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9 in 21

moments that
defined 2021

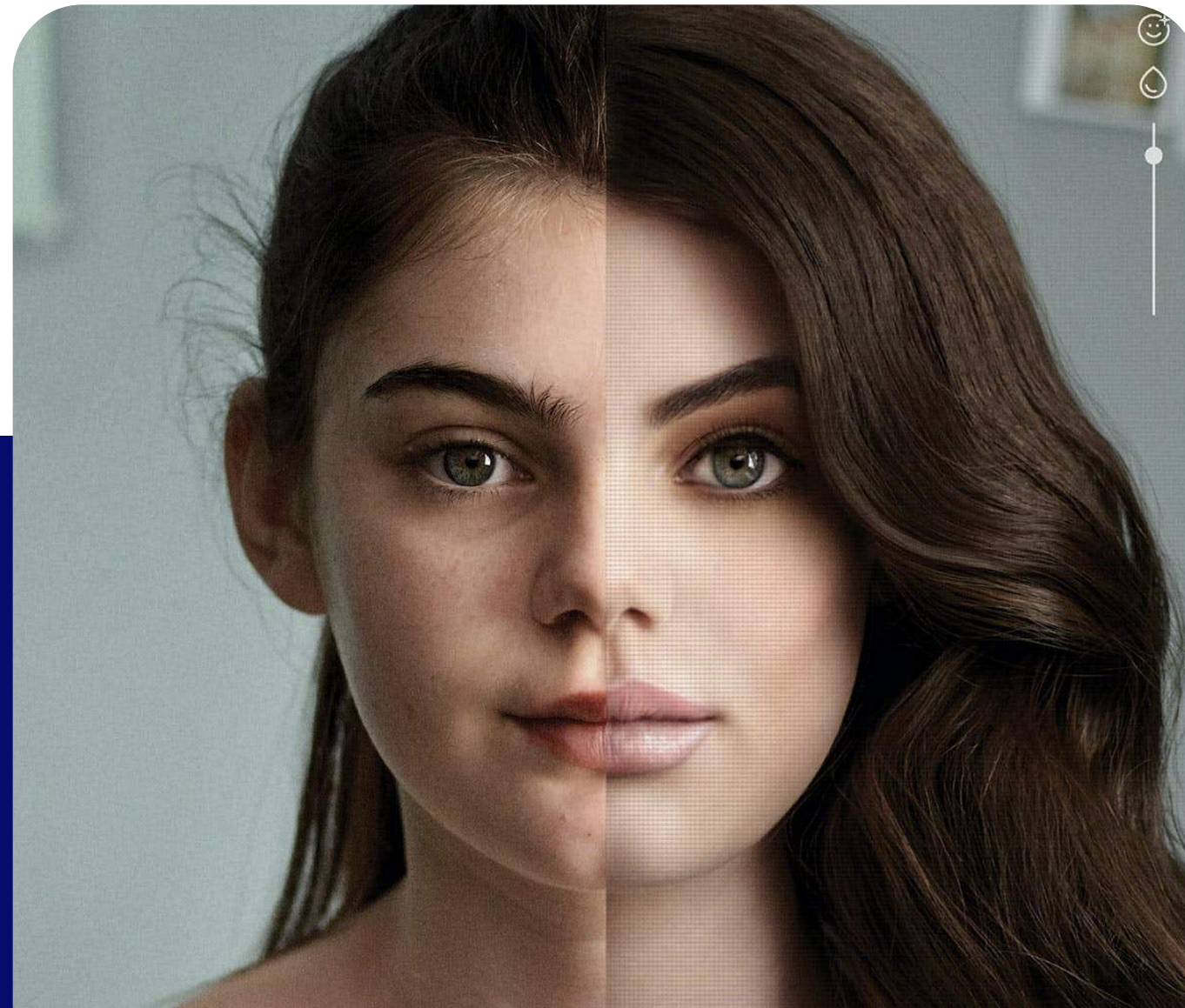


BRANDS ENGAGE IN SOCIAL COMMENTARY

Young, maturing consumers care more about ethical spending than any generation before.

When once brands and media companies were afraid to touch the hot fire of sensitive social subjects, now they are jumping in full-speed. In fact, many companies that don't comment on movements like Real Beauty, BLM, or fair wages are actually seen as against the movement.

“Silence is violence” the saying goes — and that's why we've seen today's biggest brands leaning into social movements and standing for equity more than ever before. [Read More](#)



TIKTOK MOMENTS

Remember when TikTok was something kids did that was completely foreign to you?

And now sea shanties and “understanding the assignment” have taken on a life of their own in your office, home, and social circles. But really... do you understand the assignment?

TikTok has highlighted some of the best, most connecting aspects of social media:

collaboration. These trends go viral because everyone gets to make their own rendition.

We all get to create rather than be on the receiving end of consumption. While these trends

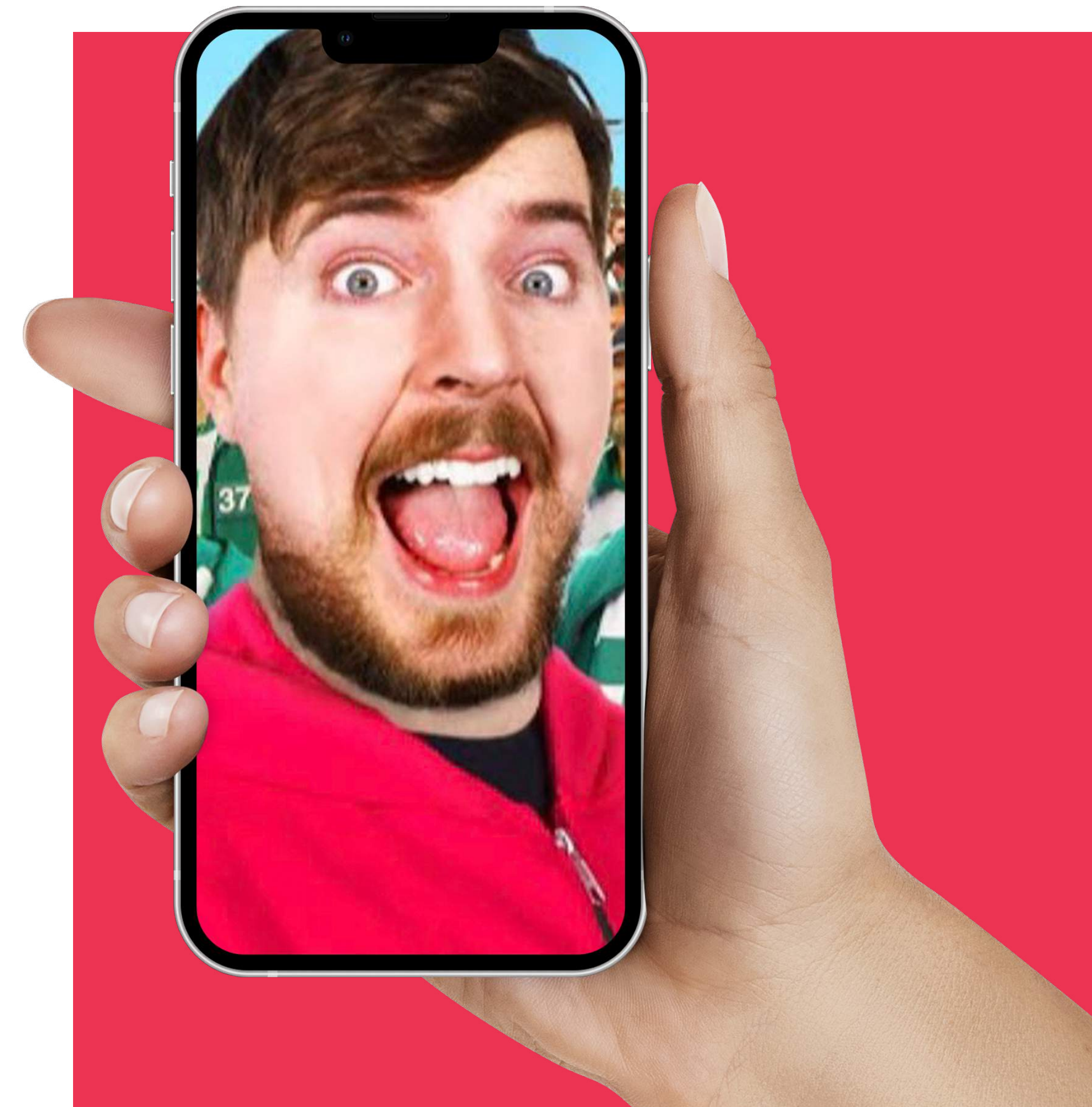
might be slightly annoying (we won't even get into the little lad that likes berries and cream)

there's nothing better than an inside joke the whole world can share. [Read More](#)



INFLUENCERS REMIX NETFLIX

Obsessed is putting it lightly... Both of Netflix's biggest original releases ever have been renditioned by influencers on TikTok and Youtube. The Unofficial Bridgerton Musical broke records when it became the first album created for TikTok to be nominated for a Grammy. MrBeast revived the Squid Game concept with his remix of the Netflix show. It's borderline genius for creators to leverage the already buzzing shows of pop culture and make them their own. And now, beauty brand Olay has created their very own branded Lifetime holiday movie. They understood the assignment. [Read More](#)



152 million

MrBeast's Squid Game views in 2 weeks
vs Netflix's 142M in 1 month

SPORT BROADCASTERS TARGET SOFTIES

As more sports broadcasters focus on social video, content is naturally diversifying which also opens the opportunity to attract a wider audience of young people, women, and others who aren't traditional sports viewers. We saw behind the scenes tear-jerkers racking up likes and interviews of young female athletes winning our leaderboards. Sports fans have always been intrigued by the relationships between players. But 2021, in all of its hardships and glories, revealed the underbelly of sports and their athletes on a whole new level. We're here for it — and so are audiences, as we've seen emotionally driven content skyrocket on social.

[Read More](#)



21 million views
Simone Biles decision to put mental health first resonated with audiences globally.

OZY FALLOUT REINFORCES NEED FOR TRUST

With so many emerging platforms, different methods for measuring views, and various metrics, it is vital that we standardize a trusted cross platform measurement system that makes social video more attainable for marketers and content creators. When Tubular looked into the Ozy story, we could see the clear signs of paid views — but on the outside, all you could see was impressive ratings and high numbers. The media industry learned a hard lesson that day: validate ratings and measure for quality viewership, because subscribers & likes can easily be inflated. [**Read More**](#)

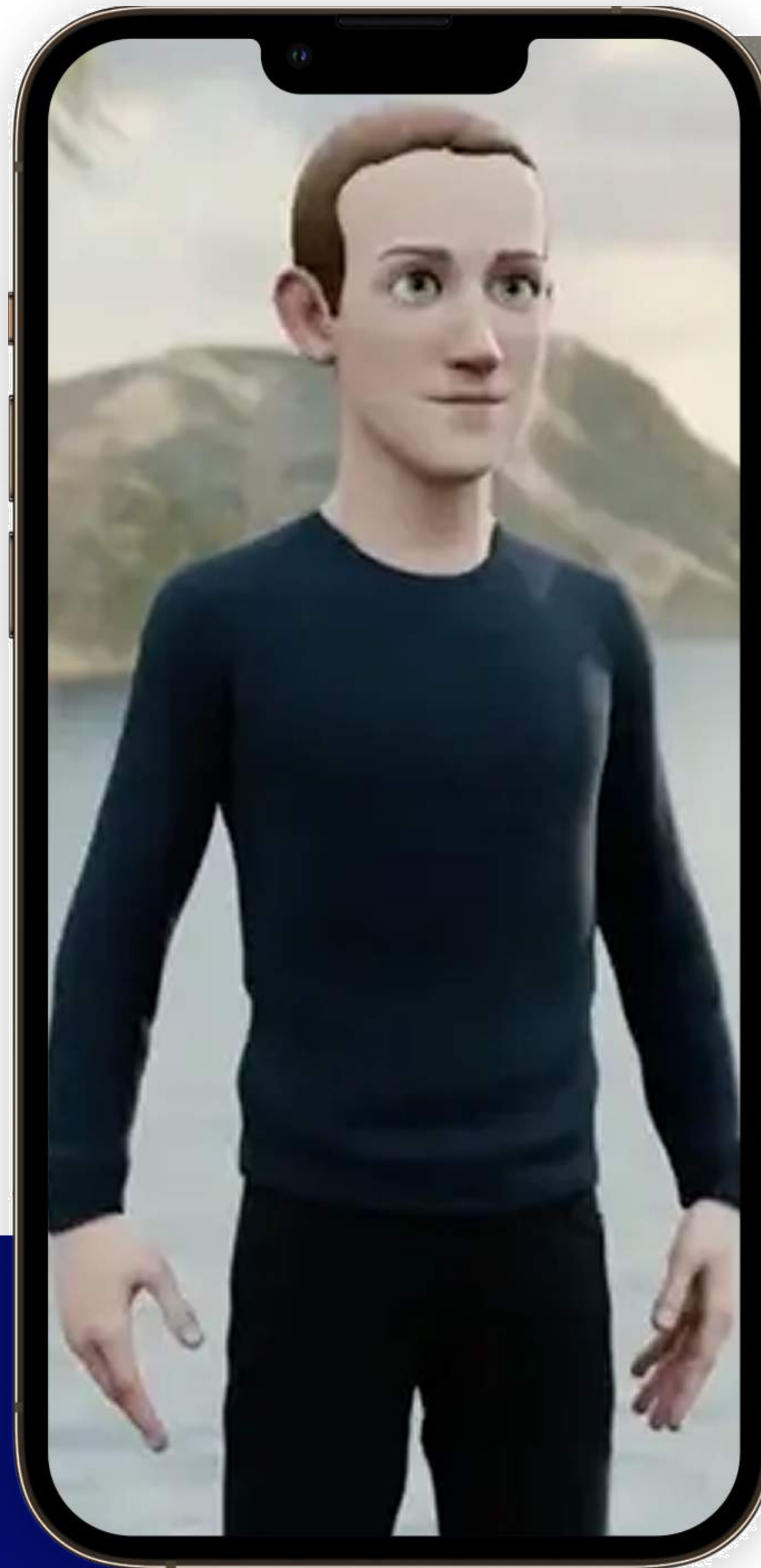
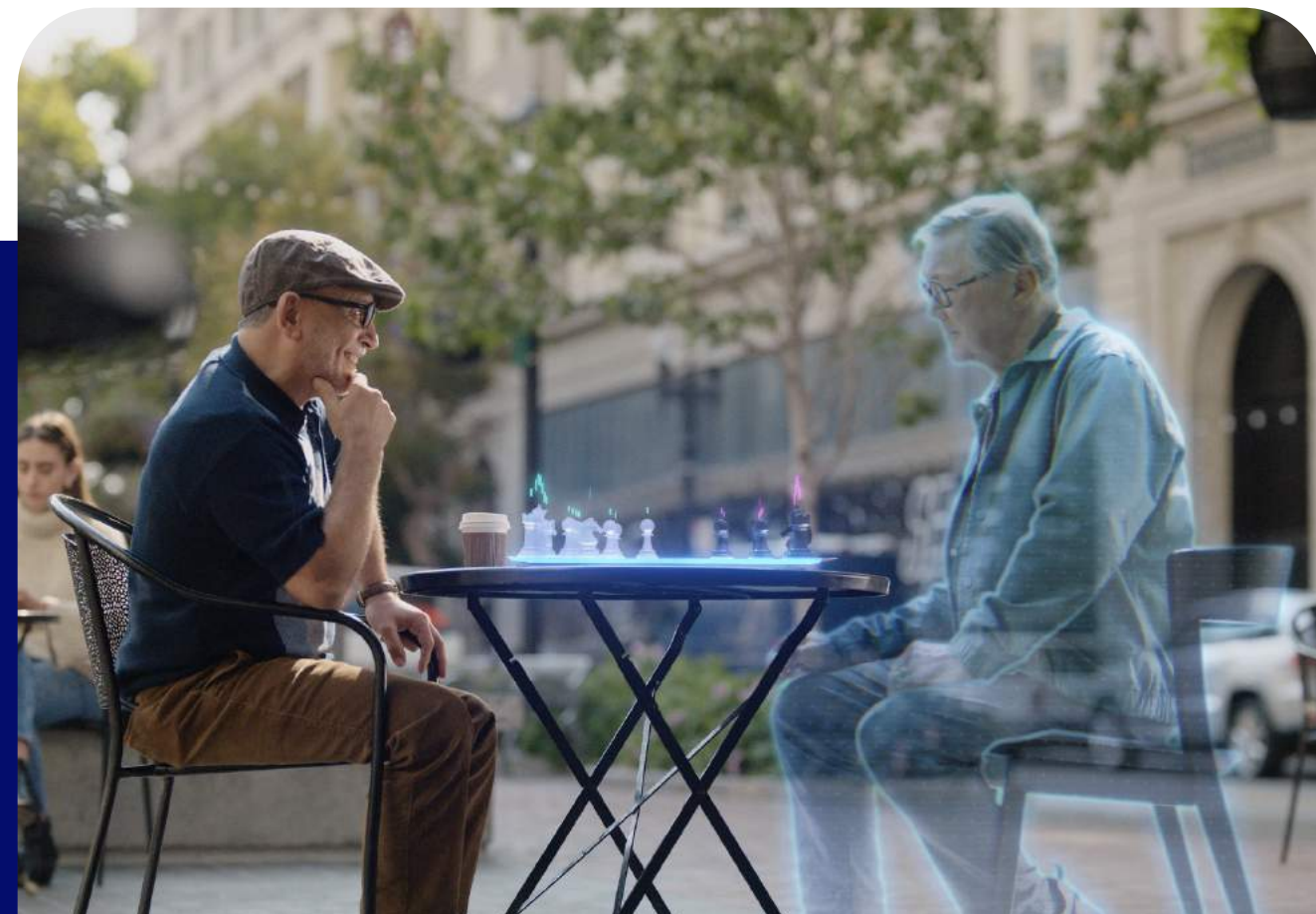


MARKETER TIP

Validate ratings and measure quality viewership, because subscribers & likes can easily be inflated

INTO THE METAVERSE

We finally got a sneak peek into what our world could actually look like with VR, holograms and augmented realities... and it eerily resembled a Sci-Fi film. Thousands took to the internet sharing their opinions. While some were excited to welcome Meta's future innovations, others felt that it would only exacerbate the already mounting concerns around social media. What we found most interesting, however, was how these advancements would open new doors for the creator economy, and how companies could offer more immersive branded experiences and sell digital products. [**Read More**](#)



MOONBUG ACQUISITION

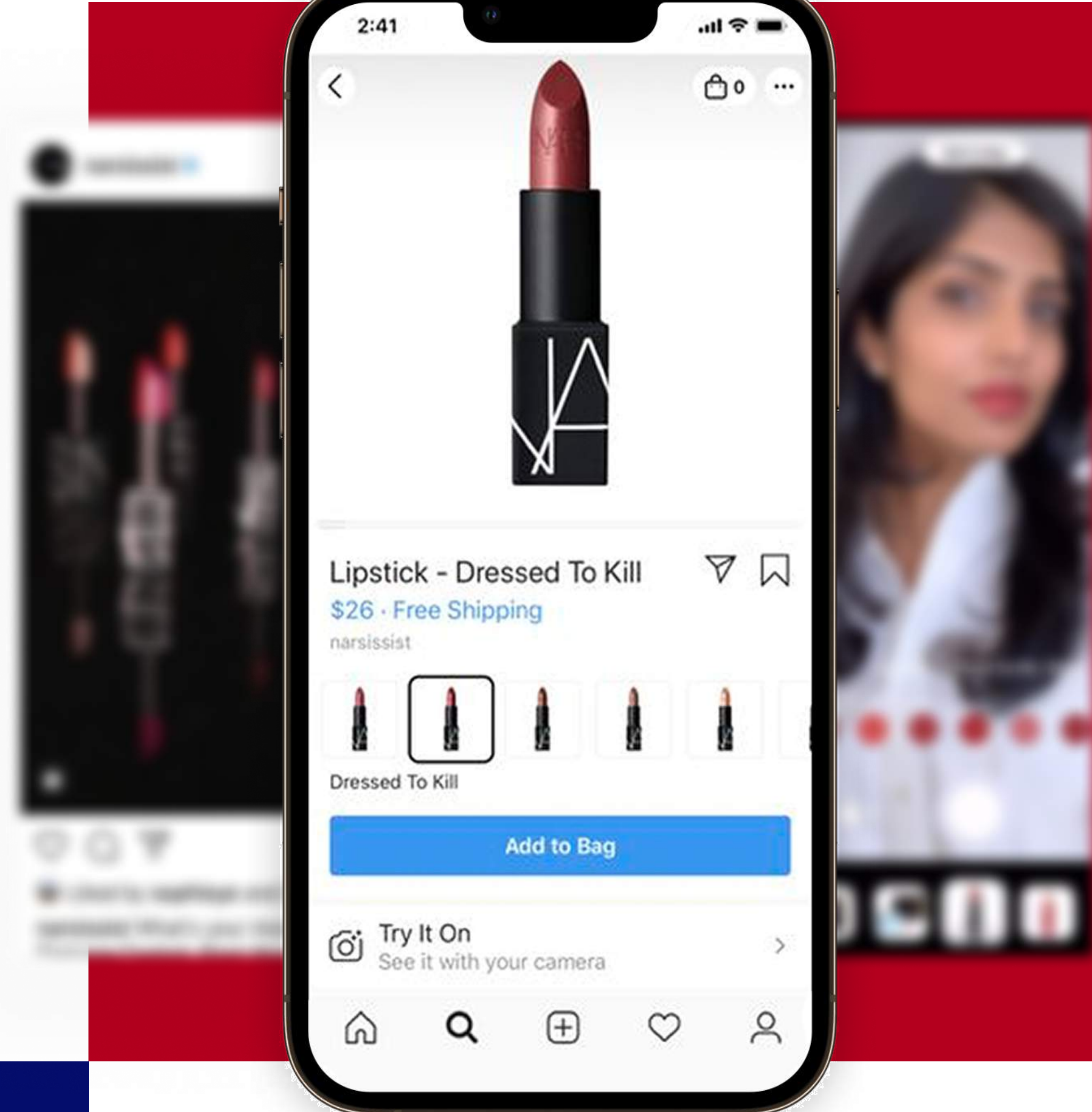
Cocomelon started 15 years ago when a filmmaker and his children's book illustrator wife from Orange County, wanted to entertain their kids. Today, they consistently rival other long-standing kids publishers like Disney and Sesame Street. Kids entertainment has been one of the first industries to switch heavily into digital with so many parents using portable devices to entertain kids with the lovable little characters from Cocomelon on demand.



65 billion views
on YouTube in 2021

LIVE SHOPPING IN TIME FOR HOLIDAYS

Live shopping is only just beginning. Various platforms launched the features just in time for the holiday shopping season. While a vast majority of online shoppers prefer Amazon due to convenience and Prime shipping, social platforms are looking to provide convenience for independent stores as well. By offering in-app checkouts, shoppers can save their card information and shop from various sites without ever exiting the social platform. [Read More](#)



+278%

increase
in engagements
with #shopping
video content

PELOTON CONTROLS THE NARRATIVE

Peloton produced a short but timely response video when the "Sex and the City" reboot killed off Mr. Big after a Peloton ride.

Considering the legendary show's die-hard fan base, the internet erupted and Peloton stock took a hit. But the in-home bike brand acted fast! In just two days, Ryan Reynolds' Maximum Effort marketing company produced the Peloton video featuring Mr. Big himself, Chris Noth, and instructor Jess King discussing the health benefits of cardiovascular exercise. In the first 48 hours, the video garnered over 1.2M views on Twitter, alone, and is a great example of a brand taking the narrative into their own hands.



1.2 million
Twitter views in 48 hours



Our look back at 2021 highlights many unexpected twists and turns in social video. Using Tubular Intelligence, Audience Ratings and ecommerce data, we were able to anticipate emerging trends, identify content types that were overperforming, validate measurements that were true... and others that were inflated.

Gear up to inspire what's next in the new year by scheduling a call, today.

[**Request a meeting**](#)

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