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TRENDS OF THE TENTIES

A NEW DECADE, A NEW ERA. AS THE 'NOUGHTIES' END AND THE 'TENTIES' BEGIN, WHAT TRENDS WILL SHAPE OUR LIVES DURING THE YEAR AHEAD? **SHERIDAN WINN** ASKED TWO GLOBAL TRENDSPOTTERS TO GIVE US THEIR TOP PREDICTIONS

MARIAN SALZMAN, PRESIDENT OF PR, EURO RSCG NORTH AMERICA

Credited with identifying trends such as “metrosexuality” and “singletons”, Salzman is the author and co-author of 15 books and a regular blogger and columnist. In 1995, she foresaw the transition from “information superhighway” to “information supertollway”: get your new car, wedding dress and dishwasher detergent here! In 2000, she recognised that online friendships based on common interests would become a marketers’ dream. In 2005, she predicted the rapid global spread of disease, with its resultant xenophobia. www.eurorscgprcampaign.com

1 CROSS WITHOUT THE CRISS

The hyperpolarisation of communities brings more and more voluntary segregation, as lines are drawn based on our awareness of our neighbour’s opinions and affiliations. However, crossovers will emerge – individuals whose consensual thinking and good ideas counter the trend.

4 BEWARE THE NEW BULLIES: THE MOB MEDIA

It’s not just friends we meet on the internet playground: we are increasingly exposed to virtual bullying. Flash mobs – a click away – respond immediately to the issues of the day. Mob action can overwhelm the issue to become the story. The growing access to personal data makes us easy targets for bureaucratic and advertising bombardment.

2 COUGARS RISING

One growing trend is the female rebellion against being pigeonholed at a certain age. Women are more confident. In the boardroom and the bedroom, they ask for what they want. Accessible cosmetic enhancements and more awareness of diet and fitness (plus less guilt about prioritising these), make for remarkable differences between women now and in the past. The rise of the cougar – an older woman with a younger man – is only one example. Finally, we’re listening to what Joan Collins has been telling us for years!

5 A CHILD’S PLACE

From birth on, we are our own brand – especially if you have a famous parent. Child and parent bask in the celebrity spotlight of marketing

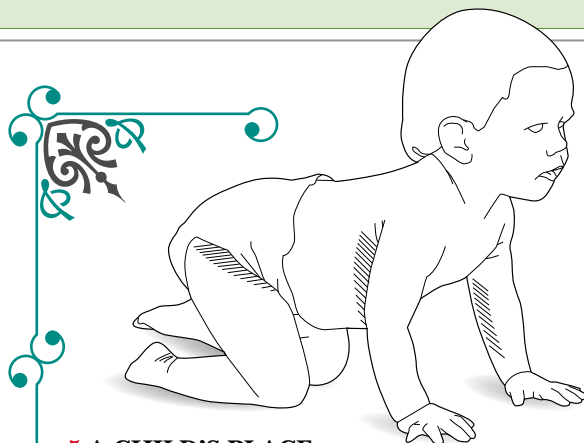
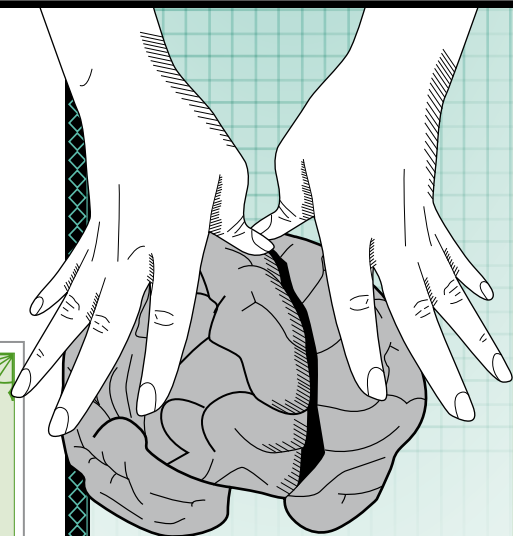
potential. With style blogs by kids as young as eight developing a huge following, you are never too young to have influence.

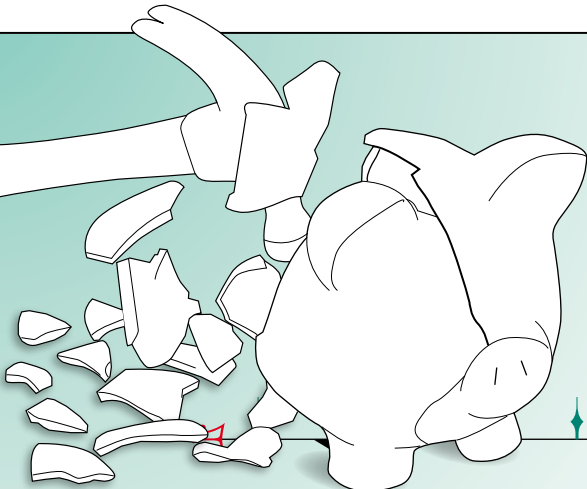
3 HEADING OFF ANGST

Fitness is no longer just about our bodies: it’s our grey matter, too. As life expectancy in the developed world continues to grow, we’ll see more emphasis on brain health. Health clubs will emphasise keeping our brains healthy. Alongside the rise in protective headgear, new legislation will determine how children play.

6 IN-YOUR-FACE HONESTY

THE CURRENCY OF HONESTY, FAIRNESS AND TRUST WILL FIND A NEW VALUE WITH A PUBLIC SICKENED BY YEARS OF DECEIT. THE EXPOSURE OF DECEPTION HAS COST THE MAN ON THE STREET DEARLY. TIME TO FESS UP.





7 NO PIGGY IN THE BANK

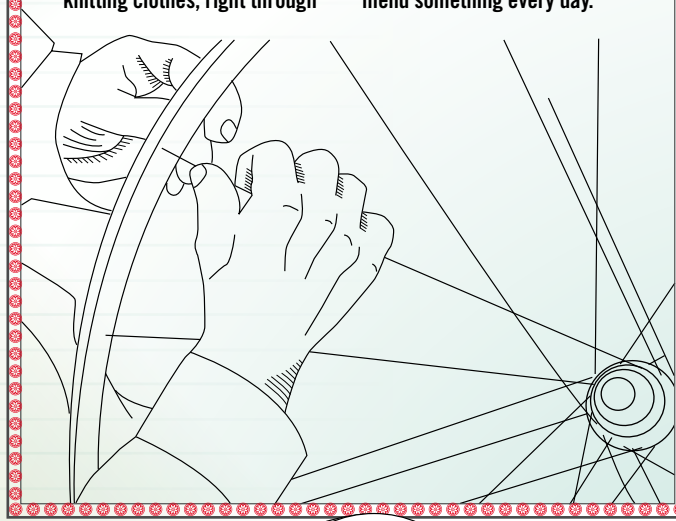
Our descent from a peak of seemingly unshakable prosperity to the foothills of uncertainty will keep the public eye firmly fixed on finance. We'll look for new models to meet the challenges and the financial world will remain under heavy scrutiny.



10 HANDS-ON INSPIRATION FOR INSOURCING

In our service and knowledge economy, people deal with intangibles. We feel removed from the nuts and bolts of life. However, there's a reluctance to lose our practical skills. From growing vegetables to knitting clothes, right through

to genetic engineering, making and fixing things will take on a new importance. Watch out for an increased interest in learning and valuing the practical. The key to peace of mind is to make or mend something every day.



8 GO COMMUNITY!

2010's marketing buzzword is "hyperlocalisation". In our diverse world, it's easy to feel we don't count and can't make a difference as individuals. In a trend that counters hyperpolarisation, we'll see people seek out like-minded communities, where they feel at home and are able to change things. Brands and marketers will benefit from the direct contact they can make. Online tools will take the honours.

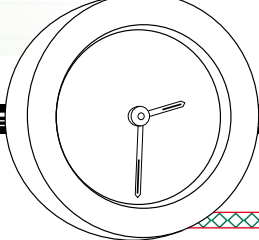


11 THE RISE OF EMO-BLING

"Cool" cultures are warming up. Bling is about conspicuous displays of sparkly consumer goods; emo-bling is about conspicuous displays of emotion. Even government leaders are less formal with each other. Taking an "emo-risk" can win hearts – think Michelle Obama – but it can also annoy. Watch for more emotional expressiveness.

9 THE SHADOW OF THE BOMB, AGAIN

CRANK UP THE ANXIETY. IN THE ERA OF PERESTROIKA, THE THREAT OF A NUCLEAR WAR BETWEEN TWO WORLD POWERS RECEDED. BUT NOW WE HAVE A NEW SET OF PLAYERS. IRAN, NORTH KOREA, PAKISTAN AND TERRORIST GROUPS ARE ALL WAITING TO SET THE STAKES HIGHER.



ANN MACK, DIRECTOR OF TRENDSPOTTING, JWT

Mack works for the fourth-largest advertising agency in the world. The former journalist follows trends on everything from digital technologies, gaming and globalisation to retail, philanthropy and the environment. A regular media contributor, Mack predicted the "small movement" (that smaller would come to signify better) and the mobile device becoming the preferred hub for digital activity. www.jwtintelligence.com

1 LIFE IN REAL TIME

As the Web evolves into a constantly updating stream of real-time data, mass culture moves from "current to the now". Customers expect near-instant response. With a real-time window into people's minds, the marketers' challenge is to respond in real-time and keep up the hyperactive cycle.

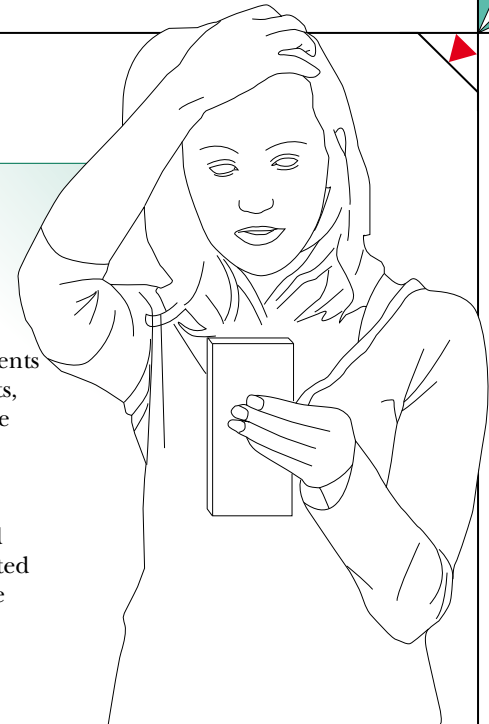
2 VISUAL FLUENCY

The shift from words to images will accelerate and we'll see increasingly innovative ways to explain and illuminate complex topics. Whether you're dissecting the global economy or healthcare costs, people in today's attention-scarce market prefer the graphic synthesis of data to an avalanche of reading material. As a result, the roles and functions of people who work in communications – designers, writers, journalists, researchers and analysts – will continue to overlap and hybridise.

3 SEARCHING FOR STABILITY

Consumers will exercise restraint until they perceive clear, dependable and closer-to-home signs of stability. Rising employment will be a key barometer and in major markets such as the United States and Britain the consumer mood will remain skittish, cautiously optimistic at best. People are

spending, but brands will need to provide more reasons than ever (most of them economic) to justify buying. In what could be a slow recovery, the challenge to brands will be to provide us with the confidence to spend. Consumer faith has been shaken. Regaining trust, through transparency, will help.



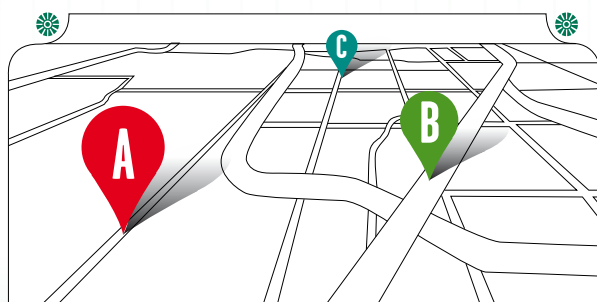
4 Maximum disclosure

How much scrutiny will your brand withstand? Legal requirements and competitive pressure will force fuller disclosure on everything from ingredients and calorie counts to carbon footprints, water and sourcing. Driven by the “due diligence” trend, packaging is set to become cluttered with labelling data. This will confuse some shoppers, but an increasing number of self-educated consumers will learn all they ever wanted to know, and more, about what they’re buying. Ultimately, the brands that don’t become healthier and more sustainable will lose ground.



5 LOCATION-BASED EVERYTHING

As smartphones become unique location guides, users will connect better with their surroundings. A multitude of geo-targeted applications will find everything from restaurants to cash machines and retail deals. And as more location-based services and mapping technologies arrive, the conversation will become “where I am”, rather than “what I’m doing”. Real-time messaging and interaction based on location will become the new micro-targeting.



6 The devil wears packaging

Under the eco-spotlight, brands in every category will retool their packaging to find solutions that reduce, reuse, recycle, remove and renew. Consumers will notice and appreciate these changes. Watch for low-tech ideas that involve a rethink of the status quo.



7 TRICKLE-UP INNOVATIONS

Products designed for emerging markets are increasingly filtering into the developed world, where consumers welcome them

as cheaper and simpler alternatives to existing choices. These innovative products will enjoy worldwide success.



8 ENTREPRENEURSHIP BLOOMS

As unemployment remains high in many countries, a new class of entrepreneurs is rising. Small businesses will be the “green shoots” of recovery. Career reinvention is also spurring entrepreneurship. Some of tomorrow’s top brands will be gestating this year.



9 RETOOLING FOR AN AGEING WORLD

Watch the increase in demand for senior-friendly services and products, as the world’s population grows older and strives to live independently. Businesses — traditionally obsessed with youth — will adapt, in a bid to increase their share of the burgeoning senior market.



10 It’s BIC, and it’s BIGGER than ever

The vaunted BRIC emerging markets (Brazil, Russia, India and China) are now down to BIC. While developed nations remain hobbled by the financial crisis, Brazil, India and China are emerging stronger than ever, both economically and politically. Brazil

has solidified as a stable democracy. India’s economy is lifting millions out of poverty. China is becoming more environmentally responsible. Only Russia is not moving towards the light; in the past decade, the country has become more corrupt and nationalistic.

