



13 TRENDS THAT WILL DISRUPT COMMUNICATIONS

* **Change will continue
to be a constant**

DOUBLE
Forte

As Double Forte celebrates 15 years in business, we know this to be true: nothing has changed more since we opened the agency than the **DELIVERY OF THE MESSAGE**. Still, **THE MESSAGE**, despite the medium, is **THE KEY POINT**.

Looking forward toward the next decade, we know this will be true: **CHANGE WILL CONTINUE TO BE A CONSTANT**. Here are 13 trends that we predict will disrupt communications in the coming years.

1 . **THE TRUMP EFFECT**

There's no denying #45 knows social. Donald Trump understands that provocative gets play. Communicators will feel the Trump effect even after he leaves the White House and they will need to decide just how far to go, weighing the risks against the rewards.

2 . **STORYTELLING**

Sure, storytelling has been "on trend" for some time now. And, it's not going away. Thanks to visual social channels, the proliferation of video and the rise of podcasts, today's information consumers have been accustomed to see, hear and feel information, rather than to process and assess data.

3 . **EARNED MEDIA WILL MATTER**

Fake news may have ruled our lives in 2016 and 17, but there will be a backlash, and consumers will rely on trusted news outlets to tell the truth. Do not overlook earned media. It is, and will continue to be, the fastest path to credibility.

4 . **THE INTERNET OF THINGS**

As wearables move down market and implantables go mainstream (50,000 people already have [electronic RFID implants](#)), marketers will need to learn how to create micro messages that can be consumed on micro screens.

5 . **DIVERSITY**

According to the U.S. Census, more than 50 percent of the American population is expected to be composed of minority groups by the year 2042. If your management, product development and communications teams don't mirror the market you serve, you won't succeed.

6 . **THE MIDDLE MATTERS**

According to PR Week, "More Americans are defining themselves as 'Middle American,' regardless of region or economic status." Campaigns crafted on Madison Avenue or Venice Boulevard run the risk of falling flat with the masses unless they can tap into the heart of America.

7 . **VR AND AR**

Once upon a time we created text and pictures, but consumers wanted more. Then we took them behind-the-scenes, and still they craved more. We shared video, live cams, 3D perspective. "More! More! More!" they cried. The brands that embrace virtual and augmented reality as a medium will answer their call.

8 . **DIGITAL NOMADS**

Back in the day, agency types were lucky to transfer from the Boston office to the London office or from New York to San Francisco. It was an opportunity only offered to top performers. In the coming years, your top performers may never set foot in your office, or your country. Smart managers will find savvy communicators among the digital nomads – workers who are smart, savvy and setting up shop in Bora Bora or Budapest.

9 . **THE LANGUAGE OF SOCIAL**

From memes to trolls to lolz, social media has transformed our vocabulary. But the language of social media goes beyond the words and the hashtags; mastery of the language means understanding how, when and why to use each social platform. If you're not fluent in social media, you will not be heard.

10. **CROWD SOURCED CONTENT**

We've been crowdsourcing companies and product development with great success for several years. In the future, we'll crowdsource campaigns. Top down messaging will be so 2017. Brave marketers will let the consumer decide which messages resonate.

11. **INFLUENCER MARKETING**

Influencers are not going away - see crowdsourced content. What will evolve is how influencers disclose brand relationships. Already we're seeing shifts in how platforms like Instagram are encouraging transparency - from #ad to "paid partnership" tags. Watch this space for updates on disclosure, because trust is the ultimate currency for communicators.

12. **COMFORT COMMUNICATIONS**

The world is a scary place and it will only become more complex. Consumers are eager for good news. Brands that choose to be a force for good - that serve up the equivalent of comfort food in their messages - will be well received.

13. **SOCIAL SILOS**

Consumers are curators. We feast off of new streams and social feeds that reinforce our worldviews. Marketers will have to infiltrate some groups to convert new fans, and cultivate like-minded communities to nurture super fans.

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