

THE SEVEN SHIFTS EVERY CEO SHOULD KNOW



How branding, AI and the economy changed forever in 2024

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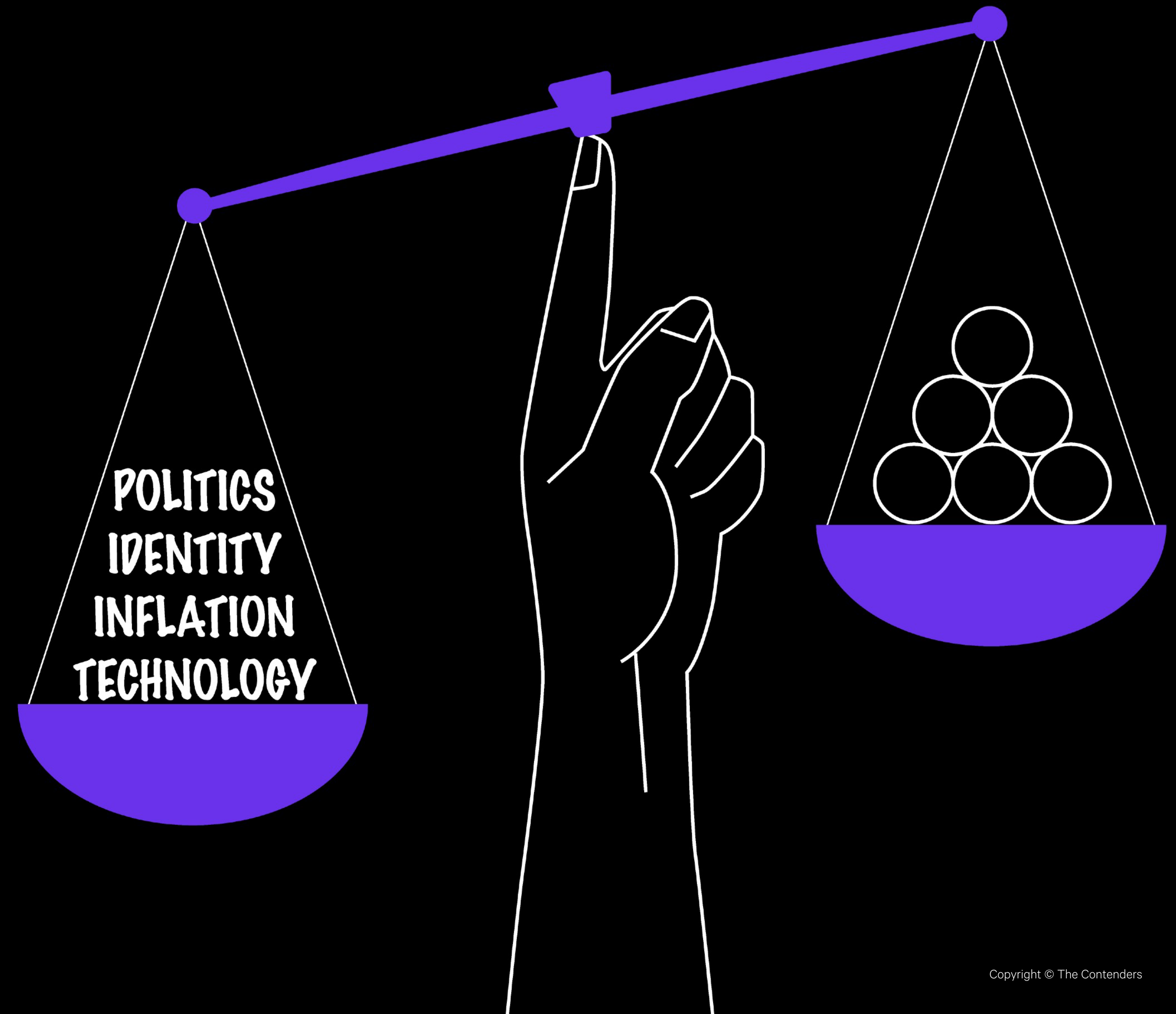
THE CONTENDERS

The tipping point – 2024 wasn't just another year

Over the past three years, the world didn't get back to 'normal' as many people predicted (and wanted). It pivoted into something new, unpredictable, autonomous and harder to define.

- We exited the decade of abundance and entered the age of unease.
- From geopolitics to generative AI, from inflation to identity. The real disruption wasn't just technological, it was emotional, structural and systemic.
- Consumer trust, institutional confidence and brand preference all shifted.
- Tech supremacy, inflation shocks and fractured identities collided.

In short, the context within which we conduct business and build brand rewrote itself. But how did it shift? And what does that mean for business leaders?



The 7 fundamental shifts reshaping brand and business

01

Mass
Attention



Mass
Alienation

Brands are no longer built through media channels as we understood them. This means that simply chasing eyeballs is no longer an effective way to build salience, unless those eyeballs are in the right place to be able to pay attention.. The brand communicated must be both highly coded but also

02

Applications



Agents

Software was the platform. Now, AI is the interface. In other words, the app era is giving way to AI assistants that act on our behalf, changing how people discover, choose, and interact with brands.

03

Product
Brands



Platform
Moats

Brand equity now sits in systems, not slogans. This reflects the move from branding single products to creating ecosystems where switching costs and network effects keep customers loyal.

04

Say & Do



Just Do It
(Again)

Purpose without action is noise. Brands like ALDI win because they act. Put simply: consumers no longer believe statements of intent, they reward consistent behaviour they can see, touch, and buy into.

The 7 fundamental shifts reshaping brand and business

05

Culture-Led
Brands



Brand-Led
Cultures

Every brand competes for identity in a fractured culture-scape. This means brands must stop chasing cultural trends and instead project a clear identity that attracts people to organise around it.

06

Capitalism



Compute-ism

Power flows to those who control AI compute and data. In practice, market dominance is shifting from who has capital to who has the data and processing power to run advanced AI models.

07

Branding



Distinction
at Scale

‘Zigging’ is no longer optional. The average is invisible. This means standing out is no longer about polish, it’s about radical distinctiveness that can survive in algorithm-driven feeds.

What does this means for CEOs and CMOs?

For leaders, the challenge is how to re-engineer how brand and business intersect in daily decisions.

To thrive in the era of autonomy:

- Build systems, not slogans
- Invest in distinctiveness and distribution
- Let your product tell your story
- Make your brand semiotics match your tech
- Don't perform meaning, deliver it
- Design for a world where consumers are agents
- Play the long game in a short-attention economy

‘Strong brands are built where strategy meets substance.’

Joe Rogers

Managing Partner & Co-Founder

Rethinking the questions we ask...

What moat are you building now that your old advantages are eroding?

Where does your brand still feel like it's yours, not just the category's default?

Are your teams solving for differentiation or just delivering what the channel demands?

There's no one playbook. No single fix. But there are better questions.

These aren't rhetorical, they're diagnostic. Answering them honestly is the first step toward building a future-ready brand. And in our experience, that's usually where better outcomes start.

'The world is at a tipping point and the tug between the old and the new directly impacts us here in Australia'

Joe Rogers

Managing Partner & Co-Founder

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