

TOP 10 TRENDS

MARKETING IN ASIA 2023



DIGITAL TWIN



Part of the metaverse is getting it real. From augmented reality, DIGITAL TWIN is a revolutionary way of reaching targeted customers in the metaverse universe, driving, strengthening, and creating new revenue streams.

Its immersive nature supports the new digitization efforts to create and introduce new products and services and even engage clients that open opportunities. Avatars or participants in the DIGITAL TWIN ecosystem have greater control over his/her identities and the discreetly approved release of data. Avatars are also able to expand their level of engagement and extend their range of experiences into virtual venues and ecosystems that can be integrated with digital currencies.



NATURE TECHNOLOGY

- SOLUTION TO ADDRESS CLIMATE CHANGE?

Nature Technology concerns the interrelated casual challenges of climate change and nature loss with the aim to improving global climate, nature, and improve sustainability goals

Nature Technology includes any technology that can be applied to enable, accelerate and scale up Nature-based Solutions (NbS). NbS helps preserve the existing ecosystems, awaken both public and private sectors to be more aware of managing land more efficiently, to restore the natural environment, and most importantly ensure resource-poor economies can thrive in order to support their daily needs.

Artificial trees are fast being deployed to balance oxygen and carbon dioxide in rain forest around the world to mitigate climate changes.



SMART CLOTHING

Nano sensors built into your apparel and shoes help keep you safe and healthy. Imagine shoes that help you calculate calories as you go about doing your daily chore or exercise, and clothing that monitors your temperature and heart beat, and with AI might help prevent heat stroke or heat-related diseases with AI.

Sensors can alert you on crowdedness for security management, and will be useful for sportsmen, the medical sector etc.



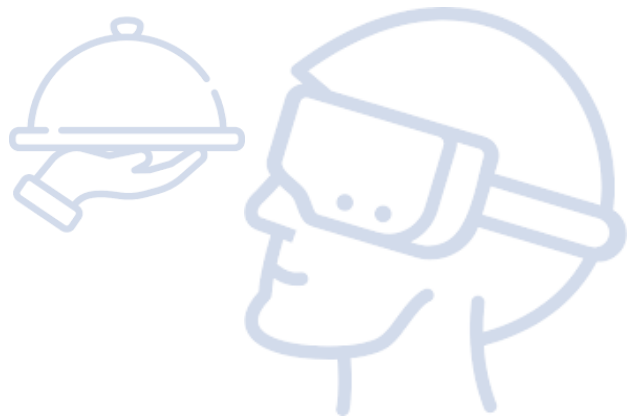
WIRELESS ELECTRICITY

While many of us are already familiar with Qi standards for wireless charging of our mobile handsets. Imagine wireless charging of devices or devices like TV being powered by Wireless Electricity in the confine of your rooms. Gone are the days of messy wiring and cables to establish a power port to get connected to your devices, and equipment.



TASTE OF VIRTUAL FOOD

While users are digitally immersed in the virtual world, there comes the possibility to taste the flavours of Virtual Food. The Norimaki Synthesiser is one such device that users explore umami in the virtual world of the Metaverse. It turns a boring meal into a Michelin star culinary experience as taste can now be artificially enhanced or reduced to bespoke to each individual.



THE FUTURE OF TRAVEL

Hyperloop may just revolutionise travelling. A revolutionary form of ground travel at speeds of up to 1100km/h. This is the vision of a transportation system that is faster, cheaper and more efficient than trains and airplanes. It involves POD travelling at super high-speed in a sealed tube or tunnel from point A to point B.





DIGITAL PERFUME

Perfume distributed in a digital format instead of the traditional liquid or vaporised form. Digital perfume can be sensed in digital platforms like virtual reality, augmented reality or through interactive websites or mobile apps.

Digital perfume is often used as a marketing tool to promote traditional physical fragrances by allowing consumer to experience the scent in a virtual environment before purchases are made. It can technically influence your buying decisions. Digital Perfume works like white noise technology in a retail environment, where certain melodic tempos promote a relaxing atmosphere, high fast pitch music encourages faster swallowing of your food during lunch time crunch. In similar fashion, smells invoke a certain behaviour like pine wood scent helps promote relaxation, while high citrusy scent, invokes a high level of concentration and alertness.



PREDICTIVE CRIME PREVENTION

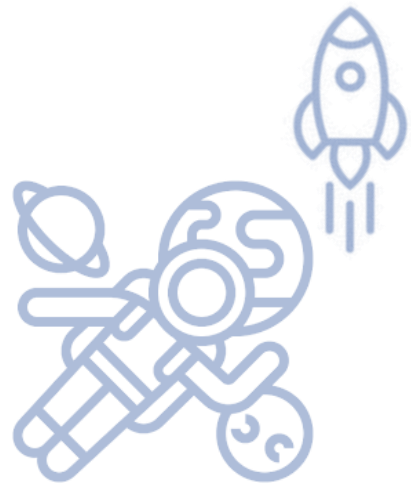
With the huge deployment of surveillance systems, the gathering of data allows AI to analyse and predict crime before it even happens. Huge data gathered over a period of time has patterns and trend signature of criminal activities. Such informed decision allow law enforcement agencies to proactively deploy resources and plan strategies to prevent crimes from happening.

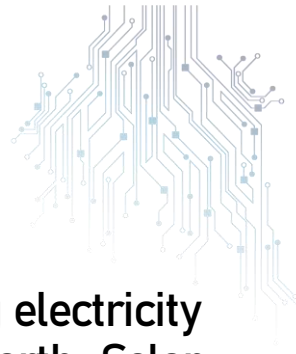
Such enforcement can be deployed in both the real world and the virtual world.



MOON MINING

There is an increased interest in mining minerals from the Moon to alleviate space travel. It is believed, for humanity to colonize Mars, the moon has a number of resources like rare earth elements, water ice and helium 3 which is a potential fuel for fusion reactors. The success of space travel is significantly impacted by the success of moon mining.





ENERGY FROM OUTER SPACE

Space-based solar power is a concept for generating electricity from solar energy in space and transmitting it to Earth. Solar panels are deployed in orbit circumventing the earth to maximise exposure to constant sunlight. With the use of microwaves or lasers to transmit electricity generated by solar panels back to the Earth Surface.

Such concept literally allows for the generation of electricity around the clock, without disruption from weather or atmospheric conditions.



BANGLADESH

MARKETING SOCIETY OF BANGLADESH



1. Gen Z Will Continue to Influence Marketing More Than Millennials

The marketing industry has been obsessed with Millennials for the past two decades. In fact, a Google search currently yields around 129 million results for the search term "millennials", compared to only around 7.2 million for the previous "generation X". But the millennials of today have outgrown their caricature as a bunch of entitled 20-somethings. While this age group still makes up a significant proportion of the audience of many marketers, some predictions made about their importance have fallen short of the mark. Generation Z have grown up in a digital world and have very different viewpoints than generations that came before them. They're also more diverse than any other generation in history. A more diverse audience can make content marketing challenging, but it also opens up more opportunities to reach different segments of that audience through personalization. If the focus is in the marketing strategy on Millennials, it may be time to take a step back and come up with some new ideas for reaching the workforce and decision-makers of tomorrow.

2. Story-Driven Content Visualization will drive Brands

With the explosion of smart speakers and voice search in recent years, you'd be forgiven for thinking that "readable" content is more important than visuals and design these days. In fact, this couldn't be further from the truth. While advancements in voice search are certainly influencing the way that we'll create content now and, in the future, you shouldn't neglect visual content and the basic elements of brand storytelling. Research has shown that people prefer visual content to plain text. You just have to look at the growth of image-focused platforms Pinterest and Instagram to see the proof of this. Google, Pinterest, and several other companies are also investing in visual search technology. Images are already returned for 19% of searches on Google, and 62% of millennials say they are more interested in visual search than any other new technology. Visuals are also easier to remember than written content. Adding data visualizations, infographics, images, and videos to text not only makes it more interesting and attractive, but it can help messages to be absorbed better too.

3. Mobile-First Advertising is going to Rise:

In the age of digital brands are heavily utilizing the app space for offering their products and services. As branding, marketing and advertising have always been about connecting with the audience. Mobile first services have taken the rise. With the rise of internet users every day mobile and app-based services have come a long way to harbor the needs of the consumers. ITU data shows that the usage of internet has accelerated during the pandemic. In 2019, 54% of the world's population was using the internet and since then, the percentage of users in 2021 has increased to 63% of the population. This increased digitization and demand for mobile apps. As technology continues to evolve, today's mobile-first world offers new opportunities for both companies and consumers. In order to thrive in this mobile-first world, companies must rethink their approach to brand awareness and consumer satisfaction. It is time to utilize the power of applications to drive growth in an innovative and sustainable manner.

4. TV 3.0 is going to be the Game Changer:

3.0 is the next generation terrestrial broadcast system designed from the ground up to improve the television viewing experience with higher audio and video quality, improved compression efficiency, robust transmission for reception on both fixed and mobile devices, and more accessibility, personalization and interactivity. In the growing world of connectivity and homebound ecosystems TV 3.0 will be a great addition to the supremacy of staying connected. This will change the way consumers interact and depend on their necessary, related and regular brands – their products and services. Capitalizing on the mentioned situation of over the air and over the top content and adaptable future technologies; the improved system will be there to change lives. Brands should focus and rethink their approach towards their consumer acquisition through this immersive system.

5. Hyper-Local Marketing is going to be the norm:

In the ever-changing dependent marketing ecosystem, the consumer base is becoming highly dependent on digital medium to access information and buy or discover new places to shop offline or online. As their dependency on this journey grows, they will be looking forward to easily accessible information and touchpoints. Amid the global pandemic the accelerated growth of digital dependency has grown and the adaption of new integrated services has risen. At the same time managing the digital flow of information and providing digital commerce access points has also accelerated. In this era of digitization physical presence is not enough. Online and offline existence is mandatory in this ever-changing ecosystem of consumers and brands. Hyperlocal marketing strategies are going to be on top in the process of the new and reformed changing era.

6. Inclusive Marketing will be more visible:

Marketing and advertising professionals have made great strides in diversity-equity-inclusion (DEI) efforts in the last couple of years. Having a huge consumer base, active audiences, employees is powerful. So, with the increasing number of audiences and the responsibility increases. It is important how our brands message impact who see them. Diverse and inclusive approach towards marketing has bottom-line advantage. Inclusivity entrusts belief, values and trust in consumers. Research suggests that 83% of Millennials prefer to buy from companies that align with their beliefs and values, 71% will pay more for a product if they know some proceeds will go to charity, 61% of consumers think diversity in marketing is crucial, 38% are more inclined to trust brands that "effectively embrace diversity in their marketing. So, moving forward we will be more exposed to inclusive marketing.

7. Long-Term Influencer Partnerships are going to be crucial

Influencer marketing has come a long way. As research followed by Nielsen survey suggests that text based and banner ads in different platforms are the least trusted forms of advertisement. Partnerships or promotion of different brands or specified products has risen due to the technological enhancement in the last few years. Long term partnerships with influencers bears more fruitful results than other segmented and text base ads. As the era of digital transformation and adaption is rising shoppers/ consumers spend more time online. In the sphere of influencers, it makes complete sense that consumers look for more trustworthy sources and advertisements of their needed products and services. Long term influencer partnerships will enrich the ROI of different brands and consumers will be more driven based on a legitimate and trustworthy recommendation.

8. Video and Image based searches will rule the SEO world

In the era of technology tablets, phones and computers have been our best companions. Videos and images have always played a pivotal role in web marketing. People always save, share, discuss and interact with images and videos that they see on a daily basis and importantly in almost any search results often link related videos and images. So how are images and videos important? They trigger the emotional chords and connections of the viewers. As visual development and content creation landscape has been changing ever since. The mass audience always interact with visuals which are eye catching and trending. These interactions make it important for searches to be more practical and driven by visuals. The role of videos and images in SEO today is important to marketing services. Video searches will continue to progress and images will continue to help rank the videos higher. Marketers can use videos and images to their advantage, as they increase their chances of virality. Videos and images, in general, are more well-received than just plain text documents with no form of visual.

9. Predictive analytics for empowered decision-making will enhance the CX (Customer Experience)

The mass consumer habits have been changing in recent times. Online shopping has increased, so has home delivery systems. So, knowing the trends in the ever-changing landscape of consumer behavior knowing the next move of your customer can provide brands a huge competitive edge. Predictive analytics will help enhance personalization, drive new businesses and increased loyalty and improved customer experience (CX) as a whole. Predictive analytics let us to target and retain customers by using data, statistical algorithms, Artificial intelligence and Machine learning tools to predict and analyze the probability of future outcomes. It empowers to transform existing current data into future insights. Predictive analytics tools empower the knowledge of how responsive customers in each segment might be to different stimuli and improve Customer Experience.

10. Metaverse will change the facet of Activation and Customer Engagement

Metaverse is the new buzzword that has created major buzz across the globe. It is an integrated reality that houses interconnected spaces online where users can interact, play, work, meet and transact. It is a parallel world to the physical world. It a terrific opportunity to create meaningful, personalized customer experiences. Customers can interact with brands but virtually, this will change the entire scenario of how brands and consumers interacted previously. Metaverse will create a seamless customer journey which can be entailed with proper activation which will result in adopting virtual touchpoints and also enhance physical and digital hybrid campaigns.

INDONESIA

INDONESIA MARKETING ASSOCIATION



There will be various changes that will shape Indonesia in 2023. For example, in technology driver, there will be more affordable and more accessible access to new digital technologies, from AR, VR, and AI to the hologram. In addition, in the political-legal driver, an extended 2024 political contest will affect business activities. The change in the political driver can minimize the effect of changes in the economic driver, such as high inflation and a potential recession. Those changes will add challenges in social-culture drivers shaped by the Covid-19 pandemic and accelerated digital transformation. Changes in those drivers will affect how organizations explore opportunities in the (Indonesian) market (driver). Based on those changes, Indonesia will have ten marketing trends in 2023.

1. Wider Implementation of Entrepreneurial Marketing.

The COVID-19 pandemic may be over in 2023. Still, there are other challenges, from high inflation and potential recession to the impact of geopolitical crises. In addition to those challenges, many organizations, from business to public sectors, which have limited resources, will follow the steps taken by a few organizations which have succeeded in performing well from 2020 to 2022 due to entrepreneurial marketing implementation. The tenth book, co-authored by Philip Kotler and Hermawan Kartajaya, which also involves Hooi Den Huan and Jacky Mussy with the title Entrepreneurial Marketing, will be officially launched in March 2023.

2. Metaverse Marketing Introduction.

The parent company of Facebook still needs to work on promoting the metaverse globally. Still, the metaverse is an exciting platform to discuss the future. Promoting the new capital of the Republic of Indonesia, for instance, is using metaverse. Through the metaverse, the planners of the new capital of the Republic of Indonesia can showcase, for example, what the new office of the President of the Republic of Indonesia will be. Metaverse Marketing or M 6.0, the eleventh book coauthored by Philip Kotler and Hermawan Kartajaya and involves Iwan Setiawan, will be launched in October 2023 at the World Marketing Forum 2023.

3. The Sophistication of Data-Driven Marketing.

Many organizations have implemented data-driven marketing, one of five components of Marketing 5.0, a book co-authored by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan, which was officially launched in January 2021. Those organizations have collected conversations on social media, digital activities and transactions, made quick analytics, predicted potential future behaviors and embraced becoming agile organizations. The sophistication of artificial intelligence will speed up data collection, analytics, and predictions of future behaviors and transform a few organizations into automated agile organizations.

4. The Growing Popularity of Celebrity-Branded Products.

Celebrities are individuals who have high brand awareness based on achievements in the entertainment or sports industry. They used to have a high fan base. The social media phenomenon has enabled celebrities to have a measurable high fan base, including the engagement between the celebrities and their fan. Many celebrities have succeeded in monetizing that engagement by offering their fan various products and services, from customized entertainment services and products in culinary or cosmetics sectors to NFT, crypto, or asset in the metaverse. As many of their fans have become their customers, celebrity-branded products have become more popular.

5. Marketing for sustainability adoption.

In the pre-during-post events of the G20 in Indonesia in November, sustainability is not only a popular topic discussed in those events but also a favorite initiative for businesses competing for the future. They want a new brand association as companies that care for the planet's sustainability by introducing, among others, a green initiative. For instance, a few Indonesian coal companies have tried to introduce electric cars or electric motorcycles. However, most companies want to have new brand associations by becoming responsible energy users or implementors of reuse, reduce and recycle.

6. Political contest-driven consumption.

The year 2023 in Indonesia will be a warming-up period to the political contest in 2024. Many political contestants, from Presidential candidates, and parliament members candidates to regional head candidates, will try to build awareness and engage with potential voters in the year 2023. A long period of building awareness and engagement will force political contestants to spend money for campaigns to merchandise production. The political contest will become a new driver for a big economy in ASEAN that will face high inflation and a potential recession.

7. Politically neutral brands.

An extended 2024 political contest will create uneasiness among brands in Indonesia in 2023. Although individuals in companies that produce brands may have political preferences, the brands' guardians in those companies will try their best to maintain brand neutrality in the political contest. After all, in an economy that will face high inflation and a potential recession, many brands don't want to reduce the size of their potential buyers by ignoring the ones with different political preferences.

8. Nosier Personal Brand Building.

The emergence of social media influencers as new celebrities combined with an extended political contest will transform a noisy personal brand building into a nosier one. In addition to aspirants of the next social media influencers, potential political contestants in 2024 will try to build awareness and association to enable them to become preferred candidates. Although a few aspirants of social media influencers will compete for political offices, most of the social media influencers will become direct and indirect endorsers of brands and political candidates, followed by another group that wants to become bridges between different parties.

9. Collaborative Influencer Marketing.

Many social media influencers with huge followers have transformed themselves into costly endorsers. In this situation, SMEs can not collaborate with those influencers. The SMEs will have no choice but to collaborate with micro-influencers with small followers. As the micro-influencers are looking for content that will increase their followers significantly, they will enable the SMEs to be active on social media and engage with the micro-influencers. In effect, collaborative influencer marketing will help SMEs to get bigger customer numbers while the micro-influencers will upgrade themselves into a higher group.

10. Massive Implementation of Digitally Experiential Marketing.

It takes work to execute experiential marketing. It needs a good plan and teamwork ready to materialize the dream. In addition, there are other challenges to managing experiential marketing, from the number of customers that can be impressed to the cost of creating it. In the past, only some companies were interested in executing experiential marketing. However, the advancement of digital technology, from AR, VR, AI, and hologram, has enabled many companies to deliver digitally experiential marketing. Some of the digitally experiential marketing that some companies have implemented are from digital customer service based on AI and robots to hologram-based copy clones of an individual at an offline event. As those technologies have become more affordable and easier to access, more companies will adopt a me-too mindset and make digitally experiential marketing mainstream marketing activities. Also enhance physical and digital hybrid campaigns.

JAPAN

JAPAN MARKETING ASSOCIATION



1. Reconsidering "Purpose"

The Kishida administration has announced a "new capitalism" to replace the capitalism of the past, and companies are required to both solve social issues and improve economic performance. On the other hand, customers, especially young people, are increasingly favoring companies that sell products and services appropriate to the global environment and Japanese society. As a solution to both of these issues, companies are now encouraged to reconsider their purpose and express them more clearly to the public.

2. "Time consumption" seeking "reality-escaping" experiences

With living concerns over historically high prices and mental tensions that are hard to shake off, it is likely that "time consumption" will continue to seek "reality-escaping" experiences with a sense of urgency. In response to the craving for realistic connections, there will be a flurry of new spot openings and events that will provide a sense of immersion and happiness that will make people forget their anxieties.

3. The Rise of the Dark Store

Dark stores, stores specializing in delivery, will expand. Dark stores are a new type of online supermarket that delivers products within 10 to 20 minutes after an order is placed. They are similar to regular supermarkets in that they hold inventory, but customers do not visit the stores. It is a delivery-only warehouse, and orders can only be placed through a mobile app. This type of service is often referred to as "quick commerce (Q-commerce)," and in Japan, startups and major food delivery companies have entered the market, mainly in the Tokyo area.

4. Work-style transformation

NTT, Japan's largest telecommunications company, has revised its work style system this year, officially announcing that it will introduce a very new rule: employees will basically work from home, and if they have to come to work, it will be treated as a "business trip". The move by the giant corporate group is expected to inevitably affect other companies as well. Changes in work styles will naturally affect consumer behavior.

5. Penetration of Digital Twin

A digital twin is a "twin" reproduction of various elements of physical space (real space), such as buildings, roads and other infrastructure, economic activities, and human flows, on cyberspace (virtual space on computers and computer networks) based on data acquired from sensors and other sources. In recent years, there has been a growing trend to utilize big data such as SNS data and user activity history on the Web for marketing purposes. Making good use of the data obtained through the penetration of the digital twin, the movement to digitally reproduce models of target customers by linking them with data on CRM and using them to predict and simulate customer behavior will permeate the market.

6. Increase in "convenience store-like gyms"

Many people are feeling a lack of exercise due to the mood of self-restraint caused by the corona disaster that lasted almost three years. Surveys by many Japanese think tanks also show that many people feel the need to exercise. It is said that the market has enough potential for millions of people to start new muscle training and health maintenance programs, and already, gyms like those in convenience stores are spreading, with fewer financial and time hurdles. As people become more health-conscious, the number of gyms where anyone can easily, affordably, conveniently, and enjoyably go to will expand.

7. Promoting the Digital Rural City State Concept

Japan is facing challenges centered on the local area, such as a decrease in population, falling birthrates, depopulation, concentration of population in the Tokyo area, and hollowing out of local industries. In order to solve these problems, it is necessary to promote the vitalization of the local area. With the rapid development of digital technology, digital is considered to be the key to solving local social issues, and it is important to solve local social issues and enhance the attractiveness of the region through the implementation of digital. The Japanese government has budgeted a large amount of money for the "Digital Garden City State Concept" in 2023 as an important pillar of "New Capitalism," and the concept may advance at once. Companies can recognize the potential for the local market to expand.

8. Mood food is on the rise

Mood food is a word that combines the words "mood" and "food". The reason why mood food is attracting attention is the stressful society. Many people today suffer from various stresses and chronic sleep disorders. One way to remedy this is through functional foods, including mood foods. The goal is to stabilize mental instability by consuming foods with active ingredients. In Japan, a product called Yakult 1000 has attracted attention as a "lactic acid bacteria drink for improving sleep quality," and the mood food trend is expected to be in full swing by 2023.

9. Xiaohongshu: RED is spreading, especially among Generation Z

Xiaohongshu: RED is a social networking service that is also equipped with a mail-order function, which is also known as "China's version of Instagram". Through it, an increasing number of Generation Z are paying attention to Chinese youth trends, and it is likely to be used as a source of information to quickly check beauty and fashion trends.

10. Development of renewable plastic products.

In Japan, 8.22 million tons of plastic is disposed of annually (22,000 tons per day), making it the second largest disposable plastic waste per capita in the world. Therefore, in April of this year, the Japanese government enacted the "Law for Promotion of Recycling of Plastic Resources," which calls for increased efforts to recycle plastic products as a resource. Taking advantage of this trend as a business opportunity, an increasing number of companies are promoting the development of renewable plastic products, and competition to develop new recycling-oriented materials is progressing. The shift away from plastics is accelerating, especially among various food service chains. More companies will be considering it as a factor of differentiation.

KOREA

MARKETER'S SOCIETY OF KOREA



1. Intelligent contents take a dominant position in AR, VR and Metaverse.

Intelligent and interactive contents are taking on a new trend in marketing because consumers are more immersed in using and experiencing the brands while communicating through AR, VR and Metaverse.

2. The visualized message through short-form video is dominant.

It is more prevailing to convey visual messages through short-form video than text and audio.

3. Hybrid and O4O (Online for Offline) is challenging a new trend.

It is a type of new trend to deliver better values with consumer experience through offline channel, based on the values of personalization and convenience through online.

4. The entrance into new business through vertical or Super App.

The big online platform players are trying to enter a new market by extending their business scope vertically as well as horizontally.

5. Adopt an omni-channel approach to marketing.

Marketers consider a variety of omni-channels when deciding on approaches to gain new consumers and keep current consumers.

6. Leverage User-Generated Content (UGC).

UGC is more recognized as an authentic and trustworthy tool because it comes from a brand's consumers and advocates.

7. Influencer marketing continue to grow its high ROI.

Marketers continue to leverage influencer marketing with more diverse type of media like short-form video.

8. Increase of online community's influence combined with new technology

Online community platforms enhance the function of social networking and use NFT technology to provide the commercial benefits for consumers.

9. The redistribution of average consumption.

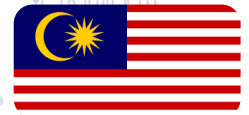
The consumer class and behavior are increasingly polarized and the ratio of average to middle class consumption is getting lower.

10. Authentic marketing is more inclusive.

Consumers shop more with brands that make a commitment to addressing social issues and purpose. (ESG value)

MALAYSIA

INSTITUTE OF MARKETING MALAYSIA



Introduction.

In 2022, the pandemic and lockdown began to cease. The SOP restrictions had also become lighter. People have started going out more and living their life than they used to for the past two years. As consumer behaviours began to change over time, the Institute of Marketing Malaysia (IMM) monitored and studied how businesses should adapt to these changes to expand and maintain their outreach to consumers. To make a solid plan for the short term, it is important to keep on where you are heading in the long term. Nobody can say with 100% certainty what the future of marketing will look like, but some things are certain that the future of marketing will be more diverse, inclusive and connected to the real consumers' needs. The definition of what we consider marketing is constantly changing and becoming broader. Currently, most are looking at new acquisitions; however, with the competition in the digital space becoming more and more fierce, customer retention has never been more important.

1. Conversational Marketing

Conversational marketing is a consumer-centric and dialogue-driven marketing approach. It is one-to-one interaction in real-time across multiple channels. It will improve your online customer experience by communicating and customising interactions online. It also used targeting messaging and AI information to engage with people. Chatbots, in particular, have made conversational marketing more accessible. Sellers should employ intelligent chatbots with machine learning and natural language processing. This type of marketing allows customers to have a 2-way conversation with a brand. It is to enhance your marketing efforts but not replace the real people behind them.

2. Integrated Online-Offline Customer Experience.

Due to the pandemic, physical stores with little online presence have struggled. A massive number of consumers have shifted more and more of their purchases and everyday activities online. Online retailers and digital brands have thrived. However, physical stores are not doomed to become relics of the past. Consumers still prefer physical stores, but brands must adjust their marketing strategy to take advantage of this increasing digitalisation. This will be 2 where brands can engage with their customers and improve their experience. VR and AR will bring more of the shopping experience to the home, improving the online shopping experience. For example, IKEA already had an augmented reality app that allows customers to see furniture items in their homes. Several makeup brands have launched apps enabling shoppers to virtually try the makeup before buying it.

3. Interactive Content.

Customer engagement is important to keep the customers happy and interested, so we have to interact with them. Businesses can greatly benefit by interacting with consumers on their social media posts, maintaining steady chat response levels, and inviting customers to share their ideas for their next product via games and quizzes. Consumers want content that demands attention as it will develop dynamics. This two-way experience encourages active engagement from their target audience. It is more effective at grabbing potential buyers' attention than static content. Interactive content will enhance audience engagement and improve customer learning about the brands. This will make the customers' experience more enjoyable.

4. Influencer Marketing.

Influencer marketing is now a mainstream form of online marketing. Influencer marketing involves a brand collaborating with an online influencer to market one of its products or services. What makes them influential is their large followings on the web and social media. People are more likely to try a product or service if someone they know and trust recommends it. Influencer marketing involves a collaboration between a brand and an individual with a specific niche and large online followers. Influencer marketing expands market reach and positioning. Social media users can learn more about the brand, the story, and the products or services offered. Influencers' contributions to growing your brand awareness are one of the most prominent benefits of social media marketing. Consumers trust their peers more than advertising. Creativity is the key to this kind of marketing.

5. Metaverse, Innovation and Experimentation.

Metaverse is a virtual reality space where users can interact with a computer-generated environment and other users. The metaverse allows companies to create a world representing their brand, which no video, ad, words or image could do. Each world can be unique and create a fully immersive experience for customers. The metaverse offers a more immersive experience than traditional advertising. The metaverse mimics the real world, and people can use avatars to interact with others and purchase virtual goods. The metaverse is new, so companies can look innovative to consumers since not everyone is using the metaverse yet. The metaverse will always exist in real-time. It will span the virtual and physical worlds and multiple platforms.

6. Online and Hybrid Events.

Even though the pandemic and lockdown have ceased, there's still lingering uneasiness with fully crowded events. Without physical limitations, online events can provide the opportunity to gather data on the audience directly. This way of marketing is a mix of live and virtual events. It will take your live event, complete with the audience, content and more, and you can add a virtual component to it so your audience can participate and engage with your event no matter where they are. Online events may not bring massive revenue at once, but they will undoubtedly help your business grow in the long term. As restrictions ease, more consumers may grow comfortable with attending live events again; however, some may wish to attend from the safety of their homes. Engagement is an essential ingredient in hybrid events.

7. E-commerce and Cashless Transactions.

The digitalisation of modern life is making e-commerce an indispensable part of the global retail landscape; notably, consumers are now known as "digital buyers" who enjoy online transactions from brick-and-mortar purchase activity to virtual buying processes. The global pandemic has given an unprecedented push to e-commerce, and many businesses have been forced to go digital. The rising interest in contactless payment options is one of the biggest changes emerging from the pandemic. Sellers can use social media, digital content, search engines, and email campaigns to attract visitors and facilitate purchases online. It's synonymous with an online store. These products can be physical, like shoes, cosmetics, books, groceries, etc. Or they can be online courses, training programs and memberships, ready meal subscriptions, renting fashion items, etc.

8. Online Shopping.

The Covid-19 pandemic has forced the lives of people to undergo a facelift. The enormous shift towards online shopping, in particular, has had profound impact on businesses across the globe. Consumers were already accustomed to shopping online from the pandemic when they began to recognise more fully the convenience, affordability and rewards of online shopping. With the popularity of shopping online due to the new norms, customers have adapted to online shopping. Online shopping is not only about the e-commerce platform but also about the experience and benefits of shopping online. Nowadays, payment security is a huge concern to many, and it is a plus point for the brand to be able to guarantee the customers' payment security. Many customers have adapted to the convenience of online shopping.

9. Inclusivity and Diversity.

The global marketplace is also becoming increasingly diverse, and inclusive marketing includes more groups. Inclusive marketing is marketing that considers diversity in all forms. Inclusive marketing works to reach a larger audience of potential buyers by looking past preconceived notions of gender, age, race, income, sexuality, language, location, and religion (among other things) to highlight common pain points and experiences and make sales. It is about recognising that your audience is made up of different groups of people. It's also creating marketing campaigns that will resonate with people from all backgrounds and walks of life. Customers, especially among the young generations, have become less homogenous. They want to be seen, heard, and represented by these brands. Inclusive marketing also recognizes that every person has multiple identities. It reflects real people in the real world. Inclusive marketing campaigns will speak to all groups of people, including marginalised and under represented groups. But they'll do so in a way that breaks stereotypes. They'll tell your audience that you see them and understand them. It is highly demanded as it demonstrates how their product or service applies to someone like them. It will reach a larger audience and improve their image.

10. Global Outreach.

Global outreach is increasingly important. Such market expansion would allow retailers, brands and corporations to expand their customer base and prolong the life of existing products. A global expansion requires understanding the market's diversified consumer and investor preferences, competitive and cultural differences, and increased management and operational challenges. Global reach marketing is becoming increasingly popular among companies worldwide as they discover the benefits of promoting their product or services online. Unlike mass marketing, which succeeds in piquing the interest of local audiences through ads in newspapers, radio spots and billboards, internet marketing allows you to cultivate a more personal connection with consumers worldwide, delivering valuable content through low-cost, personalised communication. Developing a global professional reach marketing campaign can ultimately draw more customers to your business or product and help your company experience unprecedented growth. Those companies that aim to reach out globally must make tough choices as they define their international strategies.

SINGAPORE

MARKETING INSTITUTE OF SINGAPORE



1. AI & ML Here, There, Everywhere & Everything

AI & ML is no longer a buzzword. It's here, everywhere, and in almost everything. It is helping us make quick choices and decisions. AI & ML is progressing at an astronomical pace, coding is no longer needed. AI & ML codes are merely just dragged and dropped away.

Businesses are more intelligent, thus driving digitally native brands to enter the brick-and-mortar space with excitement and immersive customer experience. Strategies like 1)BORIS-BuyOnline-return-in-store, 2)BOPIS-BuyOnline-pickup-in-store, 3)BOPIL-BuyOnline-pickup-in-locker, and 4)BOGD-BuyOnline-gets-delivered are now familiar retail strategies.

2. "Time consumption" seeking "reality-escaping" experiences

In the virtual world of the METAVERSE Gamification is the root of business sustainability. Inherently within the METAVERSE, brands are immersively enhanced, products are interactively engaged, customers may securely and discreetly enjoy the buying journey, and organizations to capitalize on economic opportunities created by these new digital business values and assets.

Products and services are ubiquitously accessed across devices, anytime, anywhere, and by anyone who is digitally connected. Most attractively, with the progress made in Web 3.0 technology, no business solutions, storage of data, and business processes are not singularly owned and managed by a single operator or intermediary. This new virtual world creates new business opportunities that drive interaction, play, debate, study, research, and conduct of business shared by all in the community. PLAY TO EARN IS THE NAME OF THE GAME.

3. Digital Twin

Part of the metaverse is getting it real. From augmented reality, DIGITAL TWIN is a revolutionary way of reaching targeted customers in the metaverse universe, driving, strengthening, and creating new revenue streams.

Its immersive nature supports the new digitization efforts to create and introduce new products and services and even engage clients that open opportunities. Avatars or participants in the DIGITAL TWIN ecosystem have greater control over his/her identities and the discreetly approved release of data. Avatars are also able to expand their level of engagement and extend their range of experiences into virtual venues and ecosystems that can be integrated with digital currencies.

4. Nature Technology - Solution to addressing climate change?

Nature Technology concerns the interrelated casual challenges of climate change and nature loss with the aim to improving global climate, nature, and improve sustainability goals.

Nature Technology includes any technology that can be applied to enable, accelerate and scale up Nature based Solutions (NbS). NbS helps preserve the existing ecosystems, awaken both public and private sectors to be more aware of managing land more efficiently, to restore the natural environment, and most importantly ensure resource poor economies can thrive in order to support their daily needs.

Artificial trees are fast being deployed to balance oxygen and carbon dioxide in rain forest around the world to mitigate climate changes.

5. Genetic Engineering

Man is responsible for climate change and the extinction of animals. GENETIC ENGINEERING involves the harnessing of DNA from museum samples and newly discovered preserved remains to resurrect long lost plants and animals back to life in its natural habitat which helps to restore balance to the ecosystems and to prevent further extinction. While there are many ethical concerns surrounding this process, the effort has tremendous results in such conservation efforts.

6. IoT, 5G and Wi-Fi6 Technology

IoT (Internet of Things) involving devices connected to the internet was an idea conceived by Carnegie Mellon University in 1982. With its first internet connected appliance (a modified coke vending machine), today there are 30 billion devices connected to the internet. With the advent of development in low costs, high performance chipsets, and pervasive access to the internet network, there are now more than 30 Billion IoT devices whose sensors collect data and respond intelligently to users.

The development of sensors and the need to greater study user data will propel IoT deployment astronomically so that devices, systems, and processes can respond intelligently to the users. With the onslaught of 5 G network connectivity, and Wi-Fi 6 as last mile connectivity to speed up connectivity, enabling a more stable broadband connectivity that is low costs access, reliable, high latency that hyperdrive businesses.

7. Rise of the Super App

Super App which not only works across operating systems, and platforms and is ubiquitous and accessible across all devices is also an ecosystem in one application. Super Apps has its own useful functionalities, it welcomes third parties' participation and development to publish their own mini apps to augment the platform.

WECHAT is one such app. It started as a messaging app, which later morphed into an ecosystem of services that includes micropayment/micro receipt of funds, games, taxi rides, food delivery, hotel bookings, and medical consultation for its billion plus app users.

8. Smart Clothing

Nano sensors built into your apparel and shoes help keep you safe and healthy. Imagining shoes that help you calculate calories as you go about doing your daily chore or exercise, and clothing that monitors your temperature and heart beat, and with AI might help prevent heat stroke or hear related diseases with AI.

9. The Rise of ROBOTS

ROBOTS are fast becoming part of our humanity. It replaces humans in executing mundane and dangerous tasks without errors. With AI ML, decisions are made more precisely and quicker than with human. Imagine Robots in the Oil and Rig, and mining industry, where tasks can similarly be executed without risking lives.

Governments around the world are seriously exploring the use of ROBOTS AI in high crime areas to prevent crimes before it happens. Integrated with Surveillance, sensors, and historical data, crime are predicted even before it takes place. ROBOTS are deployed inside the social media grid to detect racism, ideological terrorism threat. Ultimately the benefits outweigh the concerns that ROBOT will take over humanity.

10. BLOCKCHAIN Technology is not just Fintech

While everyone is familiar with the application of BLOCKCHAIN technology in the financial sector, BLOCKCHAIN technology may find its way into the government, healthcare, and education sectors. BLOCKCHAIN is more affordable, secure, permissionless and trusted network to store medical records, educational certificates and government records with the help of AI.

11. Brain-Computer Interface (BCI)

BCI is the ability to control devices simply by thinking about them. BCI captures brain signals and translates them into actions and instructions to connective devices. BCI is not new. They are already in use in medicine to assist patients with paralysis or motion immobility. However, BCI will come on the main commercial stream in 2023.

BCI will go further to improve human cognition, where decisions are made much quicker with informed data or a greater volume of information are remembered with the help of AI.



1. Marketing automation and artificial intelligence

As a result of deeper penetration of digitalization and an increase in the growth of the IT sector, the growth of artificial intelligence in the country is on the verge of escalation and is expected to be of great importance for shaping the competitive market landscape of Sri Lanka's artificial intelligence as a service market and is expected to be of great importance for shaping the business landscape of potential industrialists and to-be-investors of the market to gain traction in their business landscapes in the coming time zone. There are several areas where AI can be used for marketing:

- AI in analytics
- AI in campaign creation
- Data Insights
- Programmatic Advertising

Multinational logistic companies which operate in Sri Lanka are considering the use of AI or its operations as well.

2. Sustainability with CSR projects

Sri Lanka has a long history of corporate philanthropy and large local companies practice it on an organized basis. Initially, it appeared to many local business organizations that CSR was driven by conventions. They identified CSR as a historical practice that had been modernized to suit contemporary needs. However, transnational corporations based in Sri Lanka tend to be guided by the more formal policies of the parent companies, with some flexibility to suit the local context. CSR initiatives of Sri Lankan firms can be understood from two broad perspectives:

- Externally focused (popular visible level)
- The internal policy levels

CSR activities are being planned by most entrepreneurs, in order to gain the heart share of potential customers.

3. Mobile wallets

Currently, people can pay for an array of their needs with e-wallets, which include groceries, clothes, flight and movie tickets, gadgets, and more. There are about 07 mobile wallet applications in Sri Lanka supported by leading commercial banks and telecom operators. E-wallets are becoming popular among the younger generation since they are more techno-savvy.

4. Live Selling (Telemarketing in digital platforms)

In its simplest form, live selling is telemarketing in the digital age. Brands have now gained the ability to sell to consumers in real-time, through product demos, showcases, and other creative methods, via a live feed.

Brands are likely to engage in this approach as it is a trend that is expected to boost in Sri Lanka since it is effective and engaging by giving people the chance to make purchases from home and have products delivered to them.

5. Instagram for shopping

As Instagram is a prominent platform that has captured the attention of the younger generation in Sri Lanka as well, most of the large-scale clothing stores have stepped up to use this social media platform to promote their products. Moreover, Instagram has opened up a market for small-scale operators who run their businesses from their homes as the products can be marketed with minimum advertising costs, thus paving the way to businesses flourishing in their operations.

6. Tik Tok for brand promotion

Everyone's getting on TikTok and the brands are following. The easily consumable format and the wide audience all make for excellent marketing tools. The trend of marketing on TikTok is set to boom, with several high-profile Sri Lankan brands considering the possibility of launching major campaigns on the platform. Brands are still trying to understand how the platform can be used, so many are still in the "experimental" phase.

7. Social shopping/ Social commerce

The Central Bank aims for a less-cash society in the country. Sri Lanka is on its way to a fully-fledged e-commerce society and moving towards social media marketing and social media commerce.

According to TRCSL data, as of June 2022, Sri Lanka accounts for 19.432 million mobile broadband subscriptions (3G and 4G) and about 3.083 million fixed broadband subscriptions. There were 8.20 million social media users in Sri Lanka in January 2022. The number of social media users in Sri Lanka at the start of 2022 was equivalent to 38.1 percent of the total population.

8. B2B and B2C online search, review, and purchase

There are a large number of B2B and B2C purchase sites which operate in Sri Lanka powered by larger-scale businesses as well as small-scale enterprises. This eliminates the requirement for paper advertisements and other below-the-line advertising.

9. Image and visual searches

Instead of typing out a query, a person can upload an image or take a picture of what they are looking for and find related results. Some have suggested image recognition chatbots could potentially be used at ancient places in Sri Lanka.

10. Voice Search

About 20% of the searches in the Google App are now done by voice and this is a growing trend in Sri Lanka. Particularly among the affluent segment, voice assistants and voice searches, both on mobile and at home, through smart tech such as Alexa, are becoming increasingly popular.

THAILAND

MARKETING ASSOCIATION OF THAILAND



1. Green and Sustainability Marketing

Nowadays, customers value and love brands that love the earth and them. We then see the growing trend of sustainability marketing focusing more on the environment and society. Green and Sustainability Marketing is not superficial or temporary activities but in-depth change in process, shifting away from Corporate Social Responsibility (CSR) to Create Share Value (CSV), which is a genuine business value creation for society, such as many coffee shops choose to use ready-to-drink cup without using plastic straw indicating their environmental commitment as well as aesthetics.

2. TikTok Marketing / Live Streaming Marketing / and Short Form VDO

In 2022, the number of TikTok users increased drastically. From global analysis gathered by Nikkei, it shows that the download number of this application in the past year officially exceeded the number of other popular platforms. And seemingly, TikTok marketing becomes even increasingly more popular in wider circles, not only limited to Gen Z population. A part of the reasons that TikTok becomes popular is the attractions of short form VDO content that stimulate interest, expanding audiences, and increasing participations, eventually leading to quality purchases. It also allows anyone to be popular content creators in this platform. Shoppertainment strategy of TikTok is expected to see more continuing growth in this coming 2023.

Since the popularity of platforms and formats of contents change, thus there is another upcoming trend, that is, Live Streaming Marketing, as it is easier to find viewers, and it allows instant transaction reactions. It also garners more interest.

3. From User Experience to Influencer Marketing

The massive growth of TikTok leads to the creation of new market of Influencer Marketing, particularly for those Nano and Micro Influencers which are from the customers, who are indeed TikTok and Twitter platform users turning into content creators. Influencer Marketing is interesting as it could be direct or indirect marketing efforts in making brands known in wider contexts and in greater credibility. This ultimately leads to more genuine purchases from consumers. The most popular way for this is Affiliate marketing which allows consumers to click on the given links to buy products directly from the platform.

4. Web 3.0 : Blockchain / Metaverse / NFT

In the past year, there have been several buzzwords about Web 3.0 wildly in marketing world, particularly Metaverse, which happens to be a popular platform. With the current limitation of technologies, Metaverse is not yet as popular as we expected, but many brands still harness this virtual space to enhance new experiences to consumers. It also seems to extend to various groups and industries including gaming, art, K-Pop music, movies and so on. These technologies are still matters to be carefully watched and paid attention in this coming year.

5. Data Marketing

In marketing world with very demanding customers, we must market more precisely. Marketers now seriously emphasize on data analytics for customers for more personalized marketing strategy.

6. Agile / Real-Time Marketing

Contemporary marketers should be able to offer real-time response to fast and ever-changing consumers' needs. This is the time for fast and daring decision and rapid change to accommodate those news needs. Changing to catch the trend is now more desirable to just executing the planned strategy for best results. Still, marketers must consider what is right and choose the right plan for individual brand contexts, and also commit to a secured strategy for long-term positive results.

7. Healthcare Marketing

One of the COVID-19 legacies to consumers is a growing trend of healthcare because everyone will eventually realize that good health is a foundation for every facet of life. Consumers now prioritize this kind of matters as they love healthy lives and increasingly take a better care of themselves, as well as the trend of Silver Aging Society is growing every year, Health and Wellbeing trend will grow significantly.

8. Blended Experiences

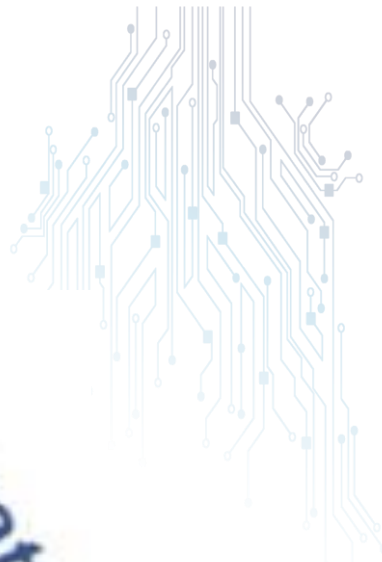
We are in the period that communication and connection are crucially essential. The word "communication" and "creating good experience" might not exclusively mean a massive campaign or big event, but connecting all channels seamlessly for accurate information and best experience for consumers in every channel – offline, online, and virtual, leading to a real 'On Life Marketing'.

9. Competitive Price & Value

In this coming year, Price and Value will remain a key issue along with others. It is true that customers will demand best products out of brands with good ideas. But in this economic uncertainty and financial instability with an unknown future, customers will be more careful in spending. Therefore, good price is a crucial factor, and this does not necessarily mean the cheapest price, but rather the feeling of worthiness or 'value' they obtain from purchasing. Thus, marketers must strongly focus on price strategy.

10. Cyber Security

In the age where countless transactions, data, and connections take place in digital realm, organizations and marketers need to pay a serious attention to safety issue in digital world, in both cyber security and data security. This could start at the secured foundation for prevention, better than solving after the crimes take place. Often, it causes damages in wider circles with strong direct impacts to consumers, costing organizations dearly, financially, as well as brand reputation. This is in no way worth the risk.



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Top 10 Trends
Marketing in ASIA 2023

