Chapter 81

Branding in 2025:
A Dawn of a New Era

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ABSTRACT

This chapter develops a view on brand management in the year '2025'. Author proposed three main levers of change: technology, society, and customer behavior. These levers influence the "corporate system" in which companies and other organizations operate. Author further proposed ten suggestions which could employ for brand management in 2025. These are: 1. Development of stronger brand messages, 2. Importance of sound, movement, and animation in branding, 3. Continuous evolution of brands, 4. Sub-brands as a key to emotionalize customer perception, 5. Need to interact more with stakeholders, 6. Creation of 'permission to use and own' a product, 7. Alignment of individual product/company brands with umbrella brand 8. Globalization of brands, 9. Need to keep B2C business along with B2B business, 10. Investment into branding by B2B companies.

INTRODUCTION

There is meanwhile no company which has not discovered the value of professional brand management. And some ".com" enterprises of the new age (UBER, Westwing, ProductHunt, Farmigo) with a very lean substance of own value, who merely combine existing steps of value creation and offers to the market, seem to use branding as a major contributor to customer value management. Traditional players (Siemens, HP) try to modernize the whole organization by introducing new branding concepts. More governments, cities, museums, and NGOs invest in branding. Branding is discussed everywhere.

Customers abandon players who are not up-to-date (MCI, Benetton, Woolworth, Oldsmobile, Lacoste in the 90ies). These "Sunset Brands" can be sometimes revitalized, but in many cases, vanish (Grandhi, Singh, & Patwa, 2012; Groucutt, 2006). Brand management is subject to permanent change and the author predicts a completely different world of brand management in the year 2025 in many aspects. This chapter establishes a conceptual framework of change. Three main levers drive the change: Technology, Society, and Customer behavior. They trigger changes within the "Corporate System", which

itself will also look different in the future. The examples from industries and brands across the globe will be used to demonstrate the necessity of change. The chapter lists ten suggestions to companies and other organizations.

LEVERS OF CHANGE

The "corporate system", which drives conceptual changes in branding, represents the competitive structure of the industry (Porter & Millar, 1985, p. 153). It encapsulates consolidation processes, internationalization of industries, disruption developments within industries etc. This corporate system will definitely look different in 2025 as compared to today (Denning, 2014, 2016; Leavy, 2016). Even for players, which are no business corporations - for instance cities, NGOs, associations, foundations etc. – an equivalent for such a "corporate system" exists. It represents the "playing field structure" for similar players who compete for attention of their clients.

This chapter proposes three main levers of change which are discussed in the subsequent sections (Refer to Figure 1):

Figure 1. Levers of change for branding
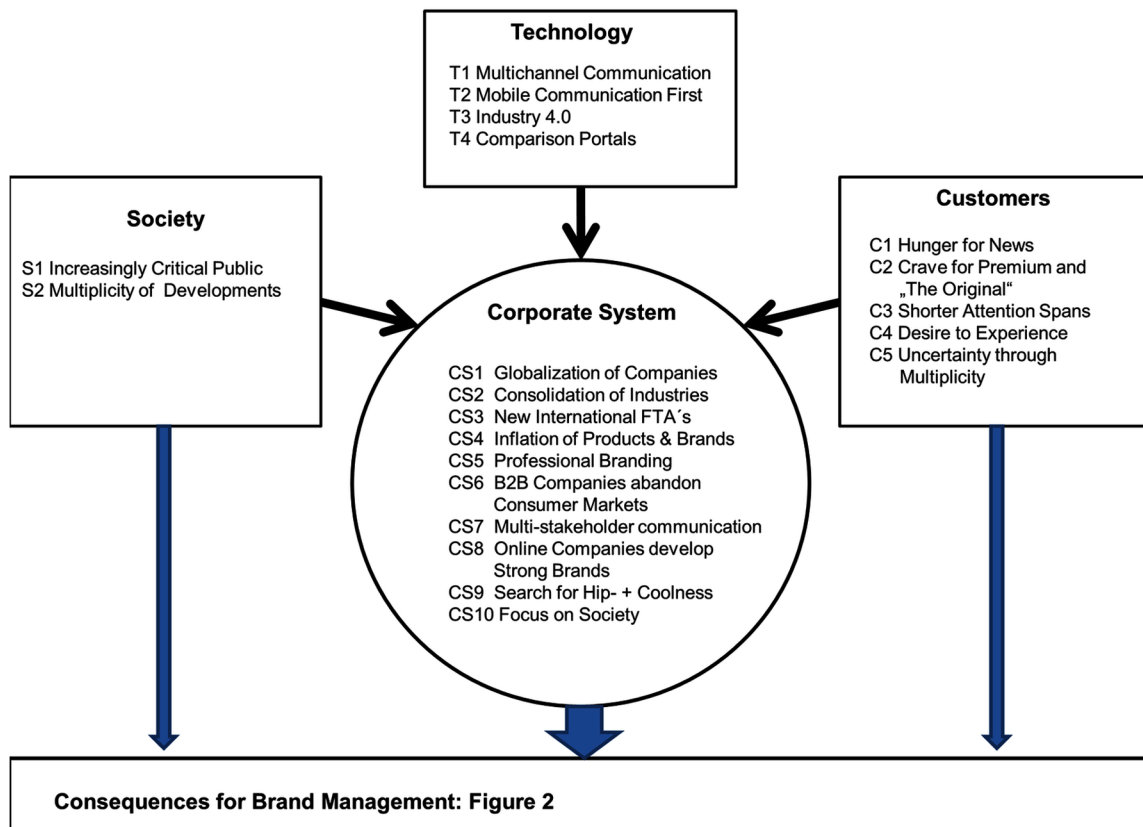
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