

Elevate your brand in 2024

Trends that communicate premiumness in the CPG space



Looking to premiumize your brand this year? Consider some of these top trends...



#1The collab craze:Crafting narrativesthrough strategic alliances



Heinz x Absolut

Gigi Hadid's viral vodka pasta recipe inspired a collaboration between Heinz and Absolut. The result? A limited-edition tomato vodka pasta sauce

Collaborating with top-tier brands, premium labels, craft exclusive products or known celebrities, spark consumer frenzy and boost the brand's exclusivity

WHAT CAN THIS DO?

Strategic collaborations can create disruption, generate buzz and excitement among consumers, reinforcing the brand's desirability. It invites new customers and increases brand profits and recall



Ravi X Adidas

Adidas collaborated with Ravi Restaurant, a beloved Pakistani eatery in Dubai – to introduce the Superstar Ravi sneakers. This partnership helped Ravi upscale their appeal via a popular favorite

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#2 Sensory spectacle: Creating unforgettable experiences



Washing detergents X Fabric softeners

These products streamline the washing process, sensorially elevating the laundry experience diminishing the chore like association with it

Elevating sensory elements through touch, sound, sight creates immersive brand experiences, enriching consumer engagement and brand perception

WHAT CAN THIS DO?

This multisensory approach transforms consumer interactions into memorable and distinctive brand associations that help captivate and retain consumers.



L'Oréal – Beauty Genius

L'Oréal is leveraging Al in their digital platforms to create custom skincare routines. The technology analyzes customers' selfies to recommend products that suit their skin needs.



#3 Brilliant Blends: The ingredient alchemy elevating brands value



Cafes X Seasonal blends

Highlighting seasonal ingredients in coffees [pumpkin in fall, peppermint in winters] entices impromptu purchases to try new flavours

Ingredient marketing is a powerful tool to communicate the commitment to quality, and innovation, maintaining transparency and thereby building trust towards the brand

WHAT CAN THIS DO?

It elevates brand recognition, sets brands apart from competitors, cultivates enduring consumer trust, increases the perceived value of a product thereby justifying price premium



82°E

The marketing strategically leverages consumer interest in authentic ingredients by claiming to blend Indian ingredients like Ashwagandha with global ingredients to create a universal appeal



#4 Bespoke Buzz: Power of story telling in elevating brand prestige



Tanishq

Tanishq is celebrated for its groundbreaking commercialize that challenge stereotypes and emotionally engage audiences, focusing on impactful messages beyond just jewelry

Storytelling allows brands to communicate authenticity, craftsmanship, and commitment to quality, reinforcing the premium status and building long-term relationships with consumers.

WHAT CAN THIS DO?

It is a powerful tool for brands to engage and captivate its target audience, ultimately driving brand loyalty and sustained success



Olive Oil brands

Popular Olive Oil brands successfully use country of origin as a key element of the brand identity, enhancing consumer perception of authenticity and quality



#5 Championing Community: Cultivating a cohesive crew of cheerful, loyal consumers

Effective community engagement is an effort to foster a positive relationship with the community members, align brand goals with the interests and needs of the community, and maintain an open, responsive communication channel

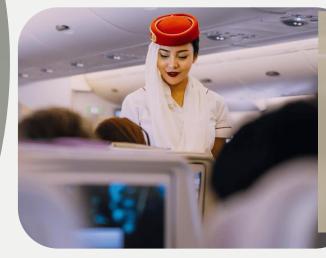
WHAT CAN THIS DO?

Community engagement boosts brand loyalty, enhances reputation, provides valuable market insights, encourages customer advocacy, and offers robust support during crises, leading to a stronger, more resilient brand



Apple's community +

Apple's Community + program rewards the most engaged consumers by offering them exclusive perks and experiences. This invitationonly program gives consumers a sense of prestige



Emirates Skywards

Offers extensive partner options including hotels and entertainment, with numerous ways to earn Miles. The brand comes up with several such programs to retain its loyal customer base



#6

Eco - the echo of excellence: Sustainability is driving brand recognition

The Giving Movement

Manufactured locally using recyclable polyesters, the brand achieves a harmony between style and sustainability, driving both popularity and willingness to pay a premium

Sustainability initiatives help brands to uphold their values, meet expectations of eco-conscious consumers, mitigate social and environmental risks, drive innovation, and secure their long-term viability

WHAT CAN THIS DO?

Sustainable initiatives help brands reputation, differentiating it with competitors, increase customer loyalty and improve operational efficiencies. It also position brands to better comply with regulations and manage risks related to environmental impact



Alter Eco

Alter Eco sets the standard with 100% compostable packaging where a few wrappers can be composted in the backyard, offering a sustainable edge





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FEBRUARY 24:

What to expect this Ramadan?

https://4sightglobal.com/wp-content/uploads/2024/02/Consumer-Trends-February-Report-Ramadan-1.pdf

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