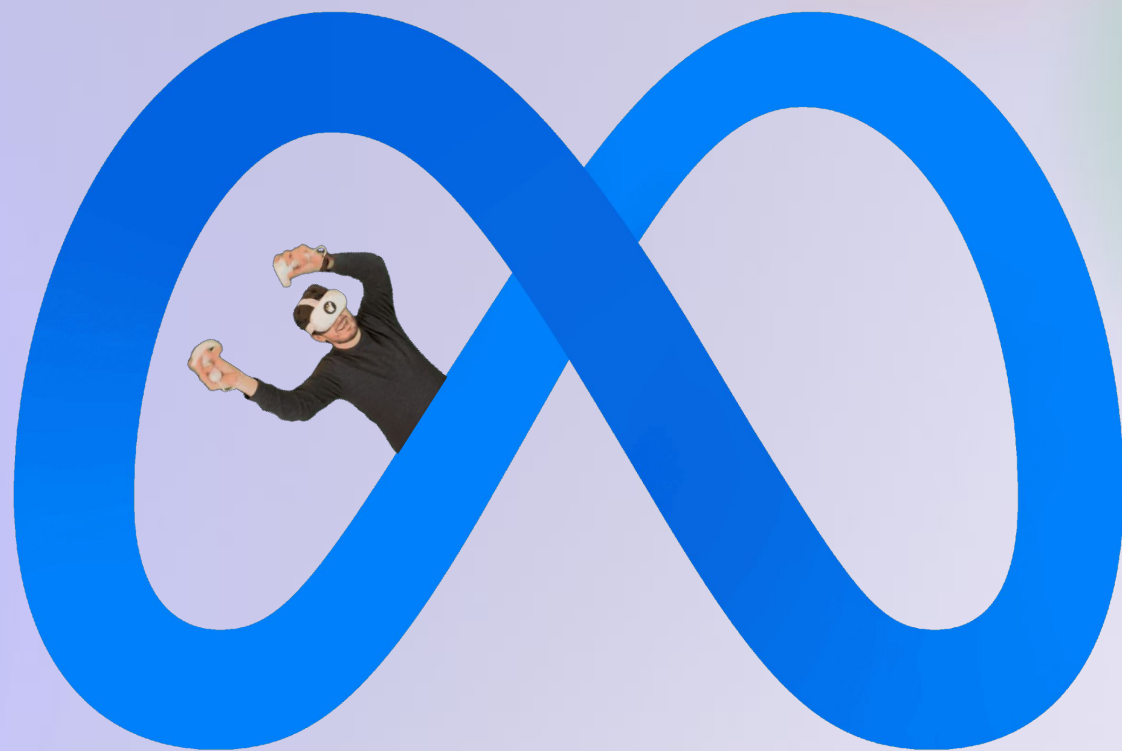


**Let's reflect on the past year for
just a second.**



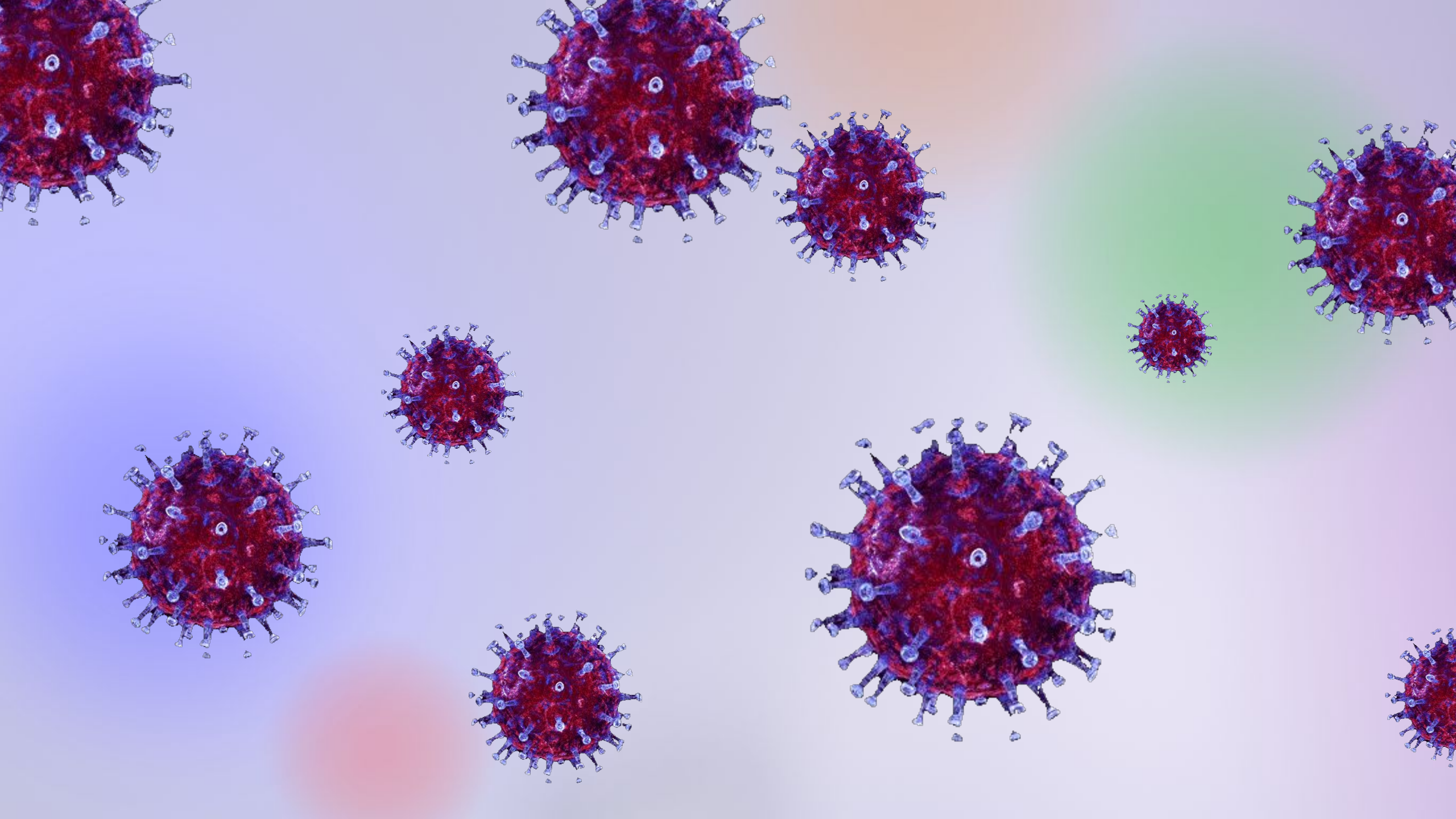




ipcc
INTERGOVERNMENTAL PANEL ON climate change

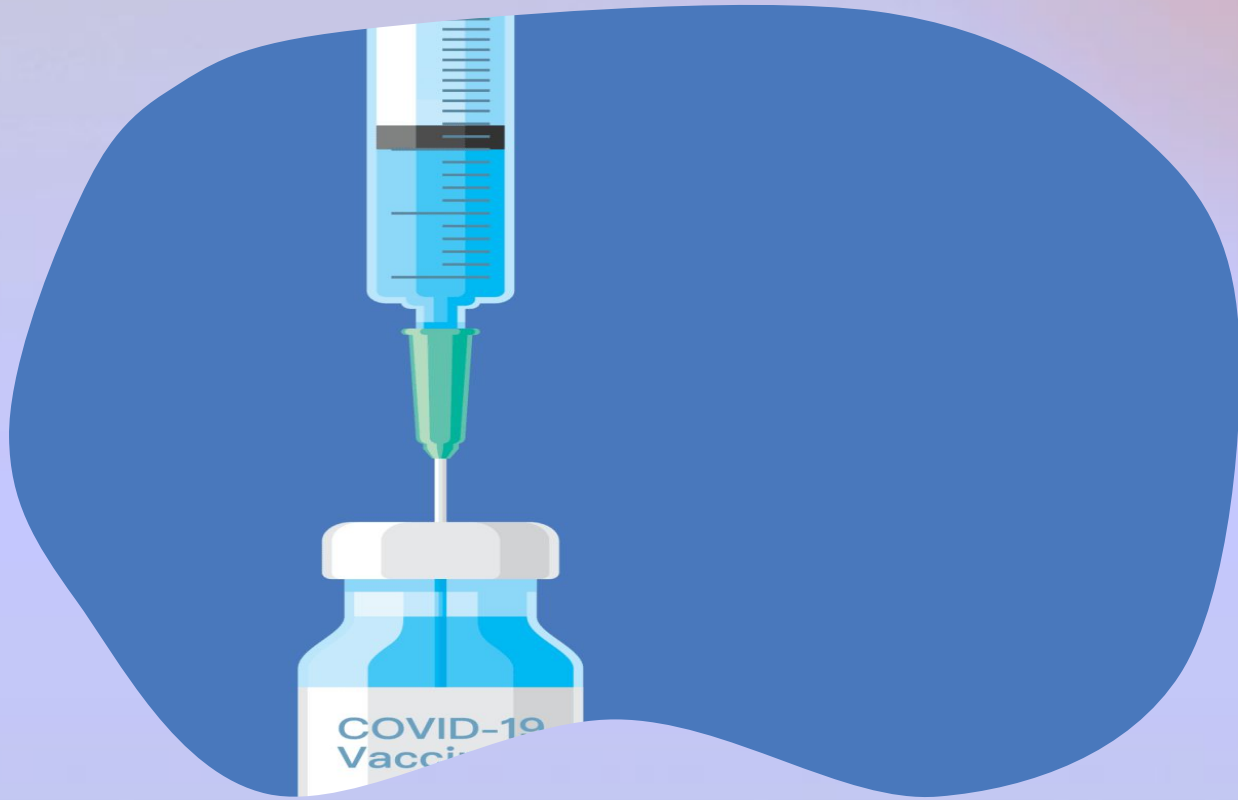
A world map with a colorful, abstract overlay representing climate change data. The colors range from blue and green to red and orange, indicating different levels of impact or temperature changes. A small icon of a globe with a leaf is in the bottom right corner of the map area.





It's not all bad though.



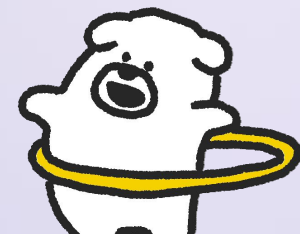






Apocaloptimism anyone?







I'm looking for someone to share in an adventure.

**By the end of this webinar you
will know how to help
consumers cope, connect,
simplify, localize and immerse.**



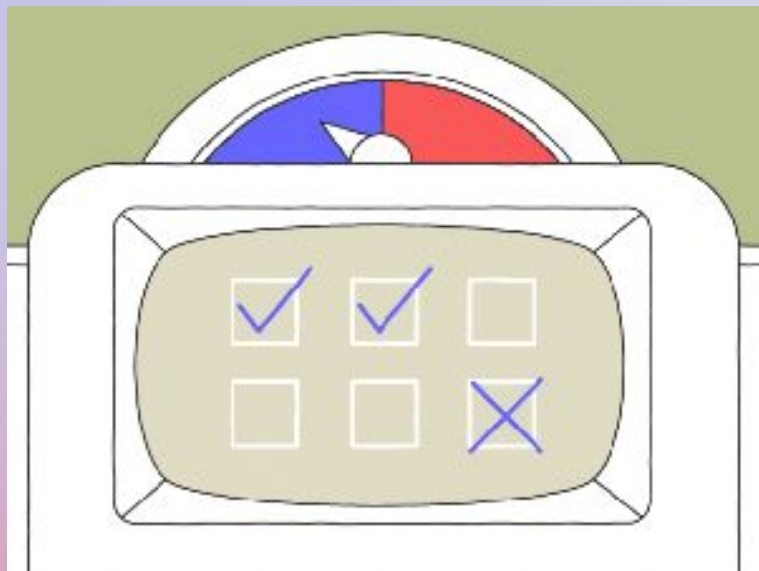


Roaring twenties?



77% of consumers
worldwide expect brands
to **show support** to people
in times of crisis.

Havas,
2021





FREEDONISM

Fun as the ultimate fear antidote

YOUTH GOGGLES

LEGO

Designer and
toymaker team up
on colorful
laundromat inspired
playzone



PLAYFUL PIVOTS

SHINKI BUS CO. LTD

Disused city buses
converted into
mobile saunas



THRILLS & SKILLS

CORONA & DUOLINGO

Voice-activated vending machine challenges customers to order drinks in Spanish



Corona Hard Seltzer



Your strategy to help consumer cope:

- 1. Youth goggles**
- 2. Playful pivots**
- 3. Thrills & skills**

What do Peloton...



Mr. Beast...



...and **Fridays for Future** have in common?



Community!

33% of adults globally **feel lonely**, while **41%** report becoming **lonelier** over the past 6 months.

Ipsos,
2021

Core human need **then** vs. **now**





JOYNING

**Finding meaningful connections in
a lonely world**

SOCIAL EXPRESS

DOUYIN

Helps user to connect with locally-minded people by shaking their phones



LONELI-LESS

GADUŁAWKA

Krakow's new park benches connect strangers



LINK 'N LEARN

GETSETUP

Encourages older adults to connect and engage through live peer-to-peer education





Your strategy to help consumer connect:

1. Social Express

2. Loneli-less

3. Link 'N Learn

Let's talk **safety**.



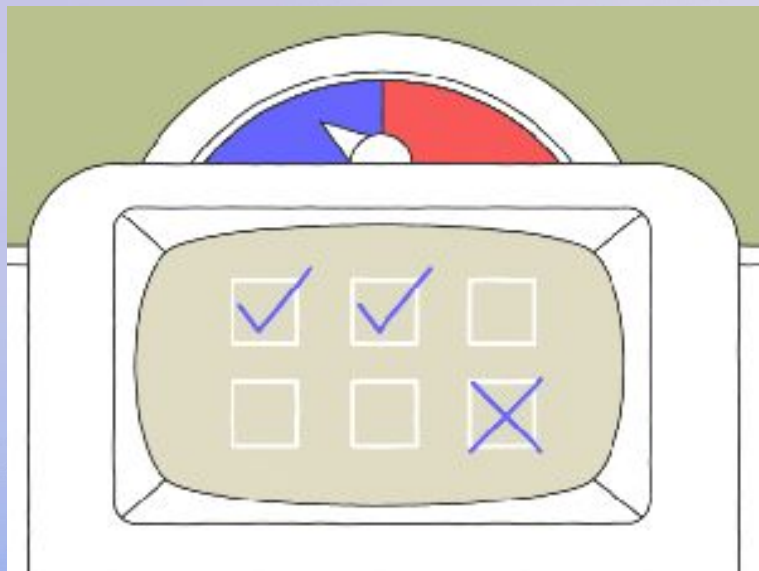
32% of consumers globally state **lack of options** as the main factor affecting their ability to shop sustainably, with **20%** stating **lack of time**.

PWC,
2021



Is it **magic**?







SOLACE AS A SERVICE

The emergence of conscious
convenience

SECOND SOULS

CAMAIEU

Jeans come with 'yoyo guarantee' as each pair can be exchanged a larger or smaller size within a year



EARTH DEFINITION

EARTHDAY

Urges video platforms to add ED as an easy option for sustainable screen time



CIRCULARITY SUBSCRIBED

REEDDI

Rents out solar-powered batteries from corner stores in Lagos to provide widespread access to clean energy



Your strategy to help consumer **simplify:**

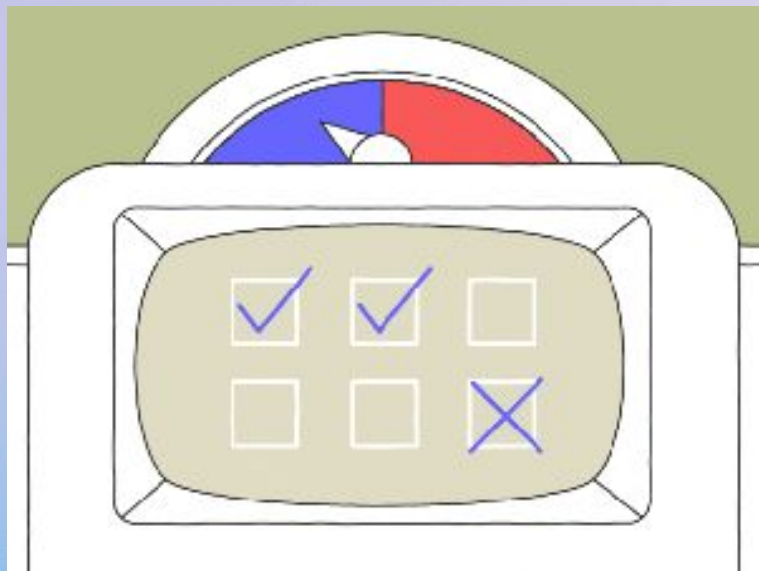
- 1. Second Souls**
- 2. Earth Definition**
- 3. Circularity Subscribed**





51% of consumers across **22 countries** agreed that they were actively doing more to **support local independent businesses** and buying more from local independent retailers.

PWC,
2021



62% of people globally
trust the people in their
local community over
CEOs and government
leaders.

Edelman Trust Barometer,
2021



STATE OF PLACE

Consumers look to reclaim their locale

EQUITY ZONE

HUMANLEVEL

Helps community leaders in areas impacted by institutionalized racism to create long-lasting change



GLOCALLY GROUNDED

YELP & CHASING PAPER

Produced a collection inspired by small businesses in Austin, San Francisco and New York



LOCALE MORALE

ASICS & MIND

„Uplifting Retford’
event encouraged
citizens to exercise



Your strategy to help consumer **localize:**

- 1. Equity Zone**
- 2. Glocally Grounded**
- 3. Locale Morale**





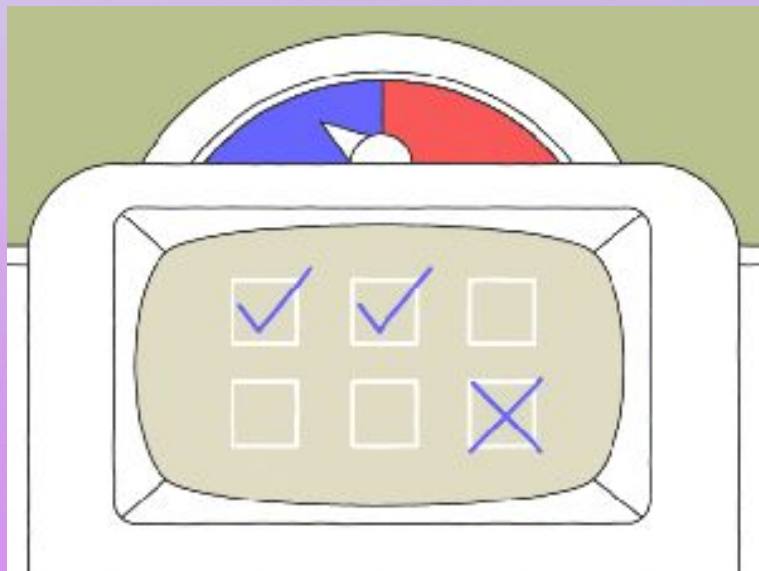
The amount of money raised by companies related to the metaverse increased to USD 10.3 billion, up from USD 5.9 billion in 2020.

**Crunchbase,
2021**



81% of global consumers think that a brand's digital presence is as important as its in-store presence.

Pew Research,
2021





METAPHYSICAL

An evolved internet



YOU-TOPIA

THE FABRICANT STUDIO

Makes it easy for anyone to create, trade and wear digital fashion – no 3D design skills required



PSYCH-E

ENDEAVORRX

Video game
treatment for kids
with ADHD to
improve attention
function



PORTALS OF POSSIBILITY

CAREER WALES

CareersCraft hosted on Minecraft is designed to help students identify their strengths



Your strategy to help consumer immerse:

- 1. You-topia**
- 2. Psych-e**
- 3. Portals of Possibility**



Did someone say **action?**

ANALYZE

TREND

METAPHYSICAL



INSPIRATION

How are other businesses applying this trend?



EMERGING EXPECTATIONS

What points of tension and new customer expectations are emerging?



BASIC NEEDS

Which deep consumer needs and desires does this trend address?



DRIVERS OF CHANGE

Why is this trend emerging now? What's changing?

SHIFTS (long term)

TRIGGERS (short-term)

APPLY



INNOVATION TARGET

How/where could you apply this trend to your business?



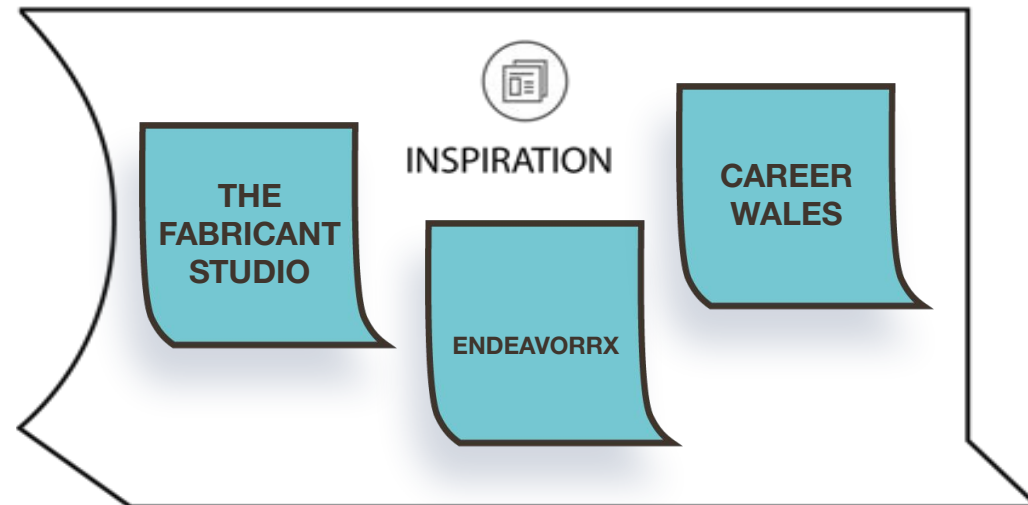
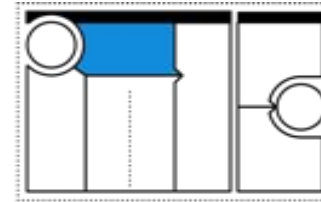
WHO

Which (new) customer groups could you apply this trend to?

YOUR INNOVATION

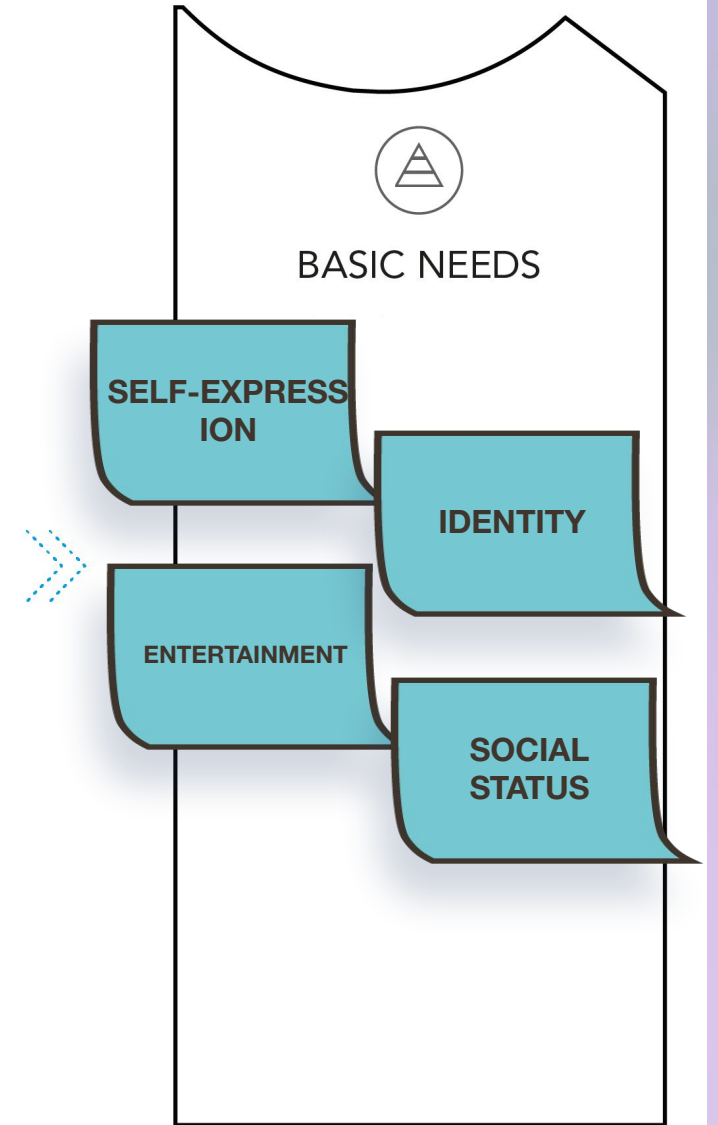
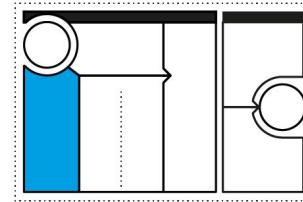
INSPIRATION

How are other businesses applying this trend?



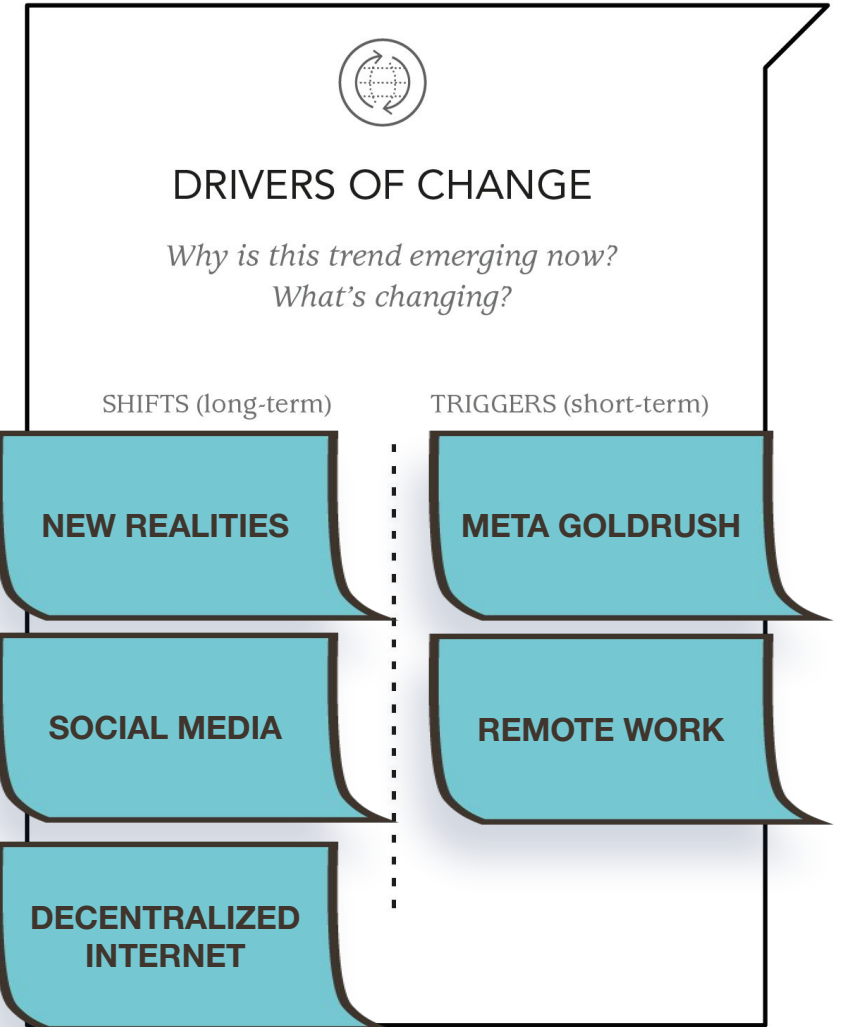
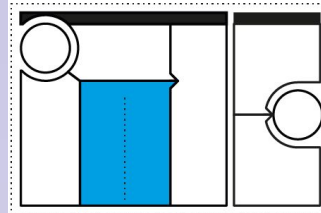
BASIC HUMAN NEEDS

What deep consumer needs & desires does this trend address?



DRIVERS OF CHANGE

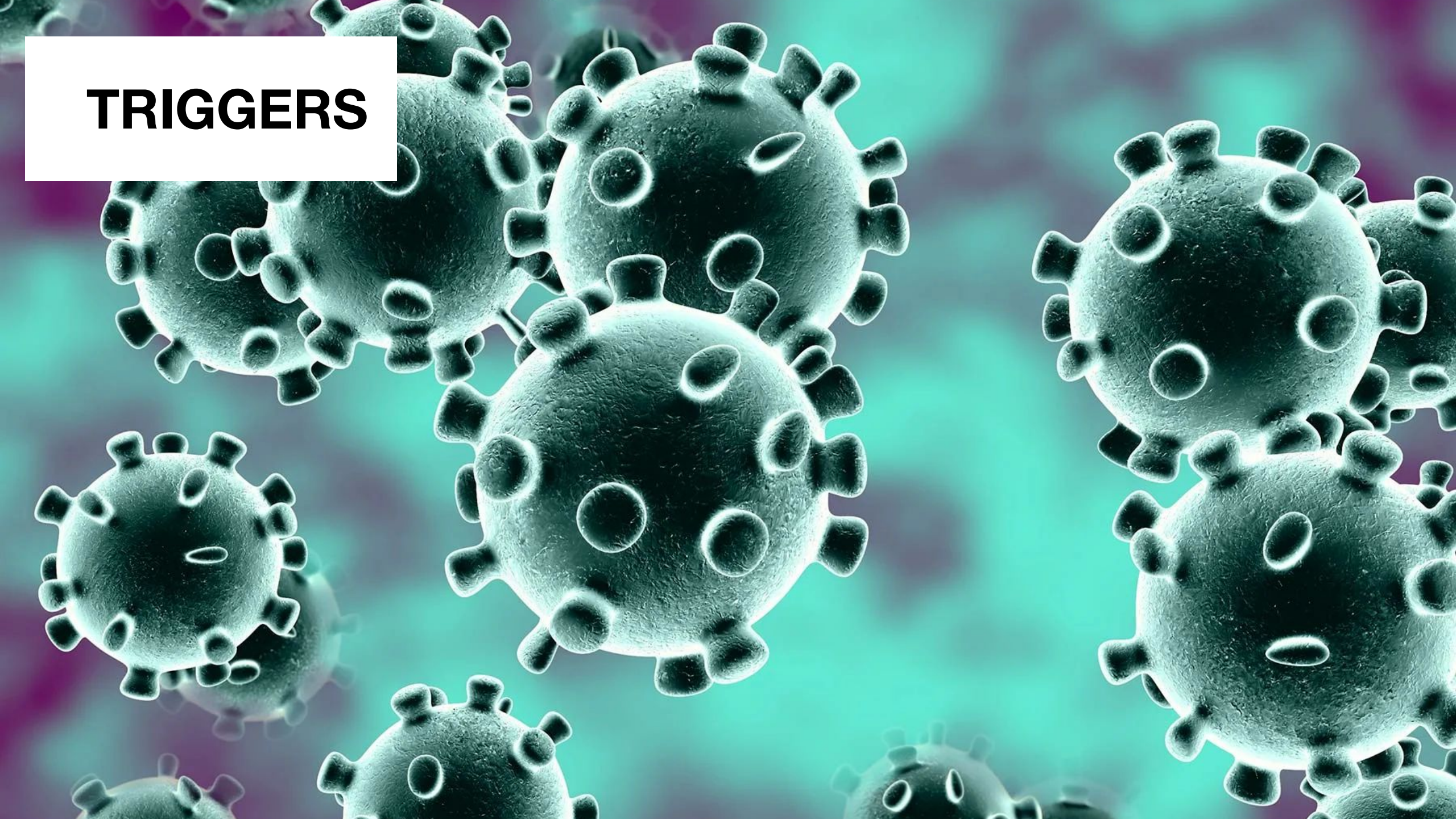
Why is this happening now?
What's changing?



SHIFTS



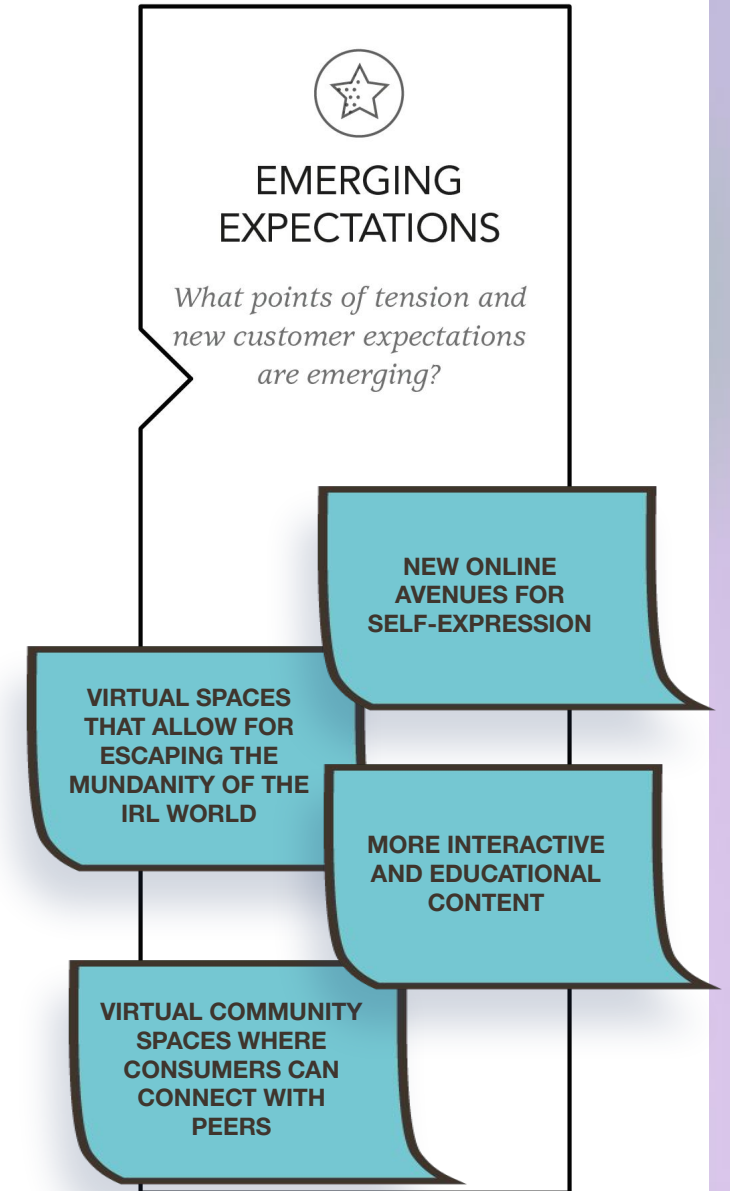
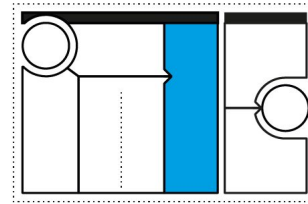
TRIGGERS





EMERGING EXPECTATIONS

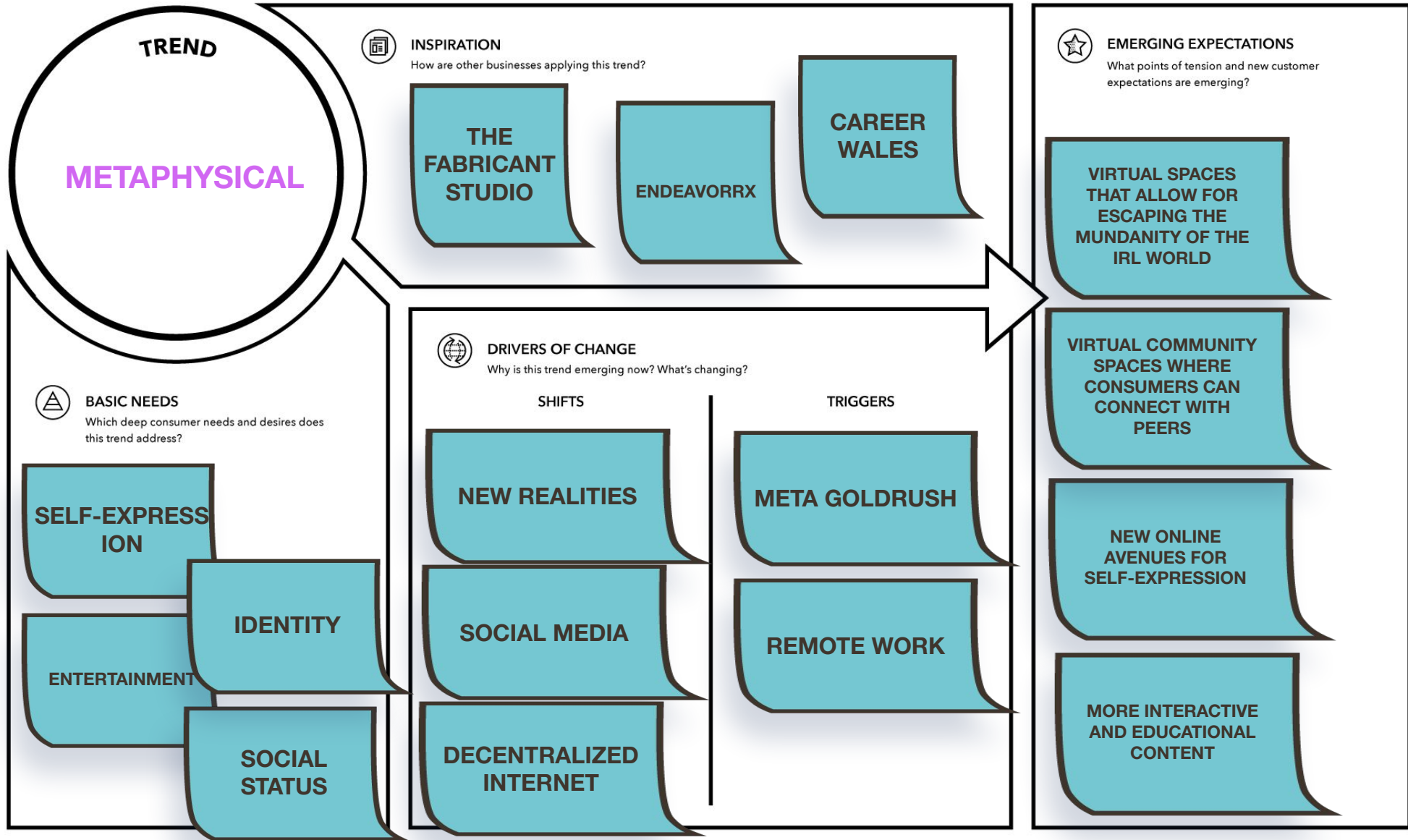
What do consumers now expect from brands that they didn't before?

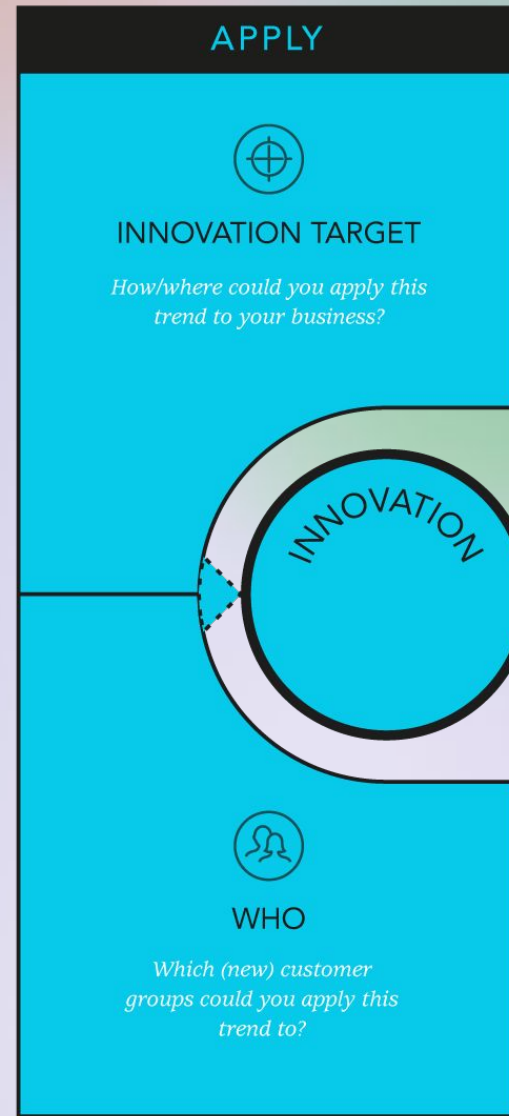
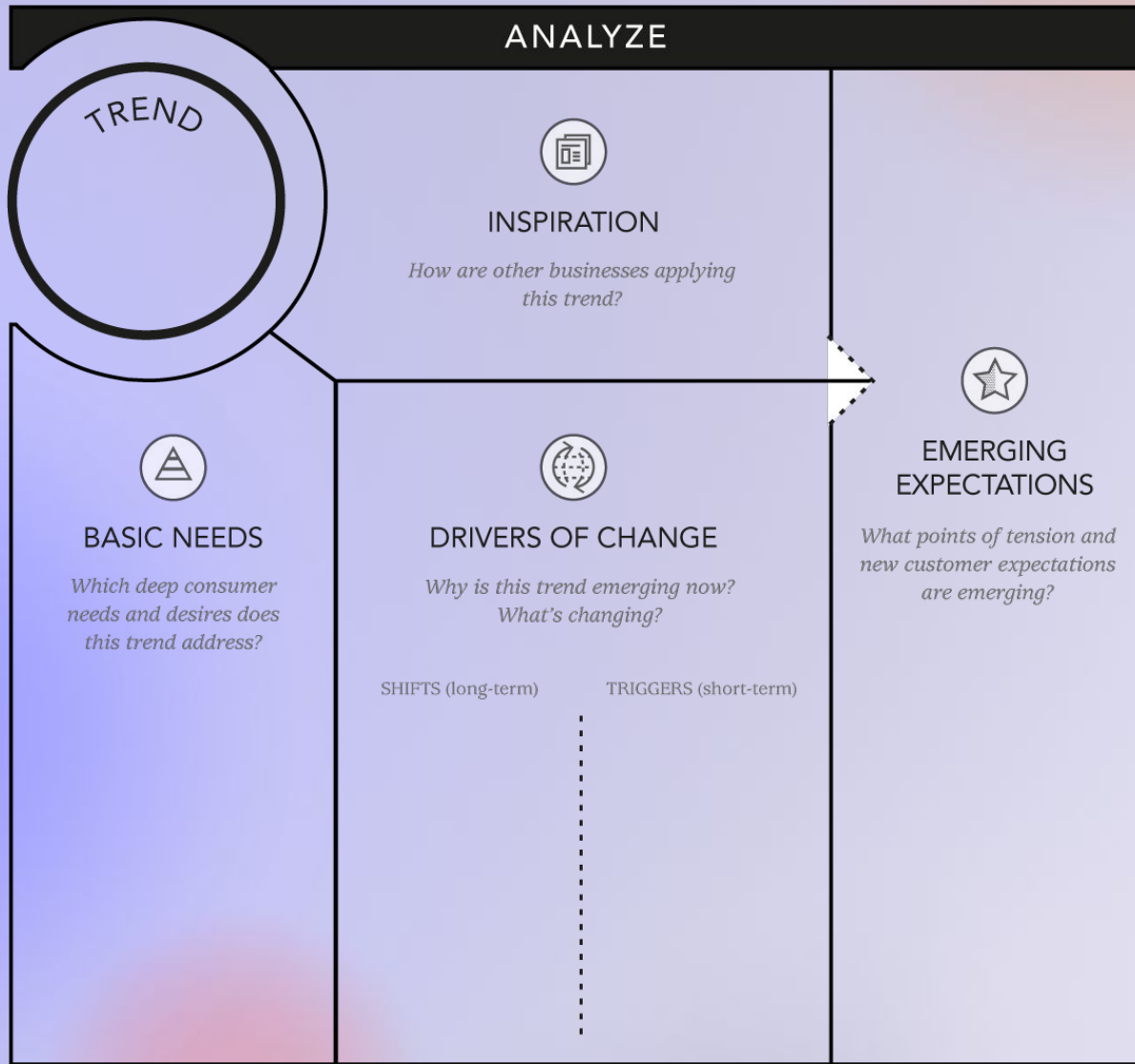


QUESTIONS TO IDENTIFY EMERGING EXPECTATIONS

- **This trend creates new desires for...**
- **In light of this trend, people now expect brands to...**
- **Because of this trend, people can't live without...**
- **Consider the innovations behind this trend.**
- **If you were to interact with them, what would you expect of (other) brands after?**
- **Which events (global social, political, environmental, etc) impacted this trend?**
- **Are there any new technologies powering this trend?**

ANALYZE YOUR TREND





INNOVATION TARGET

How could
you apply
the trend?

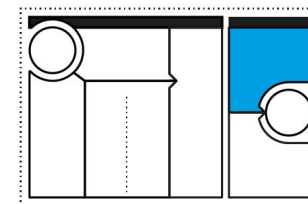


INNOVATION TARGET

*How/where could you apply this
trend to your business?*

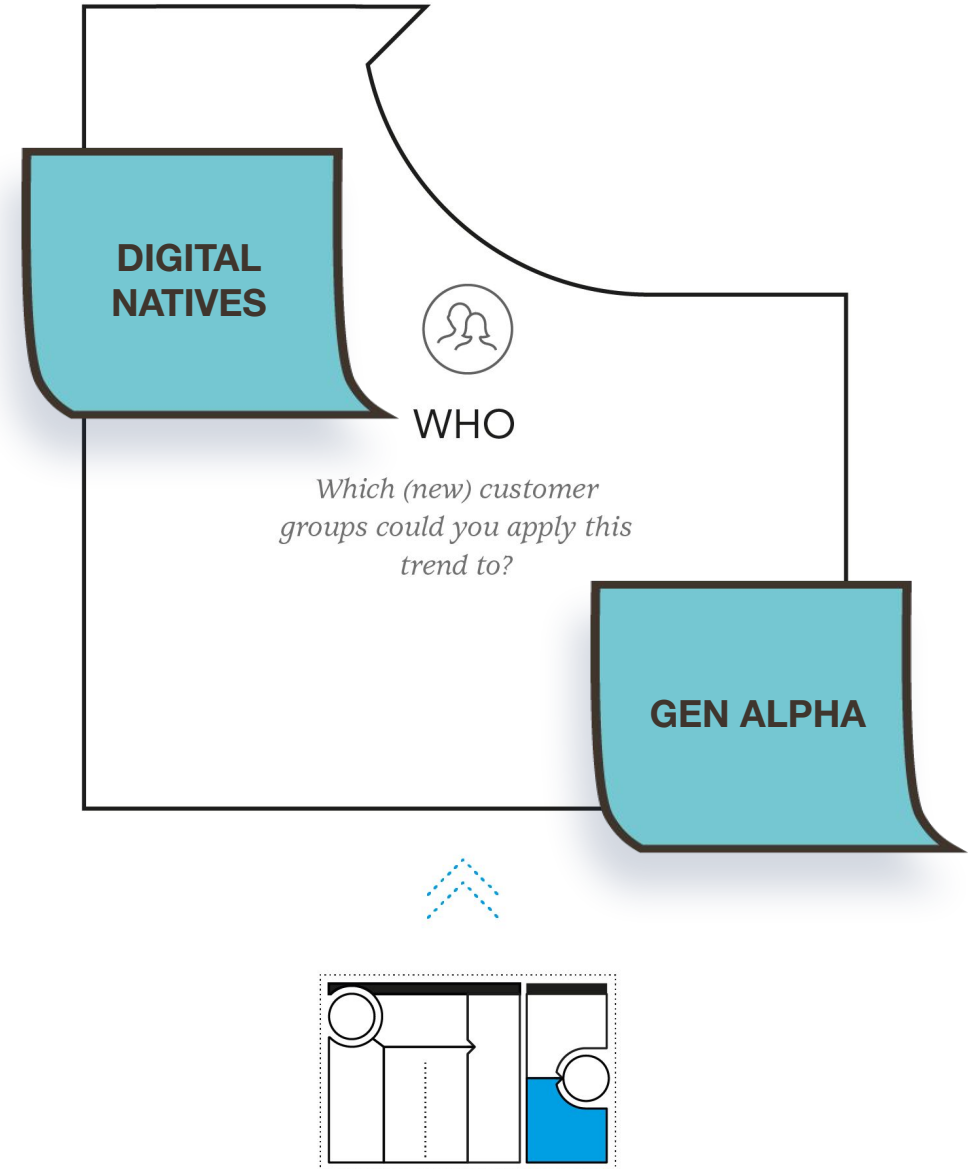
**A MARKETING
CAMPAIGN
WHICH USES
VR/AR TECH**

**A SERVICE
WITH A
PLAYFUL,
EXPERI-MENT
AL SPIN**

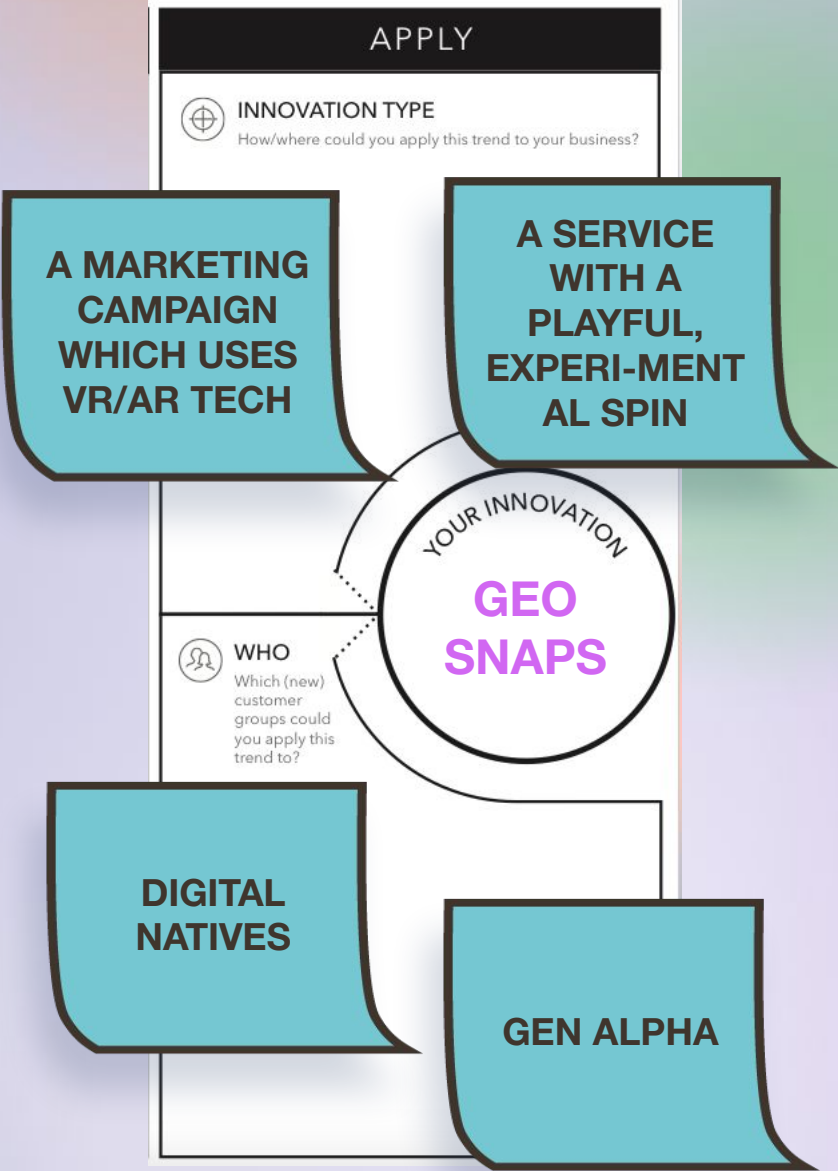


WHO

Who are you innovating for?



YOUR INNOVATION!



Over to **you!**



Feel free to reach out:
erick@trendwatching.com





TREND·WATCHING



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Academy



Presentations & Workshops



Events



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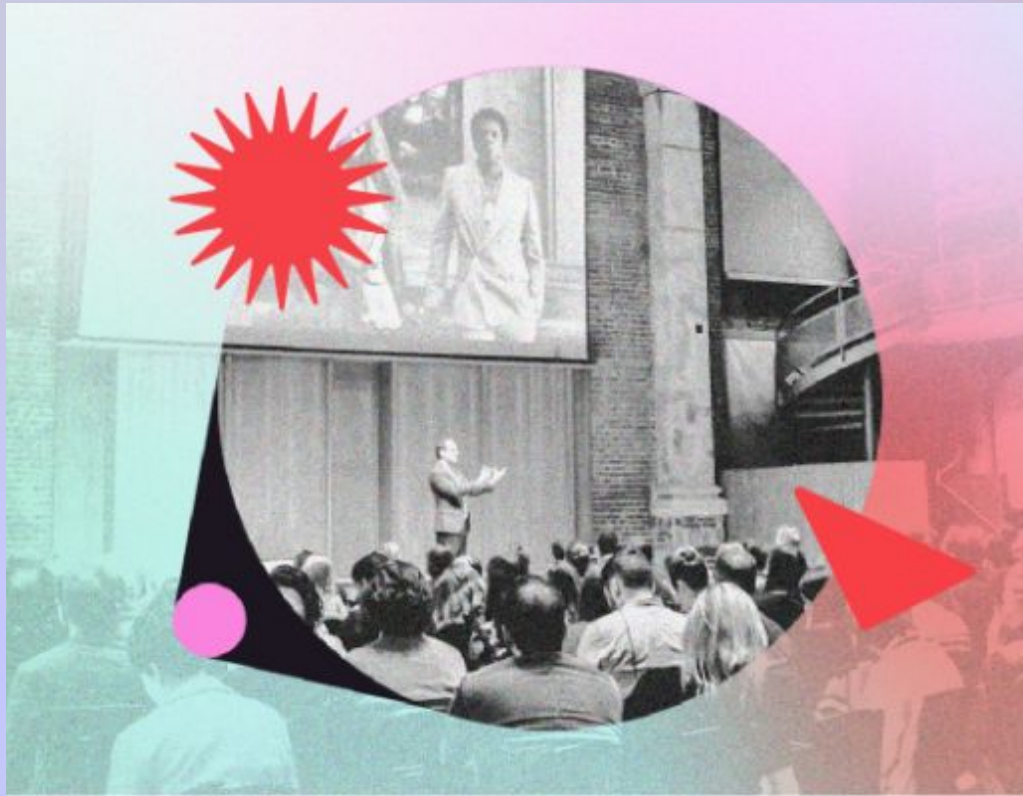


Presentations & Workshops

Personalized guidance, research and content from our Trend Analysts

Our team of Trend Analysts & Presenters have delivered literally 100s of keynotes, workshops and customized reports, in 35+ countries, to some of the world's leading brands and agencies.

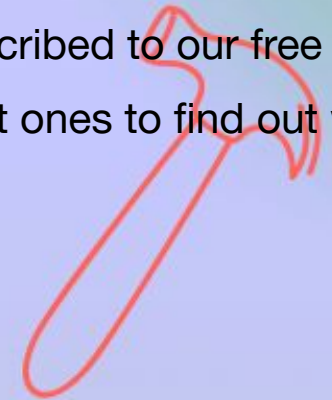
We know how to deliver.



Events

Our public Trend Events and Workshops, from Boston to Bangkok

Join us around the world, both online and offline, for highly curated events - we'll announce new dates very soon. Make sure you're subscribed to our free trend updates to be among the first ones to find out where and when next.



Ready to act on consumer trends today?

Then reach out to Matthijs van Waveren, our Business Development Director. Your message will go straight into his inbox and will be replied to asap.



Matthijs van Waveren

Business Development Director

workwithus@trendwatching.com

