2015's Most Expectation-Raising Innovations

These 15 innovations will set the customer expectations coming YOUR way soon!
So you want to know where consumers are headed next?

Stop asking them. Start looking at game-changing innovations.

Every CEO, entrepreneur, product designer, and marketer wants to know where consumers are heading. Most also know that the typical answer to this problem – traditional market research – is broken.

Asking customers want they want is limiting at best, misleading at worst. Indeed, if it was that way back in Henry Ford’s day (yep, we’re talking ‘faster horses’) how much more so is it now?

But even in today’s accelerated consumer arena, you can know what customers will start to want. Not by asking them, but by drawing key insights from the game-changing innovations they are engaging with now.

These are the innovations that will change – in ways small and big – what customers expect from other brands and businesses. Once created, those new expectations will spread through the consumer arena – all the way to your door.

If you can see those new expectations coming, you can innovate for them. And win.
Of course, an innovation – a new product, service, campaign, or business model – is not a trend. It might succeed. It might fail. It's a single data point, to be considered alongside others.

We're NOT saying that the innovations featured below will definitely be the ones that are in everyone's hands, on their minds, and changing their worlds in 2016.

But the expectations these innovations are creating – the trends they are a part of – are already sweeping through the consumer arena, and will only accelerate in the coming months.

So as you read this Briefing, be relentless about one question: what new expectations do these innovations create (we'll throw our two cents in on that one ;), and what do those expectations mean for my organization?

If the 15 innovations below don’t steal your customers...

...the expectations they’re helping to create just might – unless you respond!

15 INNOVATIONS FROM 2015

FEATURED INNOVATIONS

Meet your competition in the race to exceed customer expectations.
FEATURED INNOVATIONS

Durex
Condom brand matches broken-hearted Twitter users.
FEATURED INNOVATIONS

Hotel Banks Antwerp

Guests have access to an in-room clothes ‘minibar’
FEATURED INNOVATIONS

Asiri Group of Hospitals
Soap-infused bus tickets help prevent the spread of germs
Amazon
New storefront sells products by over 200 startups

**Leeo Smart Alert for iOS and Android**
$99.00 • Prime

**Bellabeat LEAF - Health Tracker/Smart Jewelry**
$119.99 • Prime

**LittleBits Electronics Smart Home Kit**
$249.95 • Prime

**GrowlerWerks Ukeg 64 Copper Craft Beer Growler**
$145.00 • Prime

**Flic: The Wireless Smart Button, White**
$34.00 • Prime

**PowerUp 3.0 Smartphone Controlled Paper Airplane**
$49.99 • Prime

**Kinsa Smart Thermometer**
$29.99 • Prime

**Makerskit Mason Herb Garden Gift Set, Basil, Cilantro, Clover, Parsley**
$24.00 • Prime
2015 Consumer Trend Seminars

Turn the overwhelm into opportunity

SINGAPORE
18 AUGUST
NATIONAL DESIGN CENTRE
SOLD OUT
MORE INFO

SYDNEY
27 AUGUST
MUSEUM OF CONTEMPORARY ART
MORE INFO & TICKETS

NEW YORK
17 SEPTEMBER
THE ALTMAN BUILDING
MORE INFO & TICKETS

SEE PAST EVENTS
Smile Suggest
Browser extension automatically bookmarks smile-inducing webpages
FEATURED INNOVATIONS

Uber
Taxi service goes free for 24 hours in Lagos
FEATURED INNOVATIONS

Stefan’s Head
Exclusive apparel available only to vetted shoppers via SMS
**FEATURED INNOVATIONS**

**Paribus**

Post-purchase price guarantee

![Paribus app image]
FEATURED INNOVATIONS

Cerveja Feminista
Feminist beer opens dialogue about sexist advertising

CERVEJA FEMINISTA
PARA MULHERES E HOMENS.
FEATURED INNOVATIONS

Transavia
Budget airline turns chip and candy packets into airline tickets
FEATURED INNOVATIONS

HP
Brand asks customers to print missing person posters
FEATURED INNOVATIONS

Meitu M4
Cellphone lets users enhance selfies
FEATURED INNOVATIONS

TopShop
Billboards display London Fashion Week catwalk trends in real-time
FEATURED INNOVATIONS

Caesars Entertainment & WeChat

Hotel room controlled via mobile chat app
FEATURED INNOVATIONS

Christian Louboutin
Luxury shoemaker extends Nude Collection to suit more skin tones
Time to start MEETING some expectations.
Start a new journey.

The innovations above are a snapshot of some of the key new expectations hurtling towards you NOW. So gather your team, and start asking some questions. What do these expectations mean for us? How can we adapt what we're seeing here, and launch great new products, services and campaigns that will serve these expectations? Our free CONSUMER TREND CANVAS tool can help!
Want to tie it all together?

At our **upcoming seminars** in Singapore, Sydney and New York City, you’ll hear about the trends that these innovations - and others like them - are informing. And come away armed with the full trend-led methodology that will see you prosper in the EXPECTATION ECONOMY.
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. Would YOU benefit from access too? ;)
If you have any comments, suggestions or questions then please do let us know. Just email:

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