Unmissable innovations + insights from local trend spotters = the future of consumerism in the region!
The pulse of Latin American consumerism is beating faster and faster.

Every month our Central & South American spotters send us a flood of new consumer-facing innovations. The lesson? It’s increasingly vital to track the exciting changes occurring across the consumer arena in the region. So: here we are :)  

Recent economic and technological growth has provided fertile ground for budding startups, new products & services, and ever-more interesting trends. Our keen-eyed spotters (from every country in the region) are watching closely!
In this month’s Bulletin, you’ll find seven unmissable consumer-facing innovations, each one accompanied by an insight from a real consumer on the ground. They will drive you and your team to act!

Take each of the innovations below and ask what new opportunities they suggest for your business. Remember: these examples address important changes in consumer expectations and behavior that need to be responded to.

And of course, you want YOUR company to be the one who does, right? :)
If you notice a pattern when browsing these examples – you're right!

The innovations sent to us by our local spotters would suggest that **the blurring boundary between consumerism and social value** is the epic trend reshaping the consumer arena in the region today!

There's one powerful insight for you already; now over to our spotters...
FEATURED INNOVATIONS
Máquina do Bem

Brazilian platform lets individuals request charitable donations as birthday gifts
“Brazilians are getting more interested in social projects and inspiring movements – especially crowdfunded ones – that allow them to show their social network they’re engaged with social issues.”

CAROLINA CÂMARA (24) - FREELANCER / RIO DE JANEIRO, BRAZIL
ABACO: #MealForShare

Colombian organization posts Instagrams of poor families’ meals to raise awareness of poverty
“It’s really interesting to take the Instagram trend of taking pictures of food, and use it for a good cause. The images are shocking and provocative because they don’t feature delicious Colombian food, but disgusting dishes, that aren’t usually seen by privileged people in the country.”

NATALIA BERRIO (32) - HEAD OF PLANNING, OGILVY & MATHER / BOGOTÁ, COLOMBIA
Facebook Genders

Social media giant enables 54 genders for profiles in Argentina
“It’s very important that a huge and powerful company like Facebook does something like this. It collaborates with the fight against inequality and sets the standard for other companies to act, in a country which is trying to become open and equal. In a conservative region, the initiative shows Argentina is making an effort to be a free country.”

CAMILA MOHR (25) - RESEARCH & MARKETING PLANNING ASSISTANT, BMC / BUENOS AIRES, ARGENTINA
We obviously offer much more than monthly Trend Bulletins...

Introducing our 2014 Premium Service

Your complete trend and innovation solution.

Find out more
LATIN PULSE: FEATURED INNOVATIONS

Tortrix: Embajada Zona 18

Employment initiative tackles address discrimination in Guatemala
“It is incredible that a company genuinely worries about the country that consumes its products on a daily basis. This project is not only useful for the inhabitants of Zone 18, but for many employers who gain access to a whole new database of amazing individuals that want to work hard everyday to help their families, and to end this awful discrimination once and for all.”

KAREN MARTINEZ (24) – INTERNATIONAL EXPANSION COLLABORATOR, IFEMA / GUATEMALA CITY, GUATEMALA
LATIN PULSE: FEATURED INNOVATIONS

Ecuadorian Football Association

White seats installed in stadium to raise awareness about violent supporters
“The innovation is new and surprising because no one has addressed this problem [of violence in stadiums] in a more shocking way. In Latin America, rivalry between fans of opposing teams has caused many deaths; and this is the first and only idea of its kind.”

ISABEL FREIRE (28) – HEAD OF PLANNING, FCB MAYO / QUITO, ECUADOR
L&PM Pocket and FreeSurf

Brazilian publisher and fashion brand print poems in jeans’ pockets
“I loved this activity from L&PM because it involves stories. It uses storytelling to demonstrate the practicality of pocket books. And it went beyond the scope of marketing itself, because besides showing the practicality of pocket books, it illustrated the importance of stories in our lives, inspiring us.”

FERNANDA BUDAG (33) – LECTURER, FAPCOM / SÃO PAULO, BRAZIL
Alerta Sísmica Grillo

Earthquake early warning device for domestic use crowdfunded in Mexico
“It’s a good innovation, since it doesn’t require a phone or internet to send the alert signal. Even though millions of Mexicans have internet access, when an earthquake happens, communication may fail. Plus, 31 out of 100 Mexicans are over 60 years old, and not many seniors use the internet.”

ALICIA DE LA PEÑA (47) – PHD STUDENT / SALTILLO, MEXICO
Now it's your turn!

The examples and local insights above should give you a sense of the pulse of the region, and make a great starting point for you and your team to get innovating. Discuss what you can learn from them and how you could adapt what you've seen for your brand or your client(s).
Want to become a spotter too, and have your innovations and insights seen by our subscribers around the world?

Apply to join the tw:in network today, and start contributing your region's best innovations to trendwatching.com.
Need some help?

Then try using our (free) **CONSUMER TREND CANVAS** tool to help you structure a session with your team.
Still not enough?

The 1,200+ brands and agencies using our **Premium Service** have access to over 10,000 examples like these, all put into context as part of our (surprisingly affordable!) comprehensive trend & innovation solution.
If you have any comments, suggestions or questions then please do let us know. Just email:

Nathalia Souto
Client Services Director
SOUTH & CENTRAL AMERICA
nathalia@trendwatching.com

ABOUT US
Established in 2002, trendwatching.com is the world's leading trend firm, scanning the globe for the most promising consumer trends, insights and related hands-on business ideas. Our Premium Service counts many of the world's leading brands as clients, while our free monthly Trend Briefings go out to over 260,000 subscribers in 180 countries.
More at www.trendwatching.com

---

Want more?

Free Publications

Premium Service

LIVE: Keynotes & Workshops