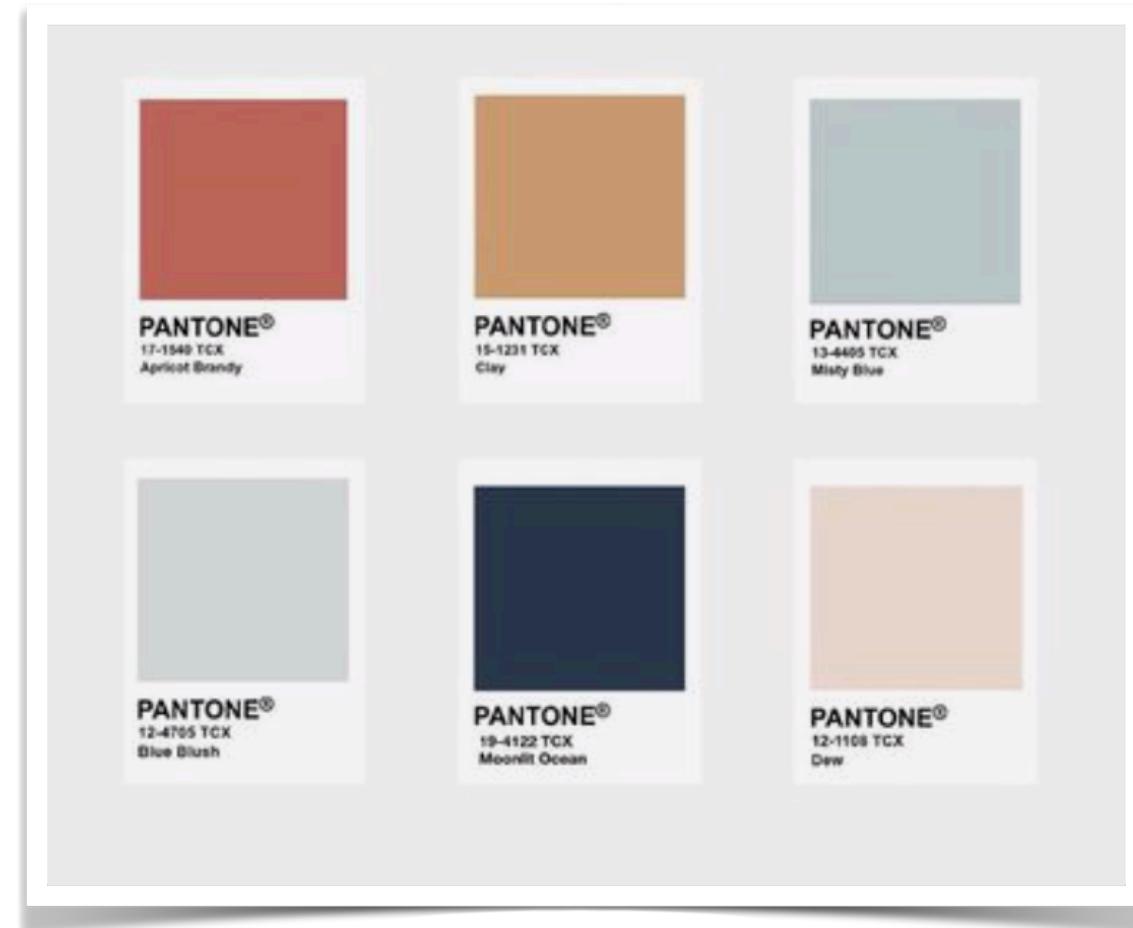


# TREND RESEARCH & FORECASTING

 **VMLY&R** | April 2021



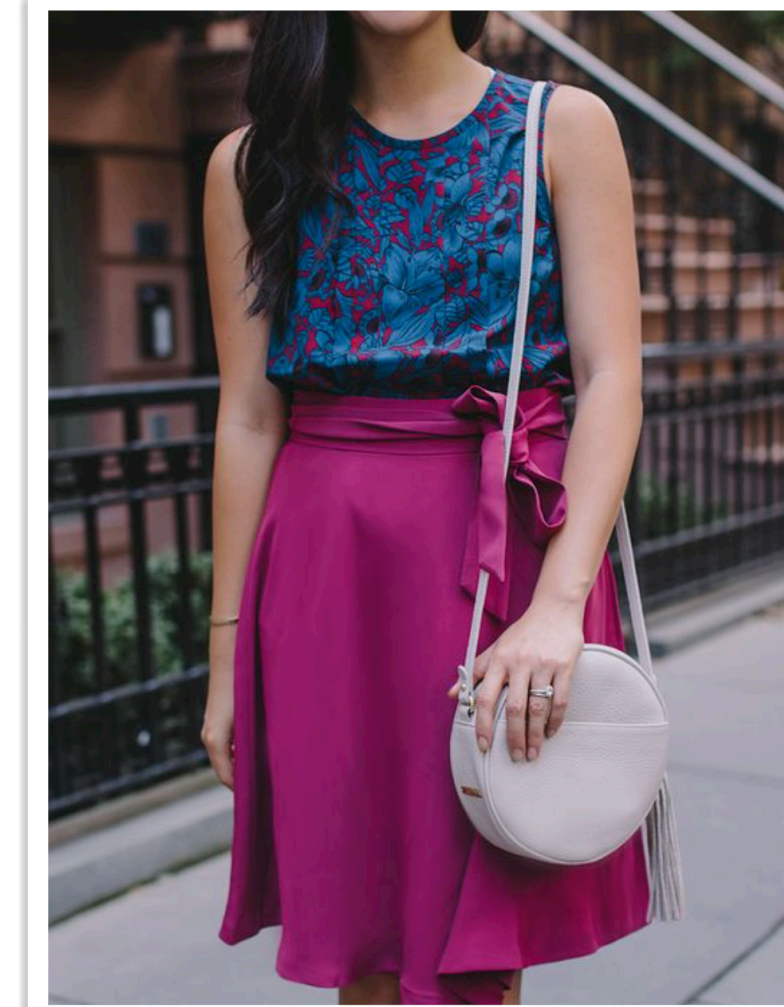
Sounds like



Summer Color



2021 Interior Design Styles



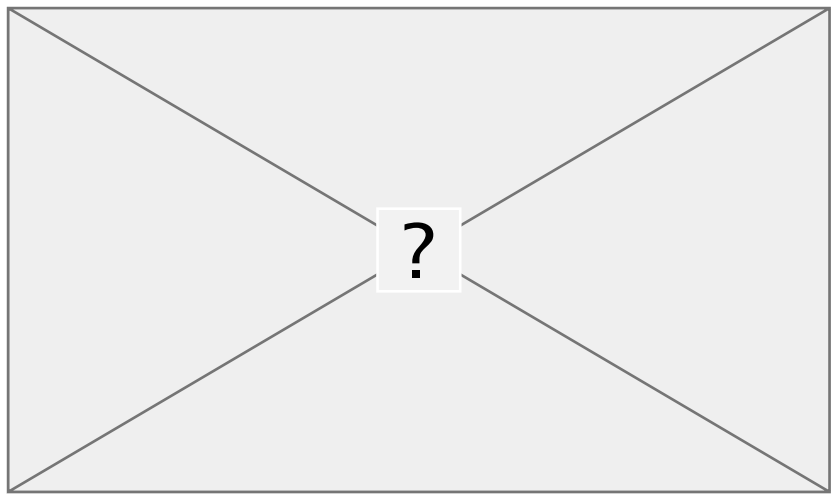
Top Fashion Trend

It is more than these





# Bigger & Broader





**What** is Trend Research?

**Why** it is Important to study?

**Types** of Trends

**How** to research trend and apply?

**Resources** to learn more

**Q & A + Thoughts**





## What?

### / It is

Use trend insights analysis of emerging shifts in people's needs and wants

**TREND IS A DIAGNOSIS,  
NOT A PROGNOSIS**

### / Misinterpreted As

Future prediction or predictive analysis





# Why?

These trend insights are essential during any innovation process as a foundation to **create future proof concepts** that **improve people's quality of life.**

– Els Dragt, Trend Researcher



*Amazon's Kindle e-book reading device was the result of foreseeing significant trends in the field and quickly and effectively responding to them. Drastic improvements in digital ink technologies, declines in traditional publishing, environmental concerns about traditional printing, and readers' growing comfort and familiarity with mobile devices all led to the development of Kindle in 2007.*

## Mindset: Foreseeing Trends

Trends show us general directions in which something is developing or changing. They emerge in our daily life all the time. For sensing innovation opportunities the most common trends that we track relate to technology, business, culture, people, markets, and the economy. Some trends are short-lived, like subprime mortgage lending, while others signal lasting changes in our daily life. We should identify and understand trends early on so that we are in a better position to quickly and positively respond to their impact on the future. Recognizing trends is a skill that can be cultivated by carefully learning to discern patterns of activities taking place around us. Simply being able to recognize which sectors of the economy are growing and which are in decline can help us develop a provisional sense of the economic opportunity. Staying on top of the latest technology developments and seeing patterns of their adoption, we can begin to foresee how technology trends may shape the types of products and services that will be required in the future.

We also ought to cultivate a mindset for recognizing “mega-trends” (e.g., aging of the population in the United States and Europe) and thinking about the implications such big changes will have on innovation opportunities.





# Example

## / Shifts in people's needs and wants

**Nutritional trends** are an example. In the upswing in the 1960s, fatty food was part of the quality of life.

Today, the trends are moving towards healthy eating and vegan nutrition.

Trends in an industry usually have far-reaching effects. Nutritional trends, for example, are causing changes in the **retail, catering, tourism, leisure, advertising,** and **agricultural** sectors.

1960



2016 +





# Example

## / Right On Time

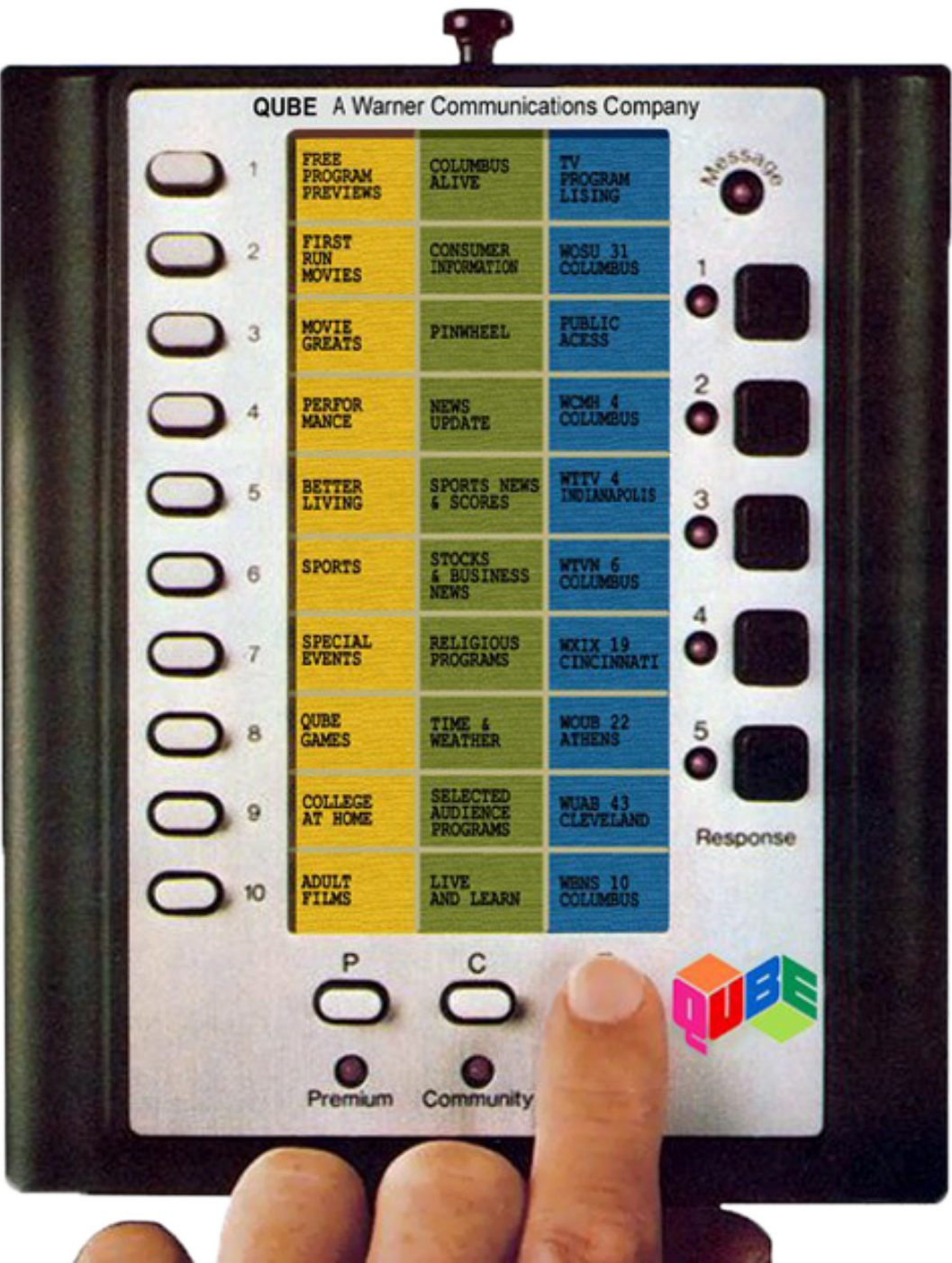
Trend study also helps to prepare for a good time to expose consumer to innovation.

Few examples of great innovative products but failed due to not so right timing and misalignment to economic trend.

### Product Released Ahead of Their Time

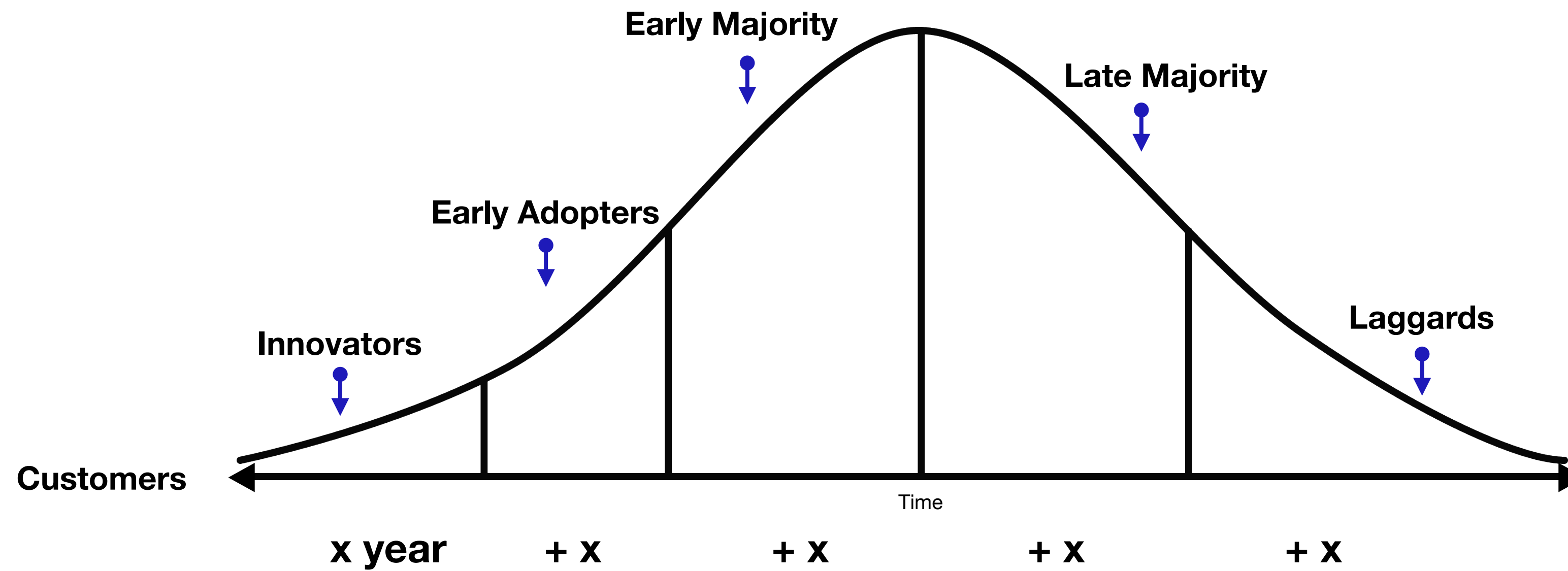


Contact lenses – 1632





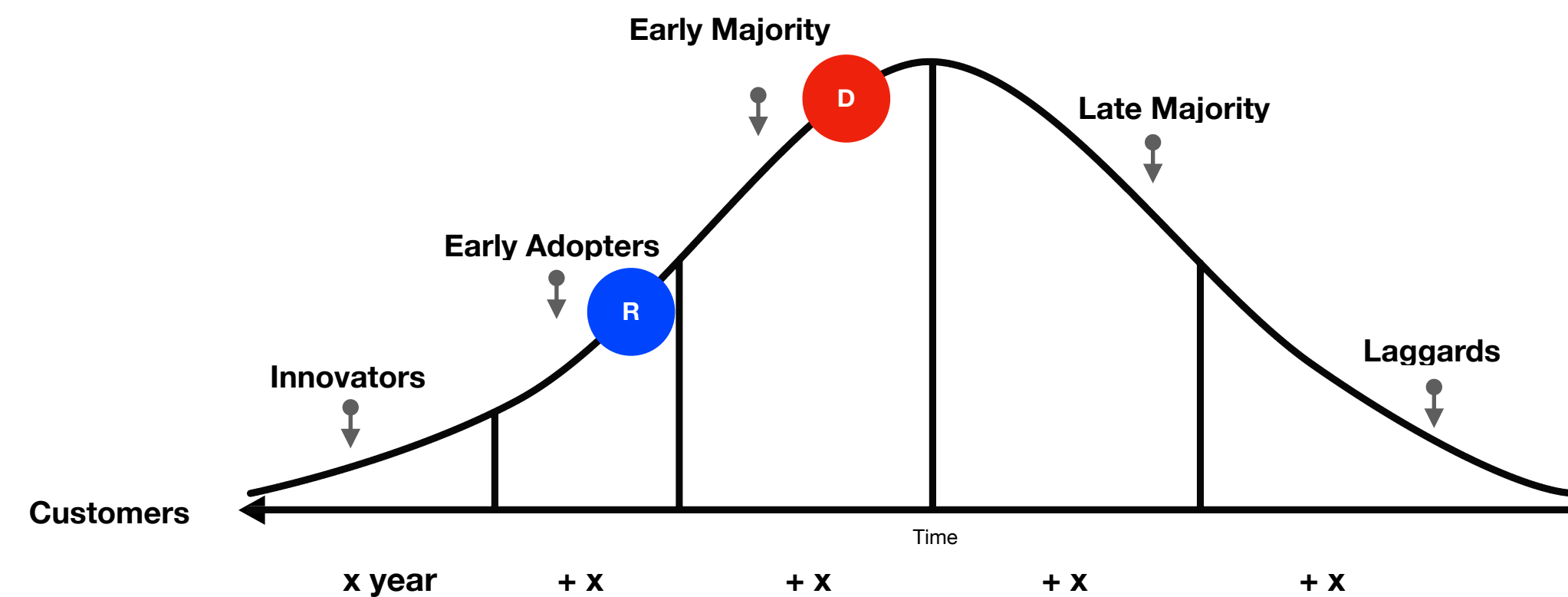
# Innovation Adoption Curve



## Example

### / Position On The Curve

On average, a moped creation cycle from research to on the road is of two years. By the time moped reaches the consumer, the product is already two years outdated from the researched time and trend.

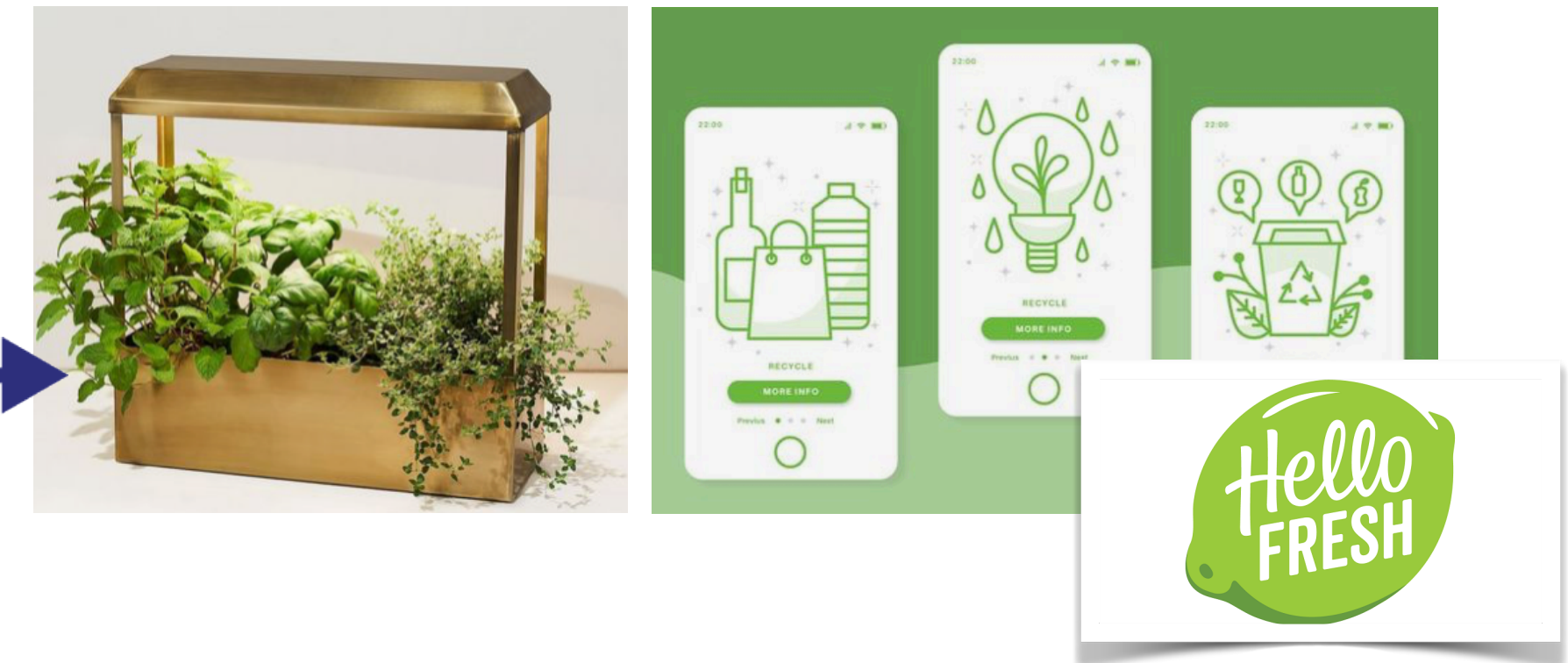




# MACRO TREND

## / Bigger changes

A macro trend is a long-term directional shift that affects a large population, often on a global scale. This kind of trend becomes a seed for many Micro Trend and consists of lifestyle change, people's overall thinking change, and expanding culture values.



# MICRO TREND

## / Results of Macro trend

Trend which took place as a result of Macro trend. This is where the ultimate expression of creativity can be found. But it can also be short-lived. Micro trends help to keep brand and offerings more current with the market trend.



Relation

/ Shifts

MACRO

/ Change in

MICRO



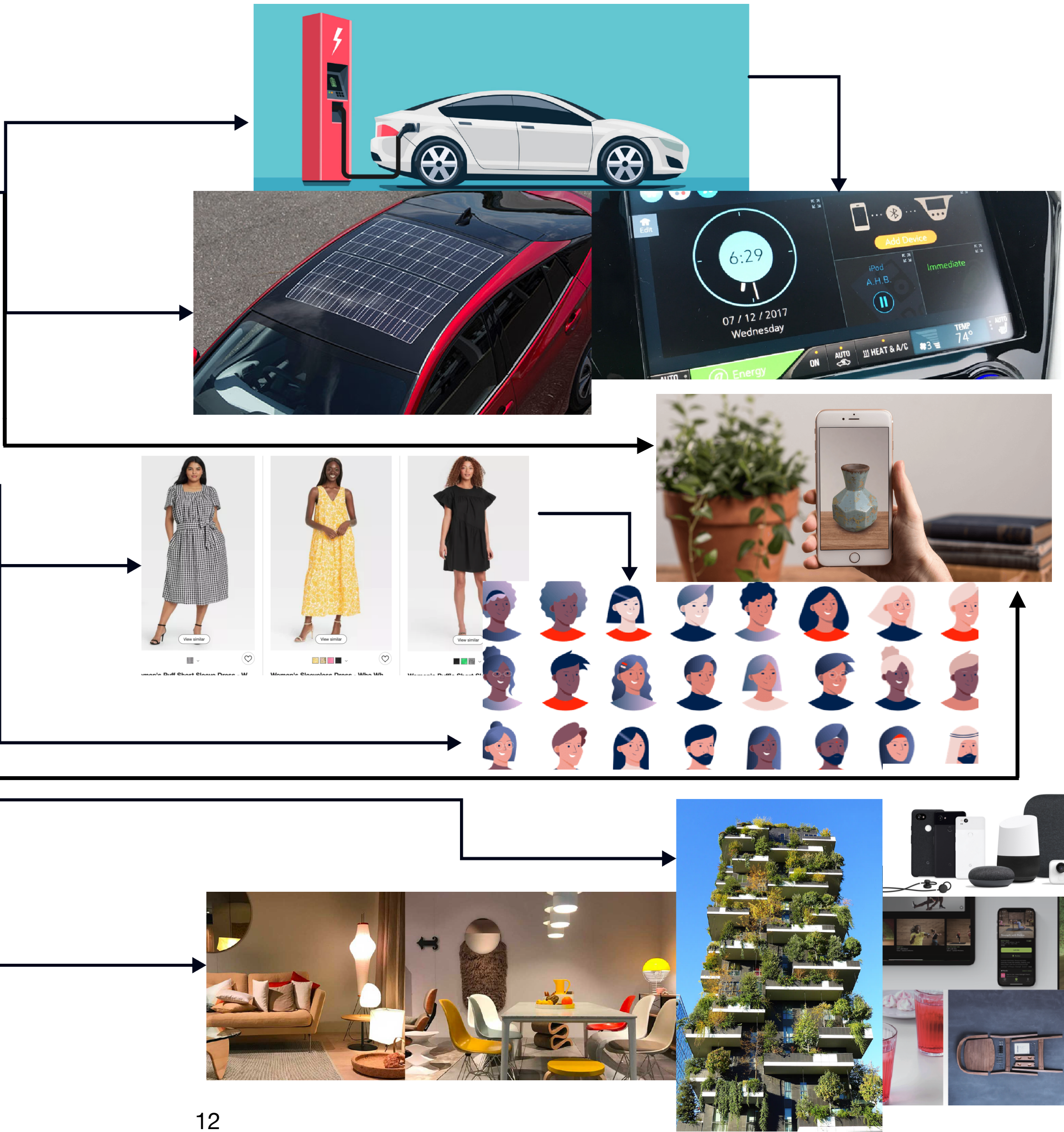
Clean Energy



Diversity



Remote work



<https://bestinamericanliving.com/features/2019/06/the-3-ms-of-trends/>





# 3Phases

SCAN → ANALYZE → APPLY

**Detect/ Spot**

Manifestation like  
change in people  
values, needs  
culture, quality of life

**Understand**

Why people want to adopt  
new kind of behavior, product,  
system, service etc?  
Change and shift in people’s  
decision making process.

**Act**

New  
Service System,  
Product,  
Framework,  
Space

Study Spirit of Time

Past, Present

Present, Future

Future, Past

Structured way on knowing where we are heading





# RESEARCH PHASES + ACTIVITIES

STAGE	SCAN		ANALYZE		APPLY	
METHODS & ACTIVITIES	<p>Look around you and observe collect and observe what and how things are changing. This phase is more of collecting evidence from various sources and getting the idea of shifts. Explore current buzz and information from various sources.</p> <p>Consist of four phases. Such as</p> <ul style="list-style-type: none"><li>• Explore</li><li>• Spot</li><li>• Select</li></ul>		<p>After scanning and picking trends in this phase helps to further understand the trend in more structured way. Analysis phase also help to better communicate finding in transparent and easy manner.</p> <p>This phase demands</p> <ul style="list-style-type: none"><li>• Clustering</li></ul>		<p><b>Synthesizing Themes &amp; Insight</b> Look for the a-ha moments that reveal real change and examples.</p> <p><b>Identify Shifts</b></p> <ul style="list-style-type: none"><li>• Grouping activities</li></ul>	
	<p><b>Quantity is encouraged</b></p> <p>Photographs Articles News and Magazine Contents Movies Gather data sheets Talk to people</p>		<p><b>Quality is encouraged</b></p> <p>Mind maps Patterns + Time line Mood Boards Manifestation and Trails Short list target groups Create scenarios</p>		<p>Apply phase will help to understand how to scope, communicate, and use identified trend in day to day life. Converting trend research into future proof ideas.</p> <ul style="list-style-type: none"><li>• Scope</li><li>• Communicate</li><li>• Translate</li></ul>	
DELIVERABLES					<p>Scope based on sector or project briefing Identify target group Structured Storyline Examples Conclusions to explore opportunities</p>	
					<p><b>Evolve Concepts</b> Build, communicate, and evolve so that we can help to improve customer, users' (people) life, and business</p> <p><b>Evaluate &amp; Evolve Concepts</b></p> <ul style="list-style-type: none"><li>• Implementing</li></ul>	

Structured way on knowing where we are heading





# Resources

## / Websites

- [World future society](#)
- [World future studies federation](#)
- [Institute for the future](#)
- [La future trend and innovation network](#)
- [wundermanthompson.com/WPP](#)

## / Books

- The discovery of the future by **Herbert George Wells**
- Foundation of Future Studies volumes 1 & 2 by **Wendell Bell**
- How to Research Trends by **Els Dragt**
- The Trend Forecaster's Handbook by **Martin Raymond**
- Non Obvious Trends by **Rohit Bhargava**
- Trend Driven Innovation by **Henry Mason, David Martin, Maxwell Luthy, and Delia Dumitrescu**

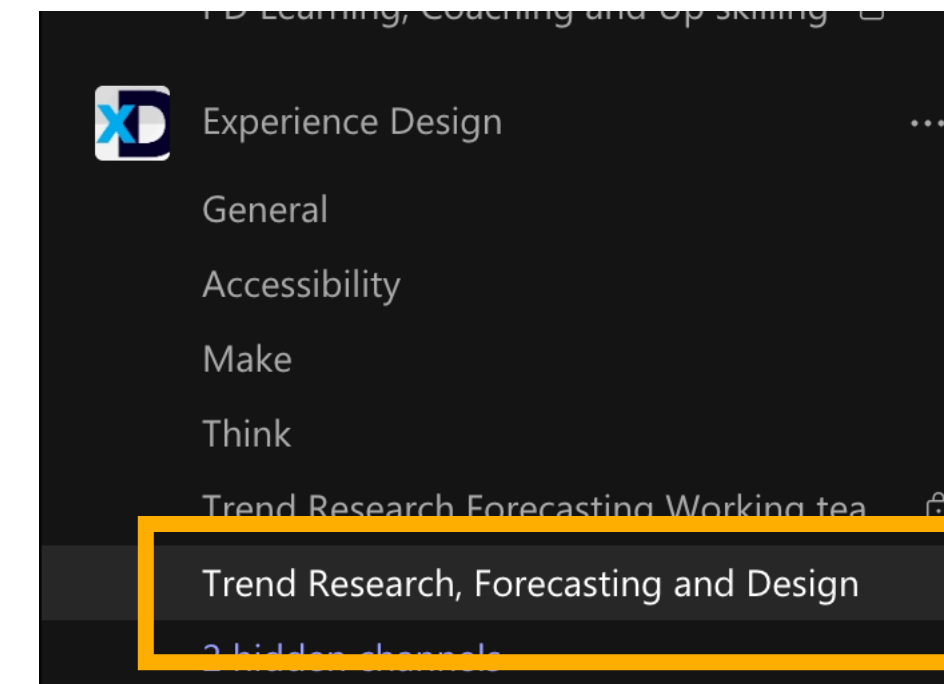
## / Videos

- Influencers - [How trends & Creativity become contagious](#)
- Els Dragt - [Explore the Next & the New](#)

## / Trend Researchers to Follow

- Juan Pablo Zapata Barros - Trend Researcher | Strategic Foresight
- Carlijn Naber - Sr Lecturer Trend Researcher at Fontys ILS
- Kelly MacKnight - Head of Culture + Trends
- Ksenia Penkina - CEO Trendsquire

## / Channel



## / Want to get involved?

Reach me or Elizabeth Turner at teams email at [pooja.upadhyay@vmlyr.com](mailto:pooja.upadhyay@vmlyr.com)





# PAST, PRESENT, FUTURE

Time is sequential but yet intertwined.

We use past to guide our present, our present behavior influences our future

Dealing with trends and the future is one of the most important innovation tasks. It provides the basis for the development of the innovation strategy and future orientation, from which the search fields and the roadmap are derived. If you don't have solid information here, a company can be surprised by a disruption overnight. Another disaster would be a wrong basic orientation, for example focusing on a wrong customer need that will no longer exist in the morning. This shows that trend research is an important success factor in innovation management.

**Thank you**

**Q & A + Thoughts**

