

8 & 9 April 2025 | Sands Expo & Convention Centre Singapore >>>> B2C MARKETING 🌺

## Keynote Presentation [Social Media Management] Mastering the Social Shift: The Trends Defining 2025



### **MARTIN KELLY**

Director, Marketing (APAC) Brandwatch

### About our trends

A mix of qualitative and quantitative research:

- Creative sessions with internal experts who work with social data and trends everyday
- Survey of over 700 marketers across a range of industries on trends they expect to see in 2025
- Using Brandwatch Consumer Research to examine trends in social data

### About our trends

- What's clear from the conversation around AI and marketing, and from the other trends in this report, is that **authenticity, connection, and trust are non-negotiable.**
- Most of the trends weave into each other

## #1: Marketers want to use Al without compromising authenticity

## #1: Marketers want to use AI without compromising authenticity

- A massive 71% of marketers agree that challenges with leveraging AI without losing the 'human touch' will be an influential trend in 2025.
- What's clear from the conversation around AI and marketing, and from the other trends in this report, is that authenticity, connection, and trust are non-negotiable.
- The question for marketers of all disciplines is how do you get the best of both worlds?

## Brand example eToro takes Al-generated ads too far?

eToro launched a totally AI-generated ad in 2024.

It was a bold move – despite the transparency surrounding it's AI-generated nature, it may have strayed a little too far from authenticity.

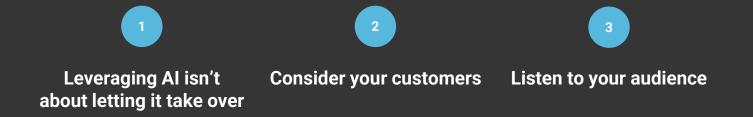




#### Saturday night started to see in Linkedin



## **3 tips for marketers**



## #2: Disruption to search is pushing consumers elsewhere for information

## #2: **Disruption to search** is pushing consumers elsewhere for information

- Last year we talked about how social search was becoming a huge trend. Al is now adding more complexity to consumer search behaviour.
- 40% of marketers agree that online search will see disruption as consumers explore new avenues to information in 2025.
- TikTok and Reddit are increasingly becoming associated with search in online conversations, along with ChatGPT.

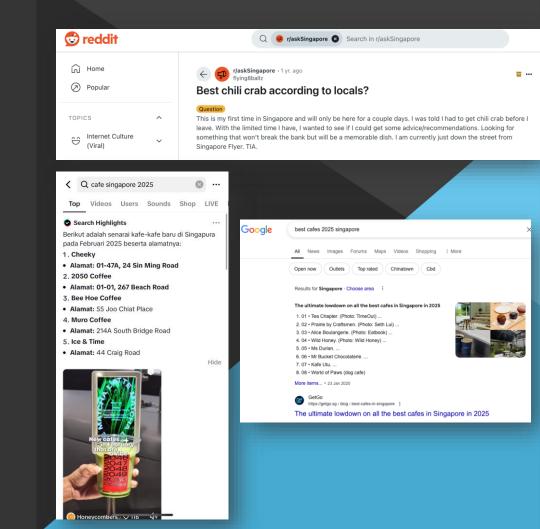
## **Brand example**

#### Reddit:

- Searching for "the best chilli grab in singapore' on Google, we found a post in the subreddit <u>r/askSingapore</u>
- The top comment (with 64 upvotes) gives a thoughtful recommendation.

#### TikTok vs Google:

- Search results for best cafes in Singapore differ for TikTok and Google.
- AI generated 'Search Highlights' in TikTok enhances the search process.



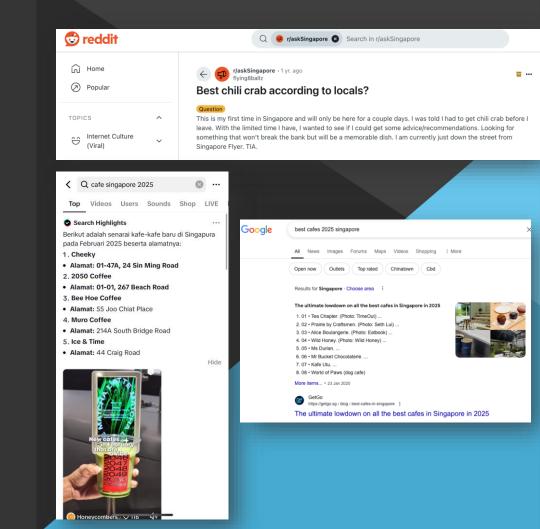
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## **3 tips for marketers**

2

Optimize and leverage social media for search

Experiment with different content types, tools, and platforms Pay special attention to where your consumers are searching for information

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## #3: Peer-to-peer recommendations are thriving

## **#3: Peer-to-peer recommendations are thriving**

45% of marketers agree that consumers seeking peer-to-peer recommendations will be an influential trend in 2025.

This means we'll see:

- More brands embracing user generated content (UGC) and employee generated content (EGC)
- Brands building relationships with existing communities and creating spaces where advocates (paid or otherwise) can shine.
- Deinfluencing as a continuing trend on social

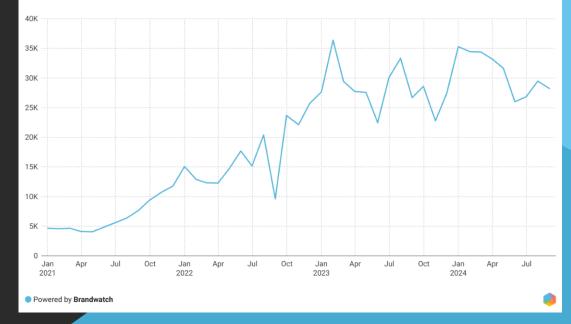
## Sidebar: Deinfluencing and dupes

- Many consumers, especially Gen Z, are pushing back against aggressive marketing.
- We see this in the form of "deinfluencing" others from making unnecessary purchases.
- And in consumers discussing affordable "dupes" to help their audience find alternatives to expensive or sold-out items.

#### Mentions of deinfluencing are on the rise

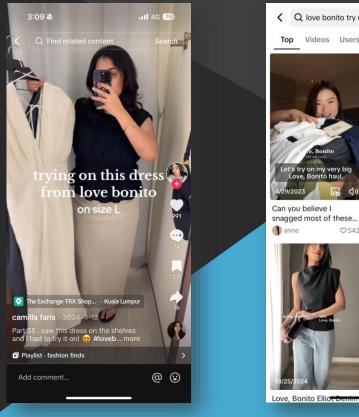
Source: Brandwatch Consumer Research

Charts shows the volume of mentions in online conversations about deinfluencing and overconsumption. Data gathered from public posts on social media, blogs, forums, and review sites from Jan 1, 2021 - Oct 1, 2024.



## Brand example Love, Bonito

- Love, Bonito invests in real customer voices, featuring UGC and everyday women in campaigns instead of aggressive influencer promotions.
- Collaborate with micro-influencers and customers for realistic fashion reviews.
- Embracing realness, Love, Bonito has strengthened its community-first brand, moving beyond influencerdriven trends.





Love, Bonito Elliot Denim Love Bonito try on haul!

## **3 tips for marketers**



3

Encourage your employees to be content creators

Drive UGC by creating unique and shareable experiences Keep an eye out for "dupes"

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# #4: Communities are presenting exciting marketing opportunities

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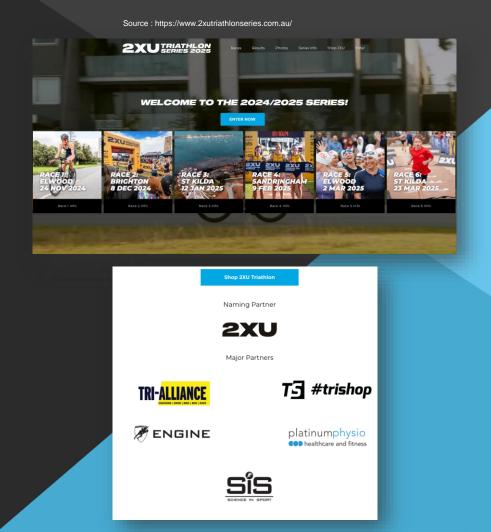
- People are looking to communities for a chance to network, make friends, learn, and even date.
- Mentions of run clubs grew 52% between April 1 and September 1, 2024, compared to the previous six-month period.
- 44% of marketers agree that creators and brands growing communities beyond social media will be an influential trend in 2025.

## Brand example 2XU Triathlon

- 6 Triathlons in Melbourne over a 5month period with 2XU as a naming rights sponsor.
- They also partnered with other complementary brands



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## Brand example Parkrun – Potential

- Global organization
- 5km run every Saturday
- Tracks your results
- Race against yourself
- Free to join
- Real community

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## 3 tips for marketers



Understand the communities your brand is connected to Don't ignore collaboration opportunities

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Make the experience valuable

# **#5**: Consumers are taking a more mindful approach to tech

## #5: Consumers are taking a more mindful approach to tech

- Did you know that 66k Instagram posts and 16k TikTok videos are shared every minute?
- 39% of marketers agreed that there will be a shift towards more mindful social media usage and embracing more of the 'analog life' in 2025.
- Unique authors talking about doomscrolling online has increased by over 50% from October 2023 September 2024 compared to the previous 12 months.

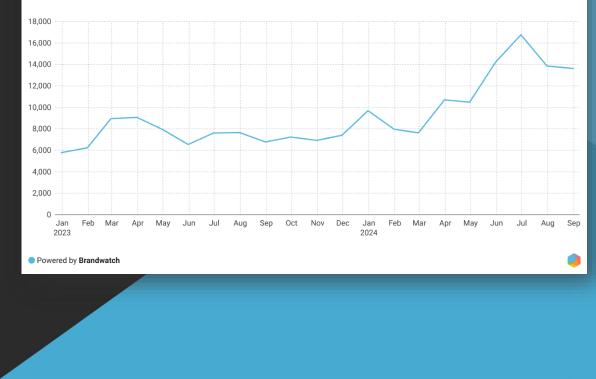
### Sidebar: Introducing the "dumb phone"

- Online conversations about dumb phones increased 43% from October 2023 -September 2024 compared to the previous 12 months.
- Gen Z mentions in this conversation grew at a higher rate than other generations.

#### Conversations about dumb phones are growing

#### Source: Brandwatch Consumer Research

Charts shows the volume of online mentions about dumb phones. Data gathered from public social posts, blogs, forums, and review sites from Jan 1, 2023 to Sep 30, 2024.



## Brand example SGPomades (online retailer)

- Listened to consumers
- Wanted to test offline
- Tapping vending machines to promote their products, raise brand awareness, and gauge market sentiment

Online retailers turn to vending machines to boost sales, market themselves in Singapore



Source : https://sgpomades.com/pages/sgpomades-vending-machine

## 3 tips for marketers



Provide offline experiences for your community Turn to lo-fi content



Tap into nostalgia

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## What's clear from the conversation around AI and marketing, and from the other trends in this report, is that authenticity, connection, and trust are nonnegotiable.

Monitor conversations about your brand and competitors.

Tips for marketers

Identify where and how consumers engage with your content.

Get help communicating with consumers at the right time and place with the right message (including when and where to use influencers)

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## Any questions?