

Special Report

10 BIG TRENDS FOR 2010



An e-book from the
thinkbigseries

Happy new year! In this special report, it's time to break out the Big crystal ball and make our annual predictions.

This year, several of 2009's trends still dominate—but they're being taken to the next level. Case in point, social media and mobile marketing. Look for a more human touch in design, while thought leadership and real-time analytics become a standard part of the marketer's arsenal.

HERE ARE OUR PREDICTIONS, IN NO PARTICULAR ORDER:



Mobile marketing is hot, hot, hot!

Mobile marketing is the #1 trend in digital communications because 1) A larger audience now owns phones, giving them Internet access, and 2) More companies are providing mobile apps so people go to their phones first, rather than waiting for computer access.

Mobile phones are now considered a lifestyle device, helping simplify consumers' lives—from ordering a pizza to checking their bank balance. Also watch for a revival of text messaging. Texts not from your friends but from your favorite brands, targeting and engaging you, their loyal customer.

2

Design returns to simpler times.

Designers move away from highly polished photography and heavily Photoshopped images. Now in vogue are simpler images with a handmade touch: drawings, paintings, torn paper and collage elements. Photographic images will have a more candid, documentary style and be more impromptu, using existing light.

5

Thought leadership gives companies the edge.

Thought leaders share their valuable expertise or insights for free through speaking at conferences or seminars, engaging in social media, creating educational videos or regularly producing content (blogs, white papers, e-books, e-newsletters, podcasts, bylined articles, etc.).

In return, they gain recognition, build relationships and position their company as a resource. (Learn more about thought leadership by reading this Big Talk issue.)



3

“Clean” is the name of the game.

Look for designs with large fields of color. More white space and easy-to-read typefaces.



6

Move aside natural, earthy tones.

Make room for the new, brighter kids on the block like coral, yellow, turquoise and tomato red. Earth tones won't disappear, but they'll be used more as a complement to their brighter counterparts. Also watch for warm grays and charcoals to replace tans and beiges.

4

Social media becomes more popular, mobile and exclusive.

So says David Armano in this Harvard Business blog post on 2010 social media trends. For more predictions from digital and marketing experts, see this TrendsSpotting report.

7

Have you read my blog?

The number of people reading blogs will continue to skyrocket in 2010. In addition to all of the benefits of thought leadership, blogging provides you with great Web site content and boosts search engine optimization.



8

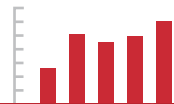
Public relations becomes more social.

PR pros are increasingly involved in social media initiatives, helping companies manage their image and reputation through social media strategy, content development, blogger relations and more.

9

SEO and SEM emerge as the dynamic duo.

Search engine optimization (SEO) and search engine marketing (SEM) used to be thought of as separate entities. Not anymore. More than ever, we're finding that one complements the other. Big time.



10

Analytics continue to drive real-time marketing decisions.

More marketing execs begin to use tools like Google Analytics to provide them a wealth of information that instantly improves ROI.

And now, two bonus trends!

Let's conclude our 2010 trends with two thoughts that are always in style.

Companies that make employee communication a priority reap the rewards.

According to the "2009/2010 Communication ROI Study Report," effective employee communication is a leading indicator of financial performance and a driver of employee engagement.

Remember, employee communication extends beyond employees. It includes all of your brand ambassadors: reps, dealers and agents. For more fascinating findings, [click here to see the study.](#)

Brand differentiation is paramount.

With increased parity in every industry, it's more important than ever to differentiate your brand. Brand awareness alone isn't enough. You've got to burn into your customers' and employees' minds why your product or service is different or better.

Here's to making your brand a 2010 standout!



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