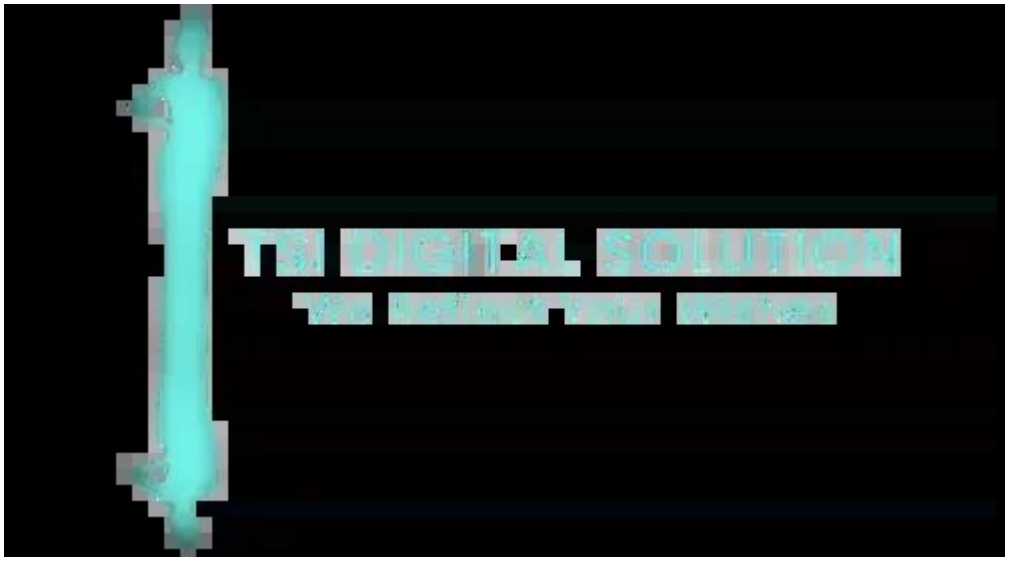
How to Develop a ‘Vibe’ Instead of Chasing Trends

Category: Branding
November 2, 2025





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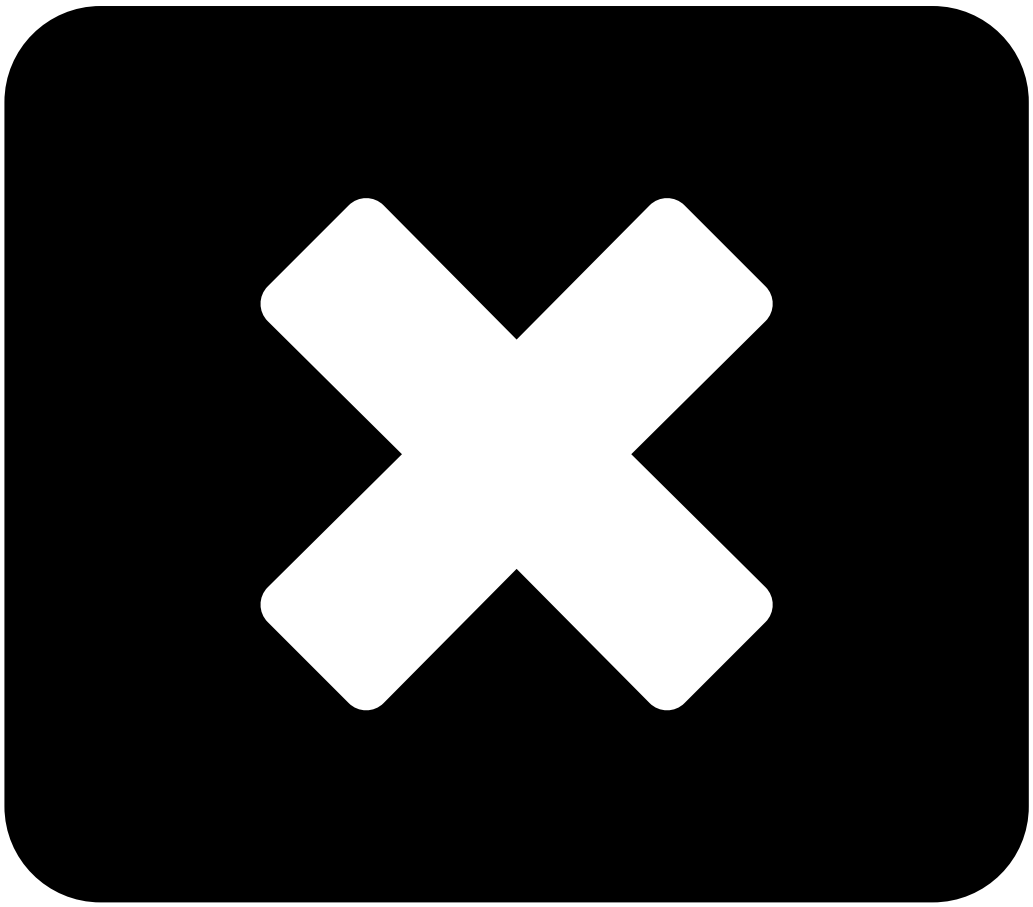

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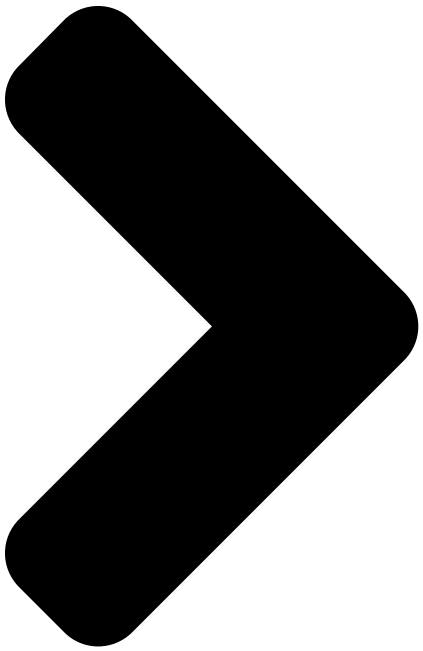

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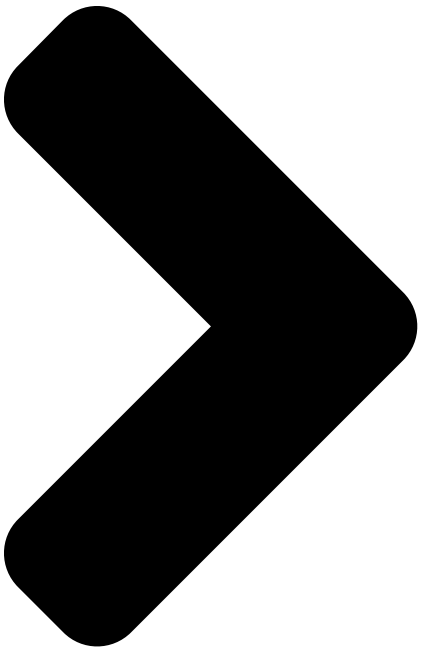

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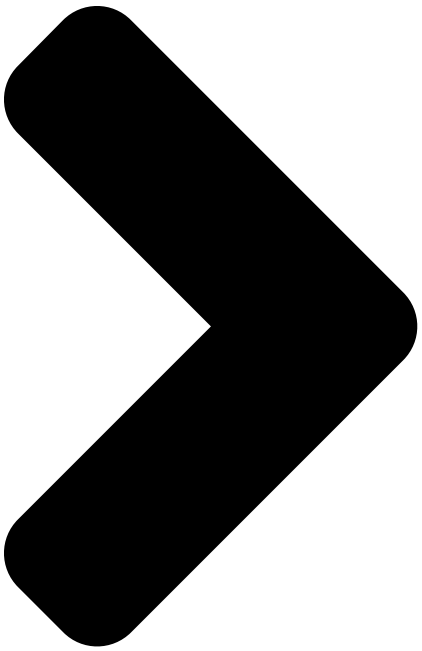

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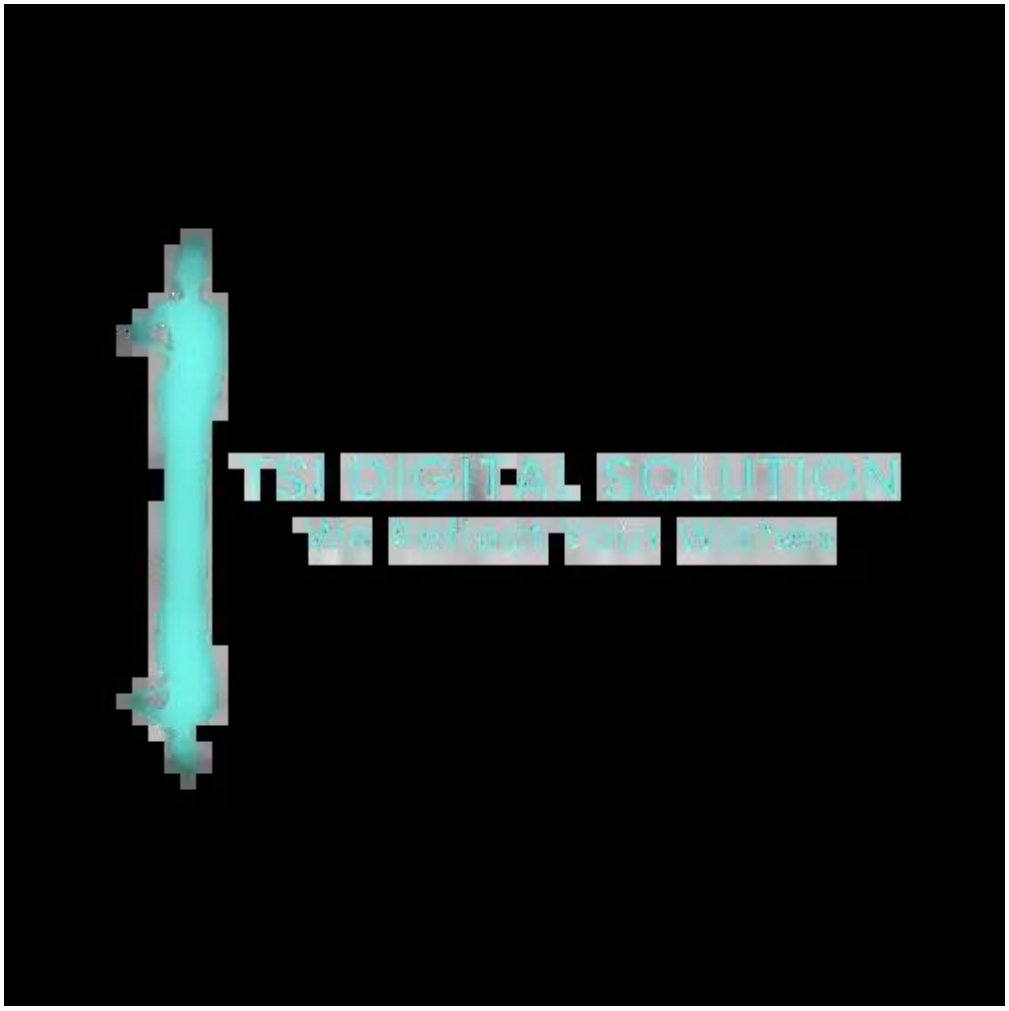
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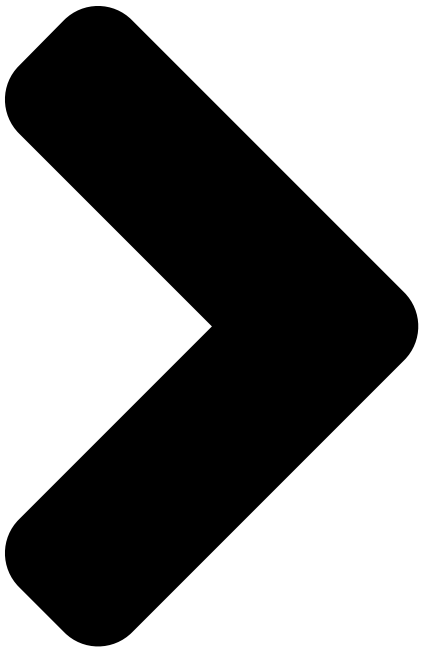

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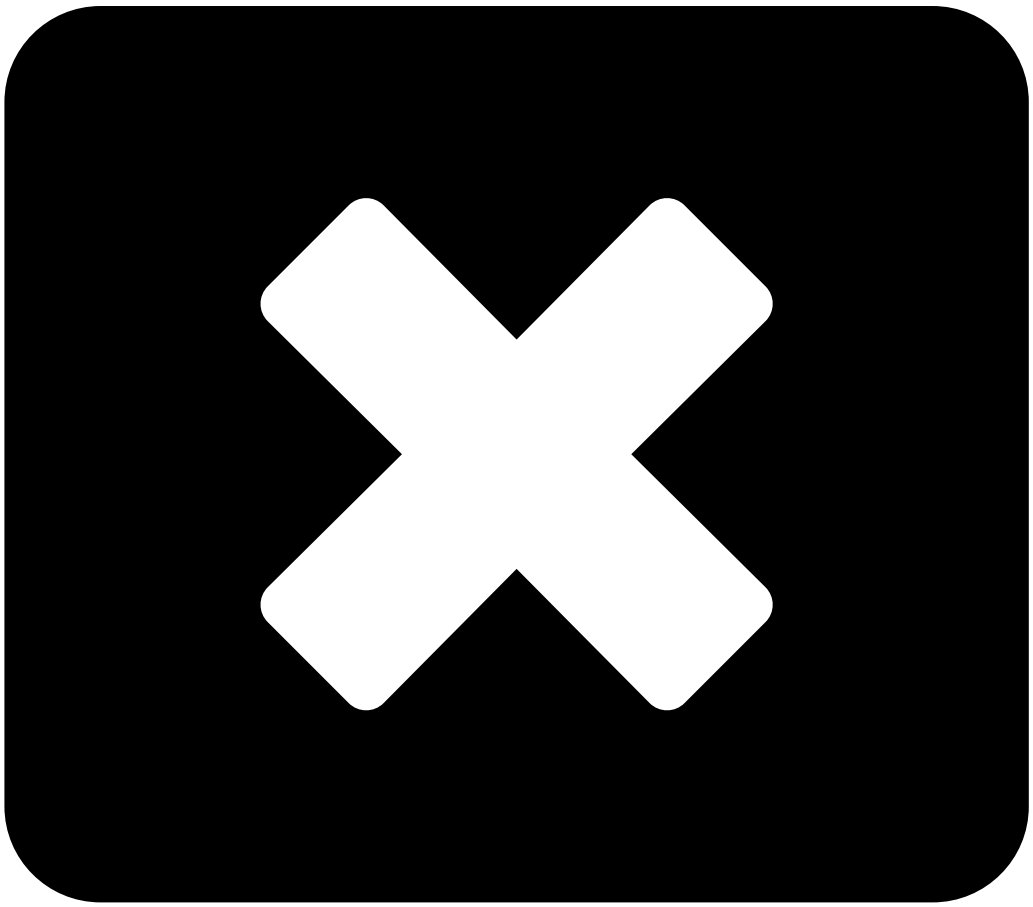

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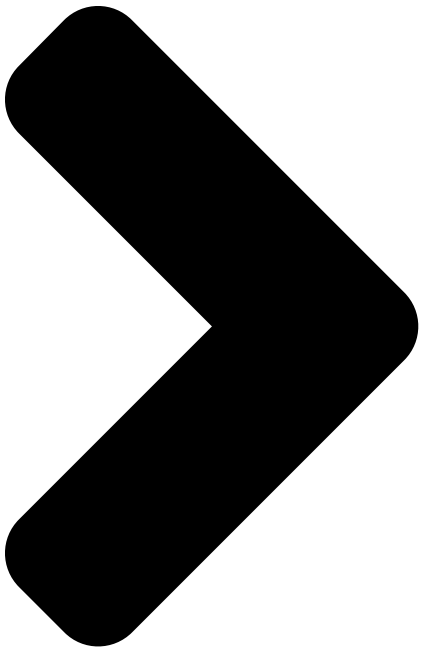

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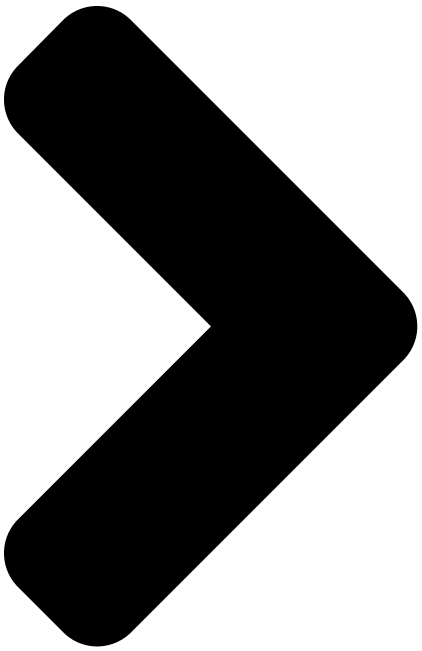

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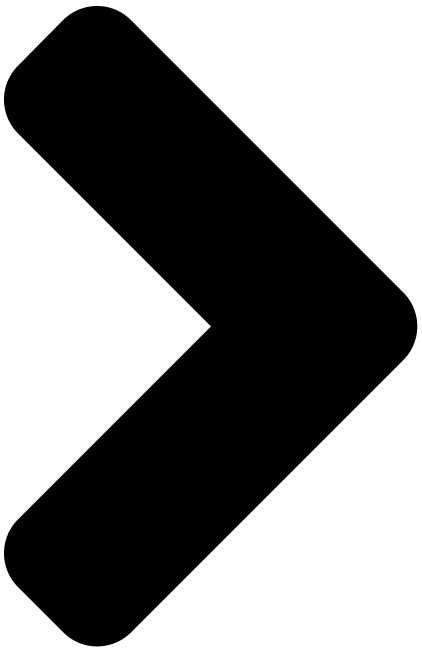

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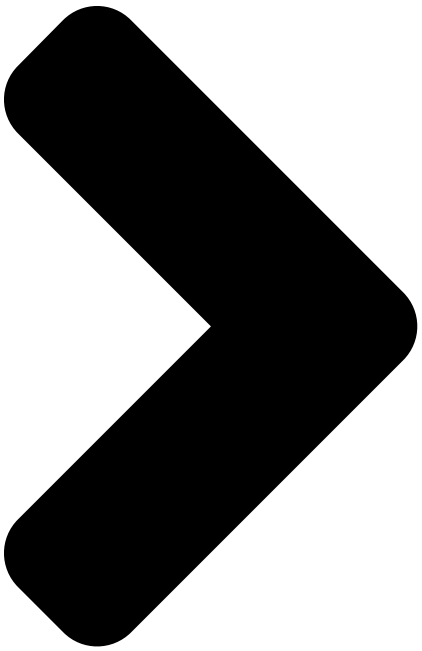

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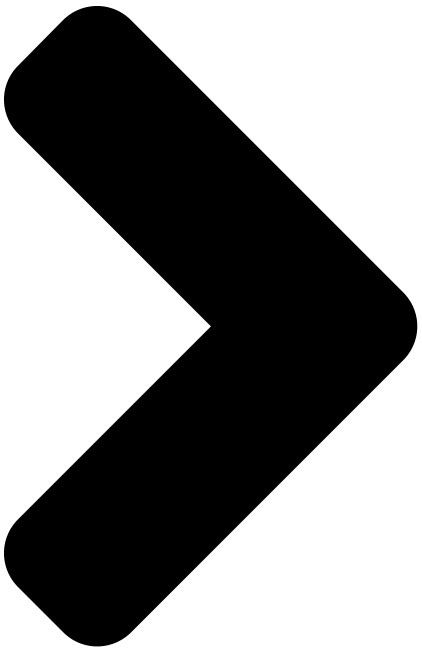

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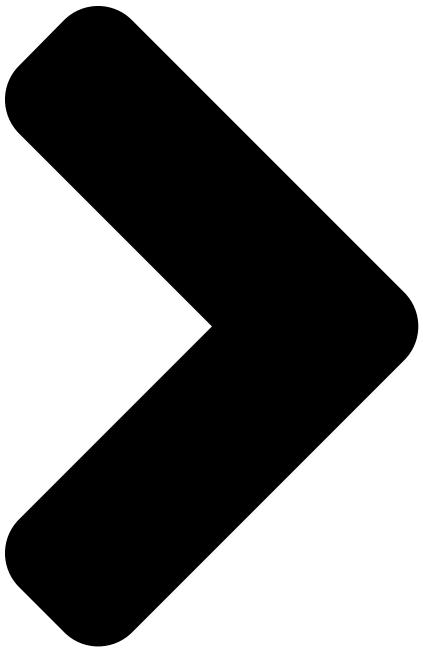

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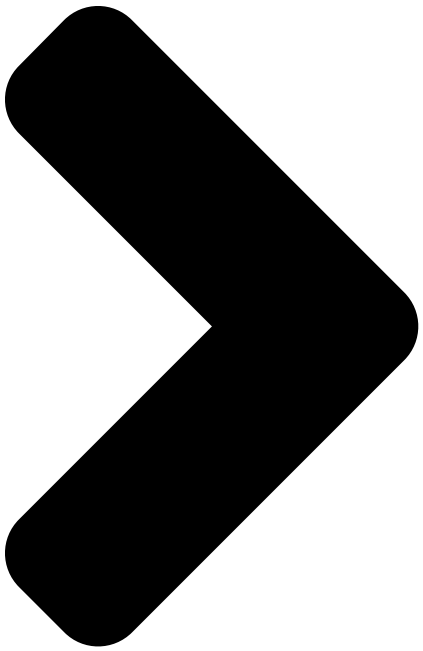

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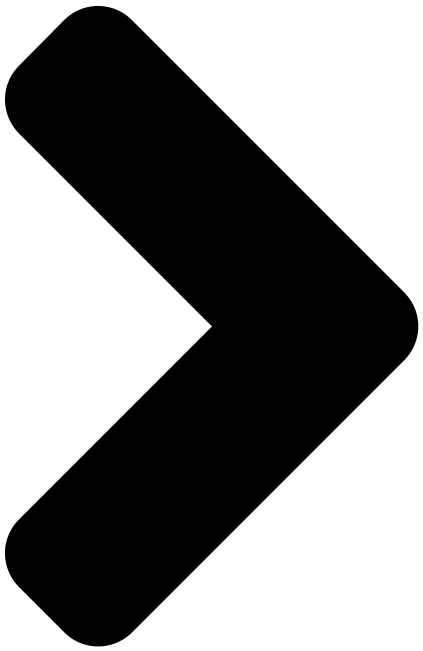

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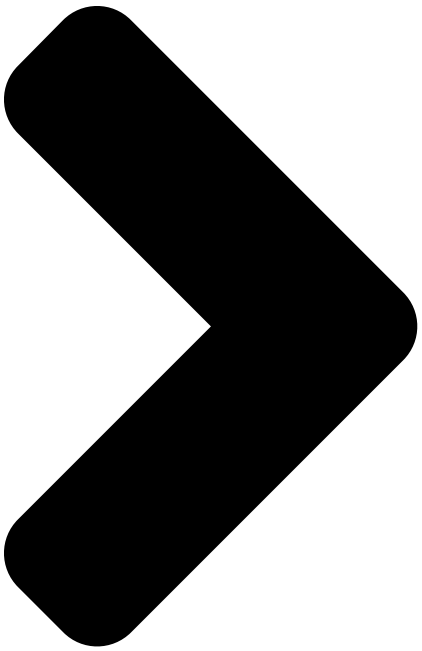
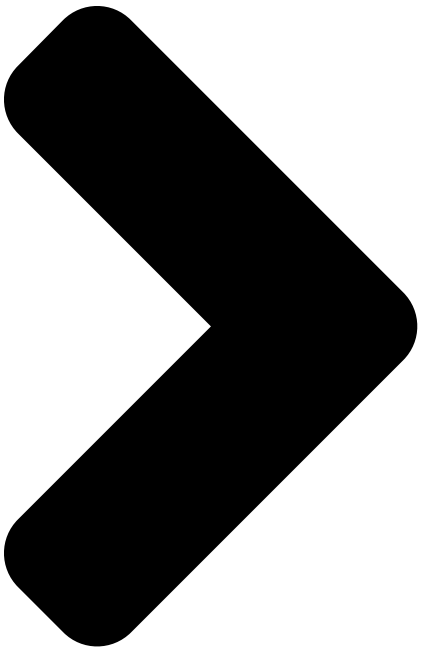


Social Media & Content Creation



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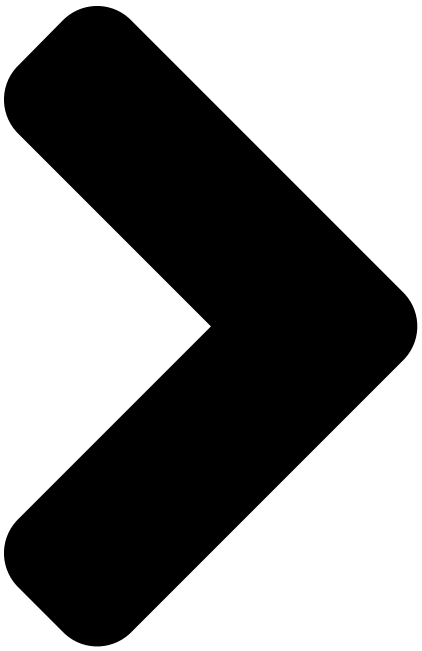

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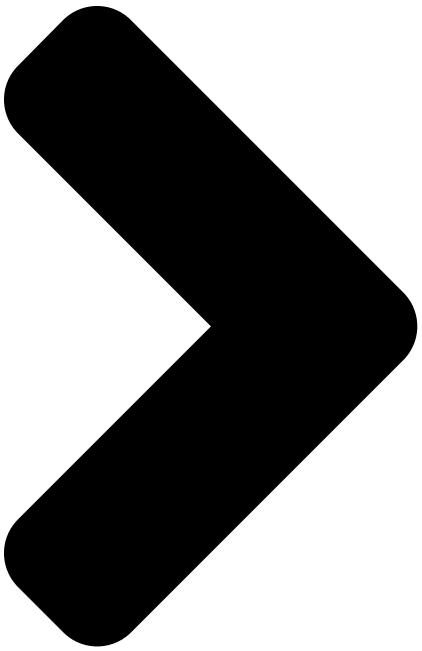
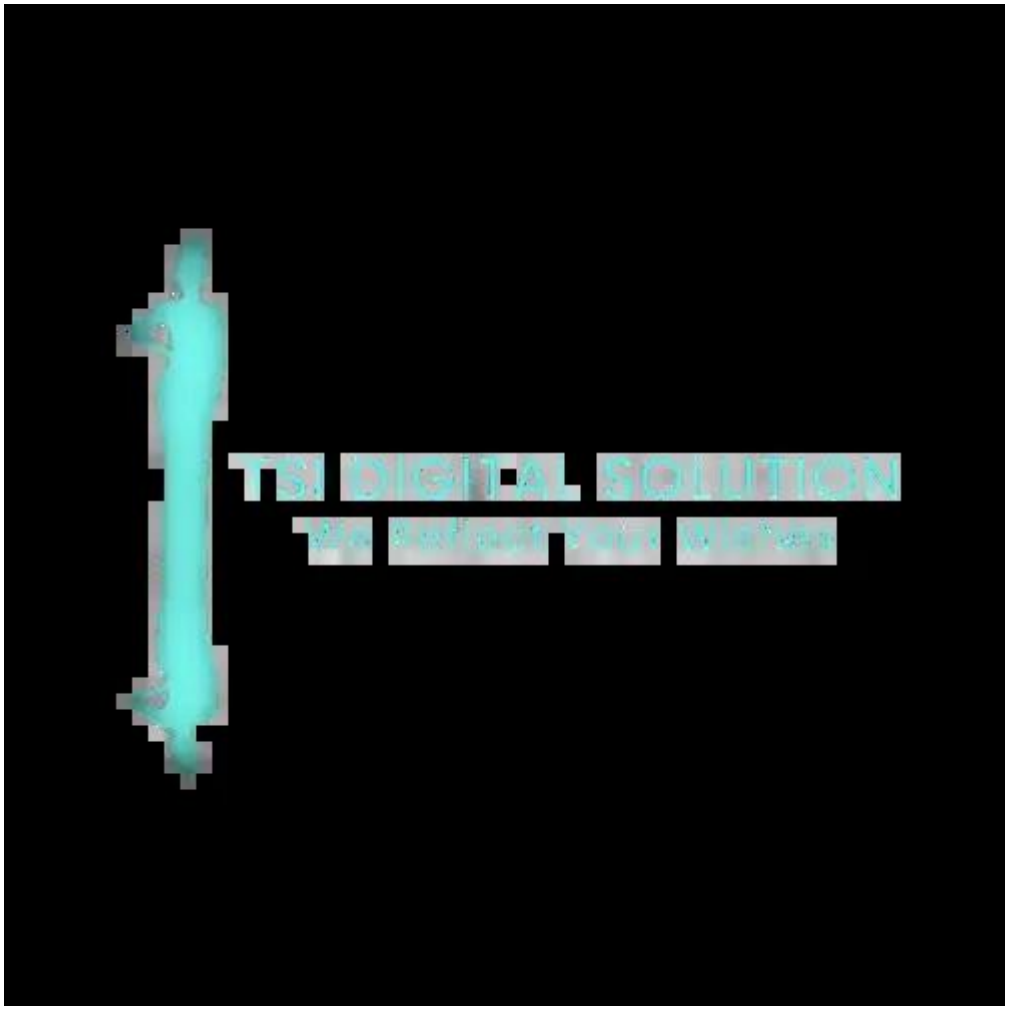


Photo- & Videography

Calculate the price online yourself

The way we work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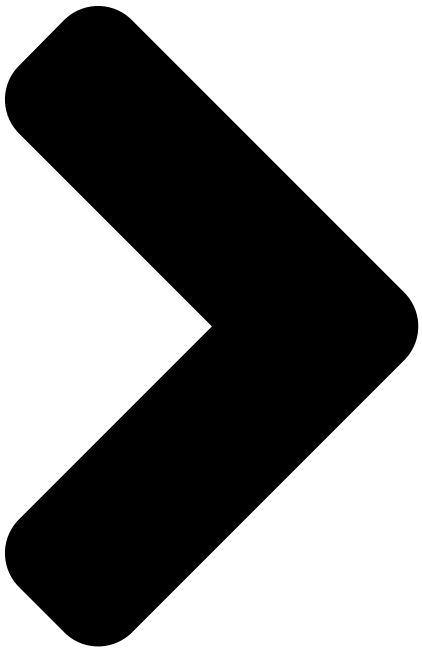

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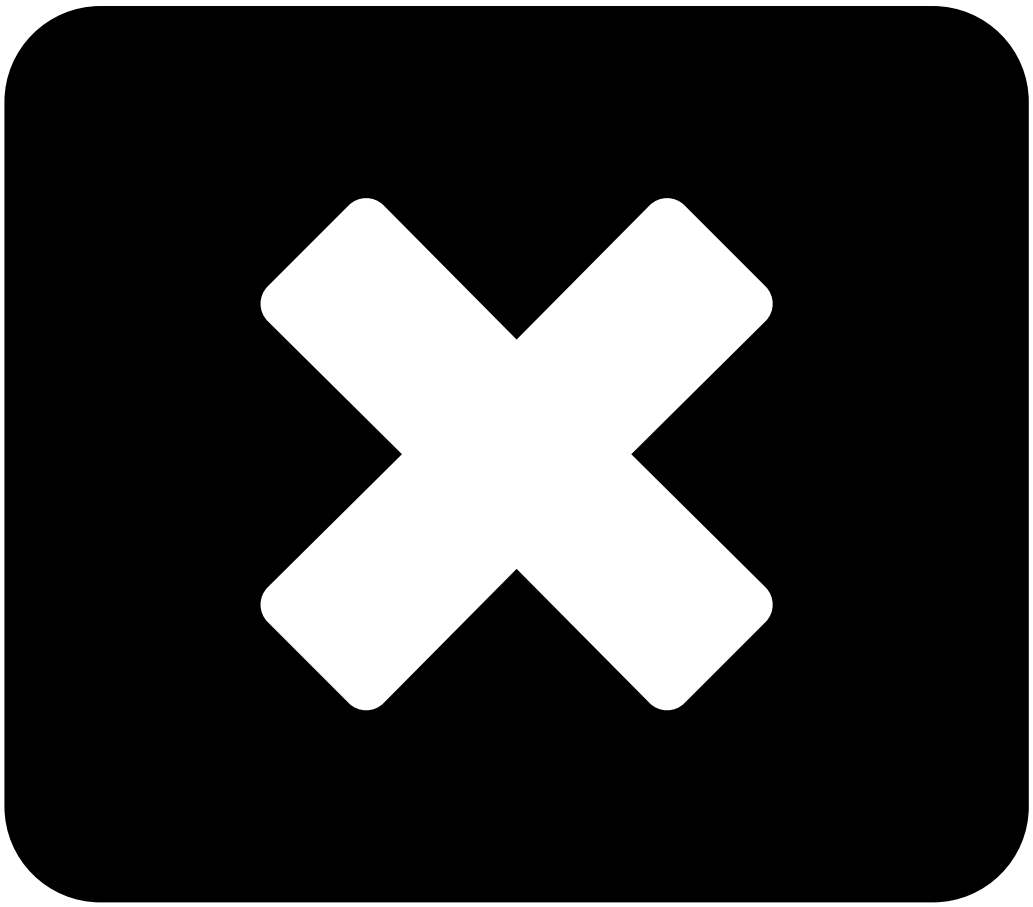

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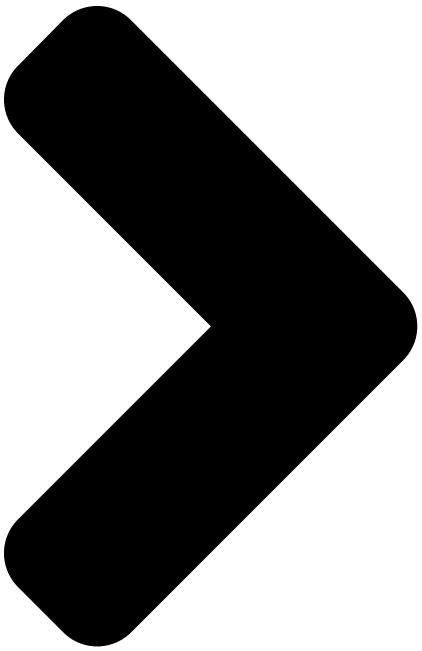

Realized projects

Calculate an estimate of your project costs directly online

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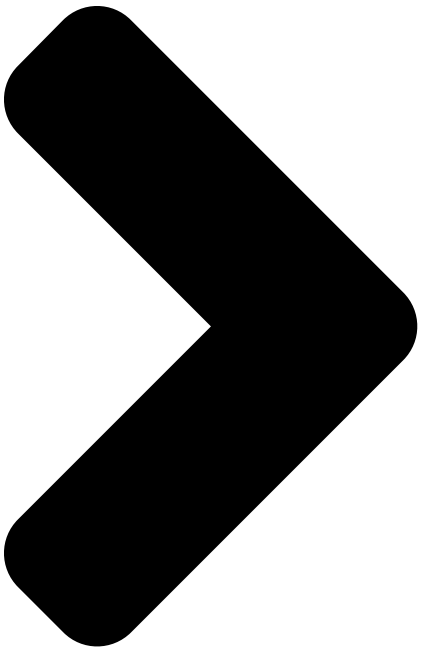
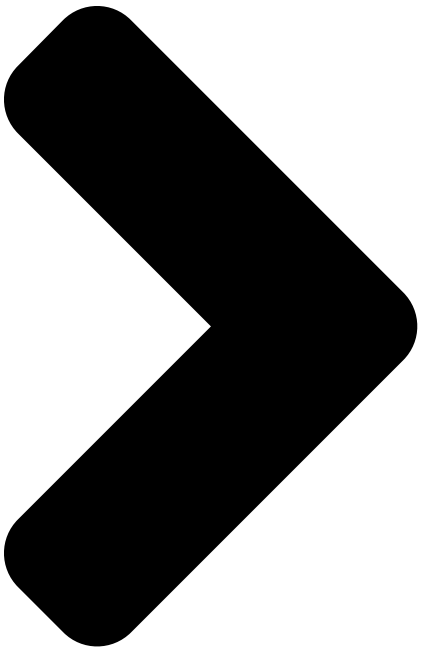
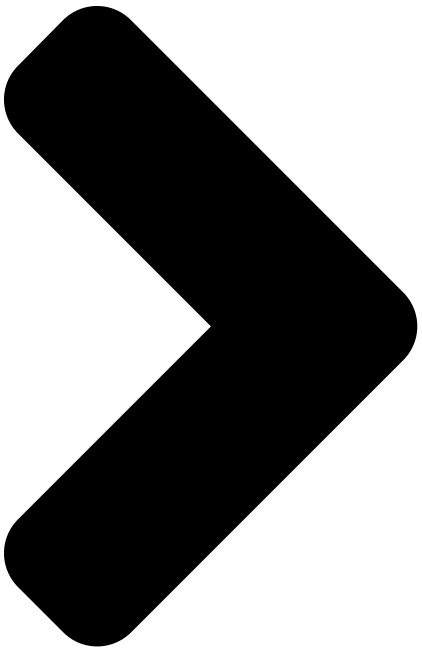


- Cost calculation for my website



- Cost calculation: SEO/Ads/MGB/Speedup/Technical



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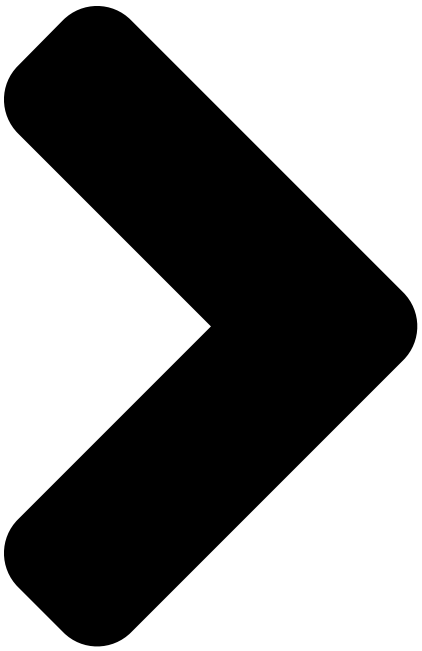

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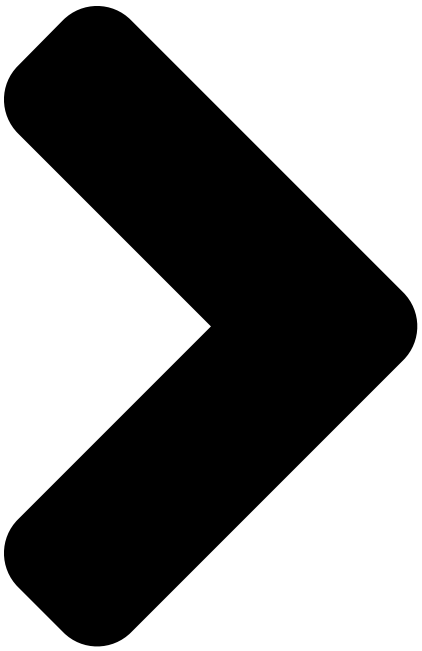
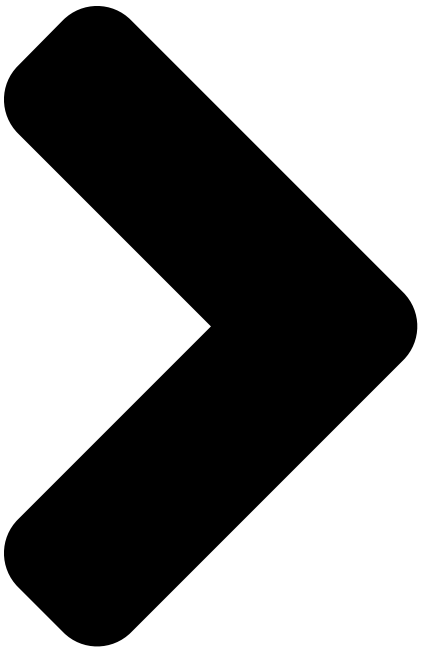


Cost calculation for an e-commerce shop



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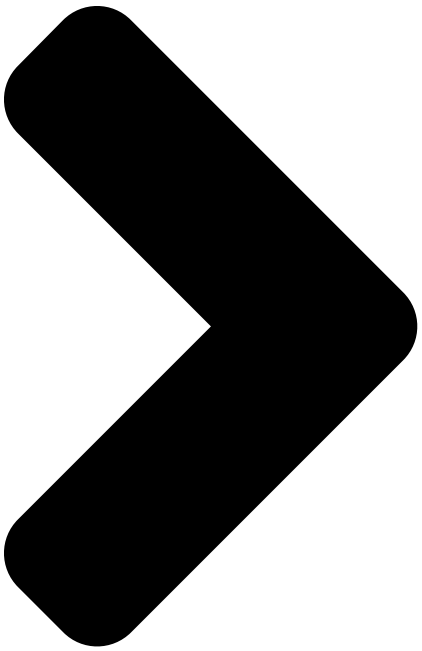
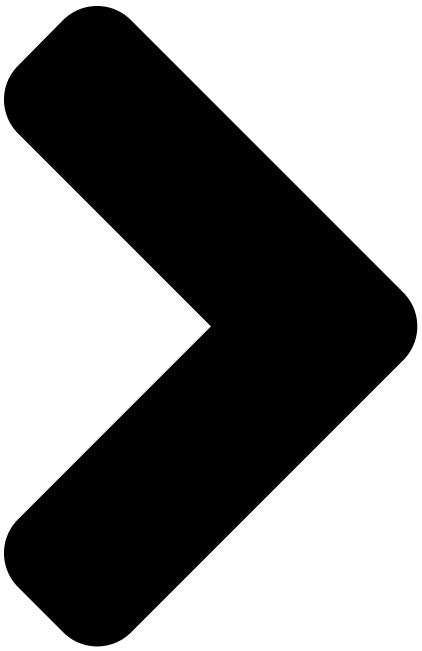
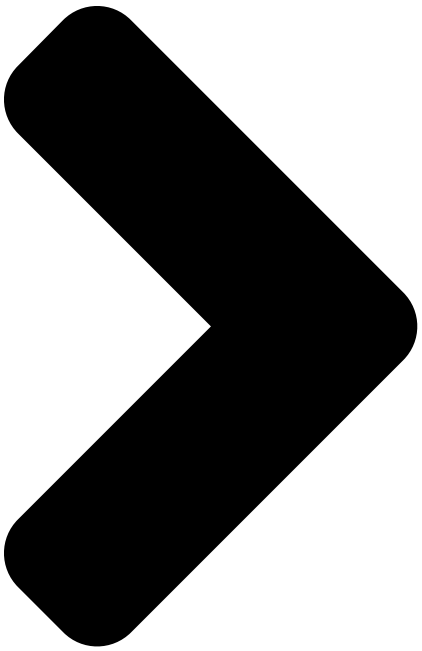


Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



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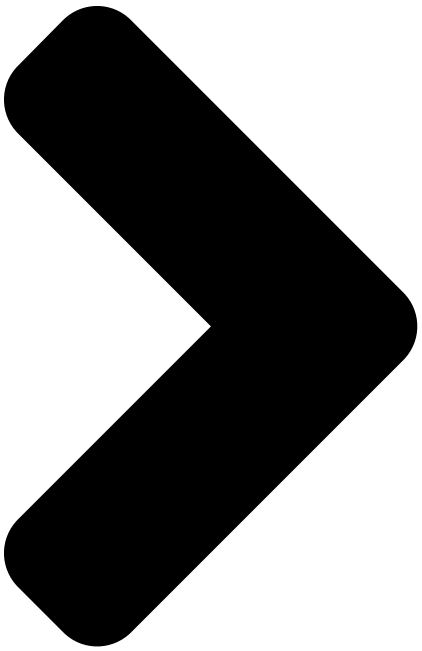

Cost calculation for Photo- & Videography

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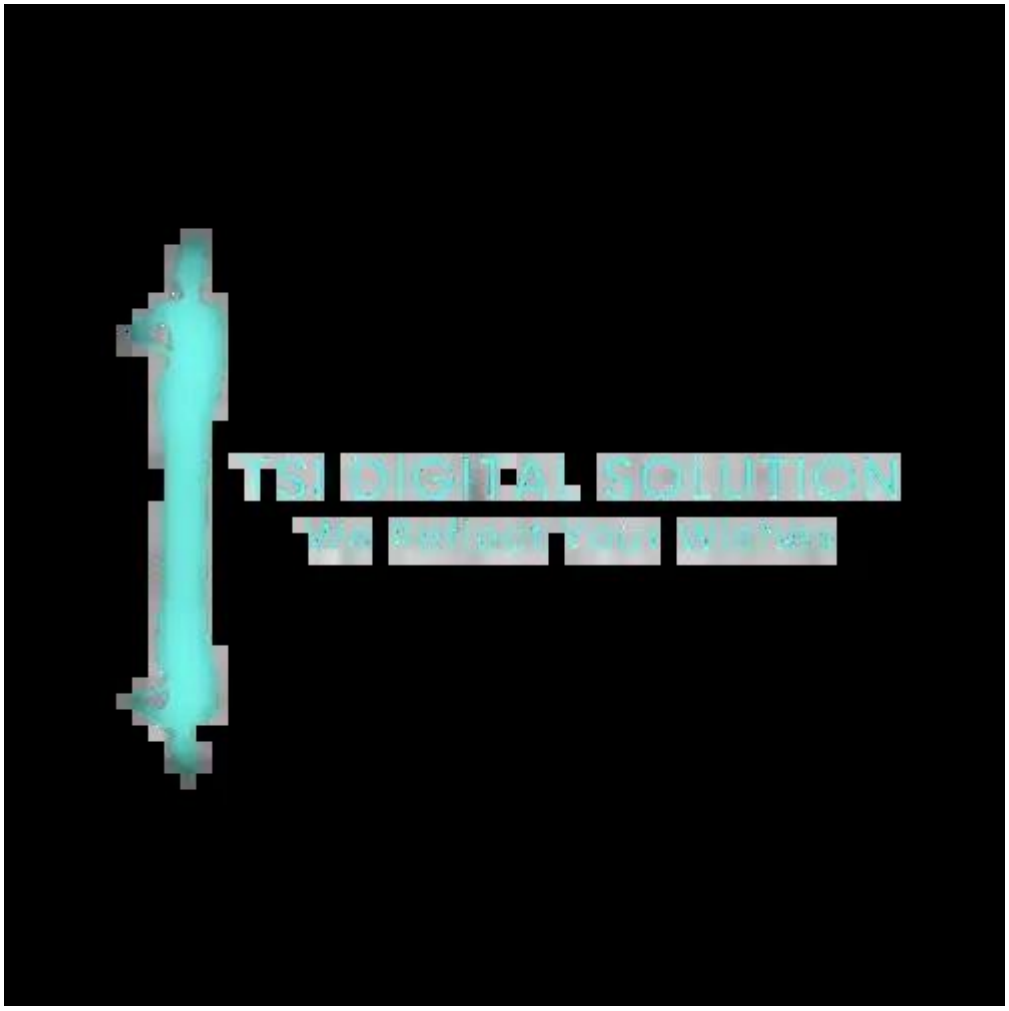
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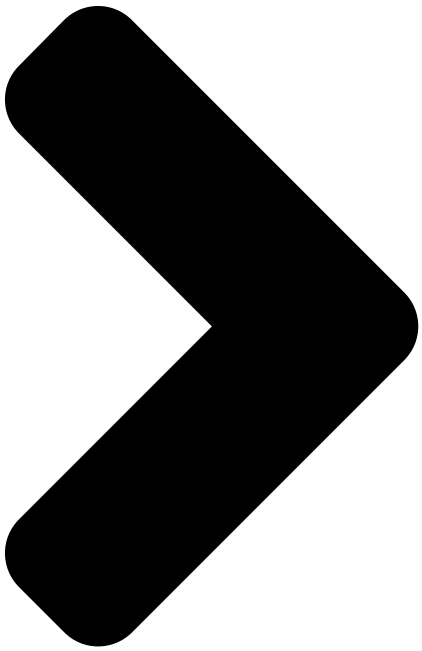

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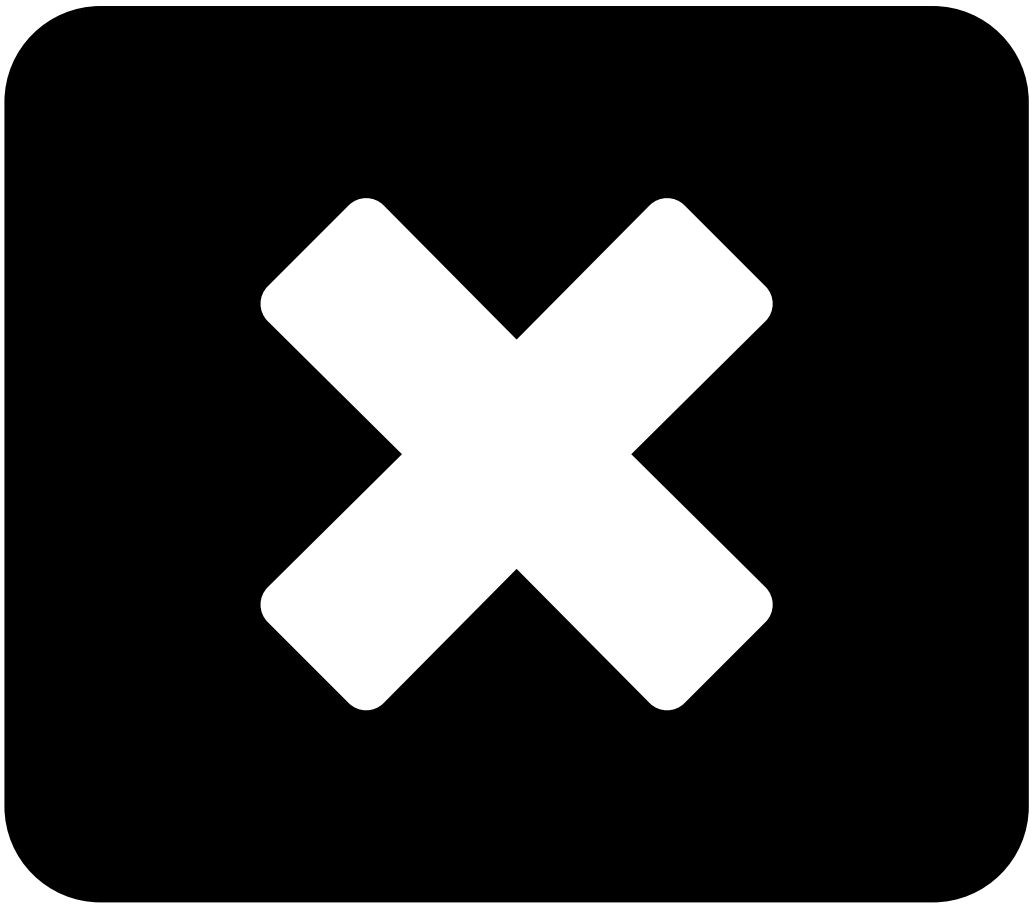

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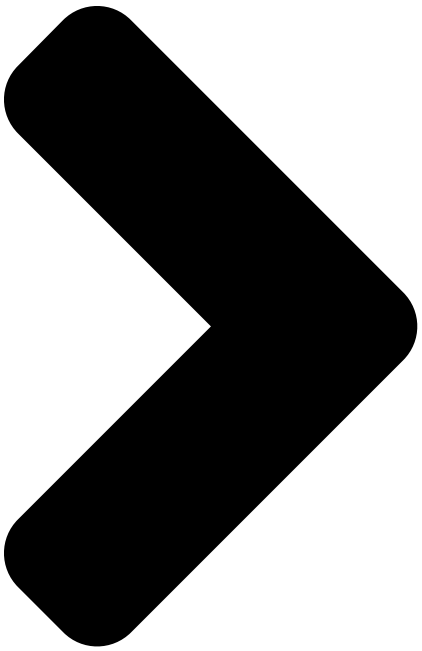

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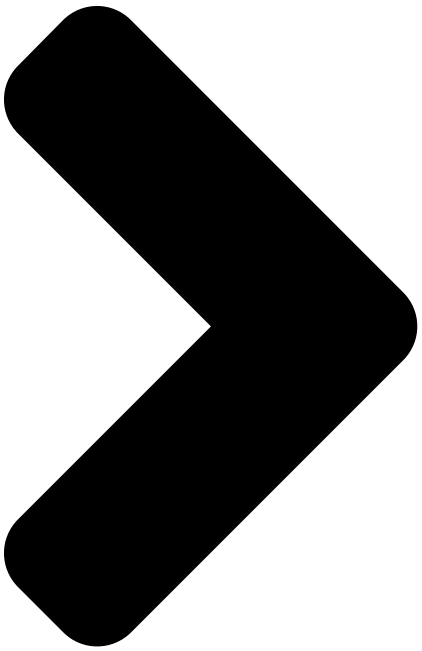

Demo

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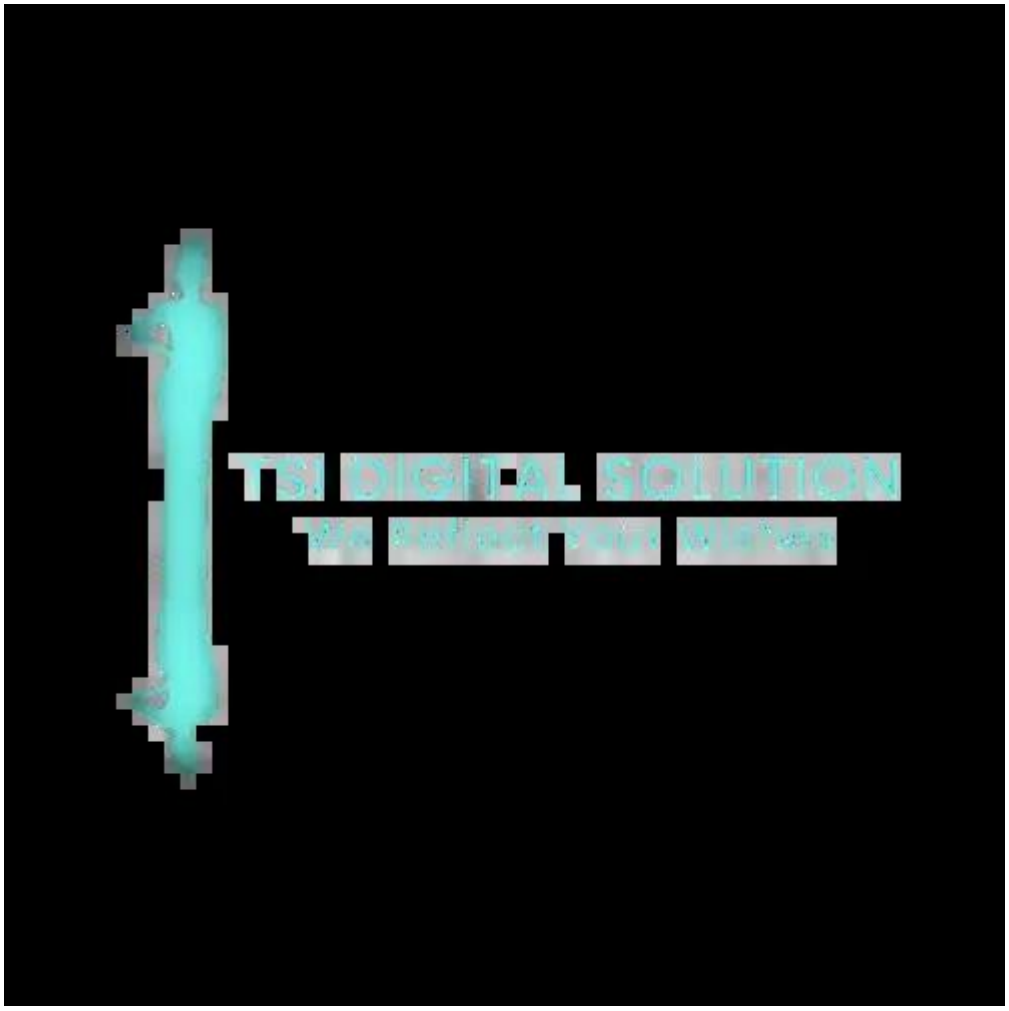
Who we are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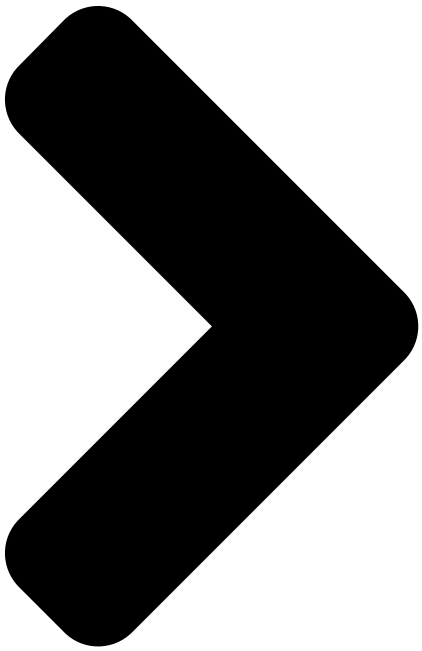

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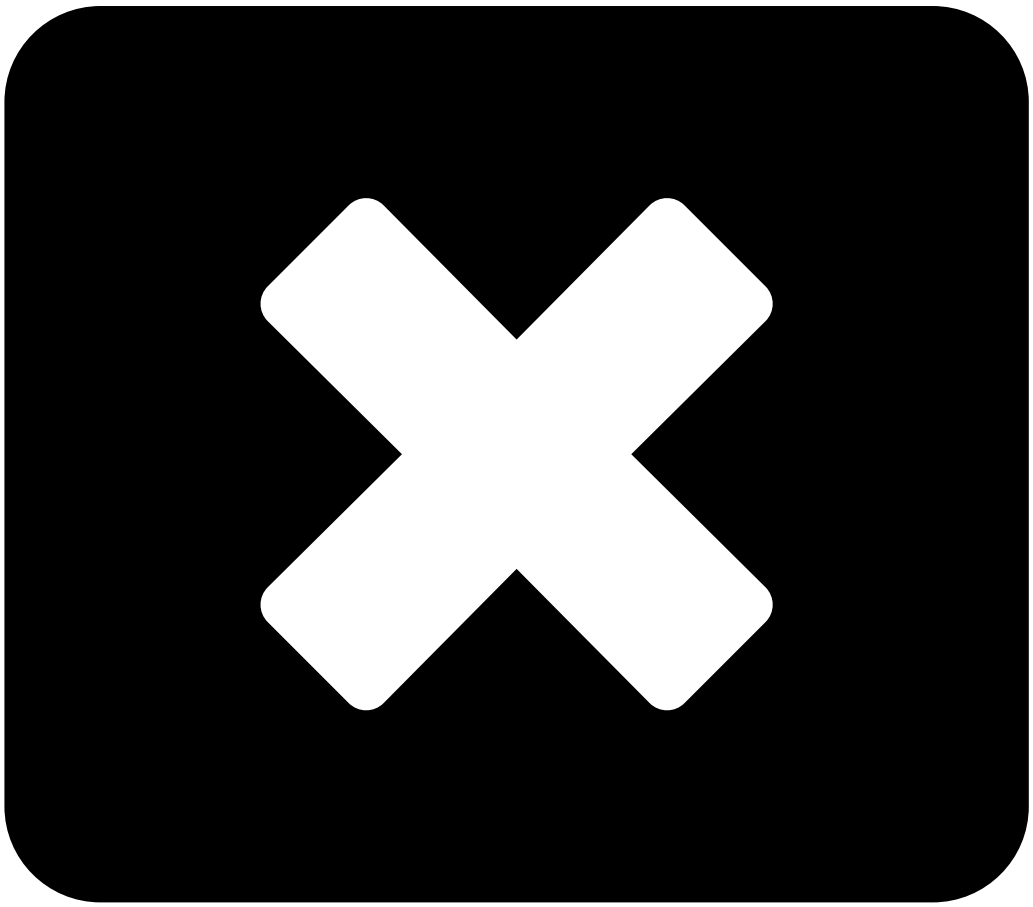

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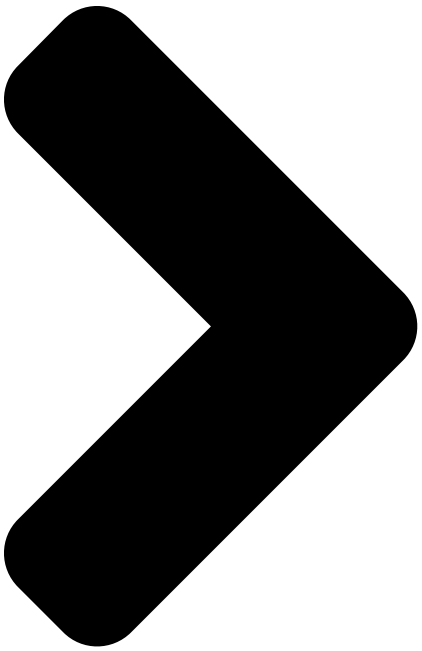

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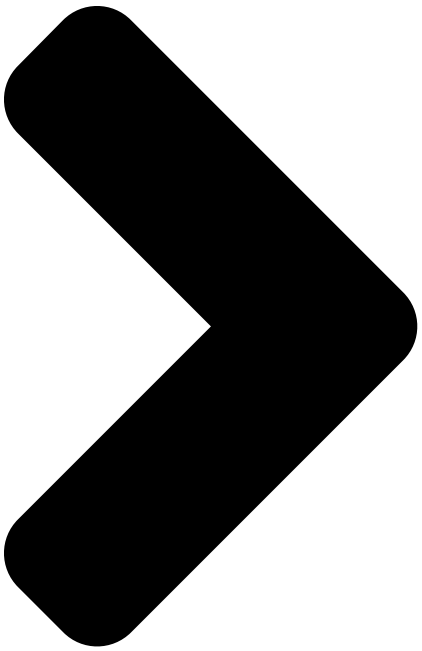

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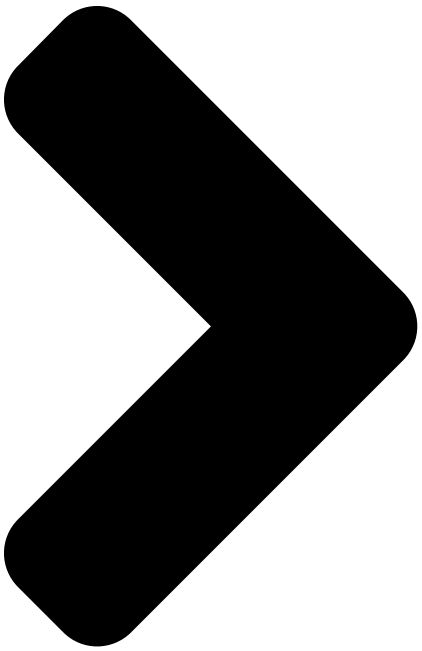

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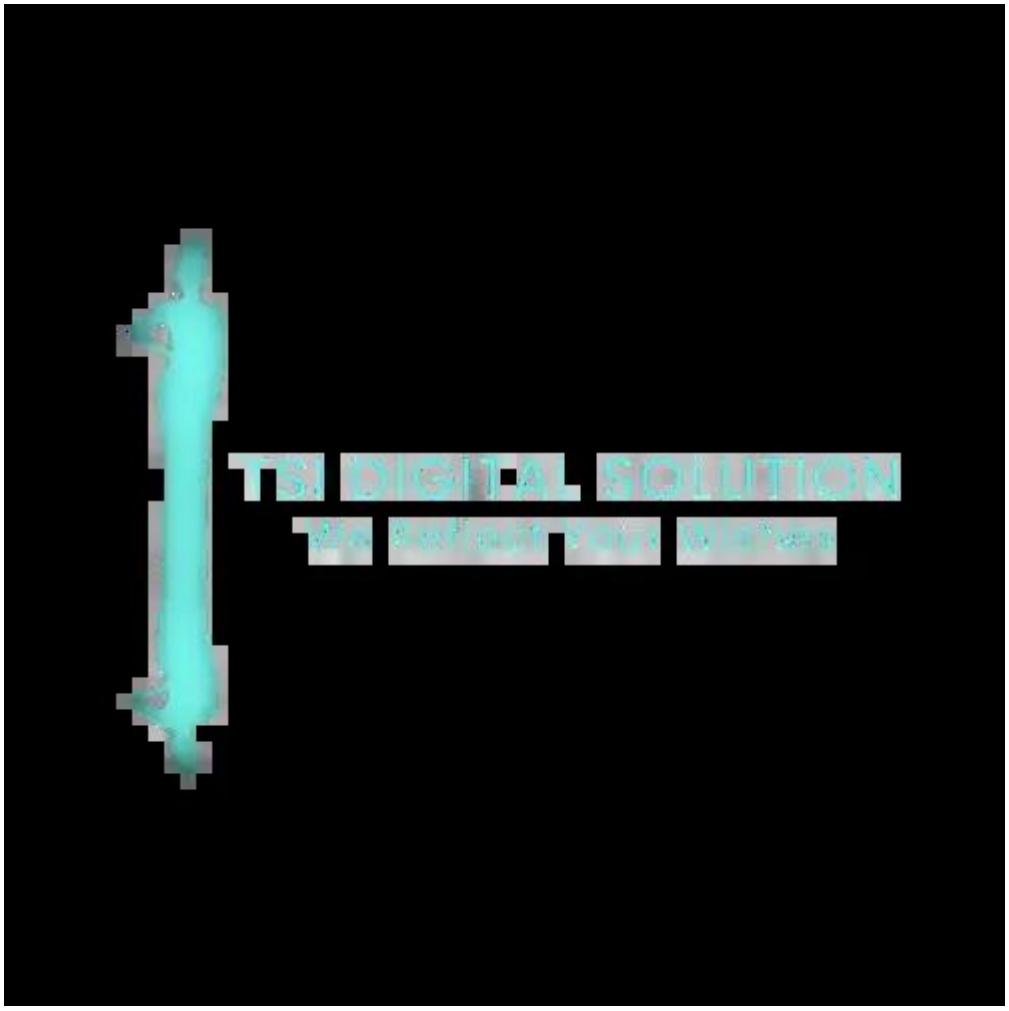
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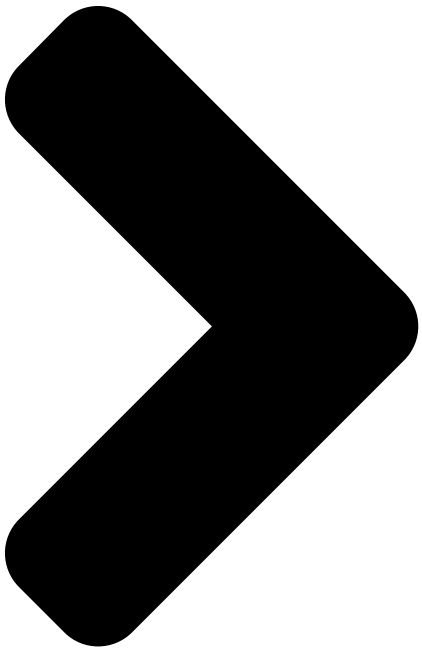

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How to Develop a ‘Vibe’ Instead of Chasing Trends

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Brand Identity on Social Media

Building a cohesive, mood-driven brand identity on social media

When you scroll through social feeds, what catches your attention: the brand that jumps on the latest viral meme, or the one whose posts quietly feel

right, *consistent*, and unmistakably *them*? In the noise of fleeting trends, brands that develop a *vibe* — a distinct emotional identity — cut through and last.

Why Trend-Chasing Fails the Test

Trends look attractive: everyone's talking about them, imitating them, hoping to "go viral". But what happens after the buzz? Often, the brand's voice is lost. The visuals change. The tone shifts. And the audience wonders: *are we still the same brand?*

Here's why this approach can backfire:

- **Inconsistent messaging**: When you react to every new trend, your visual style and tone may drift. Consistency suffers.
- **Audience confusion**: If your brand feels one way today and something else tomorrow, your followers may not know what you stand for.
- **Short-lived wins**: A trending clip may boost views temporarily, but it rarely builds a meaningful, long-term relationship.
- **Authenticity risk**: Audiences increasingly value authenticity. A brand that seems opportunistic or off-brand may lose trust.

Research shows that emotional connection matters more than features. According to one source, brands that form emotional connections deliver 52 % more value than those that simply satisfy customers. Another finds that 82 % of shoppers expect brand values to align with their own.

So chasing what's "hot" may give you a spike, but the spike doesn't always lead to loyalty, and loyalty is what sustains a brand.

What It Means to Build a Brand Vibe

A *vibe* is more than an aesthetic. It's the emotional resonance, the feeling someone gets when they interact with your brand. It's everything from the colour palette of your posts to the tone of your captions to the rhythm of your stories.

You're not just posting content — you're crafting atmosphere.

Here's how to do it effectively, in three key stages:

Define the emotional core

Start by asking: *How should people feel when they encounter our brand on*

social media?

- Calm and confident?
- Playful and adventurous?
- Chic and minimalist?
  Once you define that, everything else becomes an expression of that mood.

Align your visual and verbal identity

Visual elements matter. One study showed brand consistency in visual identity improves digital trust by 73 %.
Colour choice is part of this. Research into colour and sentiment found meaningful associations: e.g., yellow linked to happiness, blue to sadness.
Your verbal voice must match: if your visuals are relaxed and warm, your tone shouldn't be harsh or overly aggressive.

Filter trends through your brand lens

You don't ignore trends, you simply process them through *your* filter. If there's a trending sound or format that fits your vibe, go for it. If not, skip it. This keeps you relevant but grounded.

The Impact of Choosing a Vibe Over Trends

Positive impact

- **Stronger emotional bond**: According to research, 70 % of consumers say emotion triggers drive their decisions.
- **Higher engagement and recall**: Visual content is said to get three times more engagement than text alone.
- **Efficiency in content creation**: Once your tone and style are set, each piece of content aligns with a clearly defined direction, less second-guessing, more consistent output.

Potential downsides

- **Risk of stagnation**: Developing a strong vibe means you must also evolve it intelligently. If you never change, you might become predictable or tiresome.

- **Missing viral moments**: Because you're selective about trends, you may decide *not* to participate in something that could generate a short spike.

- **Over-curation danger**: If your vibe becomes too "perfect", too polished, your audience may perceive it as inauthentic or unrelatable.

The trick is balance: build the vibe, stay true, but stay awake to opportunities for evolution, not reaction.

Resource overhead or mis-caching

Poor caching configuration can actually increase complexity: e.g., caching dynamic content that shouldn't be cached, or failing to exclude user-specific data (like logged-in user dashboards) leading to wrong content being shown. As one source explains: not all content is suitable for caching (especially highly dynamic or user-specific data) and you must have rules accordingly.

SEO pitfalls

If caching triggers weird behavior (e.g., serving a cached version with old canonical tag, inconsistent headers, or mis-served content), search engines may index stale or non-optimal pages. Also if you purge cache but forget to clear "cached old links", you might get unintended 404s or redirect loops.

How Brand Vibes Will Evolve in the Future

Turning Consistency into Competitive Advantage

In the modern digital ecosystem, trends come and go at the speed of an algorithm. What truly endures is emotional coherence—a *brand vibe* that communicates stability, trust, and personality across every channel. The brands that win aren't louder, they're clearer. They create spaces where audiences *recognize themselves* in the brand's tone, visuals, and purpose.

A well-crafted vibe transforms marketing from promotion into *presence*. It ensures your brand feels the same whether someone discovers it through a chatbot, a TikTok reel, or a Google search result. That consistency builds recognition, and recognition builds authority, the currency of the modern web.

Lead with Emotion. Scale with Intelligence. Endure with Purpose.

The future of branding isn't about chasing virality but about mastering emotional precision. By understanding your audience's evolving moods, needs, and cultural context, your brand can remain fresh without losing focus. Emotional storytelling, AI-driven insights, and human authenticity will merge to shape the next generation of sustainable brand ecosystems.

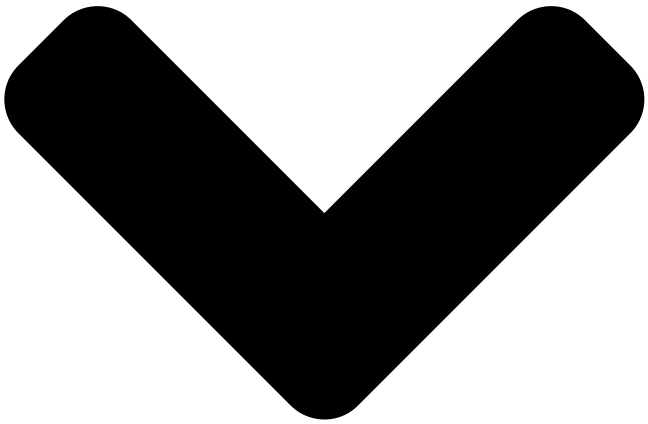
At **TSI Digital Solution**, we specialize in translating that emotional

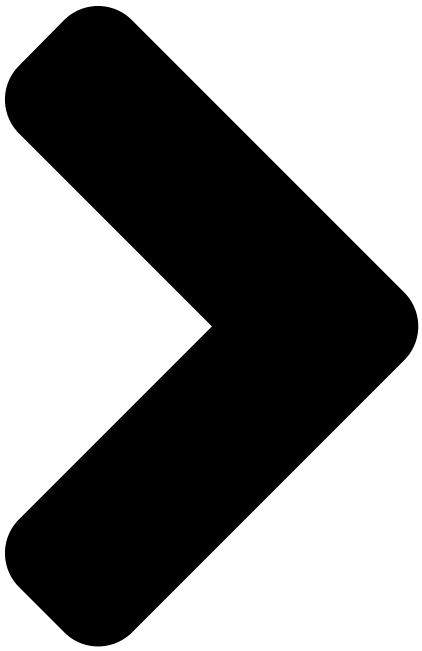
precision into strategic growth. From mood-based content systems to adaptive brand identities, our approach turns digital presence into long-term resonance.

Stop chasing the algorithm. Start creating emotion that lasts.
That’s not just good branding but a *future-proof strategy*.

Frequently Asked Questions (FAQ)

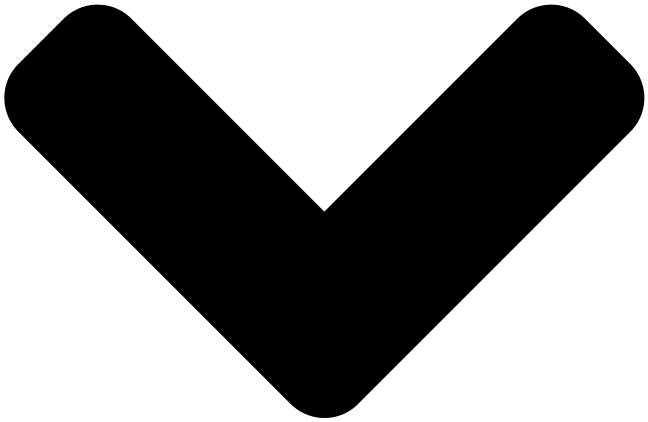
What’s the main difference between chasing trends and building a vibe?

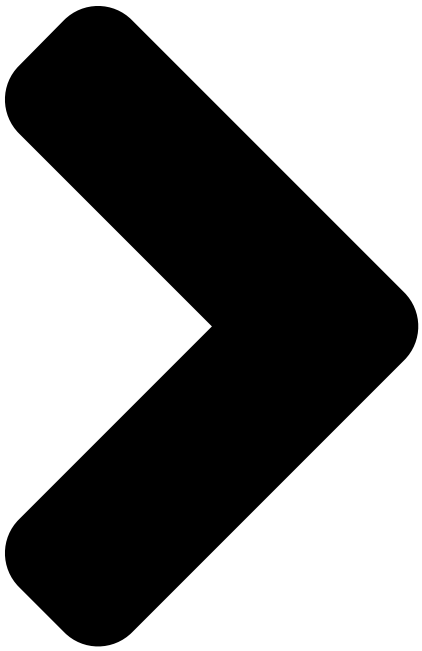




Chasing trends means reacting to what’s popular, building a vibe means defining your core emotion and consistently expressing it across all platforms.

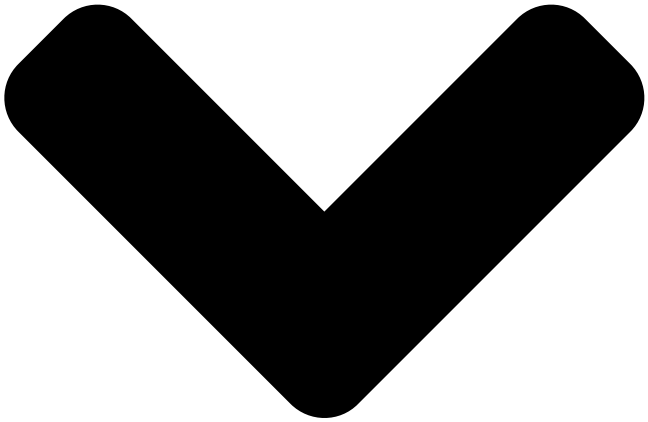
Can a vibe be updated or changed over time?

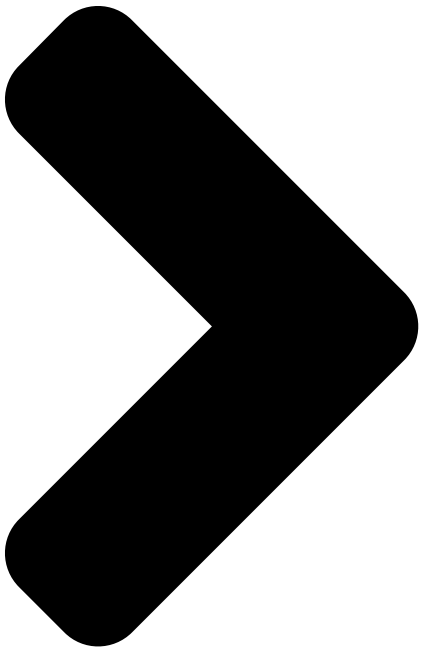




Yes, your core mood remains, but the execution evolves with culture and audience growth. That evolution is what keeps your vibe authentic and alive.

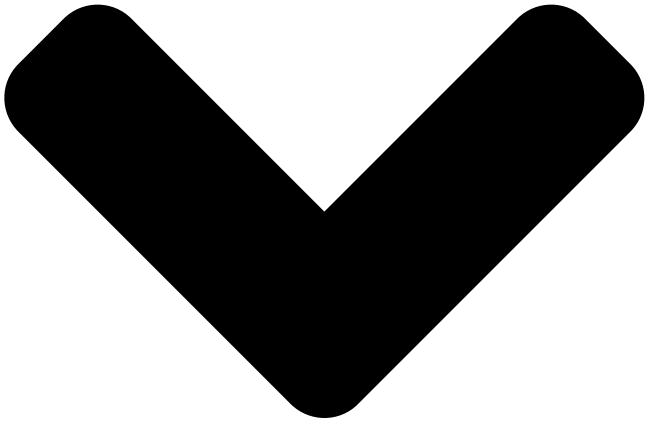
How much does emotion really matter in brand identity?

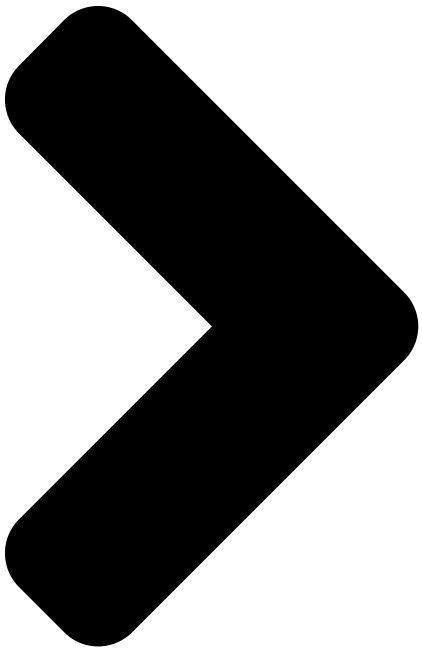




A great deal. Studies show **95% of purchase decisions** are emotional, not logical. Brands that connect emotionally are remembered longer and shared more often.

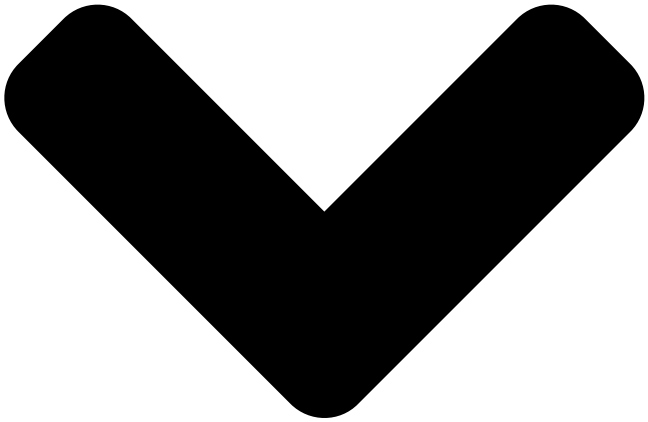
What if my brand is in a “dry” industry, how do I build a vibe there?

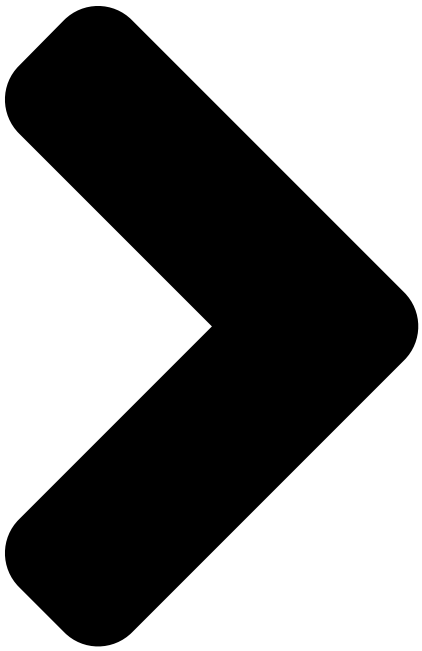




Every industry can build emotional tone, whether that’s trust, expertise, calm, or empowerment. The vibe is your way of showing personality within professionalism.

How do I measure if my vibe is working?





Look beyond likes. Track sentiment, follower retention, and how people describe your brand. When audiences use emotional words like “love”, “trust”, or “feel”, your vibe is working.

Chasing trends means reacting to what’s popular, building a vibe means defining your core emotion and consistently expressing it across all platforms.

Yes, your core mood remains, but the execution evolves with culture and audience growth. That evolution is what keeps your vibe authentic and alive.

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Reach Out to Us

Let TSI Digital Solution help you shape your brand’s unique vibe today!

Contact TSI Digital Solution today and let us transform your social media from trend-follower to emotion-leader.

4 Comments

-  Burt McthayNovember 25, 2025 at 10:30 pm | Edit

  Perfect piece of work you have done, this website is really cool with wonderful info .

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  - TSI Digital SolutionNovember 26, 2025 at 1:27 am | Edit

    Thx

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-  May me MilbournNovember 18, 2025 at 3:37 pm | Edit

  I agree with your details , excellent post.

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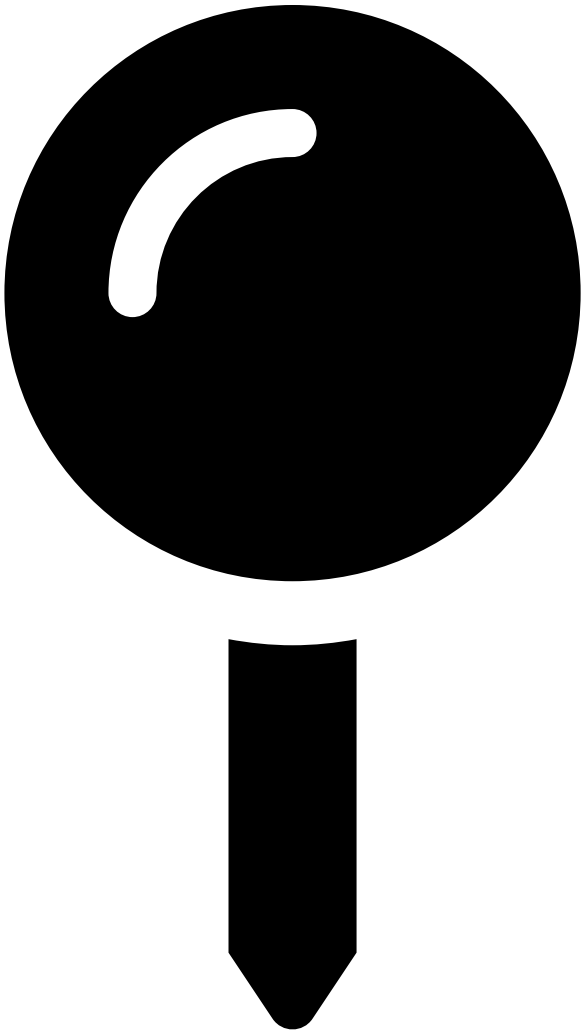

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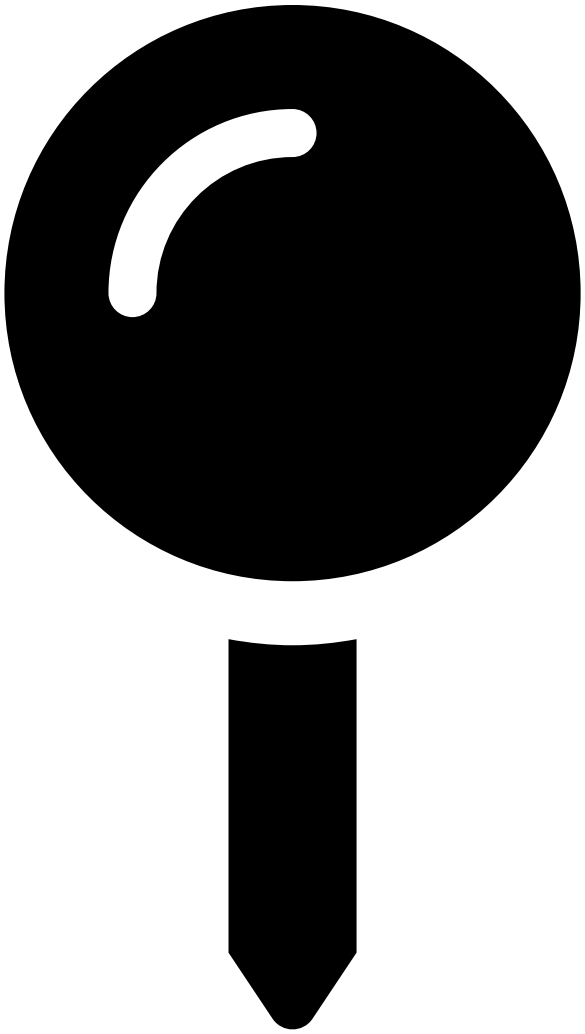

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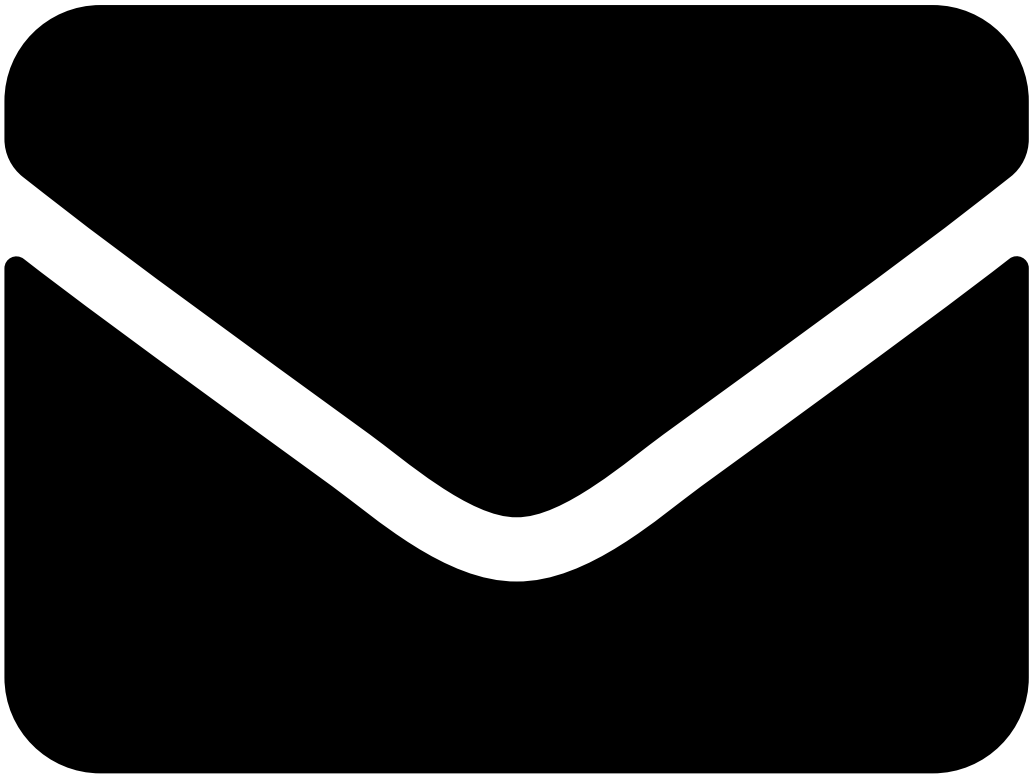

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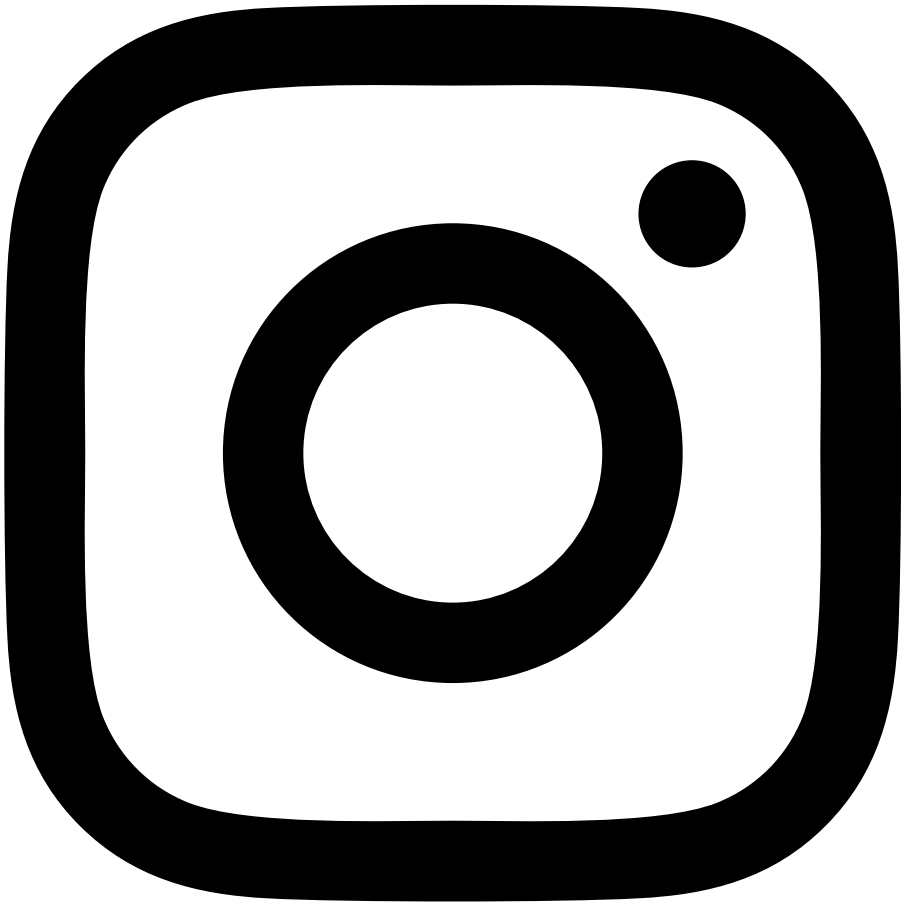

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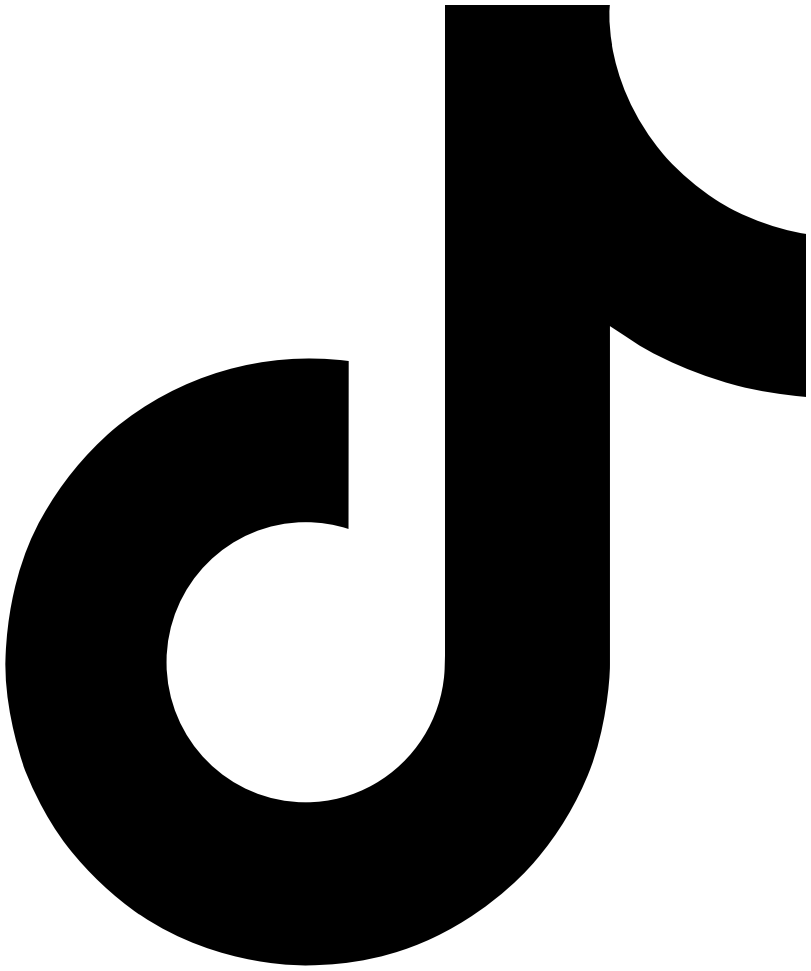

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