

OCLC, BANGKOK
28 NOVEMBER
2018

TRANSFORMING TREND INSIGHTS TO INNOVATION

NATHANIA CHRISTY // TRENDWATCHING



The world is always changing.

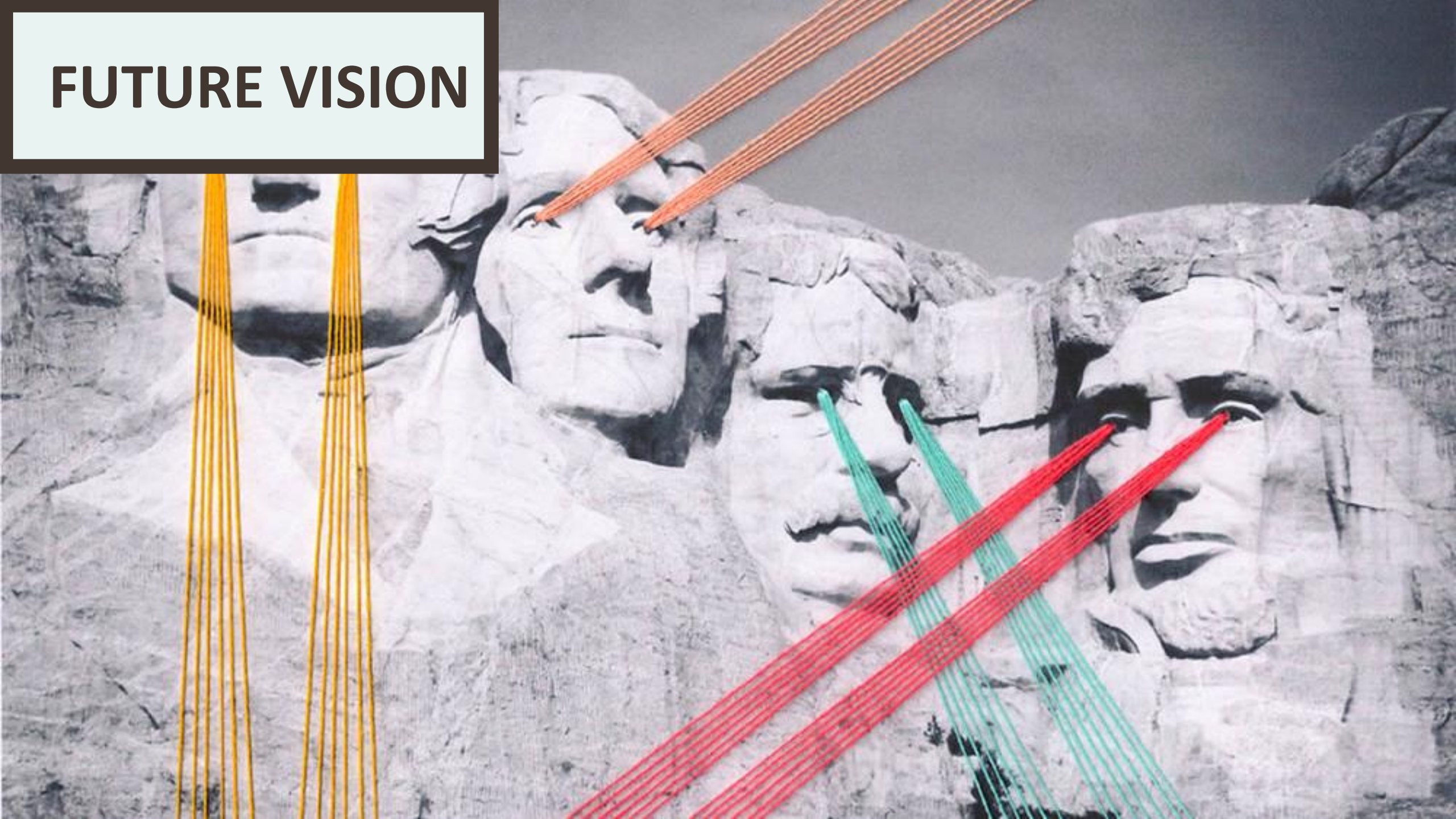
CHANGE?



**MORE LIKE
IT!**



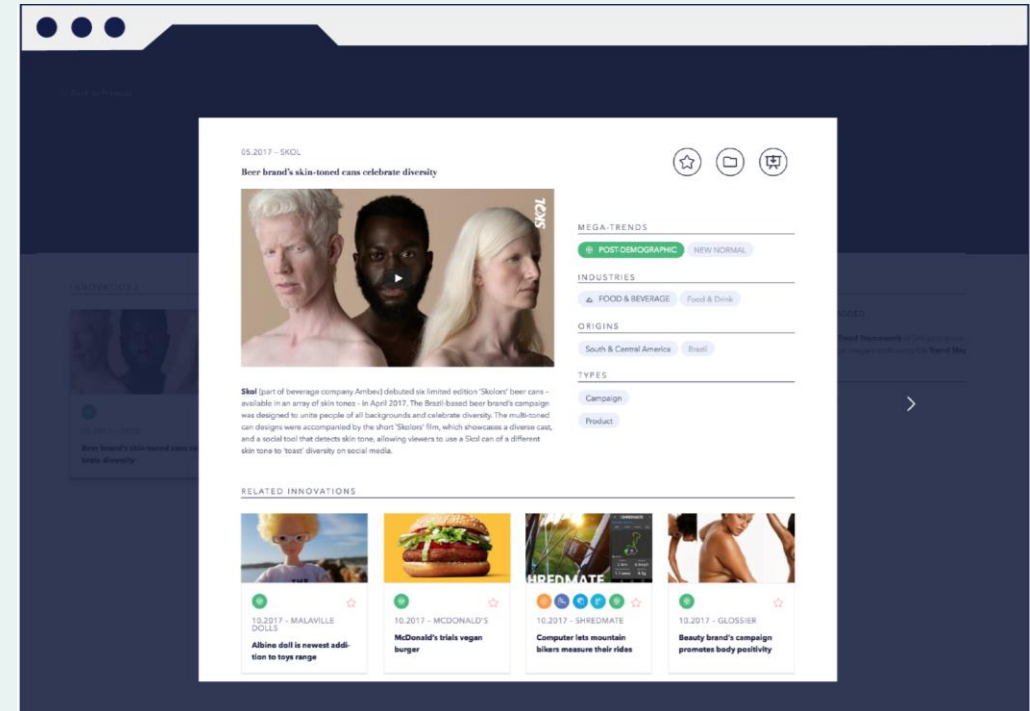
FUTURE VISION





TREND · WATCHING

TW: Premium Online database with 140+ trends and 21,000+ innovations.



TW: Academy
Keynotes &
workshops.



Powered by our global community, TW: Insight Network

TW Insight Net...
Henry Mason

All Unreads
All Threads

Channels

01-introduce-yourself

02-questions-answers

03-twin-tips-tools

04-twin-shameless

05-twinupdates

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11-concepts

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general

ind-automotive

ind-beauty

ind-consumerelectron

ind-fashion

ind-finservices

ind-foodbeverage

ind-government

ind-health

ind-homegarden


ind-luxury

ind-mediaent


ind-mobiletel


#01-introduce-yourself
447 | 0 | Add a topic


Thursday, January 18th

 **Viivi Lehtonen** 5:35 AM

Hi all! I'm Viivi, Content & Service Designer from Helsinki Finland. I work in a digital innovation company and sometimes freelance in interesting projects at Art & Design field. I'm a board member at the Finnish Design Learning Association Suomu ry (muotoilukasvatus.info) and produce a fashion designer club for kids. I have background in journalism and marketing so the curiosity on behaviour, consuming, innovations and inspirations is strong in me. MA in Design Research gave a good professional step towards Service Design which feels my thing at the moment. Trend research is something I find very important and interesting for development and creative process. I have been part of trend report teams before too and I'm very happy to join you all spotters around the world and help Trendwatching. Hope to get to know you and hope to find great insights together 🤝



 1 reply 1 day ago


 **Chris Allan Simonsen** 2:51 PM


Hello, @channel! Maaaaan, this looks like a great slack-community 🙌
I'm Chris — a creative planner, senior adviser and partner in a agency called Trigger Oslo (based in Norway, <https://www.trigger.no/en/>) where I've been the last 6 years. I usually work with research, analysis, strategy, concept development and some business development from time to time. <https://www.linkedin.com/in/chrisallansimonsen/>
Love to see new connections, work with great people and ofc "life stuff" like good food, wine, climbing, sailing my tiny, old sailboat and senseless things like trying-to-make-the-winter-go-away with sauna and ice bathing.

Timeline: Always been a curious nerd -> Cultural studies college dropout -> Actually got an education in art direction from Westerdals School of Communication -> 3 years as a creative -> Then 3 years as a creative planner -> Here, know — looking forward to share, discuss and learn with you all! Don't hesitate to @ or DM 😊

Trigger
[Trigger.no](https://www.trigger.no)

Trigger har spesialisert seg på å lage kommunikasjon som engasjerer mennesker i hverdagen. Her kan du bli bedre kjent med oss.



 **Debbie** 3:36 PM

Hey guys! Debbie here. I'm a writer and digital planner traveling the world while freelancing. I have a major in Advertising and I've been working with strategy and content for about 10 years – 4 years traveling full-time and freelancing. I already worked with some huge brands such as Skype and 3M but my biggest focus this year is to help smaller clients convert using inbound marketing, digital products and email marketing.

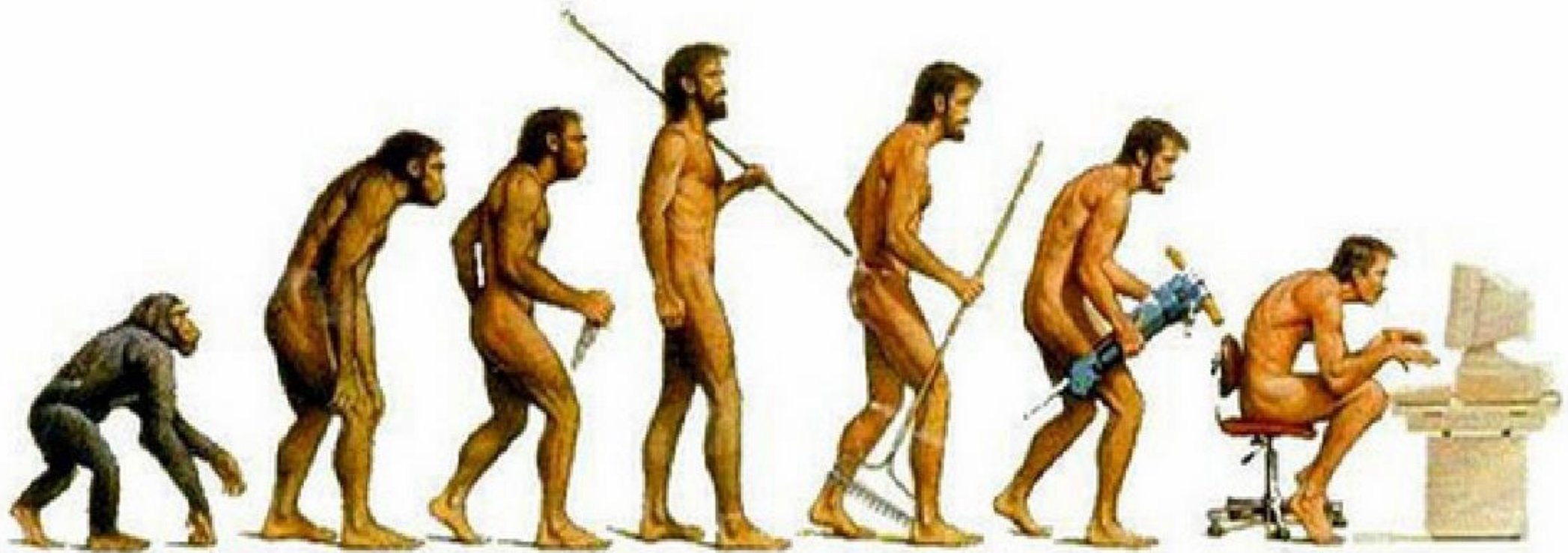
All based on our
**Trend-Driven
Innovation**
methodology.



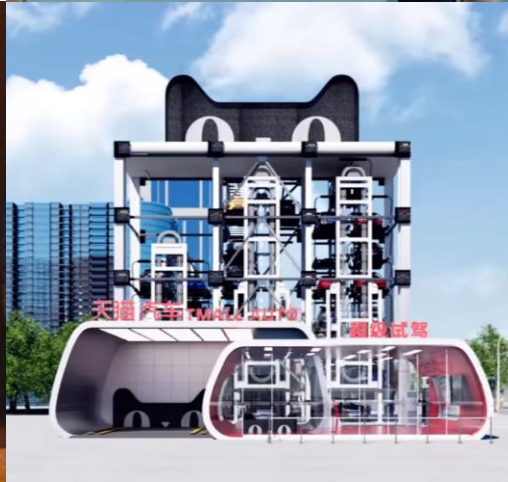
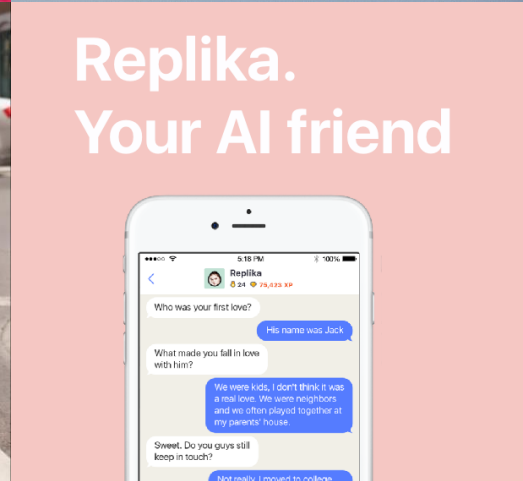
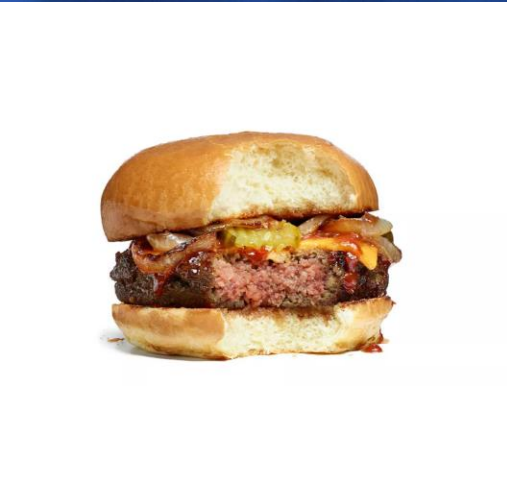
CHANGE



BASIC NEEDS

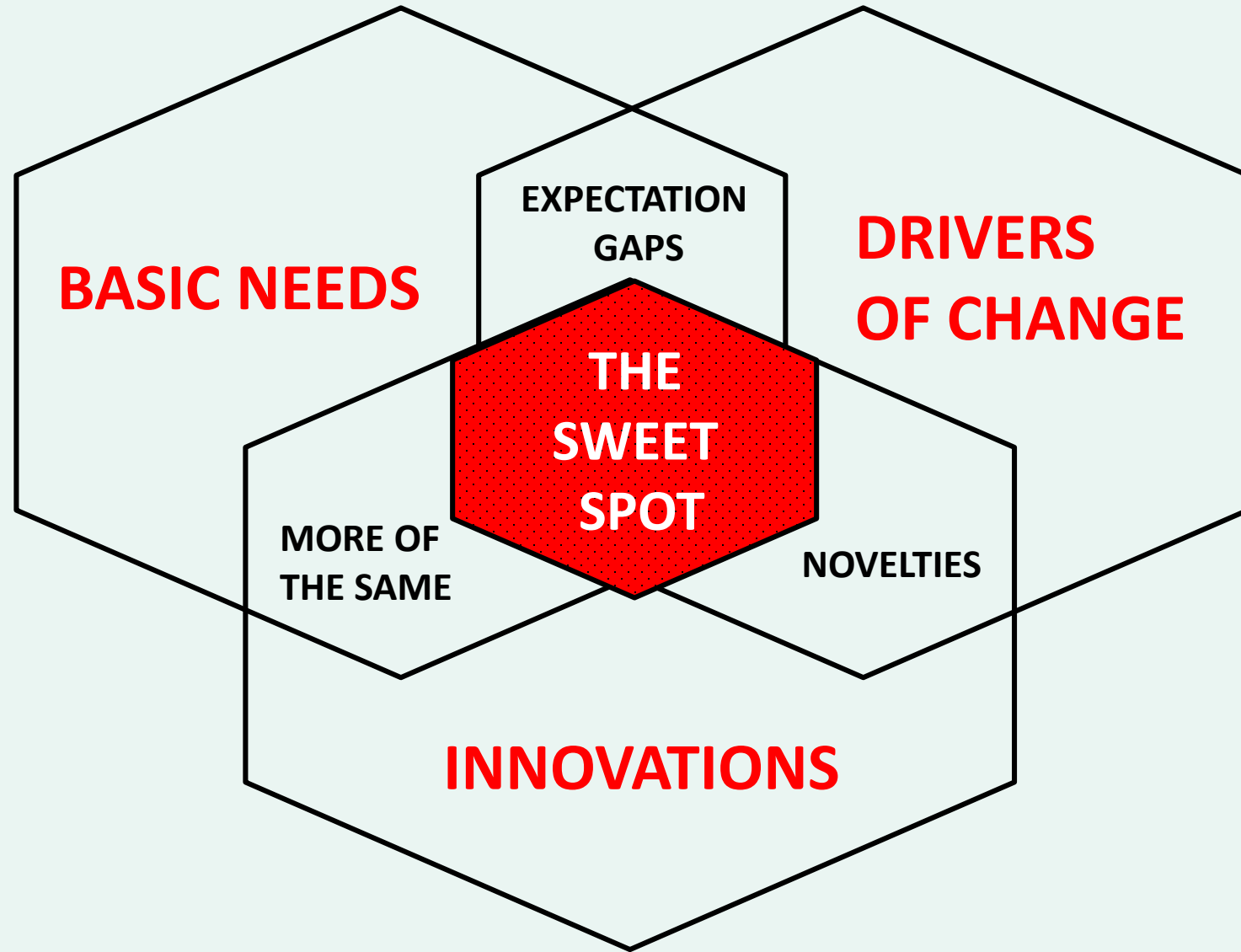


INNOVATIONS



EMERGING EXPECTATIONS







STYLE THEORY

Wish You Could Have An Infinite Wardrobe?

Access Unlimited Designer Clothing for \$129 / Month

JOIN THE WAITLIST



UNLIMITED
RENTALS



FREE DRY
CLEANING



FREE EXPRESS
DELIVERY



GUILDERLAND LIBRARY



BAKE RULES

is available for checkout for
Public Library card holders.
cannot be placed on hold or reserved.
is non-refundable/ not transferable.
loan period is 2 weeks.
\$1.00 per day.
or damaged bakeware or cookie cutter set is
of the item plus a \$30 processing fee for



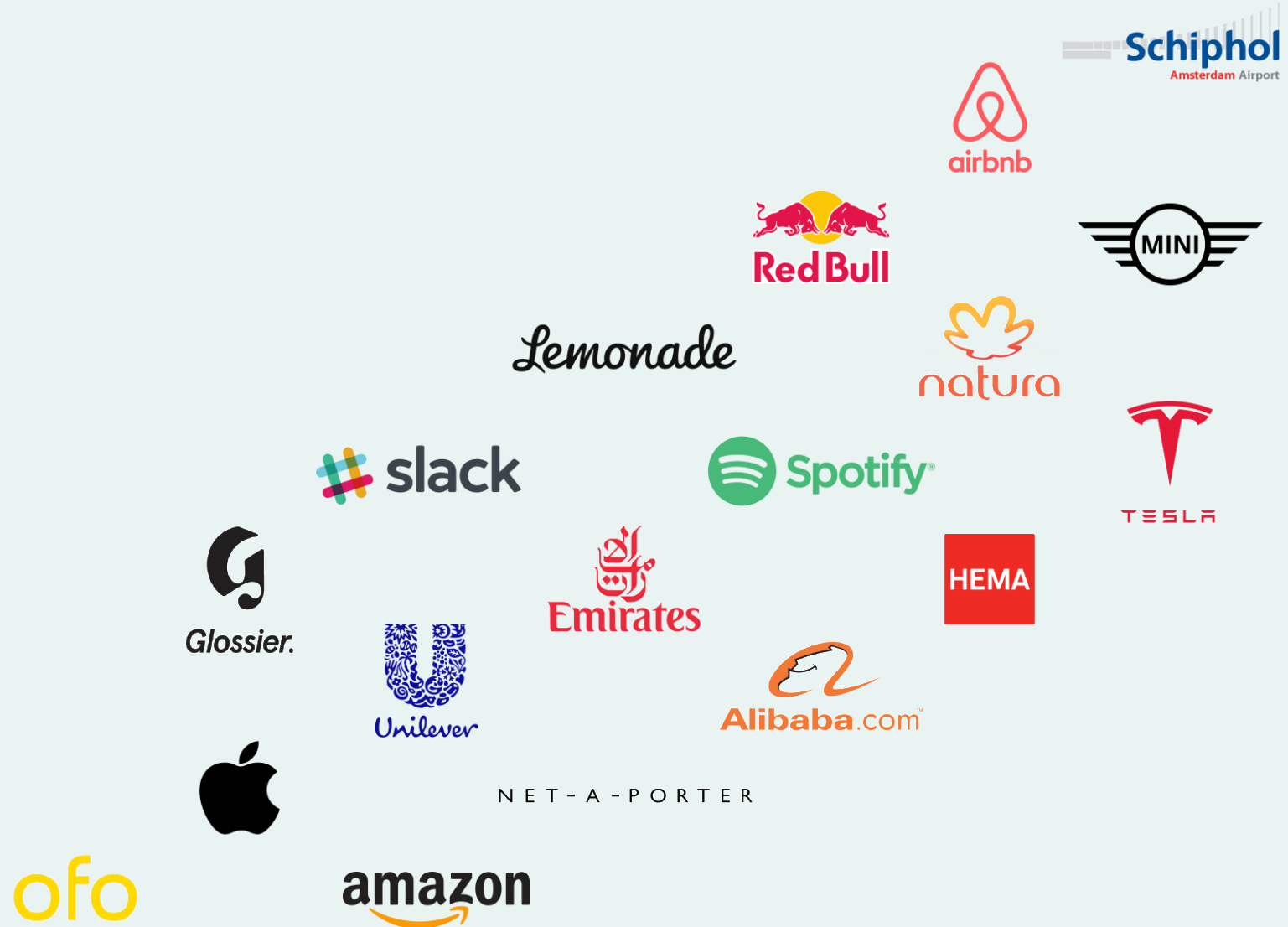
INSTRUCTIONS

the bunny drop or leave it inside
clean thoroughly after
use (directly inside)

place them in the dishwasher!

PLEASE DO NOT PLACE BAKEWARE

You live in an Expectation Economy.



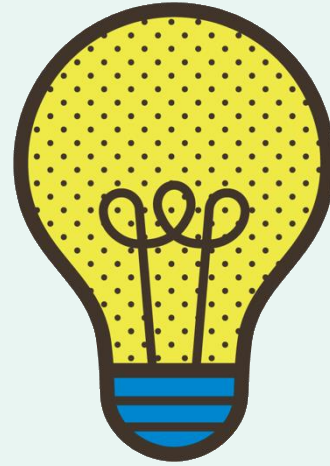
**Tracking trends help you stay ahead of
consumers' rapidly changing
expectations.**

**LOOK PAST THE
RIDICULOUS**



LOOK PAST FAILURES





Lightbulb Moment

A moment to stop and think.

ON TO THE TRENDS!

**STATUS
SANDCASTLES**

**FANTASY
IRL**

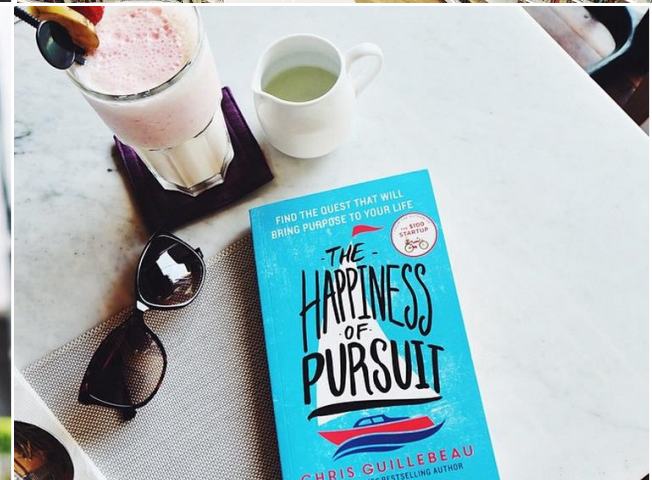
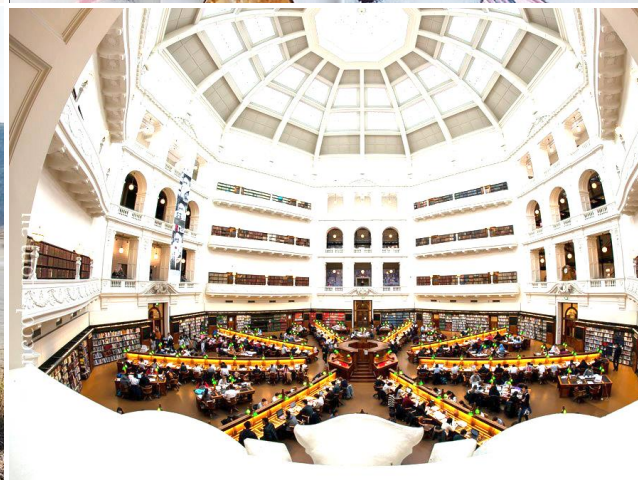
**MAGIC
TOUCHPOINT**

**VILLAGE
SQUARED**

Social Status







There are about **1.8 billion** active social media users are in APAC. That's **more than half** of the world's.

We Are
Social,
January 2018

The #1 task Asians use their smartphones for is taking photos.

We Are Social,
January 2018

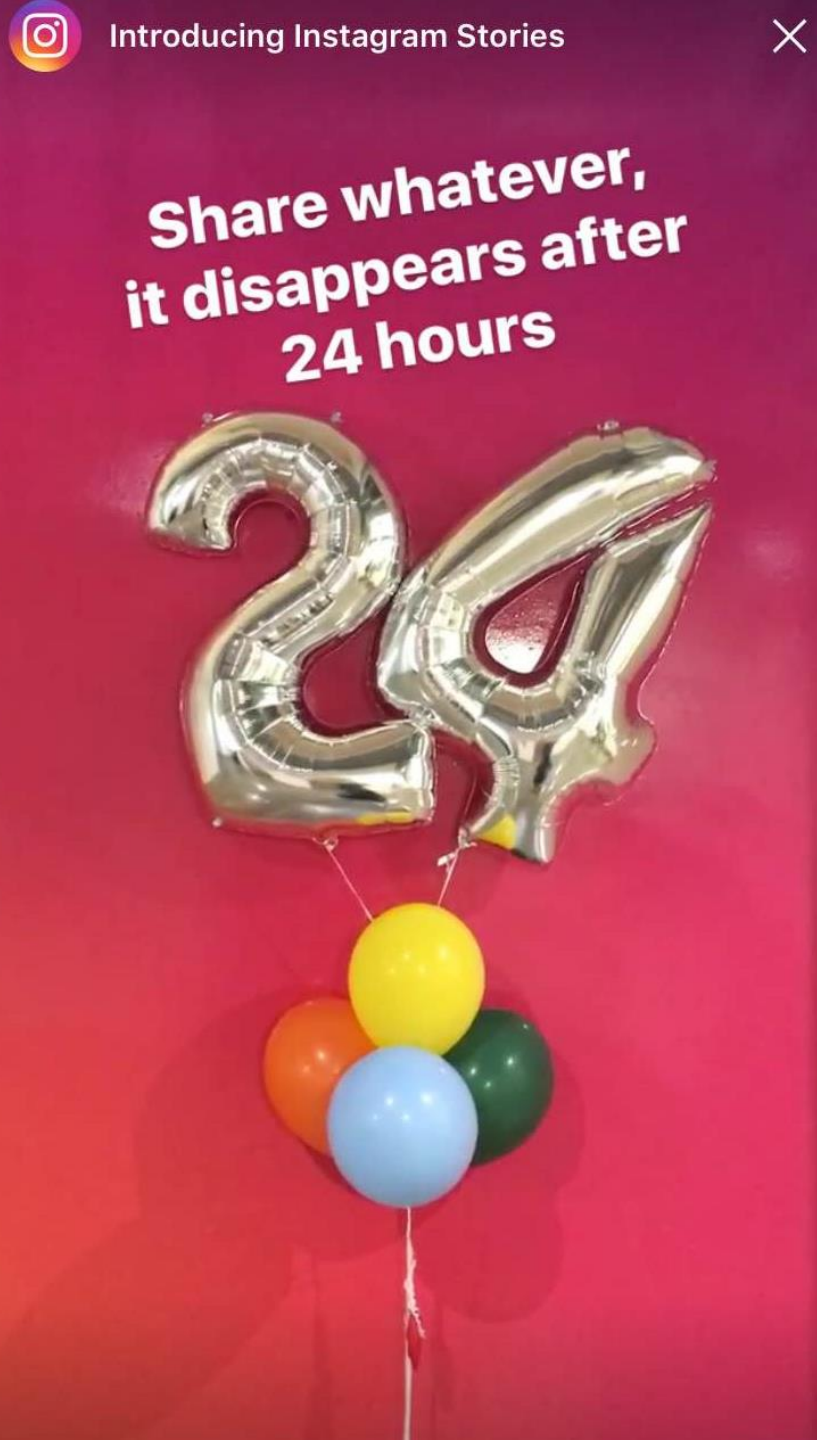
20 Most Instagram-worthy Places in Singapore

🕒 9 minutes reading time

11. Library@Orchard



The new library@orchard was possibly the most-Instagrammed location of November 2014. To take a picture like this, look down when climbing the stairs from level 4 to level 3.





STATUS SANDCASTLES

Brands design experiences for the
share-**every**-moment crowd



PURPOSE

TOKYO- SHIMBUN

Micro newspaper
amplifies voices of
the marginalized



SHARED EXPERIENCE

THE MET

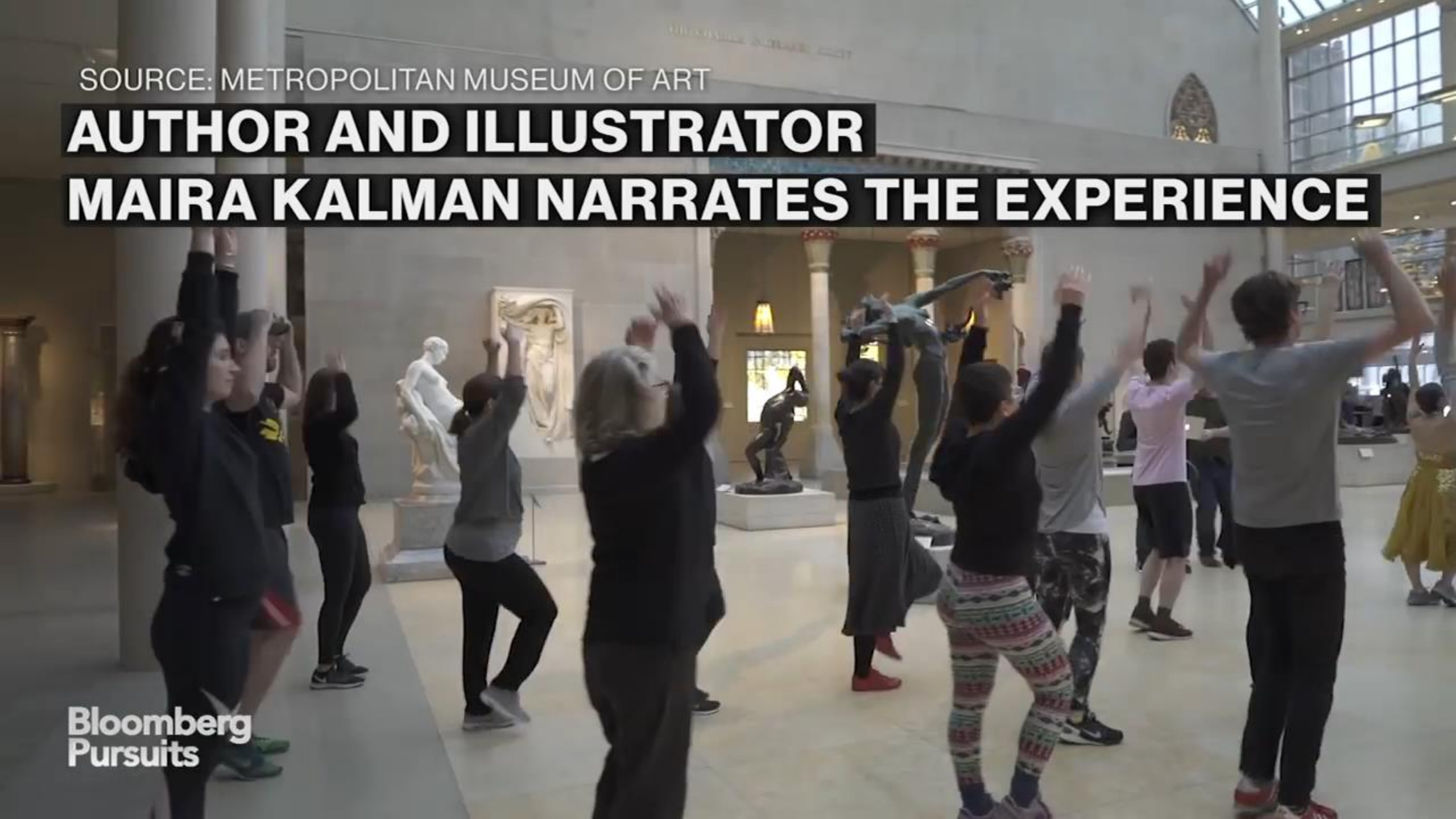
Art museum hosts
curated workouts



SOURCE: METROPOLITAN MUSEUM OF ART

AUTHOR AND ILLUSTRATOR MAIRA KALMAN NARRATES THE EXPERIENCE

**Bloomberg
Pursuits**



SKILLS

IKEA

Homewares
retailer's
promotion
simplifies cooking
meals



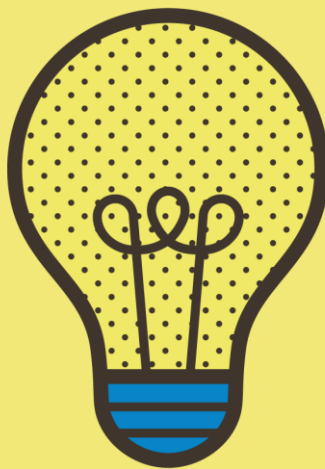
A close-up photograph of a wooden cutting board, showing the natural grain and texture of the wood. The board is composed of several horizontal planks of varying widths and shades of light to medium brown. The text "When it comes to cooking," is centered on the board in a white, bold, sans-serif font.

When it comes to cooking,

COOKBOOK BAR & CAFE

Library café's
menu features
dishes adapted
from cookbooks





How can you use the resources & spaces in your library to help people tell stories about themselves?





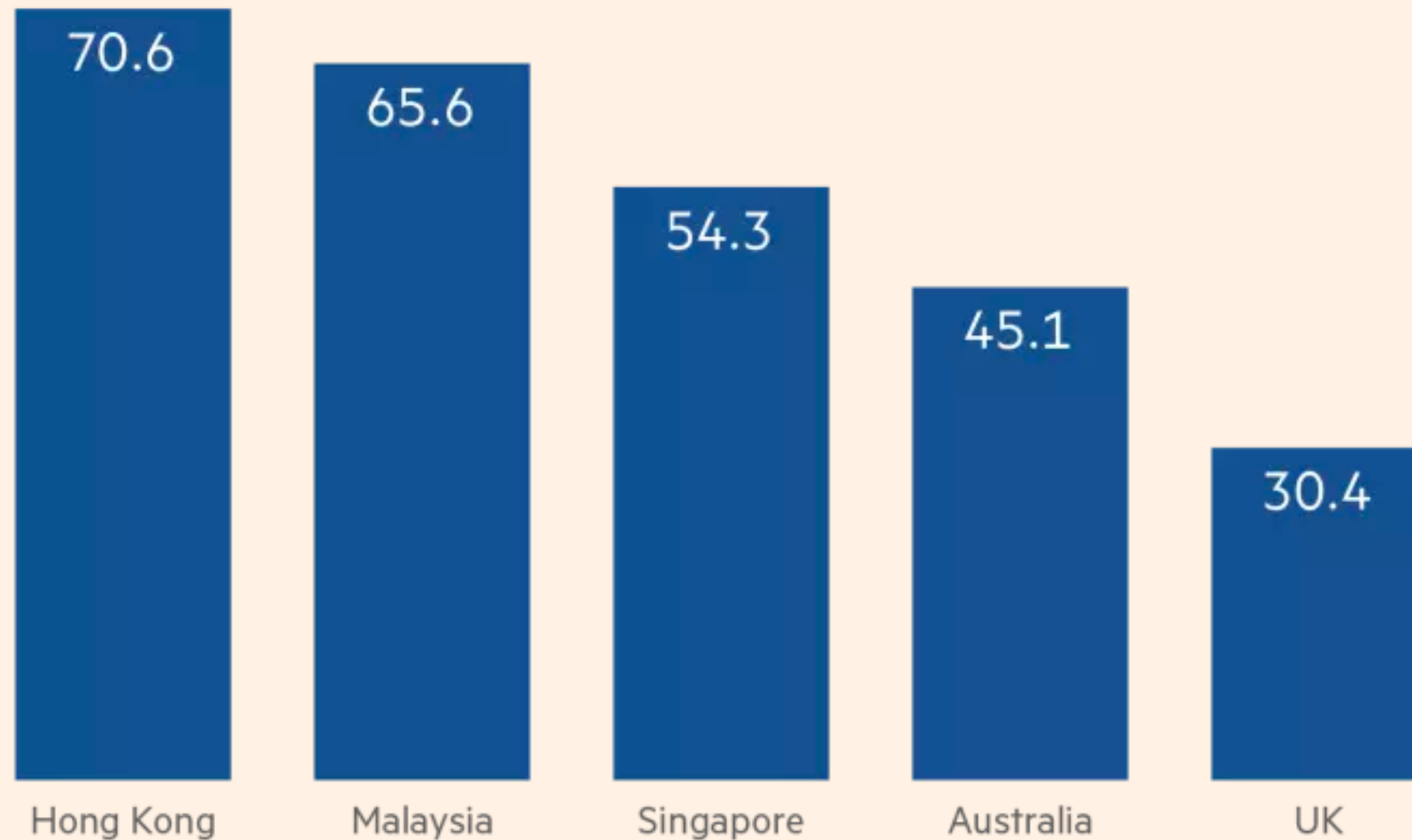
@青红造了个白



@青红造了个白

Asia's wasted working days

Days lost to absenteeism and presenteeism* (countries surveyed)



*Presenteeism is when workers turn up but are unproductive

Source: AIA Vitality/VitalityHealth/Rand Europe

© FT

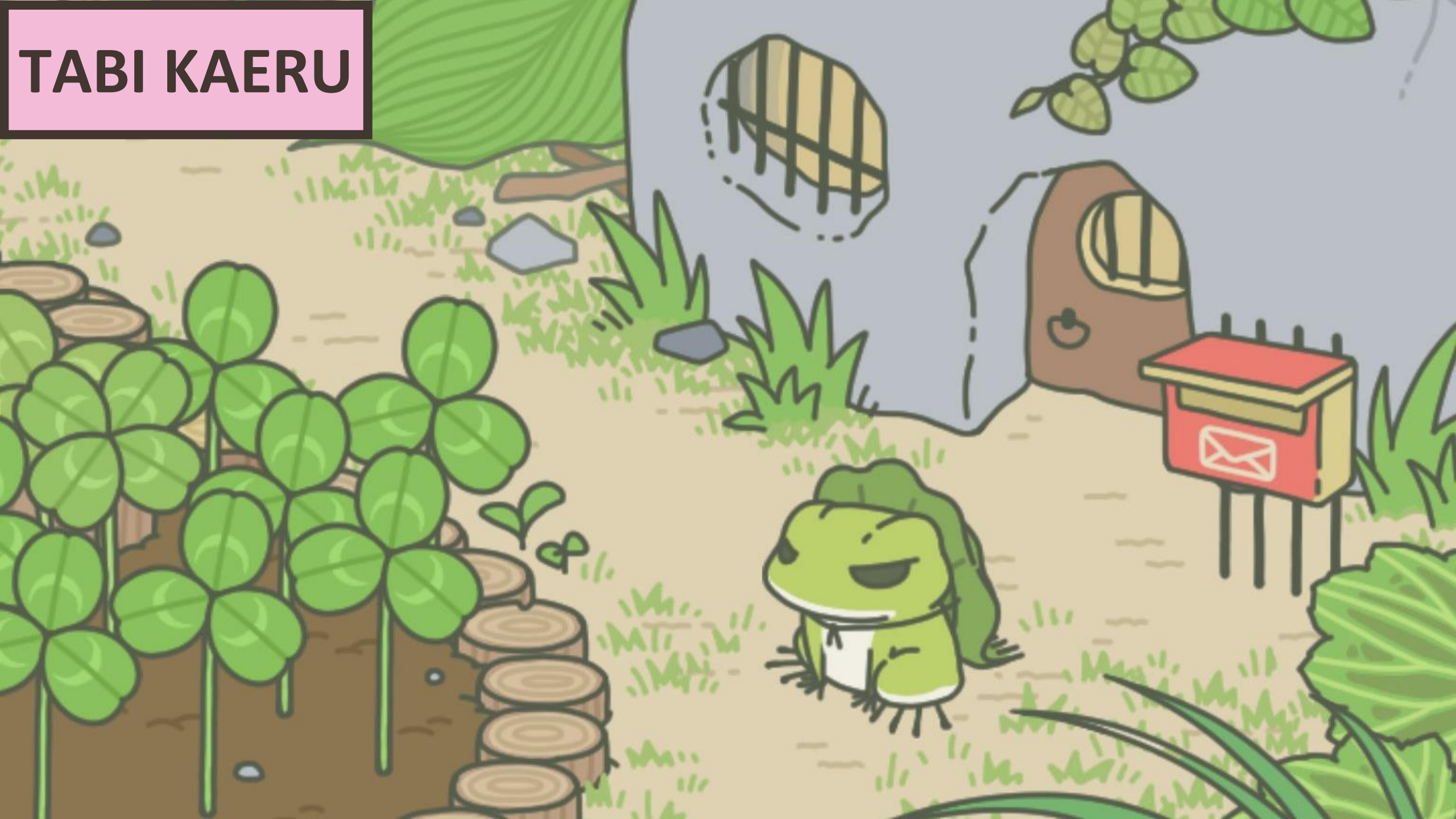
Escapism



APAC is the world's fastest growing region in terms of eSports audience with numbers expected to climb to 290 million by 2021 from 167 million in 2017.

Newzoo, 2018

TABI KAERU



SPIRITUAL LEAP

A Japanese mobile game about a traveling frog is teaching its fans a philosophical lesson about letting go

By [Vivienne Chow](#) • February 8, 2018



**Media grows ever-more
participatory.**



FANTASY IRL

Boundaries between real and imagined worlds are fading
and
in 2019, consumers will seek deeper engagement

TIFFANY & CO. AND TIONG BAHRU BAKERY

Partnership allows
customers to have
'Breakfast at
Tiffany's'



For some people
Beyoncé is more
important than
day-to-day **reality**.



Like **this** guy.



LOUVRE

Museum launches
tour based on
Beyoncé and Jay-Z
music video



MAN CITY & FANTOM

Smart watch sends
fans match stats,
club news and
'nearby fan' alerts



BLIZZARD

Gaming
community raises
more than USD 12
million for charity



WIRED

CLIVE THOMPSON GEAR 10.09.14 06:30 AM

HOW VIDEOGAMES LIKE *MINECRAFT* ACTUALLY HELP KIDS LEARN TO READ

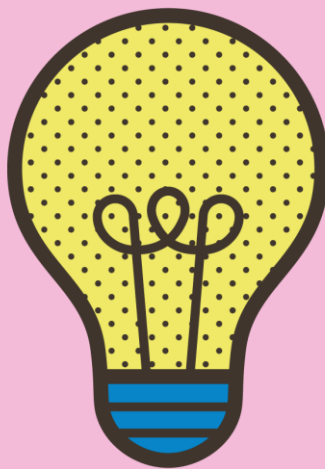


10th-grade students read only 10 mins a day in English class, but an astonishing 70 mins at home as they boned up on games.

Hannah Gerber, literacy researcher at Sam Houston State University

World of Warcraft are written at nearly 12th-grade level, with a 2-6% incidence of academic jargon.

Constance Steinkuehler, games researcher at the University of Wisconsin-Madison



**What worlds do your target audience
escape to?**

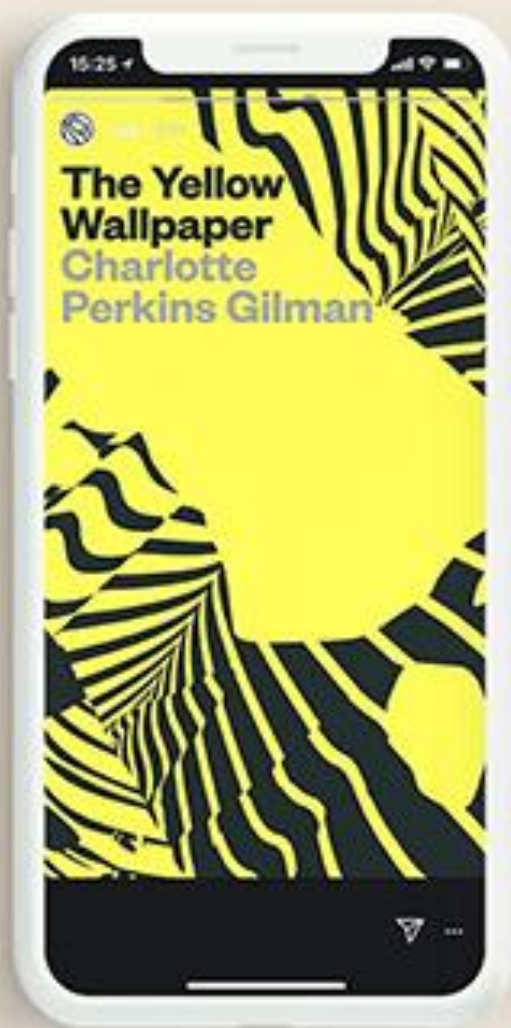
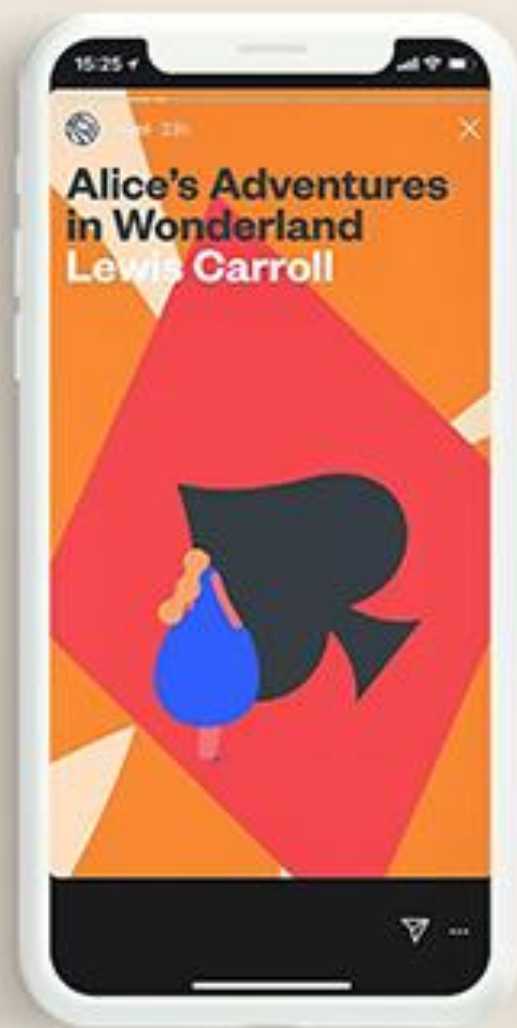
**How can you blur the boundaries further to
engage and motivate them?**

82% shopping queries in 2017
were made on mobile devices.

Assocham &
Deloitte, December
2017

WHEREVER I AM





The
New York
Public
Library
**Insta
Novels**

~~Convenience~~
Delight





MAGIC TOUCHPOINT

Consumers will expect to summon brand touchpoints like they would a genie from a lamp.

WECHAT MINI PROGRAMS

Access locally
relevant services
without
downloading apps



**There are 1 million mini programs
after 1.5 years of development, vs
500,000 published on the Apple App
Store between 2008-2012.**

ALD, July 2018

• See how crazy Indian travellers are... •

Travel Booking Anytime Anywhere?

On mobile
before sleep



46%

• Most people book.... •

During
working hours



46%

While
drunk



12%

• Crazy people book.... •

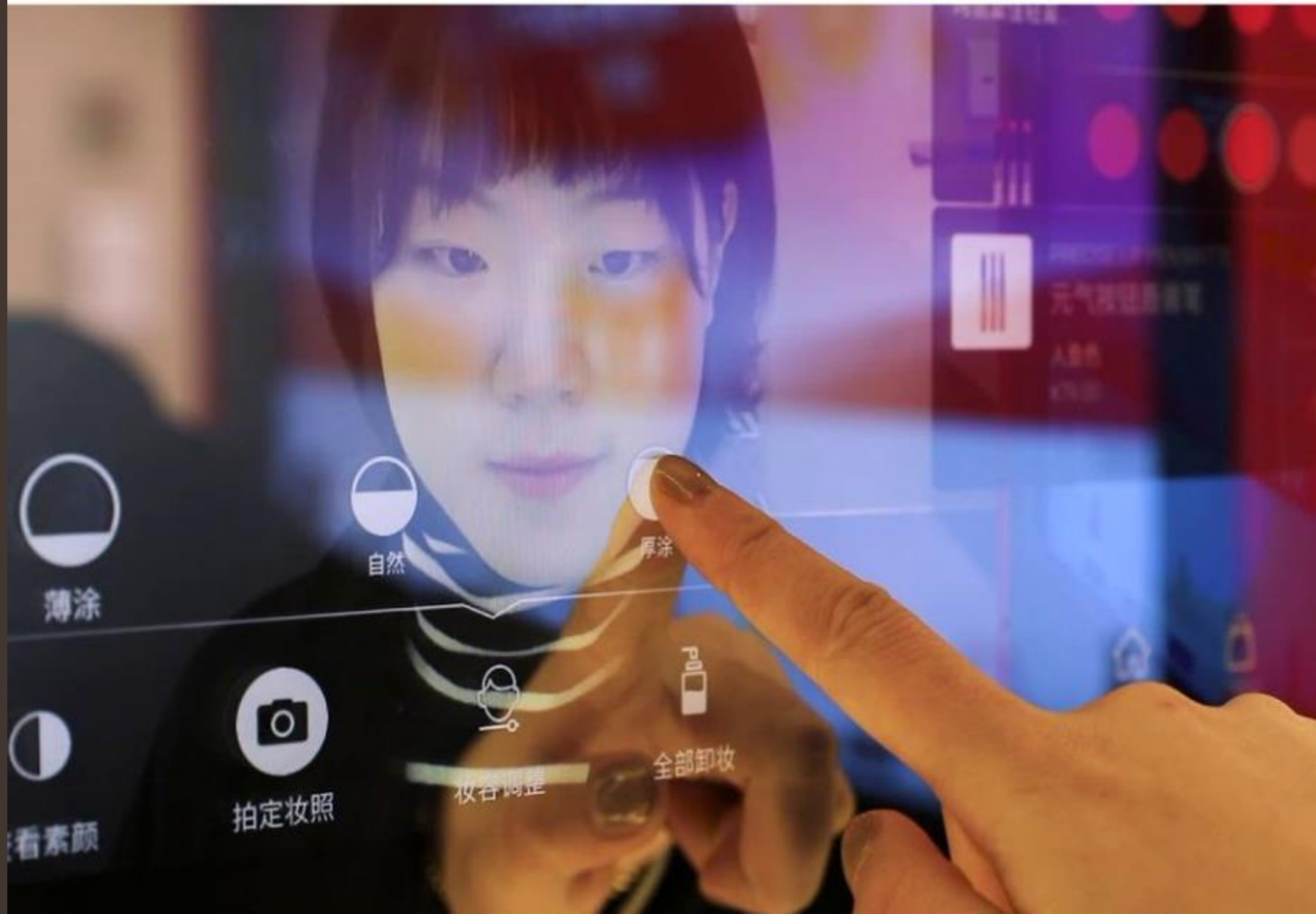
While in the
washroom



24%

INTIME MALLS

AR-powered
restroom mirror
allows consumers
to buy beauty
products



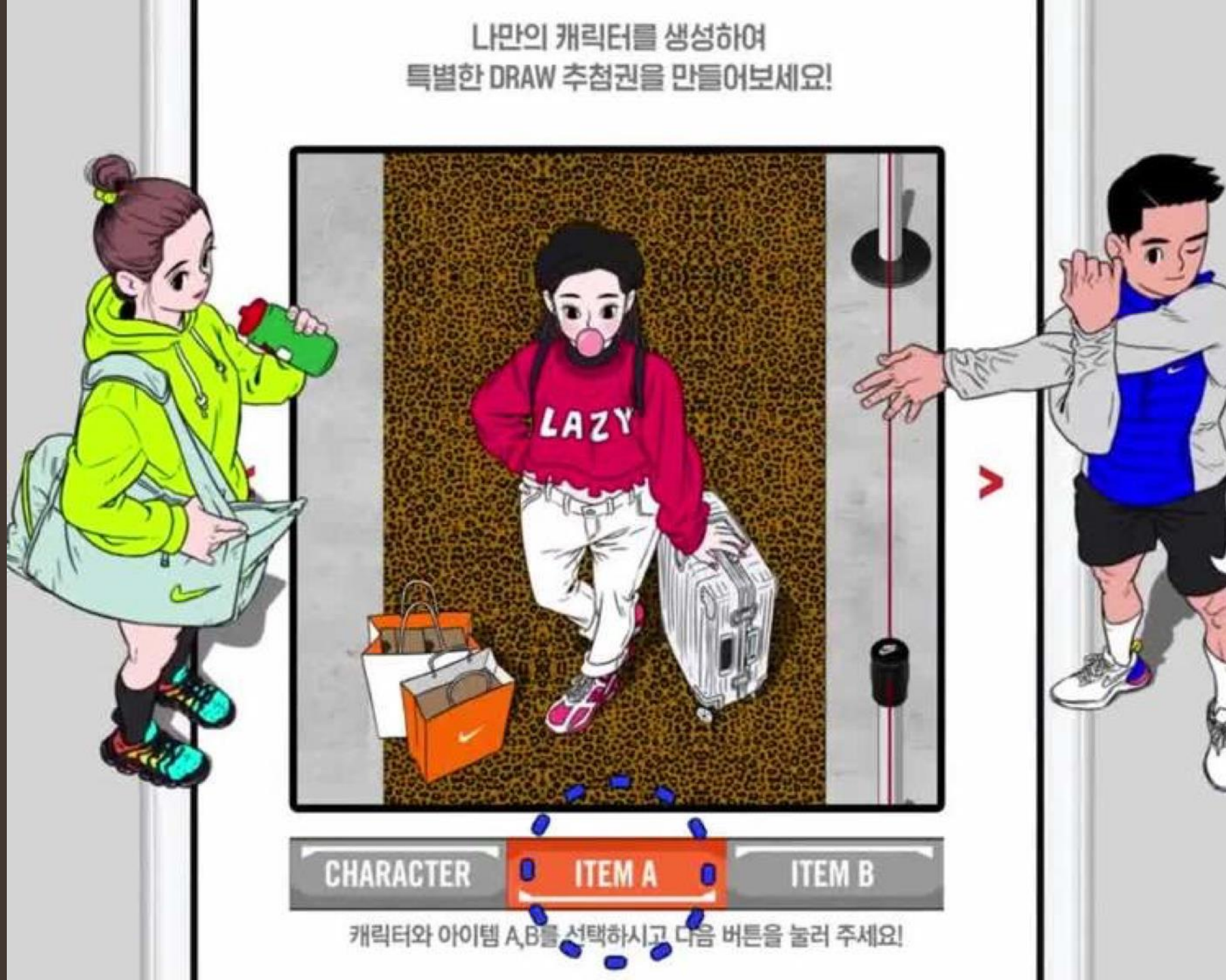
ALIBABA

Alibaba's smart
speaker can read
bedtime stories



NIKE

Consumers create
avatars to queue
for virtual sneakers
drop



나만의 캐릭터를 생성하여
특별한 DRAW 추천권을 만들어보세요!



CHARACTER

ITEM A

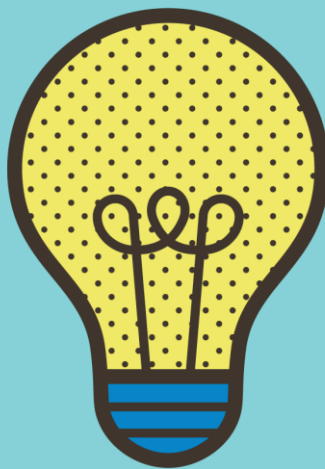
ITEM B

캐릭터와 아이템 A,B를 선택하시고 다음 버튼을 눌러 주세요!



AIRMAX 1/97 SW





Think beyond convenience – how can you use technology to delight? Which touchpoints can you embed your services into?



🏠 > News > Science

Humans have shorter attention span than goldfish, thanks to smartphones



Connection



69% Gen Z consumers feel ‘the people around them are not really with them’.

Cigna & Ipsos,
May 2018

U.K. Appoints a Minister for Loneliness



Tracey Crouch, left, Britain's under secretary for sport and civil society, is to coordinate the government's response to loneliness. Stephen Pond/Getty Images for Sport England

By Ceylan Yeginsu

Jan. 17, 2018



THE SIMPLE LIFE





VILLAGE SQUARED

In 2019, consumers redefine connectedness and embrace new ways of doing community.

KLM

Airline's
translation seats
connect travelers
at the airport





**1 in 4 13-15 year-olds in India
suffer from depression.**

WHO,
April 2017

RIVERBEND SCHOOL

A school in rural Chennai, designed to like a village, focuses on teaching children how to be happy.



HEINEKEN

Beer brand bridges
the generation gap
in India



EST. 1873
Heineken®
open your world

GENERATIONS APART

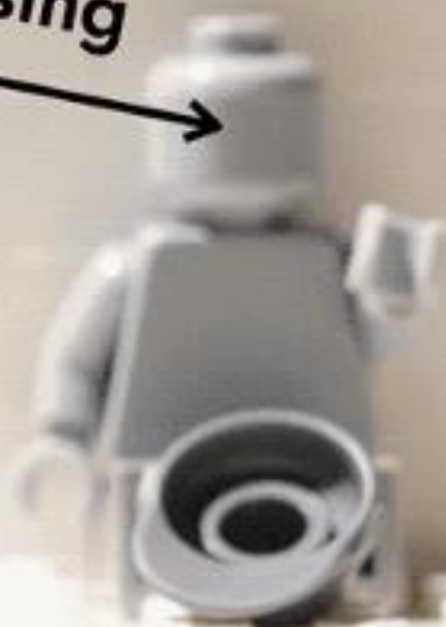
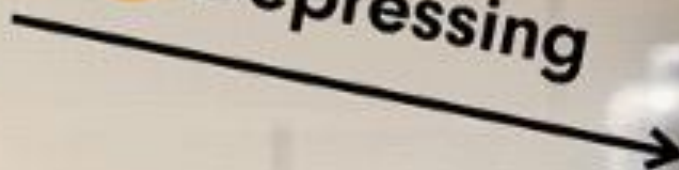
A man with dark, curly hair, wearing a blue button-down shirt, is the central figure. He is looking down with a somber or thoughtful expression. His hands are near his face. The background is dark and out of focus, showing other people in a dimly lit room, possibly a bar or a meeting space. A warm light source is visible in the background, creating a soft glow. The overall mood is contemplative or melancholic.

THE REAL PROBLEM IS THAT THEY DON'T TALK TO EACH OTHER

Oh..another beggar



Depressing



TOMO KIHARA

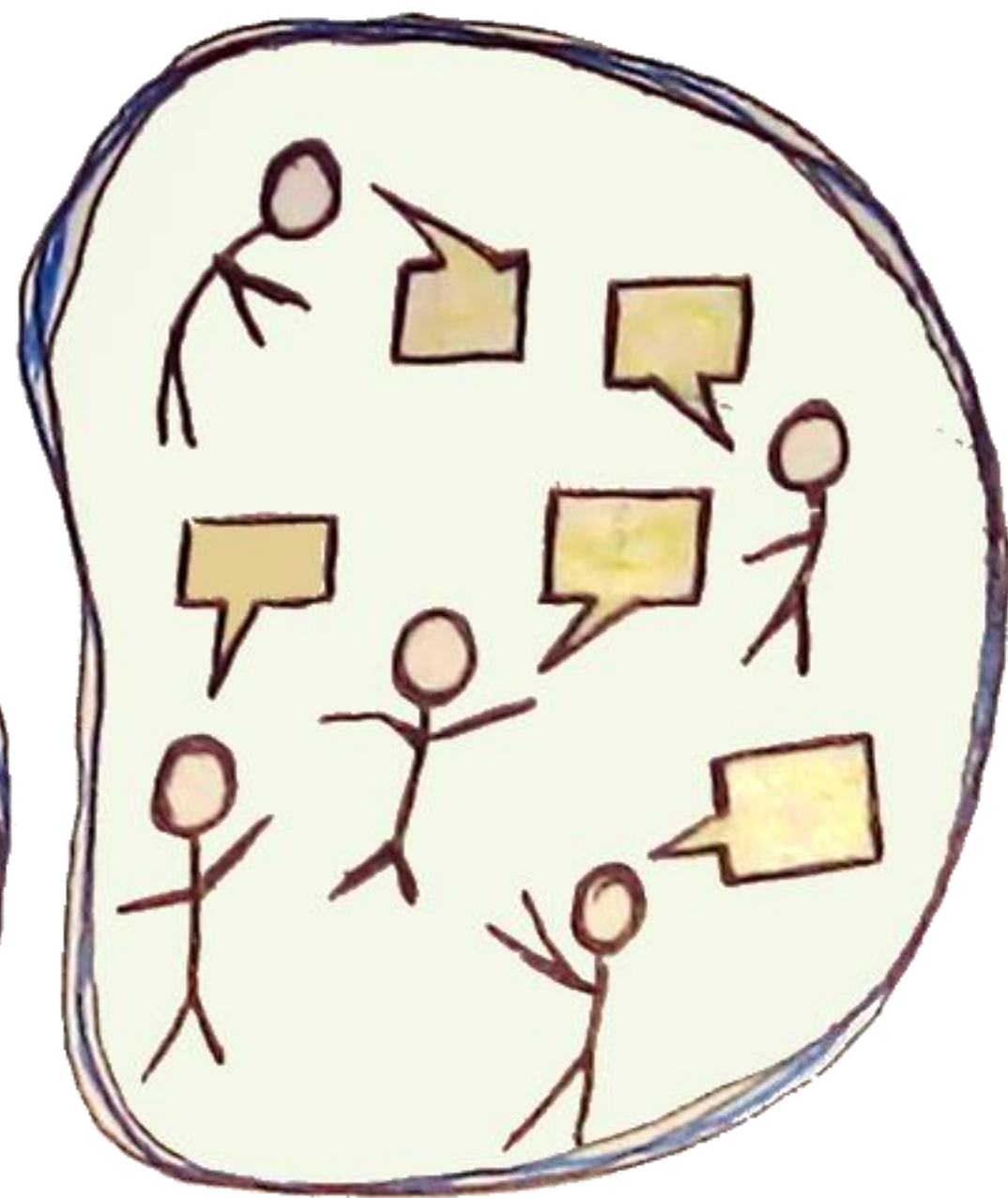
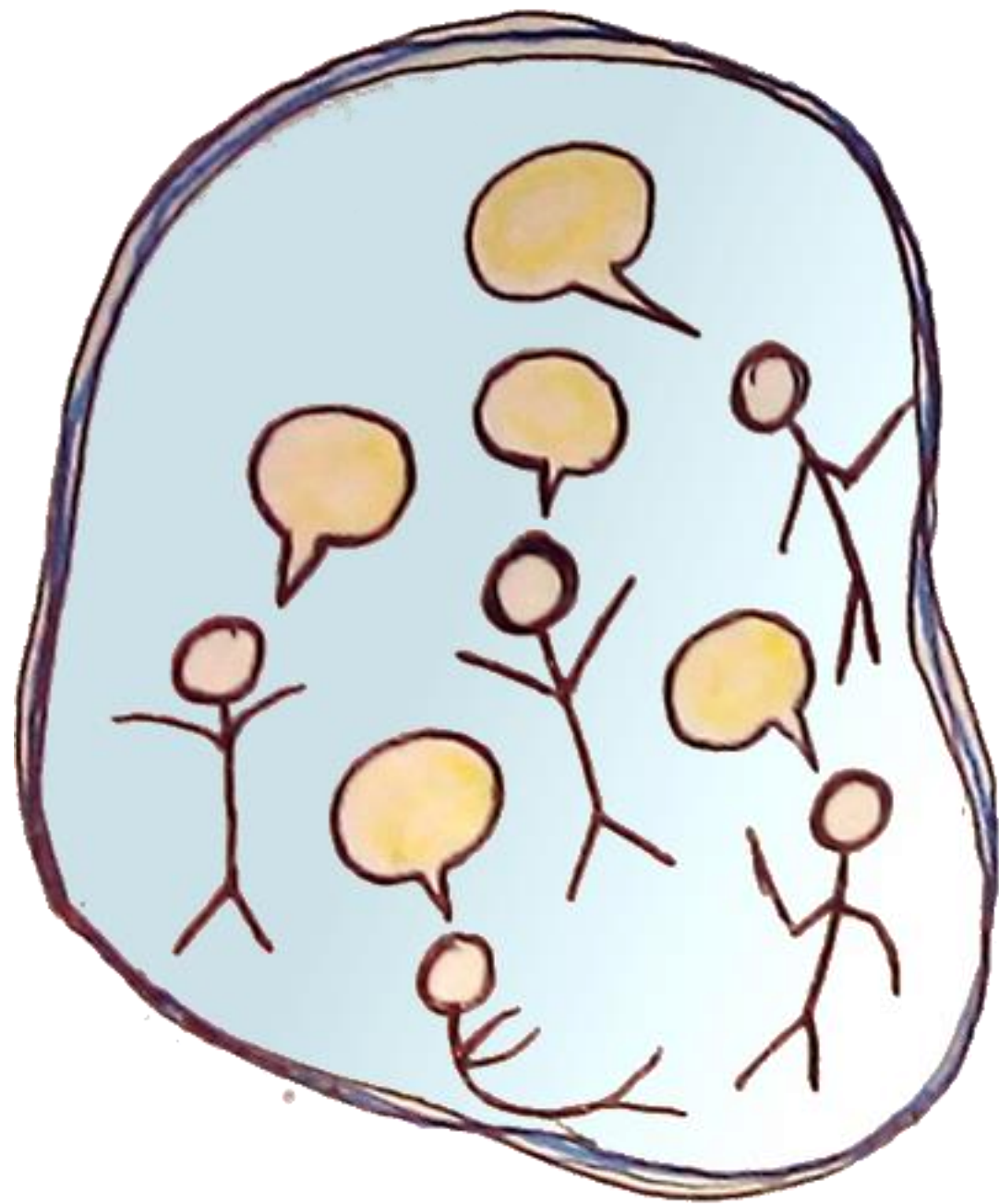
Street Debater kit
encourages
conversations and
helps the
homeless earn
money

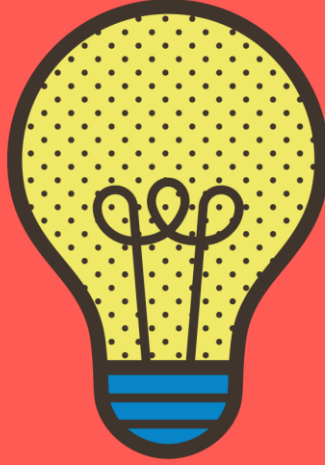


A person is sitting on a sidewalk at night, surrounded by their belongings, including a blue bag, a small wooden stool, and some papers. In the background, there is a building with posters, one of which says "ENTHRALLING FEAR" and "The Guardian".

Street Debater

Social alternative to begging





**What can you do to your spaces, policies,
initiatives & experience design to allow
people to connect meaningfully?**

TRENDS SUMMARY

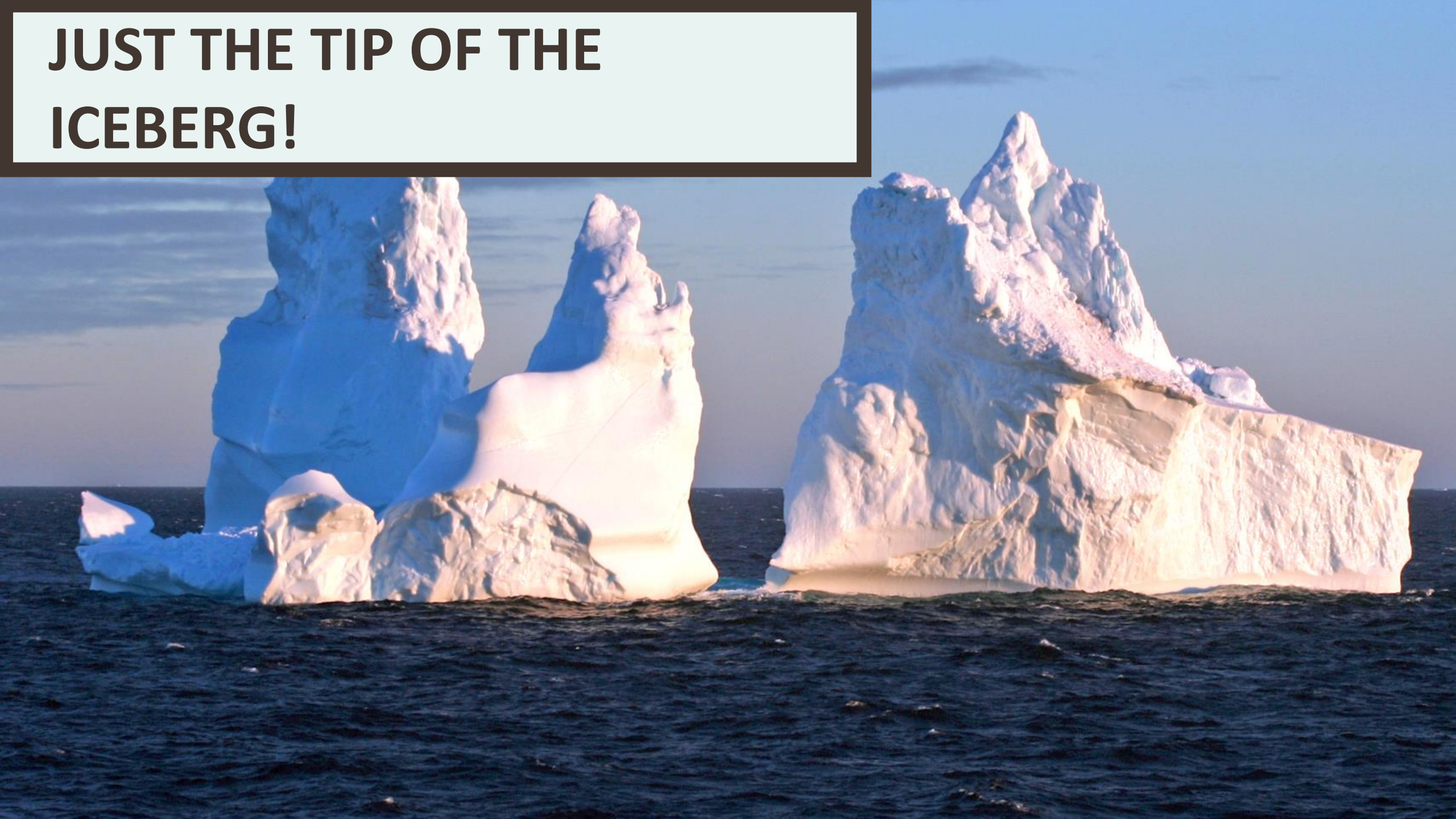
**STATUS
SANDCASTLES**

**FANTASY
IRL**

**MAGIC
TOUCHPOINT**

**VILLAGE
SQUARED**

**JUST THE TIP OF THE
ICEBERG!**



WATCHING TRENDS IS NOT ENOUGH



APPLY!

CONSUMER TREND RADAR

TREND-WATCHING
Academy



RESPONSE

/ Light

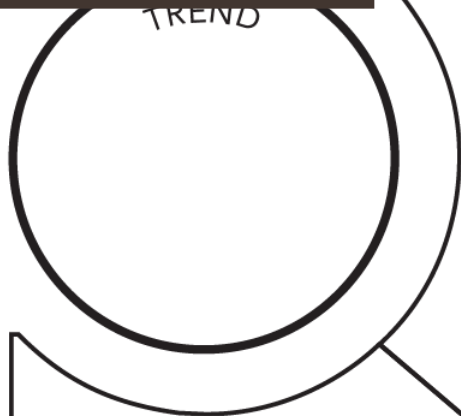
^ Intense

▲ Total

APPLY!

THE CONSUMER TREND CANVAS

ANALYZE



INSPIRATION

How are other businesses applying this trend?



EMERGING EXPECTATIONS

What points of tension and new customer expectations are emerging?



BASIC NEEDS

Which deep consumer needs and desires does this trend address?



DRIVERS OF CHANGE

Why is this trend emerging now? What's changing?

SHIFTS (long-term)

TRIGGERS (short-term)

APPLY



INNOVATION TARGET

How/where could you apply this trend to your business?



WHO

Which (new) customer groups could you apply this trend to?

YOUR INNOVATION



A meme featuring a man with dark hair, wearing a light-colored short-sleeved button-down shirt with a colorful floral pattern. He has a questioning or confused expression on his face. He is standing in front of a light-colored paneled door. To his left, a portion of a yellow wall with a light switch is visible. The text "HOW YOU DOIN?" is overlaid on the right side of the image in a large, white, bold, sans-serif font with a thick black outline.

**HOW
YOU
DOIN?**

YOUR TREND BABY

 TREND·WATCHING



YOUR BRAND NAME:

INNOVATION TYPE:

☐

VISION

☐

BUSINESS
MODEL

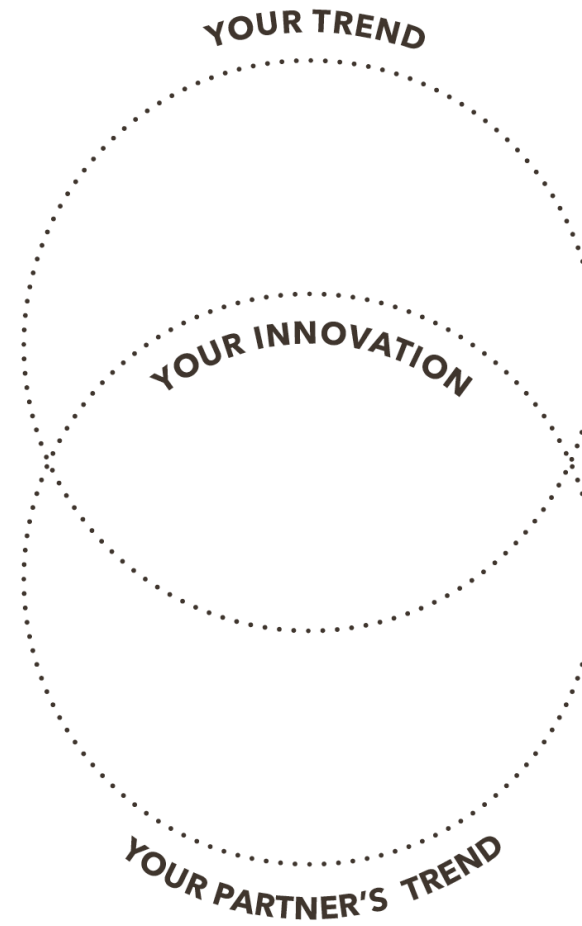
☐

PRODUCT
OR SERVICE

☐

MARKETING
CAMPAIGN

DESCRIBE YOUR IDEA:



YOUR TREND BABY

 TREND·WATCHING



2

YOUR BRAND NAME:

INNOVATION TYPE:

☐

VISION

☐

BUSINESS
MODEL

☐

PRODUCT
OR SERVICE

☐

MARKETING
CAMPAIGN

3

DESCRIBE YOUR IDEA:

YOUR TREND

1

YOUR INNOVATION

1

YOUR PARTNER'S TREND

TRENDS SUMMARY

**STATUS
SANDCASTLES**

**FANTASY
IRL**

**MAGIC
TOUCHPOINT**

**VILLAGE
SQUARED**

YOUR TREND BABY

 TREND-WATCHING



YOUR BRAND NAME:

NATIONAL UNIVERSITY OF SINGAPORE'S LIBRARY

INNOVATION TYPE:



VISION



BUSINESS
MODEL



PRODUCT
OR SERVICE



MARKETING
CAMPAIGN

DESCRIBE YOUR IDEA:

A debater vending machine connected to
a giant screen on the library's wall for
students to vote on issues and contribute
their thoughts.

YOUR TREND

**VILLAGE
SQUARED**

YOUR INNOVATION

CAMPUS WHISPERS

**MAGIC
TOUCHPOINT**

YOUR PARTNER'S TREND

YOUR TREND BABY

 TREND·WATCHING



2

YOUR BRAND NAME:

INNOVATION TYPE:

☐

VISION

☐

BUSINESS
MODEL

☐

PRODUCT
OR SERVICE

☐

MARKETING
CAMPAIGN

3

DESCRIBE YOUR IDEA:

YOUR TREND

1

YOUR INNOVATION

1

YOUR PARTNER'S TREND

**Share your
babies!**



OCLC, BANGKOK
28 NOVEMBER
2018

QUESTIONS?

nia@trendwatching.com

