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.



RESEARCH OBJECTIVES



(>>) 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?

TRUST IN CRISIS



FROM "people like me" **INSTITUTIONAL** TRUST TO

DISTRIBUTED TRUST

KEY FINDING:

BUYING POWER IS GREATER THAN VOTING POWER

ISOLATION

HYPER-CONNECTIVITY **HAS LED**

TO ISOLATION 11hrs screen

• 40%

feel

lonely

84% BELIEVE BRANDS **COULD MAKE THE WORLD** time /day A BETTER PLACE

THE BRAND HUMANIZATION



BRAND ACTUALIZATION





INSIDE-OUT ORGANIZATION

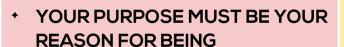


PERSONALIZATION AT SCALE

OUR RECOMMENDATIONS FOR EACH ELEMENT OF THE THEORY



PURPOSE



- 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



- **EMPHASIZE EMPLOYEE** RELATIONSHIP MANAGEMENT
- **CULTIVATE A FLUID** WORKFORCE
- **EMPOWER EMPLOYEES AS** "INTERNAL INFLUENCERS"

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 (20) Loyalty is not Linear

created with the consumer. Listen to them. Engage them. Make them part of your brand.



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.