

NEW IN AUSPEX

WEEKLY AUSPEX NEWSLETTER: YOUR RESOURCE FOR NEW MARKETING UPDATES.

Welcome to the **third edition** of the Auspex Newsletter.

Marketing today feels very different from even a year ago. The way people discover brands has changed—creators influence opinions, short-form videos grab attention instantly, and AI quietly works in the background to make campaigns smarter and faster. It's no longer about being the biggest voice in the room, but about being the most relevant.

AI helps by testing ideas, improving performance, and saving time, while creators bring the authenticity and trust that audiences actually care about. When technology and human storytelling come together, the impact is real.

At Auspex, our role is to help you navigate this shift. We focus on creator-led content, strong short-form strategies, and AI-driven execution—without losing the human touch that makes a brand feel genuine.

The future of marketing is already here. Let's build it together.



KNOW WHAT YOUR CUSTOMERS WANT MOST AND WHAT YOUR COMPANY DOES BEST. FOCUS ON WHERE THOSE TWO MEET.

THIS WEEK IN DIGITAL MARKETING

• **Meta's Reels Hits \$50 Billion Run Rate**

Meta's Reels has rapidly grown into a major revenue engine for the company, now generating an annual run rate of around \$50 billion—surpassing YouTube Shorts and TikTok projections—with AI-driven recommendations and creator incentives cited as key drivers.

• **Pinterest Shifts Strategy to Win Gen Z**

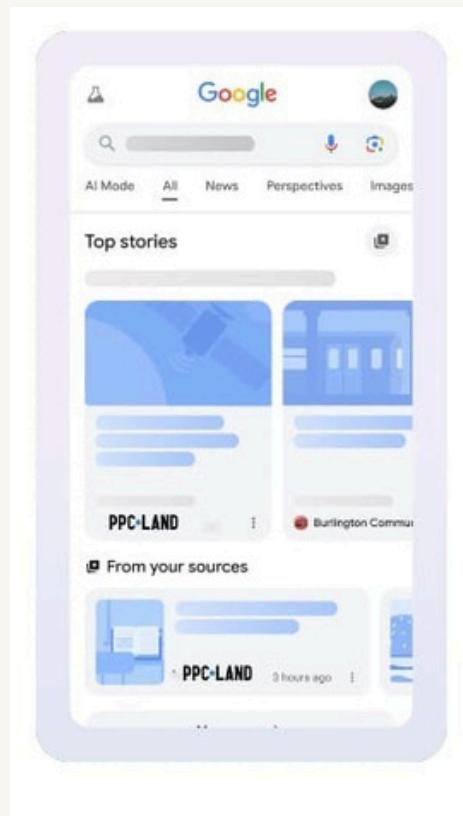
Pinterest's CEO is repositioning the platform around "AI for positivity," user-curated inspiration, and enhanced teen privacy features to combat algorithm fatigue. These moves have accelerated Gen Z growth, making this demographic the fastest-growing segment on the platform.

• **Instagram Leadership Urges Authentic Creativity**

Instagram head Adam Mosseri publicly stated that AI has significantly diluted originality on the platform and called on creators to focus on genuine storytelling and uniqueness rather than relying heavily on automated content.

• **Unilever Leverages TikTok Social Listening for Vaseline**

Unilever is reallocating a significant portion of its advertising budget toward creator-led social media content after Vaseline products went viral on TikTok, reinforcing the industry's shift toward community-driven marketing strategies.

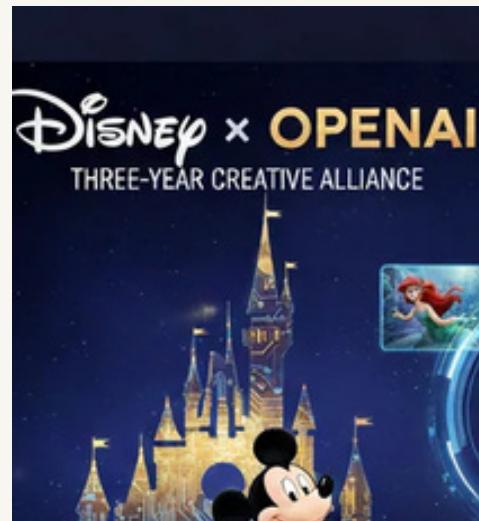
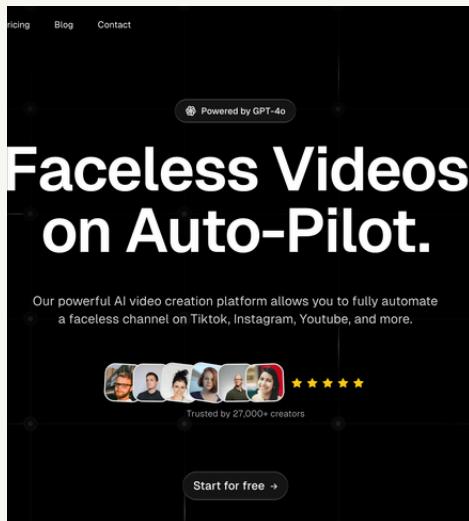


CROSS WORD

Amul
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Market
Investment
Creative

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THIS WEEK'S TREND SETTERS



STORYSHORT AI

StoryShort AI is emerging as a trendsetter in content creation, offering an AI-powered platform that turns text prompts into ready-to-publish short-form videos complete with captions, voiceovers, and music. This tool reflects a broader shift toward AI-assisted content workflows that help creators scale production faster without sacrificing quality — a key advantage as short video dominates engagement.

L'ORÉAL'S AI-DRIVEN CAMPAIGN

L'Oréal is pushing boundaries by partnering with AI-driven production studios to create visually bold, AI-enhanced advertising work. Rather than traditional shoots, the use of generative tools (including OpenAI and Stability AI tech) signals how large brands are experimenting with AI not just for efficiency, but as a creative collaborator — setting a trend for hybrid human/AI creative strategies.

DISNEY-OPENAI COLLABORATION ON AI SHORTS

A landmark partnership between Disney and OpenAI is enabling AI-generated short videos using iconic characters, positioning AI content creation at the intersection of entertainment and marketing. This deal has broad implications for how brands — especially in entertainment and IP-driven categories — will think about content creation, audience engagement, and the role of AI in cultural moments.

This week's trendsetters highlight one clear shift in digital marketing: speed, creativity, and technology are converging. AI-powered tools are making short-form content faster to produce, global brands are experimenting with AI as a creative partner, and entertainment giants are redefining how content and culture intersect.

#TRENDSMATTER

CAMPAIGN SPOTLIGHT

Nike — “Dream Crazy” (2018)

WHAT IS IT ?

“Dream Crazy” was Nike’s 30th anniversary campaign for Just Do It, fronted by Colin Kaepernick and featuring athletes like Serena Williams and LeBron James. The campaign centered on the message “Believe in something. Even if it means sacrificing everything.” It positioned Nike not just as a sports brand, but as a voice for ambition, courage, and standing up for one’s beliefs.

TARGET AUDIENCE:

- Gen Z and Millennials
- Athletes, creators, and cultural changemakers
- Consumers who value purpose, identity, and social stance over price or promotions
- Nike’s core loyal audience who resonate with bold, values-driven messaging

CAMPAIGN STRATEGY & EXECUTION:

- Cultural Relevance: Nike tapped into an ongoing social conversation, knowing it would spark debate and visibility.
- Hero Storytelling: Real athletes and real stories, not actors or scripted narratives.
- Multi-Platform Rollout: High-impact video, social-first cuts, outdoor hoardings, and PR amplification.
- Brand Alignment: The message was deeply aligned with Nike’s long-standing “Just Do It” philosophy of pushing limits.
- Calculated Risk: Nike accepted backlash as part of the strategy, prioritizing long-term brand equity over short-term comfort.

TAKEAWAY FOR BRANDS:

- Purpose-led marketing works when it is authentic, not performative.
- Taking a stand can strengthen loyalty, even if it polarizes audiences.
- Cultural relevance + clear brand values = powerful recall.
- Campaigns don’t need universal approval—only strong alignment with the right audience.

