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11 Shifts in the Marketing Operating System

The Brand Marketing Evolution

SWIPE <<<

11 SHIFTS IN THE MARKETING OPERATING SYSTEM

Then

TOP OF THE FUNNEL

Consumers back in the day had slim pickings, ninja-like focus, and just a handful of ways to get their entertainment fix.

Now

ENTIRE FUNNEL

Consumers swim in a sea of options, with attention spans shorter than a goldfish and countless ways to gobble up media goodies.



11 SHIFTS IN THE MARKETING OPERATING SYSTEM

Then

ADVERTISING

The 60 second master edit, the 45 second down-edit and the revered 2 minute (you should put this on Digital) Directors Cut.

Now

ENTERTAINMENT

Time's ticking. In just 3 seconds, you either grab the spotlight or fade into the shadows. Brands, it's showtime – entertain or disappear.



11 SHIFTS IN THE MARKETING OPERATING SYSTEM

Then

AWARENESS

Shoppers had scarce choices and an easy time deciding between competing products. Marketing's goal was to scream louder than a banshee and make products sparkle.

Now

RETENTION

It is all about grabbing attention and keeping it. With everyone fighting for a slice of the spotlight, brands need to engage consumers constantly to stay on top of the game.



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AUDIENCE

Each brand had a target audience waiting to be wooed, and marketing's mission was to sprinkle magic across different channels to win over hearts and create a gang of loyal consumers.

Now

FANS

In a jungle of choices and brands, loyalty has gotten a makeover and is now rocking a fandom cape. This is especially true in the high-end league where propositions are measured by fandom.



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CUT THROUGH THE NOISE

Marketing strategies and media were crafted to slice through the noise and serve up a shiny, irresistible product proposition for customers to dive into.

Now

MAKE SOME NOISE

In a world of fleeting focus and cut-throat competition, you've got to entertain from the rooftops (sometimes at the expense of sacrificing the proposition) to grab attention.



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PROMOTION

Brand marketing used to be all about sprinkling some catchy words and flashy ads on your product or service. It was like the brand's signature dance move.

Now

COLLABORATION

In brand marketing, forget promotions—it's about partnerships now. Collaborate to create a fresh brand story and attract customers who previously overlooked you.



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PRODUCT

The product was tailor-made to tackle a specific consumer itch, armed with a killer edge that would outshine the rest.

Now

STYLING

The ultimate goal of brand marketing is to transform everyday products into symbols of desire, turning their practical benefits into a currency of style, status, and eco-awareness.



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ATTENTION

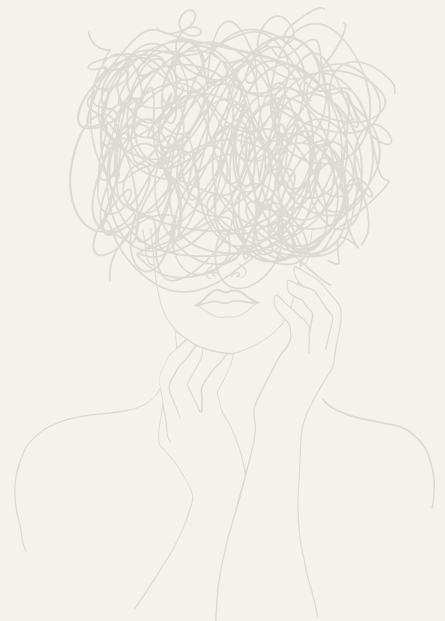
The good ol' AIDA Framework: where grabbing Attention sparks Interest, which ignites Desire, and leads to Action.

Now

EMOTION

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

– Maya Angelou



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CELEBRITY PERSON

Celebs were the brand's shining stars, rocking matching vibes and values like a power duo. The celebs took the spotlight as heroes, while the brands happily danced in their shadow.

Now

CELEBRITY PRODUCT

In today's branding, communication with celebrities is like a choreographed performance. Brands lead as the hero, with celebrities enhancing the allure (sometimes at the cost of their own image).



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COST CENTRE

Brand marketing was the boardroom's black sheep, often making CFOs roll their eyes. Seen as a fancy frill, brand budgets were the usual sacrificial lambs when times got tough.

Now

REVENUE DRIVER

Brand marketing is the superhero swooping in to boost sales. With growth marketing, collaborations, retail activations, performance strategies, and influencer efforts, this dynamic squad is on a mission to send revenue soaring through the roof.



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BRAND STRATEGY

Brand Strategy was like a master detective's secret dossier—packed with essentials like purpose, vision, and values. It's the ultimate guide for every marketing move, a trusty sidekick to the CMO, poised to conquer the marketing universe.

Now

CULTURE STRATEGY

In a world where attention spans match a Doberman's docked tail, irrelevant messages flop. Culture dominates as the cool kid on Instagram and Reddit, compelling marketers to step up as trendsetters.

