



A Very Merry

**Welcome!**



# Top Marketing Trends for 2025

**Arden Learning Bite Session**

21st November 2024

# Your Hosts For Today

**Jorge Garrido Diez**  
Head of Digital Strategy



**Shannon Muscolino**  
Public Relations and Communications Director



A woman in a white dress is shown from the waist up, holding a mesh produce bag in her hands and a white tote bag filled with green leafy vegetables. She is standing in front of a display of fresh produce, including carrots and onions. The background is slightly blurred, showing other people and market stalls.

1

# Rise of the Conscious Consumer

---

## Trend Insight:

Sustainable and purpose-driven marketing to continue to gain momentum.

- **Sustainability and Purpose-Driven Marketing:** A growing priority for consumers, especially younger generations. McCrindle reports 63% of consumers are more conscious of their purchasing impacts compared to a year ago.
- **Willingness to Pay for Values:** While inflation remains a top concern, consumers are willing to pay a premium for eco-conscious or sustainable products (PWC).
- **From Eco-Conscious to Social Responsibility:** The focus is shifting toward social justice, diversity, inclusion, and community support.
- **Brand Advantage:** Brands authentically aligned with meaningful causes gain trust, deeper connections, and a competitive edge.
- **Action Point:** Understand your audience's sustainability priorities and weave these into your brand story authentically.

# 2

## A Human First Approach

---

### Trend Insight:

Human to Human Marketing (H2H) will be more important than ever in an AI dominated age.



- **Why H2H Matters:** Despite the rise of AI, humans crave connection. Marketing success depends on emotionally engaging storytelling.
- **PR as a Tool for Connection:** Human-centred stories resonate more with media and audiences, amplifying trust and reach.
- **AI Limitations:** AI lacks the emotional depth and creativity of humans, making it essential to maintain a balance.
- **Ethical AI Use:** Humans must act as the moral compass, ensuring ethical decisions in AI-driven campaigns.
- **Action Point:** Focus on stories that evoke emotions and reflect humanity to strengthen customer bonds.

# 3

## Digital Footprint In Focus

---

### **Trend Insight:**

There will be increasing power in being seen, and known, online.



- **Why It Matters:** Your digital footprint reflects your brand's reputation, influencing awareness, trust, and engagement.
- **Key Elements:** Ensure consistency across your website, social media, blogs, and collaborations to reinforce your brand identity.
- **Omni-Channel Brand Building:** Every digital touchpoint should contribute to building trust and aligning with your values.
- **Growing Importance:** As traditional media fades, a strong online presence becomes vital for brand visibility.
- **Action Point:** Conduct a digital audit to identify gaps and opportunities. Use digital PR to secure coverage that enhances your online reputation and reach.

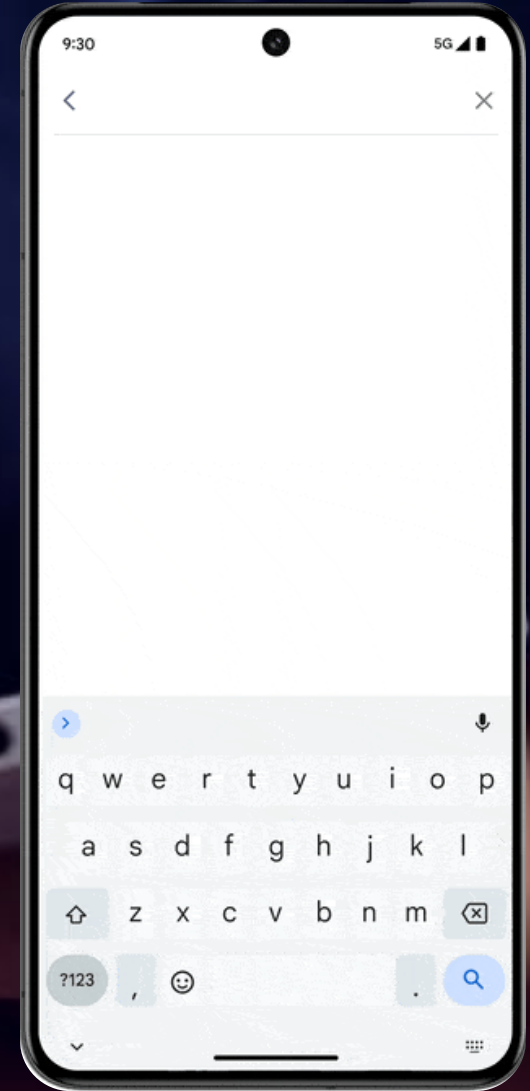
# 4

## The Zero-Click Revolution

---

### Trend Insight:

AI-powered search overviews might be the new kid on the block, but consistency in strategy is key.



- **What It Is:** Over 60% of Google searches now end without clicks, as AI-generated overviews provide immediate answers directly in search results.
- **Google's AI Overview in Australia:** Launched in 2024, these conversational summaries reshape how users interact with search results.
- **SEO's Role:** Focus on creating standalone, high-quality content that meets user intent while adapting to evolving search behaviours.
- **Action Point:** Emphasise foundational SEO principles and create content that delivers clear, value-driven answers to common queries.

# 5

## Hey Siri, What's Next?

---

### Trend Insight:

Generative AI and machine learning to usher in a new wave of the voice search era.



- **Voice Search Growth:** With nearly half of all searches now voice-based, advancements in AI are making results more accurate and personalised.
- **Personalised and Accurate Results:** Voice assistants like Siri and Alexa are evolving to understand natural language queries and deliver relevant responses.
- **Action Points:**
  1. Gather user insights (e.g., reviews, feedback) to create relevant, conversational content.
  2. Optimise for accessibility by enhancing site speed and mobile compatibility.
  3. Focus on long-tail keywords and Q&A content to capture voice search opportunities.

# 6

## Social Search, The New Google

---

### Trend Insight:

Continued uptake of social media channels as an influential search engine.

- **Why It's Growing:** Social platforms like TikTok and Instagram are becoming go-to search engines, offering location-specific and entertainment-driven results.
- **TikTok's Search Highlights:** AI-driven summaries simplify searches by providing concise insights and direct links to relevant content.
- **Action Points:**
  - Craft content aligned with user intent and trending keywords.
  - Build trust by engaging with influencers and participating in real-time conversations.
  - Leverage social analytics to refine your strategy and improve discoverability.

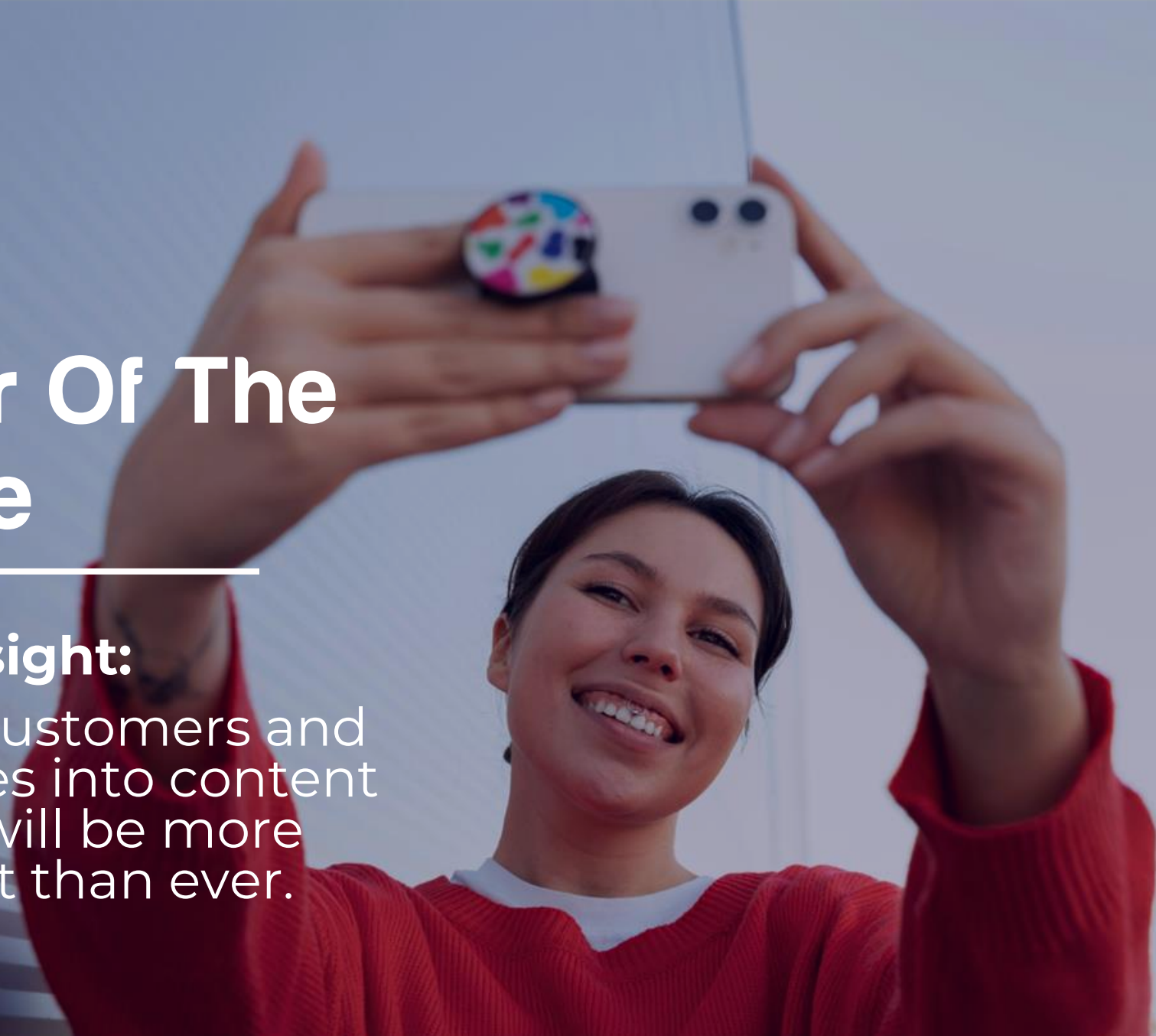
# 7

## Power Of The People

---

### **Trend Insight:**

Turning customers and employees into content creators will be more important than ever.





- **What It Is:** User-generated content (UGC) and employee-generated content (EGC) are authentic, relatable, and highly effective.
- **Why It Works:** UGC is cost-effective, perceived as genuine, and delivers 4x higher click-through rates than traditional ads (Shopify).
- **Action Points:**
  - Encourage customers and employees to share their experiences through photos, videos, and testimonials.
  - Incorporate UGC into ad campaigns and social media to boost engagement and conversions.
  - Reward creators by acknowledging or featuring their content to encourage continued participation.

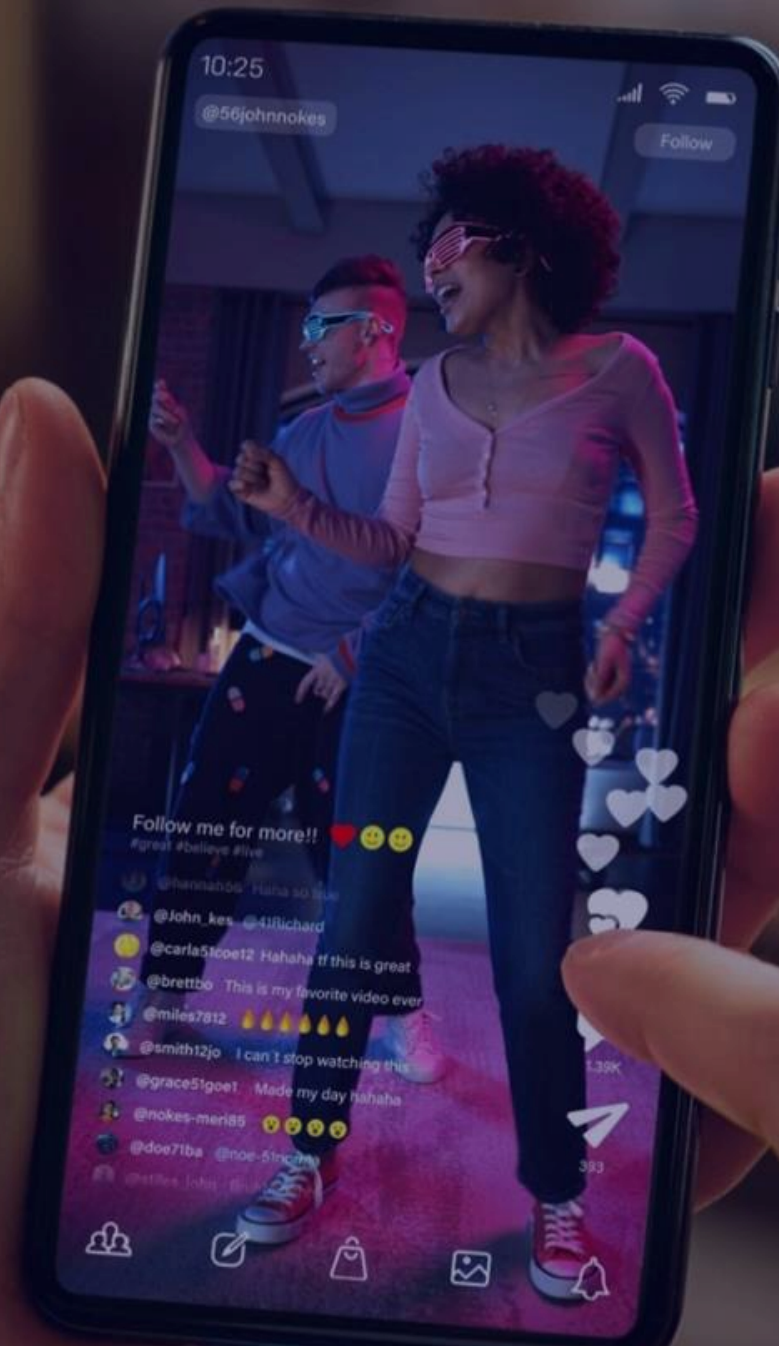
# 8

## Long Form Video

---

### Trend Insight:

Hooking audiences with storytelling beyond the short clip.



- **Why It Matters:** Consumers are fatigued by short clips and crave deeper, more meaningful storytelling. Long-form video offers the opportunity to connect emotionally with your audience.
- **Benefits of Depth:** Longer videos result in higher engagement, increased brand recall, and better conversion rates, as they allow brands to explore complex narratives.
- **Storytelling Focus:** Comment sections on platforms like YouTube provide a space for community engagement, fostering trust and loyalty.
- **Balancing Formats:** While short-form content is essential for quick engagement, long-form video creates opportunities for deeper connection.
- **Action Point:** Incorporate long-form video into your strategy to tell richer stories and build relationships, while maintaining a balance with short-form content for versatility.

# 9

## Connected TV Ads

---

### **Trend Insight:**

Growing year on year to reach your customers where they watch.

- **Precision Targeting:** CTV ads offer advanced targeting based on channels, demographics, and viewing habits, making them more effective than traditional TV.
- **Low Barriers to Entry:** Unlike traditional TV ads, CTV campaigns are accessible to brands of all sizes, with smaller budgets still delivering measurable results.
- **Expanding Viewership:** As more users shift to streaming platforms, CTV provides a crucial opportunity to meet your audience where they are.
- **Attribution Capabilities:** New developments in IP and device-level attribution improve the accuracy of tracking ad performance.
- **Action Point:** Leverage CTV ads to reach audiences effectively. Tailor campaigns based on viewer preferences and use attribution tools to optimise ROI.

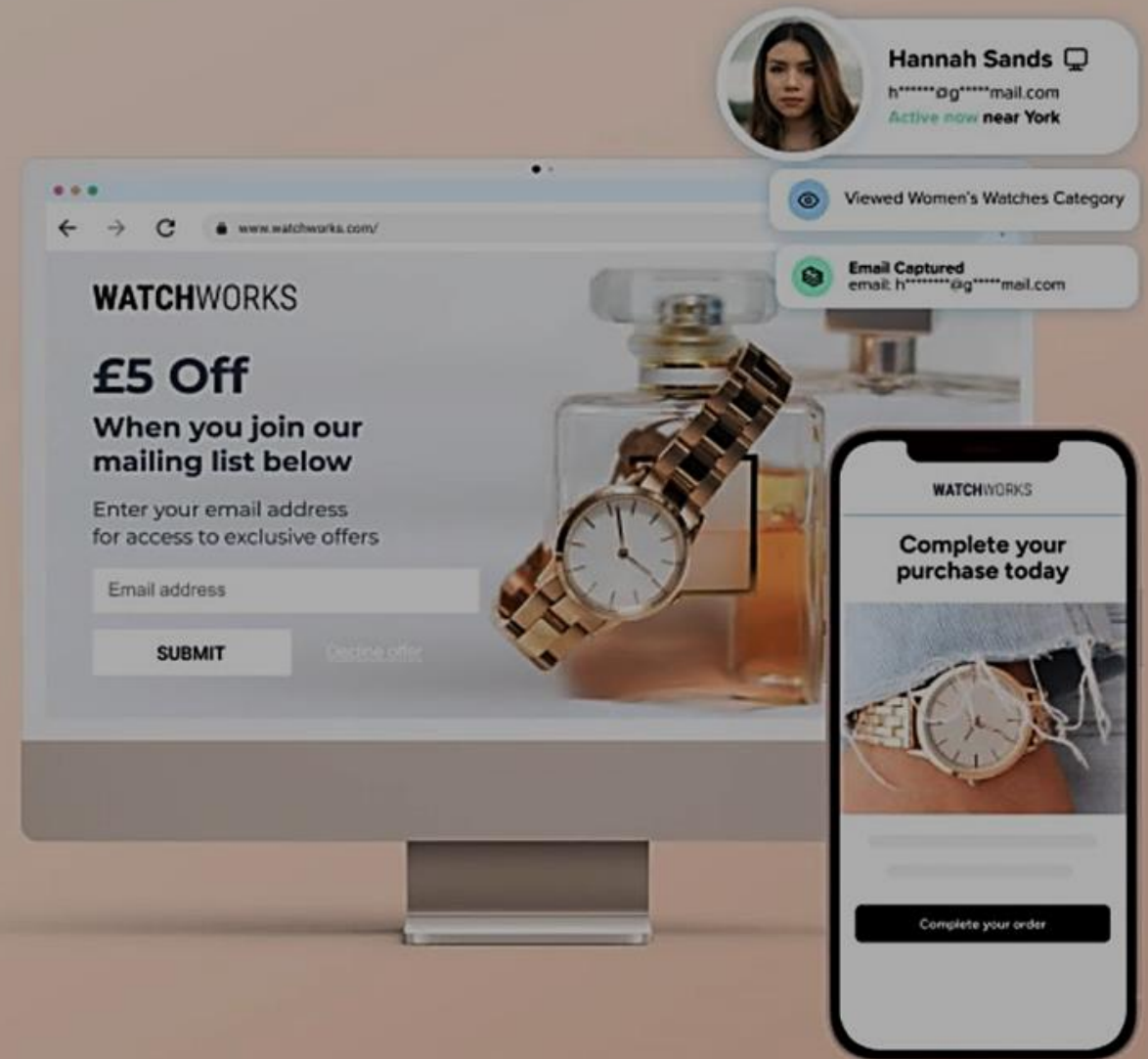
# 10

## Zero-Party Data

---

### Trend Insight:

There is infinite potential to harness data users share willingly.



- **Consumer Willingness:** Zero-party data includes information that users willingly share, such as personal details, preferences, and purchase intentions.
- **Valuable Insights:** This data is consent-driven, accurate, and complies with strict privacy regulations, making it a key asset for modern marketing.
- **Applications:** From personalised campaigns and loyalty programs to enhanced customer support, zero-party data allows for hyper-relevant brand interactions.
- **Building Trust:** Transparent practices in data collection strengthen consumer relationships and foster loyalty.
- **Action Point:** Implement systems to gather, process, and manage zero-party data responsibly, ensuring transparency and compliance with privacy laws.

# 11

## Trust & Transparency

---

### Trend Insight:

Building loyalty through consumer confidence becomes more important than ever.





- **Why It's Critical:** Consumers demand honesty and clarity about data usage, supply chain practices, and brand values.
- **Benefits:**
  - Increased customer loyalty and advocacy.
  - Enhanced data sharing as customers feel secure and valued.
  - Reduced churn through improved transparency and reliability.
  - Enhanced brand reputation, providing also a buffer during potential crises.
- **Action Points:** Regularly communicate your brand's ethical practices, be open about data use, and ensure alignment with customer values.



# 12

## AI Personalisation

---

### **Trend Insight:**

AI-driven personal touch for better performance is the new marketing revolution.

- **What It Does:** AI enables brands to deliver tailored experiences through personalised ads, product recommendations, and customer interactions.
- **The Need for Personalisation:** Hyper-relevant content resonates more with users, leading to higher engagement and conversion rates.
- **Efficiency at Scale:** AI allows businesses to personalise experiences for large audiences without losing the human touch.
- **Creative Applications:** From adaptive chatbots to dynamic email campaigns, AI brings efficiency and precision to marketing.
- **Action Point:** Use AI tools to refine user experiences across touchpoints. Combine automation with human oversight to maintain authenticity.

# 13

## AR & VR

---

### **Trend Insight:**

Immersive and engaging experiences with real connections are already here.



- **AR Applications:** Augmented reality enables virtual try-ons, live overlays, and interactive campaigns, enhancing the pre-purchase experience.
- **VR Experiences:** Virtual reality creates immersive environments for storytelling, virtual tours, and gamified brand interactions.
- **Emotional Engagement:** These technologies captivate users, creating memorable experiences that drive deeper connections.
- **Hybrid Opportunities:** AR and VR bridge the gap between online and in-store experiences, offering unique ways to engage customers.
- **Action Point:** Incorporate AR and VR into your marketing to differentiate your brand and create immersive, engaging campaigns.

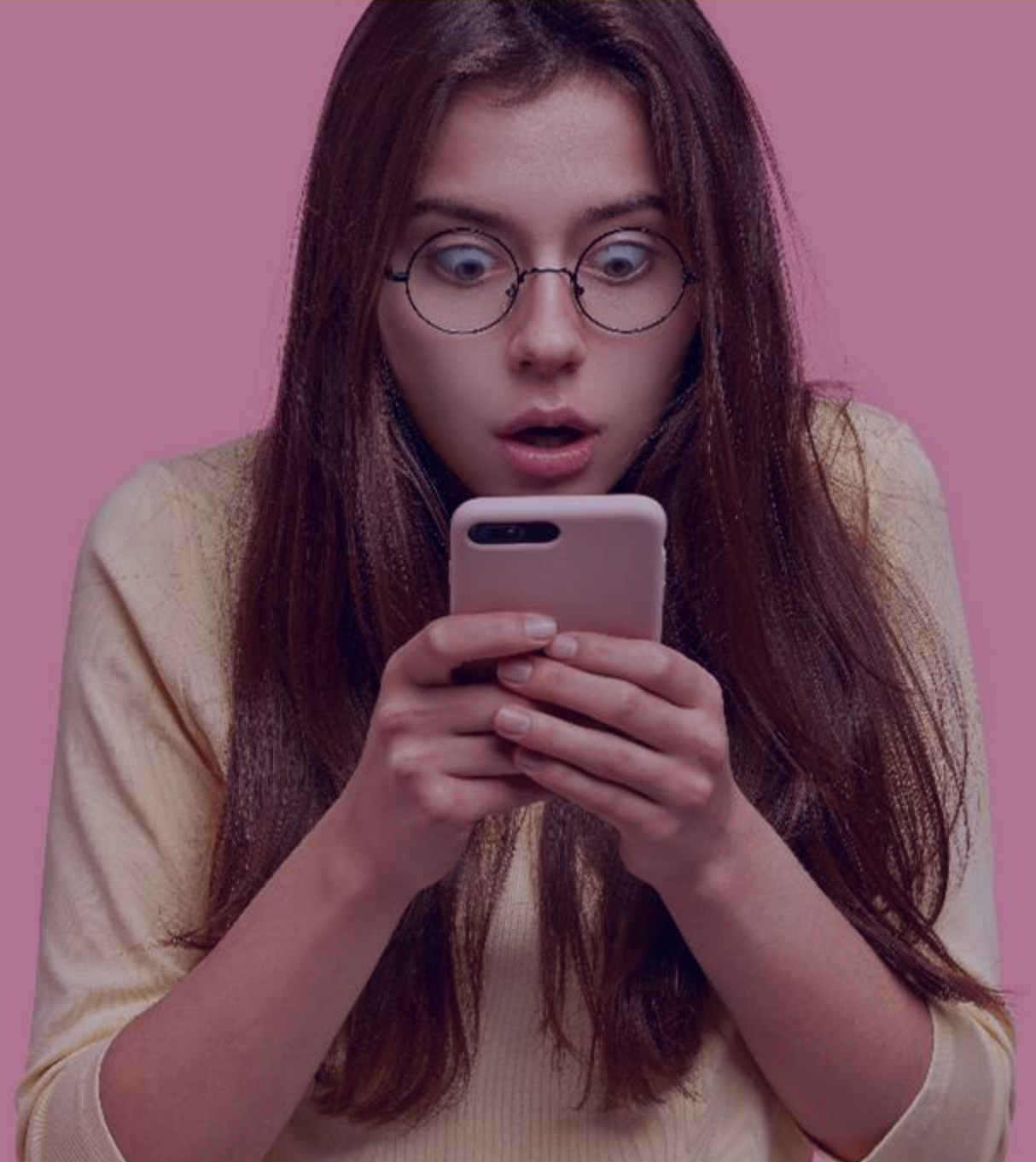
# 14

## FOMO Marketing

---

### **Trend Insight:**

Leverage real-time strategies that spark action.



- **The Power of Urgency:** FOMO (fear of missing out) leverages scarcity and urgency to prompt immediate action.
- **Key Strategies:** Tactics like limited-time offers, exclusive access, flash sales, and countdown timers motivate faster decision-making.
- **Social Proof Works:** Highlighting demand (e.g., “Trending Now” or “Only 3 Left”) encourages consumers to act quickly.
- **Increased Engagement:** FOMO campaigns not only drive conversions but also create excitement and buzz around your brand.
- **Action Point:** Use FOMO techniques in your campaigns to build anticipation and encourage swift responses. Include scarcity messaging and social proof to amplify urgency.

# Summary: Top Marketing Trends For 2025

- 1 Rise of the Conscious Consumer**
- 2 A Human First Approach**
- 3 Digital Footprints In Focus**
- 4 The Zero Click Revolution**
- 5 Hey Siri, What's Next?**
- 6 Social Search, The New Google**
- 7 Power To The People**
- 8 Long Form Videos**
- 9 Connected TV**
- 10 Zero-Party Data**
- 11 Trust & Transparency**
- 12 AI Personalisation**
- 13 AR & VR**
- 14 FOMO Marketing**





## Address

Level 6,  
44 Miller Street,  
North Sydney, NSW, 2060

## Get in touch

P : 0424 474 081  
E : [info@ardentcom.com.au](mailto:info@ardentcom.com.au)  
W : [ardentcom.com.au](http://ardentcom.com.au)