

Therapeutic Thunders



Setting the scene

Therapeutic Thunders

Feeling release is a typical, well known human function. Some cry, others laugh. More recently, they scream. This week we explore how people are channeling pent up emotions – or rage – into activities, from ‘screamatoriums’ to rage rooms.

Many believe we live in stressful times, from mass layoffs to a potential looming recession. In times like this, it’s no surprise that people are finding creative ways to express anger and frustration.

Consumer experiences of rage is nothing new. Rage and activism have been closely linked in the past in brand campaigns. But what’s new about rage today is its association with therapy and positivity.

Enter this week’s topic: therapeutic rage.



Screaming anger meets therapeutic treatment

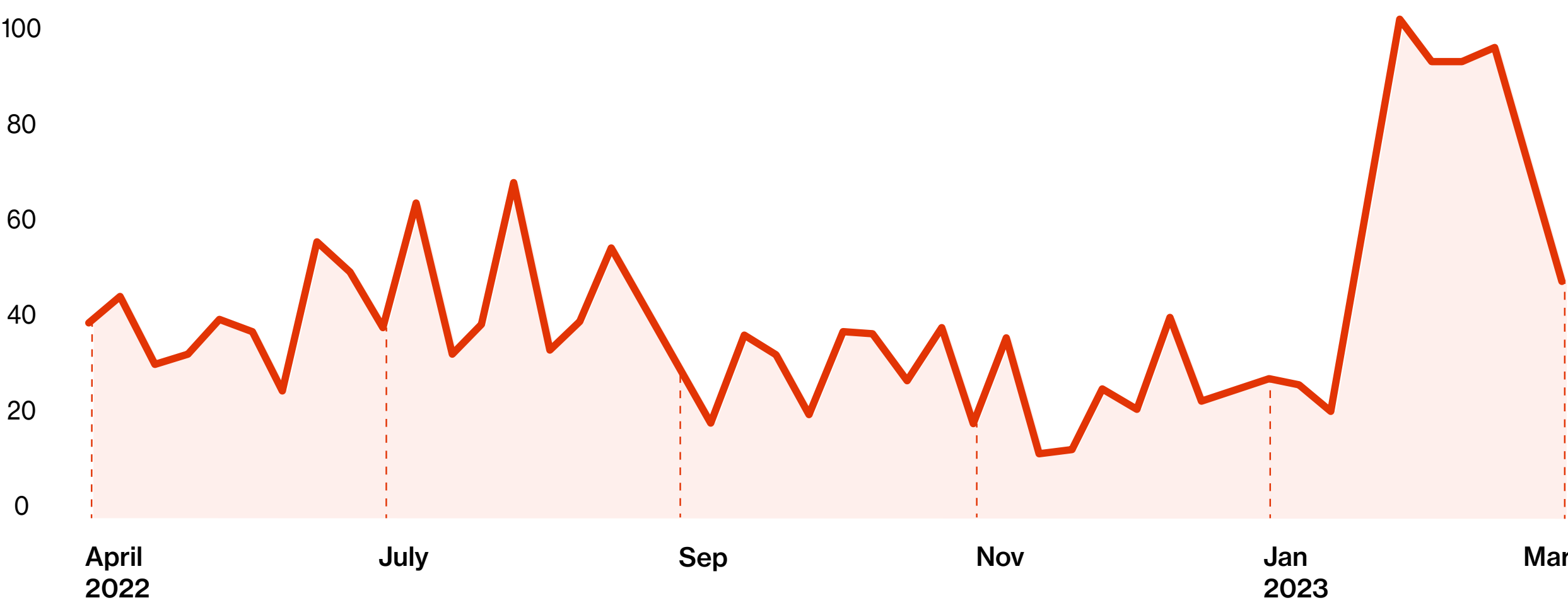
Scream therapy involves screaming to release pent-up emotions. This energy releasing method has been gaining traction since the start of the pandemic, and has recently spiked in popularity the start of this year.

#screamtherapy

Views: 3M

Posts: 348

Source: TikTok Search



90%
18-24

8%
25-34

2%
35+

Rage rooms promise a smashing time for participants

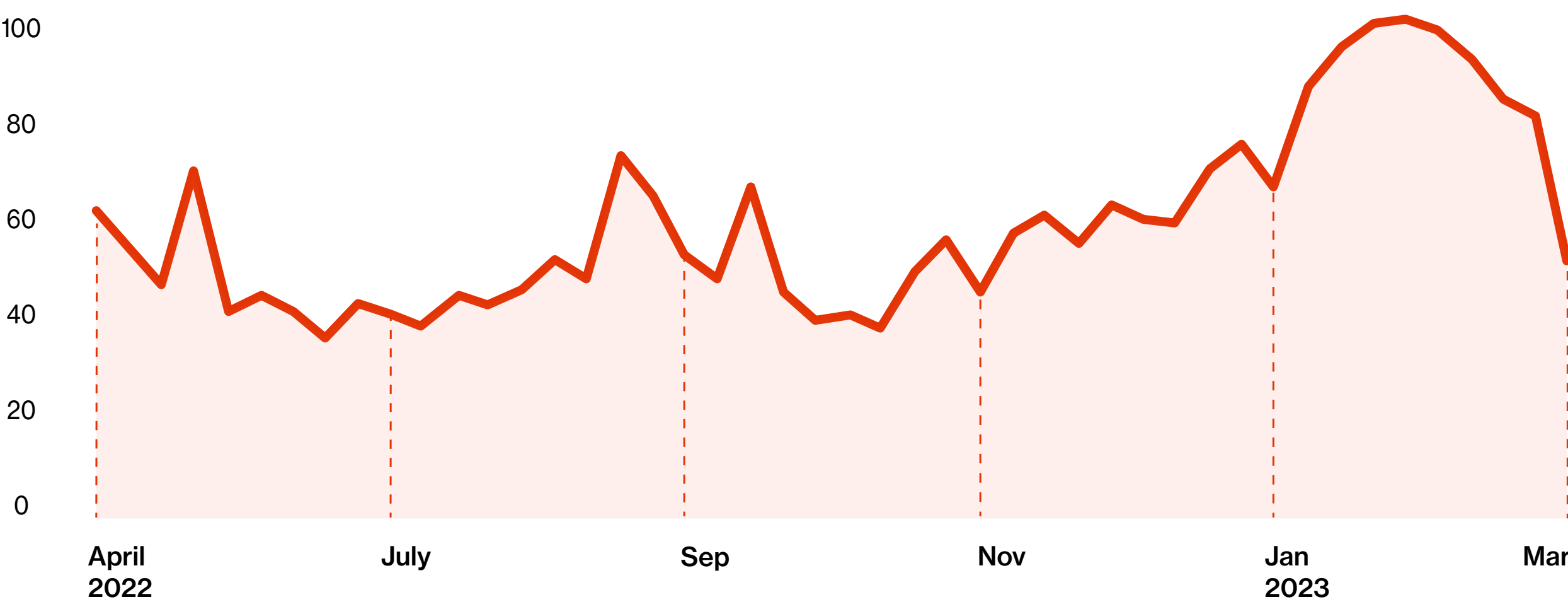
“Letting it out” is becoming a profitable business as rage rooms are popping up in different cities. Rage Rooms are becoming a new way to let emotions out in a controlled environment, where people can smash items for a cathartic release of negative emotions.

#rageroom

Views: 67M

Posts: 6K

Source: TikTok Search



71%
18-24

23%
25-34

6%
35+

Primal screams evoke communal releases

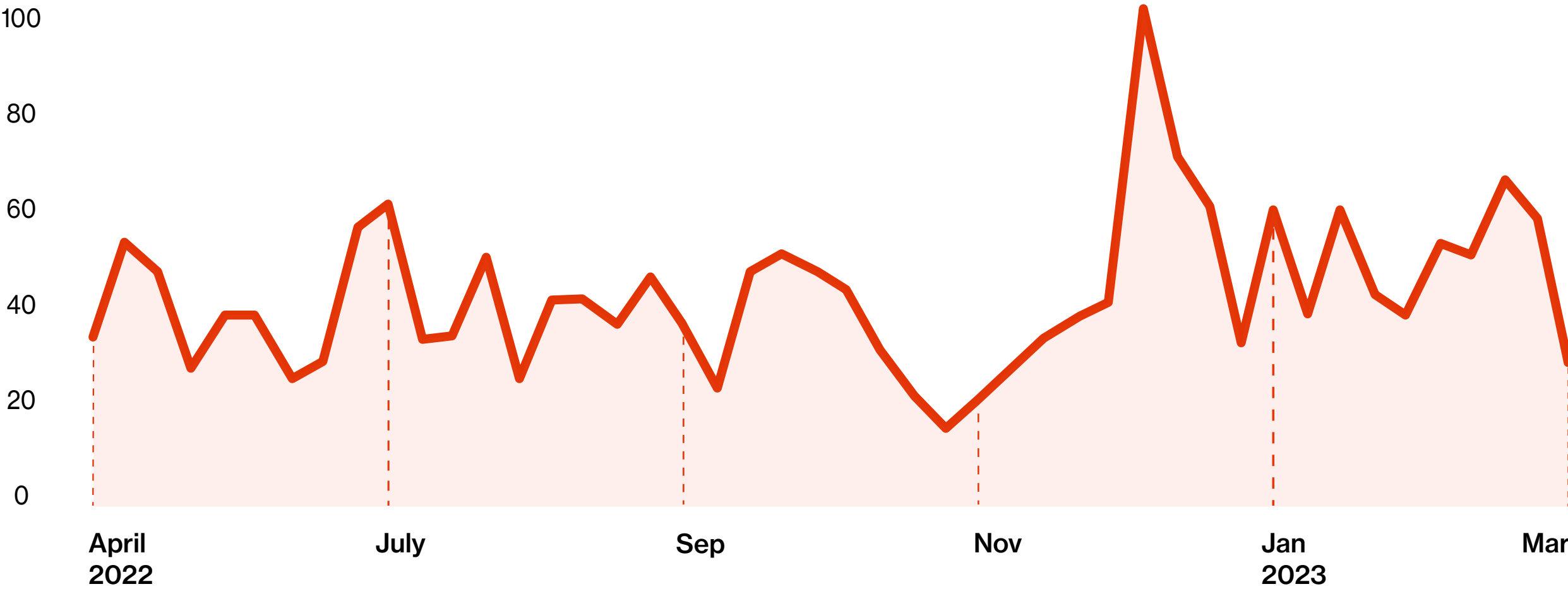
Primal Scream is also another therapy method, which encourages people to express emotions through loud screams. With the rising recognition of the importance of mental health, primal scream therapy, in particular group sessions, have become a trend (and a popularized meme).

#primalscream

Views: 591K

Posts: 197

Source: TikTok Search



25%
18-24

31%
25-34

44%
35+

Rage provides an untapped growth opportunity

In this cultural milieu, consumers are unafraid of feeling rage, and so should brands. Even though rage has been stigmatized historically, in today's era, all emotions are on the table.

Brands must understand the positive associations of rage, and how it can be equipped as a form of therapy and growth. As such, rage comes with an untapped healing dimension.

Embracing this full spectrum of emotions is an opportunity to connect and stay relevant with consumers. Tapping into rage, whether it's music or storylines used in brand communication, is ultimately a way to encourage healthy expression and self-acceptance.

