



# 10 Trends

New & Next  
in Marketing

MANUFACTURING AND AUTO

# 10Trends

10Trends is a data-driven exploration of emerging industry trends, combining in-depth analysis, real-world case studies, and actionable strategies for brands to use to respond to the biggest opportunities and challenges of today and tomorrow.

The automotive and manufacturing industries are undergoing rapid digital transformation, driven by new technologies, environmental demands, and evolving customer expectations. To stay competitive, brands must not only adapt to these shifts but also lead with innovative strategies that align with sustainability goals.

The following case studies explore how leading brands are responding to these trends and setting new benchmarks in their industry. The actions in this report are based on a blend of human expertise and AI-scaled insight from across 300m global data sources compiled using The 10 Group's proprietary data and insights tech-stack.



A close-up, high-angle shot of the rear charging port of a light blue electric vehicle. A black charging cable with a white connector is plugged into the port. The car's body panels are highly reflective, showing highlights and shadows. A red taillight is visible on the left side of the frame.

# Trend 1

EV BACKLASH IN EUROPE

## Europe Leads the EV Backlash

A wake-up call for the EV industry

### THE CONTEXT

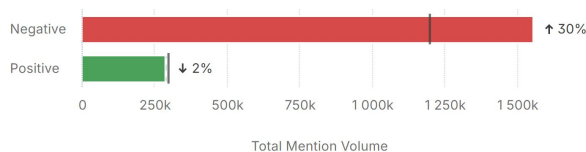
There are many political, environmental, and technological challenges and controversies surrounding EV adoption.

- Policy changes by region
- High emission production process
- Ethical sourcing issues
- Concerns for charging accessibility and infrastructure
- Changing market dynamics

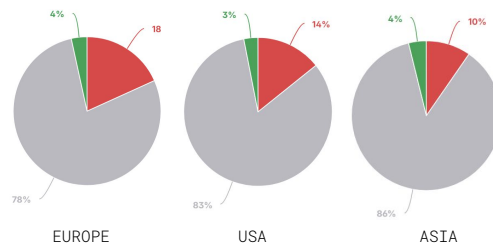
These key issues are driving global debates in the conversation surrounding EVs regarding whether they truly are a more sustainable and accessible option.

EV  
BACKLASH  
IN EUROPE

### THE DATA



360,000+ MORE NEGATIVE MENTIONS GLOBALLY IN 2024 THAN 2023



EUROPE HAD 4% MORE NEGATIVE MENTIONS THAN THE US AND 8% MORE THAN ASIA

## Countering EV Criticism

Polestar shifts focus to design, craftsmanship, and a premium driving experience

### WHAT POLESTAR ARE DOING

Through visually striking campaigns and content that highlight the car's sleek, minimalist design and use of high quality, sustainable materials, Polestar positions itself as a luxury EV brand that offers performance, craftsmanship, and sustainability.

Drawing attention to the melting of the polar ice caps and rising sea levels, Polestar built a showroom out of snow in Finland ahead of Arctic Design Week. The 'igloo' had Polestar's minimalist and sleek design, reiterating the luxurious craftsmanship of Polestar.

This campaign is a clear example of how Polestar counteracts EV criticisms by drawing attention to their luxury status and tying environmental goals into bold marketing campaigns.

### THE OPPORTUNITY

Emphasizing unique craftsmanship and design helps move the perception of EVs from a traditional car alternative to a premium experience of sustainable luxury. By highlighting unique sustainable attributes, such as recycled high quality materials, brands can show where they uniquely stand amidst environmental debates.

### TAKE ACTION

POSITION AROUND CRAFTSMANSHIP, LONGEVITY AND SUPERIOR DESIGN TO RESIST CATEGORY CHALLENGES WITHIN EV



ARCTIC 'IGLOO' SHOWROOM 2023

# Trend 2

WAR FOR TALENT AMIDST  
DIGITAL TRANSFORMATION

## Difficulties in Attracting & Retaining Skilled Talent

Digital transformation shifts talent needs

### THE CONTEXT

The manufacturing industry is facing a growing talent shortage in 2024, feeling the pressure from an aging workforce and rising demand for high-tech skills. The need for skilled talent is becoming more urgent as firms prioritize digital transformation and invest in automation, AI, and green tech.

It is crucial for firms to keep up with workplace expectations, as younger generations entering the workforce prioritize purpose, flexibility, and opportunities for growth.

### THE DATA

60% of manufacturers report difficulty attracting and retaining employees ([Deloitte](#), 2024)

42% of manufacturers report an increase in turnover has affected operational and financial stability ([UKG](#), 2024)

56% Of manufacturers report employee turnover has a moderate to severe impact on their bottom-line finances ([UKG](#), 2024)

## Embracing impact to attract talent

Siemens leverages AR and VR to highlight impact in its employer branding

### WHAT SIEMENS ARE DOING

Siemens' "Ingenuity for Life" campaign is a standout talent marketing initiative to fuel recruitment and change brand perception from a traditional and corporate B2B firm to a purpose-led and fast moving modern workplace to attract skilled talent.

#### PURPOSE-DRIVEN MESSAGING

Positions Siemens as a company that's intent on solving global challenges to scale their sustainability impact, as videos showed how Siemens' technologies were making a positive impact on people's lives around the world.

#### DRIVING INTEREST THROUGH TECH

Augmented reality (AR) is used at talent fairs and universities and virtual reality (VR) is used to show people the experience of what it's like to work at Siemens.

### THE OPPORTUNITY

As industries increasingly invest in sustainable practices and advanced technologies, positioning as a brand committed to these areas can resonate with younger generations, who place a high value on workplaces that contribute positively to the environment and society.

### TAKE ACTION

FOCUS RECRUITMENT CAMPAIGNS ON THE WAY YOUR INNOVATIONS DRIVE POSITIVE REAL-WORLD IMPACT AND UTILISE EMERGING TECHNOLOGIES TO SHOWCASE TO TOP TALENT





# Trend 3

MOBILITY: FROM PRODUCT  
TO SERVICE (TO ECOSYSTEM)

## The Rise of MAAS (Mobility-As-A-Service)

The circular economy reaches the automotive market

### THE CONTEXT

The rise of Mobility as a Service (MaaS) reflects a global shift toward flexible and sustainable transportation that's driven by urbanization, environmental concerns, and changing consumer preferences.

MaaS integrates different transport options, such as ridesharing, car rentals, and public transit—into a single, seamless platform, operating in a wider and interconnected mobility ecosystem.

This trend aligns with the circular economy, which emphasizes reducing waste and reusing resources as the world shifts to prioritizing sustainability. MaaS models align closely with circular principles by lowering emissions, promoting greener initiatives, and reducing the need for private ownership.

MOBILITY:  
FROM PRODUCT  
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### THE DATA

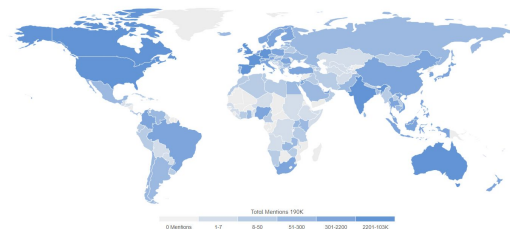
MARKET REPORTS ESTIMATE A CAGR OF **OVER 30%** FOR MAAS, WITH A MARKET SIZE REACHING ANYWHERE FROM **\$210-518 BILLION BY 2030**

MENTION VOLUME FOR 2018-2024 AGAINST DATA FROM 2012-2018 SHOWS AN **INCREASE OF 160%** OF ONLINE MENTIONS OF MOBILITY AS A SERVICE



GLOBALLY, THE US HAS THE MOST MENTIONS, FOLLOWED BY THE UK, INDIA, CANADA, AND GERMANY

USA: 56.75%  
UK: 10.46%  
INDIA: 7.61%  
CANADA: 3.82%  
GERMANY: 3.24%



## Creating a New 'Ecosystem' Narrative

Enterprise rebrands to drive systems-level thinking in mobility

### WHAT ENTERPRISE ARE DOING

Enterprise's rebrand reflects the company's shift to align with the growing Mobility as a Service (MaaS) trend, operating within a circular economy. Recognizing the need to move beyond their traditional car rentals, Enterprise had to modernize to meet consumer demand for flexible, sustainable, and tech-driven transportation solutions.

By increasing EVs and expanding into services like carsharing and subscription models, the rebrand allows Enterprise to position itself as a key player in the broader mobility ecosystem. This change is rooted in the desire to be seen as an integral part of a sustainable, interconnected transport system, ultimately reducing emissions and promoting shared resources.

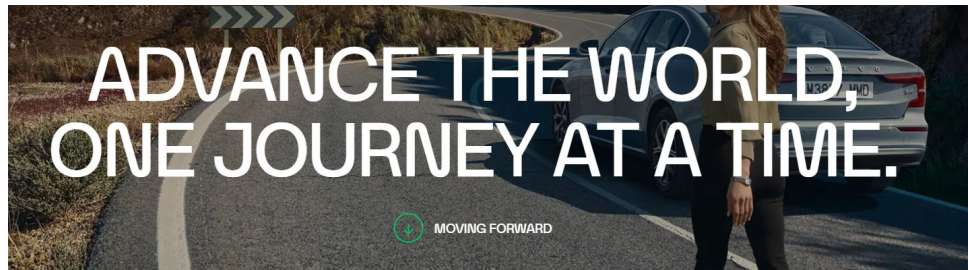
### THE OPPORTUNITY

The rise of Mobility as a Service (MaaS) offers brands the opportunity to redefine their roles within the larger mobility ecosystem. By embracing systems-level thinking, businesses can align with trends like sustainability and shared resources to elevate their brand as modern innovators. This shift unlocks new growth areas, such as carsharing and subscription models, allowing brands to shape a greener and interconnected future of transportation.

### TAKE ACTION

ARTICULATE YOUR BRAND'S ROLE IN THE SHIFT TOWARDS MOBILITY-AS-A-SERVICE AND POSITION AS A KEY PLAYER IN THE SYSTEM-LEVEL ECOSYSTEM

MOBILITY:  
FROM PRODUCT  
TO SERVICE  
(TO ECOSYSTEM)



# Trend 4

OF ELEVATED  
THE NEW ERA  
TRADE SHOWS

## The New Era of Elevated Trade Shows

Driven by digital transformation

### THE CONTEXT

Digital transformation is reshaping industries, especially in manufacturing and technology sectors, where seamless operation and AI-powered solutions are becoming integral to success.

The marketing strategy for these industries is evolving to have a strong emphasis on digital experiences — especially at trade shows, which are increasingly adopting immersive and interactive technologies that combine with content-lead digital campaigns.

Engaging customers through digital platforms and interactive displays allows them to better showcase their innovations and build awareness.

### THE DATA

**35%** of event budgets in 2024 are dedicated to digital and hybrid technologies

THE NEW ERA  
OF ELEVATED  
TRADE SHOWS



## Integrating Digital First Strategies Around Trade Events

CSL bring Mobile World Congress into the digital sphere

### WHAT CSL ARE DOING

At Mobile World Congress 2024, The 10 Group supported CSL to launch rSim, a new 'always on' critical connectivity brand, elevating its presence by integrating digital experiences that engaged both in-person and virtual audiences.

Alongside live demos and a launch film, CSL actively shared daily vlogs and B-roll footage throughout the week, ensuring continuous visibility and real-time updates across digital platforms.

These digital content strategies not only enhanced their physical presence, but they offered deeper insights into the product and the brand on a global scale. This approach positioned rSIM as an innovative leader that is aligned with the growing trend of digital-first trade show experiences.

### THE OPPORTUNITY

Manufacturing brands have the opportunity to leverage digital strategies to turn trade shows into powerful platforms for storytelling and engagement. Brands that adopt interactive displays, live demos, and content-led digital campaigns can achieve greater visibility and audience engagement both during and beyond trade shows, establishing a position as an innovative player.

### TAKE ACTION

EMBRACE DIGITAL FIRST STRATEGIES TO AMPLIFY BRAND PRESENCE BY CONNECTING THROUGH BOTH IN-PERSON EVENTS AND VIRTUAL AUDIENCES

THE NEW ERA  
OF ELEVATED  
TRADE SHOWS



# Trend 5

THE ROLE OF IoT IN  
SUSTAINABILITY STORYTELLING

## Smart Factories for a Greener Future

The role of IoT in advancing sustainable storytelling

### THE CONTEXT

The Internet of Things (IoT) is driving a key shift in the automotive and manufacturing industry, as companies are increasingly using IOT combined with AI and data science to enhance operational efficiency but also within messaging to customers to differentiate themselves.

Manufacturers and automotive brands are embedding IoT into their sustainability narratives, positioning it as a requirement for smarter, more adaptive business models. As environmental concerns and the demand for more resilient supply chains increase, IoT is now a technological solution and a strategic asset, required for brands who want to position themselves as sustainable, innovative, and efficient.

### INSIGHT

“ More than **86%** of survey respondents believe smart factory initiatives will be the main driver of manufacturing competitiveness in the next five years. ”

IoT technology will save **more than eight times** the energy it consumes by 2023

THE ROLE  
OF IoT IN  
SUSTAINABILITY  
STORYTELLING





## Shaping a Smarter, Greener Brand Narrative

BMW leverages IoT to evidence sustainability

### WHAT BMW ARE DOING

BMW's iFactory initiative integrates IoT to streamline manufacturing by optimizing energy use, reducing waste, and improving precision. A key aspect of BMW's sustainability strategy, they are positioned as a leader in green technology and innovation while maintaining their status as a premium brand. This positioning resonates with environmentally conscious B2B partners as well as consumers, helping BMW differentiate itself in a competitive market.

The "Lean. Green. Digital." framing of BMW's iFactory strengthens its overall brand narrative, connecting technological advancement to real-world benefits in both production and consumer experience.

### THE OPPORTUNITY

BMW's iFactory strategy highlights a key opportunity for other automotive and manufacturing brands to position IoT as a driver of sustainability and operational efficiency in their brand narrative. Companies can build stronger relationships with their consumer base by aligning technological advancements with tangible environmental and operational benefits. This shows the consumer that they aren't just implementing IoT for operational use, but for the wider global benefits.

### TAKE ACTION

LEVERAGE IOT TO ALIGN YOUR BRAND WITH SUSTAINABILITY, DEMONSTRATING THE REAL-WORLD IMPACT ON BOTH EFFICIENCY AND THE ENVIRONMENT

THE ROLE OF IoT IN SUSTAINABILITY STORYTELLING



## Key Takeaways

The manufacturing and automotive industries are facing transformative opportunities across technology, talent, sustainability, and market dynamics.

To maximize strategic success, businesses need to lead with purpose, embrace innovation, and align with evolving customer and environmental expectations.

These insights and case studies highlight actionable strategies to lead the way in shaping the future of manufacturing and automotive industries.

## YOUR STRATEGY CHECKLIST

- ❖ Emphasise craft, longevity and design to resist category challenges within the EV sector
- ❖ Attract top talent by demonstrating how your innovations drive positive real-world impact
- ❖ Articulate your brand's role in the shift towards mobility-as-service and position as a key player in the system-level ecosystem
- ❖ Embrace immersive digital strategies to amplify brand presence by taking advantage of both in-person events and virtual audiences
- ❖ Connect your use of IoT with sustainability, demonstrating the real-world impact on both efficiency and the environment





Thank  
you

WANT TO TALK ABOUT  
YOUR BRAND'S RESPONSE?

CONTACT US → [richard@the10group.com](mailto:richard@the10group.com)