

Don't miss out on all the key consumer trends, insights & innovations that need to be on your radar now and in the next 12-18 months.

Get instant access to our Premium Service today.



Trend Database +
Monthly updates + Tips

2012 Trend Report +
2013 Trend Report (released Nov 2012)

Industry Trend Reports

Explore why you need it & what you'll get...

Why you need our Premium Service (including the 2012 & 2013 Trend Reports)

Whether you're a CEO or a Brand Manager or a Researcher or an Entrepreneur or a Marketer or an Insights Manager or a CMO: knowing, understanding, and applying consumer trends and insights will forever be a holy grail to anyone serious about his or her career. After all, in business, everything begins and ends with consumers.

In fact, with the current turbulence in markets around the world, and with consumer behavior and preferences changing ever faster - and on a truly global scale - access to consumer insights, and the ability to turn those insights into profitable innovations, may well be the only competitive advantage left.



So here's our promise to Premium clients:



1. You and your team will be on top of the latest trends and insights.

Access to trendwatching.com's Premium Service means you are forever fully in the know on where consumers (and thus businesses) are headed. It's a hands-on guide to the latest consumer trends and how to understand, use and profit from them.

In fact, with your log-in details, you will gain instant access to all our trends (our free Trend Briefings are obviously the tip of the iceberg), all the innovations we're spotting on a daily basis, all our industry-specific reports (15), and our 2012 Trend Report (and the 2013 Trend Report upon its release in November 2012 too).

See our ['What you'll get'](#) page for more detail on this.



2. You and your team will be able to closely monitor the latest innovations from your direct competitors and industry players worldwide.

Your access (valid until May 2013) to continuously updated insights and new innovations from brands across the world (up to 200 new innovations are added each month!), and our **industry-specific trend reports (15)** will enable you to monitor how your competition is applying these insights and trends, while constantly being exposed to truly new opportunities too.

All of this content is available online in Premium's searchable Trend Database.



3. You and your team will get the tools and tips to turn insights and competitive analysis into profitable innovations yourself.

We know, keeping up with consumers' ever-changing needs, wants and desires is an achievement in itself, but applying these insights is in the end what it is all about. Therefore, Premium's Trend Tips section provides you with a hands-on 'Apply' guide, including many examples of how other companies have structured their trends/innovation processes, units and groups. It's the missing link between trend content and trends 'in action'.

Don't wait too long, your competition may (well) have already secured access :-)



1. 2012 & 2013 Trend Reports

Our annual Trend Reports outline the crucial consumer trends that need to be on your radar.

Split into **major themes** and featuring **40+ trends**, the 2012 Trend Report covers every major development in the (very turbulent!) consumer arena.

The **2013 Trend Report** will be sent to you in November 2012!

To give you an idea of what you get, here's a small sample of the themes covered in the 2012 Trend Report:



MACRO – A brief overview of current global macro trends. These economic, demographic and political trends provide you with the context for everything that follows in 2012 Trend Report.

EMERGED – How to best serve the hundreds of millions of ever-wealthier consumers in emerging markets? Apply the lessons in AHEAD, EMERGING MATURIALISM and more.

BE NAKED – Consumers crave humanity, compassion, transparency and maturity, and brands have to show a human side. Featuring BETA BUZZ, LIFE'S A PITCH and more.

CITYSUMERS, PART II – Unprecedented urbanization, and the changes in consumers' attitudes, expectations and tastes that it triggers, will continue to be a source of endless innovation. Trends to watch are MINI METRO, URBAN-ECO and URBANIZED.

DISCOVER & DECIDE – From THE F-FACTOR to DATA DIVINITY to PERFECT STRANGERS to ME-TAIL, it's all about consumers' new discovery, decision-making and purchasing patterns (highly influenced by friends, fans and followers). Are you ready?

ENDURING ECO – Discover new types of eco-consumers, and learn from forward-thinking brands already adapting their products to cater to and even delight them: from ECO-HYGIENE to ECO-OUTSOURCED to ECO-SUPERIOR.

WELLTHY – The pursuit of good health will remain at the top of all consumers' agendas. Watch how new technologies will unlock a whole host of behaviors: from HAPPINESS to HUMAN+.

And then there's BENCHMARKED LIFE, SEAMLESS, INSTANT SKILLS, EXPERIENCE CRAMMING, NOW OR NEVER and more, much more. All you need to not just survive, but thrive!

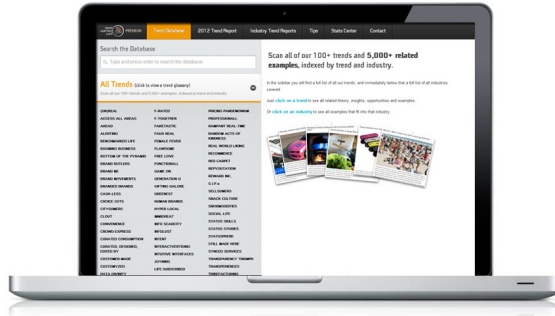
Note: Clients receive the reports in a downloadable & printable PDF and a ready-to-present PPT. As an exclusive bonus, we will also FedEx a **printed edition** straight to your door.





2. Theory, stats and more

Exclusive Trend Database



Besides the 2012 Trend Report and 2013 Trend Report (sent to you in November 2012), you also get access (until May 2013) to our Premium Trend Database, which contains **every consumer** trend we're tracking, from Premium-only trends to updates on the trends covered in our Trend Briefings. Always illustrated with the latest and best insights and examples from around the world*, **everything is fully indexed** and fully searchable. On top of that, all content can be easily downloaded in various formats, tailored and presented to your team: perfect for when

you need inspiration for a new strategy, product / service or campaign.

For example, if you enjoyed our BRAND BUTLERS trend then as a Premium client, you can quickly download the very latest examples from brands capitalizing on this trend, and filter by industry too.

*The database currently contains 5,000+ trend-related innovations, all indexed by trend and industry.

Theory, stats and more



Each trend has its own individual page with theory, statistics, insights and opportunities

Trend examples + Monthly updates



Our dedicated Premium team adds up to 200 new trend examples to the database each month. You will receive, and have access to these updates until May 2013.

Tips



Last but not least, there's a dedicated Tips section to help you make the most of our Premium content, with an emphasis on how to apply the trends, insights, and examples to your own business. In short, the Trend Database makes inspiration and innovation easily accessible. And if you need any further advice, our [Client Services team](#) is always on hand to help



3. Industry Trend Reports

You will also gain instant access to dedicated, constantly updated interactive PDFs and PowerPoint presentations covering **15 major B2C industries** - from Food & Beverage to Financial Services. These presentations **apply major consumer trends** as featured in our Trend Database **to your industry**, resulting in **industry-specific examples, stats and opportunities** you can run with. See a full list below of the industries covered.



1. AUTOMOTIVE

(Car manufacturers, car rental companies)

2. BEAUTY / PERSONAL CARE

(Cosmetics/ make-up, skincare, personal hygiene, hair care, grooming)

3. CONSUMER ELECTRONICS

(Manufacturers of domestic appliances, computers, TV sets, etc.)

4. EDUCATION

(Schools, colleges, libraries, online learning platforms, nurseries, training centers)

5. FASHION

(Apparel, footwear, jewellery)

6. FINANCIAL SERVICES

(Retail banks, insurance companies, investment banks, credit card issuers, mortgage advisors, payment providers and lenders)

7. FOOD & BEVERAGE

(FMCGs, supermarkets, bars & restaurants)

8. GOVERNMENT & PUBLIC SECTOR

(Governments, states, local authorities, councils and public utilities)

9. HEALTH

(Gyms, spas, clinics, hospitals, pharmacies, drug companies)

10. HOME & GARDEN

(Real estate, architecture, energy and interior, construction, FMCGs, domestic care, garden & office design)

11. MOBILE & TELECOMS

(Network providers, handset manufacturers, fixed line operators)

12. MEDIA & ENTERTAINMENT

(Online and offline publishers, newspapers, social media, magazines, television networks, radio, film, record labels, entertainment venues, theaters, concert organizers, promoters, video game developers/ distributors)

13. NOT FOR PROFIT / SOCIAL CAUSE

(Charities, nonprofits, social enterprises, NGOs, fundraisers, voluntary organizations)

14. TRANSPORT

(Airlines, airports, railways, ferries, postal/shipping companies, bike manufacturers, commuter services)

15. TRAVEL & TOURISM

(Hotels, holiday operators, theme parks, cruise operators, tourist authorities)

Please note that if you're in **Retail, Design, or Advertising/ Marketing**, virtually all of our content will automatically apply to your sector/discipline. Hence the large number of clients from the **agency world**, as well as from the **retail sector**.

Not sure your particular sector is covered by one of the above industries? Just email **Andrea Thorn**, our Head of Client Services, for more information.

Testimonials

Here's what clients worldwide are saying about our Premium Service:

"We just finished giving a trend presentation internally, incorporating Premium's trends and inspirational examples, and as always the presentation was very well received."

Oi-Lin Man, Market Intelligence
Canon Europe, United Kingdom

"Very thought provoking, using the themes with management colleagues"

Chris Harris, Global Marketing Director
Vertu, UK

"Very happy with the report. The presentation format worked well for me in explaining and giving working examples of the trend. The trends information forms a very important element of our Innovation Pipeline. All idea generation and concept development should start from a consumer/customer trend, otherwise you need to ask yourself the question, why are we doing this?..."

Jason de Kauwe, Global Innovation Manager
BP, UK

"We always look forward to the release of the new yearly report. We're using the report for learning, for stimulating discussions, and for presentations. We particularly like the many visuals and examples that support the trends mentioned."

Ilene Strongin-Garry, Manager: Information, Research & Trends
InterContinental Hotel Group, US

"We are very happy with the Premium service, and always look forward to the monthly updates for the trend database."

Tina Zhao, Designer
Haier, China

"trendwatching.com has been, and continues to be, my innovation encyclopedia, helping us to build an innovation network. It has been the foundation of idea shops across that links consumer and new business opportunities. We've also used the report for innovation sessions, resulting in a high energy start of any of our strategy conferences."

Sharmila Martis, Head of New Product Design & Development, Group Consumer Banking
Standard Chartered, Singapore

"Thoughtful, thought-provoking and extremely well presented. One of the best sources available on emerging consumer trends, trendwatching.com's annual Trends Report has been very valuable input for our work at IMD on how organizations translate the global trends which are reshaping the world of business into today's decision-making. Our participants have also responded to trendwatching.com's insights with enthusiasm and we will be on the waiting list for the next report."

Tracey Keys, Program Manager and co-author of IMD global trends materials
IMD, Switzerland

"We are very pleased with the report: the content is great and is a good start for idea brainstorming — for individual use and for our whole team. Our strategic planners use the trend info to come up with fresh strategy for their clients, while our creative team, designers and activation team focus on turning the insights into creative campaigns for the Thai market. We also use the trend report as a stimulus for creative brainstorming with clients: we mix our knowledge of Thai consumers with brand/product-relevant ideas from your report. The outcome so far has been interesting, effective and fun."

Paul Freeman, Marketing Manager
Sara Lee, UK

Some of the brands already enjoying Premium access



Price

You'll be happy to know that we've kept things very affordable for both small and large companies: the Premium service is only **\$1,849 / € 1,349 / £1,149**.

This includes instant access to the **2012 Trend Report** (in both printed and digital format) and the **2013 Trend Report** (sent to you in November 2012), the **industry-specific reports**, and **access to the ever-growing Trend Database** until May 2013, including all the monthly updates and bonus material. There are **no other costs involved**.

Questions?

Find the answer in our **Questions Answered** section or email **Andrea Thorn**, our Head of Client Services. She'll get back to you straight away. Really.



Want to order now?

www.trendwatching.com/premium/order/