



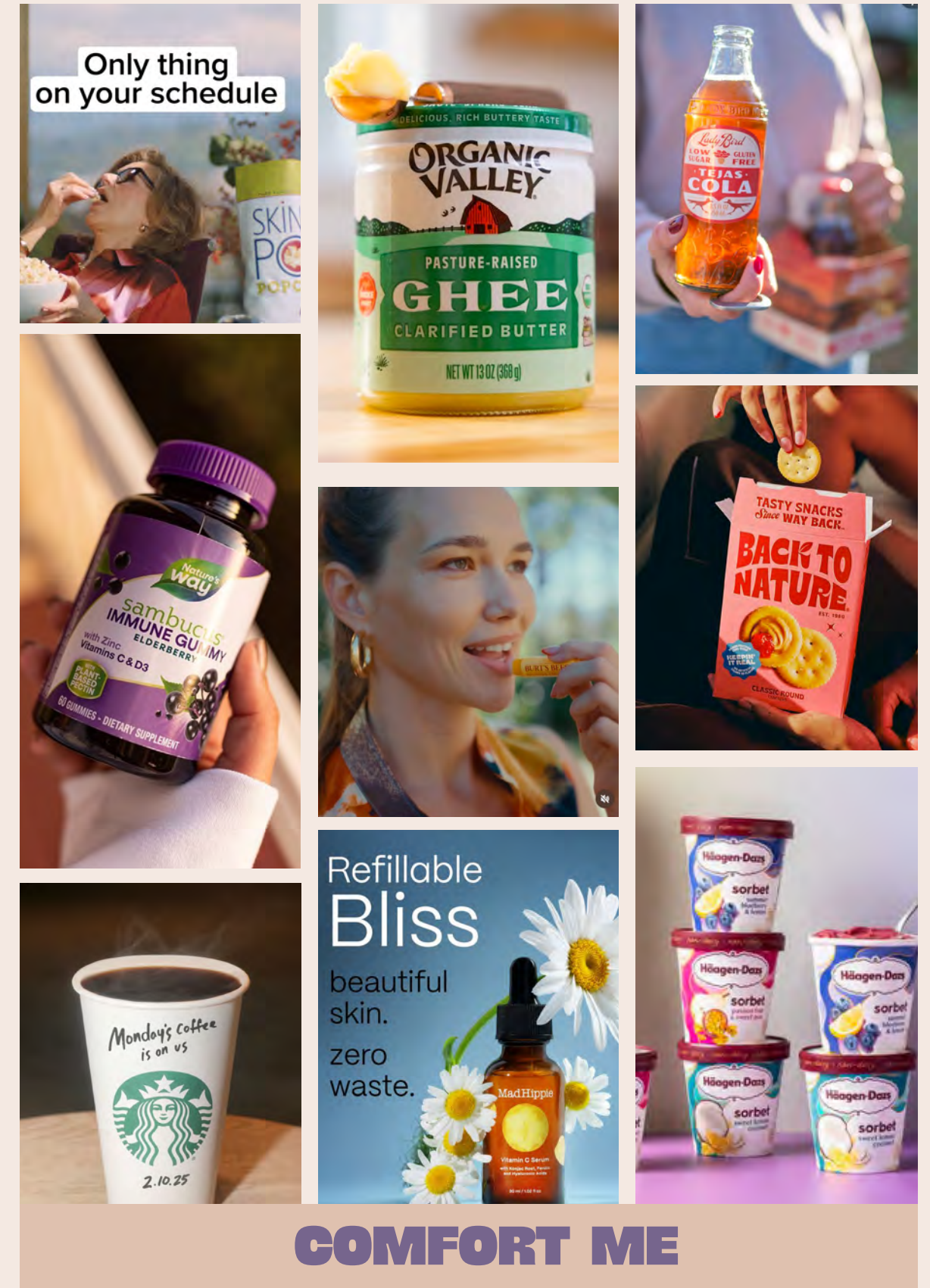
MAXWELL

**RIGHT NOW, WE'RE SEEING
A MAJOR SHIFT IN HOW
BRANDS SHOW UP VISUALLY.**

Hint, it isn't just about aesthetics.

THE SHIFT

When it comes to color and contrast brands are favoring a softer look over the vibrant trend that has reigned supreme since pre-covid days.





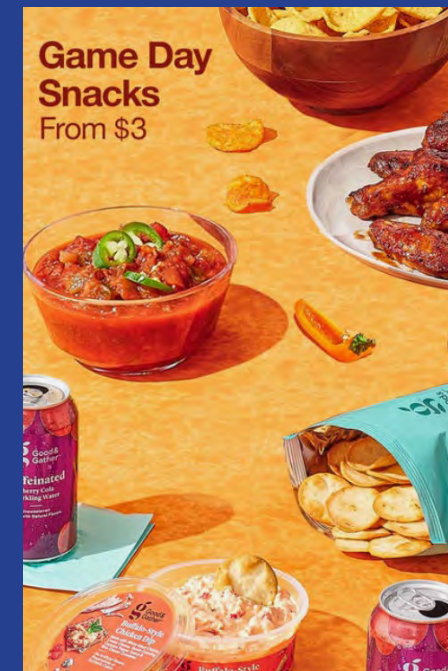
OUTGOING TREND: BOMBASTIC COLOR



OUTGOING TREND

BOMBASTIC COLOR

**WE'RE SAYING GOODBYE TO:
HIGHLY SATURATED, HIGH-
CONTRAST, ULTRA-BRIGHT
PHOTOGRAPHY. NO MORE
MILLENNIAL GRAY KITCHENS
OR HYPER-GLOSSY LIGHTING.**





INCOMING TREND: COMFORT ME



INCOMING TREND

COMFORT
ME

A SOFTER VISUAL LANGUAGE.
BRANDS ARE EMBRACING
WARMTH, SOFTNESS,
AND A SENSE OF GENTLE
REASSURANCE.



5 WAYS WE'RE SEEING THE NEW **COMFORT ME** TREND SHOW UP:



1.

CINEMATIC STYLE
that creates nostalgia



2.

BLUR & GLOW
effect that welcomes



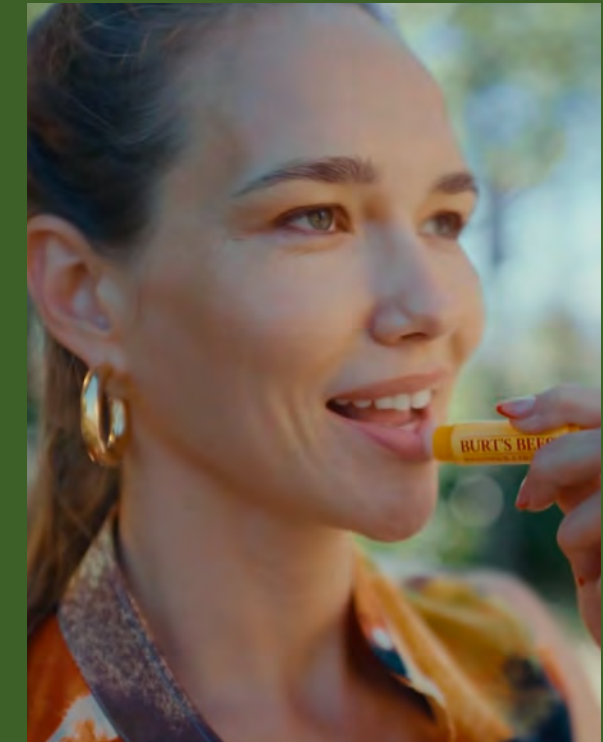
3.

SUNNY food imagery
that sets a warm vibe



4.

LOW DOPAMINE,
NEUTRALCHROMATIC
looks that calm



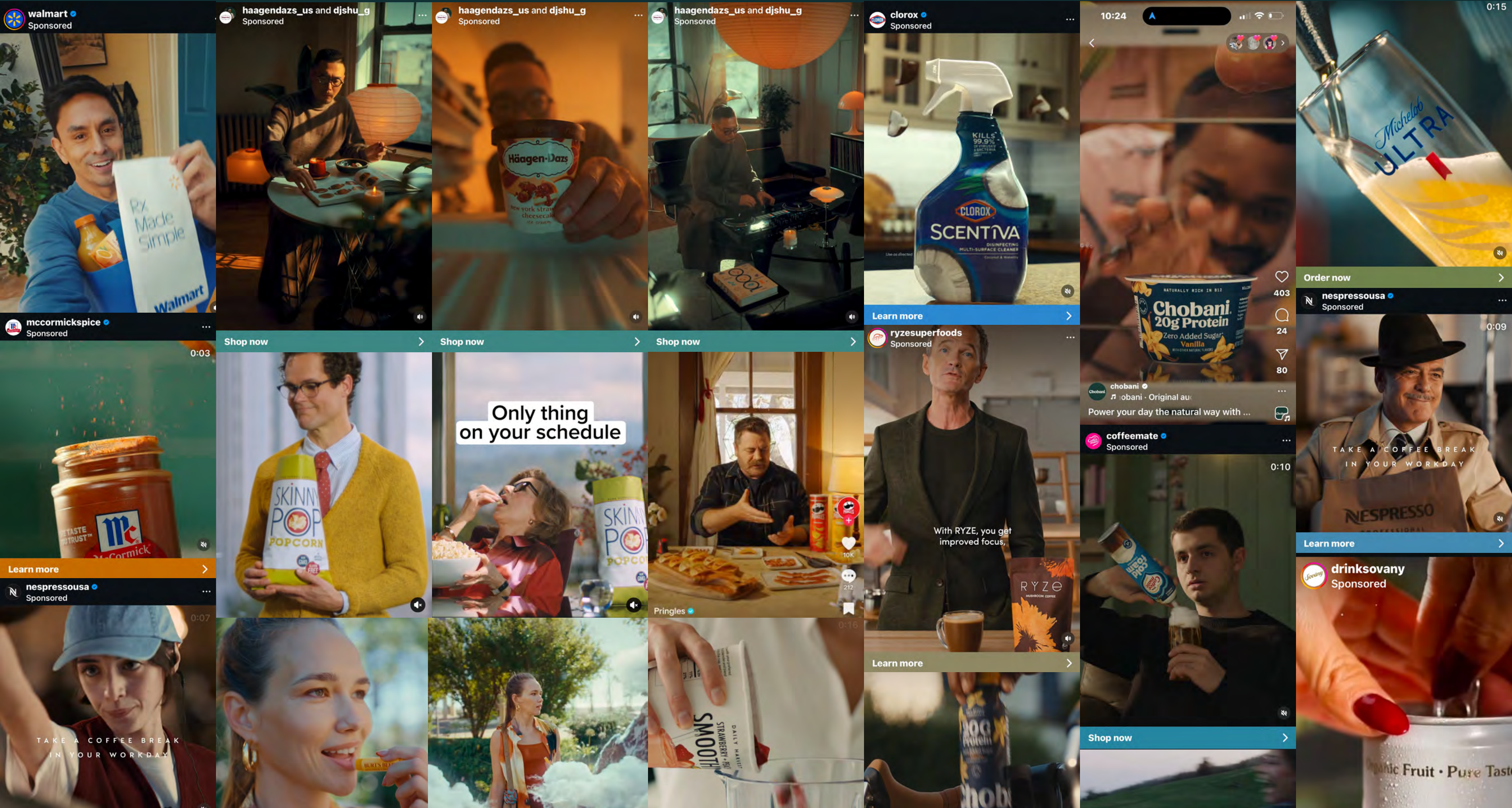
5.

NATURAL HABITATS
that meet a yearning
for nature

TAKE A LOOK →

1. CINEMATIC CPG

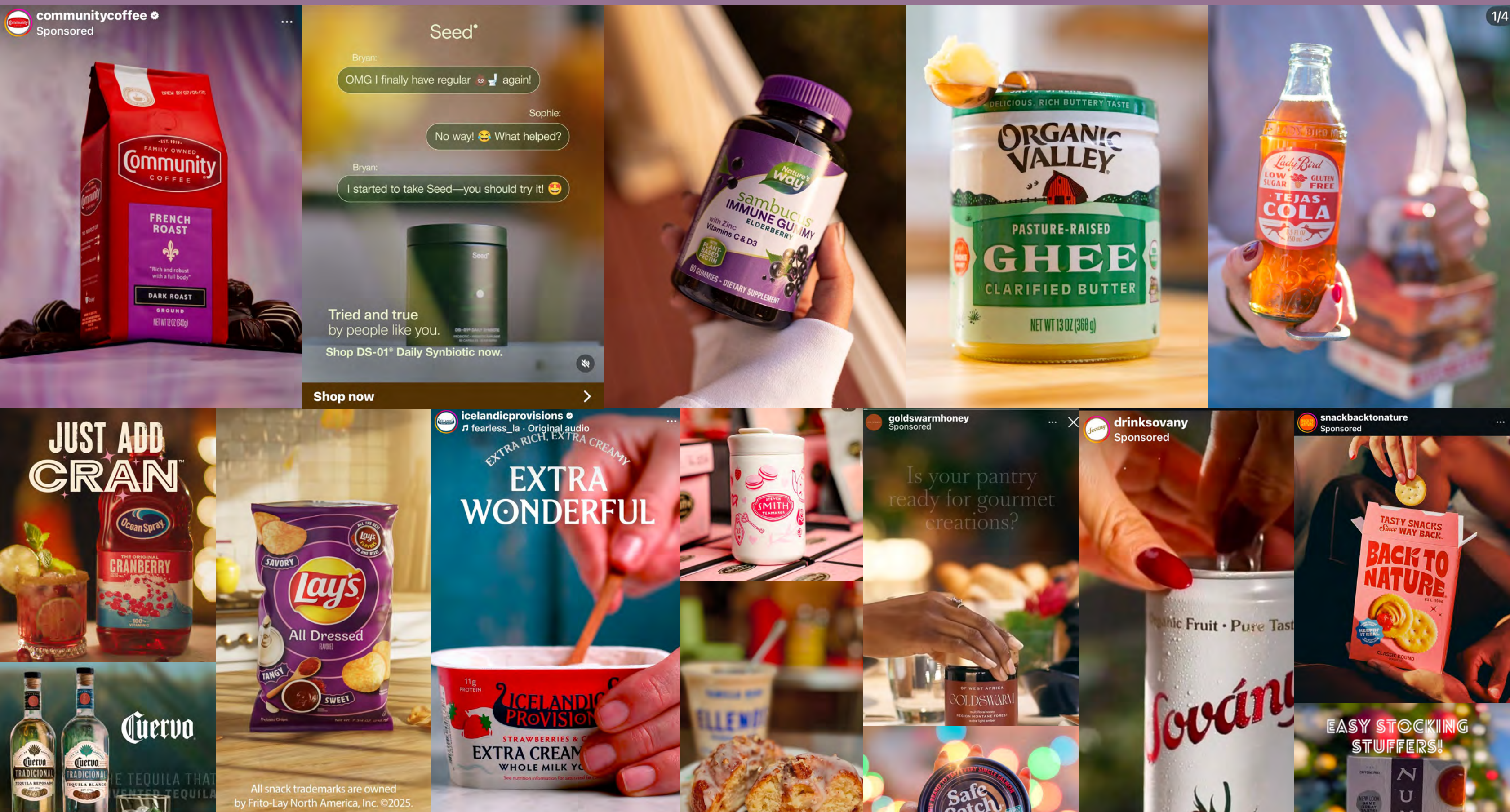
A touch of romance, longing, and humor makes food and product imagery feel alive and animated by sweet storytelling.



All images for educational purposes. Images are from various sources, published online.

2. BLUR & GLOW

Background blurring and warm glows help focus attention and create a sense of ease.



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3. SUNNY SIDE

Golden-hour warmth, natural light, and uplifting compositions evoke joy and nostalgia in a gently aspirational way.



4. LOW DOPAMINE

Simplified palettes, soft tones, and cozy environments create reprieve from overstimulation and cold Millennial gray.



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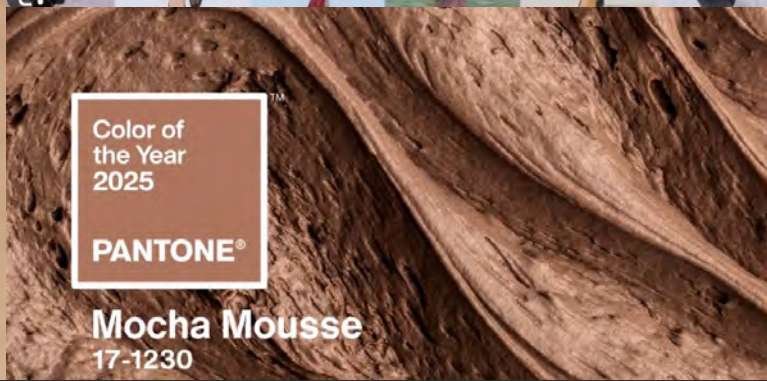
Your resolutions called...
They'd love to meet February



"So simple, it's nuts.
And water.
And salt."

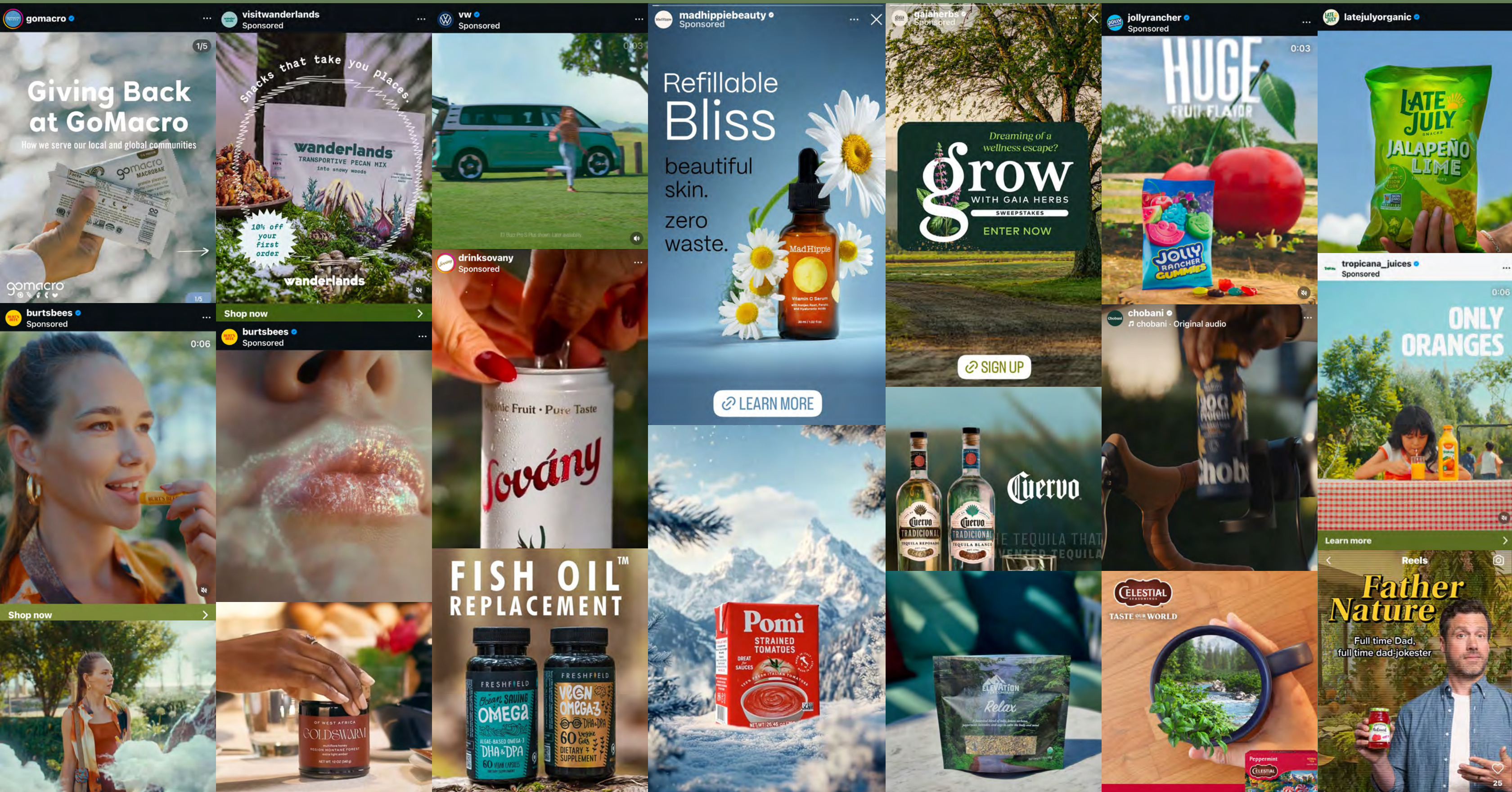


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5. NATURAL HABITAT

Consumers long to feel peaceful and grounded. Outdoor settings appeal to the desire to be in nature.

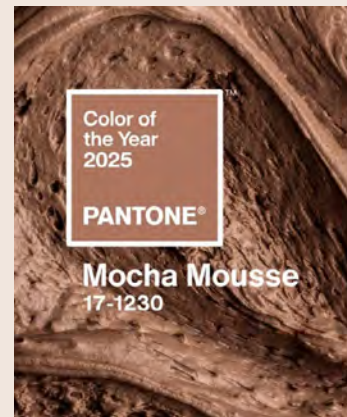


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WHAT'S DRIVING THE CHANGE

CONSUMERS
ARE READY FOR
A RESET:



DOPAMINE DETOX

People are rethinking overstimulation and seeking a more balanced, natural aesthetic.

A CORRECTION TO VISUAL OVERLOAD

A constant flood of attention-grabbing visuals has created fatigue. Now, restraint is refreshing.

A HECTIC WORLD NEEDS GENTLE ENERGY

Consumers are drawn to warmth, softness, nature and less ad-like visuals that create a sense of calm.

HOW'S YOUR BRAND LOOKING?

**COME CHAT IT OUT WITH OUR CREATIVE TEAM.
LET'S KICK AROUND SOME IDEAS ABOUT WHAT
THE TREND MEANS FOR YOUR BRAND.**

Contact heythere@thinkmaxwell.com to find time with us.

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