



identity driven brand building®



triple**A**brands

Authenticity**A**ccountability**A**ctivation

Brandhome branding trends 2012-2015



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3

(EUROPEAN)

BRANDING TRENDS 2012

...i hate gurus...



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for 2012 there are **3** trends
that emerged last year
but that will **manifest** themselves
more prominently this year

they are **interdependent** and
support each other

Authenticity

As social media have become fully fledged communication channels and new communication innovations are on the horizon (e.g. interactive TV), brands and their actions will have to become more identity driven. In other words: brands will have to be themselves, straightforward and transparent.

This means more identity driven brand building and less advertising brand building.

BRANDING TRENDS - 2012

Accountability

Fewer tools, more challenges, which means showing results is more important than ever. Brands must remain accountable towards internal and external stakeholders.

So, more thinking before acting and less we just do things because we've always done it this way.

BRANDING TRENDS - 2012

Activation

Brands will have to be and act more sales-driven (sales drives brand) under the pressure of the financial situation of the brand owner. Brand activation, both internal and external, will become more pragmatic and will also result in tangible KPI's (key performance indicators), for the brand owner as well as for the client.

So, more brand as a business tool and less brand as a toy to keep the marketing & communication departments busy.



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TRIPLE A BRANDS

Authentic – Accountable - Active