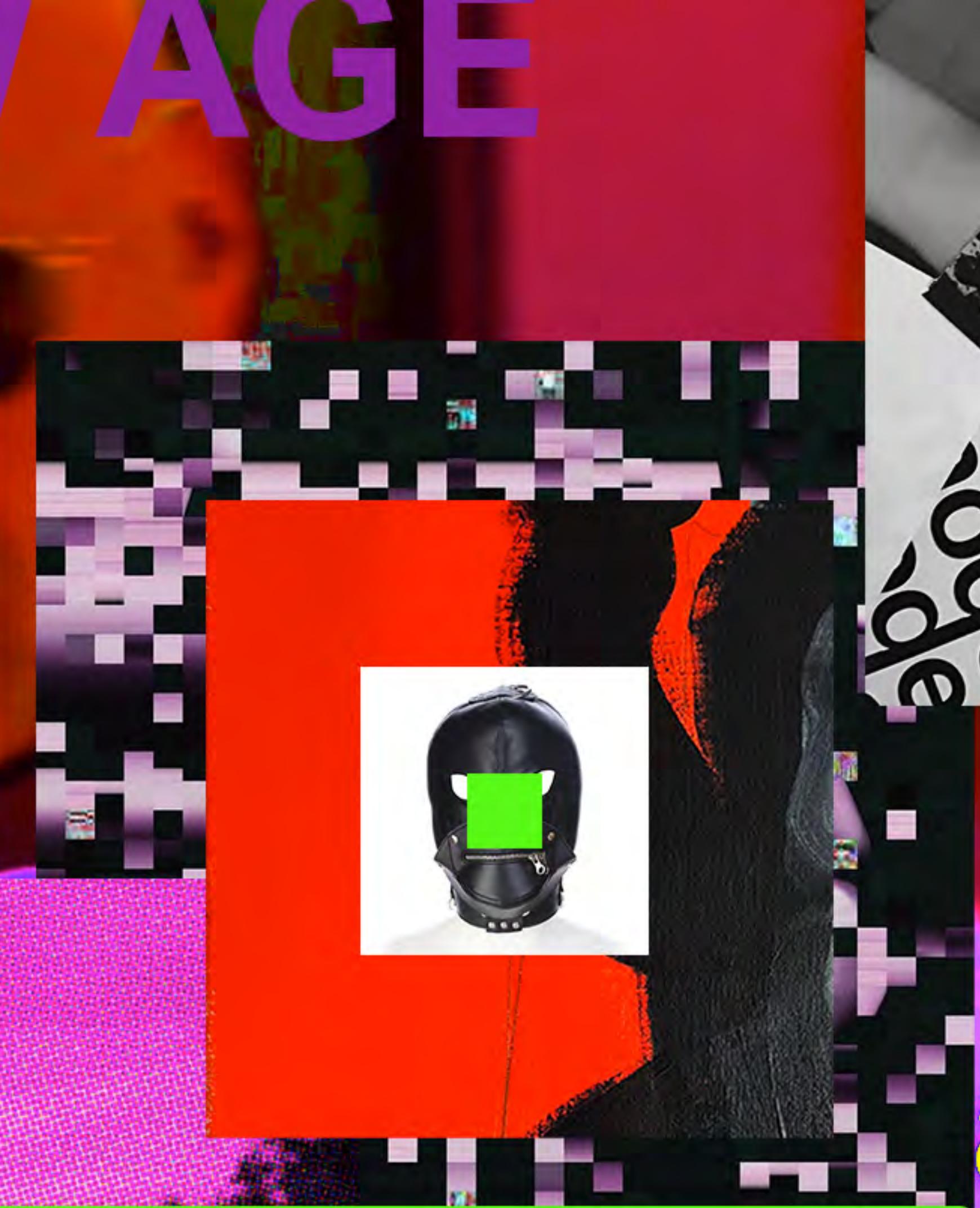


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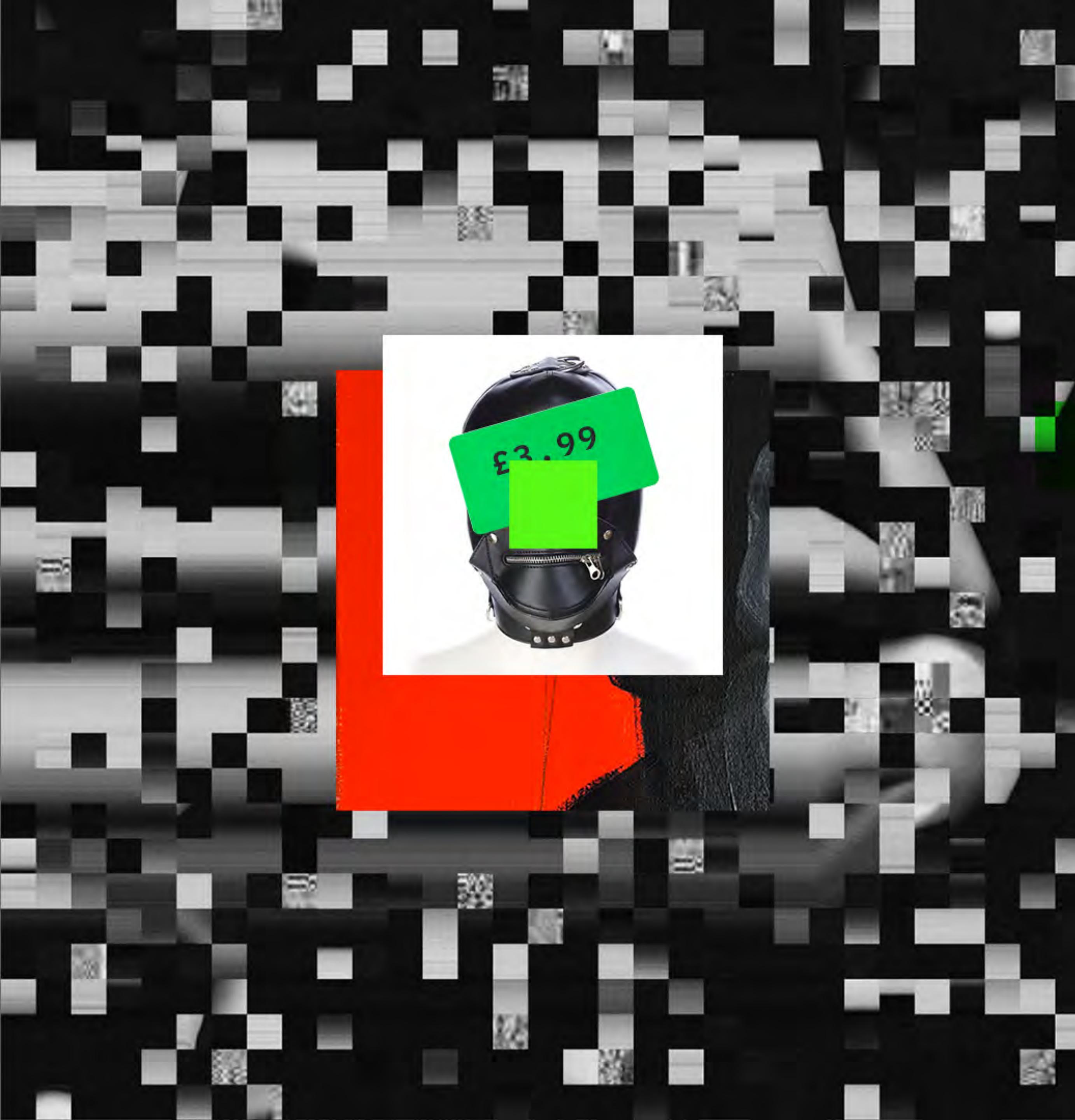
# FUTURE IS NOT SO FUTURISTIC

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'Some visual / digital / marketing / tech trends' predictions we've made,  
that we may like or not

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## Censorship and technocracy

We've all seen how the 2022 ended ;)  
Due to lack of regulations or regulations in favor of tech lobby, we will be drowning in the New Digital Dark Ages of Technology.



# Augmented and virtual realities

## 2.

Like it or not, the augmented reality is already a fact. The virtual? It's perfect for your sad life. Can't wait to see hard sell banners through the "all virtual realities" googles? ;)



# de-evolution

3.

We should start using this word due the rapid technology development and decrease of education access, basic health and life development and failure of the social systems.

# GREEN WASHING

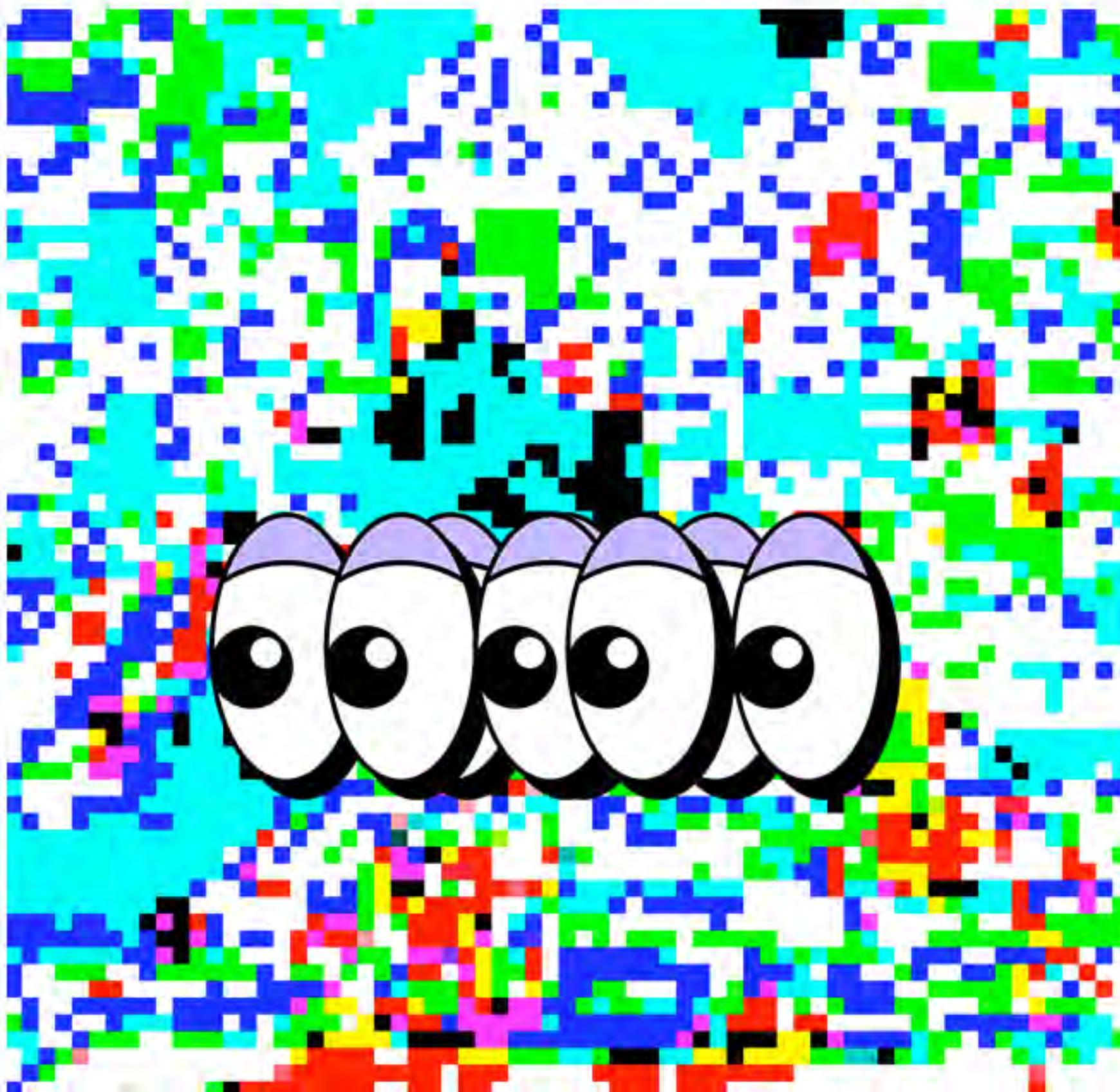
Eco marketing / green-washing; not too sophisticated of a trend that will only grow in 2023. New brainwashing will continue to amaze, and corporations will stretch eco world more and more for profits.



# [Artificial intelli- gence]

Almost nobody really knows what they are talking about, but they like AI, they would like to have it, use it, even if they don't understand it. We've heard an opinion that we should treat AI like a child, and if so: we are lost.

5.



## Nepotism

6.

As they already do, interests of media giants will keep ruling the media and fueling the social moods.



# {REAL/DIGITAL TRASH]

7.

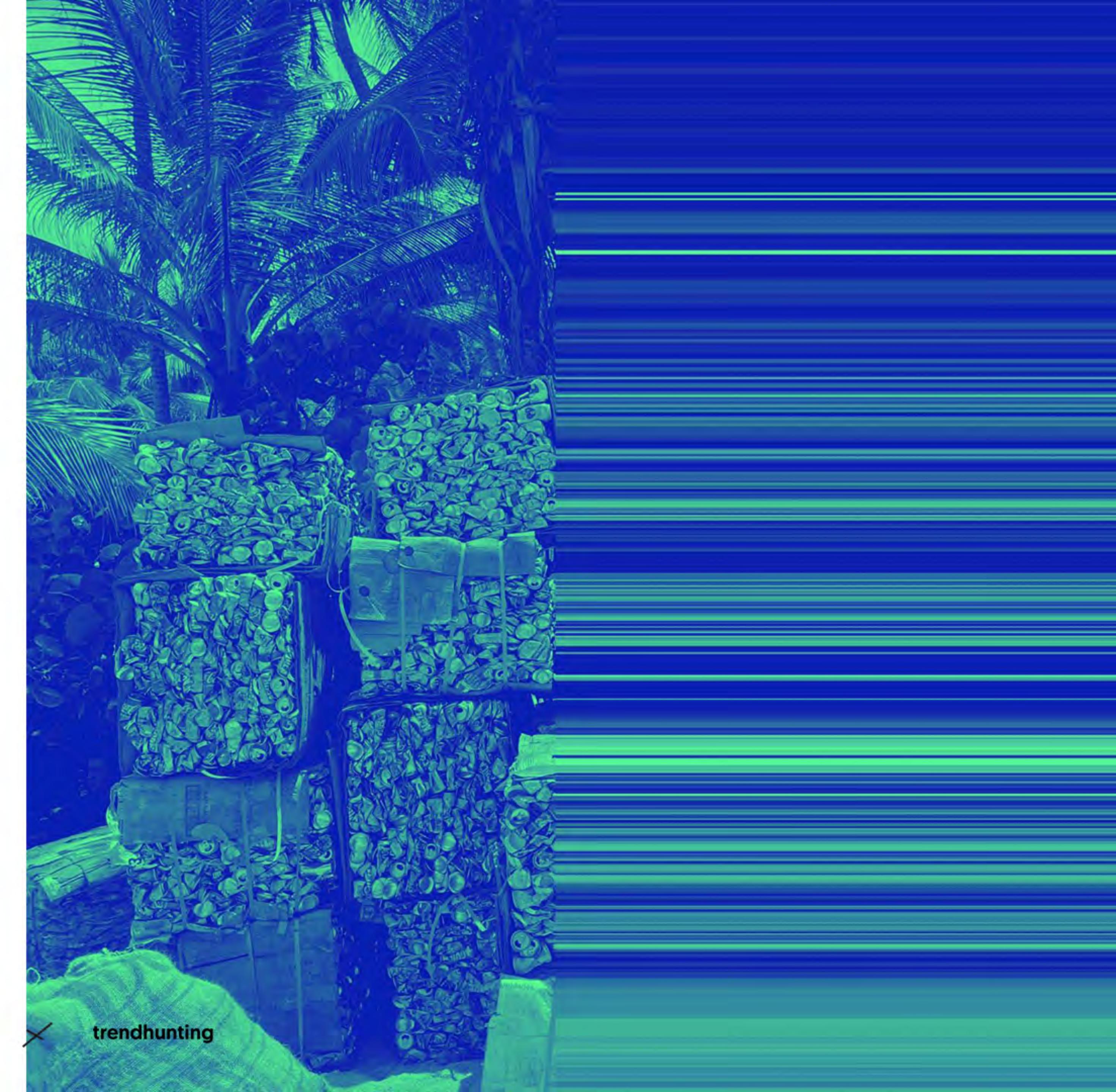
Year of the digital trash, due to never-ending growth of digital infrastructures, digital waste and amount of space needed, generated data is rapidly changing.

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# [IDE GROWTH]

8.

We've reached the overstimulated high of raging capitalism and materialism. Growth from now is rather fictional. We must change the assumptions.

# Escapism

9.

Luxurious escapism from the present, we want more, we want unseen but we want it just for ourselves.



10.

# REBEL

Virtual presence of your brand, especially if big or known, will be very judged this year. People are more familiar with digital trends than more marketers or people from the 'board' would think. Your webpage is broken ? You're app not working? You will hear about it... by all means and in all forms people will use their "internet right to complaint".

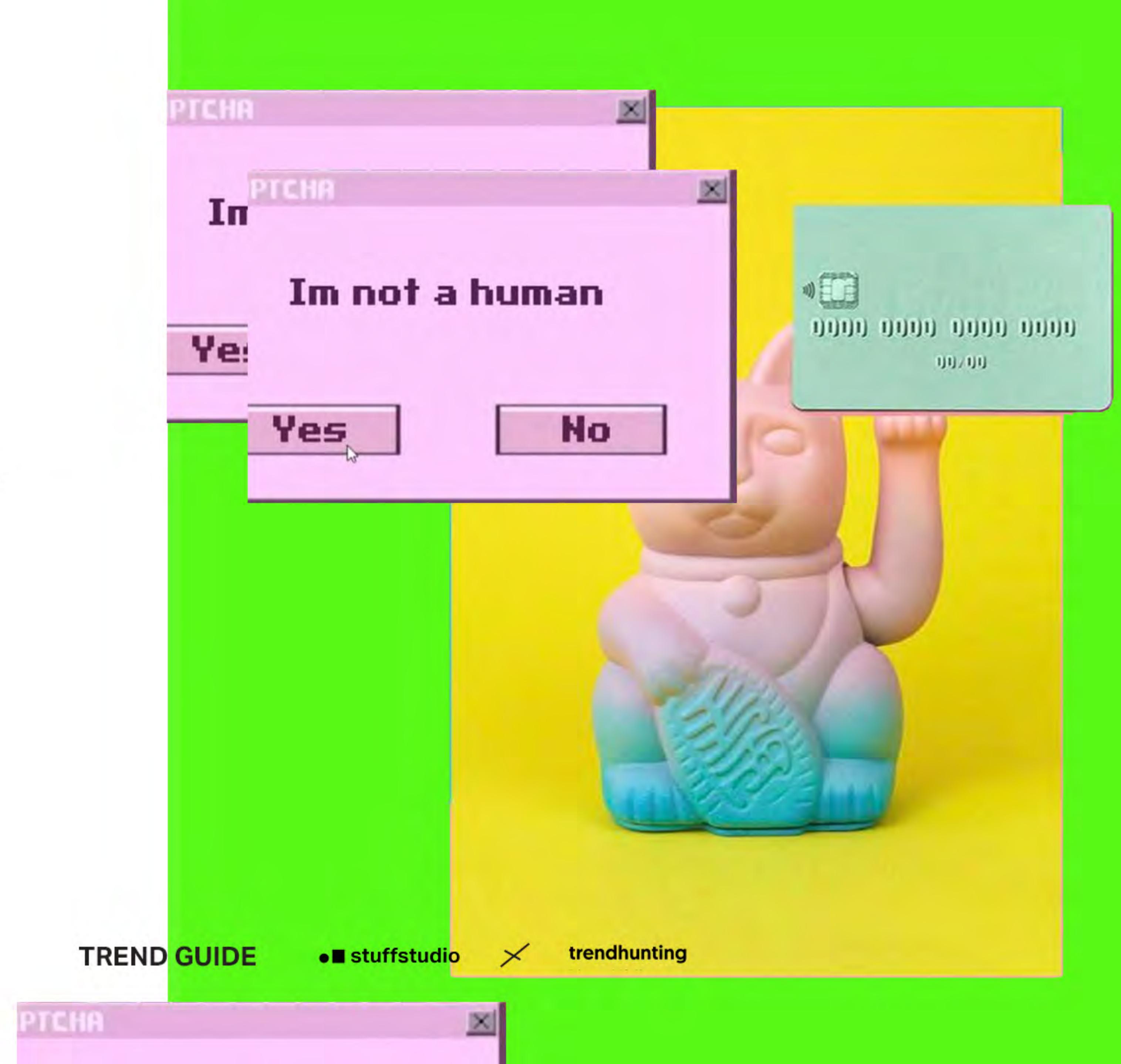
# **[Year of the scam]**

11.

Technology is giving endless new scam options.

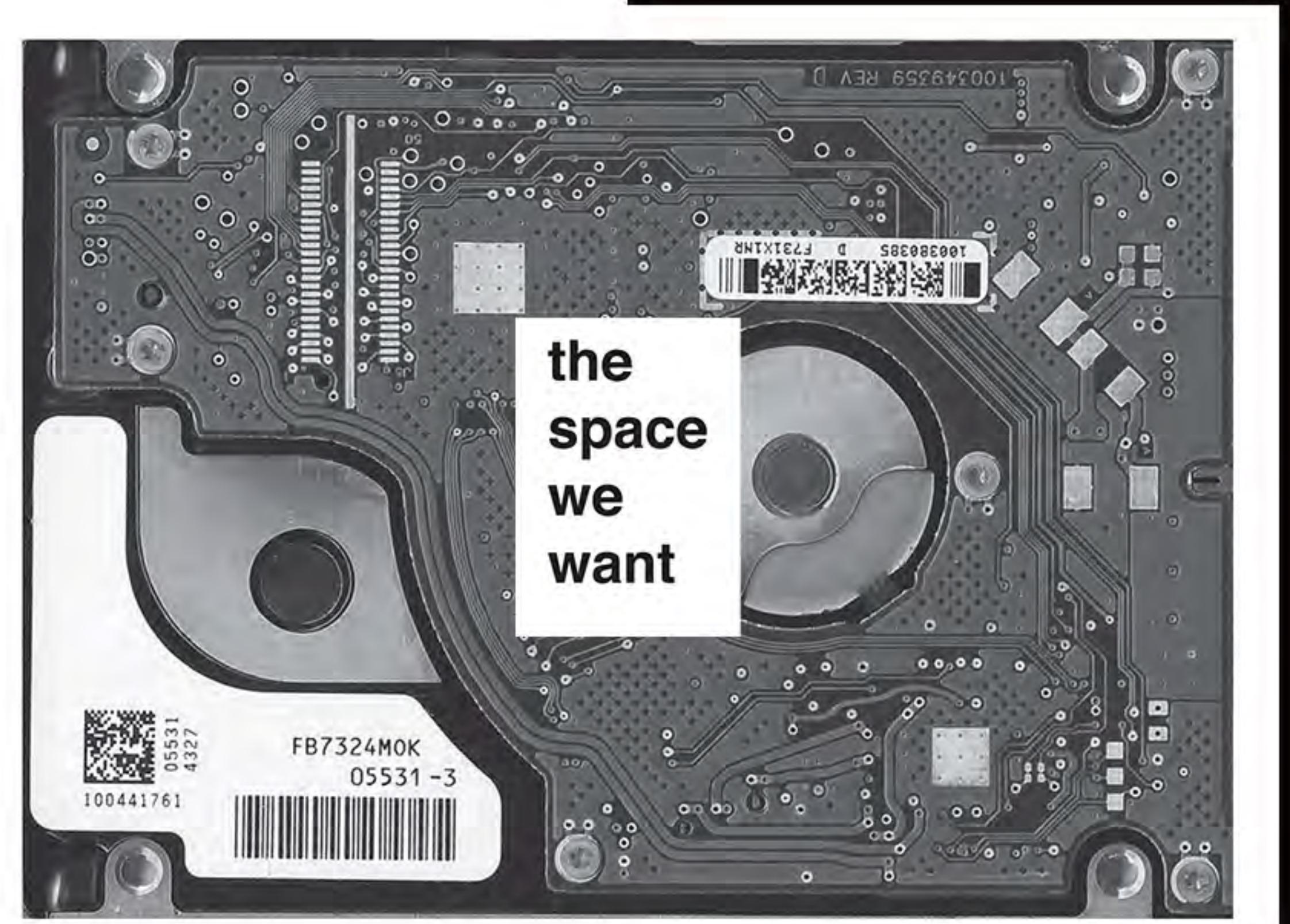
Due to the lack of knowledge / education of the users, and lack of responsibility, and proper security procedures by the tech companies, banks, govs etc., we as societies are helpless in avoiding those global matters.

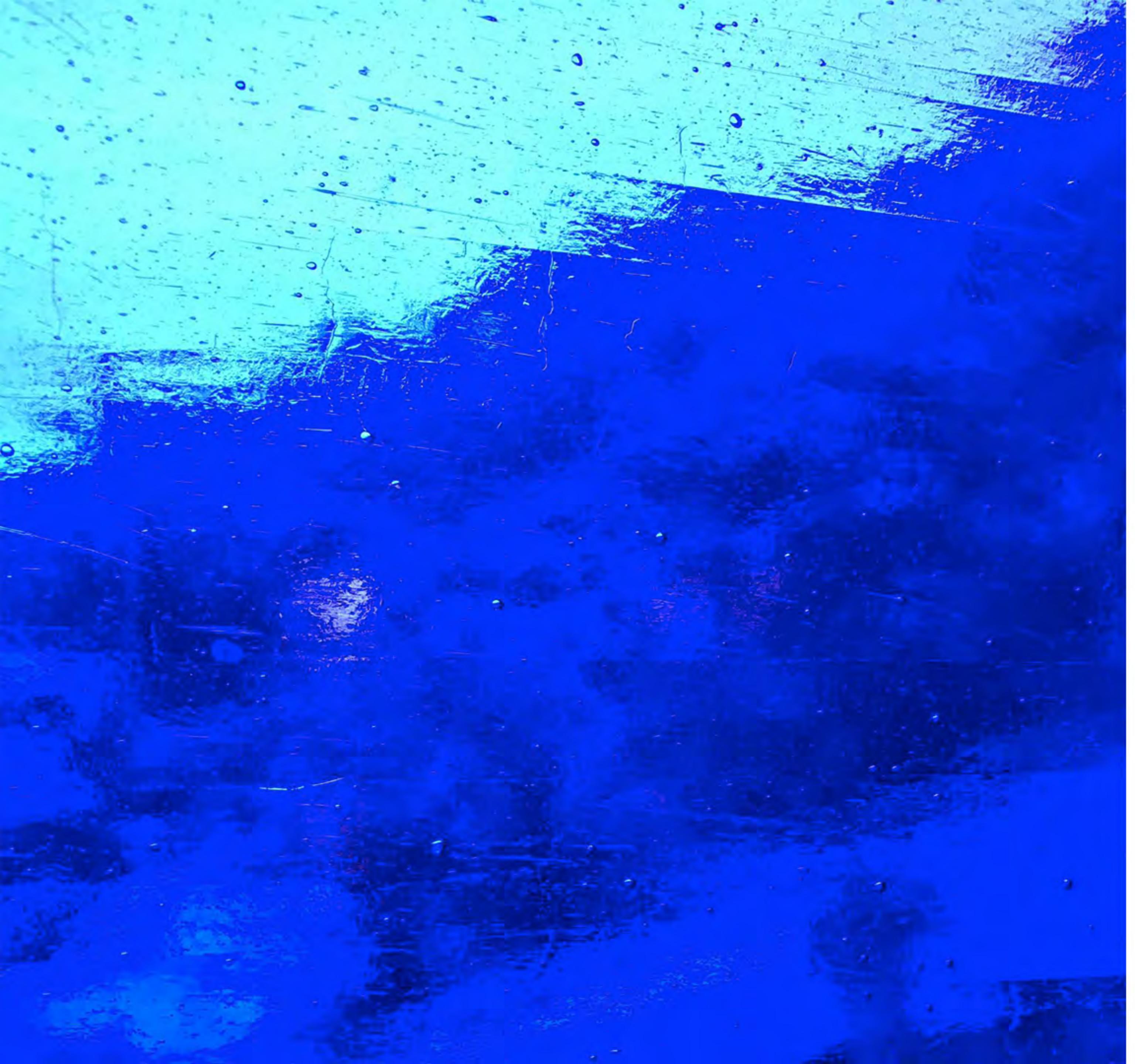
## **Fake News, Scams and Online abuse**





The tech people want to prevent further deterioration of the cyber / digital / real world in every form of tech rebellion. 2022 proved that hackers have the power to make a statement.





## Searching for safety

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13.

Drive to escape the present.  
Due to social, economical,  
climat situation we want to  
escape / migrate.

# Luxury and unique markets

14.

Due to new enriched social class fueled by raging economy of fake crisis we expect rise of the rare, luxurious and exclusive markets.



# FAKE GODS

BY JEFFREY MILLER

PHOTOGRAPH BY JEFFREY MILLER

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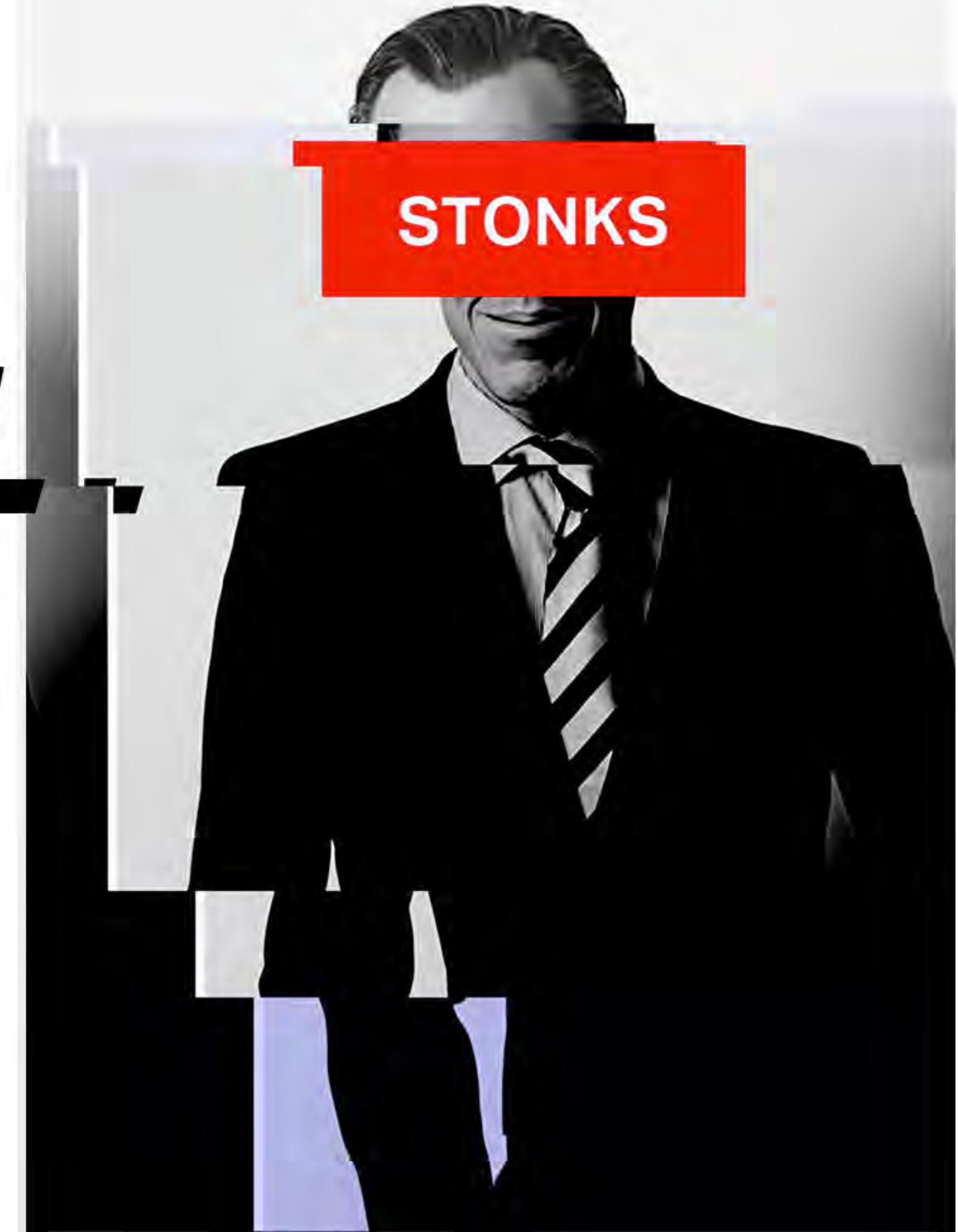
ESTIMATES

# [GREED]

16.

# PAYWALL.

Due to never-ending corporate, lobby and private greed, we created fictional economy of endless growth, overpriced stocks and commodities. Wealth in any form is more consuming than ever, which will lead us to the great paywall.



# #SOCIALUNREST

## ■ lifestyle in the war zone

Due to all: social changes, fake inflation corporate greed, climat changes, wars, conflicts and migrant crisis, we will face some dificulties in every form. New wave of activists, whistleblowers will keep fueling social unrests and keep providing information that will be less and less present in main media coverage.



18.

# TRANSPARENCY

Nothing can be unseen, digital footprint is everywhere, and as brands and marketers we must oblige. Even if new consumer is blind, there are watchers. Cancel culture is ok and needed, and Recovery PR doesn't work that well.



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## #SLOW OFFLINE ROOTS

As a healing process, or as a result of the influence of others, we'll start to search new ways / options to heal from our civilization wounds



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19.

# **AUTOMATION**

\* We'll try to automate every process due to "innovation", greed, earnings, speed, performance. You name it.

## BIO/DIGITALHUMAN

### ■ **lifestyle/wearable control**

Digital human: never-ending interest in creating God-like humans / opportunities. New wearable tech and digital implants gave us new options, which created new type of personal information with fast online access and a new option for "customization".





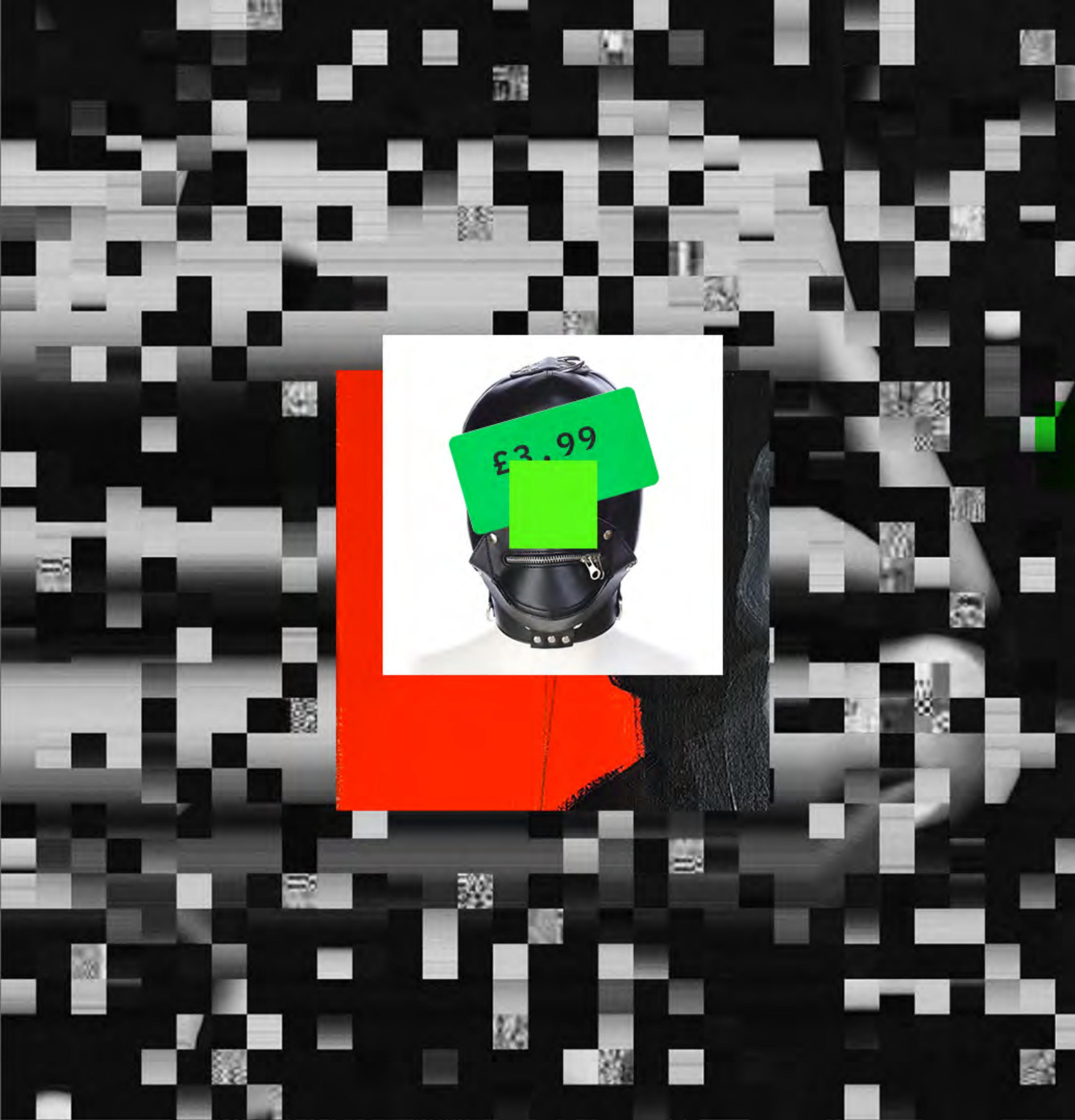
21.

## Monetization & Influence marketing

Basically everybody plans to monetize their content throughout 2023, Trend will keep growing, but along with need/lack of transparency and cancel/hate culture and growing social differences will be more invasive, yet hidden by every mean.

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