
TRENDBOOK 2026

TRENDS COMMUNICATION

biggie

01

SAFE PLACES & AUTHENTICITY :
THE NEW RULE OF SOCIAL MEDIA

P.5-16

02

CULTURAL MARKETING :
REIVENTING HOW BRANDS PLAY THE GAME

P.17-30

03

INVISIBLE AI :
PAID MEDIA AS A DRIVER FOR BRAND AUTHORITY

P.31-44

04

THE NEW MEDIA MATRIX :
MERGING TECHNOLOGY AND CREDIBILITY

P.45-56



MarComm
Expert

MARYSE VAN KERKHOVEN,
BIGGIE BENELUX



Acc
Management
Expert

ALEXIA DE BRABANDERE,
BIGGIE BENELUX



Sales
Expert

BRITT PEETERS,
BIGGIE BENELUX



Managing
Director

CATHERINE HUBAUT,
BIGGIE BENELUX

INTRODUCTION

Marketing is entering a profound **era of reinvention**. As artificial intelligence reshapes consumer journeys and interactions, brands must rethink how they connect and how they remain relevant. This shift is not limited to media channels. It is about building genuine **brand authority** within a fragmented ecosystem.

Social media is turning away from saturated algorithm-driven feeds to become a space of **trust and human resonance**. Audiences are now searching for authenticity. At the same time, **influencer marketing** has reached cultural maturity. Creators are no longer just amplifiers. They have become powerful creative studios capable of shaping **narratives across all platforms**, from digital to real-life experiences.

In this new landscape, **the role of media is evolving**. We are moving from “Direct-to -Consumer” to “Direct-to-Machine-to-Human”. A brand’s **visibility** and **performance** now depend on a perfect harmony between algorithmic intelligence and creative impact. Agencies are becoming architects of hybrid ecosystems, capable of **dissolving the boundary between online and offline** to turn technological power into cultural influence.

This trendbook is not just an analysis of emerging patterns. It offers directly **actionable insights**, providing brands with a **clear understanding of the dynamics shaping the digital space** and concrete ways to turn every action into **long-term brand authority and sustainable performance**.

RIGHT BEHIND
HIM, MISTER V

+5M FOLLOWERS
ON IG

SAVEEZIE,
INFLUENCER,
WITH +45M FOLLOWERS
ON IG

SOCIAL MEDIA IS GOING THROUGH
A MAJOR TRANSFORMATION.
AFTER YEARS DOMINATED BY ALGORITHMS
AND SYNTHETIC CONTENT, AUDIENCES
ARE CALLING FOR SOMETHING MORE
HONEST. THEY WANT TRUST, CONNECTION,
AND A SENSE OF REALITY. PLATFORMS
ARE NO LONGER JUST ENDLESS FEEDS.

THEY ARE TURNING INTO
“DIGITAL SANCTUARIES”.

IN THIS NEW LANDSCAPE, WHERE
EMOTION AND INFORMATION
MATTER MORE THAN TECHNOLOGY,
FIVE KEY TRENDS ARE RESHAPING
HOW BRANDS CONNECT WITH PEOPLE.

SAFE PLACES & AUTHENTICITY : THE NEW RULE OF SOCIAL MEDIA

REBUILDING HUMAN CONNECTION IN A SATURATED DIGITAL WORLD

As AI-generated content floods our screens, **trust in brands is declining**. In fact, **calls for boycotts increased by 95 percent in the first half of 2025** according to Brandwatch. People are pushing back against perfect but lifeless content, and instead are drawn to **raw, unscripted formats**.

For brands to matter, reach is no longer enough. What matters is **emotional resonance** and becoming a “**destination**” people choose to engage with rather than something they try to skip.

KEY INSIGHT

We’ve entered an era of **peak scepticism**. As AI makes content effortless and abundant, audiences no longer lean in, they lean back.

Faced with high-volume, low-intent “AI slop” people actively protect their attention, disengaging from disposable feed content and pushing back against brainrot by choosing slower, long-form experiences instead (YouTube’s renaissance and the exponential rise of Substack are proof). Trust and engagement now come from depth, intent, and substance, not from sheer visibility or performance.

YOU'RE OVER SPENDING BECAUSE YOU LACK VALUE

@SHERRY NING
Substack

+21K LIKES
ON SUBSTACK

SN

sherry

You're overspending because you lack values

Overconsumption is a spiritual problem, not a money problem. Lessons about desire from "Spirited Away".

SHERRY NING
SEP 09, 2025

21,409

288

5273

Share

One morning in January, I woke up and it was like a spell had been broken the way I looked around my room and saw how dull everything was, not because it was lacking but because of how full it was of stuff.

Stuff I didn't particularly love. Stuff with no serious meaning to it. Stuff I didn't care about. Stuff that, if you had secretly tossed, I wouldn't even realize went missing. Stuff I bought because it was trendy at the time, because my friend had it, because I had seen attractive influencers my age brag about it on Instagram, and it made me think that I could be her.

So, I did a bit of Marie Kondo-ing and produced a few large bags of clothes and trinkets and stuff for donation. Standing in front of all my stuff, it hit me that all of it used to be money, and all of that used to be time. I was standing in front of the metabolic waste of my existence, materialized. I was looking at the amount of my time, therefore my life, that had been turned into garbage. And the worst part is that I could've prevented it.

A movie scene that has stuck with me for years comes from *Spirited Away*, where Chihiro finds her parents turned into pigs. It's comical to describe, but

TRENDBOOK

2026

biggie

TRENDBOOK2026

THE RISE OF IRL : REAL LIFE RECLAIMS ATTENTION

Being digital is not enough anymore. To create lasting memories and real engagement, brands need to be **present in the physical world**.

We are witnessing a **powerful shift** where social media no longer just captures the event; it becomes the driving force behind it, turning emotional activation into a full-blown **social conversation**.

This quest for truth is fueling the rise of platforms like **BeReal** and **Snapchat**, which proudly position themselves as “**spaces for augmented reality**”, not through filters, but through **authenticity**. And this wave is motivating creators to bring their ideas into the physical world with products, experiences, and challenges.

KEY INSIGHT

The **GP Explorer 3 event** is a strong example of this shift. It brought together **200,000 people in person**, attracted **1.2 million viewers on national television**, and another **1.5 million on Twitch**.

The **French influencer, Squeeze** did not just share content. He created a cultural moment. With real-time streaming and social amplification, the race track turned into a powerful stage. For the **47 brands involved**, this approach went far beyond a short ad. It became a deep, shared experience.



SOCIAL TV : MOVING TO A MORE “LEANBACK” VIEWING EXPERIENCE

Social media is no longer just a mobile phone experience. It is entering the living room through **Connected TV**.

This shift to **comfortable, big-screen viewing** is raising expectations. Top creators like Average Rob and Bo Burnham are producing high-quality content that looks and feels like television. Short videos now serve as trailers that lead to **longer, more polished pieces**.

This **blend of social and streaming** also extends to audio: The surge of video podcasts, along with the **strategic Spotify and Netflix partnership** launching in 2026 and bringing 16 video podcasts onto the platform, confirms the arrival of a new era where **social content becomes the new television**.

➤ KEY INSIGHT

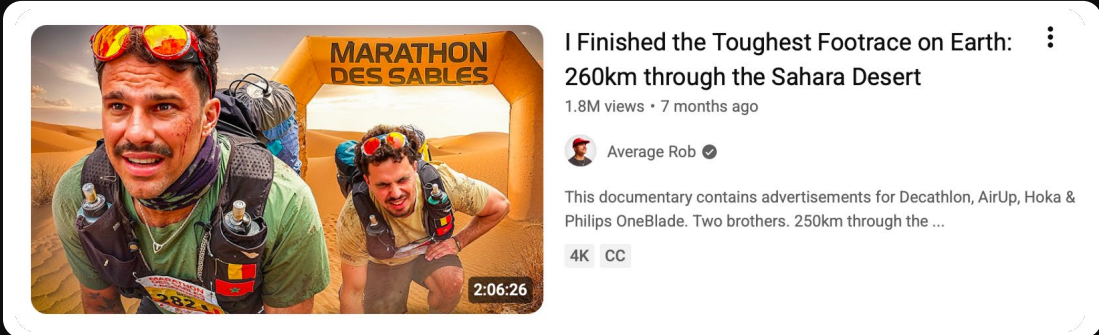
YouTube reports that **over 50%** of its audience now watches on a TV screen (YouTube 2024). This pushes brands to adopt the same level of storytelling and production quality as traditional broadcasters.



I FINISHED THE TOUGHEST FOOTRACE ON EARTH :
260KM THROUGH THE SAHARA DESERT

©Average Rob
Youtube, June 7, 2025

THE EDITING
TIMELINE ↗



+1,8M VIEWS

COMMUNITIES : MARKETING FOR SAFE AND PRIVATE SPACES

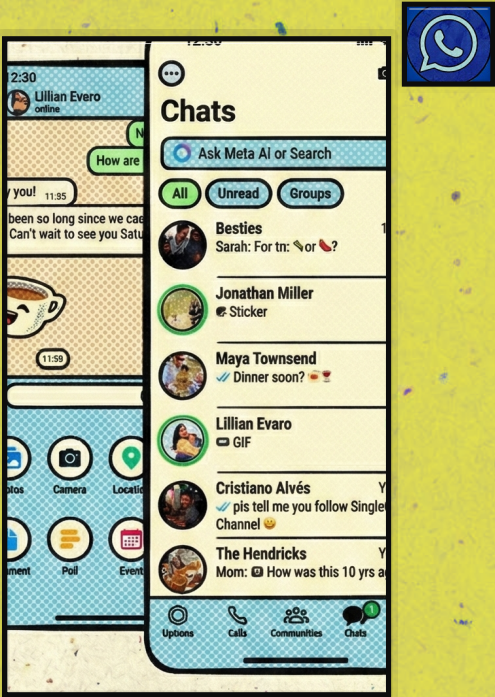
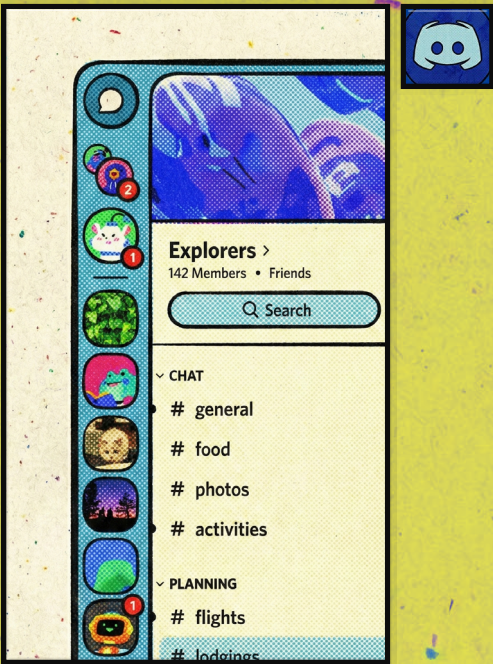
In a landscape overwhelmed by the ‘**TikTokification**’ of social media (fast-paced, attention-seeking content), audiences are stepping away from large public networks and turning toward more private, trusted spaces like **Reddit, Discord, and WhatsApp**. These platforms are emerging as new hubs for meaningful, personal conversations.

This shift reflects a growing preference for **peer-to-peer connection** over one-way messaging. People are no longer looking for ads that interrupt. They want dialogue that feels genuine and centered around **human connection**.

For brands, the challenge is to **take part in these micro-communities without disrupting them**. The role is no longer to lead the conversation, but to support it, **acting as a facilitator rather than the dominant voice**. In 2026, success will come from moving beyond a data-only mindset and tuning into the emotions and context behind the exchanges. Brands will **need to listen first**, understand the tone of the space, and earn their place in the conversation.

INSIGHT MARQUANT

The rise of community platforms is creating a necessary **counterbalance to the traditional broadcast model**. For brands, the challenge is no longer just about reach and scale. It is about the **ability to exist within these digital gardens in a horizontal, trust-based way**, complementing mass media strategies with spaces that feel safe, credible, and genuinely human





« IN AN AGE OF ADVERTISING FATIGUE, THE ROLE
OF BRANDS IS SHIFTING FROM PERSUASION TO
PRESENCE, CREATING SPACES WHERE PEOPLE FEEL
SEEN, HEARD, AND GENUINELY CONNECTED, ONLINE
AND IN REAL LIFE. »

MARYSE VAN KERKHOVEN,
MARCOMM MANAGER, BIGGIE BENELUX.

CULTURAL MARKETING : REIVENTING HOW BRANDS PLAY THE GAME

INFLUENCER MARKETING IS BREAKING THE MOLD.

↑
CREATION, ENTERTAINMENT, AND CULTURE NOW BLEND INTO SOMETHING ENTIRELY NEW.

↗
BRANDS ARE NO LONGER JUST COMMUNICATING

+
THEY ARE COMING ALIVE, CREATING EXPERIENCES, AND BUILDING ENTIRE WORLDS.

↔
IN THIS FLUID AND DEEPLY CREATIVE ECOSYSTEM,

🔔
SIX MAJOR SHIFTS ARE REDEFINING HOW CULTURE AND BRANDING COME TOGETHER.

→ **CHAMBERLAIN COFFEE
BY EMMA CHAMBERLAIN**

FROM INFLUENCER MARKETING TO CULTURAL POWER

Influence is no longer a simple advertising tool. It has become a vehicle for cultural impact. **Creators are not just endorsers anymore.** They lead conversations, shape aesthetics, and **launch movements** that influence music, film, sports, education, and lifestyle.

Brands are not just buying visibility. They are aiming to **be part of cultural moments** that **create emotion, value, and lasting connection.** Projects are becoming true creative works, where brands move beyond simple product placement to a form of active sponsorship, supporting creation and enriching the audience experience.

The result is not just campaigns but **co-created works:** immersive narratives, hybrid experiences, and deep collaborations rooted in the lives and desires of audiences.

KEY INSIGHT

Samsung's cultural strategy illustrates this shift. By engaging with events like GP Explorer and DTR Fight, the brand positioned itself at the heart of collective emotion rather than in the middle of an ad break.

This connection extended to creator-led formats like Sally's podcast and lifestyle icon Jules Koundé. Samsung moved beyond visibility. It became a co-producer of the moments that shape tomorrow's conversations.



FROM CREATORS TO PRODUCERS : A NEW KIND OF EVENT

The creator economy has reached **a new level of professionalism**. Creators today are full-scale studios and promoters. With a deep understanding of **generational codes**, they step outside digital screens to produce global experiences: from music festivals to pop-up theme parks, sporting events, and even professional leagues. **They no longer follow trends. They build the spaces where culture happens.**

In this model, the dynamic has flipped. Creators bring the audience and the concept. Major players in entertainment and sports, from Netflix and Spotify to Live Nation and national federations, are turning to creators to reshape how experiences are imagined and delivered. These players see creators as a way to **reinvent live events and turn digital consumption into immersive, shared physical experiences.**

➤ KEY INSIGHT

More than a product placement, **Brad Pitt's F1 movie** signals a clear shift toward **cultural co-creation**. By anchoring the film firmly in the real ecosystem of Formula 1 and involving today's F1 stars such as Max Verstappen, Carlos Sainz, alongside co-producer Sir Lewis Hamilton, this project goes far beyond a traditional sports movie. It represents a first-of-its-kind blend of entertainment and brand storytelling, where a fictional team operates within a real sponsorship landscape, enabling brands to gain cultural relevance rather than simply purchase visibility. If brands are truly serious about relevance in 2026, this is the blueprint: **don't just add a logo, build the world around it.**

BRAD PITT, «F1» MOVIE (2025)

©CANAL+
2025

ONE OF
THE TOP-RATED
SPORTS FILMS
OF THE YEAR



THE END OF EXCLUSIVITY : CONTENT LIVES EVERYWHERE

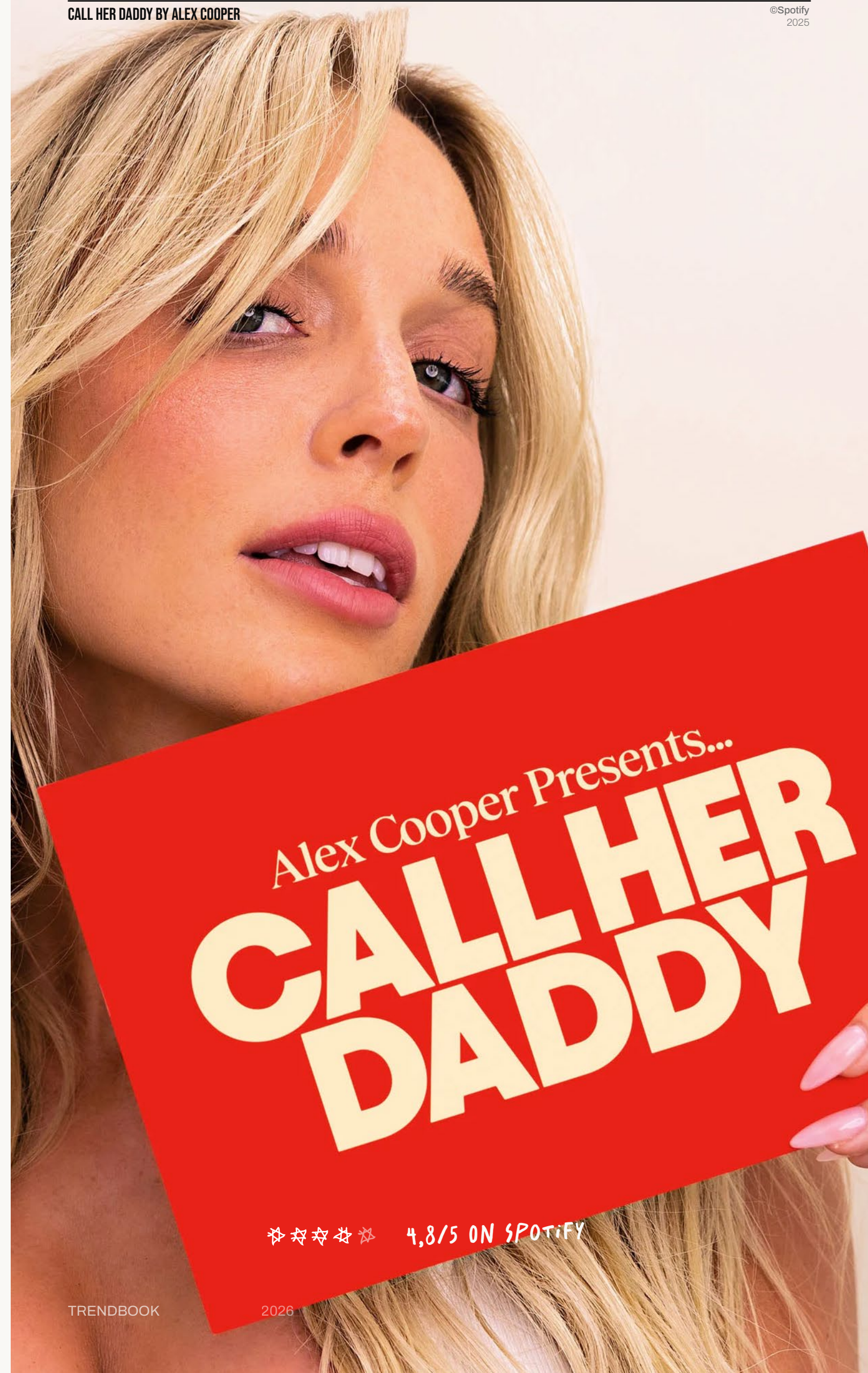
2026 marks the beginning of the **gradual disappearance of exclusivity in influencer marketing**. Creators want to reach their full audience and maintain control of their work. **Content is no longer tied to one platform**. It lives everywhere, all the time, in original and adapted formats.

This shift to **multi-distribution** is amplified by **clipping**. Creators slice content into short formats that feed algorithms and extend reach. From YouTube and TikTok to Spotify and SVOD platforms, a single piece of content becomes a **full narrative ecosystem**, where every clip reinforces the **cultural footprint of the original**.

➤ KEY INSIGHT

Omnichannel is the new standard. The podcast “**Call Her Daddy**”, by **Alex Cooper** runs on Spotify, YouTube, and her documentary on Disney Plus. Creators are no longer choosing between platform prestige and social reach. They are demanding both, and using cross-distribution to maximise visibility and accessibility.

CALL HER DADDY BY ALEX COOPER

©Spotify
2025

PHYSICAL EXPERIENCES
ARE RECLAIMING THEIR PLACE
WITHIN THE INFLUENCER ECOSYSTEM.

In a digital-first world, the need for **physical connection** is growing fast. Fans want to meet, share, buy, and celebrate together, **beyond the screen**. Cultural projects are extending into real life through pop-ups, live events, festivals, and premieres that create emotional, community-driven experiences.

For **brands**, this means **shifting roles**: from observer to enabler. The goal is to support and amplify these experiences in ways that deepen emotional impact and build long-term loyalty.

KEY INSIGHT

The word “**parasocial**” was chosen as the **word of the year 2025** by the Cambridge Dictionary, underlining how the connection between creators and their audiences has become a major social and economic force. Physical events are now a natural extension of these digital relationships.

RHODE POP-UP EVENT IN LOS ANGELES, FEBRUARY 19, 2025

©Rhode / ©Kristincabat



STRENGTHENING
THE IMAGE OF
RHODE AS A
BRAND



SKINCARE
ESSENTIALS



LIMITED EDITION
LIP TINT

BRANDS RECLAIM THEIR CHANNELS WITH CREATOR CODES

The most forward-thinking brands are transforming their own social channels into **cultural platforms**. They are embracing the creator economy’s tools, from immersive storytelling and native formats to behind-the-scenes series and talk-show content. It is no longer about simply posting. It is about **creating worlds that capture attention, build loyalty and actively engage communities**.

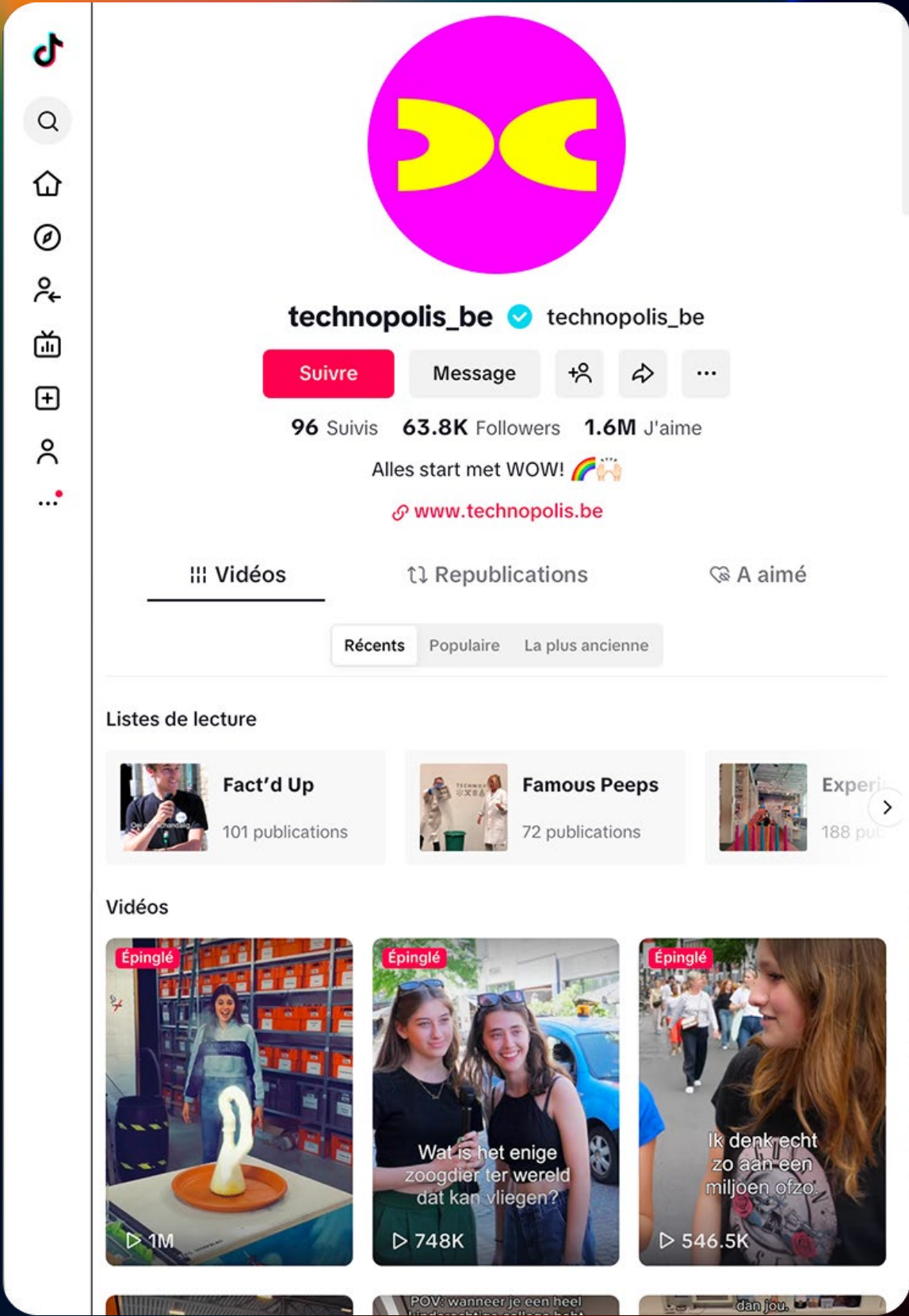
With creators leading the cultural conversation, brands are seeking to rebuild their relevance. They are learning that without strong storytelling, on-screen presence, and creator-native formats, they risk being left out entirely.

The most forward-thinking brands are transforming their own social channels into **cultural platforms**. They are embracing the creator economy’s tools, from immersive storytelling and native formats to behind-the-scenes series and talk-show content. It is no longer about simply posting. It is about **creating worlds that capture attention, build loyalty and actively engage communities**.

KEY INSIGHT

Kolsquare estimated that for **Coca-Cola** to reach the same visibility through traditional advertising as it did via its Instagram presence, it would have needed to **spend over 3.49 million euros**, just to reach 150,000 followers. This gap shows how **mastering the creative codes of influencers** is now essential for cultural relevance.

A LOYAL AND ENGAGED COMMUNITY



HIGH ENGAGEMENT BY MAKING SCIENCE FUN !



«INFLUENCE IS NO LONGER A MARKETING TOOL. IT IS A CULTURAL FORCE. BRANDS THAT UNDERSTAND THIS ARE NOT JUST REACHING AUDIENCES BUT THEY ARE SHAPING THE MOVEMENTS, AESTHETICS, AND EXPERIENCES THAT DEFINE GENERATIONS.»

ALEXIA DE BRABANDERE, HEAD OF ACCOUNT
MANAGEMENT, BIGGIE BENELUX

Visibility, authority, and organic presence
are no longer isolated levers. 🌀

They are converging into a dynamic,
interconnected system. ✍️

Today, brands are moving beyond
transactional KPIs
to actively shaping ecosystems,
influencing algorithmic outcomes,
and engaging with intelligent systems. 📌

In this increasingly AI-driven
and hybrid environment,
5 strategic shifts are redefining
how paid media delivers value. 💵

INVISIBLE AI : PAID MEDIA AS A DRIVER FOR BRAND AUTHORITY

AI IS REDEFINING PAID MEDIA

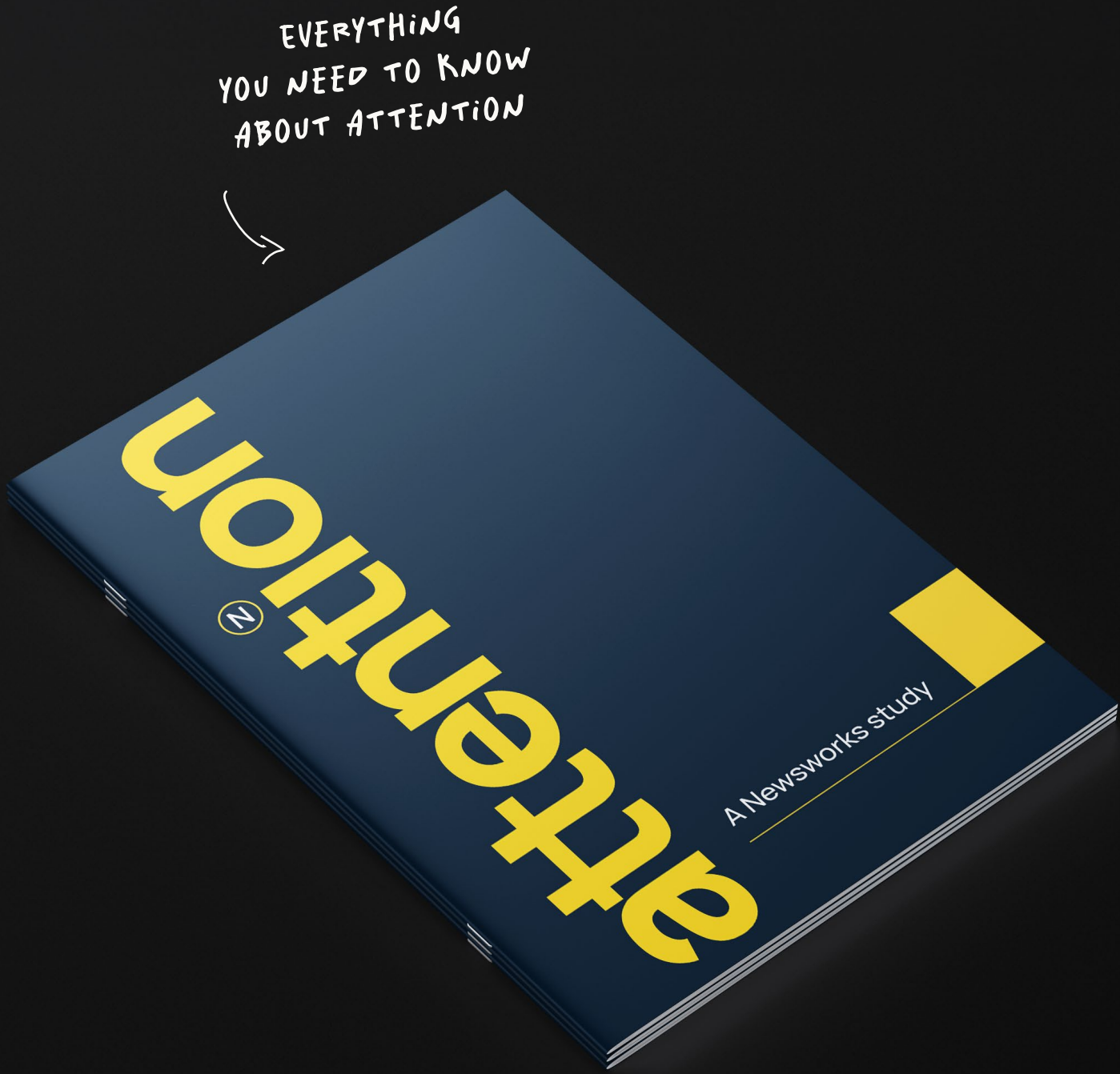
Paid media is no longer just a patch for weak organic strategies. It has become a **powerful engine for building authority**. Gone are the days when brands could buy their way to the top of search results with shallow stories.

Today, artificial intelligence evaluates a brand’s real-world presence and total share of voice to determine its relevance. Paid campaigns now serve as indirect signals fed into large language models, the new gatekeepers of digital visibility.

This shift marks the rise of SXO, or Search Experience Optimization. Paid and organic strategies must now work together seamlessly to capture attention across platforms, from TikTok to voice assistants. AI tools like Google AI Max are reshaping media buying itself, dynamically generating ad content based on website data. We are moving away from mass saturation and toward laser-focused targeting, where automation enables creative agility at scale.

➤ **KEY INSIGHT**

A brand awareness campaign is no longer just about reach. It is about creating a lasting mental imprint that artificial intelligence can convert into long-term authority. Even in a **fast-scroll environment**, a few seconds of meaningful attention on a short video can drive real results. Campaigns shown in high-attention environments generate an average **12% market share lift** and a **17% boost in brand metrics** (Newsworks, Lumen, and Peter Field, 2025). AI picks up on these moments of cognitive attention and social buzz, lifting the brand’s standing in future recommendations.



INVISIBLE KPIS : MEASURING AUTHORITY IN THE ERA OF LLMS.

In today's saturated media landscape, performance is no longer measured by clicks alone. The new metric is whether a brand becomes a **trusted reference in the eyes of an algorithm**. The ultimate goal is to earn conversational share of voice within large language models.

Since these models constantly evolve, traditional tracking falls short. It is no longer just about tracking conversions, but about understanding how AI processes information and evaluates the reliability of the sources it uses to reference a brand. Brands must now build “**signal intelligence**”: a strategy that cuts through the noise and secures long-term presence in AI-generated answers.

➤ KEY INSIGHT

Far beyond a simple technical visibility metric, **cognitive attention** is becoming the key barometer of long-term brand health, moving well beyond the boundaries of immediate ROI. In this ecosystem, landing pages are no longer just traffic endpoints. They are pillars of authority that AI assistants scan to assess an **advertiser's credibility**. This new measurement culture requires a holistic approach. It is no longer about checking whether a message was seen. It is about **merging branding and performance** to turn every interaction into a lasting quality signal, one that embeds the brand both in user memory and within the logic of AI algorithms.



DIRECT-TO-MACHINE-TO-HUMAN : THE FUTURE OF MARKETING

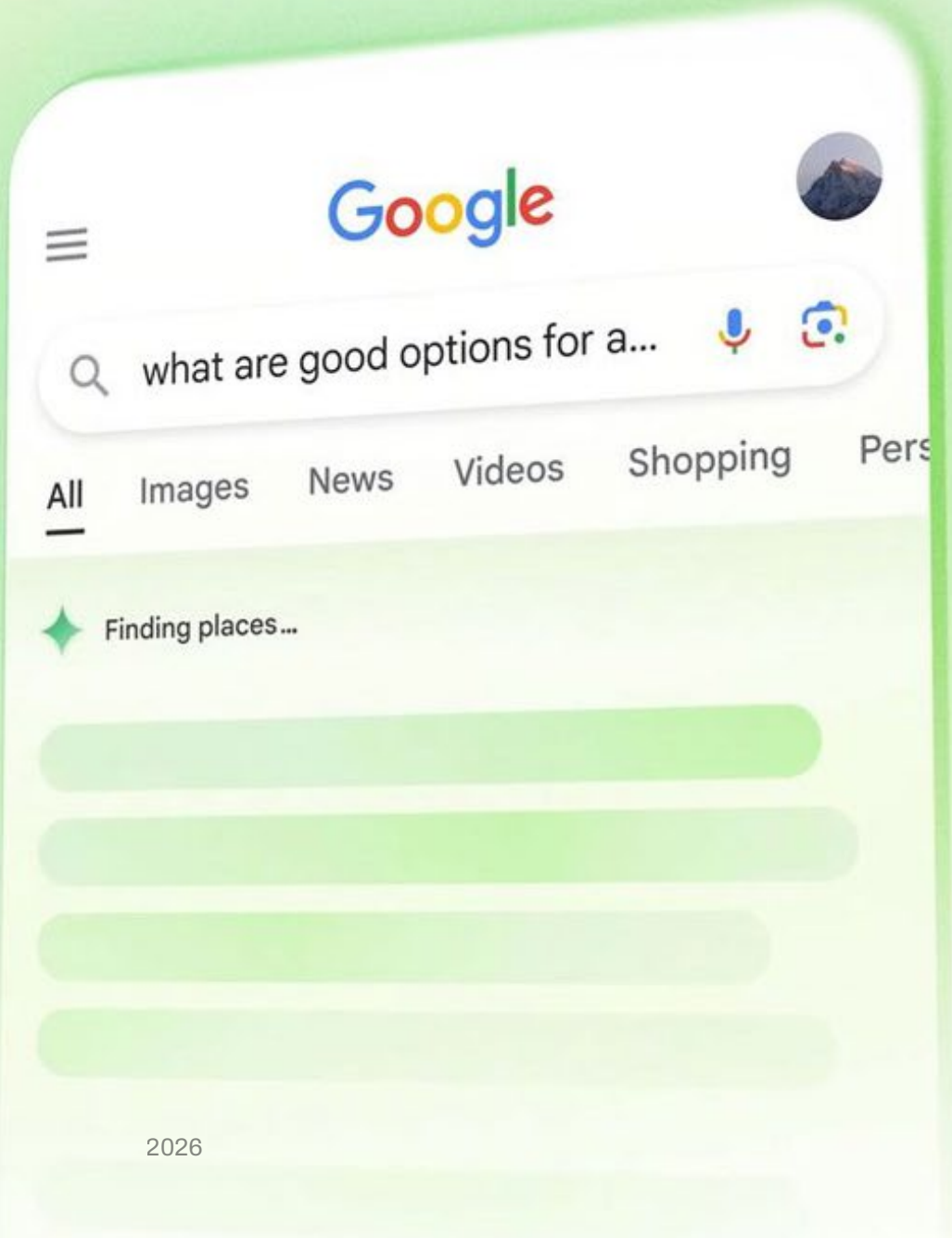
The future of marketing is not just about talking to people. It is about communicating with the AI systems that assist them every day. We are entering the era of “**Direct-to-Machine-to-human**”. Brands are no longer selling products to people. They are delivering answers that AI can easily access, process, and recommend. Content is no longer designed just for demographics. It must now become the best response to an intelligent system’s query.

This change is already underway. 39% of Belgian consumers indicated that AI had a positive impact on their daily lives in the past 12 months, and 38% say it improved their choices as consumers. Consumers said they particularly appreciate the boost in productivity (such as time saving) they gain from using the tools, as well as their creative applications.

KEY INSIGHT

Today, nearly **50 percent of search queries end with zero clicks** (SparkToro and SimilarWeb, 2025). Algorithmic intermediation has been the norm since the rise of Google, but we are now crossing a critical threshold. The machine no longer simply ranks sources; it absorbs them to deliver a self-contained answer. For brands, this creates a **form of “invisible visibility”**. For the web ecosystem, which relies heavily on the press as a primary source of authority, it represents a major disruption. **Google’s AI Overview** reinforces a now undeniable truth: being referenced by the machine is no longer enough, your brand must be synthesized by it to be seen by humans.

GOOGLE ANNOUNCED
AI OVERVIEW ON
MAY 14, 2024.



AUGMENTED CREATIVITY : SMARTER MEDIA BUYING THROUGH AI

The integration of AI into the media and creative process is no longer about producing at scale. It is about **buying smarter** through a continuous cycle of planning, optimization, and analysis. In this framework, **85 percent of CMOs surveyed rank generative AI among their top three strategic priorities** (Gartner, 2025 CMO Survey).

Artificial Intelligence can bring the creative process to the next level, but they do not replace the human spark. The creative leader of tomorrow becomes a conductor. AI cannot (yet) rescue a poor brief. In the era of “garbage in, garbage out,” the value lies in how well the tool is guided, in order to avoid generating suboptimal creative content (Forrester, State of Generative AI in Marketing, 2025).

➤ KEY INSIGHT

AI turns the creative workflow into a lab for precision. Brands using tools like Runway or Gemini to test ideas in virtual focus groups are **cutting production costs by 35 to 50 percent on average** (McKinsey, 2025). With the right setup, AI unlocks speed and scale without compromising on strategic clarity.

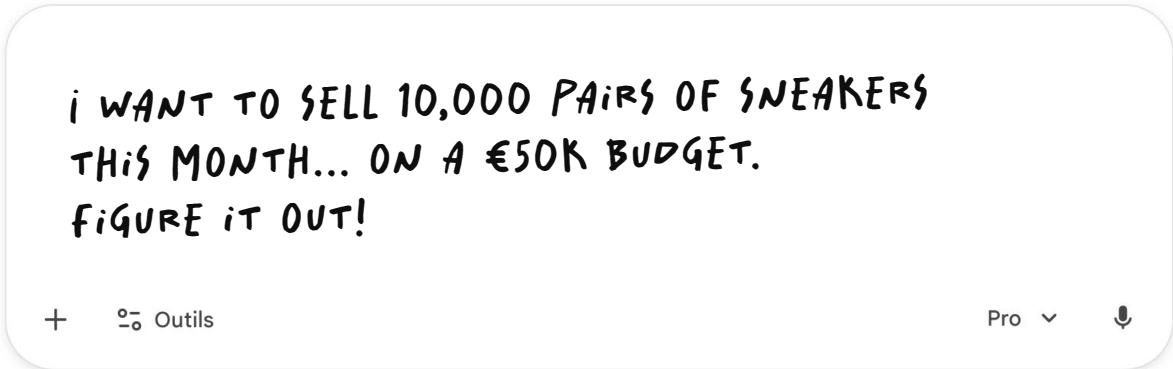


AI-POWERED PLATFORMS : MOVING TOWARD CENTRALIZED ORCHESTRATION

We are entering a phase of “**operational science fiction**”, where media buying protocols must evolve to enable true AI dominance. For the market to make this leap, bidders and exchange platforms will need to become interoperable, powered by autonomous agents capable of communicating directly with one another. Currently, the rise of **walled gardens** is fragmenting the market and creating friction in the path toward **AI-to-AI automation**, making it increasingly difficult to measure performance with clarity and consistency. However, the rise of **meta-platforms**, such as Amazon’s tech stack and its strategic partnerships with Netflix and Disney+, points to an inevitable consolidation. In the near future, campaign management will shift away from purely technical execution and move toward a more conversational approach, orchestrated by a central intelligence capable of navigating these interconnected ecosystems.

➤ KEY INSIGHT

Simplifying the market will require the centralization of first-party data within a few dominant ecosystems. Deploying AI agents without a unified orchestration layer creates **operational debt**, hidden complexity and cost, pushing brands to favor integrated technology stacks. The future of programmatic lies in merging previously isolated ecosystems into a common language, fully powered by artificial intelligence.





«PAID MEDIA IS NO LONGER A PERFORMANCE TACTIC. IN AN AI-DRIVEN ECOSYSTEM, IT IS A DECLARATION OF AUTHORITY. INTELLIGENT SYSTEMS DON'T JUST RANK BRANDS, THEY ABSORB THEM, TEST CREDIBILITY, AND DECIDE WHICH VOICES ARE AMPLIFIED. VISIBILITY TODAY ISN'T EARNED THROUGH CLICKS, BUT THROUGH COGNITIVE ATTENTION, CONSISTENCY, AND RELEVANCE AT SCALE. THE BRANDS THAT WIN WILL BE THOSE THAT USE PAID MEDIA NOT TO CHASE DEMAND, BUT TO SHAPE THE ANSWERS AI DELIVERS. »

BRITT PEETERS, SENIOR SALES MANAGER,
BIGGIE BENELUX

The media landscape of 2026 is not simply evolving, it is being restructured around an invisible yet omni-present intelligence. *The traditional divide between* online and offline is disappearing, replaced by a new logic where screens and context drive relevance. In this post-digital era, effectiveness is no longer driven solely by the raw power of media buying. It now relies on the synergy between highly qualified audience data and a flexible technological framework. Performance becomes the result of a new balance: the precision of targeting combined with the strength of brand authority to achieve lasting impact.

THE NEW MEDIA MATRIX : MERGING TECHNOLOGY AND CREDIBILITY

FROM EXPERIMENTATION TO MATURITY: THE EVOLVING ROLE OF AI

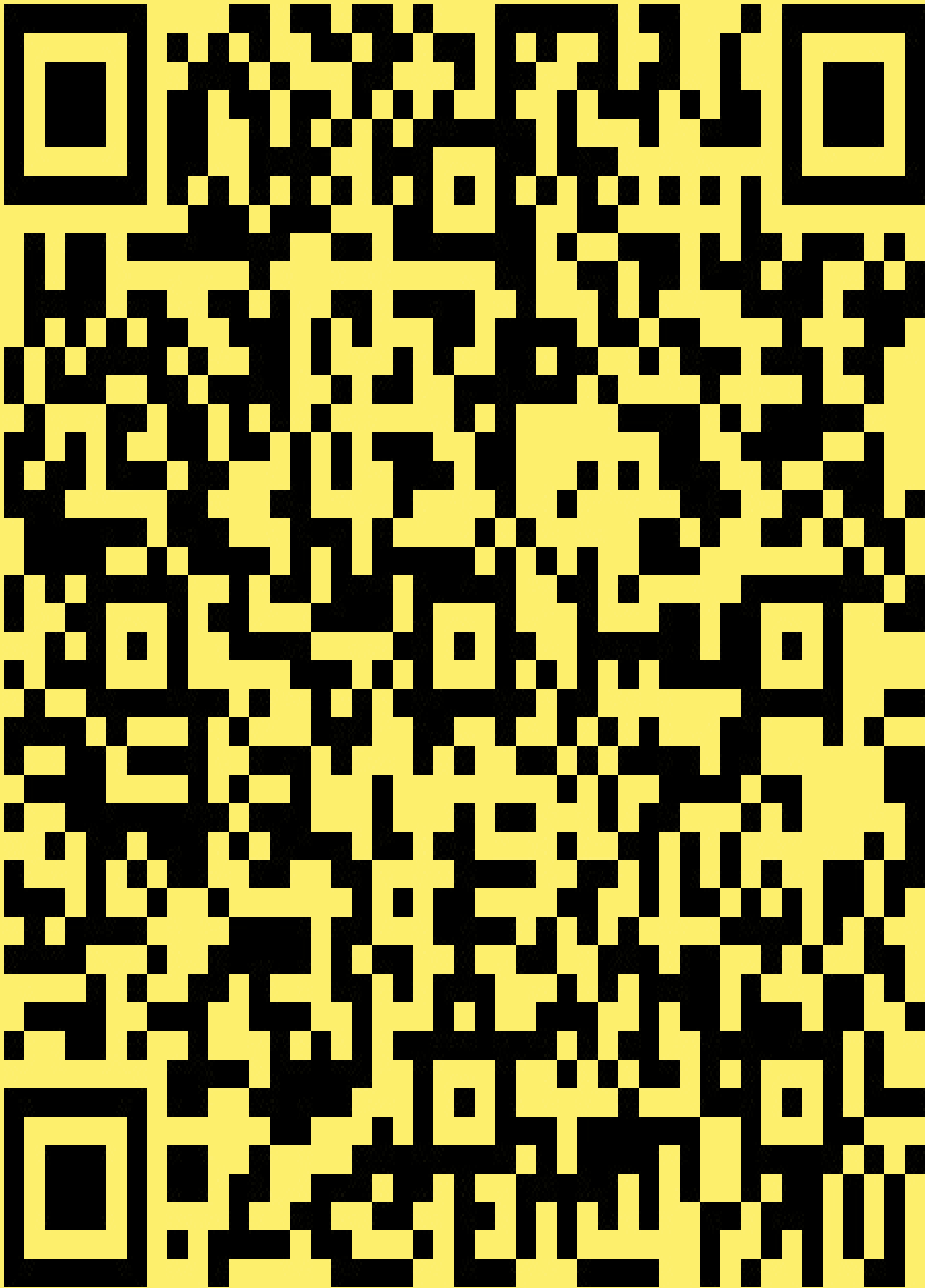
Artificial intelligence has moved beyond being a novelty or buzzword. It is now the **structural engine of modern marketing**. We are shifting from isolated pilot projects to the implementation of full intelligent system architectures. This evolution introduces a new discipline: **Generative Experience Optimization**, or **GEO**. The goal is no longer just to rank well in search results (SEO), but to become the trusted reference recommended by generative AI systems.

To achieve visibility in this new landscape, a brand must build such strong credibility and authority that algorithms naturally recognize it as the most reliable solution.

➤ **KEY INSIGHT**

Memorability is no longer driven by repetition, but by contextual relevance. By aligning the brand message with the user's intent, what was once seen as an interruption becomes a valuable service.

WE WROTE
A GREAT ARTICLE ON THE TOPIC



THE MEDIA AGENCY AS FUTURE ARCHITECT

The craft of manual media buying is becoming a thing of the past. The media agency of the future is undergoing a major transformation, evolving toward two core areas of value:

- The Strategic Partner, capable of navigating technological complexity, demystifying AI-related challenges, and empowering brands to build internal expertise
- The Tech Solutions Provider, offering proprietary tools, including AI platforms and conversational agents through licensing models for advertisers who have internalized certain functions

The agency is no longer just executing plans. It is designing automated systems and overseeing intelligent processes to deliver concrete business outcomes.

KEY INSIGHT

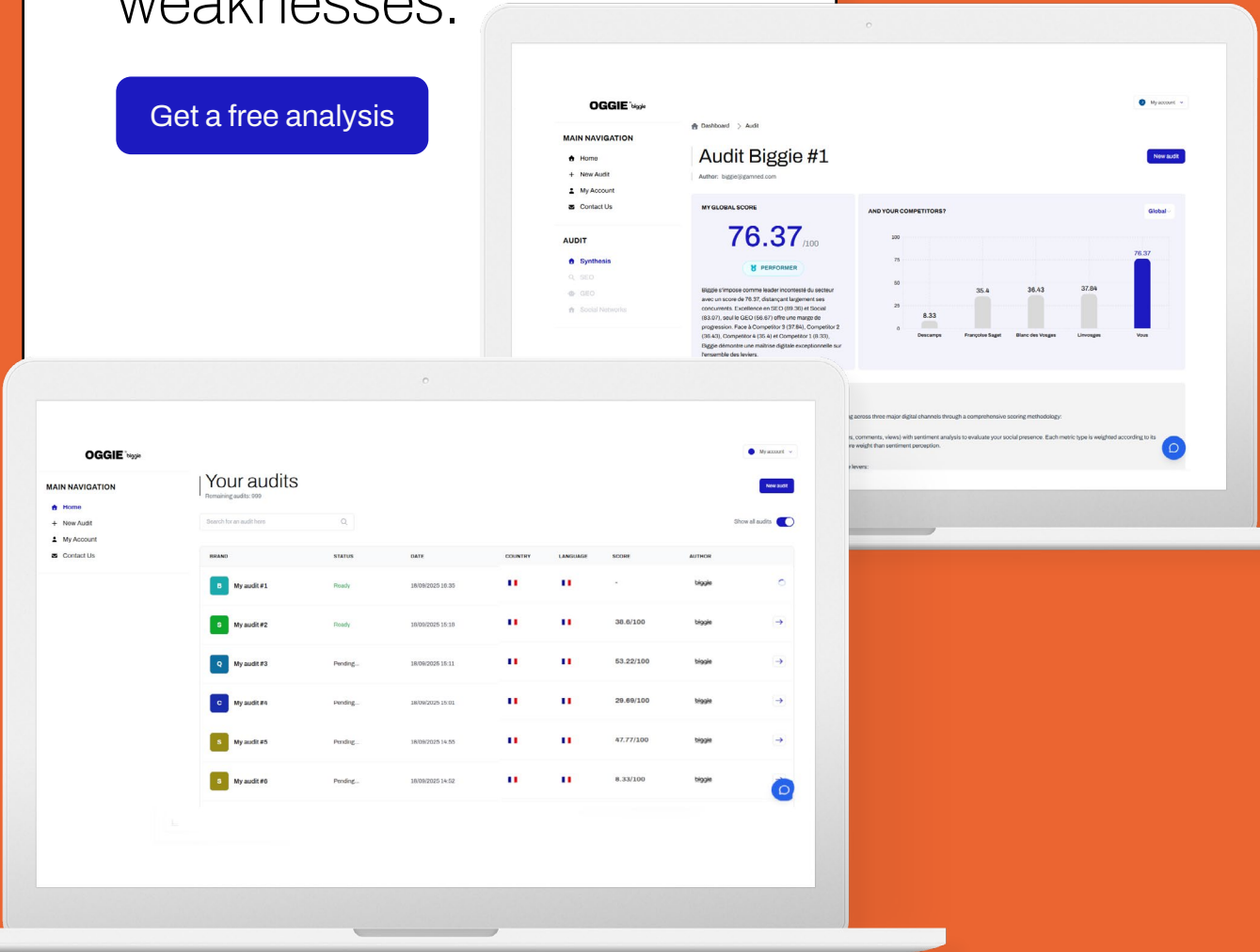
In the past, the agency selected each material by hand. Today, it is the architect of a “smart home”: configuring automated systems to ensure the structure aligns perfectly with the client’s business needs.

OGGIE by biggie

The analysis that reveals your **SEO/GEO/LLM** & **social** weaknesses.

Get a free analysis

BIGGIE ALREADY OFFERS YOU TECH SOLUTIONS



TOTAL CONVERGENCE : THE END OF ON AND OFF SILOS

The boundaries between digital and offline are disappearing, giving way to a unified approach to inventory, targeting, and context. There is no longer a fundamental difference between media types, only screens and moments of consumption. The challenge now is to follow the audience in an **agnostic way**, orchestrating brand presence wherever it is most relevant: from linear TV to SVOD to digital out-of-home.

To stay competitive, brands must **align their media investments with business objectives**. This means deploying measurement systems that can prove the value of every activated placement, while embracing a **culture of testing and agility**.

➤ KEY INSIGHT

Media strategy is no longer built around channels, but around touchpoints. Investment decisions are driven by business impact and direct value measurement, requiring a continuous test-and-learn cycle to keep pace with technological acceleration.



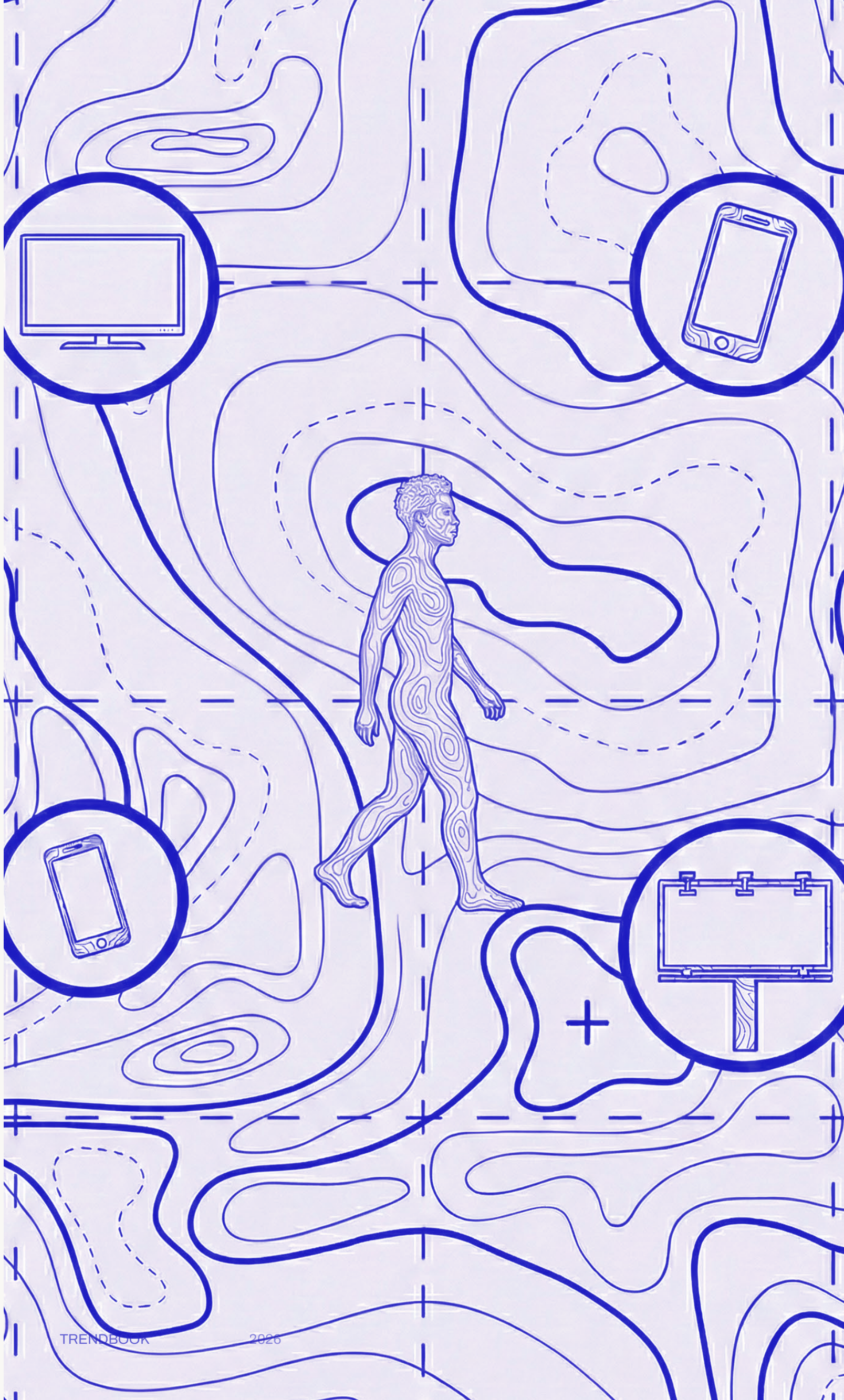
AUTHORITY-DRIVEN MARKETING : EARNED MEDIA AS THE NEW FOUNDATION

In an age of advertising overload, **earned media** (including press coverage, influencer content, and organic mentions) has become the essential foundation of any effective strategy. This trust capital fuels a brand’s credibility, both with consumers and with AI systems. **Paid media** no longer builds awareness from scratch. Instead, it amplifies authority that already exists.

To remain relevant, a brand must first be “validated” by its peers and communities before seeking to scale its reach.

➤ KEY INSIGHT

Strengthening organic authority has become a prerequisite for paid performance. Without proven credibility (meaning citation by AI and influence within trusted circles), advertising investments risk becoming background noise with no lasting impact.



«WHEN I LOOK AT HOW MEDIA IS TRANSFORMING TODAY, I DON'T JUST SEE TECHNOLOGY MOVING FAST. I SEE A MOMENT WHERE WE HAVE THE CHANCE TO REDEFINE HOW BRANDS CONNECT WITH PEOPLE. I HAVE NEVER BELIEVED THAT THE FUTURE OF MEDIA WOULD BE ABOUT HUMANS COMPETING WITH TECHNOLOGY. I DEEPLY BELIEVE IT IS ABOUT USING TECHNOLOGY TO AMPLIFY OUR ABILITY TO UNDERSTAND PEOPLE, RESPECT THEIR ATTENTION AND CREATE CONNECTIONS THAT ACTUALLY MATTER.»

YUVAL NOAH HARARI OFTEN EXPLAINS THAT HUMANITY HAS ALWAYS BEEN SHAPED BY THE STORIES WE COLLECTIVELY CHOOSE TO BELIEVE IN. I'M CONVINCED BRANDS ARE NOW PART OF THOSE STORIES. BUT IN A WORLD WHERE ATTENTION IS FRAGILE AND AUDIENCES ARE CONSTANTLY SOLICITED, BRANDS WILL NOT BE REMEMBERED BECAUSE THEY ARE LOUDER. THEY WILL BE REMEMBERED BECAUSE THEY ARE MEANINGFUL, CONSISTENT AND TRUSTWORTHY.

WHAT PERSONALLY DRIVES ME IS HELPING BRANDS TRANSFORM DATA INTO SOMETHING THAT MAKES SENSE FOR PEOPLE, TURNING INTELLIGENCE INTO EMOTION AND VISIBILITY INTO TRUST. BECAUSE BEHIND EVERY CAMPAIGN, EVERY ALGORITHM AND EVERY MEDIA PLAN, THERE ARE INDIVIDUALS WITH EXPECTATIONS, EMOTIONS AND VALUES. AND I TRULY BELIEVE THE BRANDS THAT WILL LEAD TOMORROW ARE THE ONES THAT WILL NOT ONLY CAPTURE ATTENTION, THEY WILL DESERVE A PLACE IN PEOPLE'S LIVES.»

CATHERINE HUBAUT, MANAGING DIRECTOR,
BIGGIE BENELUX

OUR MANIFESTO

57

58

LUX 2026 BIGGIE BENELUX 2026 BIGGIE BENELUX 2026 BIGGIE BENELUX 2026 BIGGIE BENELUX 2026 BIGGIE BENELUX 2026 BIGGIE BENELUX 2026

AN INTEGRATED EXPERTISE BUILT TO POWER BRAND AUTHORITY

The media and social landscape is shifting rapidly : from saturated feeds to safe community spaces, from social media to invisible AI, from cultural marketing to the new media matrix. **Today's audiences expect authenticity, relevance, and a sense of human connection.** In this fragmented context, a **brand's value** is measured by its ability to **earn trust, spark engagement, and transform its audience** into a loyal community.

At Biggie, **brand authority** is never left to chance. It is the result of an **integrated approach** where performance, data, technology, and innovation come together to deliver

concrete, measurable impact. Each campaign becomes a vehicle for both credibility and performance, driving tangible results while reinforcing market leadership.

With **dedicated R&D teams** and an **in-house trading desk**, Biggie delivers **tailored solutions, maximizes campaign efficiency**, and offers clients an unprecedented level of **strategic autonomy**.

This trendbook delivers actionable insights, giving brands a clear view of the forces shaping the digital space and the tools to turn **both branding and performance into lasting, measurable authority**.

In conclusion, Biggie transforms trends into tangible strategies. Every social, cultural,

or technological shift becomes a lever to strengthen brand credibility, authority, and performance. With Biggie, every insight becomes a tool for authority. Every action becomes a driver of long-term leadership, positioning brands at the forefront of their industry.

CONTACT-US!

**LET'S TALK ABOUT
THE WEATHER OR...**

**HOW CAN YOU
OPTIMIZE
YOUR BRAND
AUTHORITY?**

For more
informations,
contact-us:

INFO-BE@BIGGIE.CO

HERE

TRENDBOOK

TRENDS

COMMUNICATION

TRENDBOOK

2026

🕒 15min'

biggie
PARTNERS IN GROWTH

BIGGIE BELGIUM