

15 TRENDS FOR 2015



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LEADERSHIP FROM ALL LEVELS

People who are 35 and under know just as much about how to market to today's audiences as people 35 and over, and organizations that capitalize on this fact and allow for more leadership from all levels will be the ones to move forward more quickly.



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EARNED CONTENT AT THE CENTER OF CONVERSATION

Earned and shared channels and conversations are moving to the center of the best campaigns; they are no longer being used just to distribute content.



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SPECIALIZATION RULES

Professionals who are able to deepen their specialty in one area or another will soon become the leaders of the pack. All professionals should seek to have a T-shaped background: deep in one or two areas and broad in many.



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THE CULTURE WAR IS ON

In 2015, companies that want to attract and keep the best people will need to work harder to define and embody a clearly differentiating purpose, mission and culture.



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CSR = COMMUNICATING SOCIAL RESPONSIBILITY

Consumers are focusing more and more on their perception of a company's customer service and environmental responsibility. It will be increasingly important for corporations to communicate along these same lines.



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BIG CONTENT

You've heard a lot about big data and content.
Say hello to Big Content, as brands produce more
premium, cinema-quality content.



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SOCIAL SERVES AS THE MARKETPLACE

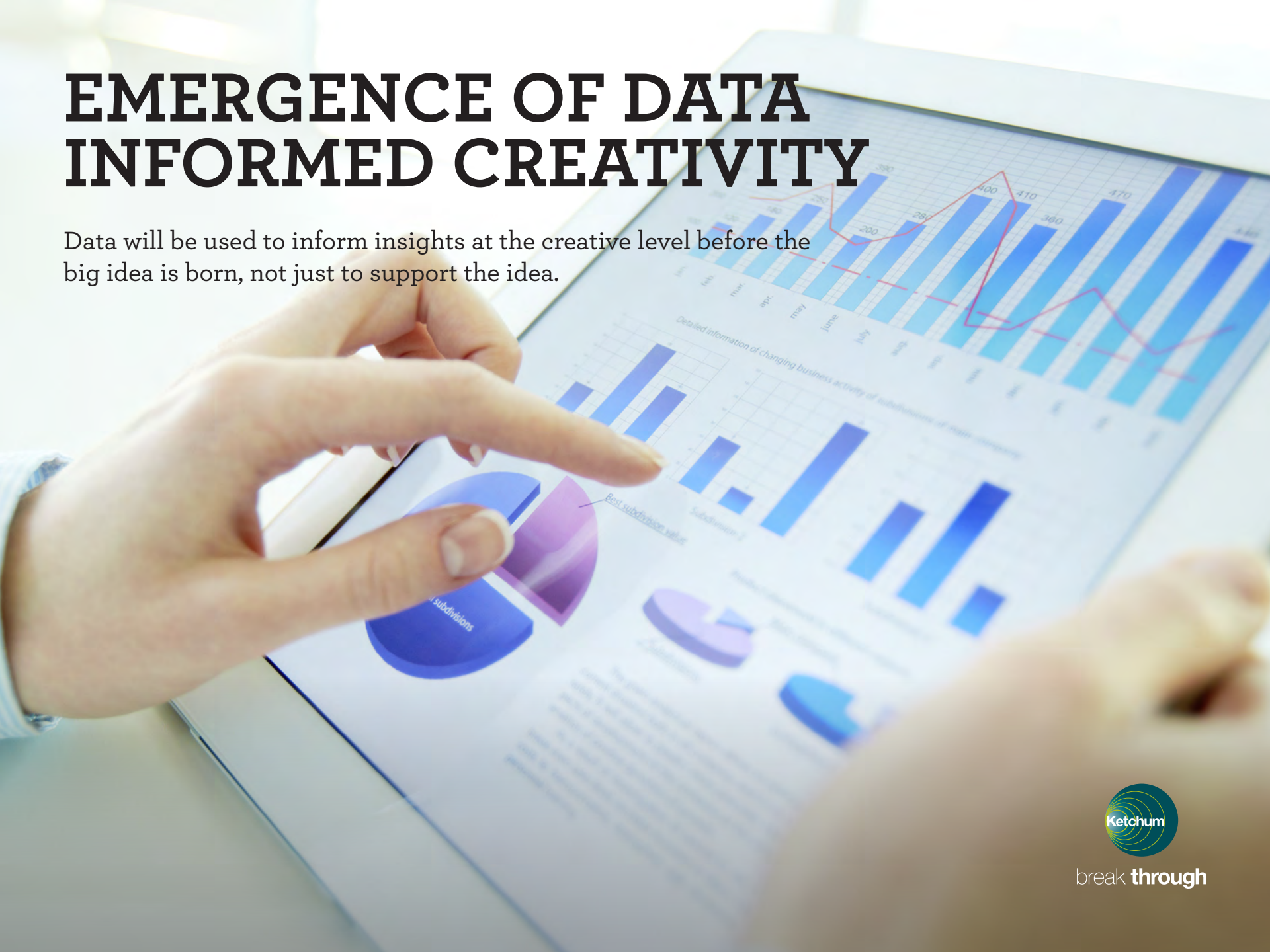
Companies that are able to creatively harness the power of social media and the era of instant gratification will find themselves being sold at the highest possible price point.



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EMERGENCE OF DATA INFORMED CREATIVITY

Data will be used to inform insights at the creative level before the big idea is born, not just to support the idea.



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DEEP HUMAN INSIGHTS WILL CREATE GAPS

Creative ideas that are formed using deep human insights will start to be so groundbreaking that they will fundamentally win market share all on their own.



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RESPECT AS CAPITAL

As companies begin to work even more across regions, the more successful ones will rely more on this than anything else: respect. Respect for local knowledge and respect for ideas from all countries and locations.



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THE FOOD, HEALTH AND FITNESS INDUSTRY IS BOOMING

Consumers are more heavily scrutinizing the cause and effect of what they eat to help them reach their health and fitness goals. Brands that are transparent about their ingredients may experience more consumer purchases.



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MEN ARE TIRED

*OF BEING REDUCED
TO A STEREOTYPE*

From the New Traditionalist Millennial Male to the Sensitive Boomer, 2015 will see more male micro-targeting by brands.



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MOMS ARE TAKING OVER

*AS THE HOUSEHOLD CEO
...BUT THE MAJORITY DO
NOT FEEL IN CONTROL OF
THEIR DESTINY*

In 2015, marketers will need to understand
how moms' growing earning power
impacts health, attitudes and behaviors.



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*MILLENNIALS ARE A
SURPRISING MIX OF*

PRAGMATISM & IDEALISM

In 2015, smart marketers and communicators will stop stereotyping Millennials and instead engage them on their own turf and on their own terms.



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THE UNDERESTIMATED MATURE CONSUMER (BOOMERS + SENIORS)

They're America's largest population segment. They have the most purchase power. Yet only a fraction of marketing budgets are spent on reaching them. In 2015, the generation that's redefining purchasing habits and brand preferences will demand a second look.



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