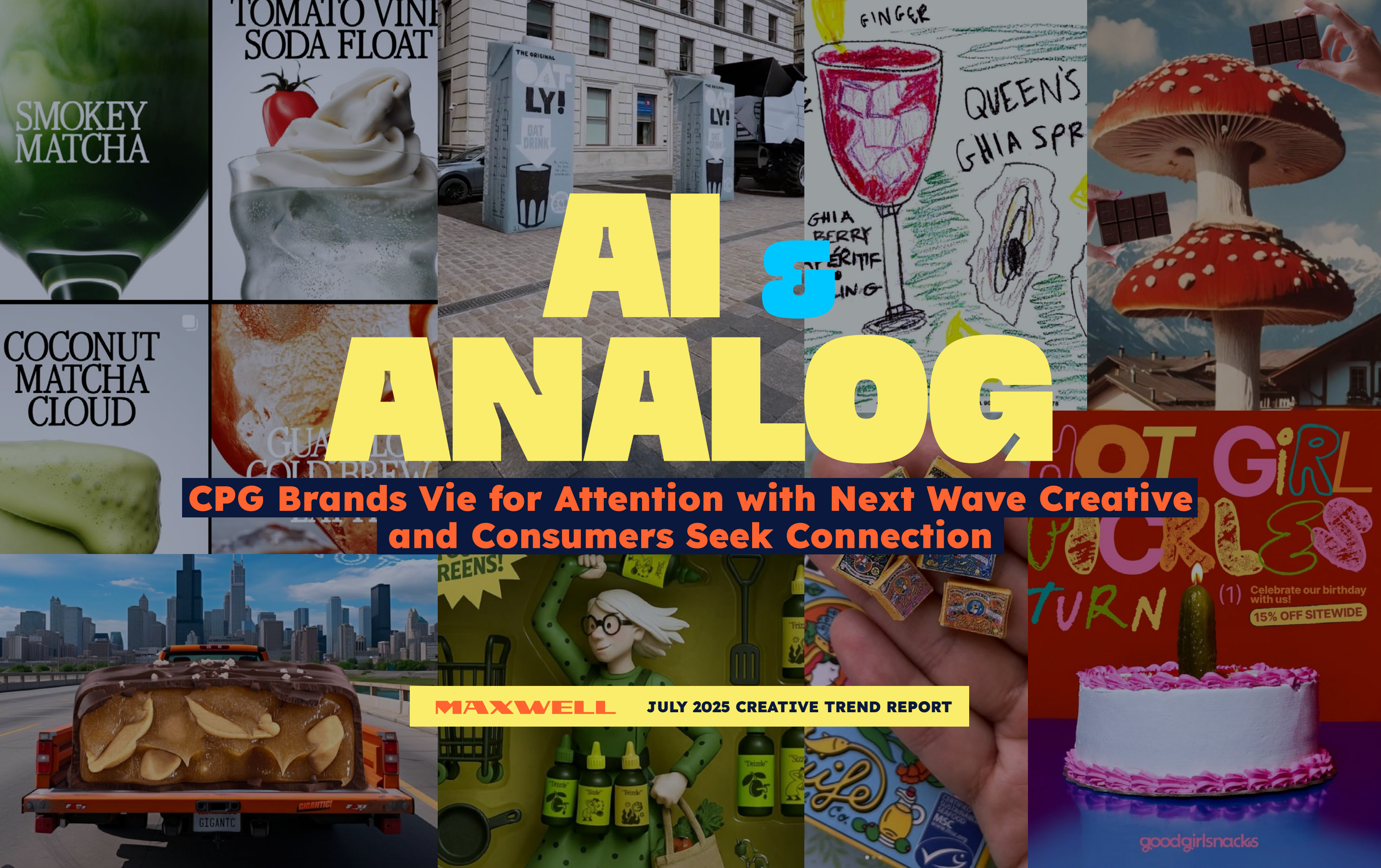




SMOKEY
MATCHA

TOMATO VINE
SODA FLOAT



COCONUT
MATCHA
CLOUD



AI & ANALOG

CPG Brands Vie for Attention with Next Wave Creative and Consumers Seek Connection



MAXWELL JULY 2025 CREATIVE TREND REPORT

goodgirlsnacks

WHAT'S HAPPENING:

The availability of AI tools are rapidly changing what we see on social feeds.



WHILE MANY BRANDS ARE EMBRACING AI:

—————→ You've probably seen brands create fantastical moments, hop on the collectible doll trend, or the FOOH trend (fake out of home)

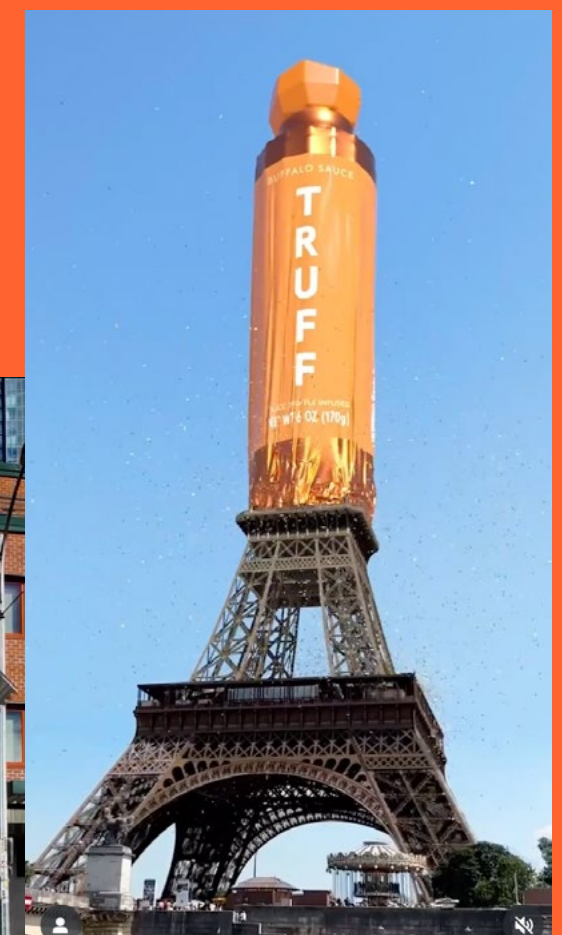
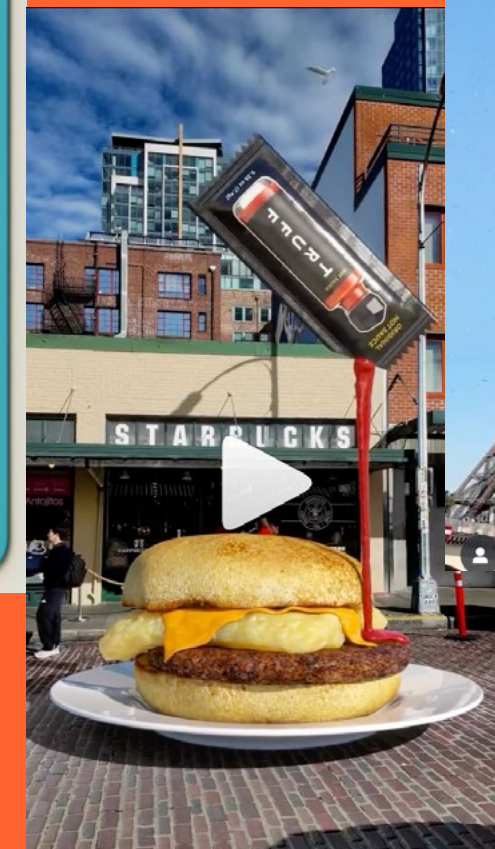
Olipop's fantastical booth, which was followed by a real world interpretation.



Static images featuring product in other-worldly scenarios.



The prompt for a collectible doll made it easy for brands to play along.



FOOH sometimes as believable as the real deal, at a fraction of the cost.

SOME BRANDS ARE LEANING INTO **HUMAN-TOUCH** VISUAL TRENDS LIKE THESE:

1

CRAFT, ART & COLLAGE



2

SKETCHES, HAND DRAWN FONTS

T-SHIRTS WITH A CLEAR AND BOLD MESSAGE:



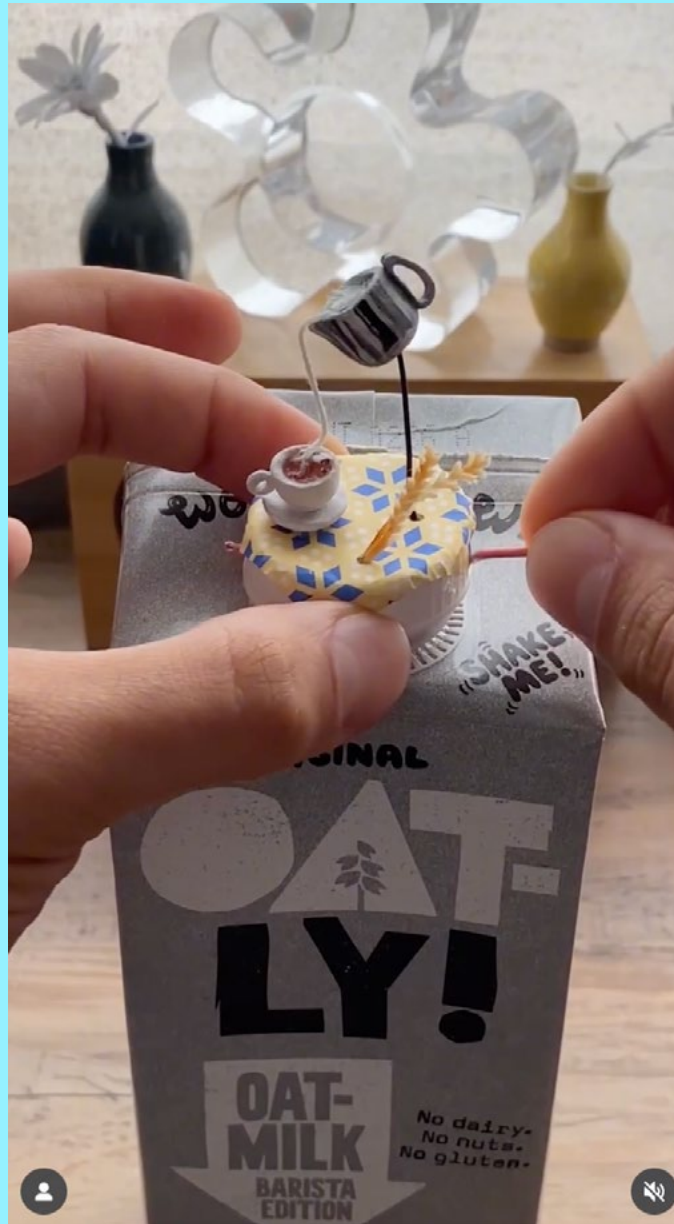
If you missed it at EXPO - check out the [MID-DAY Squares post](#) about their booth.

3

EDITORIAL / MAGAZINE STYLE FEEDS, LAYOUT, PHOTOGRAPHY



AND PLENTY OF BRANDS ARE PLAYING WITH BOTH (ANALOG & AI):

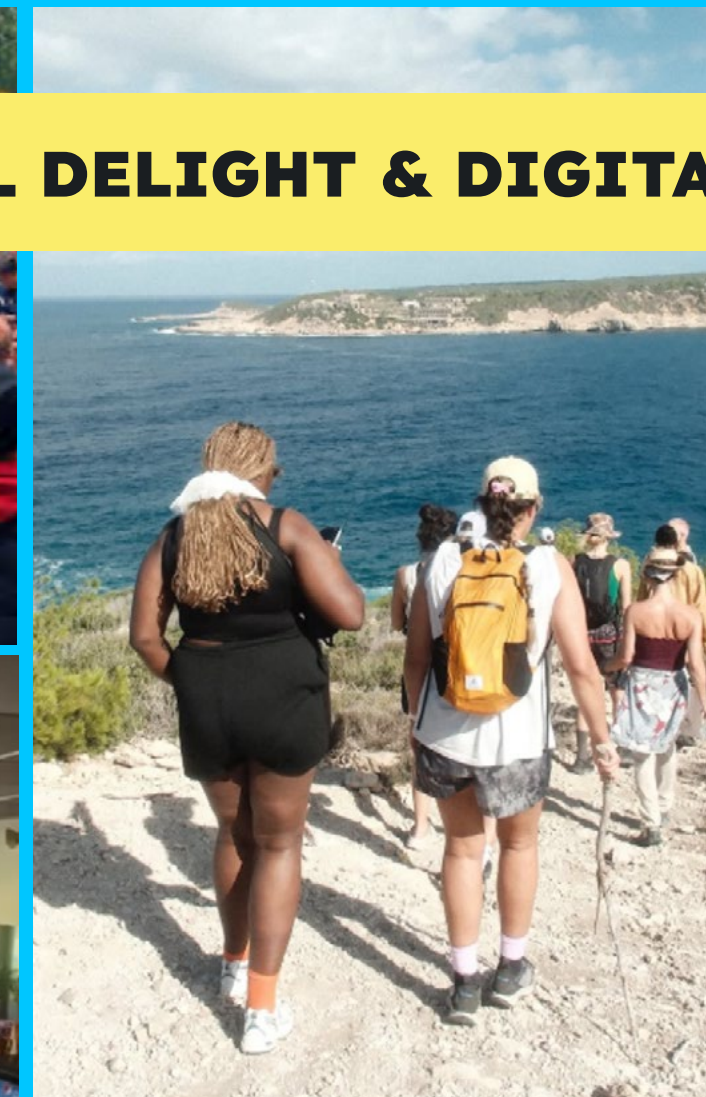


ALL IN THE NAME OF ENGAGING THEIR AUDIENCE

**MEANWHILE,
THERE'S OPPORTUNITY OUTSIDE
OF THE SCROLL:**

**WHILE AI IS RESHAPING OUR
DIGITAL WORLD, CONSUMERS
ALSO LUST FOR SOMETHING SO
ANALOG: IRL CONNECTION.**

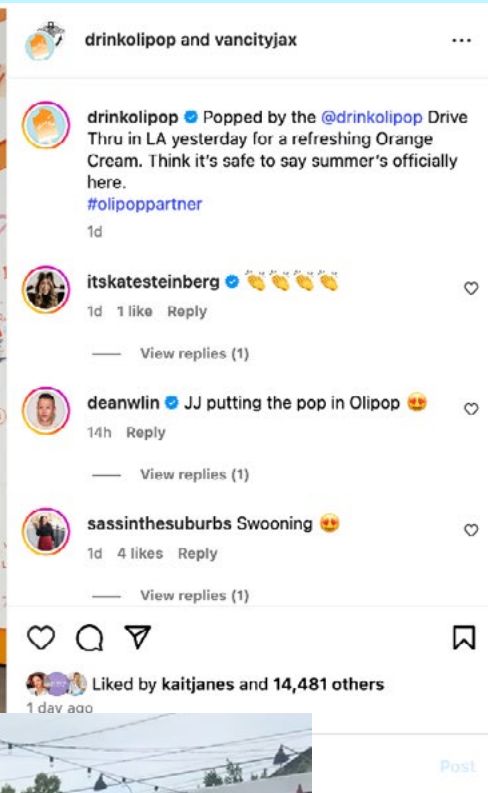
COMMUNITY, IRL & ANALOG EXPERIENCES ARE ON THE RISE:



BRANDS THAT MERGE THESE TWO WORLDS ARE PAYING ATTENTION:



**DIGITAL
FANTASY >**



**SHOWS
UP IRL**



DIP YOUR TOE IN

3 IDEAS TO ACT NOW:

1 EMPOWER YOUR CREATIVE TEAM TO EXPERIMENT WITH AI.

Ask them to bring an aspect of your brand to life—a personality trait, a brand moment like an expansion or cultural trend. Integrate into your social feeds and see how your community reacts.

2 CREATE A TANGIBLE, ANALOG MOMENT WITH A CREATOR.

Could your product live as embroidery? A hand-drawn carousel? A painted still life? Partner with an artist to craft a handmade expression of your brand/product. Test it on your feed to see what resonates. Analog = unexpected = scroll-stopping.

3 DON'T RULE OUT SHOWING UP IN THE REAL WORLD, BECAUSE OF THE EXPENSIVE POP-UP MODEL.

There are plenty of ways to find your consumer in the real world that don't require a NY pop up. Think low-lift, high-touch. Real-life moments still make magic and can travel far online.

WHAT'S NEXT FOR YOUR BRAND?

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

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

MAXWELL

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