







# 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	
<ul style="list-style-type: none"> <li>What is the value of a brand?</li> <li>What is the new brand to consumer relationship?</li> <li>What is the model for success?</li> </ul>	<p><b>TRUST IN CRISIS</b>  60% trust in "people like me"</p> <p>FROM INSTITUTIONAL TRUST TO <b>DISTRIBUTED TRUST</b></p> <p>KEY FINDING: <b>BUYING POWER IS GREATER THAN VOTING POWER</b> </p>	<p><b>ISOLATION</b>  40% feel lonely</p> <p>HYPER-CONNECTIVITY HAS LED TO ISOLATION</p> <p>84% BELIEVE BRANDS COULD MAKE THE WORLD A BETTER PLACE  11hrs screen time /day</p>

## THE BRAND HUMANIZATION THEORY






### OUR RECOMMENDATIONS FOR EACH ELEMENT OF THE THEORY

 PURPOSE	 PEOPLE	 ADVOCACY
<ul style="list-style-type: none"> <li>YOUR PURPOSE MUST BE YOUR REASON FOR BEING</li> <li>THINK SMALL. ACT BIG. SMALL IS THE NEW BIG</li> <li>THE FORCE BEHIND YOUR BRAND IS COMMUNITY</li> </ul>	<ul style="list-style-type: none"> <li>TREAT EACH CUSTOMER AS A MARKET OF ONE</li> <li>USE CONSUMER DATA TO ADD VALUE TO THEIR LIVES</li> <li>PUT CONSUMER AT CENTER OF THE INTERNET OF ME</li> </ul>	<ul style="list-style-type: none"> <li>EMPHASIZE EMPLOYEE RELATIONSHIP MANAGEMENT</li> <li>CULTIVATE A FLUID WORKFORCE</li> <li>EMPOWER EMPLOYEES AS "INTERNAL INFLUENCERS"</li> </ul>

## 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.

 <b>The brand is a shared experience</b> created with the consumer. Listen to them. Engage them. Make them part of your brand.	 <b>Loyalty is not Linear</b> Consumers today are their own brand and they will move in and out of brand communities as they see fit.	 <b>It's all about connection</b> Brands must win consumers' hearts through building strong emotional connections.
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