# Why Brand Marketing In 2025 May Reclaim Its Glory Days

# Let's meet

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# Framework. The *landscape* is shifting

## 01.
Increasingly onerous costs of performance marketing.

## 02.
Introduction of data privacy regulations (end of cookies era) restricting customer targeting.

## 03.
The return on investment (ROI) levels achieved in performance marketing over the past decade are no longer attainable.

## 04.
Consumers crave greater connection and authenticity from brands. Sharpened appetite for entertaining brand storytelling that captures their aspirations and interests, well beyond the products on offer.
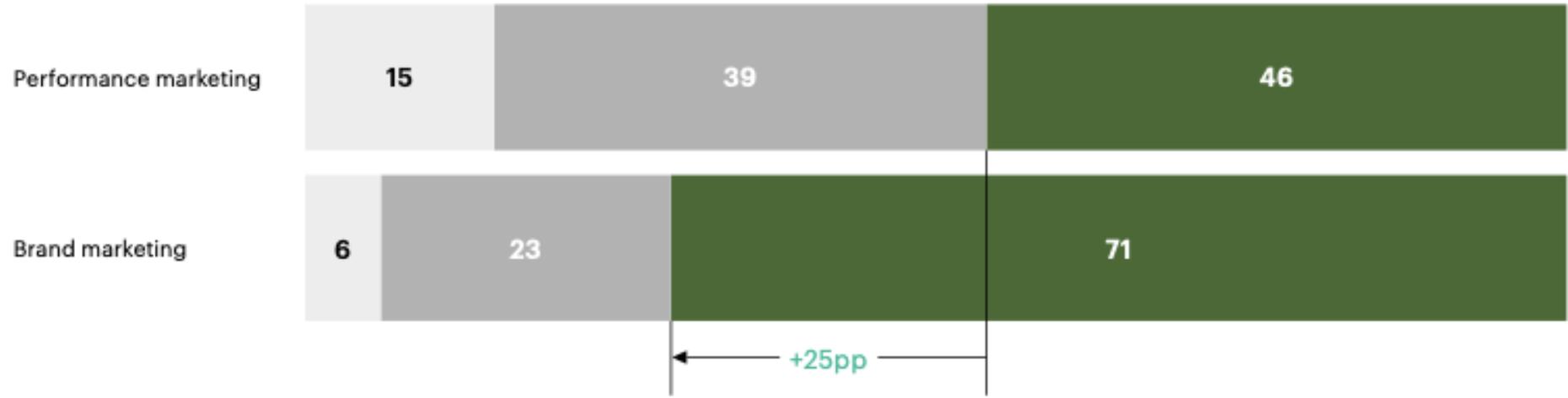
# 71% of executives plan to spend more on *brand marketing* in 2025 than previously, while 46% intend to do so for *performance marketing.*

## More executives expect to increase spending on brand marketing than performance marketing

Change in marketing spend by type in 2024 vs 2023, % of respondents

Legend: Less | Same | More

| | Less | Same | More |
|---|---|---|---|
| Performance marketing | 15 | 39 | 46 |
| Brand marketing | 6 | 23 | 71 |

+25pp

Source: BoF-McKinsey State of Fashion 2024 Executive Survey

# Importance of *storytelling*

In the realm of marketing, brand storytelling plays a **pivotal role** in several ways:

## *Enhancing Brand Identity and Recognition*

A well-crafted story can help in solidifying the brand's identity and making it more recognizable to the audience.

## *Building Emotional Connections*

Emotional connections are more likely to foster loyalty and encourage repeat business.

## *Differentiating from Competitors*

In a crowded market, a unique brand story can set a brand apart from its competitors, highlighting its unique value propositions and ethos.

# Less is more

2025 won't be about generating more and more content, or perpetually refreshing brand identities.

Now, the focus needs to be on "less is more," with carefully crafted storytelling that amplifies a brand's clear, coherent personality.

## 74%
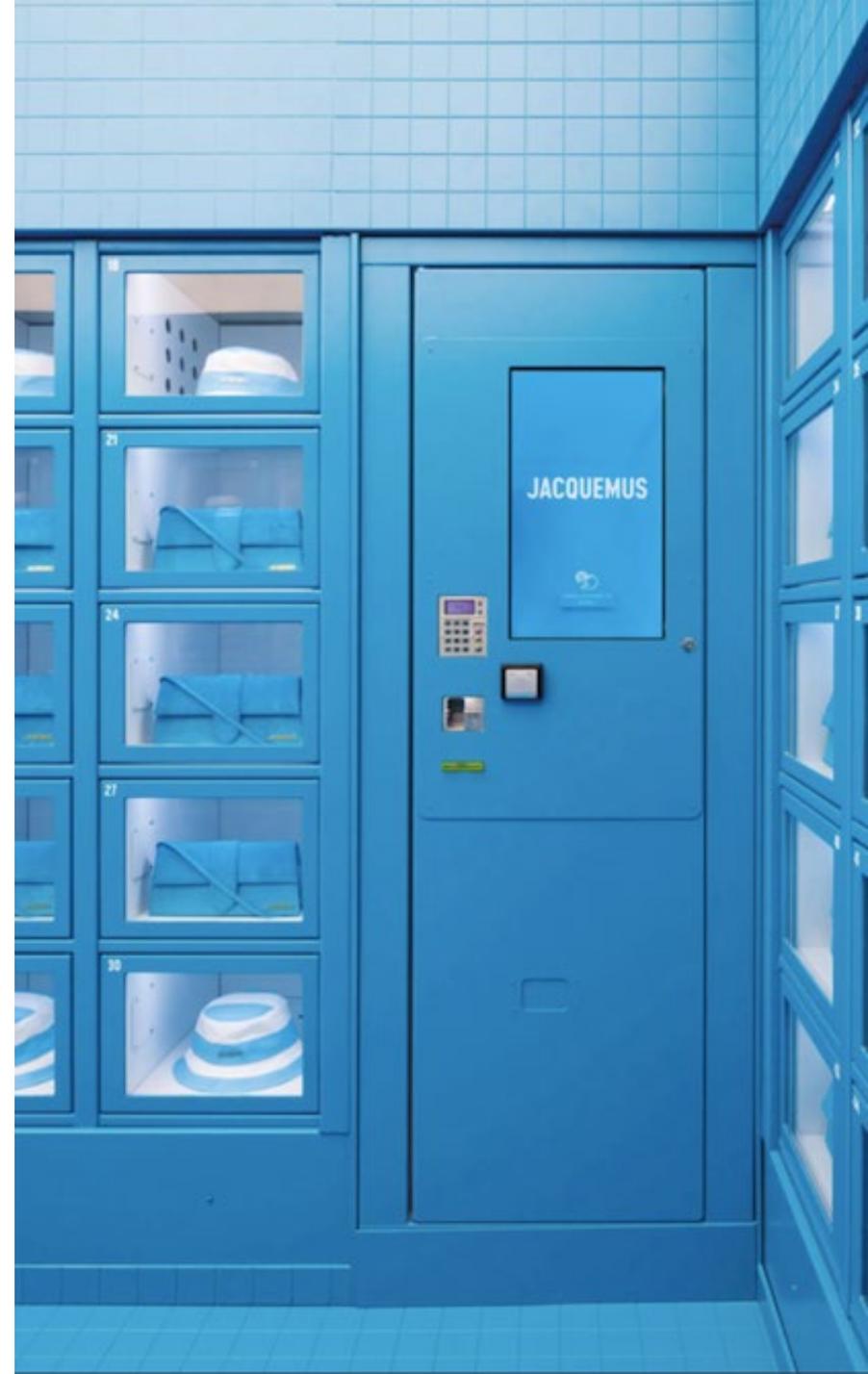Of consumers report walking away from online purchases due to the volume of choice

## 69%
Of online customers stayed they go directly to retailer's search bar when shopping online



Yagi Studio/Getty Images

# The storytelling **Tool Kit**

X Be authentic.

X Emotional Investment.

X Multi – pronged strategy over time rather than one-off moments. Maintain Consistency

X Memorable Customer experience

X Melding marketing strategies with adjacent industries

X Tech/AI. Use it as a superpower

JACQUEMUS

# **Core** of Jacquemus Storytelling

- **Personal Narrative**:

The brand's identity is rooted in Simon's life experiences (e.g., honoring his mother, L'Amour collection inspired by love).

- **Connection to Provence**:

Visual and thematic links to sun, fields, and rustic life; transports audiences to a nostalgic, idyllic world.

# **Visual** Storytelling

- **Cinematic Campaigns**:

Campaigns are curated like short films

(e.g., SS20 runway show in lavender fields).

- **Social Media Mastery**:

Playful and unconventional posts—Jacquemus' Instagram creates aspirational yet approachable content.

- **Color and Aesthetic Consistency**:

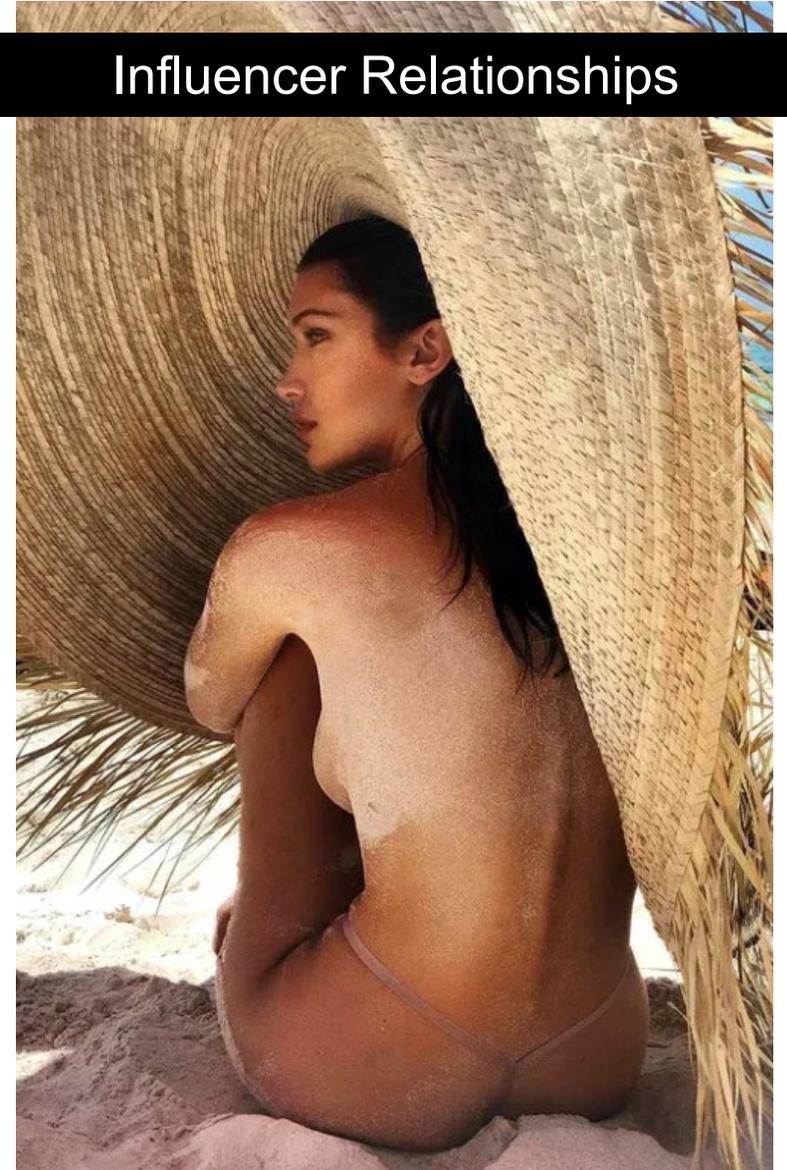Warm tones, clean lines, natural backdrops.

# **Innovation** in Marketing
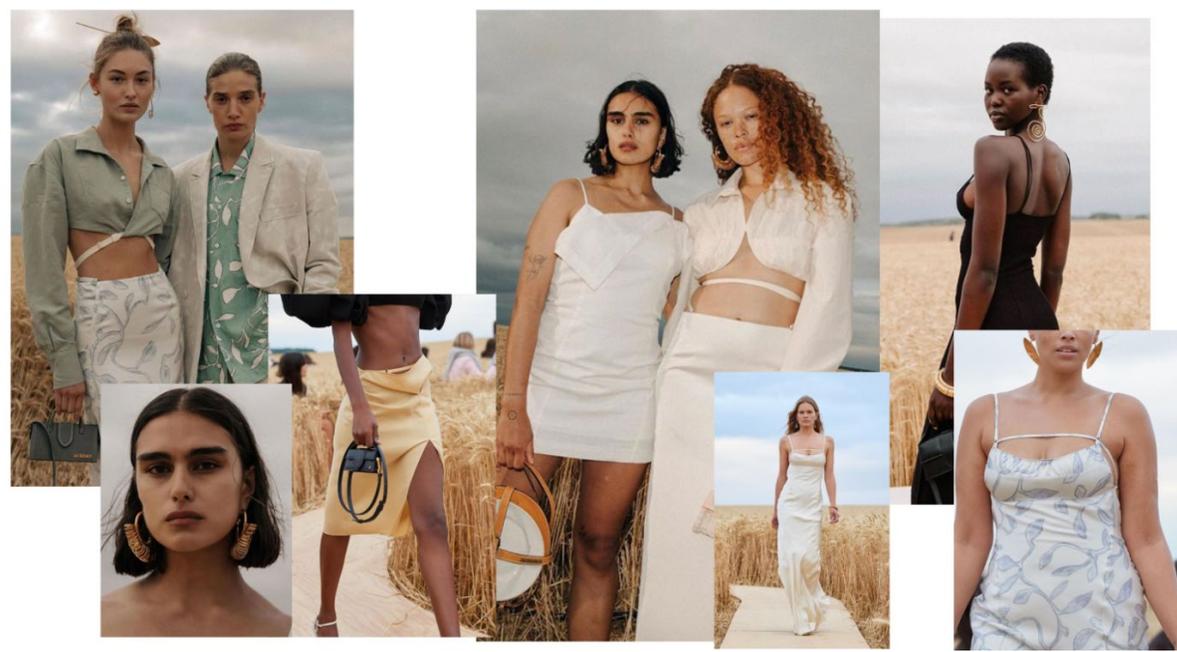
Immersive Runway Shows

Microbag Viral Moment

Influencer Relationships

# Relatability and **Inclusivity**

- **Approachable Luxury:**
Stripped-back approach to luxury, rejecting elitism.

- **Youth-Centric Marketing:**
Casual tone, behind-the-scenes glimpses, and personal anecdotes.

# Global Impact and Expansion



**Retail Spaces**:
Flagship stores and pop-ups embody the brand's identity

**Cultural Resonance**:
Adapts storytelling to global markets while keeping Provence DNA.

# Key **takeaways**

**01.**

**Authenticity Wins**:
A personal connection drives emotional resonance.

**02.**

**Visual Storytelling is Key**:
Memorable campaigns rely on aesthetics and emotions.

**03.**

**Balance Between Playful and Sophisticated**:
Brands doesn't have to feel untouchable.

# THANK YOU!