

#impactful

the **strategic** newsletter
from the Omnicom PR Group



OmnicomPRGroup

Newsletter #10

impacting opinion
impacting reputation

Each month, the OmnicomPublicRelationsGroup agency takes a look at the news and trends in the world of communication, bringing you a selection of content to assist you in determining your strategy.

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#1- impactful data

How can science fiction influence the strategy of groups and companies?

For a growing number of organizations and companies, **science fiction** has become a **valuable tool to predict and prepare for the changes of the future** and to decide on their strategy.

In his publication, "[Out of the wreckage of the world. Ecology, science fiction and ethics of the future](#)", Sciences Politiques lecturer, Yannick Rumpala, promotes the idea that, beyond entertainment, science fiction could provide **inspiration for the contemporary world**, and allows us to "**conceptualize our challenges by converting them into a fictional format**".

By **imagining these alternatives** today, we can prepare appropriate strategies to confront the challenges of tomorrow. Furthermore, we can benefit from **not finding ourselves ambushed by radical change or events**. The Covid 19 global pandemic is a perfect example of an event that could have been anticipated and for which organizations and companies could have prepared, beforehand.

Various organizations and companies have already taken the plunge and chosen to integrate science fiction into their planning processes. Since last December, the **French Army** has put together the "**Red Team**", which is made up of 10 science fiction authors. They are tasked with imagining possible military or technological threats for the years 2030 to 2060. The objective: "Anticipate the worst, to be better prepared".

For companies, science fiction makes it possible to **better anticipate and understand their audiences**: staff, clients, prospective clients, etc. For Nicolas Nova, Swiss-French researcher and lecturer at the HEAD – Geneva, integrating science fiction into the process of strategic planning allows one to **move away from a monolithic vision** of the future. "By exploring the consequences of a particular change, often technological, but also political, economic or climatic, science fiction allows you to re-conceptualize current issues".

The **IKEA group** engaged the services of the **Near Future Laboratory**, to produce an "**interactive catalogue from the future**". To do this, the lab started by identifying and gathering examples of how people use **products - regular usage, usage with a twist and alternative transformations**. **Potential technological, climatic and political shifts, were explored**, looking at how different life might be in 3, 5 and 10 years' time. The resulting catalogue conceptualizes how products and their uses might change during that time. Further reading: <http://ikea.nearfuturelaboratory.com/>

Sources: L'ADN – [Imagine the unpredictable: when science fiction helps organizations](#)

L'ADN – [You can't conceive change and produce a new situation if you don't have an alternative imaginary](#)

L'ADN – [The "Red Team", the science fiction pole of the French army, imagines the worst dystopias](#)

The French Institute of Public Opinion (IFOP) and think tank, Impact AI, reveal the results of a survey on French people's perception of Artificial Intelligence

For the third consecutive year, **think tank, Impact AI** and **IFOP** asked the French about their perceptions of artificial intelligence. The study reveals that **Artificial Intelligence is still a relatively unfamiliar subject**.

Whilst **91%** of French people have already **heard** of Artificial Intelligence, only **27%** of them say they **use AI products or services** in their **personal lives** and only **16%** in their **professional lives**. Surprising figures, given that we know that apps like Instagram, Netflix, Facebook and Google all use artificial intelligence in some way or another.

The French are convinced that AI is going to play a major role in everyday life

According to a study, **one out of two French people** say they know exactly what AI is. Yet, **more than two thirds of them feel poorly informed about its capabilities**, especially in terms of **health (66%), environment (69%)** and **education (70%)**. Despite this lack of knowledge and understanding of the subject, **64% of French interviewed say they trust AI**. This number has increased by six points since 2019.

Trustworthy Artificial Intelligence in 7 principles

For **73% of French people**, the development of trustworthy Artificial Intelligence is **an important, if not essential, matter**.

In response, Impact AI has produced a practical guide called "**Trustworthy AI**", which is based on feedback from about fifteen French companies. The main principles are:

- **Human dignity**, with AI serving users who remain in control of their choices,
- **Resilience**, with AI that is reliable in the long term,
- **Data governance**, for AI that is respectful of privacy,
- **Transparency**, for AI that is explicable and rational,
- **Equity**, for AI that treats each individual fairly,
- **Sustainability and well-being**, for AI that contributes to solving universal problems,
- **Responsibility**, for AI that is accountable for the efficiency of machinery and the reduction of risk.

Source: Influencia – [An IFOP survey for Impact AI reveals French ambivalence towards AI](#)

The Future 100: trends and changes to watch in 2021

Branding Together: when brands put aside competition and collaborate instead

To tackle social and environmental challenges, companies should **favor joining forces** rather than compete. According to a report written by Wunderman Thompson, **82% of Generation Z think that companies and brands should work together for the greater good**. The cultural shift from “me” to “we” is extending to brands, demonstrating that major change needs **collaborative effort**. For example, in the context of BlackLivesMatter, Nike tweeted “Let’s all be part of the change #untilweallwin”. The next day, Adidas responded to the announcement with “Together we move forward. Together is how we make change”.

Data storing: the issue of sustainability

The current volume of **digital information stored** represents **2% of global electricity consumption**, which corresponds to 3.7% of global greenhouse gas emissions. That figure could quadruple by 2030. **Microsoft and Google** are addressing the issue, both claiming their **data centers are carbon neutral**. In the world of **gaming**, **Sony** also wants to provide solutions by adding an improved **energy-saving low-power mode** to its new PlayStation 5. **Microsoft's** new Xbox Series S and X models also offer a similar feature.

The new corporate behavior platforms

“2020 was the year that ‘purpose’ went mainstream” notes the magazine Forbes. Responding to this **growing ethical enthusiasm among companies**, platforms like “[Did they help](#)”, that **monitor corporate behavior**, are popping up. This platform is an online record of the “**good and bad deeds**” of **major brands and public figures** on a variety of different topics (such as the Covid-19 pandemic or the BlackLivesMatter movement) and ensures that the values claimed by the groups are **reflective** of their actions and behavior.

New Gaming frontiers

The consumer gaming industry is anticipated to reach a value of **\$198 billion by 2024**, according to research from the consulting firm Activate. This rapid growth is probably partly due to the fact that video games are increasingly serving as the **backdrop for a range of activities and events**, from going to concerts, conferences or exhibitions, to celebrating a graduation: **increasingly, traditional gaming spaces are transforming into cultural centers** where people can gather virtually for **entertainment or business**. Last year, the founder of Reebok launched his memoir on the avatar-based virtual event platform, [Teooh](#).

Source: [The Future 100 – Wunderman Thompson Intelligence report](#)

#2- impactful opinions

Expert options – the tyranny of social media networks under debate

It's no longer just celebrities who are victims of “cancel culture” and judgements pronounced by the **people's court that is social media**. Like the jewelry brand, **L'ŌU.YETU**, **companies are also being exposed to whistle blowing and aggression from these networks**. In January of this year, the young French brand's founder was subject to a wave of accusations from former and present members of staff regarding her alleged tyrannical management and dishonest communication. The claims were posted on the very recently created Instagram account, **Balance Ta Start-Up** (*Out Your Start-Up*), followed by 160 000 people. L'ŌU.YETU quickly felt the collateral damage, losing more than 100 000 followers from its own account and having to temporarily close its boutiques. Whether it's fair or not, according to certain experts, **the pressure exerted by social media is intensifying**.

“Abuse, the basic premise of Twitter, is ultimately spreading through society” - **Samuel Laurent**

Samuel Laurent, journalist at Le Monde and former head of Les Décodeurs, the fact-checking division of the newspaper, tells of his 10 years of immersion in the social network in his book: “I saw the monster born. Is Twitter going to kill #democracy?”. He warns us that “**Collectively, we are in the process of giving the network a central place in public debate**, even though abuse, the basic premise of Twitter, is ultimately spreading through society. My starting point is: **observe the convergence between the growth of Twitter and that of the culture of conflict in public debate**”. He attributes this trend to “the sociology of the users”. He continues by emphasizing the fact that “On Twitter, we find people who have time, a message to pass on and a penchant for rhetorical sparring. They choose Twitter because it's simple to use. Politicians love it because they can bask in their own glory. Thus, it's becoming a central hub of information and can give credence to certain factions that would otherwise be anonymous”.

The author exposes another reason to justify the **increasing amount of abuse which emanates from the social network and, more specifically, from the way it works**: “once you've unleashed your tweet, other users on the platform can comment on it, pick it up, misappropriate it, or sometimes even go as far as twisting the message. Political comments are typical of this tendency. 20-minute-long morning radio shows are being distilled into a single sentence, which is taken out of context and generates an outburst of reactionary comments.”

Even though he denounces a phenomenon that is invading our society, **the author underlines a positive point**: “Young people have been evolving in an ecosystem of social media ever since they were born. Paradoxically, this means that they are more inclined to check their sources.”

Source: Usbek&Rica – [“Abuse, the basic premise of Twitter, is ultimately spreading through society”](#)



“Twitter has become the tool of public confession and the tribunal of a new moral order” - **Benjamin Sire**

The journalist **Benjamin Sire**, known as Jiben Sire, denounces the fact that Twitter has become “since the birth of the hashtag ‘Balance ton porc’, (the French equivalent of #MeToo, literally OutYourPig) a public forum for private opinions, even going so far as to sit in moral and very public judgement”. He also criticizes the fact that **“the power of the social network avoids any judicial constraints”**.

Over recent years, the widespread movement of #Balance.../MeToo continues to grow on the web via posts or dedicated accounts (in particular on Instagram) and whose main goal it is to “amplify the voices of victims of diverse attacks and discriminations”. The journalist however criticizes the fact that **“these denunciations ultimately very often sidestep the law or the administration that is designed to deal with these sorts of problems, without us ever learning what happened to the accused, or the victims”**.

For Benjamin Sire, **this new trend of public whistle blowing is in part linked to an older, institutional problem**: “the slowness of justice and the complexity of formal procedures drives people to express themselves directly on social media in order to invite public opinion”.

Source: Le Figaro – [“Twitter has become a tool of public confession and the tribunal of a new moral order”](#)



“Social media's potential reaction is increasingly setting the ground rules for the media” - **Elisabeth Badinter**

The philosopher **Elisabeth Badinter** gave her opinion about two recent events: the ousting of Alain Finkielkraut from LCI (the French 24-hour news channel) following a controversial feature and the departure of Xavier Gorce from Le Monde newspaper, after the publication of a cartoon that was poorly received on social media. For the philosopher this is “a sign I believe that **the media are starting to surrender to social networks**. There is clearly an increasingly significant effort to take into account opinions that are expressed there, possibly even a fear of being ridiculed for having given a certain idea a platform, or to have left a certain word in an article, or a certain cartoon”. She adds: **“When a society remains silent, out of fear of offending, shocking, displeasing, it's toxic. A deadly toxin for democracy”**.

Elisabeth Badinter highlights another point: “when you're a newspaper as prestigious as Le Monde, you have to ask yourself about the consequences such a quick and contrite apology would have, simply for having published a cartoon. **It's a signal, a warning to all other media to “watch out!”: you can't say anything you like!** Even when it's legal. Even when it's debatable. She concludes: **“Social media's potential reaction is increasingly setting the ground rules for the media”**.

Finally, Elisabeth Badinter makes an observation: “I think that a part of the current radicalization of expression, particularly on social media, is a reaction to the irrepressible rise of all things politically correct that are seeking to embody morality”.

Source: L'Express - [“Social media's potential reaction is increasingly setting the ground rules for the media”](#)

#3- impactful initiatives

Care for human touch: Nivea's new brand purpose

The coronavirus pandemic didn't get in the way of the launch of the latest **Nivea** campaign, #lecontacthumainestuneforce in French, **#CareForHumanTouch** in English. On the contrary, Nivea produced an [ad](#) telling the story of **premature twin girls**. One of them was born with a hole in her heart. The medical staff decided to put the twins together "**skin to skin**" in an incubator; a decision that saved both sisters' lives.

In the ad, the brand highlights the need to be together and the importance of contact. To emphasize this, Nivea carried out a study that revealed that **88%** of French people think that human contact is essential to leading a happy and fulfilling life. **This new initiative demonstrates Nivea's desire, or its need, to evidence its message, its content and more generally its communication. A need that today extends more globally to all brands.**

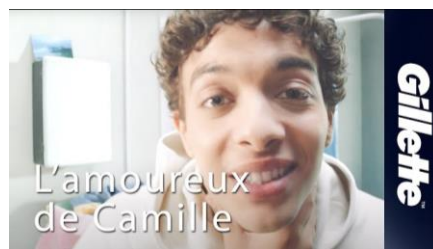
To sustain this brand purpose, Nivea has committed to investing **20 million euros** in **local projects around the world**, targeting three populations: **premature babies, the blind and elderly, isolated people**. A **new range** of more natural products called "Naturally good" with **new sustainable packaging** is now available in France.

Source: Influenzia - [We are twin sisters born under the sign of Nivea!](#)

Nana and Gillette: joint winners of the REPRESENTE challenge organized by the Union des Marques

In 2018, **l'Union des Marques** (UDM – The Brand Union), presided by Hervé Narvellou, launched the **FAIRE** program, comprising of 40 signatories, whose objective it is to steer companies towards responsible communication strategies in relation to environment and diversity. The UDM took on the REPRESENTE challenge to identify campaigns that want to reverse stereotypes in society. For the 2020 edition, **Gillette** and **Nana** distinguished themselves, sharing joint first place.

Gillette, *The best men can be:*



The campaign was released to mark the occasion of International Men's Day last November. The ad aims to **tackle toxic assumptions about masculinity, break through the narrow view of masculine virility and challenge male stereotyping**, so that they can share a more diverse vision of masculinity and pride.

According to Gillette, this campaign isn't just a simple brand manifesto, but it will **help to anchor its vision into everybody's everyday lives**.

#3 - impactful initiatives

Nana, Womb stories

Nana invites women to **share their personal and intimate experiences** to feel less alone. The brand points out that **40%** of women judge that mental well-being is negatively affected by **not being able to share their suffering freely**.

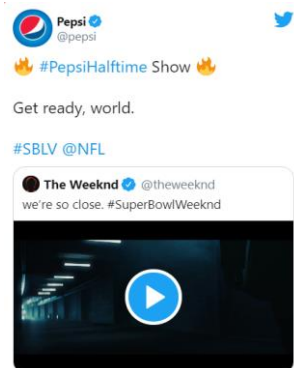


By expressing this idea in its latest ad “#wombstories”, Nana wants to progressively break taboos.

Source: L'ADN – ["Brand communication can encourage ecologically responsible behavior"](#)

The brands that played their cards right on Twitter during the Super Bowl

On the 7th February the famous 2021 Super Bowl took place. It's an unmissable event, despite a reduced number of spectators this year. For the occasion, Twitter offered an opportunity for certain brands to stand out.



Of all the Big Game's Advertisers, **Pepsi dominated the conversation**. The Halftime Show is as much of a cultural moment as the match itself. Pepsi gave fans the chance to win various prizes, in particular the opportunity to meet the artist, The Weeknd, who appeared in the Pepsi match ad.

Among advertisers, **the most Retweets of a single Tweet from a brand's account was generated by T-Mobile**. After a post featuring various celebrities, T-Mobile invited its fans to retweet their ad to win a **Samsung 5G**.



The most overall engagements on a single video Tweet from a brand's account among the advertisers was generated by **Disney+**.

During the game, the brand released the teaser trailer for their new Marvel series **#FalconAndWinterSoldier**, and then dropped the full-length trailer on Twitter later that evening.

Sources: [Twitter Marketing](#)

Stratégies - [The brands who succeeded in standing out at the Super Bowl](#)

#4- digital impact

ClubHouse: the latest popular app straight out of Silicon Valley

Launched in March 2020, the **ClubHouse app** appears to be capturing people's attention more than ever. The new **audio only social media platform** allows its members to interact on a range of subjects, in topic-based conversation rooms. ClubHouse fosters the notion of real-time and **prioritizes listening and talking**. It's not possible to communicate in writing, nor to send oneself files or images, nor even to record the product content.

Founded and developed by **Paul Davison** and **Rohan Seth**, ClubHouse is a typical **Silicon Valley** product, with the most popular topics revolving around tech, entrepreneurship or art. The platform operates on an **invitation-only basis**, where each member is allowed to invite two other people. Also, each user has to use their real name, not an alias, to minimize trolling.

These elements mean that certain people are categorizing the app as **elitist**, or even **oligarchic**. But the **participation of various celebrities**, such as Mark Zuckerberg and Oprah Winfrey, is creating buzz and increasing people's need to be in the right room at the right time. In terms of communication, ClubHouse may well become **a new playing field for advertisers**.

"There'll always be lots of people wanting to listen to an important CEO talk about business. And on the side of major brands, there are certain possibilities. Soon Sephora or L'Oréal will be organizing conferences on beauty tech to confirm their standing" imagines **Patrick Amiel**, entrepreneur and expert in innovation, founder of 321founded.

Source: Le Monde - [Everything you need to know about ClubHouse, the latest rising star in social media](#)

Microsoft publishes its sustainability report on Minecraft

On the 28th January, **Microsoft** published its **sustainability report** outlining their strategy. To make it more interesting, it comes with a new downloadable map for the building game, **Minecraft**.



This free map reflects the points raised in the report and the strategies announced by Microsoft for the coming years.

#4 - digital impact

Inside this dedicated **virtual space**, players can explore a recycling plant, a water treatment plant and even a house built with sustainable materials. The model, called "**Sustainability City**", demonstrates how the goals and themes explored in the report come to life in the famous video game.

Microsoft's choice here sheds more **light on an emerging trend in the way companies are communicating**, no longer hesitant to exploit virtual spaces and, in particular, those of video games.

Following the example of Balenciaga and Louis Vuitton, who created their very own video games, **the fashion industry became a pioneer in the arena of communicating using video games**. Other sectors appear to be buying into this new trend. In **politics**, Joe Biden campaigned on Animal Crossing and in the **world of culture**, the game also featured various virtual works of art from the Getty Center in Los Angeles.

Source: L'ADN - [Microsoft presents its sustainability report in the video game Minecraft](#)

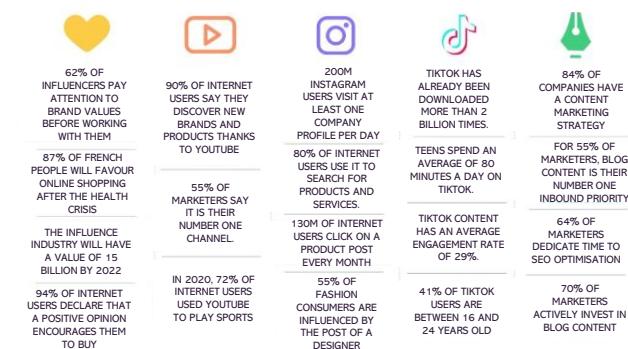
Which social networks should you choose for your 2021 influencer marketing strategy?

Hivency, the influencer platform, has identified the social networks to utilize in order to reach your 2021 objectives.

For product discovery, YouTube is your ally: 90% of users state that they **discover new brands and products** on the platform. In 2020, **72%** of users stated that they had used the platform **for physical activity**. This makes YouTube the ideal platform for sports brands, too.

Instagram, the champion for generating purchases, is also the network with the most developed **social commerce** function. Each month, 130M users click on a product tag. And 200M Instagram accounts visit at least one company profile per day.

INFLUENCE MARKETING FIGURES 2021



Hivency

TikTok, the most engaging network: over recent months the social network has been downloaded more than 2 billion times. **41%** of users (16-24 year olds) spend an average of 80 minutes a day on the app. We've estimated an **average engagement rate of 29%** for each post.

Source: eMarketing - [Influencer marketing: which social network to focus on in 2021?](#)



#5- impactful expertise

#impactful news from the Technology division

Return to the news and announcements that have shaken the sector over the last few weeks

Technology and environmental impact

- A key measure of the anti-waste law, the **repairability index came into effect on January 1st 2021**. It relates to 5 categories of products: smartphones, televisions, laptops, washing machines and lawn mowers. Measured by marks out of 10, the aim of this guide is twofold: firstly, to **raise consumer awareness and to make repairing habitual** when something breaks down. Secondly, it **encourages manufacturers to improve the longevity** of their electric and electronic products.
- Also, at the beginning of the year, cloud providers and professional organizations signed an **agreement aimed to reduce the environmental impact of data centers at a European level**. Developed in partnership with the European Commission, the [Climate Neutral Data Center Pact](#) identifies **5 objectives to be met by 2030**: to improve power efficiency of infrastructure, using measurable goals; to make energy 100% carbon free; prioritize water efficiency; to repair and reuse servers and to find ways of recycling the heat that's produced. The EU executive will be responsible for monitoring progress twice a year. This initiative is **in line with the European "Green Deal"**, whose aim is to make Europe the first climate neutral continent by 2050.

Amazon: Jeff Bezos hands the reins over to Andy Jassy, Cloud computing chief

At the same time that the quarterly results were announced at the beginning of February, the iconic founder, chief executive and majority shareholder of Amazon, **Jeff Bezos announced that he was handing the reins over to Andy Jassy**, who built the AWS branch (Amazon Web Services) into one of the biggest cloud computing and storage providers in the sector.

The ascension of Andy Jassy may be **an indicator of Amazon's priorities and mark the beginning of an era of transformation for the e-commerce giant**. His promotion is reminiscent of that of Satya Nadella as CEO of Microsoft in 2014, after three years at the head of Azure, the company's cloud division. For observers and analysts, the big question will be to know whether or not Andy Jassy will follow Jeff Bezos' philosophy that "companies start to decline and die the moment they rest on their laurels". We'll see in 6 months when he officially takes office!

Thank you!

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Edition #10 – 26th February 2021

