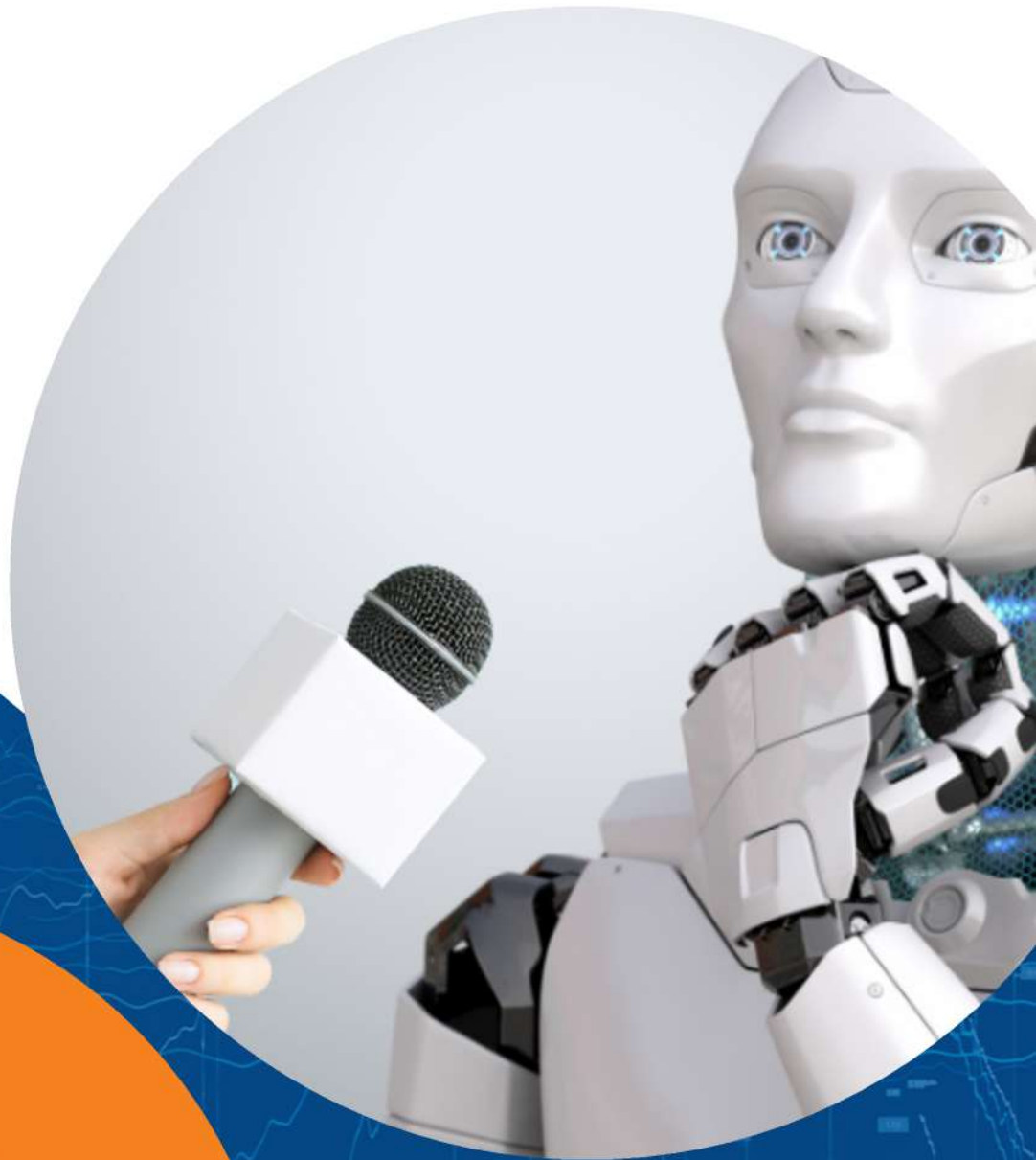


2025

FUTURE OF COMMUNICATIONS



WORLD.COM
Public Relations Group

2025 Predictions Overview



TRENDS IN PUBLIC RELATIONS AND COMMUNICATIONS

In 2024, most of our partners around the world had specific advice about the emergence of AI in Public Relations. From creating company policies around ChatGPT use to how AI would improve marketing performance, the change has been more rapid than most businesses and practitioners could have predicted.

For 2025, the influence of AI can be seen in every discipline from social media to crisis management to media management.

REPORT CONTENTS

- 2025 Predictions Overview
- Generative AI in Practice
- General PR Predictions
- Communications
- Content & Digital Marketing
- Crisis Management
- ESG
- Future Outlook

Generative AI in Practice



WE ARE LIVING IN THE AI GENERATION

The era of wondering how Artificial Intelligence will impact the workplace and the marketplace is over. We are seeing AI in action. Businesses are in need of strategies to help harness and control the unbelievable power of this new technology.

It has touched every corner of the globe in different ways, but it is having an the impact on individuals and businesses that need to be managed and mastered.

WORKFORCE IMPACT

55%

Invest in upskilling employees for GenAI [1]

64%

Businesses expect AI to increase productivity [2]

KEY AREAS OF RISK MITIGATION

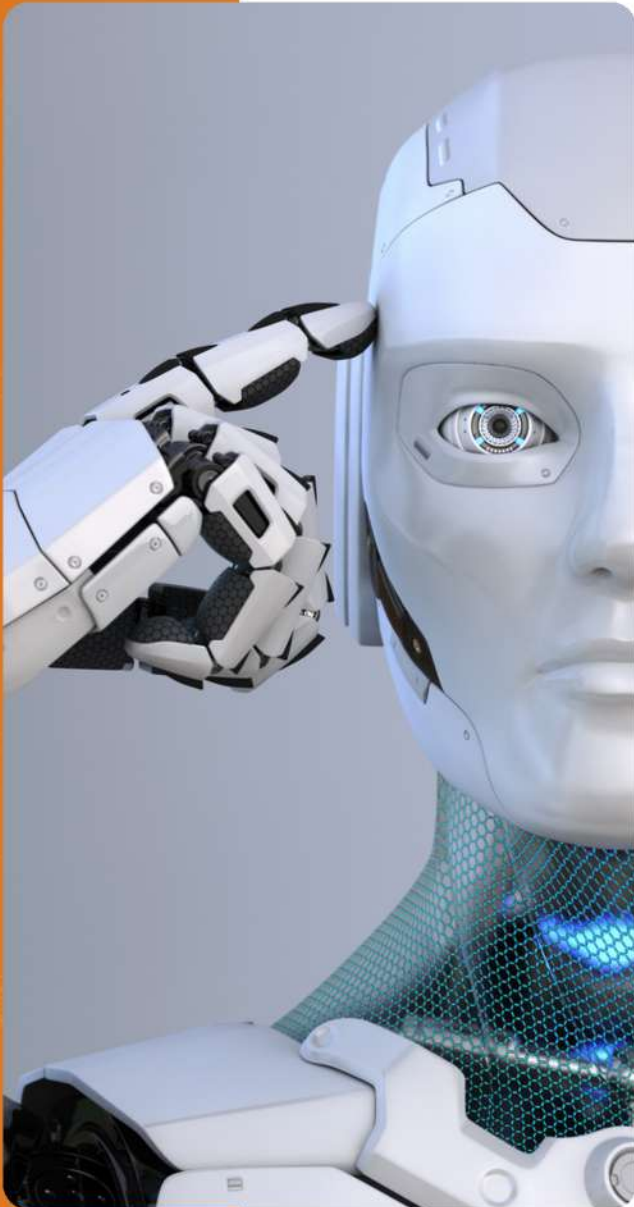
75%

Consumers are concerned about misinformation from AI [2]

24%

Business owners are concerned about AI affecting website traffic [2]

We did not create a section of predictions on AI because as you will see in the results, it was woven into almost every category in some way. The impact of AI is being felt by all of our Partners and they are leading the way in understanding how to leverage it in Public Relations and craft the future of communications in the best interests of their clients, their employees and their companies.



GENERAL PR PREDICTIONS

GENERAL PUBLIC RELATIONS MARKET PREDICTIONS

Artificial Intelligence (AI) is the conversation of the moment. The impact of the rapidly growing technology has further driven concerns about cybersecurity, disinformation and privacy. Along with concerns are the opportunities for streamlining work and merging precision with creativity.

The use of data-driven decision making will extend past client work into the running of company and the management of financial analysis. The other considerations will be made for working in the Public Relations industry including the mix of employees and non-employees.

Rise of Generative AI Tools

The rise of generative AI tools in content creation will revolutionize personalization, enabling brands to deliver hyper-targeted messaging to individual consumers. By 2025, AI is expected to be a critical tool in delivering custom content at scale, enhancing customer journeys, and building stronger connections.



The Pollack Group
Los Angeles, California, USA

STEFAN POLLACK
President

Healthcare Companies Will Increasingly Emphasize Human Interest Stories

In 2025, companies will embrace human interest storytelling to break through the noise. As healthcare companies introduce innovative approaches and solutions, they will increasingly need to humanize stories to build trust, authenticity, and emotional connections with target audiences. Effective communication strategies will highlight



real patient stories, focusing on their unique but relatable challenges and the positive impact a healthcare company has had on them. By investing the time to unearth these real-life experiences, brands can foster deeper engagement, build loyalty, and enhance their reputational strength.

DANIELLE RUCKERT
Vice President



Raffetto Herman Strategic
Communications
Seattle, Washington, USA

AI in PR: Kick-Off for a New Quality Offensive in 2025

2025 will be a year in which we in the PR industry will not only work more efficiently thanks to AI, but also with higher quality. From AI-powered real-time analysis for strategic planning to automated and customized content creation, to early risk assessment in crisis management – across the entire spectrum of PR activities, AI tools will free us from time-consuming routine tasks and free up capacity for the essentials. For example, developing innovative and creative campaigns or building key relationships with media, stakeholders and influencers.

The year 2025 belongs to communications professionals who combine human intuition with machine precision. Those who make strategic use of this dream team will not only keep pace, but actively shape and improve the quality of the communications landscape.



Business Communications Consulting
Frankfurt on Main, Germany

NATHALIE SCHÖN
Consultant



AI Usage Transparency

Clients will start to demand officially for greater transparency on AI usage from agency partners. This may come in the form of indemnity clauses on AI usage in service agreements and contracts. Agencies will also start to put in indemnity clauses on misuse of AI into HR contracts.

WONG VOAL VOAL
Managing Partner



IN.FOM
Singapore, Singapore

Brands will be Moving Toward an Integrated Workforce

The makeup of talent inside brands won't be entirely internal. It is no longer the norm for every single person to be a full-time employee. In 2025, more brands will move toward an integrated workforce. This will mean some staff will be part-time, some will be freelance or on extended contacts, some will be virtual assistants, and AIs may supplement some staff. The point is that brands need to be prepared for a dynamic and changing workforce. They must be ready with the tools and processes to function effectively in the marketplace.



Off Madison Ave
Tempe, Arizona, USA

ROGER HURNI

Managing Partner and
Behavior Strategist

Data-Driven Financial Models Will Become a Competitive Advantage

In an era where clients demand clear ROI, PR agencies will need to shift toward data-driven financial models to justify their fees and demonstrate value. Clients increasingly expect transparent, real-time insights into campaign performance, making the investment in advanced analytics platforms essential. Agencies that can provide data-backed reports not only on media reach but also on tangible business outcomes will be more successful in securing higher budgets and long-term partnerships.



For clients, this means they will have more control and visibility into the effectiveness of their PR spend, allowing for more informed decision-making. The agencies that succeed will be those that turn data into a strategic tool, aligning performance metrics with client goals to deliver measurable business impact.

LEAH WALKER
Chief Financial Officer



True Digital Communications
Cleveland, OH USA

Compelling Messaging Frameworks to Resonate with Audiences

All companies, across all industries need a strong and compelling messaging framework to articulate its value proposition in a way that resonates with audiences. Without proper messaging, brands will run the risk of being misunderstood or worse – overlooked. A strong identity fosters trust and differentiates among competitors and it needs to be more than catchy social media posts and website taglines. It is the tone and style in which a company represents itself; inspiring consumers to engage and take action. In short, a company can launch the best product or service in the market, A but without a message map, that incredible product or service won't reach the appropriate audience or excite consumers. The digital world has oversaturated content and the competition is higher than ever. Brands need to craft strategies to stand out amongst the noise and a messaging framework is the most important step in the process.



The Pollack Group
New York, New York USA

JENNIFER LEWIS
Vice President

Importance of Collaboration in a Digital Workplace

As we continue to work in hybrid or remote environments, we must find unique ways to build relationships with internal team members and external stakeholders. This is where collaboration can play a part in our team building efforts. Collaboration is the act of creating or producing an outcome greater than an individual would be able to develop in a silo.



When we encourage collaboration within our organizations we build quality relationships, enhance creativity, boost employee engagement, and improve conflict resolution. Prioritizing collaboration, both in-person and virtually, makes us more capable of driving superior results, leading to more effective brainstorming and conversations.

KAYLEIGH HANLIN
Account Service Lead



True Digital Communications
Cleveland, OH USA

“Human” Technology to Deeper Connect Brand with Their Audiences

Brands will have the opportunity to forge deeper connections with their audiences by crafting immersive experiences driven by technology and innovation. AI, Virtual Reality and Augmented Reality can strengthen brand-consumer relationships through customized storytelling as long as they enhance (rather than replace) real-world experiences. These innovative ways of communication, still emerging in many markets, will have the potential to drive consumer engagement. However, for this to be effective, brands must uphold authenticity and human connection, ensuring that technology facilitates rather than dehumanizes their interactions. In a time when consumers are becoming more discerning about their choices, prioritizing values such as empathy, transparency, and human connection will be key to earning trust.



BPRESS
Milan, Italy

CINZIA SARTORI
Associate Director

2025 PR Game Changers: AI Tools for Content Development and Data Analytics

In the coming year, we will see technology companies integrate AI and data analytics in more meaningful ways. PR teams will shift from experimenting with AI to using these tools for more precise audience targeting and content generation. These tools will enable PR professionals to expedite the delivery of tailored content across channels and improve the accuracy of reaching their customers and prospects. We will also see a major uptick in the integration of data analytics to inform more strategic decision-making for PR programs.



This will result in improved trend identification, audience segmentation, content optimization, sentiment analysis, and ultimately, integrated campaign measurement. Together, AI and data analytics will reshape how PR campaigns are planned and executed, offering greater precision and actionable insight.

HALLY WAX
Senior Vice President



Raffetto Herman Strategic Communications
Seattle, Washington, USA

The Human Connection: Elevating Engagement in a Digital World

In 2025, prioritising a personal touch in communications will be key, particularly in building trust and loyalty with clients. A prime example is Ireland's Credit Unions, which have consistently ranked highest for customer experience (CX) over the past decade. Their success lies in a simple yet powerful approach: listening to members and offering personalised, human-centric solutions. They have it perfectly balanced — showing that even in a digital-first world, clients still value the human connection.

This level of engagement shows the importance of understanding and anticipating clients' needs, which will be critical in future communications trends.

While digital tools have made outreach more efficient, the real differentiator will be our ability to understand clients' evolving needs and anticipate future trends. This is something that AI can't do. Tailored, thoughtful communication — whether through personalised outreach, talking to clients regularly, in-depth discussions, or proactive solutions — will set communication consultants apart.



Springboard Communications
Cork, Ireland

MARIA TRACEY
Client Director

Creativity will be as Imperative as AI Technology

There is no sure way to predict exactly how AI will take over public relations and marketing because it will do things we haven't dreamed about. However, it is important to understand the



real value of great public relations and marketing is the poetry that is created from the swift minds of incredible thinkers. Social and AI growth means the pace and onslaught will be forever growing. Finding a partner who can protect and elevate your brand / reputation in the swift waters of AI technology will be the best asset to handle whatever is down the road.

LINDA GROENDYKE
Content Development



Worldcom Public Relations
Group

Navigating AI-Generated Content: Critical Thinking Will Be PR's Secret Weapon in 2025

From blog posts and news articles to social media content, genAI is rapidly becoming a powerful tool for content creation – and while it helps marketers automate time-consuming tasks, it will be those who leverage critical thinking to cut through the AI-generated noise who will stand out in 2025.

AI excels at repurposing information and drawing from historical context, but it lacks the human ability to perceive emerging cultural shifts or respond to nuanced issues. The most impactful PR programs will be driven by professionals who can apply their critical thinking to analyze data, identify unexpected trends, and craft unique narratives that align with a brand's objectives or an executive's thought leadership. The best PR strategies won't just involve AI-generated content – they will leverage human creativity and strategic insight to create unique storylines that resonate.



AQILAH NATARAJAN
Senior Account Director



Corporate Ink
Atlanta, Georgia, USA

Long-Term Impact Analysis to Measure Success

Traditional public relations metrics will no longer suffice in 2025. Companies must focus on measuring the long-term impact of their campaigns.



ELOÍNA RIVERO
Business Development Manager

Clients want to see how communication strategies affect consumer behavior and decision-making in a lasting way. This will require advanced, customized metrics to assess ROI on multiple levels, allowing brands to optimize their strategies and achieve measurable, sustainable success.



LF Channel
Barcelona, Spain

Empowering People Leaders: The Key to Organisational Success

Next year, people-leader communication will be a non-negotiable for organisational success. As workplaces become more complex and fast-paced, effective communication is critical in fostering employee engagement, retention, and overall performance. People leaders will be expected to go beyond simply relaying information — they must create environments where trust, clarity, and empowerment thrive. Organisations will be investing in leadership development programmes that emphasise communication skills like clear messaging. Structured communication processes, supported by content calendars and transparent guidelines, will help leaders align team objectives with business goals.



SANDY BOUNDY

Director of Strategy & Insight



Springboard Communications
Cork, Ireland

The Impact of AI on Profit Margins and Service Differentiation

As AI continues to evolve, both PR and marketing agencies—and their clients—will experience a shift in the value of certain services. Tasks like media monitoring, social listening, basic reporting, and even content creation—once significant revenue drivers—will be increasingly automated. While this presents opportunities for cost savings, it will also squeeze profit margins for agencies that rely heavily on these routine services. To maintain profitability, agencies will need to focus on delivering more strategic, creative, and high-skill services that can't be easily automated, such as brand strategy, crisis management, creative campaign development, and complex



LEAH WALKER

Chief Financial Officer



data analysis. For clients, this shift means that fees will be more closely tied to outcomes rather than tasks, as AI allows agencies to streamline processes and focus more on delivering higher-value results. Agencies that embrace AI while doubling down on human creativity and strategic insights will be the ones that thrive in this new landscape, delivering huge success for their clients.

True Digital Communications
Cleveland, OH USA

Brands Need New Ways to Engage Audiences

In the digital age, consumers are bombarded with advertisements, and ad-blocking software is becoming more common. As a result, brands need new ways to engage with their audiences. Consequently PR-rooted approaches to marketing will continue to grow in 2025, including:

- Company-hosted webinars that focus on the big issues and opportunities within their sectors and draw on the views of external figureheads as well as their own experts to increase B2B influence online
- Brand storytelling, rather than direct selling, bringing to life organisations and allowing interested outsiders to see inside the business, what's it all about and the human side of its success
- Earned media through social proof - social media thrives on user-generated content and reviews. PR can harness this by encouraging customers to share positive experiences with the brand, turning them into advocates. This earned media functions as social proof, which is more credible and cost-effective than paid advertising.
- Personal branding via channels such as LinkedIn and podcast platforms which enables C-suite executives to become self-made 'stars' in their respective sectors based on their high value expertise and perspectives



JBP Associates
London, England

CHRIS LAWRENCE
Managing Director

One-Size Fits All Marketing Becomes Obsolete

As consumers become increasingly diverse and segmented, one-size-fits-all marketing will become obsolete. Consumer brands must leverage data and AI to deliver hyper-personalized product recommendations and experiences. Customers expect products and messaging tailored to their needs, preferences, and lifestyles, forcing brands to adopt dynamic personalization strategies to maintain loyalty and stand out.



STEFAN POLLACK
President



The Pollack Group
Los Angeles, California, USA



COMMUNICATIONS

BRAND, CORPORATE AND INTERNAL COMMUNICATIONS PREDICTIONS

Communications bridges many channels and represents brand, corporate and internal communications. In all of these disciplines, AI will play a role.

However, our experts have also predicted that less will be more and quality paired with creativity will win the day. Brands will need to create immersive experiences that create not only connections, but also transparency with their audience.

AI will Revolutionize Communication, but Human Expertise will Remain Key to Authenticity

Artificial Intelligence (AI) is set to revolutionize communication across industries, becoming an essential tool for handling routine tasks in companies of all sectors. From automating customer service interactions to generating content at scale, AI will streamline many processes, making them more efficient. However, while AI can handle repetitive and data-driven functions, it cannot replace the critical role of communication and PR experts. These professionals will guide companies in crafting authentic, bias-free narratives that resonate with their audiences. Human expertise is essential to ensuring that messaging remains clear, accurate, and aligned with brand values, without falling into errors or unintended bias that AI might produce.

The future of AI in communication will depend on collaboration between technology and human insight, ensuring that businesses communicate effectively, ethically, and with the nuance needed to maintain trust and engagement in a rapidly evolving digital landscape.



Planin Comunicação
São Paulo, Brazil

ANGÉLICA CONSIGLIO
CEO

A Shift Toward Quality Over Quantity

As the media landscape evolves, client expectations are increasingly focused on the quality of communications and their outcomes, rather than traditional metrics centered on quantity. Communication effectiveness is now being measured by targeted media interactions, strategic placements, and audience engagement.



The focus is shifting from questions like "How many clippings did we get?" to "What opportunities did it create?" This trend highlights the growing importance of outcome-driven communication and underscores the value of communication experts who can provide meaningful advice and strategic guidance.

NATALIA CYGAN
PR Manager



SAROTA PR
Kraków Poland

Communication and Reputation in the Era of Story Doing

As we move into 2024, companies must prepare to integrate sustainable practices into their communication, driven by the growing demand for social responsibility. Brands that succeed in shifting from "storytelling" to "story doing" will not only tell stories but also act on their environmental and social commitments, thereby strengthening their reputation.

To achieve this, they will need to invest in sustainable initiatives and adopt digital tools, including artificial intelligence, that facilitate the measurement of their impact. This strategy will allow them to effectively and transparently communicate their achievements.

Additionally, it is crucial that they train their communication teams to ensure that every action aligns with the brand narrative.

By adopting an authentic and proactive approach, companies will not only enhance their reputation but also position themselves as true agents of change in society.



MC Comunicaciones
Quito, Ecuador

MERCEDES CÓRDOVA
CEO

The Future of Influencer Marketing

Influencer marketing has evolved into a media tactic to connect brands with specialized audiences. The same thought and consideration put into traditional media strategies should be applied to influencer strategies by determining your impressions, ROI, and effectiveness with predictive analytics. Influencers live in a volatile space where



anything can happen to increase or break down popularity and authenticity. It's wise to account for the unpredictability that comes with relationship marketing by clearly outlining deliverables to ensure your influencer media spend not only benefits the content creator but, even more importantly, your client's results.

TONY FANIZZI
Content Marketing Lead



True Digital Communications
Cleveland, OH USA

As AI Takes Over, Personal Relationships will Shine

As AI advances, genuine human connections will become ever more apparent, with people seeking and cherishing moments of authentic interaction, empathy, and shared experience that no algorithm can truly replicate. Forward-thinking companies will recognize that while AI can handle routine interactions and tasks with efficiency, it's the authentic engagement between individuals, teams and clients that build lasting relationships. Human connections and conversations offer personalized experiences that go beyond what AI can provide.



True Digital Communications
Cleveland, OH USA

CHRIS BALDWIN
Chief Visionary Offices

Indonesia's Socio-political Landscape to Change with New President

We expect that under the new Prabowo presidency, Indonesia is expected to evolve towards more robust nationalistic policies, emphasizing economic self-reliance and national security. At the same time, we expect the incoming President to elevate Indonesia's presence in world affairs befitting its size and strategic nexus in Southeast Asia. For international businesses, this shift may present both challenges and opportunities. Companies should anticipate heightened regulatory



oversight and a preference for local partnerships, as the government aims to fortify domestic industries and infrastructure. To navigate this environment successfully, international firms need to align their strategies with Indonesia's developmental priorities—focusing on sectors like technology, defense, education, healthcare, and energy.

LIM HOCK JIN

Principal Consultant &
Co-Founder



Cognito Communications
Jakarta, Indonesia

Capitalising on Advancements in Digital Technologies and AI will Require Transparency, Trust and Leadership

Organisations are increasingly operating in more disruptive environments, with hybrid working, the challenges and opportunities of AI, and employees more willing to leave when experience doesn't match expectation. Workplaces where employees are connected to purpose and empowered to design and deliver better outcomes have always been important. Delivering transparent and inclusive change and transformation has never been more critical. As the pace of change increases businesses are already struggling to keep up with the benefits and impacts of digital technology and AI.

In 2025, we will see a heightened focus on the value of internal communication and change in driving understanding of how digital technologies and AI can augment employee efforts from the ground up to deliver better outcomes. Organisations that lead, engage and empower their employees in the process will be able to act faster, deliver better solutions, and realise the benefits ahead of their competitors.



RICHARD SARGENT

Internal Communication,
Change & Transformation Lead



Phillips Group
Brisbane, Australia



From Traditional Messaging to Digital and Collaborative Engagement with Audiences

2025 will be a digital year where corporate communication will evolve into something much more collaborative, immersive, and based on an emotional digital connection with each of its audiences.

LUIS AVELLANEDA
CEO



Realidades SAC
Lima, Peru

The Power of Purpose-Driven Communications

In 2025, I see purpose-driven communications as being essential for businesses striving to build trust and credibility. As consumer and employee expectations for social and environmental responsibility continue to rise, companies will need to integrate sustainability and ethical practices into their core strategies. We predict a surge in demand for communication strategies that authentically link to purpose, especially in industries like renewable energy, social enterprises, and sustainable transport.

Businesses will increasingly grapple with the challenge of transparency without greenwashing. Those who succeed will balance clear, evidence-backed communication with actions that align with their stated values. Companies failing to meet these expectations risk losing talent, as 44% of Gen Z and 40% of Millennials say they have turned own an employer based on their personal ethics or beliefs (Deloitte's 2024 Gen Z and Millennial Survey: Living and working with purpose in a transforming world). Leading with transparency, consistency, and measurable impact not only builds reputation but also fosters deeper connections with stakeholders, driving both employee engagement and long-term success.



Springboard Communications
Cork, Ireland

SUSIE HORGAN

Managing Director and
Founder



Immersive Experiences Will Redefine Brand Engagement

Consumer brands will need to rethink their messaging to meet the demands of the younger audiences—Gen Z and Alpha. These audiences expect radical transparency, authenticity, and accountability from the brands they support. Brands that don't communicate their values clearly or fail to align with causes important to these audiences will risk losing relevance.

STEFAN POLLACK

President



The Pollack Group
Los Angeles, California, USA

Integrity, the New Guardian of Reputation

In just over a decade, the world has become more digital than ever, and we have gone from a handful of journalists to literally millions. Every phone is a video camera, with an amateur reporter behind it. Every employee represents the company, even outside its walls, all action, every post or opinion will portray the values of the company.

Do the right thing, someone is watching.

In 2025, these reporters will be the ones who make or break the reputation of any company around the world. Integrity should be the most important value or pillar in every company's DNA.



Arvizu Comunicación Corporativa
CDMX Mexico

DIEGO ARVIZU
CEO

AI and Regulations Shaping Communication Strategies

Communication strategies are increasingly being shaped by regulations such as ESG requirements and new European technology frameworks, including the AI Act, DORA, and NIS 2. These regulations will not only require organizations to meet legal standards but also foster trust with clients, business partners, and stakeholders by ensuring that their messaging aligns with expectations around security, sustainability, and transparency. Authenticity and transparency will be paramount, particularly in sustainability communications, impacting both large enterprises and SMEs.

As AI continues to transform the public relations and communications landscape, securing sensitive data and maintaining transparency around AI usage will become critical. With more companies adopting AI-based solutions, there will be a growing expectation for clear, responsible communication regarding the application of AI technologies. The emphasis on authenticity is intensifying, especially as organizations confront the risks and limitations of AI-generated content.



NATALIA CYGAN
PR Manager



SAROTA PR
Kraków Poland

Brands will have to Rethink Their Approach to Customer Engagement.

In 2025, it will be critical for brands to move from customer transactions to customer experiences. In other words, transactional relationships where the goal is to sell an item will be the death of a brand—or at least the exit of the CEO, as in the case of John Donahue from Nike in 2024. His hubris about Nike led him to the decision to change what is an experiential purchase to a transactional one, which ultimately led to the decline of Nike sales. In contrast, brands that embrace a customer-experiential relationship will thrive. This will require brands to make their customers part of their marketing conversation and operations.



Off Madison Ave
Tempe, Arizona, USA

ROGER HURNI

Managing Partner and
Behavior Strategist

Engaging a Diverse Workforce

2025 will be the year of internal communications and employee engagement bridging divides, especially with the growing presence of Gen Z in the workforce. Companies will need to shift away from generalised assumptions and embrace more inclusive communication strategies that account for different preferences. Gen Z workers, shaped by the pandemic and new expectations around work-life balance, will push for flexibility, transparency, and communication that aligns with their values, such as diversity, inclusion, and sustainability. By providing mentorship opportunities, employers can establish clearly defined expectations around behaviour.

Traditional communication methods like email may be insufficient for engaging this



younger demographic. Instead, visual-based and bite-sized communications will resonate more, helping to reduce disengagement and prevent workplace silos. Companies will also need to address mental health challenges faced by Gen Z due to increased anxiety and burnout, providing appropriate support.

CIARA FLAHERTY

Associate Director and Head
of Internal Communications



Springboard Communications
Cork, Ireland



CONTENT AND DIGITAL MARKETING

CONTENT AND DIGITAL MARKETING PREDICTIONS

From accessibility to the growing use of AI and influencers, public relations and digital marketing will continue to challenge both business and practitioners.

Better storytelling, data and trend analysis and the ability to dissect an audience for effective marketing will dominate the landscape and be needed to help break through the noise and rise to the challenges in every market and in every country around the world.

Digital Accessibility: A Win-Win for Business and Society

For everyone to have the same opportunities, the world must become more inclusive. This also means that it must become more accessible – not only the analog world, but also the digital world. In the future, digital accessibility will be a critical success factor in PR and marketing. Not only because it is increasingly required by law, but also because early integration of accessibility into PR and marketing strategies pays off: Companies strengthen their brand and credibility. They reach a wider audience, become more attractive to potential candidates and even save money in the long run. Studies also show that accessible websites perform better on Google rankings – a clear competitive advantage.

Companies should therefore ensure that their websites, campaigns and social media channels are accessible to everyone. This means easy navigation, legible font sizes, simple language, sufficient contrast, alt text for images and captions for videos, as well as voice control tools.

Accessibility isn't just a must, it's a win-win for everyone.

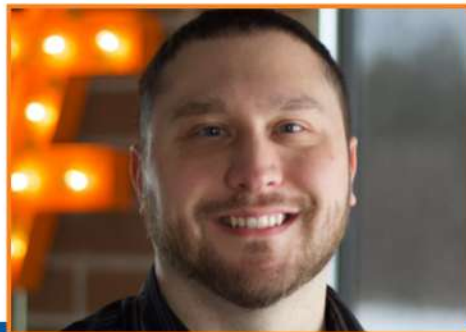


BCC Business Communications
Consulting
Frankfurt on the Main, Germany

JULIA SCHWAGER
Consultant

AI Agents Will Fundamentally Change Marketing Automation

Marketing Automation, as we know it today, will look a lot different a year from now due to the increased use of AI Agents - which are computer programs that use AI to perform tasks autonomously. Rather than setting up a linear



automation step by step, we will give the AI a loose set of rules, ideal trigger situations, and the goals we want it to achieve. From there, the AI will learn, adapt, and use other AI systems to complete the task. As you can imagine, this will open up a magnitude of new use cases for automation and increase productivity across marketing teams.

WAYNE SILASI
Digital Marketing Lead



True Digital Communications
Cleveland, OH USA

Google Trends are the Great Equalizer for Brands Relying on Earned Media to Drive Sales

Before you pitch media about “the product people can’t stop talking about,” you need to verify that people are, in fact, talking about it. More specifically, you need to verify Google Trends data and provide website KPIs that prove to reporters, affiliate managers, e-commerce managers, that people are actively searching for and interested in your product. Holiday gift guides and pay-for-play opportunities are increasingly weeding out brands and products that won’t drive clicks. Don’t be one of those brands.



The Pollack Group
Los Angeles, California, USA

JACKIE LIU
Senior Vice President

The Power of Data-driven Storytelling to Build Trust in 2025

In a period of deep economic, political, and social uncertainty, consumers will increasingly seek trust and reassurance from the brands and organizations they interact with. This means that transparent communication with data will become essential for companies to build and



maintain credibility. In 2025, data-driven insights will not only validate a brand’s message but will also enhance its emotional resonance, helping clients build stronger, more credible relationships. The companies that can combine empathy and evidence will be the ones to win the trust and loyalty of their audience.

ELEONORA BRESESTI
Account Director, Digital Lifestyle Expert



BPRESS
Milan, Italy

Micro-Personalization Is Possible With AI, But Needs To Be Behind The Curtain

Everyone knows about AI and has at least a good idea of what AI is capable of, but some of these ideas are over-extended, or haven't been best implemented in the real world.

AI-generated images have limitations which will be overcome, and content can be written at scale, but a lot of publishers have used AI at their own demise. Smart publishers recognize that although AI can drive personalization and optimization, authentic human context and purpose still remain essential.



BRANDON BUCK
Digital Practice Lead



The Pollack Group
Los Angeles, California, USA

AI's Rise in Marketing Sparks Consumer Trust Challenges, Driving Demand for PR Expertise and Ethical Content Strategies

As AI becomes more prevalent in marketing, addressing consumer trust and confidence will pose a significant challenge, requiring the expertise of PR specialists. Many consumers already expect AI to negatively impact social channels, fearing that AI-driven content generators could spread false or misleading information. This concern is high, especially regarding the potential for misinformation on social platforms. Some key brands will prioritize authenticity and ethics, appealing to a segment of consumers who value AI-free interactions. To safeguard their reputations,



EDUARDA LOPES
Partner

organizations must implement measures to ensure content authenticity and establish responsible AI use guidelines. The lack of frameworks and best practices necessitates transparency, compelling brands to demand clear policies from vendors and partners while integrating safeguards into their technology to build and maintain trust.



Planin Comunicação
São Paulo, Brazil

Navigating AI in Communication: Balancing Efficiency with Empathy

AI is revolutionising all industries, and communications is no exception. However, the efficiency it brings cannot come at the expense of human empathy and understanding — both crucial elements in communication. With any AI-generated content, particularly in the fast-paced world of social media, quality control is essential to ensure accuracy — that content reflects an organisation’s tone of voice and resonates emotionally.

In the next year, we are focusing on education — for ourselves, our employees and our clients on the risks and opportunities that come with generative AI.

Our Internal Communications in Ireland Report 2024 found that while over 60% of IC professionals incorporate AI into their roles, half of organisations lack formal AI policies or guidelines. This needs to be addressed to mitigate reputational risks and ensure the accuracy of shared information.



CHLOE KAVANAGH
Community Manager



Springboard Communications
Cork, Ireland

New Strategies to Connect with Younger Audiences Through Emerging and Reinterpreted Channels

In 2025, public relations strategies will increasingly focus on reaching younger audiences through microinfluencers, short-form videos, and the innovative use of less conventional channels. Traditional media influence is waning among young people, who prefer visual, short-format content on platforms like TikTok and Instagram Reels. However, some media, like television, are experiencing a



JOEL MÁRQUEZ
B2C and Lifestyle
Communications Director

revival thanks to new consumption behaviors, such as streaming, interactive formats, and co-viewing on social networks. Brands seeking to connect with this audience must adapt to these evolving preferences, ensuring authentic, relevant communication aligned with today’s digital consumption.



LF Channel
Barcelona, Spain

Gen AI-powered Search to Halve Organic Traffic, Pushing Brands to Rethink Strategies and Prioritize Trust in an AI-driven World

Within the next five years, brands' organic search traffic will decrease by 50% or more as consumers turn to GenAI-powered search engines. This shift will significantly impact revenue and lead generation, forcing CMOs to adapt their strategies. To prepare, marketers must shift investments toward channels that prioritize conversion-focused keywords and gated content while reconsidering traditional platforms like email. At the same time, consumers will remain cautious about AI-driven content, worrying about the spread of false or misleading information, job displacement, security threats like hacking and phishing, and AI bias influencing content.

These concerns will challenge brands to build trust and transparency with their audiences, ensuring that AI is used responsibly and that human oversight remains a priority. By addressing these issues proactively, brands can navigate the upcoming disruption and maintain strong relationships with their consumers in an increasingly AI-driven landscape.



Planin Comunicação
São Paulo, Brazil

LARISSA LAGO
Partner

The Evolution of B2B Client Expectations in a Digital World

As the B2B landscape continues to evolve digitally, companies will need to adjust their approach to better serve their clients. The demographic shift toward a more digitally native society has accelerated the demand for omnichannel experiences.



Businesses must be agile and forward-thinking and prepared to meet the demands of B2B buyers with personalized experiences, seamless interactions, and data-driven decision making. The organizations that thrive will be those who can adapt and anticipate the future of digital marketing.

JESSICA GREATHOUSE
Chief Operating Officer



True Digital Communications
Cleveland, OH USA

Personalization to Create Deeper Customer Connections

Creating deeper relationships with customers through conversationalist “advocacy” marketing, personalised marketing campaigns and neuromarketing

Since the number of communication channels is growing, mastering Integrated Marketing Communications (IMC) will be imperative to create trusted content that adds value to customers. As a result, it will become increasingly important to create deeper interactions with customers in 2025 to enhance advocacy marketing benefits. This means companies will turn their focus to amplifying messages through people that their target audience want to hear from. Additionally, companies will be required to consider neuromarketing as a part of their digital marketing strategies to inform subconscious realms of consumer decision-making and harness the power of data-driven insights. Through the analysis of this consumer behavior data, messages will be tailored to the unique preferences of target audiences as technological advancements persist.



GIANO TERZIC
Manager



Phillips Group
Brisbane, Australia

Media Require Data and Insights

Media require data and insights in your pitch to differentiate their stories and resonate with local audiences. Journalists increasingly want localised data to focus and differentiate their stories. This means, when pitching to media, businesses need to consider what tailored insights they can provide or generate to support a story. Grounding stories in research and data that can be segmented by



OLIVIA LEONARD
Senior Consultant

geography or demography, will increase the likelihood of stories getting published. Journalists are looking for the unique details in a story that resonate with and are highly relevant to, their local audience. In Australia, data is increasingly enabling media strategies to be more targeted and personalised.



Phillips Group
Brisbane, Australia

Data Sources will be Consolidated into a Consumer Behavioral Profile

Brands have difficulty managing all of their data sources. After all, collecting information is one thing; knowing what to do with it is another. In 2025, brands will start aggregating their data into a customer behavioral platform. This would allow brands to create behavioral profiles on individual customers. With those profiles, brands can hyper-personalize content, offers, and experiences to individual customers.



Off Madison Ave
Tempe, Arizona, USA

ROGER HURNI

Managing Partner and
Behavior Strategist



Engaged Communities will be Needed to Create Trust

With trust in advertising declining, clients must focus on building strong, engaged communities. By 2025, social media will move beyond being a promotional tool to where brands can foster loyalty through authentic, user-generated content and meaningful interactions.

STEFAN POLLACK

President



The Pollack Group
Los Angeles, California, USA



CRISIS MANAGEMENT

CRISIS MANAGEMENT PREDICTIONS

With the speed of communications and the challenges of disinformation, Crisis Management will need to adapt to real-time management. In certain fields, it will be important to respond to challenges and public scrutiny in real time.

From monitoring to response, companies will need to understand how to communicate with an authentic voice and have at the ready the best tactics to help steer conversations and address crisis moments as they arise.

Crisis Communications is Increasingly Becoming a Specialized Field

Many companies do have the right expertise to solve the issues and crises in their field. But companies are increasingly having to deal with issues and crises that transcend disciplines. For example, it is not inconceivable that a transport company, in addition to the well-known risks such as accidents or strikes at border crossings, will also have to deal with cases of sexually transgressive behavior, with reorganizations, with fraud, with data leaks or with acts of violence.

Especially in cases like these, it will be relevant to engage a specialized agency that has experience in all these areas, has its people ready for 24/7 assistance and has the media and monitoring tools to help the client take the right steps immediately.



SERGE BECKERS
Managing Partner



Wisse Kommunikatie
The Netherlands

Real-Time Crisis Monitoring Will Become the Norm

By 2025, the demand for real-time crisis monitoring will become a standard expectation from brands and consumers alike. As crises escalate rapidly across digital platforms, companies will need to adopt 24/7 monitoring systems that use AI and analytics to detect potential issues before they spiral out of control.



The ability to respond within minutes, not hours, will define whether a brand emerges from a crisis with its reputation intact. Crisis communication teams must be equipped with both advanced technology and prepared action plans to navigate high-stakes situations in real time.

EMILY GREIFELD
Vice President



The Pollack Group
New York, NY USA

Challenge of the Energy Transition: Acceptance Communication Becomes Essential

The implementation of infrastructure and construction projects as part of the energy transition is increasingly coming under public scrutiny. People's growing interest in their environment goes hand in hand with a desire to be actively involved in decision-making processes. At the same time, debates about land use and sustainability are intensifying, while acceptance of energy transition projects is noticeably declining. Different interests and perspectives are colliding, and public discourse is becoming increasingly charged with political tension. Companies in this sector should recognize this trend early and adjust their project communication accordingly.

Initiatives that gain public acceptance and understanding can navigate the complex and often politically charged public space more easily. Comprehensive stakeholder management is just as important as a modern, dialog-oriented, and targeted communication strategy. Timely information, active stakeholder involvement and transparent communication can build trust, foster acceptance, and reduce potential resistance.



BCC Business Communications Consulting
Frankfurt on the Main, Germany

NIKOLAI TROJAN
Consultant

Authentic Leadership Will Be the Key to Crisis Recovery

In 2025, consumers will expect leaders to be the face of crisis responses, not just spokespeople. Public trust will hinge on the visibility and authenticity of a company's top executives during times of crisis. Brands that fail to put their leadership at the forefront,



offering sincere and timely communication, risk further damaging their reputations.

Authentic leadership—emphasizing accountability and transparency—will be the linchpin of effective crisis management, ensuring both a swift recovery and long-term reputation repair.

EMILY GREIFELD
Vice President



The Pollack Group
New York, NY USA

AI-driven Crises will Spur High Demand for PR experts, Redefining Crisis Management in the Digital Age

In less than two years, PR professionals will be in high demand for managing crises caused by algorithms and AI-driven content generation. As AI increasingly operates autonomously, producing content that may contain errors or bias, the role of crisis management specialists will become critical. These professionals will need to address the growing challenges posed by these technologies, ensuring that corporate messaging stays accurate and aligned with brand values. However, given the speed at which AI operates, traditional methods won't be enough. PR experts will also need to develop their algorithms

to respond to large-scale crises within minutes, as only another AI can match the speed and volume of content generated by these systems. This shift will require a combination of technical expertise and crisis management skills, ensuring swift, effective responses to potential AI-driven communication errors in the fast-paced digital landscape.



Planin Comunicação
São Paulo, Brazil

MARIANA MIRRHA
Partner



DISINFORMATION

MANAGEMENT OF DISINFORMATION

With the ability to morph reality into virtual reality, disinformation will continue to spread. Companies and their partners will need to be watch dogs to ensure truth rises through noise of disinformation.

Concerns about cybersecurity also make the spread of information and protection of it one of the more important issues facing companies.

Cybersecurity and Disinformation

In 2025, one of the biggest challenges in communication and PR will be the growing need for crisis management in response to cybersecurity breaches and the spread of disinformation.

With the increasing sophistication of cyberattacks, organizations must act quickly and effectively to mitigate risks that could damage their reputation, disrupt operations, and erode customer trust. A well-prepared communication strategy will be crucial to maintaining transparency and preserving brand integrity during such incidents.

At the same time, the rapid rise of disinformation will push organizations to adopt more proactive measures to monitor and respond to false information. In a digital age where misinformation can spread instantly, PR teams will need to craft clear, authoritative narratives that not only debunk false claims but also reinforce the organization's credibility. Continuous vigilance will be key in navigating this unpredictable landscape.



Given these challenges, partnering with experienced PR agencies—those well-versed in technology, cybersecurity protocols, legal frameworks, and financial risks—will be essential. These agencies can help organizations implement comprehensive crisis communication plans, develop strategies for reputational recovery, and maintain public trust in fast-moving environments.

KASIA SAROTA
CEO



SAROTA PR
Kraków, Poland

The Relentless Rise of Indonesian Social Media

Sorting fact from fiction remains a key challenge. TikTok and Instagram will continue to remain the leading social media platforms for Indonesia. Both of them will be key battlegrounds for authentic communication amid rising concerns over misinformation. As user engagement



continues to outweigh accuracy, the prevalence of sensationalized content will challenge brands manage a situation where the lines between fact and fiction are increasingly blurred. Companies will need to come up with new ways to help users identify credible information while at the same time harness the popularity of these platforms to engage with consumers.

LIM HOCK JIN
Principal Consultant &
Co-Founder



Cognito Communications
Jakarta, Indonesia

7 Principles for Tackling Disinformation

The growing divide in society may lead to a split between the wealthy, educated, and informed, and the economically weaker, who are more susceptible to disinformation. Independent media, struggling to survive, will likely raise prices and abandon free content, making quality journalism a paid commodity. This will make quality media accessible mainly to the affluent, leaving poorer citizens vulnerable to partisan and tabloid media. Therefore, PR professionals will be confronted with misinformation more often and should be guided by the following principles:

1. Define: Get clear on what disinformation is, how to identify it, and where it most often comes from.
2. Explain: Use your media expertise to educate those around you about what disinformation is and the risks it poses.
3. Do not advertise on disinformation sites: Avoid reputational risks and support reputable media.
4. Don't inform disinformers: Disinformation media operators and editors are not partners for PR professionals.
5. Prepare: Define procedures for crisis communications arising from disinformation.
6. Refute: Carefully consider how to refute disinformation to avoid reinforcing it.
7. Verify: Use independent sources and fact-checking platforms to verify information.



PRAM Consulting
Prague, Czechia

PATRIK SCHOBER
Managing Partner

Transparency and Authenticity in the Age of Misinformation

In an era where misinformation is rampant, authenticity and transparency will be essential for public relations. Brands will need to reinforce their messages with



verifiable data and adopt honest communication while protecting themselves against fake news that could harm their reputation. Consumers seek reliable sources; companies that communicate sincerely and responsibly will establish bonds of trust and position themselves as credibility leaders in the market.

ESTELA CAYÓN

B2B and Corporate
Communications Director



LF Channel
Barcelona, Spain



ESG

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG)

Environmental, social, and governance (ESG) will not only be important for companies, but will be regulated by local economies that want to protect their environments, brands and customers.

Companies will be challenged with the complexity of creating an ESG framework to support and communicate brand value. To address the regulations and demands of the customer, companies will need to focus on creating inclusive narratives that highlight diversity, equity, and inclusion initiatives

ESG set to Transform Communication Strategies for Organizations Worldwide

In the coming years, ESG (Environmental, Social, and Governance) will play a pivotal role in reshaping communication strategies across organizations globally. As stakeholders increasingly demand transparency and accountability, companies will need to embed ESG values into their core messaging. Authenticity will be key, as consumers, investors, and employees prioritize brands that align with their ethical and environmental principles. In terms of social responsibility, companies will focus on creating inclusive narratives that highlight diversity, equity, and inclusion initiatives. Governance-related communication will emphasize ethical decision-making and responsible leadership, aiming to build trust and long-term loyalty. Moreover, technological advancements such as AI and data analytics will allow for more precise measurement and reporting of ESG outcomes, enabling companies to demonstrate their impact more effectively. In this evolving landscape, successful communication will depend on being proactive, transparent, and deeply aligned with a sustainable future.



Planin Comunicação
São Paulo, Brazil

BEATRIZ IMENES
Vice President

ESG adoption faces local vs international alignment challenges

Challenges to integrating global ESG standards with local practices remain. The adoption of ESG practices by Indonesian companies will gain momentum as they strive to meet evolving global standards. However, effectively standardizing ESG reports to meet diverse global



frameworks, ensuring credibility and comparability, and maintaining stakeholder trust will be a major challenge and companies may struggle with conveying complex ESG information transparently and understandably. Those who can do so effectively will secure a distinct competitive advantage, especially in export markets.

LIM HOCK JIN
Principal Consultant & Co-Founder



Cognito Communications
Jakarta, Indonesia

ESG is Becoming Increasingly Important. Also for SMEs.

Large companies already know it, and often act accordingly: the concept of ESG contains important themes. Not only to help create a better world, but also to distinguish yourself from your competitors. Unfortunately, this realization has not yet dawned on a great many SMEs. This will soon change. From the 2025 financial year, for example, under the EU Corporate Sustainability Reporting Directive (CSRD), all large companies will be required to prepare an ESG report. From fiscal year 2026, listed SMEs must include ESG reporting. Non-EU companies may also be required to provide ESG reporting starting in fiscal year 2027.

Because of all the attention to the topic, the term ESG will no longer be considered a thing of the future among SMEs, but as a distinguishing factor that they will have to start working on immediately.



Wisse Kommunikatie
The Netherlands

SERGE BECKERS
Managing Partner

Corporate Sustainability Communication: First a Lot of Bureaucracy, Then a Lot of Benefits?

The EU regulations now in force, in particular the Corporate Sustainability Reporting Directive (CSRD), impose far-reaching disclosure and information obligations on many EU companies in the area of sustainability. The initial bureaucratic effort is considerable, especially for first-time reporters: identifying what material sustainability issues are and how they have a potential or actual, positive or negative impact on the environment and society, as well as on the company's financial situation, defining, collecting, and reporting on data points. This is where it gets really interesting. How can the newly collected data be sorted and used effectively to manage the business? How can newly designed products and services create competitive advantage?



How can the newly acquired information capability be turned into a communications strength to the market, employees, candidates and politicians? For companies that invest the time and expertise to answer these questions for themselves, the sustainability bureaucracy can be a driver of innovation after the effort.

WILLI CORNEL
Partner



BCC Business Communications
Consulting
Frankfurt on the Main, Germany

Responsibility and Diversity as the Basis for Engagement

Consumer expectations regarding brand values will continue to rise in 2025, highlighting commitments to Diversity, Equity, and Inclusion (DEI), as well as Environmental, Social, and Governance (ESG) sustainability. Brands that excel in these areas will foster authentic, lasting connections by aligning with a vision of a more inclusive and ethical world. Investing in DEI and ESG programs will not only attract new consumers but also serve as a key retention strategy, as audiences increasingly demand social responsibility in every aspect of business operations.



LF Channel
Barcelona, Spain

IMMA FOLCH
CEO and Founder

Authentic ESG Storytelling will Drive Deeper Social Engagement

Brands focusing on authentic, data-backed ESG narratives will outshine competitors in the digital space. Social media will reward companies that move beyond greenwashing, opting for transparency in their sustainability narrative. Expect storytelling to become more personal, showcasing both successes and challenges. Consumers, especially Gen Z, will gravitate toward brands that share their sustainability journey with empathy and accountability.

In this evolving landscape, short-form content will still dominate, but success will hinge on depth-businesses will need to leverage real data and craft messages that are not just visually engaging but resonate emotionally. Expect innovative approaches to framing content,



from regenerative language to human-centric stories, that inspire both awareness and action (e.g.: moving beyond simply "doing less harm" to actively "healing and restoring" the environment and society).

Brands failing to adapt to this new narrative will risk losing trust and relevance in the eyes of stakeholders.

GABRIELE CIULLO
Account Director, Corporate &
ESG Expert



BPRESS
Milan, Italy

Stronger Need to Us Fair and Accessible Design Principles

A social issue that businesses will be more conscious of in 2025 is to ensure their advertising and marketing is produced and distributed in a manner that is fair and ethical, and therefore considers accessible design principles. This may mean using a colour palette that has high contrast, choosing highly legible typography or ensuring digital PDFs are designed with tagging and alternative text to support users who rely on assistive technologies.

While applying accessible design principles to marketing and advertising materials may mean a slight limit to what designers can do creatively, it will mean business' designs are more accessible and inclusive for all.



Phillips Group
Brisbane, Australia

BEN MILLER
Senior Graphic Designer

Bill C-59 Will Drive a New Era of ESG Accountability and Transparent Communication

In 2025, in Canada, Bill C-59 will push companies to not only make bold sustainability claims but to back them with verifiable data and transparent reporting. This new regulation will demand that organizations communicate their ESG efforts with more rigor, moving beyond vague statements toward detailed, accountable disclosures.



Companies that engage stakeholders through honest storytelling, backed by concrete metrics, will thrive. Those that fail to adapt risk public scrutiny, diminished trust, and reputational damage. The key to success will lie in building a transparent, engaging, and data-driven sustainability journey.

CHARLOTTE DUBUC
Senior Consultant,
Durability and ESG



Casacom
Montreal, Canada

Biodiversity Protection Keeps Growing as a Key Strategic Sustainability and Communications Issue

Biodiversity conservation, one of the most important challenges facing the planet in the coming years, will continue to gain momentum as a priority in companies' environmental sustainability efforts, and therefore in their communication and strategic stakeholder relations initiatives. The COP 16 (Conference of the Parties on Biodiversity) held in Cali, Colombia, has highlighted the growing attention and engagement of the local and global private sector as an essential part of the discussion and agreement on concrete actions and commitments. By adopting practices that protect biodiversity, companies can enhance their reputations and build stronger relationships with stakeholders who value a commitment to the environment. Effective communication about these initiatives not only informs, but also inspires trust and loyalty among consumers and partners.

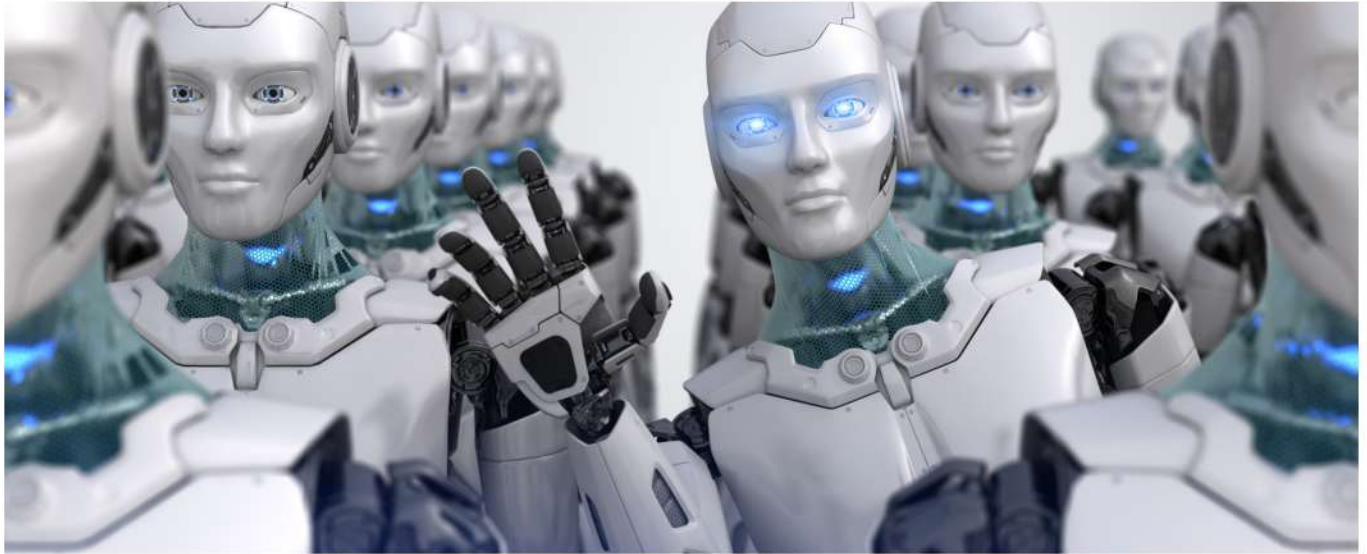


Grupo Albión
Bogotá Colombia

EDUARDO AVELLA

Director

Future Outlook



With so many changes happening in public relations and marketing, the demands on companies, partners and brands will only increase as technology continues to evolve. Through all of the categories that were covered by Worldcom Group Partners, there were some definite themes highlighting what is coming in 2025 including:

- Public Relations will embrace and harness the power of AI
- Authenticity-driven marketing will thrive
- Personalization will be more important than ever
- Content marketers will elevate creativity to secure consumers' attention
- Influencer marketing will grow even bigger
- Communities will take control and redefine engagement strategies
- Companies will continue to grapple with ESG standards for business around the globe

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With 115 offices in 39 countries across six continents, Worldcom enables partners to better serve clients by tapping into the expertise and insights of partners who specialize in a variety of local markets and key industries.

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