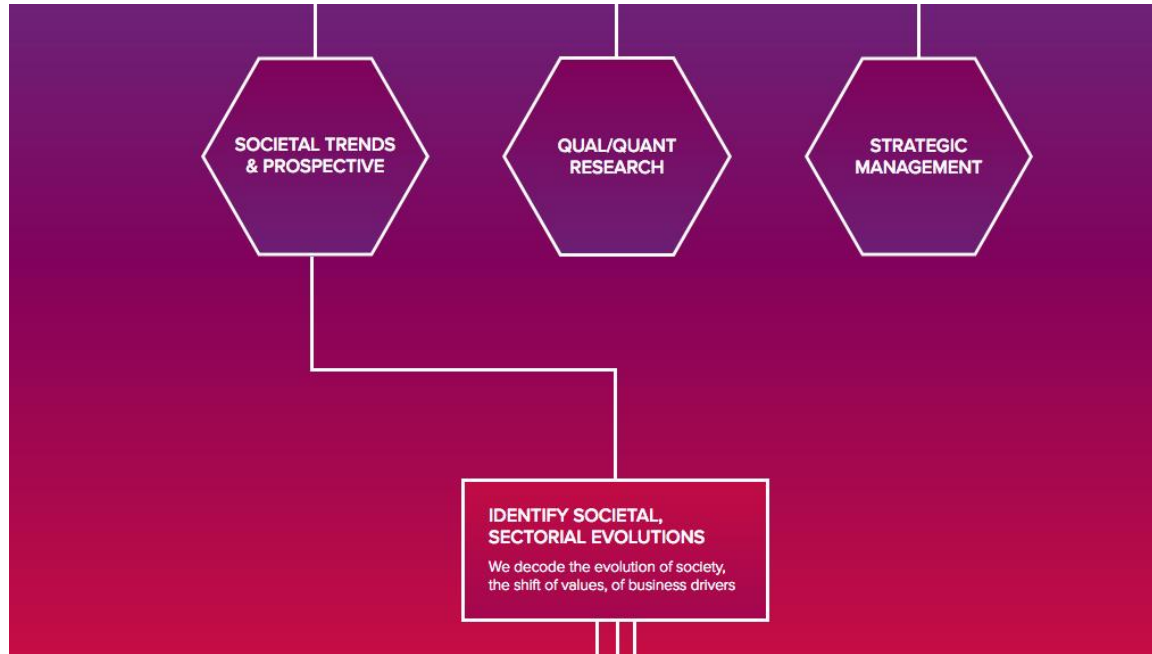


EUROPCOM

CELEBRATING THE LOCAL IN PAN-EUROPEAN CAMPAIGNS



WIDE. WHAT WE DO





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

Understand

- Understanding the vision of the citizen on the challenges

Methodology

An explorative Journey

- Qualitative research
- Testing of campaigns/statements/attitudes

Deliverables

A View from the Field

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

METHODOLOGY

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.



METHODOLOGY

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...




SOCIETAL TRENDS & FORESIGHT

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

MASTERTRENDS®

Methodology

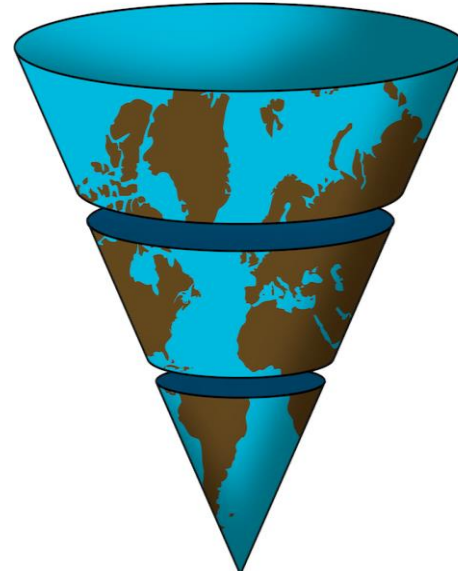
GLOBAL TRENDWATCHING



QUALITATIVE
TRENDPREDICTOR®

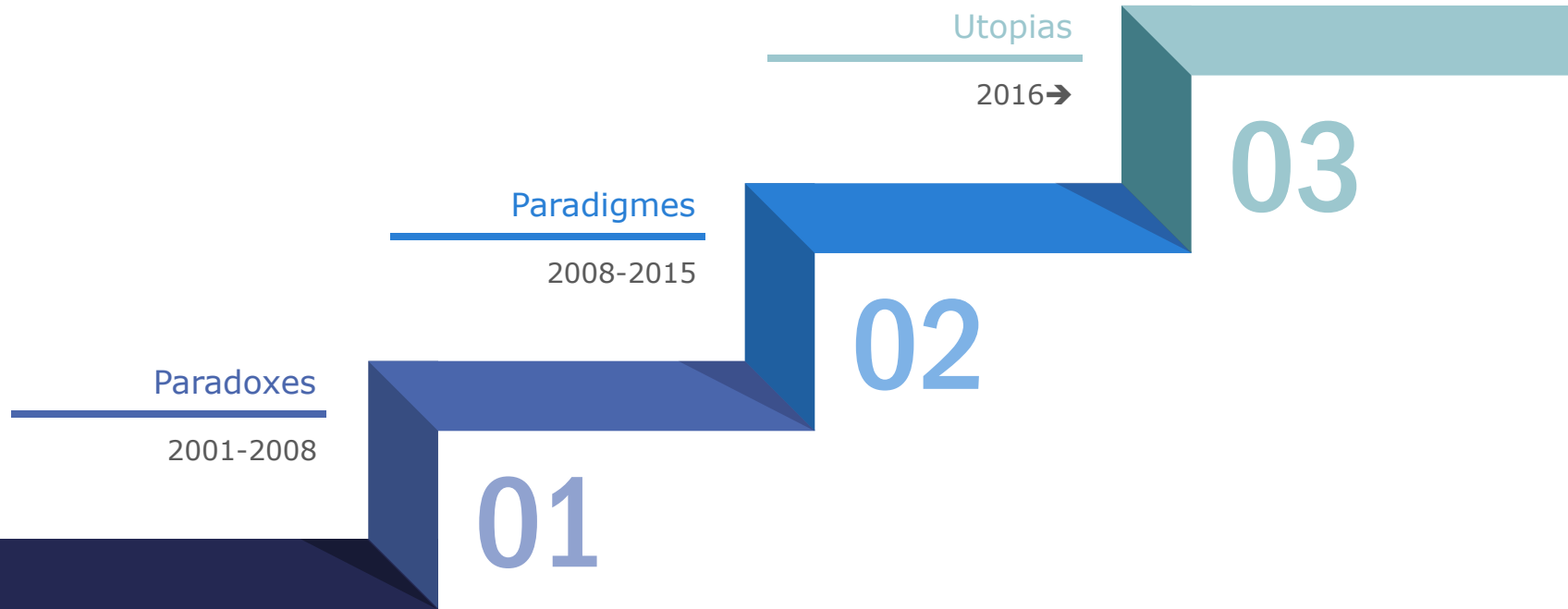


QUANTITATIVE
TRENDFILER®

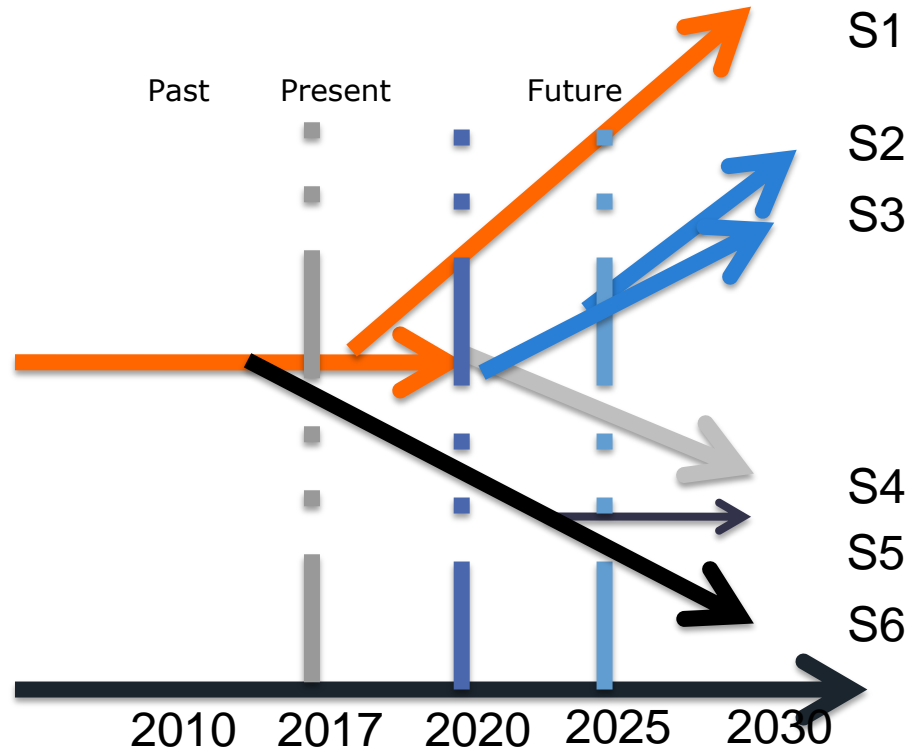


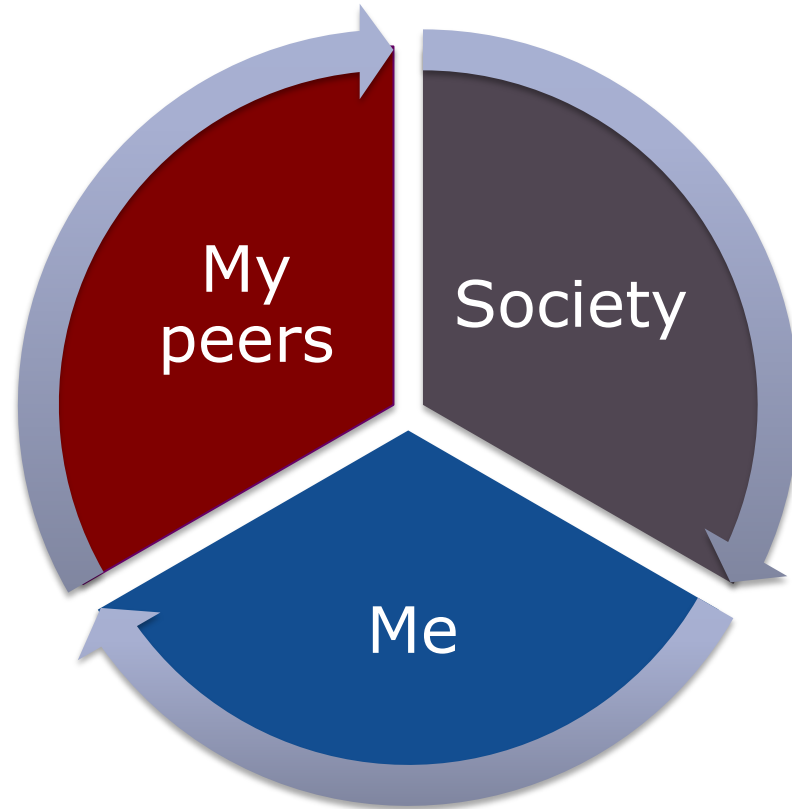


MASTERTRENDS®

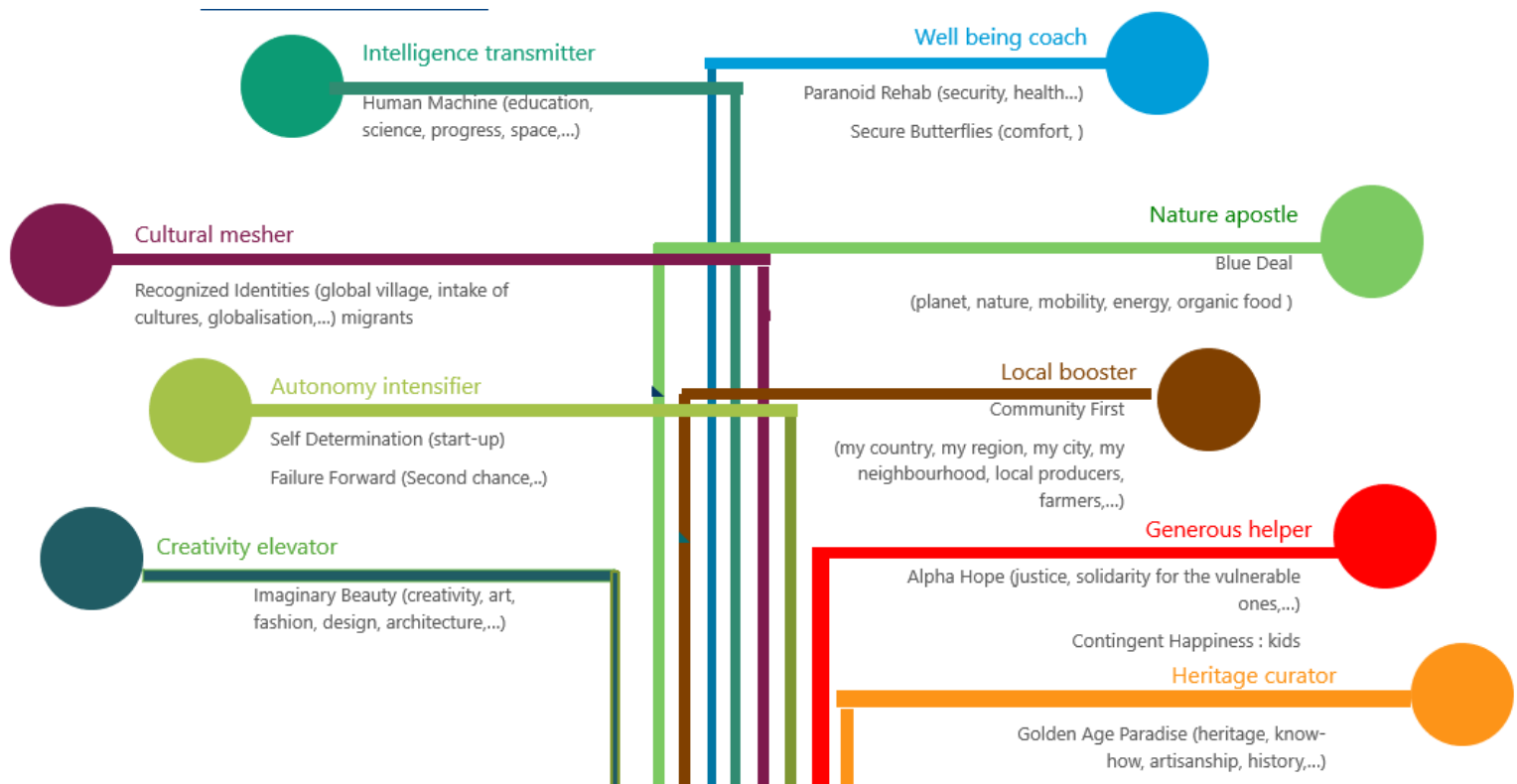


SCENARIOS AND FORESIGHT



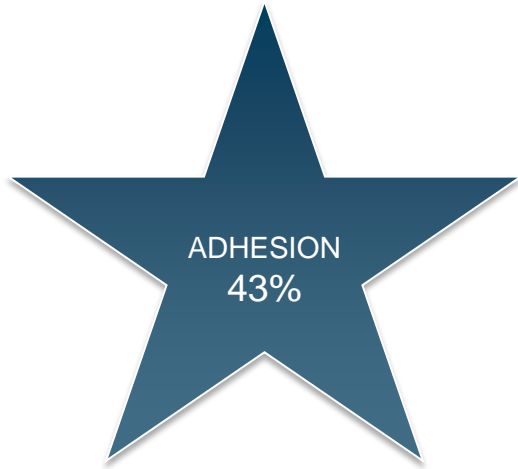





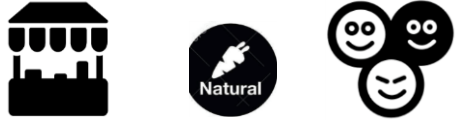


MASTERTRENDS® , VISION OF SOCIETY & ROLE OF INSTITUTIONS



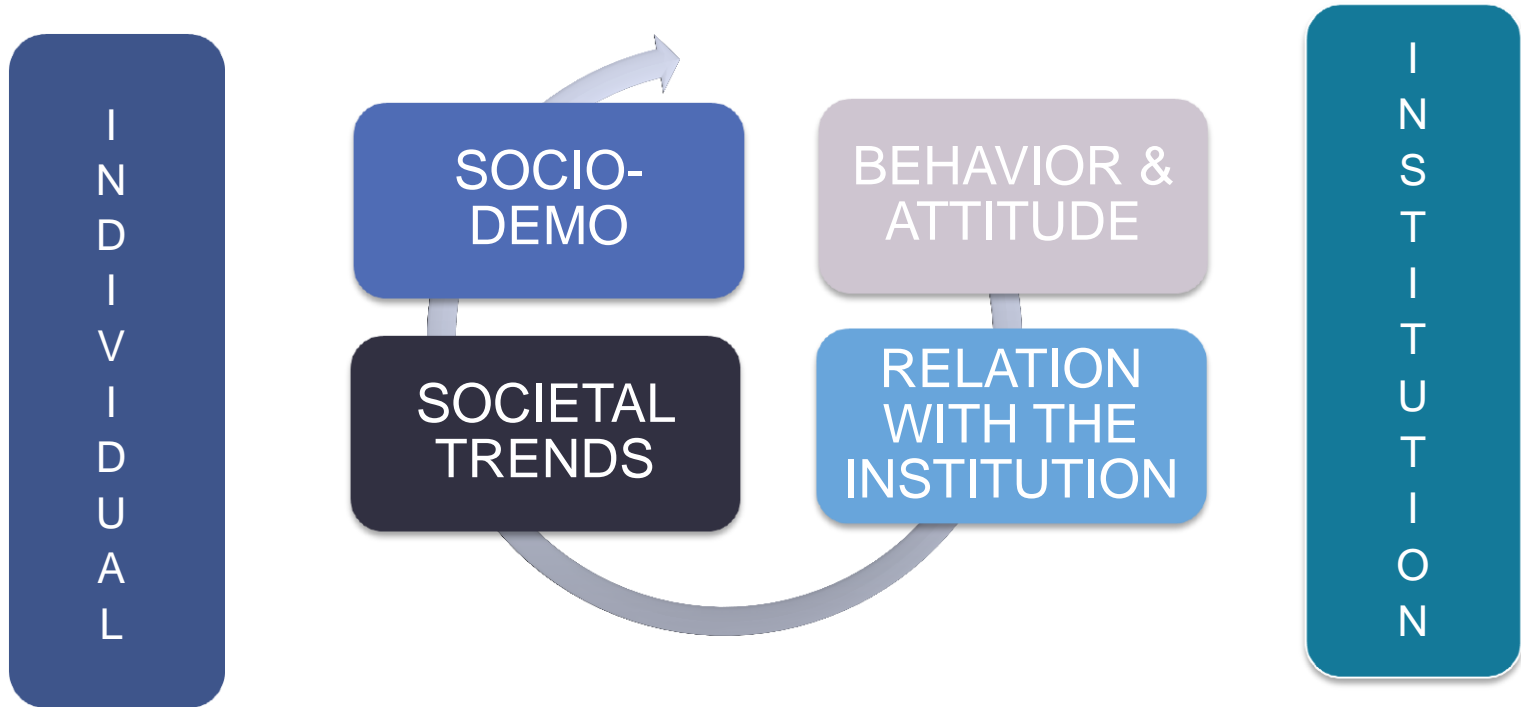
MASTERTRENDS®





Family 	Budget 
Living 	Shopping 
Education 	Leisure 

MASTERTRENDS®



Citizens' insights



Societal
trends

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