



Branding Trends 2020

Armand Faganel

University of Primorska, Faculty of Management, Slovenia
armand.faganel@gmail.com

Aleksander Janeš

University of Primorska, Faculty of Management, Slovenia
aleksander.janes@gmail.com

We can see brands everywhere around us, brands are attractive, enigmatic, we love them or we hate them, they help us in creating our image. They are offering emotions, values, quality, and promises inside. From the businesses point of view, brands offer unique selling proposition, loyal customers, competitive advantage, visibility, added value, increased market share, they communicate desired messages. Some companies recognize the power of brands but lack the understanding of their influence on the purchasing behaviour. While big businesses have no problems with recognizing the importance of branding, SME's might have more difficulties with this issue.

It's no easy job to predict the future, nor is it a grateful job. Even more difficult it is to address the future of brands. Huge technological changes altered not only consumers, but also the ways how to plan and implement marketing strategies for branded products and services. And these trends are not coming to an end; they are penetrating our lives in huge waves that are increasing in their speed, frequency and power. We prepared a modest contribution to the foresight in branding, providing a subjective insight into what-could-be-happening in the near future.

The content of available scientific and professional literature and other – less usual sources (blogs, reports, videos, and websites) has been analysed. Now we present an overview of trends, opinions and forecasts in the field of branding future. Companies can build and gather advantage upon a real-time and continuous information aggregation and environmental scanning, together with field expert ideas identification.

Keywords: marketing, brands, branding, trends, forecast