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Who comes to mind when you think of brands dominating social media in their space?

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**Driving brand narrative
through content creation
in 2025**

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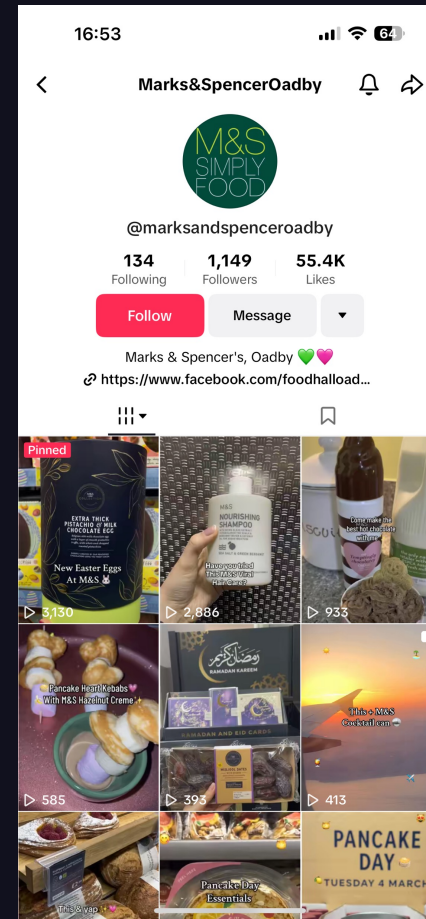
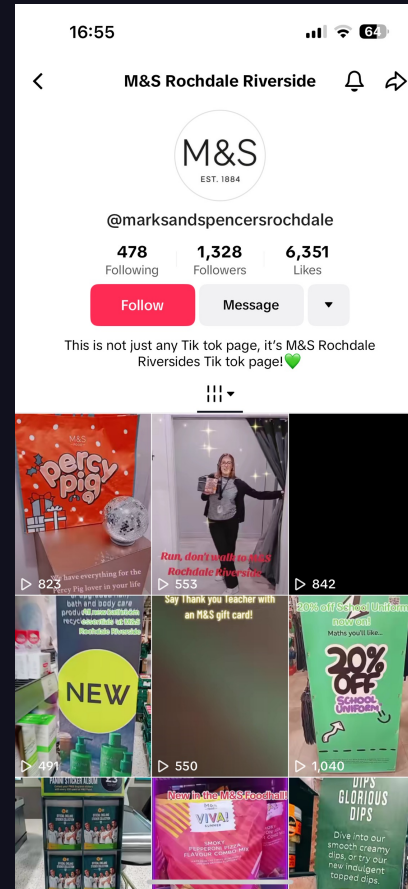
M&S

**The evolution of M&S marketing
then vs. now**

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2010



2025

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**There is a clear
difference!**

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2010 M&S marketing strategy

2010 M&S marketing strategy

- Heavy reliance on TV advertising
- Celebrity-led campaigns (Twiggy, Dannii Minogue, Myleene Klass)
 - Traditional media (print, billboards, magazines)
- Seasonal campaigns (Christmas, Back to School, Summer)
 - Focus on aspirational branding – ‘quality & luxury’
 - Centralised brand message, less localised adaptation

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2025 M&S marketing strategy



2025 M&S marketing strategy

- UGC & EGC from local stores
- Heavy investment in social media-first campaigns (TikTok, Instagram Reels)
 - Influencer partnerships over traditional celebrities
 - Localisation – tailored content for different regions and stores
- Strong focus on identity-driven marketing (e.g., sustainability, inclusivity, affordability)

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**But what is
EGC and UGC?**

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UGC

(User-generated content)

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EGC

(Employee-generated content)

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**Notice the
difference?**

UGC

(User-generated content)

EGC

(Employee-generated content)



UGC

(User-generated content)

- Content created by customers
- Provides authentic social proof of customer experiences
- Builds community and brand advocacy
- Unscripted, organic, and relatable
- Examples – customer photos, reviews, unboxing videos

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(Employee-generated content)



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EGC

(Employee-generated content)

- Content created by employees
- Shows behind the scenes insights into the brand
- Strengthens employer branding and internal culture
- Builds trust with customers
- Examples – company news, trend-focused content featuring employees, employee takeovers

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**But why does
it matter?**

Consumers want social first content

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Consumers want social first content



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79% of consumers believe user-generated content (UGC) influences their decisions

Consumers want social first content



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Ads featuring UGC received 73% more positive comments on social networks compared to traditional ads

Authentic social content drives action

1

Fashion and beauty industry

41%

of shoppers say they trust customer photos more than studio shots for fashion purchases

2

Entertainment and media industry

24%

of traffic to ticket sales pages for music festivals and concerts are driven through social media

3

Food and beverage industry

45%

of diners say they've tried a restaurant because of a social media post

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How can you implement EGC
and UGC into your **2025 content
strategy?**

Encourage UGC through community management

- **Branded hashtags & challenges** – encourage customers to share their experiences with your products
- **Feature UGC on official channels** – reshare top content
- **Leverage customer reviews & testimonials** – turn real feedback into social proof with video clips, carousel posts, or TikTok soundbites
- **UGC-first campaigns** – run campaigns where customers' content becomes the focus rather than traditional ads

Empower employees as brand ambassadors (EGC)

- **Train and encourage store teams** – give staff the tools to create content
- **Feature employee stories** – showcase real experiences and expertise from employees
- **Create internal incentives** – recognise top-performing EGC with rewards or features
- **Humanise your brand** – let employees share insights, trends, and recommendations through social media

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Thank you!



 Jess Farnham



Learn more about our
content creation offering



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