



 codeec

CREATIVE SPIRITS



Passionate and connected, this community is spearheading a major revolution in the arts, led by **boundless creativity and a spirit of collaboration.**

Creative Spirits don't see restraints to their artistic pursuits and refuse to be put in one box - they see the whole point of being creative as a chance to explore mediums, materials and approaches. In their universe, **there is no right or wrong way to do things.**



This community has the great ability to **see the beautiful in the everyday** and so, **gravitate towards content that is authentic and flawed**. Leaders in this community are united by their spirit of experimentation, and boundary-breaking collaborations with artists in other disciplines or styles.



RISING INTERESTS

Rising interests

Creative Spirits

14%



Social
Responsibility

10%



LGBTQ+
culture

5%



Goth
culture

Using our unique AI algorithm, the Codec platform tracks billions of digital content engagements in real-time.

This allows us to unearth key interests for communities, which can be used to inform creative ideas and content planning.

Key interests

Creative Spirits



Beauty &
Grooming



Music &
Audio



Fashion

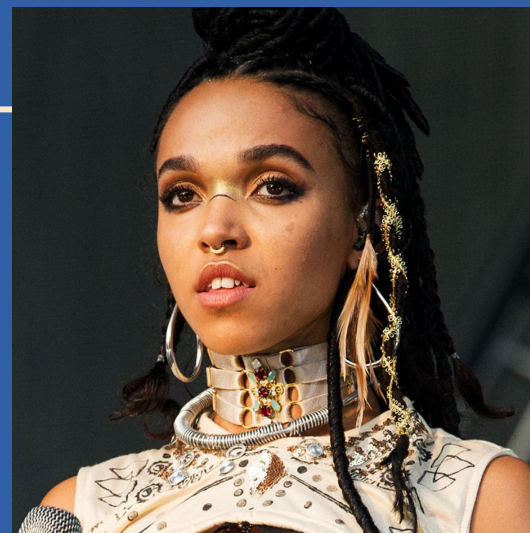
YAYOI KUSAMA



Brands looking to build community capital with this audience should **take inspiration from the artistic creators** that resonate.



TELFAR CLEMENS



FKA TWIGS



At Codec, we work with ambitious brands globally, helping them supercharge their growth **through the power of communities.**

Want to tap into your undiscovered communities and unlock your brand potential?

Get in touch info@codec.ai