

Build something people love!

Five digital-fueled trends for 2018 and beyond.

David Mattin

Global Head of Trends & Insights

TrendWatching



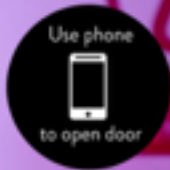


It's been quite a 12 months...



BIG (AND HELPFUL) BROTHER

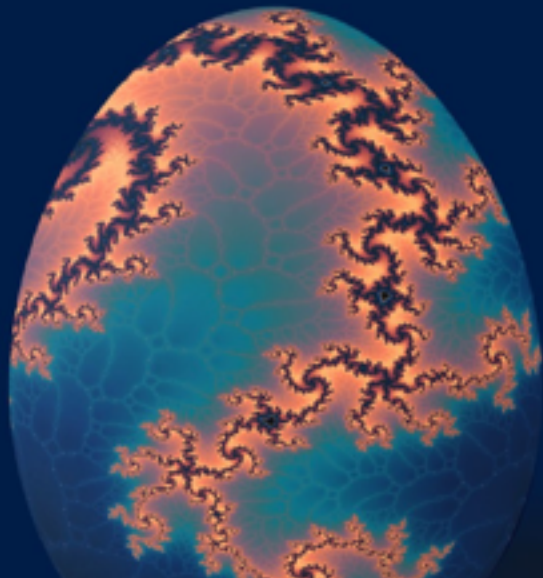
24/7
HOUR STORE



247 STORE
OPEN 24/7
365 DAYS
OF THE YEAR

Wheelys

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.

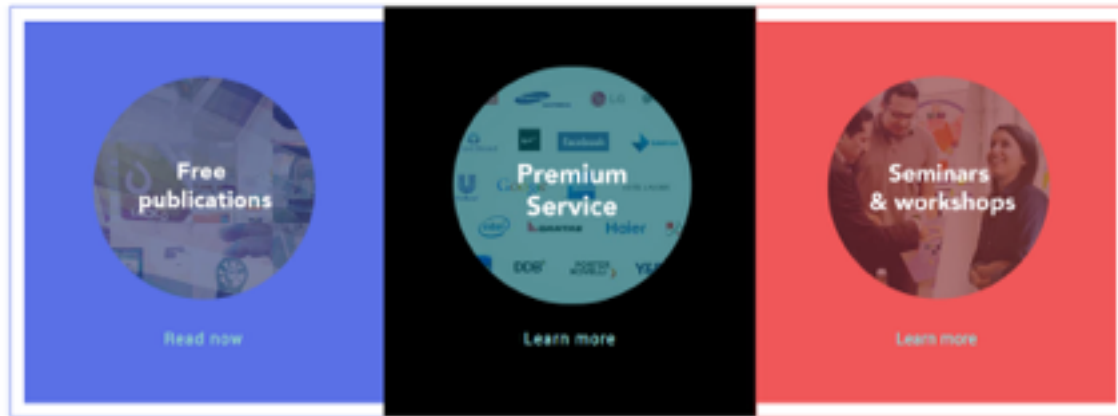
Cancel

Delete



TREND WATCHING

WHAT WE OFFER



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



NOT FADS

A woman with long blonde hair, wearing a white wedding dress and a long white veil, is holding two newborn babies. She is standing in front of a large, elaborate archway made of various colorful flowers, including red, pink, white, and yellow roses, as well as greenery. The background shows a clear blue sky and a glimpse of a green hedge. A blue banner with white text is overlaid at the bottom of the image.

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 relied on 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

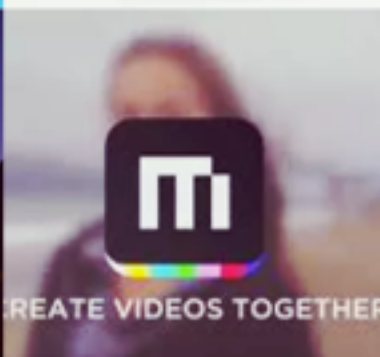
The modern & easy way to design your home.



M

Your audience awaits. Tell a story on Medium today.

Start writing



CREATE VIDEOS TOGETHER



LE TOTE

Your closet. Expanded.



BEVEL



welcome to you

gabrielle charbonnet

by Gabrielle Charbonnet

EMERGING EXPECTATIONS



EXPECTATION ECONOMY



TOMS





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



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



LIGHTBULB MOMENT

A woman with long dark hair is shown in a state of intense distress, screaming with her mouth wide open. She is wearing a light-colored, possibly white, tank top. She is surrounded by a chaotic scene of debris, including what appears to be a broken wooden plank and various small fragments, suggesting a recent explosion or impact. The background is dark and industrial, with a bright, circular light source visible in the upper right corner, casting a strong glow. The overall atmosphere is one of horror or suspense.

TREND #1

STATUS?





ULTIMATE STATUS IN 2017...

BUT AI IS SMARTER THAN ME...

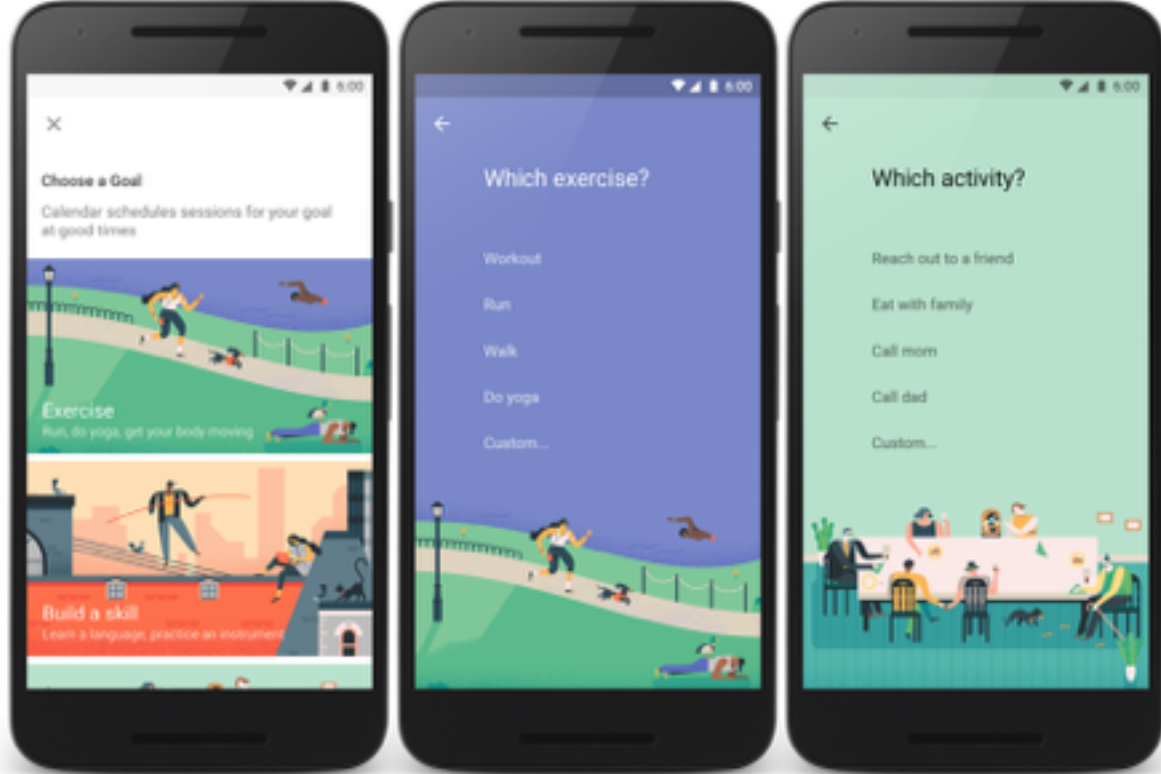


A blue-tinted image of a humanoid robot, possibly from a science fiction movie, with a dark rectangular text box overlaid in the center. The robot has a metallic, segmented body and a head with visible mechanical components and a single eye. The text box is dark with a thin white border and contains the words "MOTIVATED" and "MINDLESSNESS" in white, bold, sans-serif capital letters.

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*



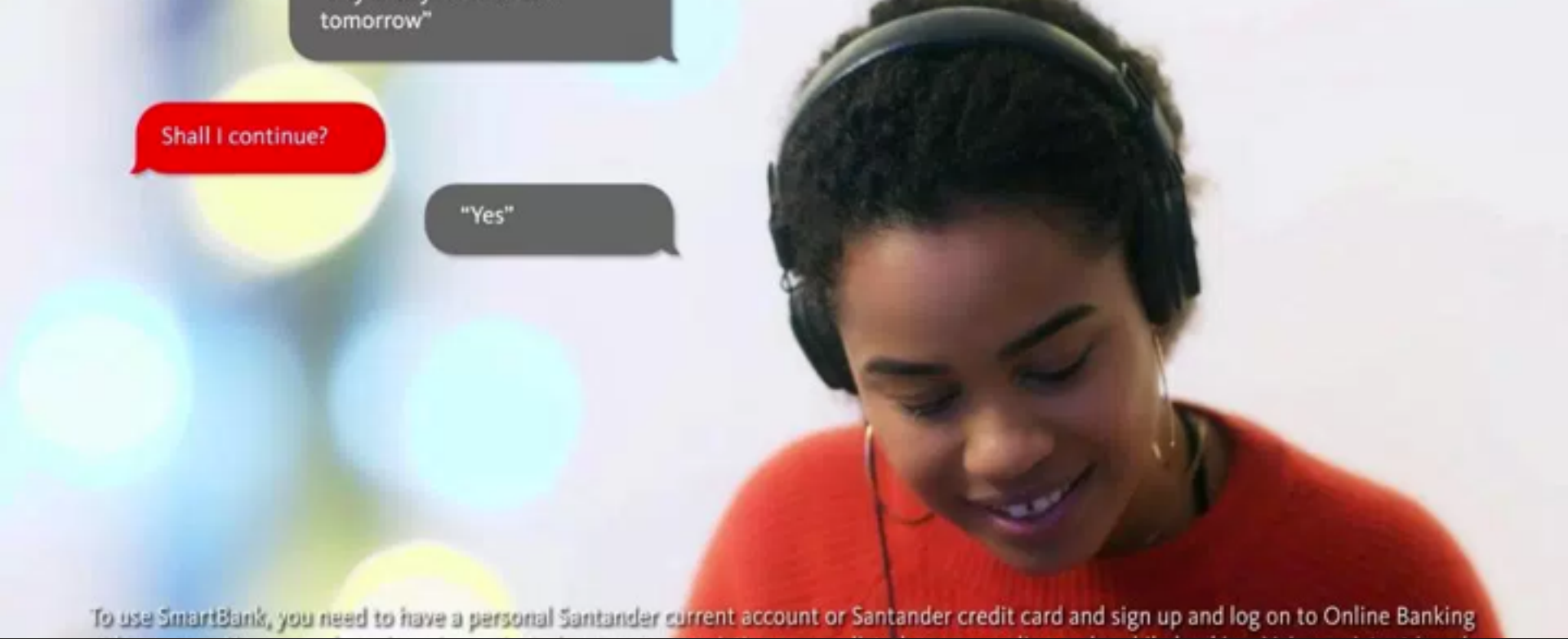
AVA

*Intelligent eating assistant
provides instant nutrition advice*



PLUM

Facebook chatbot analyzes bank account use to automate saving



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 dark hair, wearing a light-colored tank top and blue jeans, is running through a dark, chaotic environment. She has a determined expression and her mouth is open as if shouting or breathing heavily. The air is filled with dust and debris, suggesting a recent explosion or destruction. In the background, a bright light source, possibly a fire or a powerful lamp, illuminates the scene, casting long shadows. The overall atmosphere is one of intense action and survival.

TREND #2



STATUS = WHO I AM...



CONSUMPTION CHOICES = WHO I AM...



BRANDS MUST SHARE MY VALUES!



TRANSPARENCY



INTERNAL CULTURE = BRAND!

The image shows an office environment with several cubicles. Each cubicle has a desk, a computer monitor, and an office chair. There are also some storage units and a trash can visible. The entire image is covered with a semi-transparent blue overlay. In the center, there is a black rectangular box with a white border containing the text "INSIDER TRADING" in white, bold, sans-serif capital letters.

INSIDER TRADING

INSIDER TRADING

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

A photograph of a man in a dark suit standing on a stage, presenting to an audience. He is positioned on the right side of the frame. 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 word "FULL" is in a larger, bolder font than the rest of the text. The audience is visible in the foreground as dark silhouettes.

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**

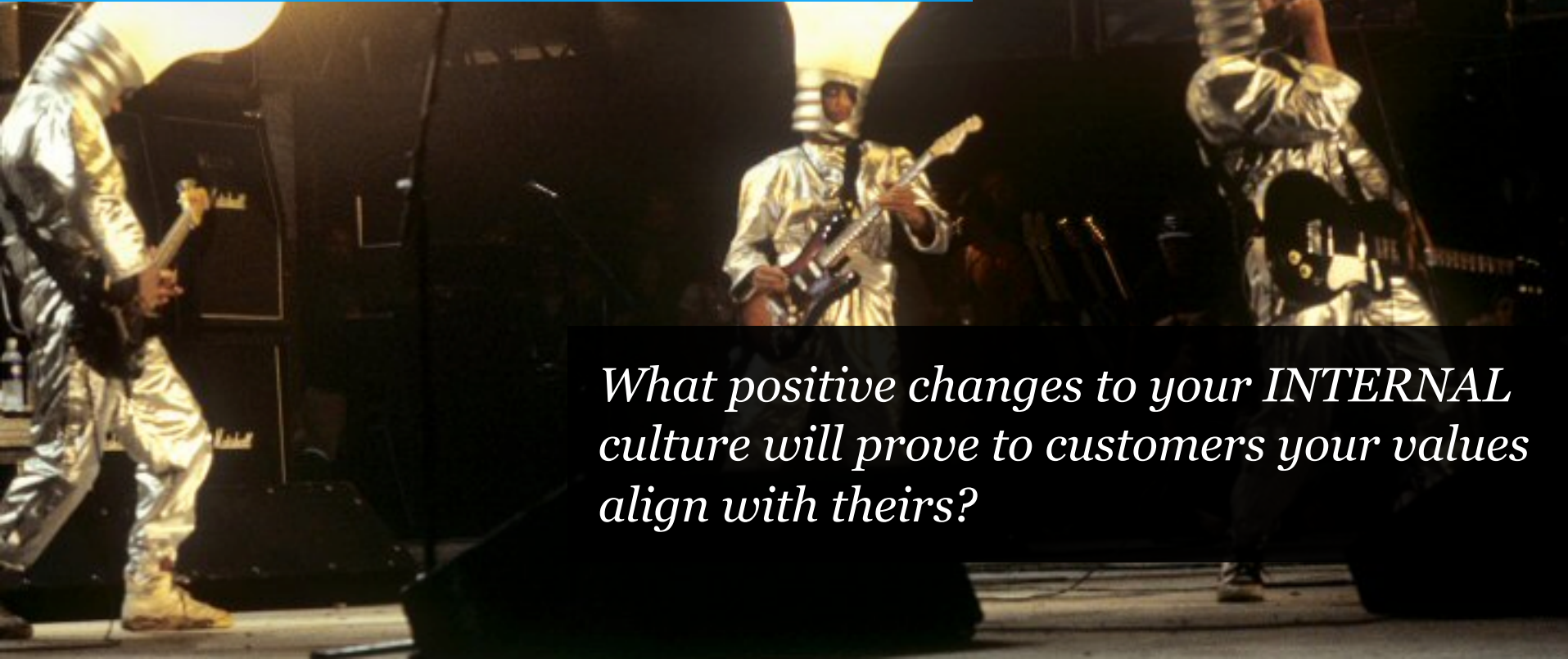
*Luxury cashmere brand offers
employees cultural allowance*



JUNO

*On-demand taxi service treats
drivers ethically*

LIGHTBULB MOMENT!



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



TREND #3



PERSONALIZATION = ETERNAL



ADIDAS

*Pop up store lets customers design
and make own sweater*

I AM MY DATA





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?*



TREND #4



HUMAN / HUMAN = ETERNAL



QUEST FOR KNOWLEDGE = ETERNAL



SUPERCHARGED BY A P2P WORLD!



A high-angle, sepia-toned photograph of a group of skydivers in a circular formation over a city. The skydivers are wearing parachutes and are arranged in a ring, with their arms outstretched. The city below is visible, with a large bridge and a river. A large, dark, semi-circular shape, possibly a shadow or a large object, is visible in the upper left. A black rectangular box is centered over the image, containing the text 'M2P' in white.

M2P

M2P

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

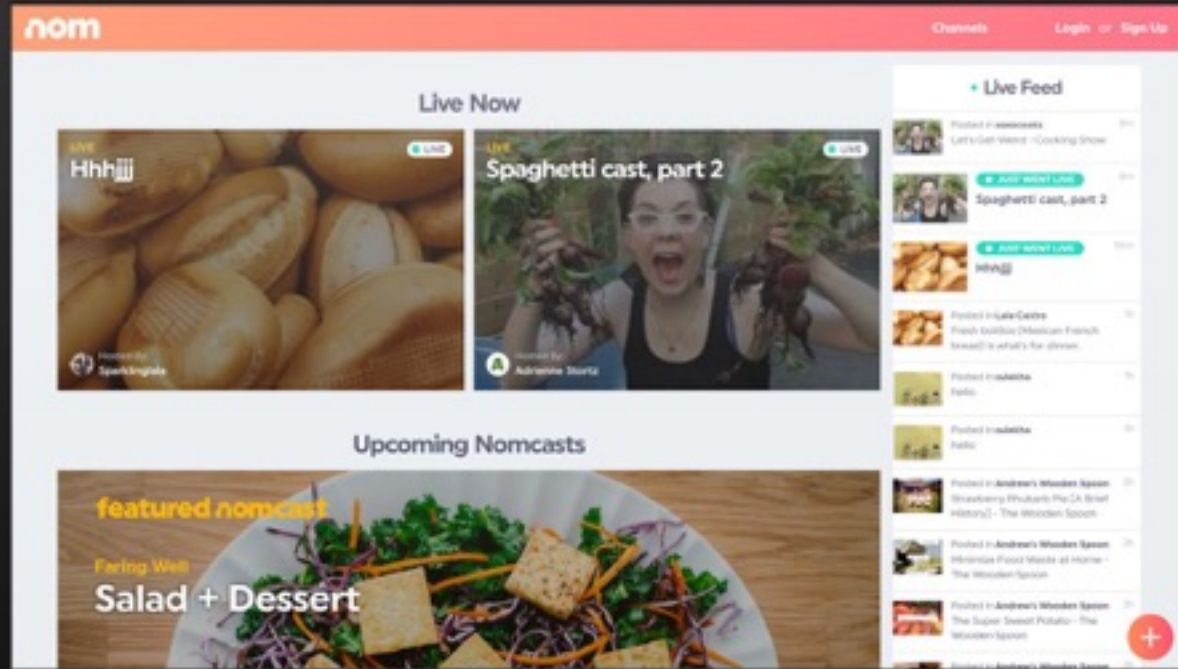
OUTFIT COMPARE



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

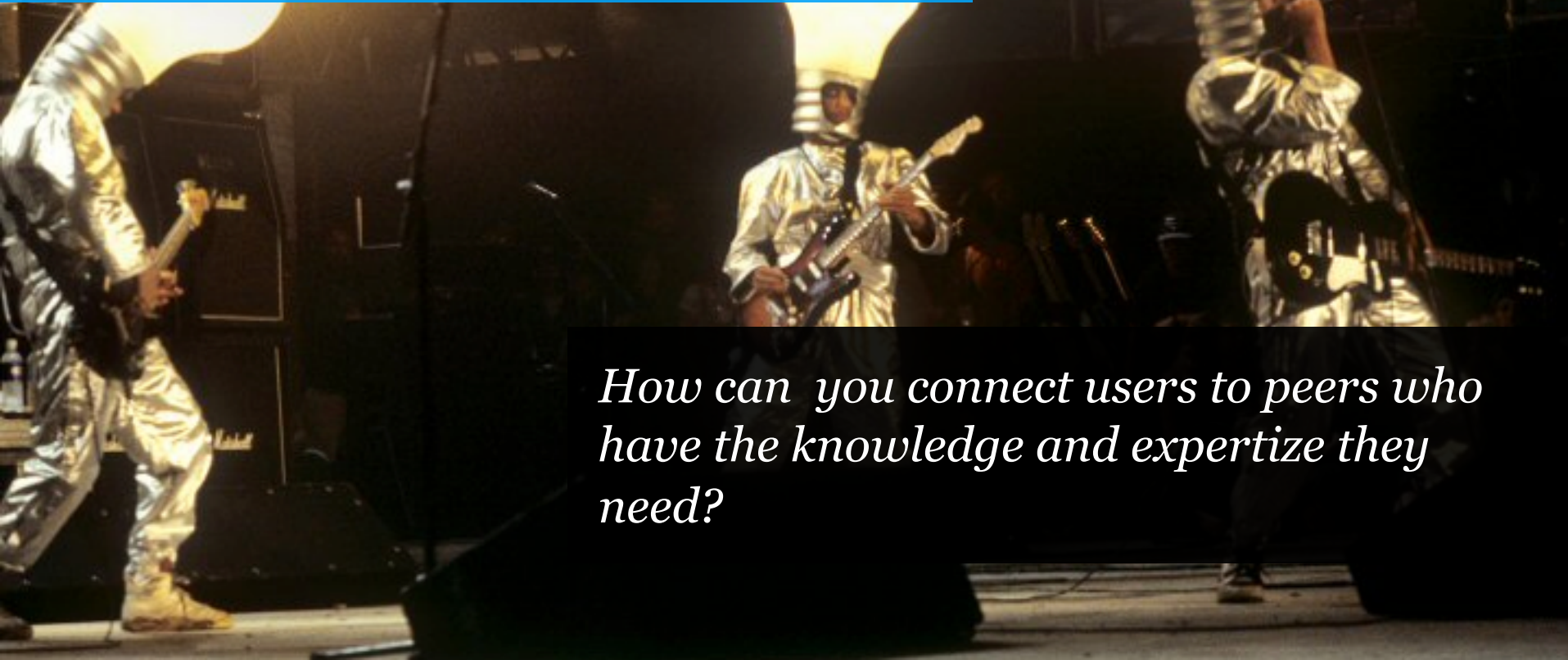
*Ride app matches entrepreneurs
and investors*



AIRBNB

*Experience hosts give bespoke
guided tours of cities*

LIGHTBULB MOMENT!



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



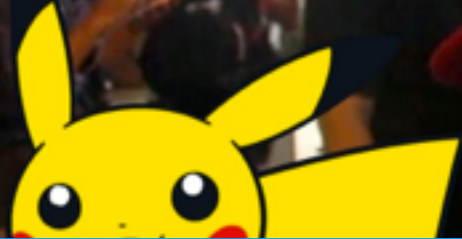


HIPSTERS DO THEIR THING



Pokémon
GO

PARTY!!!



CREATORS GONNA CREATE

JA
DAN

THIS GUY WON



A virtual reality simulation of a waterslide experience set in a London street. A large, bright blue slide descends from the top of the frame, curving and looping through the air before ending in a pool of water. The surrounding environment is a detailed virtual recreation of a city street, featuring red double-decker buses, black taxis, and pedestrians. In the background, there are large, classical-style buildings with many windows and several Union Jack flags hanging from the facades. The scene is brightly lit, suggesting a sunny day.

FUN!

TOPSHOP

Fashion retailer unveils VR
waterslide experience

SCARY...



THE BROOKHAVEN EXPERIMENTS

*VR zombie shooter is freaking
terrifying*



The image shows a real-world scene of a waterfront with a blue body of water and distant mountains. In the foreground, there is a concrete retaining wall and some dry grass. Overlaid on this scene is a digital AR garden featuring large, vibrant pink flowers with long, thin stamens and smaller pink buds. The flowers appear to be growing from the ground, creating a contrast between the natural environment and the digital overlay.

CULTURAL...

SEATTLE ART MUSEUM

*AR garden explores the effects
of climate change*



IMMERSIVE...

GOOGLE

*Google launches virtual reality
version of Google Earth*

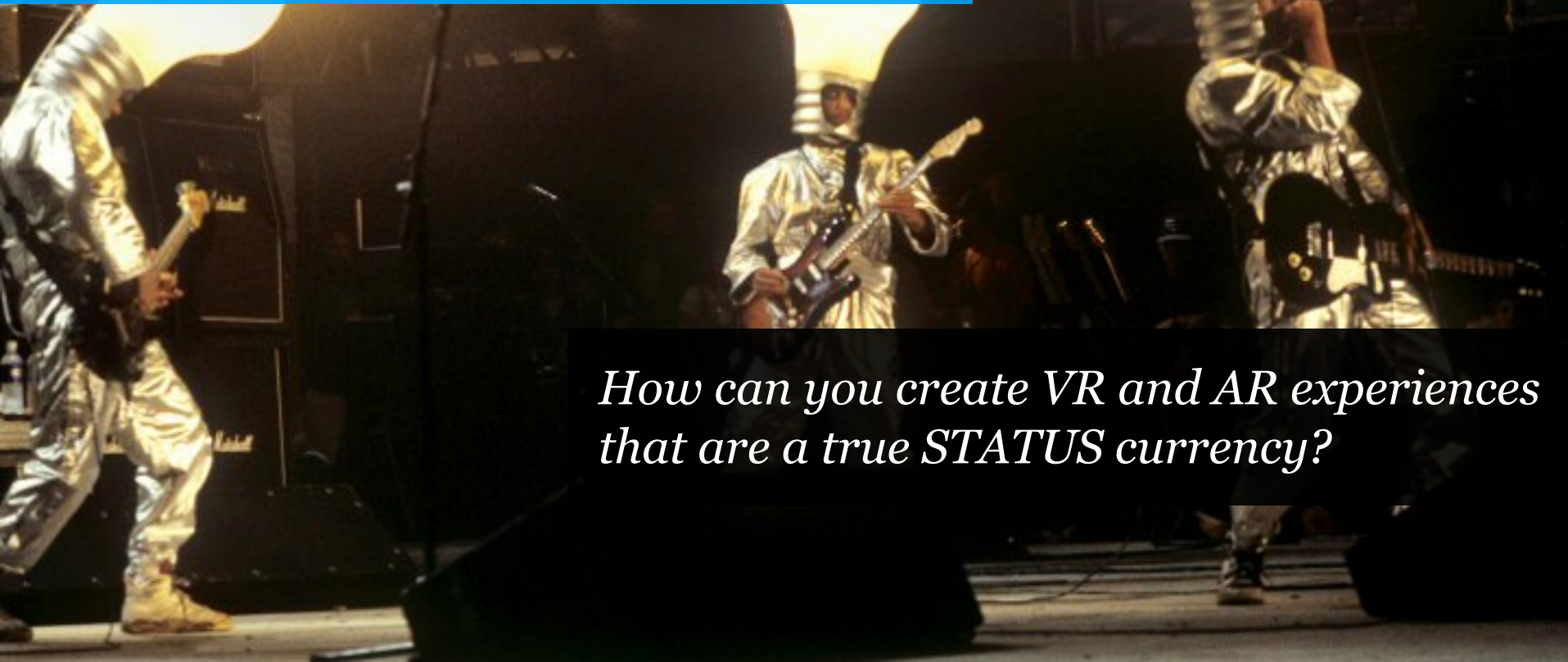
A photograph of the Swedish pop band ABBA performing live on stage. The four members are singing into microphones. The three women are wearing matching blue and purple striped jumpsuits, and the man is wearing a blue shirt and white pants. The background is dark with stage lights.

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



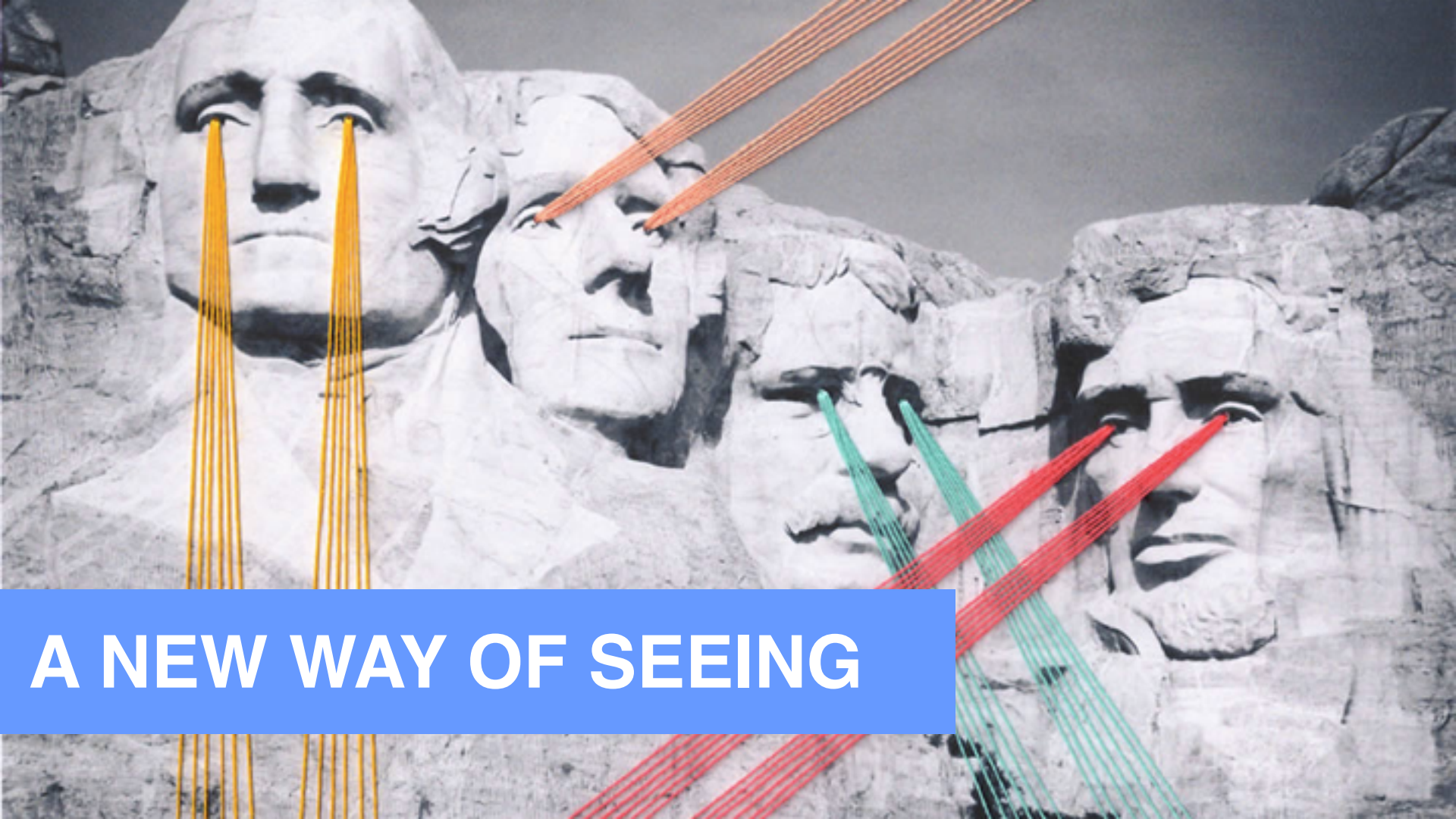
JOYNING



POST-
DEMOGRAPHIC



REMAPPED



A NEW WAY OF SEEING

EMERGING EXPECTATIONS



EXPECTATION ECONOMY



TOMS





APPLY! APPLY! APPLY!



THANK YOU!

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