

TACTICS & TAKEAWAYS

CONTENT MARKETING TREND REPORT

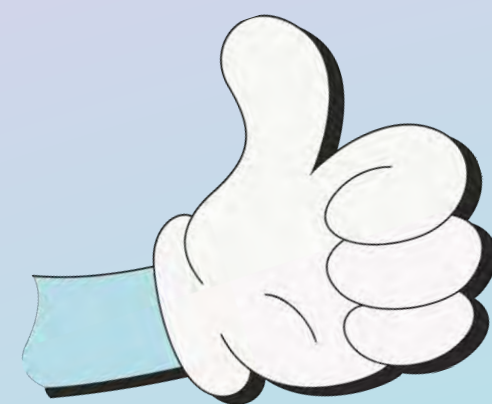
globecontent.studio

[@globecontent](https://twitter.com/globecontent)

gcs@globeandmail.com

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About Globe Content Studio



In 2015, we launched Globe Content Studio as the content-marketing division of The Globe and Mail, a Canadian news-media organization. Our mission was to focus on what really matters—delivering your brand’s message through content that drives results.

The annual Tactics & Takeaways trend report is organized by category to help content marketers navigate the latest trends, data-driven insights and forecasts. By breaking things down into clear, actionable sections, we ensure you're always prepared to tackle the new challenges and opportunities that each year presents.



About this report

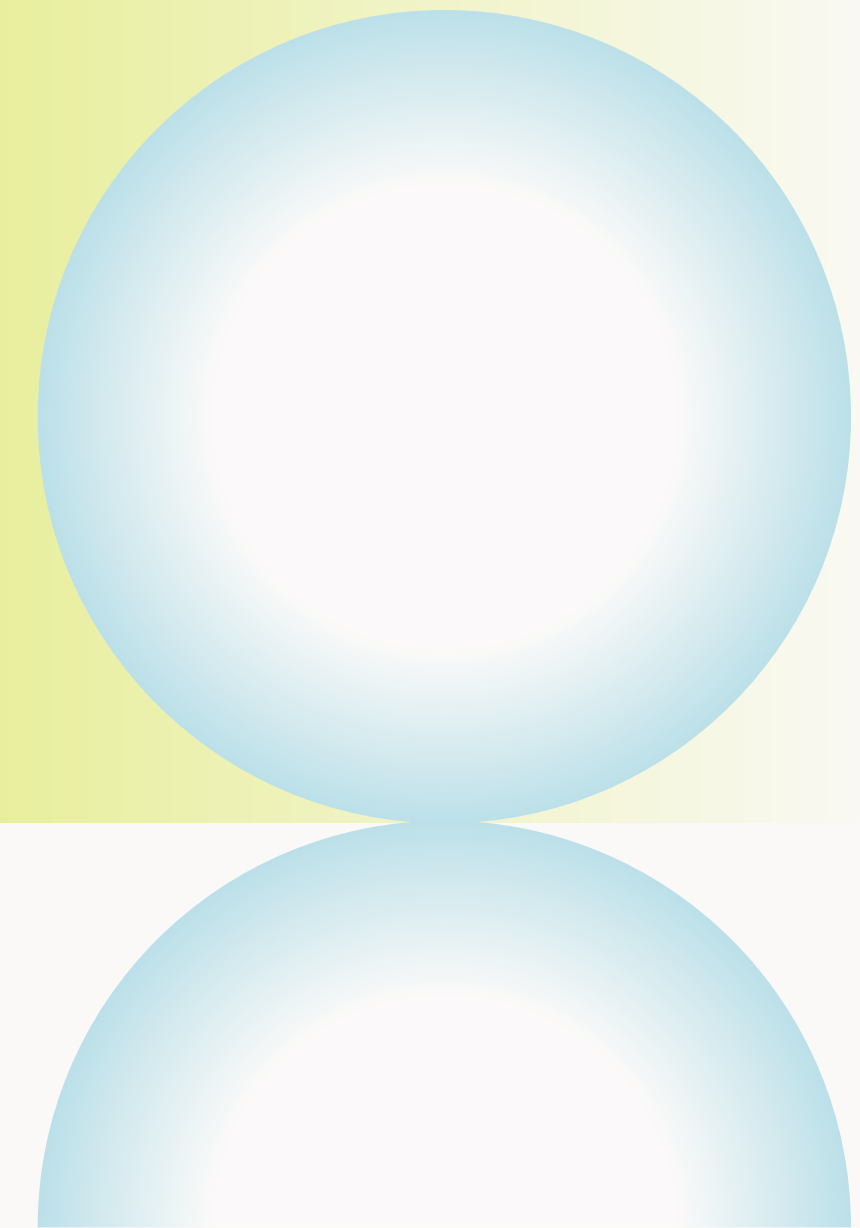
Every year, Globe Content Studio takes a broader look at content categories ranging from lifestyle and travel to finance—among others—focusing not on fleeting micro-trends but on enduring transformations. This year, we've distilled key insights, learnings and predictions that content marketers across these sectors can leverage for long-term impact.

Whether you're refining a content proposal or mapping out a sustainable strategy for your team, this report is designed to help you stay ahead of the curve.

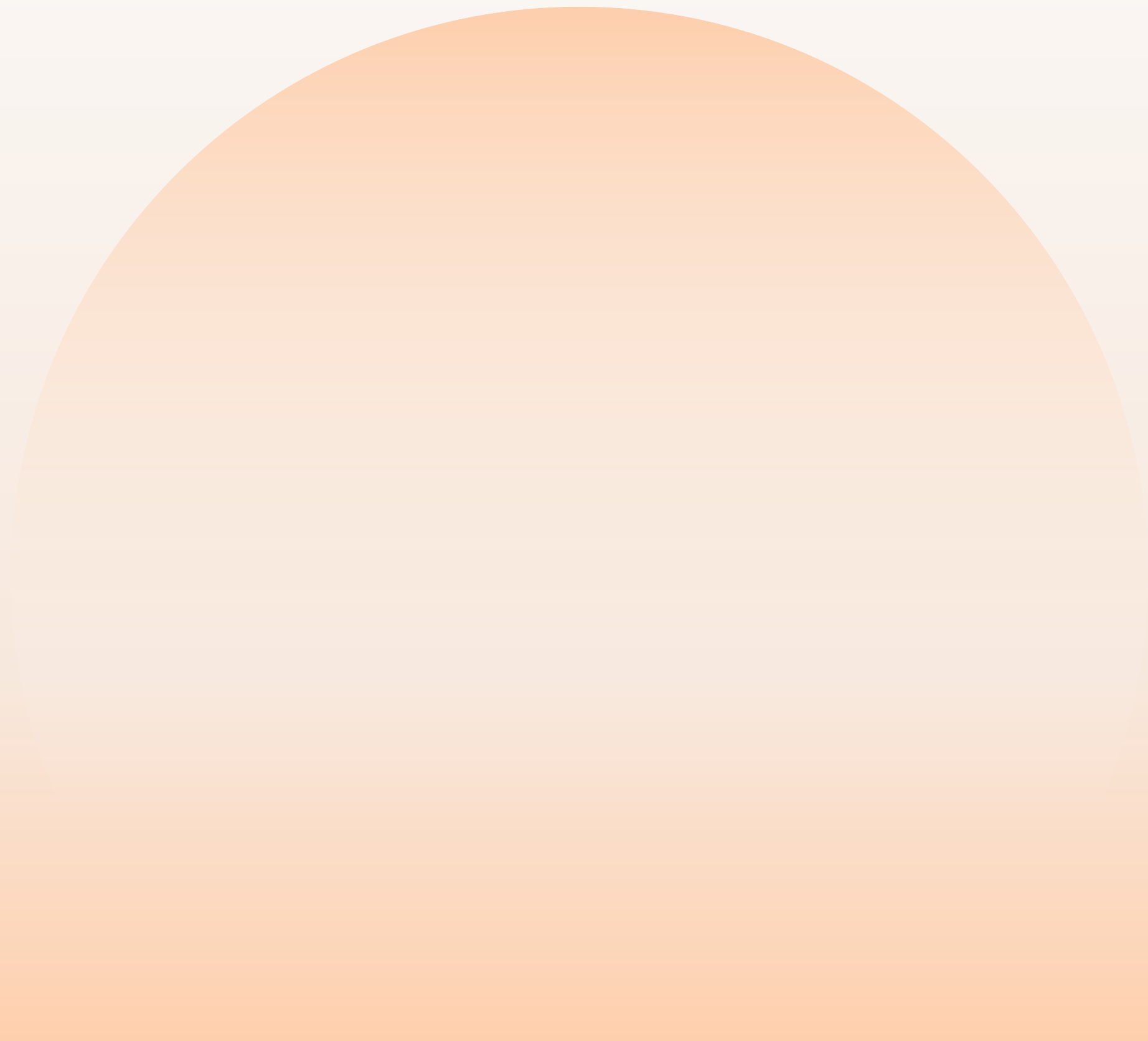
Research snapshot

To chart the road ahead, we first glanced in the rear-view mirror, analyzing our most successful editorial and Sponsor Content on The Globe and Mail from the past several months. This retrospective wasn't just about what worked—it was about understanding why. By identifying long-term patterns over fleeting moments, we uncovered insights with real staying power.

We also tapped into real content marketers and The Globe Insiders panel—a community of 3,500+ engaged readers who share insights on content, purchasing habits and brand interactions. The result? A clear picture of the trends that matter—built for scale, longevity and impact.



Content marketing trends



The 2025 content marketing playbook

AI has officially stepped into the spotlight, transforming how content marketers work. It's no longer just a behind-the-scenes tool—it's shaping ideas, fine-tuning messaging and tailoring campaigns with precision. But its influence doesn't stop at copy. AI-powered tools like Midjourney and Runway are revolutionizing content creation, making conceptual photography, storyboarding and dynamic visuals more accessible than ever. In short, AI isn't just an add-on; it's a core ingredient in today's marketing playbook.

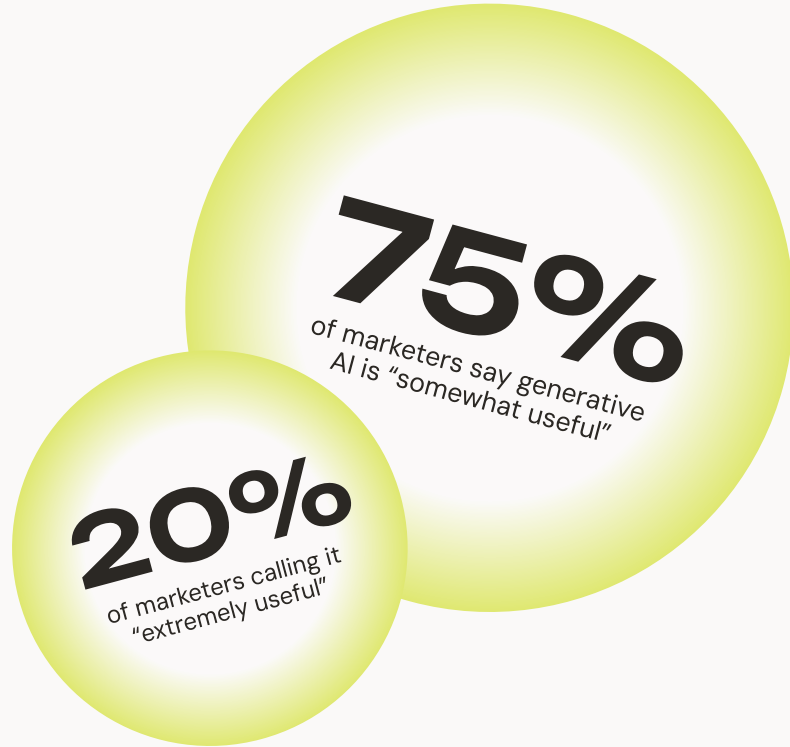
At the same time, vertical video continues to reign supreme. With attention spans shrinking to blink-and-you-miss-it levels, platforms like TikTok, Reels and YouTube Shorts demand more than simple content repurposing. Success isn't just about resizing—it's about crafting sharp, scroll-stopping clips that make viewers hit replay.

And that's just the beginning. Creative diversity and deep personalization are fueling the next evolution of content strategy. Marketers are pushing boundaries, experimenting with new formats and storytelling techniques—because, let's face it, creative is the real differentiator. The brands that embrace this shift aren't just being seen—they're making an impact.



AI: Your silent creative partner

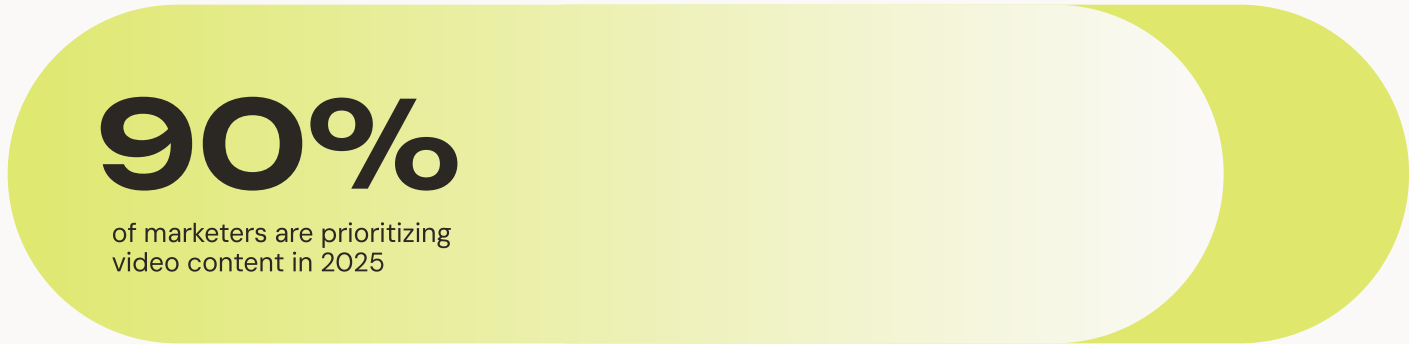
Think of AI as the intern in your creative process. It generates ideas, crafts headlines and designs imagery, streamlining your workflow. AI is also transforming search for marketers: 94 per cent of marketing leaders are ready to boost brand visibility with AI search and 42 per cent feel very prepared. They're excited about the future, with nearly two-thirds expecting a 25 per cent drop in traditional search traffic by 2026 due to AI chatbots. This enthusiasm highlights AI's crucial role in both creativity and making brands easily discoverable and engaging online.



T&T: Build a library of killer prompts, set up efficient workflows or use generative tools to speed up testing. AI brings structure; you bring the magic.

Video: Still the MVP

Video remains unbeatable for grabbing attention. Whether it's behind-the-scenes clips, customer success stories or quick how-tos, video is where audiences are most engaged—and it's continuing to evolve into more authentic, lo-fi territory.



T&T: Explore low-budget ways to produce high-impact videos and show how storytelling through video can keep it real and relatable. Authenticity wins every time.

Clicks are cute, but brand is back

Yes, while conversions such as leads, sign-ups and sales remain critical KPIs, there's a shift back to prioritizing brand awareness. Marketers understand sustainable growth involves more than just quick hits—it's about developing a recognizable and trusted brand that consistently connects with audiences.

Personalization: Still the holy grail



Audiences want content that feels custom-made, but tight budgets and limited time make personalization a constant challenge. Marketers are turning to scalable strategies—like segmented e-mails and dynamic landing pages—that deliver personal touches without blowing the budget.

T&T: Show how AI can analyze audience behaviour and suggest small tweaks to create big impact. Personalization at scale is the ultimate power move.

The era of bold experiments

From gamified content to lo-fi campaigns and wild influencer collabs, marketers are leaning into experimentation to cut through the noise. Not every idea will land, but those that do can create seismic shifts in engagement and brand loyalty.



T&T: Highlight creative risks that paid off, from gamified campaigns to AI-driven storytelling. The bigger the swing, the bigger the potential win.



T&T: Help teams design campaigns that mix measurable conversions with brand-building moments. It's about creating memorable experiences, not just chasing the next click.

In their own words ...

We asked 20 content marketers to give us the unvarnished truth about what’s working, what’s changing and what’s next in the world of content. Here’s what they had to say:

- 1

"If you don't start with a clear vision, you can get stuck in approval hell."

 - General manager of a non-profit

A reminder that strategic clarity is essential for moving campaigns forward efficiently.
- 2

"Clients want to see a measurable return. This isn't new, but we have to do better."

 - VP creative of a marketing/advertising agency

The constant pressure to connect creative efforts with tangible outcomes is universal.
- 3

"Relying on one platform—or one revenue stream—is doomed. Diversifying promotion across search, social, product and partnerships is how we'll continue to grow."

 - Content marketing manager of an education firm

A savvy approach to future-proofing content strategies in unpredictable markets.
- 4

"Audiences need relatability—still, always. But the way 'relatable' looks is rougher now, more lo-fi. This is interesting."

 - Content director of a marketing/advertising agency

A nod to the evolution of what resonates with audiences in a world of high-polish content overload.
- 5

"Less is more! Creating more meaningful video content and leveraging AI to increase productivity will be key in 2025."

 - Director of marketing services for a real estate firm

Efficiency meets storytelling: a focus for teams embracing AI and video creation.

Metrics that matter

Top metrics:

- Conversions
 - e.g; leads, sign-ups, purchases
- Website engagement
 - e.g; time on page, returning visitors

Key Insight:

A clear shift away from vanity metrics toward business-driven outcomes.

Trending now



- Gamification
- Influencer partnerships
- AI-driven campaigns dominate experimentation plans

Marketers continue to embrace bold and unconventional strategies to stand out.

The categories

- 01** B2B
- 02** Finance & Investing
- 03** Health
- 04** Work-Life
- 05** Charity
- 06** Travel
- 07** Retail & CPG
- 08** Automotive
- 09** Real Estate
- 10** Technology
- 11** Sports

01



THE CATEGORY

B2B



How *B2B* brands are winning the future

What's shaking up the B2B world?

AI is leading the charge, giving companies the tools to work smarter and grow faster. Think predictive analytics for spotting trends before they happen or next-level personalization that makes every customer feel like your only customer. In short, the B2B playbook is getting an upgrade and AI is writing the rules.

How Canada's best are leading differently

CIBC flipped the script on Canada's Best Managed Companies by putting the focus on the leaders behind the businesses. Through 'day in the life' stories, they built authentic connections and strengthened brand trust.

[Read a story from the series](#)

B2B content's elusive ROI

Content strategies can feel like running a race without a finish line. Many B2B marketers know they could be doing more to connect with their audience, but something's missing. The good news? Small shifts can lead to big wins.

29%

of B2B marketers consider their content strategy highly effective

T&T: Start with crystal-clear goals—without them, it's easy to lose direction and waste effort. Ensure your content flows naturally with the customer journey to keep them engaged every step of the way.

Digital content is the dealmaker

Buyers rely heavily on digital content to make informed decisions. Providing valuable, well-targeted content isn't just an advantage—it's a necessity.

60%

of B2B buyers make their final purchase decisions based on digital content

T&T: Ensure your content is easily discoverable by prioritizing SEO, targeting relevant keywords, and distributing it through the platforms where your audience actively seeks solutions

Video: B2B's new BFF

91%

of companies now use video in their marketing strategies

Short-form explainers and demo videos aren't just for TikTok teens—B2B buyers are loving them too. Video is quickly becoming the MVP for engagement, with LinkedIn leading the charge.

T&T: Advocate for content strategies that yield significant ROI through videos—quick explainers, detailed product demos and compelling testimonials that efficiently capture interest.

A constant struggle to differentiate

Everyone's pushing out tons of content, and much of it blurs together. The trick is finding ways to not just grab attention but to hold it by offering something genuinely valuable that others aren't.

54%

of marketers find it challenging to create content that is both unique and engaging

T&T: Leverage first-party insights and data from your business to produce content that no one else can offer, giving your audience a reason to choose you over competitors.

Why in-person still matters

There's nothing quite like sitting across the table from someone. In-person meetings do more than break the ice—they build trust, foster stronger connections and can drive serious revenue growth.

36%

Global research shows in-person meetings can boost revenue by 36%

T&T: Pair in-person meetings with digital follow-ups to keep the momentum going and make those connections stick.

Cookieless future, first-party solution

Google may have abandoned its plan to kill third-party trackers, but others haven't, leaving the market in limbo. The so-called 'cookiepocalypse' looms—but it's less doomsday and more a pivot. With their effectiveness fading, businesses are continuing toward first-party data to drive results and build trust.

67%

of B2B marketers prioritize data compliance and accuracy

T&T: Highlight the magic of first-party data for personalization in a privacy-first world. Demonstrate how companies are staying compliant while still crushing it.

THE CATEGORY

Finance & Investing



Where smart money meets savvy moves

In the finance game, trust is everything. This year, it's all about simplifying the complex, making compliance disappear into the background and crafting content that turns cautious readers into loyal advocates. Stability is the name of the game—because no one's investing in confusion.

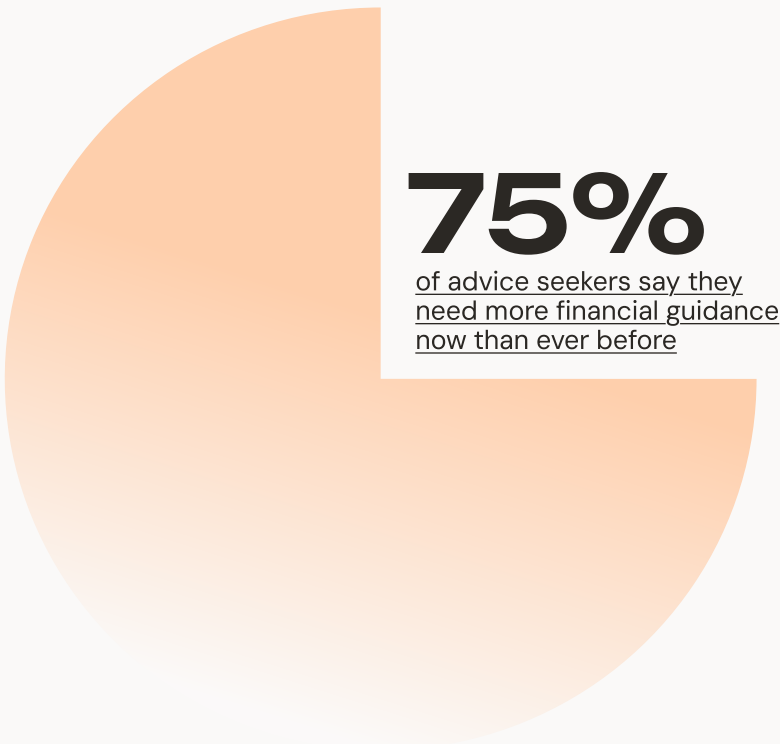


Low-key investing: the new status symbol

By blending sustainable, low-profile strategies with expert guidance, the Stealth Wealth campaign for **TD Canada Trust** helped inspire the next generation to build wealth that's stable, smart and totally understated.

The rise of personalized financial advice

Affluent investors are seeking more than one-size-fits-all solutions. They're looking for tailored guidance that adapts to their changing needs, making personalized, actionable content a critical part of engaging this audience.



T&T: Personalization isn't optional—content that feels tailored builds trust and long-term loyalty. Focus on insights that empower investors to make informed decisions with confidence.

Safe bets in shaky markets

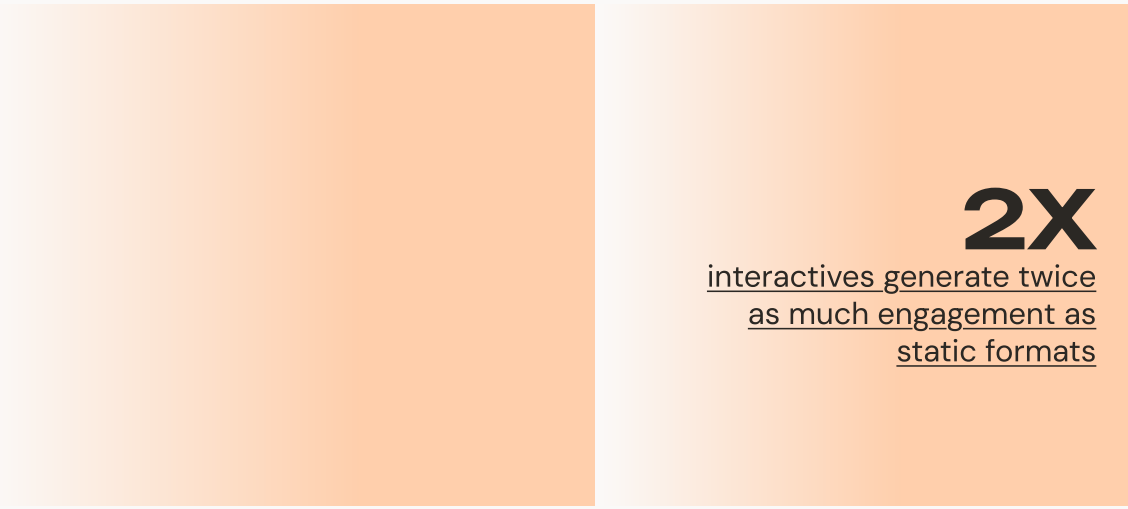
The corporate finance sector is witnessing a significant shift toward mobile-first strategies, as consumers increasingly rely on their smartphones for financial planning tools and research.



T&T: Deliver content on how to navigate uncertain markets, from safe haven investments to solid portfolio strategies.

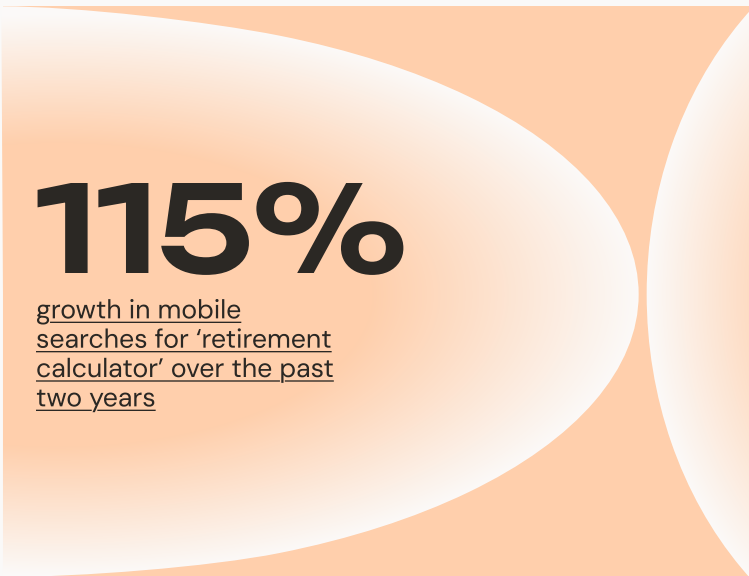
Interactive as an engagement magnet

Static blogs are yesterday's news. Engaging calculators, quizzes and gamified content are driving attention—and trust.



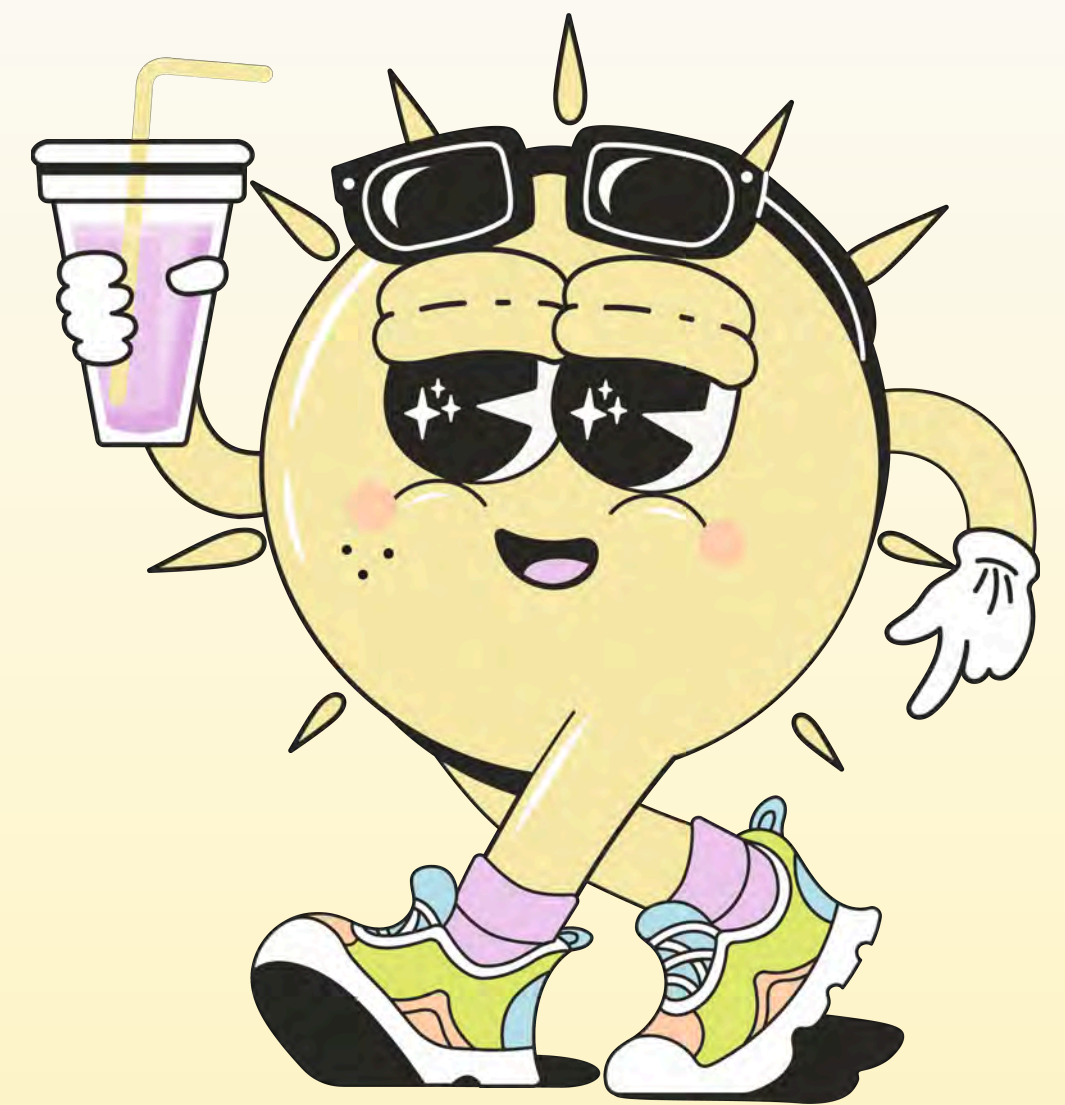
T&T: Build tools that solve real problems. Think retirement planners, investment calculators or risk-assessment quizzes that simplify big decisions and boost confidence.

Pocket-sized financial planning



The financial services industry is embracing mobile-first strategies as consumers turn to their smartphones for financial planning and research. The growing reliance on accessible, interactive tools underscores the need for content designed with mobile users in mind.

T&T: Mobile-friendly tools are essential for engaging today's on-the-go consumers. Invest in creating interactive, user-focused content that meets audiences where they are: on their phones.



THE CATEGORY

Health

Health content that hits different

Readers aren't just looking for tips any more—they're in pursuit of tailored solutions, health-focused tech and brands with values that align with their own.

A new chapter in recovery

The Leukemia & Lymphoma Society of Canada (LLSC) got real about the mental health challenges that come after surviving cancer. Through powerful survivor stories and new research, they showed how cancer's emotional toll doesn't always end when the treatment does. From helping survivors find new purpose to shedding light on the often-overlooked struggles of caregivers, this campaign put mental health front and centre in the fight against cancer.

[Read the full story here](#)

A market you can't ignore

The digital health market isn't just transforming health care—it's fueling remarkable economic growth. With an annual growth rate of 25.9 per cent expected from 2025 to 2030 in Canada, digital health is emerging as one of the most dynamic and fast-growing sectors, reshaping how people access and manage their well-being.

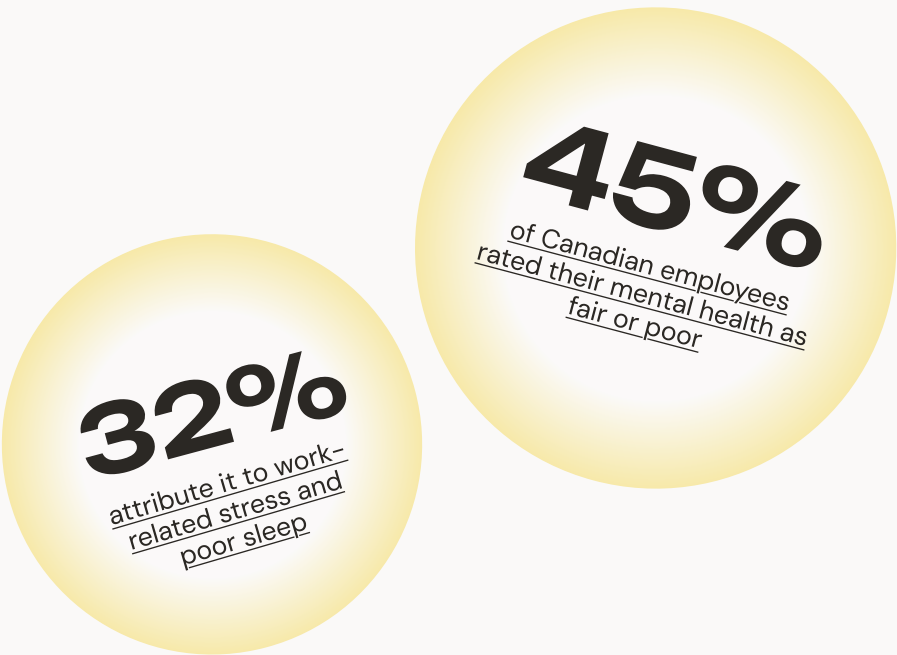
\$54.6-billion

The revenue the Canadian digital health market is projected to reach by 2030

T&T: Develop content that appeals to tech-savvy and health-conscious audiences, emphasizing the role of innovation in improving their well-being.

Mental health: the ultimate flex

Stress, burnout, brain fog—it's the trifecta everyone's battling. But today's audience isn't here for just another chat; they're demanding practical solutions that get results and bring balance back to their lives.



T&T: Dive into stories that mix relatability with real strategies for tackling mental health head-on.

Embracing the shift

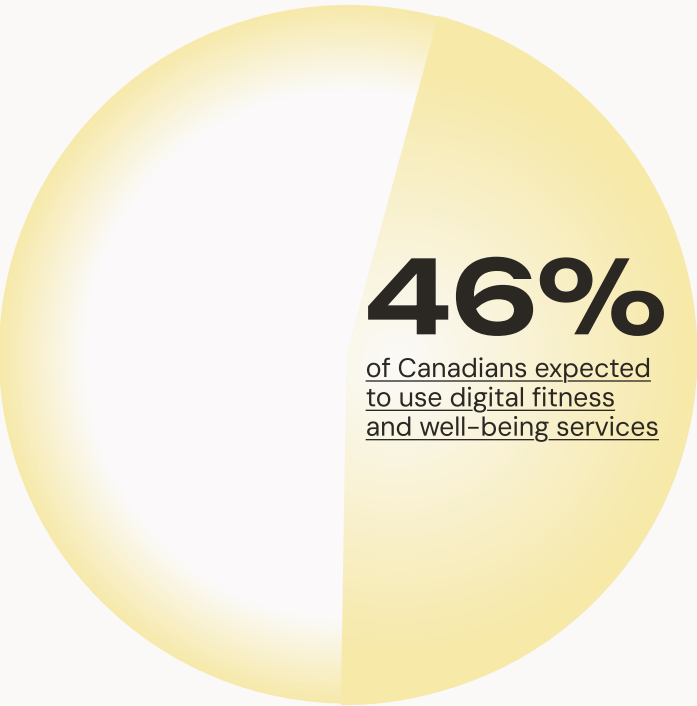
It's no longer just about looking good—it's about living with purpose, independence and vitality at every stage of life. Aging in place is becoming the ultimate goal.



T&T: Create content that empowers this audience to see growing older as a chance to live better and on their terms. Optimism and inspiration are essential tools in this narrative.

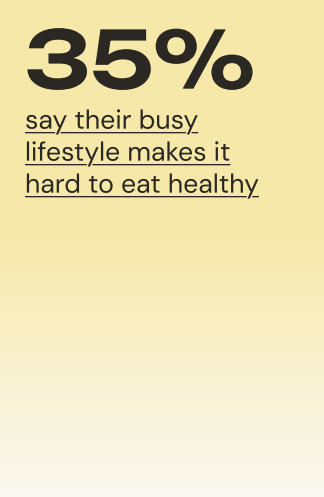
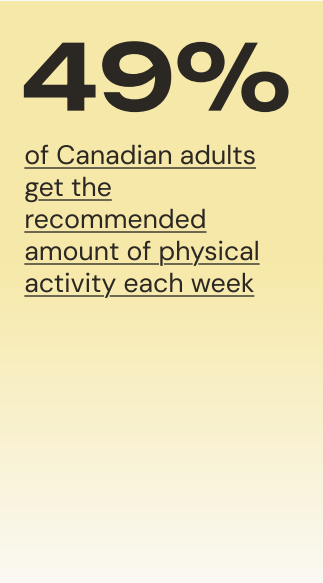
Prevention gets proactive

Wearables, apps and personalized diagnostics are turning 'prevention' into a lifestyle. Forget waiting for problems—people are solving them before they start.



T&T: Explore the tech reshaping preventive health and the brands leading the charge.

Little changes, big wins



Readers want quick wins: a tip they can try today, a tweak they'll see results from tomorrow. No jargon, just impact.

T&T: Share simple ideas that position your brand as the ultimate wellness wingman.

Wellness with a dose of credibility

In the wellness world, where influencer hype runs wild, consumers are turning to trusted sources for advice. Doctors are stepping in as key voices, helping people cut through the noise and find solutions they can truly rely on.



T&T: Brands should focus on doctor endorsements to build trust and credibility in wellness categories. Pair health care professionals with authentic messaging to resonate with an audience craving science-backed solutions.



THE CATEGORY

Work-life

The new balance

In the year ahead, the relationship between work and life continues to evolve, shaped by shifting company policies and changing employee expectations.

Your new hiring manager isn't human

Indeed Canada jumped into the fast-changing job market, highlighting how AI is transforming hiring. With a mix of expert insights and solutions for HR pros, this campaign really hit home for those trying to stay ahead of the curve.

[Check it out here](#)

The tug-of-war continues

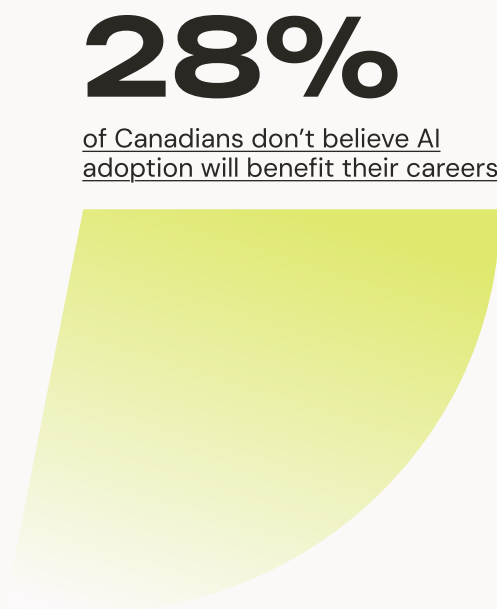
Companies are urging a return to the office, highlighting benefits like stronger culture, collaboration and productivity. Meanwhile, employees are resisting, advocating for flexibility over rigid structure. The tension is mounting: is in-office the answer to connection or is hybrid the future of work?



T&T: Content that reflects both the positive and negative impacts of in-office versus remote work will hit with a wide audience facing similar challenges.

The AI assistant: Friend or foe?

Instead of fearing automation, workers are using AI as a tool to automate repetitive tasks, boost productivity and enhance creativity and decision-making.



T&T: Create content that shows AI's benefits in the workplace, including time-saving tools, productivity boosters and how it can support creativity. Show how AI works with workers, not against them.

The rise of autonomy

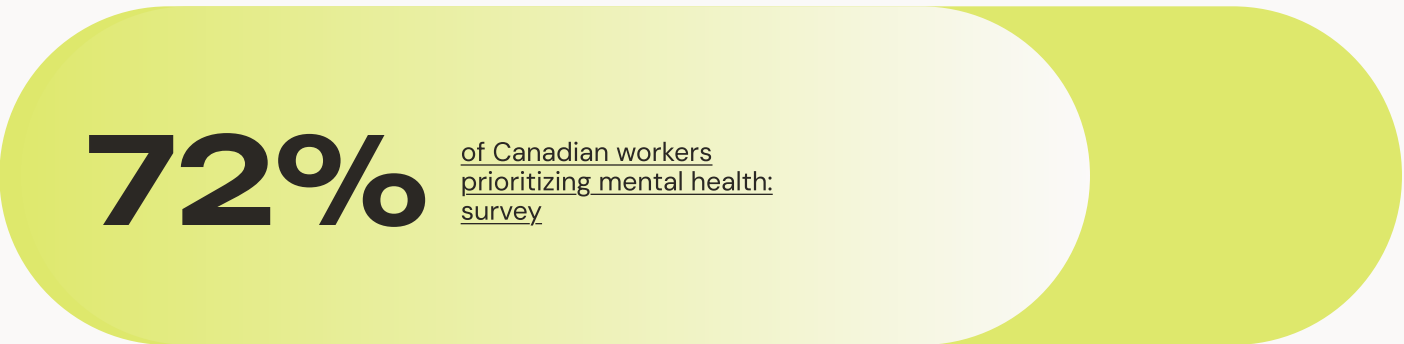


Beyond AI and office policies, the real shift is in how employees view work-life integration. Many now seek a fluid blend of professional and personal lives, with flexible hours, autonomy in when and where they work, and the freedom to bring personal passions into their roles.

T&T: Showcase real-world examples of individuals successfully blending work with personal life. This type of content will resonate with those craving more autonomy.

Well-being isn't just about perks

Wellness programs are evolving. Employees now expect holistic well-being, including mental health support and burnout prevention. Companies that prioritize mental health and work-life integration will have a competitive edge in attracting talent.



T&T: Explore the real challenges workers face in maintaining balance and offer tangible advice on how companies can support employee well-being.

Employee as influencer

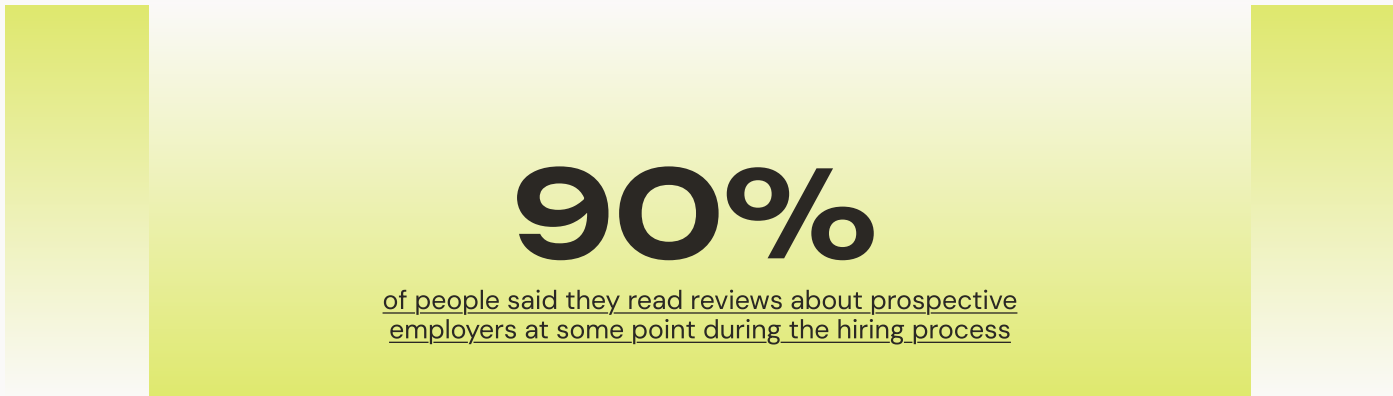


Turns out, your best brand ambassadors are already on your payroll. Encouraging employees to share their work experiences on social media doesn't just make your company look cooler—it makes it more trustworthy and relatable. People trust people.

T&T: Offer easy-to-use templates, host "how-to" sessions for personal branding and create a leaderboard or rewards system for employee advocates.

The new talent magnet

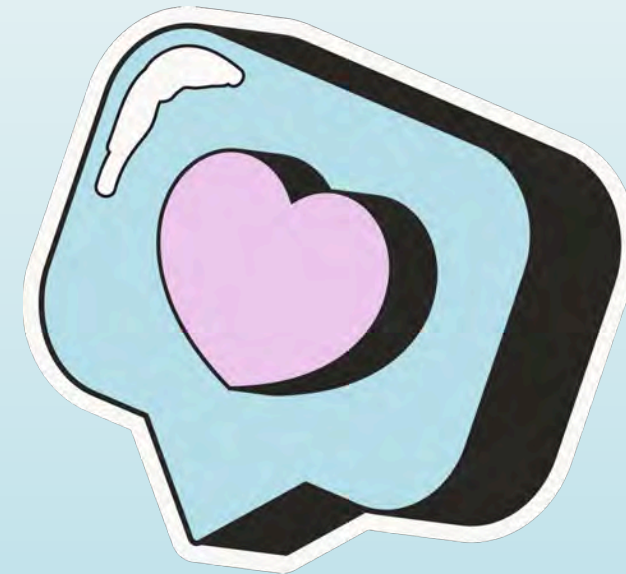
Today, candidates vet employers as much as employers vet candidates. Platforms like LinkedIn are often the first stop for job seekers looking to understand your workplace culture, making your company's reputation a crucial differentiator.



T&T: Help potential candidates see your brand as a great place to work by creating content that celebrates your team, values and culture. Highlight real employee experiences through testimonials, videos and behind-the-scenes content.

THE CATEGORY

Charity



Where giving is going next

The charitable sector has entered its next phase and spoiler alert—it's not just about writing a cheque any more. Today's donors are savvier, more passionate and they expect their dollars to work overtime.

Real talk on rent and hunger

The Salvation Army's campaign brought attention to the tough realities many face when paying for rent means skipping meals. With a strong emotional pull, it got people talking and clicking, helping spread awareness for a worthy cause.

[Learn more here](#)

Stretching dollars, expanding hearts

Even with economic ups and downs, Canadians are finding ways to keep the spirit of giving alive. Their resilience turns tighter budgets into opportunities for generosity.

22%

of Canadians are leaning more on charitable services than ever before

T&T: Focus on stories that highlight resilience and resourcefulness. Show how every contribution, no matter the size, helps strengthen community bonds.

Age is just a number in the charity game

Never too old to give back, Canadian seniors are proving that generosity doesn't retire.

80%

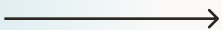
of those over 70 years of age continued their charitable ways the following year

T&T: Personal stories sell. Think behind-the-scenes content that pulls donors in and makes them feel like insiders.

Subscribe to give

Think of it as Netflix for philanthropy—recurring donations are in, providing a steady stream to charities and convenience for donors.

Steady monthly donations are becoming the norm



creating reliable revenue streams for charities.

T&T: Encourage sign-ups for recurring contributions. Highlight how small, regular donations can create substantial impacts over time.

Clicks before checks

61%

of Globe and Mail readers checked out a charity's website before making a donation

Before opening their wallets, most donors do a deep dive. A significant majority of philanthropists are turning to charities' websites first, ensuring their hard-earned money is going to a cause they truly believe in.

T&T: Polish that digital front door. Pack your site with engaging stories and crystal-clear impact data that turn curious clicks into committed donors.

Decades of dollars

For many Canadians, charity isn't just a moment—it's a lifelong mission.

63%

of Globe readers surveyed have been giving for 20 years or more

T&T: Spotlight these marathon donors. Share their stories to inspire newbies and show the compound interest of continual kindness.

Variety is the spice of giving

From animal shelters to art funds, Canadians aren't just giving; they're giving everywhere.

36%

of donors are spreading their kindness to at least six different charities

T&T: Explore this kaleidoscope of causes. Craft a series that dives into each charity's unique mission and the distinct difference they make.



THE CATEGORY

Travel

Travel with purpose

KLM encouraged Canadians to view travel as more than just sightseeing—it’s a journey of personal growth. Heartfelt stories and transformative experiences made this campaign stand out.

[Read a story from the series](#)

Foodies meet Visa

Visa Infinite got food lovers talking with its ‘Inspired Dining’ series. By blending culinary passion with premium experiences, this campaign made Visa the must-have card for foodies with taste.

[Read about it here](#)

Make it more than a trip

This year is all about going deeper into nature, closer to culture and further into self-discovery. Whether you’re after downtime, adrenaline or a trip down memory lane, content should assist in making these experiences more accessible, personalized and unforgettable.

JOMO (Joy of Missing Out): Tech-free travel is on the rise

As notifications continue to buzz and screens keep scrolling, travelers are pressing pause. Come 2025, off-the-grid lodges and nature-based getaways take the lead.

Silent retreats & nature lodges are trending → offering readers a break from the digital grind.

T&T: Create content that celebrates the art of slowing down and reconnecting with the moment, inspiring readers to trade Wi-Fi for well-being.

Restorative escapes

Readers want high-end travel experiences that nourish the mind and body, whether through scenic spa getaways or slow-travel adventures that focus on relaxation and self-care.

Interest in wellness retreats & luxury escapes is growing, with readers craving trips that leave them recharged.

T&T: Feature ‘reset-friendly’ options that emphasize rest and rejuvenation, perfect for readers who want to feel better, not busier, on their next trip.

Back to the roots

Travelers are chasing emotionally driven journeys—reconnecting with family heritage, revisiting childhood destinations or embracing retro-inspired adventures.

Nostalgia-based travel stories are seeing high engagement, tapping into readers’ desire for meaningful, reflective trips.

T&T: Think heritage trails, vintage train rides and historic landmarks that let readers rediscover their past while creating new memories.

Exploring Canada’s backyard

Sometimes the best adventures are close to home.

Road trips, national trips and small-town attractions remain top picks for readers seeking local adventures

T&T: Highlight Canada’s best-kept secrets: scenic road trip routes, hidden gem food tours and must-see park guides to help readers rediscover the magic of homegrown travel.

Adventure reimagined

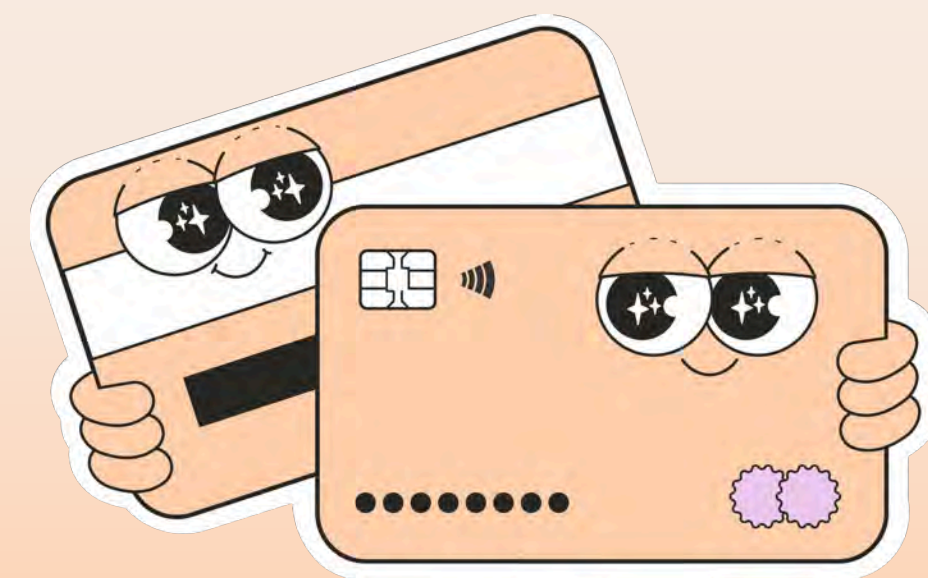
Travel is trending toward the awe-inspiring, with readers prioritizing rare natural events like bioluminescent bays, wildlife migrations and the northern lights.

Stories about natural phenomena, from aurora borealis trips to whale watching, are major engagement drivers.

T&T: Inspire readers to plan trips around nature’s most stunning spectacles.

THE CATEGORY

Retail & CPG



From cart to cult following

Retail and CPG content that wins in 2025 isn't just useful—it's fun, relatable and values-driven. Show shoppers the innovation behind the products, the stories that make them care and the convenience that keeps them coming back. It's about turning 'add to cart' into 'add to life.'

Coffee with a side of mindfulness:

Nespresso's campaign showed that your morning coffee can be more than just a pick-me-up. By combining creative recipes with a touch of elegance, we helped readers elevate their morning ritual into a moment of luxury and joy.

[Read more here](#)

Boots that wow

Sorel proved that you don't have to sacrifice style for comfort. Its all-weather boots took centre stage in a stunning campaign that left readers clicking buy now before they even realized it.

[Check it out here](#)

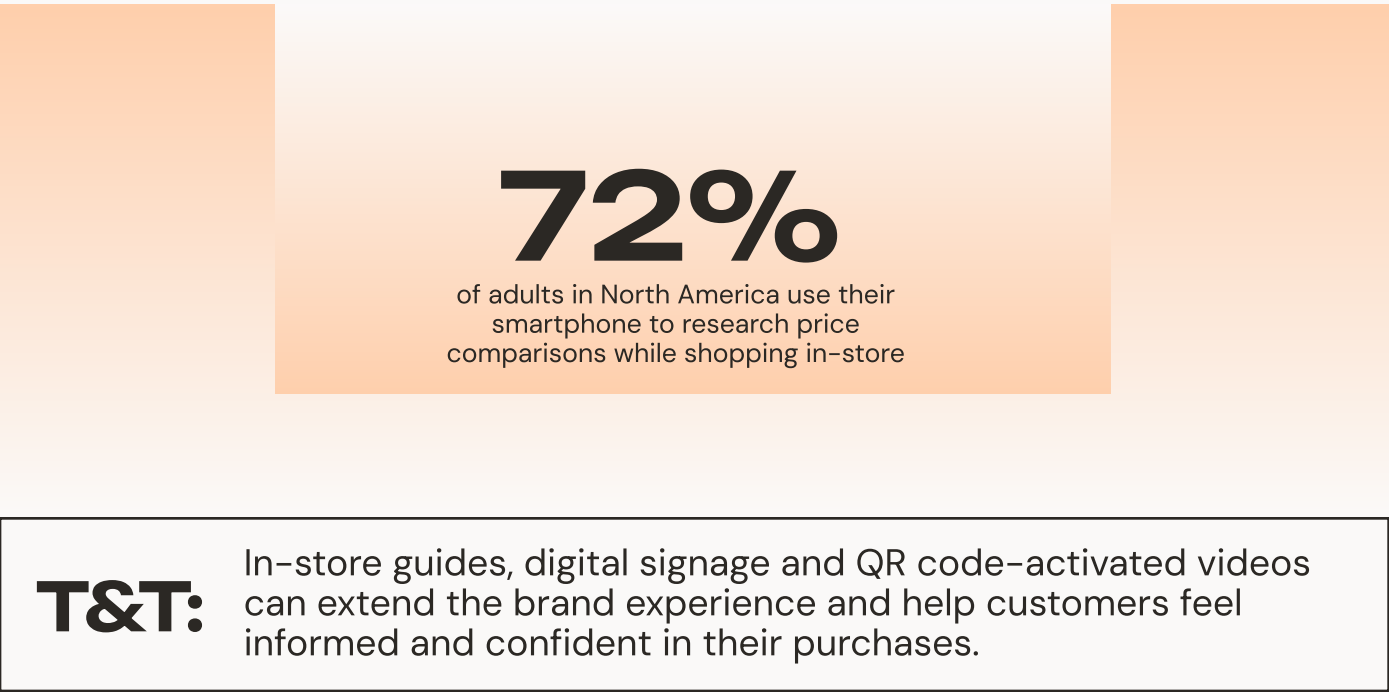
Fall fashion, made affordable

Joe Fresh turned fall fashion into a budget-friendly win with the help of influencer Valeria Lipovetsky. The campaign made stylish essentials accessible for everyone, proving chic doesn't have to be expensive.

[See the full story here](#)

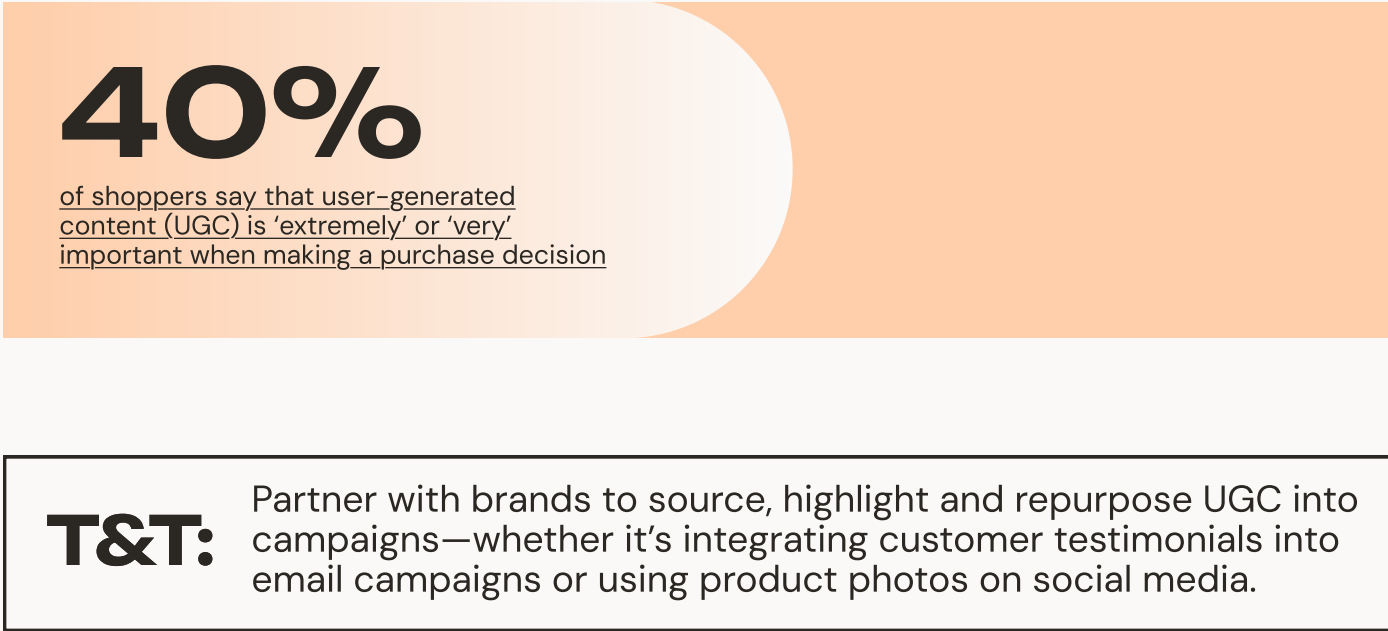
The resurgence of in-store content

Brick-and-mortar isn't just surviving; it's thriving with interactive displays, QR codes and in-store media that guide the shopper journey.

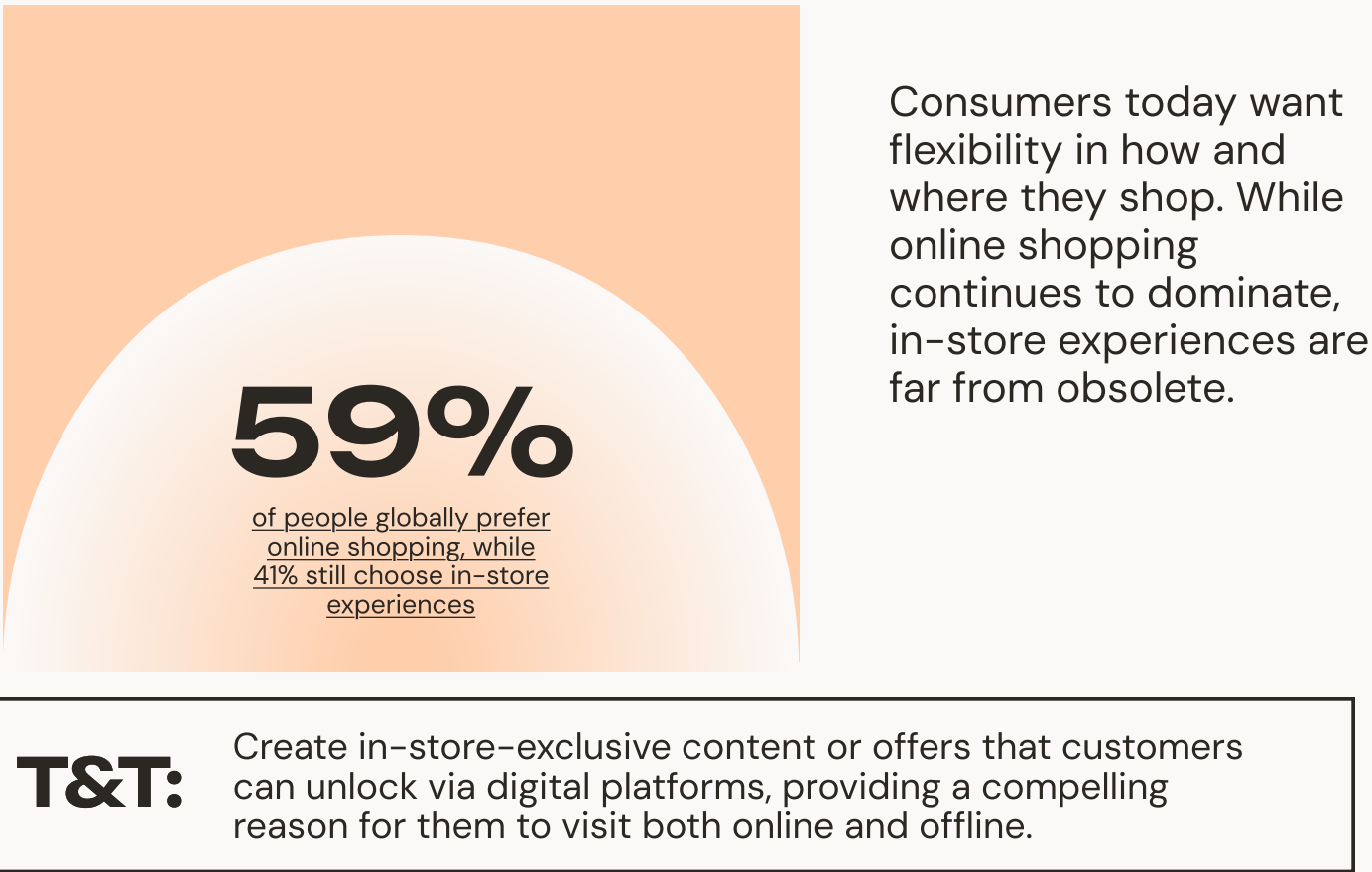


UGC builds trust

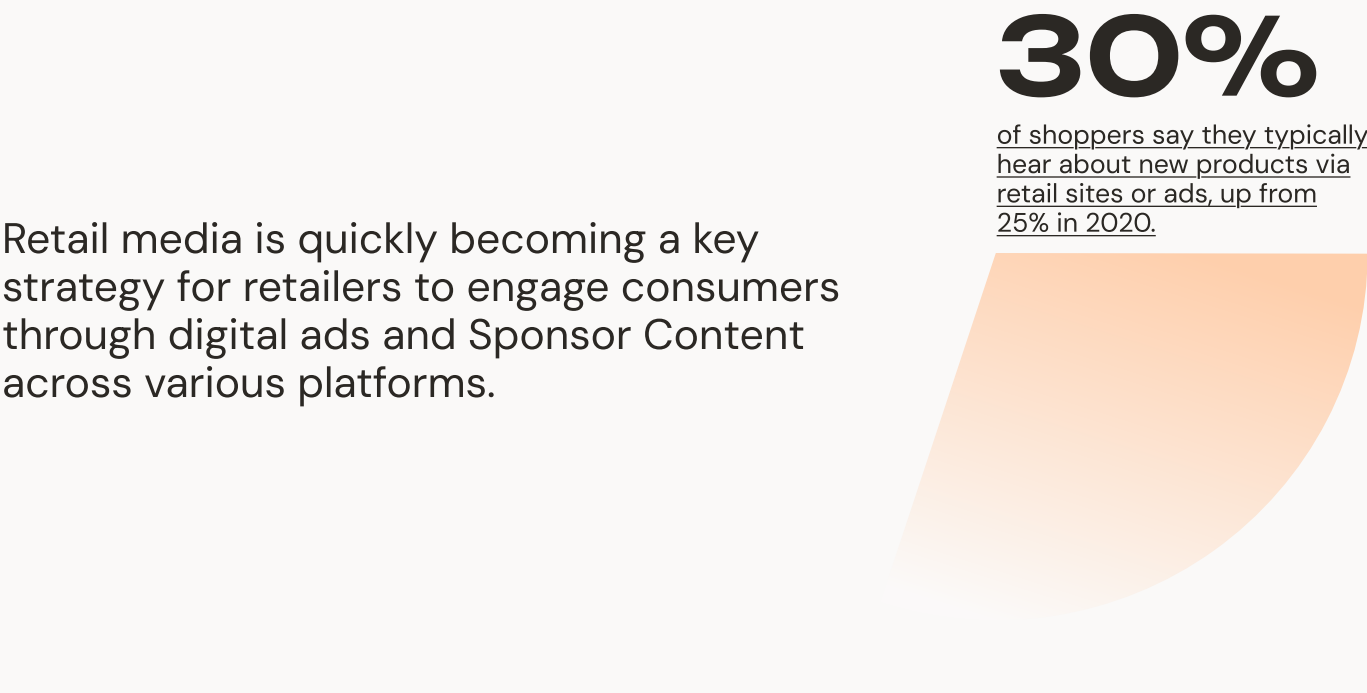
Nothing beats the authenticity of real customers sharing their experiences. User-generated content continue to bring a fresh, relatable voice to your brand, helping it stand out as credible and trustworthy.



Hybrid shopping is evolving

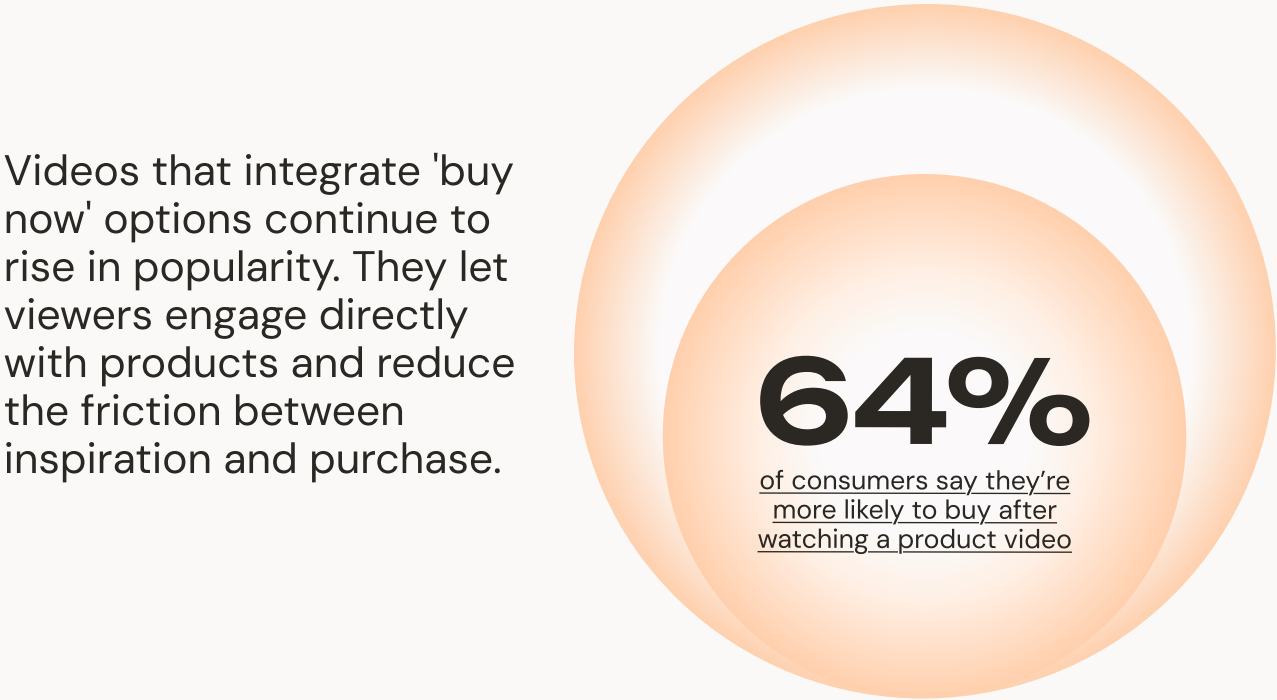


The rise of digital ads in retail spaces



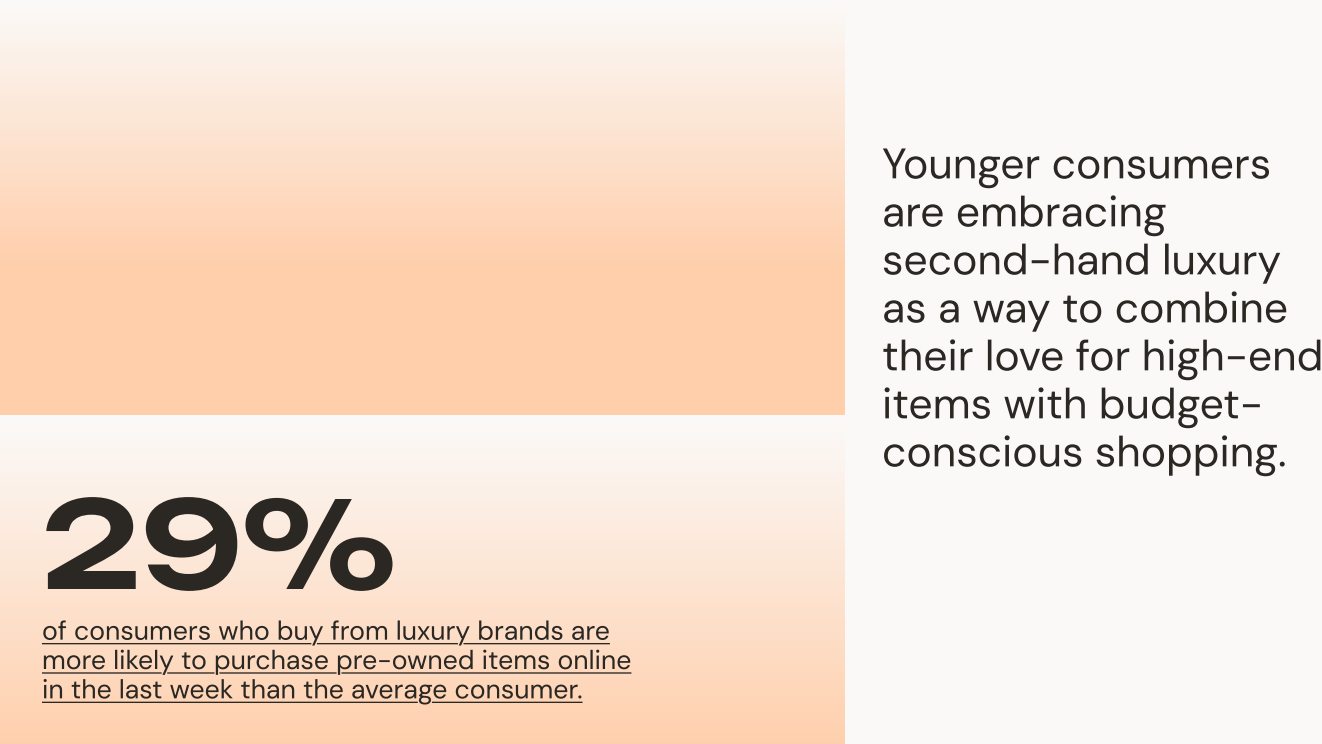
T&T: Highlight what makes the community special—its traditions and local heroes—so shoppers feel more connected to the area and inspired to support nearby businesses.

Watch it, love it, buy it



T&T: Collaborate with brands to produce short and entertaining videos that showcase products in action, then weave in shoppable links to maximize conversion rates.

Feel-good content clicks



T&T: Craft stories that focus on the value of second-hand items and consider partnerships with resale platforms or vintage collections to attract eco-conscious, budget-savvy shoppers.

THE CATEGORY

Automotive



More than just wheels

As we roll into 2025, automotive content needs to meet readers wherever they park—whether it's juicing up an EV, flipping through road trip stories or daydreaming about a vintage Mustang. For brands, the key is to create content that's as innovative as the road ahead.

Luxury with a green twist

Mercedes-Benz proved you can be eco-friendly without sacrificing luxury. This cinematic campaign mixed sleek, sustainable vibes with high-end visuals, making green the new glamorous.

[Watch the video here](#)

Design with drive: Kia's EV9

Kia's 'Design with Drive' campaign for the EV9 showed how design, tech, and functionality are a winning trio for consumers. The campaign hit it big by tapping into a desire for a sustainable yet sleek ride.

[Read the full story here](#)

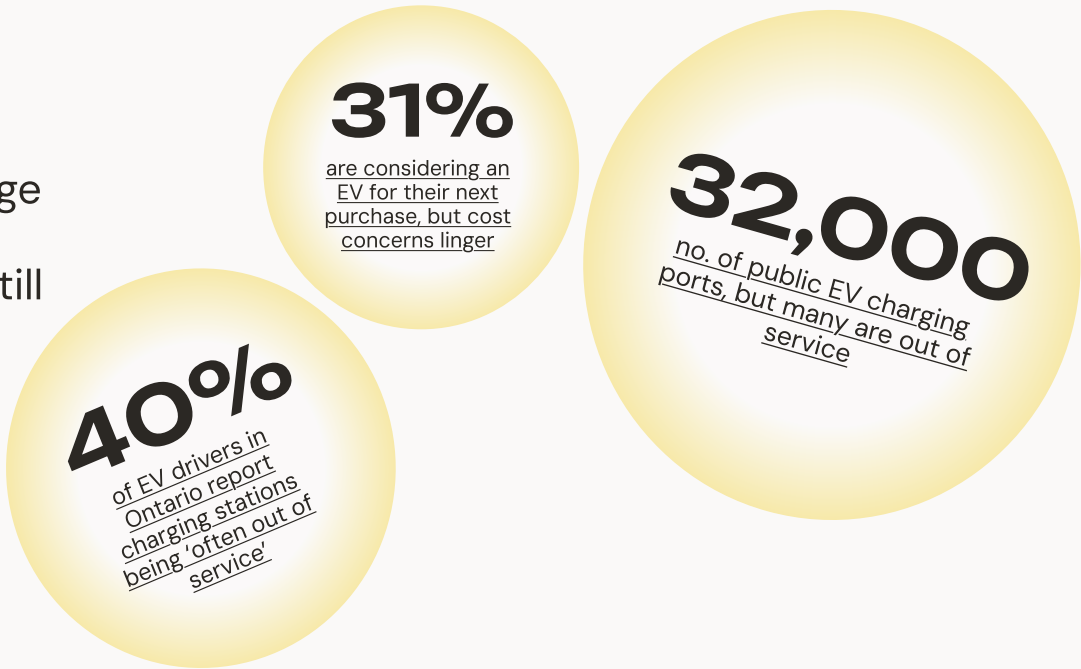
Charging ahead

As Canada shifts from the early adopters to the eager masses, our series with **FLO** showed why beefing up the charging infrastructure isn't just nice—it's necessary.

[Read more here](#)

The next wave of EV buyers

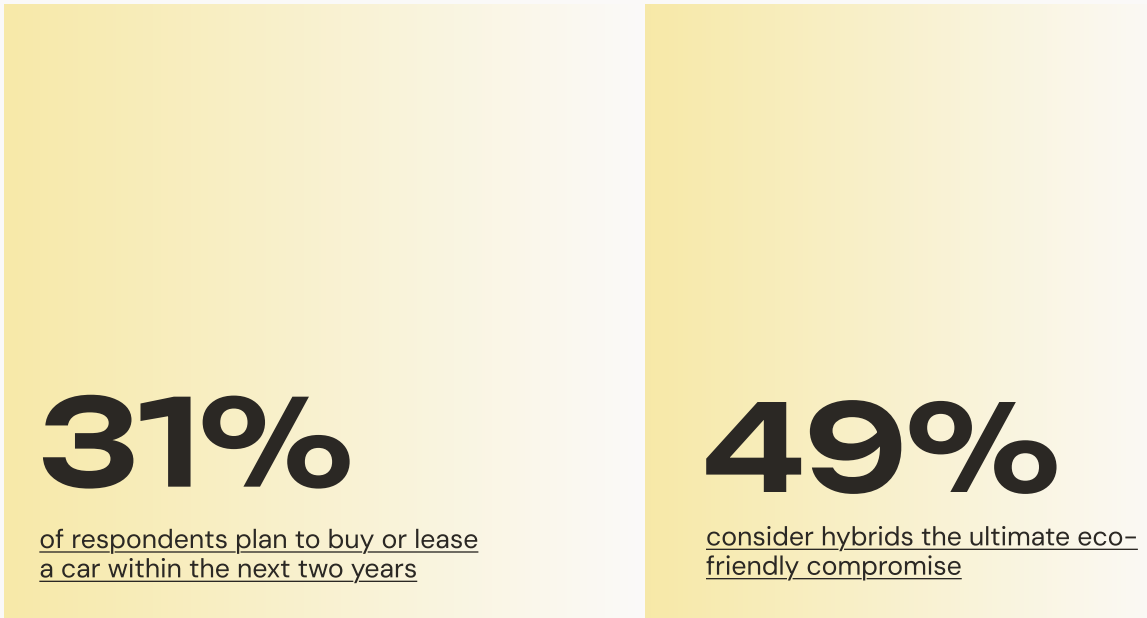
Interest in electric vehicles (EVs) is accelerating, but range anxiety and infrastructure gaps still put buyers in park.



T&T: Juice up EV confidence with guides that zap confusion and highlight the benefits of going electric.

The hybrid advantage

Hybrids offer a practical middle ground, marrying eco-friendliness with familiar gas engines—no full EV commitment required.



T&T: Zoom in on the tangible perks of hybrids to charm drivers who are eco-curious but not quite ready to ditch the gas pump.

Navigating the rules

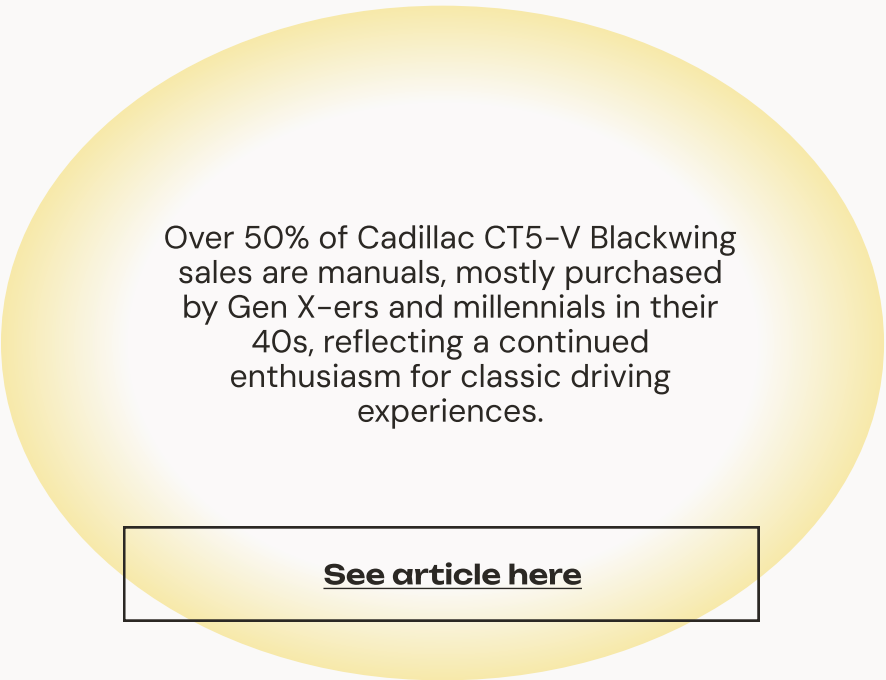
As roads get busier and transportation modes evolve, our readers are keen to keep up with the changing rules. Questions about the legality of specific driving scenarios resonate well, indicating a strong desire for clarity and safety in an increasingly complex driving environment.

Did you know that in some cities, cyclists are allowed to pass on the right under specific conditions?

T&T: Use expert insights and real-life examples to establish your platform as a reliable resource for automotive safety and regulations.

Nostalgia and the end of an era

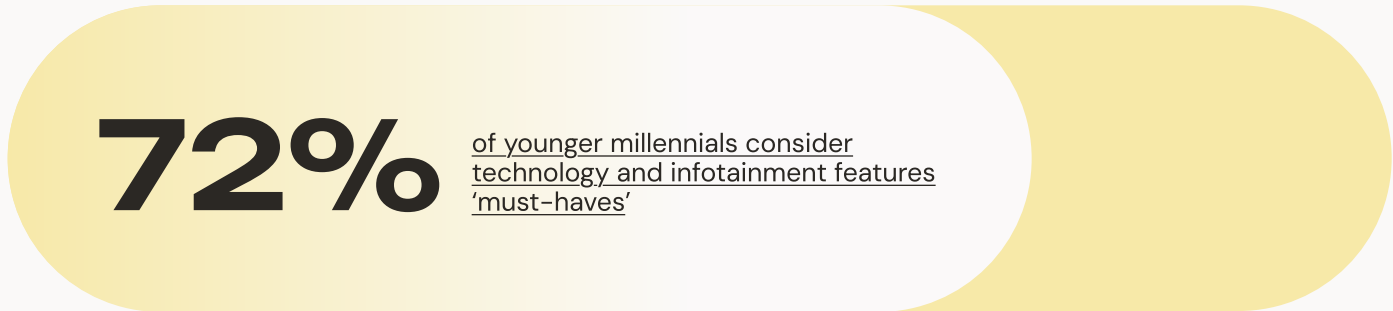
There's something timeless about the classic car experience—the roar of a V8, the feel of a manual shift. As the world leans into automation and eco-friendliness, our coverage of the dwindling days of traditional cars strikes a chord with readers longing for the tactile joy of driving.



T&T: Focus on the sensory and emotional appeal of classic cars. Use descriptive storytelling, feature interviews with enthusiasts and highlight events to deepen engagement and evoke nostalgia.

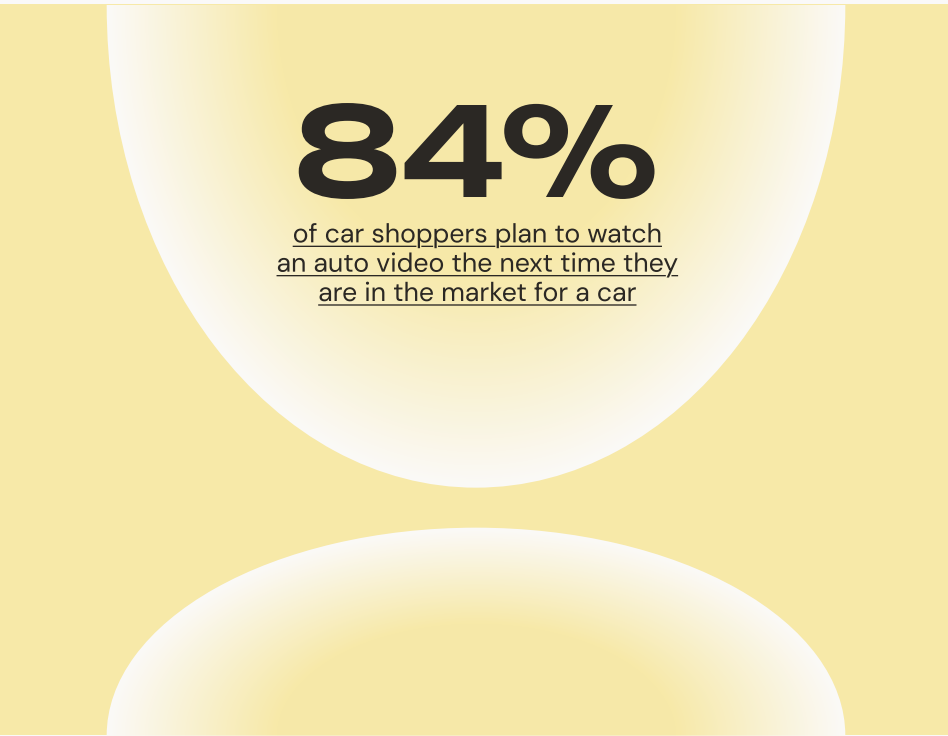
Tech-driven buyers are here to stay

Younger buyers want more than just four wheels—they want a car that feels like a tech hub. So, things like Apple CarPlay, Android Auto and voice control are no longer just nice-to-haves—they're deal-breakers.



T&T: Focus on highlighting the tech that keeps drivers connected, entertained and safe on the road. Show how these features integrate seamlessly into their tech-driven lifestyle for a more convenient driving experience.

Social is revving up car shopping



Gone are the days of just browsing dealership lots. From walkthroughs to real-life reviews, social media is steering decisions in a big way.

T&T: Leverage social media to showcase your vehicles and actively engage with buyers. Create shareable content that sparks conversations, allowing your audience to amplify your brand.

THE CATEGORY

Real Estate



The shape of spaces to come

From reinventing empty spaces to designing buildings that work for their occupants, the trends shaping 2025 are all about turning real estate into more than just a place to live.

The real estate playbook you need

Keyspire's Investor Summit campaign got real estate investors buzzing with insights and tips. Not only did it hit its target, but it also exceeded expectations, making it clear that real estate is still a hot topic.

[Explore it here](#)

Luxury with a conscience

High-end buyers are looking beyond status symbols. Today’s luxury means responsibly sourced materials, environmental stewardship and meaningful connections to community.

Sustainability has shifted from a **niche interest to a priority**, with many buyers now making eco-friendly considerations top of mind.

T&T:

Highlight stories of luxury properties that blend environmental care with top-tier amenities, while showcasing how these choices add lasting value.

Flexibility drives demand

From multifunctional rooms to adaptable layouts, homebuyers continue to prioritize spaces that grow and change with them.

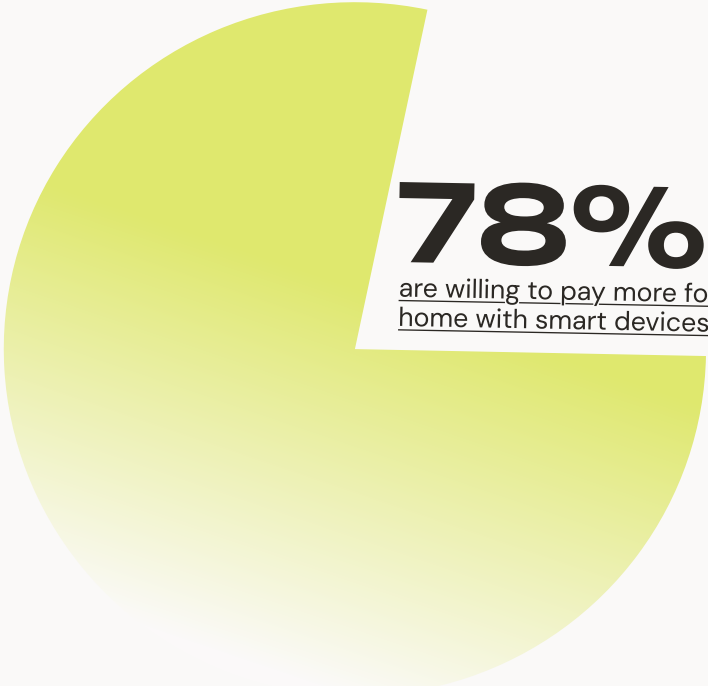
The hybrid work model will drive demand for flexible spaces, especially in prime locations with an **emphasis on eco-friendly, durable buildings**.

T&T:

Develop content that showcases flexible layouts and design ideas to help buyers see the possibilities and include tips on maximizing each space’s potential.

The new non-negotiable

What started as a novelty is now an expectation. AI-powered lighting, advanced security systems, and integrated home networks are standard features for today’s buyers.



T&T:

Highlight cutting-edge smart home innovations that offer convenience, security and cost savings, and explain how these features enhance everyday life.

Affordability’s on everyone’s mind

As the housing market keeps shifting, more buyers are keeping an eye on affordability. From Montreal’s urban villages to B.C.’s surplus of supply, people are feeling the pressure to find a home without breaking the bank.

Market shifts like oversupply and rising demand are making affordability a central issue in real estate coverage on The Globe and Mail, and **buyers are increasingly seeking budget-friendly options**

T&T:

Share tips for buyers navigating the affordability puzzle and reasonably priced gems in the market.

Homes with style and substance

Canadians are all about unique designs and jaw-dropping renovations right now. From the clean lines of a Dundas Valley home to the stacked cube beauty in Montreal, architectural wonders are stealing the spotlight.

Design-focused content continues to engage Globe readers, especially when it features **bold and innovative home features that go beyond the ordinary**

T&T:

Highlight content that shows how these features—dedicated workspaces, soundproofing, and seamless connectivity—make daily life easier and more productive.

All in the family

With more families living under one roof, buyers are seeking homes designed for multiple generations, featuring separate suites, shared common areas and universal design features.

11% to 14%

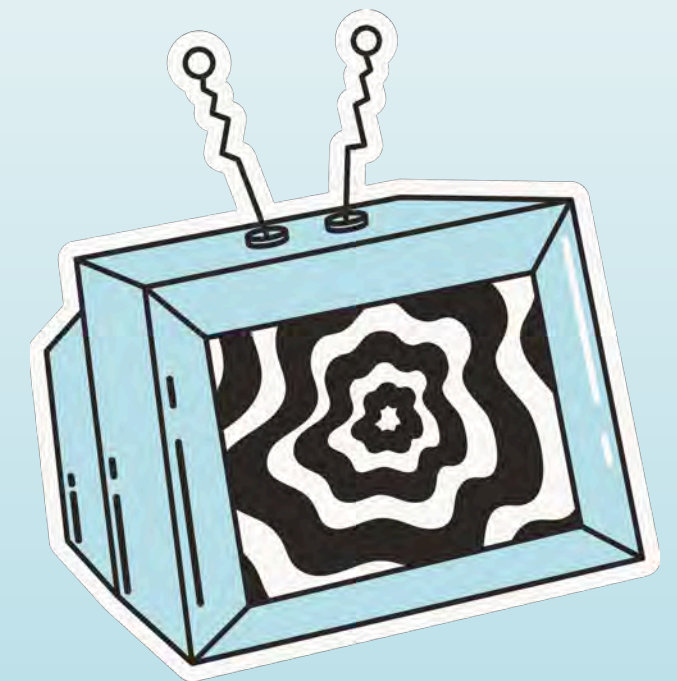
From 2021 to 2023, the percentage of multi-generational families buying a home together increased three percentage points

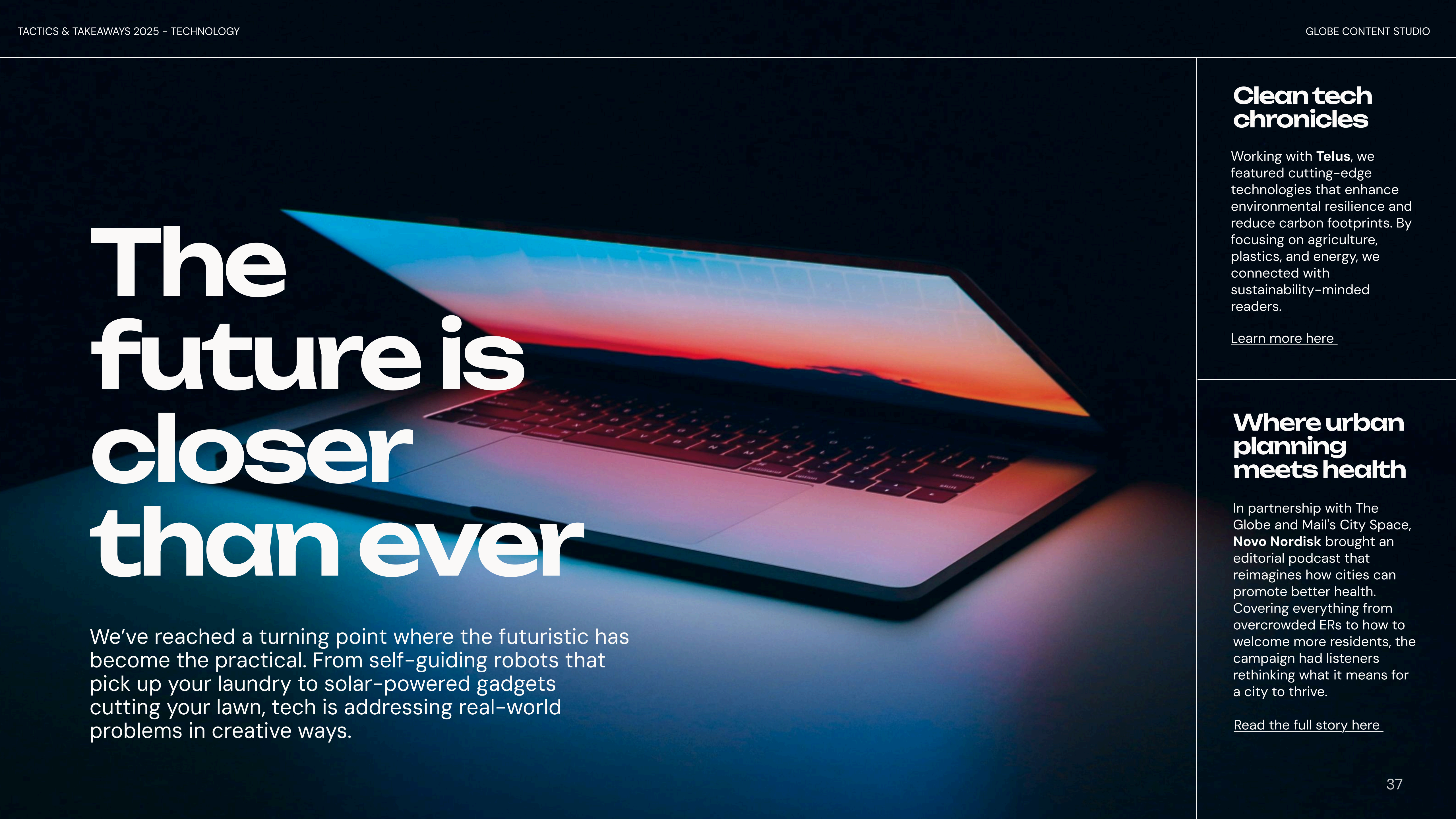
T&T:

Highlight flexible designs that provide privacy, convenience and long-term value, along with creative solutions for fostering harmonious co-living experiences.

THE CATEGORY

Technology





The future is closer than ever

We've reached a turning point where the futuristic has become the practical. From self-guiding robots that pick up your laundry to solar-powered gadgets cutting your lawn, tech is addressing real-world problems in creative ways.

Clean tech chronicles

Working with **Telus**, we featured cutting-edge technologies that enhance environmental resilience and reduce carbon footprints. By focusing on agriculture, plastics, and energy, we connected with sustainability-minded readers.

[Learn more here](#)

Where urban planning meets health

In partnership with The Globe and Mail's City Space, **Novo Nordisk** brought an editorial podcast that reimagines how cities can promote better health. Covering everything from overcrowded ERs to how to welcome more residents, the campaign had listeners rethinking what it means for a city to thrive.

[Read the full story here](#)

Auto-pilot your to-do list

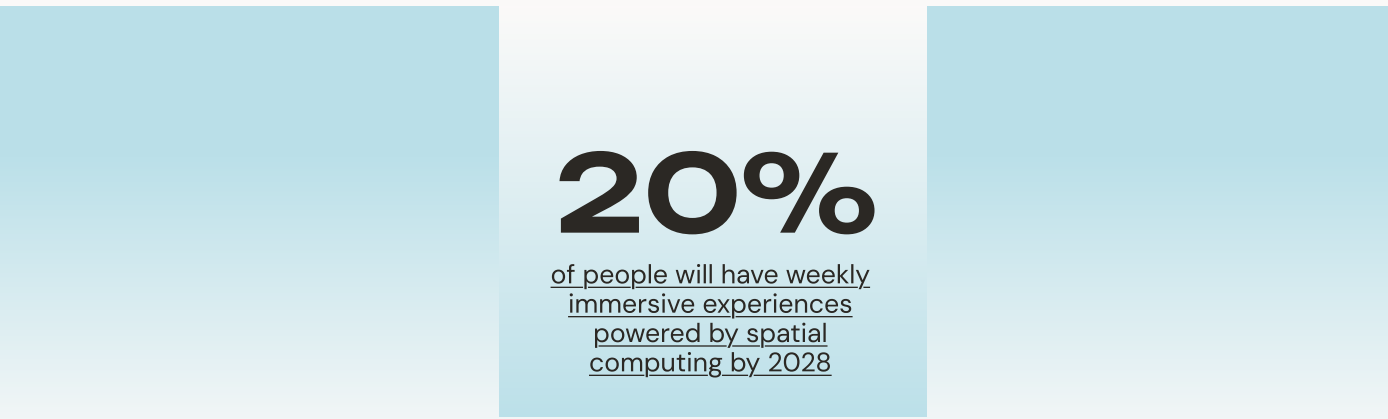
Agentic AI is all about smart automation that works independently to manage the little things. This kind of AI goes beyond assistance—it takes action. Think of it as having an ultra-efficient helper that can schedule your meetings, sort your emails and keep your digital life organized without you having to micromanage every detail.



T&T: Showcase how agentic AI transforms daily tasks, like customer support bots answering inquiries or project tools automating team workflows.

Blurring the physical and digital

Spatial computing is transforming interactions by merging augmented reality, mixed reality and metaverse technologies. From virtual concerts and digital twins to AR-powered shopping, it creates immersive, real-time experiences that redefine collaboration and engagement.



T&T: Highlight practical use cases like seamless virtual collaboration or interactive customer experiences that drive loyalty and innovation.

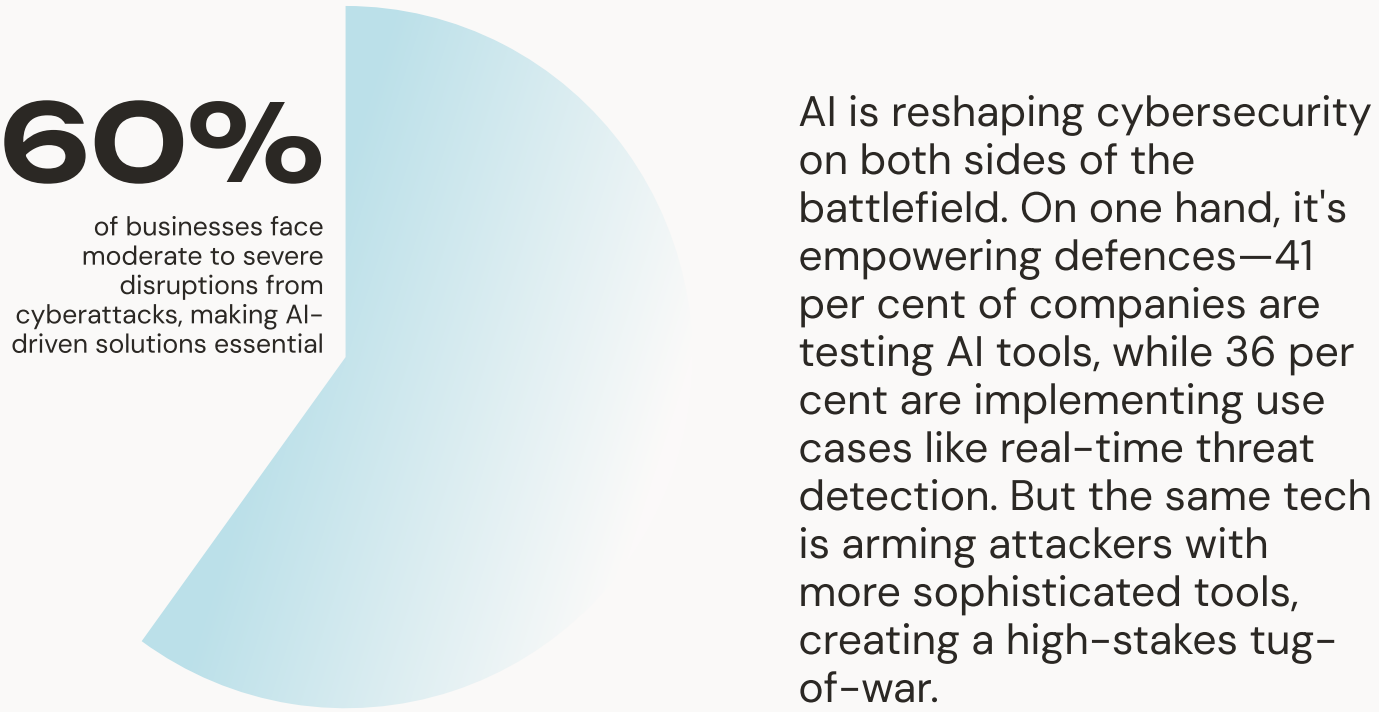
The mind-enhanced workforce

Neurotechnologies are set to transform work and customer engagement. Brain-machine interfaces (BMIs) enable sharper focus, improved memory and real-time consumer insights by connecting our brains to machines through wearables or implants.



T&T: Use storytelling to humanize the technology—highlight relatable scenarios like neuro-enhanced learning or real-time emotional insights while addressing concerns about privacy and ethics.

The defender and disruptor



T&T: Focus on how AI helps prevent downtime or data breaches, while also acknowledging the need for vigilance against AI-driven attacks. Share examples like AI-powered phishing detection or predictive threat modeling.

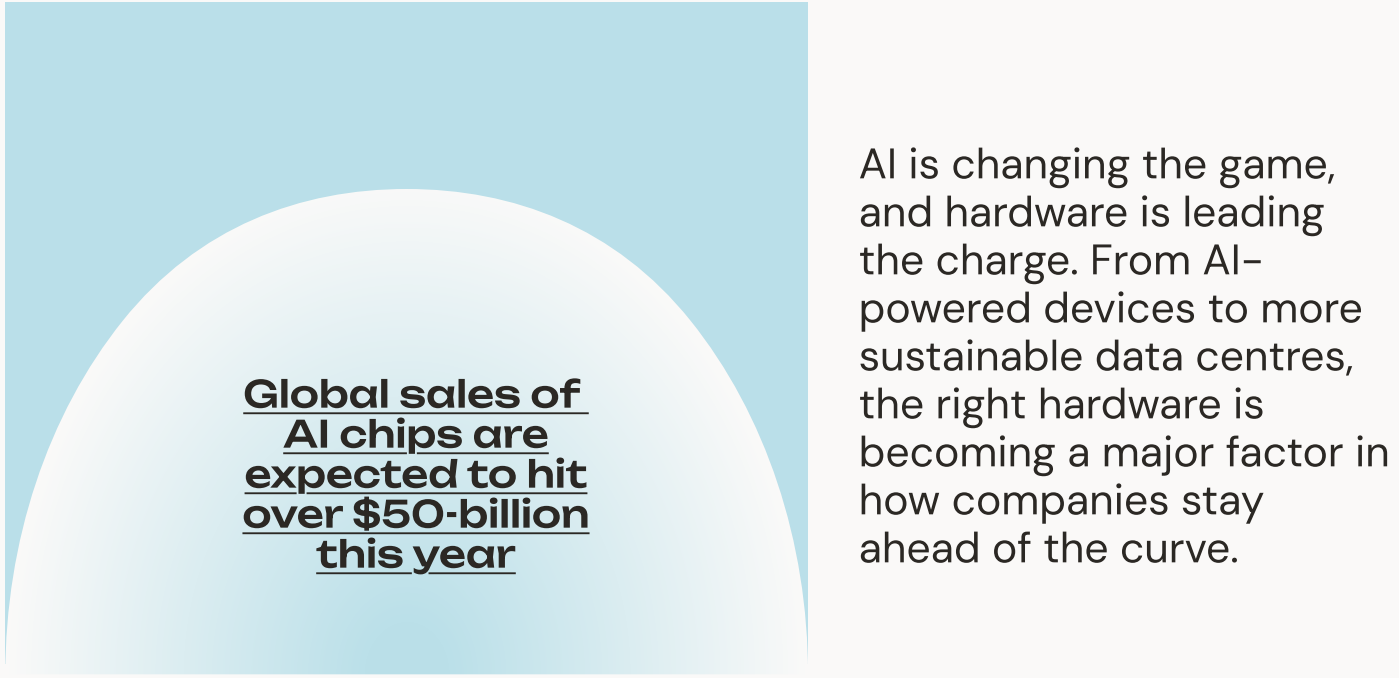
Sustainability gets smarter

Today's smart tech is making it easier than ever to embrace sustainability. Canadians are opting for solar-powered chargers that keep devices going while cutting down on grid energy use or swapping out gas-powered lawn equipment for quiet, zero-emission electric alternatives.



T&T: Highlight stories of eco-conscious companies that have switched to renewable energy or developed products from recycled materials and share tips for other brands to follow suit.

The hardware revolution you didn't see coming



T&T: Tell the story of how hardware is transforming businesses—highlight how it impacts productivity, privacy and sustainability. It's not just tech talk; it's about real-world results.



THE CATEGORY

Sports

What sports fans really really want

The way we tell sports stories is shifting, with fans demanding depth, relevance and interactivity.

Game day, every day

Our series with **The Ontario Lottery and Gaming Corporation (OLG)** showcased how Canadian sports fandom is evolving, driven by a love for nostalgia, grassroots passion and the embrace of innovation. From retro themes that honour the history of the game to the community-driven energy of local leagues, the series revealed how Canadians connect deeply with the emotional and cultural aspects of sports.

[Read more here](#)



Humanity steals the show

Fans want to know what makes athletes tick, from personal struggles to triumphant comebacks. It’s about showing the human side of sports.

From triumphs and setbacks to controversies that grab headlines, The Globe and Mail’s **top sports stories** from the last six months have struck a chord with readers.

T&T: Create stories that spotlight milestones, mental health struggles or community outreach.

Fans don’t just want the stats

Great sports content doesn’t just share numbers; it builds excitement and confidence. It’s about delivering expert insight, unexpected trends, and compelling stories that keep bettors coming back

Canada’s online sports betting market is set to hit **\$1.49 billion by 2029**, with over 25 million active users

T&T: Share expert tips, underdog wins and bold predictions that make bettors feel in the know

Vintage never goes out of style

Nostalgia and sustainability are fueling the revival of vintage sportswear. Consumers are seeking timeless, high-quality pieces from iconic brands that can’t be replicated by today’s fast fashion.

Demand for vintage sportswear is booming, as **more and more fans opt for unique pieces that are built to last**

T&T: Highlight the stories behind these brands and showcase how they’re embracing sustainability and authenticity.

Pricing is pushing fans away

43%

of sports fans say current TV pricing isn’t worth it

Fans balk at current pricing models, leaving room for creative content strategies that could boost engagement.

T&T: Highlight the value of exclusive content—teasers, behind-the-scenes narratives, and limited-time access—to justify pricing and attract more subscribers

Snackable content for the win

Short-form videos and bite-sized sports highlights dominate how fans consume sports today. It’s all about delivering impactful moments, fast.

46%

of self-identified TikTok users said they use social media to stay up to date with sports highlights

T&T: Invest in micro-content that delivers wow moments in under a minute—perfect for the scroll-happy crowd.

TACTICS & TAKEAWAYS

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TREND REPORT

globecontent.studio

[@globecontent](https://twitter.com/globecontent)

gcs@globeandmail.com

globe
content
studio



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