

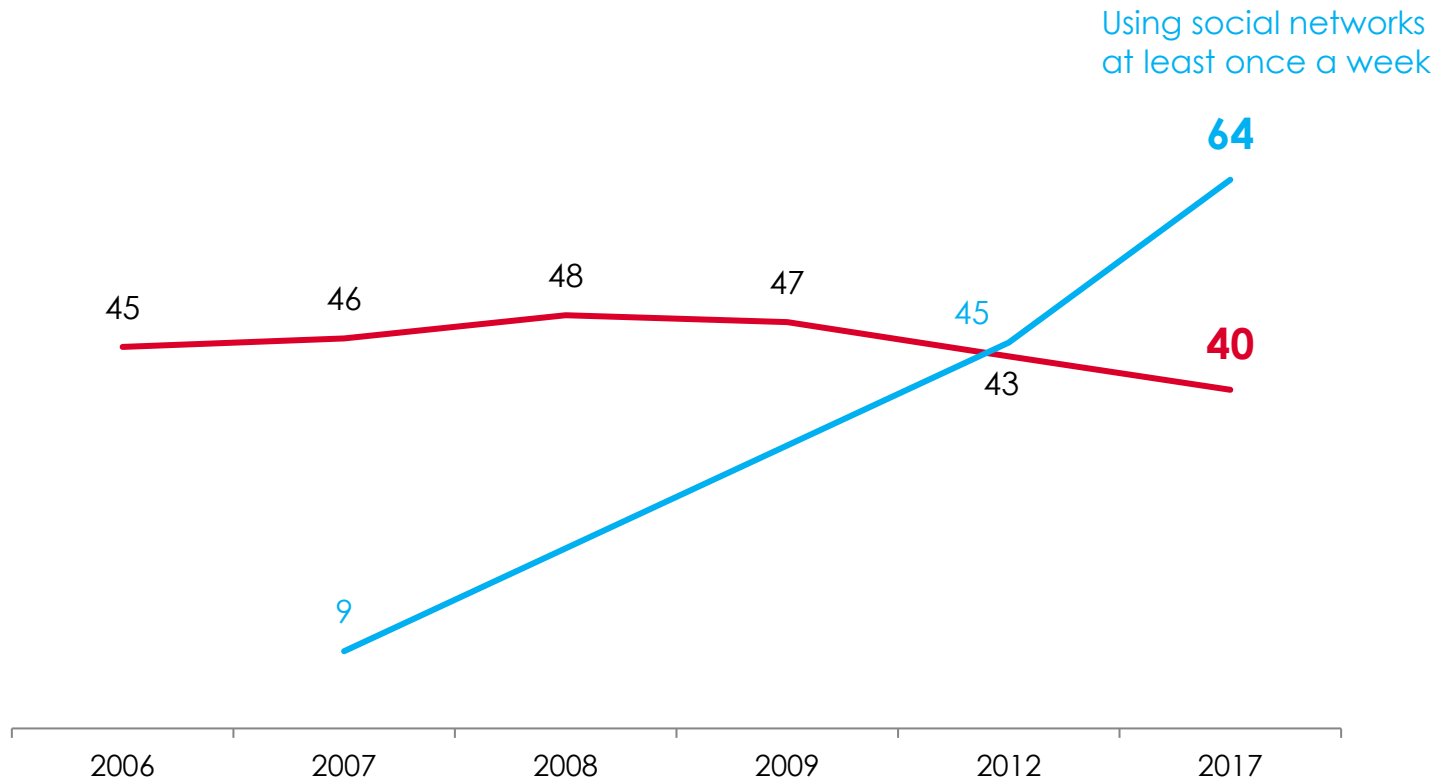


A global monitor to pilot international brands

# SOCIOVISION'S EXPERTISE:

## TRACKING COLLECTIVE & INDIVIDUAL SHIFTS WORLDWIDE

In each group, **THERE SHOULD BE A LEADER WHO MAKES DECISIONS**  
which the others have to obey  
(% total agree – EU5)



# THE INTERNATIONAL OBSERVER

*A Global Monitor to Pilot International Brands*

**A WORLDWIDE  
CONSUMERS SURVEY**



**+ 360° WATCH**

**6 FUTURES  
UNLOCKED**

**SCENARIOS 360°**  
(quantified)  
illustrated  
by IMPACTFUL CASE STUDIES



**OPTIMAL  
BRAND RELEVANCE 2025**



# THE INTERNATIONAL OBSERVER 2025

## WHAT NEW 'LIFE EXPERIENCE' WILL PEOPLE SEEK IN EU5, THE USA & CHINA?

### WELCOME TO THE NEXT 10 YEARS!



*Beyond green and sustainability, which collective scenarios will people support or reject?*

### RETHINKING COMMUNITIES



*What shape will social cohesion take in a time of social distancing? Will there be a new purpose to relationships and affiliations?*

### DIGITAL STORIES



*How (much) will we want our lives to be technologically enhanced?*

### REIMAGINING HEALTH & WELLNESS



*Health & wellness were already central. Will discourses shift to protection, prevention and immunity? Where will the nature/science cursor be?*

### THE (R)EVOLUTIONS OF IDENTITY & GENDER



*As people reclaim respect for their individuality and call for a more inclusive society, how will personal identity be defined and expressed?*

### REIGNITING LIGHTNESS



*In a world riddled with anxiety, where and how will people find meaning, playfulness and happiness?*

# THE INTERNATIONAL OBSERVER 2025

## WHAT WILL YOU GET?

### GLOBAL REPORT + PRESENTATION

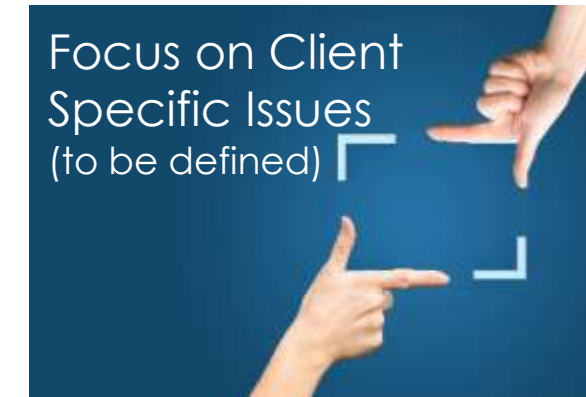
*World Trends Report*

LIFE EXPERIENCE  
IN THE 'NEW NORMAL'

6 SCENARIOS  
For 2025

EU5 USA CHINA

### THEMATIC REPORTS *(optional)*



# LES CONDITIONS D'ACCÈS et CONTACTS



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