

MARKETING TRENDS



The marketing scenario in 2024 was marked by rapid innovation and shifting consumer behaviours, with technology and authenticity at the core of brand strategies. Artificial intelligence and generative AI led the charge, transforming customer engagement through hyper-personalisation, predictive analytics, and immersive technologies like AR and VR. Short-form videos and snackable content dominated platforms, catering to the attention spans of a digital-first audience, while physical experiences bridged the gap between online and offline interactions. Brands also embraced purpose-driven marketing, trust, and transparency to build genuine connections, while Gen Z emerged as a key audience, favouring micro-influencers, interactive storytelling, and experiential campaigns. From shock advertising to amorphous visuals, 2024 showcased how creativity and technology could converge to create lasting impressions.

BY ANJANA NASKAR



RISE OF MARKETING MIX MODELLING (MMM)

ARVIND R.P.
CMO, McDonald's India (W&S)

The rise of Marketing Mix Modelling (MMM) is fast emerging as the cornerstone of data-driven decision making in 2025. As privacy regulations tighten and the realisation that both 'attribution' and 'incrementality' are important, MMM offers a robust framework for understanding marketing ROI across channels. This approach helps organisations optimise their marketing investments by providing clear insights into the effectiveness of both online and offline initiatives, enabling more strategic resource allocation and better business outcomes.

EFFORTS TOWARDS COLLECTING FIRST PARTY DATA

VISHAL SUBHARWAL
Group Head Strategy & CMO,
HDFC Life



This year brands will make more efforts towards collecting first-party data as cookies fade and stricter data protection laws emerge. Brands will need to find newer, legal and more cost-effective ways to understand consumers and their behaviour. I think this year we will see a renewed focus on content. The past year has shown brands that there is no alternative to good content. As it becomes increasingly challenging to capture consumer attention and break through clutter, brands will revisit content strategies to ensure meaningful engagement with their target audiences.

CTV – PRIME DESTINATION FOR ADVERTISERS

RAJEEV JAIN
Sr. Vice President, Corporate
Marketing, DS Group



Connected TV (CTV) advertising has become the most significant development. As smart TVs become more affordable, penetration grows, and cord-cutting continues, CTV platforms are becoming a prime destination for advertisers. The ability to deliver ads to specific audiences makes CTV a powerful tool for brands to reach and engage consumers effectively. As the industry embraces this trend, we can expect further innovation in programmatic buying, advanced targeting, immersive ad formats, and cross-screen measurement, solidifying CTV's position as a dominant force in 2025 and in the years to come.

FOCUS ON SUSTAINABILITY

CHANDAN MENDIRATTA
Chief Brand and Culture Officer,
Zepto



In 2025, Sustainability will move from being a value-add to a core business strategy, with initiatives like eco-friendly packaging, carbon-neutral operations, and EV fleets gaining widespread traction. The lines between online and offline shopping will blur as omnichannel experiences evolve, offering consumers greater convenience and choice. Voice-enabled commerce is set to emerge as a disruptive force, enabling seamless, hands-free shopping. Private labels will further dominate, with brands focusing on niche, consumer-centric innovations to stand out in a crowded market.

AI-POWERED PREDICTIVE PERSONALISATION

SNEHIL GAUTAM
Chief Growth & Marketing Officer, Housing.com & PropTiger.com



In 2025, personalisation will reach new heights with AI predicting consumer needs before they're expressed. By analysing real-time data, brands can deliver hyper-targeted content, product recommendations, and tailored offers. This trend will enable seamless, predictive customer journeys across platforms, boosting engagement and loyalty. Companies leveraging AI will focus on proactive solutions, such as recommending maintenance services for past purchases or anticipating future needs, creating an almost telepathic connection between brands and their audiences.