless possibilities for human imagination, enabling anyone to prototype ideas and explore concepts at speed. These tools democratize creation, transforming intent into output without requiring years of training or specialized equipment





# Generative Creativity

## What is it?

Generative Creativity explores how new AI tools have expanded our creativity capabilities, removing technical and skill barriers to making visuals, video, and audio.

Beyond task-orientated and productivity tools, the expansion of AI into creative spaces has shown endless possibilities for human imagination, enabling anyone to prototype ideas and explore concepts at speed. These tools democratize creation, transforming intent into output without requiring years of training or specialized equipment

## Why Does it Matter?

- + Generative Creativity allows for rapid ideation and prototyping, allowing us to explore possibilities faster
- + Generative Creativity democratizes creativity and allows everyone to participate regardless of skill or experience level
- + Generative Creativity helps brands create consumer personalization at scale

## Guiding Principles

- + Ensure that human creativity is still present in the process
- + Enable ease of participation through Gen AI
- + Act with brand integrity at the core when adopting Generative AI tools

## Watch Outs...

- + Resist letting the AI-generated results be the final output without human curation and adaptation
- + Don't just steal consumer ideas, ensure that it's a mutually beneficial and collaborative process
- + Don't use generated ideas you don't have the rights to, this will only cause problems

## Human Values

- + Imagination, Creativity, Discovery

Generative Creativity  
By the Numbers  
→

57%

of online content is already generated  
or translated by AI

— Amazon Web Services Research

88%

of organizations now use Gen AI in at least one  
business function, up from 78% the previous year

— McKinsey & Company

1B+

of people use Gen AI tool every month globally

— We Are Social



## PUMA x Man City FC AI Kit Creator

The PUMA AI Creator lets Manchester City fans design the teams official kits using generative AI. Participants received free credits to create and submit designs. Based on public voting, the winning kit becomes City's 2026/27 Third kit, an unprecedented fan-driven collaboration that brings supporters closer to the game.



## Nike AirImagination

Nike's AirImagination by dotdotdash is a generative creativity playground that lets anyone tap into Nike's design archive, then use AI prompts to remix materials, colors, and classic Air Max silhouettes into entirely new concepts. By opening up its back catalog and pairing it with text-to-image tools and a guided assistant, Nike turns fans from spectators into co-creators of future Air designs.



## Baskin Robbins AI Generated Flavors

Baskin-Robbins Korea used ChatGPT to generate ice cream flavor concepts, descriptions, and visuals by analyzing 23 million customer data points and developer keyword inputs. Generated flavors ranged from experimental options like wasabi and crème brûlée to variations on existing products such as green tea orange jasmine.



## Crocs Jibbitz Creator

Crocs x ABLO is a platform enabling users to design custom Jibbitz charms from text prompts or uploaded images, which are then produced and sold as physical products. The system uses blockchain technology to embed attribution and licensing, allowing creators to protect and monetize designs while enabling Crocs to offer customized products at increased production velocity.

Generative Creativity  
Provocations  
→

- ✘ What if the future of product design was influenced by AI generated ideas?
- ✘ What if we allowed hyper-customizable products through AI?
- ✘ What if we were able to bring consumers closer to the design process via AI tools?



# Intimate Agents

## What is it?

Intimate AI explores the ever-evolving place of AI in our lives. We're seeing new tools emerge that have the ability to act as personal assistants and intimate companions, elevating the mundane into special moments of productivity.

These new tools will transform the way we get things done, and allow our attention to be placed back on what's important to us.



X AI

# Intimate Agents

## What is it?

Intimate AI explores the ever-evolving place of AI in our lives. We're seeing new tools emerge that have the ability to act as personal assistants and intimate companions, elevating the mundane into special moments of productivity.

These new tools will transform the way we get things done, and allow our attention to be placed back on what's important to us.

## Why Does it Matter?

- + Intimate AI allows brands to offer hyper-personalized experiences for consumers that adapt to their every need
- + Intimate AI adds efficiency and emotion to the day-to-day, away from the mundane
- + Intimate AI allows brands to inject more personality into every touchpoint, and to have a new form of voice and expression

## Guiding Principles

- + Find a way to use AI to solve real human problems, don't create something just for the sake of having an AI offering
- + Ensure the brand remains human at the core through its AI offerings, consumers don't want to feel like they're interacting with a soulless bot
- + Educate consumers to understand how your AI tool can impact their life positively—lead with trust, ease, and access

## Watch Outs...

- + Don't creep into consumer lives, there should be some boundaries to where things feel too intrusive
- + Be respectful of when a consumer wants to opt-out, they should have the choice to engage with AI and not be forced to
- + Be transparent if data is collected and what it is collected for, otherwise consumers may find it hard to engage

## Human Values

- + Individuality, Intimacy, Productivity

Intimate Agents  
By the Numbers  
→

94%

of mobile users are using AI-powered voice assistants

— [Tech Jury](#)

42%

of AI users agree that AI is easier to talk to than real people

— [Wheatley Institute](#)

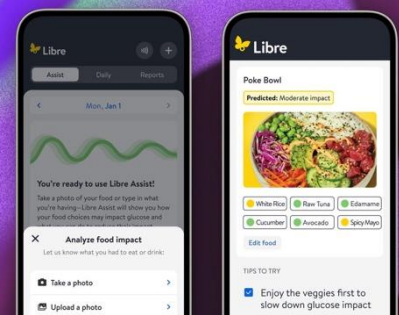
By 2030, the AI-assisted health coaching market is projected to reach

\$22b

— [Grand View Research](#)

## Intimate Agents Examples

→



### FreeStyle Libre Libre Assist

Libre Assist helps people with diabetes by predicting how meals may affect their glucose levels by analyzing photos through generative AI, or descriptions of food to identify ingredients. Highlighting how AI is becoming embedded in everyday healthcare to support more informed daily decisions.

### BMW AI Assistant

BMW integrated Amazon's Alexa+ into its Intelligent Personal Assistant, transforming the vehicle into an intimate AI companion that understands context, anticipates intent, and engages in natural conversation combining vehicle operations with personalized knowledge access. The system learns from interactive dialogues to provide increasingly precise responses, creating a deeply personalized mobility experience that understands its driver in context.

### Panasonic Umi

Umi is an app-based AI assistant built on Anthropic's Claude designed to help households manage goals, routines, and family check-ins including aging parents. Launching in the US in 2025 with partners including Calm, Blue Apron, and Aaptiv, Panasonic will also deploy the system internally across customer service, sales, marketing, and development functions.

### Lovense Emily

Lovense has debuted an AI-powered companion named Emily. Designed to bridge the gap between online and offline intimacy, holding conversations, remember past interactions. When users are physically apart, the app enables ongoing interaction via its app chat functionality. Emily highlights how people are increasingly exploring emotional and intimate connections with AI relationship.

Intimate AI  
Provocations  
→

- ✘ What if Intimate AI companions could be a new service offering between brands and consumers?
- ✘ What if personalized AI tools created efficiencies around some of our most challenging service offerings?
- ✘ What if we used personalized AI companions as a 24/7 always-on service representative?



AI

# Agentic Commerce

## What is it?

AI shopping agents are now able to autonomously handle the entire journey from discovery through purchase, taking on research, comparison, and transaction tasks without constant human input.

These agents operate within your preferences and budget guardrails, negotiating prices, finding deals across retailers, and executing purchases on your behalf. They remove friction and decision fatigue while keeping you in control through transparent reasoning and the ability to override or adjust decisions in real-time.





AI

# Agentic Commerce

## What is it?

AI shopping agents are now able to autonomously handle the entire journey from discovery through purchase, taking on research, comparison, and transaction tasks without constant human input.

These agents operate within your preferences and budget guardrails, negotiating prices, finding deals across retailers, and executing purchases on your behalf. They remove friction and decision fatigue while keeping you in control through transparent reasoning and the ability to override or adjust decisions in real-time.

## Why Does it Matter?

- + Agentic Commerce reclaims consumer time by automating shopping friction and decision fatigue
- + Agentic Commerce creates new brand touchpoints through agent partnerships and integrated commerce pathways
- + Agentic Commerce inverts power, letting consumers set rules upfront instead of merchants setting the agenda

## Guiding Principles

- + Show your reasoning. Make agent logic transparent and always let consumers inspect and override decisions in real-time.
- + Respect autonomy by letting people set budgets, values, and deal-breakers upfront. Agents amplify intent, never replace it.
- + Add genuine value beyond transactions by anticipating needs, learning preferences, and surfacing insights that save time and money

## Watch Outs...

- + Don't hide agent logic. Hidden reasoning erodes trust and creates liability.
- + Preserve intentional shopping moments. Agents should augment discovery and choice, not colonize the experience.
- + Protect against vendor lock-in. Ensure agents freely compare across all retailers, not just push preferred partners

## Human Values

- + Autonomy, Efficiency, Trust

Agentic Commerce  
By the Numbers  
→

73%

of global shoppers are already using some form of AI in their shopping journey

— Riskified Global Study

43%

of consumers currently agree with the concept of a future where consumers use AI agents for shopping

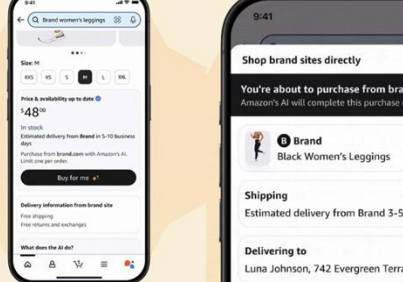
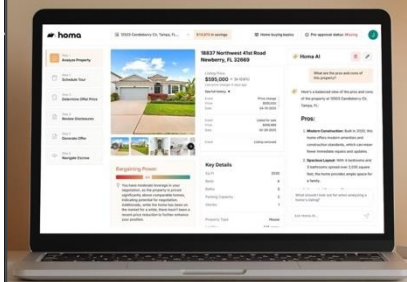
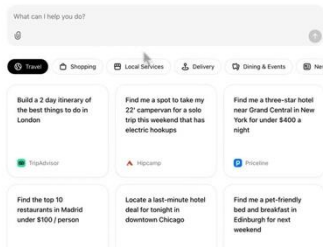
— Forrester

83%

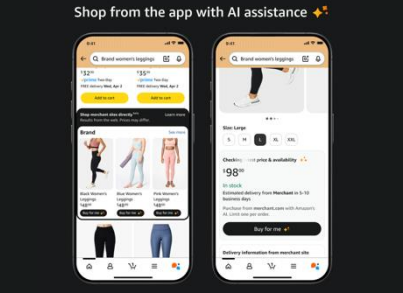
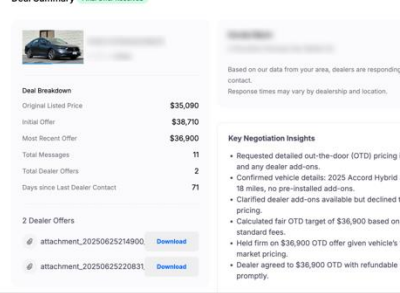
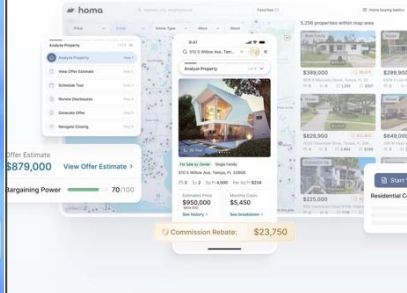
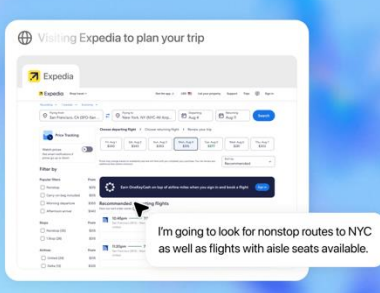
of brands believe AI will handle most customer decisions in the next 10 years

— Axiom CX Trends 2026

## Operator



Agentic Commerce Examples  
→



## OpenAI Agent Mode

ChatGPT agent is a new mode that lets ChatGPT plan and execute multi-step tasks on its own virtual computer, browsing the web, using tools, and creating files like slides or spreadsheets from start to finish. It combines browsing, code execution, connectors, and automation with guardrails such as permission prompts and safety checks so it can take real-world actions while keeping the user in control.

## Homa Real Estate Agent

Homa is an AI platform launching in Florida that enables homebuyers to search, generate offers, schedule tours, and manage closing documentation without buyer-side representation, using data-driven recommendations to guide decisions. The service tests consumer adoption of AI-agent representation over traditional agents while maintaining listing agent involvement and positioning itself as a lower-cost model.

## CarEdge Negotiation Agent

CarEdge Pro is a subscription service deploying an AI negotiation agent to handle car-buying activities on behalf of customers, including researching dealer pricing, contacting dealers anonymously, and negotiating offers within user-defined parameters. The service presents transparent, out-the-door pricing for approval while reducing time investment, protecting privacy, and minimizing sales pressure.

## Amazon Buy for Me

Buy for Me is a beta AI shopping agent within the Amazon app that discovers and purchases products from external brand sites not available on Amazon, managing comparison, checkout, and transaction while maintaining user approval and spending controls. The service functions as a transaction layer across third-party retailers without removing user choice or decision authority.

Agentic Commerce  
Provocations  
→

- ✘ What if your customer's AI quietly pre-filled the perfect cart and your brand's role was simply earning a single tap of approval?
- ✘ What if discovery became a three-option shortlist co-curated by your agent and theirs, instead of an endless scroll of maybes?
- ✘ What if your brand's agent lived in people's calendars and auto-planned purchases around paydays, travel, and life events so spending always felt in control?



AI

# Physical AI

## What is it?

AI is starting to move off phones and into the objects you live with, enabling everyday products to perceive, learn, and make helpful decisions locally without constant cloud connection. These objects gain on-device intelligence through sensors and embedded processing, allowing them to adapt to your patterns, anticipate needs, and respond in real-time.

From appliances to furniture to simple household goods, Physical AI turns objects into intuitive, responsive companions that work seamlessly in the background.



X AI

# Physical AI

## What is it?

AI is starting to move off phones and into the objects you live with, enabling everyday products to perceive, learn, and make helpful decisions locally without constant cloud connection. These objects gain on-device intelligence through sensors and embedded processing, allowing them to adapt to your patterns, anticipate needs, and respond in real-time.

From appliances to furniture to simple household goods, Physical AI turns objects into intuitive, responsive companions that work seamlessly in the background.

## Why Does it Matter?

- + Physical AI creates more natural interactions with the world. Objects respond without needing to ask or pull out your phone
- + Physical AI opens new revenue and differentiation for hardware makers to embed intelligence as standard, not exception
- + Physical AI enables accessibility without requiring phone screens or interfaces.

## Guiding Principles

- + Disappear into function. The best Physical AI shouldn't announce itself. It should just work.
- + Respects privacy through local processing. Design for on-device decision-making, not cloud surveillance.
- + Delights through anticipation, not intrusion. Learn patterns to simplify life, never to creep or manipulate.

## Watch Outs...

- + Don't over-anticipate and become unsettling. Objects that predict too much too soon feel invasive rather than helpful.
- + Avoid fragmented ecosystems where objects conflict or compete. Interoperability matters more than brand lock-in.
- + Always give users the ability to opt out, override, or reset. Physical AI must remain in service, not in control.

## Human Values

- + Intuitiveness, Simplicity, Privacy

By 2029, the on-device AI Market  
is forecasted to reach

**\$30.6B**

— PRNewswire

**30%**

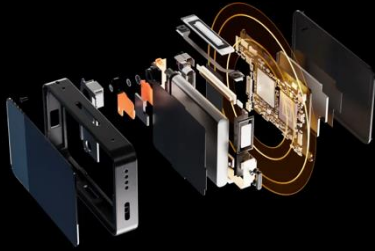
of consumers aware of AI wearables  
want to get one in the next year

— Bain & Company

**68%**

of IoT-active households are interested in local  
AI capabilities in their local smart devices

— Parks Associates Edge AI Study



## Memories.AI Project LUCI

An AI platform built around a lightweight camera pin that continuously captures video and turns it into a structured visual memory layer for fast search and recall. It is aimed at developers, offering on-device contextual understanding and tools to tune things like battery use, latency, privacy, and UX, so they can build AI wearables that feel more personally aware and genuinely useful.



## Stream Sandbar

A beautifully designed AI-powered smart ring built to be an extension of you. It can take notes, help you interact with an AI assistant, and control music. It explores new forms of interaction that blend in more intuitively into your life so you can capture thoughts and build ideas wherever you are. Signaling a shift to more covert and thoughtful form factors.



## Nissan IRUYO Intelligent Puppet

Nissan's IRUYO is a dual-robot system with embedded perception AI that monitors a baby's facial expressions and responds to driver voice cues, creating real-time feedback loops that keep parents focused on the road. The intelligent system proved that Physical AI is solving tangible safety problems.



## Razer Project AVA

A desktop AI companion with a holographic avatar that can see and hear your environment to organize your day, curate your wellness routines, and support work and gaming in real time. It is turning an abstract AI assistant into a persistent, emotionally expressive desk presence that feels more like a companion than an app or smart speaker.

Physical AI  
Provocations  
→

- ✘ What if products predicted their own failure and nudged customers to upgrade before breaking?
- ✘ What if loyal customers' objects unlocked new physical features and capabilities over time?
- ✘ What if your entire ecosystem felt intimately familiar to customers through Physical AI without ever collecting their data?



AI

# Assistive Robotics

## What is it?

Accessible and adaptive robotics are working in harmony with humans—taking over daily to-do's, helping us overcome physical limitations, and opening the door to more sustainable and inclusive solutions. By taking advantage of automation in our personal lives, we're able to enjoy improved efficiency and accessibility in areas like food preparation, delivery services, and menial household tasks. It's time to get experimental with robotics, we're only scratching the surface.





AI

# Assistive Robotics

## What is it?

Accessible and adaptive robotics are working in harmony with humans—taking over daily to-do's, helping us overcome physical limitations, and opening the door to more sustainable and inclusive solutions. By taking advantage of automation in our personal lives, we're able to enjoy improved efficiency and accessibility in areas like food preparation, delivery services, and menial household tasks. It's time to get experimental with robotics, we're only scratching the surface.

## Why Does it Matter?

- + Assistive Robotics enables brands to play an active role in automating consumer lives
- + Assistive Robotics relieves humans from mundane actions and risky environments
- + Assistive Robotics provides efficiencies and productivity that are inclusive to all

## Guiding Principles

- + Embrace the theater of robotics, have fun with its personality, form, and functions
- + Simplify experiences, focus on how consumers could save time, effort, or money
- + Be human in your approach, use robots as a way to build relationships and act as an extension of your brand

## Watch Outs...

- + Be considered in the necessity of robotics, genuinely consider the problems that can be addressed better by robots
- + Be mindful of the uncanny valley, it's very easy to be creepy to consumers when it comes to robots
- + Don't focus on just replicating familiar forms, be creative in how the robot shows up

## Human Values

- + Efficiency, Reliability, Playfulness

Assistive Robotics  
By the Numbers  
→

44%

Of individuals have the intent to use  
robotics at home in the near future

— Shifts Index 2026

25%

Growth in the consumer robotics market  
from 2025-2030

— Grand View Research

In the next 24 months, the market value of  
service robots globally is expected to reach

\$35b

— Fortune Business Insights



## Toyota Walk me

Toyota Walk Me is an autonomous wheelchair with four foldable robotic legs that independently sense and adjust to terrain in real-time, enabling users to climb stairs and traverse rough ground. The prototype expands mobility access for people with reduced movement in environments traditional wheelchairs cannot navigate.



## Figure AI Figure 03

Figure AI's Figure 03 is a humanoid robot trained by Helix, a rapidly learning neural network, to perform real household tasks with increasing autonomy. It signals a near-term shift toward practical general-purpose robots in the home, redefining everyday utility and pointing to new models of human-machine collaboration.



## Roborock Saros Rover

A robotic vacuum that uses a wheel-leg design and AI-powered navigation to climb stairs, handle slopes, and move across complex, uneven floors while it cleans. It is expanding where a robot vacuum can actually work in traditionally no-go zones. The Saros Rover indicates the ongoing impact robots have in the lives of consumers.



## Switchbot Onero H1

Onero H1 is a wheeled humanoid robot that uses cameras, arms, and on-device AI to handle chores like making coffee, loading laundry, cleaning, and folding clothes. It signals an emerging model of domestic life in which physical labor is automated, changing how people allocate time, design living spaces, and interact with intelligent machines.

- ✘ What if brands tap into robotics to meaningfully play a part in every household?
- ✘ What if cute robots guided customers through your retail experience?
- ✘ What if robotics help brands offer more inclusive experiences?
- ✘ What if we paired robotics and AI companions to create the next big brand character?



AI

# Optimized Anatomy

## What is it?

Contrary to the digital detox trends of years past, the wellness industry is increasingly becoming tech-informed. From AI-powered wellness check-ins, meal plans tailored for DNA markers, to powerful biosensing wearables—everyone seems to be looking for results that can be verified by science, technology and academia.

With this comes a divide in accessibility as the wealthy elite are finding community in the "biohacker" scene with premium products and services, whilst the rest of the market opts for a more DIY route with trends like herbal supplements, intermittent fasting, and more affordable healthcare goods. Regardless of which group you fall in, the common desires are rooted in agency, transparency and personalization unique to our bodies.



X AI

# Optimized Anatomy

## What is it?

Contrary to the digital detox trends of years past, the wellness industry is increasingly becoming tech-informed. From AI-powered wellness check-ins, meal plans tailored for DNA markers, to powerful biosensing wearables—everyone seems to be looking for results that can be verified by science, technology and academia.

With this comes a divide in accessibility as the wealthy elite are finding community in the “biohacker” scene with premium products and services, whilst the rest of the market opts for a more DIY route with trends like herbal supplements, intermittent fasting, and more affordable healthcare goods. Regardless of which group you fall in, the common desires are rooted in agency, transparency and personalization unique to our bodies.

## Why Does it Matter?

- + The health, wellness and self-care industry continues to expand into every aspect of our lives
- + Consumers crave autonomy and control, they want to expand the possibilities of their mind and body
- + Self-health tools and experiences allow brands to expand their relationship with consumers

## Guiding Principles

- + Be realistic, consumers will see past misleading or empty claims
- + Be transparent, use data collection in an open, clear and helpful way
- + Be inclusive, as research on health and wellness develops, consumers are no longer sold by a one-size-fits-all approach

## Watch Outs...

- + Don't perpetuate harmful stereotypes and body standards
- + Don't overwhelm consumers with too much data
- + Don't forget to design for accessibility, affordability and inclusivity

## Human Values

- + Health, Independence, Autonomy

Optimized Anatomy  
By the Numbers  
→

70%

of US adults track a health indicator for themselves or for a loved one

— Pew Research Centre

40%

of people with current mental health conditions globally are tracking and managing their disorders themselves

— AXA Data

\$559m

worth of health and fitness wearables were shipped globally in 2025

— Statista

Optimized Anatomy  
Examples

## Nike CycleSync

Available via the Nike Training app, Nike built the first-ever training collection designed to sync to women's menstrual cycles. "CycleSync" aimed to educate women on how best to train to their cycle, understanding which movements are best during different cycle phases.



## Eli Health Hormometer

The Hormometer is a smartphone-connected device that provides real-time hormone testing using a single-use saliva analyzer, delivering specialist-level health insights at home. With current support for cortisol and progesterone, it enables users to quickly understand and respond to their hormone health through lifestyle change



## Allergen Alert

Allergen Alert is a portable food safety testing device that detects selected allergens and gluten in meals within minutes, functioning in any location where food is served or consumed. The fully automated system provides laboratory-level detection capabilities outside clinical laboratory settings.



## Withings Body Scan 2

Withings Body Scan 2 is an at-home assessment device measuring over 60 biomarkers in 90 seconds to provide data on cardiometabolic and cellular health indicators. The system translates biological measurements including blood pressure and blood sugar regulation into numerical insights and recommendations.

Optimized Anatomy  
Provocations

→

- ✘ What if you could develop your own DIY test tailored specifically for your product?
- ✘ What if you could personalize products based on the latest testing tools and tailored it to consumers' unique biology and needs?
- ✘ What if your brand took a stand against self-optimization anxiety, opting for a more human and expert led approach?

Future Mapping  
→

# Immersion

 Immersion

# World Building


## What is it?

Worldbuilding is the practice of creating immersive brand ecosystems where audiences participate as inhabitants rather than consumers. Brand narratives, characters, and ideas are woven into experiences across multiple platforms and formats, creating coherent worlds that audiences navigate and explore as part of a larger ecosystem.

Brands are expanding the ways audiences can enter and inhabit these worlds. Audiences expect multiple touchpoints: physical retail, live events, digital spaces, gaming environments, community hubs. Rather than waiting to be delivered content, fans are actively seeking out and co-creating experiences within the universe.

The line between screen and physical space is dissolving. The result is a unique opportunity to craft activations and strategies that reimagine new relationships with fans whilst expanding one's brand ecosystem.



 Immersion

# World Building

## What is it?

Worldbuilding is the practice of creating immersive brand ecosystems where audiences participate as inhabitants rather than consumers. Brand narratives, characters, and ideas are woven into experiences across multiple platforms and formats, creating coherent worlds that audiences navigate and explore as part of a larger ecosystem.

Brands are expanding the ways audiences can enter and inhabit these worlds. Audiences expect multiple touchpoints: physical retail, live events, digital spaces, gaming environments, community hubs. Rather than waiting to be delivered content, fans are actively seeking out and co-creating experiences within the universe.

The line between screen and physical space is dissolving. The result is a unique opportunity to craft activations and strategies that reimagine new relationships with fans whilst expanding one's brand ecosystem.

## Why Does it Matter?

- + Worldbuilding results in active experiences that are more immersive whilst increasing consumer touchpoints
- + Worldbuilding engages audiences in a way that nurtures their relationship with the brand, building loyalty and fan affinity
- + Worldbuilding provides a blueprint for experiences that are unique and cut through market noise

## Guiding Principles

- + Build upon lore, identify the story that you are trying to tell
- + Experiment with novel touchpoints that blend and extend to both physical and digital worlds
- + Think about how the experience places fandom at the center

## Watch Outs...

- + Avoid creations, castings, or renderings that don't meet up to fan expectations
- + Don't default to expensive pop-ups when other options can be more scalable
- + Don't skimp on digital touchpoints that end up feeling disjointed or buggy

## Human Values

- + Immersion, Loyalty, Participation

World Building  
By the Numbers

→

27%

The total increase on sales for Mattel and Barbie after the blockbuster movie and worldbuilding campaign

— Forbes

\$1.4b

The total value of the Liquid Death brand, famous for building their own world of water marketing

— Forbes

“People don’t buy goods and services, they buy relations, stories, and magic”.

— Seth Godin



## Clash of Clans Clash from the Past

For its 10th anniversary, Clash of Clans staged a fake 40th anniversary, reimagining the game as if it had launched in 1982. Retro arcade visuals, alternate game formats, and a mock documentary created a nostalgic 'alternate history' that deepened fans' connection to the brand.

## Duolingo The Final Test

Duolingo expanded its world with a Japanese anime series created to promote its updated Japanese courses. The show builds on the lore of Duo and his friends, revealing their origin story before they became guardians of the streak.

## Airbnb Icons

For its fantasy-themed campaign, Airbnb turned beloved fictional worlds into real, bookable stays, letting fans quite literally live inside their favorite stories. By blending fantasy lore with real-world experiences, the brand deepened its connection with these fandoms.

## Netflix Bites

Netflix translated its most iconic universes into dishes, drinks. Letting fans experience the stories they already love. By turning screen moments into sensory encounters, the brand expanded its worlds beyond streaming.

World Building  
Provocations  
→

- ✘ What if you extended the lore of your brand mascot and characters and told their stories?
- ✘ What if you turned your brand history into something that could be experienced in real life?
- ✘ What if there was a museum dedicated to your brand?

 Immersion


# Extended Reality

## What is it?

Augmented, virtual, and mixed reality experiences are blending our digital and physical worlds. Continued advancements in technology and platforms behind Extended Reality (XR) experiences have improved vastly in the last decade; XR is now more accessible and seamless for users than ever before.

These technologies are allowing brands to create immersive environments where play, self-expression and discovery go beyond one dimension.



 Immersion

# Extended Reality

## What is it?

Augmented, virtual, and mixed reality experiences are blending our digital and physical worlds. Continued advancements in technology and platforms behind Extended Reality (XR) experiences have improved vastly in the last decade; XR is now more accessible and seamless for users than ever before.

These technologies are allowing brands to create immersive environments where play, self-expression and discovery go beyond one dimension.

### Why Does it Matter?

- + Extended Reality can broaden our creative canvas into radical new spaces
- + Extended Reality can help guide consumers through new immersive experiences
- + Extended Reality can extend the mediums in which we create brand experiences

### Guiding Principles

- + Embrace exploration and mystery, make the experience worth the hunt
- + Push the boundaries of imagination, you are not bound by the rules of reality
- + Hide easter eggs and rewards, delight people who go further into the experience

### Watch Outs...

- + Don't hope and pray people will find it, create easy in-roads to your experience
- + Don't be overly reliant on bespoke apps, make your experience accessible regardless of device
- + Don't create something overly virtual, remember to involve your environment as a part of the experience

### Human Values

- + Curiosity, Imagination, Ingenuity

Extended Reality  
By the Numbers  
→

500M+

Users engage with AR filters and lens daily on social media platforms

— Snapchat & Meta

51%

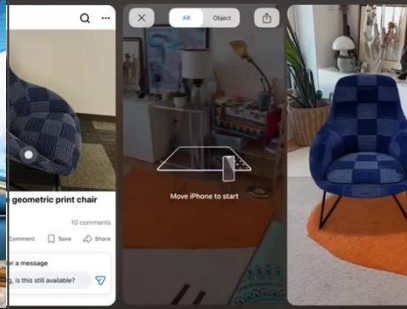
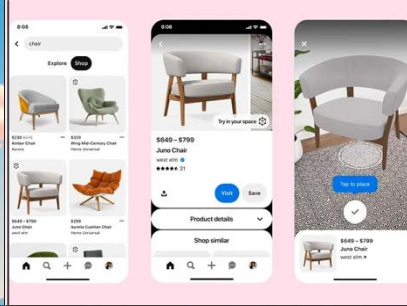
Of individuals currently or intend to engage with XR in the near future

— Shifts Index 2026

85%

Of adults own a phone with AR capability built-in

— Facebook IQ



## McDonald's McDonaldlandC

McDonald's partnered with Snapchat to launch an augmented reality campaign that transforms users' surroundings into McDonaldland, the brand's iconic 1970s fantasy world. The experience is available only at the AR-enabled restaurants, bringing the beloved magical universe to life for a new generation.

## Facebook Marketplace AR View In Room

Meta 'view in room' feature turns listings into 3D models. Meta brings utility and confidence to secondhand shopping. Showcasing how brands can use automated 3D and spatial tech to make everyday decisions more immersive, intuitive, and real.

## Looking Glass Hololuminescent

A razor-thin display that turns ordinary 2D video into dimensional, holographic presence. Turning windows into attention grabbing displays. Designed to deploy anywhere a standard screen lives, from retail windows to events.

## Snap x NLB Augmented Reading

Snap and Singapore's NLB are redefining what reading can be in a world screen. AR Spectacles animate books with real-time audio and visuals. By turning reading into an immersive, story-first experience, the project shows how brands can use AR to elevate learning, culture, and narrative engagement.

Extended Reality  
Provocations  
→

- ✘ What if XR can improve a key problem in the customer journey?
- ✘ What if we used XR to launch new products or services to our customers?
- ✘ What if we extended our product experience with an XR experience?
- ✘ What if you use VR to rapidly prototype brand spaces and experiences?

X Immersion


# Spatial Lenses

## What is it?

Spatial Lenses represent spatial computing through lightweight, glasses-like form factors that layer immersive experiences onto your everyday life. Rather than stepping into a device, you shift between dimensional perspectives while staying present in the room.

As hardware becomes lighter, more elegant, and socially acceptable to wear in public, spatial experiences move from escape to enhancement.



 Immersion

# Spatial Lenses

## What is it?

Spatial Lenses represent spatial computing through lightweight, glasses-like form factors that layer immersive experiences onto your everyday life. Rather than stepping into a device, you shift between dimensional perspectives while staying present in the room.

As hardware becomes lighter, more elegant, and socially acceptable to wear in public, spatial experiences move from escape to enhancement.

## Why Does it Matter?

- + Spatial Lenses normalize mixed-reality presence while keeping you connected to your physical environment and the people in it.
- + Form factor drives adoption. Comfort, battery life, and social acceptability are now core to when and where people use spatial tech.
- + Lenses enable active, contextual interaction at the intersection of real and digital, expanding how we navigate and create.

## Guiding Principles

- + Lightness is the feature. Design for comfort-first hardware people actually want to wear.
- + Respect the room. Layer relevant dimensions onto your current moment, not away from it.
- + Social-first design. Enable shared experiences so wearers stay connected, not isolated.

## Watch Outs...

- + Dependency without awareness. As lenses become invisible, ensure users aren't unknowingly tethered to overlays.
- + Privacy and data. Lightweight form hides powerful sensors; be transparent about what's captured and shared.
- + Cognitive overload. Too many contextual layers at once defeats the purpose. Discipline signal-to-noise ratio.

## Human Values

- + Imagination, Intuitive, Exploration

Spatial Lenses  
By the Numbers  
→

**\$150b**

Market size forecast by 2028

— [BCC Research](#)

**52%**

Of individuals currently engage  
with spatial technologies

— Shifts Index 2026

**7M+**

Units of the Meta Ray Bans were sold in 2025

— Meta



## Apple Vision Pro

Apple's Vision Pro headset is leading the charge in positioning spatial computing as the next iteration of practical application of VR/MR. It uses a wide range of advanced machine learning and AI models to enable foundational capabilities such as hand tracking, eye tracking, room mapping, Personas, and more.

## Meta x Ray-Ban Smart Glasses

Meta and Ray-Ban collaborated on creating a pair of AR smart glasses for an immersive AI wearable experience. Users can capture and share their world with photos, a video call or a live stream, listen to favourite playlist, and make a call or text using voice commands.

## Google Android XR Glasses

Android XR smart glasses were announced by Google in partnership with Gentle Monster and Warby Parker, featuring planned cameras, microphones, speakers, and optional in-lens displays designed to enable hands-free messaging, navigation, photo capture, and live translation. The glasses will connect to a user's phone and process AI-powered inputs for real-time assistance.

## Logitech Muse Digital Marker

Logitech Muse is a stylus for Apple Vision Pro featuring advanced tracking, pressure sensitivity, and haptic feedback for drawing and annotation in spatial computing environments. The device integrates with Apple and third-party creative applications for sketching and painting in three-dimensional space.

- ✘ What if we designed new storytelling formats that allow for deeper immersion?
- ✘ What if spatial design could help explain complex topics or provide immersive context?
- ✘ What if your immersive shopping experiences could reduce your retail footprint?
- ✘ What if we designed new quests and games that are built on immersion and sensory overload?


✕ Immersion

# Ambient Interfaces

## What is it?

As we see a change in our collective relationship with screens and the need for digital detoxes rise, Ambient Interfaces are emerging as new ways for us to engage with technology differently. This new breed of ambient, always-on technology is eliminating the need for swiping, scrolling, or physical touch whilst providing an intuitive and human way to access technology that won't detach us from our surroundings.



 Immersion

# Ambient Interfaces

## What is it?

As we see a change in our collective relationship with screens and the need for digital detoxes rise, Ambient Interfaces are emerging as new ways for us to engage with technology differently. This new breed of ambient, always-on technology is eliminating the need for swiping, scrolling, or physical touch whilst providing an intuitive and human way to access technology that won't detach us from our surroundings.

## Why Does it Matter?

- + Ambient Interfaces enable a more human and intuitive way to interact with technology
- + Ambient Interfaces create seamless experiences that are less interruptive and invasive
- + Ambient Interfaces open up new always-on touchpoints that provide an immersive experience

## Guiding Principles

- + Guide consumers into a new format of interaction with intention
- + Be purposeful and not disruptive with being present in the real world
- + Be creative and explore new utilities and stories across different formats

## Watch Outs...

- + Ensure consumer privacy when playing with new interfaces, don't be invasive of irrelevant in aspects of their life
- + Make it simple, this technology should complement not complicate lives
- + Be cohesive and expand on existing screen-reliant experiences rather than creating something contradicting

## Human Values

- + Convenience, Efficiency, Connection

Ambient Interfaces  
By the Numbers  
→

By 2030, the predicted USD global market size  
of screenless displays will reach

**\$24b**

— Acumen Research & Consulting

**52%**

of consumers are currently or intend to  
engage with Ambient Interfaces

— Shifts Index 2026

**1 in 4**

US consumers intend to engage with Ambient  
Interfaces in the near future

— Shifts Index 2026



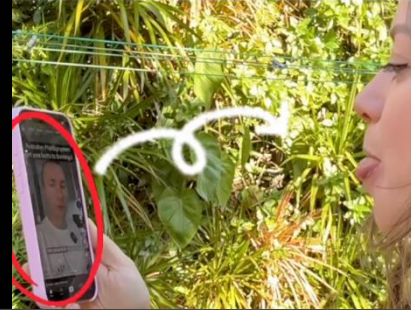
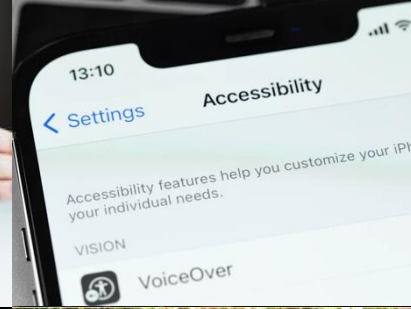
## Terra AI Compass

Terra is a compact navigation device that uses haptic feedback and a compass-like arrow to guide users along a route. Its open-source software blends Google Places and ChatGPT APIs to turn your location, preferences, and available time into a personalized trail of GPS coordinates.



## Double Point Wow Mouse

DoublePoint, a Helsinki startup, launched the "Wow Mouse" app for Android watches, enabling users to control devices with intuitive hand gestures. The app also offers instant Bluetooth connectivity, allowing seamless control across phones, tablets, and computers.



## Apple Facial Gesture Control

Apple's iOS 26 introduces advanced accessibility features that let users control their iPhone with face and tongue movements, using head tracking and facial expressions for actions like tapping or scrolling. New additions like Eye Tracking, Music Haptics, and Vocal Shortcuts make device interaction even more inclusive and customizable.



## Lotus Ring

Lotus is a wearable ring that allows users to control home devices such as lights, fans, or TVs by simply pointing at them, using infrared technology in a user-friendly design. It is especially helpful for people with mobility or cognitive disabilities and also makes daily tasks easier for everyone.

Ambient Interfaces  
Provocations

→

- ✘ What if we created touch-free in-store experiences?
- ✘ What if Ambient Interfaces become the main way that consumers interact with brand products?
- ✘ What if one simple gesture could replace the complicated purchase process?
- ✘ What if we reimagined iconic voice-led storytelling techniques of the past?

 Immersion


# Audio Mode

## What is it?

We continue to see innovation within one of the oldest forms of media, as consumers are opting for audio-first experiences that offer a reprieve from screen time.

New technology is allowing audio experiences to be an ever-present part of our lives, with audio platforms and devices evolving to give consumers an opportunity to create a better connection with brands. Imagine engaging audio experiences and own a unique voice without the constant need for hardware.



 Immersion

# Audio Mode

## What is it?

We continue to see innovation within one of the oldest forms of media, as consumers are opting for audio-first experiences that offer a reprieve from screen time.

New technology is allowing audio experiences to be an ever-present part of our lives, with audio platforms and devices evolving to give consumers an opportunity to create a better connection with brands. Imagine engaging audio experiences and own a unique voice without the constant need for hardware.

## Why Does it Matter?

- + Audio experiences helps us capture consumer attention without constant attachment to a screen
- + Audio experiences allow for a deeper focus and stronger attachment beyond passive consumption
- + Audio experiences allow brands to extend their distinctive assets and heuristics into the auditory realm

## Guiding Principles

- + Be sensorial, certain audio can elicit strong emotional responses
- + Utilise storytelling and invite listeners into your world
- + Create an immersive experience that's led by audio, without neglecting the other dimensions

## Watch Outs...

- + Don't just rely on existing platforms, find ways to integrate audio into your owned experiences
- + Don't forget craft, audio experiences still require a high level of detail and artistry
- + Don't jump straight to ASMR, there are many other impactful formats to choose from

## Human Values

- + Connection, Intimacy, Imagination

Audio Mode  
By the Numbers  
→

40%

of consumers say they listen to podcasts for more than one hour per week

— YouGov

There are over

1B

monthly streaming music subscribers worldwide as of 2026

— Statista

83%

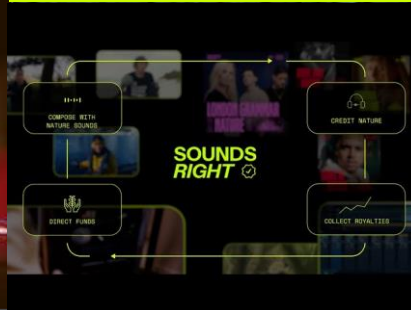
of millennial and Gen-Z use audio experiences to reduce their stress levels

— Spotify Consumer Research



## Barilla Soundtracks

Barilla partnered with composer Cristobal Tapia de Veer and psychologist Charles Spence to develop audio tracks tailored to each AI Bronzo pasta cut. The initiative builds on the brand's past Barilla Playlist Timer concept.



## Sounds Right

Sounds Right is a global music initiative from Museum for the United Nations officially recognizing Nature as an artist on streaming platforms like Spotify and Apple Music. By featuring nature's sounds in tracks alongside global musicians, every stream generates royalties that fund conservation efforts, making it possible for listeners to support environmental protection simply by enjoying music.



## BMW Alexa Test Drive

BMW Brazil uses Amazon Alexa and Immersive Spatial Audio to create an audio-only test drive experience. Alexa was trained to answer all relevant questions about the car, such as driving range, charging power costs, price, and offer packages, making it a true product genius in every Echo Dot device, Echo Show or Alexa app.



## Marvel Move

Marvel Move is a new smartphone fitness experience developed by Six to Start in collaboration with Marvel. Combining workout tracking with guidance and storytelling, Marvel Move delivers thrilling interactive audio adventures to users via their headphones as they walk, jog or run in the real world. Instead of passively listening to instructions, users become protagonists in epic and motivating super hero stories.

Audio Mode  
Provocations  
→

- ✘ What if your experience had to be completely screenless and audio first?
- ✘ What if you made voice your primary touchpoint for engaging with your brand?
- ✘ What if you replaced long lists of readable information with an intimate audio experience?
- ✘ What if we used AI to create a conversational story experience where you became a character?


X Immersion

# Connected Objects

## What is it?

As new Internet of Things (IoT) standards are being adopted by the masses, there's a huge push in the tech industry for interoperability across products and software that work together. With the infrastructure in place, it's time to get creative and imagine new experiences for consumers. Connected digital and physical objects are opening new ways of interactivity—through smart devices, cloud computing, and energy-efficient chips—that bring about new possibilities for deeper interaction.



 Immersion

# Connected Objects

## What is it?

As new Internet of Things (IoT) standards are being adopted by the masses, there's a huge push in the tech industry for interoperability across products and software that work together. With the infrastructure in place, it's time to get creative and imagine new experiences for consumers. Connected digital and physical objects are opening new ways of interactivity—through smart devices, cloud computing, and energy-efficient chips—that bring about new possibilities for deeper interaction.

### Why Does it Matter?

- + Connected Objects can create new brand touch points and new product experience mediums
- + Connected Objects bridge the gap between physical tangibility and virtual experiences
- + Connected Objects are the gateway into a deeper interaction with a connected ecosystem

### Guiding Principles

- + Lead with utility, and discover what you can provide to the consumers through IoT
- + Delight with low friction experiences, and solve against disjointed user flows and drop off
- + Be two steps ahead, predict and solve consumer barriers before they arrive

### Watch Outs...

- + Be transparent with what tech is being embedded and how data is being used
- + Ensure that the tangibility of the object addresses something that purely digital experiences aren't addressing
- + Don't just create one-off siloed experiences, aim for connected experiences that are part of a wider ecosystem

### Human Values

- + Interconnectivity, Augmentation, Support

Connected Objects  
By the Numbers  
→

By 2030, the number of IoT devices  
worldwide will reach

25b

— [Finances Online](#)

62%

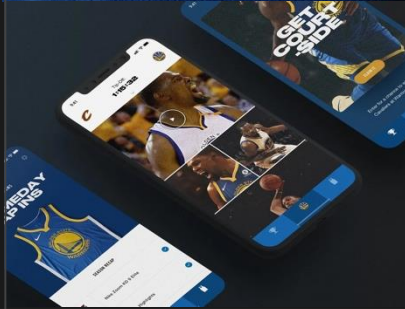
Of individuals are currently or intent to use  
connected objects in the near future

— [Shifts Index 2026](#)

75%

of all devices are expected to be IoT by 2030

— [IoT Analytics](#)



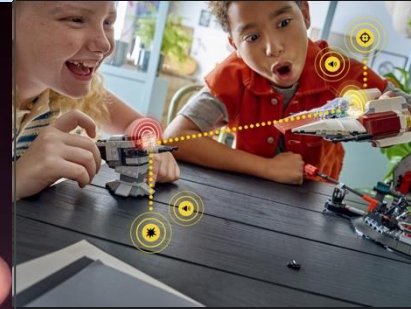
## NIKE Connected Jersey

The Nike NBA Connected Jersey allows fans to tap their phone on the tag for player-specific digital experiences, exclusive highlights, and premium offers, transforming a passive garment into an interactive gateway. This democratizes courtside access for half a billion global basketball fans, bridging geography and deepening authentic fan-to-athlete connection beyond passive broadcast.



## KIKI World NFC Nails

KIKI World's Chipped press-on nails embed NFC chips to replace traditional business cards, allowing wearers to share their contact details and social profiles with a single tap. The crowdsourced product line lets customers vote on colorways and design features, bringing the brand's co-creation ethos directly into a wearable tech accessory aimed at digitally-native younger users.



## LEGO Smart brick

LEGO introduces a connected play platform that brings physical LEGO creations to life through responsive, screen-free technology. Built around a smart brick that works seamlessly with the existing LEGO system, it uses sensors and interoperable components to let builds react to how they're played with. By blending IoT principles with open-ended play.



## SAMSUNG SmartThings


SmartThings into a care-centric home platform that supports not just people, but pets as part of the family. Unveiled as a 'care companion', the system uses connected devices and AI to monitor routines, detect unusual behavior, and trigger alerts. Helping households proactively support daily wellbeing, safety, and pet care through one unified smart-home experience.

Connected Objects  
Provocations  
→

- ✘ What if we created tech-enabled clothing that provides a deeper experience for fans?
- ✘ What if we could reduce the number of logins, clicks, taps and steps, to get us where needed through Connected Objects?
- ✘ What if we rewarded IRL behaviours with digital benefits through Connected Objects?

Future Mapping  
→

# Communities

 Communities

# Third Place Gaming

## What is it?

Gaming is already a mainstream phenomenon, but more and more we're seeing gaming become a new 'third place' where we spend our time socializing, shopping, learning and escaping. For some, the game is just background noise to socializing.

Brands can play an active role in building these places and spaces for consumers to spend time in. Social game formats that are built around connection are some of the fastest rising formats.



X Communities

# Third Place Gaming

## What is it?

Gaming is already a mainstream phenomenon, but more and more we're seeing gaming become a new 'third place' where we spend our time socializing, shopping, learning and escaping. For some, the game is just background noise to socializing.

Brands can play an active role in building these places and spaces for consumers to spend time in. Social game formats that are built around connection are some of the fastest rising formats.

## Why Does it Matter?

- + Third Place Gaming continues to rise across all demographics, the fastest growing audience is 55-64 y/o
- + Third Place Gaming is replacing our time spend with other media, like traditional TV
- + Third Place Gaming is an opportunity to create new brand experiences outside of esports

## Guiding Principles

- + Facilitate connection, embrace social tactics and formats that spark conversation
- + Amplify escapism, play into the fantasy and un-reality of the gaming environment
- + Elevate above stereotypes, sadly stereotypes still plague the gaming world

## Watch Outs...

- + Gaming communities are sensitive to inauthentic presences, be sure to consult and co-create with gamers
- + Don't just stick to surface level skins and visuals, create a genuinely playable and fun experience
- + Don't make the game too brand centric, it's still about gameplay at the end of the day

## Human Values

- + Belonging, Connection, Escapism

Third Place Gaming  
By the Numbers  
→

# 34min

is the average time spent gaming and using computer for leisure per day in the US

— [Statista](#)

# 88%

Of gamers acknowledge games facilitate connection with like-minded people

— [Statista](#)

# 60%

of the online population engage in social activities within gaming worlds

— Shifts Index 2026



## Microsoft Xbox Everyday Tactician

Xbox and Football Manager 24 ran “The Everyday Tactician,” giving gamers a real five-month paid role at Bromley FC if they won a domestic league in FM24 and submitted a one-minute video. The winner, a 23-year-old Wembley Stadium tour guide, joined the club to contribute to on-pitch tactics, turning gameplay skill into real-world impact.



## KFC Bribe Bucket

KFC’s Bribe Bucket let Call of Duty players use KFC vouchers as in-game bargaining chips, blending real-world rewards with virtual survival strategy. Plugged into gaming culture and influencer ecosystems, it sparked massive engagement and proved how brands can authentically live inside gameplay.



## IKEA The Co-Worker

IKEA is hiring and paying UK and Ireland Roblox players to work in its virtual store, The Co-Worker Game, performing roles like serving meatballs and helping design digital rooms. The fully remote, paid roles sit within the “Careers Done Different” campaign to attract new talent through immersive play with potential real-world progression.



## Dove Code My Crown

Dove’s Code My Crown addresses poor Black hair representation in gaming by releasing a 200-page developer guide co-created with the Open Source Afro Hair Library and Black 3D artists. Launched at the Game Developers Conference, it advances Dove’s ongoing commitment to inclusive beauty and authentic self-expression in digital spaces.

Third Place Gaming  
Provocations  
→

- ✘ What if we made our most mundane brand experiences an immersive gaming world?
- ✘ What if we created gaming meetups for like-minded individuals?
- ✘ What if we created new socializing formats that work in gaming worlds?
- ✘ What if our next big launch happened exclusively in a gaming world?

X Communities


# Community Commerce

## What is it?

Community Commerce describes the expanding retail opportunities created by social media and how it extends the way the shopping experience is changed as a result. It's no longer a linear journey from brand to retailer to consumer, but a shopping experience based on relationships between multiple parties—brand, creator, consumer, and more.

Community Commerce facilitates the movement from being centralized and search-based, to becoming ambient and built into entertainment and social experiences.



 Communities

# Community Commerce

## What is it?

Community Commerce describes the expanding retail opportunities created by social media and how it extends the way the shopping experience is changed as a result. It's no longer a linear journey from brand to retailer to consumer, but a shopping experience based on relationships between multiple parties—brand, creator, consumer, and more.

Community Commerce facilitates the movement from being centralized and search-based, to becoming ambient and built into entertainment and social experiences.

### Why Does it Matter?

- + Provides an ecosystem with multiple opportunities to engage and buy at every touchpoint
- + Ability to engage where consumers' passions lie and encourage exploration
- + Strengthens brands by embedding them as a part of culture

### Guiding Principles

- + Connected through the power of community, be collaborative and genuine
- + Engaging through the power of content, be creative and try new things
- + Integrating commerce as a part of the experience

### Watch Outs...

- + Allow freedom to purchase rather than pushing for the sale
- + Facilitate hype but don't be overly exclusionary
- + Meeting consumer needs and showing up uninvited

### Human Values

- + Community, Amusement, Discovery

Community Commerce  
By the Numbers  
→

67%

Of global shoppers have already bought through social media platforms

— Wunderman Thompson

21.7%

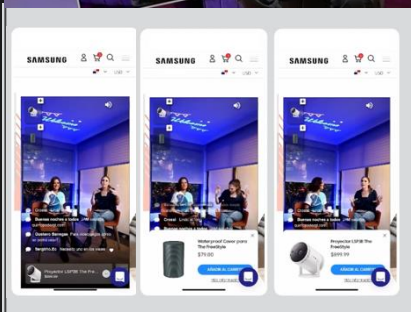
Of total e-commerce or online sales are driven from social commerce by 2028

— Statista

57%

of individuals currently or have the intent to engage with community commerce

— Shifts Index 2026



## Samsung Live shopping

Samsung Galaxy S25 was launched through livestream programming where shopping features were embedded directly into creator content and audience interactions occurring in real time across multiple platforms. Purchasing occurred within livestream entertainment rather than through separate promotional channels.



## Vaseline Verified

Vaseline leaned into the myths surrounding its own product, inviting people to submit the internet's wildest Jelly hacks for real lab testing. Fans pushed their beauty rituals, fixes and folklore into the spotlight, and the brand responded with a clear verdict: verified or not.



## Nike AirMax Graffiti Stores

Nike partnered with Brazilian graffiti collective InstaGraffiti to make shoes available exclusively through geolocation-triggered access points at street art installations in a city with strict street art regulations. Customers could only purchase the shoes by physically visiting the designated walls.



## eBay Live Shopping

eBay transforms Outernet London into a live-shopping playground, with rotating themed auctions streamed throughout the day and open for everyone to tune in. Visitors can join AJ Odudu and special guests on-site, experiencing the community energy, surprise drops, and interactive moments firsthand.

Community Commerce  
Provocations  
→

- ✘ What if we collaborated with creators and had livedrops of products through their channels?
- ✘ What if we used facilitated peer-to-peer selling for our products?
- ✘ What if we reimagined a product line purely through the lens of the community it serves?


[X Communities](#)

# Open Source Collectivism

## What is it?

Neo Collectivism is a progression away from the power of one, to the power of all. A rise in decentralized communities and co-creator spaces is driving a significant shift in the way we approach ownership and belonging. Aspirations of an open, collaborative world are becoming a greater reality, giving new opportunities to explore, create and engage with.



 Communities

# Open Source Collectivism

## What is it?

Neo Collectivism is a progression away from the power of one, to the power of all. A rise in decentralized communities and co-creator spaces is driving a significant shift in the way we approach ownership and belonging. Aspirations of an open, collaborative world are becoming a greater reality, giving new opportunities to explore, create and engage with.

### Why Does it Matter?

- + Neo-Collectivism provides new opportunities of creative exploration and collaboration
- + Neo-Collectivism allows consumers to come closer to the brand and its vision, creating a stronger brand association and connection
- + Neo-Collectivism allows for disruptive ideas and thinking to take lead, moving away from traditional models and frameworks

### Guiding Principles

- + Encourage open-sourced collaboration, consumers need to see brands fostering these open-to-all environments
- + Allow the community to make collective decisions together and follow through with their direction, brands don't always need to solely be in charge
- + Provide people with a safe space to come together, we still need to ensure they are protected even in decentralized environments

### Watch Outs...

- + These spaces should align with the brand vision and purpose, don't create something for the sake of it as this could impact brand perception
- + Don't micromanage and over structure, this is a collaborative, community environment
- + Be mindful of always playing the hero as a brand, it's okay to also be the facilitator

### Human Values

- + Freedom, Innovation, Transparency

Open Source  
Collectivism  
By the Numbers  
→

# 67%

Of individuals agree that it's important to solve global issues collectively

— Shifts Index 2026

# \$45B

Is the market size of open source software in 2025

— [Market Reports World](#)

# 1 in 3

People believe that contributing to their community is an important value

— GWI



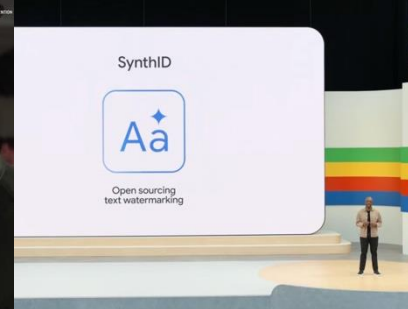
## Renault UN.patent

Renault launched UN.patent, an open-source safety initiative that makes its electric vehicle safety innovations like the Fireman Access device available for free to other manufacturers. By sharing lifesaving technology and encouraging industry-wide collaboration, Renault positions itself as a responsible leader focused on advancing road safety and supporting the greater good.



## Caption With Intention

Caption with Intention is a captioning system developed by the Academy and Chicago Hearing Society using animation, color, and variable typography to convey emotion, tone, and rhythm for Deaf and hard-of-hearing viewers. The system was adopted as the official Oscar 2026 standard and supports 196 languages.



## Google SynthID


SynthID is an open-source text watermarking tool from Google DeepMind that alters token probabilities to enable detection of AI-generated content while maintaining readability. The tool is integrated into Gemini and available through Google's Responsible Generative AI Toolkit and Hugging Face.



## IKEA Open Patent Pledge

IKEA Anchor and Unlock is a mechanism that prevents drawer opening until a dresser is anchored to the wall as an anti-tip safety measure during assembly. IKEA has issued a patent pledge allowing other furniture manufacturers to implement the feature.

- ✘ What if Open Source Collectivism provided answers to some of our brand's biggest challenges?
- ✘ What if we were able to better understand product or service requirements through decentralized communities?
- ✘ What if we created unlockable, rewarded environments based on positive collaboration and creative exploration?


 Communities

# Cozy Social

## What is it?

Communities are reclaiming online social spaces by deliberately designing for wellness and intentionality. Whether within existing platforms or new ones, groups are organizing around shared values rather than shared outrage. Moderated spaces reject toxicity, interfaces prioritize creative collaboration over metrics, and connection mechanisms are built around genuine positive shared interest. The result: smaller, tighter communities where tone and belonging are features, not afterthoughts.



 Communities

# Cozy Social

## What is it?

Communities are reclaiming online social spaces by deliberately designing for wellness and intentionality. Whether within existing platforms or new ones, groups are organizing around shared values rather than shared outrage. Moderated spaces reject toxicity, interfaces prioritize creative collaboration over metrics, and connection mechanisms are built around genuine positive shared interest. The result: smaller, tighter communities where tone and belonging are features, not afterthoughts.

### Why Does it Matter?

- + Cozy Social offers moderated spaces that combat toxicity and retain users through constructive conversation.
- + Cozy Social removes metrics-driven outrage, making engagement more meaningful.
- + Cozy Social enables intentional connection through community curation, not algorithmic feeds.

### Guiding Principles

- + Facilitate spaces for belonging, not transactions. Enable community wellness over overt brand presence.
- + Respect tone and values as non-negotiable. Align brand behavior with community culture.
- + Provide curation and connection. Add genuine value by understanding intimate needs.

### Watch Outs...

- + Don't scale aggressively or treat community size as success metric. Smaller, deeper communities outperform in retention and loyalty.
- + Don't monetize participation or extract value too early. Brands that build trust first create long-term advocates, not one-time conversions.
- + Don't broadcast or lead with brand voice. Listen to community needs first, then participate authentically as a member, not an authority

### Human Values

- + Belonging, Authenticity, Peace

Cozy Social  
By the Numbers  
→

20%

Of all UK consumers has deleted at least one social media app in the past year

— [Deloitte](#)

48%

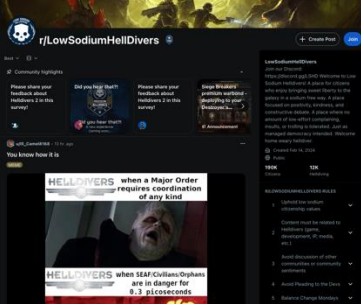
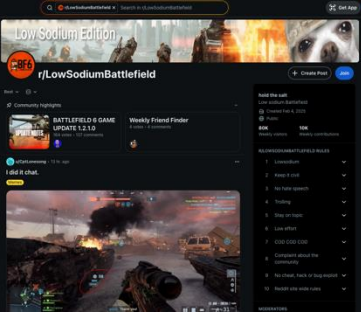
Of US teens say social media has mostly negative effect on people their age, rising from 32% in 2022.

— [Pew Research Centre](#)

60%

Growth of active users of Bluesky in 2025 compared to 2024

— [Bluesky 2025 Transparency Report](#)



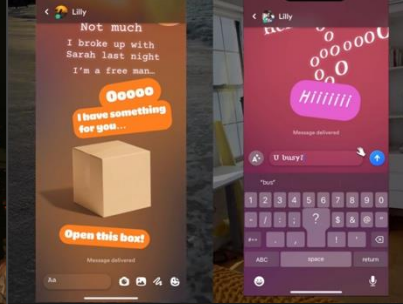
## Reddit Low Sodium

Across Reddit, players are building 'low sodium' alternatives to reclaim gaming communities from toxicity. Subreddits like Reddit's r/LowSodiumBattlefield and r/LowSodiumHellDivers/ offer moderated spaces where fans can share tips, clips, and genuine enjoyment. By designing for constructive conversation over outrage, these communities prove that tone is a feature, and that healthier fandom drives longer-lasting engagement.



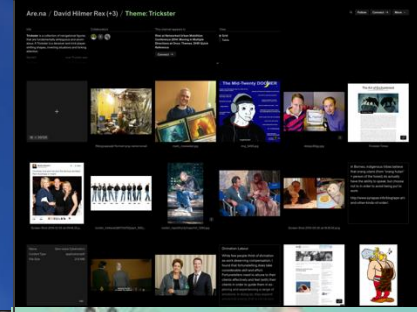
## Timeleft

Timeleft is an app that matches strangers for curated Wednesday night dinners based on a short personality questionnaire. For a flat fee, users receive a restaurant reservation and meet a small group with no pre-chat, shifting the focus from swiping to shared conversation. By engineering intentional, low-pressure encounters, it turns solo dining into a simple, repeatable way to build real-world connection.



## DAZE

DAZE is a social platform built for expressive Gen Z users. It replaces standard messaging threads with a shared creative canvas, where friends can layer text, drawings, images, and motion into dynamic conversations. Powered by AI, it expands how young people communicate. Turning everyday chats into collaborative, visual self-expression.



## Are.na

Are.na is a social platform built to connect ideas, not people. It offers an open, distraction-free space to collect references, organize thoughts, and develop work over time. By removing feeds and metrics, it turns social media into infrastructure for focused, sustained creativity.

Cozy Social  
Provocations  
→

- ✘ What if users could set their preference for the kinds of content they saw from us?
- ✘ What if your community's job was to help each other use your product better, and not convince others to buy it?
- ✘ What if members who helped moderate toxicity got early access to new products, and not influencers with big followings?


[X Communities](#)

# Avatar Identities

## What is it?

As time spent in digital spaces increases, we're becoming more comfortable being represented by avatars and digital doubles. Avatar Identities explores our ability to express individuality across virtual environments, where we are no longer bound by real-world limitations and are free to explore new forms of self expression. They are allowing us to present ourselves in a more fluid way, embracing the many aspects of our identity both anonymously and pseudonymously.



 Communities

# Avatar Identities

## What is it?

As time spent in digital spaces increases, we're becoming more comfortable being represented by avatars and digital doubles. Avatar Identities explores our ability to express individuality across virtual environments, where we are no longer bound by real-world limitations and are free to explore new forms of self expression. They are allowing us to present ourselves in a more fluid way, embracing the many aspects of our identity both anonymously and pseudonymously.

### Why Does it Matter?

- + Avatar Identities allow a genuine connection by creating spaces in line with how we want to be identified
- + Avatar Identities open up new forms of brand personality and characterization beyond real world limitations
- + Avatar Identities facilitate an inclusive environment where everyone is welcome and equal

### Guiding Principles

- + Facilitate creative expression and enable options regardless of real-world possibilities
- + Create embodied experiences and representations consistent to brand values
- + Provide utility and accessibility through avatars that are inclusive in nature

### Watch Outs...

- + Be aware that any full customization will inevitably lead to inappropriateness and put reasonable boundaries in place
- + Discourage anti-social behavior masked by avatars and anonymity
- + Don't approach representation in a brand-centric way, involve the relevant communities and collaborate

### Human Values

- + Self Expression, Creativity, Belonging

Avatar Identities  
By the Numbers  
→

49%

Growth in digital avatar marketplace between

— [Grand View Research](#)

By 2032, the USD value of digital avatar  
market size is projected to reach

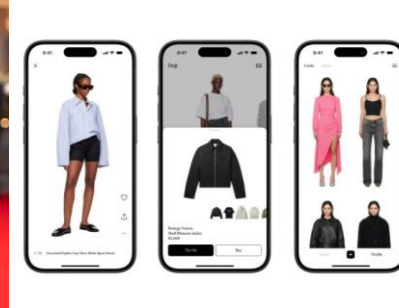
\$282b

— [Yahoo Finance](#)

53%

of individuals currently or intended to engage with virtual  
avatars in the near future

— [Shifts Index 2026](#)



## Tilly Norwood

Tilly Norwood is an AI-generated character introduced in 2025 by Xicoia, designed to appear in digital modeling, social media, and film projects. Her creation has sparked widespread debate and discussion, with many questioning the ethics, authenticity, and impact of AI figures on creative industries and real actors.

## Doji Avatar Try-Ons

Doji is an app that uses AI to generate personalized avatars for virtual apparel try-ons, allowing users to view clothing from various brands on their avatar before purchase. The platform includes in-app purchasing functionality and processes user data to improve fit accuracy.

## FIFA Hope Sogni


Made in partnership with female football leaders Maya Dagg and Maggie Murphy, Hope Sogni was created using AI as a manifestation of what a female FIFA president could look like. This campaign addressed the inequality addressed by women in football, and noted how FIFA has never had a female president in its 120 year history.

## Bang & Olufsen See Yourself in Sound

Bang & Olufsen generates personalized avatars based on Spotify account data and user questionnaire responses to represent individual music preferences. Each avatar is produced uniquely according to the user's listening patterns and taste data.

Avatar Identities  
Provocations  
→

- ✘ What if avatars were used as the first point of contact for customer support?
- ✘ What if we released wearable digital doubles of our physical products to customize consumer avatars?
- ✘ What if brands adopted avatars for internal teams, to create deeper association and belonging in the workplace?
- ✘ What if we used AI to help create hyper-personalized avatars for consumers?

 Communities

# Offline Mode

## What is it?

Physical brand experiences are no longer endpoints but catalysts for online circulation. Pop-ups, drops, and live events are designed from inception to translate into feeds where they gain meaning and longevity.

Brands curate not just the moment, but the post-IRL narrative, turning fleeting experiences into sustained cultural presence through intentional documentation and shareability.



X Communities

# Offline Mode

## What is it?

Physical brand experiences are no longer endpoints but catalysts for online circulation. Pop-ups, drops, and live events are designed from inception to translate into feeds where they gain meaning and longevity.

Brands curate not just the moment, but the post-IRL narrative, turning fleeting experiences into sustained cultural presence through intentional documentation and shareability.

## Why Does it Matter?

- + Offline Mode recognizes that cultural relevance is now shaped primarily in feeds rather than in physical spaces.
- + Offline Mode generates scalable impact when limited live moments are designed for organic sharing and social amplification.
- + Offline Mode extends brand perception beyond the event itself. What circulates online often defines brand meaning more than the IRL experience.

## Guiding Principles

- + Design physical experiences with digital amplification in mind from the outset. Build environments that naturally invite documentation.
- + Embed participation cues that encourage organic sharing without feeling forced
- + Establish a strong narrative framework that ensures what travels online stays true to the brand intention.

## Watch Outs...

- + Over-engineering for content can make experiences feel hollow or inauthentic to attendees in the room.
- + Prioritizing online reach over in-person quality weakens long-term brand equity and loyalty.
- + Treating the physical space as merely a backdrop for content diminishes the actual human moment.

## Human Values

- + Presence, Authenticity, Participation

Offline Mode  
By the Numbers  
→

41%

Of consumers attended at least one creator-led in-person event in the last 12 months

— Influencer Marketing Factory

Live brand experiences outperform static digital content by

1.6x

on social engagement

—Event Track Research

98%

Of consumers create digital or social content at experiences and events

—Event Marketer



## 7-Eleven Slurpee Street

7-Eleven created Slurpee Street at Governors Ball as a physical activation designed to generate social content, featuring interactive murals where fans could add selfies and influencer partnerships to amplify the experience online. The block party was engineered as a shareable moment, turning the live event into sustained cultural presence through documented experiences.



## Clash of Clans Look-alike Contest

Clash of Clans organized a physical look-alike contest in New York City challenging fans to embody the Barbarian character, featuring celebrity guests and a \$10,000 grand prize. Following the event, the brand launched a global social media competition running through November 3rd where fans posting their Barbarian costumes with #BarbarianHalloween can win in-game rewards.



## HOKA Mafate X Launch

Hoka created an immersive trail running simulation in New York City designed to generate shareable social content, featuring a shipping container space with dynamic Joshua Tree environments. The physical activation was built to translate in-person moments into online presence through participant photos and videos.



## Nike ACG ACG Express

Nike ACG converted a historic Italian train into a mobile basecamp and product showcase, traveling from Milan to the Orobic Alps to demonstrate technical innovations in extreme conditions. High-profile athletes participated in the four-day activation, turning the journey into a physical manifesto for the brand's renewed focus on trail running and outdoor exploration.

Offline Mode  
Provocations  
→

- ✘ What if you banned professional photography and influencers, and only had messy, blurry phone videos that felt more real than polished content?
- ✘ What if attendees received a unique "remix token" that let them edit and reshare other people's posts about the event?
- ✘ What if the physical event was intentionally underdocumented at first, creating scarcity and FOMO for people who only saw fragments online, driving them to the next event?

Future Mapping  
→

# Design

✕ Design


# Playful Friction

## What is it?

Play is no longer reserved for kids. Playful Friction is all about introducing intentional and positive friction as a pushback against years of frictionless design.

Brands embed playfulness into moments of friction through gamified assembly, interactive discovery, or unexpected delays, creating engagement through participation rather than convenience. By doing so, brands position themselves as facilitators of active involvement rather than passive consumption, turning friction itself from a barrier into an opportunity for co-creation and deeper connection.



 Design

# Playful Friction

## What is it?

Play is no longer reserved for kids. Playful Friction is all about introducing intentional and positive friction as a pushback against years of frictionless design.

Brands embed playfulness into moments of friction through gamified assembly, interactive discovery, or unexpected delays, creating engagement through participation rather than convenience. By doing so, brands position themselves as facilitators of active involvement rather than passive consumption, turning friction itself from a barrier into an opportunity for co-creation and deeper connection.

## Why Does it Matter?

- + Playful Friction taps into powerful cognitive emotions like nostalgia to unlock meaning
- + Playful Friction and creative play can be used as powerful tools to change behavior
- + Playful Friction can transform boring and mundane brand experiences into joyful experiences

## Guiding Principles

- + Embrace your inner child, go beyond the bounds of rationality and embrace imagination
- + Make it participatory, use the power of free flowing creative play to your advantage
- + Be the antidote, give adults and children alike a chance to escape and connect with a sense of wonder

## Watch Outs...

- + Don't force play, it must connect with people organically
- + Don't overly focus on digital play, tactile touchpoints are equally as important
- + Don't be overly goal-oriented in the design, play is all about exploration

## Human Values

- + Simplicity, Joy, Community

Playful Friction  
By the Numbers  
→

43%

Of adults purchased a toy for themselves in the last year

— [CNN](#)

61%

Of consumers agree that it's important to include more moments of play in daily life

— Shifts Index 2026

28%

Of global toy sales came from adults in 2025, an increase of 2.5% since 2022.

— [Circana](#)



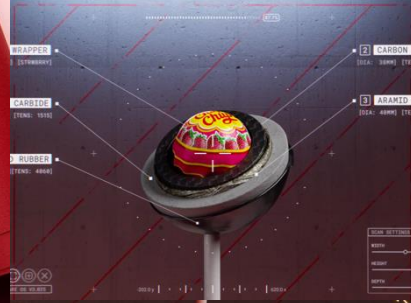
## Figma Micro Keyboard

Figma and Work Louder created a customized mechanical keyboard with 12 tactile keys and rotary encoders that introduce deliberate friction into design workflows through physical resistance and audible feedback. Rather than optimizing for speed, the device prioritizes intentional interaction and muscle memory, requiring users to slow down and engage more deeply with their process.



## Sailor Moon Transit Card

EasyCard released a functional replica of the Moon Stick from Sailor Moon as a contactless payment device, allowing Taipei residents to conduct transactions by wielding the iconic magical wand rather than tapping a standard card. The glowing wand transforms everyday payment into a ritualistic, nostalgic gesture, introducing intentional ceremony and playfulness into transit and retail interactions.



## Chupa Chups Impossible

Chupa Chups leaned into years of complaints about hard-to-open wrappers by creating the Impossible: a limited-edition lollipop encased in a carbon composite, aramid fiber, and liquid rubber shell hiding an easier new wrapper inside. The campaign weaponized friction as engagement, sending influencers the challenge and inviting fans to compete in the #ChupaSpeedChallenge, transforming packaging frustration into shareable play.



## Kitchen Warehouse Bake Friday Deals

Kitchen Warehouse hid Black Friday discounts on baking paper that only appeared when heated in the oven, turning a staple into a reveal. The playful mechanic made deal-hunting memorable and cut through promo noise with an interactive twist.

Playful Friction  
Provocations

→

- ✘ What if checkout required a puzzle or mini-game before purchase, making the transaction itself entertaining?
- ✘ What if discovery only happened through play, where you unlock product categories by winning games or completing challenges?
- ✘ What if every interaction required an active choice, eliminating auto-fill and defaults so engagement became mandatory?


✕ Design

# Mood Geisting

## What is it?

Mood Geisting looks at how we're able to enhance and optimize our moods through new products and services. These tools allow us to better understand our individual needs and mood cycles, and adapt our lives to meet these differing states. For brands, this gives them new ways to discover genuine consumer needs and wants, and offer real-time solutions to reflect.



 Design

# Mood Geisting

## What is it?

Mood Geisting looks at how we're able to enhance and optimize our moods through new products and services. These tools allow us to better understand our individual needs and mood cycles, and adapt our lives to meet these differing states. For brands, this gives them new ways to discover genuine consumer needs and wants, and offer real-time solutions to reflect.

### Why Does it Matter?

- + Mood Geisting can help brands assess when a product or service is needed by a consumer, and ensure they are adaptive to those moments
- + Mood Geisting opens new opportunities to create greater brand offerings and develop needs-based solutions
- + Mood Geisting can give consumers greater control of their everyday, enabling them to feel more individual autonomy

### Guiding Principles

- + Give consumers the flexibility to tap into their moods when they need, use of these tools should not be dictated by the brand
- + Consider how mood related tools can enhance existing experiences, we don't always need to build something new
- + Make these offerings genuine, there is nothing more personal than how an individual is feeling each day

### Watch Outs...

- + Be mindful of intimate boundaries when it comes to emotions, consumers may have negative reactions to overstepping
- + Be realistic about the results of mood-altering and managing products or services
- + Don't force the consumer, moods are constantly changing and they should have the flexibility to engage with mood modes as needed

### Human Values

- + Autonomy, Individuality, Potential

Mood Geisting  
By the Numbers  
→

\$1.3b

Market size for mood supporting supplements  
by 2033

— [Fact MR](#)

69%

Of individuals are actively managing their moods  
through products or services in their everyday life

— [Shifts Index 2026](#)

57%

are interested in shopping tools that allow them  
to filter products based on the mood they want  
to feel.

— [Retail touchpoints](#)



## Apple Health

Apple's Health and Mindfulness apps on Apple Watch enable users to log mood and emotional states through guided prompts and track correlations with lifestyle factors including exercise, sleep, and mindful minutes via interactive charts. The Health app also includes clinically validated assessments to screen for depression and anxiety risk.



## Russell Hobbs Calm Kettle

Russell Hobbs designed an electric kettle that caters to mood through color-changing lights, optional soothing sounds, and quiet boil technology, transforming brewing into a calming sensory ritual. Variable temperature control and premium frosted glass design support intentional, contemplative moments.



## Spotify Daylist

This new, playlist from Spotify captures prior listening data to generate individualized playlists for listeners, based on their different moods. Every time the playlist refreshes it includes new music, including songs the listener has previously enjoyed that relates. The playlist cover and name updates with each refresh, consistently making the experience new.



## Shiseido Stress G Harmonizer

Shiseido's Stress G Harmonizer mist, uses fragrance to neutralize stress-induced skin odors and help interrupt the cycle of psychological tension. This limited-release product reflects the shift in beauty toward emotional wellbeing, offering a targeted, science-backed way to regulate both mood and scent in real time.

Mood Geisting  
Provocations  
→

- ✘ What if we auto-locked our apps to discourage use during the first hour of the morning?
- ✘ What if we made a central spot for consumers to see their usage patterns, to better understand what they're engaging with during different mood cycles?
- ✘ What if we worked with competitor brands to create a shared mood-enhancing ecosystem?


✕ Design

# Lo-Fi Design

## What is it?

Technology has led to products with homogenous designs all built with efficiency in mind. As a result we're seeing a rise in lo-fi solutions that bring the fun and joy back into our lives to combat the monotony. Consumers are becoming more interested in the DIY spirit, being able to remix existing products, upcycle, and develop their own personalized and frugal solutions.



 Design

# Lo-Fi Design

## What is it?

Technology has led to products with homogenous designs all built with efficiency in mind. As a result we're seeing a rise in lo-fi solutions that bring the fun and joy back into our lives to combat the monotony. Consumers are becoming more interested in the DIY spirit, being able to remix existing products, upcycle, and develop their own personalized and frugal solutions.

## Why Does it Matter?

- + Lo-fi Design enables a deeper level of co-creation, consumers are more involved in the process
- + Lo-fi Design allows brands and consumers to have more fun together, creating deeper connection
- + Lo-fi Design empowers the consumer to lead in their decisions, allowing for greater brand trust and affinity

## Guiding Principles

- + Have the lo-fi design solve a problem that the existing product does not
- + Allow remixing to happen organically and let consumers explore avenues on their own
- + Celebrate consumer creativity and uplift the things they do

## Watch Outs...

- + Be mindful of the brand assets when opening up to remixing, there are no limits once the process starts
- + Keep it simple, the point of lo-fi isn't to overcomplicate or to create unnecessary friction
- + Don't try to control consumers as they remix, it will only lead to backlash

## Human Values

- + Imagination, Frugality, Simplicity

Lo-Fi Design  
By the Numbers  
→

74%

Of consumers walk away from purchases because they feel overwhelmed by the complexity and the options available

— Accenture

41%

Of US consumers use simple life hacks to improve efficiencies in their life

— OnePoll

47%

Of consumers are currently engaging or considering lo-fi design in their choice of products or services

— Shifts Index 2026



## McDonald's Table Top Box

McDonald's Italy unveiled the "TableBag" at Milan Design Week: a redesigned takeout bag that transforms into a portable table, making it easier to eat anywhere in crowded settings. This clever packaging lets McDonald's extend its brand presence beyond the restaurant while adding real convenience for customers.



## Remote Work Station

Designed by TBWA\Helsinki, the Viita-workstation is a remote-working station that was available in five locations across the city of Lahti. Designed to reimagine the idea of remote work whilst ensuring connection to nature, the workstation creates balance between a working world and our surrounding environments.



## Poetry Camera

Poetry Camera is a 3D printed instant camera powered by Anthropic's Claude 4 AI that prints poems, not photos, about whatever it captures. It offers users a tangible, literary memento instead of a digital image. With options for different poetic styles and no digital storage, each receipt-like printout is a one-of-a-kind, analog keepsake.



## Barilla Passive Cooking

Barilla's Passive Cooking device revives 19th-century techniques by letting pasta cook with the lid on after just two minutes of boiling, slashing emissions by 80%. To make it simple, Barilla published a chart with passive cooking times for different pasta shapes.

Lo-Fi Design  
Provocations  
→

- ✘ What if we created exclusive communities for our top remixers?
- ✘ What if we made secret hacks, that consumers could unlock through reward programs?
- ✘ What if we based new designs off consumer remixes, and gave them collaboration contributions?

✕ Design


# Embodied Design

## What is it?

As the world continues its fascination with virtual, extended, augmented and mixed reality, we're seeing haptic technology innovate in the sense of touch. Moving beyond motion capture, new inventions are experimenting with mobility in confined spaces, analog simulation and haptic feedback to deepen our digital interactions.

The result are new devices and simulations that can deepen our relationship with the virtual worlds we inhabit, and reimagine new ways to interact with our environment.



 Design

# Embodied Design

## What is it?

As the world continues its fascination with virtual, extended, augmented and mixed reality, we're seeing haptic technology innovate in the sense of touch. Moving beyond motion capture, new inventions are experimenting with mobility in confined spaces, analog simulation and haptic feedback to deepen our digital interactions.

The result are new devices and simulations that can deepen our relationship with the virtual worlds we inhabit, and reimagine new ways to interact with our environment.

## Why Does it Matter?

- + Embodied Design represent an untapped realm, where innovators can invent new behaviors, trends, and habits
- + Embodied Design range in application, from acting as safety and accessibility features to harboring new interactions and design
- + Embodied Design deepen our relationships with consumers by activating a more memorable sense of touch

## Guiding Principles

- + Think outside of the box and consider how gestures, motion, and haptic feedback can create new behaviors
- + Consider touchpoints where Embodied Design can be the most effective and memorable
- + Synchronize haptics with audio and visual to optimize immersion

## Watch Outs...

- + Stray away from unnecessary haptics that are gimmicky and distracting
- + Consider the limitations of user environment when building for motion and movement
- + Avoid features that are prohibitive to people with different physical abilities

## Human Values

- + Tactility, Immersion, Adventure

Embodied Design  
By the Numbers  
→

47%

Of individuals are currently or intend to engage with haptic technologies in the near future

— Shifts Index 2026

\$5b

Projected value of global haptic technology market by 2028

— Market and Markets Research

65%

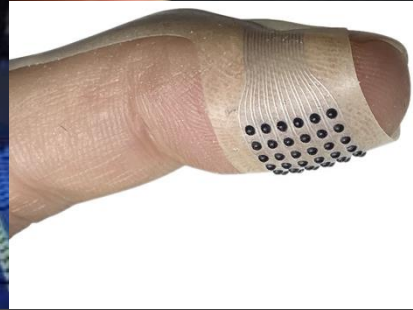
Of consumers would spend money on advanced VR gear if they can physically feel everything they experience in the metaverse

— Statista



## Disney HoloTiles

Walt Disney Imagineering unveiled the “HoloTile Floor”, the world’s first multi-person, omnidirectional treadmill ground that can move around any person or object like telekinesis for an immersive virtual and augmented reality experience. The hexagonal floor comprises a butt-on-sized surface that switches planes or sides to make itself run like a treadmill.



## Northwestern University Voxelite

Voxelite brings touch into the digital age with a fingertip device that lets users feel textures on screens. By turning flat interfaces into tactile experiences, it unlocks new possibilities for AR/VR immersion. Showing brands how sensory tech can deepen connection and usability.



## Insects Gaia Vest

Insects’ Gaia Communication System is a wearable vest and sleeves that let users feel vibrations from environmental stress, like plant or ecosystem distress, through haptic feedback. Designed for architects and planners, it helps people sense and connect with nature in a more direct, intuitive way.



## WEART TouchDIVER

Weart is a light weight haptic glove that brings tactile feedback into virtual environments through force feedback, texture rendering, and thermal cues combined with hand tracking. The platform features an open SDK enabling creators to design immersive XR experiences for training, design, and storytelling with physical sensation.

- ✘ What if we used haptics to simulate the analog or vintage counterpart to new digital products?
- ✘ What if we could create experiences that feel spacious in confined environments?
- ✘ What if we could enhance human connection in virtual environments through haptic feedback?
- ✘ What if we invented new gestures, interactions and behaviors with our environment?

✕ Design


# Proof of Human

## What is it?

Handmade and craft-led products are being repositioned as high-value alternatives to mass-produced and AI-generated content.

These objects bear visible maker marks, imperfections, and evidence of human labor, turning them into status symbols and proof of authenticity in an age of algorithmic sameness. From bespoke packaging to hand-drawn typography to one-of-one hardware modifications, Analog Premium celebrates the traces of human effort as markers of quality and care.



 Design

# Proof of Human

## What is it?

Handmade and craft-led products are being repositioned as high-value alternatives to mass-produced and AI-generated content.

These objects bear visible maker marks, imperfections, and evidence of human labor, turning them into status symbols and proof of authenticity in an age of algorithmic sameness. From bespoke packaging to hand-drawn typography to one-of-one hardware modifications, Analog Premium celebrates the traces of human effort as markers of quality and care.

## Why Does it Matter?

- + It provides proof of care and consideration, in a moment when AI “slop” and generic content are everywhere
- + Proof of Human signals scarcity, intention, and skill, which lets brands justify higher prices and deeper storytelling
- + It helps objects age with character instead of becoming obsolete, building long-term attachment and loyalty

## Guiding Principles

- + Show your process, not just the polished product, so customers can see the work behind what they buy
- + Let flaws, tool marks, and variations stay visible, and spotlight authenticity higher instead of hiding it
- + Build direct relationships between maker and customer, honor craft traditions while using modern tools, and create scarcity through method rather than artificial drops

## Watch Outs...

- + There is a risk that “handmade” becomes a shallow aesthetic or marketing story with no real craft behind it
- + Scaling too aggressively can break the premise of care and attention, and can lead to greenwashing or fake artisanal claims
- + The premium positioning can become exclusionary if prices or access lock out most people from experiencing real craft

## Human Values

- + Authenticity, Craft, Expression

Proof of Human  
By the Numbers  
→

Most consumers are willing to pay a price premium of

**25%**

for handmade items

— Industry Research

**7.3%**

Year-on-year growth in the Arts & Crafts market.

— Research And Markets

**55%**

Of people feel uneasy when brands lean too hard on AI.

— Forbes



## Telstra Handcrafted Campaign

Telstra's "Better on a Better Network" campaign tells 26 bite-sized stories through richly handcrafted stop-motion worlds, each set in a specific Australian place with its own eccentric creatures and details. The intimate, character-driven vignettes make the network feel personal and human, turning national coverage into small, premium-feeling moments of connection.



## Apple Handcrafted Logo

Apple TV's new logo animation is a handcrafted glass sculpture shot in-camera with real light, color gels, and macro lenses, created as a tactile, human-made mnemonic for its rebrand from Apple TV+. In a moment dominated by slick generative AI, Apple leans into visible labor, artisan craft, and a nod to its classic rainbow logo to make the branding feel cinematic, physical, and emotionally "felt, not faked."



## Scarlet Deer Inn Embroidered Assets

Scarlet Deer Inn is an indie adventure game from two-person Czech studio Attu Games, where every character's animation is created through painstaking hand embroidery that is digitized and composited frame by frame. Inspired by Studio Ghibli and Slavic folklore, it blends this analog craft with modern game tech to deliver a pastoral, emotional platformer that feels more like a stitched artwork than a typical video game.



## Rivian The Sound of Rivian

Rivian treats sound like a crafted material, building its vehicle audio ecosystem from field recordings of wind, water, birds, pebbles and instruments, then hand-shaping them into subtle cues that sit naturally in real landscapes. Every beep and chirp is intentionally reduced and tuned, so the "designed noise" feels like a premium, human-made layer over the quiet of an EV rather than synthetic tech clutter.

Proof of Human  
Provocations  
→

- ✘ How might your brand stand for human creativity in the face of AI overload?
- ✘ What if every purchase came with a tiny proof-of-craft: a swatch, shaving, test print or stitch from the exact batch your product came from?
- ✘ What if your loyalty program didn't unlock discounts, but invitations to "help make it" days where customers co-build, customize, or repair their own objects with your craftspeople?


✕ Design

# Retro Mod

## What is it?

Retro Mod is about bringing back beloved, familiar forms in a world that increasingly feels abstract, screen-based, and intangible. It takes nostalgic objects like radios, flip phones, handheld consoles and quietly rebuilds them with modern tech so people can access the future through shapes, buttons, and rituals they already know by heart.



 Design

# Retro Mod

## What is it?

Retro Mod is about bringing back beloved, familiar forms in a world that increasingly feels abstract, screen-based, and intangible. It takes nostalgic objects like radios, flip phones, handheld consoles and quietly rebuilds them with modern tech so people can access the future through shapes, buttons, and rituals they already know by heart.

### Why Does it Matter?

- + It gives brands a way to stand out from flat, glass slabs and generic UI with tactile, memory-rich experiences
- + It extends the cultural life of iconic forms while still moving functionality forward
- + It shows that progress can come from refining and renewing what already has been proven, not endlessly reinventing forms

### Guiding Principles

- + Start from a real, remembered interaction pattern and stay true to it as you modernize
- + Design for evolving capabilities while the form stays consistent
- + Give the object a clear purpose that it does beautifully and succinctly

### Watch Outs...

- + Overcomplicating retro forms with too many modern features can overwhelm both old and new users
- + Pure nostalgia without meaningful upgrades can feel like empty fan service and pandering
- + Referencing only one era or culture could narrow the appeal and feel exclusionary rather than welcoming

### Human Values

- + Heritage, Tangibility, Longevity

Retro Mod  
By the Numbers  
→

54%

Of Gen Z says they're drawn to vintage style, with 90s fashion seeing a strong resurgence. Despite being born in the 2000s.

— GWI

74%

Rise in demand for CD players, compared to last year.

— The Guardian

47%

Of millennials feeling nostalgic for types of media.

— GWI



## Clicks Communicator

Clicks Communicator is a compact smartphone with a physical keyboard designed to sit alongside your main phone, focusing on messaging, clear notifications, and more intentional, low-distraction use. The Clicks Power Keyboard is a magnetic, battery-powered keyboard that attaches to phones, tablets, TVs, and AR/VR devices to free up screen space and provide tactile, portable typing across multiple devices.



## Kitchen Cosmo

Kitchen Cosmo is a concept AI device that uses a webcam, analog dials, and GPT-4o to turn whatever ingredients you have plus your mood and constraints into printed, personalized recipes. It rejects screens and voice assistants in favor of knobs, sliders, and a thermal printer, positioning AI as a playful, tangible co-chef rather than a hidden smart assistant.



## Thermaltake

Thermaltake unveils the retro series, inspired by the look of 80s beige computers and CRT monitors. Remixing older style with new purpose. While the outside leans heavily on nostalgia, the inside is fully modern tech. It's essentially classic design paired with up-to-date performance hardware.



## Hyundai GRANDEUR

Hyundai reimagined its iconic 1986 Grandeur flagship as an electric concept car, keeping the original's '80s silhouette while swapping the combustion engine for an EV powertrain and parametric pixel lights. Inside, blending retro nostalgia with forward-looking tech into a fully immersive cabin experience.

Retro Mod  
Provocations  
→

- ✘ What if your “new” hero product was actually a classic form revived?
- ✘ What if fans chose one vintage design each year to bring back as a vintage special edition?
- ✘ What if community felt like a bulletin board or walkie-talkie network instead of a sleek app?

Future Mapping  
→

# Sustainability & Inclusivity

✕ Sustainability & Inclusivity

# Eco Realism

## What is it?

With our climate conditions reaching a point of no-return, consumers are now demanding more sustainable and climate-positive solutions from brands. It is no longer an optional ask for brands to be responsible for environmental impact. Organizations of all sizes are taking action across all business functions, whilst consumers are more alert to empty promises and superficial solutions.



X Sustainability & Inclusivity

# Eco Realism

## What is it?

With our climate conditions reaching a point of no-return, consumers are now demanding more sustainable and climate-positive solutions from brands. It is no longer an optional ask for brands to be responsible for environmental impact. Organizations of all sizes are taking action across all business functions, whilst consumers are more alert to empty promises and superficial solutions.

### Why Does it Matter?

- + The world is turning to brands and businesses to act with practical climate solutions
- + Consumers are willing to pay more for brands that are proving to make a positive environmental impact
- + Meaningful climate action creates more trust in consumer minds and raises brand equity

### Guiding Principles

- + Keep things simple and start small, modest and honest solutions will always outweigh big impractical promises
- + Facilitate behavior change and ease consumers into better habits gradually
- + Be clear with intentions and make a long term commitment to action

### Watch Outs...

- + Be genuine, consumers are primed to detect insincerity
- + Don't place limitations on where climate action can make impact, think about the entire ecosystem
- + Don't set sustainability goals that won't be achieved, it may worsen your brands reputation in the consumers mind

### Human Values

- + Sustainability, Longevity, Preservation

Eco Realism  
By the Numbers  
→

61%

Of consumers say they're willing to alter their habits to lessen environmental impacts

— IBM

70%

Of global consumers say living sustainably is important, yet 61% lack the awareness, motivation, and action to do so.”

— NIQ

73%

Of consumers who care about sustainability are willing to pay more for sustainable products, up from 50% in 2022

— IBM



## Samsung x Coolblue Free Washing

Samsung and Coolblue Energie launched a program in the Netherlands offering free electricity for laundry between noon and 3 pm to customers with dynamic pricing and compatible Samsung washing machines. By shifting laundry to peak renewable energy hours, the initiative reduces grid pressure while incentivizing sustainable household energy consumption.

## GoreTex Kidswear Subscription

Gore-Tex launched a subscription rental service in Germany offering premium kids' jackets allowing parents to swap sizes, styles, or colors every three months with full damage coverage included. This model supports sustainability and convenience by extending product lifecycles and removing the hassle and cost of constantly buying or reselling outgrown outerwear.

## Suncorp One House

Suncorp One House was a multi-year project developed by the Australian insurance provider Suncorp, scientists, and architects. Together a prototype house that is fire, cyclone and flood resistant was developed to raise awareness of Australia's changing climate, whilst also educating home owners on how they can build and renovate homes in ways that are going to stand through harsh climate and weather events.

## VW Polly the Pollinator

Volkswagen New Zealand turned its electric ID Buzz van into "Polly the Pollinator," a mobile hive carrying 120,000 bees in a climate-controlled "beecosystem" that travels silently from site to site. The tour follows the honey flow, supports real-world pollination, visits markets with wildflower seed giveaways, and playfully shows how electric mobility can power ecological impact.

Eco Realism  
Provocations  
→

- ✘ What if the only way to purchase a brand's new model was if you returned the old model?
- ✘ What if our brand rewarded consumers for reducing emissions in their everyday life?
- ✘ What if we completely removed all of the product packaging from our brand?

✕ Sustainability & Inclusivity


# Circular Aftermarkets

## What is it?

With sustainable solutions becoming more crucial to consumers, the circular economy has never been in higher demand. Brands are now creating spaces, places, and re-commerce platforms that reduce waste and give their products a second-life.

Reusing, repairing, refurbishing, repurposing, and recycling are the basis of Circular Aftermarkets—and by playing in this space, brands are able to capture maximum post-sale value and extend the relationship with their consumers.



 Sustainability & Inclusivity

# Circular Aftermarkets

## What is it?

With sustainable solutions becoming more crucial to consumers, the circular economy has never been in higher demand. Brands are now creating spaces, places, and re-commerce platforms that reduces waste and gives their products a second-life.

Reusing, repairing, refurbishing, repurposing, and recycling are the basis of Circular Aftermarkets—and by playing in this space, brands are able to capture maximum post-sale value and extend the relationship with their consumers.

### Why Does it Matter?

- + Circular Aftermarkets allow brands access to the resale economy and capture post-sale value
- + Circular Aftermarkets enable more sustainable purchase habits
- + Circular Aftermarkets extend the brand-consumer relationship and builds fandom communities

### Guiding Principles

- + Design and create quality products worthy of continuous repair, refurbishment, and resale
- + Build a two-way community built on mutual value and respect and facilitate fandom
- + Embrace organic niches and lean in, the shift is pioneered by collectors and fans

### Watch Outs...

- + Don't overcomplicate the steps, keep sustainability and circularity at the core
- + Don't take advantage of your community, affordability still plays a significant role in the circular economy
- + Don't always lead with profit in mind, it's a market powered by good intentions and frugality

### Human Values

- + Frugality, Community, Attainment

Circular Aftermarkets  
By the Numbers  
→

3x

Increase in the volume of discussions, debates, and articles on the circular economy over the past five years

— Deloitte

7.3B

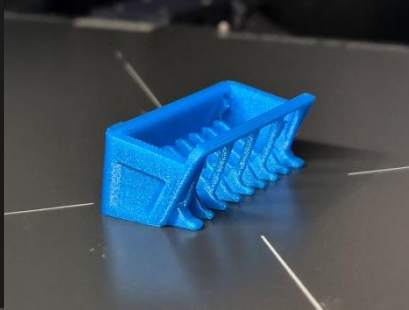
Tonnes of global economy annually comes from recycled sources.

— Circularity Gap Report 2025

58%

Of consumers say it's very important that companies they buy from adopt circular practices.

— ING Circular Economy Survey



## Philips Fixables

Fixables is a new initiative from Philips, that gives consumers open access to 3D-printable replacement parts, making it easy to repair and maintain Philips Personal Health products at home. By empowering users with quality-assured files and a digital parts library, Fixables turns sustainability into practical action and invites a new generation to embrace repair culture.



## IKEA Upcycled Staff Uniforms

"VÄXELBRUK" is a new collection from IKEA, partially made from worker uniforms from IKEA stores. Through this product line, IKEA is giving second-life to existing materials and discovering new ways to recycle, to achieve the company's sustainability targets. This shows consumers the investment by a brand to commit to its targets and highlight what's possible through participation in the circular economy.



## eBay Endless Runway

eBay's Endless Runway brought officially sanctioned pre-loved fashion shows to New York and London Fashion Weeks, letting audiences shop secondhand designer pieces in real time via eBay Live. By partnering with major fashion councils and curating collections from top designers, eBay positioned circular fashion as both stylish and mainstream.



## VTEX Re-commerce Atacama

Atacama RE-commerce, lets consumers claim never-worn designer clothes abandoned in Chile's Atacama Desert for free by paying only shipping, turning fashion waste into a global opportunity for conscious consumption. The platform restores and distributes these garments, raising awareness of fast fashion's environmental impact and promoting circular economy practices.

Circular Aftermarkets  
Provocations  
→

- ✘ What if we created new sub-brands that only sell vintage or used stock?
- ✘ What if our brands encouraged trading, sharing and swapping?
- ✘ What if we told our brand story through the provenance of a repurposed object?

✕ Sustainability & Inclusivity

# Crisis Hacking

## What is it?

With the world in perma-crisis, Crisis Hacking looks at the ways we can reimagine experiences and services through frugal, and resource efficient practices. As cost of living increases and our available resources decline, we will see a continued rise in consumers changing their approach to living. This gives brands with the opportunity to provide consumers with new or rethought experiences that empower consumers to make the most of their limitations.



X Sustainability & Inclusivity

# Crisis Hacking

## What is it?

With the world in perma-crisis, Crisis Hacking looks at the ways we can reimagine experiences and services through frugal, and resource efficient practices. As cost of living increases and our available resources decline, we will see a continued rise in consumers changing their approach to living. This gives brands with the opportunity to provide consumers with new or rethought experiences that empower consumers to make the most of their limitations.

## Why Does it Matter?

- + Crisis Hacking opens up new experiences through lo-fi and imaginative hacks, enabling consumers' creative curiosity
- + Crisis Hacking gives brands opportunities to ease consumer concerns by empowering them with their own solutions
- + Crisis Hacking takes a collective approach and aims to tackle shared problems through common goals

## Guiding Principles

- + Give consumers the tools to be able to use less and adapt more
- + Change from within, there are existing products or services that could be refreshed with this scarcity approach
- + Work with your audience to develop solutions, find out what their most immediate needs are

## Watch Outs...

- + Don't always default to creating something entirely new, this may defeat the purpose of playing in this space
- + Don't think short term, these ideas should aim to serve long term brand goals that seek to make genuine change
- + Don't think you have to solve alone, work with partners and competitors to help consumers together

## Human Values

- + Adaptability, Independence, Self-reliance

Crisis Hacking  
By the Numbers  
→

7.4%

Increase in average global cost of living in 2025

— Economist Intelligence Unit

73%

Of people across the world try to be optimistic despite the ongoing global crisis

— Kantar Research

90%

Of US consumers are concerned about the cost of living crisis, specially for food and consumer goods

— Pew Consumer Research



## ZipLoc Preserved Promos

Ziploc launched a program allowing shoppers to upload expired food coupons in exchange for new offers upon purchasing Ziploc products, involving over 80 retail partners across 65,000 stores. The campaign increased sales, attracted new customers, and strengthened loyalty among both consumers and retailers



## Inflation Cookbook

The inflation cookbook is available to Canadian shoppers, giving them real-time insights on the fluctuation in grocery prices so they're able to make the best food shopping decisions for their budget. Shoppers can see comparison in pricing and recommended product swaps, along with recipes to use their ingredients on.



## Hinge Dating Handbook

The "Distraction Free Dating Guide" from the dating app Hinge, encourages people to minimize distractions whilst getting to know others. Aiming to give daters the opportunity to develop stronger, in-person connections whilst on dates, the guide includes a range of dating tips and date ideas.



## Praxis Sustainability Savings

Dutch DIY retailer Praxis is leveraging AI to guide its consumers toward greener living. Users upload a single photo of a room and the app then offers tailored suggestions for energy-efficiency improvements, providing a comprehensive checklist and step-by-step action plan, complete with instructional videos.

- ✘ What if we made our product design files totally open sourced, so consumers could produce it how best serves their needs?
- ✘ What if we cut production of a new product line, and only sold recycled or remanufactured models?
- ✘ What if we stopped participating in sale days, to promote sustainable purchasing practices?

✕ Sustainability & Inclusivity

# Inclusive by Design

## What is it?

Inclusive Design is the act of empathizing with a users' identity or perspective to elevate above accessibility and usability solutions. It's a design process in which products, services or environments are optimized for a specific user with specific needs. Inclusive by Design is a collective term that encapsulates principles from disability design, accessible design, inclusivity, human centered design, and universal design.

Inclusive Design thinking forces us to change our world view and add a new lens to create more inclusive experiences for all. We can create a solution for one, then scale to many.



X Sustainability & Inclusivity

# Inclusive by Design

## What is it?

Inclusive Design is the act of empathizing with a users' identity or perspective to elevate above accessibility and usability solutions. It's a design process in which products, services or environments are optimized for a specific user with specific needs. Inclusive by Design is a collective term that encapsulates principles from disability design, accessible design, inclusivity, human centered design, and universal design.

Inclusive Design thinking forces us to change our world view and add a new lens to create more inclusive experiences for all. We can create a solution for one, then scale to many.

## Why Does it Matter?

- + Inclusive Design embraces all people, perspectives and intersectional identities
- + Inclusive Design increases our potential reach and impact, unlocking growth
- + Inclusive Design is a moral and legal obligation for all businesses

## Guiding Principles

- + Start small, address the practical and functional accessibility issues first
- + Ask don't assume, work with the community to identify, ideate and prototype real solutions
- + Include their identity, empathize with the users identity to elevate above accessibility and usability solutions

## Watch Outs...

- + Don't design for fame, benchmark yourself on impact and inclusion
- + Don't go it alone, we should always begin with community consultation
- + Don't erase labels, some innovations seek to be so "universal" that they erase labels

## Human Values

- + Equality, Belonging, Compassion

Inclusive by Design  
By the Numbers  
→

63%

Of individuals recognize the importance of  
Inclusive Design practices by brands

— Shifts Index 2026

46%

of the global population experienced  
discrimination in the past year, mostly in business  
or commercial settings.

— Kantar

\$2.8B

Is lost every month by businesses only  
catering to “normal” people

— Extra cost Commission



## Colgate Hear Gear

Colgate Australia launched Hear Gear—redesigned protective headwear for Australian Football League (AFL) players with hearing implants. The overhauled design allows for vibrations to continue through headwear, allowing those with hearing implants to play with ease and maintain sound through their implants. Creating a more inclusive sporting environment.



## Dove Real Virtual Beauty

Real Virtual Beauty by Dove attempts to overcome the beauty stereotypes and standards assigned to women in virtual and gaming worlds. Working with Unreal Engine and Women in Games, Dove has created more realistic representations of women to introduce across gaming platforms.



## Vaseline See My Skin

To overcome bias and exclusion of people of color in skin health, Vaseline created “See My Skin”, a virtual platform to search for and understand different skin conditions. Individuals can be partnered with care providers who specialize in treating and supporting individualized skin needs.



## Virgin Atlantic Free To Be Me

Virgin Atlantic launched the “Free to Be Me” program to make travel safer and more inclusive for LGBTQ+ travelers, offering tailored trip planning, destination guides co-created with local communities, and Pride Certified hotels. The initiative aims to ensure every traveler feels respected, confident, and free to express their identity wherever they go.

Inclusive by Design  
Provocations  
→

- ✘ What if we embraced intersectional identities to disrupt cultural taboos?
- ✘ What if we empowered consumers to hack and alter our products to encourage innovation?
- ✘ What if we embraced third culture rituals and language nuances in our experiences?
- ✘ What if we built an innovation incubator that is solely designed to solve inclusion gaps?


✕ Sustainability & Inclusivity

# Bio- Materials

## What is it?

As we continue our transition away from reliance on plastics, new methods of utilizing natural materials are helping us decrease our environmental footprint and opening up new design possibilities. Bio-materials such as seaweed, mushroom, and algae are allowing us to connect closer to nature whilst creating better alternatives for what our products are typically made of.



 Sustainability & Inclusivity

# Bio- Materials

## What is it?

As we continue our transition away from reliance on plastics, new methods of utilizing natural materials are helping us decrease our environmental footprint and opening up new design possibilities. Bio-materials such as seaweed, mushroom, and algae are allowing us to connect closer to nature whilst creating better alternatives for what our products are typically made of.

### Why Does it Matter?

- + Bio-Materials give brands opportunities to reduce their environmental footprint through reduced plastic use
- + Bio-Materials promote conscious consumption
- + Bio-Materials teach the importance of nature for our everyday lives and how to better connect with nature

### Guiding Principles

- + Offer additional utility beyond replacing existing materials
- + Understand where your materials are being sourced to ensure there's no negative environmental impact
- + Give consumers the ability to reuse, repurpose or recycle the materials with ease so that they don't go to waste

### Watch Outs...

- + Ensure your bio-materials are 100% bio-friendly without sacrificing function
- + Don't choose materials just because it will make your brand look good, find purpose and reason for its adoption
- + Don't use bio-materials as a front whilst your brand does bad business, you'll risk being labelled greenwashers

### Human Values

- + Sustainability, Adaptability, Simplicity

Bio-Materials  
By the Numbers  
→

60%

Of consumers are willing to spend more on a product that has sustainable packaging

— McKinsey Consumer Research

7.5%

Predicted growth in the global market for mycelium from 2026-2030

— IMIR Market Research

71%

Rise in online searches for sustainable goods globally over the past five years

— The Economist Intelligence Unit



## Dole Piñatex

Dole teamed up with Ananas Adam to turn pineapple skins into Piñatex, a vegan leather alternative for fashion and upholstery. This innovation not only reduces waste but also reimagines how materials can be sourced and produced sustainably.

## Algae Football Jersey

Spain's Real Betis Balompié, in collaboration with Forever Green, Hummel, Parley for the Oceans and Pyratex, unveiled the world's first soccer kit made from invasive algae and recycled ocean plastics. The kit also features luminescent logos, made with water-based ecological inks as an alternative to plastisol.

## Aizome WASTECARE

Aizome, a Japanese textiles startup, created a skincare product from the wastewater of its plant-based, chemical-free dyeing process. This hydrating, anti-inflammatory serum spotlights sustainable innovation by transforming textile byproducts into skincare.

## Hyundai Plant-based Leather

Uncaged Innovations partnered with Hyundai's Cradle division to create plant-based leather alternatives for cars, using grains like wheat, soy, and corn. These materials offer the look, feel, and even scent of real leather, while delivering a more climate-friendly and customizable option.

- ✘ What if by-products and production waste could be repurposed as packaging?
- ✘ What if we created traditional print campaigns and OOH special builds with bio-materials?
- ✘ What if we re-created our most popular products using bio-materials?

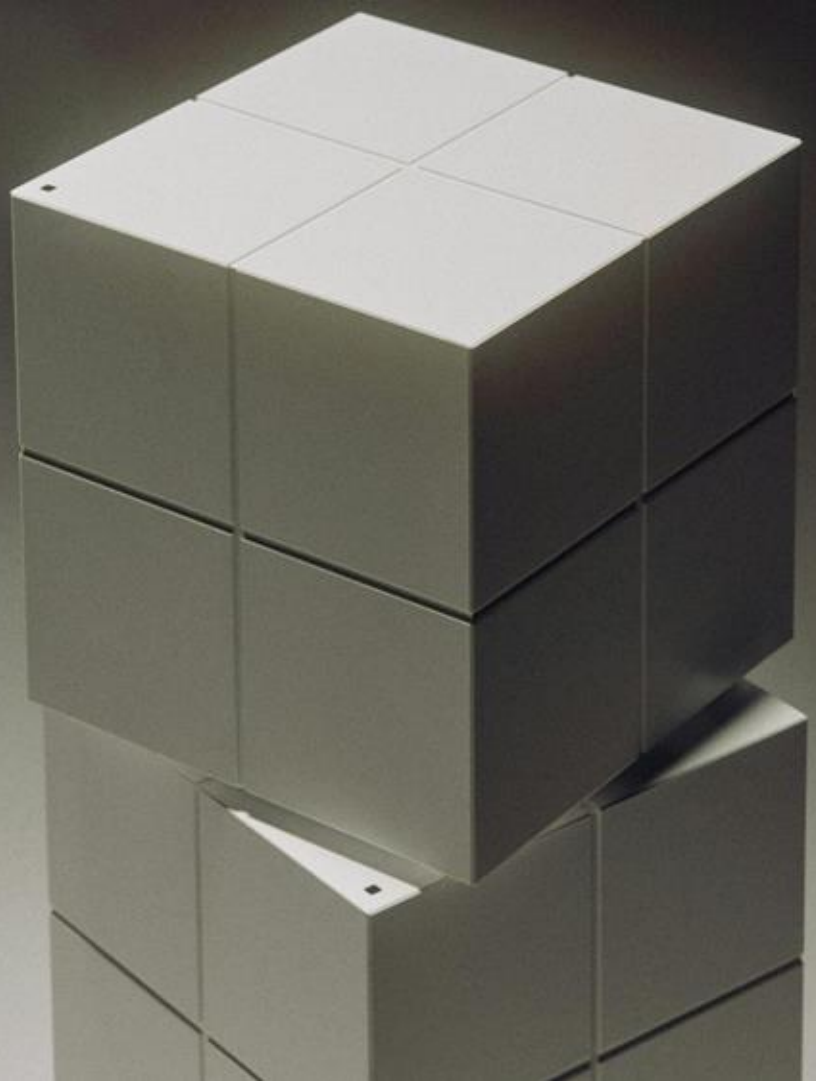
X Sustainability & Inclusivity

# Modular Design

## What is it?

Modular Design focuses on the movement towards adaptable and interchangeable products or services, and away from the one-size-fits-all approach we've grown used to. Modularity allows brands to create personalized and unique connections with their consumers, by understanding and offering exactly what they require to fulfil aspects of their lives.

The movement towards modularity can also provide brands with the opportunity to reassess wastage targets, as they have the ability to produce less non-adjustable, single products.



X Sustainability & Inclusivity

# Modular Design

## What is it?

Modular Design focuses on the movement towards adaptable and interchangeable products or services, and away from the one-size-fits-all approach we've grown used to. Modularity allows brands to create personalized and unique connections with their consumers, by understanding and offering exactly what they require to fulfil aspects of their lives.

The movement towards modularity can also provide brands with the opportunity to reassess wastage targets, as they have the ability to produce less non-adjustable, single products.

## Why Does it Matter?

- + Modular Design provides new avenues of product and service design
- + Modular Design brings consumers closer to the brand through uniquely personalized solutions
- + Modular Design can be an avenue to meet or identify new sustainability targets

## Guiding Principles

- + Facilitate modularity simply, guide the consumer on the journey and demonstrate how it connects to brand purpose
- + Ensure that modularity allows for personalized solutions and different approaches
- + Provide clear guidance on why, and how this modularity works so that the consumer can understand and connect to the brands purpose

## Watch Outs...

- + Ensure the modularity is usable and accessible for the consumer, don't make it complex
- + Don't be cheap, ensure the modularity will last or risk losing the consumer to competitors
- + Don't over promise the intended result, keep the benefits grounded

## Human Values

- + Individuality, Simplicity, Adaptability

Modular Design  
By the Numbers  
→

54%

Of consumers are currently engaging with or considering modular design in their choice of product or services

— Shifts Index 2026

25%

Would like to use more homemade items in the future

— Statista

35%

Of consumers are interested in the do it your self market.

— Statista



## Sony Playstation Controller

The PlayStation Access Controller features 23 buttons and allows for 30 customizable configurations, making gaming more accessible and adaptable to individual needs. Developed in collaboration with diverse designers and communities, it is built with players who need alternative ways to play, not just for them.



## Nokia x iFixit Repair Kit

Nokia, in partnership with iFixit, launched a budget Android phone designed for easy at-home repair, with batteries and other parts replaceable in minutes using guides and genuine components. This modular approach lowers repair barriers and encourages longer device lifespans.



## Takt Spoke Sofa

Takt's Spoke Sofa is a flat-pack, repairable sofa made from sustainably sourced European beech and oak, with upholstery of 98% recycled polyester. Every part can be replaced by hand, encouraging maintenance and longevity so the piece can be passed down through generations.

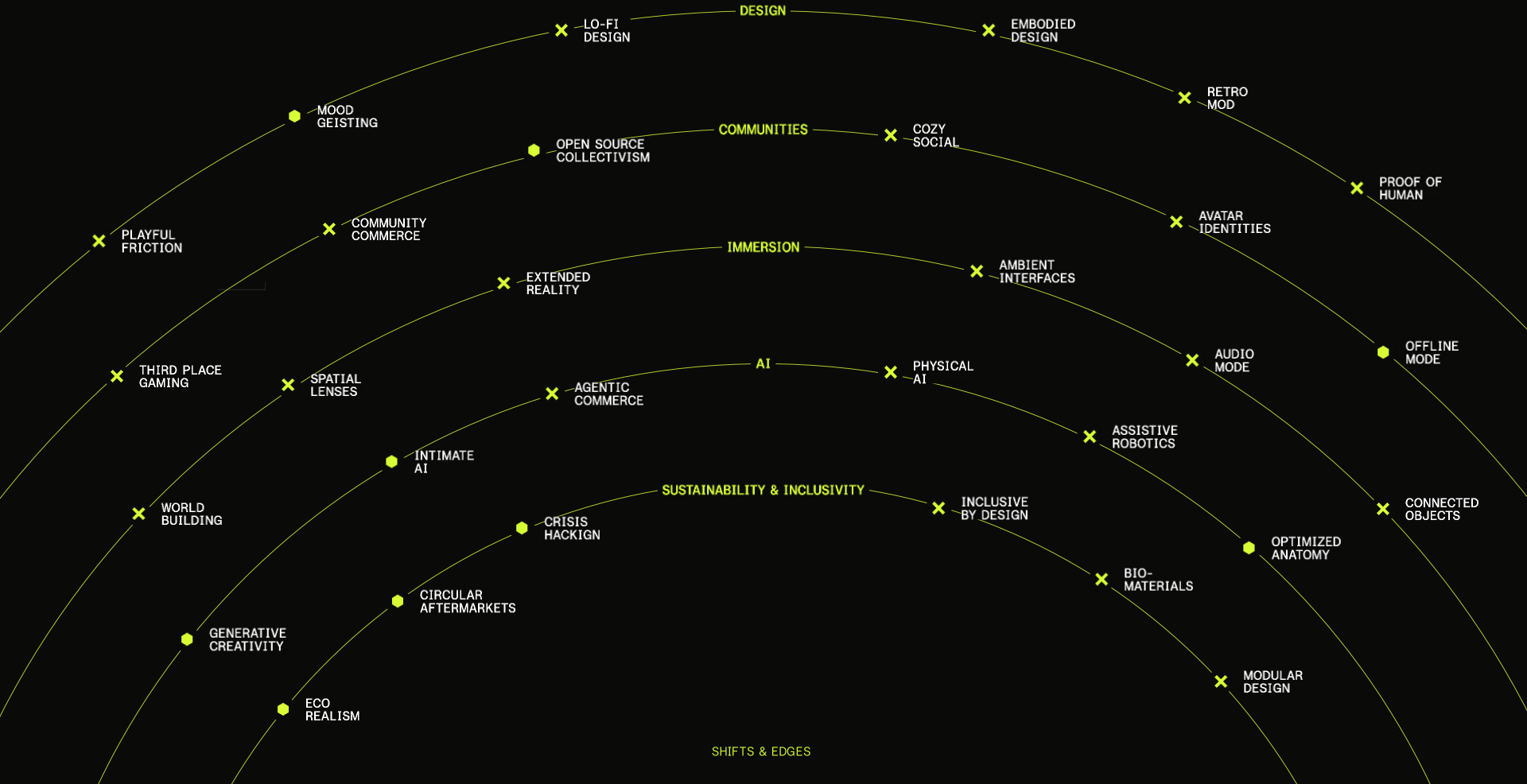


## Daihatsu me:MO

Daihatsu's me:MO is a mini electric vehicle designed to evolve with its owner, featuring modular 3D-printed parts for easy customization and extended lifespan. Users can adapt both the interior and exterior like adding seats or changing tires to fit their changing needs over time.

Modular Design  
Provocations  
→

- ✘ What if we included repair kits for all brand products, so consumers can repair themselves?
- ✘ What if we made products upgradable and verified this through access to an exclusive community?
- ✘ What if we rewarded consumers for finding new ways to adapt or repair products?



SHIFTS & EDGES

Take it.  
Share it.  
Remix it.  
Have fun.

CREATED BY Kay Chong  
Rien van der Houwen  
Matthew Moran  
Luke Eid

SPECIAL THANKS Backs\ash

CONTACT [kay.chong@omc.com](mailto:kay.chong@omc.com)  
Kay Chong  
Senior Global Strategist