



KINESSO

Looking into AdLand's Crystal Ball for 2025

KINESSO UK&I's experts across Experience, Content, Media and Tech predict key trends likely to shape Advertising and Marketing in 2025



What's up next for Advertising and Marketing in 2025?

There's no other industry that loves being at the vanguard of emerging trends more than AdLand. And to be fair, why wouldn't we? Advertising is at the intersection of creativity, technology and innovation, and its impact on society and culture has been immeasurable.

So, each year our predictions come dressed up in flashy PowerPoints, with a liberal sprinkling of the latest buzzwords and jargon. From "the year of mobile" (which lasted about a decade) to our fleeting flirtations with QR codes – before their unexpected pandemic comeback – our industry has a penchant for obsessing over what's next.

And while we've been spot on the money for some predicted trends that have become main stayers, we've naturally taken some missteps. Remember when VR was the next big thing for immersive branding? We'll get GTA 6 first.

With 750+ performance specialists spanning our award-winning Experience, Media,

Content, Strategy and Technology teams, we bring unmatched expertise across 30+ crafts, and our powerhouse of talent are taking a punt on the trend predictions they think could genuinely reshape the industry in 2025 and beyond.

Think AI, but less about Chat GPT and more about how generative AI will supercharge creativity and efficiency in video production. Toss in some regulatory headwinds, like tighter rules around unhealthy food and drink advertising, and you've got an industry poised for a reset. Oh, and don't sleep on data trends - things like clean rooms and first-party data strategies are about to dominate conversations as we continue the cookie deprecation.

In this year's trends POV, we'll dive into these forces of change, unpacking how they're setting the stage for the next era of advertising, and what it means for brands looking to stay ahead of their competition.





Experience Predictions

From eComm and Lead Gen to SEO, our experts pick key Experience trends to watch out for in 2025



Commerce Media Networks are becoming every brand's favourite side hustle

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Advertisers are looking at an exploding landscape of more than 220 retail media platforms. A commerce media network (CMN) and a retail media network (RMN) are basically the same, except a commerce enabled company isn't a classic big box retailer – it could be an airline, a makeup brand, or service app – anyone who closes a transaction and sells things.

The conversion and the user profile makes the data more robust and (jargon coming up) ...deterministic. A highly valuable alternative for brands looking to supplement what they lost in cookies. Any company with interesting consumer data to sell to the grid are doing just that – leaping directly to the ad exchanges and utilising much more standard advertiser-friendly ways to do it.

What does this mean for brands?

In 2025, there will be high fragmentation as more RMNs or CMNs join the landscape. We will see smaller companies like D2C commerce brands ramp up their data offering. At the same time a lot of those offerings hit the market in simpler ways that are more advertiser-friendly.

There won't be many more mega-retailers building isolated ecosystems that require a highly customised approach from advertisers to work with them. Of course, there will always be a few dominant RMN players to keep track of, and

tech aggregators helping to orchestrate the rest of the long tail.

But the number of partners and data providers will just keep growing. Advertisers are hitting the limit of the number of custom ad formats they're willing to deploy so new CMNs are taking that into consideration.

Who doesn't want to make a little extra revenue from their data? Ad networks are a great side hustle – but it's not their core business so it does take some extra talent to stand it up (hint - Call us! We build and monetise networks!).



How businesses will prioritise personalisation in 2025 to stay relevant and deliverable

Dan Walker, Demand Generation Manager, KINESSO UK&I

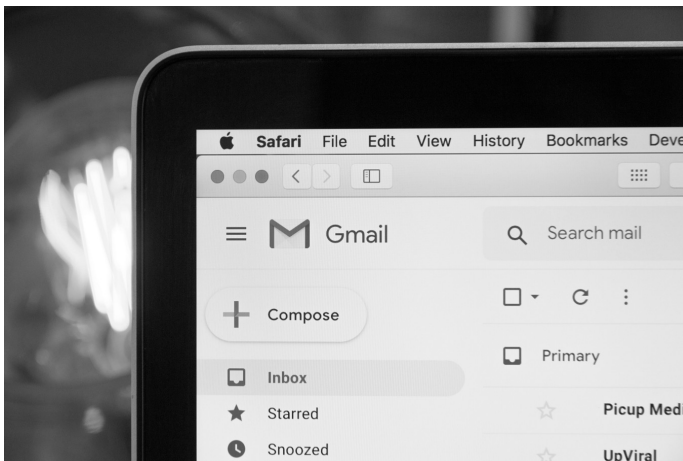
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If 2024 is anything to go by, I'm expecting 2025 to see personalisation evolve from being a "nice-to-have" to being an essential tactic for any businesses looking to stand out in busy inboxes. With tighter email deliverability standards from Gmail and Apple Mail, and the introduction of Apple Intelligence and Google Shielded Emails, brands need to lean more heavily on personalisation to enhance relevancy, increase engagement, and maintain sender reputation.

It's no longer enough to simply add a recipient's name to an email when AI-driven insights allow marketers to tailor content to individual preferences and behaviours. This granular level of targeting ensures that emails provide immediate value, making them less likely to be flagged as spam and more likely to build brand loyalty.

With Gmail's Dynamic Summary and Apple Intelligence's AI content summary, clear and relevant content will be more important than ever. With key points in your email being visible before its opened, businesses need to simplify unnecessary jargon, be concise, and make it meaningful.

The role AI will play in automating and scaling this personalisation will be huge, enabling brands to predict everything from the best send times, to when a customer is most likely to make a purchase or even run out of a previously purchased product.



What does this mean for brands?

Ultimately, businesses that prioritise a personalised customer journey will experience higher deliverability, greater customer loyalty, and improved ROI.

For brands, this shift means moving beyond generic campaigns to create truly relevant, customer-focused email campaigns.

eConsultancy found a massive 76% of consumers agree personalised messaging as a 'key factor' when considering a brand, with 78% confirming that this content would make them more likely to repurchase. By using AI-driven personalisation, refining content, and staying on top of engagement trends, businesses can maintain deliverability while building stronger connections with their audience.



ABM in 2025: Navigating budget cuts, technology challenges, and the path to success

Liam Brake, Deputy Director, Demand Generation, KINNESSO UK&I

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Account-Based Marketing (ABM) may not be a new concept, but if trends in 2024 are any indication, we believe 2025 will be the year ABM truly comes into its own. [Forrester's](#) Budget Planning Study found that next year will bring further tightening of marketing budgets, increased scrutiny on performance and that marketing professionals will need to prioritise their investments based on value (whether cost per customer acquisition or return on advertising spend) and focus their attention on key customer segments. ABM can support these goals.

There is a challenge. Most B2B companies we speak to have ABM marketing campaigns running yet our experience shows few of these companies are *really* practicing ABM.

- We often see lead generation tactics, campaigns with scale, expansive targeting and big budgets, deployed under the guise of ABM. With fewer resources and a greater need to prove ROAS, this must change.
- Some ABM campaigns activate against intent-based audiences, enabling the targeting of customer segments currently in market for products or services. While useful, this also raises questions about audience building, cookie compliance, and the risk of oversaturation among competitors all targeting the same in-market accounts.

What does this mean for brands?

Our recommendation is to focus on the foundations of ABM. Prioritise quality content, create a solid data foundation, taxonomy, a well-defined ICP (ideal customer profile) and improved audience knowledge. We expect some businesses will remove ABM from their playbook but those who adopt ABM basics are likely to achieve greater success in 2025.



Navigating the future: SEO strategies for Google's AI driven era

Steve Chambers, Group SEO Director, KINESSO UK&I

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In 2025, Google's AI Overviews are set to become a cornerstone of SEO, transforming how users engage with search results and redefining content strategies for businesses. Powered by advanced AI models like MUM (Multitask Unified Model), these AI overviews will deliver concise, context-rich summaries directly within the search results pages. Their purpose is to offer users instant, precise answers to complex queries, incorporating data from multiple sources into unified responses.

As Google's AI Overviews take centre stage, searchers will increasingly trust and rely on these summaries, driving a significant rise in zero-click searches where answers are delivered without users needing to visit websites. While organic traffic will remain a critical metric, the rise of AI Overviews will require businesses to expand how they measure performance.

Metrics like impressions, brand mentions, and share of voice within AI-generated summaries will gain importance as complementary indicators of success. Optimising for these overviews will ensure that brands not only maintain but also enhance their organic traffic through heightened visibility within search results.

What does this mean for brands?

To stay competitive, brands must ensure their content stands out by strictly aligning with Google's E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness) guidelines.

This shift demands both authoritative content and resources that directly address user queries in a way that engages audiences while meeting traditional technical search engine requirements.

Moreover, as these overviews consolidate information from various sources, there is a growing need for brand protection.

Misrepresentation or the lack of brand inclusion within AI-generated summaries could erode trust and negatively impact brand perception.



Proactively managing content to ensure accurate and positive brand representation within these summaries will be critical.

AI Overviews will also favour content that answers user questions in an easily digestible format. This will require a heightened focus on natural language optimisation and targeting long-tail keywords that reflect user intent.



The background features a vertical gradient from dark purple at the top to bright pink at the bottom. Overlaid on this are numerous thin, glowing white lines that resemble neural network connections or data paths. A few thicker, more prominent lines are visible, some forming loops or zig-zag patterns. The overall aesthetic is futuristic and digital.

Content Predictions

Generative AI will keep pushing boundaries in Content and Design, but our experts believe there's no substitute for true authenticity



In 2025 brands should be in the all-important pursuit of authenticity

Pete Adams, Content Strategy Associate Director, KINESSO UK&I

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How many trends did we get to in 2024? There was the one with inflatable things bouncing down Oxford Street, there was the Gen Z scripting on TikTok, there was the general use of AI for creating content, there was more general playing around with AI, and filters. And that's all assuming your site passed unscathed through Google's algorithm updates.

It was a tiring year for marketers.

But good news. In 2025, brands just need to be real. They need to be authentic. It's both a prediction and a plea.

What does this mean for brands?

Please, keep following trends if they resonate with your audience. And keep using AI to act as a springboard for ideas. And keep doing clever things with AI image generators to bring life to stories and ideas.

But make sure people know it's you. Invest time and resource in creativity and tell your brand's story.

Towards the tail end of 2024, [Louis Vuitton made scaffold sheeting beautiful](#). No, really. The luxury fashion house is renovating its flagship store in New York City, and rather than have some scruffy white plastic flapping around for a year, they chose

instead to make it look like a stack of iconic Louis Vuitton suitcases. Only Louis Vuitton could do that.

A few days later, [Jaguar unveiled its new Copy Nothing branding](#). Completely different to anything the brand's done before – and setting itself apart in its sector – it courted both praise and anger. But it was authentic without apology. Only Jaguar dared to do that.

So, whatever you do in 2025, be authentic.

Create campaigns and content that only you could do. Because only you can be you.



Gen AI, multisensory and short-form video dominance

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Gen AI, a creative partner

Generative AI tools like ChatGPT and DALL-E will finally move on from being shiny new toys and become integral in content creation. Adobe's recent study reveals 83% of creatives already use AI in some capacity.

That figure is only going to continue to grow, AI will finally start to streamline idea generation and production in a useful way, allowing creatives to focus on storytelling.

What does this mean for brands?

Brands should invest in AI tools and training to automate repetitive tasks and amplify ideation. This frees up resources for crafting more compelling creative at scale, but without sacrificing on quality or cost.

The exciting beginnings of 'multisensory content'

Advancements in haptic tech and other immersive sensory experiences might begin to drive the creation of new types of content that engages multiple senses.

Research shows that integrating multiple sensory cues can massively enhance brand recall and increase customer engagement so it could be a super exciting new area to explore.

What does this mean for brands?

Brands should think about exploring multisensory storytelling to deepen audiences' emotional connections. Anything from incorporating tactile feedback in digital advertisements or developing distinctive audio branding can create memorable customer experiences could become possible.

Short-form video dominance

Platforms like TikTok and Instagram Reels continue to prioritise short-form video. HubSpot reports 90% of marketers find video crucial to their strategies, with short-form driving the highest engagement rates.

What does this mean for brands?

Brands need to focus on creating concise, visually engaging, and authentic videos that resonate quickly with audiences. This means fewer polished ads and more relatable, story-driven clips.

Data & Tech Predictions

Data Clean Rooms, Data Cloud Solutions and Customer Data Platforms gain traction as critical components of the post-cookie advertising ecosystem



Goodbye third-party data, hello first-party data: Evolving MarTech in 2025

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2024 was a pivotal year for the advertising industry. After years of resistance, Google finally relented on its plan to phase out third-party cookies in Chrome.

While the direct ban is off the table, the consumer opt-in model will effectively spell the end for these cookies. Coupled with the increasing popularity of ad-blockers and privacy-focused browsers, the future of third-party cookies appears bleak.

What does this mean for brands?

A continued focus on testing, refining, and optimising their data and tech strategies is essential for brands.

Data Clean Rooms, Data Cloud Solutions, and Customer Data Platforms are gaining traction as critical components of the post-cookie advertising ecosystem. While these solutions offer valuable capabilities, they alone, individually or collectively, are not a silver bullet and would be a sum of the parts.

To effectively measure and optimise media campaigns in a third-party cookie-less future, brands should also be investing in server-side MarTech solutions such as Server-side Tag

Management, Server-side Web Analytics, Mobile SDK, Conversion APIs, and, if/where possible, Identity solutions.

However, not all brands are equal. All have varying degrees of first-party data collection, the types of first-party data they can use, and where and how it can be used for media purposes.

To unlock the full potential of these solutions, brands must prioritise transparency and offer greater value exchanges to consumers. By encouraging consumers to share their first-party data, brands can gain deeper insights, improve measurement, and deliver more personalised experiences.



Media Predictions

Delve into expected changes in Search and Social, plus
Media regulations around food and drink advertising



Themes, Google's AI Overviews and the convergence of media

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Goodbye keywords, hello themes

The traditional keyword-centric approach to search advertising is evolving. As AI-powered search engines become more sophisticated, longer-tail and image-based queries are on the rise.

To adapt, brands should focus on broader thematic targeting and consolidated account structures.

What does this mean for brands?

Leverage AI-powered bidding systems by providing high-quality, business-specific data to adapt bidding to your unique challenges.

While automation is powerful, human oversight is crucial to align with specific business goals.

AI Overviews becomes a key ad placement

Following recent US testing, we expect ads in AI Overviews to become a much more common feature in 2025, capturing significant real estate at the top of SERPs. As they expand, brands can leverage this valuable space to reach their target audience.

What does this mean for brands?

Adopt Broad Match and Performance Max to optimise for the longer-tail queries that AI overviews aim to resolve.

Keep a close eye on the search terms and AI-generated content shown adjacent to your ads to ensure relevance and brand safety.

The Search & Social merger

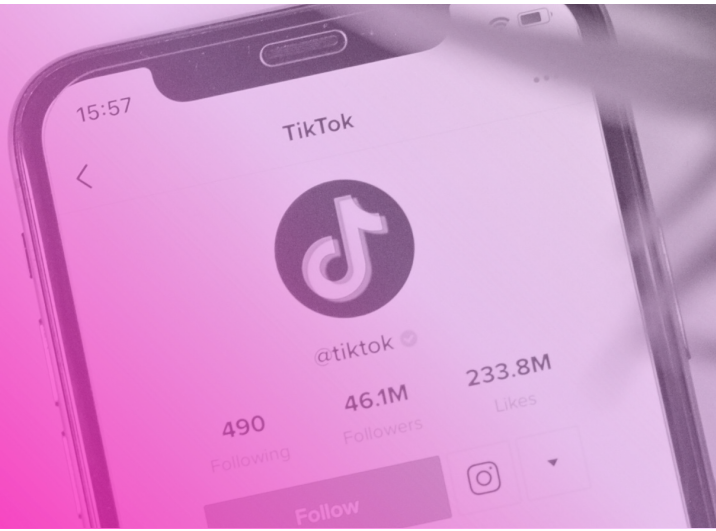
The lines between search and social platforms are blurring. Social platforms like TikTok, Meta, and Pinterest are integrating robust search features, while Google is expanding into short-form video formats.

What does this mean for brands?

Expand search planning and consider the evolving search behaviours, allocating budgets accordingly.

Develop integrated campaigns that seamlessly transition between search and social platforms, maximising reach and engagement.

Use advanced analytics to measure cross-platform campaigns and optimise strategies.



This rise in social commerce and social growing in the messy middle

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TikTok Shop is poised for a major surge in popularity in 2025.

Almost [40% of UK digital buyers](#) are now purchasing via social platforms and we expect to see a portion of this shift on TikTok Shop. Since launching in 2021, brands such as Asos, Zara, LookFantastic, Luxe Collective, and L'Oréal are now giving the channel legitimacy.

What does this mean for brands?

Social Commerce is not a new concept, but with the convergence of influencers and TikTok launching their Search Ad in 2024, in-platform purchases will continue to rise. Advertisers will need to understand their commerce set up, feed management solutions and product SKU (a unique code that retailers use to track products in their inventory) management.

There is also an opportunity to think about the role Social Commerce plays in their broader commerce strategy. One example could be using Social to test out new product SKUs for a Social first audience before they invest in incorporating the new SKU into broader commerce strategies.

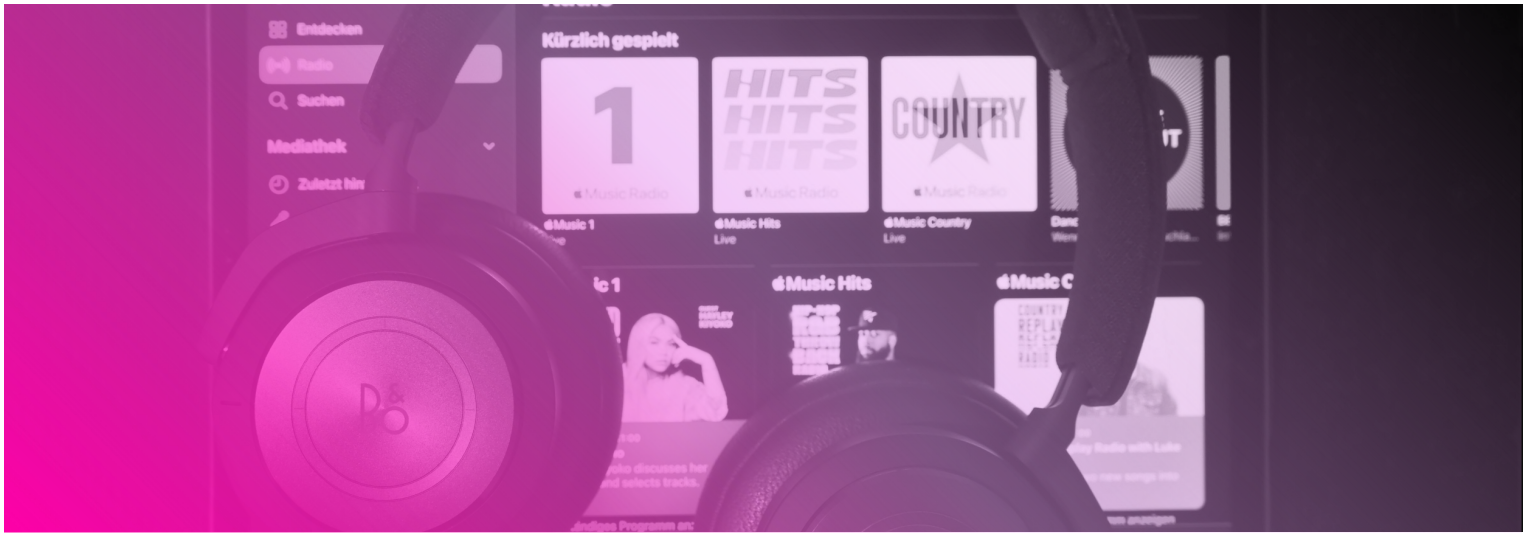
Social growing in the messy middle

The messy middle continues to be messy, with people hitting multiple media touch points. As a result, product and brand discovery will need to shift to consider multiple platforms and environments.

Social platforms are becoming multi-faceted. TikTok, for example, is continuing its march to being recognised as a Search platform and they launched their Search ad product at the end of 2024. And non-Social platforms are increasingly building 'Social products'. YouTube has been promoting their Demand Gen, specifically YouTube Shorts product to rival Instagram reels and TikTok videos.

What does this mean for brands?

MarTech and AdTech solutions will come to the forefront of media conversations. As an industry, we need to guide and educate clients to understand the best way to partner with multiple walled garden platforms and technologies, weighing up the effort and impact across deep integrations. Content and influencer/creative strategies will also need to be discussed earlier on in the planning cycle.



Audio only advertising to rise with introduction of junk food ban restrictions

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Evidence shows that children's exposure to advertisements for less healthy food or drink can affect what and when they eat, and in the long-term shape children's food preferences.

From 1st October 2025, a 9pm watershed for foods that are high in fat or sugar will be imposed on advertising across television. The move also encompasses all on-demand programme services (ODPS) under the jurisdiction of the UK and regulated by Ofcom.

This change in legislation will also introduce a restriction on paid-for less healthy food and drink advertising online, including non-Ofcom regulated ODPS. The effects on online advertising are far greater with the ban being 24/7.

The restrictions will only apply to the identifiable products in an advert, such as pizzas or burgers.

What does this mean for brands?

For brands with products classified as less healthy, there will be a complete ban on online advertising. They will only be able to advertise across TV and IPTV after the 9pm watershed or deliver against Audio only inventory.

Audio only advertising is a great solution for LHF brands to consider, and we expect to see more brands lean in during 2025. Audio with no visual advertising does not fall under the ban and therefore is an area that these brands can serve ads 24/7.

Tech advancements have improved the

addressability across audio, allowing for a more targeted approach than ever before.

OnDemand TV ads will still fall under a 9pm watershed but are also a good solution for these brands.

With access still available to premium online video content to drive business outcomes, we can support our brands in keeping awareness and consideration high.

Robust testing in digital-only TV channels such as Amazon Prime Video and FireTV will become essential for our campaigns to build strong strategies before the ban takes place.



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