



NEXTATLAS

# Trend intelligence was step one. Meet step two.

Nextatlas always showed you what's emerging before your competitors. Now, with Meridian, it tells you why it matters.



March 2025

## Hyper Freedom

Trend Status: **Robust & Rising**



March 13th, 2025  
Discussion on fundamental values grows as geopolitical instability tests identity, resilience, and ethical clarity



February 24th, 2025  
The escalating debate over "wokism" highlights deepening societal divisions regarding identity and cultural norms



January 29th, 2025  
Debates on censorship intensify as societies balance free expression, digital control, and ideological polarization



March 10th, 2025

**Interest in infused honey grows, lemon stands out for its unique flavor and benefits**

FACT

March 20th, 2025

**Pluots** is predicted to steadily grow (+85%) over one year

## WHAT WE DO

# Social Intelligence Starts Here

## Answers to Your Hardest Strategic Questions

Whether you need to anticipate consumer shifts, validate a hunch, or spot the next growth wave, Nextatlas gives you the evidence-backed answers grounded in data from 300K+ early adopters. Our platform turns weak signals into actionable insights, backed by AI-driven analysis and expert curation.

**93%** Accuracy of Prediction

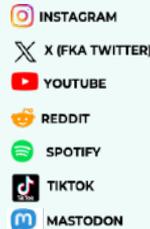
**6M** Tracked Tags

**300K** Early Adopters

**+2.5M** New Posts Analysed Weekly

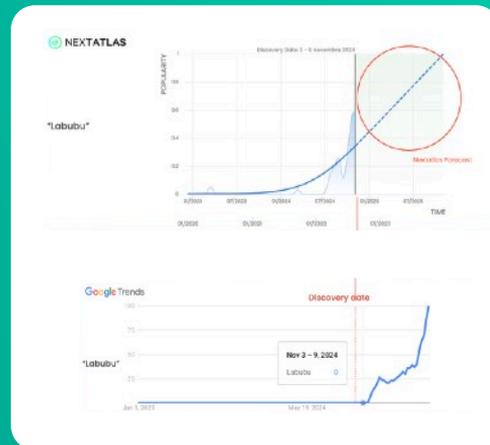
## Discovering Weak Signals Before They Go Mainstream

We identify 'weak' signals of major market shifts to uncover untapped opportunities. We set up bespoke analysis based on advanced consumer segmentation and the use of bespoke taxonomies to enrich research outputs.



## Prediction Confirmation #Labubu

Nextatlas identified this phenomenon months before it first peaked in public debate, according to Google Trends data.





### Data-Driven Strategy

"We look for **data-driven insights** into emerging consumer behaviors so we can better **identify and evaluate phenomena consistent with specific projects, positioning, audience...**"

### Real-Time Understanding

"In some projects, we deal with issues that aren't new. It's crucial to **understand how established trends evolve**, so we can help clients focus on emerging drivers."

### Turning data into Content

"I need to quickly **generate content** that's easy to share both within the team and with clients."



### Reliability of Sources

"We want to **move beyond the generic, surface-level insights** of most social listening tools and access reliable, diverse trend data that can be turned into actionable strategies"

### Harnessing Anticipation

"We need **predictive insights that spot early signals of change - even beyond our industry** - so we can shape future-ready products before trends hit the mainstream"



MEET MERIDIAN

# Discover, Interpret, Act with Meridian

**Your AI Strategy Partner:** Meridian reads all your data at once and tells you what it means together. It finds the patterns you would miss, generates strategic takes, and produces ready-to-use deliverables for your decks and briefs.



Use Meridian across every analytical lens: demographics, geography, sentiment, language, industries, timelines, and more.

**Mode 1: Insight**  
Automatic strategic takes generated from cross-widget analysis. 1-2 interpretations per widget, grounded in data.

**Data Highlights**

- Industries
- Food & Beverage Focus
- Concepts & Tags
- Sentiment
- Time
- Places
- Targets
- Occasions
- Sources
- Emoticons
- Creative Works
- Moodboard

**Your data just learned to think**

Meridian is the AI intelligence layer built into every NextAtlas page. It reads all your widgets at once — and tells you what they mean together.

**Evolution Through Time**



**TIMELINE SEASONALITY**

The graph illustrates the "popularity" of this topic in the posts of our insider community and its predicted change over 12 months.

▲ +21% over 12 months

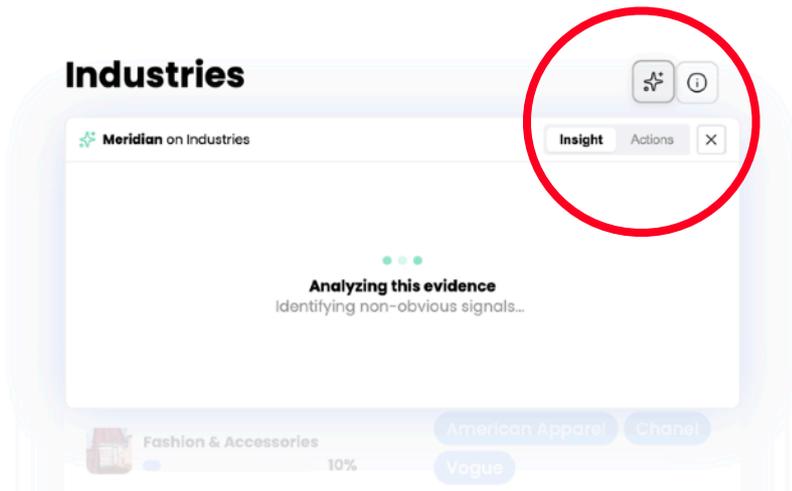
Level of confidence: Medium



**Mode 2: Actions**  
36 on-demand agents across all widgets. Trigger structured deliverables in 7 layout templates, ready for decks and briefs.

MODE 1: INSIGHT
 

# Automatic strategic takes



When you toggle Meridian on, the Insight tab activates first.

It generates 1-2 strategic interpretations of the data you're viewing, grounded in cross-widget analysis.

Meridian reads all 20 NextAtlas widgets simultaneously: the patterns that can emerge from that cross-referencing were invisible before we created Meridian.

**20 widgets**  
to generate Insights

**1-2 takes**  
per widget

**Cross-ref**  
data from all widgets at once

MODE 2: ACTIONS

# 7 templates of possible answers

## Layout Templates

### Phased

Vertical timeline with stages

### Brief

Labeled structured fields

### Personas

Entity cards with score bars

### Scenes

Vignette cards with implications

### Clusters

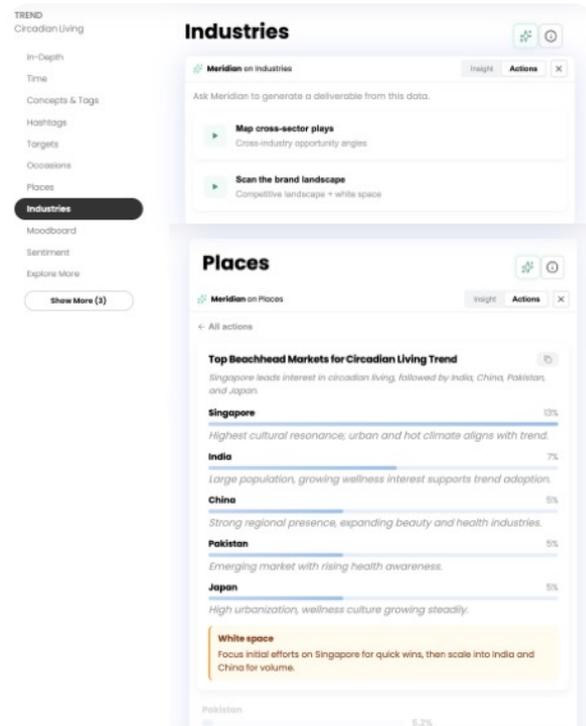
Multi-column grouped terms

### Argument

Thesis, confirms, complicates

### Ranked

Horizontal bars + gap callout



# See what will happen next in your industry.

Discover how the NextAtlas platform can give your team a strategic edge.

Get in touch with our team to [schedule a demo](#).