

Consumers want enhanced digital branding

Businesses have to improve their branding technique because empowered consumers want more flexibility, freedom, and convenience in when and how they consume their preferred content.

By [Ngugi Mungai](#) 26 Oct 2015



Consumers also want tailored, inspiring content experiences that transcend either digital or traditional media. "It's apparent that when consumers around the world become connected, their behaviour becomes more similar, subject to two differentiators. The first is the quality of the available infrastructure for consuming content. The second is consumers' common desire for content experiences that are relevant to them personally - which is why, even in a globalised world, meeting local preference remains critical," states the PwC's 2015 global entertainment and media outlook.

The report states that consumers have taken on board the proliferation of content and access options enabled by digital, which they are exploiting to seek more flexibility and freedom of choice in what, when, and how they consume. In making these choices, consumers are migrating to brands that combine relevance and convenience - attractive content, easy discovery, social community - with an inspiring, personalised experience, however it's delivered.

"The clear direction of travel is toward digital - a fact underlined by Internet advertising's position as the fastest-growing segment of advertising through to 2019, overtaking global broadcast TV advertising," the report states. It shows the primary driver of digital advertising throughout the forecast period will be rapid rises in mobile and video Internet advertising.

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