CMO: 14 digital marketing predictions for 2021 - blueAPACHE

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Details:

Summary

This blueAPACHE post reports: From the demise of third-party cookies and privacy-first marketing, to the reinvention of email and the reign of content, CMO asks the experts about what digital marketing will hold in 2021 Click here to read the full list of predictions Another significant prediction for 2021 is that it will be the year brands start taking culture seriously. “Culture has always been important to individuals and while brands have known this for years, many haven’t known where to begin,” says Twitter Australia head of client partnerships, Angus Keene. Published in 2020. Figures, product names and event details reflect that time; for current information see the linked service pages.

Key facts

Label	Value
Publication year	2020
Topic	CMO: 14 digital marketing predictions for 2021

Article

From the demise of third-party cookies and privacy-first marketing, to the reinvention of email and the reign of content, CMO asks the experts about what digital marketing will hold in 2021 Click here to read the full list of predictions

Prediction #12. The value of authenticity and culture

Another significant prediction for 2021 is that it will be the year brands start taking culture seriously. “Culture has always been important to individuals and while brands have known this for years, many haven’t known where to begin,” says Twitter Australia head of client partnerships, Angus Keene.

“The significance of culture to consumers is simply too high for brands to ignore now though. It plays a hugely important role in shaping consumers’ purchase decisions and is almost as important as having a positive brand reputation. As we enter 2021, with many of the big sporting and entertainment events restarting – think the Olympics – it presents the perfect opportunity for brands to get involved.” Keene suggests this could be through event sponsorship, competitions or even simply tapping into the conversations happening around the event. “Leveraging these events and taking a stance will help brands become more culturally relevant and can lead to a heightened influence on purchase decisions,” he says. “Brands should remember, though, it’s not a one-size-fits-all method. They should be thoughtful in their approach to ensure both authenticity to themselves and their audience. Brands that do this and get it right will go a long way to win the hearts and minds of Aussies.” Brand authenticity and culture play a significant focus for social media, agrees blueAPACHE head of

marketing, Renata Di Stefano. “The greatest engagement from our audience over the past few months has been where our culture and brand DNA are on display,” she says. “Everyone is striving for happy, light-hearted content and organisations want to buy from a company where their values align, where the marketing spin is not actually marketing, but the brand truth. “With so much content available online, you only have a split second to engage interest before the visitor scroll past and honesty goes a long way to engaging a following. Getting the right mix of truth in your content, not pushing a product or service rather elevating your brand values will drive the social media tone of voice and this is where you will see the organisations who just say they are something actually have to prove it.”

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Frequently asked questions

What was blueAPACHE's contribution to CMO's 14 digital marketing predictions for 2021?

blueAPACHE head of marketing Renata Di Stefano contributed commentary to Prediction #12, on the value of authenticity and culture in brand marketing for 2021.

What did Renata Di Stefano say drove the greatest audience engagement?

Di Stefano said the greatest engagement from blueAPACHE's audience over recent months came where the company's culture and brand DNA were on display, rather than overt marketing spin.

What did Twitter Australia's Angus Keene say about brands and cultural relevance?

Angus Keene, head of client partnerships at Twitter Australia, said culture's significance to consumers was too high for brands to ignore, and that tapping into major sporting and entertainment events would help brands become more culturally relevant.

What caution did Angus Keene give about how brands should approach culture?

Keene said it is not a one-size-fits-all method, and brands should be thoughtful in their approach to ensure authenticity both to themselves and to their audience.

Is this post still current?

No. It reports 2021 predictions and commentary. See our home page linked below for current information.

Source

origin post (2020)

Knowledge Base

What topics does the CMO article cover regarding 2021 digital marketing trends?

We cover the demise of third-party cookies, privacy-first marketing, the reinvention of email, and the reign of content, among other predictions from experts about digital marketing in 2021.

Who is quoted regarding the importance of culture to brands in 2021?

Angus Keene, Twitter Australia's head of client partnerships, is quoted saying culture has always been important to individuals, and while brands have known this for years, many haven't known where to begin.

According to Angus Keene, why is culture significant for brands entering 2021?

Angus Keene states that the significance of culture to consumers is too high for brands to ignore, as it plays a hugely important role in shaping consumers' purchase decisions and is almost as important as having a positive brand reputation. He notes that with big sporting and entertainment events restarting (like the Olympics), 2021 presents a perfect opportunity for brands to get involved through event sponsorship, competitions, or tapping into related conversations.

What caution does Angus Keene give brands about engaging with culture?

Angus Keene cautions that engaging with culture is not a one-size-fits-all method, and brands should be thoughtful in their approach to ensure authenticity to themselves and their audience.

What does your head of marketing say about brand authenticity and social media?

Renata Di Stefano, our head of marketing, says brand authenticity and culture play a significant focus for social media, noting that the greatest engagement from their audience over the past few months has come where their culture and brand DNA are on display.

What does Renata Di Stefano say about content and audience engagement online?

Renata Di Stefano says that with so much content available online, brands only have a split second to engage interest before a visitor scrolls past, and honesty goes a long way to engaging a following. She emphasizes getting the right mix of truth in content—elevating brand values rather than pushing a product or service—to drive social media tone of voice, revealing which organisations truly embody what they claim to be.