EUROPCOM

CELEBRATING THE LOCAL IN PAN-EUROPEAN CAMPAIGNS
WIDE. WHAT WE DO

IDENTIFY SOCIETAL, SECTORIAL EVOLUTIONS
We decode the evolution of society, the shift of values, of business drivers

SOCIETAL TRENDS & PROSPECTIVE

QUAL/QUANT RESEARCH

STRATEGIC MANAGEMENT
QUALITATIVE RESEARCH

Our **EU28 experience** includes:

- DG AGRI: international stakeholder research for the reformation of the Common Agricultural Policy
- DG AGRI: communication research for the promotion of EU agricultural products
- DG COMM: communication and EU image research, e.g. Erasmus+ 30 year anniversary awareness and communication research
- DG ELARG: communication research with gen.pop. and stakeholders
- DG EMPL: Youth Guarantee research in Romania, Finland, Portugal and Latvia
- DG GROW: SME & stakeholder research (exploring needs in a first stage, evaluating communication during follow-up research)
- DG JUST: communication research with gen.pop. regarding product safety
- DG MARKT: communication research for the Single Market Month
- DG NEAR: communication research
- DG TAXUD: pre-test communication campaign
**UNDERSTAND**

- **Objectives**
  - Understanding the vision of the citizen on the challenges

- **Methodology**
  - Qualitative research
  - Testing of campaigns/statements/attitudes

- **Deliverables**
  - Overall perception
  - Ideal positioning
  - Ideal target
  - Actionable improvements
  - Learning on the ways to engage with the audience and the pitfalls to avoid

**An explorative Journey**
**Euro focus groups**

- EU28 nationalities
- Living in Brussels but still in touch with their home country.

EURO focus groups allow for instance the pragmatic pre-testing of campaign materials, e.g. to make sure the creative concept resonates throughout Europe and/or to verify local translations.
Across Europe, we rely on our network of like-minded research partners to team up for international research projects. We either attend on-site or manage the field from Belgium.
METHODOLOGY

Discussion groups

Individual in-depth interviews
SOCIETAL TRENDS

Objectives

Identify and understand the huge movements in society
Establish how you can make a difference
Evaluate the robustness of an institution/campaign...
Definitions

**MEGATRENDS**
Megatrends are global forces, proven on a macro basis, that will impact business, society, cultures, personal lives and define our future world

**MASTERTRENDS®**
The motors of emerging movements and their evolutive scenarii. The way how people engage in societal change
MASTER TRENDS®

Methodology

GLOBAL TRENDWATCHING

QUALITATIVE TRENDPREDICTOR ®

QUANTITATIVE TRENDPROFILER ®
Paradoxes 2001-2008
Paradigmes 2008-2015
Utopias 2016-2015

MASTER TRENDS®
SCENARIOS AND FORESIGHT

Past 2010 2017 2020 2025 2030
Future

Present

S1
S2
S3
S4
S5
S6

Méthode des scénarios, futuribles
My peers

Society

Me
MASTER TRENDS®, VISION OF SOCIETY & ROLE OF INSTITUTIONS
<table>
<thead>
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<th>Family</th>
<th>Budget</th>
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Source: Listen/Wide MasterTrends 2017, N=2000
MasterTrends®

I N D I V I D U A L

S O C I O - D E M O

S O C I E T A L T R E N D S

B E H A V I O R & A T T I T U D E

R E L A T I O N W I T H T H E I N S T I T U T I O N

I N S T I T U T I O N
MASTERTRENDS®

Identifying the drivers, fears, aspirations,... of citizens

Communicating and creating a dialogue on the long term

Creating a real relationship with the citizens

Transcending the local

Citizens' insights

Societal trends