

# M.CAST™

2025 TRENDS REPORT

## The 2025 M.Cast™ Trends Report highlights the unique and fascinating intersection between the rapid advancement of technology-driven solutions and the enduring quest for human connection.

With the mega trend of artificial intelligence reshaping nearly every industry, from healthcare to finance marketing, education and entertainment, the magnitude is so significant we've included considerations and implications of AI within each of our seven 2025 trends.

With generative AI advancing rapidly, organizations will leverage it to automate processes, enhance decision-making and deliver hyper-personalized customer experiences. AI-powered tools will streamline workflows from predictive maintenance in manufacturing to AI tutors in education and personalized medicine in healthcare. Moreover, AI's role in sustainable solutions will grow, optimizing energy consumption, supply chains and urban planning. Data privacy, ethical frameworks and accountability measures will become critical to address biases, ensure trust and secure societal acceptance.

Yet even with acceleration of AI, consumers will still be moved by humanized connections, transparency and authenticity. The most successful leaders will be those who embrace technology solutions like AI while simultaneously fostering human connectivity. This dual focus will be crucial in navigating the future landscape, where AI and human interaction coexist and complement each other.



THINK LIKE  
A FUTURIST  
IN THE AGE OF  
CONVERGENCE

# Data and technology are expanding at an exponential pace, with connectivity driving innovation.

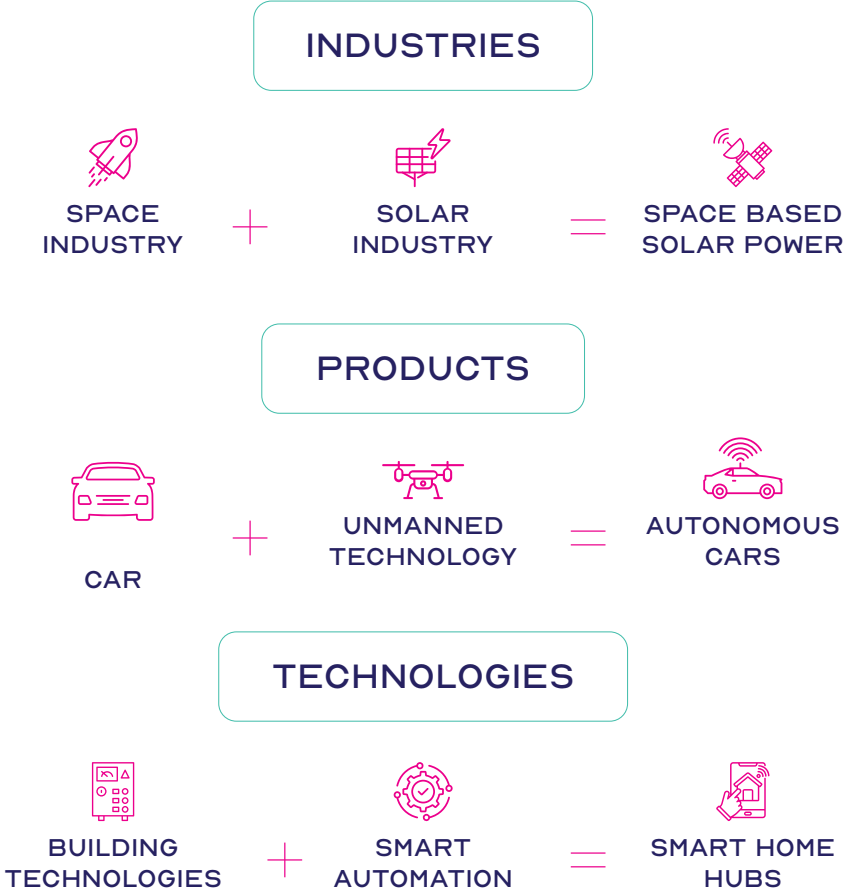
The trend of convergence is reshaping industries, products and technologies, giving rise to innovative business models and transforming markets. This trend mirrors the rise of “connected living,” where people rely on networks of devices for seamless services. Leaders who can anticipate future trends and embrace this interconnected world will thrive in an era of rapid transformation.

## EXAMPLES OF CONVERGENCE

This new wave of convergence promotes seamless integration, pushing companies to break away from traditional silos and offer unified solutions. For instance, telecom providers are evolving into tech ecosystems, bundling mobile services with cloud applications, streaming platforms and **IoT solutions** to meet the demand for always-on, connected lifestyles. Similarly, automotive companies such as Tesla are turning cars into digital platforms, combining electric vehicles with AI-powered software updates, in-car entertainment and autonomous driving capabilities. Businesses that embrace this convergence will stay competitive by delivering richer, more integrated customer experiences.

# IMPLICATION: CONNECTIVITY IS PUSHING CONVERGENCE

Connectivity Will Accelerate Convergence of Industries, Products, Technologies and Competition



Source: Adapted from [Frost & Sullivan](#)

## KEY FACTORS

The rapid growth of digital content is a major factor driving convergence. Frost & Sullivan reports that digital data is doubling every 18 months, with 90% of the world's data created in the last two years. This explosion of data is forcing industries to rethink their strategies, merging products, technologies and services like never before. To keep up, organizations need strong, scalable networks that can handle the rising demand for constant connectivity.

AI plays a key role in making this convergence possible. It helps different technologies communicate, improves operations and powers features like personalized recommendations and predictive maintenance. By connecting systems and streamlining processes, AI allows industries to offer innovative, user-friendly solutions that integrate seamlessly. As technology continues to converge, AI ensures it stays efficient and adaptable to our increasingly connected world.

## ADAPTING TO THE FUTURE

To thrive in this connected world, leaders should build flexible ecosystems that can easily integrate new technologies and partnerships. Preparing for future disruptions will also require investments in continuous learning, scenario planning and innovation. By staying agile, companies can quickly pivot and create new value propositions that align with the changing needs of connected customers.



*“To lead in the age of convergence, business leaders must think like futurists—anticipating emerging trends, collaborating across industries and building agile organizations. This means looking beyond immediate challenges to identify and understand how converging technologies will change consumer behavior and reshape markets.”*

**Terrie Ard, APR, CPRC**  
Partner, President & COO



SHIFT FROM CUSTOMER SERVICE  
TO CUSTOMER CARE:  
BUILD LOYALTY WITH EMOTION-  
CENTERED STRATEGIES

# Quality customer service is essential every day, but organizations should move toward making customer care part of their long-range vision.

What’s the difference? Customer service involves actions and support to help customers with immediate needs, but customer care is a broader, more holistic approach that focuses on building long-term relationships. The “how” lies in emotional connection, as this trend toward customer care emphasizes tactics such as genuine empathy, personalized interactions and remembering individual preferences to ensure customers feel valued and understood.

## THE FOUR LOYALTY BEHAVIORS

How you have interacted with customers before often influences whether they’ll return and whether they would recommend you to others – simply stated, it’s the foundation of your marketing strategy. Building emotional connections with clients by making them feel valued, often through personalized responses and going above and beyond to meet their needs, creates a positive relationship that can lead to long-term opportunities.

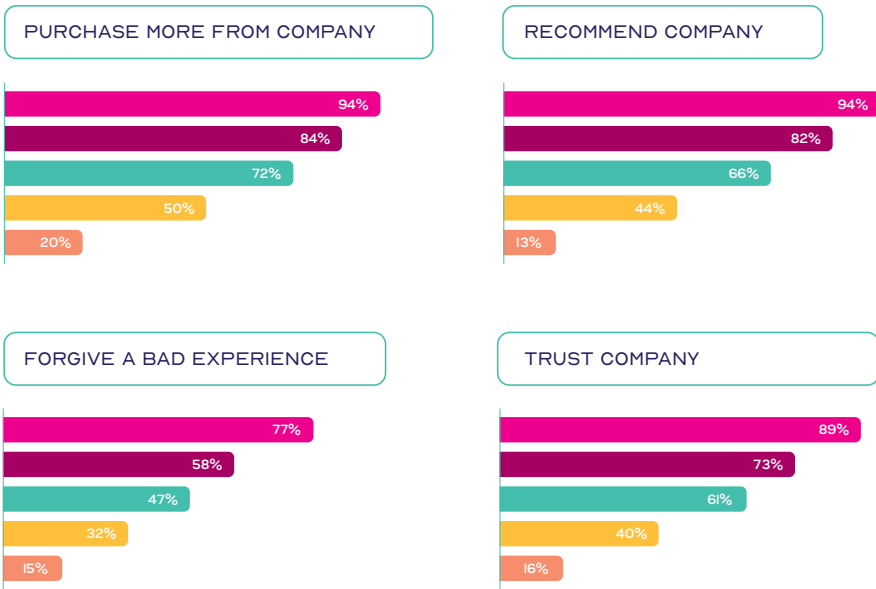
The [Qualtrics XM Institute](#) studied the connection between customer experience and loyalty. Specifically, they examined the effects of three elements of the customer experience – success, effort and emotion – on loyalty behaviors such as purchasing more, recommending, forgiving and trusting. They found that an improvement in emotion provides the biggest benefit, and that consumers with a high rating in emotion are more likely to exhibit all four loyalty behaviors than consumers with a high

rating in either success or effort. For example, 62% of survey respondents said they would be “extremely likely” to forgive a company based on “success” and 64% based on “effort,” but “emotion” raised that metric all the way to 74%.

## LOYALTY DIFFERENCES ACROSS CX PERFORMANCE LEVELS

Consumers Who Are Very Likely to Demonstrate These Loyalty Activities, Segmented by Their Customer Experience Ratings

- Very Good CX
- Good CX
- Okay CX
- Poor CX
- Very Poor CX



Source: Adapted from [Qualtrics XM Institute](#)

## EMOTION IN ACTION

How can businesses build more emotion into the customer experience? Strategies can include dialing up empathy and active listening; storytelling; maintaining regular, meaningful communication; and actively seeking and acting on feedback. Exceed expectations by surprising customers with small gestures, such as handwritten thank-you notes or unexpected discounts. And ensure there's a human touch in digital interactions, including conversational language in chatbots.

Fostering personalized, meaningful interactions through customer care should be the priority. Tailor interactions to individual customers by using their names, remembering their preferences and offering personalized recommendations. Using audience insight tools like HubSpot and analyzing digital data from platforms like Google Analytics to better understand your audiences will help you build stronger relationships and create a lasting, positive brand image.



*“Don’t overlook the ways you can make customers feel special. To deliver the kind of customer care that creates loyalty, look for opportunities to surprise and delight, incorporate empathy and active listening and make sure digital interactions are delivered with a human touch.”*

**Fern Senra-James, APR**  
Partner and Executive Managing Director



A COOKIE-LESS  
FUTURE DOES  
NOT MEAN A  
DATA-LESS FUTURE

As online platforms reach deeper into our everyday lives, users have far more ability to limit how they are tracked online.

Combine this with government regulations on data collection and shifts in corporate policies, and we can expect the compensation of missing data to be filled with a more holistic view. But even as consumer trackability declines, organizations can continue to get exemplary results; they just need to fill the gaps. The trend will be toward a richer, more holistic approach – one that examines existing data in combination with behavior analysis, social listening and other tools – to gain big-picture insights that drive informed business decisions.

### THE IMPACT OF PRIVACY PROTECTIONS

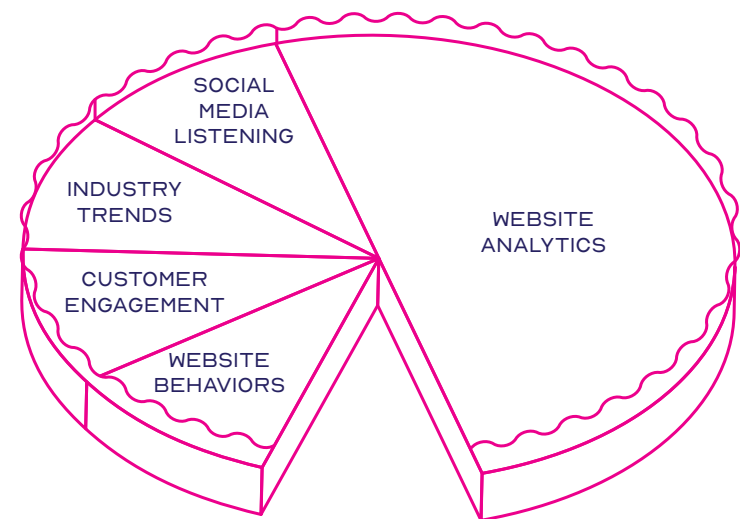
When Apple first released the ability for users to have more direct control over their trackability in iOS, an estimated 25% of users became untrackable. Apple released more privacy features, and a [study](#) from Goethe University Frankfurt concluded that number is now closer to 88%. Similarly, when Google increased Android privacy and spearheaded the decision to sunset cookie usage to promote better online privacy, a cookie-less future became real.

There have been years of debate on what defines “cookie-less,” and there will continue to be volatility in approaching privacy vs. convenience. Currently, we can expect user-specific behavior data to appear in Privacy Sandboxes, a policy that Google is leading. This means that a cookie-less future is still likely, but now user data should not be shared, sold or used outside of a company’s sandbox. Google’s data belongs to Google’s network, Facebook data belongs to Meta, and so on. This also means that “Data as a Product” is all but dead.

### SO WHAT’S NEXT?

How are companies and marketers supposed to act when almost all user devices are on a platform that limits tracking? At Moore, we turn to the data. We have anticipated cookie-less users for a while now, and our paid media strategies reflect that reality. Recently, we analyzed a wide data set across multiple campaigns in a variety of industries, and we found our cookie-less campaigns performed as well, or even better, than our cookied campaigns. We measured an increased visibility through impressions, comparable Click-Through Rates and improved conversion rates.

## A COOKIE-LESS FUTURE LOOKS MORE LIKE PIE



When gaps in the data and mismatched numbers lead to a loss of confidence in a “source of truth,” we can still trust our data by embracing the gaps. For example, Google’s policies extend to all their products. Google Analytics employs data models to fill in unmeasured activity using measured data. This leads to trustworthiness in directional trending, general site engagement and user behaviors that might be otherwise missing. We also recommend combining multiple data sets to help fill the gaps. Location tracking is often inaccurate, but we can use publicly available data to craft messaging strategies around audiences that live in certain zip codes, cities or regions.



*“It is important to not get caught up in the minutiae of data collection. There will be gaps in data that may appear as inaccuracies or flaws, but that is only because we are standing too close. When we step back, we see the full painting and not just the brush strokes.”*

**D’Arcy Toffolo**

*Partner and Associate Vice President,  
Innovation and Technology*

The goal of data collection is not to compare different numbers to get perfect data. Instead, the goal is to use data to understand our audiences, discover their needs and ensure we are making progress. We can still achieve these goals in a cookie-less future. Business leaders who cultivate a Data Culture will inspire their team to discover the insights they need to overcome the most complex business challenges.



*“With the continued rise of digital advocacy, public affairs campaigns that leverage data insights to enhance reach and engagement will drive stronger ROI with policymakers and other stakeholders.”*

**Liz Underwood**

*Partner and Executive Managing Director,  
Public Affairs*

LONG-TERM  
PARTNERSHIPS ARE  
THE FUTURE OF  
INFLUENCER MARKETING



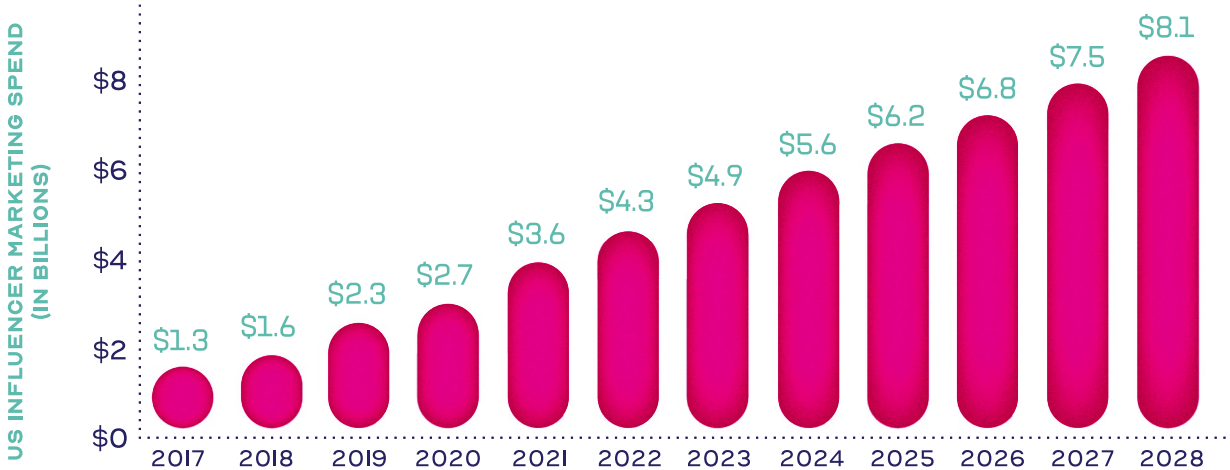
# Influencer marketing is no longer just about quick wins.

The emerging trend is clear: Long-term, integrated partnerships with influencers drive sustainable success. At the heart of this shift? Building strong, authentic relationships with creators with a wide-range of audience sizes from micro to mega. This evolution holds significant implications for both established brands and emerging players.

## MORE BUDGET TOWARD INFLUENCERS

As expected, the focus on influencer marketing continues to rise. According to a 2024 global survey from [Statista](#), 22.4% of marketers now allocate 10-20% of their marketing budgets to influencer campaigns, with an additional 26% investing more than 40%. This significant investment signals a strategic pivot – one that recognizes the value of content creators and their ability to reach their loyal audiences.

# US INFLUENCER MARKETING SPEND (2017 - 2028)



Source: Adapted from [Statista](#)

The days of viewing influencer marketing as a one-off tactic are over. Brands are beginning to understand that sustained alliances yield higher returns in loyalty, credibility and brand affinity. Long-term collaborations offer more than immediate visibility – they enable brands to deeply integrate influencer-generated content across paid, owned, earned and shared media, enhancing brand consistency and messaging.

Additionally, brands are engaging creators across the spectrum, from nano to macro influencers, leveraging strengths across multiple platforms from TikTok to Instagram. We're hearing firsthand from influencers about this shift, with many now entering year-long contracts, moving beyond single posts or short-term campaigns. Influencers are not just content creators; they have become brand ambassadors, representing companies at live events, participating in media interviews, headlining webinars and even appearing in more traditional advertising campaigns.

## IMPACT TO INDUSTRY

Focusing on relationships over transactions is the future of influencer marketing. At Moore, we refer to this as influencer relations, recognizing that successful campaigns extend far beyond social media posts. They represent a genuine, synergistic partnership that benefits both the brand and the creator. Brands that engage influencers across a diverse range of levels and channels are not only broadening their reach but also enhancing their credibility. Each creator brings unique value and leveraging these relationships strategically will be the key to unlocking sustained growth and brand loyalty.



*“Future-forward brands know that the real power of influencer success lies in long-term relationships, not quick-hit campaigns. As this trend gains momentum, those who invest in genuine partnerships with creators will stay ahead, building trust and loyalty that resonate deeply with evolving audiences.”*

**Jordan Jacobs, APR, CPRC**  
Partner and Senior Vice President

MARKETING  
ROLES  
REDEFINED  
WITH AI

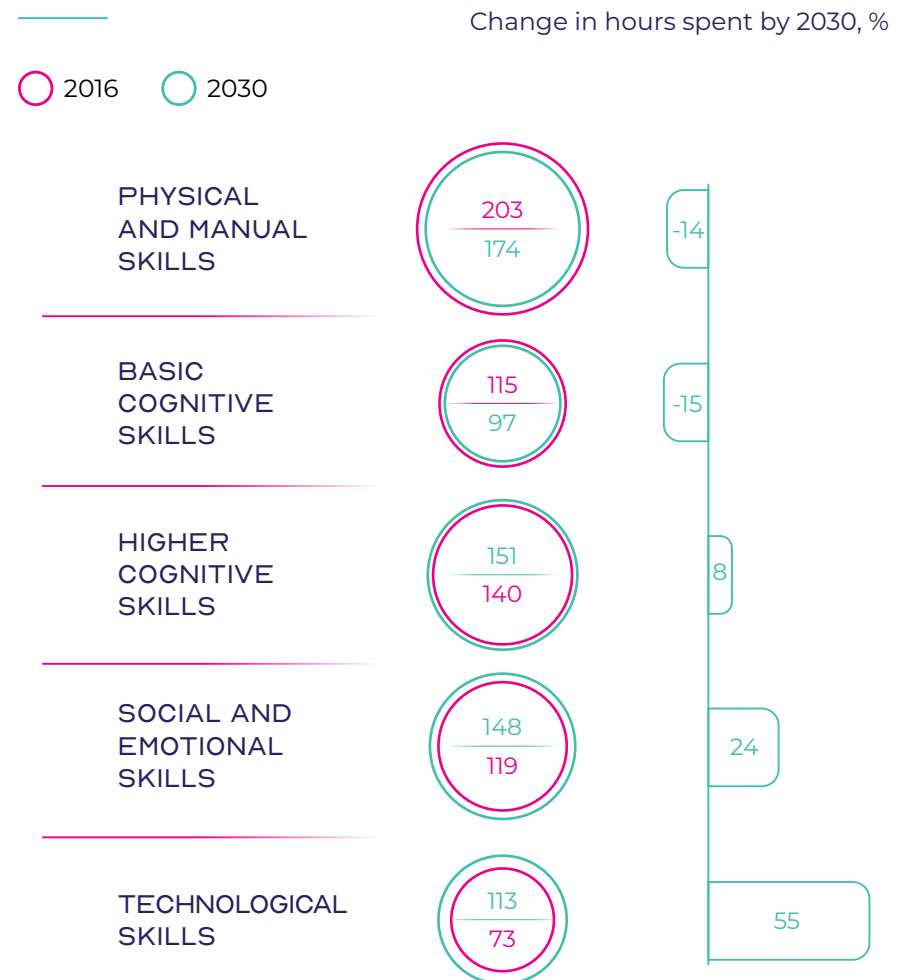
## AI is revolutionizing marketing roles, transforming how teams function and innovate.

Forward-thinking leaders will encourage AI adoption and skills training among current staff, even as they reconsider what qualities they seek in candidates and what positions they should fill. Employers will value proficiency in AI-powered content creation tools, as well as human skills like creative thinking and adaptability. At the same time, the organizations that hire marketing agencies will also be adopting AI and curating multidisciplinary internal talent – setting the stage to deliver brand brilliance like these partnerships have never seen.

### JOB TRANSFORMATIONS ARE UNDERWAY

According to [McKinsey](#), about 30% of the activities in 60% of all occupations could be automated. In marketing, this could particularly impact roles related to writing, market research and campaign management. Rather than eliminating jobs, AI is expected to transform them, freeing people to tackle complex issues and create high-quality, engaging content.

## TOTAL HOURS WORKED IN U.S. & EUROPE, 2016 VS 2030 ESTIMATE (BILLION)



Source: Adapted from [McKinsey & Company](#)



Gartner predicts that by 2026, 80% of creative professionals will integrate AI into their workflows daily, allowing businesses to focus on delivering irreplaceable human creativity, strategic thinking, critical analysis and emotional intelligence. This shift empowers teams to develop more effective campaigns, refine personalization and increase impact. As a result, business leaders will likely increase investment in both in-house and agency creative talent, maximizing the opportunities

## **A HYBRID APPROACH: AI + IN-HOUSE TALENT + AGENCY EXPERTISE**

The future of marketing isn't about job elimination – it's about transformation with AI enhancing creativity and efficiency across the board. Because businesses want their messages to connect emotionally and feel authentic, they will always need human-powered creative direction and strategic thinking.

And businesses will continue to seek out marketing agency partners that can complement their internal teams' core strengths with technical expertise and creative innovation.



*“By blending internal talent with marketing agency partnerships, brands can harness the power of AI while staying nimble, creative and fully leveraging innovations to connect to their customers in new and compelling ways.”*

**Audrey Goff**

*Partner and Vice President,  
Client and Partner Development*



CREATIVE CAMPAIGNS  
DRIVEN BY HUMAN  
CONNECTION

## People are hard-wired and hungry for human connection.

Through creative storytelling, especially when it evokes emotion and comes through as genuine, brands resonate with audiences. We believe that pressure testing what it means to truly be human – to feel understood, to desire, to be inspired – will be the foundational element of successful campaigns in 2025.

### JOY, HUMOR AND EMPATHY

As Albert Einstein said, “Imagination is more important than knowledge.” While AI is knowledgeable, its creativity is derivative: It can only analyze and recombine existing data. A human’s imagination draws from personal experience, intuition, emotion and countless other shared human experiences. Nothing can make our heart swell like a belly laugh, family time or nostalgia. We all know people who eschew self-checkout lines for a cashier, on a call shouts “operator” instead of pressing 1, or forgo a convenient screen to smell a book. Agency creatives are inherently curious and observant about what moves people.

## CREATING EMOTIONAL CONNECTIONS



EMOTIONAL RESPONSE to an ad has far **greater influence** on a consumer’s intent to **buy a product** than the ad’s content does

### THE MOST RECURRING THEMES FOR SUCCESSFUL SENTIMENTAL ADS ARE:

- ▶ PRIDE
- ▶ LOVE
- ▶ UNIQUE ACHIEVEMENT
- ▶ EMPATHY
- ▶ LONELINESS AND FRIENDSHIPS
- ▶ MEMORIES

Source: Adapted from [University of Southern California](#)

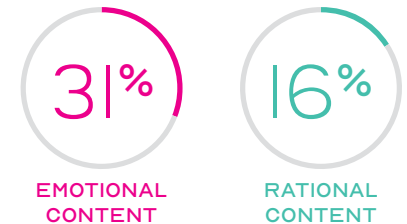
When we recognize human creativity as the counterbalance to AI, we can take concepting and ideation to a whole new level. According to [University of Southern California research](#), 31% of advertising campaigns with emotional pull succeeded versus the 16% success of ads that focused on rational content – so use sentimental themes like love, pride and friendship to connect with audiences.

Copywriters and designers can push the boundaries of authenticity and raw emotion. Burger King’s “[Bundles of Joy](#)” campaign, while met with mixed reviews, does just that. Largescale portraits of women who’ve just delivered their newborns sit in hospital beds devouring triple-double cheeseburgers (because the first meal after childbirth stands out in their memory and is often a burger). Moms felt this campaign deeply – whether they liked it or not.

## CONSUMERS WANT WHAT AI CAN NEVER DO

AI can dazzle and astound us – to a point. After all, when a customer service chatbot responds with “I’m sorry,” we know it doesn’t share our frustration. AI can’t understand and it doesn’t think; it certainly doesn’t feel. And it can’t create human connection. Only empathy, physical touch, authenticity, vulnerability and other human moments can do that. Brands should intuit the difference – and the opportunity.

ADVERTISING CAMPAIGNS  
THAT PERFORMED WELL



The emotion of “likeability” is the measure **MOST PREDICTIVE** of whether an advertisement will increase a brand’s sales



*“Connection is innately human. Marketing professionals, copywriters and designers have the power and expertise to first imagine and then execute in ways AI still cannot access. Harness this advantage because consumers want brands that look human, sound human and act human.”*

**LeeAnn Phillips**  
Creative Director



TECH MEETS  
HUMANITY:  
WELL-BEING IN  
THE DIGITAL AGE

## While concerns about digital fatigue and excessive screen time continue to grow, technology can also be used to boost well-being.

One trend is the integration of AI-driven applications to promote self-awareness, a sense of belonging and even human connection. By strategically leveraging AI to enhance personal development, we can address challenges posed by digital overuse and restore balance in our digital interactions. Business leaders are increasingly prioritizing employee mental health and well-being as it directly influences workforce productivity, retention and company culture. The shift reflects a growing recognition that mental well-being is essential to business sustainability in a fast-changing environment.

## TECHNOLOGY AS A MENTAL HEALTH TOOL

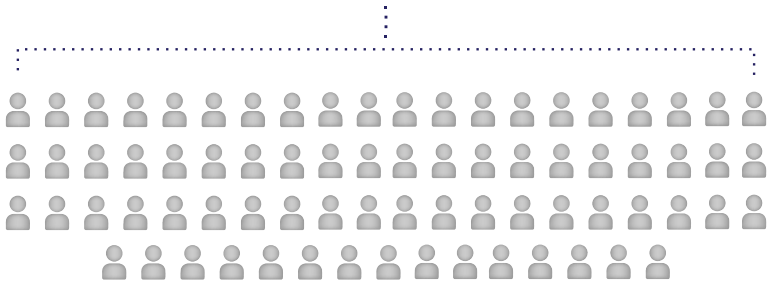
AI is now capable of facilitating mindfulness practices through apps that track emotions, habits and emotional states, allowing individuals to better understand themselves. Tools such as [Headspace](#) and [Woebot](#) are just two of thousands of mental health apps available globally. According to a study by [McKinsey](#), 75% of employees require support that fosters well-being, and digital solutions can offer this support anonymously, conveniently and at scale. Digital platforms can deepen personal reflection and self-awareness, helping to counteract digital fatigue by encouraging conscious, deliberate use of technology rather than passive consumption.

While these tools offer convenience and scalability, they can only foster supportive and empathetic relationships when combined with human support. Many providers are adopting hybrid models of care with teletherapy platforms, such as [BetterHelp](#) and [Talkspace](#), as well as AI-driven chatbots and virtual reality therapy. This growing trend points to a future where technology enhances mental health care, but human connection remains a core element. A study by the [World Health Organization](#) proves this point, finding that digital interventions paired with human guidance were more successful in reducing anxiety and depression than human-only care.

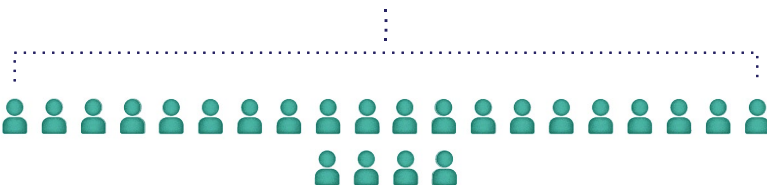
# BREAKDOWN OF SUPPORT EMPLOYEES REQUIRE

Illustrative; individuals may move back and forth between categories over the course of their lives

75 in 100 employees require support that fosters mental wellness



24 in 100 employees require mental-wellness support and have moderate needs such as counseling or psychotherapy



1 in 100 employees require mental-wellness support and have more acute needs that may require more intense services or treatment



Source: Adapted from [McKinsey & Company](#)

## MINDFUL USAGE IS THE KEY

By embracing AI and digital tools that promote well-being, companies can mitigate the harmful effects of digital burnout or isolation. For example, employee engagement platforms and digital water cooler apps, such as [Workleap](#), [OfficeVibe](#) and [Gather](#), give remote workers a virtual space to engage in conversations and create opportunities to share feedback. Companies that invest in digital well-being solutions may see long-term benefits in employee satisfaction, contributing to a healthier, more resilient corporate culture. The key is balancing technological advancements with mindful usage to ensure human connection and personal well-being remain at the forefront in the digital age.



*“By leveraging AI to foster self-awareness and meaningful connections, we’re transforming how we interact with technology, making it a tool for well-being rather than a source of fatigue.”*

**Nanette Schimpf, APR, CPRC**  
Partner and Vice President

# CONCLUSION

With 2025 planning underway, now is the time to finesse and finalize your organization's strategic plans. How will you maximize AI in novel and expanding ways? What are your plans to adopt new tools, train your staff to use them and encourage adoption? And then: How can you set technology aside to build more human connection among your team, stakeholders and customers?

We hope this M.Cast™ Trends Report underscores that opportunities await when you take a proactive, open-minded approach to change. Disruption – such as that caused by AI – can strengthen your organization's flexibility, agility and opportunities for growth. As you integrate these trends into your business and marketing plans, we believe you will make more informed decisions, stay ahead of the competition and better meet the needs of your team and your customers.

At Moore, we have kept our eye toward the future in each of our 31 years, helping us build expertise in the foundational disciplines of public relations, public affairs, branding and crisis communications as well as more recently emerging needs like paid media, digital marketing and data intelligence. We believe our dedication to excellence is reflected in our unprecedented 92% employee retention rate and 98% client retention rate.



*themooreagency.com*

## ABOUT THE MOORE AGENCY

Moore is a globally recognized full-service marketing communications agency known for building trusted influence and delivering impactful results. With 31 years of experience, the agency has a proven track record of elevating Fortune 100 brands, driving cause-related marketing for governmental entities and helping nonprofits make life-changing impacts. Ranked among the top 50 agencies in the U.S. and top 200 globally, Moore operates seamlessly from its headquarters in Tallahassee, Florida, with teams strategically positioned across the nation. The agency's multidisciplinary team offers expertise across key services including digital marketing, public relations, paid media, public affairs, branding, crisis communications and data intelligence. Leveraging cutting-edge technology and proprietary tools, the agency provides its clients with data-informed insights that enhance decision-making and optimize campaign effectiveness. Moore specializes in industries critical to societal well-being, including healthcare, education, workforce development, agriculture and environmental. Its dedication to excellence is reflected in its unprecedented 92% employee retention rate and 98% client retention rate. With a client roster that includes PhRMA, Takeda, Florida Department of Agriculture, Ford Motor Company, Meta and CareerSource Florida, the agency combines deep industry knowledge with comprehensive solutions to generate meaningful impact.

To learn more about working with our team, please email Audrey Goff or call her at **850.224.0174**. It would be our privilege to serve you today – and anytime in our bright, intriguing future.