

FLUME WRAPPED



End
of Year
EDITION





WELCOME

To the
festive **Digital Diaries**,
digital enthusiast

As Mzansi rolls into a **summer of sunshine**, shisa nyama, and spontaneous poolside scrolls, the digital world is heating up right alongside it. While many are kicking back, the algorithms, AI engines, and social updates are doing the most.

From sizzling updates in generative AI and agentic tools, to platform tweaks you shouldn't ignore, we're serving up the trends, tools, and timely tactics to keep you ahead of the curve. Whether you're planning content in flip-flops or launching campaigns between cocktails, this dispatch is your seasonal survival kit.

Here's to sunny skies, sizzling scrolls, and digital braais. **Let's dive in!**

CASE

STUDIES



THE SUMMER CAMPAIGNS THAT GOT IT RIGHT...

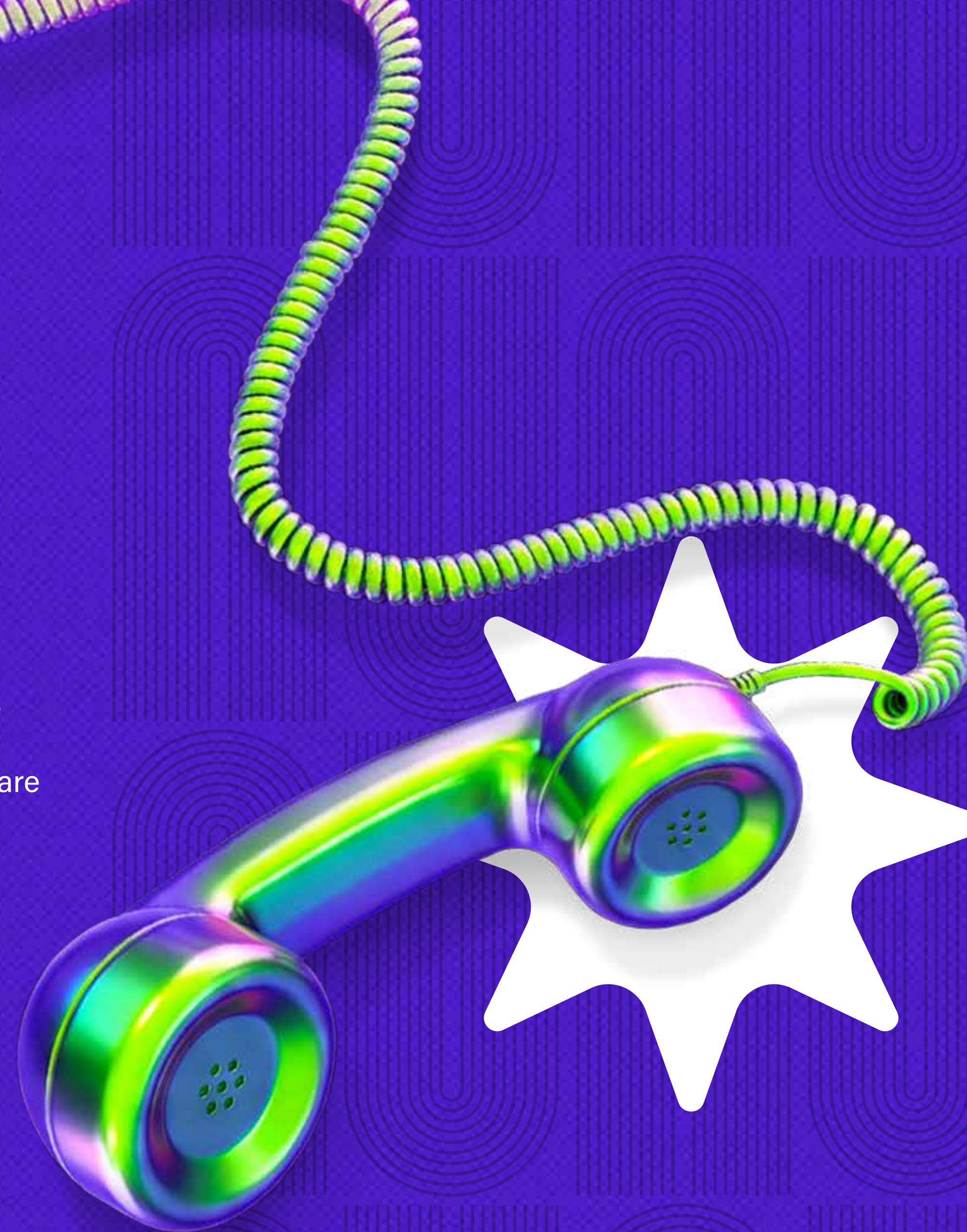
And the ones that didn't

How brands used digital to make a splash
(or miss the wave)

Summer is a marketer's dream and a creative team's challenge. It's the season of energy, spending, social connection, and sunshine-soaked timelines, but also of noise, short attention spans, and audiences who are more interested in beach days than branded messages.

Some brands ride the wave beautifully.
Others... wipe out hard.

Here's what we can learn from one brand that owned 2025.





Jet2: The Travel Brand That
Turned a TikTok Roast into a
Summer Win

IT ALL STARTED WITH AN AD

Jet2 launched their summer holidays campaign with what they thought was a fun, high-energy spot. But TikTok had other plans. Users quickly started poking fun at the over-the-top tone, remixing the ad, mimicking the delivery, and turning the brand's serious message into a viral joke.

**A brand's worst nightmare?
Not for Jet2.**

Instead of pulling the campaign or ignoring the mockery, they leaned into it. They embraced the memes, launched the hashtag #NothingBeatsAJet2Holiday, and even offered a £1 000 holiday giveaway for the best user-generated content. Suddenly, the joke became the journey and Jet2 was at the centre of it.

STATS

PERFORMANCE METRICS

ENGAGEMENT

Used in over 1.5 MILLION
Social media posts

CONVERSION

Holiday bookings +2%
Flight bookings +17%

FINANCIAL PERFORMANCE

Reported revenue £7.2
billion / +15% YoY

IT ALL STARTED WITH TWO INSIGHTS

People need to switch off their socials more and reconnect offline.
Most people spend their time watching football games on their phone.

During a **UEFA Champions League** match, they launched **'SOCIAL SCREEN'**, linking fans' devices into a synchronised screen wall, transforming solitary viewing into a shared experience."

Awards & recognitions

- **CANNES LIONS SHORTLIST**
- **GOLD WINNER** | Creative Circle Awards

LOERIES

- **CRAFT GOLD** | OOH Crafts - Use of Technology
- **2 SILVER** | OOH - Ambient, Live events
- **BRONZE** | Use of Technical Media Innovation
- **LIVE CRAFTS** | Craft Certificate

Why it Worked

NOVEL CONCEPT

Transformed isolated phone use into a shared spectacle, driving buzz and participation.

CULTURALLY RESONANT

Tapped into screen fatigue and the desire for real connection.

EXPERIENTIAL LAYER

A live, social activation beyond standard digital or TV ads.



A **social campaign** that brought people together

Flume Focus:

Let Go Lean in Let it Play

Jet's summer win was not driven by perfect planning, it was powered by **smart responsiveness**.

When the **internet remixed** their ad, they didn't fight it. They leaned into **community culture**, gave it fuel, and turned participation into performance.

For Brands Heading Into Summer

- Don't over-control the message.
- Design for remix, not rigidity.
- Leave space for your audience to engage, play, and co-create.
- Build campaigns that can flex with momentum, not fall apart when unexpected things happen.
- Most importantly: act fast, not just flawlessly.

Notes from heineken's social screen

- Go beyond product and shift to facilitating meaningful experiences.
- Create shared moments by designing activations that bring people together in real life.
- Lean into culture by tapping into the unique rituals and nuances of the South African summer holiday season.
- Whether it's a meme, a trend, or a moment you didn't see coming, sometimes the best campaigns are the ones you don't plan for, but are smart enough to shape.



AI

UPDATES



AI UPDATES

FLUME DIGITAL DIARY
TWENTY 25

Meta unwraps more smart glasses & wearables

Meta introduces new Oakley smart glasses and Ray-Ban Display glasses, with the promise of better views this summer. Features include real-time stats, an action camera, fitness integrations, and built-in notifications/display capabilities.

They deliver the functions of a phone, but in a more immersive, hands-free way.



Adobe rolls out "AI festive crew" for marketers

Adobe is expanding its agentic AI toolkit with a lineup of pre-built agents: Audience, Experimentation, Journey, Site Optimization, Data Insights, and Product Support, just in time for the festive rush.

These "AI helpers" aim to automate content, testing, targeting, and support, giving marketers more hands to wrap up campaigns with ease.

Adobe



Google's Dezemba gift hack *just not in mzansi (yet)*

Google is rolling out AI-powered shopping with AP2, letting bots handle your festive wishlist and checkout. It's smart, seamless... but only in the U.S. for now.

With its two-step approval process, the intent mandate (your wish list) and the cart mandate (the final gift wrap), AP2 ensures purchases are fully automated yet fraud-resistant.

Google



Flume Focus

These tools may not be fully live in South Africa yet, but the shift to AI-augmented marketing is already underway. Don't wait to catch up, start laying the groundwork now with personalisation and automation.

Whether it's **Meta's AI agents** or Google's smart checkout, brands need to be future-ready:

**platform-optimised,
automation-friendly, and AI-aligned.**



SOCIAL Media

ROUNDUP



Social Media Round Up

FLUME DIGITAL DIARY
TWENTY 25

What's rising across platforms & what it means for how we show up.

Personalised, Not Polished

Across **Instagram**, **LinkedIn**, **TikTok**, and even **YouTube**, we're seeing a shift away from mass broadcasting toward smaller, more intentional audience touchpoints.

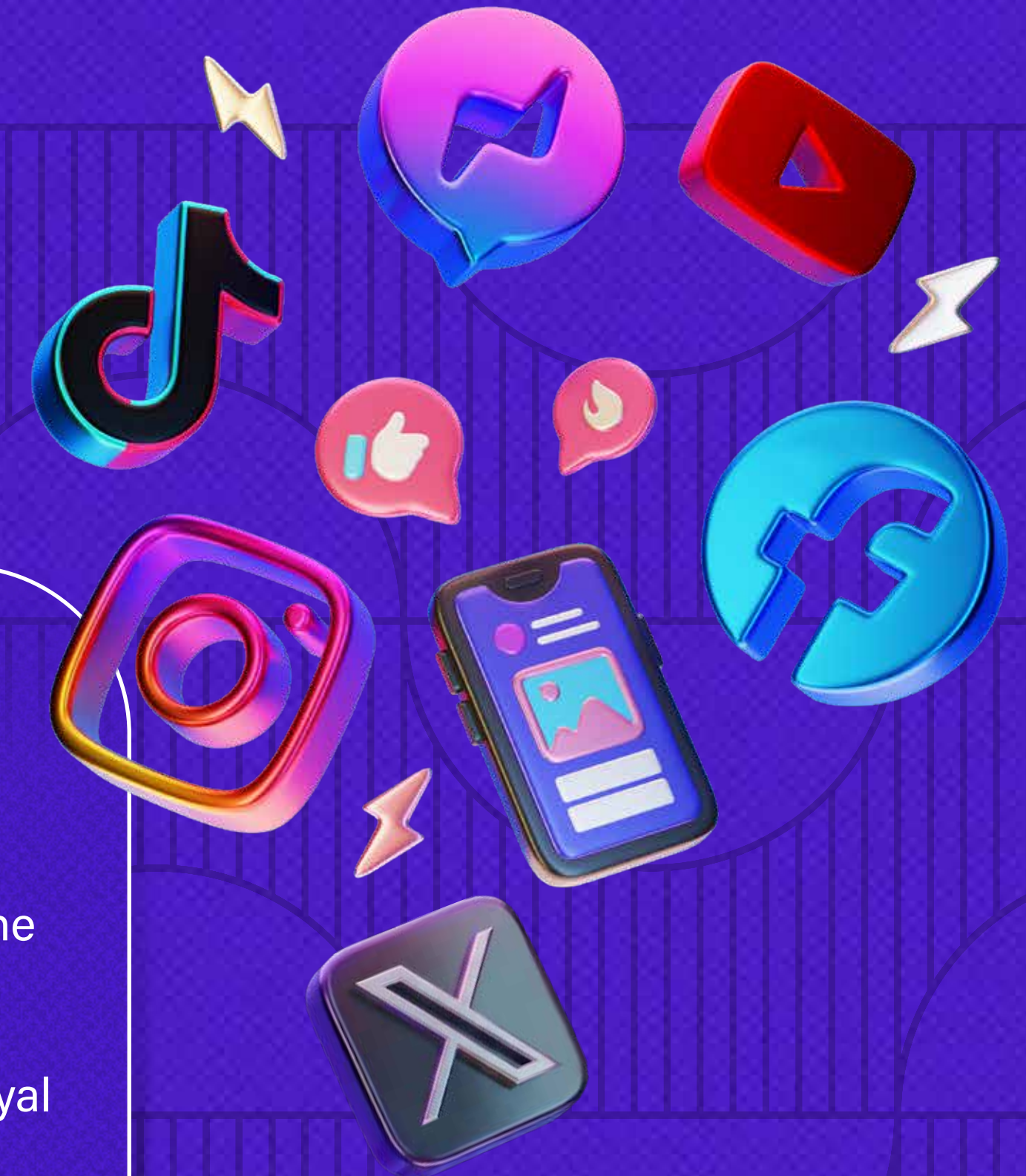
Features like Instagram's **Close Friends**, **Broadcast Channels**, and LinkedIn's growing appetite for personal storytelling show that audiences are craving realness and relevance, not perfection.

Creators and brands are winning by being accessible, relatable, and offering insider value (exclusive tips, behind-the-scenes content, honest reflections).

Take Note

Build layered strategies: public content for reach, private or niche content for retention.

Use festive content to reward loyal audiences, think early drops, exclusive codes, or personal thank-you posts.



Social Media Round Up

What's rising across platforms & what it means for how we show up.

FLUME DIGITAL DIARY
TWENTY 25

Video-first is now video-everything

From **TikTok** to **YouTube Shorts**, and now **X** and **Pinterest** experimenting with richer video tools, short-form and vertical video continues to dominate festive feeds.

Even **LinkedIn** is seeing success with snackable video insights, while long-form is holding strong on **YouTube** for deeper engagement (tutorials, product storytelling, end-of-year reviews).

Meta and **YouTube** are rolling out AI-powered tools to support faster video creation, editing, and even background generation.

Take Note

Plan for multi-format storytelling. short-form for inspiration and visibility, long-form for trust and conversion.

Start now on festive video content countdowns, how-tos, hauls, and summer tips all perform well.



Social Media Round Up

FLUME DIGITAL DIARY
TWENTY 25

What's rising across platforms & what it means for how we show up.

Social commerce & Intent-based discovery

People are not just scrolling for fun anymore, they're shopping, planning holidays, and discovering brands within platforms, especially **TikTok**, **Pinterest**, and **Meta**.

Product tagging, affiliate tools, and creator-driven commerce are all ramping up across platforms - especially heading into peak gifting season.

Pinterest and **TikTok** are functioning as search and discovery engines (especially for Gen Z), while **Meta** is leaning hard into Advantage+ shopping formats.

Take Note

Optimise content for search, not just scroll. Use captions, hashtags, and creator partnerships to boost discoverability.

Don't just promote products - show how they fit into summer, holiday, or festive moments



INSTAGRAM



Reels, Rewards & Realness This Summer

Reels Bonuses Are (Quietly) Back

Instagram is reintroducing Reels monetisation tools in selected regions, offering creators payouts based on performance. While still in testing, this signals Instagram's ongoing push to keep creators (and their audiences) posting.

What it means: Brands partnering with creators could benefit from more motivated, high-frequency content, especially over the festive retail season.

Broadcast Channels Are Heating Up

More creators (and some brands) are testing Instagram Broadcast Channels: a one-to-many messaging feature in DMs that allows for behind-the-scenes content, product drops, and direct audience updates.

What It Means: A great space for limited-time offers, festive countdowns, or exclusive summer content.

Ai Stickers

& Custom Prompts for Stories

Instagram is testing AI-generated stickers and "Add Yours" prompt suggestions, powered by user behaviour and seasonal trends.

What It Means: Summer selfies + festive filters = easy engagement. Brands can use this playfully for giveaways, travel check-ins, or end-of-year recaps.

Flume Focus

Instagram wants to be your summer stage; fun, visual, and creator-powered. The vibe? Think heatwaves and hype. Use Reels to ride seasonal trends, Stories for playful prompts, and Broadcast Channels to build tighter, high-intent communities.

Keep it light, fast, and full of personality.



META



From wishlist to checkout:

Meta's ai tools are the ultimate holiday helper

Meta Adds More Ad Tools For The Holiday Season

Being ever generous Meta is giving advertisers new ad tools, this time focusing on the brand-creator space.

These Updates Include:

Creator Partnerships Expanded:

Brands will now be able to combine creator promotions with Advantage+ catalogue matching and the ability to add creator testimonials (endorsements) directly into partnership ads. However, these updates are yet to be rolled out in South Africa.

Ai stickers & custom prompts for stories

AI-POWERED PRODUCT DISPLAY ENHANCEMENTS:

"Show Products" optimisation which automatically converts single ads into shoppable catalogues.

Ai stickers & custom prompts for stories

VIDEO-FOCUSED AD GROWTH:

New shoppable Reels ads auto-populated with catalogue products and additional ad details options accessible via swipe-up Reels ads, plus some Reel Ads will allow brands to ride the wave of trending content (brands can now opt to place content alongside trending reels).

Threads Ads:

Threads is also getting an ad glow-up too, with carousel, video, and catalogue ads rolling out (no Threads account needed).

Flume Focus

Maximise your impact this holiday season as Meta brings in new shoppable video formats, and creator-led promotions.

The focus is on smarter targeting, richer creative options, and seamless commerce features, giving brands more ways to reach the right audiences and convert engagement into measurable sales.



TIKTOK



TikTok goes full funnel for the holidays

TikTok holiday updates

The holidays are coming and TikTok continues to become everyone's guilty scroll, which means your brand needs to ride the wave.

Here's a lowdown on the latest updates to help you get those sales this season:

TikTok market scope:

Get more insights on your customers, measure what's working, and fine-tune your TikTok strategy with TikTok's insights tool for richer insights, sharper targeting and messaging that hits your audience at the right moment.

BRAND CONSIDERATION ADS:

Nurture high-intent shoppers with the new camping objective set up and push your audience closer to purchase during the festive rush.

Symphony creative tools:

Scale content production by generating and testing creative variations quickly, making it easier to keep up with TikTok trends while ensuring fresh, engaging content throughout the busy holiday season.

Flume Focus

Get more bite and less waste, with smarter targeting, audience, and trend aligned insights optimised by AI, you can turn festive scrolls into sizzling summer sales.



X

Real-time, raw, and (still) reworking itself



More video, less structure

X is pushing longer-form video (up to 2 hours) and now features a dedicated video tab for some users. It's Elon's latest attempt to compete with YouTube and TikTok – though adoption is still shaky.

What it means: If you're experimenting with video, X is open territory, but not yet a performance channel. Use it for commentary, not conversions.

Ad tools still in flux

Ad products are being rebuilt post-rebrand, but they remain limited in targeting and reporting. However, lower competition means CPMs are cheaper, especially heading into festive.

What it means: For brave brands, this could be a cost-effective way to stay visible during high-demand ad season.

Brand consideration ads:

Nurture high-intent shoppers with the new camping objective set up and push your audience closer to purchase during the festive rush.

The vibes are still... unfiltered

X is as unpredictable as ever: political hot takes, sports memes, AI drama, and festive chaos all live side by side. What it means: Perfect for bold, real-time brands with personality. Not ideal if you need tight controls or brand safety guarantees.

Flume Focus

X is the firepit of the social platforms, messy, loud, but full of unexpected energy. If you're showing up here this summer, do it with humour, speed, and a strong point of view. Think quick wins, big reactions, and festive chaos well played.



PINTEREST



From scroll fatigue to smart choices: Pinterest's case for curated commerce

As consumers face a daily flood of content and product recommendations, both online and offline, the demand is shifting to more meaningful content. Research shows that 7 out of 10 Gen Z shoppers struggle to find the balance between having enough options and feeling overwhelmed, often leading to decision paralysis and cart abandonment.

The answer? Curation = Confidence.

Consumers want fewer, more relevant options, not endless scrolls. Make it easier for your customers to choose your brand over others by organising product displays to feel more intentional rather than algorithmically done.

BRAND CONSIDERATION ADS:

Nurture high-intent shoppers with the new camping objective set up and push your audience closer to purchase during the festive rush.

Symphony creative tools:

As we enter South Africa's biggest retail moment of the year, layered with festive spending, brands need to simplify choice.

The winners won't be those with the most options, but those that curate them best. This season, the most successful brands will feel less like warehouses and more like trusted stylists.

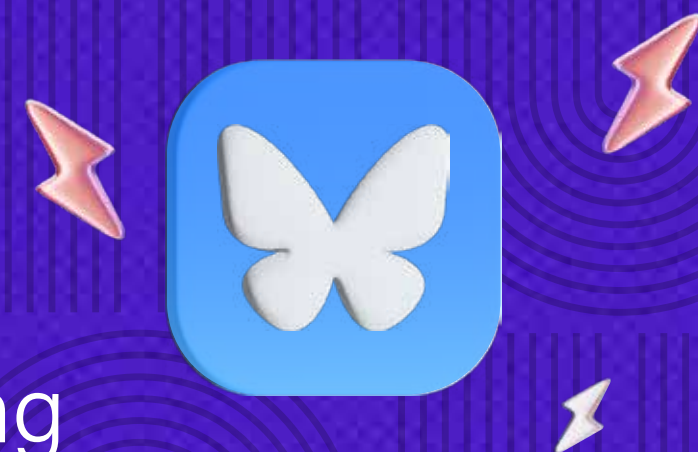
Flume Focus

As we enter South Africa's biggest retail moment of the year, layered with festive spending, brands need to simplify choice.

The winners won't be those with the most options, but those that curate them best. This season, the most successful brands will feel less like warehouses and more like trusted stylists.



BLUE SKY



Still Niche, Still Nice, Still Growing

Open sign-ups bring a boost

Bluesky fully opened its doors earlier this year, and while it hasn't exploded in size, it's now sitting comfortably above 5 million users. The tone? Chilled, text-first, and largely free of trolls and ads.

What it means: Still a soft-launch space, perfect for testing voice and tone in a more thoughtful environment.

No ads, no algorithms (still)

The platform continues to operate without ads or algorithmic feeds. You see what you follow no more, no less.

What it means: Great for long-game community building, not short-term performance. Think conversations over conversions.

Creative culture is taking root

Artists, writers, devs, and digital minimalists are finding their way to Bluesky, especially those burned out by algorithm fatigue on other platforms.

What it means: A great space for brands who want to listen, contribute, and soft-sell through storytelling.

Flume Focus

Bluesky is like a beach day without the crowds: relaxed, no noise, and a little weird in the best way. It's not about reach, it's about resonance. If your brand has a story to tell or a culture to share, this could be the place to test it before taking it mainstream.



THAT'S A WRAP

FOR 2025 .

FLUME DIGITAL DIARY
TWENTY 25

As the feeds get a little sunnier and everyone starts mentally checking out (just a little), this season is less about chasing the algorithm and more about showing up with intention, personality, and play.

From short-form video to creator collabs and end-of-year reflections, the platforms are giving us plenty of tools to connect with audiences in meaningful, memorable ways.

The best part?

You don't have to do it all... just do it well.

So whether you're winding down, planning ahead, or squeezing in a few final campaign pushes, remember:

- Keep it light
- Keep it useful
- And keep it moving

We'll be back in 2026 with fresh trends, new tools, and smarter takes. Until then, happy scrolling, posting, planning, and relaxing.

THANK
YOU ;)

