In each group, **THERE SHOULD BE A LEADER WHO MAKES DECISIONS** which the others have to obey

(\% total agree – EU5)

Using social networks at least once a week

Source: Sociovision International Observer

In Europe, the wish for **pyramidal authority declines** -- paving the way for a **more horizontal, less predictable society**
THE INTERNATIONAL OBSERVER

A Global Monitor to Pilot International Brands

A WORLDWIDE CONSUMERS SURVEY

6 FUTURES UNLOCKED

OPTIMAL BRAND RELEVANCE 2025

USA
Top 60% 16-60
3,000 itvs

EUS
Top 60% 16-60
4,000 itvs

CHINA
Top 40% 16-55
3,000 itvs

SCENARIOS 360°
(quantified)
illustrated
by IMPACTFUL CASE STUDIES

+ 360° WATCH

© SOCIOVISION 2020
Beyond green and sustainability, which collective scenarios will people support or reject?

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

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

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

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

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

THETHEMATIC REPORTS
(REPORTS
(optional)

THE (R)EVOLUTIONS OF IDENTITY & GENDER
and how to face them!

PREMIUMIZATION NOW!
What experience Drivers to use to efficiently premiumize your brand?

RETHINKING COMMUNITIES
The new meaning & expressions of “collective-ness” and “local”

THE FEEL GOOD REPORT
Wellness Naturality Clean

BUILDING BRAND PURPOSE
Ethics, engagement, transparency challenges in a post_CSR Era

Focus on Client Specific Issues (to be defined)
LES CONDITIONS D’ACCÈS et CONTACTS

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