



INNOVATION AMMA 2026

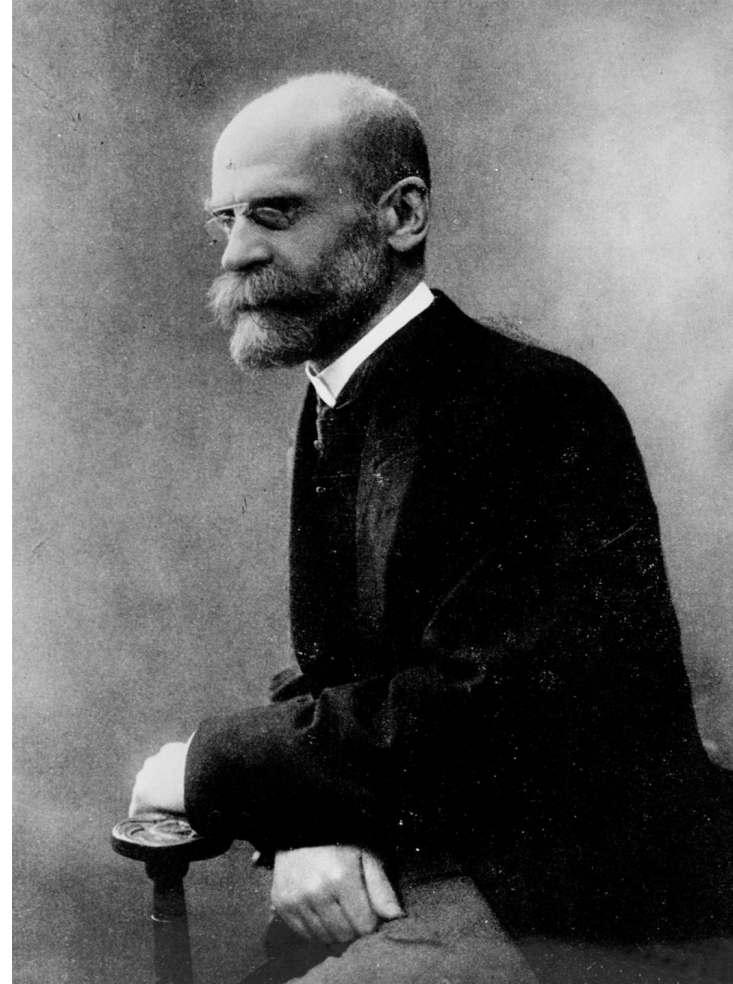
Society Dynamic s

WPP Media

Society Dynamics: reconnecting brands and consumers



Dan Ariely
Trust between Brand and
Consumer is broken



Emile Durkheim
Social facts are imposed to
individuals

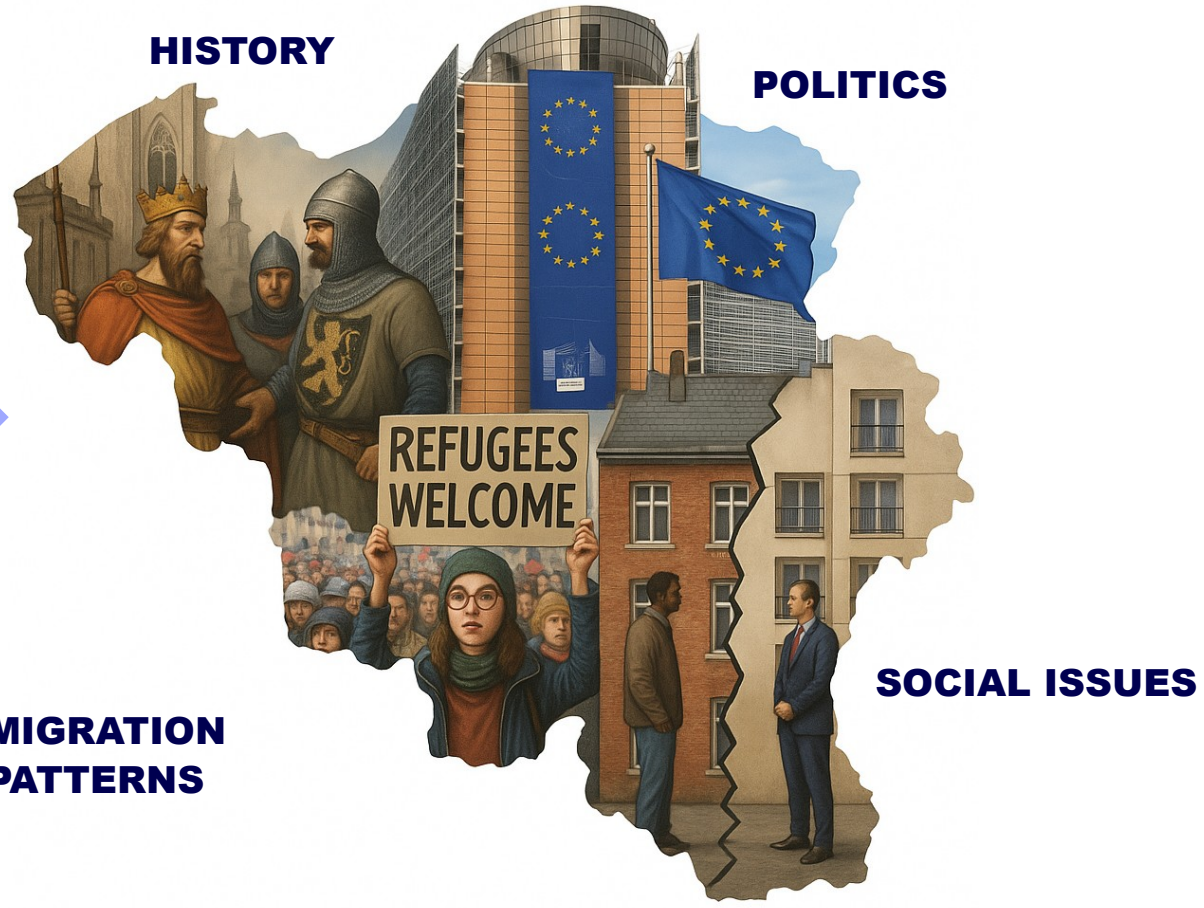
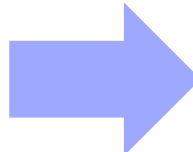
Trust is the willingness of being vulnerable



We need to change our approach to understanding consumers

From

To



By finding what people care about

Urban



Pendelaar Jan Vande Weghe (rechts), pianist en docent aan het Koninklijk Conservatorium in Brussel, kan maar niet begrijpen dat er niet wordt ingegrepen in de schrijnende situatie in metrostation Naamsepoort. © Marc Baert

Hoe crackgebruikers, prostituees en daklozen dit drukke metrostation in Brussel domineren: “Alsof niemand nog ingrijpt”



Een horloge Rolex Submarine / De verdachten stonden in de spoorwegtunnel. © rv

Jogger in Kapellen overvallen met alarmpistool omdat hij Rolex droeg: 17-jarige opgepakt

Une fusillade dans un commerce de Gilly: un homme, probablement du milieu des stupéfiants, blessé au thorax à deux reprises

Les faits se sont produits sur la chaussée de Fleurus, vers 1h30 du matin, samedi dernier. D'après le parquet, il semblerait que la fusillade soit liée à un règlement de comptes en matière de stupéfiants.



Jean van Kasteel | Journaliste et chef d'édition - Pôle Charleroi DH/L'Avenir

Publié le 13-05-2025 à 19h20



Rural

La situation des agriculteurs toujours plus fragile: les éleveurs bovins ne gagnent pas de quoi se rémunérer

Les revenus de leur production couvrent à peine les coûts de production.



Publié le 20-02-2025 à 13h31



Les éleveurs bovins ne gagnent

Colère verte : blocage de la route sur le N 89 à hauteur de Beaulieu (Bouillon) dès ce mercredi soir 22 heures

Les agriculteurs de la FJA mènent une nouvelle action contre le projet d'accord du Mercosur.

N.L.

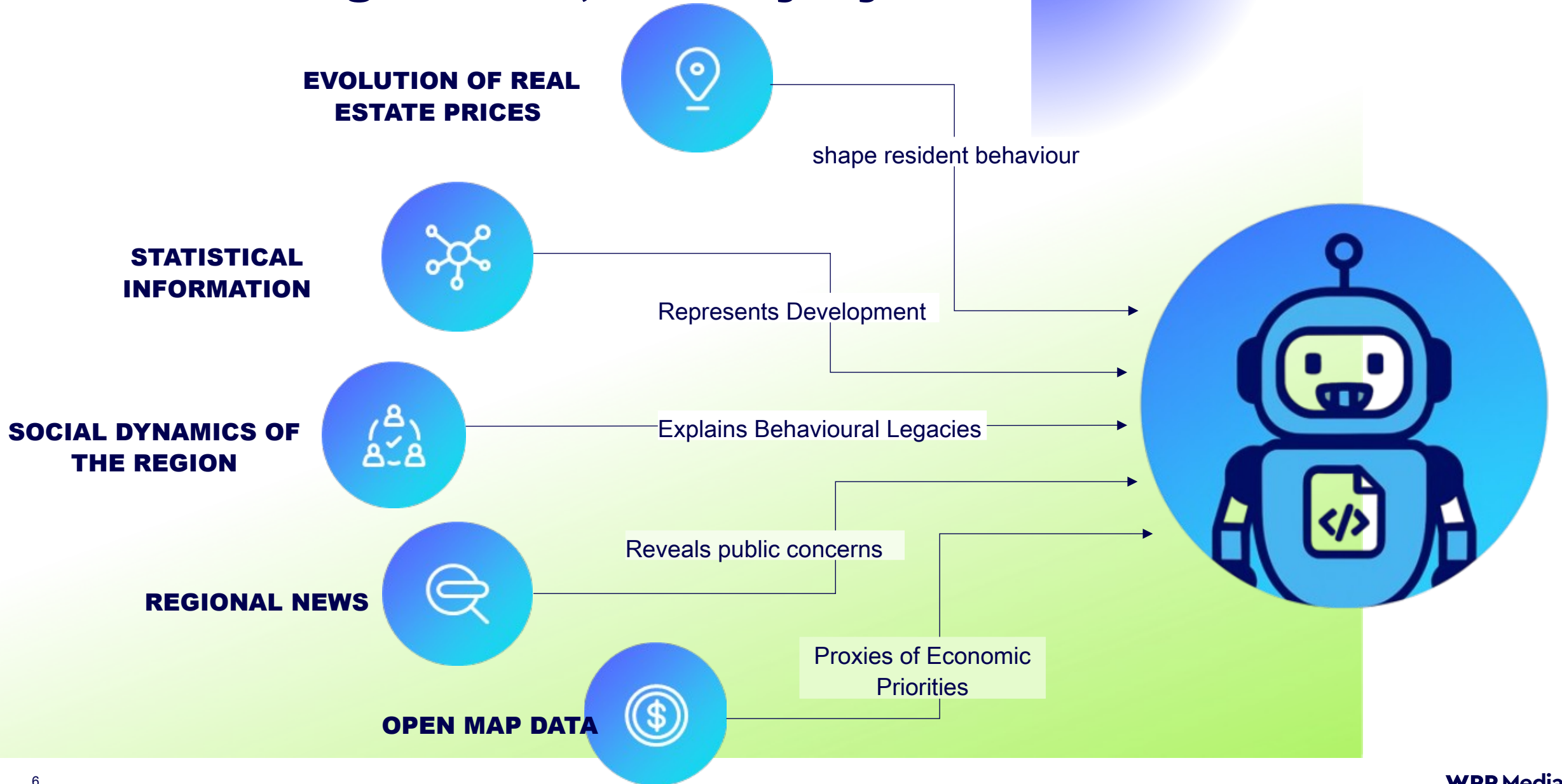
Publié le 04-12-2024 à 14h00 - Mis à jour le 04-12-2024 à 14h02



Bunsbeek, Hoeleden en Neerlinter behoren tot Vlaamse 'Bermudadriehoek' van het gsm-signaal. © VTM NIEUWS

Bunsbeek, Hoeleden en Neerlinter behoren tot Vlaamse 'Bermudadriehoek' van het gsm-signaal: “Een beetje 4G is al een klein mirakel”

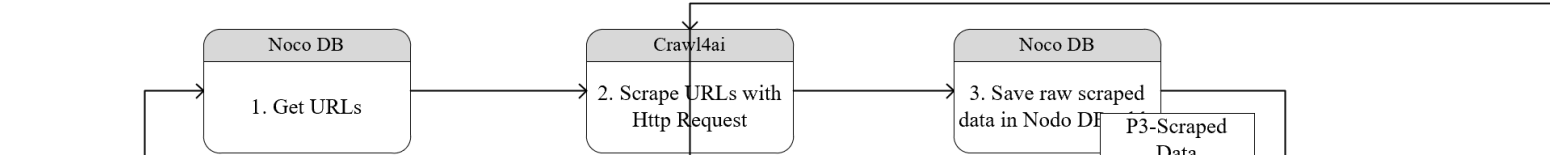
Thanks to Agentic AI, Society Dynamics can become a



Technical framework in 5 steps

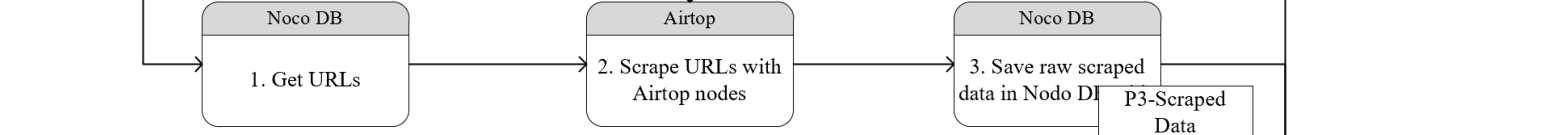
1

STATIC SCRAPING



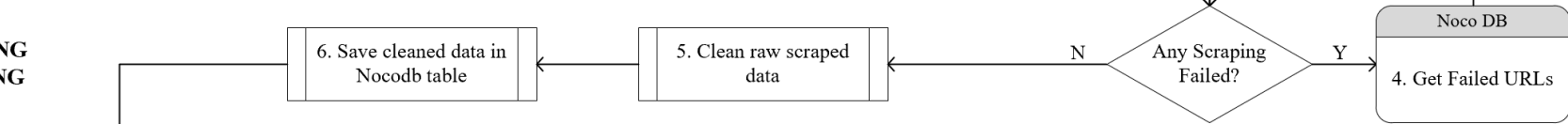
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DYNAMIC SCRAPING



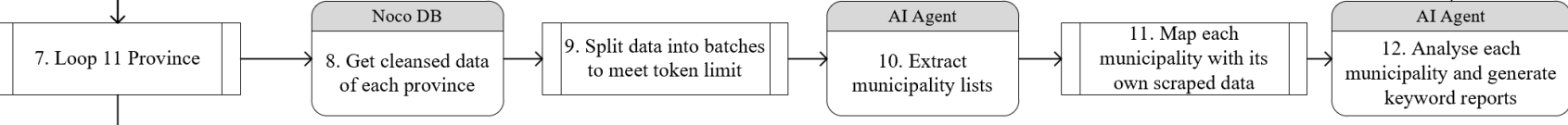
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ERROR PROCESSING & DATA CLEANSING



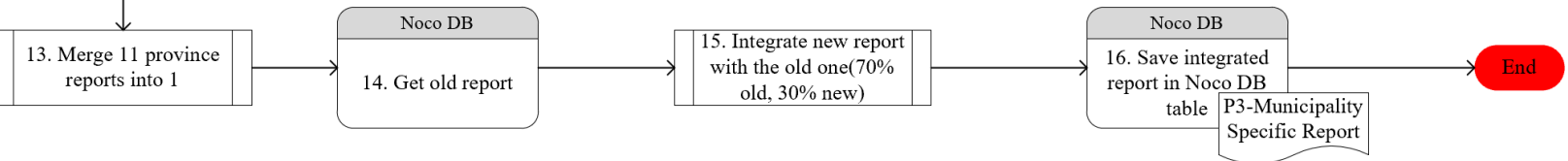
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ANALYSING



5

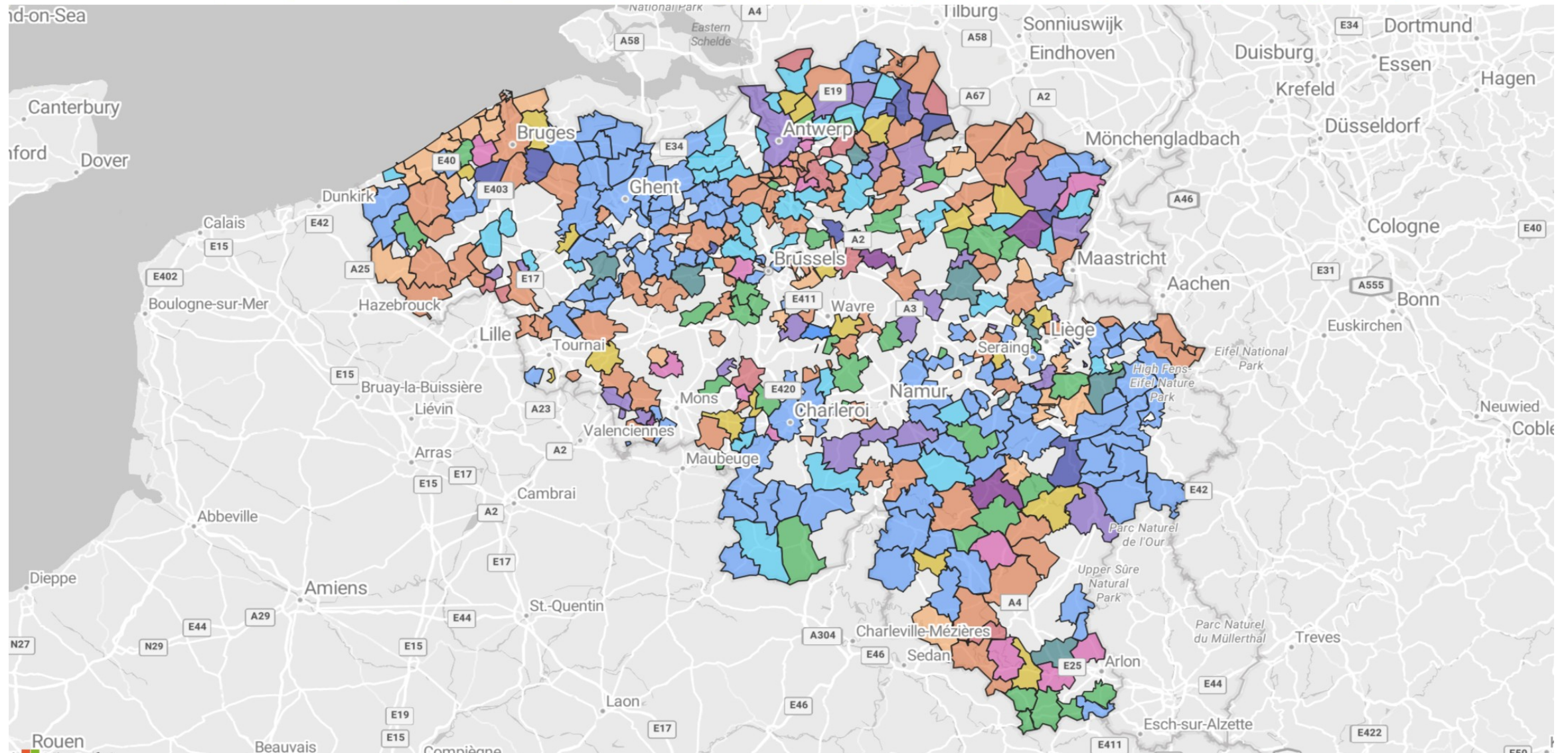
REPORT INTEGRATION



The Belgian sentimental map per municipality


Most Important Category

- Communit...
- Culture & ...
- Economy ...
- Education ...
- Environ...
- Governanc...
- Health ...
- Housing ...
- Infrastruct...
- Retail & L...
- Safety ...
- Tourism ...



And a sociologist AI agent trained on these structural social facts

My thought process

 Bonjour! Welcome to the Society Dynamics Agent

I'm your **sociological analyst** specializing in Belgian municipalities. My mission is to help you identify **structural social facts** (faits sociaux structurels) — those persistent, identity-defining patterns that shape communities over time — and distinguish them from temporary conjunctural signals.

What I Can Do For You

I analyze municipal data across Belgium to help brands:

- Identify **STRUCTURAL foundations** for long-term strategy (70%+ confidence)
- Flag **EMERGING trends** worth monitoring (50-69% confidence)
- Spot **CONJUNCTURAL signals** for tactical response only (<50% confidence)
- Reject **unreliable data** that could mislead strategy

Current Data Available

I have access to:

- Temporal baseline data (municipalities across all provinces)
- Updated period data (municipalities across all provinces)
- Temporal validation capabilities to test persistence
- Multi-commune validation to identify provincial patterns

How to Work With Me

Option 1: Give me a specific brief
→ "I need structural social facts for [Municipality/Province] to inform [Brand/Category] strategy"

Option 2: Explore together
→ "What are the most confident structural facts in [Region]?"

Option 3: Validate a hypothesis
→ "Is [Keyword X] structural or conjunctural in [Municipality Y]?"

My Methodology

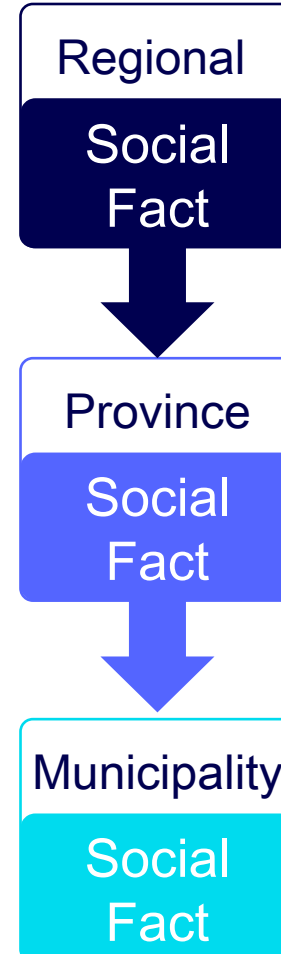
I apply rigorous 4-stage validation:

- Temporal Persistence (baseline + updated period consistency)
- Multi-Commune Validation (provincial patterns)
- Contextual Logic (demographic/geographic/historical fit)
- Contradiction Check (coherence testing)

I'm ready when you are! How can I help you unlock authentic community insights today? 🗨️

Send a message

+ 🗨️ Society Dynamics Agent



Tourism is important across Flanders

- West Flanders: Coastal tourism
- East Flanders: City heritage
- Limbourg: outdoor activities

Limburg emerges as **Belgium's food granary**

- Support agricultural production
- Sponsor fruit festivals
- Ease farm shops to reach population
- Invest in biodiversity protection

Risk of **child poverty in Haacht**

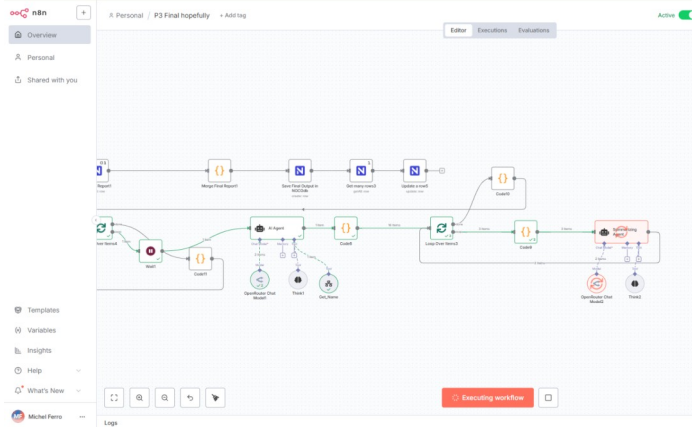
- Support local initiative
- Cause has a national echo

Why do we deserve the AMMA?

1

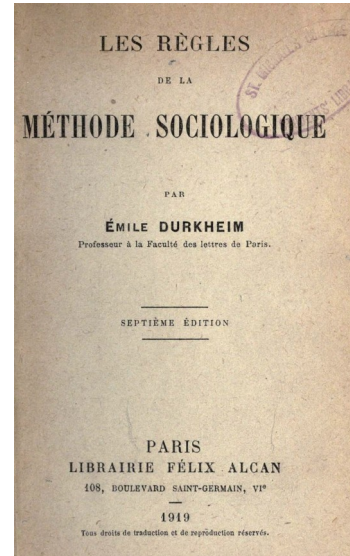
Developed

Locally



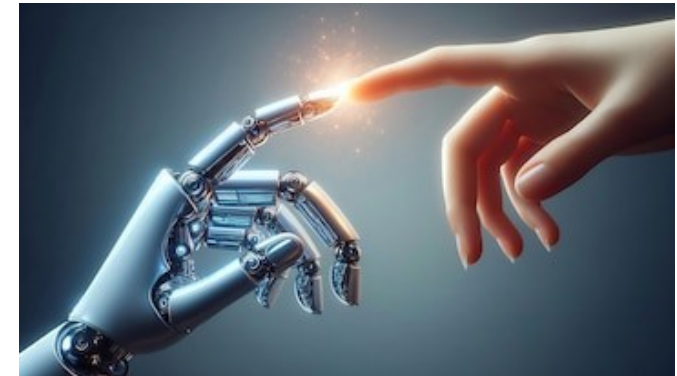
2

Scientific process



3

Augmented
Intelligence



Thank you

Questions?

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