



The top five trends shaping marketing communications in 2025

Explore the communications trends driving businesses

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COMMUNICATIONS
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In brief...

It will come as no surprise that the most significant communications trends in 2025 reflect rapid advances in artificial intelligence (AI).

However, amidst this technological disruption, audiences are revealing a desire to embrace the simpler side of life, seeking content that entertains and gets to the point.

Understanding these trends will be vital to staying relevant and keeping connected with your target audiences this year.

Here are five key trends all business communicators must know in order to succeed in 2025.

1. **Artificial Intelligence (AI)** will grow as a key communications partner
2. **Trust and authenticity** remain key...but don't overcomplicate things
3. **Entertainment-based content** will trump brand rigidity
4. **Small videos** will continue to make a big impact
5. **Lightning speed** will underpin successful crisis communications

“Your business’s ability to stay relevant and connected to target audiences this year depends on your understanding of the five key communications trends in 2025.”

The five key trends all business communicators must know

1. Artificial Intelligence (AI) will grow as a key communications partner

If 2024 was the year when you experimented with AI then 2025 will be the year it becomes a key partner in your communications strategy. **Forbes** reports more than 80 per cent of businesses use AI as core technology.

In 2025 communicators stand to benefit from even more new tools and capabilities. Whether it's lead generation or content generation, the right AI tools will help turbo charge your communications results.

But where to start? Even asking ChatGPT for the best AI tools of 2025 can leave you with a solid dose of AI overwhelm.

This is where your human partners can help. If you haven't already, talk to your communications advisors or third-party platform providers to learn about AI advances planned for the year ahead.

Media monitoring, customer engagement and social media platforms are all fast evolving and offering new ways to engage with your customers, media, stakeholders and employees – without needing to grow your team or your budget.

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2. Trust and authenticity remain key...but don't overcomplicate things

It's a widely accepted marketing mantra that millennials want to do business with organisations that share their values. Many communicators can point to successful results thanks to strategies grounded in authenticity, ethics and purpose alignment.

As we enter 2025, many marketing and media commentators are continuing to espouse the virtue of believability and trust in brand strategies, and rightly so.

But we're also seeing a shift as brands compete to capture shortened attention spans with boldness instead of believability.

A recent article in the [Australian Financial Review](#) describes this as a shift away from "millennial marketing" to "dopamine design". It's not about being unethical or inauthentic. Rather, it's a rejection of "whimsical messages" that can't compete for attention in favour of bold statements that "get straight to the point".

3. Entertainment-based content will trump brand rigidity

Social media content trends in 2025 will push brands out of their comfort zone as communicators are challenged to ditch brand consistency and prioritise entertainment.

In its [Social Media Trends 2025](#) survey Hootsuite calls on content creators to "unlock the brand handcuffs" to achieve greater cut through. A quarter of its survey respondents said more than 81 per cent of their content had the primary goal to entertain audiences.

That doesn't mean you should throw out your brand guidelines. Rather, know your brand rules and choose when to break them for maximum impact.

“Amidst this technological disruption, audiences are revealing a desire to embrace the simpler side of life, seeking content that entertains and gets to the point.”

4. Small videos will continue to make a big impact

Audience preferences for snackable video content will ensure the popularity of social media platforms like TikTok, Instagram and YouTube as we enter 2025.

Advances in generative AI make it even easier for communicators to leverage this trend in their content marketing. But don't discount other platforms or content types entirely. Facebook, for example, has copped slack for being your mum and dad's social media platform, but its expansive reach still attracts a large proportion of advertising dollars.

As we caution in our article on **social media FOMO**, make sure your social media strategy is informed by a sound understanding of your target audience and the platforms and content they prefer.

5. Lightning speed will underpin successful crisis communications

Organisations will face growing pressure in 2025 to ensure their communications capability can withstand a crisis. Attention spans are getting shorter and communications platforms are getting faster.

When things go wrong, organisations have a very short window within which to connect with their customers and stakeholders – but doing so is vital to maintain trust in your crisis response.

“In an over-saturated internet sphere, keeping content simple and straightforward can reap more rewarding connections with your target audiences.”

About BBS...

BBS Communications Group is one of Australia's most respected strategic communications agencies.

We are trusted advisors in corporate communications, issues and crisis management, media relations, stakeholder and community engagement, financial communications and executive training.

Our team creates, promotes and protects our clients' brands and stories.

We launch the campaigns which put our clients at the forefront of their market.

We develop the plans which engage, excite and establish valuable relationships for organisations and their critical stakeholders.

Our advisors work with senior executives to set strategy and manage reputational risk, and our consultants implement the programs which drive brand and business value.

We are proud and energised to continue our work, leading the evolution of the communications profession which is so critical to business, government and community.

We are agile and responsive to client objectives, economic shifts, new techniques and technologies.

Our success continues to be defined by how we work, by our commitment to being an energetic and trusted partner focusing on opportunity and outcomes.

BBS (b.b.s) *adj.* insightful, creative, passionate



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