



Digi Fluid



Modern Poise



Ethical Contemporary

3 COMMUNITIES TO WATCH - FASHION

Our AI + cultural analysis narrowed down hundreds of thousands of digital communities to identify three of the fastest growing right now.



THE NEW FASHION CONSUMER

Modern fashion consumers are educated, self-assured and driven by their passions

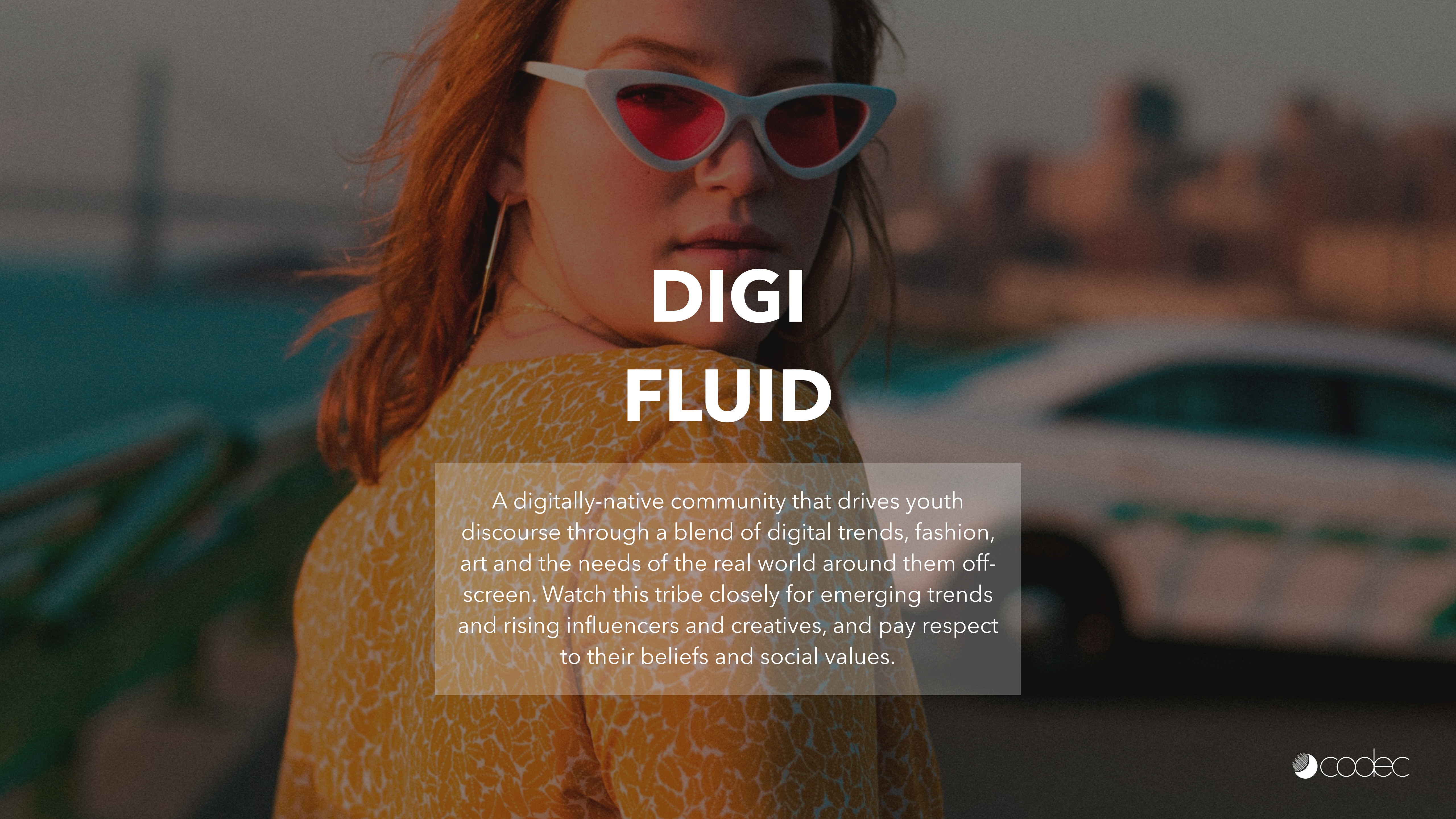
Fashion is facing a significant set of mindset shifts, both warped and accelerated by this past year's turbulence and instability.

Consumers are becoming ever more selective with their choices. Brands are seeking how to contend with growing environmental concerns; the demand for greater ethical transparency; and new and more varied definitions of luxury.

As the lines increasingly blur between online and offline, it is crucial for brands to focus less on the medium of their marketing, and more on the message.

Tapping into live consumer communities - linked by shared interests, behaviours and leaders - is key to keeping up to speed with cultural change.

In this report, we highlight three important communities to watch: **DIGI FLUID**, **MODERN POISE** and **ETHICAL CONTEMPORARY**.



DIGI FLUID

A digitally-native community that drives youth discourse through a blend of digital trends, fashion, art and the needs of the real world around them off-screen. Watch this tribe closely for emerging trends and rising influencers and creatives, and pay respect to their beliefs and social values.

COMMUNITY OVERVIEW

DIGI FLUID

Digi Fluid is a youthful community that seeks connection and entertainment online, but also uses the digital sphere to fight for their beliefs and support each other.

They see no boundaries between IRL and URL, navigating seamlessly between their online universe, and real life friendship circles and experiences.

They seek fresh collaborations, new ideas and modern design as well as active support for all gender identities and anti-racism from the brands that they love.

Fluidly blending their passion for change and equality with a fun, light-hearted attitude to music and fashion gives this community vibrant life.

This is a group of young-minded future leaders and creators. The internet affords them the freedom to connect with like minded people all over the world, and share laughs and love. They draw inspiration from every corner of culture, from internet memes and influencers, through to celebrities, art and nostalgia.

A passionate group of people, who are highly aware of the world around them and tend to have a broad emotional range as a response - from bursts of creativity and passion, through to fieriness and anxiety.

They are constantly experimenting with fashion and beauty and like championing brands that share their values of authenticity and inclusivity, from Glossier to Telfar.

Demographics

Sizing the community.



270M

global addressable audience

Age

16-24: 60%
25-34: 30%
35-44: 10%

Gender

Female: 70%
Male: 30%

Personality

The most prominent personalities in this community, revealed through natural language processing.

Restrained



Hedonistic

Logical



Creative

Dependent



Independent

Key themes



Social Equity



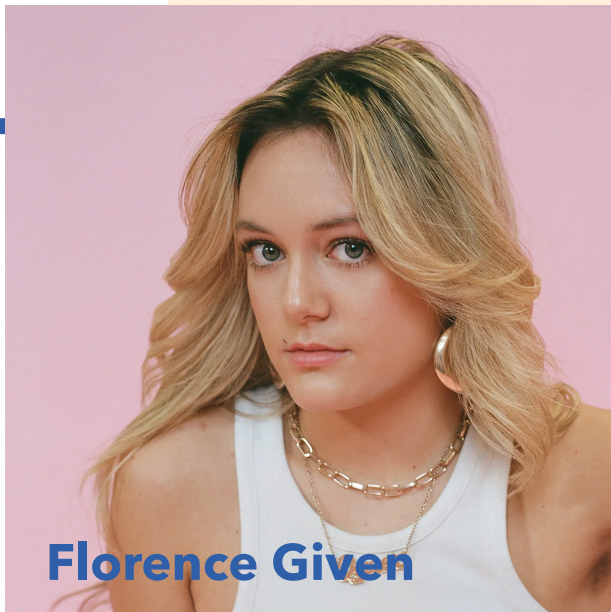
Heritage Brands



Entrepreneurialism

Brands

Media + brands that resonate - representing the community's core passions.



Florence Given



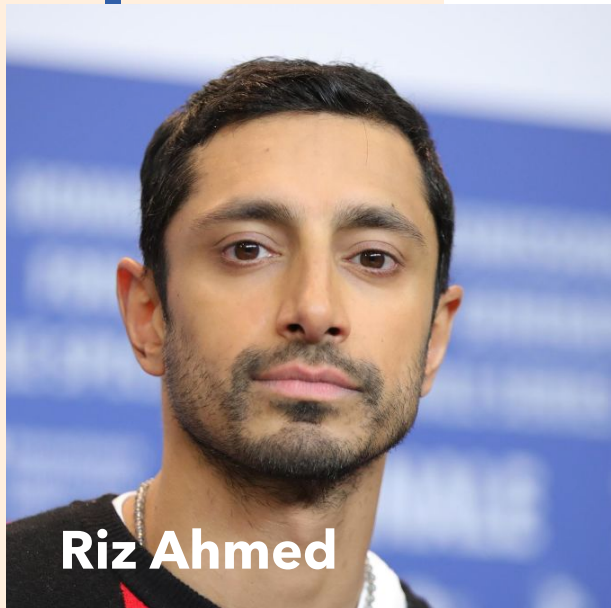
Chidera Eggerue



Timothée Chalamet

Influencers

Influencers that resonate, identified by how they represent the community's core passions.



Riz Ahmed



Phoebe Bridgers



FKA Twigs

HOW TO ENGAGE

DIGI FLUID

Winning brand behaviours

- Unlock this community's creativity with themes that open their horizons and encourage wider thinking, with no limitations.
- Think of content that translates well IRL and URL, and go beyond the obvious social platforms to explore new types of behaviour, such as streaming or gaming.
- Come from a place of authenticity; this community will appreciate admission of flaws and a commitment to doing better.
- Create the tools that will enable them to upskill and become better entrepreneurs: recognise and support their side hustles.

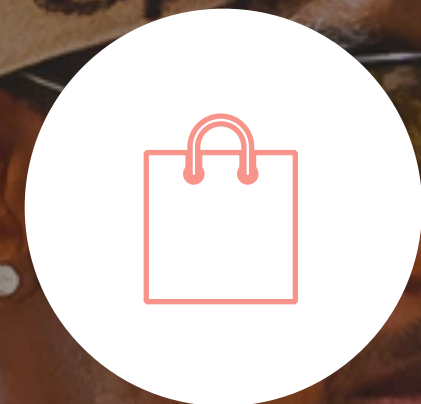
What not to do

- Speak in a way that limits or puts this community in boxes, shames them for their tastes or choices, or patronises them.

Interested in tapping in to the Digi Fluid community? Reach this audience in media with Codec cultural contextual targeting using any DSP.



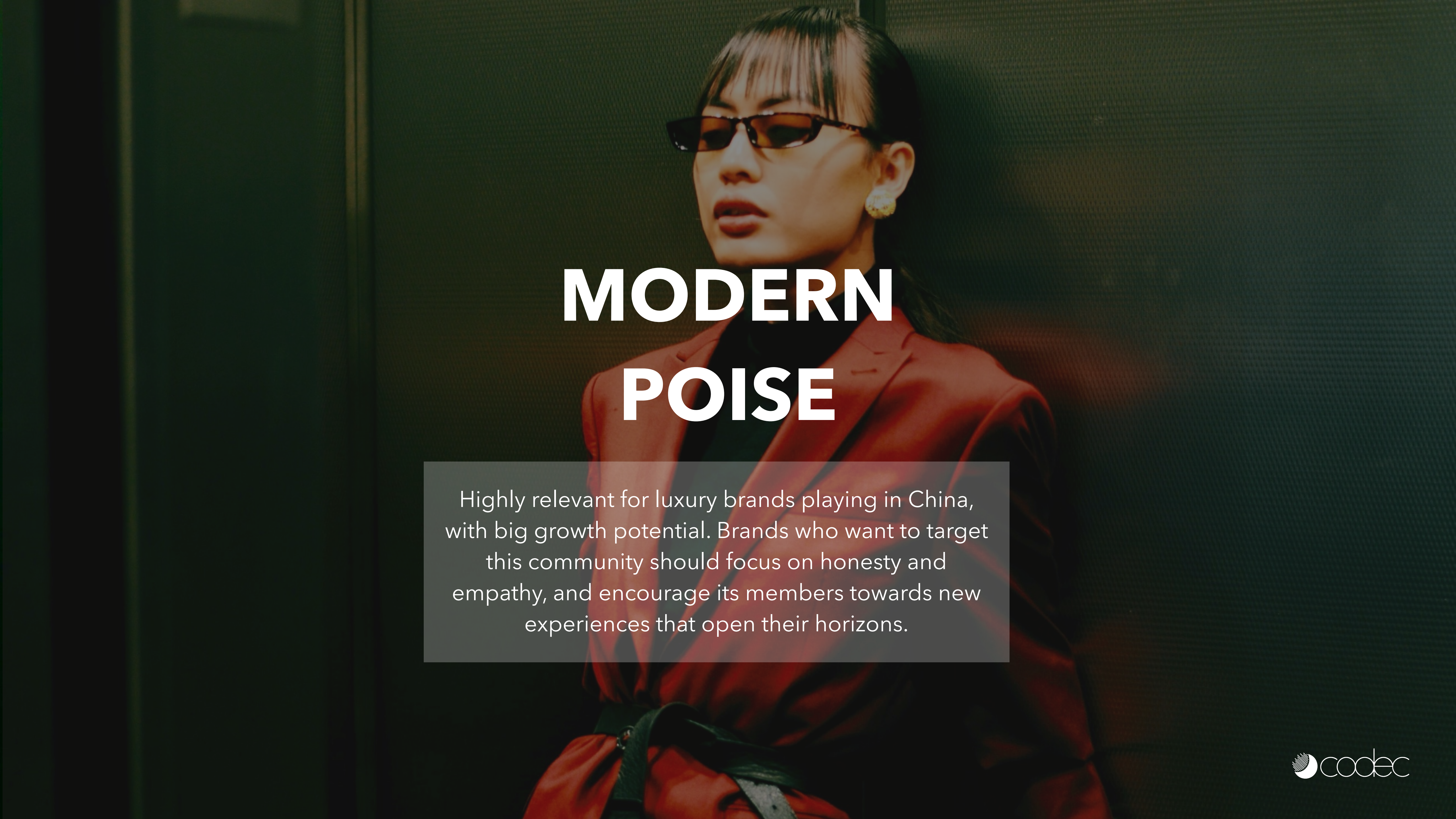
Social Equity



Heritage Brands



Entrepreneurialism

A woman with bangs and glasses, wearing a red blazer, is the central figure. The background is dark and textured.

MODERN POISE

Highly relevant for luxury brands playing in China, with big growth potential. Brands who want to target this community should focus on honesty and empathy, and encourage its members towards new experiences that open their horizons.

COMMUNITY OVERVIEW

MODERN POISE

A calm and controlled community who like to engage with content and activities that keep them grounded.

They are deeply emphatic and always assume the best of people, making very honest and loyal friends.

Discipline and drive are key to helping them achieve their goals, while a sense of contentment means they are unlikely to lose their temper.

Intellectually curious and open, this group are galvanised by new experiences and adventure.

Modern Poise consumers choose classic and elegant style over trend-led alternatives, engaging with different forms of luxury, from fashion and beauty brands through to hotels and spas.

An honest and authentic community, they look to their social circle and traditional media publications to stay on top of trends, but are averse to over-the-top displays of wealth.

They are drawn to more traditional brands in fashion and beauty, such as Dior and Chanel, but in general, are open to being shown new cultures and experiences.

Demographics

Sizing the community.



20M
addressable
audience in China

Age
16-24: 15%
25-34: 40%
35-44: 55%

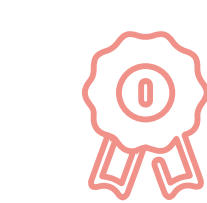
Gender
Female: 60%
Male: 40%

Personality

The most prominent personalities in this community, revealed through natural language processing.



Key themes



Goals +
Achievements



Classic
Luxury



Self-
care

Brands

Media + brands that resonate - representing the community's core passions.



Influencers

Influencers that resonate, identified by how they represent the community's core passions.



Mr. Bags 包先生



Angel Wang 王鸥



Liv Lo 罗爱英



Liu Wen 刘雯



Ni Ni V 倪妮



Wang Fei fei 王霏霏

HOW TO ENGAGE

MODERN POISE

Winning brand behaviours

- Keep messaging positive and energetic, even when discussing serious matters.
- Help this community stay grounded and stable with content around meditation, wellness and self-care.
- Focus on topics that allow them to feel proud, and act as a partner in enabling them achieve their goals.
- Tap into their need for discovery by creating experiences focusing on new interests and cultures.
- Highlight your brand's history and craftsmanship through honest and transparent messaging.

What not to do

- Showcase overt displays of luxury or ostentation; use language that is too pretentious, as it will come across as inauthentic.



Goals + Achievements



Classic Luxury



Self-care

ETHICAL CONTEMPORARY

'Good for me' is ubiquitous with 'good for others, good for my environment' within this community of modern fashion fans. Their principled approach drives everything they consume; from fashion to self-care, music, dance and art.

COMMUNITY OVERVIEW

ETHICAL CONTEMP ORARY

Fashion-forward and passionate about balancing style with substance.

On-trend, but not at the expense of their values. Looking good means feeling good, which drives them to reduce their impact on the environment.

They are driven by a strong sense of equality and a desire to project positivity into the world around them, which goes beyond the world of fashion.

Drawing inspiration from diverse sources, they are challenging perceived ideas when it comes to style, beauty and luxury.

The ethical contemporary community know what they stand for, and have a strong sense of duty to protect and harmonise with the world around them.

Uncompromising in their values, they are comfortable with asserting their beliefs surrounding inclusivity and positive change, and tend to align with brands that do the same.

Captivated by a mixture of style and substance, brands like Fenty Beauty and Nudie Jeans resonate with them strongly, whilst they support the music of creatively fluid and positive artists.

Demographics

Sizing the community.



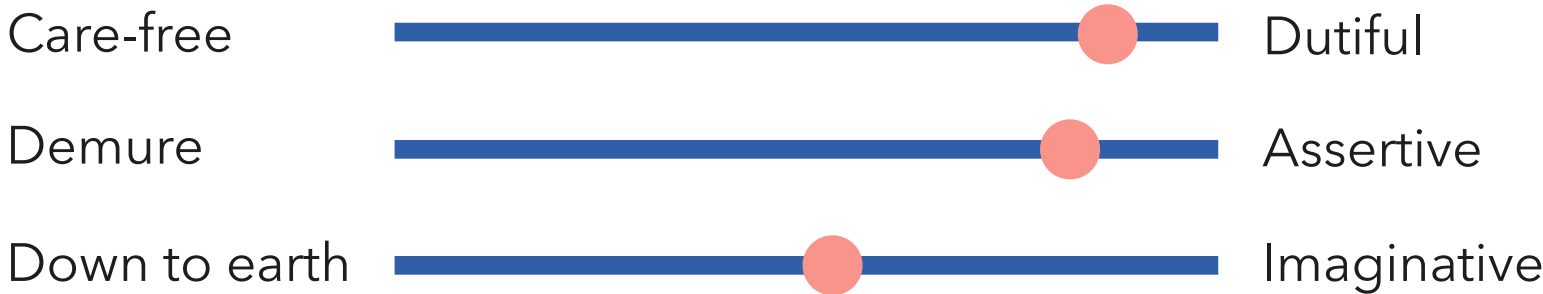
3M
UK addressable audience

Age
18 - 34: 69%
35 - 54: 28%
55+: 3%

Gender
Female: 65%
Male: 35%

Personality

The most prominent personalities in this community, revealed through natural language processing.



Key themes



Ethical
Production



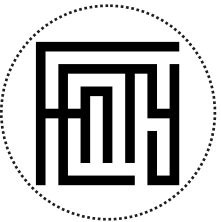
Emerging
Designers



Sustainability

Brands

Media + brands that resonate - representing the community's core passions.



Lily Cole



Jameela Jamil



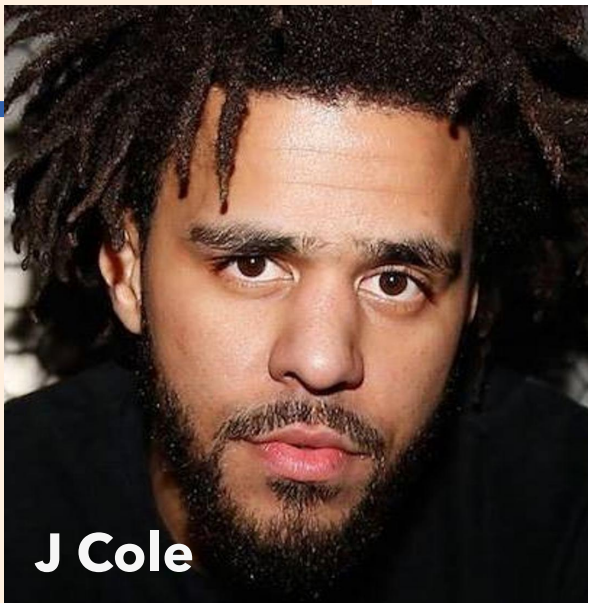
Sandra Oh

Influencers

Influencers that resonate, identified by how they represent the community's core passions.



Joey Bada\$\$



J Cole



Michaela Coel

HOW TO ENGAGE

ETHICAL CONTEMP ORARY

Winning brand behaviours

- Messaging that balances style with substance. For this community, looking good is intrinsically linked with doing good.
- Demonstrate shared values around diversity and inclusivity beyond comms; show not tell.
- Take action to support black and POC businesses - collaborate, co-create and give them a platform to shine.
- Shine a light internally; identify tangible ways to improve and set out a clear plan of action.
- Reassure during the 'messy middle' of the purchase journey; identify needs and create relevant content, tools and utilities to engage and educate.

What not to do

- Pay lip service to topics they care deeply about; actions speak louder than words, and generate more word of mouth.

Interested in tapping in to the Ethical Contemporary community? Reach this audience in media with Codec cultural contextual targeting using any DSP.



Ethical Production



Emerging Designers



Sustainability

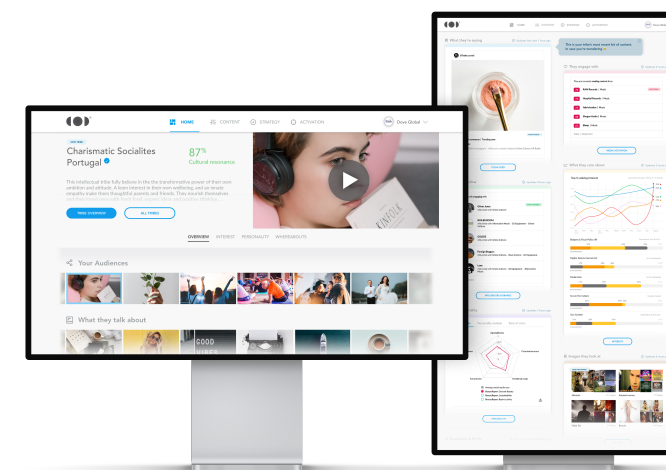
THE KEY TO UNLOCKING BRAND GROWTH IS TO BE COMMUNITY-DRIVEN. CULTURALLY RELEVANT. PASSION LED.

Never has it been more important for marketers to connect to consumer passions and find an authentic role to market with audiences, not to them.

Fusing AI-driven cultural intelligence with human imagination, Codec helps brands to discover and tap in to pockets of culture that drive growth. We harness cultural data to inform every step of the marketing process - from brand strategy through to creative approaches, through to activating in media.

Codec's AI-driven platform keeps your brand and agency partners updated on your communities in real-time.

See the content they are engaging with; analyse the imagery that resonates; understand predominant personality types, find the leaders who influence their behaviour, and track how their interests evolve. We also enable you to reach your audiences through cultural contextual targeting, using any DSP.



WE USE AI AND HUMAN INSIGHT TO FIND THE COMMUNITIES THAT WILL HELP YOUR BRAND GROW

Define

Translating brand persona into cultural signals - the content that communities choose to engage with online.



Enrich

Reviewing other content topics the audience has engaged with in the last 12 months.



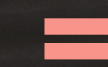
Cluster

Identifying cultural communities within the data.



Validate

Selecting the most relevant communities to unlock and grow, based on brand strategy, community size, and product fit.



Platform insights

Tracking selected communities in real time on the Codec platform. Bringing audiences to life, showcasing their personality, interests, imagery they engage with and community leaders.



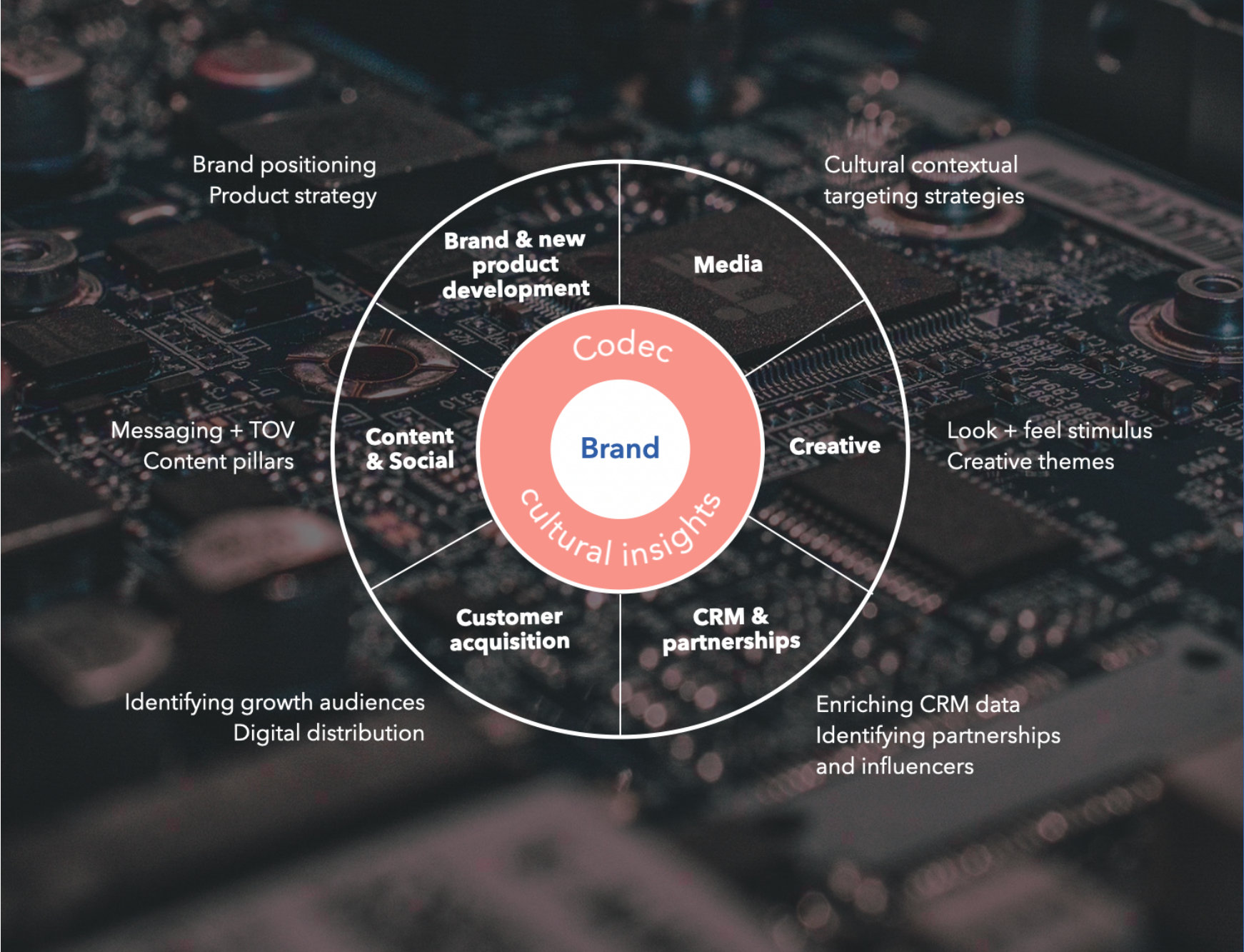
WHAT NEXT?

This document gives a flavour of developing a community-driven approach to brands.

Based on these insights, we work with our clients, through a mix of live Codec platform insights, workshops, and cultural deep-dives, to shape an end-to-end marketing approach to connect to these audiences through culture.

Working with us, you can:

- **identify your growth communities**, specific to your brand, **benchmarking against your competitors** to gain market share
- **experience a real-time, dynamic view** of your communities through the Codec platform
- **gain expert support in creating culture-first campaigns** that connect, and target your communities directly in media.



We work with brands worldwide to become community-driven and culturally relevant, plugging cultural insight across their organisations.



NESPRESSO



2X

increase
in sales

51%

engagement
rate increase

3 X

brand awareness
increase

"Codec-powered media strategies have led to an over 2X increase in sales versus our approach in targeting generic audiences."

Reckitt Benckiser Health UK

GET IN TOUCH



Speak to a strategist

