



# THE 2025 MARKETING MOOD A BIG RESET

*The search for humanity, intention and simplicity*

 AGENCY

# THE HALF DECADE SHIFT

**Although it often slips past us unnoticed, there is a pivot halfway through a decade, where the overall societal tone changes and people begin to search for new meaning in their day to day lives.**

The early 2000s began with fears of the millennium bug and a series of shocking events including Hurricane Katrina, the Indian Ocean Tsunami and the September 11 attacks. Come 2005, we entered a time of optimism and change, putting international horrors behind us and focusing on new opportunities as Civil Partnerships were legalised in the UK, YouTube launched, and the 2012 Olympic bid was won.

Entering the 2010s the UK began to recover from the worst recession since the Great Depression, but beyond 2015, we once again entered a time of chaos, complexity and change, as we saw 400 drowned in the migrant crisis, and the growth of misinformation surged as Facebook reached 1 billion users and we saw a move to the right with the EU Brexit referendum and Trump's win at the US Election.

Now as we enter the second half of the 2020s, the societal tone is starkly different to how the decade began. In 2020 the Covid-19 pandemic sparked global despair, dictating that the following five years be driven by fear and uncertainty. Businesses and consumers spent years living in flight or fight mode, with self-preservation and contingency planning at the forefront of everyone's mind. We spent most of our time indoors, doubling down on our digital lives, and as a result we became burnt out from scrolling and ushered in the desire for human connection and fun.

By 2025 we may be back out in the real world, but for many the reality is all too much - the return of a Labour government may have signalled change for the future but has had a bumpy start, while in the US the Democratic party hinged its campaign on the promise of hope and collaboration, yet the vote landed in favour of a protectionist viewpoint. As a result of such negative news cycles, consumer behaviour is trending towards living with intention, ensuring their behaviours focus on finding glimmers of joy and improving their everyday life, promoting a shift in how they spend their time and their money.





“**THANKFULLY, THIS RESET IS EMERGING AS THE ANTIDOTE TO MARKETER FATIGUE.**”

Marketing professionals are stretched from navigating a tumultuous first half of the decade, when an abundance of digital channels, demand for commercial success and budget pressures have threatened long-term brand building in favour of short-term performance ROI. However, the incoming cultural shift will allow marketers to return to embracing a streamlined and more human approach. Brands must understand how to engage the hopeful and intentional consumer and position themselves as trustworthy of people's time and money. The key to this is returning to focus on their brand values and be more human.

Research shows non-essential spending is out of the window and savings are higher on lists of priorities, but our hierarchy of needs dictates that people still need moments of relief, joy and even luxury, so they are looking to fulfil this by trusting well-built brands with their essential spending and approaching life with a mindset of 'love where you are'.

Across sectors, we are seeing consumers sharing their best authentic lives on social media –enjoying more time at home, spending money more intentionally, and romanticising normal everyday tasks such as cleaning, which is positioned as a 'Sunday reset' to be savoured. Hobbies are also being enjoyed for fun as well as monetisation, and people are seeking out niche communities to build meaningful connections instead of following mass trends.

People are streamlining their digital diets too, as brands and individuals reduce the number of channels they are on, to focus in on the spaces that serve and interest them best. X is bearing the brunt of this change, losing **23 million users** between April and September 2024. Meanwhile, Blusky has seen an increase of **7 million users** from October to November 2024 alone.

This change of mindset is a huge opportunity for B2B and B2C brands, and in this report, we outline the key movements marketers need to watch to win with their audiences in 2025.

**SCROLLING FATIGUE**



**MAKING REAL CHANGE**



**MADE BY HUMANS**



**GENERATION WARS**



# THE MOODS OF THE MOMENT

*What should marketers be looking out for?*

**GLIMMERS OF HOPE**



**BRAND RESPONSIBILITY**



**LIFE IMITATING LIFE**



**BEYOND THE FEED**



# GLIMMERS OF HOPE

*Mood 1*

# GLIMMERS OF HOPE

## Mood 1

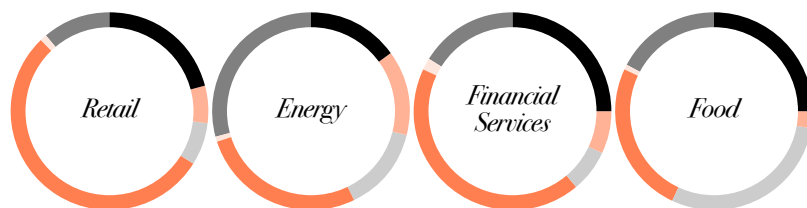
**Is anyone else fed up with this dreary decade yet?  
People just want to feel some joy.**

An era of optimism is sorely-needed, so brands should play on one of the most motivating emotions in the marketer's playbook - happiness.

**Brandwatch** reports that joy is the biggest sentiment of brand mentions on social, in every category apart from food and energy - two sectors where the cost of living has made the biggest impact. The desire for joy offers up a huge opportunity for brands to market essentials as aspirational.

Brands must meet consumers where they are - not just physically, but emotionally, and position themselves as able to guide audiences into the next half of the decade with a spirit of optimism.

Recent ad campaigns that have made an impression on consumers are centred on unbridled fun and joy, including Hunsnet's partnership with Lidl, Mattel's pivot to poking fun out of itself and Hiscox's disruptive 'disaster' campaign... these brands are taking life a little less seriously and are capturing the hearts and minds of the public.



### CASE STUDY

# HISCOX

Tactical use of humour and joy is not reserved for bright and bubbly consumer brands - B2B brands can win by playing in this space too. Insurance firm Hiscox disrupted its own industry with its 'Most Disastrous Campaign' that centred around OOH activations that showed 'faulty' billboard ads across the country. The ads showcased mistakes that could have financial implications for a business, in order to resonate with business owners and executives, including water-stained ads, poorly sized posters and misspelled or duplicated ads. In a sector that is usually straight-faced in its communications, Hiscox has successfully positioned itself as a relatable service provider that understands the realities of its customers' lives.



### CASE STUDY

# LIDL X HUNSNET

Budget supermarket Lidl teamed up with social-media-sensation Hunsnet to launch a series of 'Live, Laugh, Lidl' drag brunches, in a bold approach to experiential marketing. The events capitalise on the popularity of shows like Ru Paul's Drag Race, and served Lidl's own food and drink while guests enjoyed the 'fundamentals' of drag with live performances, bingo games to win 'middle-aisle' prizes and celeb appearances. With this partnership, Lidl celebrates the cultural language of its brand that has been established by consumers, creating a moment of joy that its customers can physically be a part of.

# GLIMMERS OF HOPE

*Marketing Takeaway*

## 1 START LISTENING

Figure out what people are saying about your brand. Social listening software is essential in monitoring what your fans are saying about you, delivering insights on what resonates with them most, how they talk about your brand in everyday life, and what opportunities you have to connect with them more closely.

## 2 EMOTIONAL POSITIONING

Embrace optimism and joy in brand messaging to resonate emotionally with audiences fatigued by negativity. Use your audience insights to pinpoint the space where your brand can have fun, or offer hope, whilst still staying on message and keeping your brand voice authentic.

# GENERATION WARS

*Mood 2*



CASE STUDY

# LLOYDS BANK REBRAND

This year Lloyds Bank launched its refreshed brand identity, and its promise of 'moving everyone forward'. The new identity features a modernised look and feel, which has been "re-designed for the future: bolder, wilder and with a charming British twist" and 'a touch of humour'. The new brand launch is accompanied by a series of films that put the consumer at the heart of the brand, feature named customers from every generation - tapping into the knowledge that all generations are equally focussed on making the best of their money. Lloyds' CMO, Suresh Balaji is one of many marketing executives citing the importance of brand building, **explaining**: "Modern brand building is more than advertising. A brand is the sum total of all experiences and using design principles across the customer ecosystem is a non-negotiable for us."

## GENERATION WARS

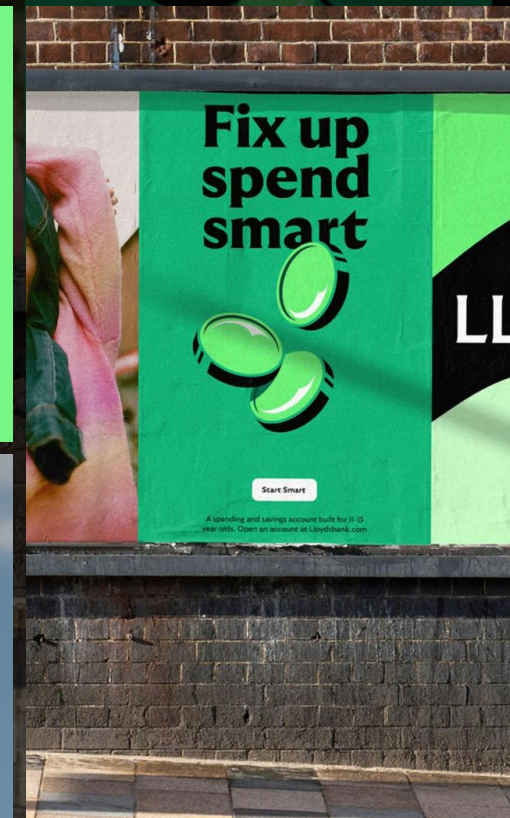
### *Mood 2*

Open a newspaper or scroll through social media and the topic of the generation gap is everywhere. Generations are pitted against each other for their workplace attitude, spending habits and approach to life plans, but brands must remember that behaviours, not generations, are the true differentiators between their audience segments.

Amongst data on spending intentions, we can see that consumers from various generations are not so different after all. Many are thinking similarly about guarding their finances to be able to commit spending to the things most important to them.

For example, **Retail Week** reports that whilst 80.2% of consumers surveyed are prioritising spending in food and groceries, entertainment and eating out are sitting in third place at 21.4%. It is the oldest and youngest consumers that are most likely to prioritise entertainment and eating out, as 30% of the older generation cite this as one of their top three spending priorities, as do 27% of gen Z. Although these generations are at vastly different stages of their lives, there is no age difference in their desire to have fun.

While there are always some differences between generations, brands that fall into the 'generation war' trap and categorise their customers by age are going to fall at the first hurdle. Brands like Lloyds Bank that market to motivations, not market segments, are winning.



# GENERATION WARS

## *Marketing Takeaway*



1

### **FOCUS ON BEHAVIOURS, NOT AGES**

Revisit your audience profiles and ask yourself, 'what generational stereotypes have we made?'. Identify where assumptions may have been made, and pivot to segment audiences based on shared behaviours and motivations.

2

### **HIGHLIGHT UNIVERSAL VALUES**

Identify where your audience has shared priorities across age groups to build cross-generational appeal that has longevity for both them and your brand.

# SCROLLING FATIGUE

*Mood 3*

# SCROLLING FATIGUE

## *Mood 3*

Scrolling fatigue has finally taken hold. We remember less than 1% of what we see on social media, and no wonder when we see thousands of pieces of content every day. When tested, humans usually remember the content that grabbed them emotionally and can rarely remember the 'brand'. When questioned, people cannot remember what they saw on social just a few hours before, as a sea of content makes it difficult for brands to break through and resonate with consumers.

Fleeting trends hold no weight for consumers anymore, as they look for more meaning in the content they consume and reserve their hard-earned attention for information that will truly add value to their lives. As a result, brands trying to jump on every trend are wasting resources on futile efforts. Piggybacking off someone's 15 minutes of fame is not going to help build resonance with audiences. Instead, carving out your brand niche to authentically deliver value for consumers is far more effective.

For this reason, long form content is now much more impactful than quick nods to cultural moments. According to **Social Media Today**, 93% of Gen-Z are using YouTube, which lets creators go into detail of their niche, while only 62% are using TikTok.

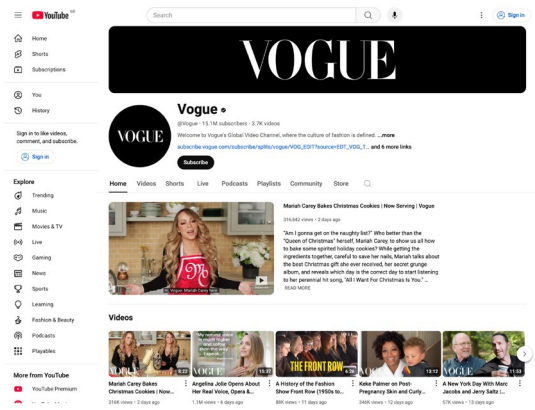
People are finding more value in expert insights than poorly informed influencers or brands with poorly considered influencer partnerships.



CASE STUDY

# VOGUE ON YOUTUBE

In 2023 Conde Nast, Vogue's publishing house, reported a 20% decrease in print sales, and has since turned to video to plug the gap in consumer engagement. Today, Vogue's **YouTube channel** subscribers have far surpassed its print readers, with the brand's own media kit confirming only 11.5 million people are picking up print copies vs 15 million people subscribing to its YouTube channel. The publication's success on the platform is owed to a well-crafted set of celebrity-studded video series including 'Get Ready With', 'Life in Looks', 'In My Bag', 'Now Serving' and '73 Questions'. The result is that Vogue's YouTube content is a huge contributor to the brand's engagement and the title has once again cemented itself into the cultural zeitgeist of the digital world.



CASE STUDY

# ASANA

Project management platform Asana sits in a crowded marketplace, meaning it can't afford to jump on a trend that makes them blend in with wider market noise. Instead, Asana has taken a whimsical approach to its recent campaigns, creating unique and identifiable creatures that represent their customers' **'work worries'**, and casting its own employees as the actors, bringing a fun yet authentic spin on the typical portrayals of audience struggles before introducing their tech as the solution. Their approach stood out to world-leading marketers, earning the brand a Cannes Lions Award.



# SCROLLING FATIGUE

## *Marketing Takeaway*

## 1 BRAND FAME PLAN

A Brand Fame plan creates a framework for the reactive topics that are relevant to your customers and provides boundaries for things that are too off topic or would make your customers feel unseen - it speeds up approvals and saves on wasted time. Get a process in place that helps determine whether your brand should get involved in a viral trend. The first stage of the process should be a fast decision as to whether jumping on a trend is a quick deliverable that already fits in naturally with your communications - if it's not, don't do it. If you are going to do it, get a fast approvals process in place - getting caught up in red tape and missing the moment will drain your team of valuable resources.

## 2 QUALITY OVER QUANTITY

Invest in fewer, high-quality, and authentic pieces of content rather than trying to jump on every viral moment. This approach will pay off in the long term, as you build lasting trust and brand resonance with your audience. Be consistent in the topics you align with, finding ways to revisit it again and again as it resurfaces in new trends.



# BRAND RESPONSIBILITY

*Mood 4*

# BRAND RESPONSIBILITY

## Mood 4

Transparency from brands has never been more important. AI distrust and data security concerns are influencing consumers as they choose who can be trusted with their time, money and information, so brands must be careful to present their practices with full transparency. The **Corporate Transparency Index 2024** shows that 64% of consumers are more likely to buy from brands they believe act responsibly.

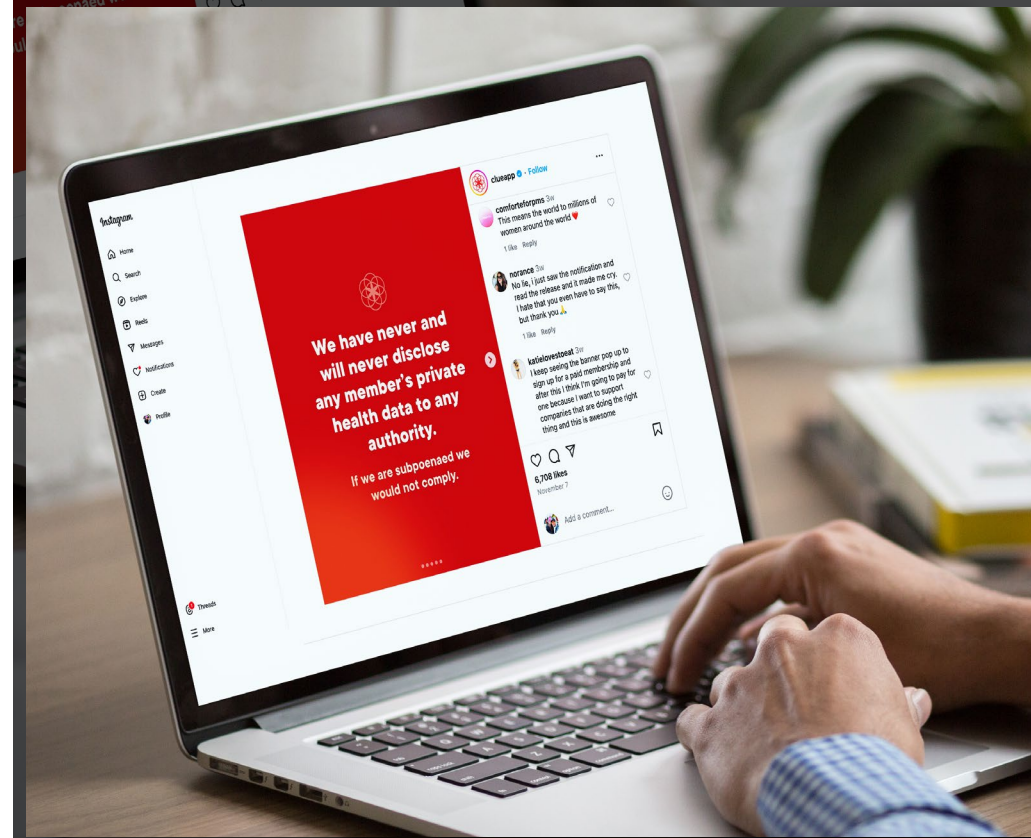
Individuals are being more careful about who they share their data with, and boycotting unethical companies such as X, which has suffered a consistent history of poor data protection practices. The platform has **reported a \$240 million YoY drop in revenue**, after losing the investment and usage of many large businesses that do not wish to be associated with its poor reputation. Brands present on platforms such as X should be assessing if it is a space that aligns with their values as many people have already started to turn to BlueSky as an ad-free alternative to X. Over on Instagram, by contrast, protecting customers is becoming a top priority. Instagram's introduction of child-friendly accounts is a move that proves it is listening to user concerns.

Businesses need to consider social responsibility within its data protection policies, as this sits at the heart of customer concerns, with both businesses and consumers being careful about who they give their data to. **KPMG** reports that 70% of business leaders say their company increased collection of consumer personal data over the last year, and 33% admit that consumers should be concerned about how their personal data is used by their company. KPMG's data also shows that 86% of the US population say data privacy is a growing concern for them, and that 68% are concerned about the level of data being collected by businesses. Brands like Clue, who are openly communicating about their approach to data protection ethics, will be the ones to retain users.

## CASE STUDY

# CLUE'S DATA PROTECTION PROMISE

Following the re-election of Donald Trump, period tracking app Clue, used by over 10 million people, has announced it will never disclose user data to American authorities, in a move to protect its users against the country's controversial restrictions to abortion access. In a widely shared Instagram post, Clue has promised: 'If we are served with subpoena for private health data, we will not comply in any circumstances. We will fight any such requests loudly and publicly'. Clue's statement reassures its users that it is keeping its customers' priorities close to heart - a move that will pay off in droves of brand loyalty if the promise is kept.





# BRAND RESPONSIBILITY

## *Marketing Takeaway*



## 1 ASSESS PLATFORM PRESENCE

Look at the platforms your brand is visible on and ask yourself, 'does this platform align with our brand values?' and 'what value are we getting from this platform?' Cutting out the platforms that don't generate a return on investment will help focus resource where they are most needed and avoid getting caught up in political fanfare over platforms that aren't ethically run.

## 2 ROBUST REPUTATION STRATEGY

Ensure you have considered all aspects of cyber-crime for your business and have scenario-played out every possible impact on your customers' data into an effective process for managing your company reputation in the event of a crisis.



**BEYOND  
THE FEED**  
*Mood 5*

# BEYOND THE FEED

## *Mood 5*

In 2020, TikTok was just picking up speed, BeReal was the latest hype, and Threads didn't exist. In 2025 the social media landscape is drastically changed, and the past few years have seen brands grapple with which platform is right for them and spreading themselves too thin as a result. Now is the time for brands to double down on the platforms that work for them, meet people where they are, and ditch the platforms that aren't generating results.

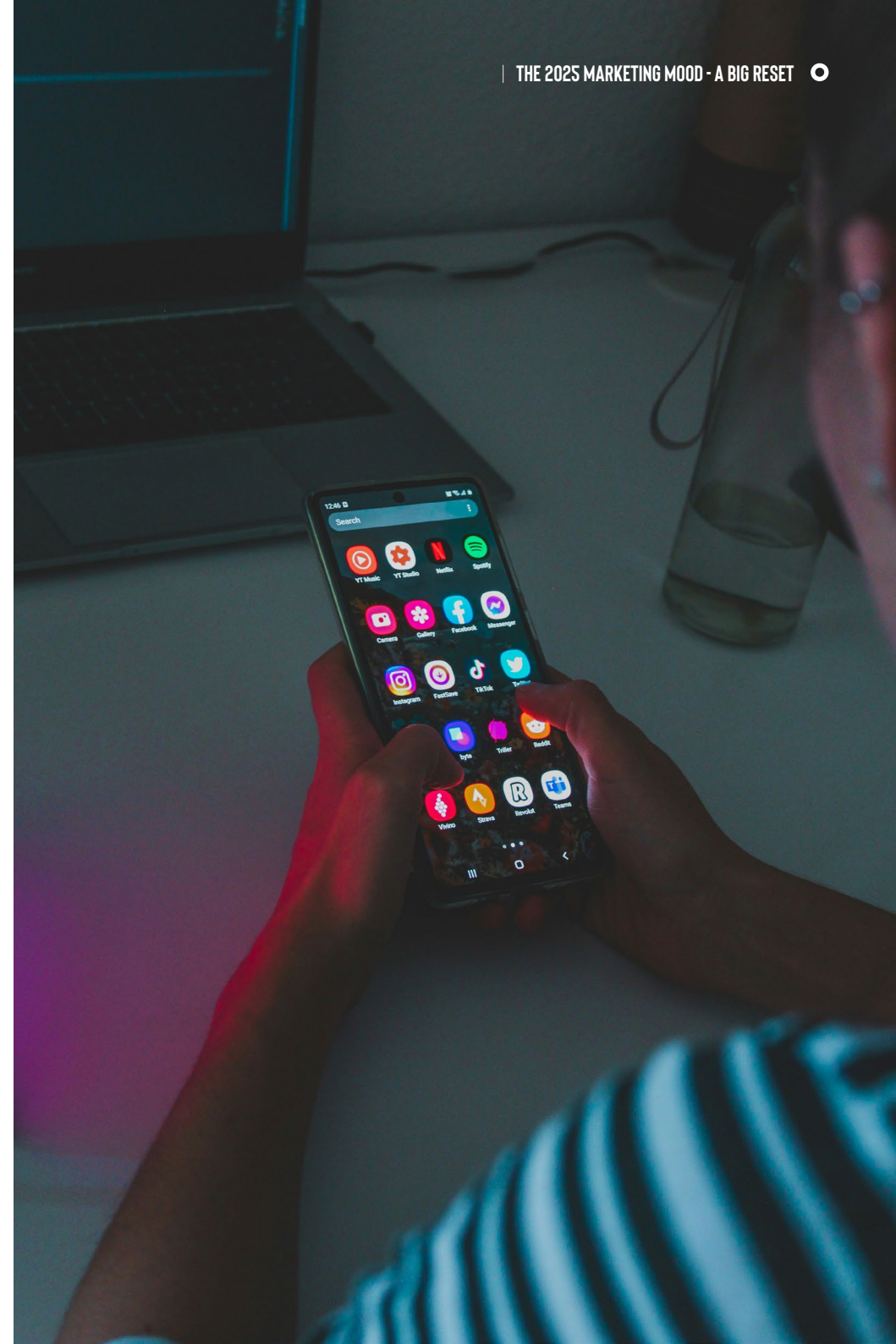
Quality over quantity is key, and experience-backed insights in long-form YouTube content, podcasts, and Substack articles are emerging as more popular as people want less distraction and pure storytelling. This is also prompting a change in what marketers see as the most valuable social measurement metrics, with shares and saves becoming more valuable than likes and comments, as these intentional interactions indicate content has had a meaningful impact on the viewer.

The influence landscape is also being shifted by the growing algorithm backlash, as consumers have realised they don't want to live in echo chambers, and creators are noticing poor engagement despite building large communities around their brands. We expect to see this translate in a move away from branded content in the second half of this decade, replaced by a rise in UGC (user generated content) and even EGC (employee generated content) for a more human and believable message.

Brand spending on influencer marketing continues to grow, but the benefits aren't being spread evenly. We are set to see more longer-term cross-channel partnerships as saturation and cost concerns push brands to concentrate influencer spend on fewer, more effective creators.

According to a survey by Linqia, marketers increasingly prefer to work with influencers that have sizable follower counts — defined as accounts with more than 500,000 followers. That's **causing some creators south of the half a million threshold to complain they're being left out** of the creator economy's historic growth.

LinkedIn creators was the biggest shift of 2024 that will continue for the rest of the decade, as we see people's desire for true expertise replacing simply 'people with reach'.



CASE STUDY

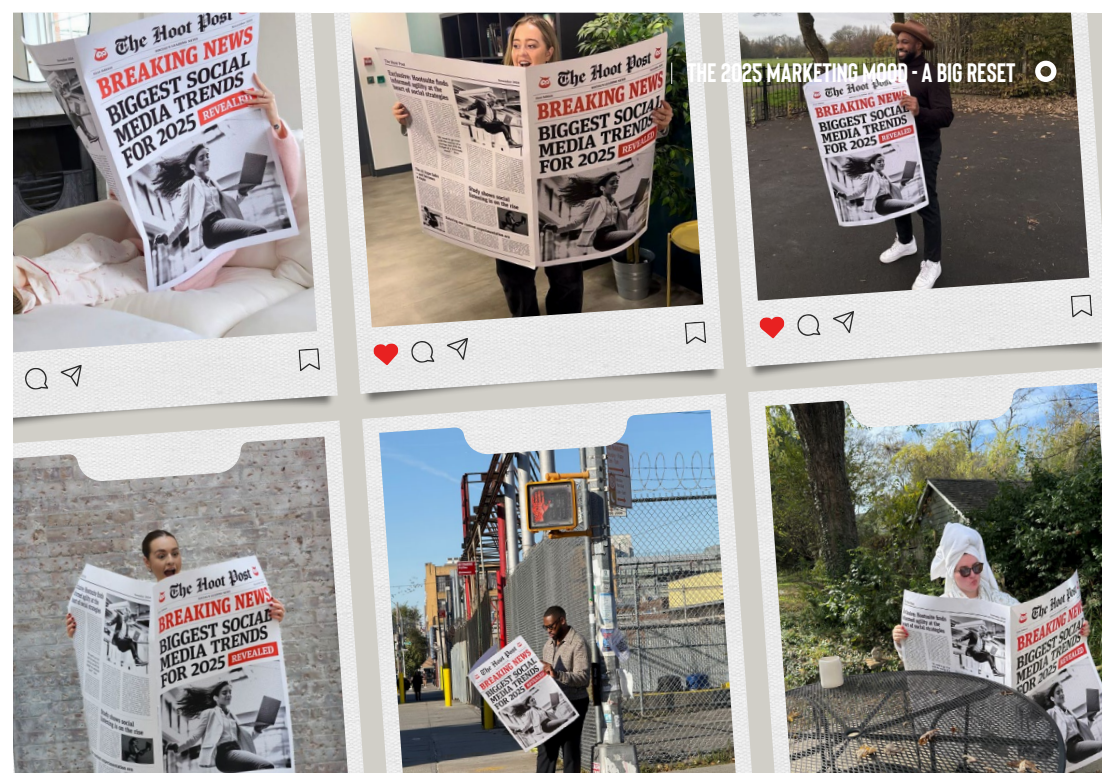
# HOOTSUITE'S 2025 SOCIAL TRENDS LAUNCH

Naturally, Hootsuite is sitting at the forefront of the social influence landscape, and its launch campaign for the industry-leading 2025 Social Trends report is a standout example of best practice in B2B influence, using influencers with audiences ranging from 19k to 270k. For marketers, the launch was impossible to miss, with a series of social media thought-leaders sharing eye catching social posts on LinkedIn within an hour of the report's launch.

## What made the campaign so engaging?

- **Consistent, but not stagnant, visuals** – Every influencer shared an image of them holding a broadsheet newspaper branded in the same style as the report, but the image was personal to the individual, reflecting the city or sector that they work in, and showcasing their personal style.
- **Insightful and varied post captions** – The copy for every post was different, pulling out some key insights whilst adding the influencer's own take on how this can impact the social media space in 2025. A perfect balance of the thought-leadership and product messaging, thanks to Hootsuite trusting its well-selected influencers to have full creative freedom over their content.
- **Masterful timing** – The teasers and eventual launch on Hootsuite's owned channels were followed by a flurry of posts on influencer channels, in the middle of the working day when social media professionals are all but guaranteed to be online, making it impossible to miss the report's launch.

Hootsuite could have easily relied on its existing audience and paid media to target social media professionals. Instead, by demonstrating best practice in social and influencer campaign management, it reinforced its status as an industry leader, increased trust in its brand, and inspired social media pros to share their analysis of the launch, amplifying its reach even further. All eyes will be on Hootsuite next November, to see how they outdo themselves.



The Hoot Post November 2024

### Exclusive: Hootsuite finds informed agility at the heart of social strategies

Learn from those who are, connecting advertising efforts, and do it in a timely manner. It's not just about the content, it's about the timing. Hootsuite's 2025 Social Trends report reveals the key to success in the social media landscape of tomorrow. The report is a must-read for anyone looking to stay ahead of the curve. It's not just about the content, it's about the timing. Hootsuite's 2025 Social Trends report reveals the key to success in the social media landscape of tomorrow. The report is a must-read for anyone looking to stay ahead of the curve.

"We need to go viral with the energy of a startup, but with the budget of a lemonade stand." - Boss

Study finds social listening is on the rise.

The AI hype fades - and becomes a staple

Entering our content experimentation era

The Hoot Post November 2024

# BREAKING NEWS

## BIGGEST SOCIAL MEDIA TRENDS FOR 2025 REVEALED

# BEYOND THE FEED

## *Marketing Takeaway*

### 1 HARNESS THE POWER OF PEOPLE

Build UGC and EGC into your content strategy to convey authenticity, replacing overly polished influencer campaigns. Incentivising customers through rewards and encouraging employees through internal communications can help get this ball rolling.

### 2 GO OUTSIDE OF YOUR BUBBLE

Start to look outside of your usual list of influencers to seek out informed, trusted voices who can act as ambassadors for your brand. Using their social capital to amplify your message can get new eyes on your brand and spread your messages far and wide.

# MADE BY HUMANS

*Mood 6*

# MADE BY HUMANS

## *Mood 6*

Although we're in the age of the AI revolution, from a branding perspective, humans still have the edge. After years of brands ditching their heritage logos and moving to modern, clean typefaces, the human touch is back to winning over consumers. Across sectors, handwritten script, typewriter typefaces, sketched drawings and hand-drawn fonts are appearing in brand styles, helping brands stand out as authentic and trustworthy.

Campaign imagery and photography is more likely to stand out when they're handcrafted, rather than AI generated - a novelty that is already starting to create fatigue and even angry backlash from creatives whose livelihood is at risk.

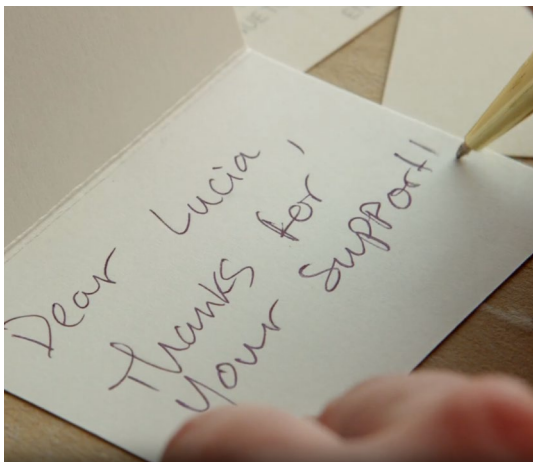
The human touch also extends through to value proposition, as small businesses are succeeding with their handmade, locally sourced product, and B2B brands are offering bespoke, customisable solutions that are made to fit the customer, not the other way around. In 2023, **Etsy** delivered record-high revenue of \$2.7 billion thanks to the boom in demand for handmade goods. **Monzo** also reports that homemade creative businesses are booming, and found that our hometown, Newcastle, comes in as the second biggest source of craft-related searches relative to its population (3,353 per 100,000 people). Over the rest of this decade, we may see home-made become the premium positioning that wins consumer spend.



CASE STUDY

# ETSY'S 'WHAT DOES A ROBOT KNOW?'

Etsy's insights into the success of handmade goods informed its latest campaign. Celebrating the unique creativity of its creators, Etsy asked audiences 'what does a robot know about love?' in an invite for them to consider purchasing from independent Etsy seller for a truly special product, and reinforcing their mission to 'keep commerce human'.

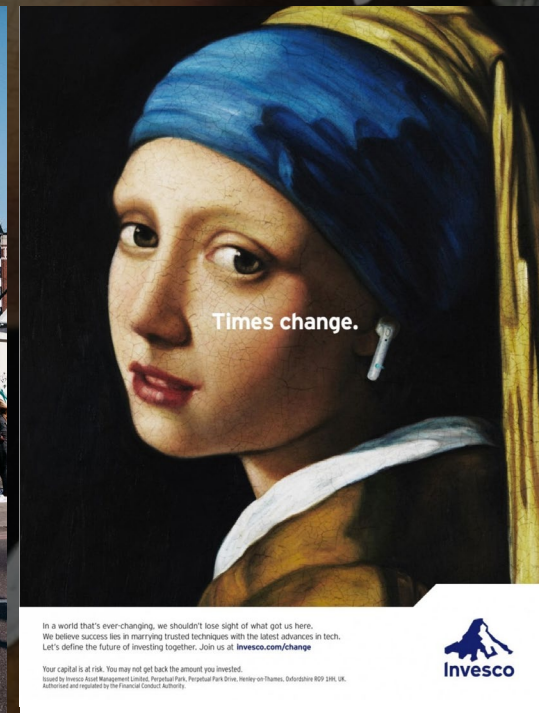


# HAND PAINTED MURALS

Both B2B and B2C brands are finding success in taking a handmade approach to OOH. While luxury fashion brands have long favoured an elaborately painted mural, the activation is being used by brands looking to grab people's attention with something unexpected for their category.

Invesco's spin on the Girl with a Pearl Earring replaced with an AirPod, made waves in the financial services space as the brand communicated to its clients that 'times change'.

Oatly has also used murals in B2C and B2B efforts, targeting both coffee shop baristas as well as grocery shoppers. Its straight talking and illusional OOH murals doubled as digital content as vans are filmed transforming the murals into a product driven message to work around ad laws.



In a world that's ever-changing, we shouldn't lose sight of what got us here. We believe success lies in marrying trusted techniques with the latest advances in tech. Let's define the future of investing together. Join us at [invesco.com/change](https://www.invesco.com/change)

Your capital is at risk. You may not get back the amount you invested.

Issued by Invesco Asset Management Limited, Poplar Walk, Poplar Park Drive, Heston-on-Thames, Uxbridge UB8 3PH, UK. Authorised and regulated by the Financial Conduct Authority.





# MADE BY HUMANS

## *Marketing Takeaway*



## CELEBRATE CRAFTSMANSHIP

No matter your business proposition, there will be an element of human inspiration somewhere in the core of your brand. Identify and then amplify this human touch, either through product development or styling and creation of your campaigns.

## EXPERIMENT WITH CAUTION

AI undeniably opens up exciting opportunities for marketers but be careful when using AI software for creative and communications, as the human touch can quickly get lost. No one understands your brand as well as you do, so don't over-rely on AI at the cost of your brand identity. Consumers have already shown they can spot AI generated content, and the backlash against non-transparent brands has begun.

# LIFE IMITATING LIFE

*Mood 7*



# LIFE IMITATING LIFE

## *Mood 7*

Consumers have marketing permeating their lives at every turn, so they have become desensitised. They care much less about brands than we think they do.

What they care about is their lives, their family and friends, their causes, their income and their future. If your brand happens to show up somewhere in those conversations, you might get noticed.

Understanding your customers is no longer about their age, gender and job title. It's about what keeps them awake at night, what decides their day, who they have to care for, why they choose to move around like they do, what stops them from buying rather than what would tempt them, who they live with, what brings them joy and why they live where they do.

Put simply it's all about their lifestyle. If your brand understands that and turns up with a message that resonates, that is enough. Leave the features and benefits – focus on the problems your customers are facing, the issues they care about and the aspirations they hold.

This will turn up as life imitating life in creative, from the use of UGC in advertising to a less polished and more human way of marketing.



CASE STUDY

# SPOTIFY WRAPPED

Spotify's Wrapped campaign is probably the most famous example of personalisation in modern marketing. Every November, Spotify pulls together user data from the past year to showcase popular (and quirky) listening habits.

Spotify pairs data trends with clever copywriting in OOH ads, creating billboards that capture the highlights of the year. On a personal level, users get their own Wrapped report, which they love to share on social media, boosting organic reach and using their customers influence to drive brand love.

By creating FOMO and offering a personalised experience, Spotify shows off the power of its music recommendation algorithm, putting it miles ahead of the competition. This campaign has inspired brands like Monzo and Netflix to launch their own versions, proving that user data can fuel highly creative and emotive marketing.

CASE STUDY

# LINKEDIN — THE PLACE TO B2B

Successfully leveraging its masses of user data, LinkedIn created a platform that is primed for allowing businesses to personalise their audiences' experience. The hero of its personalisation capabilities is its paid campaign platform that allows brands to target to audiences with bespoke content based on the data they provided, making LinkedIn 'the place to B2B', as declared in its latest campaign.

LinkedIn has also introduced a host of features that amplify the personalised experienced for every user, including recommended content and contacts, and bespoke AI article contributor invitations, tailored to the individual's listed skills and interests.

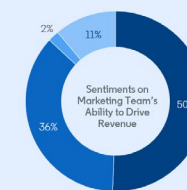
LinkedIn Collective

# The Place to B2B

B2B leaders also feel good about their ability to drive revenue in the coming year.

CFOs (60%) are more optimistic than CMOs (49%) or Senior Managers to Presidents (48%) in the marketing team's ability to drive revenue.

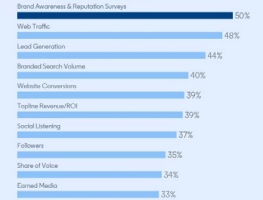
- Optimistic
- Confident
- Pessimistic
- Uncertain



Source: B2B Marketing Benchmark, 2023

Half of B2B marketing leaders leverage brand surveys to measure brand health, while a similar percentage measure down-funnel metrics, like lead generation.

Brand Health Measurement Metrics



Web Traffic and Lead Generation play a significant role in brand health assessment, even more so than Topline revenue/ROIC.

Source: B2B Marketing Benchmark, 2023



# LIFE IMITATING LIFE

## *Marketing Takeaway*



## 1 UTILISE YOUR DATA

Re-examine the data you have on your customers and identify red threads in their wants and needs to offer a truly personalised experience and solve their problems through tailored customer journeys.

## 2 DITCH THE HARD-SELL

If your features and benefits messaging is front and centre of every piece of communication, you're going to lose audiences at their first touchpoint. Your brand should give people a reason to believe through emotive storytelling, instead of pushing lead generation through sales-driven communications.

# MAKING REAL CHANGE

*Mood 8*

# MAKING REAL CHANGE

## *Mood 8*

Why stop at marketing? We can make real change. People want change, they want a better world, and they want it more than ever.

Purpose has always been around in the marketing parlance, but with the world in turmoil, it's becoming even more in demand.

**Accenture's 'Rise of the Purpose-Led Brand'** report reveals that 62% of consumers are attracted to brands with ethical values that demonstrate authenticity in everything they do.

When brands take a stand on issues that matter to customers, they can create true affinity with their audiences, helping brands to reach the ultimate goal of securing long term customer loyalty. This offers a clear opportunity for marketers to not only engage audiences but to influence cultural change. Brands that challenge societal norms or offer novel perspectives on living stand to benefit from this shift. Experiential marketing campaigns like Heineken's 'Live the Moment' campaign offers audiences a memorable experience of live music that reinforce the brand's understanding of modern consumer culture.

In the B2B space, purpose-driven brands are increasingly popular too, with data from Dentsu's 'Superpowers Index' revealing that brands being good for society has increased in B2B buyer priorities, with 25% of B2B decision makers surveyed saying that this is their biggest influencer, up from 14% in 2021.

Huge commercial opportunity lies in delivering above and beyond a core product or service, by showing consumers the pathway to a new way of living that they have been crying out for. Brands that harness this transformative power through strategic communications and events will not only make people's lives a little better today but also play a pivotal role in shaping the culture of tomorrow.

### CASE STUDY

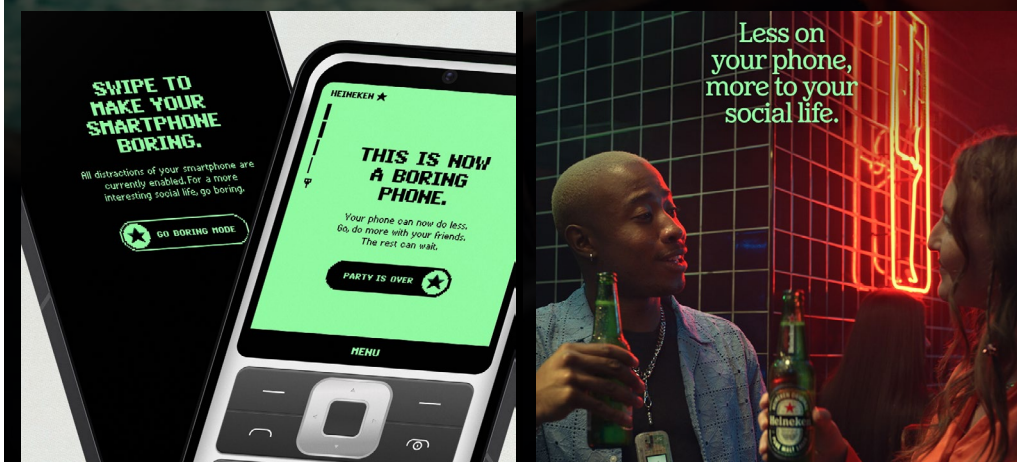
# HEINEKEN'S 'LIVE THE MOMENT'

Heineken's commitment to elevating audience's experience of live music by encouraging phone-free gigs in their 'Live the Moment' movement goes far beyond a marketing campaign - it has created new technology that changes the way people interact with artists.

Research conducted by the brand revealed that 41% said they find it frustrating to see a crowd of phones in the air when out at a gig or concert, yet more than half (55%) admitted that they had prioritised capturing a video of a performance rather than being present in the moment, even though 13% also said they rarely watch back the videos they capture anyway.

Using infra-red technology, Heineken relayed a message invisible to the naked eye to audiences, that displayed on screens while they film with their phones at gigs, encouraging them to 'live the moment' instead of focussing on their mobile phones.

Heineken also created the "Boring Mode" app, designed to make smartphone less distracting, helping music fans to immerse themselves in "the moment". The campaign has been praised by musicians who have grown increasingly tired of seeing audiences filming at gigs, but has also resonated with Heineken's audience and in turn strengthened their relationship with the brand.



# MAKING REAL CHANGE

## *Marketing Takeaway*



### 1 EMBRACE THE 8TH P

To stand out, consider modelling your strategy with an eighth P in mind – purpose. Aligning your brand purpose with your customers' values will attract audiences who seek meaningful connections with ethical brands that are worthy of their loyalty in the long term.

### 2 BE A CULTURE VULTURE

Make your campaigns work harder for you by inspiring societal change while offering memorable moments, positioning your brand as a driver of cultural change and cementing your mission in your audience's memory. Implementing a Culture Strategy that doesn't just attach you to their lives, but helps you drive change within them, will make a huge impact.



# WHERE DOES ALL THIS LEAVE MARKETERS?

*The marketer's mid-decade mindset*



*The marketer's mid-decade mindset*

## WHERE DOES ALL THIS LEAVE MARKETERS?

While consumers are certainly searching for joy and simplicity in their worlds right now, there is nothing simple about the challenge facing marketers as we move into 2025 and beyond. Markets are crowded, budgets are stretched, and attention spans are waning – leaving marketers to navigate a maze of challenges in their roles.

However, this challenge is not to be feared – changing attitudes present a world of opportunities for brands looking to meaningfully engage with audiences. As marketers, what we have in front of us is a chance to make our mark in the ‘brand building revolution’.

With all trends pointing to budgets moving away from ‘short-termism’ strategies in 2025, we asked 120 marketing leaders from across the UK how they were feeling about the move from performance marketing into long-term brand building.

*The result...*

**65%**

are struggling to see clear business results from performance marketing and find it difficult to get beyond the vanity metrics to the real business impact.

**70%**

are planning to invest more in brand marketing in 2025 after a period of increased investment into performance marketing over the last 24 months.

**83%**

felt ROI on performance marketing was getting harder to justify due to digital changes and the increasing costs of performance marketing.

# WE ALL KNOW, PERFORMANCE MARKETING CAN DRIVE THOSE IMMEDIATE RESULTS,

*but if it doesn't align with a strong brand story, are you really growing your business long term?*

Brands that master the balance between performance and brand building are the ones set up for success. Not least because the digital environment in 2025 and beyond presents a unique set of challenges: rising customer acquisition costs, stricter privacy regulations, and changing consumer expectations around trust and authenticity. Relying solely on 'short-term tactics' is not just risky, it's unsustainable and creates a significant disadvantage for businesses.

As we head into 2025, it's time to think differently, use budgets wisely and get back to a time where audiences are genuinely surprised and inspired and not 'transacted with'. The marketing landscape is becoming increasingly complex, and no one can afford to rely solely on performance marketing. The consumer demands a more balanced and authentic approach.

By investing in both brand building and performance marketing, you can accelerate sustainable growth, drive customer loyalty, and weather the challenges of an evolving digital ecosystem - which let's face it, is changing every day!

THE 2025 MARKETING MOOD - A BIG RESET



# HAVE WE GOT YOU THINKING?

Get in touch with us for a **free strategy consultation** on how you can future-proof your brand building to grow in 2025 and beyond.



**KARI OWERS**

Founder

## Let's talk Brand Fame Strategy

What do you want to be famous for? Our Brand Fame Strategy helps you define who you are, and how to put your purpose, values and personality in the places that matter. From reactive social to building a community around your brand, we can help you save time and money by having a clearer picture of where you should 'be famous' and more importantly, what to edit out of your marketing mix.



**KIRSTY OSTELL**

Managing Director

## Let's talk Offectiveness™

Are you confident that your entire marketing mix is delivering results? Our Offectiveness™ model helps your brand and marketing team to see beyond the performance metrics hype, and quickly understand your marketing impact on your big business objectives. These insights can unlock new growth and increased budgets for your department.



**EMMA ROBERTS**

Insights Lead

## Let's talk Culture Strategy

What does your brand's playground look like? We can help your team understand the wider context of the market it is playing in, and what cultural conversations you should be a part of. We build robust Culture Strategies for growth in your current and future market landscape, whilst also helping you to tap into new customer frontiers.



# SERIOUSLY CREATIVE

W: [www.o.agency](http://www.o.agency)

@oagencyinsta



AGENCY