

CREATIVE INSIGHTS TO TAKE YOU WAY BEYOND

Looking for the full set of predictions? Find them in the full report. →

TOMORROW

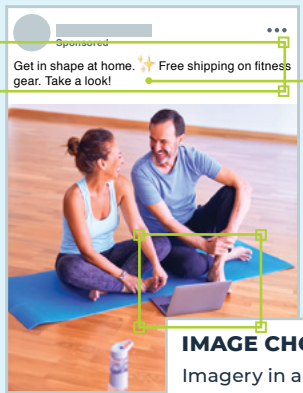
2021 Creative Forecast Snapshot

2021 TRENDS AT A GLANCE

EVERY CHARACTER COUNTS

The number characters ad headlines and body copy contain really matter.

- For awareness campaigns, the best headlines are **5-15 characters** long and include the 🌟 emoji.
- Body copy is between **40-60 characters** long and should include a #.



EVEN EMOJIS MATTER

Marketers should be choosy, when it comes to emojis. They impact engagement with your ads.

Trending ↑ 🌟 ⚡ ✓

Trending ↓ 🖤 ⭐ 🕒

IMAGE CHOICES

Imagery in ads can greatly impact CPC.

- For retailers right now, **imagery showing electronics** will cut CPC by 10%.
- But imagery showing **popcorn** will increase CPC by 39%.



UPWARD-TRENDING IMAGERY

TRENDING DOWN IN CPC

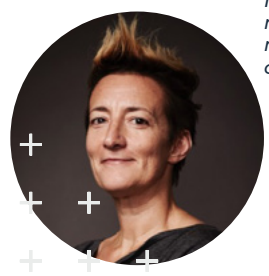
- TV
- BOAT
- SUBURB
- SPA
- FISHING
- READING
- TOY
- PARK
- PLAYGROUND



INDUSTRY EXPERTS ARE SAYING...

"In 2021, I predict that creative ideas will flourish. If 2020 is anything to go by, social restrictions have narrowed briefs and our thinking has had to adapt, meaning both domestically and professionally, our creative brains have had a kickstart."

Dr. Rebecca Swift
Global Head of Creative Insights at Getty Images



DOWNLOAD THE FULL REPORT.

Pattern89 analyzed billions of data points to determine trends for next year. To discover these creative trends, its AI analyzed:

A PROPRIETARY DATA SET OF **200 BILLION** DATA POINTS

49,000+ DIMENSIONS ANALYZED PER CREATIVE

11 YEARS IN HISTORIC DATA ANALYZED BY DAILY ALGORITHMS

By analyzing this advertiser data and finding patterns in it, Pattern89 has projected:

- How frequently campaign creative should be updated.
- What imagery, colors and copy should be embraced, and avoided, in 2021.
- Hundreds of other creative predictions and industry leader insights.



GET IT NOW.