FLOWERS COMMUNICATIONS GROUP

TRENDS IN MARKETING & CULTURAL STORYTELLING: 2024 vs. 2025

CULTURAL INTELLIGENCE & AUTHENTIC STORYTELLING

2024

Consumers saw through performative marketing, pushing brands to go beyond surface-level representation. Cultural strategists and community-driven storytelling became essential.

2025

It's no longer about diverse casting alone—brands must engage multicultural communities in co-creation to ensure authenticity. Consumers expect hyper-localized, culturally nuanced storytelling that reflects real experiences and avoids stereotypes.

AI & DATA-DRIVEN PERSONALIZATION

2024

AI-powered insights helped brands personalize messaging but concerns about bias and lack of cultural nuance persisted.

2025

Brands will lean into AI with a cultural lens, ensuring data-driven personalization reflects language preferences, regional dialects, and cultural contexts. AI will also enhance real-time audience sentiment tracking, helping brands pivot messaging in culturally relevant ways.

MULTICULTURAL INFLUENCER & CREATOR PARTNERSHIPS

2024

The rise of micro and nano influencers showed that smaller, community-driven voices could drive deeper engagement than celebrity endorsements.

2025

Influencer marketing will shift from transactional to relational, with brands investing in long-term partnerships with diverse creators. Additionally, expect cross-cultural collaborations between Black, Latino, Asian, and Indigenous influencers to reflect the intersectionality of multicultural audiences.

INCLUSIVE CONTENT & MEDIA INNOVATION

2024

Brands embraced code-switching in advertising, bilingual storytelling, and AR/VR experiences tied to cultural moments.

2025

Diverse-owned media will take center stage. Brands will need to allocate more ad dollars to platforms led by multicultural creators. AI-powered content translation will also enable brands to reach global audiences in culturally relevant ways rather than simply translating words.

PURPOSE-DRIVEN MARKETING

2024

The era of purpose-driven marketing saw backlash, with consumers demanding brands move from performative allyship to real action.

2025

Consumers want investment, not inspiration. Brands will need to back their messaging with economic empowerment initiatives and direct community investments. Aligning with grassroots organizations will be key.

EVOLVING PLATFORMS & ENGAGEMENT STRATEGIES

2024

TikTok remained dominant, but the multicultural audience's shift to alternative platforms and the rise of audio-based social experiences shaped new engagement tactics.

2025

Brands must expand their social strategies to niche digital spaces and multicultural content hubs. Expect more interactive, voice-activated, and AI-driven engagement, where audiences can experience culture through digital storytelling rather than just watching it.

EXPERIENTIAL & EVENT-BASED ENGAGEMENT

2024

Major cultural festivals, HBCU homecomings, and film festivals became prime spaces for brand activations, blending physical and digital experiences.

2025

Experiential marketing will become more immersive and localized, with brands creating small, intimate activations that feel authentic rather than overproduced. AI-enhanced brand pop-ups and interactive storytelling events will allow consumers to engage with culture firsthand.

SHIFTING DE&I AND SOCIAL JUSTICE PRIORITIES

2024

The DE&I landscape faced unprecedented backlash, with companies rolling back commitments, dissolving DEI roles, and quietly defunding programs due to political and legal risks. However, brands that abandoned DE&I faced reputational risks, with consumers, employees, and stakeholders demanding accountability.

2025

In response to political and legal pressures, we are already seeing influential brands further softening, shifting, and in some cases sunsetting their DE&I initiatives and messaging.