TRANSFORMING TREND INSIGHTS TO INNOVATION

NATHANIA CHRISTY // TRENDWATCHING
The world is always **changing**.
CHANGE?
MORE LIKE IT!
FUTURE VISION
TW: Premium
Online database with 140+ trends and 21,000+ innovations.
TW: Academy
Keynotes & workshops.
Hi all! I’m Vivi, 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 Suunnittelu & muotoilu, 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 me 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 😊

Chris Allan Simonsen 5:55 PM

Hello, @channel! Maaan, this looks like a great slack-community 😊

I’m Chris — a creative planner, senior advisor and partner in an 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 all "life stuff" like good food, wine, climbing, sailing my tiny, old sailboat and senseless thing 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 planner -> here, know — looking forward to share, discuss and learn with you all! Don’t hesitate to DM or PM 😊

Debbie 3:55 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.
BASIC NEEDS
INNOVATIONS
EMERGING EXPECTATIONS
Drivers of Change

The Sweet Spot

Innovations

Basic Needs

More of the Same

Expectation Gaps

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

We Are Social, January 2018
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.
Introducing Instagram Stories

Say hello to Instagram Stories!

Share whatever, it disappears after 24 hours

Make it your own with drawing & text
STATUS SANDCASTLES

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

Micro newspaper amplifies voices of the marginalized
Art museum hosts curated workouts

THE MET
SOURCE: METROPOLITAN MUSEUM OF ART

AUTHOR AND ILLUSTRATOR MAIRA KALMAN NARRATES THE EXPERIENCE
IKEA Homewares retailer's promotion simplifies cooking meals
When it comes to cooking,
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
Asia’s wasted working days

Days lost to absenteeism and presenteeism* (countries surveyed)

<table>
<thead>
<tr>
<th>Country</th>
<th>Days Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hong Kong</td>
<td>70.6</td>
</tr>
<tr>
<td>Malaysia</td>
<td>65.6</td>
</tr>
<tr>
<td>Singapore</td>
<td>54.3</td>
</tr>
<tr>
<td>Australia</td>
<td>45.1</td>
</tr>
<tr>
<td>UK</td>
<td>30.4</td>
</tr>
</tbody>
</table>

*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
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.
Boundaries between real and imagined worlds are fading and in 2019, consumers will seek deeper engagement.
Partnership allows customers to have ‘Breakfast at Tiffany’s’
For some people Beyoncé is more important than day-to-day reality.
Like this guy.
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
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
SNACKABLE CONTENT

Alice’s Adventures in Wonderland
Lewis Carroll

The Yellow Wallpaper
Charlotte Perkins Gilman

The Metamorphosis
Franz Kafka

The New York Public Library Insta Novels
Convenience
Delight
Consumers will expect to summon brand touchpoints like they would a genie from a lamp.
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...

- On mobile before sleep: 46%
- While drunk: 12%
- During working hours: 46%
- While in the washroom: 24%
AR-powered restroom mirror allows consumers to buy beauty products
Alibaba’s smart speaker can read bedtime stories
Consumers create avatars to queue for virtual sneakers drop
나만의 캐릭터를 생성하여
특별한 DRAW 추첨권을 만들어보세요!

캐릭터와 아이템 A/B를 선택하시고 다음 버튼을 눌러 주세요!
Think beyond convenience – how can you use technology to delight? Which touchpoints can you embed your services into?
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 Yorgansu

Jan. 17, 2018
In 2019, consumers redefine connectedness and embrace new ways of doing community.
Airline’s translation seats connect travelers at the airport
1 in 4 13-15 year-olds in India suffer from depression.

WHO, April 2017
A school in rural Chennai, designed to look like a village, focuses on teaching children how to be happy.
HEINEKEN

Beer brand bridges the generation gap in India

GENERATIONS APART
THE REAL PROBLEM IS THAT THEY DON'T TALK TO EACH OTHER
Oh... another beggar

 депрессивно

 Depressing
Street Debater kit encourages conversations and helps the homeless earn money.
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
HOW YOU DOIN?
YOUR TREND BABY

YOUR BRAND NAME:

______________________________

INNOVATION TYPE:

☐  VISION

☐  BUSINESS MODEL

☐  PRODUCT OR SERVICE

☐  MARKETING CAMPAIGN

DESCRIBE YOUR IDEA:

______________________________

______________________________

YOUR TREND

YOUR INNOVATION

YOUR PARTNER’S TREND
TRENDS SUMMARY

- STATUS SANDCASTLES
- FANTASY IRL
- MAGIC TOUCHPOINT
- VILLAGE SQUARED
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 BABY

YOUR BRAND NAME:
______________________________

INNOVATION TYPE:

☐ VISION
☐ PRODUCT OR SERVICE
☐ BUSINESS MODEL
☐ MARKETING CAMPAIGN

DESCRIBE YOUR IDEA:
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YOUR TREND
---------------------------------------------------
YOUR INNOVATION
---------------------------------------------------
YOUR PARTNER’S TREND
Share your babies!
QUESTIONS?
nia@trendwatching.com