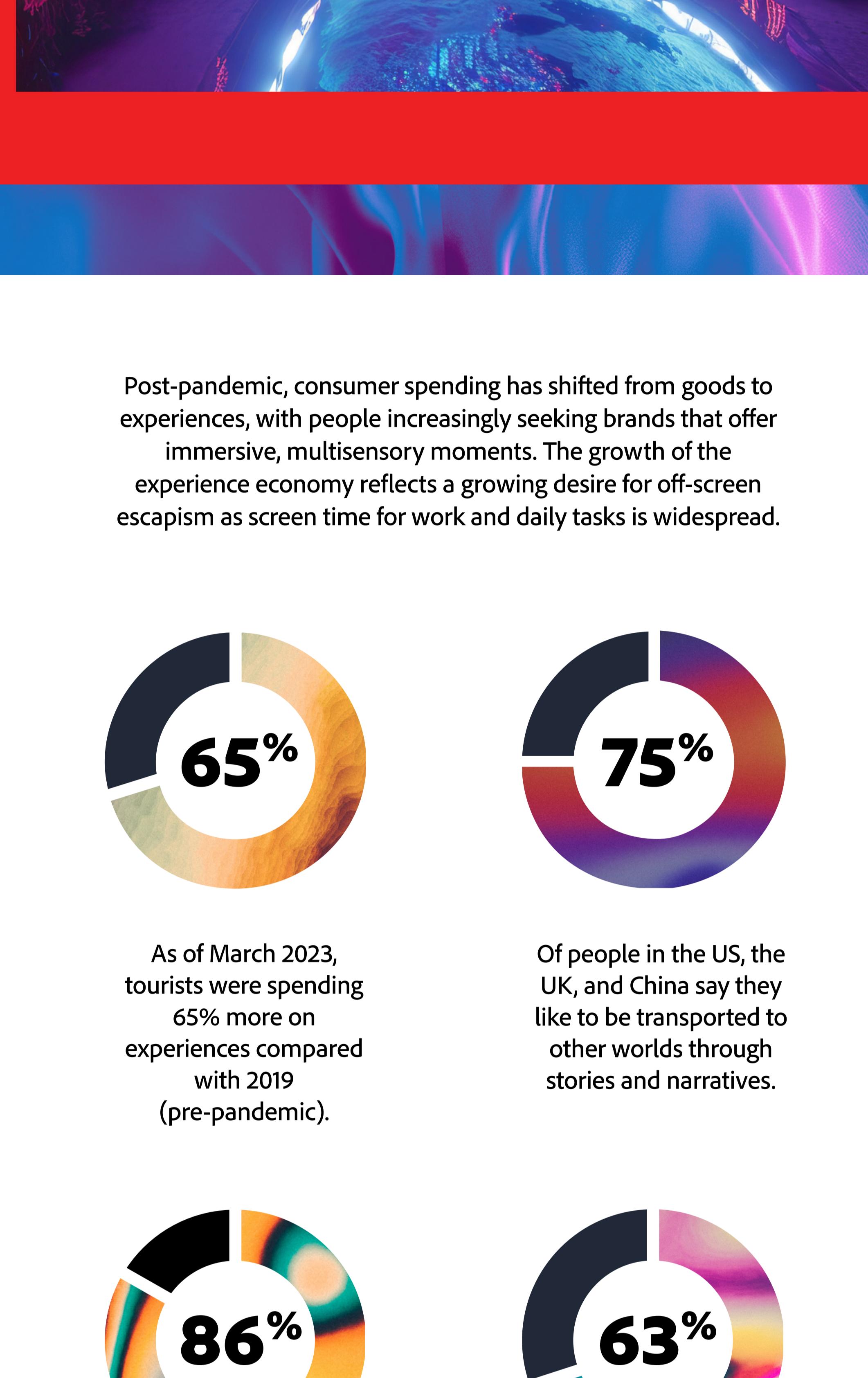


Immersive Appeal

Traverse digital and physical worlds as the experience economy booms in 2025, with a Creative Trend spanning IRL and URL.

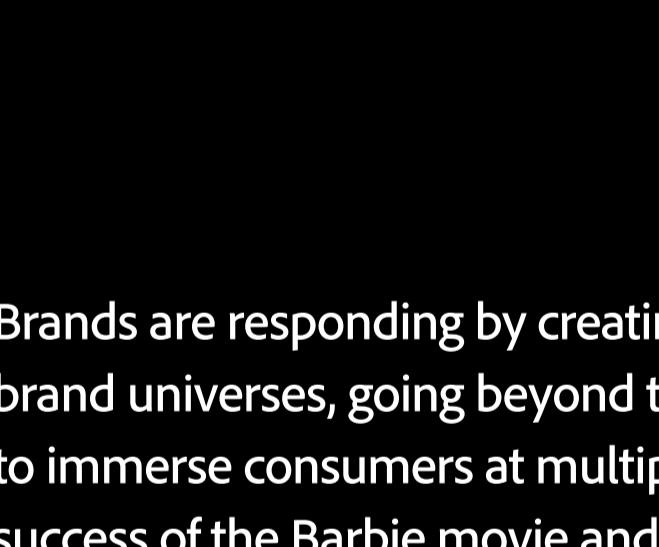
[Explore the Immersive Appeal Collection](#)



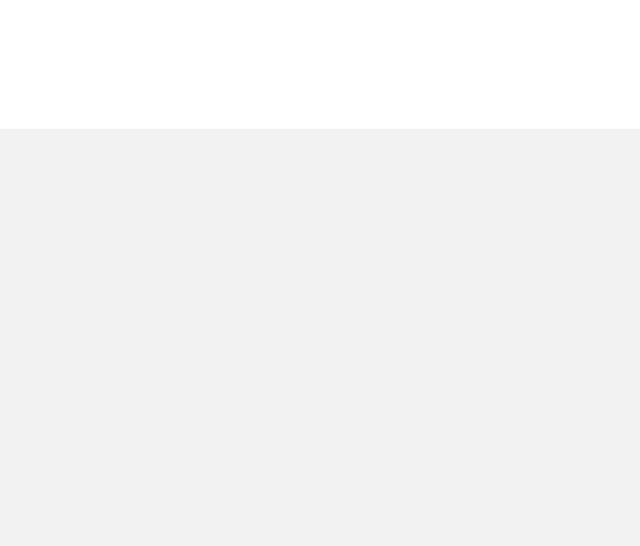
Post-pandemic, consumer spending has shifted from goods to experiences, with people increasingly seeking brands that offer immersive, multisensory moments. The growth of the experience economy reflects a growing desire for off-screen escapism as screen time for work and daily tasks is widespread.



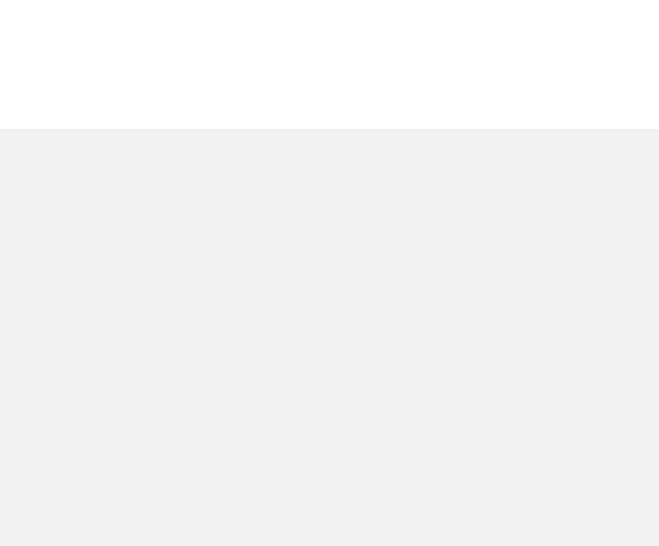
As of March 2023, tourists were spending 65% more on experiences compared with 2019 (pre-pandemic).



Of people in the US, the UK, and China say they like to be transported to other worlds through stories and narratives.



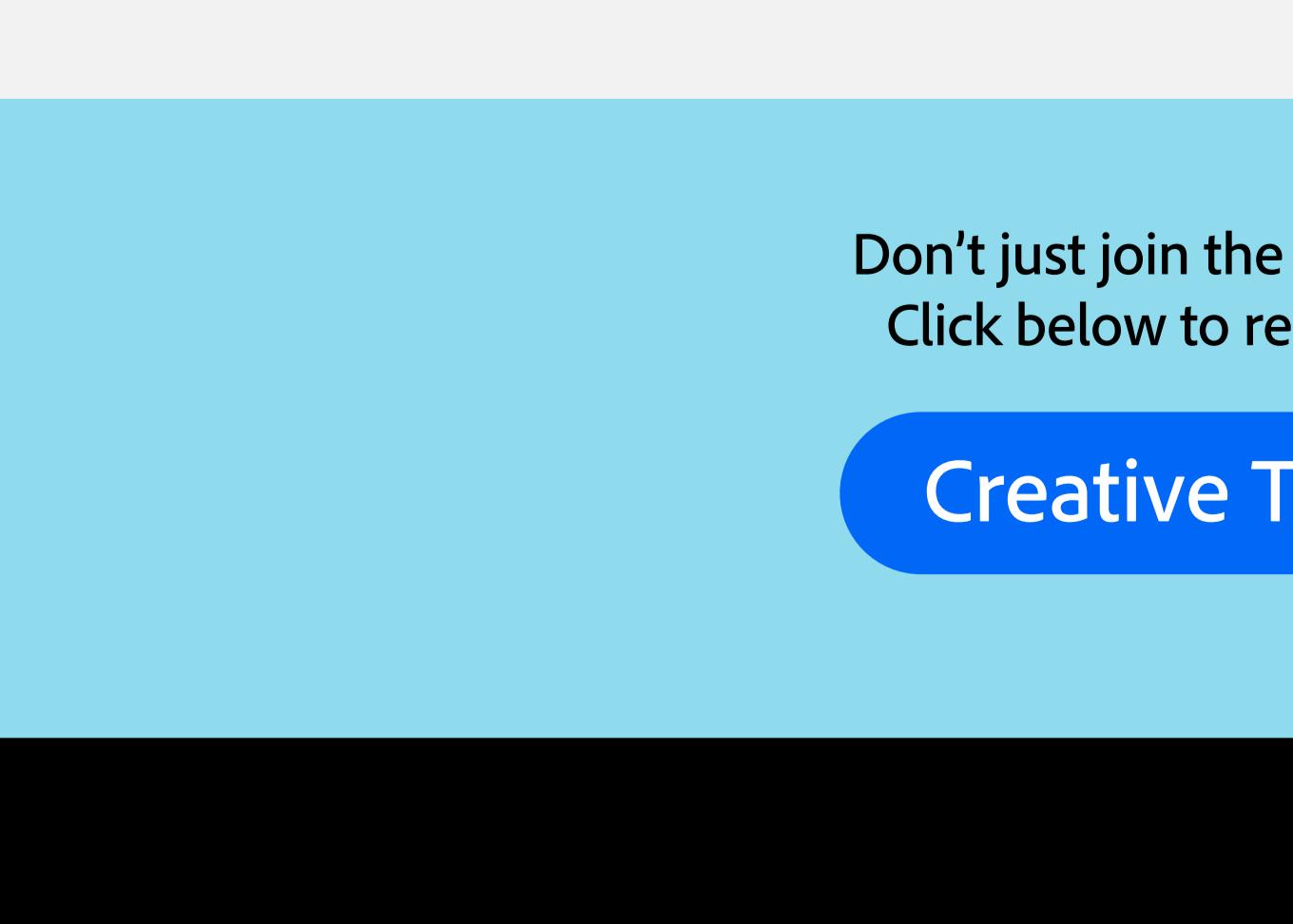
Of consumers believe co-creation makes brands more trustworthy with 81% saying it makes a brand appear more authentic.



Of consumers seek brands that can provide multisensorial moments.

With so much of our daily lives spent on screens, consumer appetite for **escapism and discovery** is increasing.

Key trends: multi-reality, multisensorial experiences, world-building, gamification, co-creation.



Brands are responding by creating expansive brand universes, going beyond their core products to immerse consumers at multiple levels. The success of the Barbie movie and the rise of "Barbie-core" exemplify this trend as does the rapid growth of experiential retail and immersive art experiences around the world.

"Technology has always played a role in creativity, but AI is amplifying that in ways we haven't seen before."

Stephen Foyle, Creative Director, Microsoft

Don't just join the trends, drive them.

Click below to read our full report.

[Creative Trends 2025](#)

