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TRENDSPOTTING

Influencers On Consumer Trends 2009 Predictions



Detoxing

Anna D'Agrosa



Paige Newman



Detoxing...The aversion to “toxic spending”
(=living above one’s means and buying things they don’t really need or want).

“Lately, several people have even mentioned that the recession almost seems like a blessing because they are now forced to readjust their values and make different choices. Even those who are OK financially are choosing to cut back, place more value on substantive things and focus on personal relationships that are not based on buying”.

Source: sctimes.com

Entertainment Bubble



Ann Mack

Director of Trendspotting
JWT



“Content creators are layering a multitude of media into entertainment for simultaneous consumption and engagement. For example, “LittleBigPlanet” users are gamers, social networkers and content creators, “The Hills” ‘Backchannel’ social networking site is where fans can gather to talk about the show as its happening on TV, and author Stephenie Meyer has a playlist that readers can listen to while they’re reading the Twilight series. People are almost in an entertainment bubble of sorts” .

Source: sctimes.com

Mobilize Me



Jane Buckingham

President

The Intelligence Group



“..Next year your media friend might start collecting dust when a mighty mini version takes hold, with the iPhone, the Bold and the Google phone, we’re beginning to truly be able to take our shows on the road. For example, the iPhone can be a baby monitor and a Google phone, such as the T-Mobile G1, has a bar code scanner which allows you scan any bar code at the store and then immediately compare prices online. People are cutting their Internet service to save money and relying on their phones. After all, an iPhone is much easier to fit into your pocket than an iBook”.

Source: sctimes.com

Feedback 3.0



Reinier Evers

Founder

TrendWatching.com



“The recession will put consumers in a more powerful position. Feedback 1.0 was the lone customer posting a review or complaint and companies ignoring him. Feedback 2.0 was when millions posted, with companies largely ignoring them.

Feedback 3.0 finds companies listening and replying. For example, Starbucks lovers can already “help shape the future of Starbucks,” by sharing their ideas online, and hotel managers can respond to complaints and praises posted on TripAdvisor”.

Source: sctimes.com

Credit crunch and DIY



Jeremy Gutsche

Chief Trend Hunter,
TrendHunter.com



“Inexpensive designs are getting a lot more attention. Designers....(are) emphasizing fashion statements that work on a limited budget, including necklaces made out of safety pins and shawls from tablecloths, are going in that direction. The credit crunch is also adding fuel to more folks doing it themselves, DIY. A troubled job market and the need for extra cash will motivate hobbyists to transition their love for their craft into a cottage industry”.

Source: sctimes.com

The Dowdy Look



David Wolfe

Trend Forecaster
The Doneger Group

THE DONEGER GROUP

“It’s going to be trendy to dress dowdy, with faded colors and melancholy looks. The look is almost a backlash to the flashy, celebrity driven, sexy style that has been dominant for the last decade...it’s going to be much more sophisticated and really kind of poetic and pretty...People will go to high priced designers to look like they’re not spending a lot of money, but looking lavish will seem emotionally wrong”.

Source: sctimes.com

Making a Difference



Marian Salzman

Trend spotter, chief marketing officer
Porter Novelli Worldwide



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The “Cuspers” are Boomers born between 1955 and 1964. Unlike older Boomers, Cuspers are more egalitarian, more tolerant and more anxious to make a big difference. Look for more Cuspers in leadership roles, and look for their “let’s get on and do it” message to resonate with the masses”.

Source: sctimes.com

Let the Good Times Roll



Gerald Celente

Founder and director
The Trends Research Institute



“During the Great Depression, arts and entertainment flourished. When times are down, people want to lift their spirits, adding that Americans have been working more and playing less. ...while angry music will be part of the new tunes, there will be a reincarnation of upbeat and swinging sounds.

There will also be more dance halls.. They’re going to want to go out and play and laugh it up and dance like they did during the Great Depression.”

Source: sctimes.com

Formulas for Success

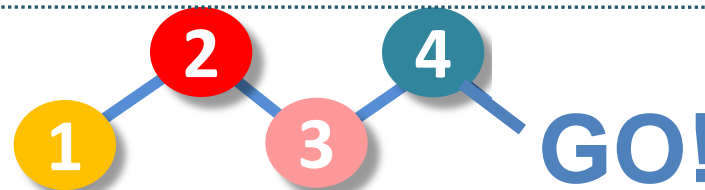


Dr. Taly Weiss

CEO and Founder

Trendsspotting.com

TRENDSPOTTING
Marketing Research



Design /
Fashion

1. Good Quality imitations (price sensible)
2. Hand Made (personal touch: etsy.com)
3. Provide Social Space (expressive, unique)
4. Eco Materials (ideology @ competitive price)

Tech

1. Enlarge Connectivity ("MOSOSO")
2. Instant (On Demand)
3. Free of For Less (Price Recognition)
4. Friendly (Minimum to Operate)

**2009 - The year of Positive Psychology & Positive Thinking:
Books, coaching, courses, social groups....way of life!**

Shift toward “local”



Phil Lempert

Food Marketing Expert
The Supermarket Guru

PHIL LEMPERT
SUPERMARKET
GURU®

"People want to know where their products come from — especially imports. Now, consumers expect packaged goods to identify their source, much as bottled water has done for decades. Marketing the source, quality, and taste of ingredients will become the advertising sweet spot in 2009.

Source: blog.nielsen.com

Did You Know ??

Lipstick Sales Indicates Economic Recession



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