TREND TIPS & TOOLS

#1

HOW TO SPOT TRENDS

A trend training manual (with actual examples inside!)
There are three fundamental elements that drive all trends.
1. BASIC NEEDS

These are the forces that have been shaping human behavior for years (if not forever!). Think status, fairness, community and more.
2. DRIVERS OF CHANGE

On the other hand, there are no trends without change. To analyze change, think in terms of Shifts (long-term, slower) and Triggers (specific factors or events).
3. INNOVATIONS

Innovations aren’t trends. But without examples of customer-facing innovations, a trend can’t be said to exist fully yet.
What's *really* interesting is how the three elements react with each other.
TRENDS EMERGE AS INNOVATORS ADDRESS PEOPLE’S BASIC HUMAN NEEDS AND WANTS IN NOVEL WAYS.
AND THIS IS HOW WE SPOT TRENDS.

We look for customer-facing innovations that are (re)defining what people will want and even start to expect.
Modular smartphones, sustainable sports cars, transparent pricing...
NICHE NOW...

These might not all become ‘business as usual’ soon. But they can show us which direction customers’ expectations are headed.
...BUT RICH IN OPPORTUNITY

Are there opportunities for you to launch innovations that cater to the same underlying customer need or desire?
TARGET YOUR INNOVATIONS AT THE SWEET SPOT OF CUSTOMER EXPECTATIONS!
LET'S SEE IT IN ACTION!

How did we use the three elements described above to spot two of our most popular trends?
Released in October 2013, the Nest Protect is an intelligent smoke alarm and carbon monoxide detector. A spoken warning (rather than a noisy alarm) allows users to check whether the cause of smoke is serious. If it isn’t, they can simply wave at the device to stop the alarm activating.
October 2013 saw American football helmet manufacturer Riddell unveil their Insite Impact Response System. The helmets contain sensors which send an alert to the sidelines when they detect a significant impact, so medical professionals can then assess players for signs of concussion.
Ford also released a concept smart car seat in late 2013. ECG heart rate sensors can detect mid-journey heart attacks and engage assistance systems, while diabetic drivers can connect to an onboard glucose level monitoring system that alerts them to critical blood sugar level changes.
ANALYZING THESE INNOVATIONS IN TERMS OF THE THREE ELEMENTS LED US TO THE INTERNET OF CARING THINGS TREND

From three different industries

New Connected Objects

Safety
INTERNET OF CARING THINGS

A network of connected objects brought to life by a clear mission: to actively care for consumers – their physical and mental wellbeing, homes, loved ones, and more.
In 2012, McDonald’s Canada released a YouTube video explaining why items bought in-store never look as juicy and appetizing as those in the photos. The chain’s video shows how food photographers treat and manipulate products on photoshoots to show them in their best light.
The Four Seasons luxury hotel chain’s website features customer reviews from TripAdvisor and comments from Facebook and Twitter. Comments are placed prominently on hotel pages, and users can click directly through to the external content, often a rarity for luxury brand websites.
When Johnson & Johnson discontinued its o.b Ultra tampon brand, outraged customers launched a petition calling for the brand to reconsider. In December 2011, J&J revived the brand and produced a microsite where viewers could fill in their names and receive a personalized power ballad apology video and a coupon for the tampons.
ANALYZING THESE INNOVATIONS IN TERMS OF THE THREE ELEMENTS LED US TO THE FLAWSOME TREND

Honest, reliable information

Varied approaches: Customer-led vs. Business-led; fun vs. serious.

Online transparency; perception of business
Consumers will embrace brands that are human, open and honest about their possible flaws.
SO, DO YOU KNOW WHERE YOUR NEXT SWEET SPOT OF INNOVATION IS?
JOIN US AT OUR EXCLUSIVE ANNUAL TREND SEMINAR IN NEW YORK ON 17 SEP TO FIND OUT!

Don’t miss out »
ABOUT TRENDWATCHING

Established in 2002, our insights and tools help future-focused professionals in 180+ countries build brands that matter, products that delight and campaigns people can't stop talking about.

- We offer -

Free Publications »

Premium Service »

LIVE Seminars, Keynotes & Workshops »