



A quantitative study to collect insights and understanding

In this small, digital, audience driven world, understanding what is at stake is key. Only a good understanding of your audiences dreams, demands and expectations helps to prepare accurate and effective strategies. Therefore Publicis Consultants | Worldwide conducted a Global Issues Survey in order to enhance their insights and understanding. This survey led to the introduction of a strategic issues management approach: Issues Intelligence. The results of the study and our Issues Intelligence approach can be freely used to present to your clients.

The survey included 15 countries, 270 reports from 48 institutions and 92 interviews.

Key learnings

Worldwide, issues are raising and create concern for public bodies, companies and brands. This is consistent, serious and at some point even threatening. Globalisation is forcing businesses of all sizes to become more centralised, due to an increasingly complex environment, media fragmentation, mergers and acquisitions, cost reductions etc.

7 lessons

1. **A growing gap**

Gap between experts and decision makers. Long term versus short term and emotional versus rational thinking are some of the causes. This gap needs to be closed.

2. **Need for blue sky and out-of-the-box thinking**

Concerning Economics & Financials, expectations and the need for change are high.

3. **Balance between transparency and trust in expertise**

Governance is clearly one of the key topics for the times to come, particularly after the big turmoil and will impact other industries at some point in time. It is important to find a balance.

4. **Be ahead and pre-empt topics to gain value**

Food may not be a top of mind issue for decision-makers, given the context we are in, but this could result being a mistake on a mid-term basis. The qualitative and the quantitative aspects make this a relevant issue on global level.

5. **Creativity, education and investments are key**

Energy is of great concern on both short and long term and requires both global and small, local oriented solutions.

6. **Grasp 'cold' issues before they become 'hot'**

It's time to start working on apparently "cold" issues such as Health with diffusing responsibilities between companies and governments. The sooner the better as they're not really cold.

7. **Audience driven approach**

Issues like Demographics, come to different action plans and perspectives. It requires a labor oriented plan in developed countries and a societal one in emerging markets.



Issues Intelligence helps to be prepared

Following our survey, the shared perception is that governments as well as companies should better manage issues. To strengthen business and protect reputation, one needs to be prepared.

- Web 2.0 is seen as one of the most influential arena when it comes to managing issues
- It offers possibilities for participation and engagement of both a very general and specialized public
- It makes it possible to (re)act at an early stage

The ability to see the patterns in how communities influence each other and engage relevant audiences inside these homogeneous social groups might be one of the solutions: Identification of influencers and peers relationships within specific ecospheres and the success of communications strategies.

Issues Intelligence Issues Intelligence helps you to understand, interpret, plan and act. Early identification gives time to prepare a strategy and conduct the appropriate analysis and decisions in advance. Issues Intelligence is continuous monitoring, combining local and global perspectives and exploiting audiences' insights.

Linkscope This approach is powered by Linkscope, our partner in France and now in Europe, a research agency specializing in the analysis of the social web conversations, with cutting-edge monitoring online capabilities. With this network service we can provide our clients with insights in their targeted audiences and related issues.

More information

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Notes

The survey was conducted by PC | Worldwide agencies in Bulgaria, France, India, Mexico, The Netherlands, the United Kingdom and the U.S. The survey was led by Pascal Beucler from PC | Worldwide in Paris and Marleen Siemensma from PC | Van Sluis in Amsterdam. Special thanks also to Gregor Halff, Professor of Corporate Communication at the Singapore Management University for his support and insights on Asia and beyond.