

BRANDED INSIGHTS

By Essence Branding

2025



“

The future doesn't just show up fully formed.

It is the result of decisions that are made in the present. And if you can make good decisions based on data and reliable research, and a good understanding of a company – and the way it co-creates value with its partners – then you have more control over what your future will look like.

Amy Webb
(futurist, author, and CEO of
the Future Today Institute)



Photo: Unsplash

Dear readers,

As technology and cultural shifts advance at an unprecedented pace, brands play an increasingly complex and powerful role in shaping our world. With every choice we make, we shape tomorrow, and at Essence Branding, we deeply believe that this future should be crafted with purpose, empathy, and authenticity.

In **Brand Insights 2025**, we explore trends that go beyond the surface, touching on the essence of human behavior and genuine connections. Whether it's connecting generations, inspiring inside-out influence, or ensuring accessible and inclusive experiences, our commitment as a brand is to go beyond consumption, cultivating the real value we create for the people and communities we impact.

Authentic dialogue between brands and consumers is the cornerstone of this journey. We aim to create trust-based relationships, where CEOs and employees become ambassadors of our mission, and where the voice of each individual within the organization echoes and reflects our essence outward.

Each trend discussed here – from creative accessibility to innovation with generative AI and omnichannel presence – reveals a path forward. But essence does not build itself; it requires conscious choices and a commitment to staying true to the values that define us.

It is a privilege to be part of this journey with you and to witness the transformation of brands that inspire, embrace, and innovate. May we continue building a future in which brands not only represent but resonate deeply with who we are and what we envision for the world.

With gratitude and commitment,

Maria Bras

Founder of Essence Branding



Index

01

Multigenerational Dialogues:

connecting with generations without straying from the essence

P. 05

02

Inside-Out Influence:

the voice of CEOs and employees

P. 10

03

Creative Accessibility:

ensuring the best consumer experiences for everyone

P. 16

04

Expanded Creativity:

the future of branding with generative AI

P. 23

05

Integrated Presence:

omnichannel and consistency in brand experience

P. 28

06

Horizons of Consumption:

decoding the consumer of tomorrow

P. 32



1. Multigenerational Dialogues

- 2. Inside-Out Influence
- 3. Creative Accessibility
- 4. Expanded Creativity
- 5. Integrated Presence
- 6. Horizons of Consumption



Foto: Unsplash

Multigenerational

Dialogues:

connecting with generations
without straying from the essence



Multigenerational Dialogues:

connecting with generations
without straying from the essence

“

Brand audiences are no longer defined by narrow demographics: everything is for everyone. Razorfish reports that Generations Alpha and Z share eight out of ten favorite brands. And millennials are likely using the same Stanley cup as their kids.

(free translation)
Source: BBC



TO REFLECT ON

Is your brand drifting away from its own identity in pursuit of reaching different generations?

In recent years, discussions about generations have gained momentum, revealing that, despite differences, there is common ground that connects people of all ages. This understanding is essential for brands that wish to communicate authentically with different generations.



Multigenerational Dialogues

connecting with generations
without straying from the essence.



Photo: Unsplash

As technology and cultural shifts advance at an unprecedented pace, brands play an increasingly complex and powerful role in shaping our world. To do this, brands can adapt channels, diversify storytelling approaches, and even address specific challenges faced by each group. Nevertheless, what truly strengthens communication is the brand's ability to know its audience and remain true to its identity. After all, lifestyle, values, and aspirations are connection points that transcend age.

Aligning lifestyle communication with the brand's essence builds genuine connections. It's crucial that, in this process, the brand's identity doesn't get diluted in adaptations, as this can create noise and distance the audience rather than bring them closer.

To provide context, here are the age ranges for each generation:

Baby Boomers:

born between
1946 and 1964

Generation X:

born between
1965 and 1980

Generation Y or Millennials:

born between
1981 and 1996

Generation Z:

born between
1997 and 2010

Generation Alpha:

born from 2010 onward



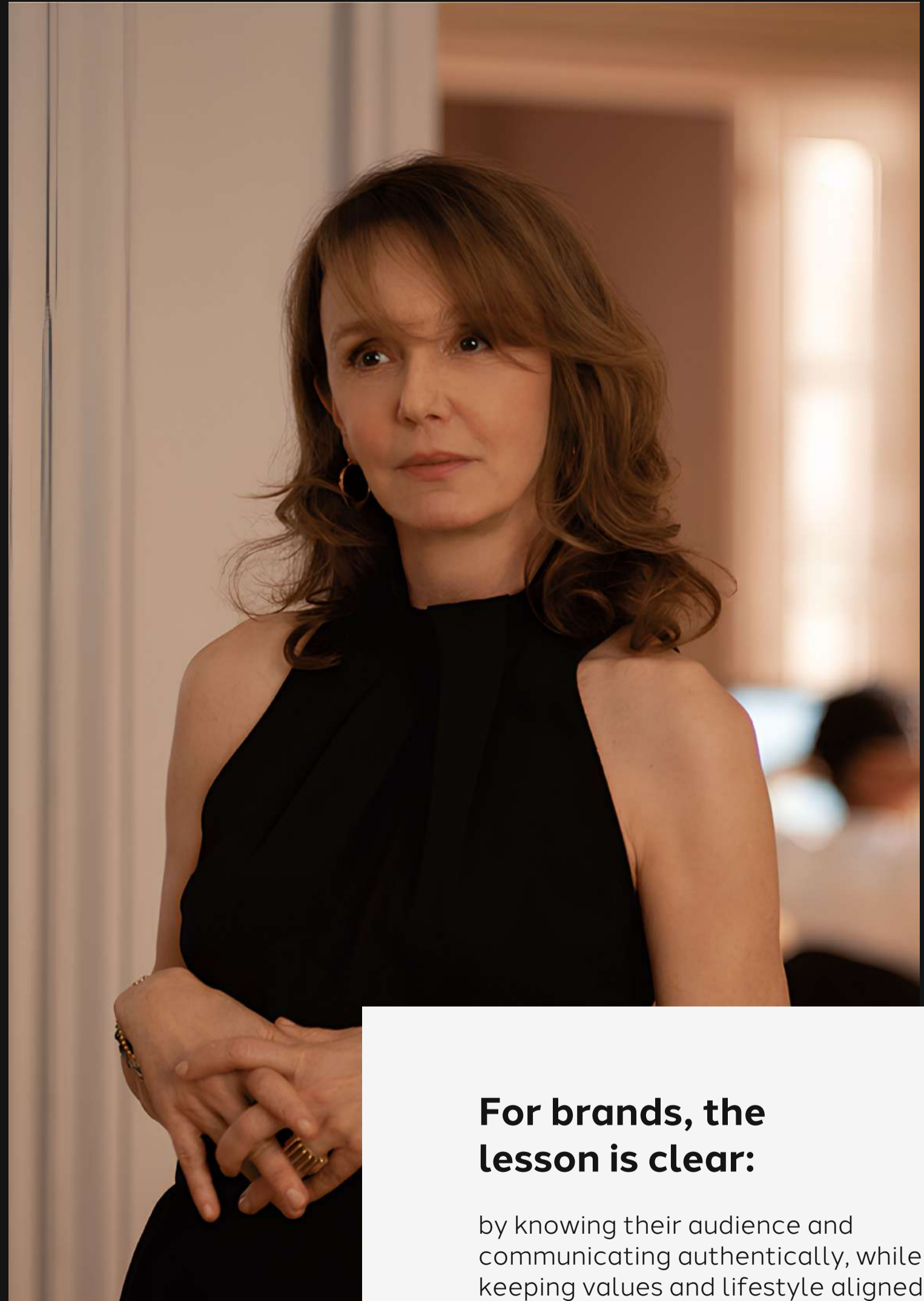


Brand Insights 2025

By Essence Branding

Each generation has its particularities, but it is lifestyle and attitudes that truly create a connection.

The character Sylvie Grateau from Emily in Paris exemplifies this: even as a mature woman, her modern lifestyle connects her with different generations, showing that shared behaviors and interests are more relevant than age.



Scene from Emily in Paris, character Sylvie Grateau (interpreted by Philippine Leroy-Beaulieu), Netflix.

For brands, the lesson is clear:

by knowing their audience and communicating authentically, while keeping values and lifestyle aligned with their essence, they can create deeper and more lasting bonds.



Finding Balance in Communication

Understanding generational nuances is important, but it's equally essential to keep the brand's essence as a guiding star. Authentic values and principles prevent communication noise and reinforce trust, which is highly valued in today's landscape.

Brands that know their identity and their audience well build trust and ensure their voice resonates in a dynamic and diverse market.



TO INSPIRE

Despite producing films that are fantastical and often considered child-oriented, Disney is a master at reaching diverse generations and cultures. Just look at the brand's fans: children, teenagers, adults, and the elderly are all captivated by the Disney Magic!

And how does the company achieve this? By crafting cohesive storytelling across all its touchpoints, from theme parks and stores to its digital platforms.

A prime example is the movie *Inside Out 2*, which premiered in Brazil in June 2024, breaking box office records and attracting millions of viewers of all ages. In less than a month since its release, the film had already reached the impressive milestone of 20 million tickets sold. From children to adults of all ages, theaters were filled with costumed fans and excitement, proving that the film's story – and the brand itself – truly resonates across generations.





1. Multigenerational Dialogues
- 2. Inside-Out Influence**
3. Creative Accessibility
4. Expanded Creativity
5. Integrated Presence
6. Horizons of Consumption



Photo: Freepik

Inside-Out Influence

the Voice of CEOs and
Employees



Brand Insights 2025

By Essence Branding

Inside-Out Influence:

the Voice of CEOs and Employees.

With advancing technology, the corporate environment is undergoing a digital transformation that extends far beyond process automation or digital marketing. Now, the active presence of leaders and employees on social media is deeply shaping the way brands connect with the public. What was once reserved for celebrities and lifestyle influencers now applies to CEOs and employees, who have become central figures in corporate storytelling on digital platforms. CEOs embody the company's public face, while employees amplify its accessibility and humanity.

The impact goes far beyond attracting followers; it's a strategic opportunity to build trust, create a more authentic brand image, reinforce organizational culture, and even attract new talents to the company.



TO REFLECT ON

In a world where authenticity has become a valuable currency, who better to humanize the brand than those who live and breathe its values every day?



Influencer CEOs

“

But I believe this redemption came to me because of a crisis; I had the insight that I needed to give a personal identity to that corporate entity and humanize my company, humanize my relationships.

Sandra Chayo, CEO of Hope

Influencer CEOs are becoming a key element in companies' communication strategies. By taking an active stance on social media, they build closeness with the public and strengthen trust in the brand. This presence humanizes leadership and creates a direct, authentic connection, transforming the leader into a tangible representative of corporate values. Additionally, the accessibility of these CEOs boosts engagement, benefiting both the company's perception and the attraction of talent and new business.

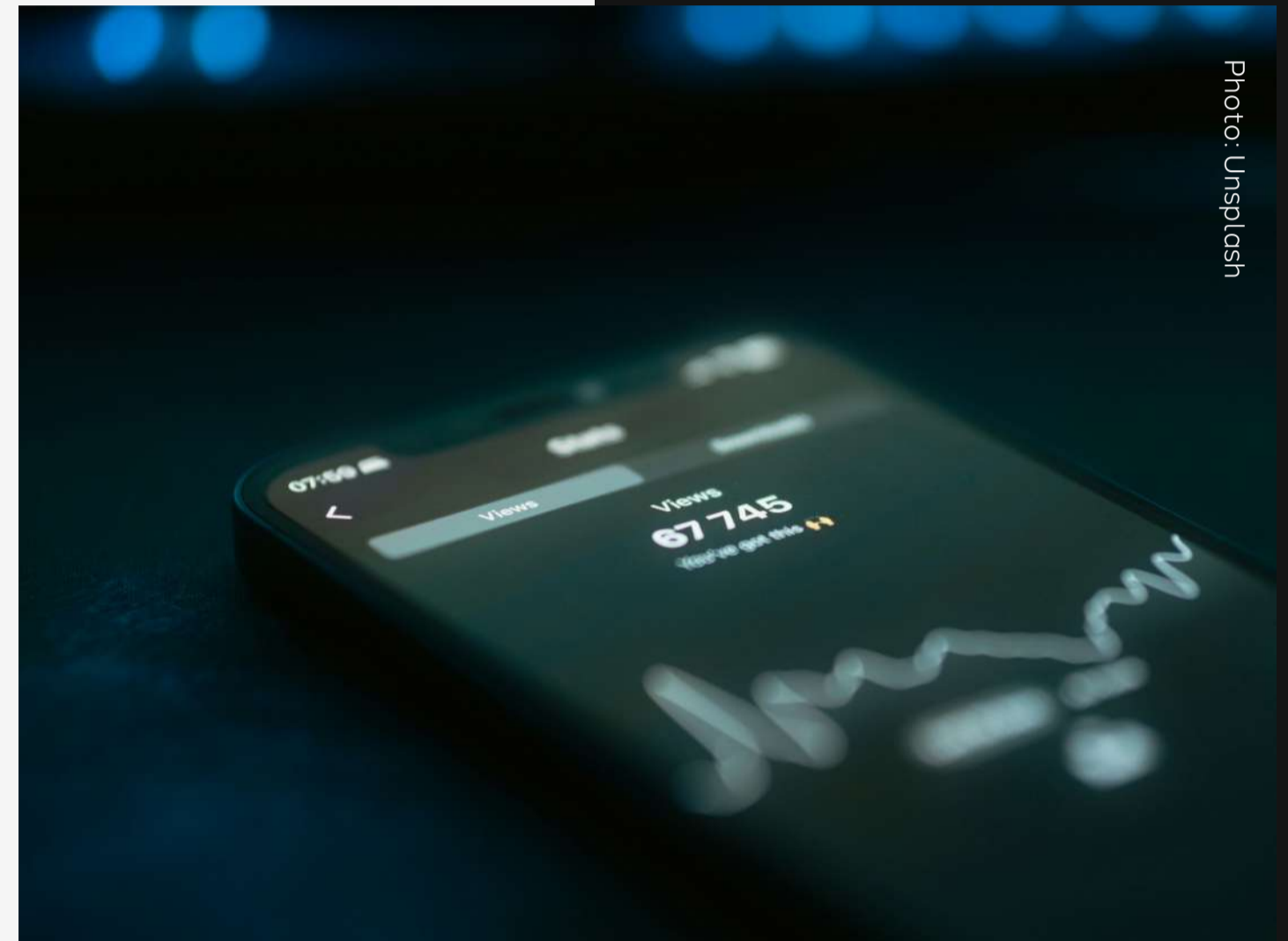


Photo: Unsplash



People connect with the person, not the entity

One of the greatest advantages of this approach is the ability to connect the public with the person behind the title. More and more, people want to interact with human figures, not abstract entities. CEOs who use their influence strategically give a “face” to the brand, creating communication that is more tangible and emotional. This direct connection is essential in a market that values transparency and authenticity, making the leader an ambassador of the company's culture and values.

However, this tool requires careful attention! Public exposure is a double-edged sword: a valuable asset and a potential risk. Digital influence must always align with the company's principles and vision. CEOs who mismanage their online presence risk harming the corporate reputation, while those who balance authenticity with responsibility enhance public trust and reinforce the brand's image consistently and durably.



Photo: Internet - João Adibe (CEO of Cimed)



TO INSPIRE

João Adibe, CEO of Cimed, has transformed his social media into a true showcase of entrepreneurship and authentic leadership. By sharing personal challenges and business insights, he humanizes his management style and strengthens the connection between the brand and its followers. This content not only brings customers and partners closer but also inspires employees, creating a narrative that goes beyond numbers and products.

The result? Cimed is not only seen as an innovative company but also as a brand that embodies real values, personified by a leader willing to share both his vulnerabilities and successes. This generates authentic, genuine engagement, attracting market trust and solidifying the company's name in a competitive landscape.



Influencer Employees

Influencer employees are becoming increasingly important in strengthening companies' reputations. With their authentic and spontaneous posts, these employees become true brand ambassadors, offering a genuine view of the workplace. They create a bridge between the company and the public, bringing an inside-out perspective that humanizes the corporation. In an environment where trust and transparency are essential, these employees provide a unique viewpoint, generating credibility and enhancing the perception of the brand as a living entity with talents aligned to its values.

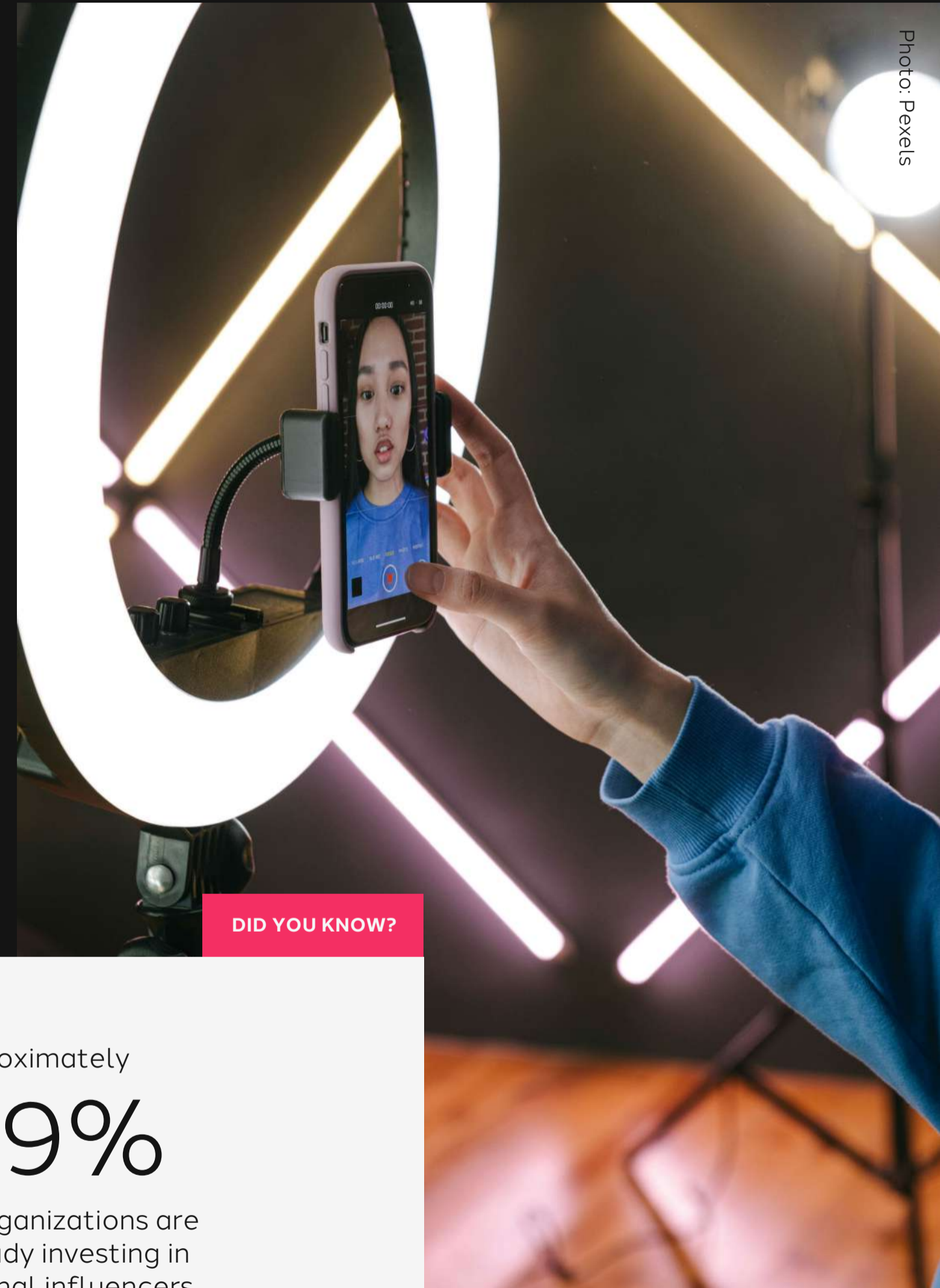


Photo: Pexels

DID YOU KNOW?

Approximately

69%

of organizations are already investing in internal influencers.

Source: Aberje
(Brazilian Association for Corporate Communication)



This authenticity is powerful!

This strategic movement transforms each employee into an essential link in the corporate image, a direct point of contact with the public that carries a trusted, experienced voice. By empowering employees to share their voices, the company demonstrates its commitment to an open and collaborative culture, building a reputation for transparency and innovation that attracts both new talent and consumers.

Photo: Nestlé Creators.

Nestlé
CREATORS
INFLUENTE É SER CRIADOR



Background 1



TO INSPIRE

Since 2021, Nestlé has been innovating with Nestlé Creators, a pioneering initiative in the creator economy. The program began with training nano and micro content creators, and in 2022, it evolved to include the company's own employees! Called Nestlé Influencers, the project empowers employees to voluntarily share their pride in being part of the company on their social networks. There are now over 1,400 participants across various operations in Brazil, creating organic and genuine content. "We strongly believe in the authority our people have to speak about the company, as they live our business every day," says Anahi Guedes, Nestlé Brazil's corporate communications director.



Brand Insights 2025

By Essence Branding

1. Multigenerational Dialogues
2. Inside-Out Influence
- 3. Creative Accessibility**
4. Expanded Creativity
5. Integrated Presence
6. Horizons of Consumption



Photo: Freepik

Creative

Accessibility:

Ensuring the Best Consumer Experiences for Everyone



Creative Accessibility:

Ensuring the Best Consumer Experiences for Everyone

Supported by: Sondery

In a world where diversity and inclusion are increasingly recognized, accessibility in communication is no longer a trend but an urgent need and a major opportunity for brands.



TO REFLECT ON

Are we truly building inclusive brands?

In the United States,

26%

of the population has some form of disability, but people with disabilities appear in **only 1%** of TV ads. Of these, more than half address health, pharmacy, and care related themes.

Source: Visibility of Disability: Portrayals of Disability in Advertising | Nielsen

An estimated

1,3 billion

people — **approximately 16%** of the global population — live with a significant disability.

Source: World Health Organization (WHO)

In Brazil, about

18 million

people (**8.9% of the population**) have some form of disability, **with a spending power reaching R\$ 11 billion**. In the United States, this potential reaches US\$490 billion.



Accessibility is a fundamental right that encompasses various aspects of social life. In consumer contexts, while many assume a simple technical adjustment — such as activating automatic captions in a video — is sufficient, true inclusion requires brands to take a much more attentive and deep approach.

Thinking about accessibility holistically goes beyond merely complying with standards or making occasional adjustments to products, services, and communications to meet different audience needs; it is directly related to the experience a brand provides to all its consumers, regardless of their abilities. This is where the concept of creative accessibility stands out.



te amo



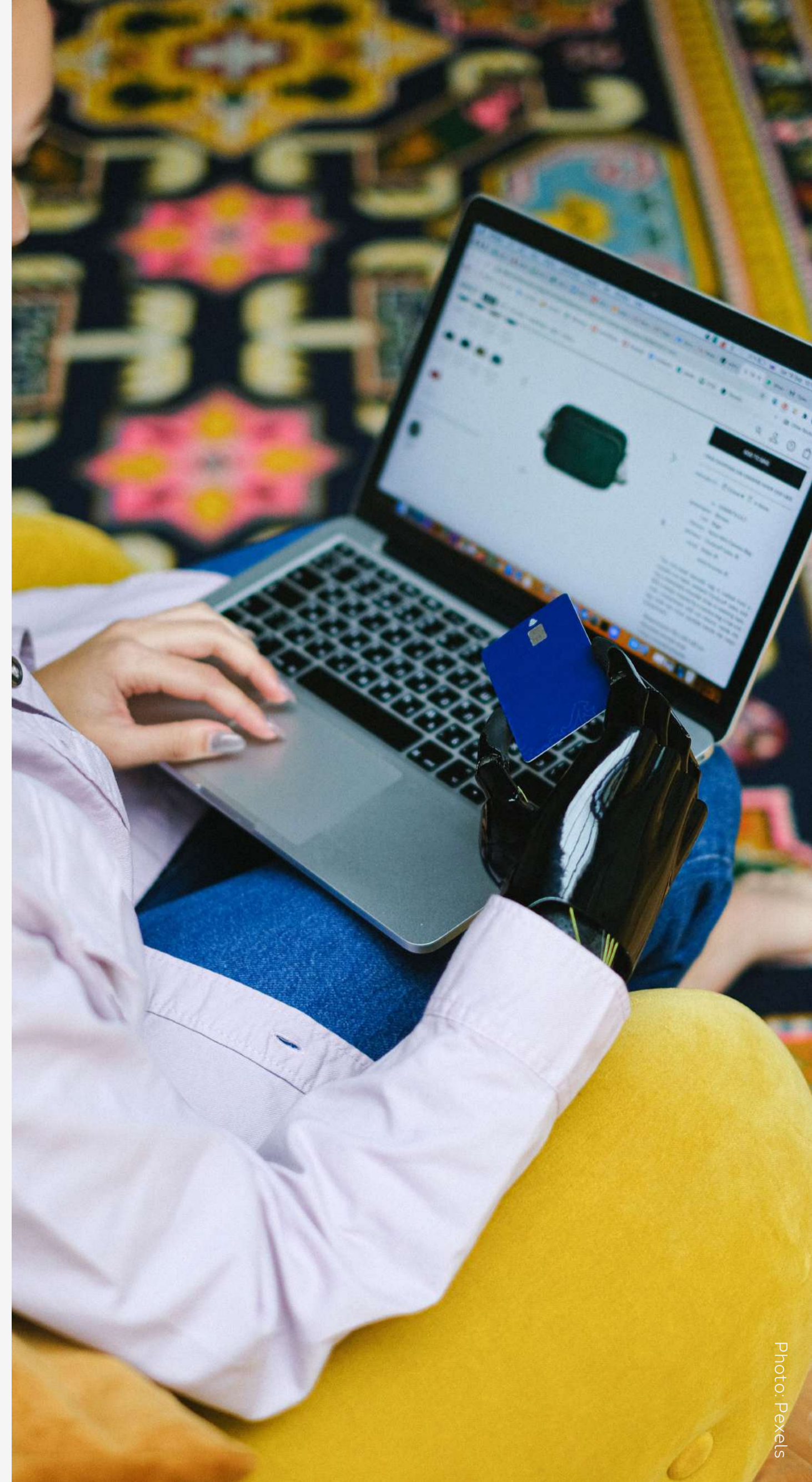


Brand Insights 2025

By Essence Branding

Creative accessibility is an approach that seeks to create a positive consumer experience for as many people as possible, ensuring that no one is excluded from interacting with the brand. This involves anticipating needs and creating innovative solutions that make inclusion a core end-to-end pillar, embracing all stages of the consumer experience — from product design to communication and customer service.

This holistic vision reinforces the brand's commitment to inclusion, making it more authentic, consistent, impactful, and often pioneering within its market.





Brand Insights 2025

By Essence Branding

In the context of branding, accessibility should be considered an inseparable part of a brand's identity.

Inclusive brands understand their role extends beyond selling products; they have the power to transform perceptions and actively contribute to a more equitable world. When accessibility is integrated into the business strategy and the brand's DNA, it becomes a powerful sign of empathy and respect, establishing a positive impact that resonates with both consumers and society as a whole. Brands that adopt an accessible, end-to-end strategy and incorporate visual, auditory, textual, physical, and digital experiences can provide to all of its consumers a rich, respectful, and equal brand experience.



Don't worry if you're just starting the process — it's essential to take the first step!



Where can brands begin?

Adopt accessibility and inclusion as brand values:

When accessibility and inclusion are central to the brand's core values, they become integral to project design, communication, recruitment, and selection, among other areas.

Empower teams:

Provide ongoing accessibility training across all departments, from design to customer service.

Consult experts:

Engaging professionals with disabilities and specialized consultancies, such as Sondery, can ensure that accessibility is handled in an effective and sensitive way.

Listen to your audience:

Encourage and be open to feedback directly from consumers with disabilities to understand their needs and identify continuous improvement opportunities.

Evaluate your touchpoints:

Conduct a thorough audit of all communication channels, both digital and physical, to ensure accessibility for diverse audiences.

Incorporate accessibility into strategic planning:

Accessibility should not be an "extra" but an integral part of the brand's strategy from the outset of each project.

A final message from Ana Clara Schneider, founder of Sondery:

“

Investing in accessibility is the ultimate win-win-win relationship. Business, end consumer, and society: nobody loses when we build a more inclusive world.



TO INSPIRE

In a pioneering initiative, Burger King Brazil, with the consultancy of Sondery, launched the first commercial on Brazilian open TV to feature audio description on the main audio channel. The campaign involved a diverse team and included consultants with disabilities from the start, ensuring respectful and innovative representation. This initiative had a major impact on the visually impaired community, who could interact with Burger King icons within a more inclusive way. The project also gained national and international recognition for its bold and stereotype-free approach.

The e-book with the complete case study can be downloaded [here](#).





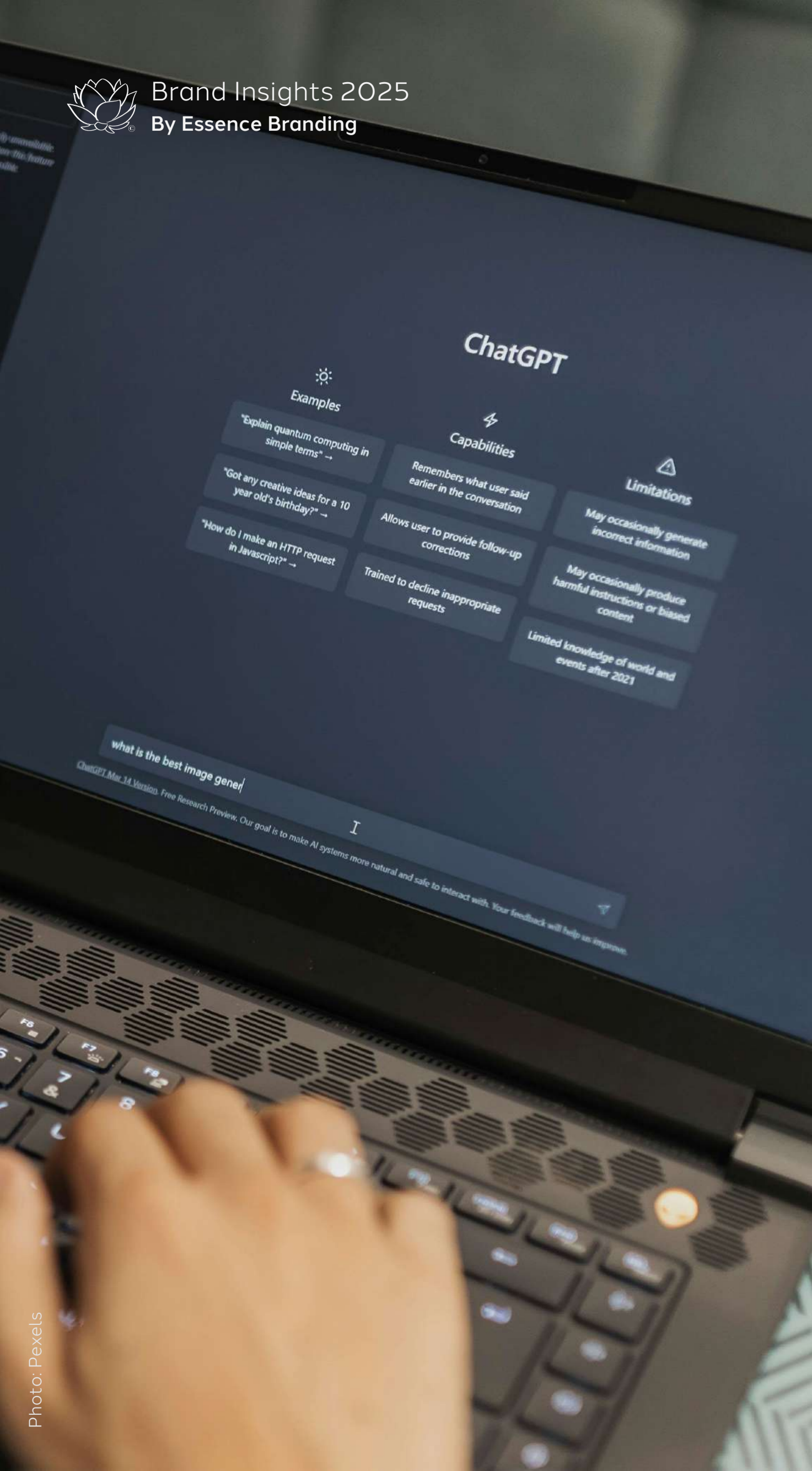
1. Multigenerational Dialogues
2. Inside-Out Influence
3. Creative Accessibility
- 4. Expanded Creativity**
5. Integrated Presence
6. Horizons of Consumption



Photo: Pexels

4. Expanded Creativity:

the Future of Branding
with Generative AI



In Brand Insights **2023**, we asked ourselves: what will the future of brand creation and management look like with the advancement of Artificial Intelligence?

In **2025**, we are in the future, now talking about Generative Artificial Intelligence. And it's worth continuing to ask ourselves...



TO REFLECT ON

What will the future of brand creation and management look like with the advancement of Artificial Intelligence (now generative)?



Brand Insights 2025

By Essence Branding

The advancement of AI is offering brands new ways to create, manage, and personalize their identities. Generative AI stands out in this context, enabling brands to scale their creative operations and deliver personalized experiences like never before.

Generative AI is a technology that generates new content — such as text, images, videos, and even code — based on existing data and patterns. More than automating tasks, this technology has the ability to create original solutions, allowing brands to offer personalized interactions, improve efficiency, and innovate continuously.

Since 2023, its use in marketing and branding has grown significantly:

Accenture estimates that around

40%

of creative activities can be automated or optimized by generative AI;

Farfetch reported a

75%

increase in sales among customers who used its generative AI-powered personalization services.

This technology goes far beyond process automation. It opens doors to large-scale personalization, helping brands connect more deeply with consumers, reduce costs, and deliver tailored experiences efficiently.



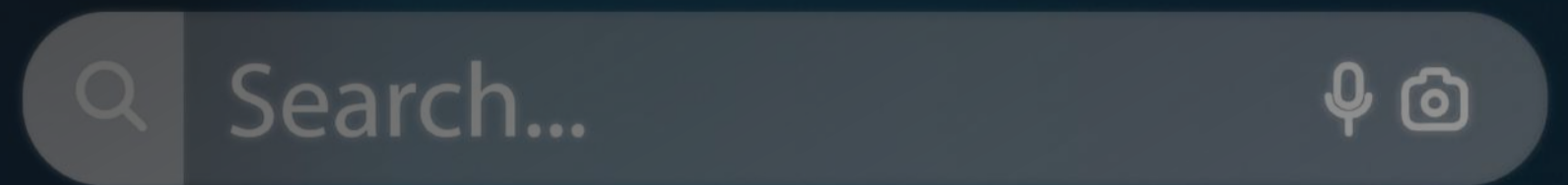
The Future of Brand Creation and Management with Generative AI

The future with generative AI promises that brands — both small and large — can personalize every consumer touchpoint in an automated, interactive way. Imagine campaigns that adjust to user behavior in real time or products cocreated directly with the audience, using AI to tailor every detail according to customer preferences. Brands, regardless of size, can leverage this technology to create unique and scalable experiences.

Creativity and efficiency go hand-in-hand in this new reality. With AI, it's possible to generate insights and creative solutions that might not have been considered before. Small businesses, for example, will be able to compete more equitably by using accessible tools to personalize their offerings and strengthen relationships with consumers, optimizing resources and innovating with agility.



However, as this technology advances, issues like governance and brand consistency become important. Brands can explore ways to ensure that, even with the increase in personalized content production, their identity and values remain consistent across all touchpoints. Additionally, AI use can be seen as an opportunity to complement, rather than replace, human interactions, preserving the trust and authenticity of relationships between brands and consumers.



TO INSPIRE

Deloitte used generative AI to transform its global visual identity, accelerating the production of visual assets from months to days, maintaining brand consistency, and addressing ethical challenges in this new context.

Farfetch uses AI to personalize product recommendations, which has increased sales and improved engagement, creating a highly personalized and unique shopping experience.



1. Multigenerational Dialogues
2. Inside-Out Influence
3. Creative Accessibility
4. Expanded Creativity
- 5. Integrated Presence**
6. Horizons of Consumption



Photo: Unsplash

Integrated Presence:

Omnichannel and Brand
Experience Consistency



As digital and physical interactions become increasingly intertwined in consumer behavior, omnichannel has become essential. Connecting all touchpoints and offering a seamless experience is already a growing expectation for 2025. With consumers navigating different platforms and channels, coherence among them is not only desirable but crucial to ensure a continuous and satisfying brand experience.

The Difference Between Multichannel and Omnichannel:

In a multichannel approach, brands offer multiple interaction channels, but these operate independently, without integration. Omnichannel goes further: channels are interconnected, providing a continuous and cohesive journey where the consumer moves seamlessly between physical and digital environments.

Data:

According to a Zendesk report, companies that adopt an omnichannel strategy see significant improvements in customer satisfaction and operational efficiency, while strengthening relationships with their audiences.



TO REFLECT ON

Is your brand prepared to offer this seamless connection?



We're here to help!

When implementing omnichannel strategies, what are the key areas to focus on?

Consistency Across Channels

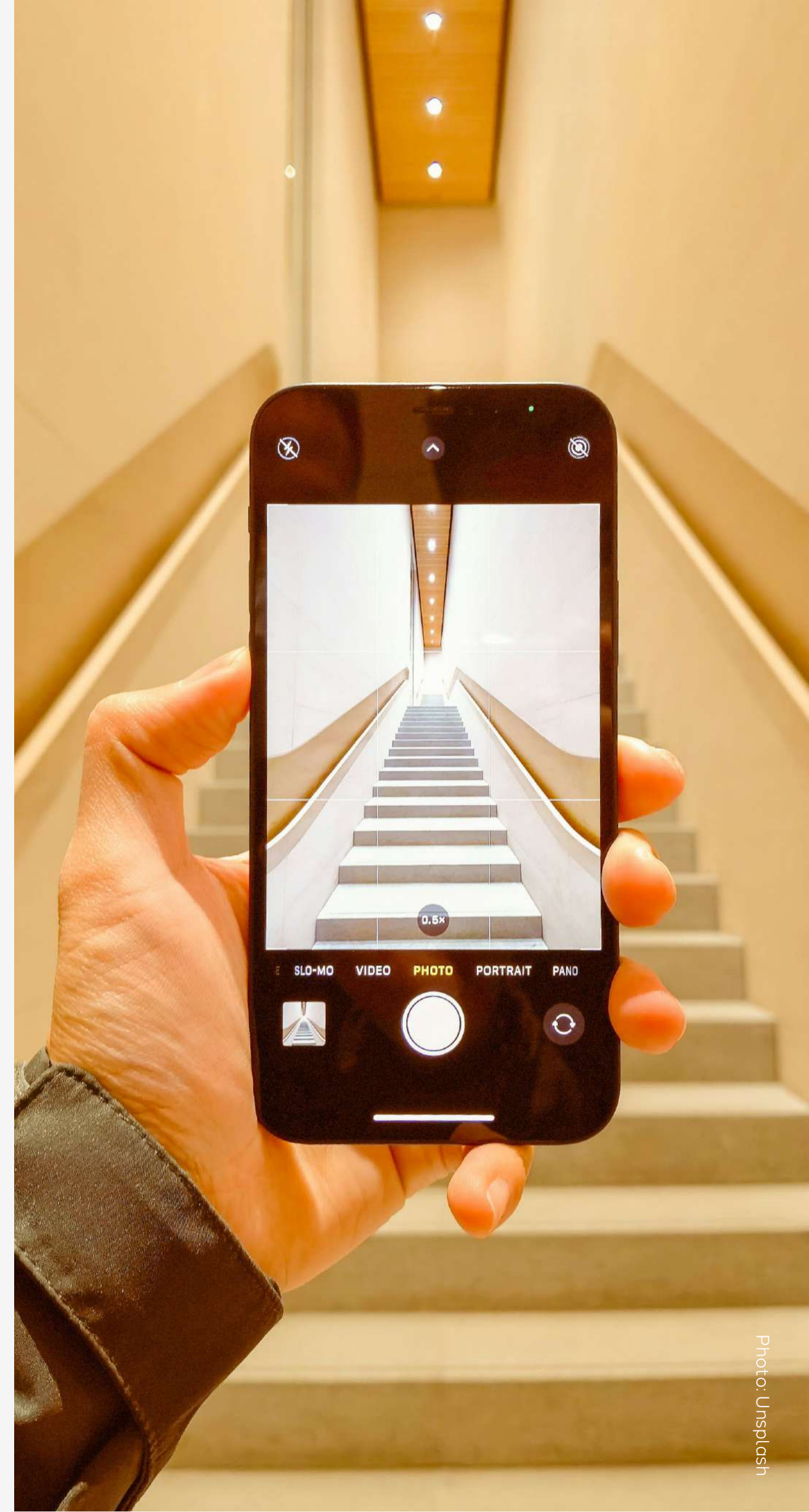
Omnichannel requires that all interactions remain consistent, whether by email, in-store, or on social media. Maintaining brand identity and values across all channels ensures that the customer experiences a cohesive and reliable journey, reinforcing trust and loyalty.

Online and Offline Experience

The 2025 consumer will continually shift between online and offline experiences. True omnichannel connects these two worlds, ensuring that both environments complement each other. This includes the ability to start a purchase on the website and finish it in-store, or vice versa, without interruptions.

Navigating Trends and New Technologies

Technologies like AI and chatbots enhance customer experiences with greater efficiency and personalization. However, these innovations must be applied strategically to enhance the customer journey rather than create additional barriers.





Brand Insights 2025

By Essence Branding

The Brand Doesn't Need to Be Everywhere, But Wherever It Is, It Must Be Consistent.

It can be tempting for brands to be present on all channels, but the focus should be on quality and consistency of presence, not quantity. Focusing on the right channels and delivering consistent experiences is key to omnichannel success.



Photo: Pexels



TO INSPIRE

Sephora is an example of excellence in omnichannel. The brand seamlessly integrates its app, physical stores, and website, allowing consumers to enjoy a fluid and uninterrupted experience. Whether shopping online, picking up in-store, or engaging with the loyalty program, every touchpoint provides a consistent and personalized experience, reinforcing customer loyalty.



1. Multigenerational Dialogues
2. Inside-Out Influence
3. Creative Accessibility
4. Expanded Creativity
5. Integrated Presence
6. **Horizons of Consumption**



Horizons of Consumption:

Deciphering Tomorrow's
Consumer



As observed in this and past editions of Brand Insights, consumer behavior is constantly evolving, shaped by technological, social, and economic forces. As we approach 2025, consumer expectations are higher than ever, and brands are expected to adapt rapidly to meet them.



TO REFLECT ON

What will consumers expect from brands in 2025?

Consumers will continue to expect more than just products or services. They seek convenience, innovation, and, above all, a transparent and authentic relationship. Additionally, there is a growing demand for experiences that relieve everyday stress and improve personal well-being, always with a positive social impact.



The trends we highlight are based on credible research, such as WGSN analyses, allowing us to cross-reference consumer profile data and provide a robust outlook on what lies ahead.

Honesty and Transparency

Prevailing Trend: Trust is one of the most valuable assets in consumer relationships. Consumers expect brands to be authentic and transparent, especially in an environment where misinformation is a constant concern.

Impact for Brands: Brands that adopt a clear and honest approach in their communication and business practices have a greater potential to build loyalty and stand out in an increasingly competitive market.

Simple and Meaningful Moments

Prevailing Trend: Consumers seek experiences that reduce the complexity of everyday life, offering moments of simplicity, well-being, and happiness.

Impact for Brands: Creating products and experiences that provide emotional value and relieve everyday pressures will be essential for attracting and retaining these consumers.

Priority for Community and Care

Prevailing Trend: There is a growing appreciation for initiatives that promote collective well-being and positive social impact. Consumers expect brands to care about communities and provide solutions that improve quality of life.

Impact for Brands: Brands that foster a sense of community and collective care are expected to build deeper connections with their audiences.

Integration Between Physical and Digital Worlds

Prevailing Trend: Consumers want brands to seamlessly integrate their physical and digital offerings, providing a frictionless hybrid experience.

Impact for Brands: Brands that can combine technological interactions with well-designed physical experiences will be better prepared to meet demands for convenience and innovation.



Additional Insights

Our deep dive into consumer behavior research also revealed other key trends that brands should observe:

Self-Sufficiency and Personal Control: Consumers are increasingly seeking autonomy in areas like finance and health. Offering solutions that empower them to manage their lives more easily and independently is a relevant differentiator.

Quality and Sustainability: Preference for durable and sustainable products is becoming solidified. Transparency about eco-friendly practices and commitment to the environment are highly valued by consumers.

Technology and Digital Transformation: The use of AI and other digital technologies is reshaping consumer interactions. Brands that leverage these tools to create personalized experiences — without losing the human touch — will lead the way in the transformation.

See you at Brand Insights 2026!



Brand Insights 2025

By Essence Branding

About Us

Branding that drives business results by harnessing each brand's unique essence.

Branding that drives business results by harnessing each brand's unique essence. With a global perspective and a keen understanding of market behaviors, we ignite movements that transform organizational identity into a valuable asset.

Our approach integrates research, strategy, and creativity to reveal each business's singular potential. We work to align the many dimensions of the brand — from its philosophy, narrative, and culture to its visual and verbal identity, customer experience, and strategic planning. Each delivery is crafted with depth and precision, ensuring the brand's essence is expressed authentically and impactfully.

As a certified B Corporation, we are part of a global community committed to promoting a more inclusive, equitable, and sustainable economic model. This commitment reinforces our responsibility to generate positive impact, connecting purpose and performance.

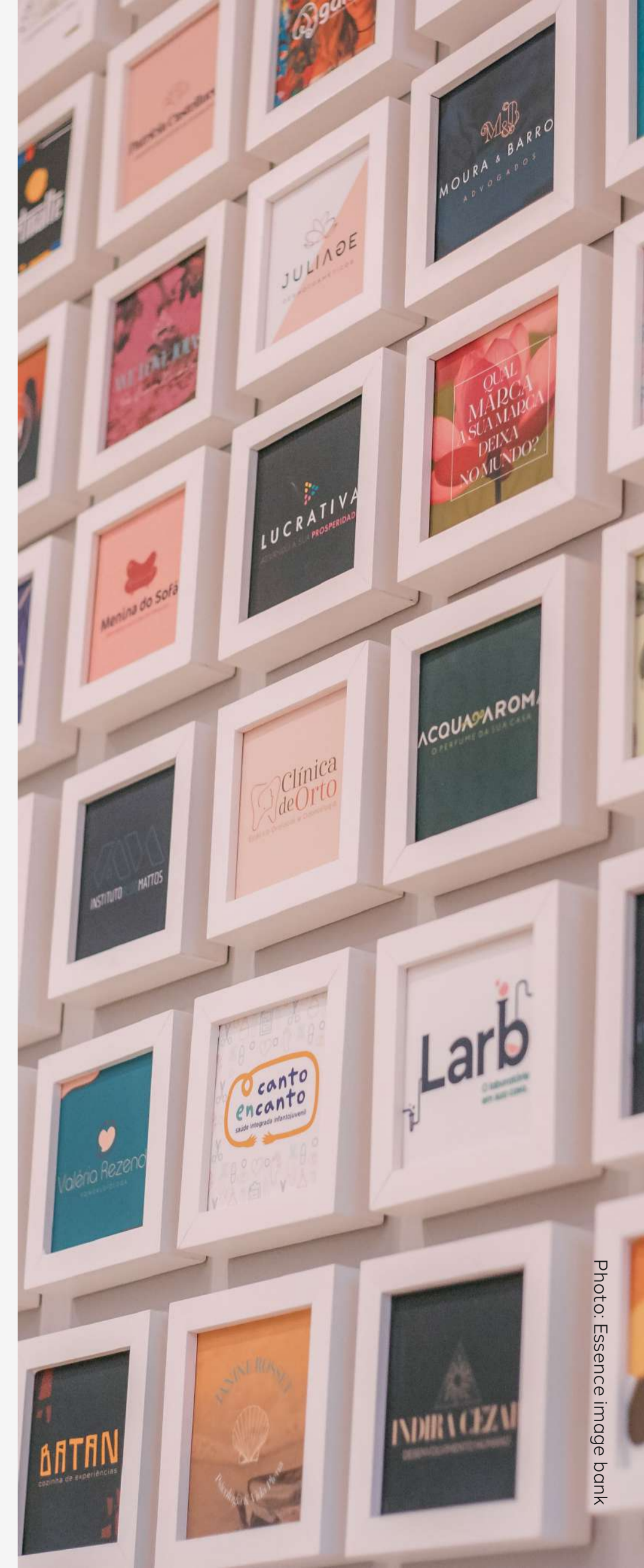
With projects developed across nine countries, Essence has cocreated success stories for over 250 brands, including Unilever, Dow Chemical, Duratex, and CASE New Holland.

We partner with companies that understand the new global landscape demands more authentic and connected brands, driving the market toward a more conscious future.

LinkedIn: Essence Branding

Instagram: @essencebranding

Website: www.essencebranding.com.br



Made with Love & Soul

Technical Sheet

Conceived and produced by Essence Branding Consultoria EIRELI

Writing: Letícia Luzbel, Maria Brasil, and Nicole Guedes

Graphic Design: Gabriela Sousa and Bruna Bueno

Editing: Fabiana Conceição, Letícia Luzbel, Maria Brasil, Nicole Guedes and Priscila Dias