



TREND TIPS & TOOLS

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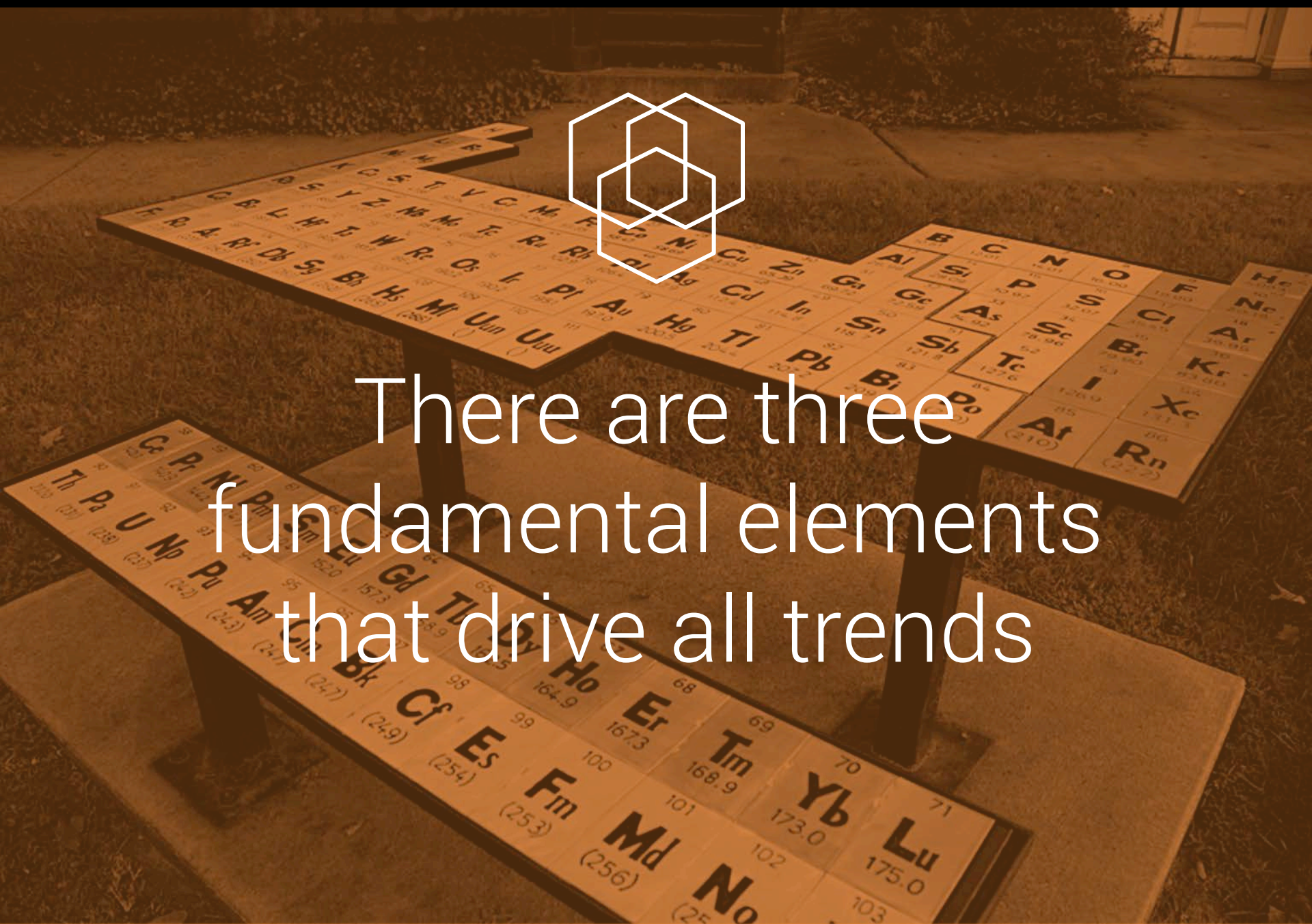
HOW TO SPOT TRENDS

A trend training manual (with actual examples inside!)





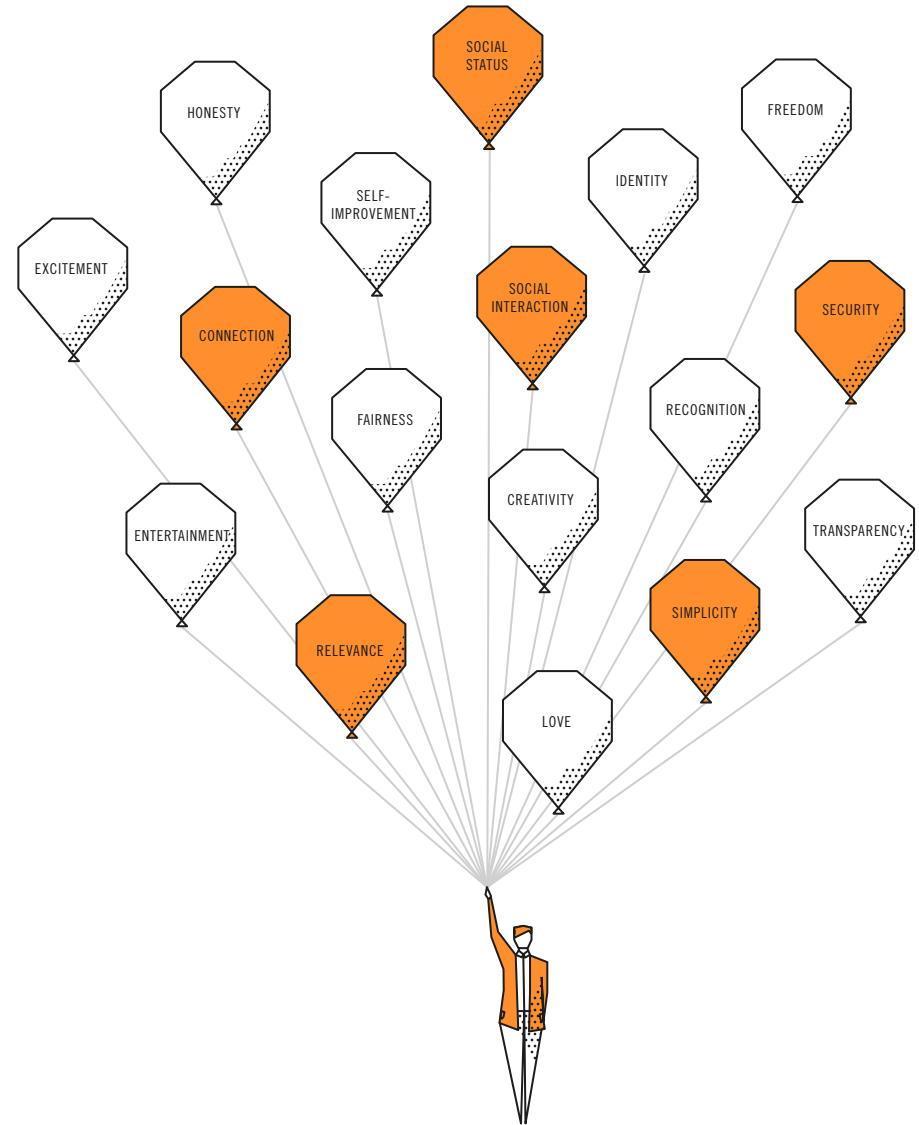
There are three
fundamental elements
that drive all trends





1. BASIC NEEDS

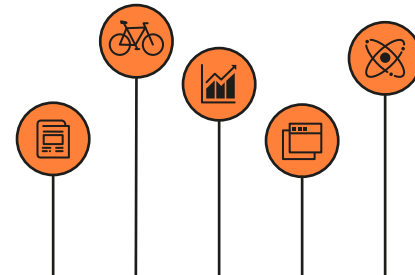
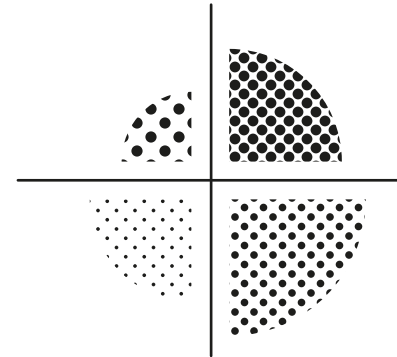
These are the forces that have been shaping human behavior for years (if not forever!). Think status, fairness, community and more.





2. DRIVERS OF CHANGE

On the other hand, there are no trends without change. To analyze change, think in terms of Shifts (long-term, slower) and Triggers (specific factors or events).



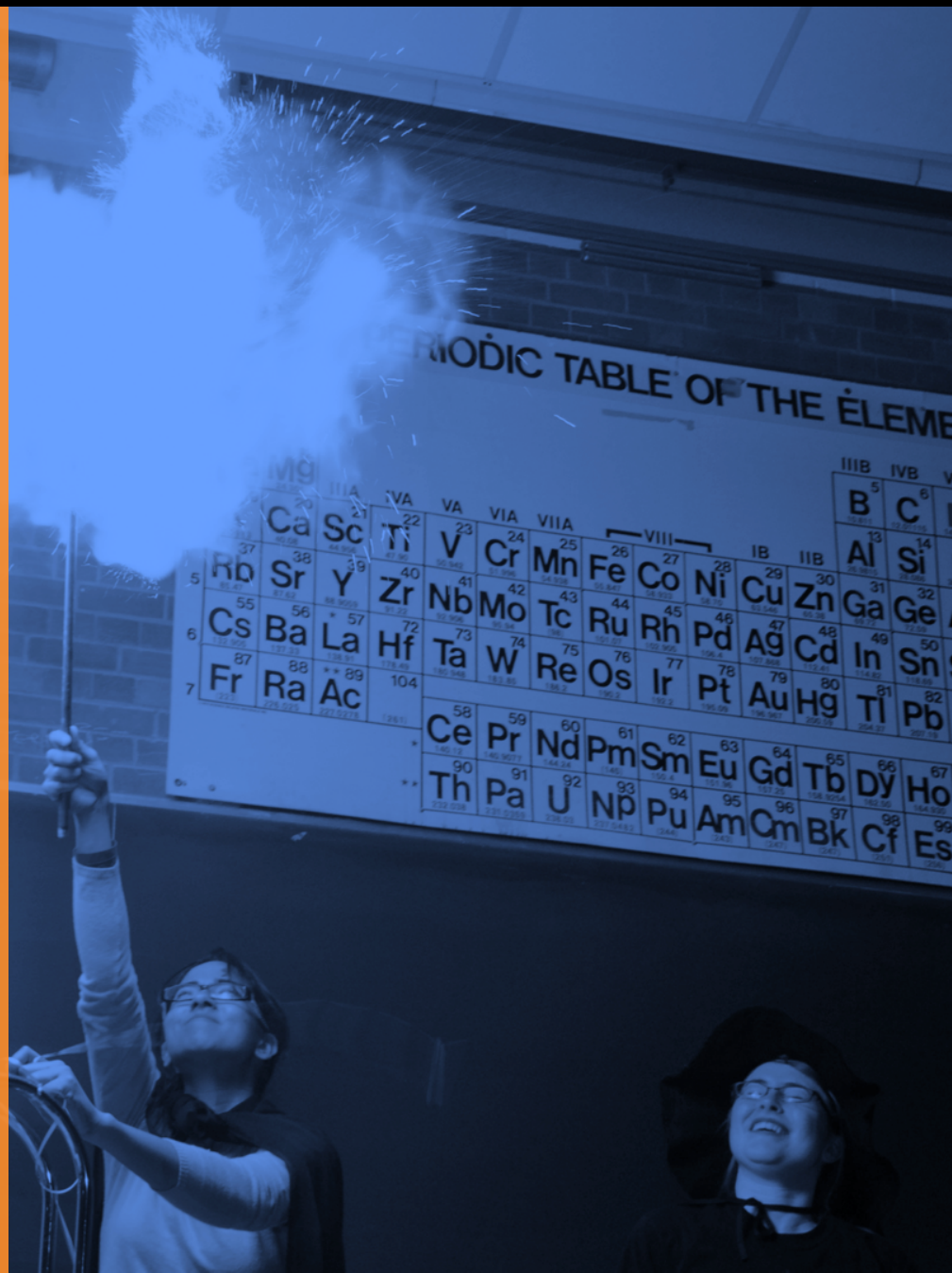


3. INNOVATIONS

Innovations aren't trends.
But without examples of
customer-facing
innovations, a trend can't be
said to exist fully yet.



What's *really* interesting is how the three elements react with each other.

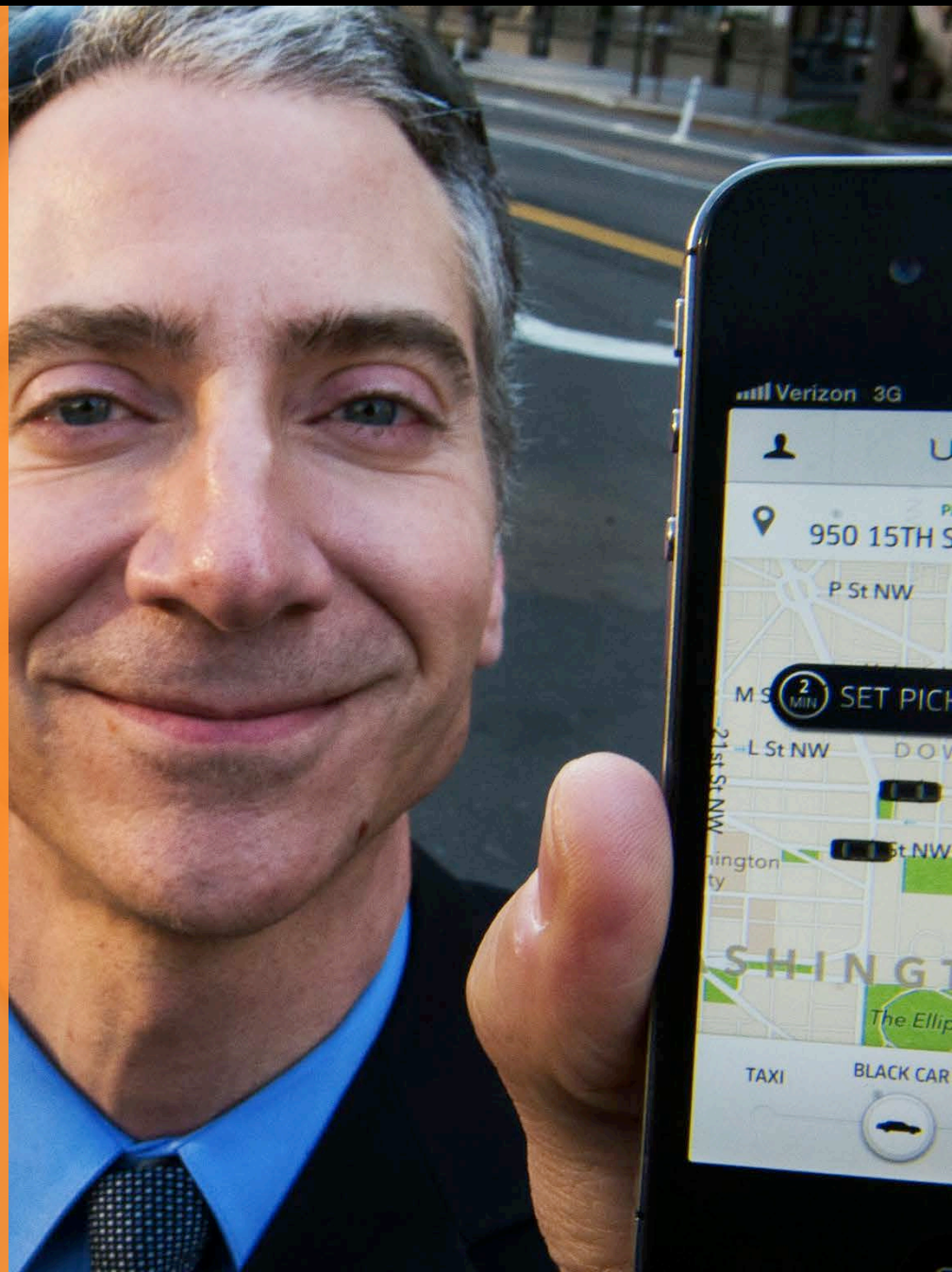




**TRENDS EMERGE AS INNOVATORS
ADDRESS PEOPLE'S BASIC HUMAN
NEEDS AND WANTS IN NOVEL WAYS.**

AND THIS IS HOW WE SPOT TRENDS.

We look for customer-facing innovations that are (re)defining what people will want and even start to expect.



Modular
smartphones,
sustainable
sports cars,
transparent
pricing...



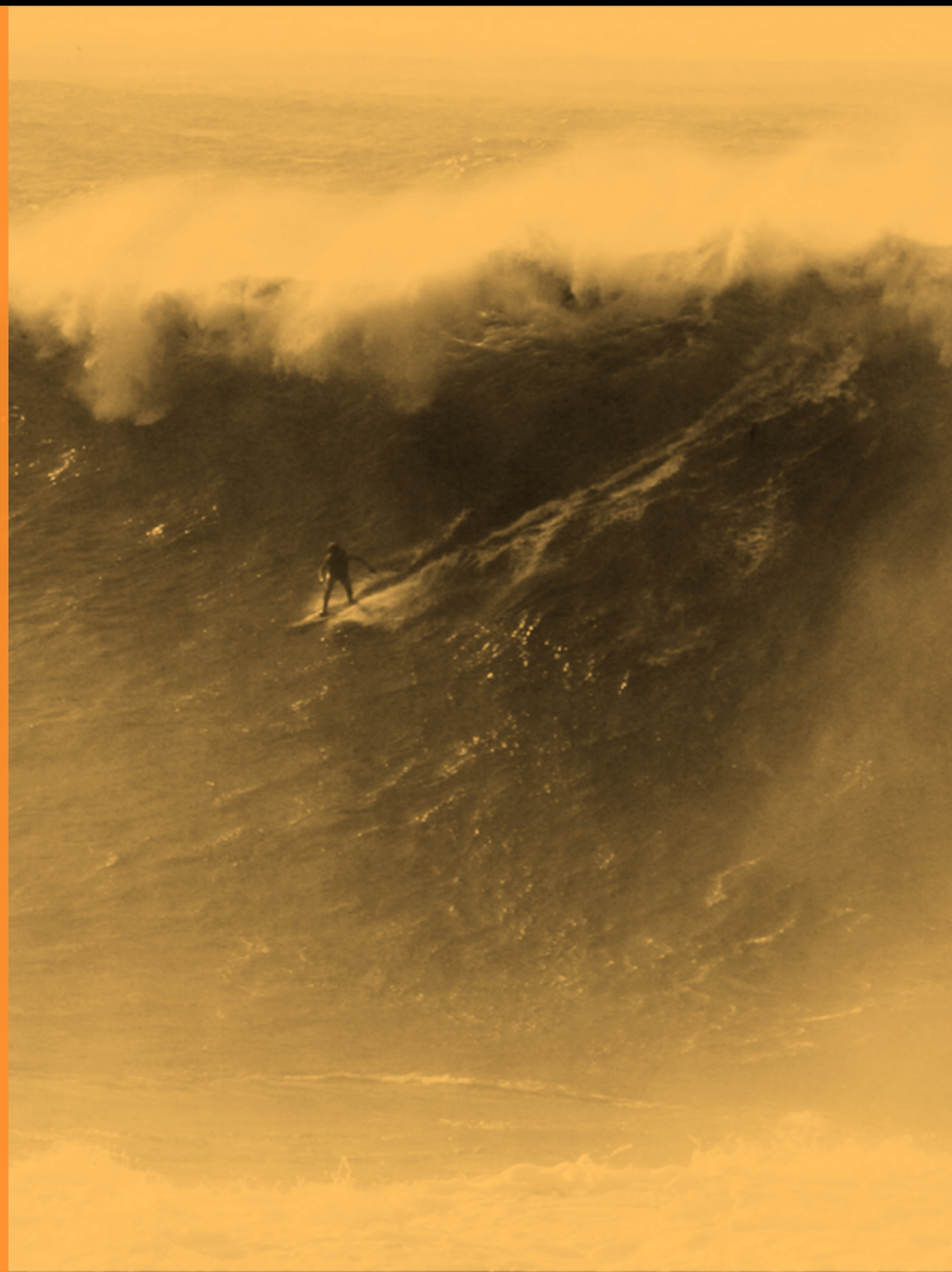
NICHE NOW...

These might not all become 'business as usual' soon. But they can show us which direction customers' expectations are headed.



...BUT RICH IN OPPORTUNITY

Are there opportunities for you to launch innovations that cater to the same underlying customer need or desire?



TARGET YOUR INNOVATIONS AT THE SWEET SPOT OF CUSTOMER EXPECTATIONS!





LET'S SEE IT IN ACTION!

How did we use the three elements described above to spot two of our most popular trends?

Hush it with a wave.



Released in October 2013, the Nest Protect is an intelligent smoke alarm and carbon monoxide detector. A spoken warning (rather than a noisy alarm) allows users to check whether the cause of smoke is serious. If it isn't, they can simply wave at the device to stop the alarm activating.

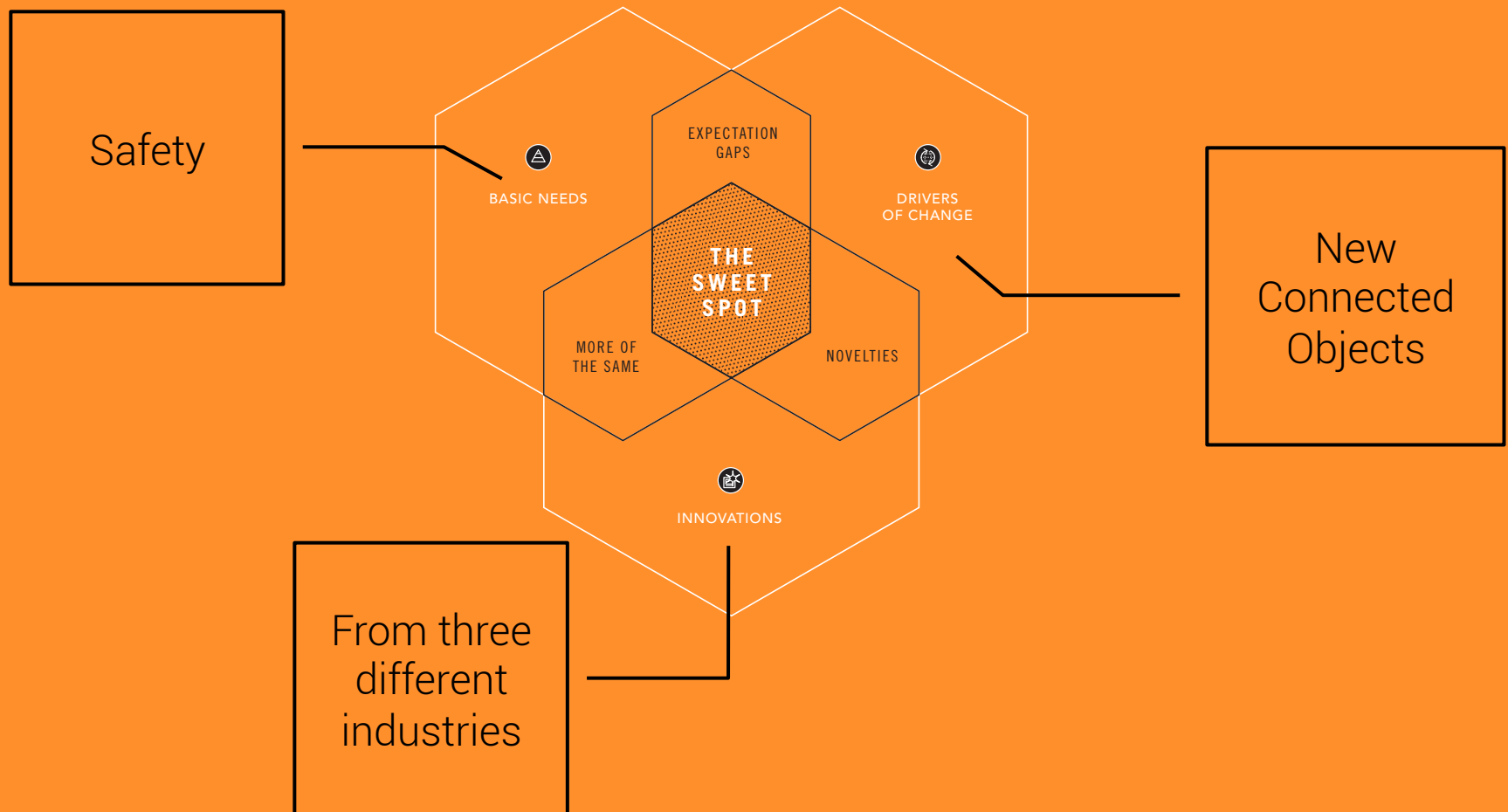


October 2013 saw American football helmet manufacturer Riddell unveil their Insite Impact Response System. The helmets contain sensors which send an alert to the sidelines when they detect a significant impact, so medical professionals can then assess players for signs of concussion



Ford also released a concept smart car seat in late 2013. ECG heart rate sensors can detect mid-journey heart attacks and engage assistance systems, while diabetic drivers can connect to an onboard glucose level monitoring system that alerts them to critical blood sugar level changes

ANALYZING THESE INNOVATIONS IN TERMS OF THE THE THREE ELEMENTS LED US TO THE INTERNET OF CARING THINGS TREND



INTERNET OF CARING THINGS

A network of connected objects brought to life by a clear mission: to actively care for consumers – their physical and mental wellbeing, homes, loved ones, and more.



In 2012, McDonald's Canada released a YouTube video explaining why items bought in-store never look as juicy and appetizing as those in the photos. The chain's video shows how food photographers treat and manipulate products on photoshoots to show them in their best light.



FOUR SEASONS

ACCOMMODATIONS PHOTOS & VIDEOS EXPERIENCES DINING SPA DESTINATION OFFERS

MAKE A RESERVATION

ABOUT

FOUR SEASONS HOTEL HONG KONG

LOCAL TIME: 01:15 AM • LOCAL TEMPERATURE: 25°C / 77°F

8 Finance Street, Central, Hong Kong, China • Tel. (852) 3196-8888 • Fax. (852) 3196-8899 [VIEW THE MAP](#)



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Housed in the city's landmark International Finance Centre, Four Seasons Hotel Hong Kong is a refuge of timeless luxury.

REVIEWS AT A GLANCE

FROM **facebook**

Thank you Four Seasons Hotel Hong Kong for such a wonderful time!

How i wish i could be there...

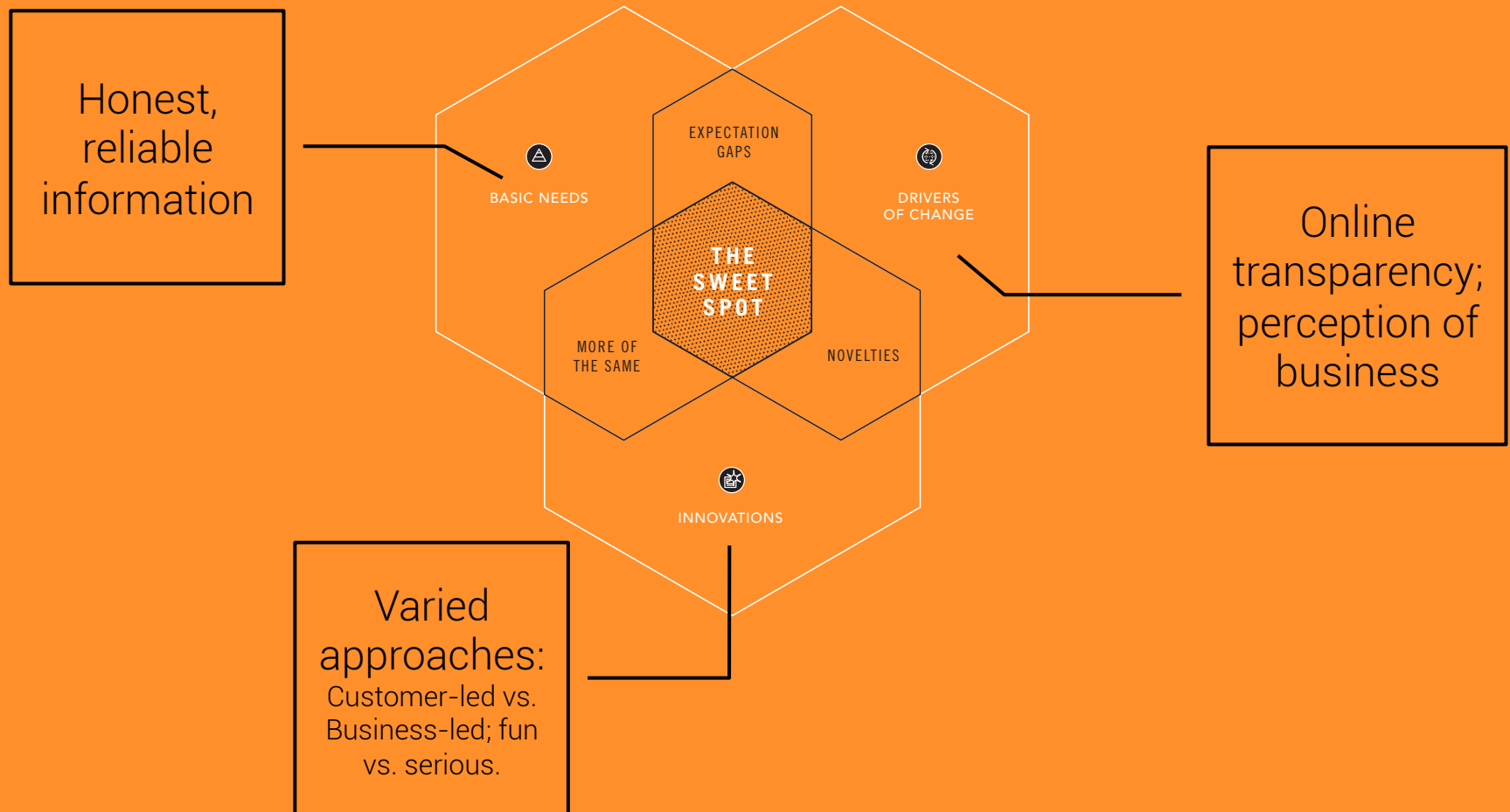
4S HK is amazing - here right now and never want to leave - thanks to all!

The Four Seasons luxury hotel chain's website features customer reviews from TripAdvisor and comments from Facebook and Twitter. Comments are placed prominently on hotel pages, and users can click directly through to the external content, often a rarity for luxury brand websites.



When Johnson & Johnson discontinued its o.b Ultra tampon brand, outraged customers launched a petition calling for the brand to reconsider. In December 2011, J&J revived the brand and produced a microsite where viewers could fill in their names and receive a personalized power ballad apology video and a coupon for the tampons.

ANALYZING THESE INNOVATIONS IN TERMS OF THE THE THREE ELEMENTS LED US TO THE FLAWSOME TREND





FLAWSOME

Consumers will embrace brands that are human, open and honest about their possible flaws.

TODAY'S REVIEWS

"My order was made just as I ordered."

- Matt M - New York, NY

"Wasn't cooked all the way." - Kelsey L. Albany, NY

"Jess, it had a touch garlic." - Johnathan R. New York, NY

"Jose, the service was..."

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





**JOIN US AT OUR EXCLUSIVE
ANNUAL TREND SEMINAR IN NEW
YORK ON 17 SEP TO FIND OUT!**

Don't miss out »

ABOUT TRENDWATCHING

Established in 2002, our insights and tools help future-focused professionals in 180+ countries build brands that matter, products that delight and campaigns people can't stop talking about.

- We offer -

