

Trends

# Pixelations





# Overview:

Quilt.AI uses multiple data sources and artificial intelligence to execute human insights and anthropology at global scale.

Our trends series aims to inspire and inform organizations regarding certain industries or products in scope.

By combining Artificial Intelligence, Big Data and Anthropological prowess, we've identified a number of key trends to provide a snapshot of market movements.





# Setting the scene

## Pixelations

As the world reopens from an extended digitisation of everyday life, growth around terms such as 'crowd anxiety' has already been well documented.

For us, it appears that people have become comfortable in their constructed, digital worlds.

Online gaming, the growth of cartoonised animations / avatars and the growing role of 'memes' in 'real world' news all point to a positioning of digital constructs as more preferable to 'realism'.

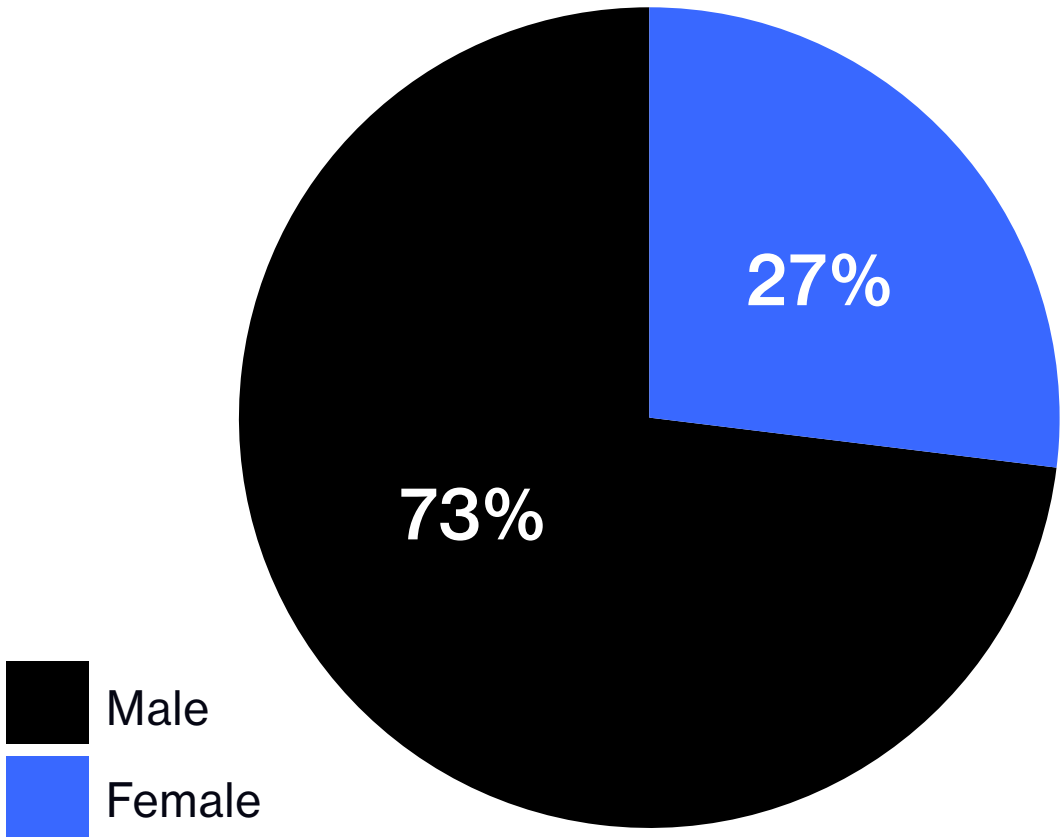
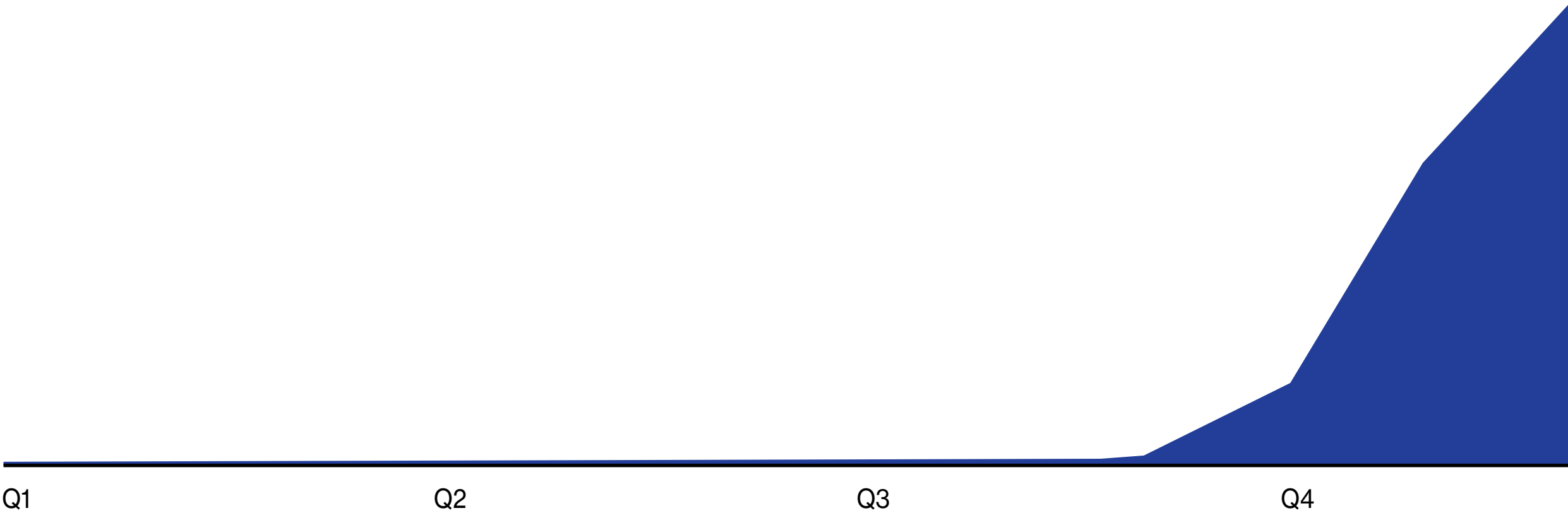
This week, we explore trending spaces in the continued 'pixelisation' of what is 'real'.





# Folklore is alive and well in blockchain, NFT enabled gaming platform **Defi Kingdom**

jewel defi kingdom: 1H to 2H 366900.00% growth\*

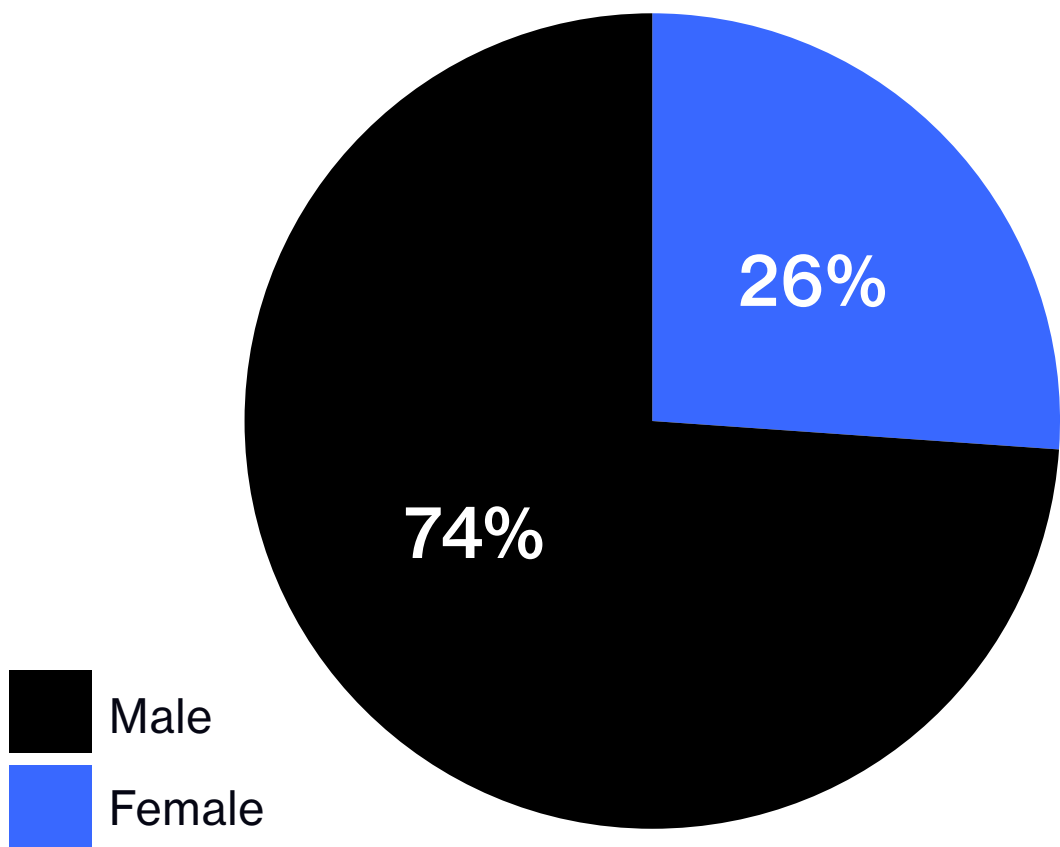
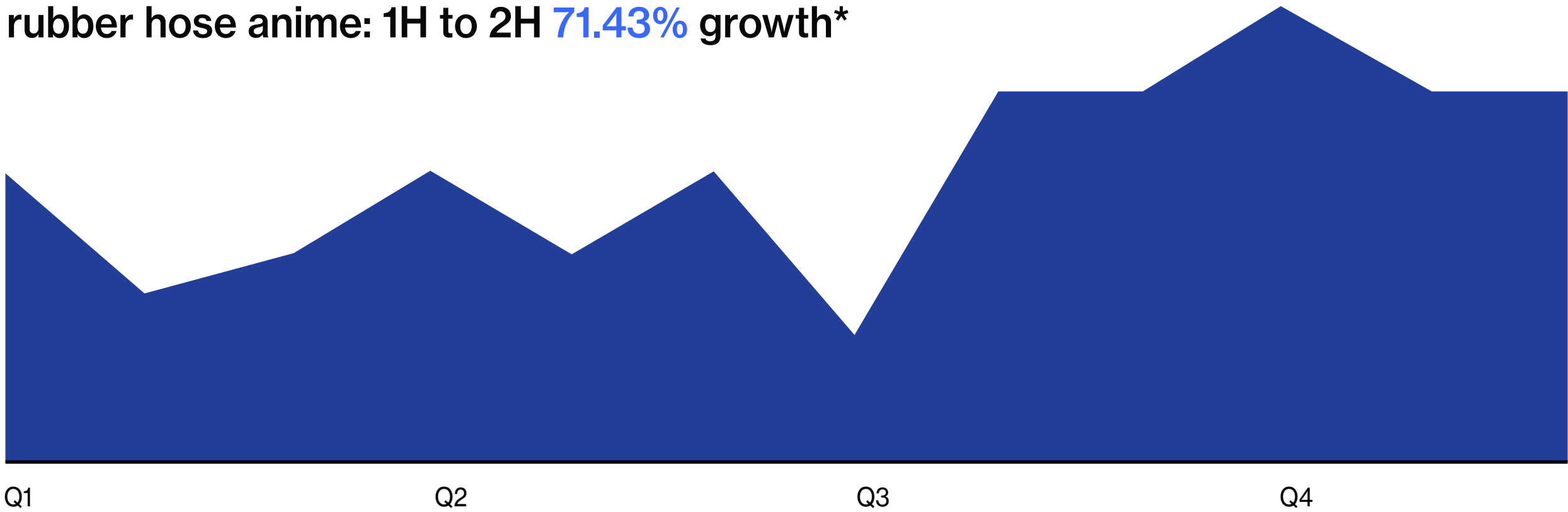


Despite the ability of technology, blockchain and NFTs to evolve cultural codes into a new 'web3' era, popular games remain grounded in conventional codes, [fairytales](#) and the collection of jewels, demonstrating that audiences may be more willing to trade, discover and grow in pixelated environments as opposed to real life.



# Rubber Hose animation meets the anime genre, as younger audiences continue their quest for more fictional, cartoon-style viewing

rubber hose anime: 1H to 2H 71.43% growth\*

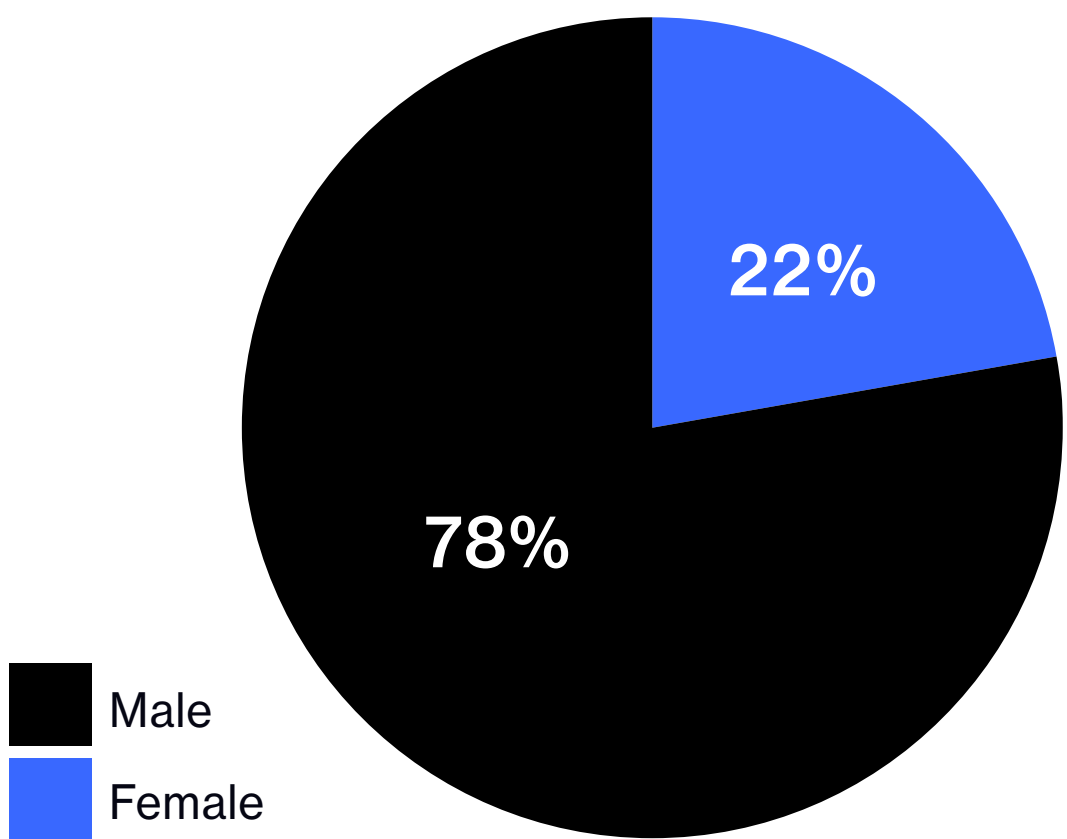
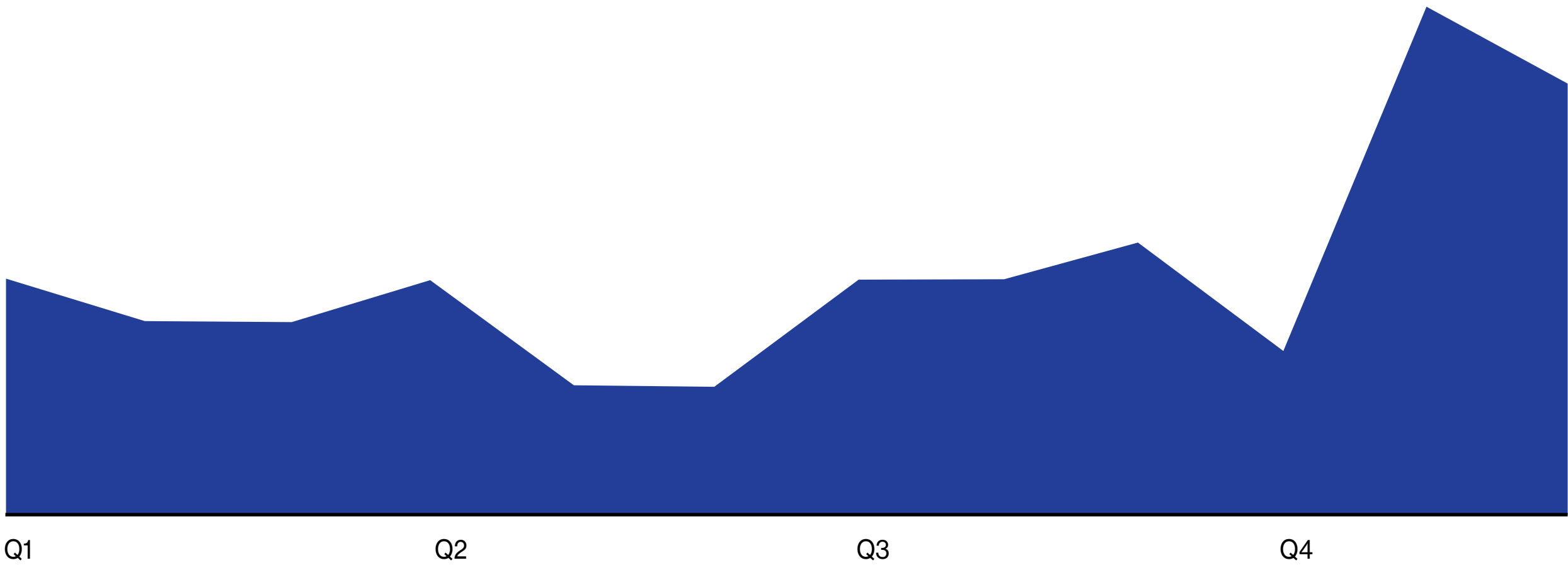


While rubber hose animation first appeared in American culture in the 1930s, renewed interest and usage in the anime genre has ensured digital natives have brought the almost-forgotten animation style back to life.



# Growing interest in Memechat Keyboard is further evidence that ‘memes speak louder than words’

memechat keyboard: 1H to 2H 55.71% growth\*



In an almost hieroglyphic fashion, verbal communication is increasingly encoded through the use of emojis, and in this scenario, [memes](#).





# Key brand takeaways

1

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## Embrace Abstractionism

While the digital world is almost unbound in terms of innovation, consumers are spoilt for choice in terms of new innovations, semiotics, cues and uses.

For brands in the 'real world', consumers will be expecting new cues, formats and experiences, with those foods, beverages, services and other household goods that dare to be different likely winning out in this space.





# Key brand takeaways

2

## Remain rooted, to a degree

While the digital ecosystem is re-writing conventional codes, and almost 'pixelising' real-world communication, it appears as though deep rooted cultural and memory structures still exist to guide the audience.

Where Jewel Defi Kingdom leans on fairy tales and folklore, we also see rubber hose anime leaning on 1930s American Pop Culture. Stray too far into the 'unfamiliar', and brands may find themselves lost.





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