

PLANNING FOR 2025 (AND BEYOND!)

This past year has been volatile for the media and tech industry, as well as society as a whole. The power of insight should not be underestimated in times of change. It can help you find firm footing while the market shifts, ensuring audiences and their needs remain at the heart of decision-making.

At Ipsos, we combine experts with a deep understanding of media and technology with a global view of people, society, and culture. This unrivalled holistic view is particularly important when society is splintering, and audience needs are fragmenting.

Looking at your business challenges through the lens of Ipsos Global Trends can enhance your planning and help you face this volatility head-on. Here are some of the trends that we think matter most to media, tech, and audiences.



THE POWER OF TRUST



Managing potential erosion of trust is critical.

In a world flooded with information, misinformation, and even disinformation, we crave authentic messages from trusted sources. From the plethora of work we do in this space, we know that trust is complex, shifting, and contextually dependent. Deep diving on watch-outs with audiences will help you navigate this.

This is an opportunity as much as a threat.

Established brands can work to increase trust markers and become a safe space for audiences, users, and advertisers. Now is the time to get your ducks in order, play to this angle, explore partnerships and understand which assets resonate and how to leverage them.

TECHNOWONDER



Audience-centric business transformation.

With market volatility, shifts in spending, and the advent of GenAI, your business may be undergoing transformation, with technology at the heart of this.

It is worth remembering here that the beauty and convenience of technology often collide with potential threats and human vulnerabilities. For example, with GenAI, audiences may value human interaction in unexpected areas. Your B2B partners are also not immune to this trend and may need more reassurance than you expect.

Insight can help you value your investments, manage contradictions, understand need states and refine messages about any changes.

RETREAT TO OLD SYSTEMS



Leverage the retreat to nostalgia: Tapping into your audience's personal needs during volatility can help strengthen your relationships with them. There is a growing desire to push back against trends that are seen to challenge existing systems—a clamour for a "return" to historical power structures, gender roles, media content, and more. In a world where traditional routes to loyalty are waning, speaking to this need state and showing you value what your audiences do is increasingly important.

Delicate balance of modernity and comfort: It's a balancing act to bring a nostalgic angle while catering to modern sensibilities—understanding audiences' signals for comfort is key here. Tapping into nostalgic codes in content, offering premium physical experiences and products, and providing great UX to bring nostalgia to tech (as familiar pathways make users feel comfortable and safe on platforms) can help you stand out.

The increasing splintering of society presents threats and opportunities, and only through speaking directly with audiences, can you work out what they are for your brand(s).



'In Search of a New Consensus: from Tension to Intention', the 10th anniversary edition of Ipsos Global Trends, unveils a refreshed framework of nine Global Trends based on more than 50,000 interviews across 50 markets representing three-quarters of the world's population and 90% of the world's GDP.

TO TALK TO US ABOUT HOW YOU CAN LEVERAGE THESE TRENDS IN YOUR INSIGHT PLANS CONTACT



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