

Drawing from both industry research and hands-on expertise, this report offers actionable insights to kickstart an exciting journey into marketing in 2025.

Index



Marketer of 2025: Skills and Challenges

The Social Media Landscape

The Boom of Social Commerce

Navigating the Creator Economy

Human Creativity:
The True Driving Force in the AI Era

Early Trends Detection to
Achieve Cultural Relevance

MARKETING TRENDS 2025



Introduction & Methodology

In the third edition of our highly acclaimed annual **Marketing Trends Report**, we combine insights from 70 in-depth surveys of leading global brands, including L'Oréal, DIA, Diageo, Sony, BBVA, Wallapop, Miravia, Nestlé, INEOS, Heineken or Santa Lucia, with expert analysis from our SAMY team, focusing on social media, influencer marketing, and consumer behavior.

Drawing from both industry research and hands-on expertise, this report offers actionable insights to kickstart an exciting journey into marketing in 2025.

Take a seat, get comfortable, and join us for this inspiring read.



A note from the leadership

Embracing the change in 2025

As ever, marketing in 2025 continues to evolve rapidly. Driven by new technologies, shifting consumer needs, and a demand for greater authenticity. This report explores the pivotal trends shaping the year ahead, equipping brands with insights to navigate and thrive in this fast-changing landscape.

Firstly the role of a Marketer in 2025 will evolve – demanding adaptability, data fluency, and creativity to meet new global challenges, including smarter data management and agile, audience-focused storytelling.

Social media will deepen its influence as a direct sales channel, with platforms like Instagram, TikTok, and YouTube leading the way. The emphasis will shift toward maximizing fewer, high-impact platforms while engaging audiences through enhanced community management and algorithmic strategies.

Social commerce is set to soar, merging social engagement with shopping. Brands will need humanized, authentic approaches to connect meaningfully with consumers, transforming discovery into instant purchase.

Finally, AI transforms marketing, optimizing ad targeting, content creation, and consumer insights. However, human creativity remains essential, as the most successful brands will blend technology with a human touch.

This report serves as a roadmap for brands aiming to remain relevant and resilient in 2025, embracing change with confidence and innovation.



Ian Cassidy
Chief Innovation Officer at SAMY



SAMY minds who contributed to this white paper

→ **Corinne Odeurs**

Innovation Director

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Global Head of Influencer Marketing Excellence

→ **Ricky Pombo**

Head of Influencer Marketing

Marketer of 2025: Skills and Challenges ^[TREND 1]

When we discuss marketing trends, we often underestimate the people behind the brands—the ones driving **growth, strategy, creativity, and innovation**.

In this quick overview of the **global marketing leader**, we explore the skills these professionals need and the **challenges** they'll face in the coming year, combining learnings from the SAMY survey, *Forbes*, and *Forrester*.

Spoiler Alert: one of the biggest challenges worldwide is simply not having enough time.



Marketing Skills for 2025

According to 74% of our respondents, **the most critical marketing skill for 2025** is the ability to adapt storytelling effectively to different channels.

Identifying and **investing in the right platforms**—such as digital video or streaming—will also be crucial for demonstrating ROI.

Marketers must possess the ability to **break down silos** and influence decision-making at the C-suite level.

Staying well-informed about **evolving marketing trends** and consumer behavior will remain indispensable in this ever-changing landscape.

The CMO of the future is **passionate about technology** and unafraid to explore, innovate, and learn from failure.

Challenges Marketers Face Globally

Marketing leaders struggle with **time** (more than half of the participants identified this as their top concern).

The rapidly evolving ecosystem - driven by continuous tech advancements and emerging platforms - can be overwhelming.

Another major challenge is **insufficient investment in technology** and innovation, which limits the ability to streamline workflows and improve efficiency.

Smarter data management. According to *Forrester*, four of the top five B2C marketing challenges are data-related. Marketers must enhance their analytics and data collection capabilities while staying compliant with data privacy regulations.



The Social Media Landscape

[TREND 2]

This section focuses on the social media landscape and covers key points to inform social media strategies in 2025:

Which platforms are capturing the largest share of **marketing budgets**?

Trends and social management that we know we should be capitalizing on, but aren't yet: short-form content, social search, and community management.

Emerging social media trends, like 'weird', 'absurd', or 'anti-branding'.

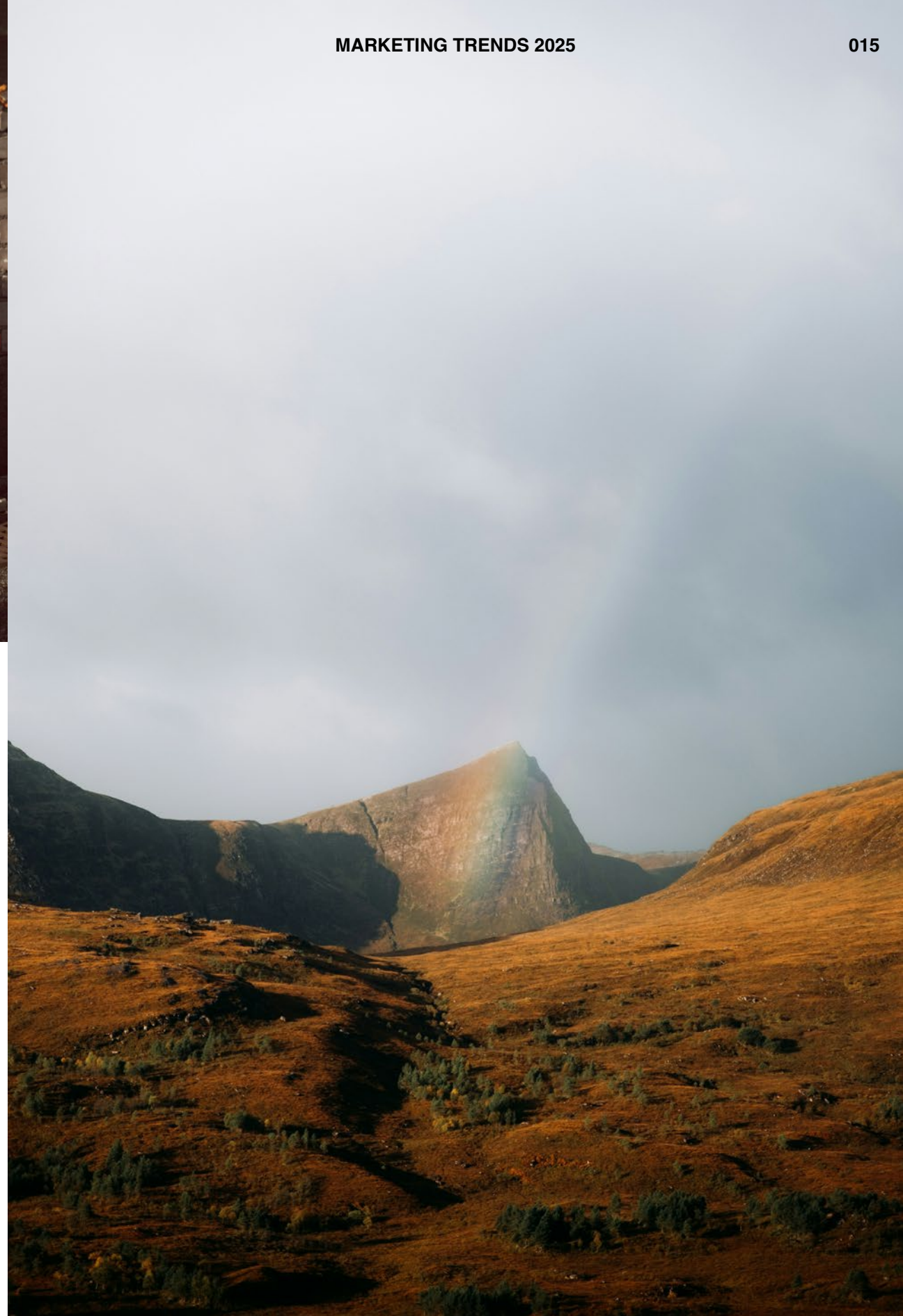
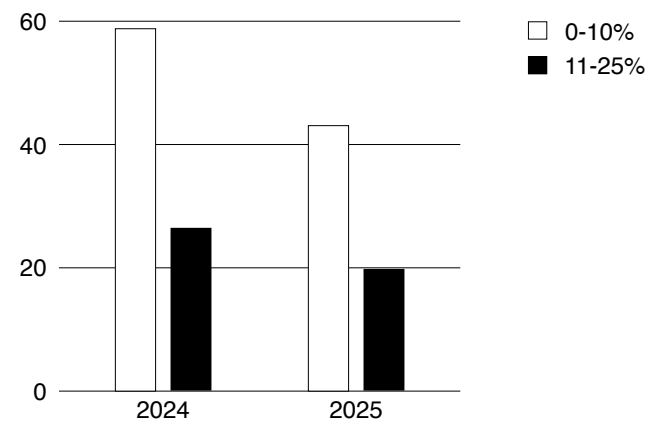


Marketing budgets and platforms in 2025

There's a noticeable decline in the number of marketers who expect to increase their budget by 0-10%. **Only 44% are confident their budget will grow in 2025**, a 9 percent drop compared to 2024.



Marketing budgets 2024 vs 2025



Paid media is set to see the highest investment, while traditional media continues to decline

#Marketers are doubling down on paid media for 2025, with nearly 60% of respondents saying it's their top investment area (similar to last year). Our research reveals that AI is changing the paid media landscape, making campaigns more thoughtful and efficient.

#Social Media, Branded Content, and Influencer Marketing are key areas where budgets are also being directed. These elements remain essential for building brand reputation and connecting with consumers and communities across the digital landscape.

#Traditional Media—like TV, print, and radio—are expected to see the biggest decrease in investment, according to the SAMY survey. The rise of digital media, changes in consumer behavior, and the decline in advertising revenue are some of the reasons behind this decline.

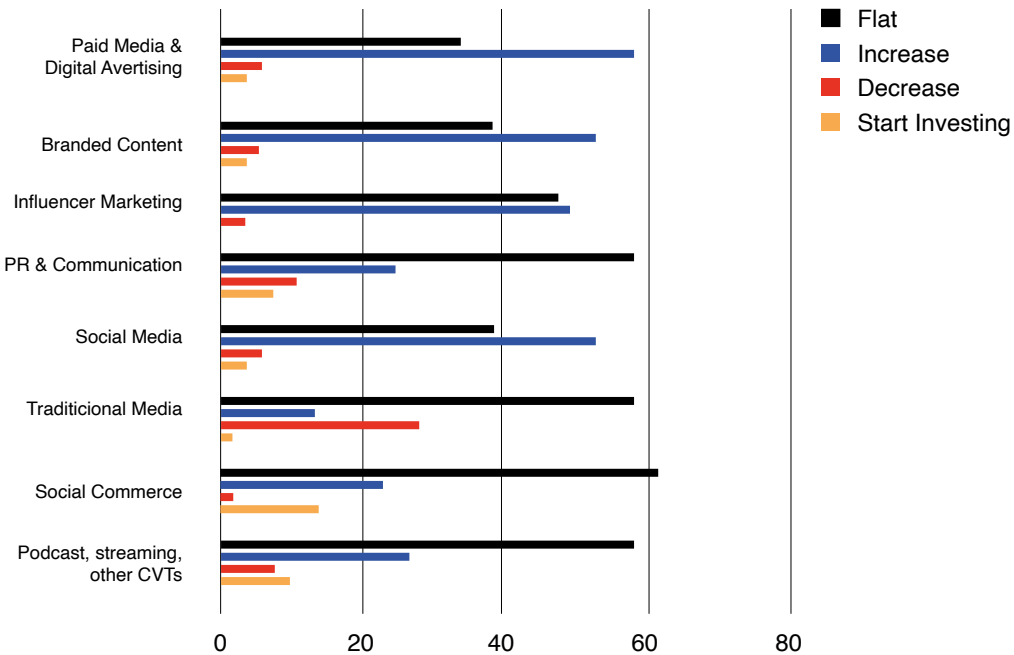
#Social Commerce, Podcasts, and Streaming are also gaining traction, with more marketers either increasing budgets or planning to invest in these areas for the first time.

“As content remains a dominant force in marketing, CMOs should allocate a significant portion of their budget to high-quality, multi-format content creation. This includes video, interactive content, and podcasts. Additionally, investment in omnichannel distribution to ensure content reaches the right audience at the right time will be crucial”.

Cristina Galán
Country Manager Mexico at SAMY



Marketing Budgets in 2025
Where does the money go?



60% of marketers plan to increase their paid media budgets in 2025

Instagram, TikTok, and YouTube to generate income through social media

In 2025, brands may focus on fewer high-performing **social media platforms** rather than spreading their efforts too thin across many. The key for brands will be to master the platforms that resonate most with their audiences.

Our survey shows that marketing budgets will focus primarily on **Instagram** (the top choice for driving social commerce, as we will cover later), followed by **TikTok, and YouTube**, in that order. Platforms like **Twitch, Threads, and Reddit** are set to receive less than 10% of brand budgets.



Social search

Traditional search engines are gradually being replaced by social media platforms. Approximately 85% of respondents still view Google as the primary search channel for their brands, with Instagram close behind at 70% and TikTok coming in third. Search behaviors among internet users have changed dramatically: they look to Amazon to research a product, Instagram for the latest trends, and Snap Maps to find a local business.

Where do your customers search for your brand online?

Google	86%
Instagram	70%
TikTok	44%
E-commerce Sites	35%
Linkedin	34%
Youtube	34%
X	7%
Don't know	4%

“The audience is so fragmented across different channels that each platform serves different goals, depending on whether we want awareness or conversion. We focus on aspirational content on Instagram, often working with our niche influencers (foodies). On TikTok, we can be more authentic, leverage rankings, and take advantage of hashtag searches and the massive power of the algorithm”.

*Andrea Fernández
Marketing Director Spain at The Fork*

What we already know and must apply (even more) in 2025: short-form entertainment, social search, and community management

Short-form entertainment

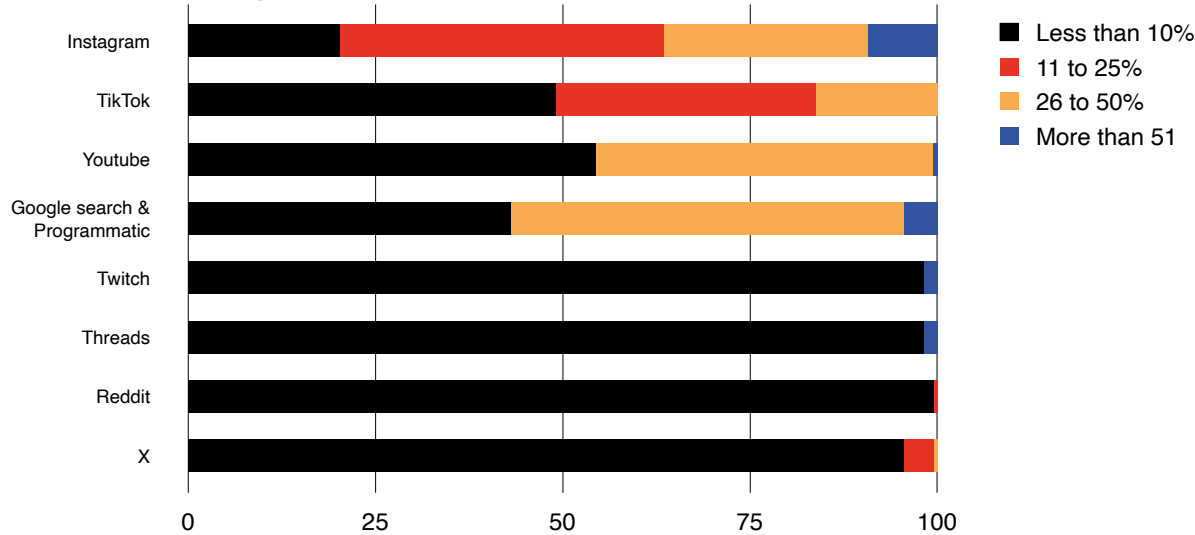
The magic of bite-sized entertainment. Bite-sized clips captivate audiences with quick, impactful bursts of joy and entertainment, requiring minimal time commitment. In our survey, **Reels and TikTok videos** are nearly tied, with **70% of marketers planning to use them**, followed closely by Stories and YouTube Shorts.

However, platforms increasingly allow longer content (*YouTube Shorts up to 3 minutes*) to support more in-depth storytelling.

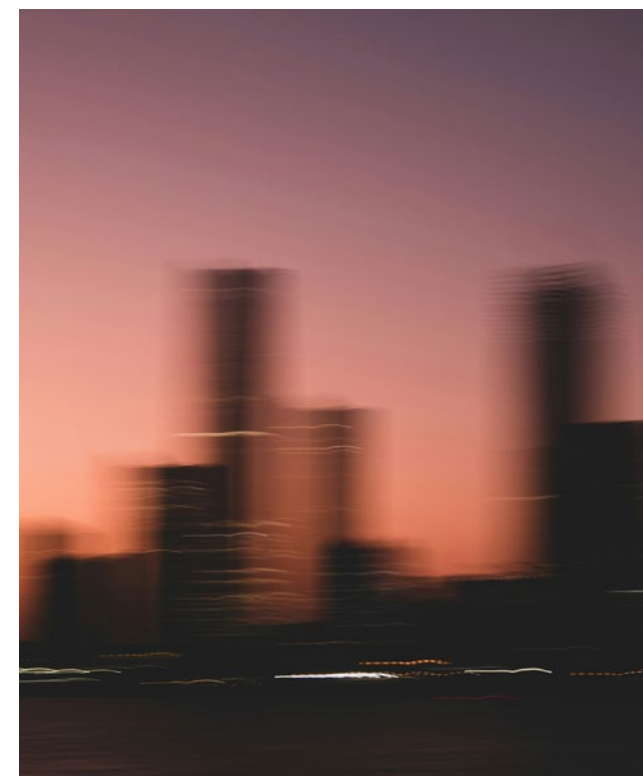
What type of video content formats do you expect to gain prominence on social media in 2025?

Reels	69%
TikTok video	66%
Stories	37%
Youtube shorts	36%
Long-form videos	30%
Lives	11%

How much of your marketing budget will you allocate to each of these platforms



1 in 4 experts plans to allocate between 26% and 50% of their marketing budget to Instagram



Community Management

Community Management is not reaching its full potential. While more than half of respondents identify **social media** as the primary touchpoint with their customers (surpassing email, physical stores, and e-commerce), only **1 in 4 rate their community engagement at the highest level.** Brands that sleep on community interactions are missing out on algorithm-boosting engagement, customer feedback, brand loyalty, sales, and product awareness.

How would you describe your brand's level of interaction with its community on social media?

Medium*	49%
Low**	27%
High***	25%

**Medium: frequent reactive interactions with my community
**Low: rare reactive with my community
***High: frequent proactive interactions with my community*

Discover CAOS, the SAMY framework to level up your Community Management no matter your brand or industry.

The power of algorithms

Understanding algorithms is key to shaping social media strategies. Apps like TikTok use machine learning algorithms to analyze user behavior and preferences, creating a personalized content feed tailored to each user's interests. Marketers must stay on top of how these algorithms evolve to optimize social strategies and maximize engagement.

“We place special focus on two key areas of communication: highly personalized campaigns and content. Instagram allows us to create a strong impact with our customer-centered brand content. Our focus is on this customer experience—we aim to add value (for example, by recommending what to do when a traveler arrives at their destination) and build connections with our audience. In 2025, we'll also be betting on TikTok”.

Sergio Orozco
Head of Marketing at Iryo



Emerging social media trends

Weird, anti-aesthetic, and community-powered content

Joe Moring, our Social Media Director at SAMY UK, shares key trends expected to shape social media in 2025. We've complemented his predictions—drawn from constant industry engagement and real-time trend tracking—with learnings from other social teams at SAMY and external sources.



“People want to buy from people. If 40% of your commerce content strategy doesn't feature real people, preferably UGC, then you're doing it wrong.”

Joe Moring
Social Media Director at SAMY UK



“I think we are going to continue to go more towards authenticity, real stories, real people. Whitewashing will become an even bigger reputational risk. AI will increase its role, and it will be interesting to see audiences' reactions to it considering the desire for authenticity”.

Jussi Mälkiä
VP, Brand Development at DNA Oyj



Weird and absurd will win. Social media users want original, and weird and absurd content usually is. Social teams have noticed a huge rise in absurd content in the last year and they fully expect the Nutter Butter train, driven by AI, with Gen Z announcers and Alpha conductors, to roll full steam ahead into 2025.

Absurdity goes viral:
Talking butter cookies and faces popping out of toilets



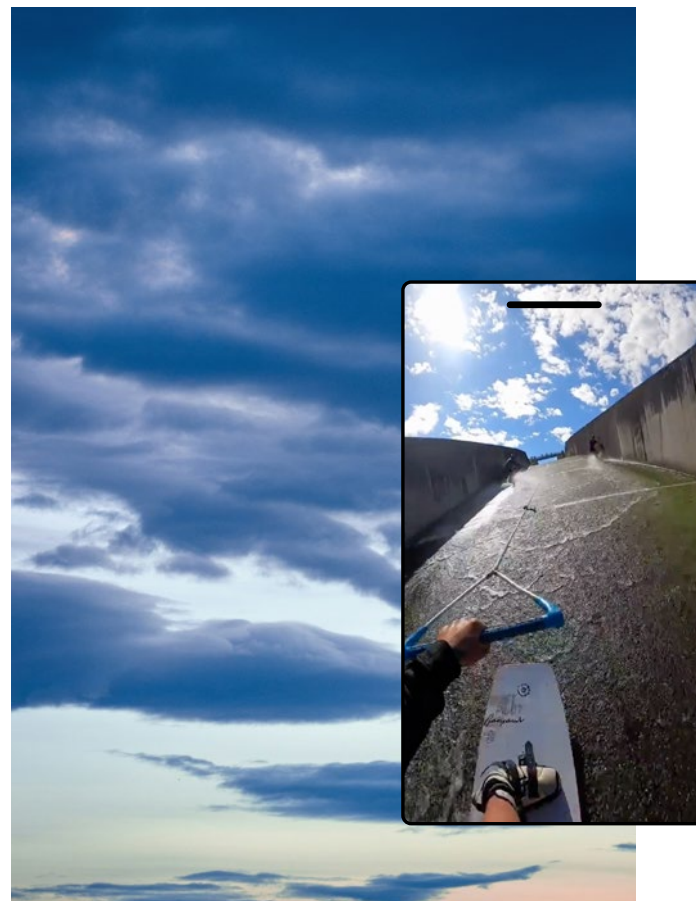
Anti-aesthetic and anti-branding continue to be the truths about social-first content delivery in 2025. This is typically a battle between social media agencies and brands, but declining engagement and reach metrics don't lie. Over-reliance on high-end branding and glossy production or neglecting the importance of lo-fi content may not be the formula for success in the evolving marketing landscape.

Burberry:
A prime example of shifting from luxury aesthetics to stripped-back, TikTok-first content
→ @burberry



Community-powered content (UGC) will continue to be a major trend in 2025, fueled by a growing demand for authenticity, originality, and a more human approach to marketing.

GoPro:
When your customers are the adventurous creators behind your top-performing content
→ @gopro



The Boom of Social Commerce

[TREND 3]

The answer to evolving consumer needs

The merge of social media and shopping, **social commerce**, is more than a trend; it is a response to **evolving consumer behavior**.

The Global Director of eCommerce Emerging Solutions & Innovation at SAMY, *Patricia Aragón*, identifies **COVID-19** as the turning point that transformed how consumers engage and shop online.

The Social Planet

The global pandemic has highlighted the importance of “connection” and has forced us to adapt and connect in new ways.

63% feel connected with friends and family virtually

42% feel connected using virtual experiences

49% say communities have found new ways to support one another

62% feel closer to friends and family, 51% immediate neighbors and 44% to their communities

Source: Accenture

“During the pandemic, consumers discovered new hobbies, learned new things, and explored different social media platforms and formats to feel closer to the things they love and the people who matter to them. All those connections and interactions took place within the social media space, from the discovery to the purchase, shrinking the consumer journey and reshaping our e-commerce reality while at it.”

Patricia Aragón
Global Director of eCommerce Emerging Solutions & Innovation at SAMY



Facebook

From a place to connect to *the full journey experience*.

FB offers different options of social commerce to its users, enabling connection between all Meta platforms, allowing to be present in the full consumer journey.

Pinterest

From a source of inspiration to *a curated boutique*.

For Pinterest, the future of shopping originates with inspiration, is like to window shopping which will lead to action.

TikTok

From a leisure phenomenon to *the rise of Community Commerce*.

'TikTok made me buy it' is powered by the content creators that review, show and share products and brands in a compelling way. In addition, the personalized algorithm helps match products with users.

Instagram

From a visual moments to *an 'impulse purchase' trigger*.

Instagram's formats make it easy for people to shop right in the moment of discovery. With a unique ecosystem between brands, influencers and audiences, they want a cut of sales

Snapchat

From fleeting entertainment to *playful 'brand-to-user' connections*.

Mainly a Gen Z and millennial audience. Sophisticated AR lenses are endemic to the platform, which complements fashion and beauty brands. Creates a playful journey, driving shoppers to brands' websites.

Whatsapp

From personal messaging to *an integrated business tool*.

WhatsApp has enabled businesses (especially small) tools to provide customer service, show their catalog and receive payment, all while giving users a 1:1 experience.

Maturity varies worldwide, with the USA, APAC, Brazil, and the UK at the forefront

Social commerce maturity is still uneven worldwide, with Chinese platforms like Douyin (TikTok's counterpart) and WeChat *leading the way*.

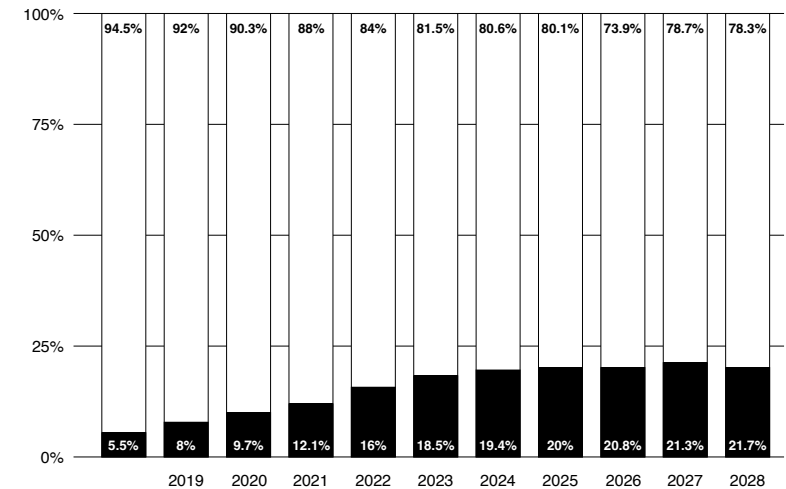
Additionally, **Meta, TikTok, YouTube, and even Pinterest** are seeing billions in sales, and this revenue is expected to keep growing in the coming years.

The United States, APAC, and Brazil are other mature markets for social commerce, with the **UK leading in Europe**. The expansion of TikTok Shop to more European countries (*likely in Q1 or Q2, 2025*) will further accelerate this trend, **which is set to turn social media into the new shopping malls**.

It is projected to make up nearly 22% of global e-commerce sales by 2028.



Social commerce as percentage of total e-commerce worldwide from 2018 to 2028



Source: Statista

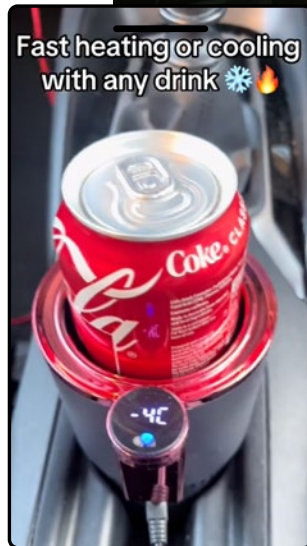
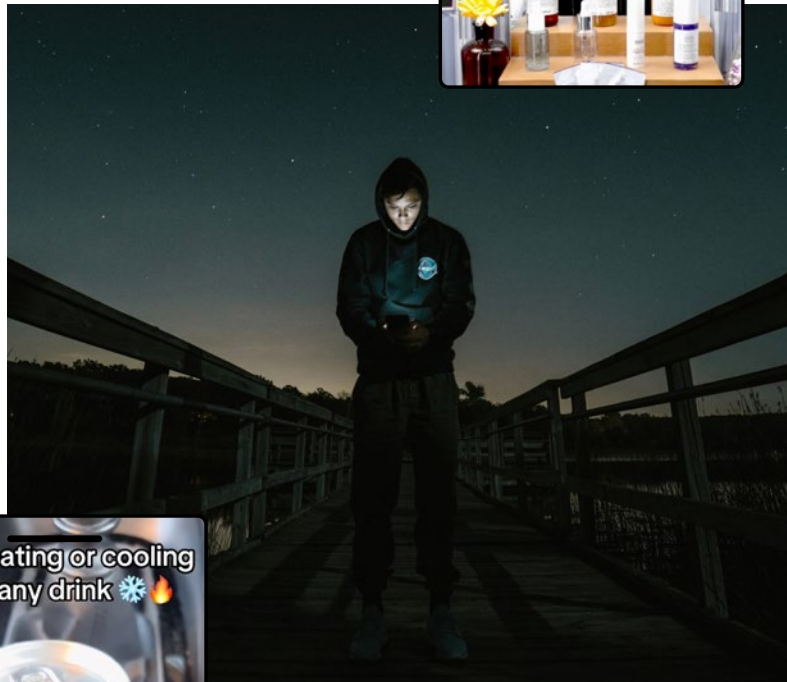
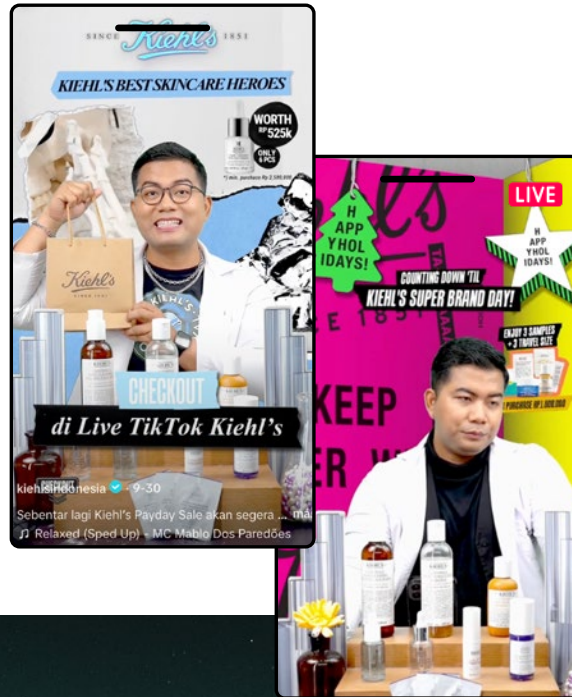
The TikTok universe

Shoppertainment

TikTok Shop, launched in the US in 2023, enables users to purchase directly within the app, creating a seamless, engaging experience where **content, commerce, and community converge**.

Shoppertainment is a great example of content-driven commerce that prioritizes entertainment and education, creating an immersive shopping experience through content and community engagement.

Kiehl's seamlessly blends shopping and entertainment into its **TikTok Lives** for Valentine's Day and other celebrations, with expert beauty advisors sharing stories, fun facts, and skincare tips and products.



#TikTokMadeMeBuyIt

TikTok communities are driving commerce through trends like #TikTokMadeMeBuy. It's **driven millions of purchases**, proving the power of platform influence over consumer behavior.

Opportunity for growth: 30% of marketers admit they lack a social commerce strategy

According to the SAMY survey, **30% of global marketers still don't have a social commerce strategy**. Among those who selected platforms for social commerce, Instagram, brand e-commerce sites, and TikTok are the top channels for running their social selling strategy.

30% of marketers admit they lack a social commerce strategy

Instagram	40%
Own ecommerce platforms	34%
Not doing social commerce yet	30%
TikTok	23%
Youtube	19%
Indirect Ecommerce Platforms i.e Amazon	17%
Whatsapp (Business Profile)	14%

Nearly **half of the participants** prefer using social media platforms with built-in social commerce features, along with **generative AI** (like chatbots for conversations or content optimization) and **live streaming**.

Beyond live streaming, other formats and technologies—such as augmented and virtual reality, shoppable posts, and content from authentic influencers—are making social commerce an exciting, fast-growing space.

People buy from people: The need for humanization

Patricia Aragón warns, however, that social commerce strategies will only succeed if they are humanized and handled correctly. **Brands must remember their goal is to connect with consumers authentically**, build trust, and provide an experience that adds value.

Brand Spotlight

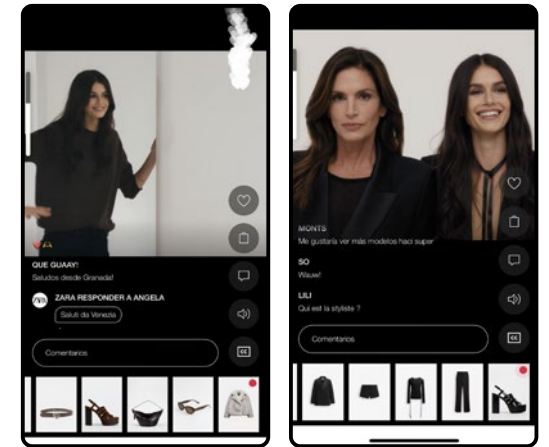
Zara live shopping: An inspiring, shorter, and more effective customer journey.

Key elements of the campaign:

- An **innovative approach** featuring celebrities Cindy Crawford and Kaia Gerber in everyday scenes.

- A seamless and humanized shopping experience, effectively **bridging the gap between inspiration and purchase**.

- **Actionable insights into current and potential customers**, helping the brand make more informed decisions in the future.



"I trust that the human side of social commerce will be key. The indirect social commerce model will remain relevant next year and keep thriving. Social sellers that recommend products in pro of the brands like influencers, creators, experts, and even consumers are the backbone to ensure a humanized & authentic social commerce experience."

Patricia Aragón
Global Director of eCommerce Emerging Solutions & Innovation at SAMY



Read the full analysis of ZARA's live shopping experience by Patricia Aragón.

Navigating the Creator Economy

[TREND 4]

Marketers face three key challenges in influencer marketing, according to the SAMY survey:

Identifying the right profiles (nearly 60% of respondents cited this option as the biggest challenge).

Driving sales and proving ROI from influencer marketing.

Ensuring authenticity between influencers and their audiences.

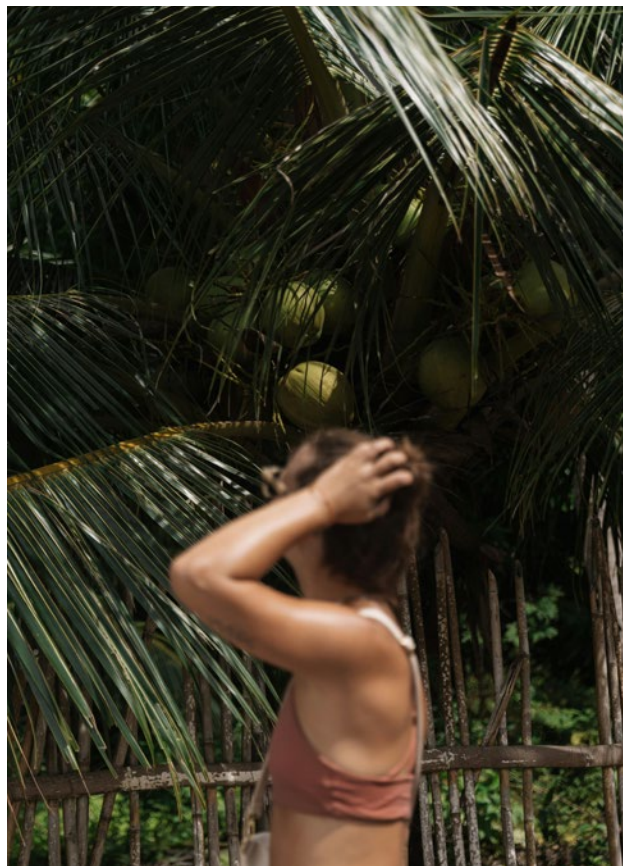
What challenges do you foresee in working with influencers in 2025?

Identifying the right influencers	57%
Challenges in proving ROI with influencer marketing	50%
How to drive sales with influencers	47%
Lack of authenticity	39%
How to foster loyalty among your influencers	29%
Regulations	6%

We will address these pain points with the help of our influencer marketing experts at SAMY: Francisco Morgado, Global Head of Influencer Marketing Excellence, and Ricky Pombo, Head of Influencer Marketing.

As mentioned, social commerce is increasingly becoming the bridge between social engagement and direct purchasing behavior, with **influencers playing a key role**.

In the **Creator Economy**, where creators turn brand affinity into measurable business results, **social sellers** will dominate—individuals who can drive conversions while maintaining strong engagement.



“With platforms like TikTok, Instagram, and even WhatsApp integrating more shopping features, influencers will naturally evolve to be key players in guiding audiences from discovery to purchase. For brands, this means an opportunity to leverage influencers not just for awareness, but also for measurable sales outcomes.”

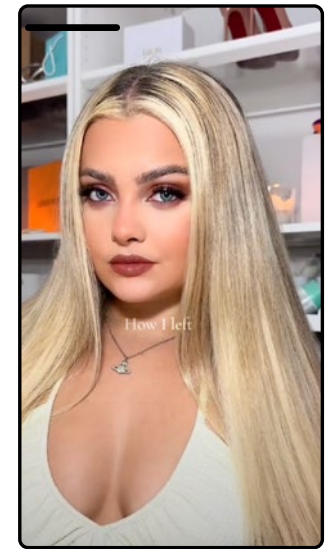
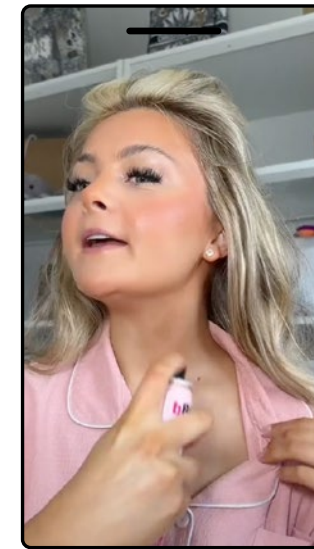
Francisco Morgado
Global Head of Influencer Marketing Excellence at SAMY



The social seller profile

As highlighted, **identifying the right influencers is the top priority**. That’s why using social listening tools and other technologies to identify who has real influence around a specific topic or conversation—and ensuring their audience aligns with the brand’s target audiences—are crucial steps for improving influencer identification moving forward.

Kristy Webley



Beauty and fashion creators continue to dominate social commerce



Creators support each other in learning how to become social sellers

Additionally, here are some key traits that social sellers expected to rise in 2025 will need to have:

We talk about **spontaneous, authentic creators** who entertain and engage, excelling in **live formats** (like TikTok or Instagram Live), where the script is more flexible.

This creator doesn’t necessarily fit the typical, polished lifestyle profile and could just be a citizen who gained **social empowerment**.

In industries like beauty, pharma, or travel, the natural ability to communicate must be supported by **expertise and value** to ensure credibility.

Micro/Nano influencers will be particularly effective in social commerce campaigns due to their **higher engagement rates**, cost-effectiveness, and content that tends to feel more authentic and relatable.

“Working with profiles that are more than just a facade, creating disruptive campaigns that break the mold, and crafting content that connects authentically with the audience are the key principles that should guide brands. From there, generating results and ROI will come naturally.”

Ricky Pombo
Head of Influencer Marketing at SAMY



The (legitimate) obsession with influencer marketing ROI

As shown in the previous chart, half of the respondents admit that proving the ROI of influencer campaigns is still challenging. In addition to improving measurement, reporting, and results, other key qualities marketers seek in an influencer marketing agency include expertise, strategic thinking, and creativity.

What do you value the most about working with an influencer marketing agency?

Team and expertise of the agency	63%
Strategic thinking	61%
Creativity	60%
Results	46%
Data & Measurement Capabilities	44%
Service quality	39%
Comprehensive influencer database	24%
Technology	9%

Ricky Pombo understands that metrics and ROI are legitimate concerns for brands, but reminds us that **influencer marketing affects the entire funnel**, particularly awareness and consideration.

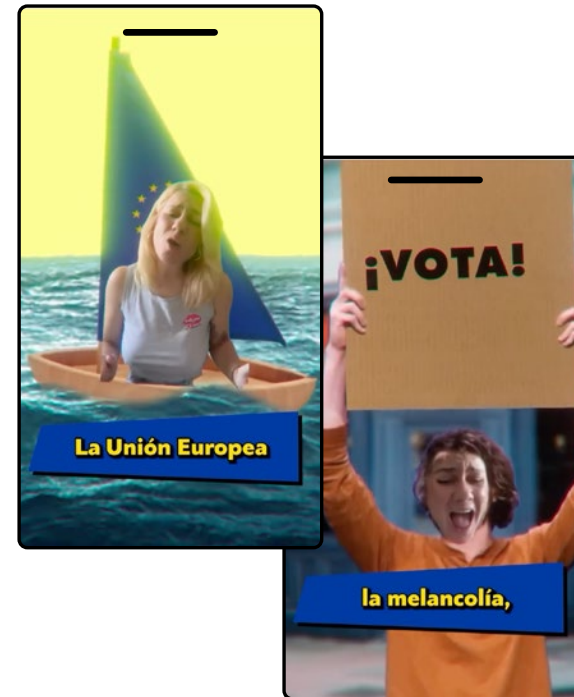
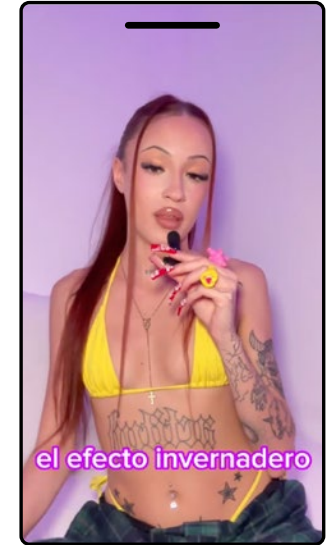
For him, measurable outcomes and ROI are the natural result of focusing on the first two stages of the funnel.

Brand Spotlight

GSCC and the European Elections

Key elements of the campaign:

- An effective influencer marketing strategy that extends **beyond the usual industries** of influencer partnerships.
- Engaging, seemingly organic, **content on climate change** aligned with influencers' usual posts, boosting authenticity.
- **Measurable KPIs** that drive awareness, engagement, and audience participation on topics such as climate change and feminism.



“We work with micro-influencers and BookTokers to reach more Reading Community on social media, especially young readers who love books and are looking for fulfilling experiences in our bookstores, where they can connect and become part of Casa del Libro’s Community, through the Book Clubs we organize.”

Eloy Mariaud
E-commerce and Digitalization Director at Casa del Libro

Human Creativity: The True Driving Force in the AI Era

[TREND 5]

“A major challenge is ensuring that AI doesn’t disincentivize learning. Like the internet, it makes information readily available, but it shouldn’t replace thoughtful analysis or critical thinking.”

Corinne Odeurs
Innovation Director at SAMY UK



See SAMY AI Principles

AI-driven social media marketing is no longer just a trend, but a reality.

McKinsey maps out the use of AI in business: **2023** was the year of discovery, and 2024 has marked a period of broad adoption, especially among the professional services industry, reaching more departments and **adding business value**.

By 2025, experts agree that AI will go beyond automating repetitive tasks; it will enhance creativity by generating captions, visuals, and even entire marketing campaigns—complementing the “thoughtful analysis and critical thinking driven by humans”.

2023: *Discovery*

2024: *Broad adoption*

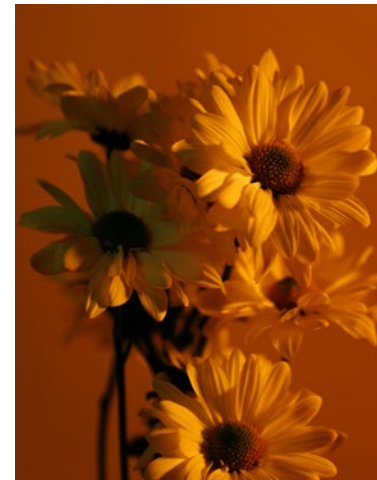
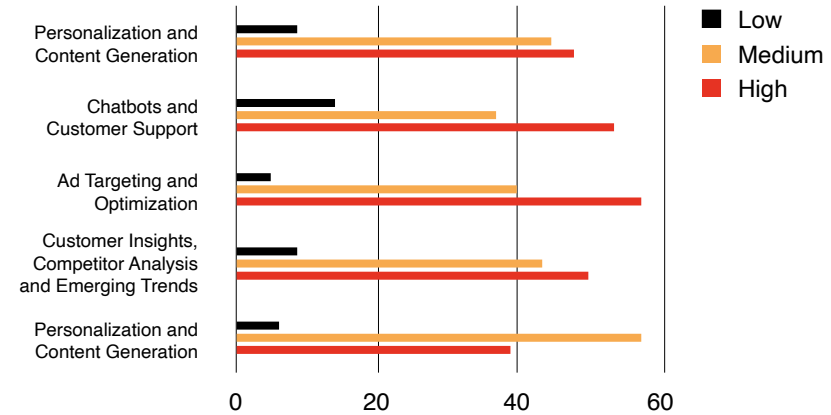
2025: *AI to enhance and support creativity*

Our Innovation Director at SAMY, Corinne Odeurs, agrees that AI brings incredible opportunities for efficiency and creativity, but also comes with risks.

The top uses of AI in Marketing

Marketers in our survey will increase the use of AI, especially in the following areas: **ad targeting and optimization, customer support, consumer insights, and content generation**.

How likely are you to increase the use of artificial intelligence in the following areas?



Ad targeting and optimization

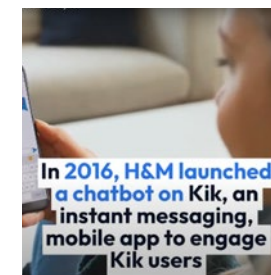
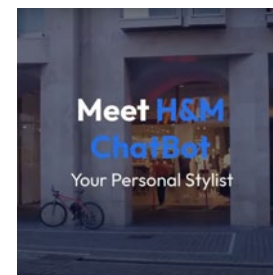
AI is particularly impactful in **ad targeting**, enabling personalized ads based on user preferences, browsing history, and purchasing behaviors. The ability to analyze vast datasets in real-time enables a more nuanced understanding of the audience, leading to precisely targeted campaigns and improved ROI.

Customer support

Experts globally unanimously highlight the pivotal role of AI in enhancing the overall customer experience. From personalized interactions to streamlined operational efficiency, AI is poised to revolutionize how businesses engage with their audience.

“AI will power hyper-personalized strategies, while AR and VR deliver immersive brand experiences. Blockchain will boost transparency in digital advertising, and social media platforms will incorporate advanced e-commerce features. Together, these shifts will shape more interactive, customer-focused marketing landscapes.”

Pilar Turu
Influencer Marketing and Content Lead at Unilever Mexico



H&M digital stylist is an AI chatbot that asks users a series of questions to understand their preferences for better outfit suggestions.

Customer insights

AI can help businesses anticipate customer needs and behaviors by analyzing data patterns and trends. With an *almost unimaginable amount of data* generated daily, using technology to bring structure and meaning to this data - through tools like social intelligence platforms - will be essential for gaining valuable consumer insights, predicting trends, and creating more personalized communications.

Content generation

Marketers value AI most for its ability to **quickly generate high-quality, diverse content**. With time constraints being a major concern for professionals worldwide, this benefit seems to be especially important.

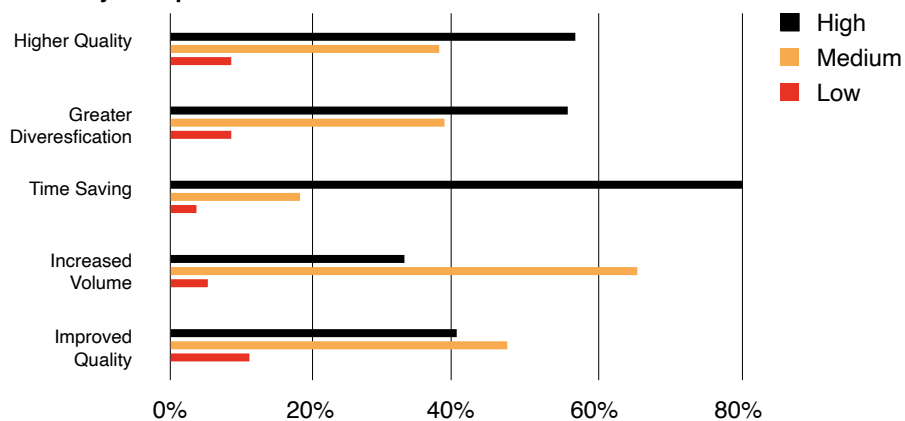
In this context, AI-powered technologies can accelerate and streamline workflows, including content creation.



“AI will play a crucial role in personalizing customer experiences through predictive analytics and real-time engagement. Brands will leverage generative AI to create hyper-personalized content, from ads to social media interactions, tailored to individual preferences and behaviors. Additionally, immersive technologies like augmented reality (AR) and virtual reality (VR) will become more widespread, offering consumers interactive, experiential marketing that blurs the line between physical and digital spaces.”

Gonzalo Lago
Media and Advertisement Manager at Medtronic

How do you expect AI to assist with Content Generation?



80% of marketers agree that time-saving would be the greatest benefit of AI in content generation

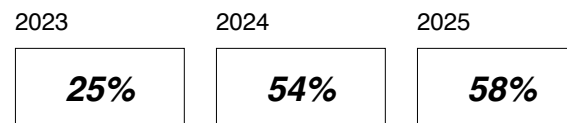
Creativity fueled by technology and human mindset

Mike Tapp, Data Director at SAMY, supports using AI to improve content creation and boost efficiency.

This enables human talent to focus on what they do best: critically **analyzing data** and adding an **innovative, strategic, and creative perspective** to the process.

AI will drive creativity even more in 2025 than in previous years.

How likely are you to increase the use of artificial intelligence in Creativity?



This collective shift not only reflects an industry adaptation to emerging technologies but also sets the stage for a dynamic and innovative year ahead.

“AI will transform creative industries by 2025, but human innovation will remain the driving force. While AI can generate images, videos, and music by following learned patterns, the true creative vision comes from people. Brands that empower their teams to think creatively and use AI as a tool to bring those ideas to life will lead the way.”

Michael Tapp
Data Director at SAMY

Our Global Creative Director, Santiago Lucero, believes AI and technology can support the creative process, but he takes it a step further. For him, **creativity is a mindset**—a belief that extends beyond individual campaigns and shapes everything within the brand.

Creativity is essential for tapping into consumers’ emotions and connecting them with the brand; ultimately, it is **what turns a product into a beloved brand**.

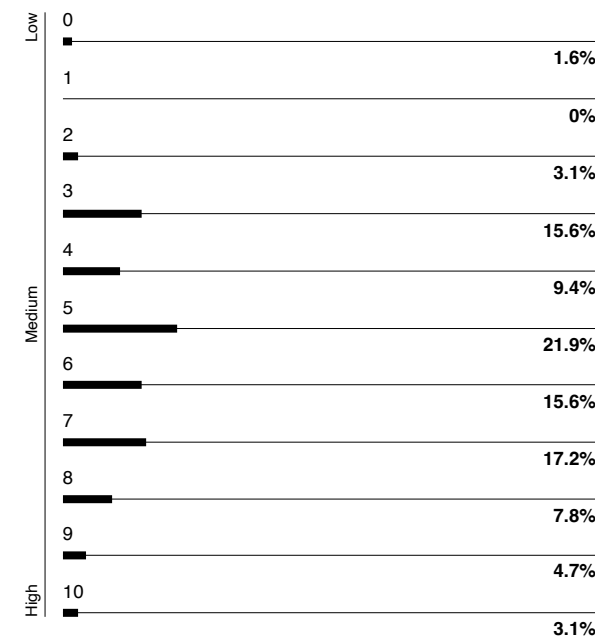
However, marketing experts admit that their brands could improve in terms of creativity.

“Creativity is probably the axis around which everything else should revolve, as it should permeate every other element of what we do. Being creative is not just about delivering a creative concept, campaign, or activation; it’s a way to approach everything we do, which naturally includes strategy, planning, and cost”.

Santiago Lucero
Global Creative Director at SAMY



How strongly do you agree with the following statement: “The current level of creativity in my brand’s campaigns is the best it can be”



Only 3% rate their brand’s creativity a perfect 10

If you want to learn the formula for creativity, Brand = E / C + PS, check out this article by Santiago Lucero on “The evolution of creativity in a content-saturated world”.

[Read the full article here](#)

Early Trends

[TREND 6]

Detection to Achieve Cultural Relevance

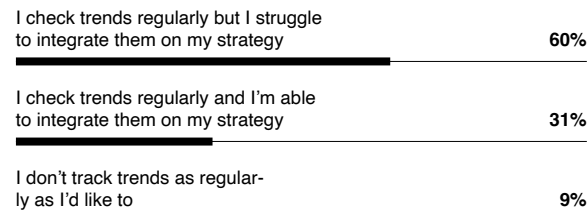
Detecting trends and maintaining momentum

Early trends detection—through consistent real-time and long-term monitoring—helps brands stay closely aligned with consumer needs, preferences, and concerns, boosting their **cultural relevance**.

The power of relevance becomes even more important in the **era of fragmented attention**, where audiences are spread across channels, platforms, and touchpoints.

The challenge for brands isn't just following trends, but activating them. **60% of respondents** admit they track trends regularly, but struggle to integrate them into their overall brand strategy.

How accurate is the following statement based on your experience: "All my strategies are based on the most recent trends"



“Another roadblock in this process is that brands want to capitalize on timely trends but need a framework to navigate. Without a strategy, brand teams can spend too much time deciding whether the trend is ‘worth it’ to execute. The process of tracking trends, building an activation recommendation, and convincing senior management takes time. What needs to be quick is the yes or no decision on if the brand should activate”.

Daryl Nuncio
Head of Strategy, US at SAMY



Jayson Fittipaldi, Head of Creative US, and Daryl Nuncio, Head of Strategy US at SAMY, are unsurprised by these findings. They work with major brands that rely on them to quickly **translate global trends into regional activations**, all while staying aligned with the brand’s strategy, audience, values, and specific business cases.

Companies across industries face challenges with **external global trend reports** because they don’t always resonate with their local markets. Often, it’s a **timing issue**, as data and trends tend to become outdated quickly.

Our experts say that putting trends into action involves a **“freedom within a framework” approach**. This means empowering teams to make faster, more confident decisions while keeping a few key questions in mind:

What cultural spaces are pillars - aligned with the brand DNA, meant for ongoing activation to deepen relationships through key passion points (think of this as content and activations happening at least once a month).

What cultural spaces to avoid - not aligned with the brand DNA.

What cultural spaces are exploratory - have the potential to increase awareness and engagement through new spaces that matter to your audience (think of this as happening once or twice a quarter).

“For some brands, staying culturally relevant is a key component to their success. In the case of Maybelline and their decoded projects, it means mapping out makeup trends that represent popular looks, allowing them to develop content for their social channels that will resonate with the audience”.

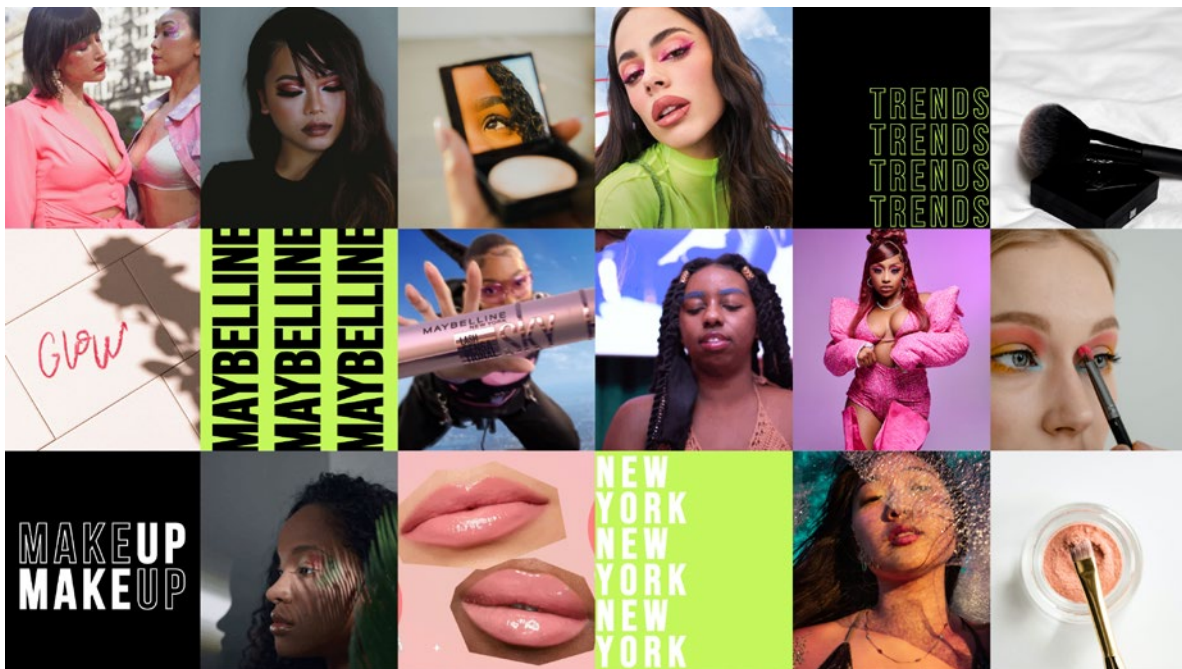
Jayson Fittipaldi
Head of Creative US at SAMY



Brand Spotlight

Maybelline

Maybelline stays ahead of trends in the makeup industry by differentiating between established, emerging, and niche trends. By combining qualitative and quantitative data, they can identify trends and creators, or ‘decoders,’ who produce content around those trends.



Building relevance through consumer insights

Connecting with consumers at the speed of social media is a major challenge for any brand in today’s oversaturated landscape.

Recognizing their needs and developing content, ads, and other marketing strategies they identify with is part of being relevant to those consumers.

Social Listening Platforms

Leveraging technologies that help us understand our target audiences (wherever it is) is crucial to gaining a real edge.

According to the SAMY survey, respondents prefer using **Social Media Platform Insights** (56%) to gather consumer insights, followed by analytics tools (41%), CRM platforms (40%), and Social Listening tools (38%).

In which tools are you investing the most to better understand your consumers?

Social Media Platforms Insights	56%
Analytics Tools	41%
CRM Platforms	40%
Social Listening Tools	39%
Review Tracking	13%
Analytics Platforms	11%

“I think it is crucial to listen to what is said about your brand, your competition, and your category on social media, so they will need a social listening tool to capture all that data at scale. They will also need AI-powered analytics tools to process the data and take the most out of it”.

Paula Irigaray
Research & Insights Director at SAMY



Although **Social Listening tools** appear fourth in the marketing survey, Paula Irigaray, Research & Insights Director at SAMY, recommends prioritizing them in 2025.

Social listening tools have a wide range of use cases: from crisis management to tracking cross-industry topics like sustainability or *mental health*, as well as monitoring relevant communities beyond your social channels, keeping an eye on competitors, or even analyzing the sponsorships through logo analysis, for example.



From the insight to the actionable insight

As we saw with trend detection, the challenge lies in turning insights into actionable ones—that is, translating those insights into content and campaigns that truly resonate, or improving products to better meet consumer needs.

Most respondents acknowledge they'll need **more actionable insights about their brand in 2025.**

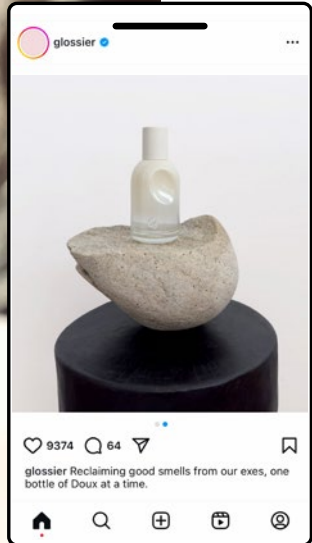
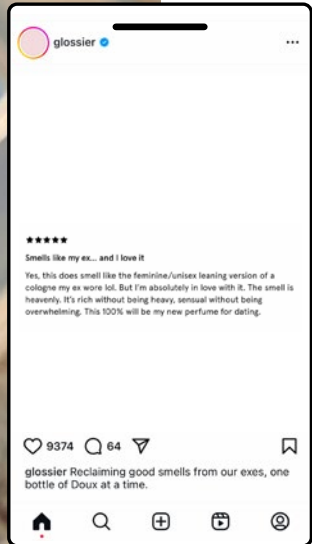
How strongly do you agree with the following statement: I need more actionable insights for my brand in 2025.



To do this, Paula Irigaray suggests **the use of frameworks:**

“Frameworks always work for me. I would align the insights to specific business objectives or OKRs and I would classify them as reactive (addressing a current need), proactive (preempting a need), or transformative (long-term strategy) to define the level of urgency or importance each one has. And I would also involve cross-functional teams to bring these insights to life.”

Glossier is a great example of turning consumer feedback into better products. The brand runs product surveys on **Instagram Stories** and weaves customer reviews and content into its social media strategy.





Let's move to the future together



Navigating this fast-changing landscape—where trends shift in a flash, behavior patterns are unpredictable, and new phenomena like social commerce are set to boom by 2025—can feel overwhelming.

Reach out to our team to elevate your marketing and social media strategy to the next level.

[Book a meeting](#)

