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**What's Next for Brands in 2013? Seven Predictions from Onesixtyfourth's
CultureQ Research**

Lessons learned from the Facebook, Obama and 'Sandy' brands

New York, January 2, 2013 – Looking back on 2012, what lessons can marketers draw from arguably the three biggest brand stories of the year: the transition of the Obama political brand, the missteps of the Facebook brand, and the creation of the Hurricane Sandy community-building brand?

Anne Bahr Thompson, Founding Partner of Onesixtyfourth, said, "It's clear from our *CultureQ* research that Millennials, especially, seek complex, highly emotional relationships with their favorite brands. Although assurances about value and quality are important measures of brand leadership, positive advocacy is rooted in the extent to which a brand's mission ultimately translates into adding value for an individual first, then society at large."

She added, "Looking at key 2012 branding events from that perspective, the implications become clearer. Facebook's IPO raised significant questions about its willingness to engage with users as people rather than just consumers. President Obama's election victory was owed, in no small part, to the record number of Millennials who voted, reflecting their feeling that 'real' leadership was what was missing from government. And Hurricane Sandy, though technically not a brand, brought tens of thousands of volunteers – with particularly strong showings by Millennials – to personally engage in providing hands-on help to storm victims in New York and New Jersey."

Looking at these and other key branding events of 2012, Ms. Bahr Thompson had these predictions about brands in 2013:

1. *Successful campaigns will be about enriching lives not aspiration.* Brands will further emphasize basic values such as integrated service and product excellence, durability and reliability.
2. *Good brand citizenship will become an operating principle.* Brands that integrate philanthropy, employee volunteering programs and best operational practice into a platform simultaneously based on and supporting brand values will stand apart.

3. *Good citizenship will be leveraged across the brand experience to cultivate deeper consumer loyalty.* Companies will begin to widen their definition of good citizenship to include uplifting people's daily lives and integrate meaningful initiatives into routine experiences of their products and services.

4. *Delivering locally will give brands global credibility.* Leadership brands will address more local issues that are pertinent to their consumer's lives before they campaign on behalf of global challenges.

5. *Big data will enable individual freedom.* Favorite brands will leverage big data to understand the lives of consumers and develop relationships and personalized experiences with individual people, allowing them to feel more freedom and less constrained rather than spied on.

6. *Digital platforms will enable brands to better integrate into people's lives.* Digital, including social media and apps, will further evolve to enable brands, regardless of their category, to engage more in people's daily lives while simultaneously allowing people to participate in development of the brand.

7. *New will continue to be the new normal.* Because constant advancement is the norm, brand favorites will continue to innovate to remain relevant; and since people have deep loyalty with a highly selective few favorite brands more new products will be launched under existing brands rather than new ones.

CultureQ reports are available individually or as a subscription service with opportunities for customization. For more information about *CultureQ*, visit www.onesixtyfourth.com.

About Onesixtyfourth

Onesixtyfourth is a trend-based, brand and communications strategy boutique that connects brand values with people's values. Onesixtyfourth specializes in insight, foresight, strategy, and innovation and focuses on making it easier for brands to reach, communicate, and interact with customers.

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