THE FUTURE OF BRANDS: BRAND EXPRESSION

OVERARCHING PREDICTIONS: Trust, Connection and Community will be crucial to a brand's success in the future. Brands must think beyond product alone and take a humanized approach to connect with tomorrow's ever-evolving consumer.

MAJOR SHIFTS IMPACTING BRAND-CONSUMER INTERACTIONS

- What is the value of a brand?
- What is the new brand to consumer relationship?
- What is the model for success?

THE BRAND HUMANIZATION THEORY

- Trust in Crisis
  - From Institutional Trust to Distributed Trust
  - Key Finding: Buying power is greater than voting power

- Isolation
  - Hyper-connectivity has led to isolation
  - 84% believe brands could make the world a better place

THE BRAND ACTUALIZATION

- Purpose
  - Your purpose must be your reason for being
  - Think small. Act big. Small is the new big
  - The force behind your brand is community

- People
  - Treat each customer as a market of one
  - Use consumer data to add value to their lives
  - Put consumer at center of the internet of me

- Advocacy
  - Emphasize employee relationship management
  - Cultivate a fluid workforce
  - Empower employees as "internal influencers"

PERSONALIZATION AT SCALE

COMMUNITY FLUIDITY

The ultimate expression of all three Brand Humanization elements working in tandem is a concept called Community Fluidity. It's the symbiotic relationship between a brand and its community, allowing the brand to be agile and responsive, while keeping the brand's core DNA at its heart.

The brand is a shared experience created with the consumer. Listen to them. Engage them. Make them part of your brand.

Loyalty is not Linear
Consumers today are their own brand and they will move in and out of brand communities as they see fit.

It's all about connection
Brands must win consumers' hearts through building strong emotional connections.