

# Executive Summary.

---

## The global marketing landscape is constantly shifting and evolving – in response to consumer demand, rapid technological innovation and a deluge of content and platforms.

To keep up with all of these changes – and predict the next seismic shift – marketers often find themselves wishing they were equipped with a crystal ball. But speculating about a long-term future that's almost impossible to see isn't going to help us come up with a strategy for today.

So we asked ourselves – what changes did we see in 2017, and how are they likely to develop in 2018?

Our in-house teams shared their observations and we interviewed a number of industry experts, as well as carrying out our 2018 Global Marketing Survey. We then distilled this research into seven key observations, covering a range of topics:

- **Leading by Example**  
*Demonstrating a social conscience*
- **Compact Creativity**  
*Short-form video and micro adverts*
- **Truth and Transparency**  
*Peer-to-peer reviews, UGC and real-life advertising*
- **It's Good to Talk**  
*Consumer-brand communications*
- **Working Together**  
*Mobile and remote working, and collaboration*
- **Life on Demand**  
*Instant delivery and instant answers*
- **The Analogue Antidote**  
*The role of traditional media in a digital age*

We looked inwardly at issues around workplace diversity, collaboration and advertising spend. We examined a number of existing marketing trends – social media as an advertising medium, the use of chatbots to answer consumer queries, and the attention-grabbing immediacy of video – and explored how they might play out over the coming 12 months. And we turned our attention to current affairs, at a time when consumers are increasingly distrustful of traditional media and more likely to respond to user-generated content over brand messages.

The seven trends presented in this report might not constitute the biggest changes in the 2018 global marketing landscape, but we believe they are the ones with the potential for the greatest and most meaningful impact for global brands. We think that maintaining a focus on these areas will help decision-makers navigate the year ahead and equip marketing professionals with the essential insights they need to effectively communicate with consumers and deliver their brand story.

At Freedman, we work alongside brands and businesses to create, localise and deliver content in multiple countries and regions. And so, throughout the report, we have included some information on how we can help work with your brand to execute truly international campaigns.