

Build something people love!

Five digital-fueled trends for 2018 and beyond.

David Mattin

Global Head of Trends & Insights

TrendWatching





It's been quite a 12 months...



BIG (AND HELPFUL) BROTHER

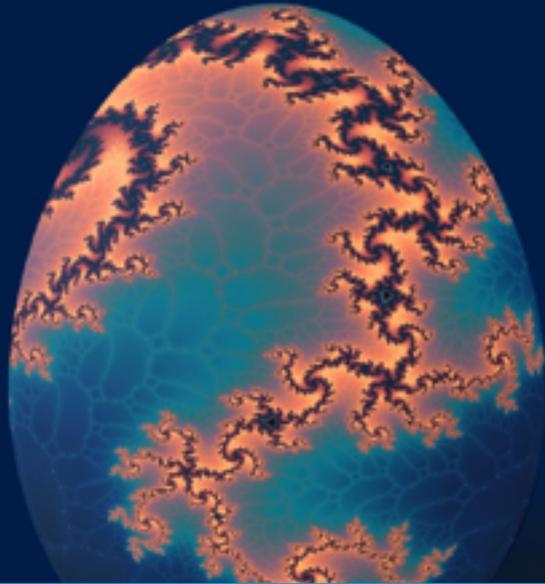
HOUR STORE

Wheelys



24/7 STORE
OPEN 24/7
365 DAYS
OF THE YEAR

24/7 PHONE-OPERATED STORE



Hi, I am your **complex** Replika.
What is my name?

Enter your Replika's name

Reserve Now

Replika is your AI friend that you teach and grow through conversation.
Reserve your name now and be the first to start raising your Replika when the app is out!

CHATBOT TWIN...



Delete "Uber"?

Deleting this app will also delete its data, but any documents or data stored in iCloud will not be deleted.

Cancel

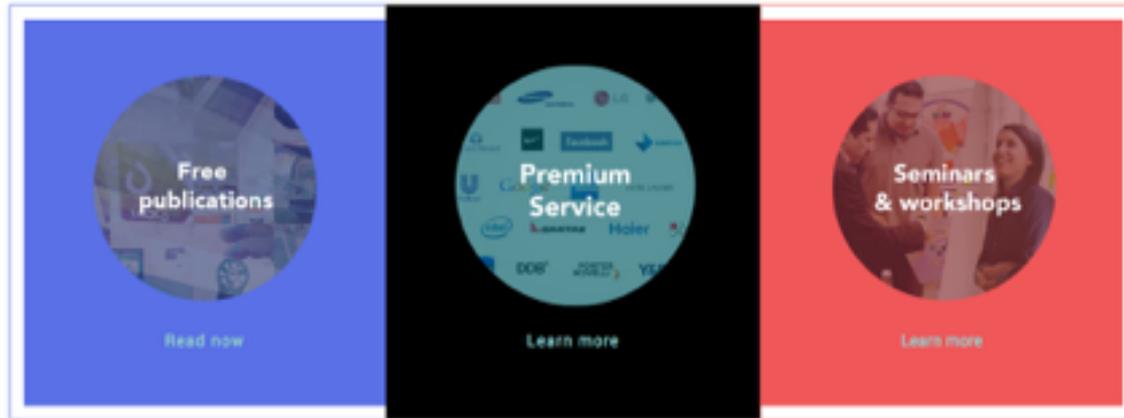
Delete



TREND WATCHING



WHAT WE OFFER



Founded in 2002 / 275k subscribers / 1,200 clients



NOT FADS

A woman with long blonde hair, wearing a purple and blue floral dress and a light blue veil, is holding two newborn babies. She is surrounded by a large, elaborate floral arrangement featuring various types of roses in shades of pink, red, white, and yellow, along with greenery. The background shows a clear blue sky and a glimpse of a green hedge.

NOT WHAT'S VIRAL ONLINE



NOT JUST NEW TECH





A consumer trend is a new manifestation among people – in behavior, attitude, or expectation – of a fundamental human need, want or desire.

CHANGE



BASIC NEEDS



INNOVATIONS

jet



THE IMPOSSIBLE CHEESEBURGER

You love meat. You love cheese. For thousands of years, we've used animals to make them. Impossible Foods has found a better way. We use plants to make the best meat and cheese you'll ever eat.



MODSY

The modern & easy way to design your home.



M

Your audience awaits. Tell a story on Medium today.

Start writing



CREATE VIDEOS TOGETHER



LE TOTE

Your closet. Everywhere.



welcome to you



EMERGING EXPECTATIONS



EXPECTATION ECONOMY



tw:in

TrendWatching's Insight Network

Uncovering the new, the next and the novel



3018 spotters
WORLDWIDE

55 COUNTRIES

781 EUROPE

661 SOUTH AMERICA

549 ASIA - PACIFIC

157 AFRICA

676 NORTH AMERICA

194 MIDDLE EAST

YOU GET FORESIGHT

A crowd of people is gathered at an outdoor event under a blue sky with scattered clouds. In the foreground, a man on the left is looking through a large black telescope. To his right, another man is wearing white 3D glasses. In the background, a large circular structure with a horse statue on top is visible, along with a building featuring multiple 'Coca-Cola' signs. A banner with the text 'REPUBLIC ONI REPUBLIC ONI REPUBLIC ONI REPUBLIC ONI' is partially visible.

...by watching the innovations that set new customer expectations!



LIGHTBULB MOMENT

A woman with long hair, wearing a light-colored tank top and blue jeans, is running through a dark, debris-filled hallway. She has a determined and urgent expression, with her mouth open as if shouting or breathing heavily. The hallway is dimly lit, with a bright light source at the end of the corridor. Debris, including pieces of wood and plaster, is flying through the air around her. A dark rectangular box is overlaid on the center of the image, containing the text "TREND #1".

TREND #1

STATUS?





ULTIMATE STATUS IN 2017...

BUT AI IS SMARTER THAN ME...

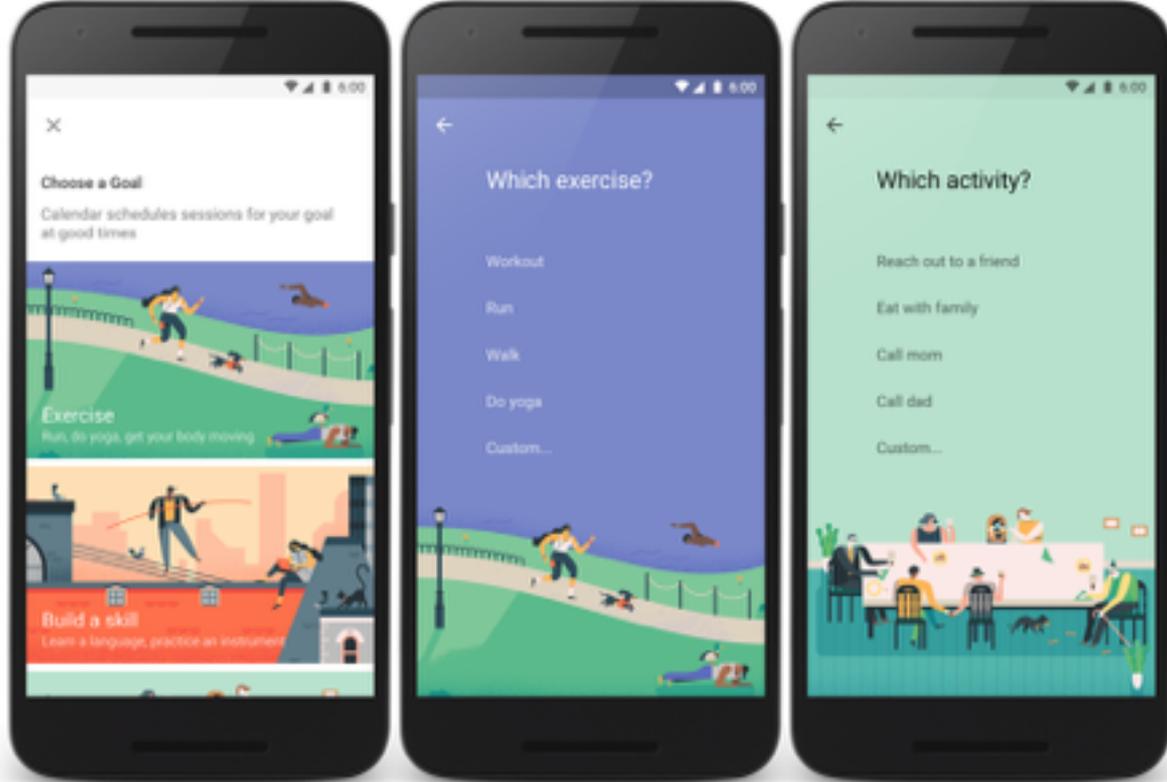




**MOTIVATED
MINDLESSNESS**

MOTIVATED MINDLESSNESS

In 2017, consumers will look to AI to help supercharge self-improvement. That means helping them plan, track and adhere to self-improvement activities.



GOOGLE GOALS

AI-fueled calendar feature helps users schedule activities



After a hard workout,
find the knowledge to a smart recovery

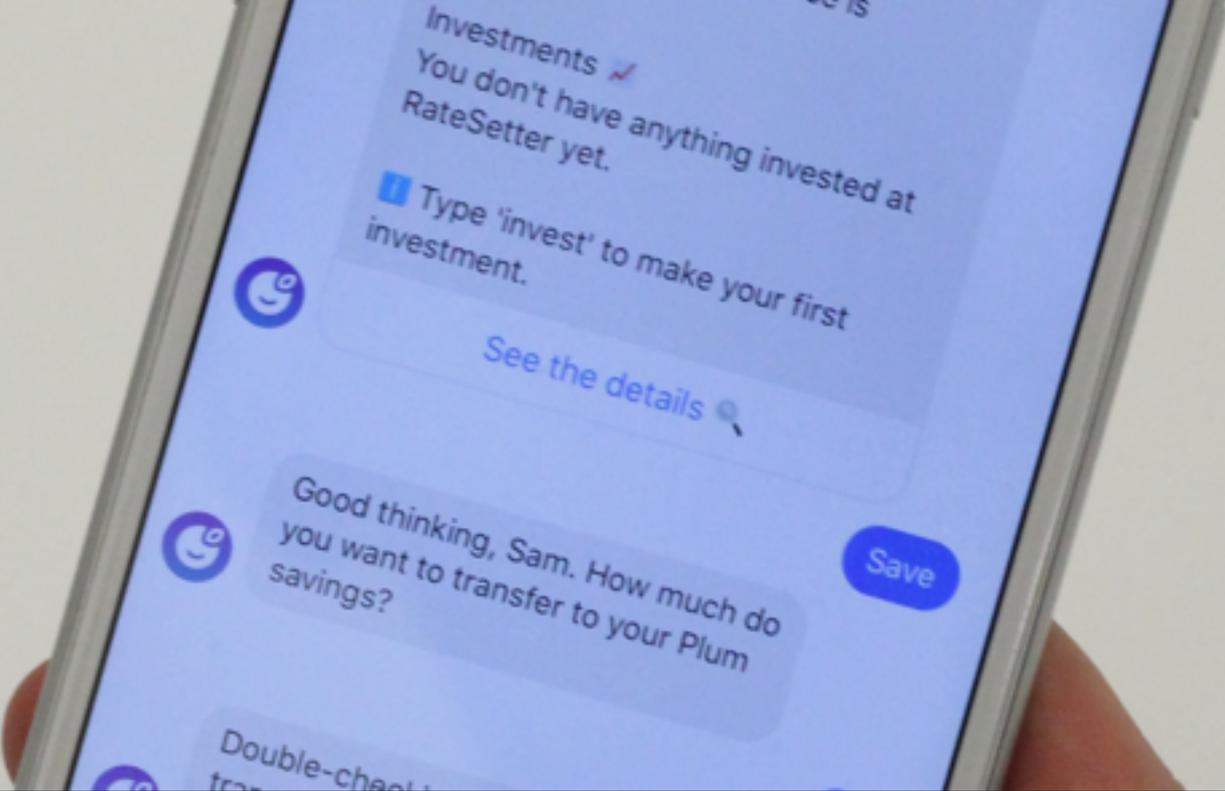
BOLTT

*Wearables ecosystem uses AI to
offer life coaching*



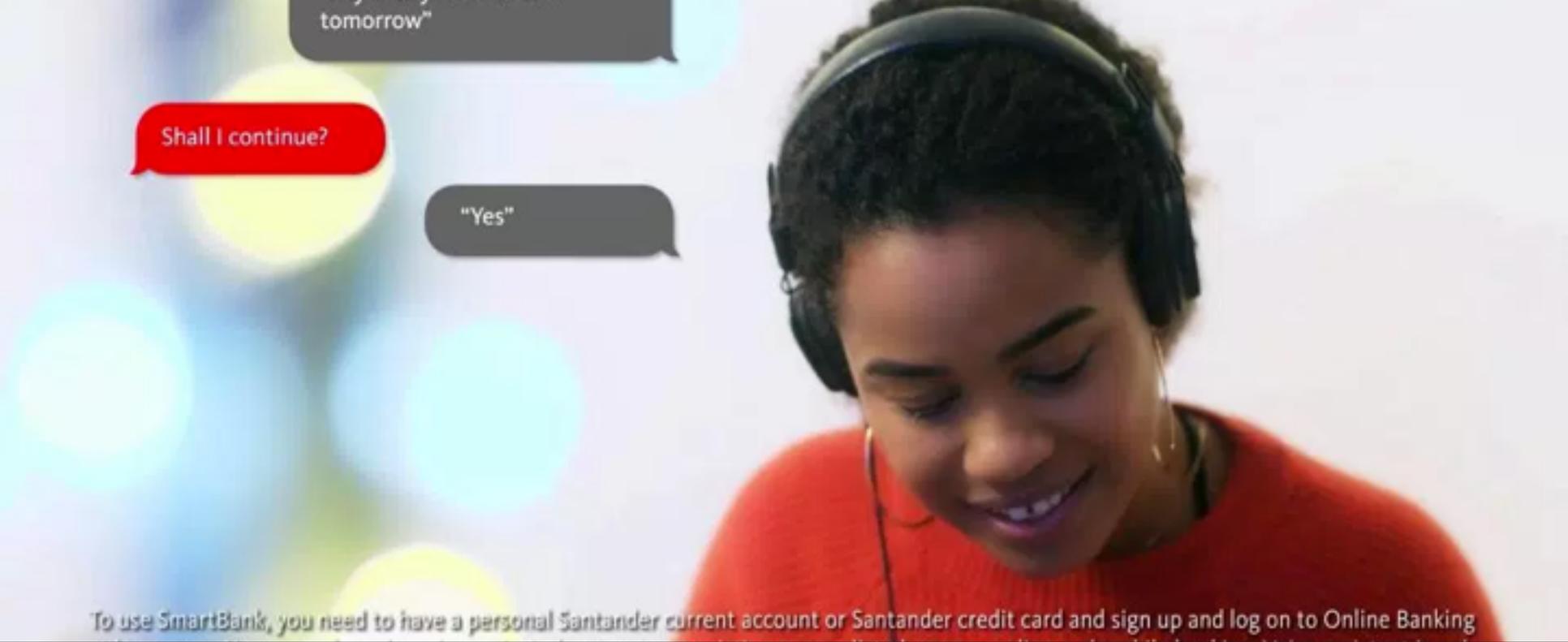
AVA

*Intelligent eating assistant
provides instant nutrition advice*



PLUM

Facebook chatbot analyzes bank account use to automate saving

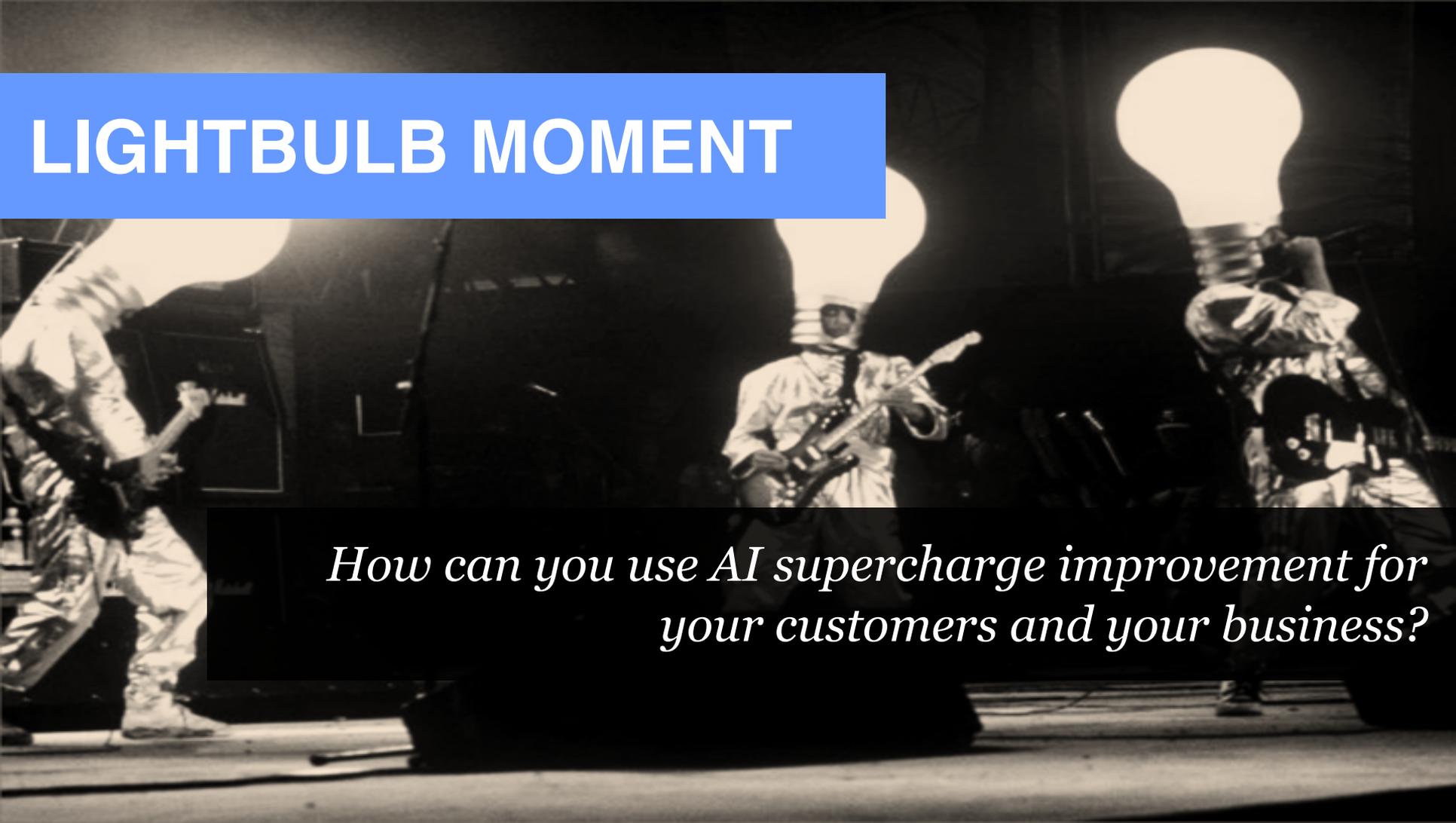


To use SmartBank, you need to have a personal Santander current account or Santander credit card and sign up and log on to Online Banking

SANTANDER

Users of banking app can make payments with voice

LIGHTBULB MOMENT



How can you use AI supercharge improvement for your customers and your business?

A woman with long hair, wearing a light-colored tank top and blue jeans, is running through a dark, debris-filled hallway. She has a determined and urgent expression, with her mouth open as if shouting or breathing heavily. The hallway is dimly lit, with a bright light source at the end of the corridor. Debris, including pieces of wood and plaster, is flying through the air around her, suggesting a recent explosion or destruction. The overall atmosphere is one of intense action and chaos.

TREND #2



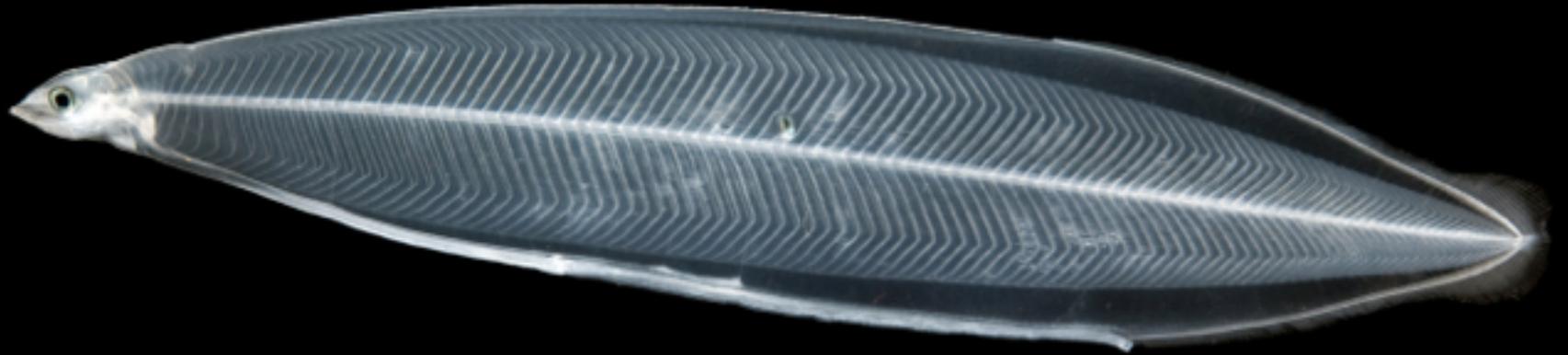
STATUS = WHO I AM...



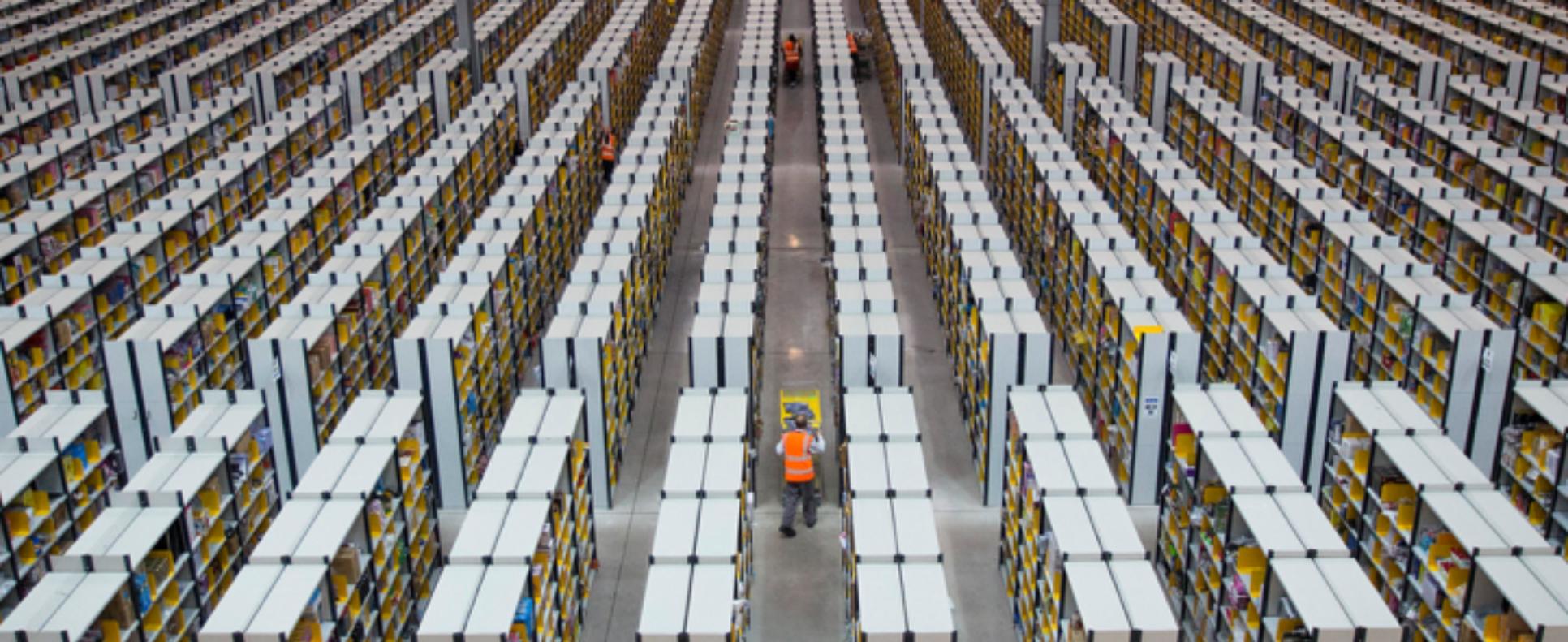
CONSUMPTION CHOICES = WHO I AM...



BRANDS MUST SHARE MY VALUES!



TRANSPARENCY



INTERNAL CULTURE = BRAND!



INSIDER TRADING

INSIDER TRADING

*One powerful way to show customers your values align with theirs? Make meaningful positive changes to your **INTERNAL** culture.*

A man in a dark suit and blue tie stands on a stage, presenting. Behind him is a large blue screen with white text. The text reads: "INTEL HAS SET A GOAL TO REACH FULL REPRESENTATION AT ALL LEVELS IN OUR WORKFORCE BY 2020". The man is looking towards the right side of the frame. The background of the screen features abstract geometric shapes in shades of blue and white.

INTEL HAS SET A GOAL TO REACH
FULL REPRESENTATION AT ALL LEVELS
IN OUR WORKFORCE BY 2020

INTEL

*CEO pledges USD 300 million to
build a more diverse workforce*



REI

*Retailer pays employees to take
Black Friday off*



**BRUNELLO
CUCINELLI**

*Luxury cashmere brand offers
employees cultural allowance*



JUNO

*On-demand taxi service treats
drivers ethically*

LIGHTBULB MOMENT!

A photograph of a band performing on stage. The band members are wearing shiny, silver, metallic suits. Instead of heads, they have large, glowing yellow lightbulbs. They are playing electric guitars. The background is dark, and the stage is lit with warm, yellow light. A blue banner with white text is overlaid at the top left.

*What positive changes to your **INTERNAL** culture will prove to customers your values align with theirs?*

A woman with long hair, wearing a light-colored tank top and blue jeans, is running through a dark, debris-filled hallway. She has a determined expression and is shouting. The hallway is dimly lit with a greenish light source in the distance. Debris is flying through the air around her. A large black rectangular box is overlaid on the center of the image, containing the text "TREND #3" in white, bold, sans-serif font.

TREND #3



PERSONALIZATION = ETERNAL



ADIDAS

Pop up store lets customers design and make own sweater



I AM MY DATA

Search

Discover Weekly

Your weekly mix of discoveries and deep cuts, picked just for you. Updated every Monday, so save your favourites!

Created by Spotify • 30 songs, 2 hr 24 min

PLAY FOLLOWING

SONG	ARTIST	ALBUM
All My Friends	Dylan Kelly	All My Friends
Can't Deny My Love	Brandon Flowers	Can't Deny My Love
1000	Ben Khan	1000
Fly (FKJ Remix)	Jane Wessely	Fly (Remix) - Single
Eventually	Tame Impala	Eventually
Abrasive	Retard	Abrasive
Can't You Hear Me Knocking - Alternate Ver...	The Rolling Stones	Can't You Hear Me Knocking
Cherry Bomb	Tyler, The Creator	Cherry Bomb
That's Love - Single	Odessa	That's Love - Single

Discover Weekly

Discover Weekly

Discover Weekly

FOLLOWING

2 FOLLOWERS • BY SPOTIFY

SHUFFLE PLAY

Available Offline

All My Friends

- Dylan Kelly • All My Friends

Can't Deny My Love

- Brandon Flowers • Can't Deny My Love

1000

- Ben Khan • 1000

All My Friends



Amanda Whitbred

@amandawhitbred

 Follow

At this point @Spotify's discover weekly knows me so well that if it proposed I'd say yes

10:36 PM - 18 Aug 2016

   4



anna

@motherhynson

 Follow

god bless the Discover Weekly playlist on Spotify

7:17 PM - 18 Aug 2016

   2



**TRUE
SELF**

TRUE SELF

Consumers will embrace brands that use new kinds of data to access their deepest selves and serve them personalized products and recommendations.



EMOTIONAL RESPONSE...



BENTLEY

*Luxury car recommendations
based on emotional responses*



BRAINWAVES...

**SINGAPORE
TOURISM BOARD**

*Travel guide created by
analyzing brain waves*



DNA TAILORING...

**TRAVEL
UNWRAPPED**

*Travel service uses DNA to
create unique itinerary*

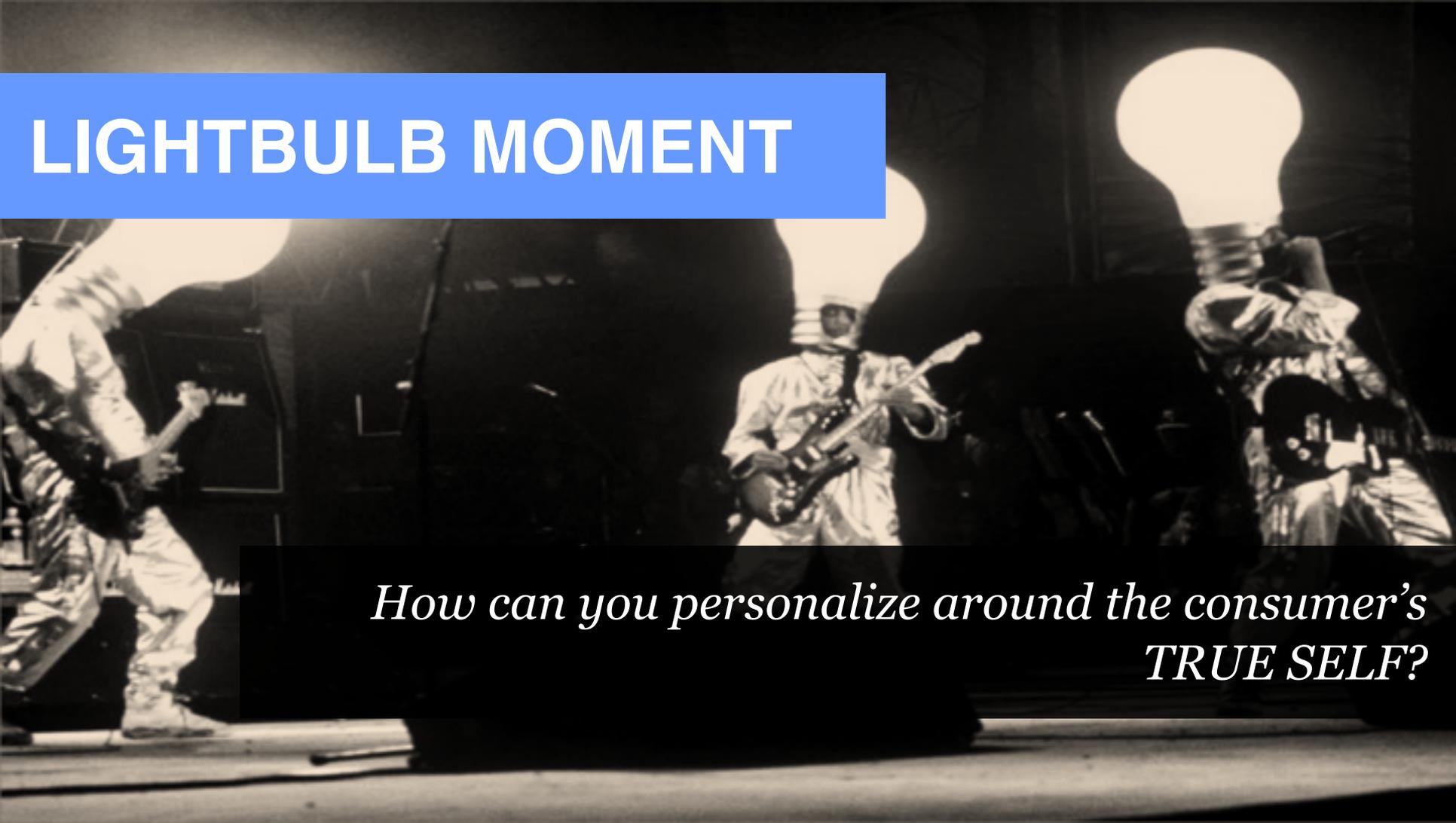


WTF!?

SKYN

*Condom brand's bot analyses
voice*

LIGHTBULB MOMENT



*How can you personalize around the consumer's
TRUE SELF?*

A woman with long hair, wearing a light-colored tank top and blue jeans, is running through a dark, debris-filled hallway. She has a determined and urgent expression, with her mouth open as if shouting or breathing heavily. The hallway is dimly lit, with a bright light source at the end of the corridor. Debris, including pieces of wood and other fragments, is scattered on the floor and floating in the air. A large black rectangular box is overlaid on the center of the image, containing the text "TREND #4" in white, bold, sans-serif font.

TREND #4



HUMAN / HUMAN = ETERNAL



QUEST FOR KNOWLEDGE = ETERNAL



SUPERCHARGED BY A P2P WORLD!

A group of people are arranged in a circular formation on a beach, holding hands. They are wearing dark, possibly athletic or military-style clothing. The scene is set against a bright, hazy background, likely a sunset or sunrise, with the ocean visible in the distance. A dark rectangular box is overlaid in the center of the image, containing the text 'M2P' in white, bold, sans-serif font.

M2P

M2P

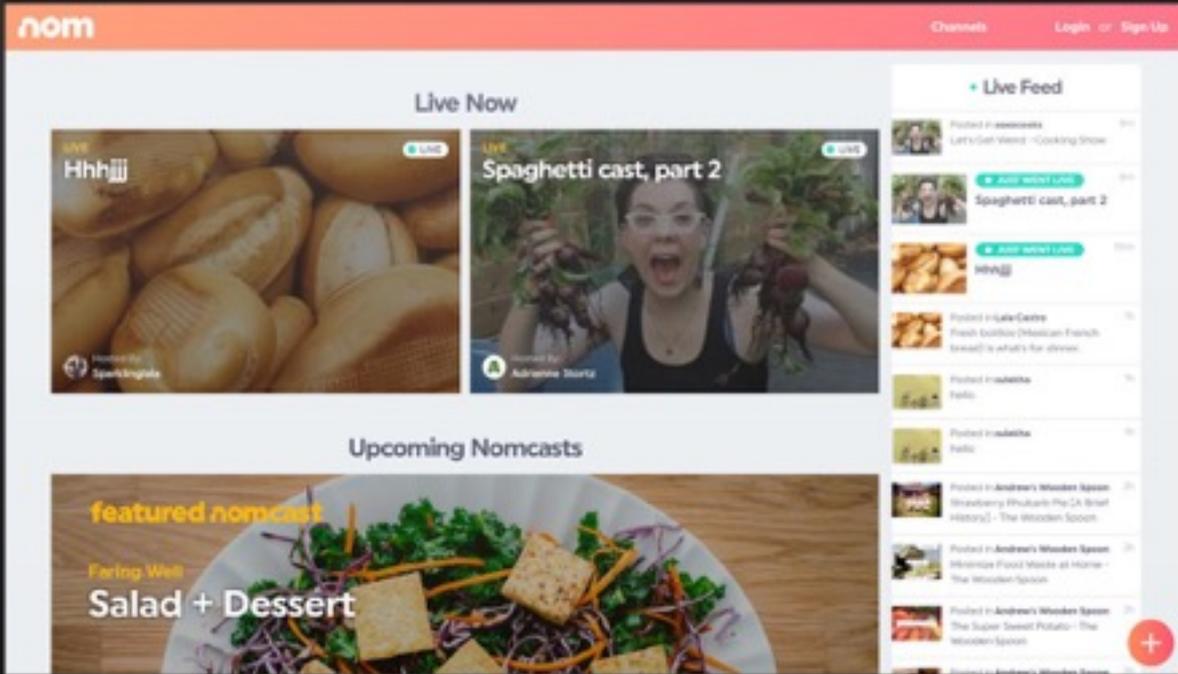
Consumers will expect instant connection to the peers who have the knowledge, expertise and experience they need.

OUTFIT COMPARE



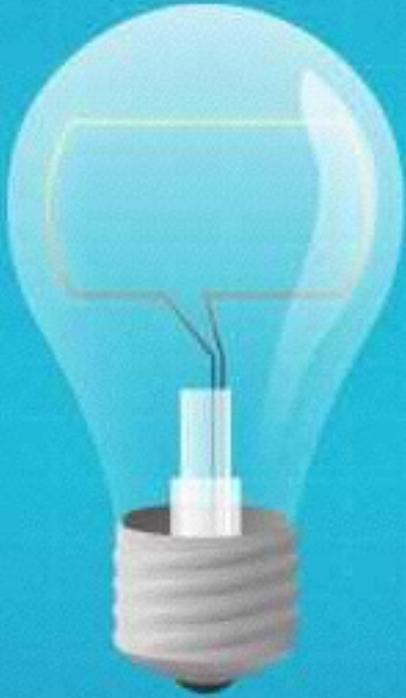
AMAZON

*Instant styling advice for
Prime customers*



NOM

Live-streaming platform designed for foodies includes chat function



THINK YOU HAVE
THE BEST IDEA?

Bring on your #UberPITCH

UBER NIGERIA

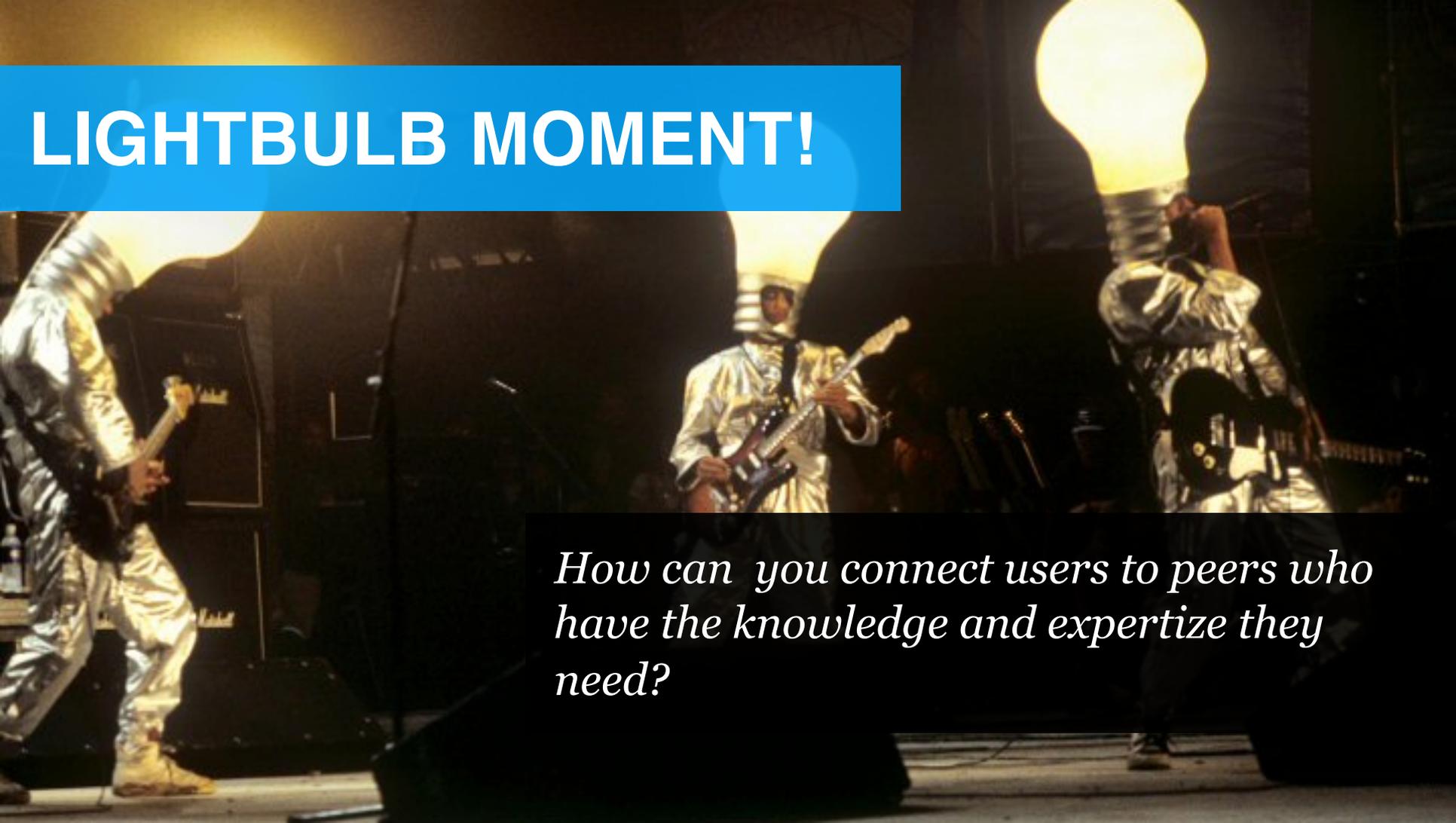
*Ride app matches entrepreneurs
and investors*



AIRBNB

Experience hosts give bespoke guided tours of cities

LIGHTBULB MOMENT!

A photograph of a band performing on stage. The three visible band members are wearing shiny, silver, reflective suits. Instead of heads, they have large, glowing yellow lightbulbs. The band member on the left is playing a guitar, the one in the center is playing a guitar, and the one on the right is playing a bass. The background is dark with some stage equipment visible.

How can you connect users to peers who have the knowledge and expertise they need?

A BIG IDEA...



EXPERIENCE ECONOMY...











*Where next for the
Experience Economy?*



INTERNET OF EXPERIENCES



VIRTUAL EXPERIENCE ECONOMY

VIRTUAL EXPERIENCE ECONOMY

In 2017, a shift years in the making finally becomes a reality, as digital experiences (including AR/VR) become real status currency for millions of consumers.



Eevee



CP44





HIPSTERS DO THEIR THING





**POKÉMON
GO**

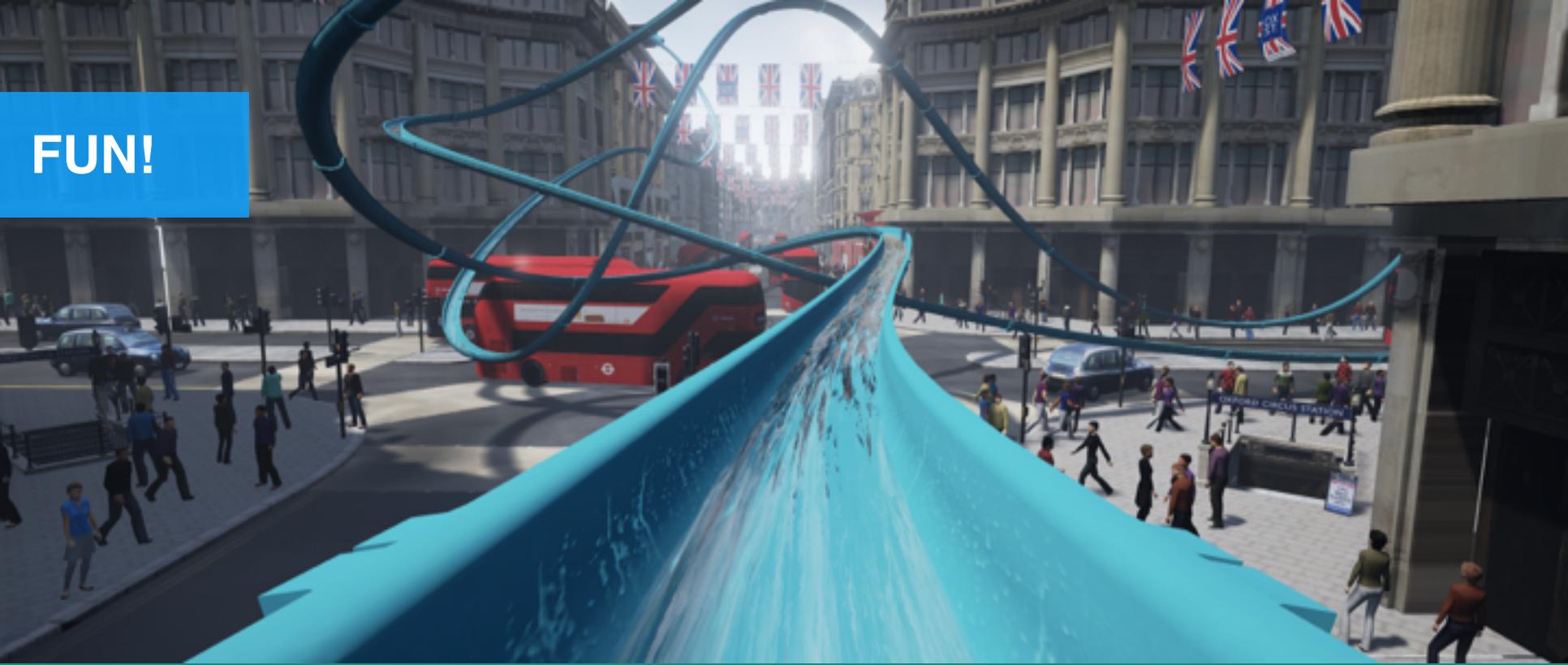
PARTY!!!

CREATORS GONNA CREATE

**JA
DAN**

THIS GUY WON





FUN!

TOPSHOP

Fashion retailer unveils VR
waterslide experience

SCARY...



THE BROOKHAVEN EXPERIMENTS

*VR zombie shooter is freaking
terrifying*



A photograph of a scenic lake with mountains in the background. In the foreground, a concrete retaining wall runs across the frame. Superimposed on the scene is an AR garden of numerous pink flowers with long, thin stamens. The flowers are of various sizes and are scattered across the grassy area in front of the wall. A blue banner is in the top left corner.

CULTURAL...

SEATTLE ART MUSEUM

*AR garden explores the effects
of climate change*



IMMERSIVE...

GOOGLE

*Google launches virtual reality
version of Google Earth*

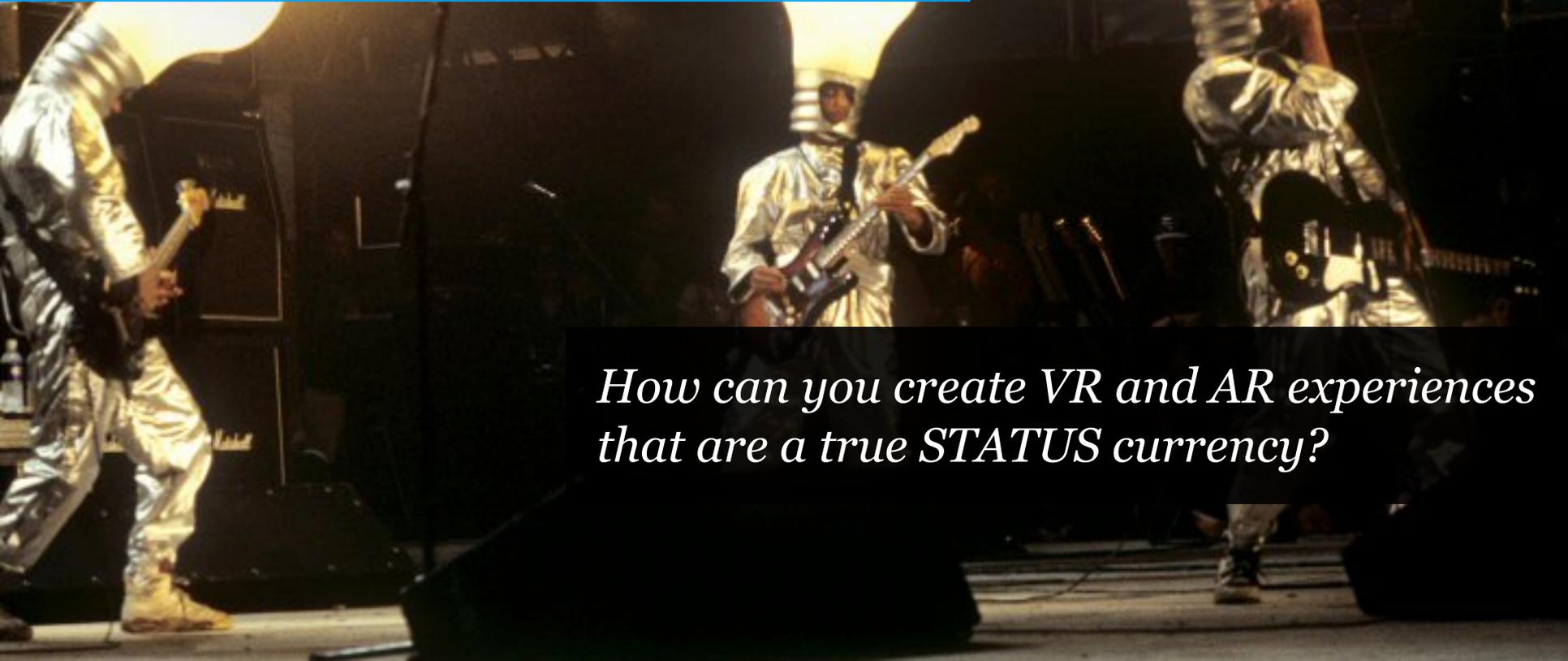


MAINSTREAM?

ABBA

*Band announce 2018 'virtual
experience' tour date*

LIGHTBULB MOMENT!



How can you create VR and AR experiences that are a true STATUS currency?



STATUS
SEEKERS



BETTERMENT



HUMAN BRANDS



BETTER
BUSINESS



YOUNIVERSE



LOCAL LOVE



UBITECH



INFOLUST



PLAYSUMERS



EPHEMERAL



FUZZYNOMICS



PRICING
PANDEMONIUM



HELPFULL



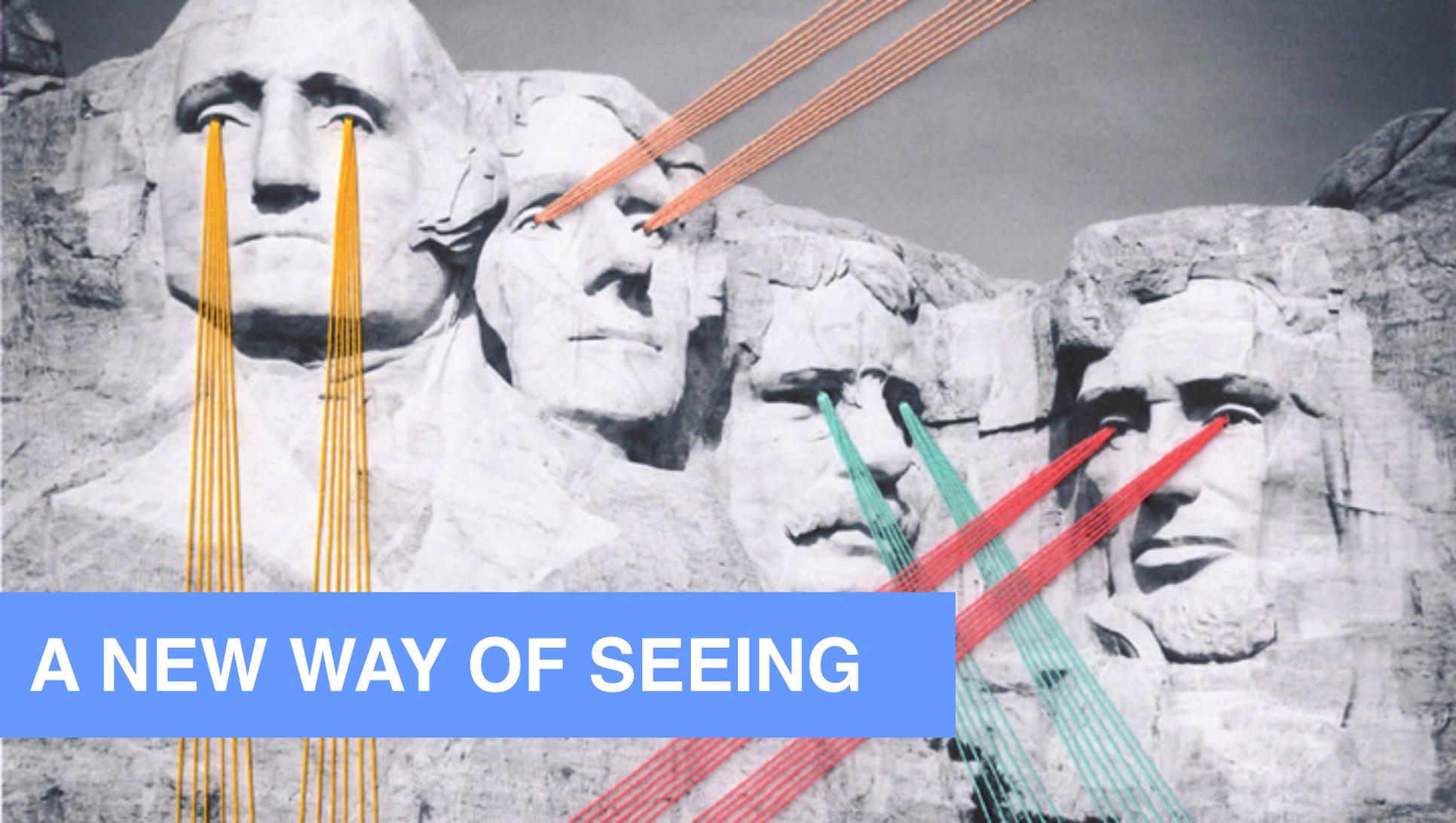
JOYNING



POST-
DEMOGRAPHIC



REMAPPED



A NEW WAY OF SEEING

EMERGING EXPECTATIONS



EXPECTATION ECONOMY





APPLY! APPLY! APPLY!



THANK YOU!

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