

CHANGE DECODED

PORTER
NOVELLI  X STYLUS

THREE ESSENTIAL MINDSETS TO HELP BUSINESSES COMMUNICATE AT THE
SPEED OF CULTURE IN 2024

WELCOME

*TO THE FIRST EDITION
OF CHANGE DECODED*



Porter Novelli helps companies Do Business Better by decoding change to communicate at the speed of culture. Our Data + Analytics and

Strategy + Insights teams have partnered with Stylus Advisory, a leading global trend forecaster, to determine the drivers of culture that are set to become more pronounced in the year ahead. These drivers include social and demographic shifts, technological disruptions, economic changes, the environmental context, and political forces influencing consumer behaviors and needs.

In this first edition of our new annual report, in partnership with Stylus' intelligence team, we uncovered three key mindsets. We have overlaid our proprietary search, social and earned media insights to further contextualize their impact. In this report we decode what these mindsets are, look at how brands are responding to them, and spotlight implications to companies across the globe.

We hope you enjoy the read.

Jillian
Chief Executive Officer

Jillian Janaszek

RESULTS AT A GLANCE

OUR THREE KEY MINDSETS TO HELP BUSINESSES COMMUNICATE AT THE SPEED OF CULTURE IN 2024

LOOKING WITHIN...

EMOTIONAL HUMANITY

WHAT IT IS: doubling down on what it means to be human in the age of Generative AI

WHY IT MATTERS: seeing technology as an enabler, versus an eroder, of authentic audience connections

LOOKING AROUND...

CONTEXTUAL COMPETENCY

WHAT IT IS: recognizing the nuance and complexity of different life experiences

WHY IT MATTERS: earning attention and trust in an increasingly pressurized society by overcoming audience constraints

LOOKING AHEAD...

PROACTIVE POSSIBILITY

WHAT IT IS: channelling collective imagination to rethink what is possible

WHY IT MATTERS: subverting convention to solve present and future challenges, in communications and beyond

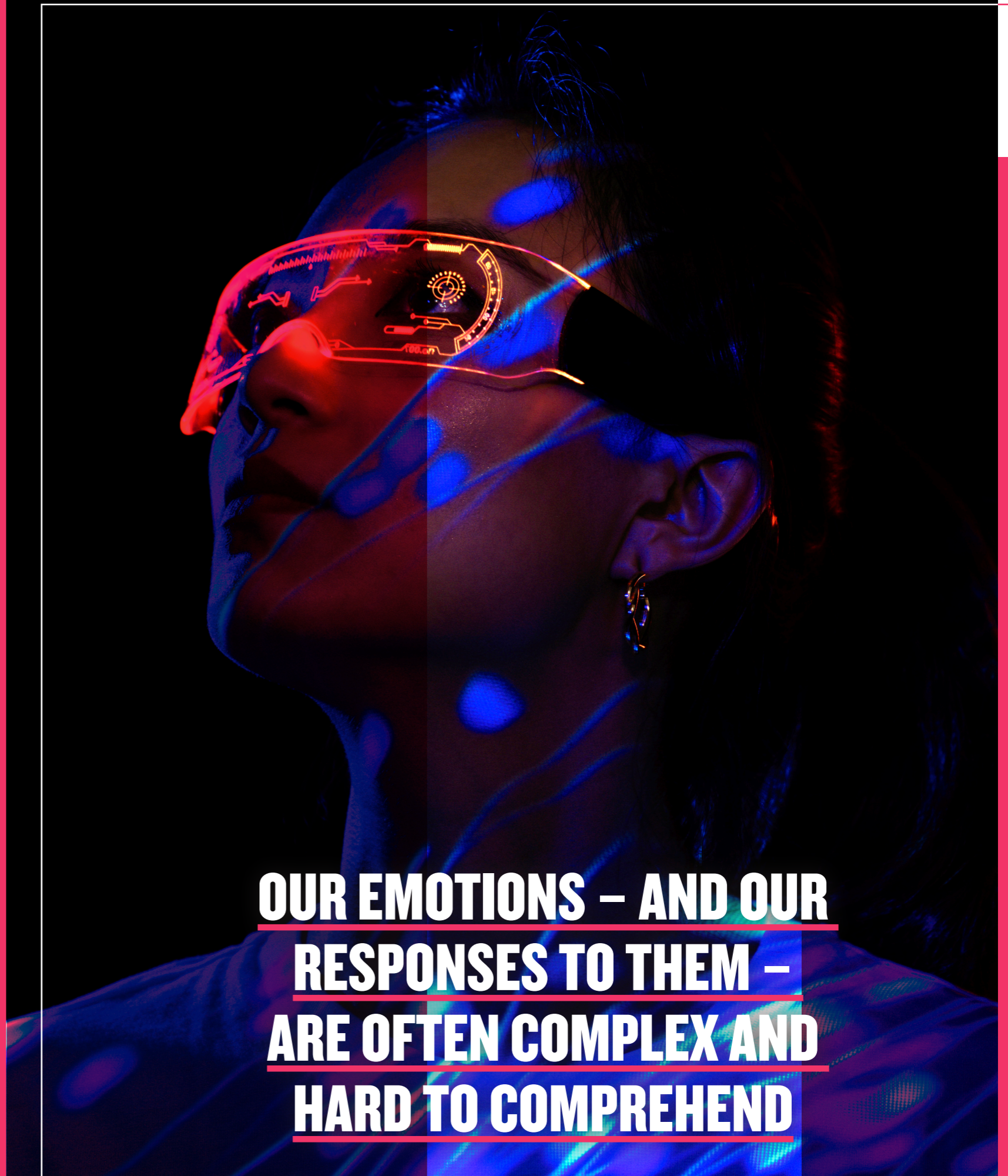
LOOKING WITHIN

EMOTIONAL HUMANITY

SUMMARY

Having a deeper understanding of what drives each other on an emotional level creates better, more meaningful relationships. Yet our emotions – and our responses to them – are often complex and hard to comprehend. We do not always have the right vocabulary for how we, or others, are feeling, making it that much harder to meet people where they are. This lack of understanding feels profound at a time where people are seeking joyful experiences, yet feeling angrier, lonelier, and more anxious than ever.

This strong emotional undercurrent comes at a time where many are concerned that AI will cut humans and their pesky emotions out of the picture, making us feel less seen, less connected and less valued. But what if the opposite is true? What if technology helps us better articulate and appreciate what it means to be human? What if new-found productivity gains enable us to spend more time with our feelings? What if technology can help us consciously re-connect to “IRL” experiences?



**OUR EMOTIONS – AND OUR
RESPONSES TO THEM –
ARE OFTEN COMPLEX AND
HARD TO COMPREHEND**



4 IN 10 ADULTS
GLOBALLY FEEL
WORRIED OR
ANXIOUS

EVIDENCE IN ACTION

01 In our polarized world, emotions much like opinions, find themselves at two distinct ends of the spectrum. We are feeling more well-rested, experiencing more enjoyment and are smiling and laughing more than we did following the Covid-19 pandemic, with countries like Mexico, Paraguay, Indonesia, and Vietnam feeling the most positive. Yet at the same time, 4 in 10 adults globally feel worried or anxious – 41% and 40% respectively (Gallup, 2023). 73% of adults globally describe themselves as happy, with “feeling loved” the most commonly cited reason.

02 However, while we strive to be together, the reality out there is not the same for everyone, with 1 in 3 people globally (33%) saying they experience feelings of loneliness. For instance, a study carried out in Argentina found 43% of respondents do not have a circle of people they can trust to support them and 39% do not know where they can find other people with shared interests.

03 While 67% of people globally say mental wellbeing is a priority, 44% believe it is impossible to achieve, with 51% agreeing they have deprioritised their wellbeing in the last year due to ongoing cost concerns (Lululemon, 2023). Meanwhile, 7 in 10 (69%) children globally report experiencing anxiety or loneliness in their day-to-day lives, with 1 in 4 (24%) citing events in the world or on social media as causes (LEGO, 2023).



**4 IN 5 EUROPEAN
BUSINESS LEADERS
SAY THEY ARE NOW
DEPLOYING – OR WILL
DEPLOY – AI TOOLS IN
ORDER TO REMAIN
COMPETITIVE AND
ENHANCE CUSTOMER
EXPERIENCE**

04 Our desire to connect through shared emotional experiences is evident if we look at the most searched for news stories of 2023, which represent collective moments of shock and sadness, where people came together to process their feelings, such as: the Titan submarine loss, the death of Friends' Mathew Perry, the earthquake in Turkey, or the war in Gaza (*Pi Datametrics, 2023*).

05 The need to process emotions is instrumental to how we are using technology. Emoji use has risen 30% in the past year (Brandwatch, 2023), with 118 new emojis coming online (*Mashable, 2023*). Meanwhile, there are 8.5 billion views of Tiktok content tagged #corecore, a 'counter-trend' where Gen Z is subverting the recent trend of categorizing every mood and feeling through a #core suffix, recognizing the angst and absurdity that comes with growing up in a social-first era. Highlighting that AI can be a useful tool in helping brands understand upcoming trends and consumer emotions, 4 in 5 (79%) European business leaders say they are now deploying – or will deploy – AI tools to remain competitive and enhance customer experience (*IBM, 2023*).

THE NEED TO PROCESS EMOTIONS IS INSTRUMENTAL TO HOW WE ARE USING TECHNOLOGY. EMOJI USE HAS RISEN 30% IN THE PAST YEAR*, WITH 118 NEW EMOJIS COMING ONLINE**

*BRANDWATCH, 2023, **MASHABLE, 2023

HOW BRANDS AND COMPANIES ARE RESPONDING

DECODING EMOTION

Zoom's 'MorphCast' AI plug-in detects the sentiment of people on a call, giving hosts real-time cues to help optimize engagement, while Deep Mind's new AI-translation model can decode non-verbal nuances of human speech, like pauses and tone. Meanwhile, behavioral scientists from Oxford and Harvard have developed new 'Duolingo for anger', which helps users understand their emotions to better resolve conflicts.

SWIPE RIGHT FOR WELLNESS

New badges from Bumble are helping daters showcase their mental wellbeing priorities, such as: Mindfulness, Deep Chat, Nutrition, Sleeping Well and Time Offline. New Profile Prompts include "My mental health game changer was..." and "I'm prioritizing my mental health by..." Elsewhere, the mood- and sleep-tracking Oura Ring lets users share data through their new "Circles" feature, helping friends check in with each other.

AI PLUG-IN
DETECTS THE
SENTIMENT OF
PEOPLE ON A CALL

MAKING EVERY MOMENT COUNT

The new 'Live Near Friends' app alerts users when friends within a five-minute radius are available, normalizing impromptu 'drop ins' for the digital era. Meanwhile, The Loss Project x Annie Frost Nicholson offers new ways of processing grief, through immersive DJ sets, meditation workshops, and dance classes.

Meanwhile, brands are designing inclusive solutions to ensure everyone can share in the moments that matter. RealSam Phone (UK) offers a voice-controlled smartphone designed to be accessible for those with vision loss, meaning they do not miss out on connections with friends and family sharing through social. Peruvian beer brand Pilsen Callao launched E-nterpreters Season 2, a piece of software that makes gaming more inclusive for deaf people. Using AI and facial recognition tech it translates Discord conversations into sign language in real-time, as well as enabling deaf gamers to talk back. It allows a new cohort to expand their social circle within gaming.

MOOD MARKETING

UK brand Vyrao formulates its scents with specific emotions in mind, designed as 'energizing tools to connect you to yourself' with further potential to be experienced by people in the wearer's orbit. Armani/Privé tapped into the same trend through The Emotion Lab where, using inks and calligraphy, visitors could draw emotions on a screen to reveal a matching fragrance to help them emulate this feeling.



**BRANDS ARE
DESIGNING INCLUSIVE
SOLUTIONS TO ENSURE
EVERYONE CAN SHARE
IN THE MOMENTS
THAT MATTER**

NOSTALGIA BITES

US-based Bucked Up's pre-workout Pixie Pump supplements mimic a popular powdered-candy, Pixy Stix, helping give a "nostalgic feeling of childhood bliss" before a workout. Meanwhile Volkswagen in Brazil used generative AI to bring a beloved singer back into people's homes, moving millions of Brazilians to tears. Its content featured Elis Regina Carvalho Costa, a legendary Brazilian singer who passed away 40 years ago, performing her 1976 hit Como Nossos Pais while driving a VW van.

SHARING MORE THAN SNACKS

In partnership with youth mental health organization Reach Out Australia, Doritos' Australian division has created Chippy, a stand-up comedian whose head is blended into a large tortilla chip via motion capture tech. With a bold look and relatable story sharing his ups and downs - from dating to self-worth - the idea is to subvert the typical oversharing TikTok comic to encourage the 33% of young Australians experiencing mental wellbeing challenges to speak out.

THESE CHARACTERS'
STORIES EXPLORE
REAL RELATIONSHIPS
AND STRUGGLES



EMOTIONAL INTELLIGENCE FOR THE NEXT GENERATION

LEGO's Heartlake City line includes a range of digital characters representing diverse experiences, such as limb differences, social anxiety, ADHD, and more. These characters' stories explore real relationships and struggles, with the initiative acknowledging the importance of play in helping children express and explore emotion.

02

LOOKING AROUND

CONTEXTUAL COMPETENCY



THIS MAELSTROM OF DEMANDS
AND CONSTRAINTS IN PEOPLE'S
DAILY LIVES REQUIRES
COMMUNICATORS TO DEVELOP A
NEW SET OF COMPETENCIES

SUMMARY

In an increasingly pressured society, factors like financial hardship, information overload, climate anxiety and political uncertainty are shaping people's priorities, mental availability, and openness to engage. This maelstrom of demands and constraints in people's daily lives requires communicators to develop a new set of competencies to cut through, earn affinity, and build value.

Such situational complexity requires brands and companies to not only understand the daily reality of their audiences but also to recognize the counter-intuitive - and oftentimes paradoxical - reality of how people work, live and play. What's more, being attuned to complex needs and comfortable with nuance could prove critical in what will be a significant election year across much of the world.

42% OF MILLENNIALS SAY THEY FIGHT WITH THEIR PARTNERS ABOUT MONEY



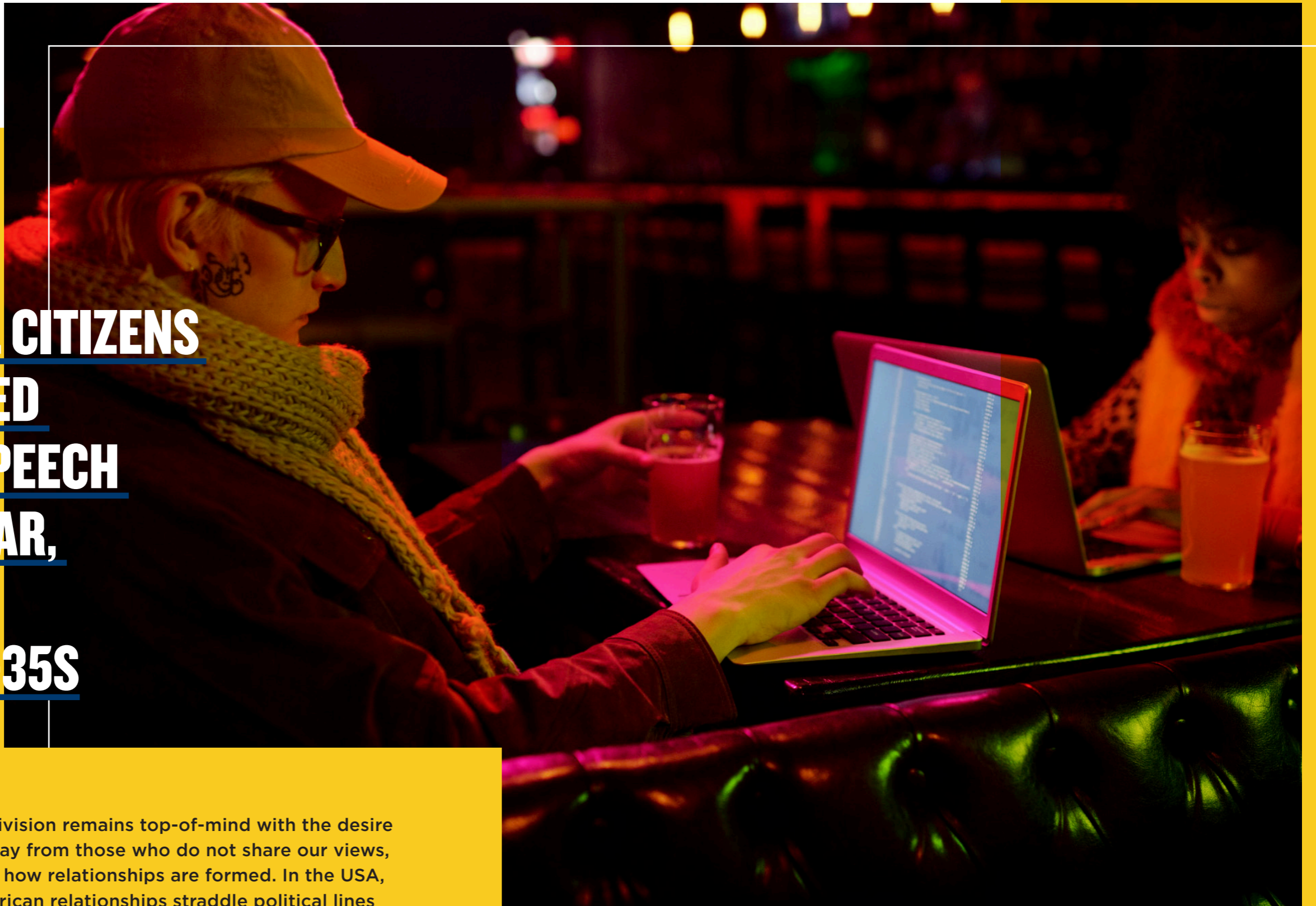
EVIDENCE IN ACTION

01 In the past 12 months, 39% of people worldwide felt stressed to the point that they could not go to work for a period of time (*IPSOS, 2023*). This stress and worry is driving people towards preparing for the unexpected, with liability insurance, car insurance and travel insurance all featuring in the top 10 most search terms of 2023 (*Pi Datametrics, 2023*).

02 The high cost of living continues to impact people around the world with global prices rising by 7.4% on average, despite the easing of supply-chain disruptions and interest rate rises (*EIU, 2023*). 41% of global consumers reported a noticeable increase to their costs of living (*Statista, 2023*). 80% of Mexicans live paycheck to paycheck with no savings, while one-third often need to take out loans to cover basic, recurring expenses (*Tech Crunch, 2023*). In the UK, 46% of adults now describe themselves as 'financially struggling', a 50% jump year-on-year (*LV, 2023*). Meanwhile 41% of Gen Zers and 42% of Millennials say they fight with their partners about money on a monthly basis (*Credit Karma, 2023*).

03 Parental burnout is a growing concern worldwide, affecting the highest percentage of parents in Poland, the US and Belgium (*Guardian, 2023*). Two in five parents feel tiredness impacts their ability to be the kind of parent they want to be (*Parenting Research Centre, 2022*). Yet despite many feeling this way, recent research in Australia shows 60% of parents do not routinely do anything to relax and recharge (*The Guardian, 2023*).

**67% OF GLOBAL CITIZENS
HAVE WITNESSED
ONLINE HATE SPEECH
IN THE PAST YEAR,
RISING TO 74%
AMONG UNDER-35S**



04 Political division remains top-of-mind with the desire to stay away from those who do not share our views, impacting how relationships are formed. In the USA, only 7% of American relationships straddle political lines (*American Family Survey, 2022*) and 60.5% consider differing views a dating dealbreaker (*Innerbod, 2022*). Meanwhile in Brazil, use of Bumble’s “political filter” rose in the months before the country’s 2022 presidential election.

05 67% of global citizens have witnessed online hate speech in the past year, rising to 74% among under-35s (*UNESCO, 2023*). Meanwhile progress on social justice across much of the world is receding, with the UN calling for concerted action to end racial discrimination, 75 years after the adoption of the Universal Declaration of Human Rights (*WJP, 2023*).

IN THE USA, ONLY 7% OF AMERICAN
RELATIONSHIPS STRADDLE POLITICAL
LINES* AND 60.5% CONSIDER DIFFERING
VIEWS A DATING DEALBREAKER**

*AMERICAN FAMILY SURVEY, 2022, **INNERBOD, 2022

HOW BRANDS AND COMPANIES ARE RESPONDING

ELEVATED CONVENIENCE

Uber Eats has introduced an AI assistant to help suggest meal plans and order groceries. Californian company A Dozen Cousins explicitly targets time-pressed new mothers with its Mama Meal Kit, providing simple suppers and functional food pick-me-ups, while Canadian AI tool The Inflation Cookbook tracks supermarket grocery price reductions and suggests deal-based recipes.



ARGENTINIANS ARE EXPERIENCING ONE OF THE HIGHEST INFLATION RATES IN THE WORLD

ADAPTIVE LUXURIES

Hybrid tools are tapping into the overarching demand for beauty solutions that are both multitasking and timesaving. New launches from British brands GHD and Dyson style hair from wet to dry, while new Australian BondiBoost's Sonic Dryer claims to be four times faster than average.

To help consumers get more for their money, UK-based personal care brand The INKEY List has launched a Smarter Skincare online service, helping people swap their current routine for more affordable or value-based alternatives. Argentinians are experiencing one of the highest inflation rates in the world, ACF by Dadata, a beauty collection created with beauty influencer Daniela Lopez, offers cost-effective, premium products.

CONSUMERS VALUE BEING MONEY SAVVY MORE THAN GOOD LOOKS

WORKING HARD FOR THE MONEY

As financial institutions recognize that financial hardships are a key source of familial tension, British bank NatWest is starting important conversations about financial compatibility in a series of dating videos, backed by insight that consumers value being money savvy more than good looks. In the US, the app Smoov is helping optimise and automate couple's expenses by aggregating each partner's spending data. Meanwhile Mexican app Minu is helping improve employee retention for employers while empowering financial wellness. The app provides gamified rewards like increased savings percentages and life insurance amounts when employees complete financial education courses.



CUTE-IFED ADMIN

Gen Z and Millennials are using customization and 'cute-ification' to make anxiety-inducing tasks more palatable. An example comes in the form of Oops, a new app referred to as the 'snapchat of personal finance' with a youthful and upbeat design that aims to make finance more comfortable. Credit cards are also getting a makeover with stickers, rising +140% in search interest (*Pi Datametrics, 2023*).

WALK IN MY SHOES

Artist Michael Pinsky created immersive 'Polution Pods' at COP 28, "allowing people to feel, taste and smell what air quality is like for most of the global population" (*Independent*, 2023). By recreating the exact cocktail of ozone, particle matter, nitrogen dioxide, sulphur dioxide, and carbon monoxide into contained spheres, delegates were able to experience what life is like for residents of London, Delhi and Beijing.

ALLOWING PEOPLE TO FEEL,
TASTE AND SMELL WHAT
AIR QUALITY IS LIKE
FOR MOST OF THE
GLOBAL POPULATION



PUSHING BEYOND POLARISM

In the USA, 'The Flip Side', a daily free email, outlines top news stories with parallel perspectives from both left- and right-wing media. The aim is to empower critical reflection outside of online echo chambers. Meanwhile the Berlin-based 'Informed' platform relies on human-centric curation of the news to bypass algorithmic bias and bring greater diversity of content - blending different political and geographic perspectives to the biggest issues of the day.

REPRESENTATION COUNTS

Doritos Mexico released content titled Bold Love, which was praised by the LGBTQ+ community for authentically depicting the barriers they often experience. The scene features a woman declaring she will introduce her girlfriend to family members or colleagues to prove her love, juxtaposed with statistics about discrimination against LGBTQ+ people despite the legalization of same-sex marriage.

03

LOOKING AHEAD

PROACTIVE POSSIBILITY

SUMMARY

We are hardwired as humans to believe what held true yesterday will hold true tomorrow. Even in moments that demand great change, this continuity bias makes it difficult to switch from 'default mode' whether faced with immediate challenges, or those requiring a longer-term strategy. Yet, we are also hard-wired to think about what life might become and what the world 'could be'.

Enterprising brands and companies must become adept at 'time travel', flexing between the needs of today and tomorrow, challenging limiting assumptions and continually recalibrating to understand new information, shifting expectations, and evolving forms of cultural expression. 2024 also represents a great opportunity to tap into people's desire for reflection, creativity, and self-actualization. After all, collective imagination and problem-solving can thrive in times of turmoil.

**ENTERPRISING BRANDS
AND COMPANIES MUST BECOME
ADEPT AT 'TIME TRAVEL',
FLEXING BETWEEN THE NEEDS
OF TODAY AND TOMORROW**

EVIDENCE IN ACTION

01 Despite 2023 being a challenging year, people want to believe in a better future and are looking for ways to keep their spirits positive. The majority of people globally believe their personal finances (58%), their country's economy (51%) and the environment (43%) will get better in the next six months (*GWJ, Q1-3 2023*).

02 Encapsulating this 'can do' spirit is the #hopecore trend, characterized by messages of optimism and inspiration, in contrast with snarkier, more deprecating internet memes. It has reached 3.5 billion views on TikTok and is expected to continue rising into 2024.

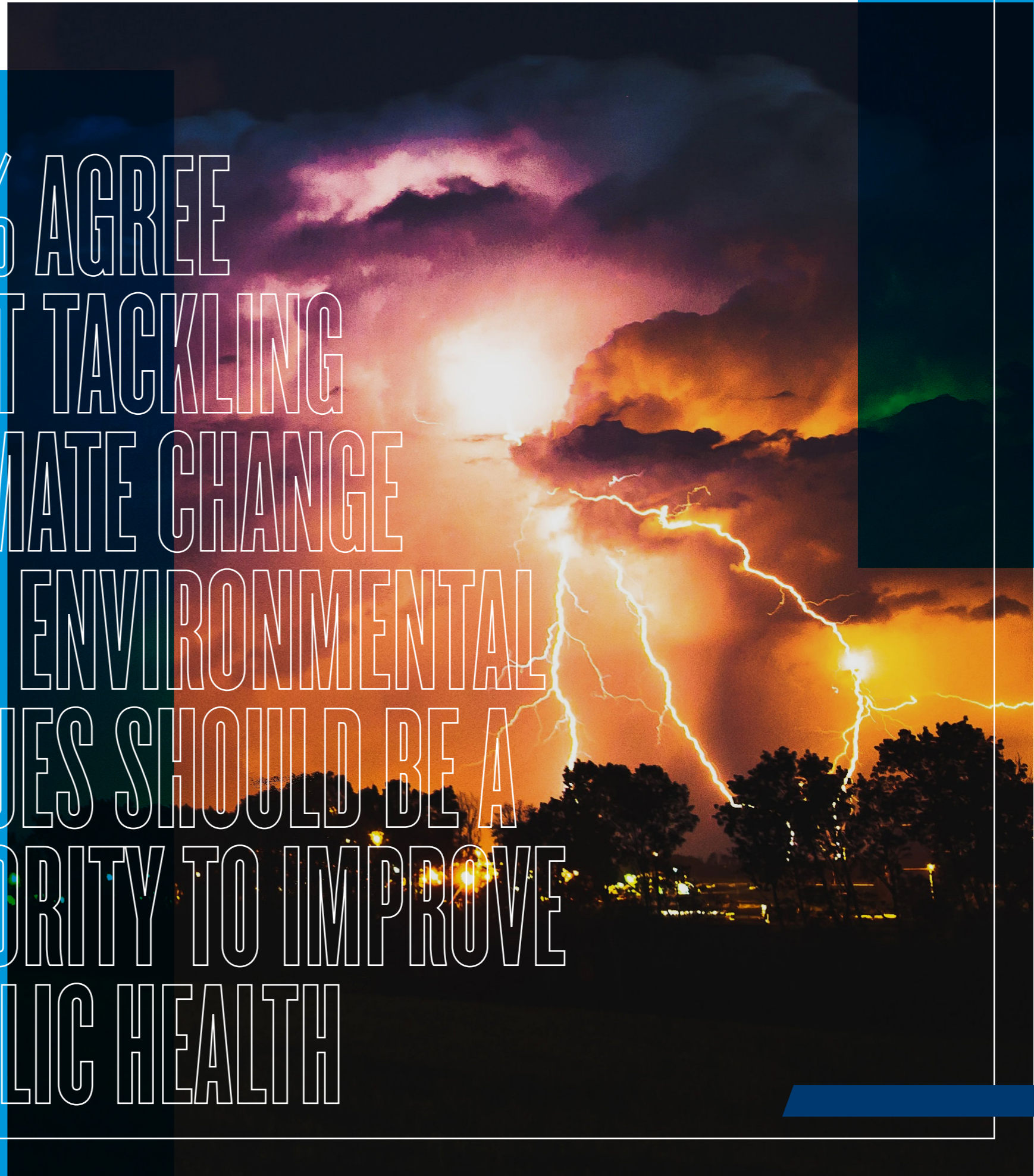
CONSUMERS AROUND THE WORLD ARE EXCITED ABOUT HOW GENERATIVE AI WILL IMPROVE ASPECTS OF THEIR LIVES

03 When it comes to personal health, 2023 saw a significant rise in online searches related to eating well, exercising, journaling, and meditation, as well as biohacking to live longer. For instance, neurobiologist Dr. Andrew Huberman's podcast, 'The Huberman Lab' saw an 86% rise in Google search and frequently ranks in the top 10 of all podcasts globally. According to Cap Gemini (2023), a significant majority of consumers around the world are excited about how Generative AI will improve aspects of their lives from financial planning (53%) to more efficient drug discovery (63%), and faster medical diagnoses (67%).

04 In terms of planetary health, a staggering 93% of EU citizens surveyed are already taking individual climate action and consciously making sustainable choices in their daily lives, with an additional 84% agree that tackling climate change and environmental issues should be a priority to improve public health (*Europa, 2023*). Elsewhere, 62% of Brazilian and 52% of Mexican consumers say they consider themselves to be ethical/sustainable (*Statista, 2023*), while 6 in 10 Canadians agree Canada should do more to fight climate change (IPSOS, 2023). Seeing is believing in the USA, with climate change concern rising from 24% to 76% between those who have experienced extreme weather events, versus those who have not (*USA Today/ IPSOS, 2023*).

05 Trust and misinformation remain critical barriers to citizen engagement and productive public discourse. 87% of US citizens and 57% of Canadian citizens say they don't trust companies' sustainability claims (*Deloitte, 2023*), while 78% of UK adults say they are not able to identify greenwashing from brands (*Wealthify, 2023*). Meanwhile, Latin America has become a leading region in climate litigation worldwide, with rights to a healthy environment and rights to nature constitutionally enshrined in many countries, making failures in climate governance a critical human rights issue (*Tigre et al, 2023*).

84% AGREE
 THAT TACKLING
 CLIMATE CHANGE
 AND ENVIRONMENTAL
 ISSUES SHOULD BE A
 PRIORITY TO IMPROVE
 PUBLIC HEALTH



87% OF US CITIZENS AND
57% OF CANADIAN CITIZENS SAY
THEY DON'T TRUST COMPANIES'
SUSTAINABILITY CLAIMS*

*DELOITTE, 2023

HOW BRANDS AND COMPANIES ARE RESPONDING

PLANT POWERED FUTURES

Chilean NotCo has developed Giuseppe, a food tech solution that can recreate animal products from a library of more than 300,000 plant-based ingredients. Starbucks, Dunkin', Burger King, and Kraft Heinz were some of the first brands to use the AI-platform to capitalize on the increasing desire for ethical options that require little-to-no compromise.

ANALYZING U

French health tech company Withings is integrating health tracking into the home with The U-Scan, a toilet-attached sensor that analyzes the nutritional balance of urine to check pH, carbohydrate and vitamin C levels. The service then provides insights on metabolic health, along with personalized exercise and diet recommendations. Meanwhile, companies like Hong Kong based Deep Longevity offer epigenetic clocks - diagnostic tests that claim to determine a patient's physical age, which may be older or younger than their calendar years.

**STARBUCKS, DUNKIN',
BURGER KING, AND KRAFT
HEINZ WERE SOME OF THE
FIRST BRANDS TO USE THE
AI-PLATFORM IN ORDER TO
CAPITALIZE ON THE
INCREASING DESIRE FOR
ETHICAL OPTIONS**

DECATHLON HAS RECENTLY EXTENDED THEIR EUROPEAN BICYCLE TAKEBACK WITH 'REBOOTED'

THE RESALE REVOLUTION

With retailers around the world exploring flagship buyback and resale experiences, 2024 looks set to usher in a new era of pre-ownership. French sports brand Decathlon has recently extended their European bicycle takeback, with 'rebooted' products representing up to 40% of bicycle sales in markets like Belgium. Adidas developed a 'pop-up' vintage resale event in Berlin, while brands like Ræburn and Umbro have turned their London stores into resale centers.



HABITS THAT LAST A LIFETIME

Brands and products dedicated to establishing good skin habits and healthy routines at an early age are targeting the 'tween' market. In the US, Btwn is a two-step skincare line intended for parents looking to kickstart their children's first skincare routine. New personal care brand Gryt boasts a community platform teaching young people healthy habits, while JB Skrub is designed to instill cleanliness in young boys.

FREEZE YOU LATER

Perennial SciFi fascination cryogenics is making a comeback, with start-ups Tomorrow.Bio (Germany) and Southern Cryonics (Australia) offering to store members' cadavers until medicine advances sufficiently to restore them to life. This builds on a growing media obsession in 2023 with global elites seeking novel ways to stay young and cheat death.

COLLECTIVE CONSTRUCTION

The Street Moves project by ArkDes has developed a range of co-designed interventions across Sweden to make city streets more sustainable and liveable, in partnership with the community. Now expanding to San Jose, California, Street Moves believes in building inclusive, cross-disciplinary, site-specific solutions that can flex and change over time as the community's needs evolve. Similarly, Mexico City's new tech district has been designed to enhance innovation and strengthen local community through a "multihelix approach" that blends existing infrastructure like the college campus, daycare, and sports facilities with inspiring new spaces.

Meanwhile, Beer brand Corona launched 'Corona Coastguards,' an initiative to prevent global warming by encouraging people to turn their beach photos into data that can help scientists study the effects of rising sea levels on the Mexican coastline.



ONCE TRAINED,
THEY WILL BRING
A MORE DIVERSE
POINT OF VIEW TO
THE SECTOR

BUILDING SKILLS FOR TOMORROW

Brazilian fintech alt.bank is tackling labor shortages through a free digital programming course available to disadvantaged communities. The Hack the Favela project chooses students from marginalized communities so that once trained, they will bring a more diverse point of view to the sector. The Brazilian IT and telecommunications industry will need to fill 797,000 jobs by 2025 but only 53,000 people are trained each year, meaning the sector could reach 2025 with a deficit of 532,000 professionals (*Brasscom, 2023*).

THE WAY FORWARD

HERE ARE SOME HINTS AND TIPS TO PUT THESE THREE MINDSETS INTO ACTION

01 LOOKING WITHIN... EMOTIONAL HUMANITY

Doing business in an AI-powered era requires greater emotional intelligence than ever, as we simultaneously explore how best to take advantage of AI, while figuring out how far we want to let it into our lives. Much is said about AI's ability to shortcut mundane or repetitive tasks or get us to a baseline of understanding faster. For us, the more interesting question is how this extra time and context can be leveraged to build stronger connections with colleagues and customers. This could mean: digging deeper into what drives them emotionally – looking beyond quantitative signals or survey statements; being more intentional about what you want your audience to feel when designing communications; or staying attuned to how sentiment shifts as their circumstances change. A critical question to ask and keep asking in 2024 is this: 'how can we use AI to deepen our relationships with the audiences that matter most to us?'

02 LOOKING AROUND... CONTEXTUAL COMPETENCY

In a year of dizzying change, communicators can stand out among their peers by better understanding audiences' diverse and complex realities, as well as acknowledging the counter-intuitive and paradoxical nature of life in the mid 2020s. Indeed, in times like these, treating audiences as unified and unchanging monoliths could damage how people receive and respond to your communications. We believe brands that push beyond broad-based 'target audience' descriptions, see audience groups as dynamic ecosystems, seek local perspectives, and recognize individual differences will achieve greater engagement and credibility. Meanwhile, with simplicity in sustained demand, a useful question to ask in 2024 is this: 'how can I help bring a semblance of order to audiences that may feel external factors are out of their control?'

03 LOOKING AHEAD... PROACTIVE POSSIBILITY

Whether addressing issues from climate change and societal health to financial wellbeing and self-worth, the time is ripe for organizations to lead a spark of collective problem-solving. Brands that use their knowledge and connections to mobilize change in authentic and impactful ways can help build enduring value. Our advice for 2024 is to reflect on the critical challenges that are spiraling in the minds of your stakeholders and discuss what you are prepared to do differently to address them, in the spirit of experimentation and growth. In considering such challenges, a key question to ask yourself is: 'what specific steps will I need to take in 2024 to leverage my organization's differentiating strengths to bring meaningful change in the areas that matter most to my stakeholders?'

ABOUT PN

Porter Novelli is the strategic communications company built on purpose to do business better. In a shifting landscape of audience power, our global network of sharp minds leverages our world-class smart data as we decode change, navigate culture, and deepen authenticity to unlock value for our clients. Porter Novelli is part of Omnicom PR Group (OPRG).

www.porternovelli.com

ABOUT STYLUS

Stylus forecasts trends, predicts change and provides the cross-industry intelligence that businesses need to prosper. With a relentless curiosity for what's new, what's now and what's next, its experts are the authority in over 20 sectors and have a deep understanding of the most influential emerging trends affecting consumers around the globe - what they want, what they need, what they feel. It's the reason Stylus is already trusted by more than 600 of the world's leading brands, agencies and businesses to help them anticipate and adapt to change, unleash possibility, and make robust, future-facing decisions.

See past the now.

www.stylus.com

CONTACT

info@porternovelli.com

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