

**WE**

# **FUTURE OF COMMUNICATIONS**

CUSTOM TREND SESSIONS FOR YOUR BRAND.



# Brands are facing a complex and uncertain future.

Forbes

EDITORS' PICK

## Embracing AI Across The Marketing Mix

Gary Drenik Contributor

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May 16, 2024, 10:00am EDT

CPRA COMMUNICATIONS & PUBLIC RELATIONS AUSTRALIA

### 3. As democracy faces its 'biggest test', brands may feel pressure to pick a side

This year will be the most significant on record for democracy globally, with over four billion people voting in upcoming elections held in the United States, India, Indonesia, the United Kingdom, Pakistan, Bangladesh, Mexico, and the European Union.

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### How marketers are adapting to the new realities of data privacy

Sponsored by Alliant • May 28, 2024

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ADWEEK

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PROGRAMMATIC


## Google's Cookie-less Future Is Probably Not Happening

After 4 years and 3 delays, the tech giant will keep passing cookies as it charts a new path for privacy

# WORLD ECONOMIC OUTLOOK

Steady but Slow: Resilience amid Divergence

2024 APR



LS: N GLOBAL

## Gen Z: Now and Next 2024-2025

From Vision to Contradiction

Forbes

## Sustainability Communication And Credibility: Navigating The Path To A Greener Future

Steven Thomas  
Forbes Councils Member  
Forbes Business Council  
COUNCIL POST | Membership (Fee-Based)

Dec 6, 2023, 08:45am EST

THE SPECTATOR WORLD

Politics Culture Life Podcasts Magazine Newsletters

James Ball

### Yuval Noah Harari's latest book constructs entire dystopian futures

Nexus argues that it is stories which are fundamental to shaping the world

Saturday, October 12, 2024





# Are you aware that...

...**THOUGHT LEADERSHIP** IS NO LONGER EXCLUSIVE TO THE C-SUITE?



# 27%

of the worldwide workforce will be Gen Z by 2025.

# 71%



of people use voice search on their devices at least once a week.

...**AI JOURNALISTS** ARE ALREADY PART OF YOUR LIFE?



TO PERSON

**KLARA IDERNACH**

Klara Indernach is the name for texts that we create with the help of artificial intelligence. If articles were largely generated with the help of AI, we mark them accordingly. They are edited and checked by the editorial team before publication. The profile photo was created with the help of Midjourney.

LATEST ARTICLES:



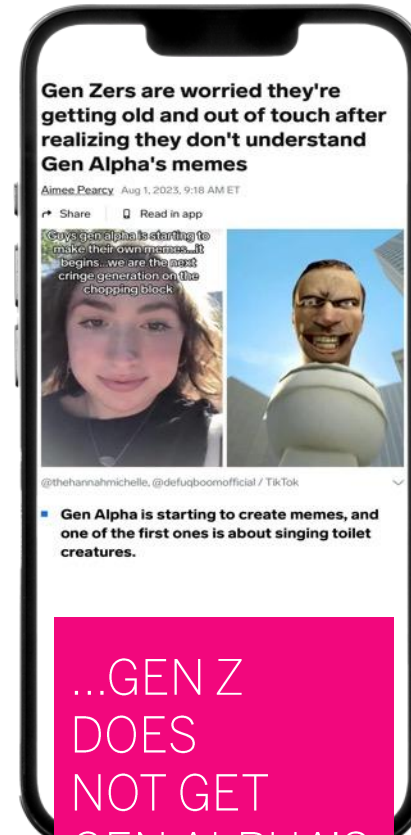
**CELEBRITY AND SHOW**  
First photos: Brad Pitt shows himself together with his new girlfriend



**SPORTS**  
Ex-Stuttgart as an alternative: BVB bags first summer transfer - and pulls out of poker game for EFL star



**CELEBRITY AND SHOW**  
Backward: Renata Lusin causes harsh reactions on Instagram with holiday video

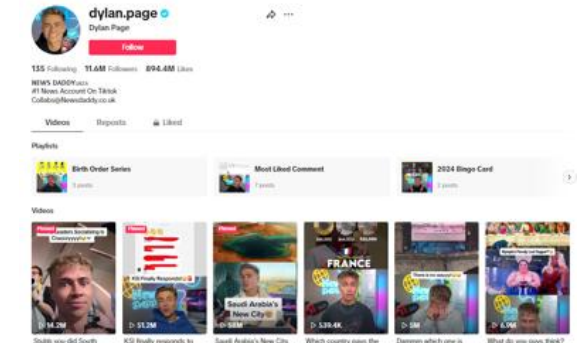


...serious topics are best served **a little silly**?



**MTR incorporates HK classic movie scenes into new ESG campaign**

...'**armchair journalists**' are taking over news delivery?





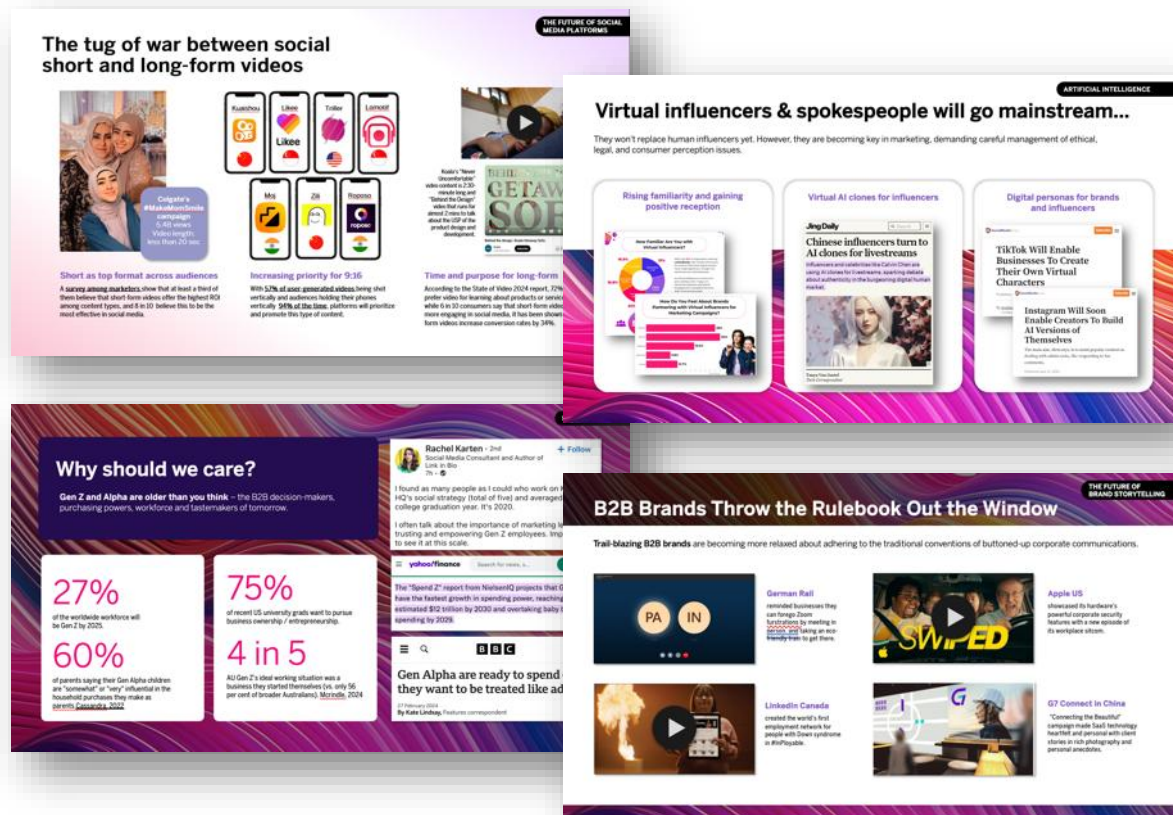
# Discover more trends in our Future of Communications report.

## "Future of Communications" is WE's guide to the latest trends in media, advertising and communications.

It explores trends in seven key areas affecting PR and marketing across all industries and markets worldwide.

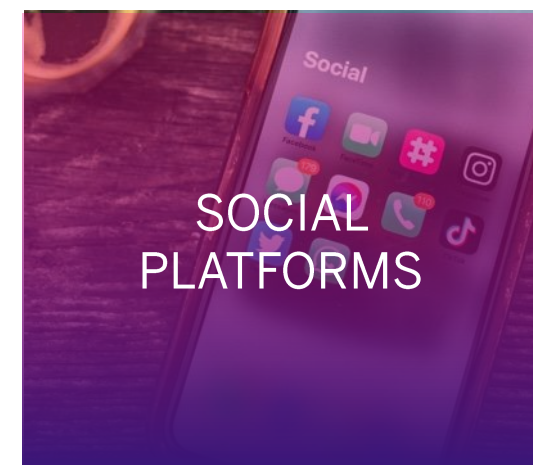
Designed to give professionals a quick overview and competitive edge, the report helps to stay ahead by adapting and incorporating these trends into marketing and communications strategies.

It serves as a valuable thought starter, ensuring communicators are prepared to embrace the *Future of Communications* for their brand.





# Explore trends across seven areas.



# Report Methodology

**MANUAL SCRAPING:** Analyzing 100+ 2023 and 2024 trend reports to extract relevant insights and data on emerging trends and forecasts.

**NEWS MEDIA AUDIT:** Reviewing key articles and media coverage to assess the operating context and impact of earned, social, and digital media, and influencer marketing and comms.

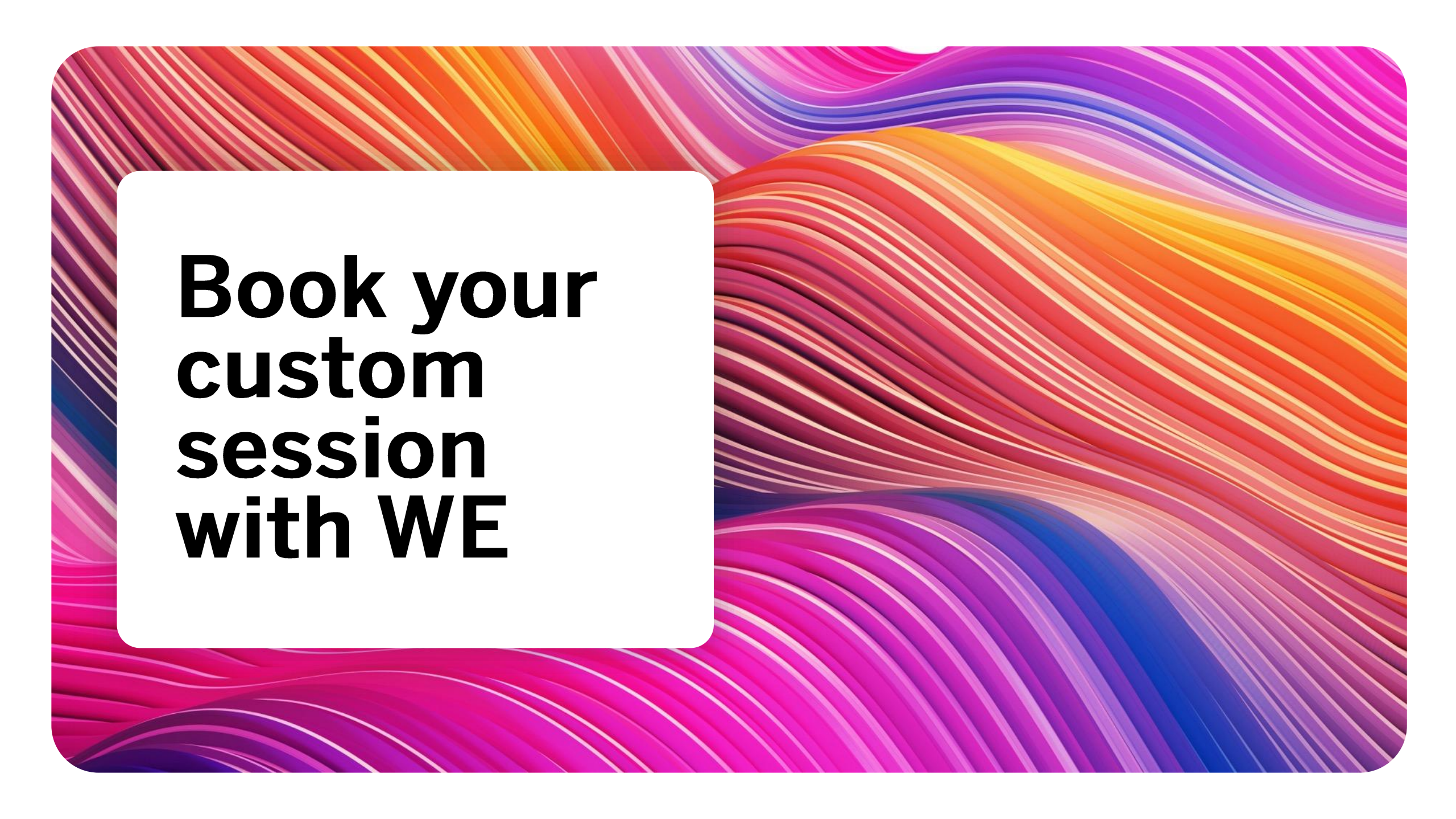
**LANDSCAPE AUDIT:** Examining research reports on the current state and future projections for earned media, social platforms, digital marketing, and brand marketing.

**CREATIVE AUDIT:** Evaluating best-in-class campaigns from across sectors (tech, health, consumer etc.) to identify effective strategies and innovations in communications.

**CONSULTATIONS:** Engaging with global and regional creative, digital, as well as PR and corporate reputation specialists from WE to gain expert perspectives and validate findings.







**Book your  
custom  
session  
with WE**



# Tailored for your needs.

## CUSTOMISED TO YOUR:

- **Industry**  
(e.g. Automotive, financial services, telco, pharmaceuticals)
- **Sector**  
(e.g. Health, tech, consumer, corporate)
- **Remit**  
(e.g. PR, marketing, social, digital, paid, brand managers)
- **Priorities**  
(e.g. Brand storytelling, thought leadership, AI integration)

## RECOMMENDATIONS AVAILABLE FROM:

- Strategist-facilitated discussion on applying to your annual or quarterly planning priorities and challenges
- WE account leads on-hand from your brand or industry to recommend tangible applications for your current communications program



# Scalable Session Options

## TREND SURGE

Identify one topic that is most relevant to your role or brand, **for a 30-45 minute mini-presentation**, and short discussion on implications for your brand.

## TREND DEEP DIVE

Identify 2-4 of the topics that are most relevant to your brand for a **1.5h deep dive presentation with custom brand recommendations.**

## TOTAL TRENDSCAPE

Half-day workshop or multi-session series allows your team to review the **full breadth of the report with an in-depth discussion on recommendations** for your brand and MarComms program.

# Join other global brand leaders already embracing the “Future of Communications”

““ The Future of Communications event was a highly valuable learning experience. It really made me think about some great use cases for AI within our organization over and above what we're using it for at the moment. The session covered innovative ways in which we could leverage AI to drive significant change, while at the same time highlighting various ethical, legal and practical considerations. ””

  
**Hewlett Packard  
Enterprise**

““ Great session! In a world where AI is rapidly advancing it was excellent to hear concrete examples of how it can be utilised to enhance communication and also to hear the message reiterated that the human is still at the core. ””

**CISI**  
CHARTERED INSTITUTE FOR  
SECURITIES & INVESTMENT

““ From a brand storytelling perspective, there were captivating insights for both B2B and B2C narratives, especially during a period when customer focus is paramount. And as for the rise of Tik Tok as a news source - well these are certainly interesting times! It was a truly valuable session! ””

  
**vodacom**

## WE x Provoke Singapore Session



## WE London EMEA Session







## Let's talk trends.

Contact your WE team or reach out to [talktowe@we-worldwide.com](mailto:talktowe@we-worldwide.com)