

TOP TRENDS COMMUNICATION 2019

B2B COMMUNICATION

CONSUMER & HEALTH COMMUNICATION

DIGITAL COMMUNICATION

CORPORATE COMMUNICATION

PUBLIC AFFAIRS COMMUNICATION

FINANCIAL COMMUNICATION



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TOP TRENDS COMMUNICATION **2019**

Introduction

This 3rd Edition of the report "Top Trends in Communication 2019" from the Communication and Digital Strategy Consultant Evercom describes the communication trends that are set to characterise the year.

In 2019 the convergence and adaptation of digital tools will continue, there will be still more segmentation for the personalisation of content and emotional, social and human focus will form the backbone of the strategy in all areas. 2019 will be a year in which all this will be fully implemented and become established.

Regarding **Consumer Communication**, if 2018 was the year of storytelling, 2019 will be the year of storydoing: "It is no longer enough to communicate the values that represent the brand, explains the report, now what counts is rendering them tangible through living experiences". Eco communication is going to be a trend that will continue to gain strength and one we will see evolving in this and future years.

In **B2B Communication** (communication between companies), the existing trend towards personalisation will be consolidated with the innovation of Account Based Marketing based on hypersegmentation.

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2019

In addition, in the technology sector, where digital evolution is leading to the "commoditisation of multiple technologies", we will see how contributing added value is pursued through the use of more emotional language. Objective features will not be totally ignored, says the Evercom report, but greater importance will be assigned to the reputational asset to achieve persuasion.

In **Financial Communication**, 2019 will mark a new trend in the relationship between the major players in the industry (banks, fund managers, etc.) and their clients. The persuasion of the client will be linked not so much to traditional financial products but rather to service capacity and gains for entities that can use it to contribute value to the client. It will be a year hungry for stock market launches. In addition we will see a change in fund managers, who will switch from b2b to b2b2c.

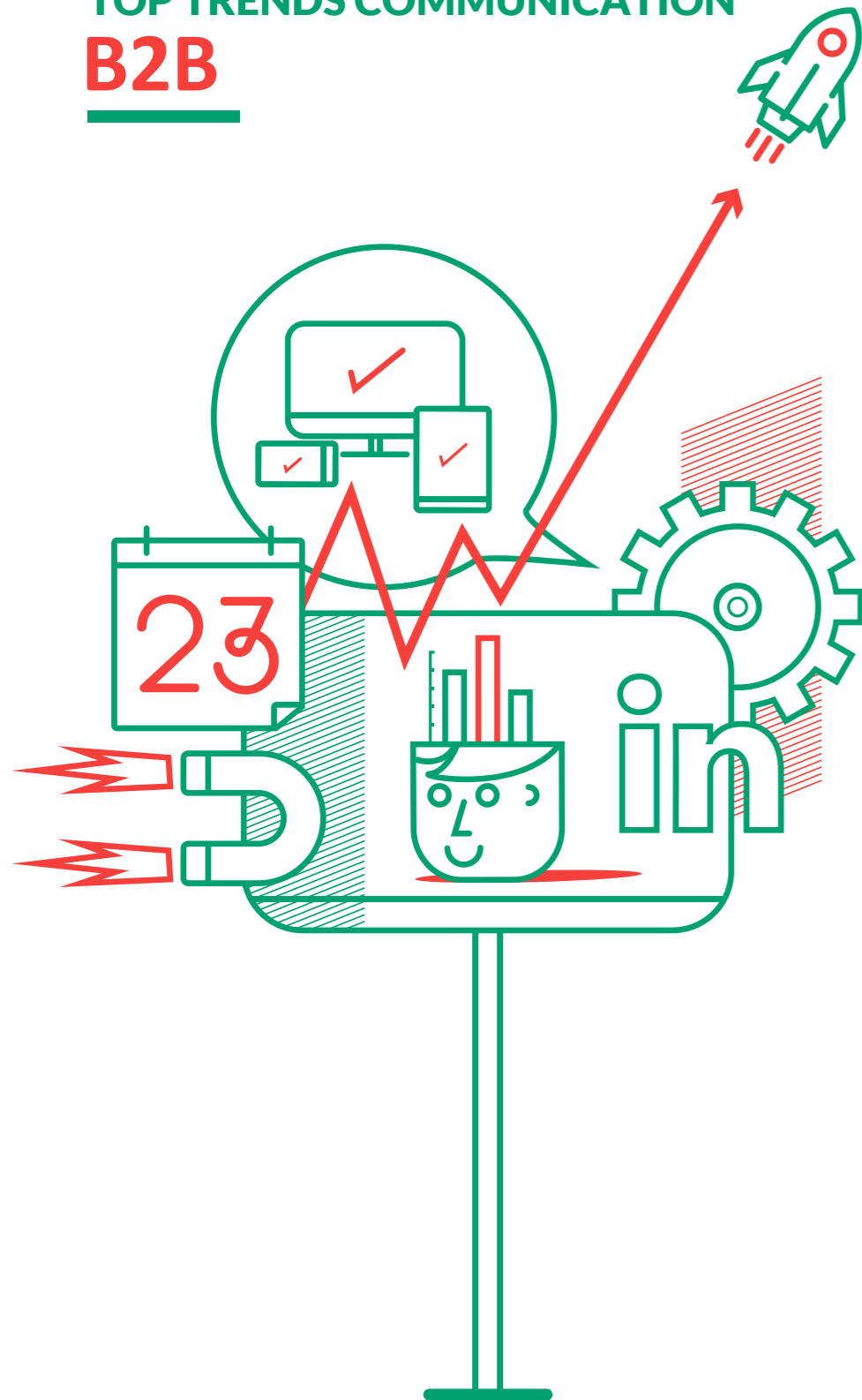
In terms of **Corporate Communication**, the CEO will manage the entire process of digital change and transformation and Corporate Telling will become more human in the fight against foxification and fake news. Reputation is going to be a key factor for attracting and retaining talent. In terms of content and visibility strategies, the role of owned and paid media will grow.

In the field of **Communication in Public Affairs**, we will see a renewed and more intensive effort on the part of companies and institutions to gain the trust of society. A key part of this will be the development of good messages and arguments. The electoral timetable will also set the agenda in 2019.

At the same time, **Digital Communication** will be an essential ally in the entire field of business and institutional communication. The phenomenon of m-commerce will glean more personal information from users in order to improve the purchasing experience. The effective exploitation of all this data will become one of the greatest challenges for companies in 2019. Fast content will become part of our life, with its promise of a light and creative technology with innovative formats that seek to keep audiences on board. Personal assistance such as Alexa, Siri or Google will turn voice search into one of the major players of the year.

In this context, communication and marketing directors are facing a cultural and technological change involving a process of digital transformation intended to ensure an increase in the capital value of intangible assets of familiarity, brand, image and corporate reputation. More strategy, more content, more channels, more creativity and more measurement can all be expected of them.

TOP TRENDS COMMUNICATION **B2B**



Account Based Marketing based on Hypersegmentation

A true marketing strategy puts the customer at the centre of the stage and uses behavioural data from each individual user to deliver a personalised experience. This is what Amazon does when offering complementary or related products.

B2B is not science fiction, and you do not have to be Amazon. The new Account Based Marketing is not only intended for professionals and specific accounts, but also for anyone who has visited your website. Tools like LinkedIn now offer a pixel that can tell you what sort of professionals (anonymised) have visited your site and could be potential buyers, thus creating a profile that you can address with more precisely targeted marketing.

The persuasion of the client from the emotional perspective

Above all in the technology sector, where digital evolution is leading to the "*commoditisation*" of many technologies, the added value contribution involves and will increasingly involve the way we approach the customer. That is why the new B2B communication language is evolving from a field traditionally based on rational and descriptive arguments, to a more emotional one that showcases the brand as a reputational asset for persuasion and standing out.

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B2B

The objective strength of the B2B product or service are not given up, but a sense of belonging to something that is big or special is increasingly on offer, building brand-compatible professional communities from new content territories that go beyond the pure business core.

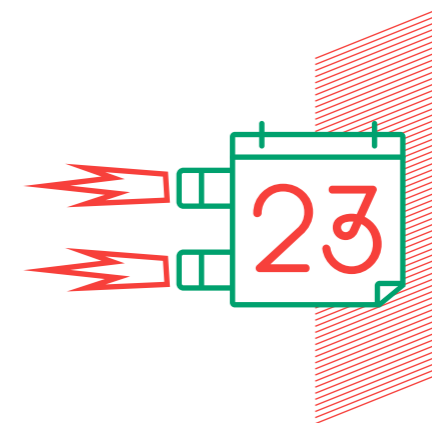
More selective and strategic event plan

Prompting and enticing clients to B2B events is becoming more than a challenge. The high-cost of activating the brand presence is forcing companies to reorient their strategy towards fewer, but more valuable, events. With a few exceptions, companies are increasingly betting on creating their own Brand Day and not so much on getting lost among other brands and competitors at small events. At the same time, online models such as streaming, digital encounters or webinars are becoming increasingly widespread and make it easier to reach multiple audiences with a much more restricted deployment of resources.

New media, new content

Content is still king, especially in under-explored B2B market niches, where the user can have trouble finding high-quality information and where positioning is relatively straightforward. In the most competitive fields, content is becoming increasingly sophisticated and supported in

various formats that make the moment of consumption much more interactive and dynamic: tests, interactive graphics, timelines, story maps, rankings, lists, flipcards ... New tools are democratising the use of these formats, which in turn facilitate the creativity needed to generate new content and create much more enriching success stories and cases.

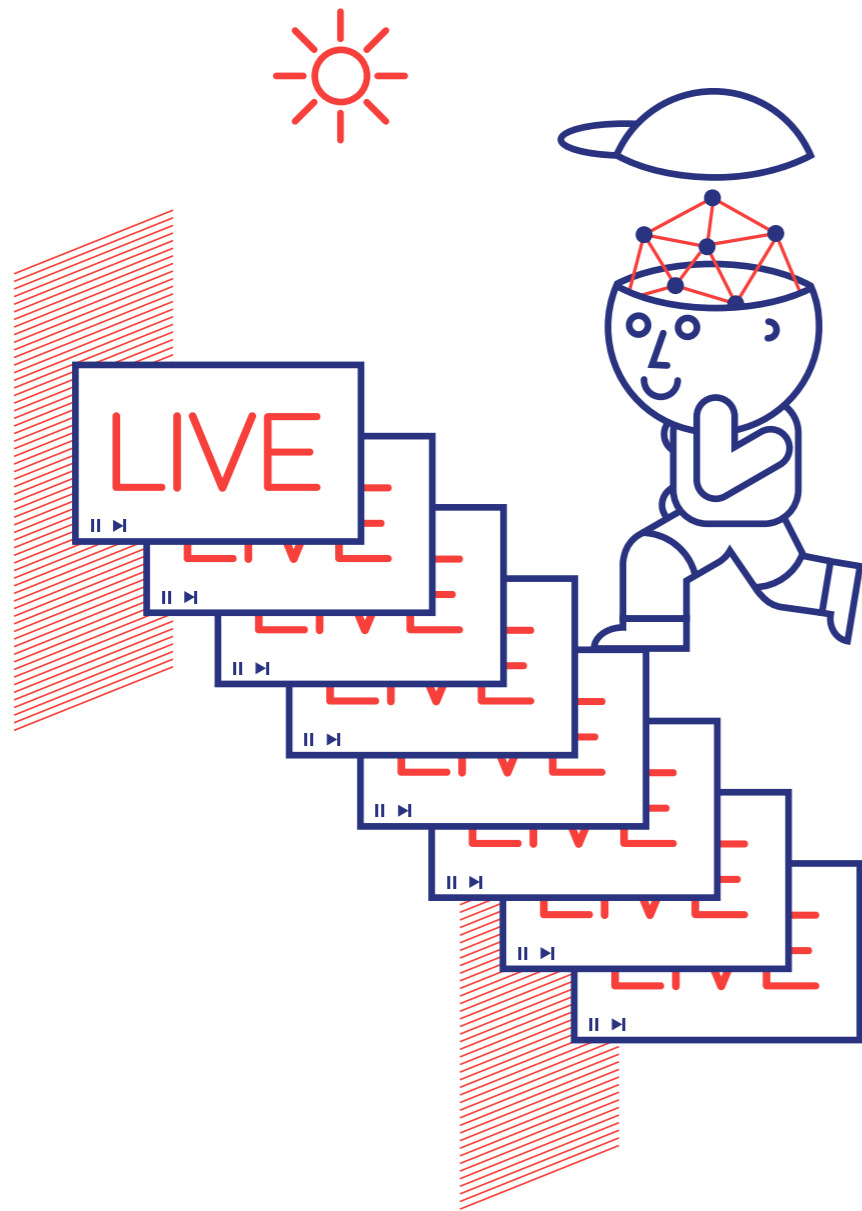


Native advertising

Brands are not giving up on sponsoring spots in strategic media and channels, but they are and will constantly become more demanding in the way their content is integrated with that of the media. Native advertising is a growing option in B2B, where the specialist press is growing. On the other hand, it offers the opportunity to make an impact in a less invasive and more believable manner, and at the same time, it raises the challenge of creating new integration formulas, with less commercial and more practical contents, where useful information has top priority.

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CONSUMER & HEALTH



Farewell storytelling, welcome storydoing

The time has come to move from narration to action and draw down the curtain on what, until now, has been one of the classics of content marketing: storytelling. This has made it possible to create a clear and spun message that has brought us closer to our consumers by making them part of the brand, connecting with it in a more emotional way. But it is no longer enough for them to "live" the brand - the now key is to be able to interact with it: we no longer just have to communicate the values that represent the brand - now it is a question of making them tangible through living experiences. In short, storydoing is nothing more than creating experiences around brands, products or services that show that a company is practising what it preaches.

Eco communication

The fashion for ecological, healthy and/or sustainable products is a growing trend that will continue to rise in importance in future years. And this will be because more and more consumers are demanding this type of product and large companies are renewing their portfolio to adapt to this growing demand. This means that differential lines are becoming established within marketing and communication strategies. The focus should no longer be 100% commercial and attractive, but should include infotainment initiatives and messages that encourage healthy lifestyles, care for the environment or the neighbourhood, which will become the focus of strategy.

Permanent content vs. ephemeral content

First it was Snapchat, then IG Stories and after them FB Live, Youtube and now Google. Content of all kinds that ends up disappearing after a short time and must already be seen as an unstoppable trend that is expected and consumed by everyone. In fact, users comment 10 times more on a live broadcast than on a normal video, and so **brands have to understand that the key is to capture the attention of their audience for a limited time in order to leave a deeper footprint on the consumer.**

Microinfluencers and cluster strategies

2019 is going to be the year in which influencers will probably have to change the way they relate to brands. This is partly the "fault" of the new regulations, which will require this type of profile to make the advertising of the content offered more and more visible. This will lead to a need for brands to rethink their strategies with influencers, and the solution, in many cases, will be the **cluster strategies that achieve greater capillarity and mean that the message is expanded by the network with smaller but better positioned profiles.**

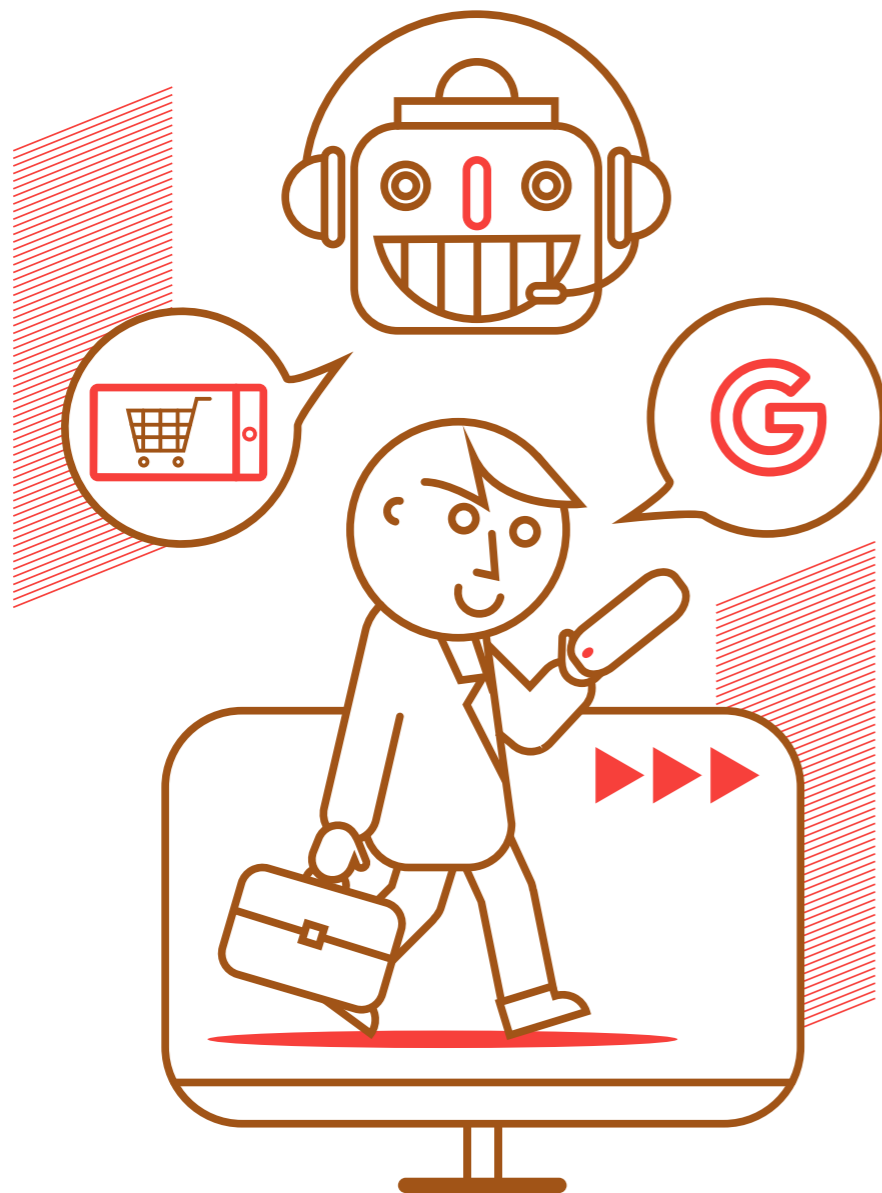


Traditional versus behavioural segmentation

Although some steps have already been taken in this direction, this will be the year of experiential marketing, with which we are all very familiar already. In order to work this seam, it is necessary to understand the foundation, which boils down to behavioural targeting. No more categorisation of our users by demographic variables (sex, age, region...). Although this segmentation has indeed been useful to us up to now, **there are now other variables that have to do with behaviour and will allow us to know you much better in order to make you fall in love:** what pages you visit, what type of products you buy, at what times you do so... We are convinced that from each behaviour-based segment we will be able to establish marketing and communication actions which are much more personalised and effective and better aligned with brand objectives and consumer needs.

TOP TRENDS COMMUNICATION

DIGITAL



Voice search

Nearly one-third of all searches on Google each day are voice searches. More and more people are using Alexa (Amazon), Siri (Apple) or the Google assistant. In addition, their ability to recognise human speech is improving at an incredible rate, making them a perfect ally for searching for information at the same time as performing other activities or for interacting with elements in the home, office, etc. In fact, ComScore estimates that, by 2020, half of all search queries will be voice-based. This means that websites that are not accessible by voice search will drop down the search engine rankings.

Programmatic video

More than 80% of all video advertising in 2019 will be programmatic (Forbes). The final push will be largely due to both the rise of video on demand (VOD) and the mobile environment with larger screens and high data transfer speeds. Programmatic video has three major advantages: constant communication with multi-device audiences, high segmentation capabilities and high potential for customisation.



Messaging and chatbots

Contextual and natural language analysis (both written and spoken) are making chatbots increasingly intelligent, turning them into a very interesting ally to be integrated into marketing strategies. The need for organisations to implement chatbots to help with the service to the customer will become a natural step in the strategy. In fact, **nearly 40% of large companies have already adopted this technology or will adopt it in 2019.**

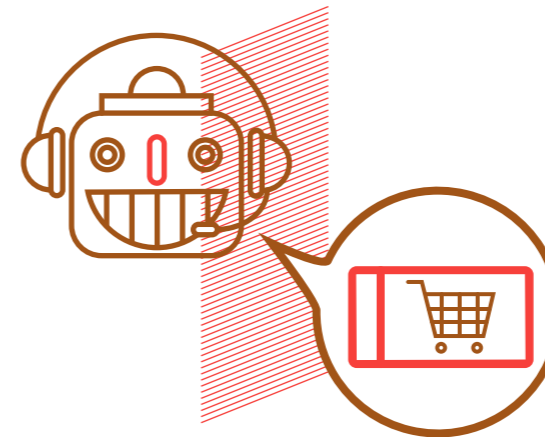
Mobile commerce

Purchases through smartphones and mobile devices continue to grow unstoppably. In particular it is sectors such as tourism, fashion and leisure where most of the purchases are concentrated. That is why companies are focusing all their efforts on this channel. The new m-commerce makes it possible to **acquire more personal information of the users with the intention of improving their experience as buyers and thus being able to generate more conversions.** The exploitation of all this data will be one of the greatest challenges facing companies in the course of 2019.

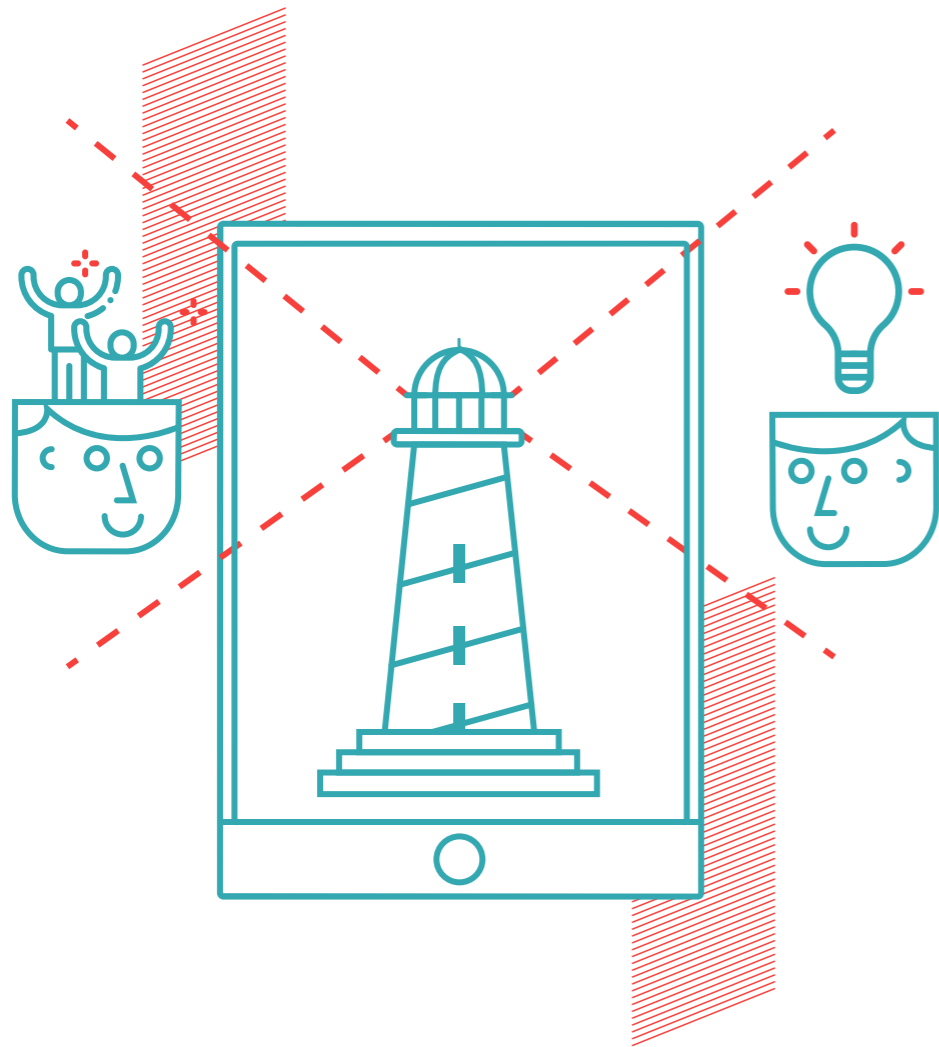
Fast content



Currently in our lives we have micro-moments that we use to surf the web. This means we need lightweight technology and creativity to retain audiences that are moving very fast. Fast content will feature **innovative formats to help users search for information faster and more easily.** Google has already announced changes so that users do not have to spend hours checking different portals to find the information they are looking for. One of these innovations will be Google's stories, offering news and content related to searches in the relevant format.



TOP TRENDS COMMUNICATION CORPORATE



The most human Corporate Telling ever

Society is moving towards the automation of all its activities and communications, chatbots are springing up, programmed advertising platforms are being developed and the first artificial intelligence capable of writing news about events and events is coming on stage. In this environment, Corporate Telling must more than ever be a long-term strategy that increasingly moves towards "humanisation" so that major brands and multinationals can build their corporate purpose in society as leaders and protagonists of the world in which they move. **In the constant fight against foxification or fake news companies must make communication more human and rich in feeling.** A long-term strategy that puts value on the "human" management and consciousness behind companies that have a valuable purpose for society.

Corporate reputation is what attracts and retains talent

Companies are finding it increasingly difficult to retain talent. In fact, over the last year, this issue has become one of the top three issues on the minds of CEOs and boards of directors. Communicating helps retain talent. The corporate reputation of a company attracts talent from outside and retains the very same talent from inside, so that the "Corporate Talent Story" of each company has gone from being a message to a strategy involving short, medium and long term actions. The construction of the "Corporate Talent Story" ranges from the workspace and interdepartmental collaboration and integration to the messages of spokespersons in media and at events, with a clear ambition of displaying an attractive employer brand image to workers and stakeholders.



Companies must be able to build a corporate culture around this premise in order to offer themselves to the market as agile companies whose strategy as an employer brand is part of the core business.

The new role of the CEO as a transformer

The Digital Transformation has only reached businesses and major companies relatively recently and is still far from being integrated into them in a more or less convincing way. The modern CEO must be able to build the culture of the company by leading this digital transformation over and above each IT manager, Data Science or Director of Cultural Transformation. In the digital culture even the most "immovable" piece of a large company must become the standard-bearer of the Digital Transformation. For this reason, the strategy and business messages that are put in your "mouth" must show knowledge and a vision of the future that the transformation is bringing.

Bonds of trust, keys to multiple stakeholders

We just talked about focusing Corporate Telling on the humanisation of the company, presenting a human purpose and offering a clear benefit to society. To get this message

across, companies must continue to build trust through their communication strategy, with trust being the key to guiding them to success. Entrepreneurial activity does not only affect an isolated segment of the public, but also has an impact on a large network of stakeholders to whom effective communication must be directed, going beyond the traditional image to create bonds of trust.

Owned and paid media, protagonists in content and visibility strategies

Marketing and communication budgets are fluid. Their objectives and strategies are interrelated in the joint search for success. In the long trek to building trust with stakeholders, a company must identify those key media and supports in which to insert its strategic content. The so-called earn media generate confidence in themselves, but the message must be reinforced and supported in a strategic manner with paid and owned media through useful, attractive and truthful content. All PR strategies should be combined with paid strategies through branded content or native content to reinforce the message, capture attention and, as an ultimate goal, redirect consumers to the owned media. Coherent communication will lead companies to occupy both the earned and the paid segments and thus "round off" the message.

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PUBLIC AFFAIRS

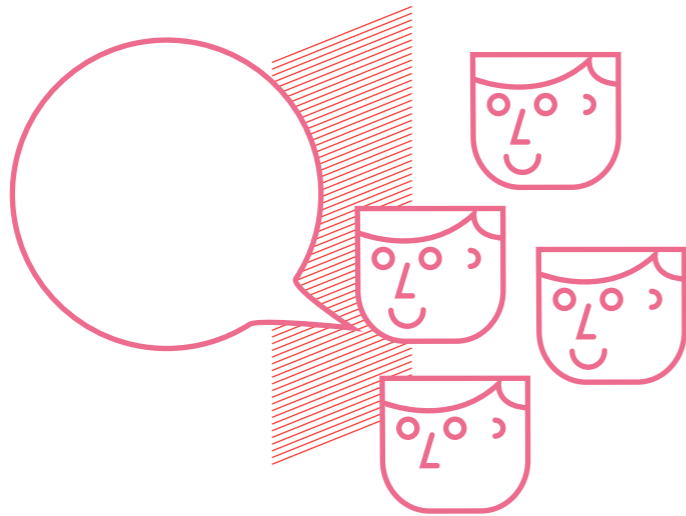


The key - regaining confidence

In recent years there has been a loss of social trust in companies and institutions, and so restoring that trust is going to be key to an effective public affairs strategy. Closeness to the local environment, speed of response and transparency are all necessary factors for a company to better manage its influence.

Growing complexity of the political context

Since 2015, the political scene in Spain has undergone changes that have completely transformed it. In 2018 this complexity has been increased with new factors. In this environment, it is essential for public affairs professionals to have an in-depth knowledge of the decision-making processes at all times and to listen attentively to interest groups for their influence on the generation of opinion.



Greater openness to participatory processes

The new political actors, from all parties, recognise the need for information from the business and social sectors affected by new legislation. The commitment to a standardised and transparent relationship is becoming more and more open.

The relevance of argument

A main service of the teams of Public Affairs is consisting more and more of the drafting of good messages and

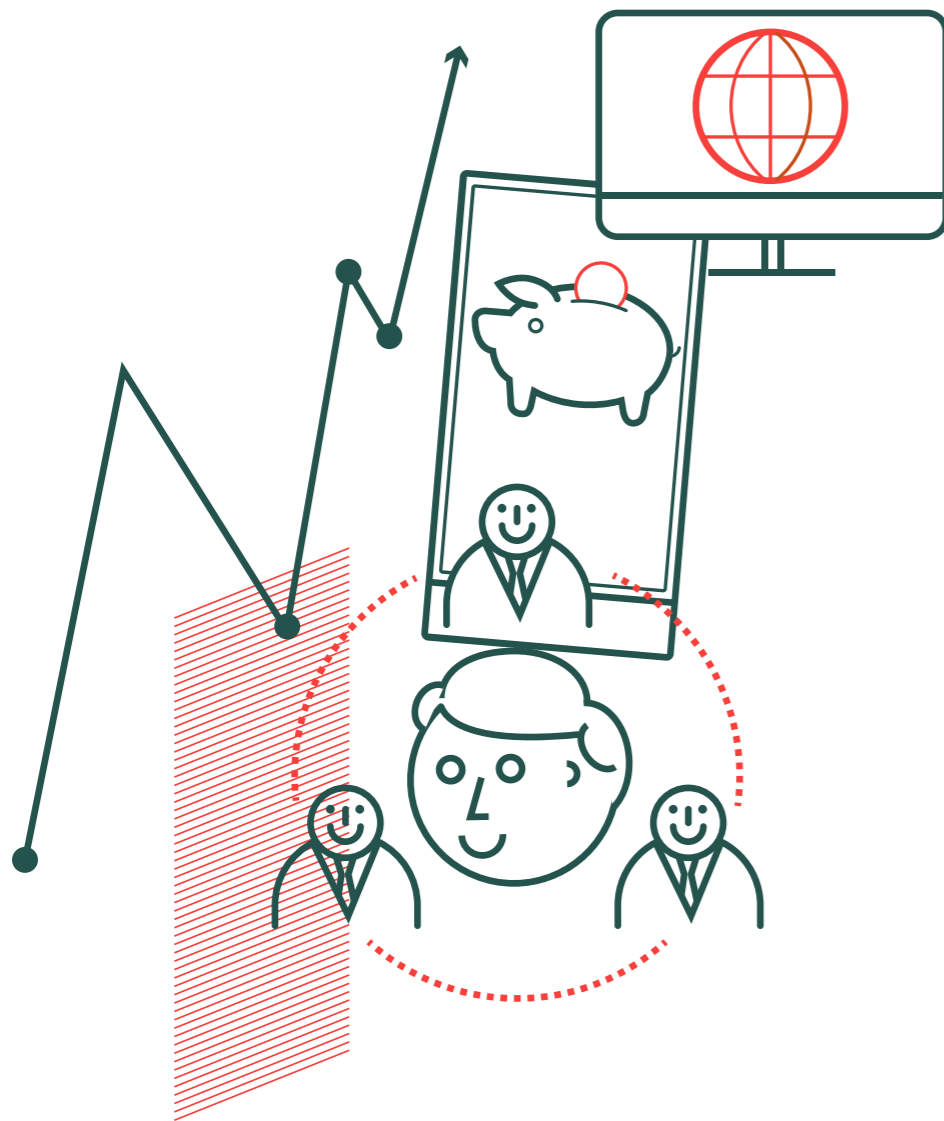
arguments to defend positions adopted and to know the right moment and the formats for the diffusion of these messages. These are messages that must be known by all those in charge of the organisation, since institutional work has to be carried out at all levels of proximity and in a transversal fashion.

The focus of the European Union

In 2019 there will be elections to the European Parliament, where key decisions will be taken for day-to-day life and for Spanish companies. The result is expected to be greater political fragmentation and increased extremes, which, together with Brexit, will affect future common policy processes. This situation requires organisations to focus their attention and analyse new scenarios for developing their strategies in institutional relationships.



TOP TRENDS COMMUNICATION FINANCIAL



You no longer belong to your bank and your bank is no longer your bank

The year 2019 will, with the entry into force of MIFID II, see a new trend in the relationship between banks and their private clients. Clients will become the owners of their data, and their data will be available to competitors of their traditional financial provider. The time has come to realise that client acquisition and loyalty will not be so much linked to traditional banking products as to the service and capacity for anticipation of the institutions that provide them. Whether this means banks or platforms, the PSD2 (Data Aggregation Platform) movement is unstoppable. Brand and brand communication, the ability to present oneself and get much closer to clients, will be decisive. Millions of clients can change banks and switch to new digital alternatives. This means that the communication strategy of the institutions and their strategic marketing will have to focus fundamentally on understanding their clients and giving them opportunities to let them to discover how to satisfy what they need. Client perception will become increasingly multichannel and less seasonal. A communication challenge for traditional institutions and a clarion call for those who want to build the first bridges between their offering and their potential clients.

The markets will maintain their volatility in IPOs

No communication strategy can guarantee the success of a flotation. But the ability of communication to build the equity story of a company in an efficient and transparent way is one of the pillars of optimal operations in the market. 2019 will be a year full of good intentions. There is an appetite to go to the market. On the Spanish stock exchange we have registered more than a dozen companies that are analysing the possibility, if the market conditions are good, of bringing the bell. The challenge, in any case, will continue to be the same as in recent years, to achieve placements between institutional investors. But even



though we think that this trend will not change in 2019, launch operations will become much more visible than in the last two years as far as communication is concerned. Following the most successful communication trends in the American capital markets, communication strategies will be much more multi-channel (much more digital) and operations will be assessed much more with the aftermarket rather than just ringing the bell in mind. **Branded content, social networks, new audiovisual content and the new language of the media in the financial environment will open up a gap between the most innovative and the most conservative companies.**

Fund managers: from B2B to B2B2C

Fund managers have one of the most favourable scenarios for combating the volatility with which savers respond to periods when markets are particularly unstable. But the managers, whose main focus in recent years has been on B2B communication strategies (trade media, events, sponsorship and RSS of the financial environment), will take a decisive step in 2019 to win over private clients. Managers' biggest fear is that savers will get out of collective investment products in the face of the rally in the markets next year.

The new communication tools of the digital environment will be used more ambitiously by the managers, so that the final savers will perceive and understand what is going on in the back room of their financial advisors and contracting platforms. **The use of recommenders and a more saver-oriented discourse will set the trend in 2019.** No one knows better than the fund industry the risks ahead in the face of a scenario of rising interest rates (switch to deposits) and volatile markets (loss of profitability).

The socialisation of banking

The simultaneous appearances in five different places of the first banking executives before the last SC ruling to explain in a contained and empathic tone why retroactivity could be unfair demonstrated the extent to which it is necessary for institutions to adopt a much more conciliatory discourse with society. The discourse of banking and its protagonists will undergo an exceptional process of transformation in 2019. This will set a trend for the future. The important thing will not be what is said but how it is said (participation of CEOs, search for recommenders (clients) in the market, diversification of media, etc...). **Personal branding strategies will be a critical tool for socialising brands and will be progressively opened up to the entire management line of the organisations.**



evercom®

EVERCOM MADRID

Calle Marqués de Riscal, 11 1ª Planta
28010 Madrid | Tlf—915779272

EVERCOM BARCELONA

Gran Via de les Corts Catalanes 680, 7è 2i 3.
08010 Barcelona | Tlf— 934157837

Founded in 1996, Evercom is one of the leading independent communication and digital strategy consultancies in the Spanish market. It has offices in Madrid and Barcelona and is a member of the IPRN, one of the main international networks of public relations agencies, ADECEC, the main association of communication consultancies in Spain, and ICCO, the International Communications Consultancy Organisation. It currently works for more than eighty inter-company organisations and institutions across all sectors from Financial Communication, Corporate & Public Affairs and B2B to Consumer & Health. Evercom has one of the highest loyalty ratios (the number of years a client stays with its agency) of any public relations consulting firm in the market.

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evercom@evercom.es