TREND? TRENDY? TRENDING?

#JIMRO
TREND? TRENDY? TRENDING?
IS SHE STARTING A TREND?
TREND HAS BECOME ONE OF THE MOST OVERUSED WORDS IN THE ENGLISH LANGUAGE
FAD ≠ TREND
Moon boots? Really?

Zubaz! Tragic.

The Macarena

Gangnam Style
POPULAR ≠ TREND
“TRENDING” ≠ TREND
COOL ≠ TREND
TRENDY ≠ TREND
HIPSTER ANTICS ≠ TRENDS
TREND > POPULAR COOL TRENDY TRENDING
TREND = CULTURE + CONTEXT ...
CONTEXT MATTERS
CONTEXT MATTERS
CONTEXT MATTERS
CONTEXT = SOCIAL TECHNOLOGICAL ECONOMIC POLITICAL
POLITICAL + SOCIAL:

A Tale of Two Cities: Racial Divide Over Bill de Blasio’s Support Widens

When Mayor Bill de Blasio dominated last year’s mayoral primary and general election, returns appeared to show that the Democrat had transcended the racial and ethnic factions that had divided the city’s electorate for so many decades.

But polling data this year is telling a different story, and revealing that black voters are remaining loyal to Mr. de Blasio while white voters are disavowing the new mayor.

The latest poll from Quinnipiac University found that 60 percent of black voters approve...
TECHNOLOGICAL + SOCIAL
Unemployment Rate of 25- to 32-year-olds, by Educational Attainment

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Millennials in 2013</th>
<th>Gen Xers in 1995</th>
<th>Late Boomers in 1986</th>
<th>Early Boomers in 1979</th>
<th>Silents in 1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>8.2</td>
<td>7.3</td>
<td>5.8</td>
<td>5.7</td>
<td>4.7</td>
</tr>
<tr>
<td>Bachelor's degree or more</td>
<td>4.7</td>
<td>2.8</td>
<td>2.3</td>
<td>2.5</td>
<td>1.4</td>
</tr>
<tr>
<td>Two-year degree/Some college</td>
<td>3.2</td>
<td>4.0</td>
<td>4.7</td>
<td>4.7</td>
<td>1.4</td>
</tr>
<tr>
<td>High school graduate</td>
<td>12.2</td>
<td>6.9</td>
<td>9.0</td>
<td>6.1</td>
<td>4.3</td>
</tr>
</tbody>
</table>

Notes: “All” includes those who are not high school graduates. The unemployment rate refers to the share of the labor force (those working or actively seeking work) who are not employed.

TECHNOLOGICAL + POLITICAL

Glimpse is the most fun, private way to send disappearing photo and video messages.

SON... YOU JUST PUT YERSEF' ON A WARE-TAP LIST! HEH!
In a 1943 paper, American psychologist Abraham Maslow published his original hierarchy of 5 needs. Later scholars added more levels.
TREND: “OWN IT ALL” MUSIC SUBSCRIPTIONS

OWNING MUSIC THEN

“OWNING” MUSIC NOW

VALUES:
Convenience
Thrift
Access
Spontaneity
Discovery
COUNTERTREND: THROWBACK MUSIC CONSUMPTION

OLD SCHOOL

VALUES:
- Authenticity
- Tradition
- Nostalgia
- Fun

OLD SCHOOL MEETS NEW SCHOOL

VALUES:
- Authenticity
- Tradition
- Nostalgia
- Fun
TREND = RELEVANT PHENOMENA + CONTEXT + MOTIVATING VALUES
TREND = OBSERVABLE, EXPLAINABLE, (PROJECTABLE) PATTERN OF HUMAN BEHAVIOR
TRENDS AND BUSINESS
BUSINESS AND TRENDS

Based on Model by CS Space
www.c-s-space.com
BUSINESS AND TRENDS

Based on Model by CS Space
www.c-s-space.com
Trends are plentiful, but TrendSights are not.

TrendSights marry current and emerging trends with your consumers' values and the dynamics of a brand to reveal opportunity.
TRENDSIGHTS™ THREE MODES OF EXPLORATION

OBSERVE
Cultural Explorers Network
Identify the people, places and things defining current culture
Media reviews and analysis of public and syndicated data

ASK
In field conversations with everyday people
Primary surveys on key questions

LISTEN
Collection and analysis of organic social media conversations
TRENDSTHISM℠  FOUR STEP PROCESS

1. Explore:  
   Via the three modes of exploration.

2. Interpret:  
   Decode underlying motivations and meanings.

3. Synthesize:  
   Uncover and define patterns

4. Connect:  
   Draw out connections to business questions.
We view TrendSights research through four cultural lenses. These lenses work together to ensure a clear line of vision into the most relevant and actionable territories for our clients. For example...
Horizon tracks three types of trends:

1. Trends
2. Macrotrends
3. Prime Motives

Each trend type represents a different level of trend abundance, focus, extent, and longevity.
Trends are patterns of attitudes, behaviors and beliefs focused within specific areas of culture.

Trends can be category trends, audience trends, or societal trends.

Trends combined with their value motivators cluster into larger macrotrends.

Trends are more plentiful than macrotrends or prime motives and typically have shorter lifespans.
Macrotrends are collections of trends that extend to multiple areas of culture.

Macrotrends are centered on clusters of value motivators that unite similar trends.

Macrotrends *encompass* category trends, audience trends and societal trends.

Macrotrends are less plentiful than trends, but have longer lifespans.
Prime motives are value motivators that achieve a unique cultural potency.

Prime motives are informed by STEP forces (social, technological, economic, political).

Prime motives represent predominant sociocultural contexts that drive people’s decisions.

Prime motives are both individual and societal. People shift between prime motives according to situations and needs.

At the societal level, prime motives evolve slowly, resulting in greater longevity.
Social and technological changes are transforming how we sell the most important product of all – ourselves.

Values: creativity, self reliance, determination, moxie

Reliance on one’s own abilities, ideas, and efforts to make decisions and achieve goals.

Self Reliance is a particularly potent motive in today’s recessionary economic environment.
Moment Feeding
In an “always on” world where time is limited, people are constantly seeking ways to make the most of every moment.

Values: spontaneity, time, fun, convenience

Spontaneity
Seizing and maximizing the here and now via products, content and communications.

Spontaneity is part and parcel of our technologically advanced, always-on world.
TrendSights provide contextualized insights based in a holistic understanding of consumer lifestyles. The result is consumer centric market intelligence to drive business decisions.

Media and marketing applications for TrendSights include:

- Inform overall connections strategy
- Identify promising engagement tactics
- Uncover brand partnership opportunities
- Define new marketing platforms
- Provide decision filters for key business questions
MACROTREND:

CAUSE+SUMPTION

As consumer interest in giving back grows, social causes are being seamlessly added to the primary act of consumption.
BEAUTY: CAUSE IS IN THE DNA OF SOME BRANDS
FEED USA + Target

With every purchase, you help provide meals to children and families across America.

WATER BOTTLE: 10 MEALS
+ TANK: 12 MEALS
+ SHIRT: 22 MEALS
+ BAG: 24 MEALS
= 68 MEALS

$18.00

THIS PILLOW WILL FEED 20 PEOPLE.

14 MEALS PROVIDED FOR CHILDREN + FAMILIES ACROSS AMERICA WITH THIS PURCHASE.
RETAIL: SMALLER COMPANIES MAKE IT THEIR MISSION
81% of Americans expect all companies to make a public commitment to good corporate citizenship.

Source: Horizon Finger on the Pulse Opinion Survey, October 2013
SOCIAL ISSUES: CAUSE IS BECOMING A MUST DO

55% of Americans said they “seriously factor in a company’s social responsibility efforts” when buying.

Source: Horizon Finger on the Pulse Opinion Survey, October 2013
RETAIL: GIANTS HOPE TO CHANGE PERCEPTIONS

Shop Empowering Women Together to benefit women right here in the U.S.

Getting a foothold can be hard for women-owned businesses, even in our own country. Here you'll find a collection of suppliers from our own backyard whose distinctive apparel, jewelry and home products reflect the boldness and innovation of American craftsmanship.

Lay-n-Go (U.S.A.)
Lay-n-Go started with innovative mom Amy Fazackerley, who needed an easy solution to clean and control the chaos created by three little boys. The result is a multi-award-winning mat, cleanup, carryall and storage solution in one for home and on-the-go.

Shop all U.S. Products
Shop Lay-n-Go
CPG: EVERYDAY BRANDS HAVE ADOPTED CAUSE+SUMPTION
The partnership between Brawny and the Wounded Warrior Project helped the brand reverse two years of declining share and experience a 36% increase in feature and display support at retail.
FASHION: CAUSE+CONSUMPTION CAN HELP BUILD A BRAND

WARBY PARKER

BUY A PAIR, GIVE A PAIR.

HALF A MILLION

This summer, we hit a milestone of 500,000 glasses distributed. We couldn’t have done it without you.

LEARN MORE >
### SOCIAL ISSUES: PEOPLE BELIEVE IN PURCHASE POWER

<table>
<thead>
<tr>
<th></th>
<th>My Purchase Decisions</th>
<th>My Voting Decisions</th>
<th>My Involvement in Local Community</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MILLENIALS</strong></td>
<td>36%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td><strong>GEN XERS</strong></td>
<td>35%</td>
<td>39%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>BOOMERS</strong></td>
<td>32%</td>
<td>44%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Which of the following has the greatest impact on society?

**Source:** Hartman Group: Beliefs & Behaviors, Sustainability, 2013
The vast majority of Millennials and Gen Xers (83%) said they want the brands they buy to make a monetary contribution to causes or charities. (compared to 68% of older Americans)

Source: Horizon Finger on the Pulse Opinion Survey, October 2013
MACROTREND: CAUSE + SUMPTION

Convenience
Generosity

Responsibility
Fulfillment
MACROTREND:

CAUSE+SUMPTION

THOUGHT STARTERS:

MEDIA: Align with CAUSE+sumption by creating digital, social and streaming ad units that accrue charitable donations (to a capped amount) in exchange for clicks, views, likes and shares.
MEDIA:
“Sponsor” charities aligned with your brand values by buying low cost media inventory on their behalf, then featuring creative that includes subtle mention of your company’s role in helping get their message out.
MARKETING: Tap into the CAUSE+sumption craving for fulfillment by positioning your brand as one that promotes community, generosity, and supporting each other in times of need.
MACROTREND:

RETROFITTING

Whether straight up or with a twist, people are adapting traditional activities, styles, stories and icons for modern times.
FASHION: LOOKS FROM BACK WHEN ARE SO NOW
These Dreamy Photos Answer The Question: 'What Would I Have Looked Like In Another Decade?'

Sara Roncero-Menendez | The Huffington Post  04/30/14 08:18 AM ET
TECHNOLOGY: WE WRAP HIGH-TECH IN THE LOW-FI PAST
MUSIC: VINTAGE INSPIRED SOUNDS TOP THE CHARTS

MUMFORD & SONS

ADELE 21
ENTERTAINMENT: REINVENTING THE PAST DRAWS CROWDS
BEVERAGE: A BROWN SPIRITS REVIVAL IS IN FULL SWING
The dark spirits segment added 166 new products in 2012 and 108 from January-August 2013 (compared to 44 in 2008).

Source: Mintel, Dark Spirits – US – October 2013
FOOD: GREENMARKETS AND FARMERS MARKETS EXPLODE
COOKING: TRADITIONAL CULINARY SKILLS ARE COOL
CRAFTS: MILLENNIALS DRIVING TREND TO GET CRAFTY...

### Types of Arts & Crafts Made in Last 12 Months

<table>
<thead>
<tr>
<th>Craft Type</th>
<th>Millennials</th>
<th>All Americans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pottery or ceramics</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Wood carvings or other woodwork</td>
<td>23%</td>
<td>16%</td>
</tr>
<tr>
<td>Jewelry</td>
<td>26%</td>
<td>18%</td>
</tr>
<tr>
<td>Knitting, quilting, crocheting, needlepoint</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>Scrapbooks</td>
<td>34%</td>
<td>24%</td>
</tr>
<tr>
<td>Floral arrangements</td>
<td>30%</td>
<td>25%</td>
</tr>
</tbody>
</table>

CRAFTS: ... AND TAKE TRADITIONAL CRAFTS TO EXTREMES
76% of 18-34 year olds agree that “spending time with computers and other devices often leaves me craving screen-free experiences.”

Source: Horizon Finger on the Pulse Opinion Survey, October 2013
MACROTREND: RETROFITTING

VALUES:

- Authenticity
- Tradition
- Nostalgia
- Escape
MEDIA: Develop whimsical digital ad units that bring the sensory qualities of old-school physical media to the virtual worlds of online and mobile: audio that crackles, video that jumps, page clicks/swipes that “stick” like page turns..
MEDIA:

Buy ad inventory in broadcast programming that reinvents past forms and storylines for the present day: “Elementary,” “Dr. Who,” “Once Upon a Time,” “Bates Motel.”
Emphasize authenticity by bringing the history and traditions of your brand forward in marketing messages and owned media. Add a contemporary twist to honor your past while creating your future.
MACROTREND:

RETROFITTING

THOUGHT STARTERS:

MARKETING: Connect your brand to time-honored activities and events that counterbalance the frenetic pace of modern life: green markets, carnivals, circuses, regional fairs, etc.
ANALYTICAL INFLUENCES
Cultural anthropology examines the variation of cultures among people.

Ethnographers immerse themselves in the daily lives of people to learn about cultures.

An ethnographic approach helps them discover the “why?” Behind beliefs, traditions, practices and much more.
ETIC V. EMIC PERSPECTIVE

Columbia university anthropologist Marvin Harris championed use of these two linguistic terms in the field of cultural anthropology.

ETIC: description and interpretation of a belief, behavior or action from the perspective of the researcher.

EMIC: description and interpretation of a belief, behavior or action from the perspective of the person studied.
We don’t see things as they are.

We see things as we are.

– Anaïs Nin
TACIT KNOWLEDGE

Personal knowledge embedded in individual experience; involves intangible factors such as personal belief, perspective and value system.

Tacit knowledge is often difficult for people to explain, like how to ride a bike.

Source: “What is meant by tacit knowledge?” Hedestrom, T. and Whitley, E; London School of Economics
Big companies have been hiring cultural anthropologists for decades.

They help brands understand the cultures and subcultures of the people they want to reach.

Making connections between people, their cultures and their needs unlocks opportunities.
Between 1906 and 1911, Swiss linguist Ferdinand de Saussure delivered a series of lectures at the University of Geneva.

Published in 1915 as “A Course in General Linguistics”

Established the principal tenets of structuralism.
THE SIGNIFIER IS THE MATERIAL OBJECT, AN ORTHOGRAPHIC AND/OR AUDITORY SEQUENCE. IT REFERS TO THE SIGNIFIED, A MENTAL IMAGE AND/OR CONCEPT.
STRUCTURALISM

WORDS (SIGNIFIERS) HAVE MEANING ONLY BECAUSE A GROUP OF PEOPLE AGREE ON THEIR REFERENT (SIGNIFIED). HOWEVER, BOTH VARY BY LANGUAGE AND CULTURE

NORTH AMERICA

MADAGASCAR

MEXICO
POST-STRUCTURALISM

LANGUAGE IS PRONE TO INDIVIDUAL INTERPRETATION. STRUCTURALISM IS NOT A COMPLETE MODEL FOR MEANING. SOCIETY, CULTURE, AND PERSONAL EXPERIENCE MATTER. MEANING IS CREATED BY THE INDIVIDUAL
Building on core principles of structuralism, semiotics (or semiology) posits that all phenomena – words, images, gestures – have multiple layers of meaning. Semioticians see a world of signs and symbols.
In semiotics, signs create meaning in several ways and on several levels.

ICON: literal, direct

INDEX: association, correlation

SYMBOL: cultural, defined by convention

Diagram Source: www.mat.ucsb.edu
SEMIOTICS IN BUSINESS

THE HSBC “YOUR POINT OF VIEW” CAMPAIGN
SEMIOTICS IN BUSINESS

THE HSBC CAMPAIGN WORKS ACROSS BORDERS BECAUSE SYSTEMS OF MEANING BASED ON SIGNS AND SYMBOLS ARE UNIVERSAL.
THE CAMPAIGN FORMAT HAS BEEN COOPTED BY ORDINARY PEOPLE BECAUSE LIKE LANGUAGE ITSELF, SEMIOTIC SYSTEMS ARE TACITLY UNDERSTOOD
THREE KEYS TO TREND TRACKING
LOOK FAR AND WIDE
ADJUST YOUR VISION
GET THE VIEW FROM ABOVE TO SEE THE PATTERNS
THANK YOU!

KIRK OLSON
VP OF TRENDSIGHTS
kolson@horizonmedia.com
212-220-7404
Kirk developed his trending perspectives at Iconoculture, where he spent eleven years transforming the company from a boutique custom consultancy to an international leader in trend research. As a vice president at Iconoculture, Kirk worked with Fortune 500 clients across multiple industries including media, food and beverage, financial services, and automotive. Immediately prior to Horizon, Kirk was a vice president at Ipsos, where he directed strategy, insights, and analytics practices for the firm’s online research communities. He also spent three years as Director of Insights + Innovation at Passenger, a social media and online research company. As a public speaker and media commentator, Kirk has addressed the AMA, 4A’s, and ARF and fielded interviews with The New York Times, Wall Street Journal, Associated Press, CNN.com and Fox Business Channel, to name a few.

Kirk holds a M.S. in strategic communications from Columbia University and a B.A. in English and French from Hamline University. He also studied critical theory, film, and philosophy at Université Paris III – La Sorbonne Nouvelle in Paris, France.