

Philip Davies on 2025 Marketing Trends at Web Summit

Doha, Qatar – February 19, 2025 – Marketing experts will gather at Web Summit to explore the key trends shaping the industry in 2025. The panel, titled “What Are the Marketing Trends for 2025”, will take place on **Monday, February 24, at 14:40 on the Centre Stage.**

Bringing together diverse expertise, this panel will feature:

- **Philip Davies** | Branding Expert & EMEA President at Siegel+Gale, also known as ‘The Simplicity Company’
- **Brian Gleason** | President & Chief Revenue Officer, Criteo
- **Christine Maguire** | GM, VP, Global Media Business, TripAdvisor

At the heart of Philip Davies' contribution to the discussion is the concept of **simplicity**—how brands can cut through the noise, create meaningful connections, and maintain relevance in an increasingly complex digital world. Davies will highlight how simplicity can be a game-changer in modern marketing strategies.

“In 2025, brands that prioritise simplicity and authenticity will cut through the noise and win consumer trust, in a world where trust is deteriorating” said Philip Davies, EMEA President of Siegel+Gale. “This panel will not only reveal 2025 trends but uncover the key strategies brands need to stay ahead of these trends.”

This must-attend session will provide critical insights into how emerging technologies, shifting consumer behaviours, and new digital platforms are reshaping brand strategies. Each panelist will bring their unique perspectives, offering valuable takeaways on how businesses can thrive in the years ahead.

Exclusive Media Opportunity:

Philip Davies will be available for exclusive interviews following the session, providing deeper insights into the power of simplicity in branding. To schedule an interview, please reach out to Megan Rae: M: +447794247509, E: megan.rae@siegelgale.com