

GRF+

A vibrant, futuristic cityscape at night, illuminated with neon lights in shades of blue, purple, and pink. The buildings are tall and angular, with glowing windows and signs. A large, semi-transparent blue circle is positioned on the right side of the image, partially overlapping the cityscape. The overall atmosphere is high-tech and modern.

Future of Communications

March 2025

KETCHUM



2000

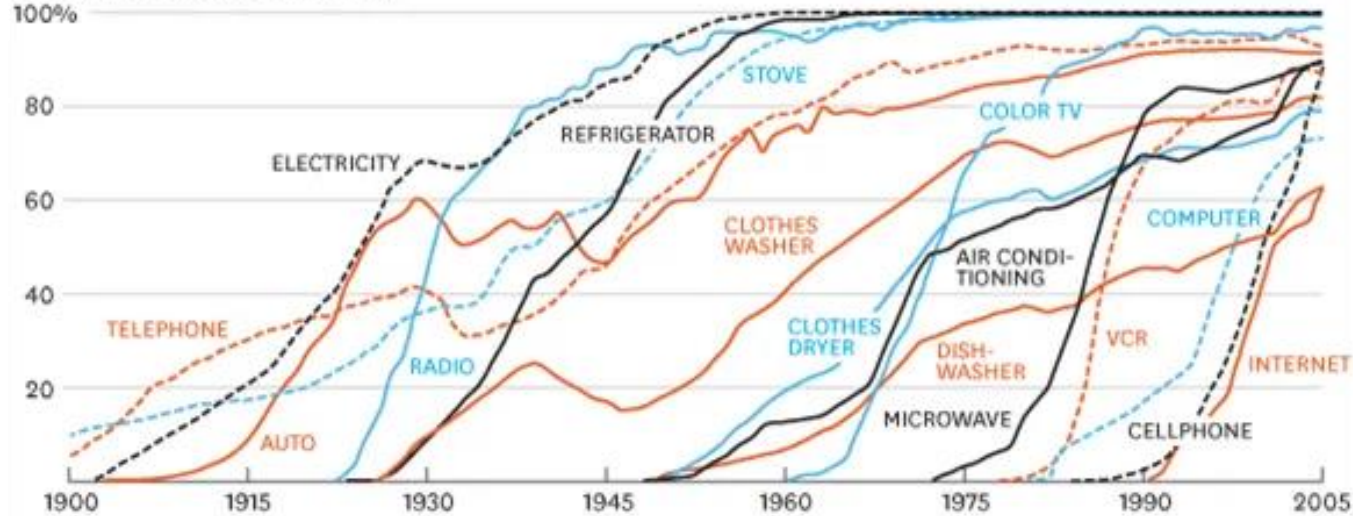


2025

The adoption curve was once measured in years

CONSUMPTION SPREADS FASTER TODAY

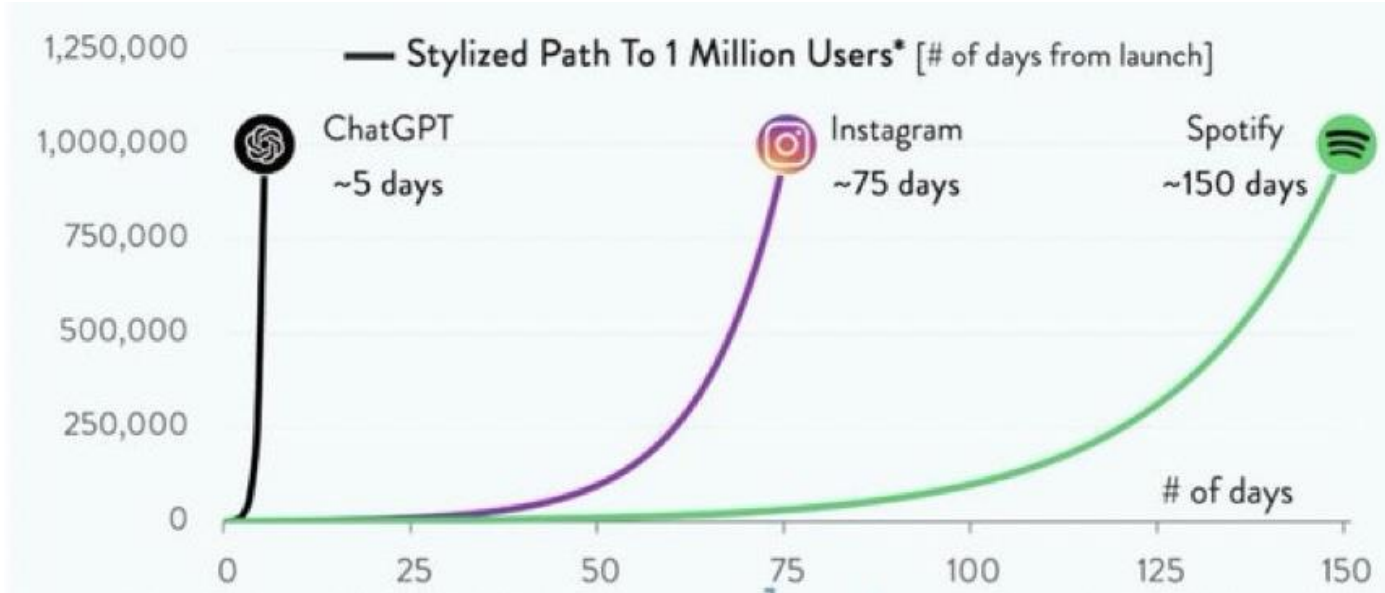
PERCENT OF U.S. HOUSEHOLDS



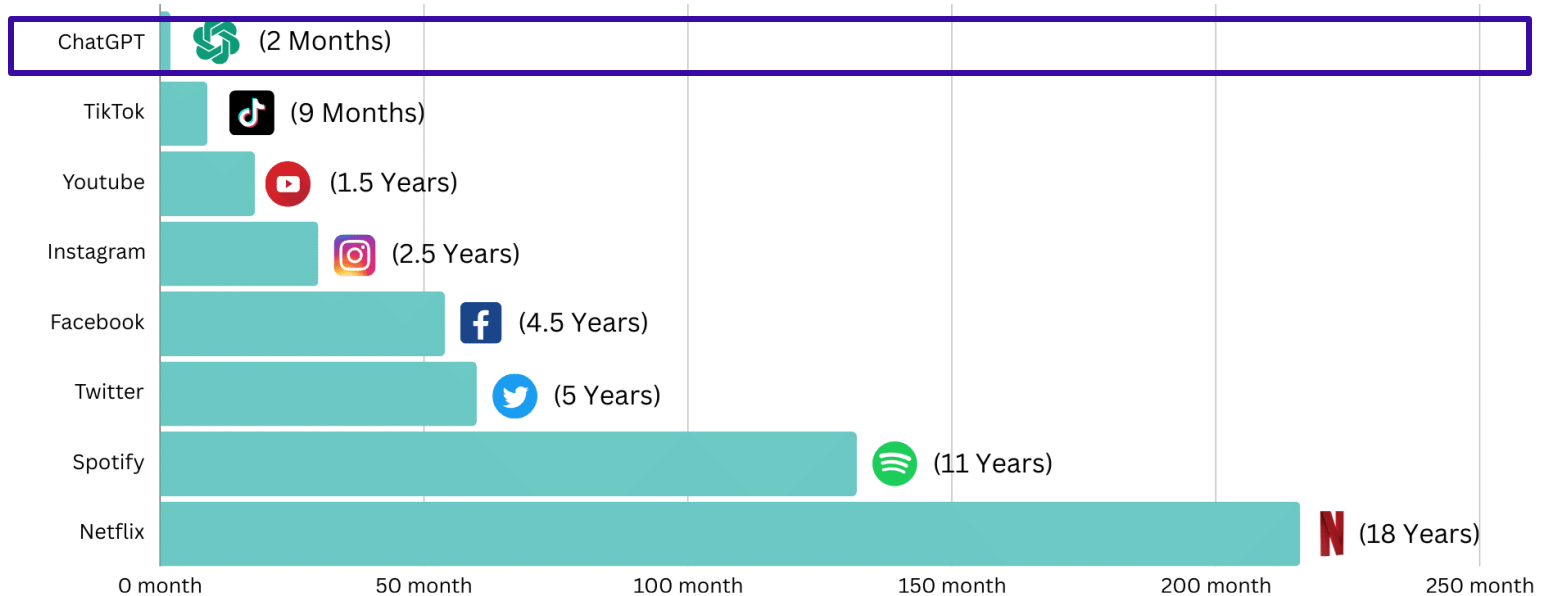
SOURCE MICHAEL FELTON, THE NEW YORK TIMES

STRATEGY FIRST HBR.ORG

Today's adoption curve is measured in days



Length of time for disruptive platforms to reach 100 Million followers



We need to evolve the ways we reach and influence stakeholders

TRUTH

Stories are timeless

It's the "telling" that keeps changing.



STORY TELLING



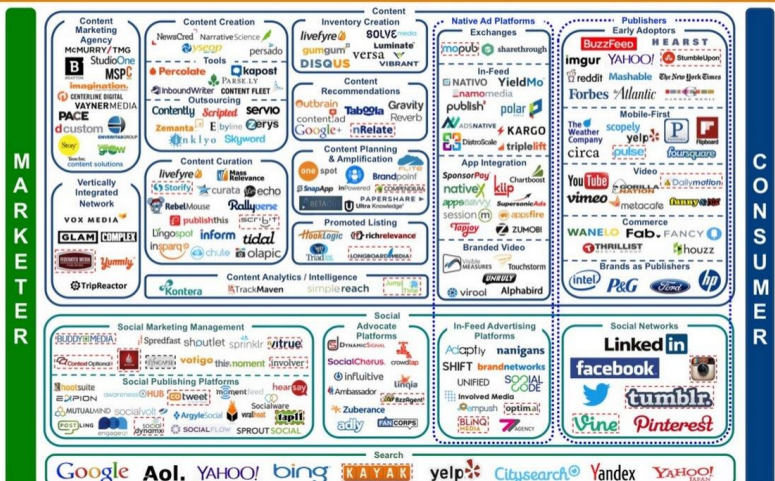
The Evolving Landscape

Let's lean into the change.
Ready?

1. FRAGMENTATION

Audiences now have endless content choices and are empowered to customize feeds and silence brands, allowing them to live in their own echo chambers.

CONTENT MARKETING / NATIVE LUMAscape



Sources: Salesforce; Measure Protocol; Linktree; Statista

Stats to know

72%

Percent of consumers prefer connecting with brands across multiple channels.

42

Number of apps Gen Z accesses per week. TikTok leads the way, with most time spent (12.5 hours per week)

Key Takeaways

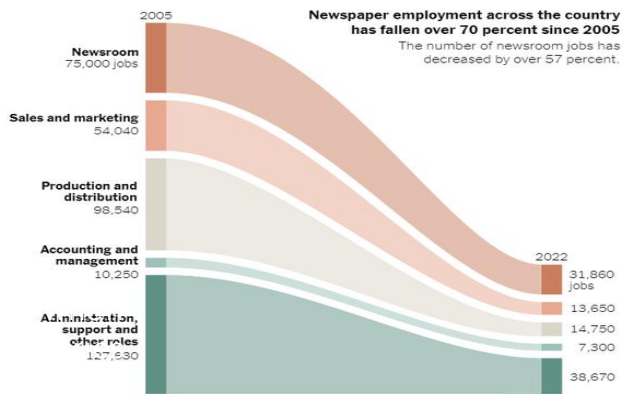
OMNICHANNEL PLANNING IS YOUR NORTH STAR

DUST OFF THE SOCIAL PLAYBOOK

EXPECT AI TO ACCELERATE FRAGMENTATION FURTHER

2. SHIFTING NEWSROOM DYNAMICS

Newsrooms are shrinking faster than most realize, making it more challenging than ever to achieve earned performance.



Sources: NYTimes.com; Northwestern Medill; LinkedIn

Stats to know

66%

Percent of global journalist jobs eliminated since 2005

71%

Percent of adults find their news online, overtaking TV for the first time, Ofcom finds

Key Takeaways

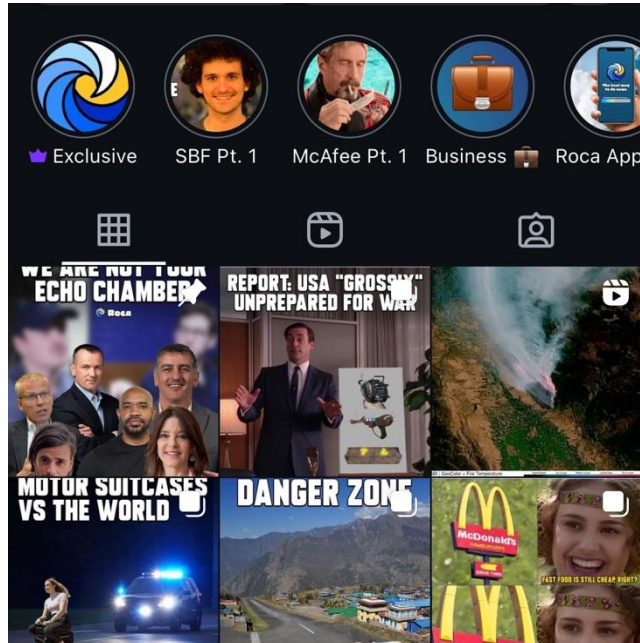
EARNED IS STILL CRITICAL, BUT THE "NEWSROOM" MUST EVOLVE

SOCIAL TRENDS ARE DRIVING EARNED COVERAGE

INTERNAL COMMS IS EXTERNAL COMMS, AND VICE VERSA

3. RISE OF THE GEN-Z NEWZROOM

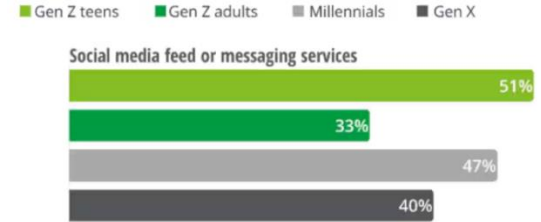
For younger generations, news is consumed in meme-sized bites.



Stats to know

51%

Percent of Gen-zers who say they turn to social media as a source of news daily



Key Takeaways

GEN-ZERS TRUST INFLUENCERS, ALGORITHMS TO DELIVER RELIABLE NEWS

TIKTOK AND INSTAGRAM ARE GROWING RAPIDLY AS "NEWZ" SOURCES

BEHOLD THE TRUTH TELLERS

4. GEO vs SEO

As Google further incorporates Gen AI into its search experience and OpenAI expands its SearchGPT offering, our relationship with queries is poised to change. Enter Generative Engine Optimization (or GEO)



Why is there a class action suit against mastercard in the UK?

The class action lawsuit against Mastercard in the UK stems from allegations that the company imposed unlawful interchange fees on transactions between 1992 and 2008. These fees, charged to retailers for processing card payments, were purportedly passed on to consumers through higher prices for goods and services. In 2007, the European Commission determined that Mastercard's interchange fees violated competition laws. Subsequently, in 2016, Walter Merricks, a former financial ombudsman, initiated a collective legal action on behalf of approximately 46 million UK consumers, seeking compensation for the overcharges. [FT.COM](#)

After nearly nine years of legal proceedings, Mastercard agreed to a settlement of £200 million in December 2024, a figure significantly lower than the initial claim of up to £14 billion. This settlement was approved by the Competition Appeal Tribunal

[THETIMES.CO.UK](https://www.thetimes.co.uk)

[FT.COM](https://www.ft.com)

Sources: Forbes; Brightedge; Google; Gartner

Stats to know

~86%

Percent of search results in Google that now include generative answers

26%

Predicted percent decrease in total search volume by 2026, as a result of more efficient Gen-AI powered answers

Key Takeaways

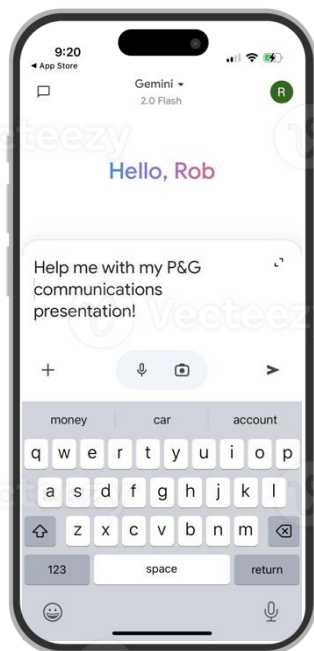
GOOGLE'S SEARCH GENERATIVE EXPERIENCE

SEO WILL NEED TO EVOLVE

SEARCHGPT IS POISED TO DISRUPT PRODUCT DISCOVERY

ALL SEARCH IS IMPACTED

From social platforms to e-retailer, generative search is now everywhere.



Google



Gemini

Microsoft



Copilot

amazon



Ask Rufus



Apple Intelligence

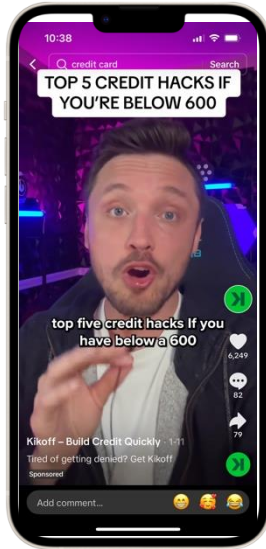
Meta



Meta AI

5. SOCIAL IS SEARCH

Consumers are increasingly turning to social platforms for discovery and information... and Generative AI is only accelerating this behavior



Stats to know

76%

Percent of consumers who say they use social search to discover new products and brands

30%

Percent decline in use of traditional search engines for brand product searches in 2024 across all generations

Key Takeaways

SEARCH IS SOCIAL, SOCIAL IS SEARCH

TIKTOK IS GEN Z'S PREFERRED SEARCH PLATFORM

GEN-Z IS TEACHING US THE VALUE OF CROWDSOURCED KNOWLEDGE

6. EVOLUTION OF BRAND SITES

It's time to rethink the strategic role of branded websites in the AI-driven search landscape.

Stats to know

69%

Percent of shoppers who say they're more likely to embrace AI-powered shopping in 2025

50%

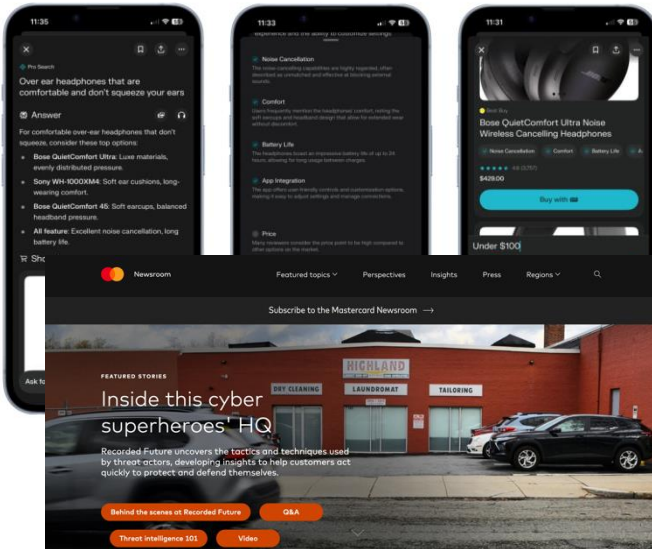
Predicted decline in total organic brand site traffic by 2028

Key Takeaways

YOUR SITE WILL SHIFT FROM PRIMARY DESTINATION TO VERIFICATION HUB

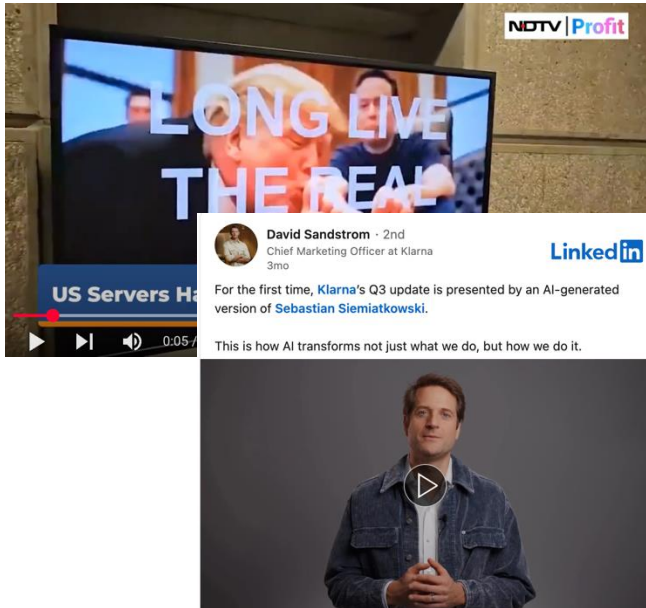
YOUR SITE WILL INFORM GENERATIVE AI EXPERIENCES

DIFFERENTIATION AND EXPERIENTIAL VALUE WILL STILL ATTRACT ORGANIC TRAFFIC



7. AI & FAKE BRAND NEWS

High profile deep fake content is on the rise – and can pose reputational or legal risk if companies are not prepared



Stats to know

10x

Increase in deepfakes detected globally across all industries in 2023

1740%

Increase in deepfake fraud in North America in 2023

Key Takeaways

EVERY COMPANY NEEDS AN AI ACTION PLAN

LOOK INTO MULTI-MODAL BRAND MONITORING

KEEP UP WITH “FAKE NEWS” LEGISLATION

ORIGINAL VIDEO INTERVIEW RECORDING



To exit full screen, press **ESC**



**EARNINGS
ALERT**

PROCTER & GAMBLE RESULTS
CEO MOELLER ON SQUAWK BOX



DEEP FAKE CREATION AT WORK



Step 1

Capture interview using free software

Step 2

Feed voice imprint into AI cloning model and capture still of subject

Step 3

Generate new audio and video using AI "lip sync" tools

Step 4

Paste generated video into existing clip

8. THE A.I. HYPE CYCLE

A.I. hype is transitioning from “optimism” to “pragmatism.” Are you leveraging its practical potential?

28%

Percent of employees who say they actively use generative A.I. in the workplace

60%

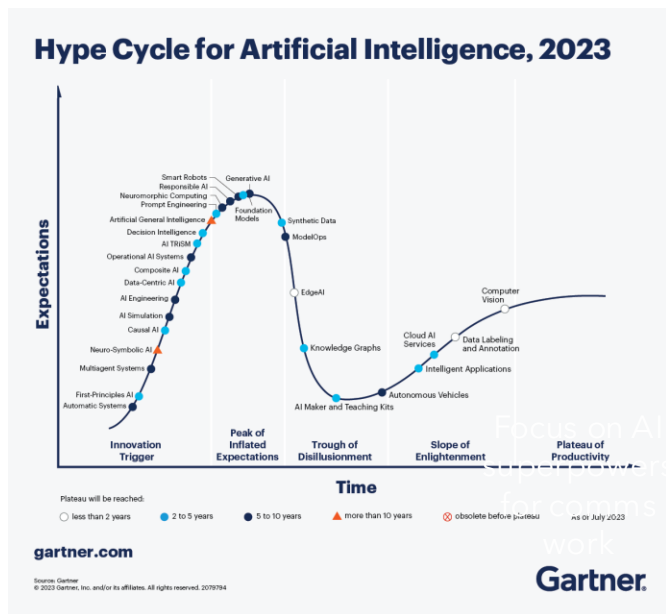
Percent of the world that will knowingly or unknowingly interact with generative A.I. in 2025

Key Takeaways

MASTER AI AT THE TASK LEVEL

EXPLORE THE CONVENIENCE OF SYNTHETIC AUDIENCES

BUILD THE GPT YOU NEED



9. TREND OF THE YEAR: AGENTIC AI

The race is on to win in this buzzy innovation space, which marks a significant leap forward in AI possibility



15%

of current human work decisions will be handled by AI Agents by 2028

33%

of enterprise software applications will incorporate agentic AI by 2028

Key Takeaways

SEEING IS BELIEVING

AI AGENTS WILL EMERGE AS INSIGHT POWERHOUSES

"ARE JOBS IN JEOPARDY?"

10. NEXT UP: AI x AR x WEARABLES

Advances in AI, AR and wearables will converge by end of 2026 to provide an always-on stream of information and intelligence.



Stats to know

160+

Times the average person checks their phone per day (or once every 9 minutes)

~3

Times the average glasses wearer takes on and off eyewear per day

Key Takeaways

AI X AR WILL HIT AN OPTIC NERVE

RE-THINK POS MARKETING

5 ways to address the evolving landscape right now

Take an active approach to keeping pace with communication innovation

Rethink your
earned
approaches

Explore new
monitoring
opportunities

Understand
the impact of
search
innovation

Get inspired
by new
creative
approaches

Educate
teams on
AI's role in
comms



THANK YOU!

KETCHUM

