Let’s reflect on the past year for just a second.
It’s not all bad though.
Apocalooptimism 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
LEGO

Designer and toymaker team up on colorful laundromat inspired playzone
SHINKI BUS CO. LTD
Disused city buses converted into mobile saunas
CORONA & DUOLINGO

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

THRILLS & SKILLS
Your strategy to help consumers 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
DOUYIN

Helps user to connect with locally-minded people by shaking their phones
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
Jeans come with ‘yoyo guarantee’ as each pair can be exchanged for a larger or smaller size within a year.
EARTHDAY

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

REENDI

Rents out solar-powered batteries from corner stores in Lagos to provide widespread access to clean energy
Your strategy to help consumers 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
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
Video game treatment for kids with ADHD to improve attention function
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?
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?

NEW REALITIES
META GOLDRUSH
SOCIAL MEDIA
REMOTE WORK
DECENTRALIZED INTERNET
SHIFTS
TRIGGERS
EMERGING EXPECTATIONS

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

VIRTUAL SPACES THAT ALLOW FOR ESCAPING THE MUNDANITY OF THE IRL WORLD

NEW ONLINE AVENUES FOR SELF-EXPRESSION

MORE INTERACTIVE AND EDUCATIONAL CONTENT

VIRTUAL COMMUNITY SPACES WHERE CONSUMERS CAN CONNECT WITH PEERS
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

TREND

METAPHYSICAL

BASIC NEEDS
Which deep consumer needs and desires does this trend address?

SELF-EXPRESSION
IDENTITY
ENTERTAINMENT
SOCIAL STATUS

INSPIRATION
How are other businesses applying this trend?

THE FABRICANT STUDIO
ENDEAVORRX
CAREER WALES

DRIVERS OF CHANGE
Why is this trend emerging now? What's changing?

SHIFTS
NEW REALITIES
META GOLDRUSH
REMOTE WORK

TRIGGERS
SOCIAL MEDIA
DECENTRALIZED INTERNET

EMERGING EXPECTATIONS
What points of tension and new customer expectations are emerging?

VIRTUAL SPACES THAT ALLOW FOR ESCAPING THE MUNDANITY OF THE IRL WORLD
VIRTUAL COMMUNITY SPACES WHERE CONSUMERS CAN CONNECT WITH PEERS
NEW ONLINE AVENUES FOR SELF-EXPRESSION
MORE INTERACTIVE AND EDUCATIONAL CONTENT
TREND

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)

EMERGING EXPECTATIONS
What points of tension and new customer expectations are emerging?

ANALYZE

INSPIRATION
How are other businesses applying this trend?

APPLY

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

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

How could you apply the trend?
Who are you innovating for?
YOUR INNOVATION!

A MARKETING CAMPAIGN WHICH USES VR/AR TECH

A SERVICE WITH A PLAYFUL, EXPERIMENTAL SPIN

YOUR INNOVATION

GEO SNAPS

DIGITAL NATIVES

GEN ALPHA
Over to you!

Feel free to reach out: erick@trendwatching.com
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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.

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