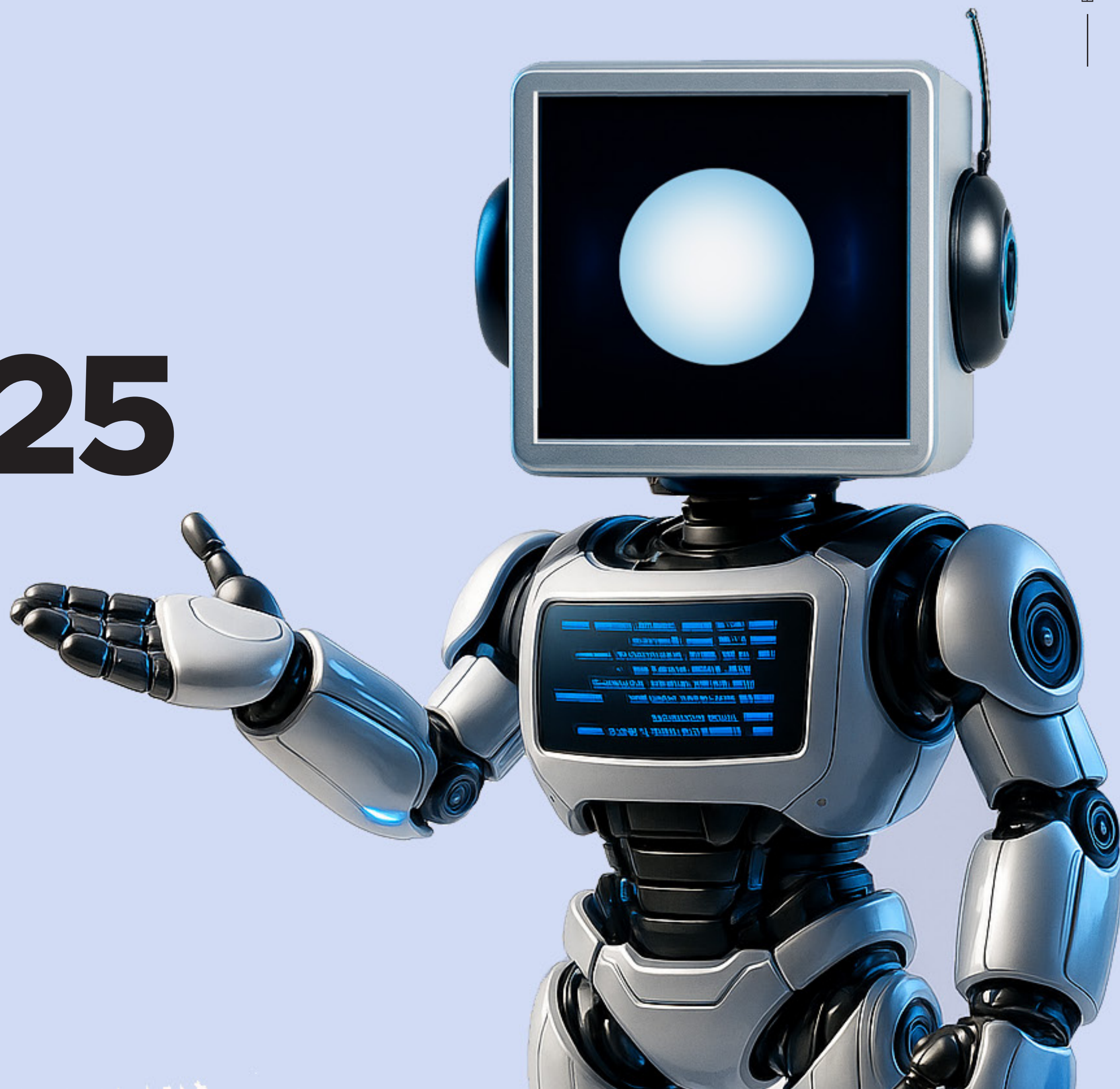


BRANDING TRENDS 2025

Quarter 2



FROM CONVERSATIONS TO CO-CREATION

2025 Is the Year AI Became Creative Infrastructure

The first quarter of 2025 was exploratory. Q2 was executional. Brands moved from testing AI to building with it.

We're seeing real adoption across the creative stack, where AI isn't a tool on the side, but a core part of how branding happens. It's writing the copy, generating the visuals, editing the videos, and adapting campaigns in real time. From campaign strategy to day-to-day production, AI is shaping the process and speeding it up.

According to a 2025 benchmark report by Wyzowl and HeyGen, over **68% of marketers are now using AI for day-to-day content creation**, and **44% of design teams** report using AI platforms during the concepting phase. Creative cycles are shorter. Idea volume is higher. Production is leaner.

And yet, what works isn't just automated. The best brands are pairing speed with substance. AI with story. Scale with soul.

Q2 made one thing clear: the future of branding doesn't just include AI—it's being shaped by it.



68%
of marketers
use AI

AI-powered
campaigns

AI-generated
design systems

AI-personalized
video at scale

The New Era of AI-Led Creativity: Speed Meets Strategy

Today's brands are expected to think fast, move smart, and stay emotionally resonant. To meet those expectations, AI is stepping in, not as a gimmick, but as the backbone of how branding gets done.

According to a 2025 global insights report by HeyGen, **78% of marketers say AI now plays a daily role in campaign execution.** The result? Faster decisions. Sharper personalization. Smarter design pipelines. AI is showing up at every level of the creative process. And now, so are the questions creative teams must ask:

78%
use AI daily in campaigns.

Speed

Can your team concept, adapt, and publish in real time?

Consistency

Are you building systems that keep brand identity intact—at scale?

Personalization

Is your content responding to who your audience is... and where they are?

Relevance

Are you using data to drive decisions, not just design?

From Experimentation to Integration

Co-creation isn't just between brand and audience anymore. It's between brand and AI.

AI is no longer limited to assisting with content or automating tasks. It's helping shape strategy, adapt messaging in real time, and personalize assets across every touchpoint. In Q2, we saw creative teams using AI not as a shortcut but as a collaborator.

A recent study from ContentHurricane found that **74% of marketing teams now use AI to optimize campaign creative before it goes live.** From image selection to CTA placement, AI is influencing what gets published, and why.

74%
optimize with AI pre-launch.

What does that look like in action?

Prompt-to-prototype

Campaign visuals created in Midjourney or Firefly, tested internally before a designer touches a file.

Live content testing

AI tools like Mutiny, Phrasee, and Copy.ai delivering real-time content variations based on audience response.

Localized storytelling

Same campaign, different voice, visuals, and vibe - automatically adapted across markets.

CONTENT

TREND 1

AI-Driven Content Creation Becomes the Standard

Brands are under pressure to publish more content across more channels, and fast. In Q2, AI became the content engine powering that growth. Marketers aren't just experimenting with AI anymore. It's now embedded into content strategy, helping teams write, refine, and repurpose at scale.

According to DemandSage, **67% of marketers now use AI for content creation and SEO.** That includes blogs, ad copy, social captions, and even internal documentation. AI helps brands create faster, but also think faster, testing variations, formats, and tones in real time.

This shift is visible across industries. **Heinz** ran a social campaign using AI-generated images of what ketchup "should" look like in different countries. The results were surreal, humorous, and perfectly on-brand. **Canva**, now embedded with AI design and copy tools, allows creators and small

businesses to build branded content in minutes, not days. For creative teams, AI isn't replacing ideas, it's accelerating them. The brands getting ahead are the ones using these tools as collaborators, not shortcuts. Speed and originality no longer have to compete.



TREND 2

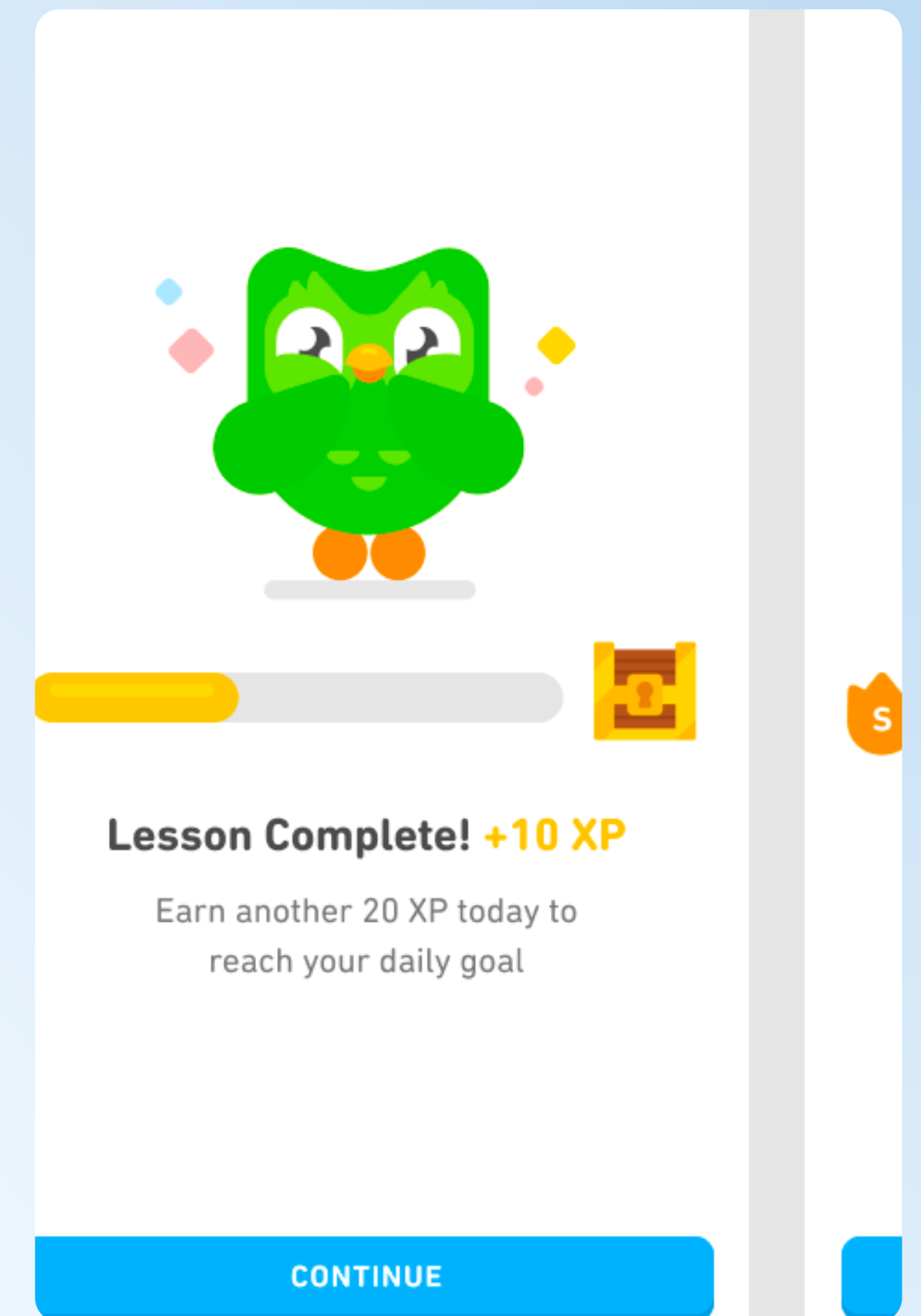
Localized Content Scales with AI

In Q2, content stopped being global-first. Instead, brands leaned into region-specific messaging without scaling back production. Thanks to AI, it's now possible to generate content that reflects local culture, language, and even humor across dozens of markets simultaneously.

This level of hyper-localization goes far beyond translation. AI models like Meta's SeamlessM4T and tools from Synthesia or HeyGen help brands recreate tone, voice, and context in multiple languages and dialects. Combined with user data, this creates content that feels native to each audience.

According to CSA Research, **76% of consumers are more likely to buy from brands that communicate in their own language.** And 40% say they will never buy from websites not in their local language. We're seeing global brands embrace this shift. **Nike** used localized product drops

for different cities across Southeast Asia, where regional culture and sport styles differ significantly. Their visuals, slogans, and social content changed based on city-specific insights, all built with help from AI-generated content variations. **Duolingo** adapted its in-app notifications and social videos to include cultural humor relevant to each language market.



DESIGN

TREND 1

AI Joins the Design Team

Designers aren't working alone anymore. AI tools became creative collaborators, offering real-time design suggestions, generating layout options, and even crafting brand assets from text prompts. What started as curiosity in 2024 has now become a practical, time-saving part of the creative process.

90M+
users use AI
for design

Platforms like **Midjourney**, **Adobe Firefly**, and **Runway** are now integrated into workflows, helping designers test ideas, explore styles, and build moodboards faster. Canva has added AI text-to-image and background editing tools that are now used by over 90 million users. According to Adobe's 2025 Creative Trends report, 74% of designers say they use AI in some form during the concept phase. What's changing is the quality. Designers are no longer



using AI just for speed, they're using it for exploration. Brands like **Coca-Cola** have tapped into generative design to produce experimental campaign visuals. Smaller studios are using Firefly to auto-generate custom type treatments and product mockups. Even logo systems are being built with AI-assisted variation tools to support motion and localization from the start.

TREND 2

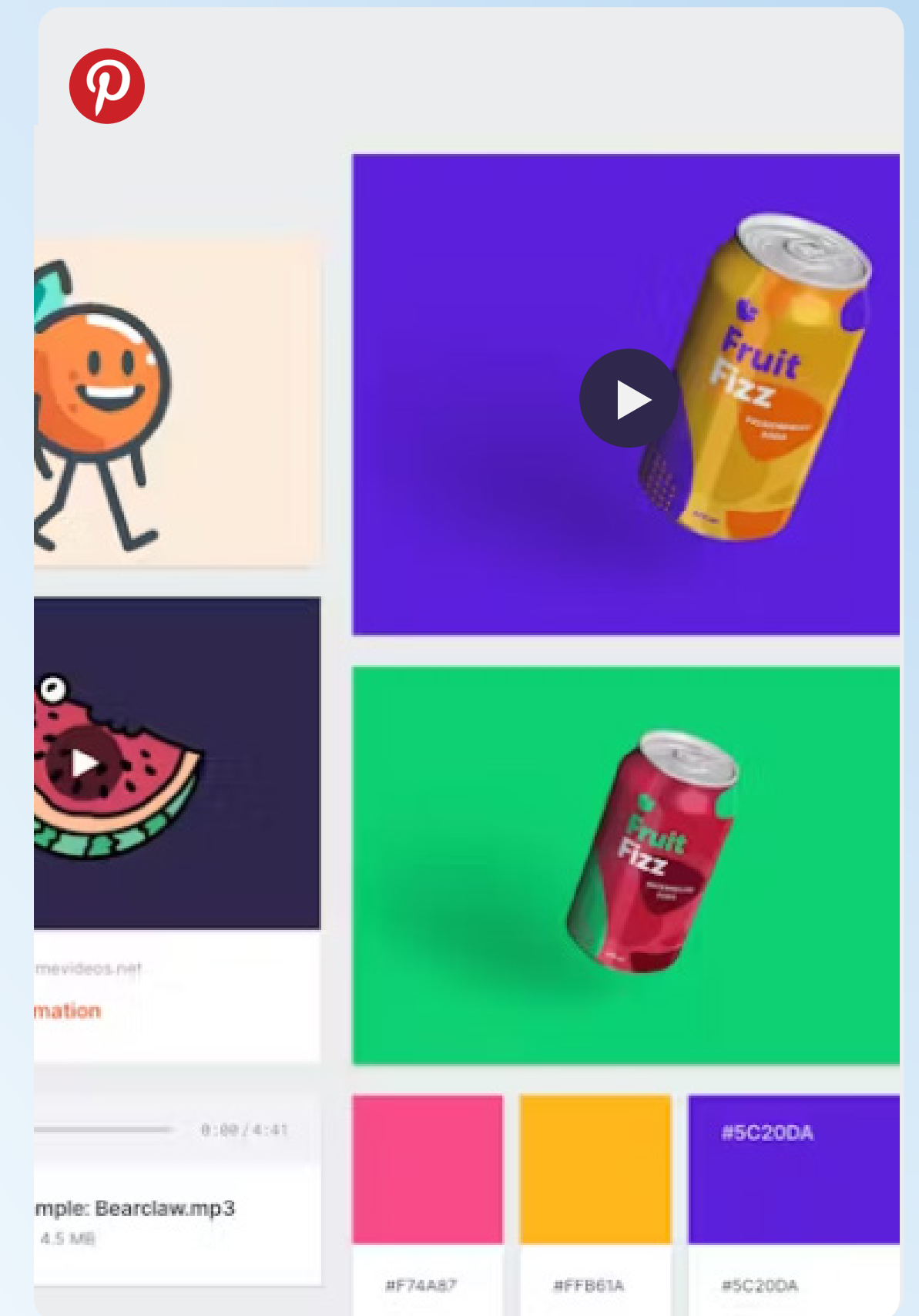
Motion Design Moves from Detail to Identity

Design isn't standing still, literally. We saw a wave of motion design being integrated not as decorative flair, but as a core part of brand identity. Logos move. Icons pulse. Product visuals animate. These subtle motions create a sense of modernity and interactivity that flat design no longer delivers.

The reason is clear: motion grabs attention. A study by LottieFiles found that animated elements increase viewer engagement by 40% compared to static images. Brands are recognizing that movement isn't just eye-catching, it's expressive. It adds personality, guides

user flow, and builds consistency across platforms, especially in a digital-first world. We're seeing brands embrace this with elegance and restraint. **Mastercard** recently unveiled a motion-enabled logo system where elements gently expand or contract in digital environments, reinforcing trust and

professionalism. **Pinterest** uses animated transitions between moodboards and pins to enhance usability while reinforcing their playful tone. Even smaller brands are adopting micro-animations on hover states, loading screens, and in-app actions to build richer interactions.



TREND 3

AI-Generated Visuals Go Mainstream

In Q2, AI moved from a behind-the-scenes tool to a front-and-center visual collaborator. Creative teams began using AI platforms to produce campaign-ready visuals, brand explorations, and digital assets directly from simple text prompts. What started as a novelty has matured into a scalable design workflow.

A report by Toxigon found that **62% of brand designers now use tools like Midjourney, Adobe Firefly, or DALL-E** in their day-to-day concepting process. These platforms allow for rapid ideation, letting teams explore multiple visual directions in a fraction of the time. Instead

of starting from a blank canvas, designers are now prompting AI to generate style studies, textures, and branded environments that spark new creative routes. **Coca-Cola's "Create Real Magic"** initiative invited users to co-create artwork using AI, resulting in community-driven

visuals featured across digital campaigns and billboards. Design agencies are also using Firefly to build full layout mockups for pitch decks, complete with AI-generated product scenes and mood imagery. Even small teams are producing full identity boards in hours, not weeks.



MARKETING

TREND 1

AI-Powered Ads for Every Brand Size

In Q2, advertising became more accessible. AI is now helping brands of every size create campaigns that look and perform like they came from a global agency. From ad scripts to visual layouts, brands are using AI to generate entire campaigns in minutes, without compromising on quality or creativity.

This shift is reshaping who gets to advertise at scale. **Channel 4** in the UK recently launched a platform that lets small businesses produce full AI-generated commercials for streaming. These tools can write copy, generate storyboards, and produce video assets using

only a product brief and audience goal. Suddenly, advertising isn't reserved for companies with massive media budgets, it's open to everyone. WPP, one of the world's largest ad groups, has gone all in with its AI platform **WPP Open**. It's being

used to generate slogans, social captions, and even full video scripts based on campaign goals. For large and small brands alike, AI is helping speed up testing, reduce creative lag, and unlock smarter performance tracking.



TREND 2

Short-Form Video Wins the Scroll War

Video continues to dominate, but it's the short-form format that's pulling ahead. Brands that embraced tight, punchy video content saw stronger engagement, better retention, and faster growth across platforms. Audiences don't just prefer short videos, they expect them.

According to Lifewire, videos under 90 seconds get nearly twice the engagement of longer ones. And 66% of digital video ads are now 30 seconds or shorter, reflecting how user attention is shifting. What matters most is the hook, if the first three seconds don't land, the rest doesn't matter.

TikTok, Instagram Reels, and YouTube

Shorts are now core parts of brand strategy. **Canva** added one-click templates for Shorts to support small businesses, while major brands like **Gymshark** and **Sephora** are using short-form video to drop new collections, promote tutorials, and connect through trends in real time.

In 2025, the best video isn't the longest or the slickest. It's the one that makes someone stop scrolling for just a second longer.

TREND 3

AI-Presenters and Avatars Go Prime Time

Digital humans are stepping into the spotlight. In Q2, we saw a sharp rise in brands using AI avatars to deliver video content, whether for explainer videos, training sessions, or personalized marketing messages. These avatars are lifelike, multilingual, and always on-brand.

78% of Gen Z say they're open to learning from AI avatars if the content is relevant and engaging

Why now? The tech has caught up. AI avatars from platforms like **HeyGen**, **Synthesia**, and **Colossyan** can now mimic facial expression, tone, and gestures in ways that feel human, not robotic. Brands are using them to localize videos across regions, onboard new customers, and

personalize outreach in ways that previously required live talent and big production budgets. Language barriers are disappearing. Brands like **Duolingo** and **Shopify** are deploying AI-hosted videos that automatically adapt for

different markets, with synced lip movement and regional tone adjustments included. For smaller teams, AI presenters are becoming a scalable way to create a human presence in content without needing a camera crew.

What to Expect Next

The second half of 2025 will bring sharper expectations, faster cycles, and more pressure to stand out. The trends from Q2 weren't fleeting, they're laying the groundwork for how branding will function in a world where AI is always on, and audiences move faster than ever

Act in Real Time

The window between trend and saturation is shrinking. Brands need agile creative systems that allow them to respond the same week, if not the same day, a cultural moment hits.

Build with AI from the Start

AI tools are no longer optional. The most effective campaigns in H2 2025 will be ones where AI is integrated into the concepting phase, not tacked on in execution.

Design for Every Frame

From mobile-first layouts to looping short-form content, design in the next six months will favor brands that know how to show up everywhere, fluidly and consistently.

Make it Personal, Then Make it Local

Expect personalization to go hyper-regional. Language, tone, humor, and product messaging will need to feel local, especially as brands scale across new markets.

Measure More Than Clicks

ROI will still matter, but so will depth. Engagement quality, community interaction, and content retention will become just as valuable as reach.

Be Creatively Brave

Audiences reward originality. Whether through animation, tone, or campaign structure, bold ideas will win. Safe won't scale.

Let's Build What Your Brand Deserves

Moonbox is an AI-powered creative branding agency built for what's next. We combine intelligent tools with bold design thinking to help brands move faster, connect deeper, and scale smarter.

From global icons like Petronas, Museum of Candy, and American Garden to regional leaders like Riyadh

Cables, we've helped over 1,000 brands shape their identity, sharpen their message, and grow with purpose.

We're based in Dubai and focused on building brands that lead, powered by insight, creativity, and technology.

What We Do

Brand Strategy

Logo & Identity Design

Corporate & Product Branding

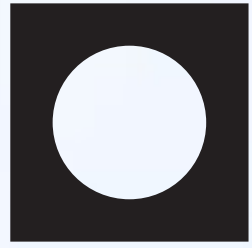
Packaging & Print Design

Social Media & Content Creation

Video Production

AI-Integrated Brand Systems

and so much more



Your Brand, Built Smarter

Whether you're scaling, reimagining, or launching from scratch, we help brands move at the speed of now.

Strategy meets creativity. Creativity meets AI. Let's make your brand unforgettable.

LET'S TALK.