

THE SUMMER CREATIVE BRIEF

BY KC
2022



Hello community,

I'm not sure if it's the inner indecisive millennial/gen-z in me, but I can never choose a favorite season. I am filled with excitement for the upcoming season, then long for the next season once we've reached the end of it. Of course, now that summer is upon us, I have been overly romanticizing coconut scented sunscreen, fresh cut fruit and lakeside picnics.

Now that I'm almost in my mid-twenties, I am surrounded by people who complain that the summer is not what it used to be when we were kids. We still have to wake up and go to work every day, instead of getting three months of frolicking and free-time. Although there is truth to that, I still feel like summer is a gift of a season no matter what stage of life you're in.

I am inviting you to allow yourself to flourish this summer in your professional and personal life. Whether it's playing with sidewalk chalk, making snow cones or reading a book outside, embrace your inner child in all the things that you do. Including your business. This is the season of bright colors, bold fonts and polaroid photographs. Let's showcase that in your marketing and creative materials this summer. And most importantly, let's love every second we're doing it.

Let's continue to grow together!

Kindly,
Katryna



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MEET NIC JOHNSON

Role: Art Director
City: Prescott

Which marketing trends are you loving right now?

Short form videos
Sustainability and recycling in fashion trends
Classics // Retro vibes

What are your goals for this season?

To push creativity in a new direction. Looking through a lens that is different from the rest of the world and showing something new.

What is your song of the summer this year?

As It Was - Harry Styles



THIS OR THAT

Beach Day

Lake Day

Fireworks

Fireflies

Lemonade

Iced Tea

Watermelon

Pineapple

5 SOCIAL MEDIA TRENDS FOR 2022

We're Absolutely In Love With Right Now
By Shannon Haupt

It's hard to believe all of the phases that social media has gone through over the last 2 years. We have seen it all. It seems like just yesterday Tiger King content swept through our newsfeeds. Over the last 2 years, we've watched the social media world erupt in new ways. There are creators left and right setting new trends, some of which we absolutely love, and others that make us all cringe a bit. For creatives and businesses alike, it can be essential to keep up with social media trends in order to know how to best market your brand in these changing times! To save you the effort of endless scrolling, we've compiled all of our favorite social media trends for 2022. Here's what the internet world has been up to.

1 LESS CURATED FEEDS

- a. On Instagram, we are seeing a less curated feed and rather more personal content.
- b. If you think back to 2016, it was ALL about the Instagram grid. Everything looked more cohesive and formulated. It felt like the "Minimal look" was taking over the influencer world. Today, we are seeing that people care a little less about what their grid looks like and care more about being real and showing a behind the scenes look at their brand!

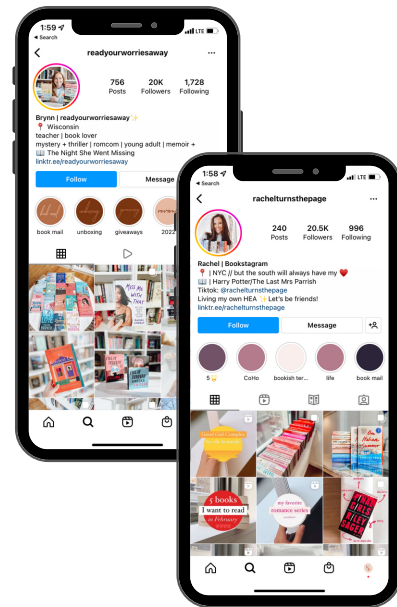
2 BRANDS ARE SHOWING MORE PERSONALITY

- a. This year, we are really seeing brands' true colors. One example of this is Duolingo's Tik Tok account. Duolingo's Social Media Coordinator is a true gem. Not only does this account share relatable and hilarious content, yet they engage with other large accounts by leaving comical notes in their comments section. If you haven't seen their videos yet – we highly recommend having a laugh with them. The sheer comedy that exists through this brand is unmatched!
- b. We'll continue to see brands developing a personality and it appears that consumers are all over it as Duolingo has welcomed 2.9 million followers on Tik Tok.



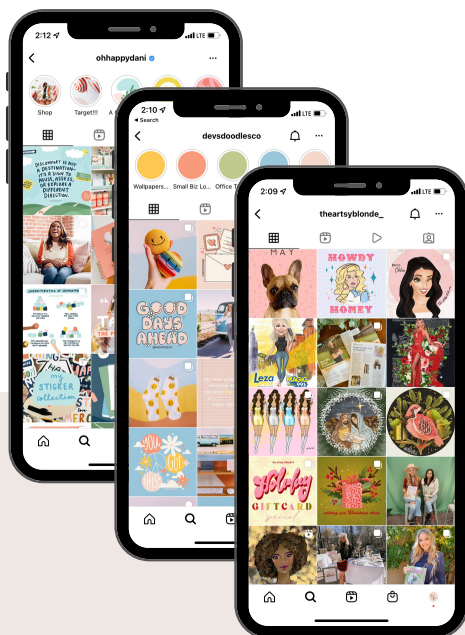
3 NICHE ACCOUNTS AND NICHE HASHTAGS

- a. Something that doesn't seem to change amongst the social media world is the fact that relatable content does well. Accounts that target a specific niche and audience are still thriving! Instagram accounts featuring books, otherwise known as "Bookstagram" accounts, are still thriving in 2022. We anticipate that this will continue as "#booktok" is also flourishing on Tik Tok.
- b. Perhaps something to keep in mind while growing your own brand is posting content that speaks to the niche audience that your brand does! Use that unique voice that you have to speak to what you know – there is no need to do it all perfectly, rather do what you know really well!
- c. Here are two of our personal favorite Bookstagram accounts to look at for inspiration, @readyourworriesaway and @rachelturnsthepage.



4 ILLUSTRATION AND MOTIVATION

All over social media, on any platform, there seems to be a lot more motivation and illustration happening. People use their graphic design skills to encourage through their art and we are HERE FOR IT. A few Instagram accounts we are LOVING are @theartsyblonde_, @devsdoodlesco and @ohhappydani. We would absolutely recommend following them in order to get some daily creativity and positivity on your newsfeed!



5 VIDEO CONTENT

- a. Now more than ever, we are seeing creators utilizing video extensively! Most influencers and micro influencers are using IGTV, Instagram Live, and Reels to showcase their personality!
- b. We know that Instagram's algorithm favors those who use all their features – so it's no surprise that users are benefiting from using all aspects of the app.
- c. Also, videos are so fun and entertaining – so we are a FAN.

Here's to hoping that 2022 is filled with even more creativity online! What are YOUR favorite internet trends at the moment? Let us know below!

KELLY GARASHAY: LIFE COACH





BECOME A
CLIENT.
JOIN THE
COMMUNITY.

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