Latin American consumers are embracing advice and tools to help manage their connected selves.
Connected living means a million problems.
Okay, the online space has also empowered millions of Latin Americans to live better lives ;)

Life in the combined digital/physical space brings particular challenges.

Yes, that's a global phenomenon. But it's playing out in its own way in Latin America.

Now, connected Latin Americans expect innovative, effective solutions to help them manage, control, filter and shape their relationships with connectivity.
Three directions for ONLIFE MANAGEMENT in 2014 and beyond.

1. ONLIFE BALANCE
Consumers don't want to disconnect from their tech superpowers. They just want balance.

2. ONLIFE SECURITY
From data privacy to kidnapping risk, security is a key concern.

3. NETIQUETTE 2.0
The region is evolving its own answers to the problems of online manners.
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For more details on the innovations that follow, read the web version of this Bulletin.

www.trendwatching.com/trends/onlife-management
1. ONLIFE BALANCE

Managing connection time.

Wifi connections are (almost) everywhere along with ever-faster broadband — but it’s mobile that turbocharged the region’s 24-hour HYPERCONNECTIVITY.

*In 2013, Latin America saw a greater increase in smartphones sales than any other region. Sales rose 96% in Q4 2013.*

*(Gartner, February 2014)*

No wonder more Latin American consumers are embracing tools and services that help them manage connection time against other lifestyle demands.
Polar: Anulador De Celular

Brazilian lager brand blocks cellphone signals with beer cooler
WOK: La Mejor Conversación

Colombian restaurant encourages patrons to leave smartphones and have face-to-face conversations
Castillo de Molina: Cell Parking

Chilean wine brand rewards restaurant guests who ‘park’ their phones
Macanudo Bar Hostel

Argentine hostel bar features anti-'phubbing' glass jars on tables for smartphones
¡Venga!

Tapas bar rename wifi routers to discourage wifi use in São Paulo
2. ONLIFE SECURITY

Latin American consumers have data privacy concerns of their own. And then there’s kidnapping...

While concern about the dissemination of data to brands, hackers and governments is global, for some South and Central Americans still haunted by memories of authoritarian governments spying on their own citizens, concerns around data security and privacy are particularly acute.

_The proportion of residents in São Paulo who aren’t confident in the security of their personal data jumped from 49% to 72% between 2012 and 2013._

(Fecomercio, August 2013)

Secondly, many consumers are aware of the role that the online space can play in other dangers heightened in the region. One example? The threat of gangs identifying kidnapping targets by scouring photos of children posted on public networks.

Now, Latin Americans want protection: from advertisers stealing their data, from government snooping, and from criminals.
By 2012, 83% of adults in Mexico reported to have been victims of cybercrime.

SYMANTEC, JULY 2012
2. ONLIFE SECURITY: FEATURED INNOVATIONS

Marco Civil da Internet

Brazilian government approves a civil rights framework for the internet
Facepopular

Argentina’s Ministry of Culture sponsors anti-establishment social network for Latin Americans
2. ONLIFE SECURITY: FEATURED INNOVATIONS

Google Latin America, RedNATIC & Save the Children: TODO A 1 CLIC

Brazilian government approves a civil rights framework for the internet
84% of Latin American teenagers recognize they know very little about their rights and responsibilities in the safe use of information and communication technology.

CHICOS.NET, SAVE THE CHILDREN & REDNATIC, MAY 2014
3. NETIQUETTE 2.0

The do's and dont's of ONLIFE.

‘Netiquette’ may be a 90s buzzword, but hyperconnectivity and a host of new platforms mean new etiquette questions (with region-specific answers):

“Should my kids turn off their phones at dinner?”

“Should I post my baby photos online?”

“Can I take a selfie in the restroom?”

And now, there are legal questions to consider (see Brazil’s Marco Civil da Internet above).

No wonder South and Central American consumers are looking to brands to help them navigate the minefield that is online manners.
3. NETIQUETTE 2.0: FEATURED INNOVATIONS

Peixe Morre Pela Boca

Upcycled shipping containers converted into digital learning centers in South Africa
American School Way

English school in Bogotá runs “tired of contests for likes” campaign
UNE: WIFI AMBULANTE

Colombian telecom provider provides free wifi via street vendors
Guaraná Antarctica: The Post Brothers

Facebook app from Brazilian soda brand checks if content is cool enough to post
So where is the rising demand for ONLIFE MANAGEMENT pushing consumers, and how should brands respond?
Consumers will embrace devices and social networks that have (optional) behavior management built in.
From smart homes (gardens, cars and offices) to wearables, the possibilities for seamless etiquette prompts, and nudges from new technology platforms are endless.
Consumers will increasingly want to manage their behavior online and on public (or semi-public) social networks, but what about truly private spaces online? Could the freedom allowed by ephemeral messaging apps be taken further? And what happens to digital anonymity as the boundaries between online and offline become ever more porous?
Education

There is plenty of room for brands to make parents' lives easier – and less nerve-wracking – through campaigns or games that teach safe, secure and responsible online behavior.
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