

Influencer Trend

July 2026

[@joeygraziadei](#)



Report

Into the ~~Net~~ Feed

The 2026 World Cup isn't just filling stadiums, it's breaking the internet. Host cities are block parties, a faceless German tourist is America's most beloved guest, and FIFA ironically made Levi's the most talked-about brand of the tournament.

The FYP Forecast

Back-to-school is one of the year's biggest shopping moments, but brands earn more by participating in the culture than by simply advertising to it. Plus, three creators worth keeping on your radar.

Pinterest Trend Spotlight

While Escape Culture signals a shift toward action-oriented browsing, the Pinterest scroll becomes the launchpad for offline experiences, niche hobbies, and deeper engagement.

The Newest Meta Drop

From paid subscriptions to feed-level customization, Meta is doubling down on tools that give creators more ownership and audiences a more personalized experience.

Into the Net Feed

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Nobody's Gonna Know (They'll Know)

FIFA's clean venue rules require World Cup stadiums to cover all non-sponsor branding so, Levi's Stadium became "San Francisco Bay Area Stadium," and the iconic batwing logo disappeared under a white tarp. Except it didn't. The silhouette was instantly recognizable, and the cover-up became the story. Levi's leaned in: they swapped their social profile pictures to the covered logo and posted a [stadium video](#) set to "Nobody's Gonna Know". Nearly one million engagements later, they kept the momentum going by [covering store logos around the world](#).

If you can't buy the media...earn it.

It Really is a Party in the USA

No brand could have scripted this. Across World Cup host cities, the comment sections say it best: "it really is a party in the USA." [Norway fans](#) are teaching crowds their viking chant, Scotland fans have been putting [traffic cones on statues](#) (a beloved tradition they brought from home), and a Swedish influencer wrote "I feel like I'm living in a movie" with a gas station Twinkie and a bag of Combos in hand.

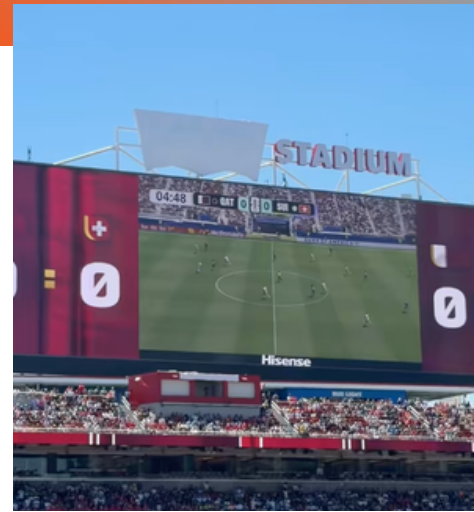
We made sure one of our clients didn't miss the fun. **O/g built a World Cup campaign** casting creators across die-hard soccer fans and bandwagon regulars, attaching concepts to content they were already making so the brand fit naturally into the moment. **The result: views +27.5% to BM and a 161% reach rate (10.7x goal) across TikTok, Meta, and YouTube Shorts.** Show up where the party is. The content takes care of the rest.

Freddy's America

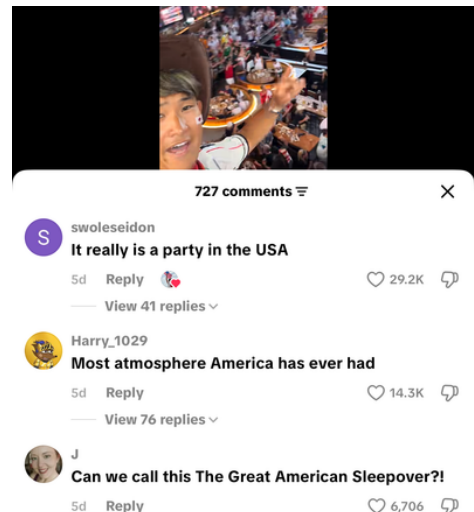
Nobody expected a faceless German tourist to become the breakout star of the 2026 World Cup. [@FreddyLA7](#) has been road-tripping across the U.S. since early June, documenting his first-ever experiences with Waffle House, Buc-ee's, Taco Bell, and more classics, posting to X and Instagram with the energy of someone living the American dream in real time. His Buffalo Wild Wings opening-night post alone pulled 2.9 million views and by mid-June his X profile had 730k followers.

The fame unlocked real doors: A NASA tour, a Houston mayoral meeting, and a JJ Watt-funded hotel stay. Freddy didn't have a brand deal, he had genuine reactions. That's the brief.

@levis



@bob.travels



@freddyla7



The FYP Forecast

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Class in Session

Every August, the feed starts a new semester: hauls, dorm move-ins, first-day fits, #RushTok, and DIMLs. It's the season where Back to School content takes over, and with BTS ranking as one of the largest shopping seasons of the year, the brands with the right creator strategy are the ones filling carts.

Last year, our clients came to Ovative looking to break into the BTS noise. The challenge wasn't showing up, it was standing out. We built strategies around each brand's product, its core audience, and the specific angle that would cut through. Not just picking a creator, but pairing the right creator with the right moment.

- For American Eagle, we built briefs around Summer's "Last Hurrahs" before the school year with content timed to post right as shopping kicked off. [@jillian.bruno](#)'s video drove 547K organic views and 12K engagements, proving early timing beats waiting for the actual first-day rush.
- For World Market, we tapped parenting creators steering the household back into routine. We briefed [@ashleymariesavage](#) to bring a homework station and snack cart to life. The content drove 3.5K engagements, hitting a BTS angle most brands overlook: the home setup, not just the outfit.



@jillian.bruno

The Creator Watch List

[@chat_n_chops](#)

Chef Moe has carved out a lane most food creators overlook: real constraints, real kitchens, real budgets. \$5 meals, no fancy ingredients, and technique broken down for people who've never felt confident behind a stove. It's resonating in a big way, with **nearly 1M followers gained in the past month alone**. Chef Moe's candor is the new credibility, and brands that embrace "everyday" creators are **tapping into trust that polished content simply can't buy**.

[@4inthe5](#)

Friend groups have always been content gold, but @4inthe5 is making a case for something bigger: the friend group as the influencer. Rather than one personality, audiences are buying into the whole group dynamic. A TikTok ER of 11.1% with **288K followers and climbing**, this account is an **early signal of where creator could be heading**: ensemble-driven, community-first, and incredibly fun to watch!

[@mattpeterson](#)

Matt's "No Lines" series proves that a **fresh format can reignite a creator's momentum**. He hunts down the restaurants being overlooked while everyone queues up somewhere else, and it's striking a nerve. The ironic part is, will we see him transform the places he "rescues" from obscurity into the establishments with lines of their own? That's the **power of creator-driven discovery**; as a creator growing at his scale, just one of Matt's videos could change a business forever.

Pinterest Trend Spotlight

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Touch Grass. No Really.

Pinterest gave us a new framework for a trend we've been watching build: **Escape Culture**.

Searches for run clubs, knitting circles, supper clubs, pottery classes, and digital detox travel are all rising. Still, this is bigger than a handful of trending interests. It points to a broad shift toward people wanting fuller, more hands-on lives offline.

On Pinterest, the scroll is increasingly acting as a launchpad for that real-life action. As 'Escape Culture' builds momentum, and creator content plays a critical role in inspiring what people do once they leave the feed.

What This Means for Brands

Escape Culture isn't a vibe, it's a behavior shift.

Winning in this space requires more than showing the aesthetic; brands need to be part of the moment itself.

- **Casting:** Prioritize creators already embedded in the community. Think a ceramics account, a run club organizer, a travel creator who actually goes off-grid.
- **Briefing:** Lead with the how-to, not the aesthetic. Creative should capture the doing. Think the run route being followed, the pottery being thrown, the knitting circle mid-conversation.
- **Integration:** Make sure your product earns its place in the activity rather than interrupting it. If it can't show up naturally in the doing, reconsider the placement.

Creators who make participation feel possible build communities that don't just watch, they do. That's a different kind of loyalty.



O/g in Action

As this trend translates in the market, we didn't want our team to miss the opportunity. We briefed a client's creator cohort around outdoor summer moments and real-life experiences, centered on this 'Escape Culture' that aligns naturally with what Pinterest is already surfacing. The performance speaks for itself: **2.19% CTR (+93.8% vs. BMs)!**

The Newest Meta Drop

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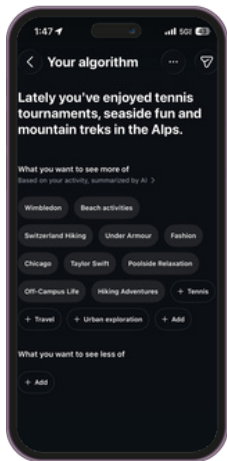
Meta Launches Paid Subscriptions

Meta just made it official: paid subscriptions are rolling out globally. At \$3.99/month, Instagram Plus and Facebook Plus users can **unlock features like story rewatch counts, unlimited audience lists, custom app icons, and super reactions.** Core experiences stay free, but the one-tier-fits-all era is over.

The bigger story is what's still in testing. Meta is piloting a separate subscription under the Meta One brand for creators and businesses in select markets like Saudi Arabia and Thailand. The Advanced tier is the one to watch, offering boosted search placement, featured feed spots, a bold *Follow* button on Reels, and automatic follow invitations. AI-focused tiers are also in early international testing.

Meta One hasn't reached the US yet, but the real question: will people pay for platforms they've always had for free?

Instagram Feature Updates



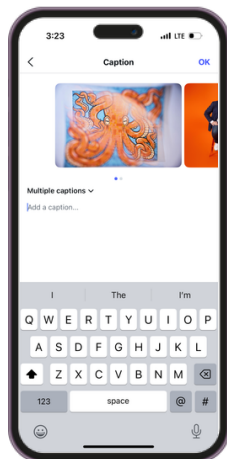
Your Algorithm, Your Rules

Instagram's new *Your Algorithm* feature lets users **tune their own feed by topic** which means the era of one-size-fits-all reach is officially over. **Creators who own a clear niche will be rewarded**, and audiences may have higher intent than before.



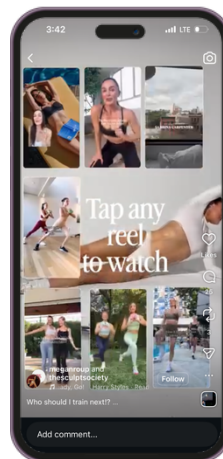
Grid Glow-Up

Instagram now lets users **rearrange posts on their profile grid**, giving creators full control over how their page looks at a glance.



Every Slide Gets a Say

Instagram is rolling out **individual captions for each slide in a Carousel**; a small feature with big implications for storytelling. Creators can now build narrative arc across a post, and brands can brief with more intentional slide-by-slide messaging.



Reels within Reels

Creators can now **feature other Reels from their page as a clickable icon within a Reel**—a native way to cross-promote content and keep audiences in their ecosystem longer. See it for yourself [HERE](#).

We are Change Makers

If you're seeking creator
support, reach out!

influencer@ovative.com

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