

# Marketing Trends 2023

Report | November 2022

“

2023 is the year in which we expect a change within communities. We envision communities to play an essential role in the brand's communications, a two-way communication.

S L M Y

# INDEX



## 01 | Introduction

**About Samy Alliance**

**Methodology**

## 02 | Executive summary

## 03 | 2023 Marketing Trends

### IMMINENT TRENDS

#### **01. Sustainability**

From greenwashing to greenthinking

#### **02. Artificial Intelligence**

Strategy, Client Experience and Creativity

#### **03. Brand Entertainment**

The cornerstone in the many-to-many communications

#### **04. Gaming**

Veni Vidi Vici

#### **05. Marketing Automation**

The way to efficient marketing

### GROWING TRENDS

#### **01. Exploring the Metaverse**

#### **02. Virtual Influencers**

The future of influencer marketing

#### **03. Decentralized Platforms**

The rise of niche communities

# 01 | Introduction



MARKETING TRENDS  
2023

# ABOUT

## Samy Alliance



“

*Delivering growth is our shared value.*

**RELEVANT · SIMPLE · EFFECTIVE**

**WE HELP BRANDS GROW.** We do this by combining pioneering research and technology with strategy, creativity and performance to create solutions, messages and experiences that mean more.

We are, the first global ecosystem of indie agencies created to offer best in class data-informed creative solutions for brands.

With over 350 employees and 14 offices in 15 countries in Europe, the US and Latin America, Samy Alliance operates in 55 markets for 100+ AAA customers, developing award winning end-to-end digital campaigns based on data, strategy and creativity.

At Samy Alliance, we have developed our technological suite, capable of indexing social networks to obtain information on

both the digital reputation and the positioning of the brand and the user's purchasing behaviour and product trends.

We offer complete marketing and communication services including: Influencer Marketing, market research and intelligence, data and analytics, social media, digital content, creativity, communication, and public relations.

Samy Alliance was recently named by the Financial Times one of Europe's Top 1000 fastest-growing companies for the third consecutive year.



# METHODOLOGY

At Samy we not only want to be your strategic partner, but also your nexus with the latest trends in the industry. This is why throughout 2022 we **developed several whitepapers aimed to help marketers make better decisions every day**. On our website, you can find some of our latest reports: Consumer Trends, State of Influencer Marketing, Decentralized communities among others.

As the end of the year nears, we wanted to better understand the most relevant trends that will make a difference in the advertising industry in 2023. We harnessed the knowledge of over **50 marketing leaders from top brands all around the world such as L'Oréal, BBVA, Mondelez, Unilever and more**, enriching it with the deep knowledge of some of our experts at Samy Alliance.

We have analysed the **expected grade of adoption of the biggest trends, innovations**

**and technologies** that are happening in the industry, such as decentralized communities, sustainability or AI.

This combination of research and deep knowledge on the matter, has enabled us to **compile the most valuable forecasts, learnings, metrics and actionable insights**, delivered to you to develop a solid marketing strategy.

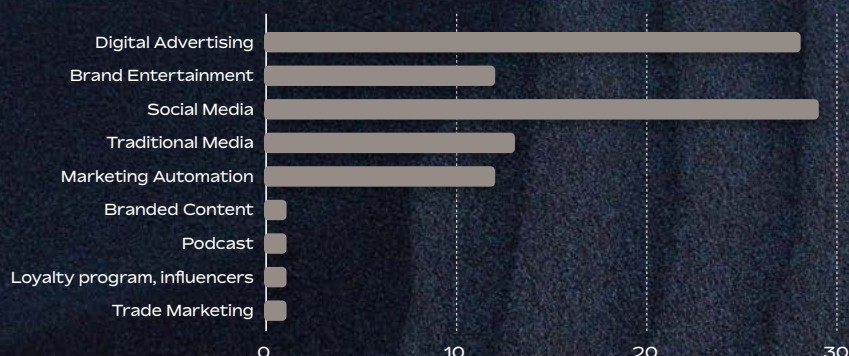


# 02 | Executive Summary

MARKETING TRENDS  
2023

# Executive SUMMARY

WHICH MARKETING AREAS WILL BE MORE RELEVANT IN YOUR PLAN FOR 2023?  
TRADITIONAL MEDIA (TV, PRINT, RADIO)



Marketing Trends 2023

2023 is the year in which we expect a change within communities. We envision communities to play an essential role in the brand's communications, a two-way communication. Brands will start sharing their ideas, next steps and announcements with their most loyal brand lovers, and gain valuable feedback from brand fans.

The voice of the consumer is the Holy Grail. It is the variable without which the equation remains unsolved. Listening to the consumer's voice in a boisterous social world is the only way to design more effective marketing campaigns.

Everything is getting more complex, and marketers know it: Intelligence, Automation, and Creativity are key to unveiling powerful insi-

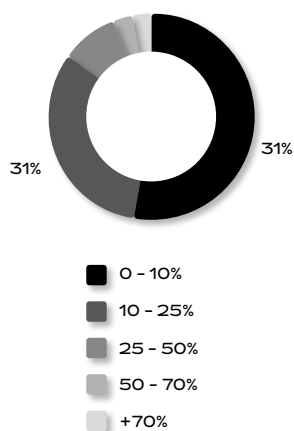
ghts and grabbing the attention of a consumer that receives over 5,000 impressions on social media every day.

On top of this, sustainability is the new normal. Consumers are now raising their voices, and brands have no choice but to start bringing value and aligning purpose whilst genuinely contributing to the planet.

Last but not least, marketers expect to see their marketing budgets increase around 10% and 25% being Digital Advertising and Social Media the areas with highest investments.



## Do you expect to **INCREASE** your Marketing budget vs 2022?



This Marketing Trends 2023 report looks at the nine most significant trends of 2023, including:

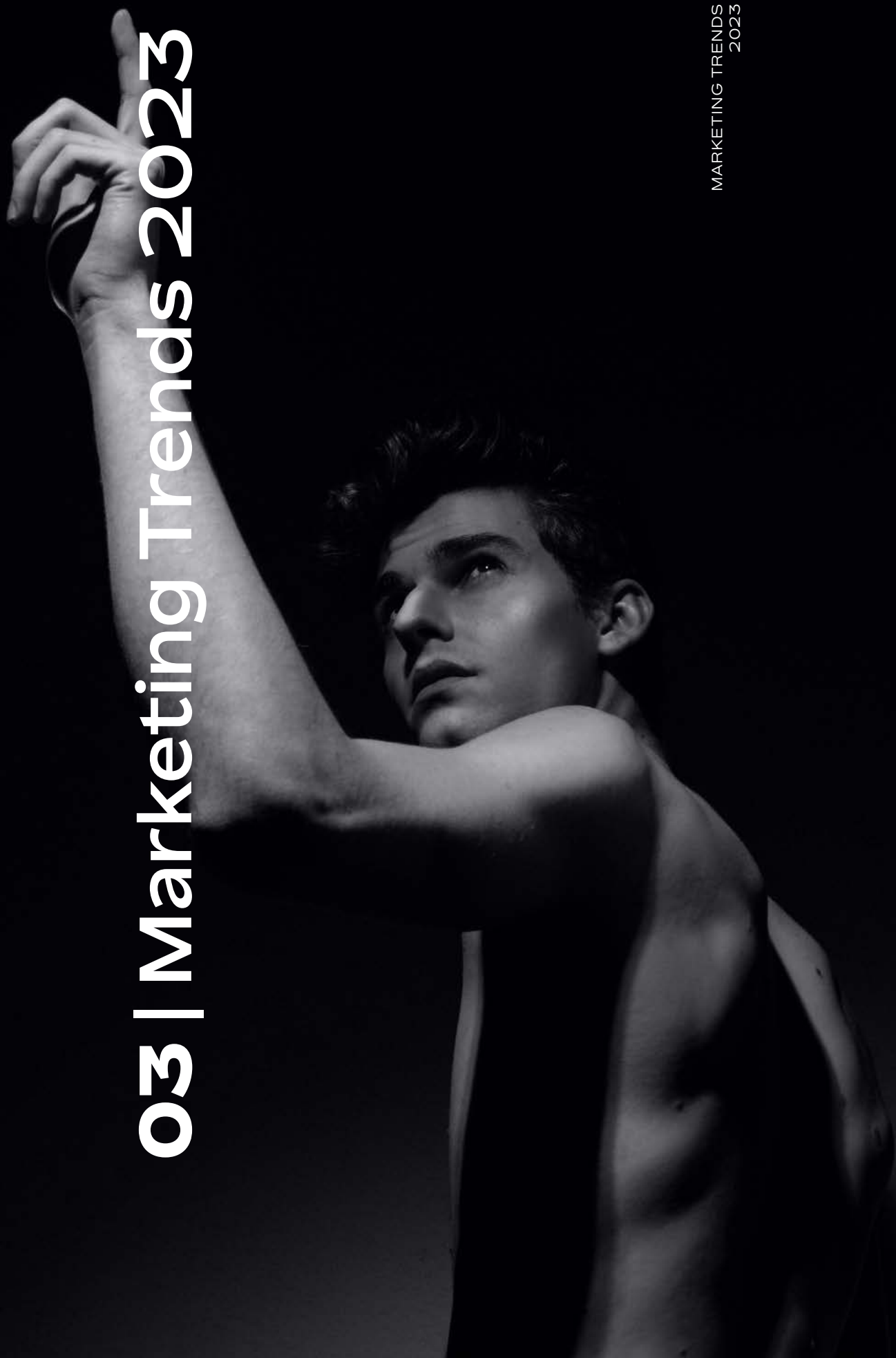
- Data-backed insights on why these trends will matter in 2023
- Input from global experts on why these trends matter
- A combination of insights and brand actions to maximise outcomes for consumers and brands





# 03 | Marketing Trends 2023

MARKETING TRENDS  
2023



## IMMINENT TRENDS

- 1 | Sustainability
- 2 | Artificial Intelligence
- 3 | Brand Entertainment
- 4 | Gaming
- 5 | Marketing Automation



03 | Marketing Trends 2023

# 01 | SUSTAINABILITY

## From greenwashing to greenthinking

Brands are all aligned: sustainability is the new code they need to follow.

As we pointed out in our report *Consumer Trends 2022*, **the quest for ethical consumption is already part of our lifestyle.**

People have long seen how their influence over brands and companies increases. We demand and require greater responsibility and commitment to society and the environment.

# 62%

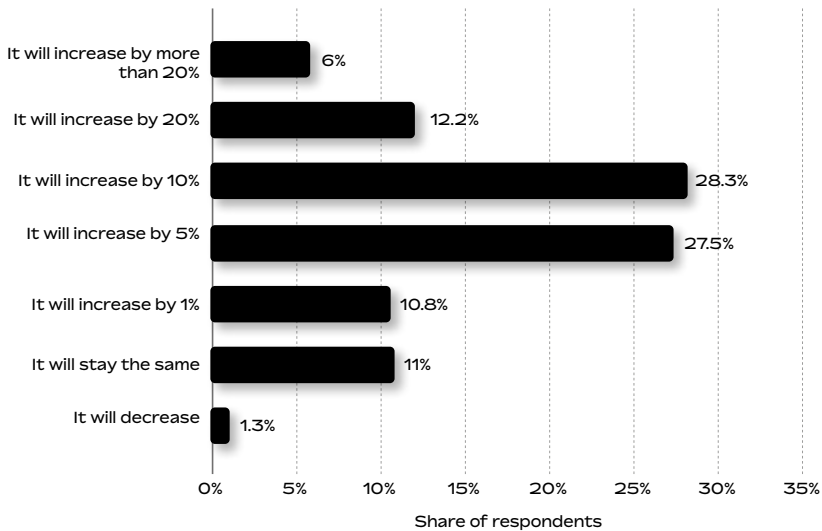
of Generation Z are more inclined to purchase from sustainable brands Gen Z takes into consideration the ethical stands of companies when they are purchasing from them.\*





According to Statista, 28% of companies plan to increase their investment in sustainable marketing by 10%, while 18% intend to increase up to 20%

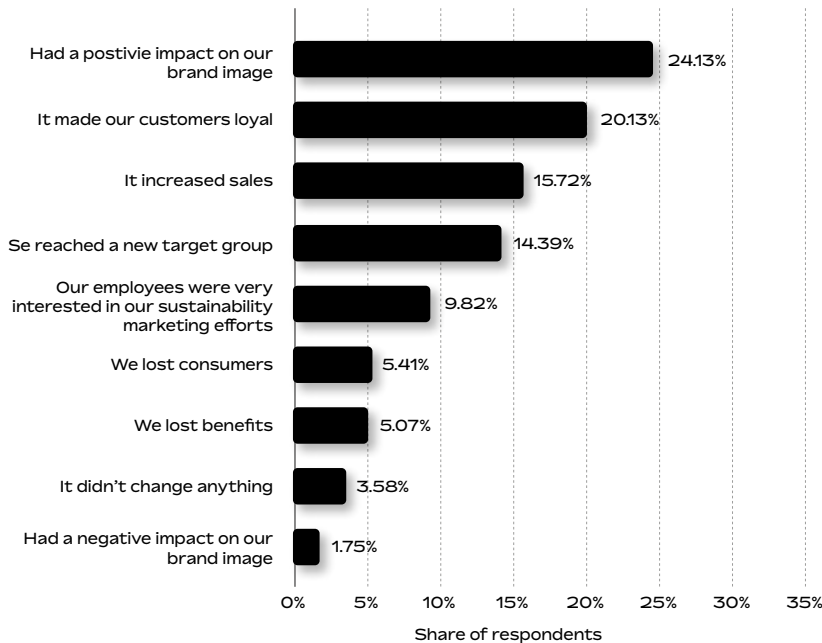
SHARE OF COMPANIES PLANNING CHANGES IN SPENDING ON SUSTAINABLE MARKETING IN THE NEXT YEARS IN EUROPE AS OF JULY 2022



Additional Information:  
Belgium; France; Germany; Spain; UK; July 18 to 22, 2022; 1,000 companies

According to this study, having a positive brand image and reinforcing consumers' loyalty are the main benefits that brands look for when activating sustainable marketing.

LEADING RESULTS SEEN BY COMPANIES AFTER INVESTING IN SUSTAINABLE MARKETING STRATEGIES IN SELECTED EUROPEAN COUNTRIES AS OF JULY 2022



Additional Information:  
Belgium; France; Germany; Spain; UK; July 18 to 22, 2022; 1,000 companies



## GREENWASHING VS GREENTHINKING

Even though we've evolved and advanced a lot towards a more sustainable ecosystem, many brands still need to catch up and adapt. Some are at the top of sustainability, and others are still finding their way through it.

So what happens when a brand wants to progress on sustainability but still has a long way to go? Can you communicate sustainability without falling into this unethical technique? What role should brands play?

The opposite of greenwashing is green-thinking, introducing sustainability in the business, throughout the entire value chain and in all the

company's processes, from recycling to energy efficiency, through the incentive of responsible consumption.

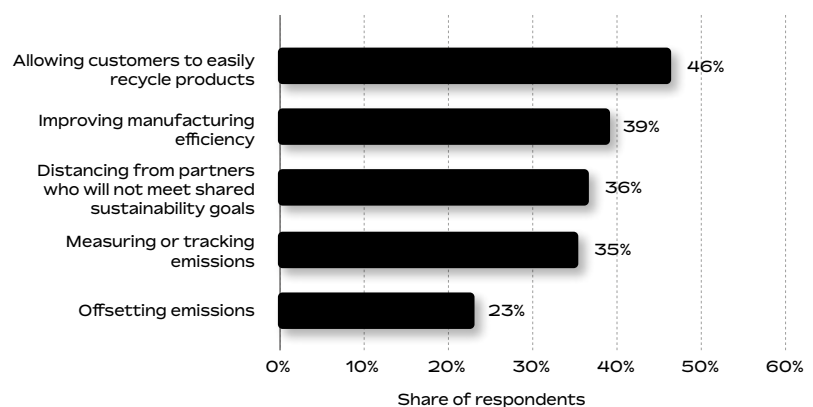
But always from the business vision and not marketing. If, in addition, the companies say that they are in the process of improvement and that they are aware of the path ahead, the consumer will value that honesty and transparency and will consider the brand part of a conscious company that works to find its most responsible version.

“

***Both sustainability and digitization at all levels will be more relevant than ever; we must be skilful in identifying trends and opportunities in each niche. It is essential to be present in the conversation and in content formats that entertain and add value in addition to reflecting the brand's personality.***

Adriana di Oppolito, LELO Marketing & Communications Manager Spain and Portugal

### LEADING SUSTAINABILITY INITIATIVES BRANDS ARE INVESTING IN WORLDWIDE IN 2021 AND 2022



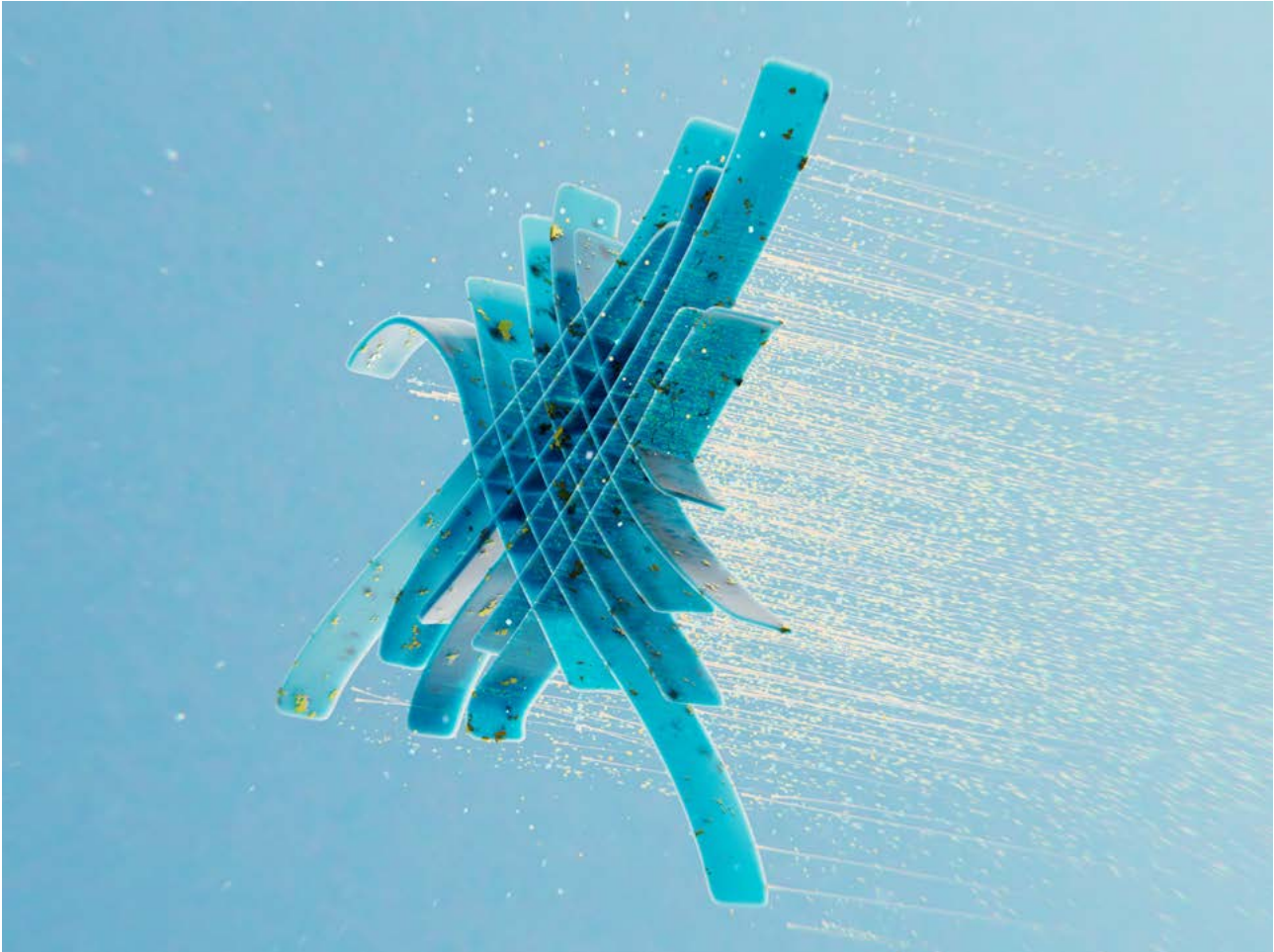
#### Additional Information:

Worldwide; Forrester Research; 2021; 350 (spread across 12 countries)\*: commerce strategy and decision makers at constructive companies that generate at least 500,000 USD in annual online revenue

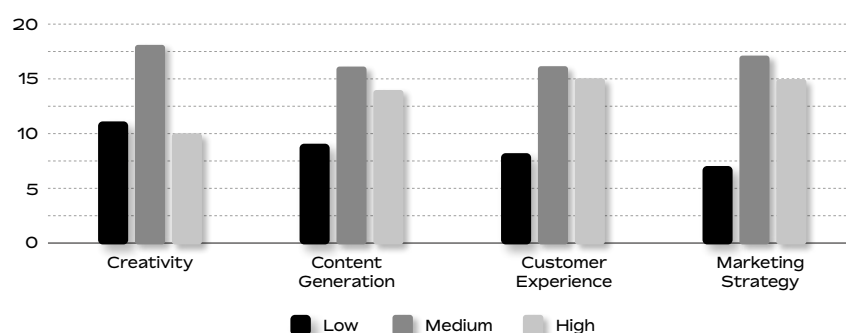


## 02 | ARTIFICIAL INTELLIGENCE

### Strategy, Client Experience & Creativity



WHICH ARE THE MAIN APPLICATIONS OF AI IN TERMS OF MARKETING



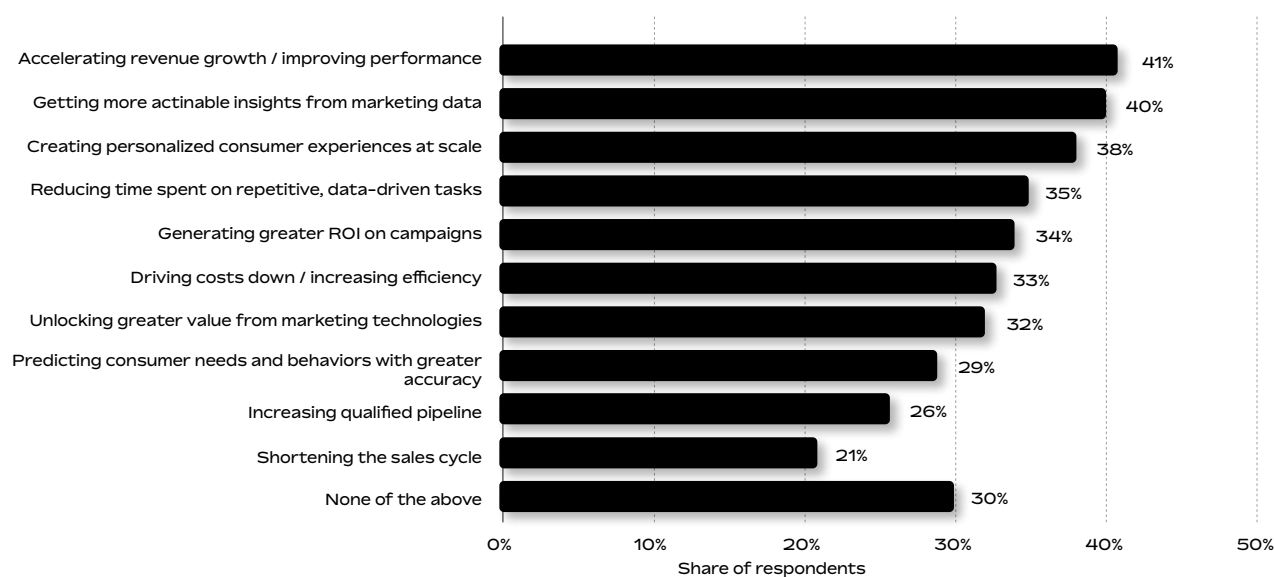
Artificial intelligence is the second most relevant trend for brands. There's no doubt that the latest launch of Open AI Dall· E 2 has been a tipping point for everyone in the industry as the way this technology can generate creative images based on simple instructions is just mind-blowing.

AI for creativity is still a bit far from being the next movement but a few brands may test this technology in 2023. The use of AI for customer and client experience and strategy appear as the main applications for this year.

Collecting data has gotten increasingly difficult as consumers become more concerned with protecting their privacy. So adopting a data-driven strategy in 2023 becomes a critical next step to staying relevant.

Getting more actionable insights through AI is the second most relevant business outcome that marketers point out, according to Statista, immediately followed by creating personalized consumer experiences at scale.

#### BUSINESS OUTCOMES REALIZED THROUGH THE USE OF AI ACCORDING TO MARKETERS WORLDWIDE AS OF DECEMBER 2020



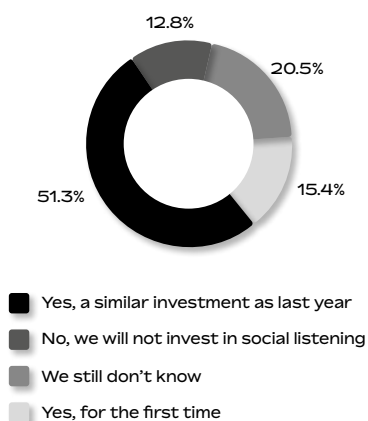
#### Additional Information

Worldwide; Marketing Artificial Intelligence Institute; Drift; October 8 to December 21, 2020; 321 respondents

Marketing Trends 2023

Half of the surveyed marketing leaders intend to keep the same investment on social intelligence as in 2022, and 15% plan to start investing on this for the first time in 2023.

The figures prove social intelligence's importance in identifying actionable insights that should be at the base of creating a powerful and effective marketing plan for 2023.



“

**Marketing strategy and customer experience can find their best ally in social intelligence**

**Over 65% of brands will invest on social intelligence in 2023\***



## CASE STUDY

# RON DIPLOMÁTICO

Our best starting point was a qualitative and quantitative analysis of the spirits category and the brand's audiences in the digital environment. As a global brand, Ron Diplomático's challenge was to define apparent parameters about their audience and authentically translate them locally.



Marketing Trends 2023

Once this part was clear, extensive data on digital platforms allowed us to identify and quantify our efforts to impact new consumers and learn about their tastes, preferences and even moments of consumption locally. Bearing in mind that users spend most of their time on social platforms, the information we know about our audience has helped us, through influence marketing campaigns, learn more about their tastes and adapt the content to them. In a unified way, to the strategic level, but with a local creative approach, we created relevant content for the final consumer in each of the countries rolling out these campaigns.



## SOCIAL LISTENING: FROM INSIGHT TO ACTION

How do you know where your consumers connect with your brand without cookies? Through social listening. Social listening enables brands to detect brand mentions on social media, blogs, forums, and across the web, to understand the public sentiment around that brand. No cookies are needed; only publicly available data is used to provide actionable intelligence that any business can use.

Building long-term relationships and trust and intimately knowing your audience will be crucial in a cookie-less future:

- Start by prioritising transparency and privacy education within your brand messaging.
- Revisit how you can leverage any first-party data you're currently collecting and prioritise content strategies that will help you continue collecting relevant audience data.
- Use social listening to dive into consumers' interests, lifestyles, and trends that can help close the gaps that third-party cookies will leave in their wake

“

***The continuation of the intensive use of AI in our processes and their automation will help us adapt our strategies to generate unique experiences around our brands.***

Rafael García - Parrado Euroinnova International CMO

“

***By 2023, we foresee a growing fragmentation of audiences, greater sophistication and complexity in reaching high coverage, which makes it necessary to have agile and accurate measurements to reach our targets.***

Estefanía Yagüez L'Oreal Directora Consumer Insights & Market Intelligence



## 03 | BRAND ENTERTAINMENT

### The cornerstone in the many-to-many communications

The content generation and the hype culture are growing, while the consumers' attention and trust levels aren't.

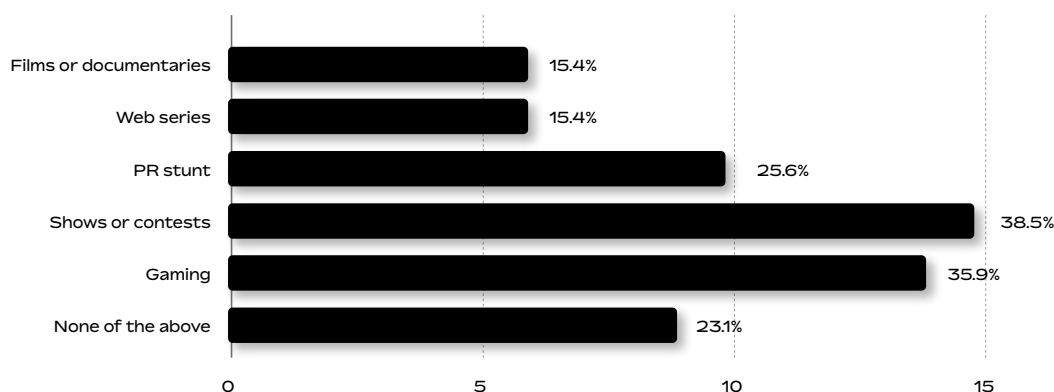
Brands spend over **\$622 billion** annually in a competition to see who can shout the loudest. The average user is bombarded with over 5,000 brand messages daily, and the average attention to traditional advertising is dropping.



Entertainment is more atomized than ever, and the offer is so high that it is almost impossible to expect consumers to spend more than 8 seconds looking at your advertising. A new advertising concept must integrate with the dominant entertainment formats, such as web series and gaming.

Brands are aware of this significant challenge, one of the most relevant trends for 2023. According to the marketers, **Contests** (39%) and brand entertainment within **gaming** (36%) will be the most used formats followed by **films**, **documentaries** and **web series**.

WHAT KIND OF BRAND ENTERTAINMENT WILL BRANDS ACTIVATE NEXT YEAR?





“

*We need to integrate the brand into content that gives the consumer something in exchange. Brands need to have a radical personality; they need to raise their voice on issues that concern society and openly express their position. With this, brands must cross thresholds and consolidate their societal position, getting consumers hooked on their philosophy and way of seeing and understanding the world.*

Paola Sivila Head of Strategy & OPS at Samy Alliance

“

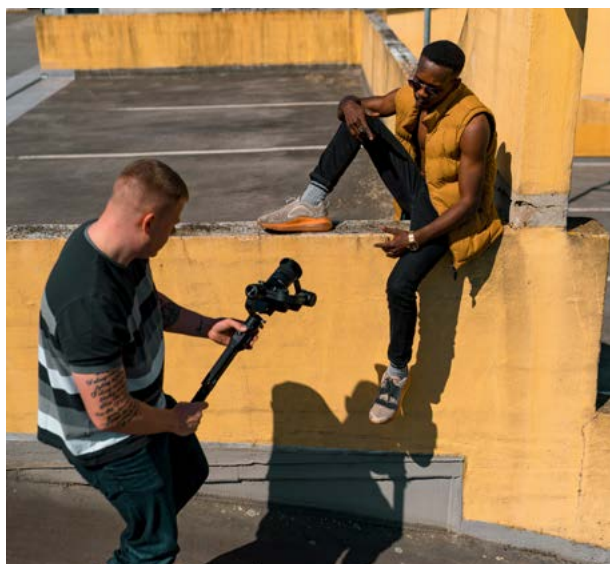
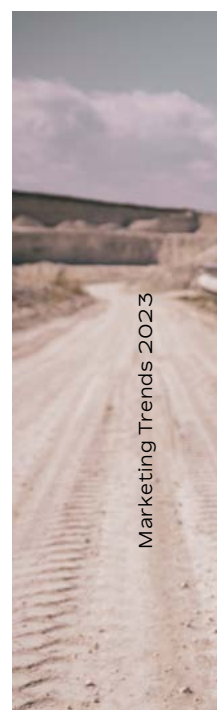
*Brand Entertainment will consolidate as a trend, at the moment that brands assimilate that they can (and should) collaborate with the entertainment industry to be truly relevant to their audience.*

Pablo Muñoz Founder at CØLLAGE

“

***Complete the adaptation of internal languages to end users according to the platform and break once and for all with copy and paste models for all channels, both in branding and performance. For social, create a strategy that is based on video format rather than on traditional static format.***

Gonzalo Marquez Head of Social at Samsung



“

***Very organic and fun communication that adds value to consumers. Alliances that allow us to scale audiences.***

Griselda Echeverria Digital Marketing at El Globo



# CASE #1

## APPLE TV+

### CAMPAIGN NAME:

Mythic Quest Grubhub Card Leak

### EXPLANATION:

On its premiere weekend, Mythic Quest's social channels “accidentally” leaked their corporate GrubHub discount. Within minutes, people noticed the “mistake”, shared the code, and took advantage of MQ's corporate discount... draining their \$10,000 food budget in just two hours.



# CASE #2

## GREENPEACE

### CAMPAIGN NAME:

Los Santos +3°

### EXPLANATION:

Los Santos, which is arguably one of the most well-known cities in the virtual world, has been altered to showcase the real-world effects that climate change could have. Gamers can explore the ‘Los Santos +3°C’ revised map on the Kings Roleplay server.

Throughout the intense experience, viewers witness the submergence of the Santa Monica pier, the residents’ displacement, and the California coast’s disappearance.

# O4 | GAMING

## VenVidiVici

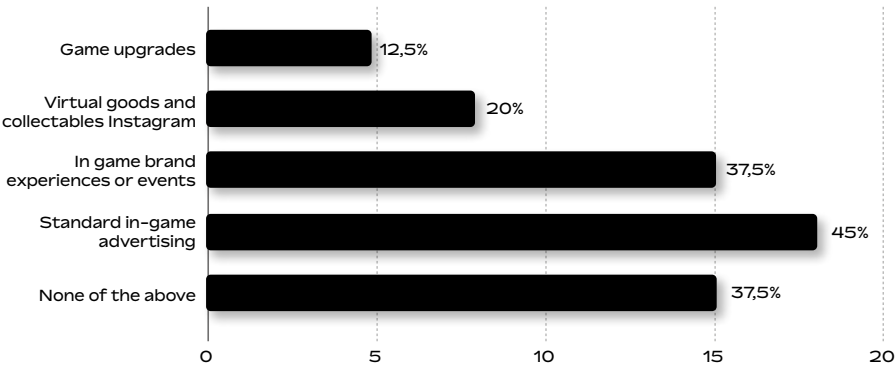


**“**  
*The industry will be worth \$200.8bn by 2023 and reach 3 billion people.*

**“**  
*Brands will experience a deeper immersion in gaming by 2023, 35% more than in 2022.*

The gaming industry is experimenting with new cutting-edge technologies that help them create immersive experiences far beyond the traditional console. We see brands thinking of making a deeper immersion in 2023 into the gaming industry. Until now, we’ve seen many examples of product placement that have worked very well, but by 2023 we will see brands improving existing video games, integrating events and experiences, or offering branded virtual objects that users can use in the game.

Marketing Trends 2023







## HIPPER - CASUAL GAMERS

Today, and in big part due to the pandemic, mobile generates 57% of worldwide video gaming revenue, according to Statista. From the palm of our hand, we can interact and play with any other user anywhere else in the world. Alongside social media and eCommerce, mobile Gaming is among the top three growing global trends.

You're a hyper-casual gamer if you've played Candy Crush on the train home or other simple online games.

These are simple games, often accessed via mobile apps or websites. Sometimes they have a social component, but that's not a requirement. They can be addictive but they can be educational! Countless studies cite the benefits of mind and memory games for reducing the risks and effects of Alzheimer's.

When exploring branding and marketing opportunities, hyper-casual Gaming provides a ripe opportunity. The sheer number of players alone, and the diversity of demographics that engage, make it worth your attention.



## THE MONETIZATION OF THE GAMING INDUSTRY

Games where you have to watch an ad to obtain more lives perform well, and most people are willing to overlook the ad to continue playing.

Brands need to consider gamers' needs carefully, states and behaviours within the in-game experience. They need to be sharp with in-app and in-game ads; playing video games is fun and dynamic, and brands can't dull this space.

Therefore, as a brand, if you wish to enter the gaming world, you should take into account what users expect from your brand inside the game:

### 01. AUTHENTIC PARTNERSHIP

Any brand + video game collaboration must be authentic. Whether the partnership is with a video game, a platform or a streamer, it needs to be truthful to reach your target audience. Study the game, the players and the audience behind it.

### 2. ENHANCE THE EXPERIENCE

Nowadays, with the endless VR and AI tools we have, our audience expects an immersive experience where they can enjoy the game while they enjoy the brand. Explore all the possible tools and make the experience worth trying.

## ENTERTAINMENT PLATFORMS ENTERING THE VIDEO GAME INDUSTRY

The entertainment models can vary from films, documentaries and tv shows to video games. But, entering the video game industry and going beyond product placement to be part of the story creates a natural bond between the gamer and your brand experience.

As we explained a few months ago in the interview with Patrick Juarez, [In-Game Marketing: Your new strategy at Samy Alliance](#), the idea of an entertainment platform jumping into the Gaming industry opens a new horizon for entertainment, with new opportunities for marketers. The world reassures the need to move towards entertainment.



## NETFLIX: FROM THE SCREEN TO THE PLAY

Netflix, the owner of the rights to excellent television content, is setting up its own video game studio to increase its efforts to establish itself in the gaming industry, turning successful content into video games. Today, if we enter its video game platform, we can download the Stranger Things video game. Although there's a possibility of it creating adaptations of its most successful series like The Witcher and Squid Game, success is not guaranteed.

If something characterises the gaming public, it is its demand. Streamers can test video games and evaluate them in their development phases (beta) before a launch so potential consumers get to know the product before buying it. For this reason, the priority of Netflix Games should be to create a video game milestone or purchase the exclusivity of a consecrated video game for its new platform. This way, it will attract subscribers and will give its new platform prestige, which at the moment, it does not have, but is essential to succeed in this sector.



# 05 | MARKETING AUTOMATION

## The way to efficient marketing

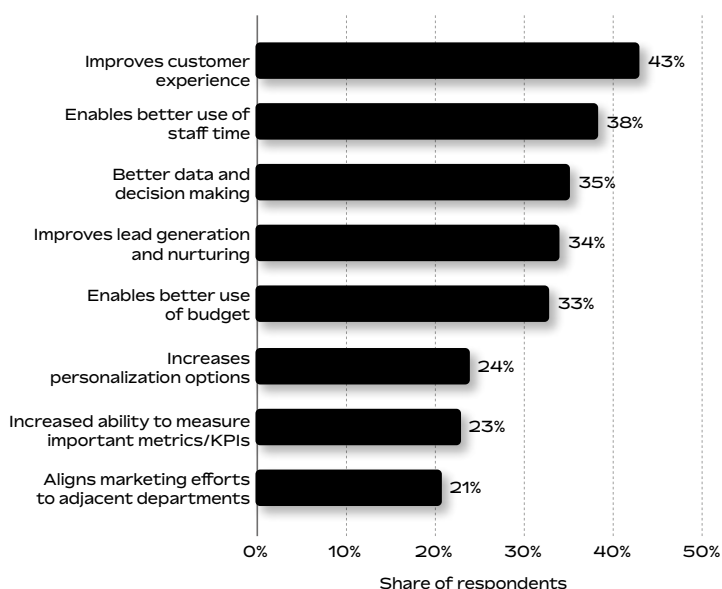
### MARKETING MUST BE DATA-INFORMED TO THRIVE

Marketing automation is still one of the most important tools for efficient marketing. However, we are getting into a stage in which we can clearly distinguish between “commodity marketing automation” and “value generator marketing automation”.

According to Statista, the main benefits that marketers point out about marketing automation are the possibility of enhancing the customer experience (43%), improving the decision-making (35%) and defining a better optimization of the use of staff time (35%).

The use of marketing automation for the most efficient deployment of the budget appears in fifth place, which indicates that, so far, the use of intelligence is much more oriented on processes and personalization rather than in anticipating the performance of a specific campaign. Predictive analytics is the way to improve effectiveness.

LEADING BENEFITS OF USING MARKETING AUTOMATION  
ACCORDING TO MARKETERS WORLDWIDE AS OF FEBRUARY 2022



**Additional Information:**  
Worldwide: Ascend2; February 15 to 23, 2022; 393 respondents

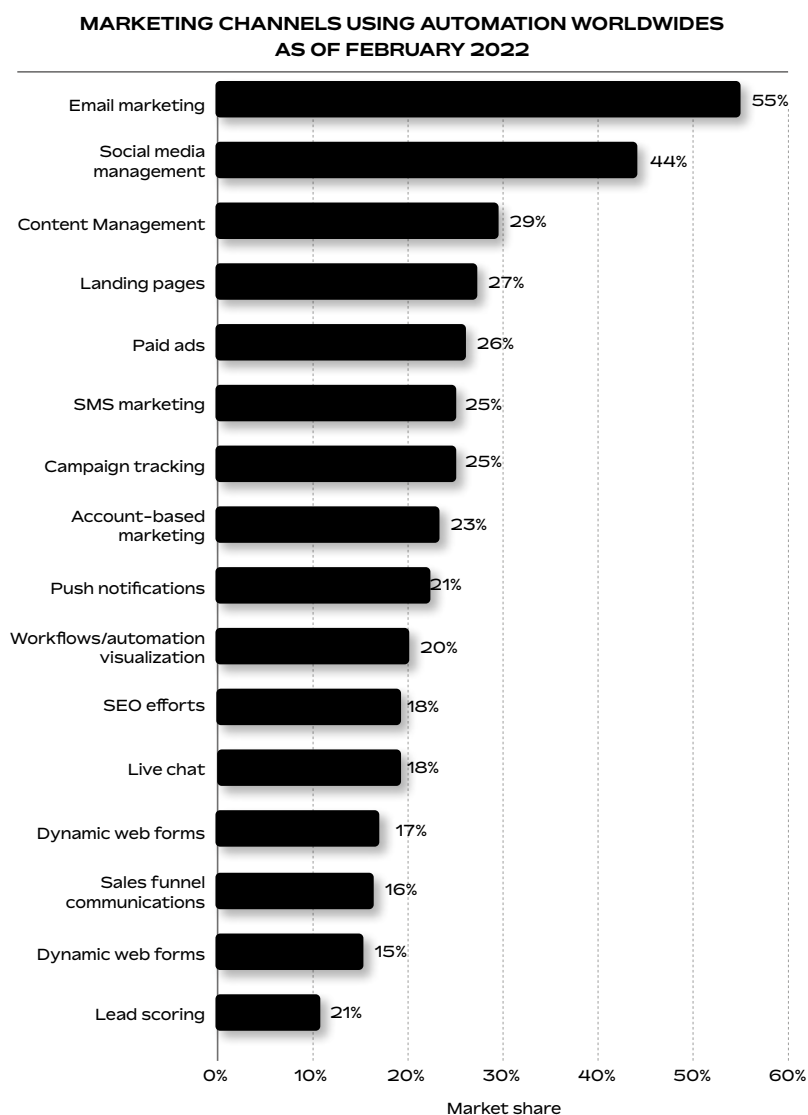




When discussing marketing automation as an absolute value generator, we encourage marketers to think beyond the established predictive analytics represented by paid advertising, email marketing, or chatbots.

Marketing automation is seen outside the data-tech marketing environment as a fancy technique that is forbidden for the common mortals. Despite this mindset, marketing automation is simple. It automates tasks that can be performed manually but are not cost-effective if done that way.

The reality behind automation is more on the side of engineering than marketing. It is more related with process, data and low qualification tasks than in the side of creativity in any of its expressions (design, wording, user interface, etc).

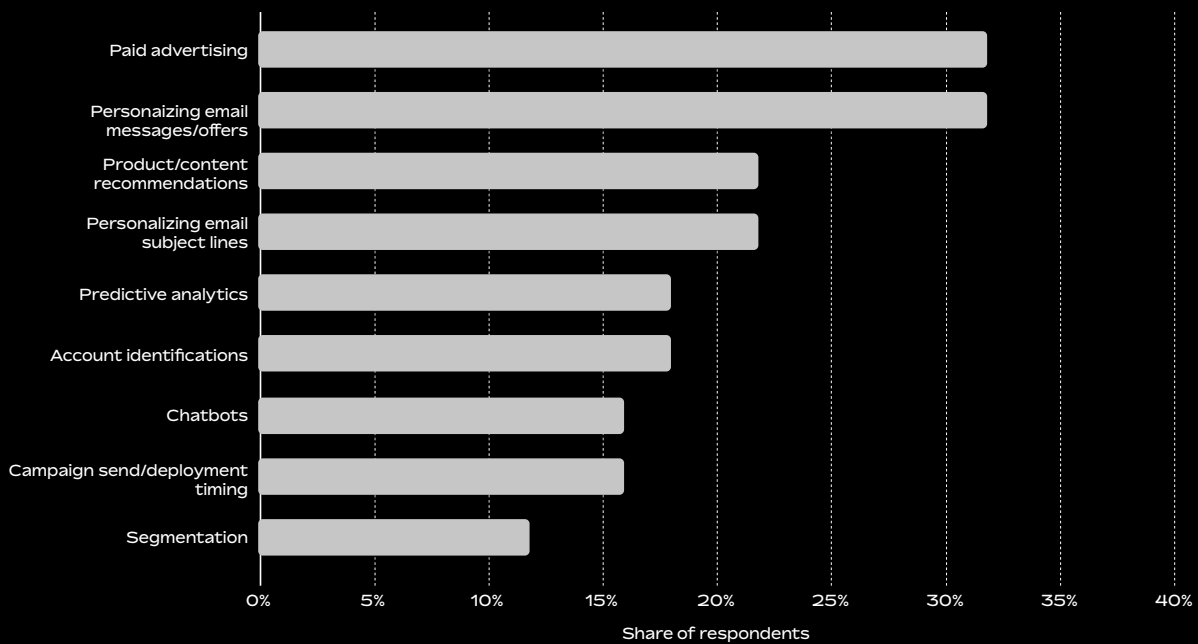


**Additional Information:**

Worldwide: Ascend2; February 15 to 23, 2022; 393 respondents



**LEADING AREAS IN WHICH MARKETERS COMBINED ARTIFICIAL INTELLIGENCE  
(AI) WITH MARKETING AUTOMATION WORLDWIDE AS OF FEBRUARY 2022**



**Additional Information:**  
Worldwide; February 15 to 23, 2022; 393 respondents

## BIG DATA OPENS THE DOOR TO A NEW AGE OF DATA-INFORMED MARKETING

Marketers must tap into the right technology that enables predictive analytics to enhance the effectiveness of their campaigns.

The enormous number of impacts each user receives on social media is a huge challenge but also opens the door to new amazing possibilities, if you have the right technology. We are talking about the ability to identify influential users that might not be actual influencers, or knowing net sentiment of your audience through the comments in your feed, the amazing opportunity to finally identify the superfans of your brand. Social intelligence is the key to the new age of marketing.



## PERSONALIZATION & EFFICIENCY

One of the leading usages of marketing automation is the ability to personalise customer interactions. Customer interaction here doesn't just mean sending emails with a "Hello <customer name>!".

An interaction could be physical, digital or both. And an interaction could be born from the customer or from the company. So, possibilities are exponential.

Personalization is not sending personalised emails to custom audiences, it is much more. Instead of a poor personalization approach we can have a broader scope. Then we can describe personalization as the ability to send the right message, to the right person, at the right time and... using the right channel.

This is a big combination of "rights". This enormous difficulty is the main reason that companies are struggling with achieving real personalization.

Probably, the most used and less valued reason is to increase efficiency in low efficient tasks. For example, a call centre is the typical situation in which you can save tons of money by implementing a series of automations: IVR, auto-dialling, sentiment analytics, call recording, etc. These are tasks that can be done manually but when doing automatically it saves time and increases productivity.

This type of efficiency is very well managed in environments where labour is key. But what happens to those which are not? What happens in the digital marketing teams? Despite the amount of technology it seems that just a few care about the incredible time that some tasks are getting: segmentation, campaign management, reporting... These tasks, among other things, are the top priority when it comes to automation.

“

***After experiencing accelerated digitization since the pandemic, 2023 will be the year of technology. Now is the time to satisfy customer needs better and faster than ever, and this is only possible thanks to the choice of efficient and creative technology. That is where the difference between one brand and another will lie: offering fast and immediate service for an impeccable omnichannel experience.***

América Vallejo Lanau,  
Digital Marketing Manager at Naos Skin Care



## WHAT IS NEXT

Although, as we said before, marketing automation is very tactical it requires a shift of mindset, though, a strategy.

First of all, instead of selecting a tool and then analysing capabilities, try to figure out which levers are those which will impact your company the most, of course, in terms of marketing automation.

Then, create your strategy (plan, measure, channels, people...) and only then should you start implementing it.





**GROWING TRENDS**

- 6 | Exploring the Metaverse
- 7 | Virtual Influencers
- 8 | Decentralized Communities

**03 | Marketing Trends 2023**

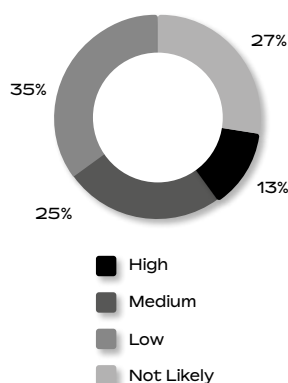
# 06 | EXPLORING

## The metaverse

The race to the metaverse is on. The coming years will reveal who will lead and who'll drop out.

The concept of the metaverse – a mix of digital, augmented, and real-world realities – started making news last year. Now, it's a trend everyone wants to be a part of. Facebook is doubling down on its Meta rebrand, while tech leaders like Microsoft and Tencent are starting to reveal their metaverse concepts. With a potential market of \$800 billion, expect even more players to join in the coming months. However, the idea is entering a critical time, potentially facing a format war.

2023 will still be a year of exploration, where many brands will dare to continue exploring and finding ways to join the Metaverse; 12,5% of marketers state there is a high chance they will explore the Metaverse in 2023 and 25% that there is a medium chance that they will. But The biggest challenge will be finding ways to add value to this platform and not just because everyone else is doing it.

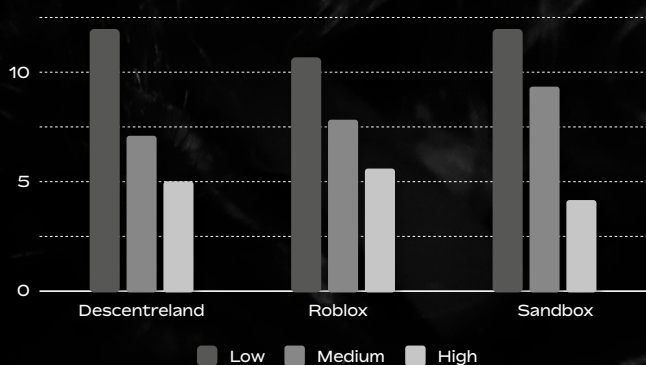


Among those brands who are considering the metaverse as a next big thing for their marketing plans, Roblox and Sandbox are slightly better positioned than Decentraland to be the entry door to the metaverse.

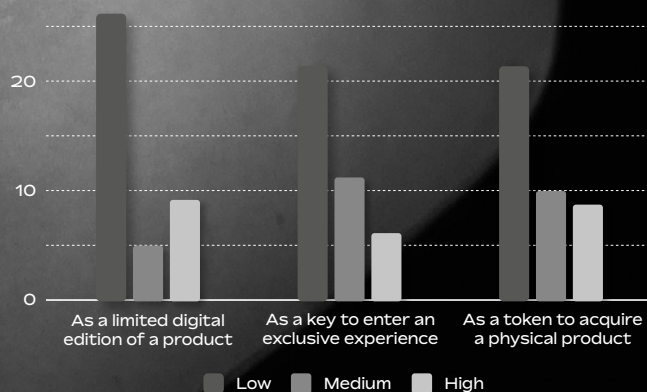
## WHICH OF THE METAVERSES ARE YOU INTERESTED IN?

There are still many unanswered questions around measurement metrics and engagement in the space, but forward-thinking brands with their eye on the future are already experimenting and finding their ground in the space to have a first mover advantage.

One of the many ways of entering the Metaverse is through NFTs. Many brands have already experimented creating their NFTs either to commercialize or to just explore and enter the Metaverse.



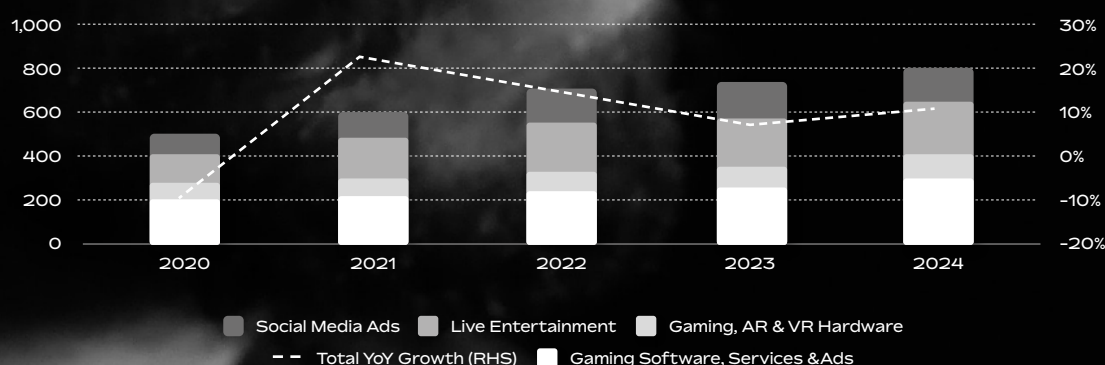
But what is the probability that brands in 2023 will develop NFTs, and in which format will they do it?



“

**The global Metaverse revenue opportunity could approach \$800 billion in 2024 vs. about \$500 billion in 2020**

## METaverse MARKET GROWTH OUTLOOK







## THE METAVERSE AS A NEW MARKETING CHANNEL

As with search engines and social media (the technological enablers of web 1.0 and 2.0), marketing and advertising will provide the fuel that will boost web 3.0 - the Metaverse - into the mainstream. The concept may still need to merge, but businesses from giants of international finance like HSBC and JP Morgan to global lifestyle and fashion powers like Nike and Gucci have already staked their claim and begun building their metaverse presence. The Metaverse is another communication channel that focuses on customer experience and one-to-one connections. Over the next 12 months, businesses will be all-out to position themselves at prime virtual locations – whether building their platforms or occupying existing spaces such as Meta Horizons, Fortnite, VR Chat, or Decentraland. to automation.

## 07 | VIRTUAL INFLUENCERS

### Set to change the future of influencer marketing

Recently we've seen a collaboration between the brand Depop and the famous video game The Sims, a partnership that has given us a glimpse of what social media could look like with Web 3 and the Metaverse development.

Web3 will enhance current social media platforms and allow us to engage in a more interactive and meaningful way, allowing us to create 3D representations of ourselves.

This shift will undoubtedly give way to different forms of influencing. Whether it's brands creating their avatars to act as content creators or marketing agencies developing their avatar influencers, influencer marketing will evolve massively.



## THE RISE OF ‘INDEPENDENT’ VIRTUAL INFLUENCERS ON INSTAGRAM

Independent virtual influencers aren't owned or created by a brand. What appears to be a human personality is carefully manufactured by digital marketing, PR, and branding experts creating entire personal brands.

The most famous example of this is Miquela Sousa/Lil Miquela, created by LA-based tech startup Brud and managed by PR firm Huxley. She is a musician, change seeker, style visionary, and one of the '25 most influential people on the internet.' According to [virtualhumans.org](https://virtualhumans.org), the depth of her character is human-like, garnering her constant media attention and opportunities. These include interviewing J Balvin at Coachella, modelling for Prada, and getting millions of streams on Spotify for her music.



## WHAT ARE THE AVATARS OF THE METAVERSE?

In the Metaverse, users will be able to interact with each other in a virtual environment. However, not everyone has access to a VR/AR headset. Therefore, Meta has found its way of bringing a glimpse of Metaverse to its users in 3D avatars.

These 3D avatars are functional, and users can customise them to be more aligned with their virtual identity.

“

***Avatars are a key building block for the future of personal identity in the Metaverse***

Adam Mosseri,  
Head of Instagram



“

***Representations in the Metaverse should reflect the real world's diversity. Avatars are just the first step toward enabling everyone to express themselves in their unique ways.***

Manish Chopra,  
Director and Head Partnerships at Meta

## WHY CREATE YOUR DIGITAL AVATAR FOR YOUR BRAND?

We see people comfortably talking to the camera, posing and feeling themselves, while we, on the other hand, can't. Creating our avatars can help your brand confront this struggle. By creating a fictional character you don't depend any more on physical barriers.

This inclusion of avatars has much to do with Meta's attempt to enhance the Metaverse. Therefore, we can assume that Instagram avatar applications will follow this line. And trying to draw some conclusions, the avatar of a brand may become a communication channel for the brand with its customers. Suppose the avatar is sufficiently developed and capable of creating a loyal audience. In that case, it may replace some Instagrammers when promoting x-brand products or offering content. However, it's unlikely the avatar will supply the impartiality that content creators are supposed to have.

Everything that you choose to offer through the brand avatar needs to be carefully thought out and measured because you run the risk that the public will view your avatar as a mere customer service channel.





## 08 | DECENTRALIZED PLATFORMS

### The rise of niche communities



Brand communities must reinvent themselves to keep engaging with their customers. Decentralized social platforms are the next big thing, and consumers, not big businesses, could run the future of society.

2023 will be the year that brands start to understand these new community ecosystems to create more organic relationships and a deeper understanding of their customers.

A growing concern around centralized social platforms is the user's lack of control. Those that run the platform determine what can be published, how data is stored, and the type of censorship. Consumers rarely have any say.

That is why we're seeing the rise of decentralized social platforms enabling more user control.

#### **WHY SHOULD BRANDS TURN TO THESE NEW DECENTRALIZED NICHE COMMUNITIES?**

There are many reasons why brands should start turning to niche communities. They are perfect for building authentic peer-to-peer relationships with people based on shared interests, a strong sense of belonging and a true spirit of co-creation. As a brand, you will establish a new way of connecting with your au-

dience based on listening to them and creating exclusive experiences that work as a reward for their loyalty. It's an incredible opportunity to co-create with your audience and increase your platform's and brand's value.

You will have direct access to your target audience, which means you can communicate with them directly. Not only will you increase loyalty towards your brand, but you will get first-hand insights, challenges, goals and feedback.

With 66% of brand communities saying that their community has led to increased loyalty, it's no wonder more brands want to boost their closeness to their consumers when spending power is spread thinner.

But we must remember that these new platforms can be challenging. Consumers expect different levels of censorship and free speech. Without a central force, there's an increased risk of toxicity and radicalization.

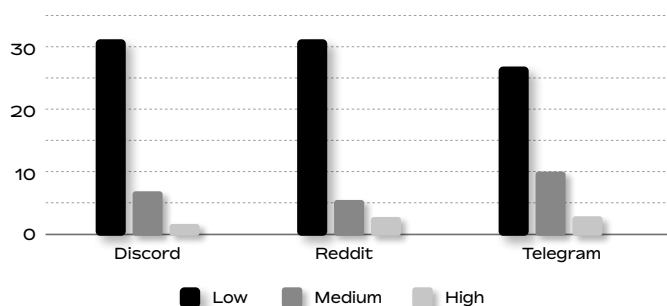
These decentralized startup platforms may not take over in 2023, but they will cause big players to notice. Expect to see significant social media tackling more of the issues consumers raise and possibly even putting more power back into the hands of their users.

“

***In 2023, the digital world will continue to play a leading role in the media scenario. Brands will have to diversify and adapt communication strategies to different channels, platforms, and levels of consumer predisposition towards brand messages. As a brand, to make your message organic but memorable, it will be essential to analyze the perfect moment and place to make an impact. We live in a saturated world of communication, and as a brand, you must find a way to stand out from the rest.***

Alexandra Martinez Villarreal Marketing Director at Risi SA

#### WHERE ARE THESE NEW NICHE COMMUNITIES HAPPENING?



# COLLABORATORS:

**FLAVIA GUTIERREZ VELEZ**  
Chief Marketing Officer  
Bio Republic

**ARCELIA LANDA**  
Marketing Director  
México  
Wella Company

**NATALIA ALVAREZ**  
Consumer Revenue  
Manager  
Condenats

**RISHAAD SACOOR**  
Head of Brand Strategy  
Kia Europe

**ASHLEY SHEETS**  
Media Manager  
Bimbo Bakeries USA

**KRISTIN HARP**  
Manager, Content  
Strategy  
Bimbo Bakeries USA

**ARIANNE DOS REIS**  
Marketing Coordinator  
Lg Eletronic

**VIRGINIA CÁNOVAS**  
Head of Marketing  
The Knot Worldwide /  
Bodas.net

**ADRIANA DI IPPOLITO**  
Marketing &  
Communications Manager  
Spain and Portugal  
LELO

**ANA PALENCIA**  
Corporate Communication  
Director  
Unilever

**DAVID PALACIOS JARAMILLO**  
Global Comms & PR  
Manager  
Ron Diplomático

**CAMILO DIAZ VEGA**  
Marketing Director  
Totto - Unconditional  
Partners SI

**AMÉRICA VALLEJO LANAU**  
Digital Marketing  
Manager  
Naos Skin Care

**PABLO MUÑOZ**  
Co-Fundador  
Cøllage

**CARLOS MARTÍNEZ**  
VP Country Manager  
Iberia  
Paramount

**RAFAEL GARCÍA - PARRADO**  
CMO  
Euroinnova International  
Online Education

**XAVI DURAN**  
CMO  
PdPaola

**ALEXANDRA MARTINEZ VILLARREAL**  
Marketing Director  
RISI SA

**SARA FERNÁNDEZ**  
Marketing Manager  
Edgard&Cooper

**EUGENIA BATLLE**  
Senior Digital Marketing  
Specialist  
NAOS

**ANA RODRÍGUEZ GARCÍA**  
Communication Manager  
Future Cosmetics

**ESTEFANÍA YAGÜEZ**  
Consumer Insights &  
Market Intelligence  
Director  
L'Oréal

**AINHOA SEMPERE**  
Marketing Specialist Jr  
Sprinter

**ISIS SUÁREZ GLEZ.**  
PR & Press Manager  
Unisa

**GUILLERMO DEL TÍO**  
Digital Marketing  
Specialist  
LG Electronics

**REBECA TREJO**  
Creative Director  
CasaBaca

**AKETZALLI ARTEAGA**  
Sales  
Gallo Azul

**NATALIA SOTO**  
Digital and Media  
Manager  
Unilever

**GRISELDA ECHEVERRÍA**  
Digital Marketing  
El Globo

**MARIELISA ESTEVES**  
Communications Manager  
JCDecaux

**GADEA MAIER**  
Marketing Director  
IWC Schaffhausen

**GONZALO MÁRQUEZ**  
Head Of Social  
Samsung

**IVAN ACOSTA LOARCA**  
Sr. Specialist, Media  
Planning  
Lenovo

**FERNANDO MENDEZ**  
Media & Digital Genius  
Unilever

**DANIELA RODAS**  
Brand Assistant  
Unilever

**VÍCTOR FRONTÁN**  
Marketing Data Activation  
BBVA

**CAROLINA BENELLI**  
Senior Marketing Analyst  
Mondelez

**FEDERICO BUNSE**  
Marketing Superior  
Philips Domestic  
Appliances

**MARÍA MENCHACA**  
Copywriter & Content  
Designer Manager  
Onlypharma

**IVÁN LARA**  
Marketing Manager  
Tecnocrática, MacLukan,  
Sumeru

**JORGE MONTOYA**  
Performance Marketing  
Manager  
Happy Socks

**TRISTÁN ELÓSEGUI**  
Brands Mentor

**ALVARO DE LA MOTA**  
Digital Marketing  
Manager  
Accenture

**CHRISTOPHER AGUILAR**  
CGO  
La Martinuca



# SOURCES

*Marketing Trends 2023 Survey led by Samy Alliance*

*Consumer Trends 2023 Samy Alliance*

*Statista 2022*

*Bloomberg Intelligence, NewZOO, IDC, PWC, Two Circles, Statista*





**We deliver** GROWTH

