



What's trending **2023**

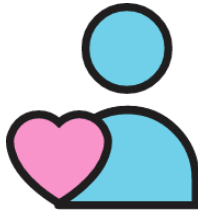
PR *with* _____
POWER



Explore our 2023 predictions



MARKETING



CONSUMER



B2B



DIGITAL



MARKETING

PR with **POWER**

Marketing 2023 Trends

01. BASIC INSTINCT

With 'perma crisis' becoming the Collins Dictionary word of the year, this sense of consistently facing inconsistent times will have an impact on the way brands communicate in 2023.

Whilst brands have worked really hard during the pandemic, Brexit and the Russian invasion of Ukraine to establish their sense of purpose, focusing on how they can stand up for their customers and stand out in their market, 2023 will probably be less about profile and more about community – of course the mainstream consumer will still be important but a bigger focus on niche groups will serve brands well in 2023.

The opportunity for marketing : Brands who can be flexible and responsive in their communications will help support these communities. It's not just about reading the signs, but anticipating the signs and moving with speed. It's about intuition as much as it is about intelligence – being flexible, changing tack, trusting your gut.



Marketing 2023 Trends

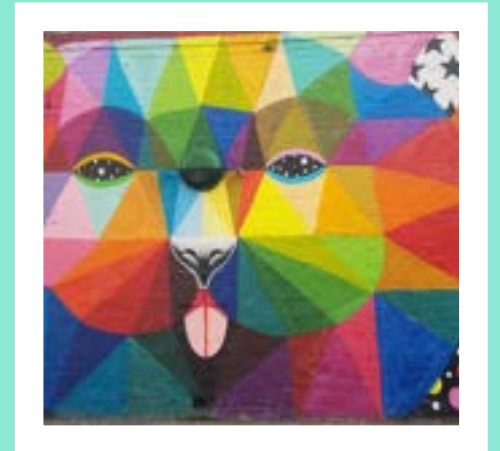


02. INSPIRATION AND PERSPIRATION

The way we view the world has changed rapidly in the last few years, some commentators have talked about a ‘paradigm shift’ in society, leaving marketers with a landscape that has also shifted massively. Once upon a time, brands and businesses were there to educate and provide for their consumers and customers and in some cases, create the demand.

But that relationship has changed and now the focus is on marketing communications that inspire. According to Dentsu Media, inspiration has gone from the 9th most important reason to use the internet in 2018 to the 6th most important. You only have to look at the changing nature of how we search for things – in the past google was a useful, practical tool where search terms were closed and defined – vacuum cleaners, doctors near me – we are now seeing TikTok being used as more inspirational tool – show me amazing holidays, I feel happy – open ended, feelings based search terms – oh and Pinterest is on the rise too.

Finding the opportunity for marketing : Marketing communications can respond to this by taking on the role of the ‘tour guide’ rather than the destination or location. Play to your consumers’ and customers’ emotions, rather than their practical need, paint pictures of the new world, rather than the steps to get there. Demonstrate leadership not by leading but by inspiring and bringing your consumers and customers in. Brands will increasingly turn to co-creation in a way never been seen before.



Marketing 2023 Trends

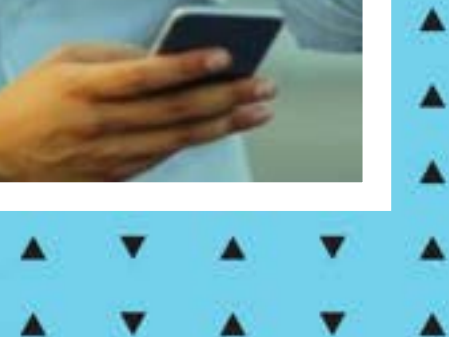


03. PAY ATTENTION, EARN ATTENTION

“Friends, Romans, Countrymen, lend me your ears” – Julius Caesar, William Shakespeare. The marketing industry’s sole purpose is to get people’s attention – the word advertising comes from the Latin *advertere*, which means to draw attention to something.

But how do you measure that attention? This is going to be one of the biggest problems the marketing industry will have to solve in 2023. What will replace reach, eyeballs, engagement, viewability, likes and impressions? Will the industry be able to develop a common attention metric to assess the impact of a marketing campaign?

Finding the opportunity for marketing : With consumers’ and customers’ attention now considered a scarce and valuable resource, it is important that marketing finds a way to value attention that goes beyond counting time and frequency. We will begin to see a bigger focus on how attention is earned and therefore modes of marketing that start in the earned media space as opposed to ending up there.





CONSUMER

PR with **POWER**

Consumer 2023 Trends



02. SAVVY SPENDING

Every recession brings categories that thrive; lipsticks in 2001 and lingerie in 2008. Whilst the winners and losers are yet to play out, we know that the downturn we are experiencing is unique because it follows a period of life limiting restrictions. This means pent-up demand is still high.

Consumers will want to live a little and the way they see products and service can quickly shift from essentials to treats. Data is indicating that fashion, food delivery, tech and leisure are set to win through. Every consumer will have their own approach to intentional spending with a different hierarchy.

The opportunity for brands : As consumers scrutinise their spending we know that quality trumps cost. Brands will need to find a way to demonstrate continued relevance and trust as we move through the next year. Ensuring quick activation earned media channels are reflected in the channel mix will allow brands to respond and react to the changing cultural and news agenda.



Consumer 2023 Trends



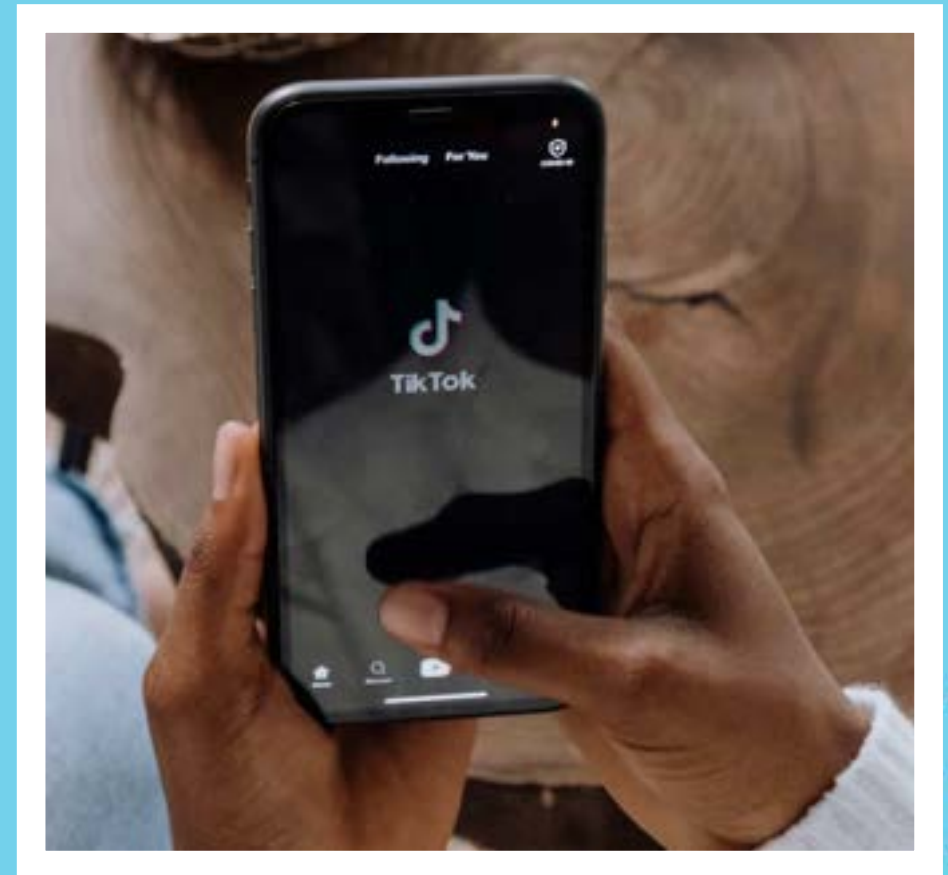
03. TIKTOK MADE ME DO IT

Recent Google data shows that 50% of young people look to TikTok or Instagram instead of Google search or maps for answers. Once there, buying intent coexists alongside relationships and community, creating more confusing consumer journeys for marketers to unpack.

The symbiotic relationship between the media and social has also evolved, with viral trends on social platforms informing the news agenda and demonstrating in real time how people feel and respond to the things happening around them.

Twitter brand banter makes the nationals, TikTok trends make the glossies and search data creates the news.

The opportunity for brands : Integration. Integration. Integration. So many big businesses have social and PR teams operating in silos meaning their own operational set up is inhibiting them from really winning through. PR, social and SEO have to work hand in hand to truly benefit from the new media, content and social ecosystem where the idea can come from anywhere and live in every channel for maximum impact.





B2B

PR with **POWER**

B2B 2023 Trends



01. YOU SNOOZE YOU LOSE WITH GEN Z

We are less than 10yrs away from Gen Z – arguably the most ethical and culturally diverse generation – becoming adult consumers. They have high expectations for how and where they spend their money and are redefining conversations around the world we live. For corporates, this means a steep climb in the coming year. The bar is already high when it comes to enacting true and substantive authenticity.

The opportunity for businesses : In 2023, comms need to focus on authenticity, accountability and ownership. Be clear what you can credibly talk about and where you are learning to change.



02. PURPOSE IS MORE THAN A POSE

We know that people expect organisations to have a positive impact on society more than ever before and align promises with actions. For corporates, this looks like a shift from purely minimising environmental impacts with a focus on greater purpose. Refurbished tech business Back Market with its mantra ‘reuse, reduce, recycle’ demonstrates our societal obsession with newness that leads to over-production and e-waste. It’s one example of where ‘purpose-washing’ has been avoided by ingraining business values beyond words into genuine commitment and action.

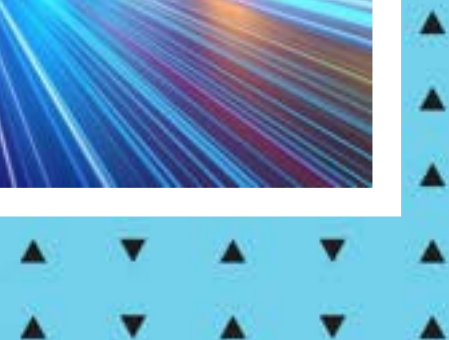
The opportunity for businesses : In 2023, corporate comms will need to look at reputation from a 360degree perspective, where bigger societal issues will inform how industries communicate the role they are playing in helping to find solutions.



03. DATA DRIVEN DECISIONS

Currently, 50% of B2B marketers use analytics to measure ROI and success. When it comes to creating a cohesive customer journey across different channels – owned, earned and paid – a single view of everything that’s happening is critical. Sales-enabled PR is a key component in building business trust and supporting the decision funnel at the same time.

The opportunity for businesses : Tying in the power of earned coverage to marketing efforts and sales goals (MQLs and SQLs) is going to be paramount over the next 12 months as businesses scrutinise spend and results.





DIGITAL

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Digital 2023 Trends



01. IT'S TIK TOK'S TIME

The influence of Influencers shows no sign of slowing down. But like all marketing platforms, it has evolved into something really interesting in 2022. There is a shift from influence to creation, largely driven by TikTok – reach is less important here (although inevitably that comes as part of it) than passion and interests. This truly social channel doesn't tell you who to follow but inspires you around what you are interested in.

The opportunity for brands : This has created an exciting and authentic opportunity for brands and businesses to collaborate with creators who have a genuine connection with their audience. Niche subject areas will flourish even further. Take the leap in 2023.



Digital 2023 Trends



02. A.I NOW MA.INSTREAM

Various AI platforms developed in 2022 will work their way into the mainstream next year. Midjourney and DALL.E both create mind-boggling images from just a short text query. ChatGPT is a chatbot that actually works, providing in-depth natural language answers way beyond what Google serves.

The opportunity for brands : Now is the time to stop watching and instead embrace A.I in marketing campaigns. Not only is it a channel opportunity but a creative opportunity too.



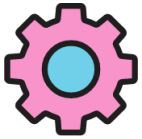
03. THE RISE OF FRINGE WATCHING

TikTok - and Instagram's copycat version Reels - had a meteoric rise during the pandemic. While TikTok doesn't have the users to compare with Facebook, it does boast the highest usage time per month (23.6 hours per month, according to Kepios). Serving highly specific, bitesize content makes for an incredibly engaging experience.

The opportunity for brands : In the attention economy, you've got about 7 seconds to make your point, so adapt messaging accordingly. Adopt a fringe watching, rather than binge watching, mentality where you cater to your niches as well as your main audiences.



Dive into more predictions...



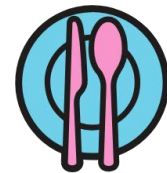
PRODUCTION



INFLUENCER



HEALTH & BEAUTY



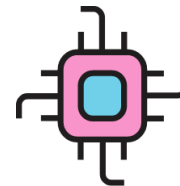
FOOD & DRINK



LEGAL



MANUFACTURING



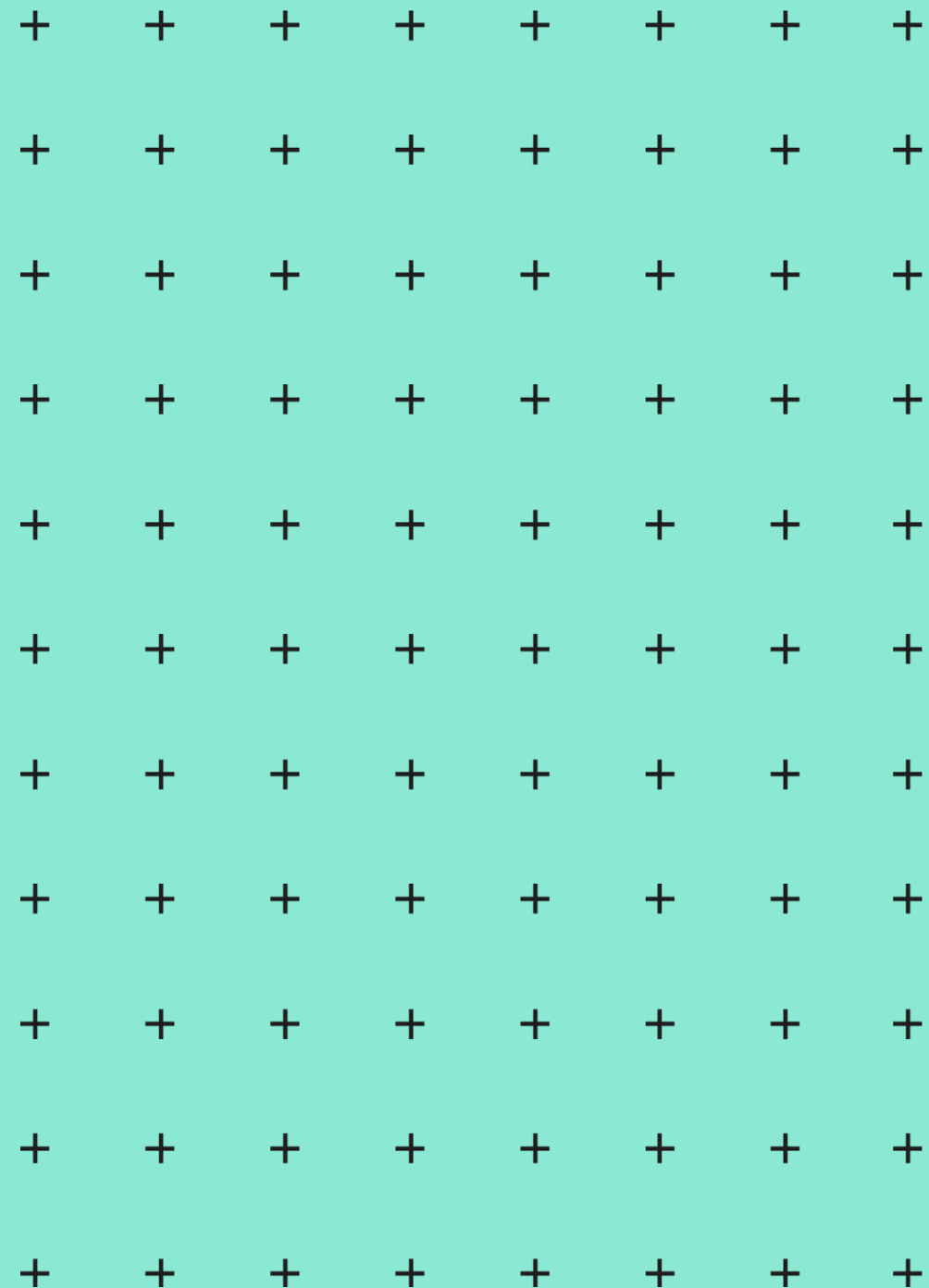
TECH



WORK

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