

Trends

# Eerie Evolution



# Setting the scene

## Eerie Evolutions

Last week, we explored how the web can place a more **positive** spin on everyday life.

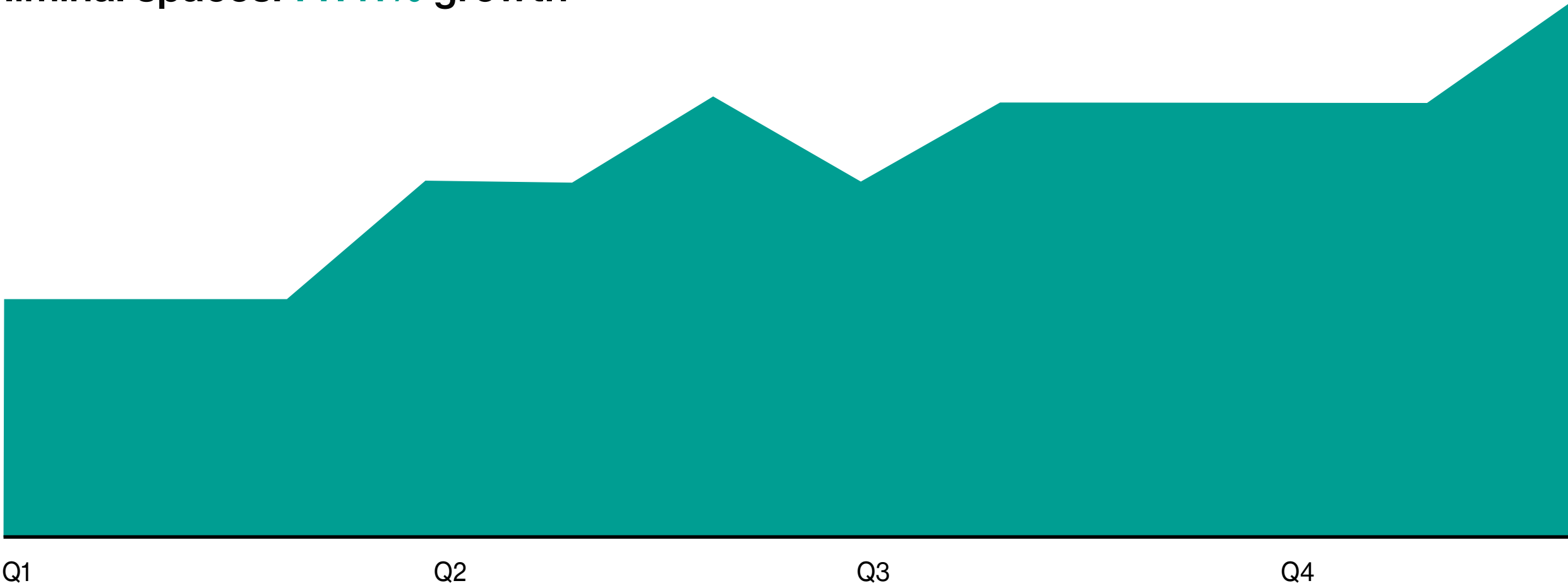
This week, we explore some of the darker corners of the web.

In **Freudian** vein, it appears as though regular netizens are seeking the uncanny, strangeness in ordinary phenomena and affairs, in an apparent attempt to further stimulate the senses through the conventionally mundane.



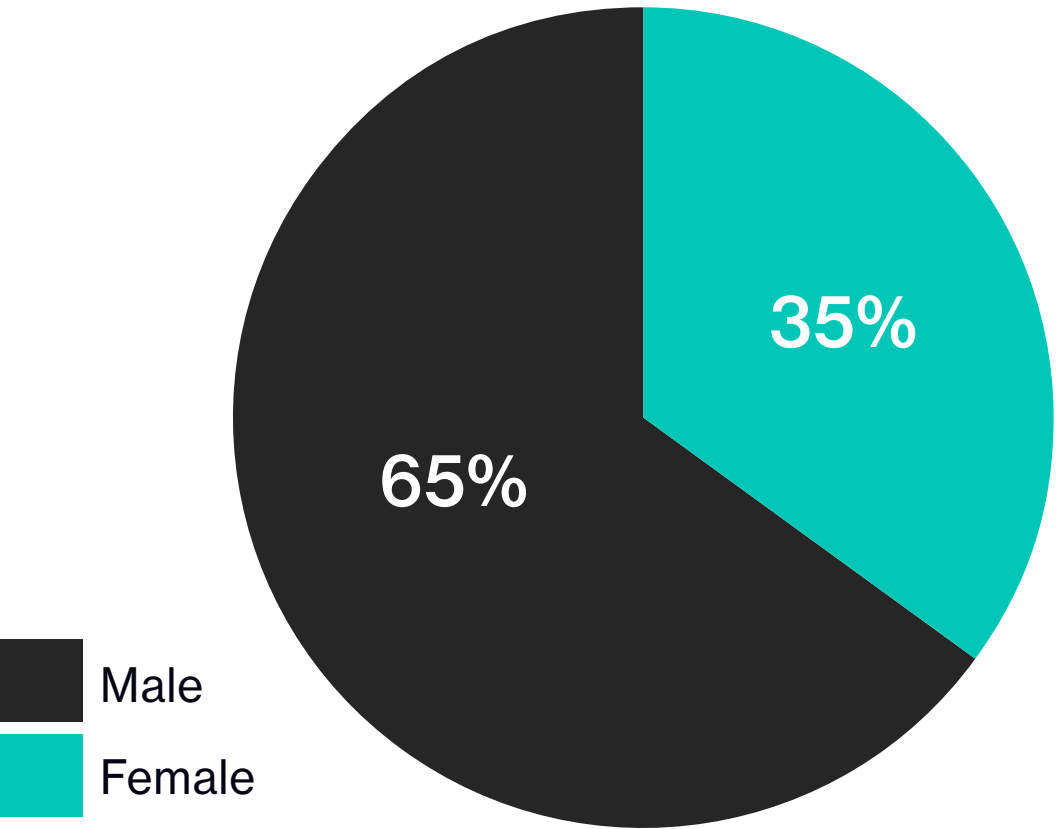
# Growth in Liminal Spaces unearths an uncanny sense of anxiety, doubt and transition

liminal spaces: 77.41% growth\*



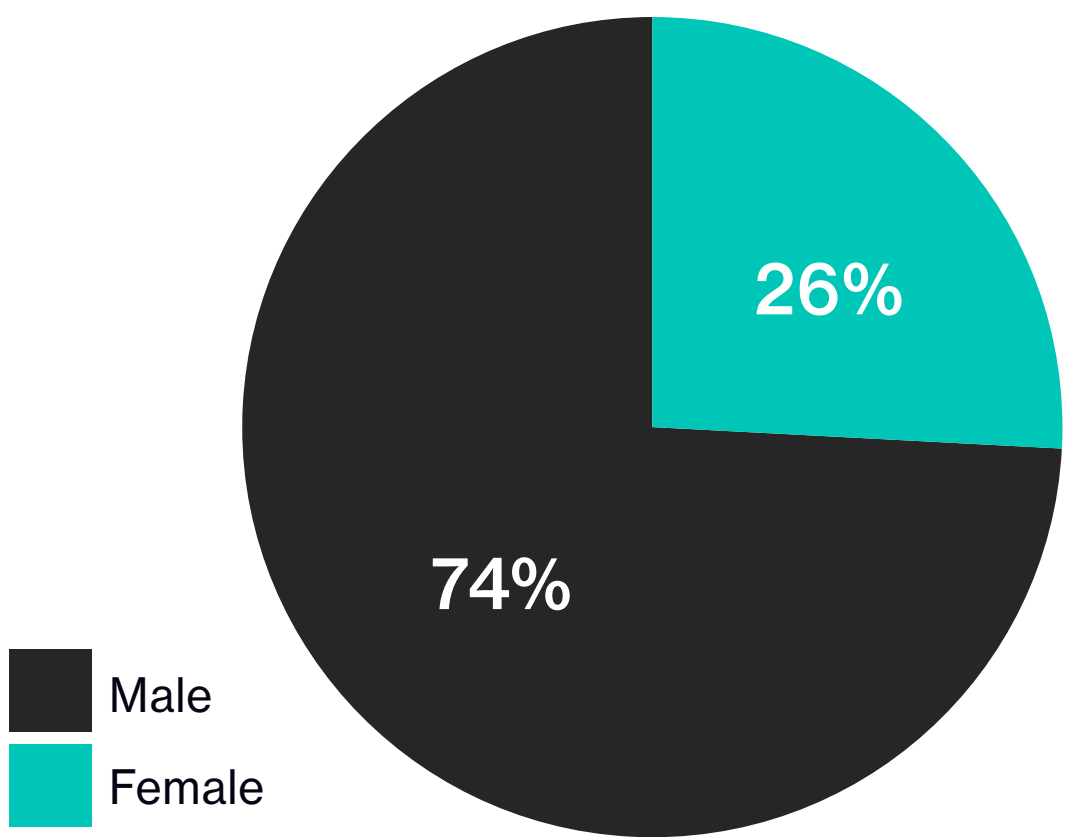
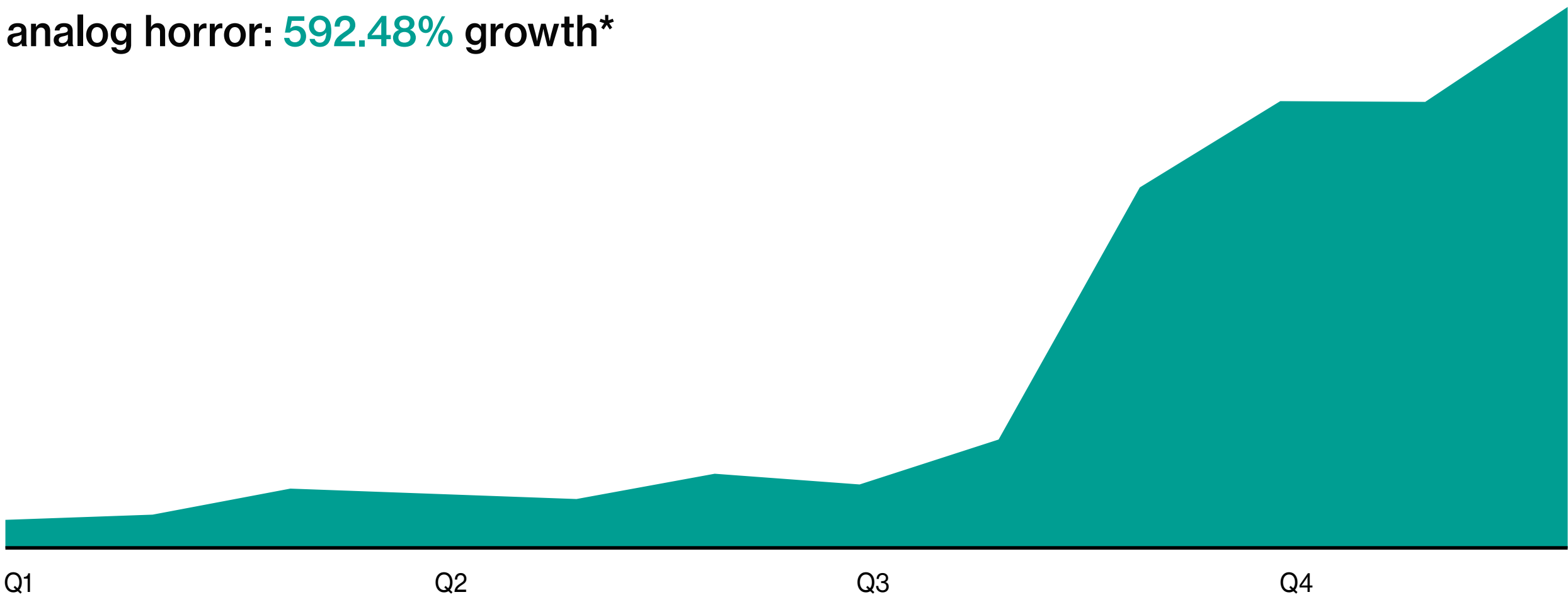
**Liminal Spaces** aesthetic is described as settings which are somewhat familiar, yet being witnessed in unfamiliar scenarios (e.g. empty school hallways after children have gone home).

Steady growth in this space could be the result of a forced questioning of ‘familiarity’ and ‘reality’ in ones environments.



# Analog Horror appears to provide participants with a nostalgic avenue to feel something inside again

analog horror: 592.48% growth\*

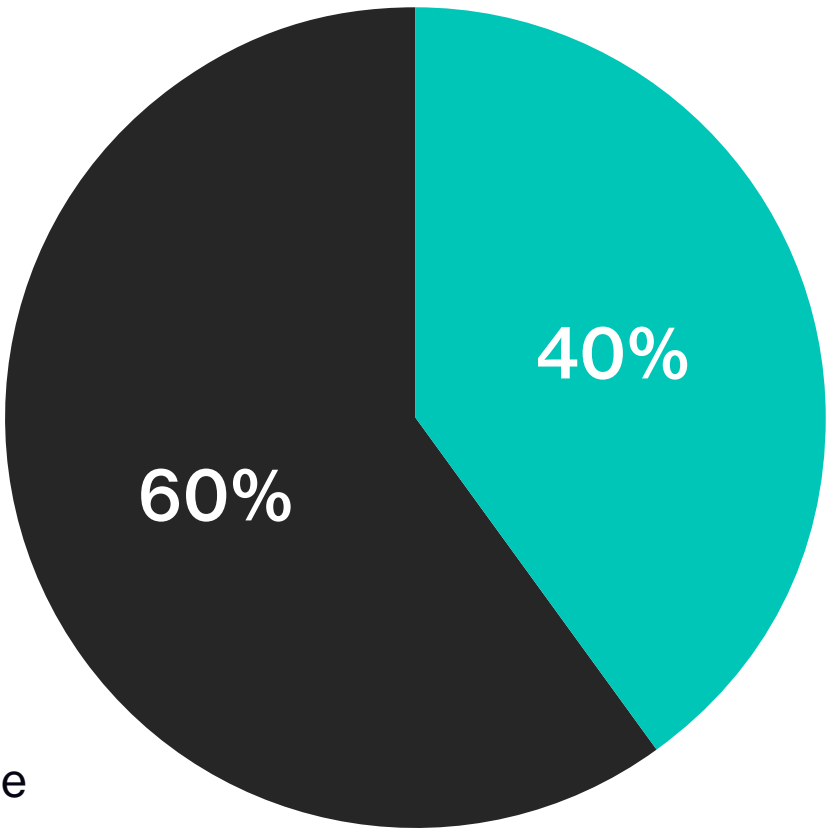
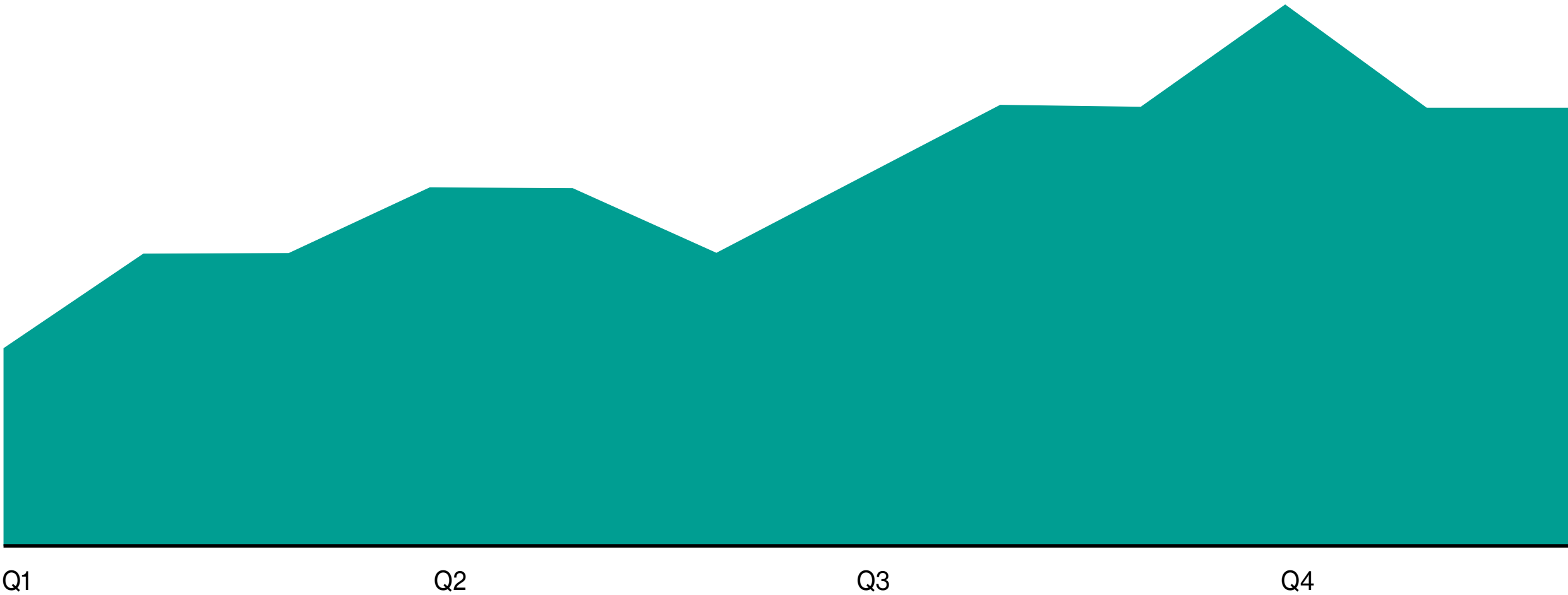


Online netizens appear to **tout** the subgenres’ ability to tap into childhood, pre-digital semiotic cues, such as watching weather alerts as a younger child, almost evoking the feeling of watching a dangerous storm while you’re safe indoors.



# Mememes are used once again to inject humour into unsettling concepts such as depression

depressed meme face: 67.04% growth\*



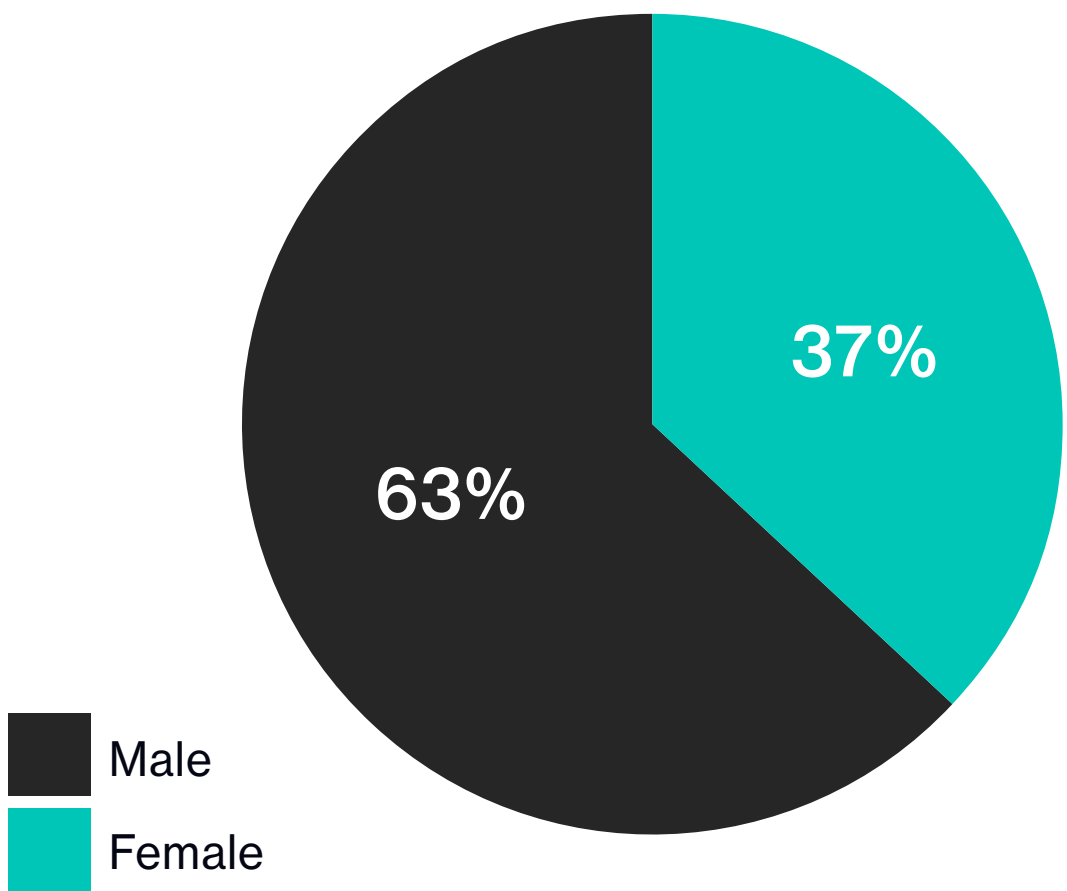
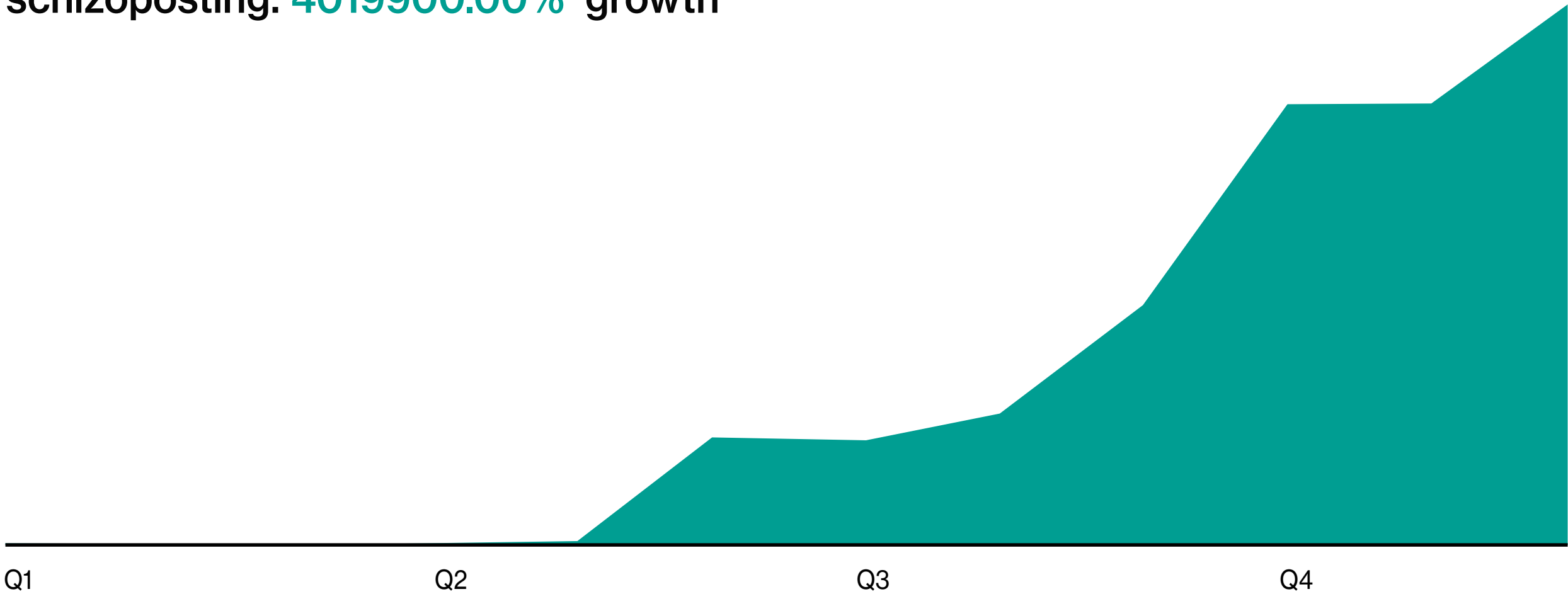
Male  
Female

Some online **commentators** have praised the use of depressive memes in order to help those going through struggles as feeling less alone.



# The rise of Schizoposting interest further uncovers both insecurities and unfortunate mockeries

schizoposting: 4019900.00% growth\*



The fast-growing meme **subgenre** on one hand allows users to ‘communicate with themselves’ when they feel alone, but are also used to mock others experiencing trauma, particularly through well known conspiracy communities.





# Key brand takeaways

1

## Explore your 'feels'

When building emotional brand relationships with consumers, contemporary consumers recognise that good days come with the bad.

Acknowledging this, and allowing expression of this, may position your brand apart as a more genuine, relatable offer.





# Key brand takeaways

2

## Open a dialogue

As communities on the internet continues to grow, it becomes ever more apparent that there's almost a community for everything online.

Rather than tarnishing all netizens with the same brush, bold brands may do well to leverage internet anonymity to inspire conversations between like-minded, yet fringe communities.





To find out more, contact us at  
[enquiries@quilt.ai](mailto:enquiries@quilt.ai)

