

2024

# TREND BOOK

**THE MAJOR TRENDS  
IN COMMUNICATION**

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## INTRODUCTION

Throughout the year 2023, industries evolved in response to regulatory changes, technological advancements, and a growing social awareness. Our 6 trends to better navigate 2024 represent opportunities and challenges for those seeking to stay at the forefront.

We will explore the nuances of omnichannelity in a constantly evolving media landscape, examining the fusion between traditional linear television and emerging digital platforms. Simultaneously, we will analyze how the measurement of attention is redefining itself in a post-cookie world, paving the way for new ways of understanding consumer engagement. We decipher the growing influence of Corporate Social Responsibility (CSR) in corporate strategy, anticipate the continued impact of Artificial Intelligence, and immerse you in the era of "Content First," where content quality becomes the central engine of media strategies.

Each of these trends offers a unique perspective on the opportunities and challenges awaiting marketing and communication professionals in 2024.

Through this Trends Book, we invite you to delve into these trends, discover the noteworthy events that shaped these perspectives, and imagine with us the dynamic landscape unfolding on the horizon. Get ready to redefine the future with us.

# 10 TREND

**The omnichannel era.**  
The complementary  
nature of TV and digital.

# The omnichannel era.

## The complementary nature of TV and digital.

### INTRODUCTION

In an ever-changing media landscape, television remains a key player. However, it has become clear that simple linear broadcasting can no longer satisfy the diverse needs and changing expectations of audiences. The emergence of omnichannel is shaping up as a necessary response to this new reality.

### EVIDENCE

#### Increasing the existence of different platforms :

TV channels, aware of the need to reach their audiences through various channels, are embarking on creating more diverse platforms. This approach aims to extend reach beyond the traditional boundaries of linear television.

#### Fast TV :

A telling sign of this transition is the gradual emergence of FAST TV (Free Ad-supported Streaming TV), with notable examples such as My TFI Stream. This broadcasting model, already well-established in some markets, presents itself as an attractive alternative to traditional linear television.

#### Convergence of formats :

A key break in this trend is the convergence of formats between traditional TV and digital platforms. The most successful formats on platforms like Twitch, such as GP Explorer, 3V3 Contest, Eleven All Stars, Zen, are often inspired by concepts already tried and tested on television.

## HIGHLIGHTS

The year 2023 witnessed a significant transformation in the way media is consumed. Viewers are no longer content to passively switch between channels, but are actively engaging across diverse platforms, creating an omnichannel media experience. This transition is redefining the very nature of television, calling for more integrated strategies and an in depth understanding of modern consumer behavior.

This first trend underlines the urgent need for industry players to rethink their approaches, develop content adapted to a range of channels, and seize the opportunities offered by this era of omnichannelity. Television is not losing its power, but its power now lies in its ability to evolve and adapt to a constantly changing media landscape.



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*More and more, the Internet is borrowing the best recipes from TV and mixing them with modern codes and the current tone to create new successes.*

Théo d'Allens, Strategic Planner, Beastly.

# TREND 02

**Attention measurement.**  
Redefining engagement.



# Attention measurement.

## Redefining engagement.

INTRODUCTION

The advent of cookieless regulation in 2024 promises significant changes in the digital ecosystem. For Biggie Group, this is more than a challenge; it's an opportunity to innovate and rethink how we measure engagement. With these regulations, key performance indicators are emerging, redefining attention measurement.

EVIDENCE

**End of third-party cookies.**

The end of third-party cookies could be perceived as an obstacle, but first, it is an opportunity to rethink targeting methods while respecting users' privacy. This regulation leads to innovation, with the emergence of alternative, more respectful solutions, offering new perspectives in terms of attention measurement.

**New targeting solutions.**

The post-cookieless landscape is the playground for many emerging solutions. Companies are eagerly anticipating this transition, seeing it as an opportunity to experiment and imagine the advertising solutions of tomorrow, while guaranteeing the protection of user privacy.

**Evolving influencer relationships.**

In the influencer business, redefining engagement implies a fundamental shift in the way advertisers interact with influencers. We're no longer talking about one-off productplacement campaigns. Consumers have become savvy, following content →

EVIDENCE

→ creators who have evolved from anonymous testers to figures followed by millions of Internet users. Meaningful engagement now requires longer-term relationships between advertisers and influencers.

**Complementarity with CSR.**

Complementarity between CSR and attention measurement is becoming a crucial strategic lever as the number of broadcasts decreases. Companies are seeking to limit their impact on the environment by reducing massive, intrusive advertising campaigns. The transition to "cookieless" and the limitation of the number of campaigns are evidence of a CSR approach that is more respectful of the environment and users.

## HIGHLIGHTS

In 2023, the digital industry witnessed a major overhaul of its advertising and engagement measurement practices. Innovative companies have seized the opportunity created by cookieless regulation to rethink their strategies and adopt more ethical approaches. Attention measurement is no longer limited to clicks and conversions, but extends to deeper indicators, capturing authentic user engagement.

This second trend underlines the need for digital players to adapt quickly, explore new avenues, build more meaningful relationships with their audiences and integrate CSR into their strategies to ensure an environmentally and user-friendly approach. Cookieless regulation is not just a constraint; it represents an opportunity to rethink and redefine engagement in the modern digital age, while adopting more sustainable practices.

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*Human attention is limited.*

*We are exposed to hundreds of advertising messages per day, but which ones will we remember?*

*Most of the time, people see but don't truly perceive.*

Delvina Sacilotto, Team Lead KAM, BIGGIE Benelux.

# TREND 03

Beyond generations.  
Rethinking targeting.

# Beyond generations. Rethinking targeting.

## INTRODUCTION

**Rapidly changing consumer behavior calls for a radical rethinking of targeting approaches.** Generational thinking, once crucial, is giving way to a perspective focused on individual behaviors. At Biggie Group, we embrace this transition, promoting a more precise, segmented approach to targeting, based on the specific behaviors and interests of the target audience.

## EVIDENCE

### **Rejection of generational thinking.**

Gen Z, like previous millennials, is a diverse generation. Rather than seeing them as a homogeneous mass, it's more about addressing them by recognizing individual nuances. At Biggie, we affirm the importance of rejecting generational codes in favor of an approach centered on individual behaviors.

### **Hyper-personalization.**

To reach consumers accustomed to personalized advertising campaigns, hyper personalization becomes imperative. Concrete examples of this approach include Netflix, which goes beyond simply recommending content compatible with user profiles. The streaming platform even adapts movie and series thumbnails to maximize their appeal. At Gamned, Dynamic Creative Optimization (DCO) enables creative to be adapted to a campaign's usage and viewing environment.

HIGHLIGHTS

By 2023, companies have moved away from generation-based generalization to finer segmentation. Consumers are no longer defined by age, but by their unique behaviors and interests. This precise approach offers more authentic and relevant communication opportunities.

This third trend underlines the crucial importance for advertisers of understanding individuals beyond their generation, adapting to the specificities of each audience, and adopting targeting strategies that reflect the diversity of modern consumer behavior. Personalization is becoming the key to creating meaningful connections in an increasingly individualized world.



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*At Gamned! we refresh, reinvent and reassess our approaches to accurately identify and fullfill our customers’ needs.*

Alexia de Brabandere, Head of Account Management,  
BIGGIE Benelux.

# TREND 04

**The reign of content first.**  
Content as the central  
pillar of strategies.

# The reign of content first.

## Content as the central pillar of strategies.

### INTRODUCTION

**Changing consumer habits, particularly among younger generations, has placed content at the heart of advertising strategies.** Faced with the disaffection of traditional advertising formats, brands rethink their approach, emphasizing the creation of engaging and captivating content. This "Content First" trend is becoming imperative to remain competitive in a constantly changing media landscape.

### EVIDENCE

#### **Changing consumer habits.**

Today's kids are turning away from traditional TV in favor of ad-free platforms like Netflix or YouTube Kids. This has led to an overhaul of advertising strategies, forcing brands to create content that transforms the advertising experience from submissive to chosen. A striking example is King Jouet's cartoon initiative, or the Barbie movie partly financed by Mattel, a way of captivating young audiences with interesting content.

#### **Importance of content in influence.**

In the influence's world, content has surpassed the media. Content creators are extending their reach beyond traditional media to conquer new territories. Personalities such as Annarvr with her podcast at the Olympia, or Lena Situations with a powerful presence on Spotify (Canapé 6 places), in bookshops (Toujours Plus), and even in retail (Hôtel Mahfouf), illustrate this successful diversification. →

## EVIDENCE

→ Whatever the medium, Internet users now follow an influencer everywhere, as long as the content remains true to their DNA.



*Embrace the digital canvas, where innovation meets storytelling, and let positive change paint the future of media. At Gammed, we don't just navigate trends; we create them, forging a path where every pixel contributes to a brighter, more connected world*

Gauthier Mine, Programmatic Consultant, BIGGIE Benelux

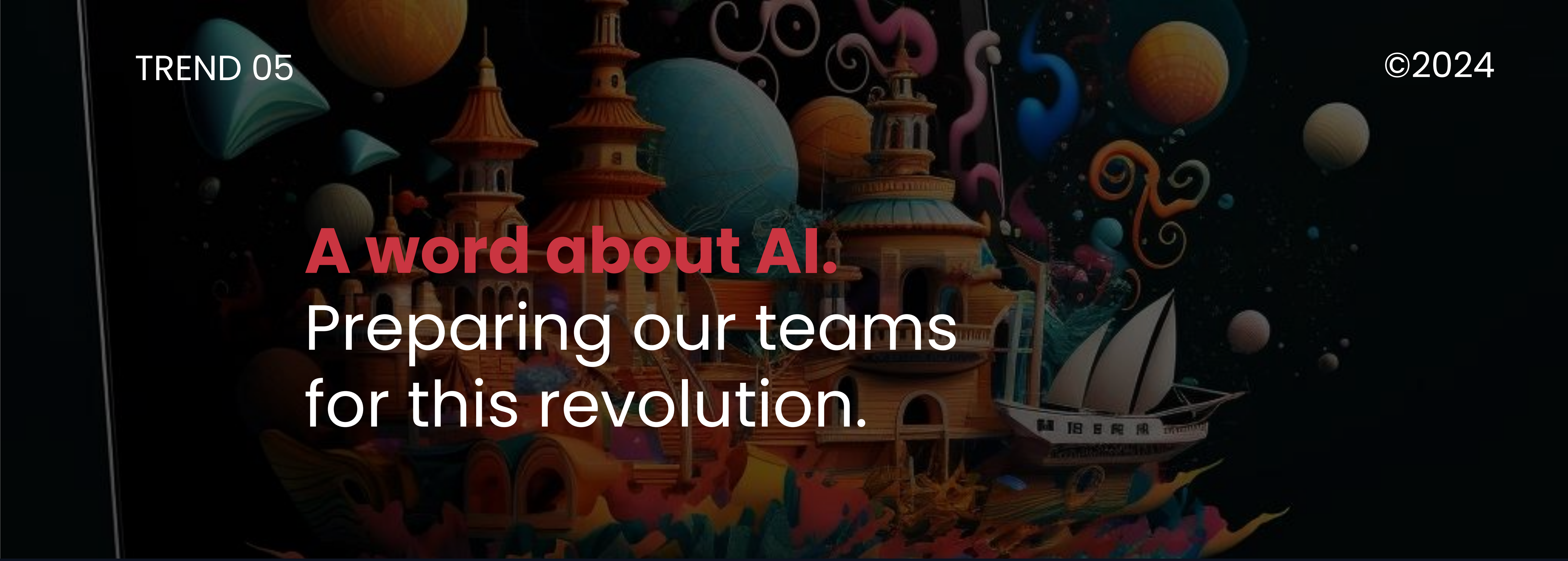
## HIGHLIGHTS

The year 2023 witnessed a major restructuring of marketing strategies, with a significant shift towards "Content First". Brands have realized that a compelling content is the key to keeping consumers engaged, especially in the face of competition from ad-free streaming platforms. This approach redefines the relationship between brands and their audiences, placing the emphasis on creating experiences rather than simply delivering advertising messages.

This fourth trend underscores that brands need to rethink their advertising approach, focusing on quality, engaging content tailored to new consumer preferences. Content First" thus becomes the foundation on which to build sustainable, influential marketing strategies.

# LOO TREND

**A word about AI.**  
Preparing our teams  
for this revolution.



# A word about AI.

## Preparing our teams for this revolution.

### INTRODUCTION

How can we discuss the trends for 2024 without exploring the field of Artificial Intelligence (AI)? AI has been a hot topic in recent months, and will continue to dominate the news in the year ahead. As AI gradually settles into our lives, it opens the door to numerous opportunities, while posing new challenges. Faced with these developments, companies need to prepare their teams accordingly.

### EVIDENCE

#### **AI opportunities and challenges.**

The advent of AI offers countless opportunities, but it also introduces new challenges. Companies have to deal with new tools, uses and businesses, requiring rapid adaptation and a thorough understanding of the implications of AI in different areas.

#### **Commitment to training.**

Faced with these changes, companies must commit to preparing their teams to take full advantage of AI's benefits. It involves appropriate training programs aimed at developing the skills needed to understand, use and integrate AI effectively.

#### **Clear guidelines for the use of AI.**

With the rise of AI, it becomes essential to establish clear guidelines for its use. Companies need to define ethical and operational standards to ensure that AI is used responsibly and beneficially.

HIGHLIGHTS

In 2024, AI remains at the heart of discussions, as much for its promises as for its challenges. Companies, aware of its growing influence, are committed to striking a balance between progress and caution. At Biggie, this balanced approach is embodied by an innovation pole, bringing together experts dedicated to keeping a close eye on AI developments and accompanying the company through this technological revolution.

This fifth trend highlights the crucial importance for companies of preparing their teams for the advent of AI to maximize the benefits while minimizing the potential risks. Commitment to training, defining precise guidelines and creating structures dedicated to innovation are the pillars of this preparation.



*In 2024, as AI reshapes advertising, our approach at Gamned! is clear: Embrace innovation while upholding ethical standards. It's our duty to lead with insight, staying ahead in a world where clients grow increasingly tech-savvy.*

Maryse van Kerkhoven, MarComm Manager,  
BIGGIE Benelux

# TREND 06

**CSR.**  
An essential part of  
corporate strategy.

CSR.

An essential part of corporate strategy.

INTRODUCTION

Faced with the growing urgency of climate and energy challenges, integrating Corporate Social Responsibility (CSR) into corporate strategies is becoming imperative. The year 2024 marks a crucial turning point where CSR is no longer simply an add-on, but an essential component of corporate action plans, responding to internal and societal expectations and anticipating environmental regulations.

EVIDENCE

**Strengthening CSR regulations.**

Evolving climate and energy challenges reinforce the need for companies to integrate CSR. 2024 is the tipping point at which CSR approaches become crucial, as evidenced by the scope of the CSRD, which is gradually forcing companies to measure, report and indeed optimize their carbon emissions.

**The challenge of measuring carbon impact.**

With the tightening of CSR regulations, measuring carbon impact represents a major challenge for companies. Biggie has positioned itself as a committed player in this transition, helping its customers to reduce their carbon footprint through solutions adapted to the entire advertising value chain (creative, media, influence, etc.).

**Consumer expectations in favor of CSR.**

The DENTSU Sustainability Report highlights that 91% of consumers →

EVIDENCE

→ expect brands to support them in their responsible consumption. More than communicating about the products and services themselves, consumers expect concrete messages and advice to improve their carbon footprint. Brands are becoming key players in the transformation of the system!

**AI to reduce energy footprint.**

The use of artificial intelligence is emerging as a key element in this evolution. Companies need to acquire AI expertise to tangibly, measurably and indisputably reduce the energy and carbon footprint of their marketing campaigns. This strategy aims to prioritize quality and efficiency over quantity.



HIGHLIGHTS

The year 2024 will be remembered as one in which CSR became an indispensable component of corporate strategies. Stricter regulations, consumer expectations and the use of AI to reduce energy footprints are converging towards a more sustainable and responsible approach to marketing.

This sixth trend underlines that CSR is no longer simply an option, but a compelling necessity. Companies that integrate CSR authentically and proactively not only meet market expectations, but also actively contribute to building a more sustainable and ethical future.



*CSR is not a trend, CSR is a value that you want to chase so you can become a part of the greener future.*

Dahlia De Deyn  
Programmatic Consultant & CSR Ambassador, BIGGIE Benelux!



*We are made wise not by the recollection of our past, but by taking responsibility for our future.*

Eline Rogier  
Key Account Manager & CSR Ambassador, BIGGIE Benelux!

A close-up, high-contrast photograph of a person's face, focusing on the right eye which is a striking green color. The skin is dark and textured, and the lighting is dramatic, with deep shadows and bright highlights.

***GAMNED!***

By

**Biggie**  
GROUP

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