



**BRAND  
TRENDS  
2024**

The background features a stylized profile of a person's head in light blue, with a thought bubble containing a white bar. The background is composed of several curved, overlapping bands in red, yellow, and dark teal. The text 'BRAND TRENDS 2024' is prominently displayed in the upper right quadrant. The words 'BRAND' and 'TRENDS' are in red, and '2024' is in yellow. The background also contains a faint, repeating pattern of the words 'BRAND', 'TRENDS', and '2024' in a light grey color.

# Experience Economy

The global economy has been evolving as long as we've *had* an economy. It began with other people obtaining materials that were hard for us to get for ourselves (commodities), then making things for us (goods), then doing things for us (services), so... what's left?

\*Experiences\*

Customers are no longer passive consumers, trading simple dollars for a simple product; they want to be engaged and valued, and you as a business want to be liked and remembered.

**“But what experience can I give my consumers when our business deals with \_\_\_\_\_?”**

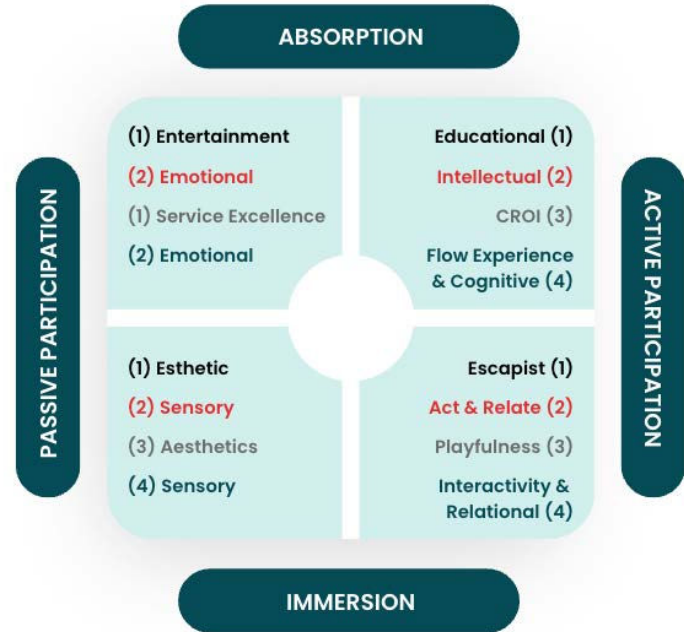
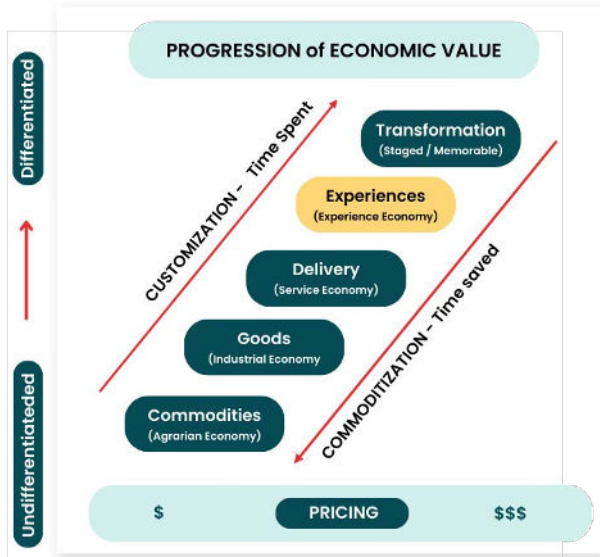
Answer: Get creative!

- a shampoo company's [pampered car wash](#) during Covid restrictions
- Delta Air Lines: [Stillness in Motion](#)
- [Share a Coke](#)



The thing is, an experience doesn't have to be physical!  
 How can you remotely engage your users?

What are you wanting your customers to experience?  
 Hint: "Checking out" is not the right answer.



# The Death of “Blanding”

Do you know what’s IN right now? Not this:



takearecess.com



packagingoftheworld.com



looka.com



lineanddotcreative.com

A lot of modern aesthetics have been partial to the “Gin Lane” and “Red Antler” aesthetics. TO be fair, it’s nice. The simple, minimalist aesthetic design utilized by many newer brands to seem more familiar and approachable; neutral colors, modern aesthetic, sans serif fonts, square but not sharp, light, pastel, and earth tones.

But the problem is, if everyone is doing it, aesthetics start to bleed together; everyone is so familiar and approachable, that no one is memorable. Boring, bland branding — “blanding” if you will — is dead, and here are three styles evolving from it.



## SIMPLE MAXIMALISM

Looka has dubbed this style SIMPLE MAXIMALISM, “opting for simple elements that pack a punch” rising from the need for “simplicity and structure, but without sacrificing creativity.”

## EMBRACING AN ERA

The linear passage of time doesn't have to mean the end of an era! Decades of styles from history are available to you for inspiration. Funky like the 80s, or hand-drawn pre-mass production lines. This has the advantage of being a mass source of inspiration for creativity, and a recognizable aesthetic that can resonate with your target audience.

## OVERSTIMULATED BRANDING

Eye catching, dynamic, and making great use of space with graphics and color. Instead of being relaxed, digestible, and vaguely familiar, be visual and exciting instead! This is a way to leave your viewers with a sense of energy, verve, and life.



Madies by Fugitiva.co on Behance



Habit by FBI Agency on Behance



Nolan Fleming on Dribbble



blog.spoongraphics.co.uk



Caldeira Co. and Mjvass

www.storiesbylove.com

# Brand Attitude & Identity

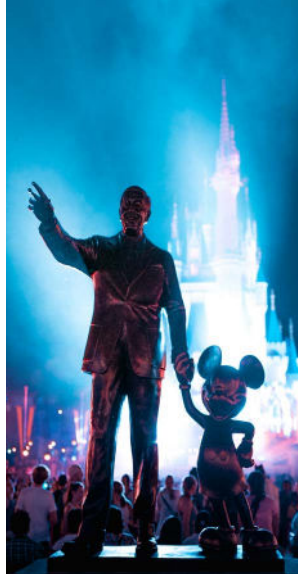
So who are you? Who are you *really*?

If you can't answer that question, then you need to begin at the beginning. There are many facets of what builds the foundation of a brand, but we want to talk about brand ATTITUDE.

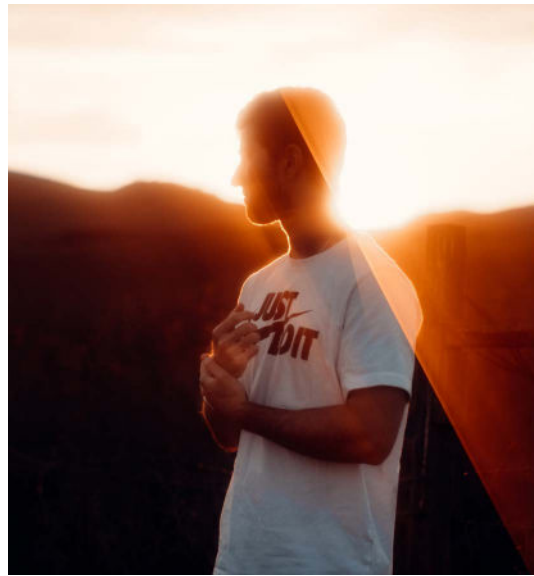
Organizations don't need to feel like the big grey building where your office might be located. Think of Disney; they produce movies, operate theme parks, and produce toys. There are factories, busy sets, garbage cans, hundreds of offices, storage, and more. But what do we see?

**\*Magic\***

Disney is a master of delivering a unique and memorable brand identity and attitude.



People can have a feeling, lifestyle, or personal identity towards your brand. Rather than just smacking your logos on everything to be recognizable, brand attitude focuses on the overall customer opinion or impression your audience has of your business as a whole.



# Mission-first Branding

Customers don't just want products, they want causes. In a world where visibility is at an all-time high and things will stay on the internet *forever*, you want to make sure you are making promises you can keep, and making the right promises.



Gen Z is the most advocative and outspoken generation in history, and they are looking for brands that will stand up for and not just stand by the things they care about. They are a large and influential demographic in most industries, and effective and successful businesses will appeal to their audience. Having a mission, a guiding goal, and an actionable cause, is a powerful tool for converting a one-time user to a loyal customer.

Many causes can be good, but be sure to pick the *right* cause; one that can link to your brand! Not to say grocery stores can't raise funds for cancer research, but it makes more sense for them to donate products and produce to a local charity or homeless shelter. Similarly, if someone cares about your cause and your business is related to that cause, you suddenly cast a wider net, expanding your market.



# DEI & Accessibility

The world is currently host to the most diverse generation ever! Your customers want to see you represent the diversity of the world and are not shy about expressing their frustration at brands that are unwilling to do so.

DEI, or Diversity, Equity, and Inclusion is an element of both management (like a DEI department akin to HR) and evaluation (data that encapsulates the diversity of your organization) that defines how well a company is at being open to and supportive of minorities. Show the world that you see them by appealing to various demographics, having a diverse staff, and showing people from all walks of life in your media.



We can't emphasize this enough; DON'T FAKE THIS. Don't showcase diversity, actually be diverse, encourage diversity, and embrace it. This goes beyond adding women to your leadership or hiring people of color. Companies need to build companies that don't just *include*, but also *attract* diverse kinds of people!

Having a diverse company not only makes you better to the public eye, but diversity is proven to be more profitable, more innovative, and more capable of adapting to changes in the world.



# New Eco and Sustainability

“Not actively hurting the planet” is no longer an appealing selling point to your customers, not by itself. Not only do larger companies have larger capacities to produce waste, pollution, and non-eco-friendly products, your customers want to see organizations go above and beyond to prevent further harm, they want to see companies making the world better.

Having outspoken values about sustainability, working to remove non-biodegradable products from your packaging, and having production methods that won't harm your local environment are all qualities that can make your business a more eco-friendly option for your customers.



Modern consumers are environmentally conscious and are willing to pay higher prices for sustainable products and services made by climate-conscious businesses. They will actively look for opportunities to decrease their carbon footprint, live sustainably, and avoid companies that don't fit with their values. Refusing to take extra (and sometimes more pricy) measures to become more sustainable can actually be more costly in the long run with an unimpassioned consumer base.

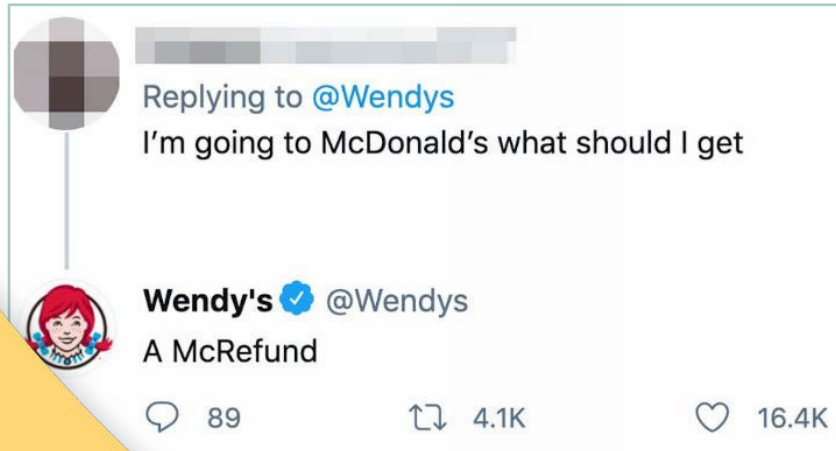


# Humanization

Giving your brand a voice, a human voice, even if you don't have a mascot or a leading lady, allows your company to 'speak' and interact with your target audience.

Wendy's is a great example. Have you *seen* their Twitter? Snark, jibes, and quick responses to customer messages have built an online reputation for a brand that can and will interact directly with its customers. There is no 'Wendy' posting to the company's Twitter — more like an entire team of trained professionals — but "Wendy's" (the company) has worked hard to make it seem that way.

People are much more likely to engage with something that feels interactive, even if it's an imaginary figure, mascot, or spokesperson. People, historically, have preferred conversation and engagement with a character over a one-dimensional mascot for a number of reasons; it feels like they are being heard and responded to; it makes cooperation more empathetic and trustworthy; it allows the brand to be relatable in a way that cooperation isn't; take your pick!



Humanization is more than just making sure your customers know that humans work there, it's about connecting to the human customer! Having a personable spokesperson or connective advertising campaigns allows for storytelling, i.e. emotional connection.

Think back to Trend #1; giving your customers an experience is much easier with a person or character in your company's story, and stories are more memorable than sales pitches. There is a line to walk between pandering to and connecting with your audience, but successful companies are able to balance effective messaging with innovation and human connectivity.

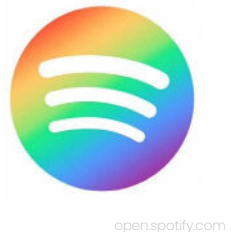
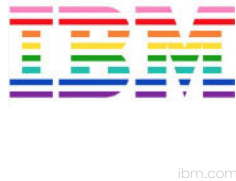


# Adaptable

Many companies have made the jump to rebranding, to refresh their brand to better fit a modern audience, but we've also been seeing trends of brands whose new thing, is to be changeable.

Like a website can have frequent updates with new content and visuals, some brands have taken it a step further to be a fluid brand. When a company establishes a brand attitude and can be recognizable by things beyond just a logo, you can play around with new looks, different aesthetic campaigns, and updates to keep your consumers engaged.

There can be such a thing as becoming too digestible and trendy that it gets lost in the noise, (think back to Blanding, Trend #2), but if you figure out an idea that works, you should build on a successful concept. Sometimes it's not as much a question of how many different ideas can you try, it's how many different ways you can grow a single idea. This is a challenge of creativity and a balance between trendy consumerism and established image. Don't be afraid of growth, but don't let your vision get lost in the race to stay relevant.



# User Generated Content

People are more likely to trust a person than a spokesperson, especially if those voices aren't being incentivized to speak positively. An influencer might be paid to endorse a product, but Sam and Alex are just giving their honest review to help other customers be more informed, and their experience might be positive or negative.



Having real voices, reviews, and testimonials of your products and services can also go a long way to making your business seem more credible! Having no reviews is a serious red flag to users, and only having glowing, positive reviews can also indicate that your feedback might be fake, or you are hiding negative responses. Ensure that you allow your customers to speak honestly in a way that generates valuable feedback and that you work hard to give them a reason to say good things.

Giving real people a chance to speak up about your services not only makes your company more trustworthy, but it ensures you work hard to keep your customers happy.





# More with Less

Last but not least: more with less. Don't focus so much on having everything, and instead focus on what you do best! Boiling your business down to its essentials to not waste energy with products, advertising avenues, demographics, offerings, and choices that aren't going to get you where you want to go. Trying to juggle too many things means you will drop the ball — or all of them! People are more likely to listen when you have something important to say if you don't fill the space with chatter.

What is your biggest strength? What is most important to your target market? What is the big-picture message that I want to send with my branding?

*Does what I share actually show who I am?*

You should know your brand better than anyone else. While you may want to be cool, adventurous, fashionable, businesslike, trendy, exclusive, and family-friendly, what you should really want to be is focused; no one wants to carry around an all-in-one tool if it's the size of a suitcase and weighs 400 pounds. Trying to be too many things makes you ineffective and forgettable, so make sure your brand, your message, and your image are worth remembering!



# Abby Marks

## AUTHOR

Abigail is a soon-to-be graduate studying Experience Design and Management at Brigham Young University. Her studies and interest focus on design, writing, research, branding, marketing, and improving individual experiences from a business perspective. She came to Big Red Jelly to learn everything the amazing Brand, Build, and Grow teams have to teach during the course of her summer internship!

# Ali Reimer

## DESIGNER

After graduating from Montana State University with a BFA in graphic design Ali moved to Utah, where she currently works as a brand and build strategist at Big Red Jelly. She loves all things design and is exploring type design and illustration. Whether it be creating the perfect logo or a killer website Ali is constantly seeking new opportunities to learn and create



