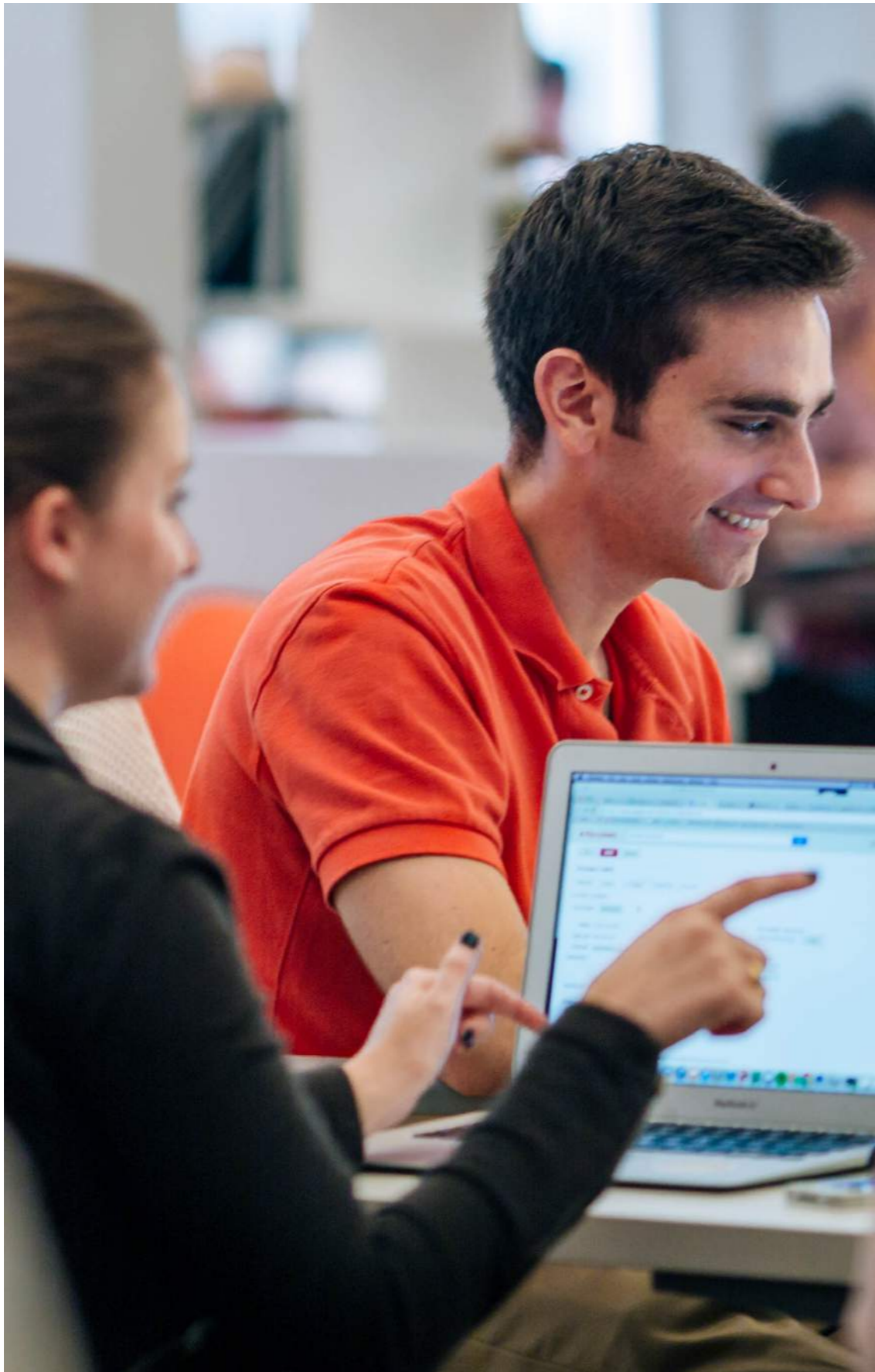


A background image showing a woman with long brown hair speaking into a microphone, with a man seated in the foreground listening. The image is overlaid with a dark blue semi-transparent rectangle containing the title and subtitle text.

# Six Marketing Trends to Watch in 2015

In conversation with agency marketers



# Introduction

At Percolate, we have an opportunity to work with some of the brightest advertising, public relations, and marketing communications professionals in the business. We know that our software and technology exist to empower and enhance the important creative work that agencies do well.

We recently sat down with several marketing professionals on the agency side from BBDO, GroupSJR, Social@Ogilvy, and Barkley and spoke to them about what they see ahead in the new year.

Marketing moves fast. Great marketers need to move faster. The new year is almost here, and with it, a slew of new challenges.

From middle-weight content to new platforms to smarter adtech to a backlash against in-house creative work, we hope these trends will give you a fresh perspective as you head into 2015

## Expanding Onto New Channels

*“I think by 2015, if you’re a brand that’s not on Tumblr or Instagram, you’re a little behind. These are places where people can feel that they’re really connected to the brands they enjoy with friends. They’re wanting personalized responses and one-on-one fan engagements.”*



— Stephanie Castro, Barkley

By now, every brand that’s going to be on Facebook or Twitter has pretty much gotten there. But consumer behavior continues to change and platforms like Instagram and Tumblr are becoming the new proving grounds for brands. With different demographics and different ways of interacting, marketers will have to develop new ways of engaging their fans.

**Takeaway: Brands should prepare a strategy for expanding into new channels in 2015.**

15%

**US Teens use Tumblr on a daily basis in 2014**

51%

**US Teens use Instagram on a daily basis in 2014**

# Being Geek

*“Startups are becoming mainstream. Mark Zuckerberg is the kind of person people aspire to be, not just in Silicon Valley, but in cities like New York and even Boston, where I am.”*

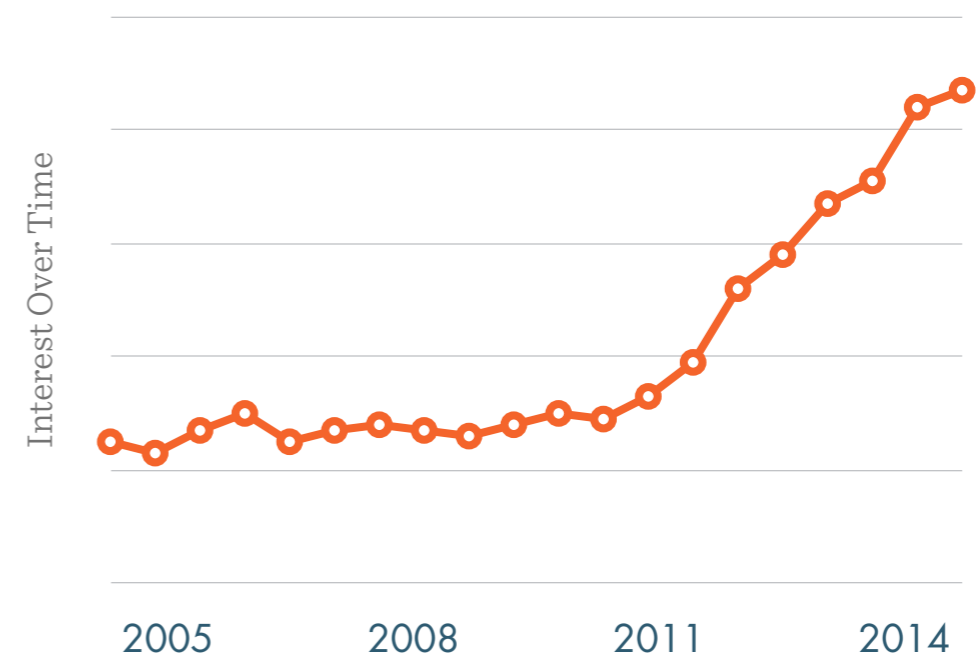


— Eric Fulwiler, Mullen

There has been a transformation in pop culture over the last decade, mirroring in many ways the rise of Facebook as both a global network and as young tech founders rose to prominence. Eric Fulwiler, VP of Social at Mullen, believes consumers will resonate with messages that relate to striking out on their own as entrepreneurship has grown in popularity.

**Takeaway: Embrace the excitement people have about startups, new technology, and the global rise of entrepreneurship.**

## Interest in Startups is Rising



Google Trends Data on "Startups"

# Rediscovering the Competitive Advantage of Agencies

*“I think there’s a little bit of backlash to [brands taking creative work in-house] and they’re now saying, ‘You know what, we do need some help with creative, with ideas, and with helping us stay on top of what the trends are and what we should be doing.’”*

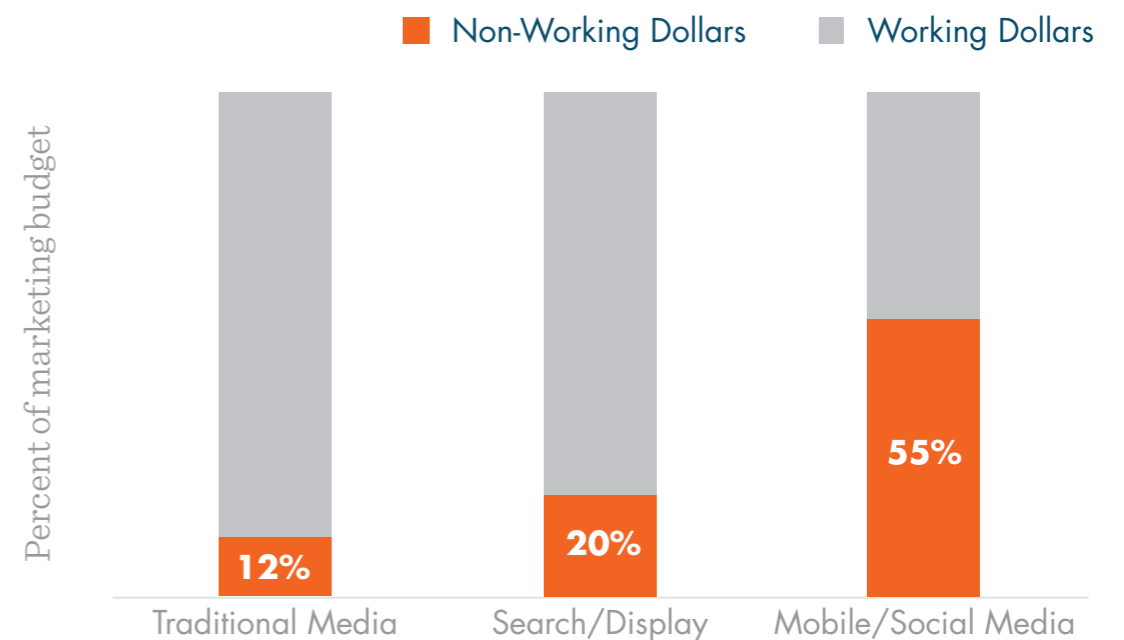


— Rachel Caggiano, Ogilvy Public Relations

For many brands, the last few years has been about consolidation, about bringing talent in-house, like when reports surfaced in the summer of 2014 that Apple was building a 1,000 person internal ad agency. But with the rapidly changing ecosystem that comprises digital and omni-channel marketing and the unique challenges of managing a professional services team, Rachel Caggiano at Social@Ogilvy expects that the pendulum may swing back.

**Takeaway: Expect some brands to back off their in-house strategy and leverage the power of creative agencies.**

## Social Requires Increased Investment in Creative Resources



Exane BNP Paribas estimates

# Beyond Channels

*“The current state of adtech in social tends to treat all content the same - you choose the pieces of content you want to promote and it will find the right audience and platform to serve it up. But what happens when programmatic doesn't just apply to optimizing spend against a piece of content but to optimizing all your content, even across channel?”*

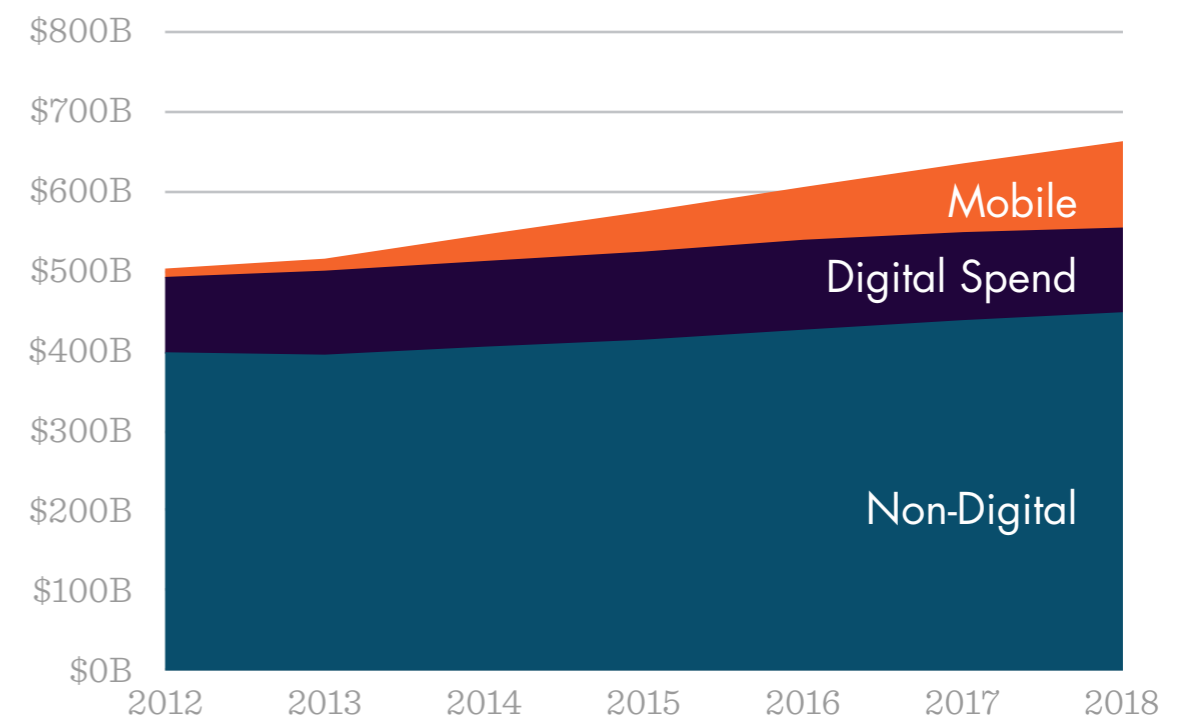


— Eric Fulwiler, Mullen

Today paid media platforms like SocialCode and Unified already help brands optimize the promotion of a particular piece of content across Facebook, Twitter, LinkedIn and other channels. But Eric sees an opportunity for adtech to go further and allow brands to say "Here's all my content, find the best way to spend this \$50k across all of it".

**Takeaway: Look for new adtech offerings that can optimize across not just channels but all content**

**Global ad spend forecast across categories**



## Cut the Brand Microsite

*“We’ve come out of an overload of Facebook apps and pages and micro sites and random apps being built as a one-off experience. People have revolted against it. Brands need to be asking themselves: ‘What’s a consumer barrier and what can we create to help people get past it?’ ”*

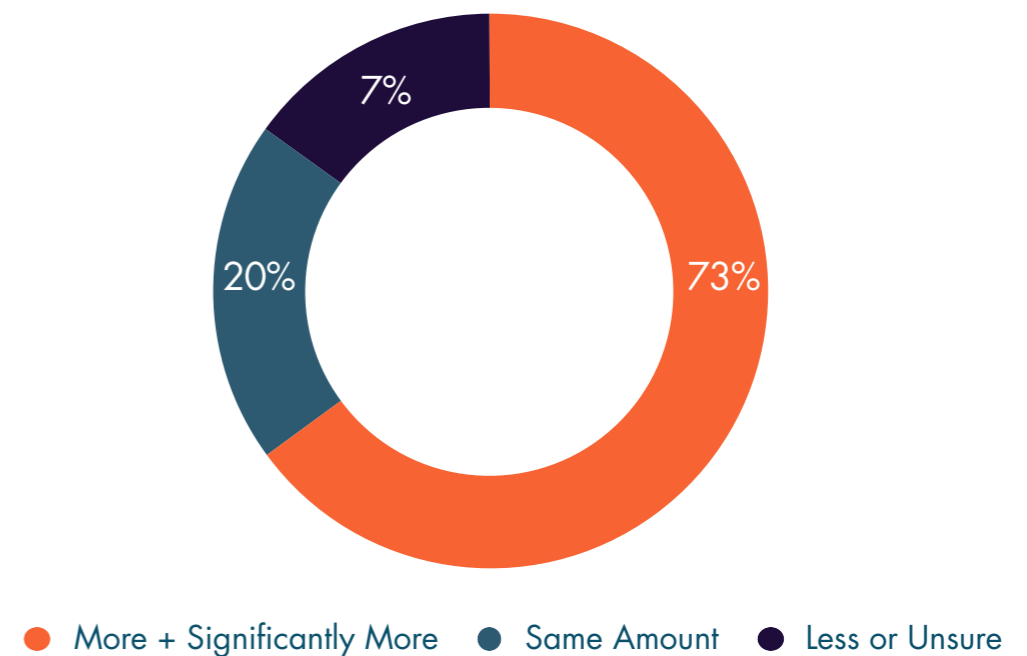


— Rebecca Nadilo, BBDO

As Head of Engagement Planning at BBDO, Rebecca Nadilo has watched consumer response to promotional brand campaigns fall in recent years. Her advice to marketers is to start thinking harder about how their content can provide real utility. For instance, Lowe's has grown a strong following on short form video channel Vine for their “Fix In Six” videos that show clever ways to improve life around the home.

**Takeaway: Telling your brand story in novel ways isn't enough — look for opportunities to provide real utility to people in your marketing.**

### Majority of Marketers Are Producing More Content in 2014 vs 2013



## Combining Service and Utility

*“I would love to see content technology solutions combine with an equally robust service offering. The magic would be to have it in one organization. I have yet to see it.”*



— Alex Jutkowitz, Group SJR

As managing director of GroupSJR, Alex Jutkowitz sits at the intersection of creative talent, brand marketers, and technology platforms. A major challenge for many companies is getting a good fit between agency professionals and the software they use to create and collaborate with the brand team and Alex believes that a hybrid organization that offered both would completely disrupt the market.

**Takeaway: Don't evaluate your agency and technology partners in silos — see how well they can work in concert.**

**85%** Of Marketing teams have a Chief Marketing Technology Officer

# Our Agency Experts



**Rebecca Nadilo**  
**BBDO**



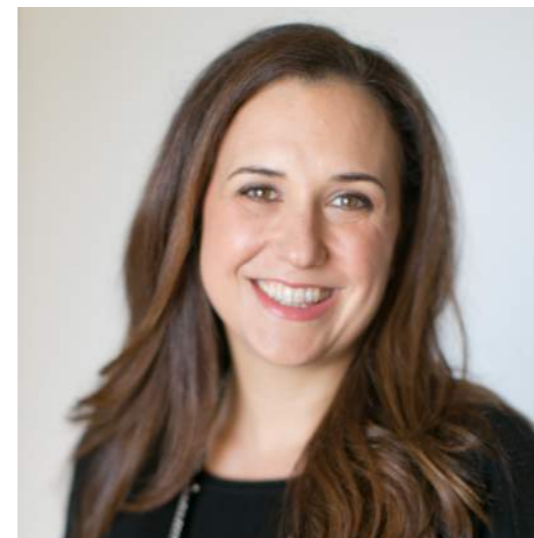
**Stephanie Castro**  
**Barkley**



**Eric Fulwiler**  
**Mullen**



**Alex Jutkowitz**  
**Group SJR**



**Rachel Caggiano**  
**Ogilvy Public Relations**



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or request a demo today at [percolate.com/request-demo](https://percolate.com/request-demo)



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