

## Experts' comments on 2002 and predictions for 2003

LAST WORD



"Last year was challenging as brand owners and managers sought for 'more for less'. Economics dictated new working practices. Companies wanted closer cooperation between advertising, media, PR and brand design agencies. My prediction for 2003 is that there will be a call for more innovation, better delivery and stronger client-agency teamwork. The heady days of telephone number budgets for branding projects are over. The focus is on accountability, measured value and new ideas."

**Charles Trevail, chief executive, EMEA, of brand consultancy Futurebrand**



"There will be three main trends in 2003. The first is a continued rationalisation of brand portfolios. Procter & Gamble, Unilever and Cadbury are all carrying this out at the moment. There will be fewer, more focused brands. The second is that organisational brands, such as Tesco and IBM, will grow in importance. The economics of having one large umbrella brand instead of smaller identities will appeal to businesses. Lastly, companies are set to gain a greater understanding that brands are not just for consumers. They are also for employees, the City, suppliers and business partners."

**Hugh Davidson, visiting professor of marketing at Cranfield University**



"Throughout 2002, consumer power grew really strong. The Enron and WorldCom scandals dented customer trust in the business world. The demand for products and services to live up to their promises rose dramatically. In 2003, brands need to wake up and take responsibility for their actions. But there are also other trends. ICA, a Swedish grocery chain, has created an editorial soap opera programme to promote its products. Sales are now increasing. This type of concept will be important over the next year."

**Stefan Engeseth, Swedish brand consultant and author of *Detective Marketing***



"The corporate scandals in America are forcing branding specialists to reinforce what we used to call 'hygiene factors' – trust and integrity. Business is no longer trusted and next year that will cause marketing specialists to consider the link between brand and reputation. The treatment of brand investment by financial people will be hardheaded. In the light of 9/11 and the current political climate, there is an anti-globalisation, anti-Western sentiment. This will lead to a resurgence in the consideration of the power of local cultures."

**Laurie Young, global head of marketing, corporate finance and recovery, PwC**