

Now Let's take a look at

what's coming NEXT »»
for brand strategies?





Addressing the key business questions
that keeps Marketers up at night



How should
brands communicate
to our customers?



How can
brands create value to
win in the market?



How can
brands
be irresistible?

01 

How should brands communicate to our customers? »»



Show Fresh and Unique Brand Stories.



“ The Next Generation see themselves as very different and unique. They are looking for new inspirations. Brands must provide fresh perspective, new outlooks, aspirational change and awakening.”



Don't Communicate- Engage and Co-create



“The NEXT Generation have a passionate need for self- expression. They want to be “themselves” and show what they stand for. They also want to be pioneers. They believe in the creative process and take pride in being a part of it.

Brands should engaged them in the process of innovation, invention and reinterpretation of brand stories. By doing this, we will find a short cut to their hearts and mind.”



Build Big Dreams: Show The Future and Aspirations



“The Next Generation are a new breed of risk-takers.

They are optimistic, daring and full of entrepreneurial spirits.

To be a brand of tomorrow for them, we must help them build big dreams and fulfill aspirations. If we can inspire them, we will be their brands. If not, we may end up being just their grandma’s brand.”



Connection
Content
Consumers



Focus on Big C : **C**onnection, **C**ontent , **C**onsumers



“Brand can win more share of attention with 3 Big C:
The new communication must- win mission is not only about “Reach”.
It is about building connection, creating creative content and truly
understand consumers.”



Reflect Sophistication in a Simple way



“The Next Generation has shorter attention span while being bombarded by multiple media. Brands needs to communicate quickly and right to the point. However the stories must be intriguing and attention grabbing.

Create a compelling story that show benefits and do it fast!”



Stop talking about brand, Talk about people



Brand Lightbulb

“Many brands spend a lot of money talking about how good their brand or products are. But, they fail to get through to their target groups. The NEXT generation’s key interest is themselves. Thus, they should be at the heart of our communication. We should talk about their life, their interest, their problems and their feelings. If not, they will ignore us.

How can we do that? Well...we should create an experience that they can be a part of, develop content that encourages shares, give them the opportunities to really “live” the story with your brand and align your brand with a cause so they can align with you.”

02

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How can
brands create value
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Stop Being a Brand, Be a GURU



“Wisdom is a gift that the NEXT generation sought after.

They are motivated by the need to succeed, to be independent and to have cognitive fulfillment. Brands will be valued when it provides great knowledge and deep experience that support not only learning but also character development to prepare for life’s challenges”



Create Brand Growth by Being a Hero!



Brand Lightbulb

“ Brands can create admiration by being a hero that thrive to advance society by overcoming great odds and showing acts of strength, courage and goodness. People will resonates through shared empathy and concern about the world.

This is a gateway to brand love built by trust and shared purpose.”



Be the Jester: Do something completely unexpected!



“We must get people to talk about us. If they are not, that means we are boring. If brands want to survive, they need to keep brand buzz on the hike and get people excited!

We must think about new ways of improving people’s lives and talk about it in a compelling way.

For the next generation, if we are boring, we are gone!”



Be a Creator: Help them shape their future



“Our Customers of the Future are not afraid to change, to adapt and to welcome new extraordinary ideas/products. They want to be bold and be in control. To be the brand they desire, we must create impacts to their lives with new innovation. We must give them something that they need to shape their future. We may need to create things for them which they need but don’t know it yet.”



Be the Magician: Let them have it all!



“To be a magnet brand, we must have the ability to create magic for customers. The NEXT Generation do not want to compromise. They need everything NOW! What can we do to deliver higher satisfaction and better brand experience? Well.. it takes a bit of real understanding mixing with strong passion and devotion from the brand.”

03

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How can brands
be irresistible? »»



Be Realistic: Take your strength and win with what you have



Be Confident: Show real life view and create emotional connections



Be sincere and authentic: Embrace both positive and negative




Always There: The Next Generation will not waste time looking for you



Be the future, Be seamless: Digital is our DNA



Don't be everything to everyone, be the world to your target group.



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