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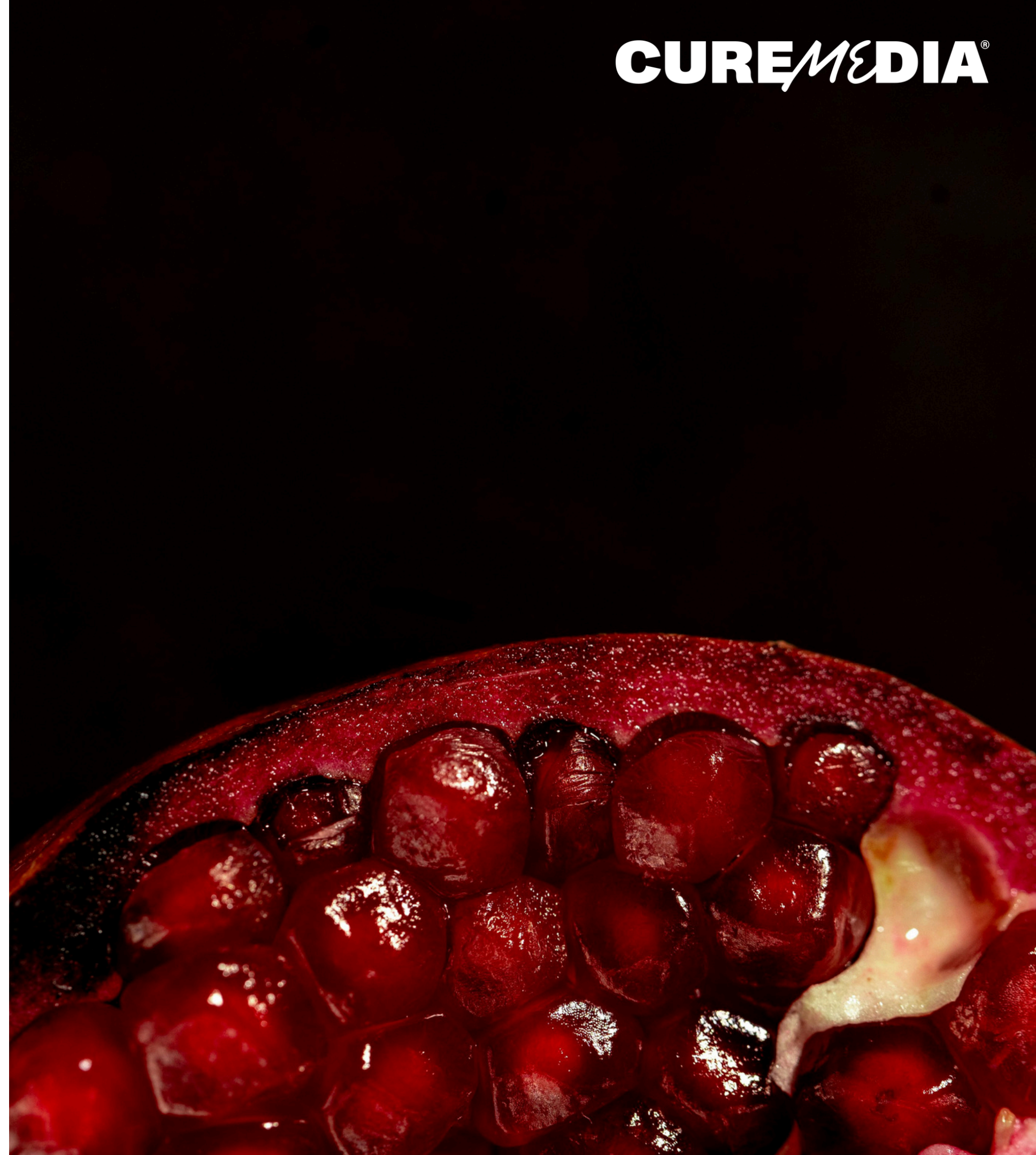
THE FUTURE OF SOCIAL MEDIA CONTENT
– 6 TRENDS DEFINING 2025

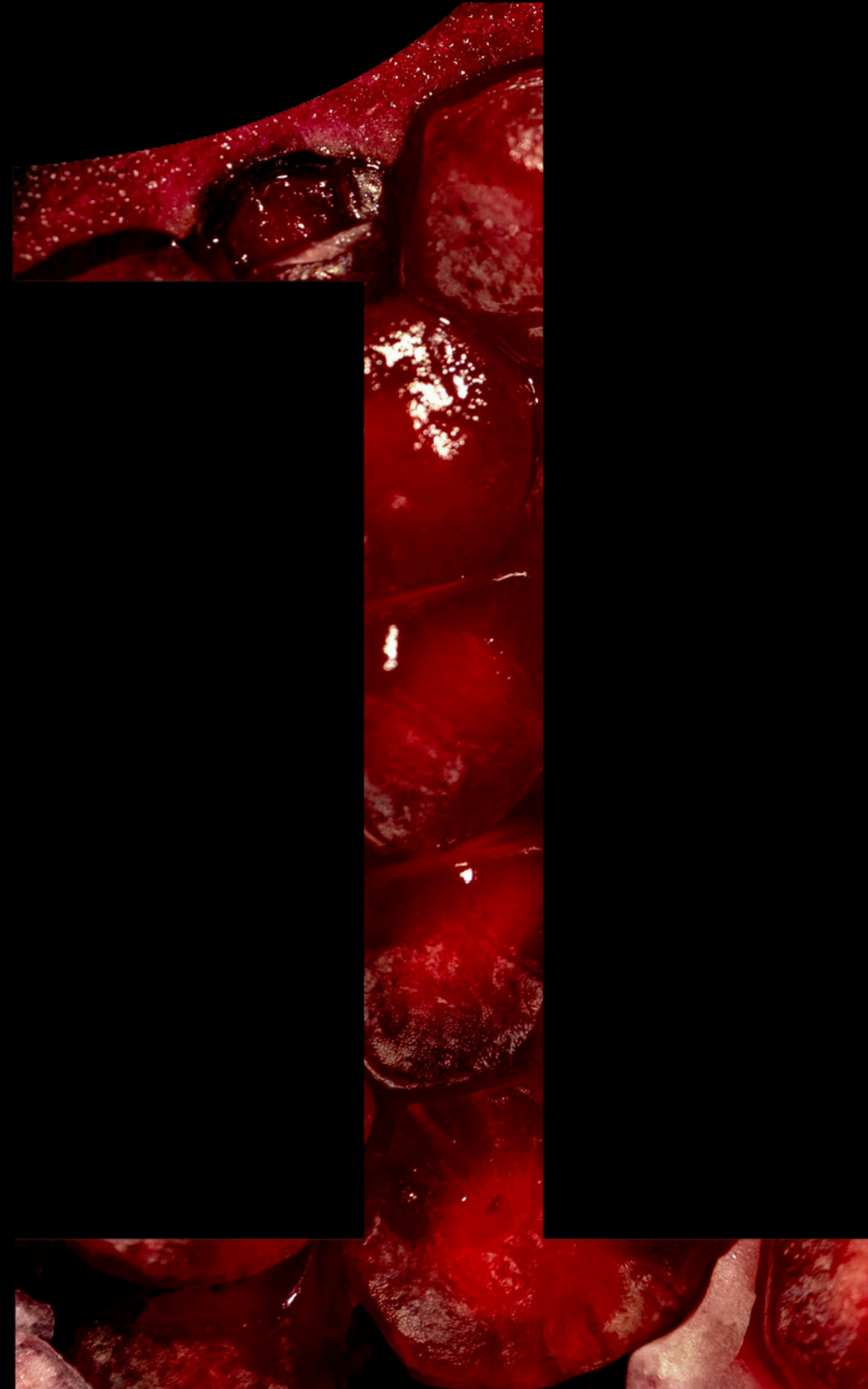
About the report

Social media trends don't exist in a vacuum, they're part of a bigger picture. They're shaped by cultural shifts, economic realities, and the ever-changing ways we consume content. As we move into 2025, we're seeing a wave of trends that challenge norms, foster deeper connections, and change how brands engage with audiences. For brands and marketers, staying ahead means understanding not just what's trending, but why.

To unwrap what's ahead, we sat down with Cure Media's Creative Strategist, Jade D'econzac Mbay, to break down some of the key movements shaping social media in the coming year: Creative Disruption, Community & Belonging and Captivating Formats. Within these, six key trends are redefining how brands engage their audiences.

Let's dive in.





CREATIVE
DISRUPTION

MOVEMENT #1

Creative Disruption

Attention is the currency of social media, and breaking through the noise means shaking things up. Creative Disruption is all about challenging norms, surprising audiences, and making content that forces people to stop scrolling.



#1 Power of contrast

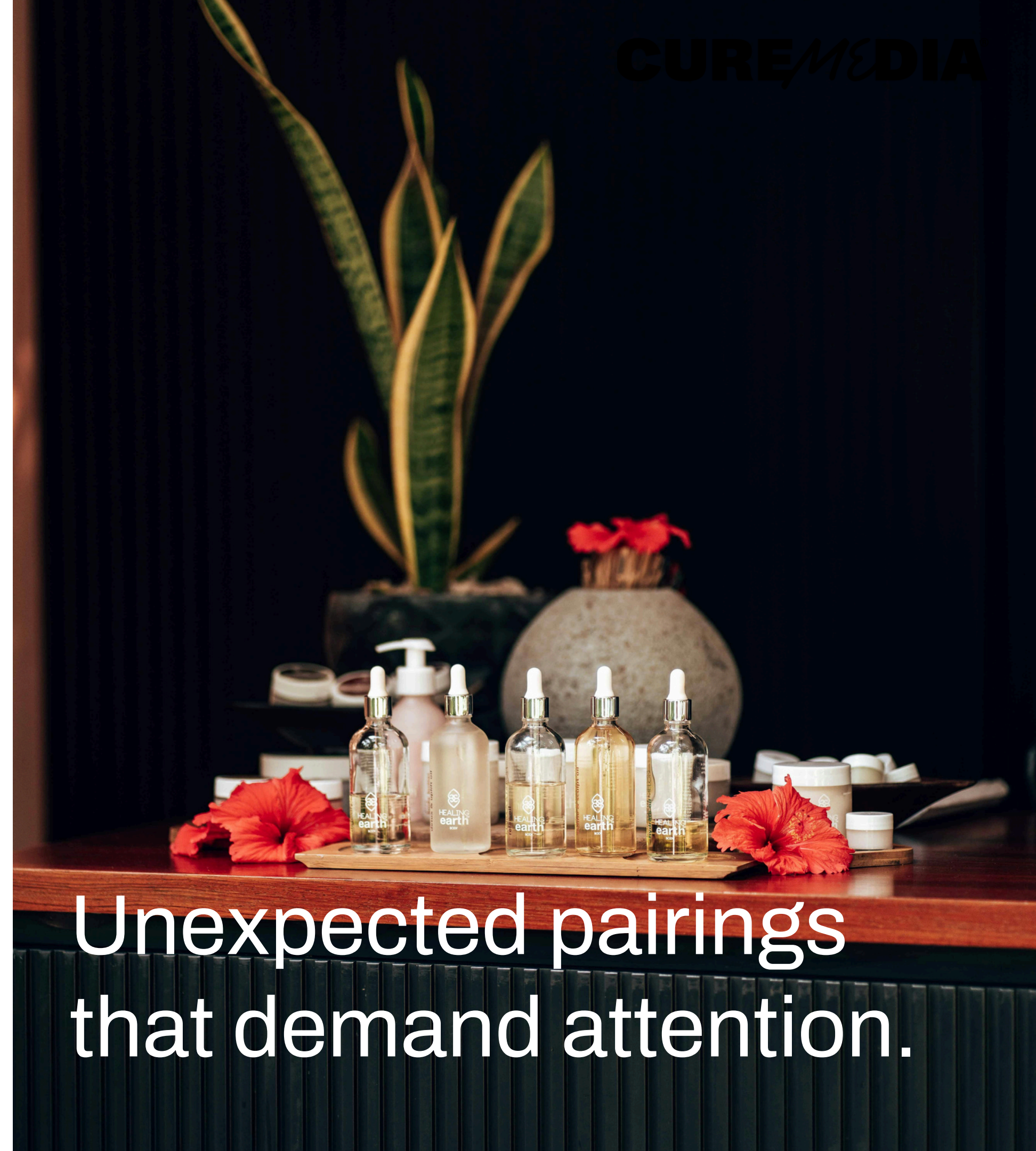
Consumers are bombarded with content every second, and to stand out, brands need to introduce unexpected contrasts. One of the easiest ways to do this is by playing with age, setting, or context in a way that surprises and delights.

WHY NOW?

The human brain is wired to filter out repetitive information. But when we see something unexpected, like a 70-year-old in a Gen Z fashion campaign, it disrupts our pattern of scrolling. And in today's fast-moving digital space, attention is everything.

WHAT CAN BRANDS DO?

- Experiment with casting: feature personalities that challenge expectations.
- Play with unexpected settings: take beauty content outside of the traditional makeup studio.



Unexpected pairings
that demand attention.



UGG X "MATUREFLUENCERS" AKI & KOICHI:
The brand tapped into the power of contrast by featuring stylish older influencers, proving that fashion has no age limit.



FRENCH TIKTOKER BACH:
His viral "Get Ready With Me" (GRWM) videos, filmed in subway stations instead of traditional beauty settings, gained massive engagement.

#2 Chaotic play

For years, social media aesthetics have leaned toward minimalism and perfection. But in 2025, the pendulum is swinging hard in the other direction. We're seeing maximalist fashion, and unfiltered, chaotic energy making a comeback.

WHY NOW?

People are exhausted by perfection. The last few years have been defined by hyper-polished "clean girl" aesthetics and curated feeds. But now, creativity thrives and we are gravitating toward playful, bold, and even messy self-expression.

WHAT CAN BRANDS DO?

- Lean into nostalgia, '80s blowouts, 2000s makeup, and over-the-top styling are trending.
- Encourage experimentation, content doesn't have to be perfect, just engaging.
- Embrace chaos, ditch the rigid rules of content creation.



Messy, maximalist,
and unfiltered.



PRESSBYRÅN'S '80S-THEMED CINNAMON BUN AD:

A nostalgic, maximalist campaign that resonated deeply with audiences.



BALENCIAGA'S PAPARAZZI-STYLE CAMPAIGN FOR LE CITY BAG:

The brand recreated early 2000s tabloid aesthetics, tapping into nostalgia in a fresh way.

#3 Creative cross-overs

Brand collaborations are nothing new, but in 2025, they're getting hyper-niched. Instead of mass-appeal partnerships, we're seeing brands tap into specific micro-communities and unexpected crossovers that make people stop and engage.

WHY NOW?

Consumers are craving originality. Standard brand partnerships don't make waves anymore, but when two unexpected worlds collide, whether it's high fashion and gaming, or snacks and luxury, it sparks curiosity and conversation.

WHAT CAN BRANDS DO?

- Find niche cultural moments that align with your brand.
- Think beyond product collaborations, partner on experiences, aesthetics, or storytelling.
- Engage hyper-engaged communities in unexpected ways.

A close-up, high-resolution photograph of a person's eye, looking directly at the camera. The eye is dark and expressive, with visible eyelashes and skin texture. The lighting is warm and soft, highlighting the contours of the eye and the surrounding skin.

Unlikely collaborations
with cultural impact.



Heinz x Terry's Chocolate Orange

HEINZ X TERRY'S CHOCOLATE ORANGE:

A bizarre but brilliant mashup of ketchup and chocolate flavors that got people talking.



Vogue Business

MIU MIU'S BOOK POP-UP:

A curated bookshop for women, blending literature with fashion in an unexpected but perfect crossover.

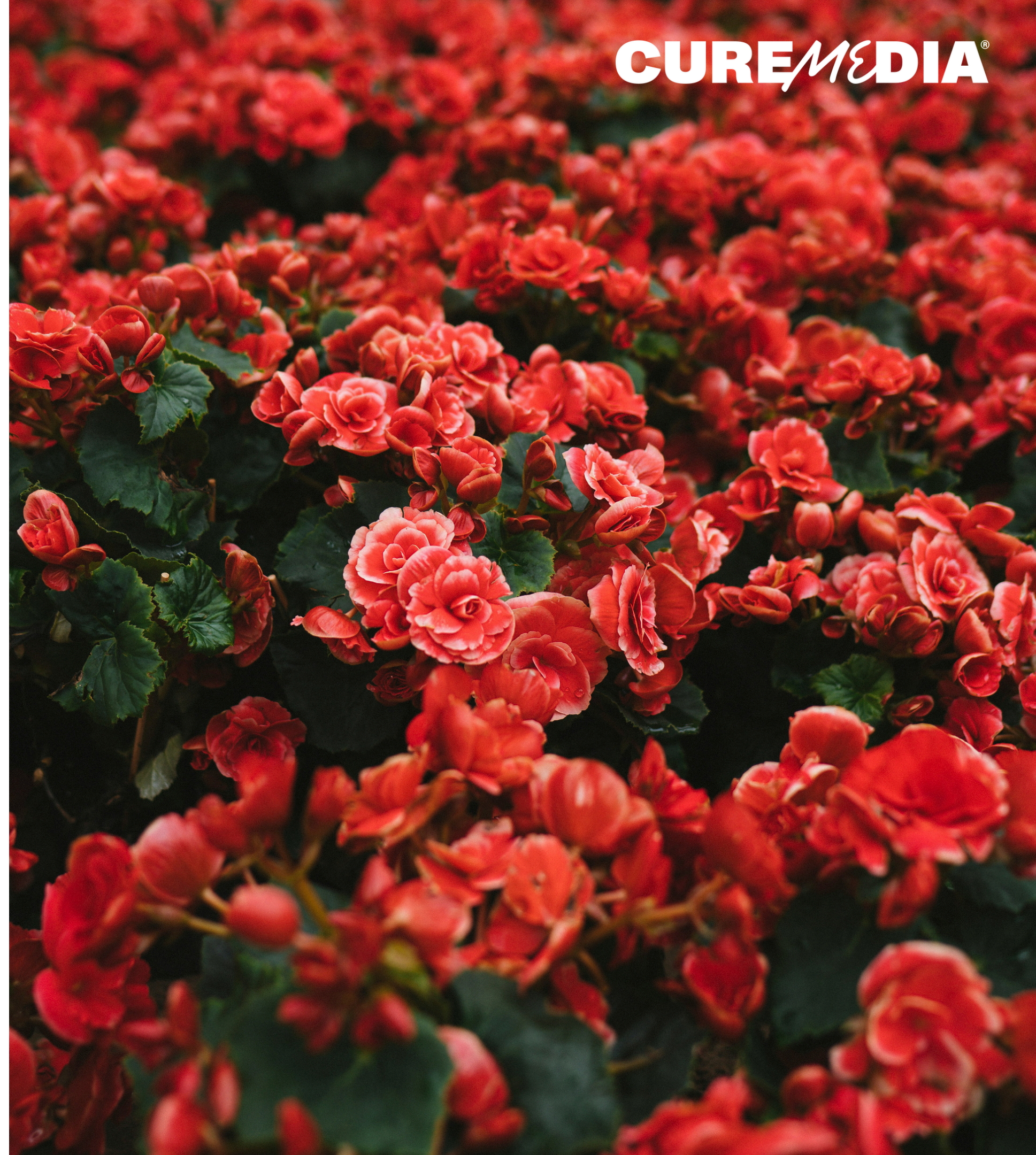


COMMUNITY
& BELONGING

MOVEMENT #2

Community & Belonging

Social media connects us like never before, but it can also make us feel isolated. That's why content that fosters real connection and shared experiences is thriving.



#4 Us <3

In a time of uncertainty, people crave real connections more than ever. Social media isn't just about consuming content, it's about feeling part of something bigger. That's why brands that create community-driven experiences, both online and offline, will stand out in 2025.

WHY NOW?

With growing polarization and economic uncertainty, people are searching for belonging. IRL experiences, community-driven content, and intimate, personal storytelling are more important than ever.

WHAT CAN BRANDS DO?.

- Host real-world gatherings: bring digital communities together in physical spaces to foster deeper connections.
- Encourage user-generated content: give people a reason to feel like they are part of something bigger.



Creating spaces for
community.



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LYKO'S SINGLES DAY DINNER:

A mix of influencers and everyday consumers at an exclusive dinner event, turning an online community into an offline experience.



Desiree Design Studio

REFY'S BEAUTY'S MALLORCA RETREAT:

Instead of flying out influencers, they invited loyal customers to an exclusive retreat, prioritising real community over traditional marketing.



CAPTIVATING
FORMATS

MOVEMENT #3

Captivating Formats

Social media is becoming the new TV, and consumers crave engaging, episodic content. This movement is about keeping audiences hooked and entertained.



#5 Keep watching

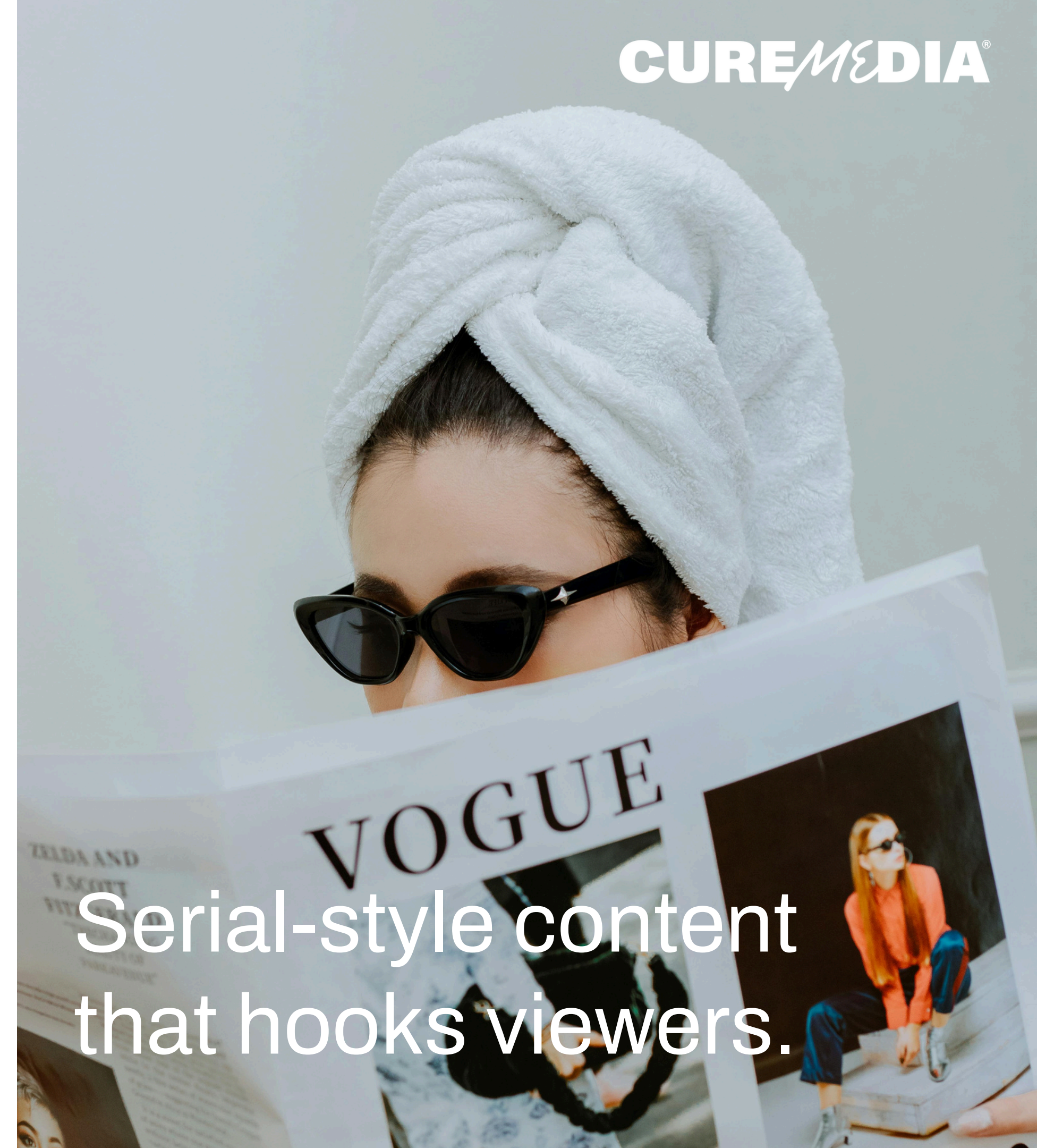
Bite-sized content isn't the only thing dominating social media, longer, episodic storytelling is booming. Whether it's a multi-part drama, a creator-led mini-series, or behind-the-scenes brand storytelling, serial-style content keeps audiences coming back for more.

WHY NOW?

People may have short attention spans, but they love a good story. The rise of series-style content on TikTok proves that audiences will binge-watch when something captivates them.

WHAT CAN BRANDS DO?

- Create multi-part stories that keeps people hooked and coming back for more.
- Partner with creators who specialise in serial content.
- Introduce cliffhangers, leave audiences wanting more.





REESA TEESA'S 75-PART TIKTOK DRAMA:
A real-life storytelling phenomenon that kept millions glued to their screens.



GUCCI'S ROM-COM COLLAB WITH DELANEY ROWE:
A branded content series that felt more like entertainment than an ad.

#6 Joyful escapism

In a world that feels heavy, people are turning to absurd, lighthearted content for a much-needed break. The rise of random, unserious, and purely fun content is proof that audiences love entertainment for entertainment's sake.

WHY NOW?

When times are tough, people seek out joy, humour, and escapism. Content that's ridiculous, unexpected, or completely unserious is thriving because it gives audiences a moment of relief from reality.

WHAT CAN BRANDS DO?

- Embrace humour and absurdity: not everything needs to be serious.
- Tap into niche internet humour that resonates with specific communities.
- Create "just because" content: not everything has to have a deep strategy.

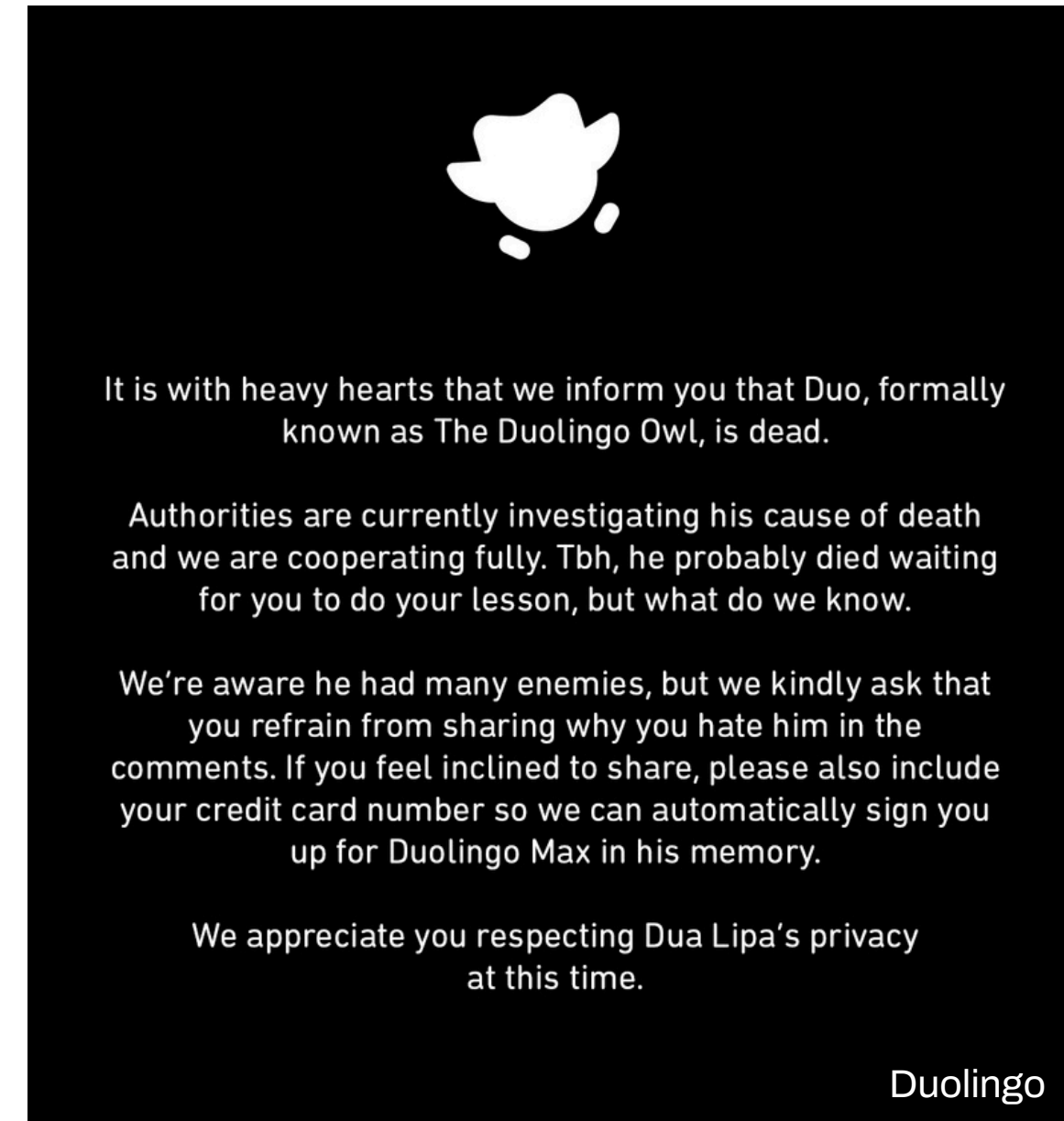


Absurd, fun, and
just because.



RYANAIR'S SELF-DEPRECATING HUMOR:

TikToks and tweets poking fun at budget travel, turning absurdity into engagement.



DUOLINGO'S UNHINGED TIKTOK PRESENCE:

The brand's owl mascot leans into absurd humour and internet trends, most recently announcing its own "death" for laughs.



A FINAL NOTE

Stay Bold, Stay Relevant

The future of social media belongs to the bold. In 2025, the landscape is dynamic, fast-moving, and constantly evolving. Brands that dare to take creative risks, foster real connections, and embrace new storytelling formats will be the ones that truly capture audiences' attention, and their hearts.

About Cure Media

Cure Media is a data-driven influencer marketing agency that combines cutting-edge technology with human expertise to deliver bold, stand-out campaigns with measurable results. Since 2014, we've partnered with major global brands in the beauty, fashion, and lifestyle industries, executing thousands of tailored creator activations.

With award-winning tech and always-on strategies, we focus on the right blend of influencers and data-driven decision-making to help brands achieve goals like entering new markets, boosting ROI, and strengthening their brand presence. Our ability to deliver impactful, distinctive results has made us a trusted partner for some of the world's leading brands.

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GLOBAL INFLUENCER MARKETING AWARD 2023-2025

- 3rd Best Platform globally
- Finalist Best Large Agency globally
- Best Sport, Wellness & Fitness Campaign
- 3rd Most Creative Campaign

GASELL COMPANY 2019-2023 TOP 1% FASTEST GROWING



FINALISTS TIKTOK AD AWARDS GREATEST PERFORMANCE 2025



AGENCY OF THE YEAR 2022 INFLUENCER MARKETING SUMMIT



TOP INFLUENCER MARKETING COMPANY 2018-2025 BY BUSINESS OF APPS UK

FINALISTS SPINN AWARDS INFLUENCER MARKETING CAMPAIGN OF THE YEAR 2025



META & TIKTOK PARTNER

