

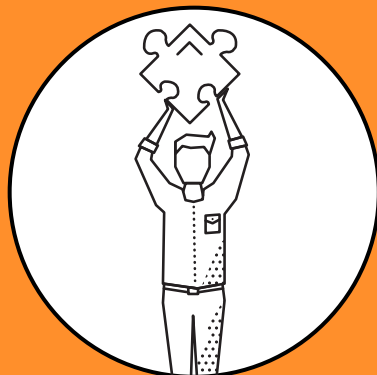


TREND TIPS & TOOLS

#2

HOW TO APPLY ANY TREND

By adapting the trend for YOUR industry and region!





The two most common
questions we hear about
APPLYING trends?

1.

Shouldn't I focus on trends and innovations already happening in my own industry?



2.

*How do I know
which trends are
relevant to my
region?*



The background of the slide is an aerial view of a rocket launch complex, likely the Kennedy Space Center, with a rocket being launched. The entire image is overlaid with a semi-transparent orange filter. The text is centered and reads:

**THE TRUTH IS THAT ANY TREND CAN
OFFER YOU POWERFUL INNOVATION
OPPORTUNITIES...**

**IF YOU ADAPT AND APPLY IT
SUCCESSFULLY.**

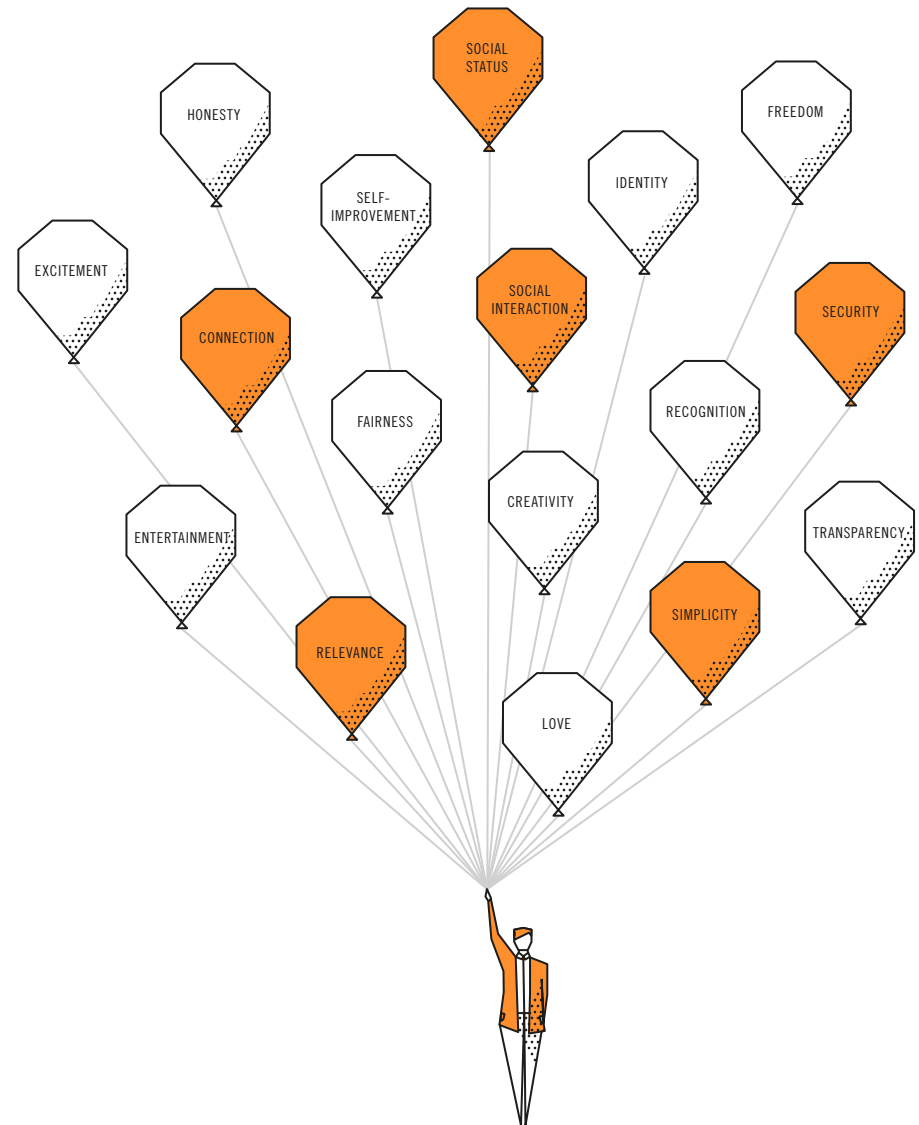


**ADAPTING A TREND FOR YOUR
INDUSTRY OR REGION MEANS
ANALYZING THE TREND'S THREE
FUNDAMENTAL ELEMENTS.**



1. BASIC NEEDS

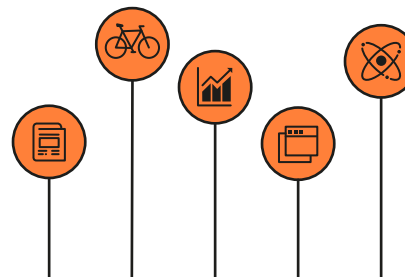
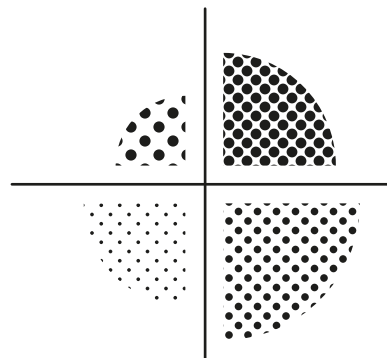
How are the basic needs and wants that underpin the trend being expressed in your industry or region?





2. DRIVERS OF CHANGE

How are the changes driving the trend forward – technological, social, economic – playing out in your industry or region?





3. INNOVATIONS

What inspiration can you draw from others who have adapted the trend for THEIR industry or region?





LET'S SEE IT IN ACTION!

How have innovators adapted two of our trends for industry and region context?

A. INDUSTRY ADAPTATION

TREND: **BRAND MOVEMENTS**

Brands are running campaigns and taking action to initiate meaningful, positive change in the world around them.



1. BASIC NEEDS

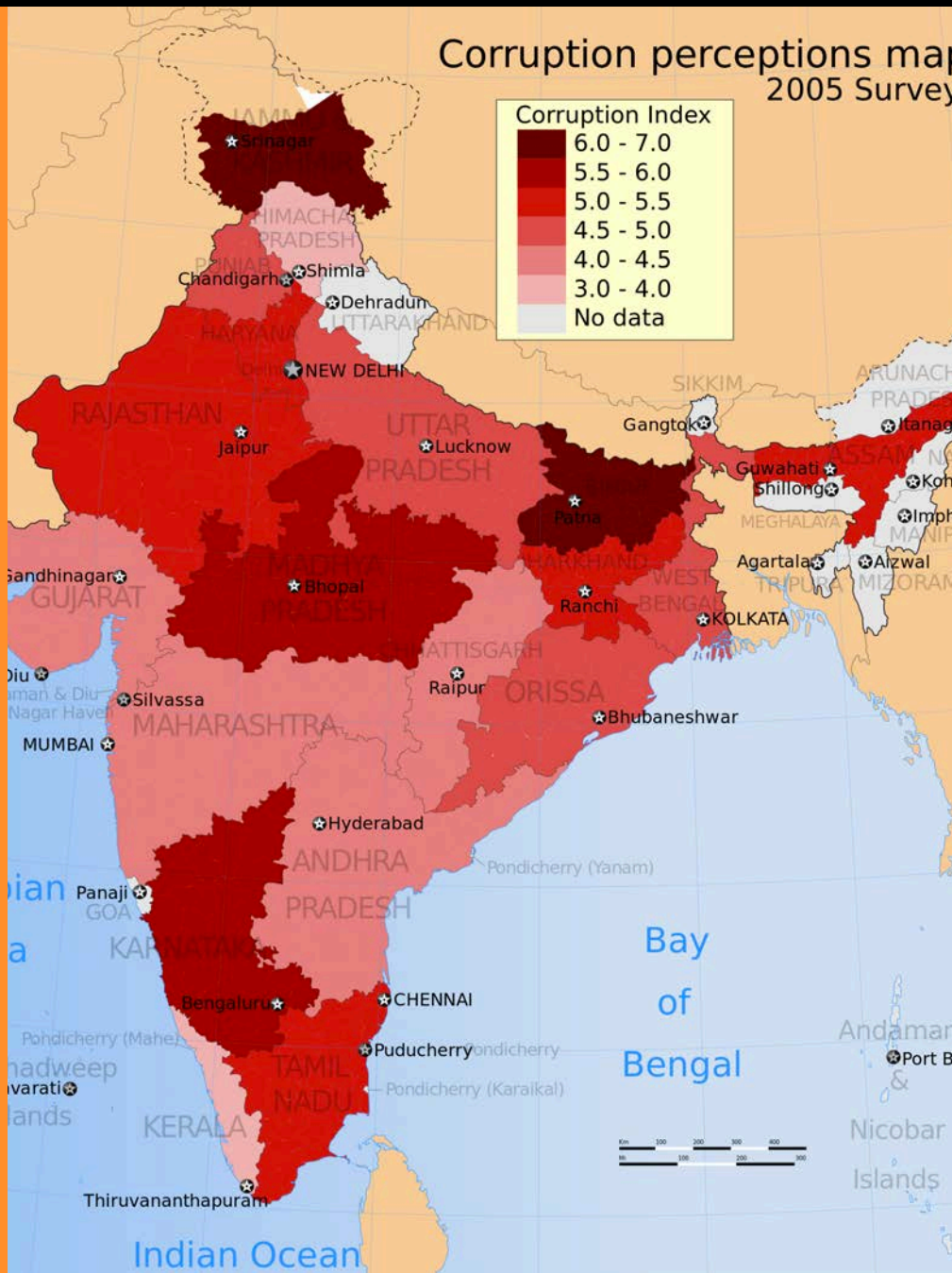
The desire to feel good about oneself by living – and consuming – according to a vision of what is ‘right’ is a basic human impulse that is relevant across any industry.





2. DRIVERS OF CHANGE

Transparency is making people more and more aware of a wide range of social issues. But many industries have particular issues where the awareness is most acute.





3. INNOVATIONS

Let's see how innovators have addressed these basic needs and drivers of change as they are playing out in *their* industry...





In the beauty industry, rising numbers of customers are concerned by limiting stereotypes of women and girls. Feminine care brand Always launched its 'Like a Girl' campaign, challenging notions of what it means to do something 'like a girl' and championing female empowerment.

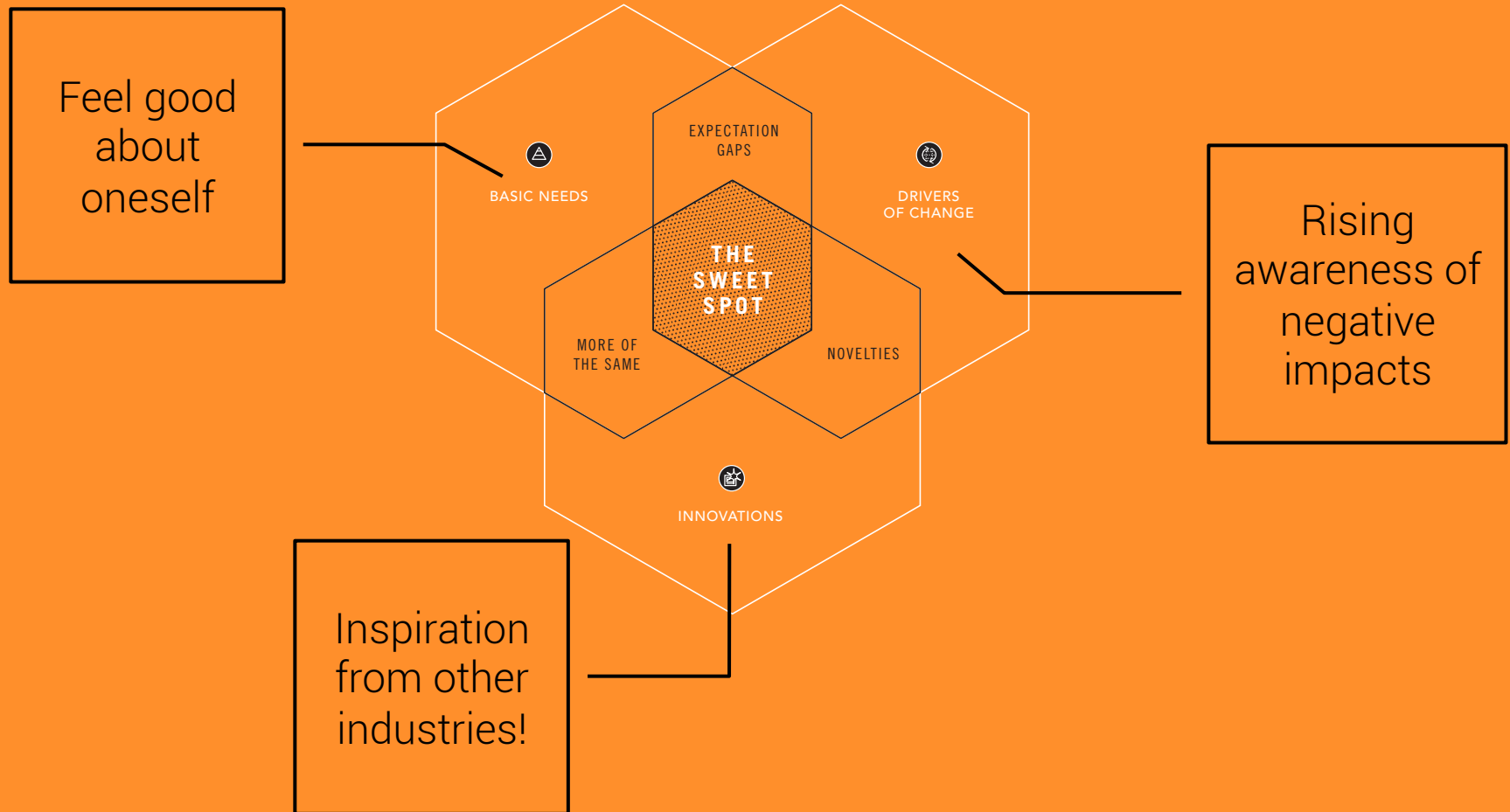


Racism in sports remains a concern for fans and sports teams alike. Brazilian football team Botafogo and sponsors Puma unveiled a kit with inverted black and white stripes. The move was intended to show that black and white are interchangeable. At a dedicated microsite, fans could create a picture of themselves wearing the new kit.



Many are concerned at the treatment of food producers in poorer countries. UK coffee brand Kenco launched its 'Coffee vs Gangs' campaign, which supports young people to enter employment training in Honduras. Kenco is owned by Mondelez International, the single largest purchaser of coffee beans from Honduras.

FIND THE *BRAND MOVEMENTS* SWEET SPOT FOR YOUR INDUSTRY!



B. REGION ADAPTATION

TREND: **SAFETY NET**

New digital technologies and services – apps, platforms, devices and more – are helping people avoid danger and minimize risk.



1. BASIC NEEDS

The desire to stay safe is a universal human imperative. But the ways in which that is pursued will depend on the threats to personal safety that are faced, which differ widely across regions.





2. DRIVERS OF CHANGE

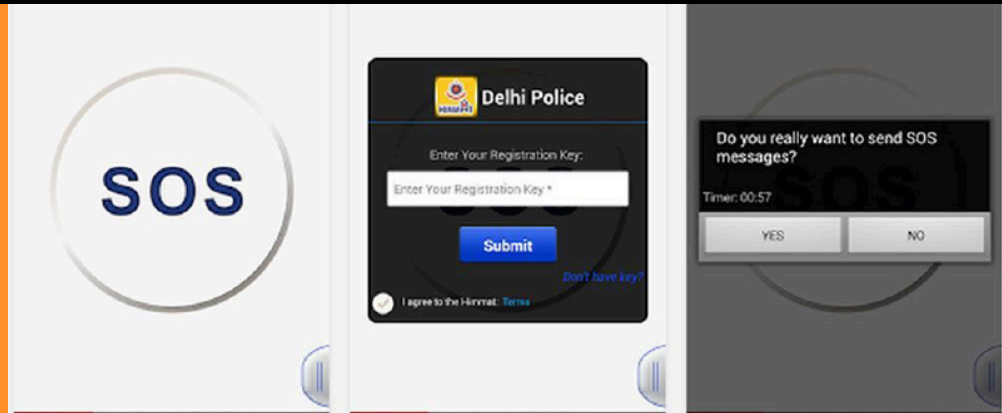
Digital technologies are the key change driving this trend forward. But the spread and usage of these technologies vary across regions.

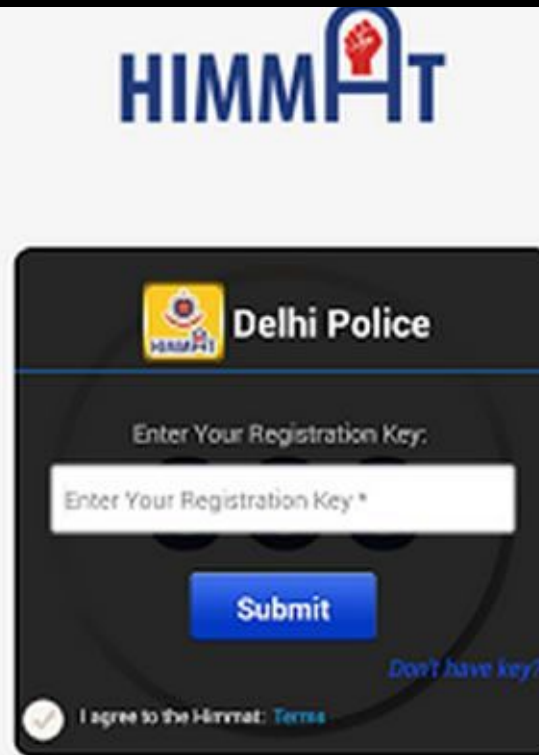




3. INNOVATIONS

Let's see how innovators have addressed these basic needs and drivers of change as they are playing out in *their* regions...





The personal safety of women has been a key issue in India since the outcry over the gang rape of a Delhi student in 2012. January 2015 saw the Delhi police launch Himmat, an app that allows a user to shake her phone to send an immediate emergency call to the police and selected contacts.

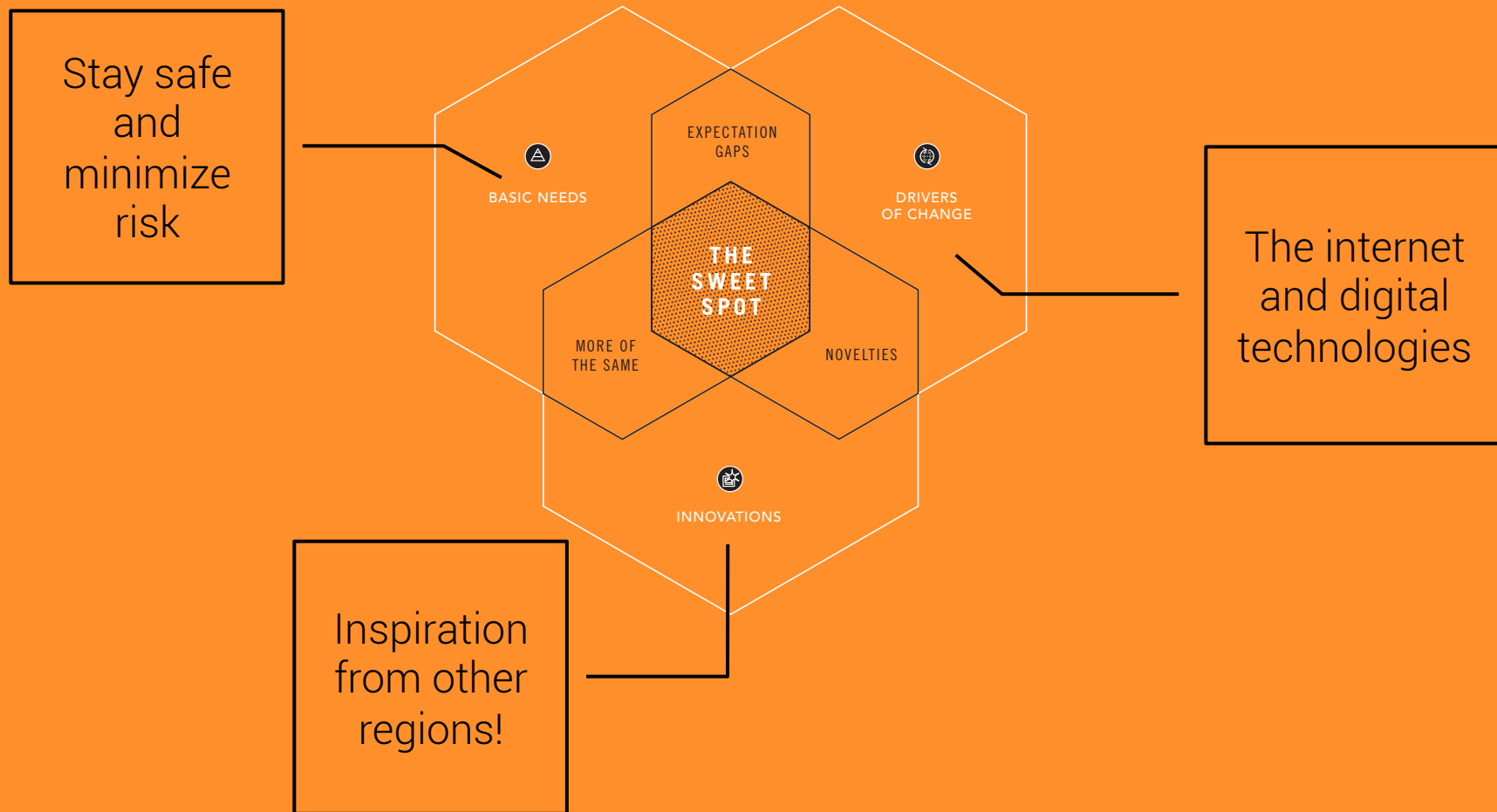


The revelations on US government surveillance made data privacy a key concern for many citizens across the USA and Europe. September 2014 saw Mercedes-Benz announce a cloud-computing system designed to protect driver data. Users can control how much of their driving data is viewable by others, and can erase all data once they have completed a journey.



In January 2013, a series of fires hit two Cape Town townships, leaving 4,000 homeless. Launched later that year, Lumkani is a low-cost smart fire detector that can distinguish between heat from cooking and a dangerous fire. Simple radio frequency technology means that if a fire is detected by one device, all others in a 100-meter radius will also sound an alarm.

FIND THE *SAFETY NET* SWEET SPOT FOR YOUR REGION!





WHAT NEXT?

1. ADAPT YOUR KEY TREND!

Use this simple framework to spot the powerful innovation opportunities offered to you by any trend!

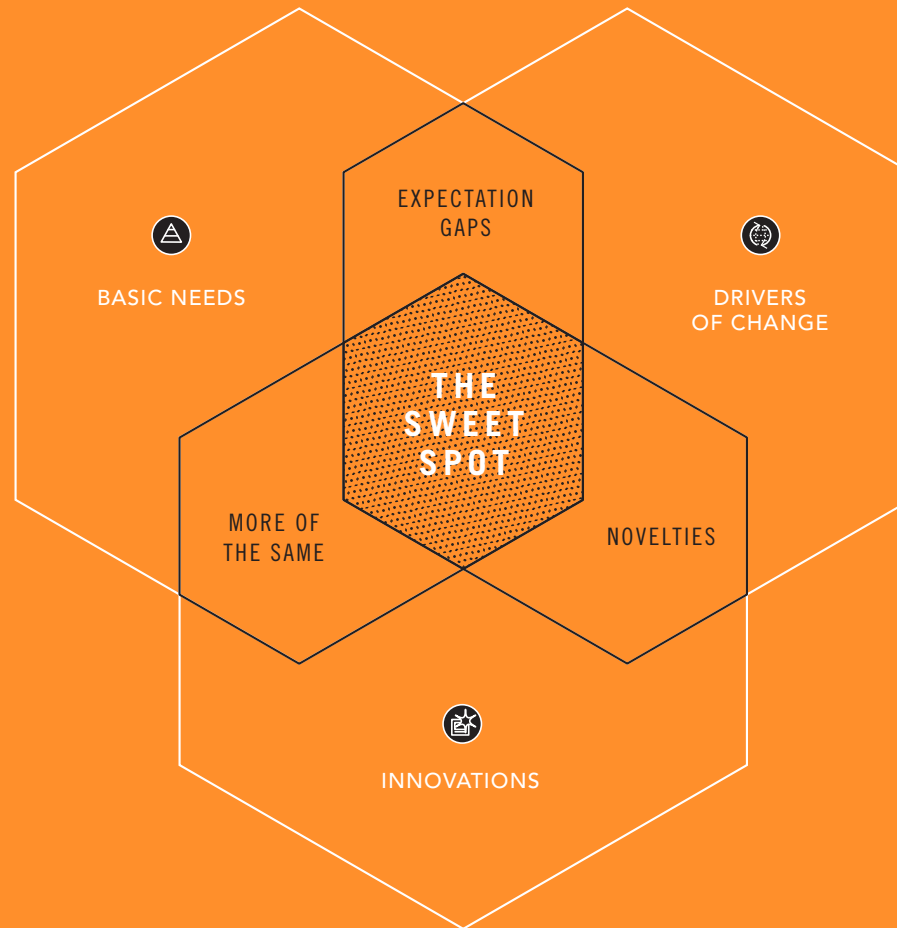


RESPECT NO BORDERS!

The underlying insight that powers your next winning initiative could come from ANYWHERE. That's why we're passionate about showing game-changing innovations from ALL industries and markets!



SO, DO YOU KNOW WHERE YOUR NEXT SWEET SPOT OF INNOVATION IS?



From Brazil to Belgium, F&B to Finance...

Experience the consumer trends that matter. Leave ready to act on them.

CarlByrd&Co.

THE HIVE



MOEN



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HOTELS · RESORTS · SUITES

SIMON



TW:2015:NYC

Consumer Trend Seminar

17 September

The Altman Building



Agilvy

Leo Burnett



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ASSURANT



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