



# Global Outlook 2025

**COMMUNICATIONS FORECASTS, FORESIGHTS  
AND BEST PRACTICES**

Porter Novelli experts spotlight marketing and communications trends and actions  
to help companies thrive in 2025 and beyond

# Hello,

At Porter Novelli, we help our clients **Do Business Better** through impactful omnichannel marketing communications that drive action, shape reputation, and accelerate growth.

We are fueled by innovation – and we lead with data and technology. This means we embrace the complexity of our world and respond with insight-driven communications strategies that keep pace with the speed of culture.

We've tapped into the collective wisdom of our global communications experts at all levels and asked them to spot signals of change and the future of our clients' businesses.

Here, we present their predictions and insights about the dynamic forces already shaping 2025.

Eager to dig deeper into these 2025 trends and forecasts? Connect with your client experience lead. And if you're curious to explore Porter Novelli's key offerings, including our soon-to-be-launched Cultural Foresight practice, please contact Head of Growth, Jen Graves: [jen.graves@porternovelli.com](mailto:jen.graves@porternovelli.com).

**We'd love to hear from you about your plans for 2025 and hope these insights help you thrive into the new year and beyond.**

Best,



**Jillian Janaczek**  
Global CEO

# Global Experts



# TL;DR

## MARCOMMS SUMMARY SHEET FOR 2025

1. **Go Granular. Go Local. Go Specialist.** Target niche communities, grassroots and special interest groups to create authentic and effective marketing communications.
2. **More Machine for More Human.** Leverage AI to deliver hyper-personalized content and intimate multi-modal micro-moments to foster deeper audience connections and brand loyalty.
3. **Prove Purpose with Performance.** Demonstrate tangible sustainability outcomes in environmental, social, and governance (ESG) efforts, with authenticity and measurable impact being key.
4. **DEI + Belonging = Success.** DEI remains critical for innovation, representation, and long-term success, but the new spin is an emphasis on belonging and community.
5. **Amp Employee Experience & Culture.** Workplaces must prioritize digital tools, inclusivity, and transparency to enhance employee engagement and adapt to hybrid and remote work environments.
6. **Tech is New Marketing Media.** The rise of AI, XR (extended reality), and algorithm-driven strategies are reshaping brand engagement with immersive narrative experiences.
7. **Put a Premium on Trust and Transparency.** In a post-trust era, authenticity, transparency, and integrity in communications and campaigns are critical to credibility.
8. **Clean Healthcare is on the Rise.** To mitigate growing scrutiny, Healthcare must emphasize sustainable, ethical practices, DEI and patient-centricity.
9. **Cultural Relevance of Food & Nutrition.** Trends like regenerative agriculture, gut health research, and recipe innovation highlight the intersection of tech and culture.
10. **Welcome the Era of Creative Data.** Data-driven analytics and the integration of "phygital" (physical-digital) experiences are shaping influencer marketing and content.

**WANT TO LEARN MORE?**

Visit us at [porternovelli.com](https://porternovelli.com) or email [jen.graves@porternovelli.com](mailto:jen.graves@porternovelli.com).

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# Creative & Content



**ROWAN ADAMS**

Creative Director  
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## FORECAST

### Generations are out, niches are in

Gen Z is more nuanced than just TikTok-dancing activists. And Boomers? They're more than technophobes waiting to retire. Generational cohorts are useful but limit our strategies if we rely on stereotypes. Focus on speaking to specific groups aligned by their interests, not just their ages. By ending our dependence on clichés, we can get real and create the authentic and effective strategies that lead to great work.

## ACTION

Niches are where the magic happens. It's real, relevant, adaptive, and way more effective. These vibrant communities are hiding in plain sight. If you can speak their language authentically, they'll do the heavy lifting for you — spreading the word and bringing others in.

## FORECAST

### Millennials: the double-burdened generation is all grown up

Although niches are a way to embrace future-forward marketing, older millennials are now carrying more weight than ever — balancing kids, aging parents, and careers. Exhausted and entering middle age, they've grown sharper, savvier, and more cynical about politics, media, and brands. The patience of this generation is wearing thin amidst economic uncertainty and fluctuating political landscapes. They are not simply tired; they are becoming increasingly indifferent.

## ACTION

Millennials don't have time or tolerance for empty promises or gimmicks. Instead, focus on long-term strategies that deliver real value. Price matters. Purpose matters. Authenticity is non-negotiable. This generation will pivot instantly when they smell phony rhetoric, so show up with substance, not silliness. For brands, it's no longer about grabbing attention; it's about earning trust. But also remember to be fun. Life's hard right now.

## FORECAST

### Experience it, don't capture it

Nightclubs are switching off — and asking you to do the same. With a rising wave of venues adopting no-phone policies, the dance floor is turning into a space where clubbers can truly live in the moment. Add to that the viral backlash against hyper-curated, filmed-to-death content like recent Boiler Room-style events, raises the question: Are we on the cusp of a shift where experiencing takes priority over capturing?

## ACTION

2025 could provide a huge opportunity for creative PR to curate experiences that do not rely on getting them seen on social. Will this make for a tricky client conversation? Maybe. But we want to push authenticity, not vanity metrics. In a world of "show me, don't tell me," we may have to rethink our rhetoric. How can we engage consumers when the default shareable moment is unplugged? And as no-phone spaces inevitably become irresistible talking points for media and culture writers, what's the smartest way to tap into the zeitgeist?



# Digital & Data



**PEDRO NIETO**

SVP, Digital Growth  
MEXICO CITY



## FORECAST

### AI-powered personalization and the era of micro-moments

AI will soon power millions of "micro-moments," which are short, impactful interactions that cater to users' preferences, behaviors, and contexts. Brands will increasingly leverage this to move beyond transactional interactions toward deeper audience relationship-building. Tools like AI-driven recommendation engines will enable brands to anticipate customer needs and foster loyalty through proactive engagement.

## ACTION

To capitalize on AI-led personalization, brands should invest in AI platforms that can generate real-time insights from consumer data and allow for adaptive messaging and product recommendations. They should also experiment with AI applications in creative processes, like dynamic content optimization, to create campaigns that resonate with individual audiences. Brands that lead in this space will capture fleeting attention and convert it into long-term engagement and loyalty.

## FORECAST

### The power of niche communities and authentic storytelling

Niche communities and hyper-targeted storytelling are becoming key drivers of brand engagement. These micro-communities, driven by shared interests and deep engagement, allow brands to connect in organic and credible ways. Brands will shift focus toward these niche ecosystems, leveraging the influence of micro and macro creators who drive culture within their spheres.

## ACTION

Companies should identify niche communities and respective influencers that align with their brand values and target audiences. Their content should reflect this through meaningful connections devoid of overtly promotional content. Success should also be measured beyond traditional metrics. Brand equity should be assessed long-term and through community rather than immediate reach or conversions.

## FORECAST

### Algorithm-led content planning and dynamic media strategies

Media planning will evolve into "algorithm planning," where data-driven insights inform every aspect of campaign execution, from creative design to distribution strategies. Dynamic Creative Optimization (DCO) will be critical in this shift, as algorithms prioritize content that aligns with user preferences, maximizing engagement. Additionally, advances in predictive analytics will allow brands to test scenarios and allocate budgets more efficiently in real-time for performance.

## ACTION

Adopt algorithm-aware content creation practices, ensuring assets are optimized for platform-specific requirements. Focus on high-quality, short-form videos for platforms like TikTok and Instagram while integrating interactive elements on channels like Facebook or YouTube. Brands that master this alignment between creative and algorithm processes will improve ROI and ensure their messages cut through increasingly cluttered digital landscapes.



# Technology



**ERIC TANG**

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## FORECAST

**Consumers are ready to accept AI-generated marketing and communications content**

In the marketing world, the debate is moving on from whether a piece of content is generated or enhanced by AI to whether the use of AI is effective in creating content that resonates with target audiences. There are plenty of examples to show how consumers are responding positively, especially when the campaign is hyper-personalized, authentically on-brand, and seamlessly integrated into the company's marketing operations to deliver close to instant gratification.

## ACTION

Successful AI-enhanced campaigns depend on brand authenticity and relevance. Companies can achieve this by uncovering customer insights and experimenting with new engagement tools and platforms. Expect more companies uncovering insights from proprietary data and testing new customer experiences with emerging technologies such as extended reality (XR).

## FORECAST

**The combination of XR and AI will raise the bar for new customer experiences**

XR is quickly developing to become an addition to many brands' omnichannel strategy. In the early stages of development, real estate agents and developers used XR to entice high-net-worth buyers in overseas locations, giving them an immersive experience of the space, the environment, and the architect's vision of their projects. Fast forward to today, brands are exploring XR for storytelling opportunities and for creating new customer experiences.

## ACTION

Integrating customer data with XR, retailers can extend hyper-personalized experiences such as virtual change rooms, or everyday personal shopping to drive sales. As AI-powered technologies proliferate, brands have big opportunities to engage and build relationships with consumers at scale. The power of storytelling still reigns supreme. XR and other emerging technologies provide new platforms and ways to capture the imagination of audiences.

## FORECAST

**Companies using AI-powered solutions will face increased responsibility**

The EU AI Act, which took effect on August 1, 2024, could have a significant global impact similar to the EU GDPR (General Data Protection Regulation). The Act states that, "Users (deployers) of high-risk AI systems have some obligations, though less than providers (developers)." That said, it will become increasingly crucial, from a governance and stakeholder engagement perspective, for companies utilizing AI-powered solutions to explain their decision-making processes.

## ACTION

Whether they build their own AI solutions or partner with third parties, due to new laws, enterprises will face increased scrutiny on explainability and must communicate accordingly. It will become vital for companies to prove their AI-powered decision-making is fair and transparent.





# DEI



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## FORECAST

### Eliminating the term DEI will not erase the importance of diverse leadership

While the terms "diversity", "equity", and "inclusion" may fall out of favor in 2025 due to political influence, the underlying work will metamorphize into "belonging," "employee engagement," "culture," and "community." This is because companies must innovate, remain relevant to changing global demographics, and maintain the trust and commitment of the next generation of employees. By 2045, the total American population is projected to be [50% multicultural](#).

## ACTION

Killing the words, "diversity", "equity", and "inclusion" - doesn't eliminate the people or their identities. Companies with diverse leadership teams reported almost 20% more innovation revenue than those with less diverse leadership. Internal programs will continue. From a communications perspective, companies can review the language and terminology they are using to describe these activities and ensure they are harmonized between the "say/do" gap.

## FORECAST

### Reflecting a wider range of identities will be critical for brands

We all have dimensions of diversity. So, as long as people exist, people will express a wide range of identities. DEI was always more than race and ethnicity - it is veteran status, accessibility, neurodiversity, culture, life stages, ages, geographies, gender, socioeconomic status, diversity of thoughts, backgrounds, experiences, and more. A study revealed that [75 % of consumers](#) make purchase decisions based on a brand's DEI reputation.

## ACTION

Consider how you show up to different identities and what products, offerings, and services you offer for people of different identities. Is your brand welcoming to all dimensions of identity? Are you looking at product and service innovation with a wide lens that addresses a multitude of individuals? Are these being equally represented in all your communications and marketing? People make purchase and employment decisions based on whether they see themselves included.

## FORECAST

### Gen Z's big entrance into the workforce will necessitate a DEI reevaluation

In less than five years, the global workforce will comprise more than [51 million](#) Gen-Zers. This cohort has the most expansive definition of DEI to date. They won't accept anything performative and want to see equity in everything from pay, opportunities, performance reviews, career paths, and promotions. They expect to be seen across their identities and accepted within company cultures that prioritizes belonging and community.

## ACTION

According to [a study by Handshake](#), 53% of Gen-Z workers would consider leaving a job if they noticed a lack of equity. As Gen Z grows in the global workforce it's important to understand their definitions of identity and diversity. It's more work for all employers, but it is needed. Companies must appear authentic in their actions to avoid repelling their workforce, customers, and investors.



# Purpose & Impact



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## FORECAST

### A rise in consistent ESG reporting

[Activist and political groups](#) are questioning if companies can articulate clear financial returns for climate and social programs. Gen Z employees and consumers are setting clear expectations from the companies they work for, or buy from, to deliver on climate and DEI initiatives. Companies will also feel the pressures of regulatory requirements from the EU for reporting progress on climate and equity programs.

## ACTION

With heightened scrutiny, companies that demonstrate tangible outcomes from their purpose-driven initiatives will win across a wide range of stakeholders. This means prioritizing measurable impact and clear reporting will become an essential tool in building consumer trust and meeting regulatory compliance. Regulations like the [CSRD](#) push for more transparency is growing evidence of this.

## FORECAST

### Despite the pushback, ESG initiatives will be a key in driving company value

[The Conference Board](#) reports that while 60% of corporate executives view the political and social climate around DEI as very or extremely challenging, fewer than 10 percent of firms plan to reduce DEI resources over the next three years. Even with increasing backlash, environmental sustainability is now firmly on the corporate agenda, with capital investment and progress continuing.

## ACTION

Brands can frame their purpose-driven initiatives in ways that focus on universally accepted values such as ethical business practices, long-term sustainability, employee safety, and community well-being. This helps avoid political and ideological activist actions that are becoming more pronounced while ensuring a license to operate across many different communities.

## FORECAST

### Impact should be pursued more than ever as demand for authenticity grows

Companies will continue to pursue climate risk solutions and opportunities associated with it because stakeholders, investors, employees and consumers expect it. This means that companies are increasingly looking to frame their purpose-driven initiatives in ways that resonate more broadly with consumers with diverse cultural views.

## ACTION

The language of business has now expanded to become more inclusive and continually adaptive to changing times. This is rippling across owned, earned and paid platforms worldwide. The steady drumbeat of acting on environmental, social, equity and innovation progress drives business value forward and creates positive impact where needed.



# Food, Ag & Nutrition



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## FORECAST

### Recipe innovation catches fire faster than ever

Move over memes, a good recipe goes viral just as fast. According to a [Spoon](#) survey of 2,000 people, 71% of Gen Zers and 67% of Millennials watch cooking videos, with Gen Z twice as likely to watch on TikTok and Millennials using YouTube as a preferred platform. And it's not just online – for context of the scope of recipe sharing and food inspiration, one of the best-selling cookbooks sold about 8 million books globally.

## ACTION

Brands and content creators alike should create TikTok and YouTube videos as a key first step in their recipe or product development rather than as an afterthought. The aesthetic parts of food preparation and enjoyment are just as important as the recipe itself, as they drive quick adoption among a wide swath of users.

## FORECAST

### Regenerative is the buzzword in sustainable agriculture

According to the [World Business Council for Sustainable Development](#), regenerative agriculture is gaining momentum where hectares of farmland using these practices are expected to triple by 2030. Farmers are increasingly utilizing AI and machine learning to analyze data that enables precise and sustainable farming practices. Corporations are also placing greater commitment to this venture and giving farmers more incentives to adopt these practices.

## ACTION

For regenerative ag to keep flourishing, stakeholders need to be united through understanding their shared goals and tools available for accomplishing them. There's a concern that the term "regenerative" can become meaningless if farmers and multinational companies define their growing practices and benchmarks differently. A strong industry communications strategy is critical to promote regenerative ag successfully to consumers.

## FORECAST

### The gut is the next frontier

Food manufacturers have moved at an alarming speed to develop gut-friendly claims on food labels well before we have a full understanding of the gut microbiome. According to a [report](#) from Kerry Health and Nutrition Institute, machine learning and AI will advance our knowledge in the coming years with its capacity to map out the entire microbiome quickly.

## ACTION

Stay close to gut microbiome developments and work with scientific experts to understand the latest tangible and specific ways to improve health. Advising which findings emerging science supports will help our clients provide accurate health information on packaging and drive demand for consumers. The gut health space has become very cluttered due to AI and moving faster than previous nutrition innovations.



# Health



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EVP, Health Lead

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## FORECAST

### Intense scrutiny of the healthcare system

Growing scrutiny of the healthcare system, fueled by public frustration over issues like affordability, accessibility, and perceived inequities will continue to intensify in 2025. Transparency, ethical practices, and accountability from healthcare organizations will be crucial. With a new shift in healthcare leadership, consumers will pay closer attention to changes in the system.

## ACTION

For PR professionals, addressing these concerns requires proactive communication, clear messaging about reforms, and a focus on rebuilding trust through patient-centered initiatives and community engagement.

## FORECAST

### Patient-centric storytelling

Patients are more informed and engaged than ever before, thanks to the internet and social media. This shift calls for PR strategies that center around authentic, relatable storytelling. Highlighting patient experiences, success stories, and testimonials can humanize complex healthcare topics and build stronger emotional connections. Visual content, such as video interviews and infographics, will play a pivotal role in delivering these stories effectively.

## ACTION

Brands should leverage this by prioritizing diverse representation when showcasing their patient stories and creating experiences for them to make what they say relatable. Most importantly, the healthcare experience should be humanized. With metrics and returns at the forefront of this industry, consumers should be reminded how the state of one's health is a universal experience.

## FORECAST

### Sustainability in healthcare

Sustainability will impact healthcare by driving significant changes in operations to minimize environmental footprints, including reducing waste, energy consumption, and greenhouse gas emissions, while simultaneously promoting healthier patient outcomes through preventative care, community engagement, and addressing environmental health risks associated with climate change.

## ACTION

Hospitals and pharmaceutical companies are adopting eco-friendly practices, from reducing waste to investing in renewable energy. PR professionals must spotlight these green initiatives, emphasizing their long-term benefits for both health outcomes and the environment. Aligning healthcare brands with broader sustainability goals can enhance reputation and resonate with eco-conscious audiences.



# Employee Experience



**ALLISON POTHIER**

VP, Employee Experience  
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## FORECAST

### Digital ecosystems must empower employees and foster inclusivity

Employees expect seamless, digital experiences at work, mirroring the usability of platforms they engage with in their personal lives. Outdated or fragmented digital ecosystems can lead to inefficiencies and frustration, making tools like an intuitive intranet a critical element for success. As global, dispersed workforces continue to grow, robust digital tools are no longer optional—they are essential.

## ACTION

Conduct a comprehensive audit of your internal communications tools and channels, gather employee feedback to identify pain points, and redefine your digital ecosystem to create an inclusive and productive work environment.

## FORECAST

### Authenticity from CEOs and leadership is more crucial than ever

As AI and automation play an increasing role in daily work, employees need to see their leaders as relatable and empathetic, reinforcing the importance of the human element in the workplace. Employees also crave transparency and honesty from leadership as they navigate the complexities of rapid technological advancements, economic uncertainty, and evolving workplace dynamics.

## ACTION

Create executive visibility strategies that engage both internal and external audiences and help leaders show up as authentic, transparent, and empathetic.

## FORECAST

### Progress updates aren't optional

As the conversation around AI shifts from "replacement" to "augmentation," employees are exploring new AI tools with curiosity rather than fear. In the absence of clear guidance, employees are increasingly bringing their own AI tools to work, creating potential inconsistencies, inefficiencies, and security risks. Companies need governance frameworks, policies, and training programs to ensure the ethical and effective use of AI.

## ACTION

Develop a change management and associated communications strategy that includes clear guidelines, engaging communication about the benefits of standardized AI use, and training programs to equip employees with the skills to maximize AI's potential.



# Corporate

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Director, Corporate  
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## FORECAST

### Authenticity and transparency will be key in the post-trust era

Trust in global institutions will continue to be at an all-time low – as we have seen play out in changes in government around the world – and we should expect consumers to continue questioning the intent of brands. This trend will intensify, especially for companies launching purpose or cause-led campaigns. To ensure that campaigns are both authentic and transparent, efforts will need to be ‘internal-first’ to ensure employees see them as authentic before they hit the market.

## ACTION

Companies will need to be clear about why they are backing a particular cause and ready to defend their stance. Every company needs to consider what its rebuttal or reactive approach looks like to help ensure fact-based reporting.



## FORECAST

### Increased access to generative AI will change how communicators need to work

As people become more skilled at using generative AI technology, the level of mis- and dis-information generated and shared will increase. AI-generated images, which can be easily shared on social media and through platforms such as WhatsApp will make it harder for companies to control their messages and to combat untruths as they spread.

## ACTION

Companies will need to learn how platforms such as ChatGPT find and catalog their information and how to ensure they are sharing correct information. Companies must also develop a robust strategy to rebut and fight back against fake content.

## FORECAST

### The communications landscape will continue to fracture

How people consume news content and information will continue to evolve in 2025. The race to replace X (F.K.A Twitter) as the next influential platform will continue, and companies will be forced to choose where to put their resources. Niche websites and podcasts that speak to specific audiences will continue to grow. This means it will be easier for communicators to hyper-target a message, but harder to break into siloed conversations.

## ACTION

The one-size fits all communications approach will be well and truly finished in 2025. Highly-targeted multi-channel campaigns will need to become the norm.



# Influencer

**FERNANDA PARTIDA**  
VP, Influencers *MEXICO*



## FORECAST

### Data-driven influencer marketing

The integration of data-driven analytics and short-form content will be crucial for influencer marketing success. Brands will leverage advanced data analytics to identify and select the most effective influencers based on historical performance and behavior patterns. Simultaneously, the popularity of short-form content on platforms like TikTok and Instagram Reels will continue to rise, necessitating a focus on dynamic and engaging video formats.

## ACTION

Implement data analytics platforms to segment audiences and select influencers based on precise metrics. Use these insights to create targeted campaigns that utilize short and dynamic videos tailored to emerging platforms. This approach will ensure that campaigns are both highly effective and resonate with current consumption trends, capturing audience attention quickly and maintaining relevance.

## FORECAST

### Physical-digital integration

“Phygital” experiences will be central to influencer marketing strategies. Immersive events with influencers in meticulously designed environments will enable deep engagement and real-time content sharing. This convergence enhances the overall experience and creates memorable interactions, bridging the gap between online and offline worlds. As consumers seek authentic and engaging experiences, phygital events will become a key differentiator for brands.

## ACTION

Design and execute phygital events that integrate the brand’s physical presence with immediate and lasting digital impact. Develop unique and interactive physical spaces that encourage participation and content creation. Integrate advanced technologies such as AR, VR, and live streaming to enhance the digital aspect of the event. Provide opportunities for attendees to create and share their content, amplifying the event’s reach and authenticity.

## FORECAST

### Sustainability and social responsibility

Consumers will demand that influencers and brands be more socially and environmentally responsible. Influencer marketing campaigns will focus on promoting sustainable practices and social causes. According to the [Porter Novelli Purpose Report](#), consumers are no longer satisfied with empty promises; they seek genuine actions and tangible results in the areas of sustainability and social responsibility. Brands that fail to meet their commitments will face a decline in consumer loyalty and potential reputational repercussions.

## ACTION

Collaborate with influencers who are committed to sustainability and social responsibility. Create campaigns that highlight the brand’s efforts in these areas and resonate with consumer values. This includes:

- Selecting authentic influencers
- Promoting sustainable initiatives
- Measuring and reporting impact

# About Porter Novelli

**Porter Novelli is the strategic communications company fueled by innovation, empowering clients to do business better in an ever-changing world.**

Data and insight-led, we help businesses courageously navigate culture and engage audiences with precision.

Our diverse and curious global team creates transformative communications strategies that drive action, shape reputation, and accelerate growth.

