

ASP MOVEMENT

ALL SHALL PROSPER

ASP Trends

Brand & Marketing trends I am watching in 2026

As someone who spends a great deal of time thinking about brands, consumers, and the changing business landscape, there are a few shifts I find particularly interesting.

AI is changing how we discover brands. We are increasingly asking AI for information, recommendations, and comparisons. Brands now need to think beyond traditional search visibility.

Social media has become search. People are searching for products, restaurants, experiences, and recommendations on platforms such as Instagram and TikTok.

Authenticity is becoming more valuable. When technology can produce endless content, genuine human stories, opinions, and experiences become even more important.

Influence is changing. It is no longer simply about having the biggest following. Smaller, engaged communities can have significant influence because of trust and connection.

And brand still matters. In a world of increasing choice and information, people need a reason to remember, trust, and choose one brand over another.

For me, the most interesting trend is the balance between technology and humanity. We can automate more, personalise more, and create more. But ultimately, people connect with people. The brands that understand this will continue to create value.

Technology may change how we market, but understanding people will always be at the heart of building meaningful brands. That is where I believe the real opportunity lies.

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