

BLUE TIGER.Engage

The latest media trends, insights & news

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CASSETTE TAPES REBORN: UNLEASHING NOSTALGIA'S MARKETING MAGIC ON GEN-Z

Prepare to be taken aback as we witness the surprising revival of cassette tapes in the music industry and the enchanting realm of nostalgia-driven marketing.

While CDs and vinyl were deemed the ultimate throwbacks, artists like Taylor Swift and the makers of the Barbie movie soundtrack have defied expectations by releasing their music on the retro cassette format. Brace yourselves, as the analogue charm of the '90s and '00s is experiencing a spirited comeback, captivating the hearts of both Gen-Z and older generations alike.

Why are cassette tapes making a comeback in the age of streaming and digital downloads? It seems that in our ever-changing and uncertain world, nostalgia has become a comforting refuge. Cassette tapes provide a tangible connection to the past, offering comfort and escapism from our fast-paced digital lives.

The revival presents a chance for marketers to embrace nostalgia, incorporating throwback elements to trigger emotions and forge deeper connections. Imagine a fashion brand's campaign with Polaroid pictures, appealing to Gen-Z's authenticity and stirring nostalgia in older demographics who cherished capturing instant moments on film.

Caution is crucial when embracing nostalgia, acknowledging the changes since the '90s and '00s. To leverage it effectively, brands must be forward-thinking, inclusive, and retain the era's positive aspects. By celebrating the past while embracing progress and diversity, nostalgia can create fresh, relevant, and inclusive campaigns.

Get ready for more updates and trends in the ever-evolving marketing landscape and beyond. Embrace the power of nostalgia as we strive to build a future that combines the best of the past with today's innovations.



Beyond Barbie: Blue Tiger and the Global Pink Paint Phenomenon

Blue Tiger is currently working with various clients to drive footfall to various Barbie themed on site activations and cinema launches, utilising various techniques to deliver the correct messaging to the target audiences.

fun fact:

The construction of the upcoming Barbie film consumed such a massive amount of pink paint that it managed to exhaust the entire global supply of one paint company, contributing in a global shortage of pink paint.

TIME IS UP FOR ANALYTICS – GA4 IS HERE

Google is no longer supporting the traditional Analytics, with GA4 the primary website data tool. GA4 has revolutionised the way we analyse website and app data, offering a next-generation solution with enhanced features and capabilities. If you haven't yet set up GA4, make sure this is an immediate priority to avoid any disruption to your data analysis.

To assist you in this process, we recommend following these key steps:

- 1. Understand GA4:** Get acquainted with GA4's new features and functionalities to harness the full potential of the platform.
- 2. Migration Planning:** Create a comprehensive plan to pull historical data from old Analytics if this will be needed in the future, seeking professional help if needed for a seamless transition.
- 3. Utilise Advanced Features:** Explore GA4's advanced tracking and reporting capabilities, such as cross-device tracking, deeper Google Ads integration, and improved event tracking. Unleash valuable insights for data-driven decision-making.

If you have any further questions please get in touch if we can help with any GA4 migration.



90% OF MARKETERS USING SHORT-FORM VIDEO WILL INCREASE OR MAINTAIN THEIR INVESTMENT THIS YEAR

56% OF MARKETERS PLAN TO INCREASE THEIR INVESTMENT IN TIKTOK THIS YEAR



INTRODUCING GOOGLE'S SEARCH GENERATIVE EXPERIENCE



Discover AI's game-changing impact on personalised interactions, as Google introduces the revolutionary 'Search Generative Experience.' Expect tailored user experiences at scale, leveraging browsing history, demographics, and behaviour.

AI enhances personalisation, adapting websites to individual preferences and delivering content aligned with unique interests. Google's 'Search Generative Experience' takes it further, offering custom responses to long tail queries with conversational follow-ups.

This development marks a significant milestone in search engine interaction and highlights the vast potential of AI for personalisation. As AI continues to advance, we anticipate further enhancements in tailored user experiences across digital platforms such as websites, mobile apps, and virtual assistants.

DRIVING WEBSITE TRAFFIC AND BOOSTING REGISTRATIONS: BLUE TIGER'S SUCCESS IN THE EDUCATION SECTOR

Blue Tiger specialises in increasing awareness and driving website traffic within the Education Sector. With our extensive experience and expertise in the field, we have a proven track record of increasing online registrations for Universities and Private Schools alike.



Blue Tiger work across a plethora of industries and have strategic insight into current and upcoming trends. Please do not hesitate to get in touch if you wish to discuss anything further or just fancy a chat!



BLUE TIGER

e-mail: info@bluetigermarketing.co.uk website: bluetigermarketing.co.uk

Media Strategy | Planning & Buying | Digital Expertise | Analysis & Insight | Audit & Evaluation | Creative Support