HERITAGE HERESY

Why 2014's heretical consumers view nothing as sacred.
HERITAGE HERESY: Rising numbers of consumers are embracing brands that play with, subvert and even explode their own heritage.
DRIVING THIS TREND:

1. BRAND BAGGAGE
   Brand heritage becomes brand baggage.

2. NEW NORMAL
   Ready for post-demographic consumerism?

3. CLEAN SLATE COMPETITION
   Consumers are flocking to brands without history or heritage.

4. TUMBLURRED LINES
   Whose brand is it anyway?

5. NOT-SO-VIRGIN CONSUMERS
   New markets, new mindsets, new heresies.
BRAND BAGGAGE

Brand heritage becomes brand baggage.
The reality for many brands is that the needs and wants of the new consumer often don't align with the narrative that they've labored to build. For rising numbers of consumers, brand heritage and story has become at best irrelevant, and at worst an active barrier: one which prevents brands they might engage with from offering a product or service that's right for them, today.
The majority of people worldwide wouldn't care if 73% of brands disappeared tomorrow.

- Havas, June 2013
Consumers are embracing brands that drop the ‘Our brand must always’ and ‘Our brand must never’ and do the Unthinkable.
Moët Hennessy

October 2013 saw Moët Hennessy launch two varieties of sparkling wine made at vineyards in the Nashik region of India. The wines are more affordable than the brand’s Brut Imperial Champagne which is subject to heavy import taxes.

HERITAGE = Made in France.

HERESY = Made in India.
Moët & Chandon

November 2013 saw LVMH-owned Moët & Chandon unveil vending machines in British department store Selfridges, selling miniature bottles of Champagne.
Heretical Question 1:

What BRAND BAGGAGE can you drop?*

* To identify BRAND BAGGAGE, try completing these sentences:

‘Our brand must always...’
‘Our brand must never...’
NEW NORMAL

Ready for post-demographic consumerism?
Traditional demographic segments are becoming ever less useful. Fueled by growing choice and freedom, consumers are ever more diverse and unpredictable. Meanwhile, a global culture sees consumers from nine to 90, from Chicago to Bangkok, lust after the same smartphones, eat the same sushi, and wear the same sneaker brands.
Enter POST-DEMOGRAPHIC CONSUMERISM, and the embrace of brands* that cater to universal (and complex) needs and wants, rather than constructed (and limited) identities.

* We’re referring here to global mega-brands. Of course there will remain endless opportunities for smaller, niche brands to target a core audience and exclude the rest.
Consumers don’t live in demographic silos anymore. Neither do smart brands.
flydubai

In October 2013 low cost carrier flydubai launched business class seating across their fleet. Business class seating is equipped with touchscreen TVs, and travelers are offered priority check, lounges and 3-course meals.

HERITAGE = Economy.

HERESY = Business.
Heretical Question 2:

Where does your brand heritage clash with consumer needs/desires?*
How would your offering look if you adapted it to serve that need/desire?

* For example, if your brand is built around exclusivity, it clashes with the consumer desire for easy access.
CLEAN SLATE COMPETITION

Consumers are flocking to brands without history or heritage.
Unlike established – often tainted – brands, startup CLEAN SLATE BRANDS often better embody the values of contemporary consumers: storied, responsive, accessible, sustainable, ethical.

What's more, the sheer volume of innovation, in every sector, means a host of new (and more relevant and simply ‘better’) solutions than those from legacy competitors.

As for barriers to trusting new brands? They've fallen away in a marketplace of total information and perceived accountability.
Worldwide, 40% of consumers say they do not wait until a new innovation has proven itself before they will purchase it.

- Nielsen, January 2013
Consumers are looking to established brands to disrupt *themselves*. 
BMW DriveNow

In September 2013 BMW announced that it would roll out its electric vehicle sharing program DriveNow to more US cities. DriveNow is widely held to be BMW's answer to car access startups such as Lyft and RideShare.

HERITAGE = Exclusivity.

HERESY = Open access.
Marriott & LiquidSpace

In September 2013, the international hotel chain Marriott announced the extension of Workspace on Demand. The initiative allows any consumer – not only hotel guests – to book deskspace at a Marriott hotel lobby.

HERITAGE = High-end hotel.

HERESY = Coworking space.
Shang Xia

September 2013 saw Chinese luxury brand Shang Xia open its first store in Paris. Shang Xia is backed by French fashion house Hermès. Its two stores in China sell clothing, jewelry and furniture inspired by Chinese culture and design.

HERITAGE = Paris fashion.

HERESY = Shanghai fashion.
Heretical Question 3:

Who are your CLEAN SLATE COMPETITORS, and what can you learn from them?
TUMBLURRED LINES

Whose brand is it anyway?
Consumers have been busy creating a never-ending stream of brand heresies of their own. Just a glimpse at Tumblr, Instagram, YouTube and Facebook will bear witness to how consumers both participate in (or are at the very least observers of) the remixing, hijacking, copying and redefining of brands, and their products and services.
One way for brands to regain the attention of (creative, culturally aware) consumers in 2014? Get creative, playful and even subversive with their own history and heritage.
Versace

October 2013 saw Versace launch a collection designed by British-Sri Lankan recording artist M.I.A.. The M.I.A x Versace Versus collection is based on Versace copies found in London's street markets.

HERITAGE = Closed/elite.
HERESY = Open/democratic.
Heretical Question 4:

What are (creative, subversive, culturally-aware) consumers doing to your brand online?
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NOT-SO-VIRGIN CONSUMERS

Bringing new expectations.
Heritage has been a reliable global export for many established brands.

Next: the continued power shifts in the global economy will overturn sacred brand cows.

Eager-yet-aware, younger-yet-experienced, wealthy-yet-irreverent emerged market consumers’ tastes will mature and evolve. These consumers will turn away from the ‘tired’ brands their parents lusted after, and towards fresh and exciting brands that enter unchartered waters with their products, services and campaigns.
60% of Chinese luxury consumers are aged 20-39, compared to just 38% in Western Europe.

- Roland Berger, October 2012
60% of Chinese millennials feel they have more in common with young people in other countries than with old people in China.

- JWT, September 2013
Mercedes-Benz

In Brazil during April 2013, Mercedes-Benz launched a video campaign for its new A-Class car model, soundtracked by Federated MC and the Lelek's hit song 'Passinho do Volante'. The funk hit has its origins in Brazilian slum culture.

HERITAGE = Elite culture.

HERESY = Mass culture.
In November 2013 shampoo brand Pantene launched its Labels Against Women advert in the Philippines. The ad highlighted workplace sexism. In December 2013 Pantene announced they would also air the ad in the US.

HERITAGE = Glamor.

HERESY = Politics.
Heretical Question 5:

How could your brand excite younger, sophisticated, affluent consumers in emerged markets?
Of course, for every brand that should dive headlong into HERITAGE HERESY, there will be another that would benefit from remaining sacred and unchanging. The trick is knowing which side of the line you fall on.
FIVE HERETICAL QUESTIONS

If you're ready to run with this trend (and you should at least consider it!), then don't forget the five heretical questions:

Who are your CLEAN SLATE COMPETITORS?

What BRAND BAGGAGE can you drop?

Where does your brand heritage clash with consumer needs/desires?

What are consumers doing to your brand online?

How could your brand excite younger, sophisticated, affluent consumers in emerged markets?
Try capturing your answers to these questions using our Consumer Trend Canvas tool:
www.trendwatching.com/trends/consumertrendcanvas
## CONSUMER TREND CANVAS

### 1. ANALYZE

<table>
<thead>
<tr>
<th>Basic Needs</th>
<th>Drivers of Change</th>
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<tbody>
<tr>
<td>Which deep consumer needs &amp; desires does this trend address?</td>
<td>Why is this trend emerging now? What’s changing?</td>
</tr>
<tr>
<td></td>
<td>Shifts: Long-term, widespread macro changes</td>
</tr>
</tbody>
</table>

### 2. APPLY

<table>
<thead>
<tr>
<th>Innovation Potential</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>How and where could you apply this trend to your business?</td>
<td>Which (new) customer groups could you apply this trend to? What would you have to change?</td>
</tr>
</tbody>
</table>

### Emerging Consumer Expectations

What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them?

### Inspiration

How are other businesses applying this trend?

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Download a blank worksheet at trendwatchingpremium.com

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AND REMEMBER…

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