

**BBDO KNOWS**

**GET PLANNING  
SMART**

*BBDO Planners  
Predict 2022*

*Planner Predictions for 2022*

Each year we ask some of our BBDO brains to predict what the year ahead might hold. In what has become a new tradition (or ritual), instead we now ask what we can be sure of as we enter 2022. We also asked whether our planners were brave enough to make a prediction for the year ahead.

Here's what you need to know:

**WHAT DO WE KNOW FOR SURE AS WE ENTER 2022?**

Someone, somewhere – a tech giant, a well-funded start-up or a couple of kids in a café - is singularly focused on disrupting your business. As Ben Evan's observes, "the internet breaks apart old value chains and creates new ones". In 2022, you can be sure that someone is looking at how to unbundle and break apart your value chain, so what are you doing to re-invent it? - **JAMES MILLER, GLOBAL HEAD OF PLANNING MARS, BBDO WORLDWIDE**

2022 will be the year when companies in China will step up more on environmental and sustainability issues. BBDO Voices (our own study of Chinese consumers) showed only 50% of 15–35 year-olds considered sustainability important in 2018. In 2021, the figure jumped to 60%. The bad news is that 63% say they are not willing to change their lifestyles if pursuing a 'low carbon life' proved to be inconvenient. Planners working on brand purpose projects will need to find a way to make an important issue an urgent one for 1.4 billion consumers. - **HANS LOPEZ-VITO, CHIEF OPERATING OFFICER, GREATER CHINA**

Things being not what we expected can also be wonderful; so let's not be afraid of that, let's embrace it. - **MELISSA MILLER, EVP, DIRECTOR OF PLANNING, BBDO SAN FRANCISCO**

So many areas of society and public life have been put to the test in the last two years and have been found lacking. The flurry of over-communication that marked the beginning of the pandemic has left people fatigued, jaded and more cynical than ever. The days of 'fake-purpose' and speaking without substance appear to be over and people are crying out for real, authentic leadership. Brands that double-down on their values and back them up with real, tangible action are likely to do better than those that don't or continue to fake it. - **PATRICK MCCONVILLE, PLANNING DIRECTOR, BBDO DUBLIN**

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Authenticity will matter more than ever and brands (and the organizations behind them) have to genuinely know who they are. Now, more than ever, being known doesn't create the change we need in the world, but being yourself, does. - **PAUL REES-JONES, EXECUTIVE PLANNING DIRECTOR, CLEMENGER BBDO**

**BRAVE ENOUGH TO MAKE A PREDICTION FOR 2022?**

I think that there is going to be a massive change in how people use social media. It is going to shift from exposure and socializing to utility and value. Things like shopping, gaming, and dating will be social. BUT, the general "social mixing" will relocate to much smaller chats and groups. People are really starting to push back on being in unhealthy spaces. And the platforms will follow suit.

I also predict the first half of the year will suck. BUT, things are going to get really good by the summer. - **ANDREA RING, CHIEF STRATEGY OFFICER, BBDO NEW YORK**

The metaverse will be ultimate the silo-killer. Everyone's talking about the metaverse. I am guessing that the onset of metaverse marketing will further hasten the merger of content and channel. That's because content in this alternative reality will be firmly rooted in the context of whichever metaverse it appears in. We can argue that this was true for digital in general... but the metaverse will take this to a whole new level. The winners in this alternative reality will likely be those companies – be it client or agency – who also merge creativity and media seamlessly in everything they do. - **HANS LOPEZ-VITO, CHIEF OPERATING OFFICER, GREATER CHINA**

People and brands will lean into far-fetched ideas and theories because their sense of what is real and true was so shaken by 2020 that there is almost no stretch of the imagination that's too far to be conceivable. We've had to be so reactive this last year, adjusting to fireballs as they've been thrown at us, and thinking normalcy was emerging just to have it swept away again. My prediction for 2022 is that decisions become a lot more intentional. We're used to the earth swaying under our feet now and people will step out of survival mode and into thriving in the midst of it. - **MELISSA MILLER, EVP DIRECTOR OF PLANNING, BBDO SAN FRANCISCO**

We're now used to governments taking decisions to de-risk life on our behalf, but in 2022 "de-risking" will become much more personal, emotional, and even transformative.

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Financial wellbeing and health will still be key, but as the pandemic enters another year, the phrase “never let a crisis go to waste” will come to the fore. More people will be asking themselves “where do I want to be?” and even, “who do I want to be?” when the clouds lift? De-risking will involve removing things that hold us back, not just about playing it safe. Editing our lives to make them better, not just safer. Brands that support people in making these positive and sometimes life-changing adaptations have a real opportunity to stand out. - **PATRICK MCCONVILLE, PLANNING DIRECTOR, BBDO DUBLIN**

People will start to surprise themselves in a good way. We’ve been conditioned for disappointment for too long and it’s time for the momentum to shift. - **PAUL REES-JONES, EXECUTIVE PLANNING DIRECTOR, CLEMENGER BBDO**

Sadly, 2021’s prediction still seems timely: “I’ll see you in the office.” - **JAMES MILLER, GLOBAL HEAD OF PLANNING MARS, BBDO WORLDWIDE**

[Happy New Year from the BBDO Knows team!](#)

**ABOUT BBDO KNOWS**

BBDO KNOWS is a planning resource for the BBDO network.

BBDO KNOWS offers thinking, strategy, insights and inspiration on key categories, key themes and consumer segments.

If you are interested in learning more about the way BBDO thinks please contact the BBDO Knows team, [bbdo@bbdoknows.com](mailto:bbdo@bbdoknows.com).

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