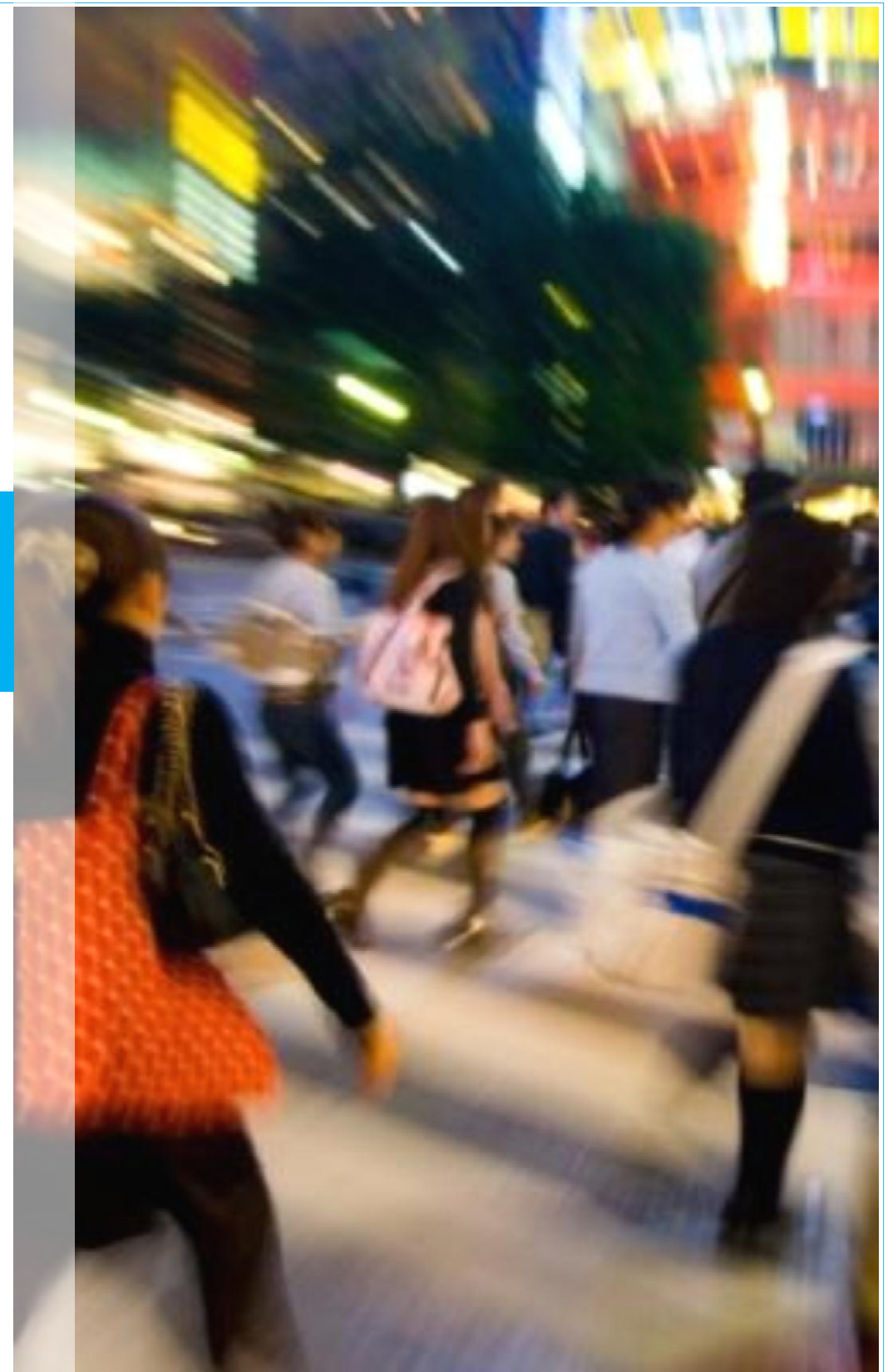# TURNING TRENDS TO BUSINESS INSIGHTS

COLUMBIA UNIVERSITY

MAY 2, 2014

TREND? TRENDY? TRENDING?

#KIMYE

TREND? TRENDY? TRENDING?

#JIMRO

TREND? TRENDY? TRENDING?

IS SHE STARTING A TREND?

TREND HAS BECOME ONE OF THE MOST OVERUSED WORDS IN THE ENGLISH LANGAGE

FAD ≠ TREND

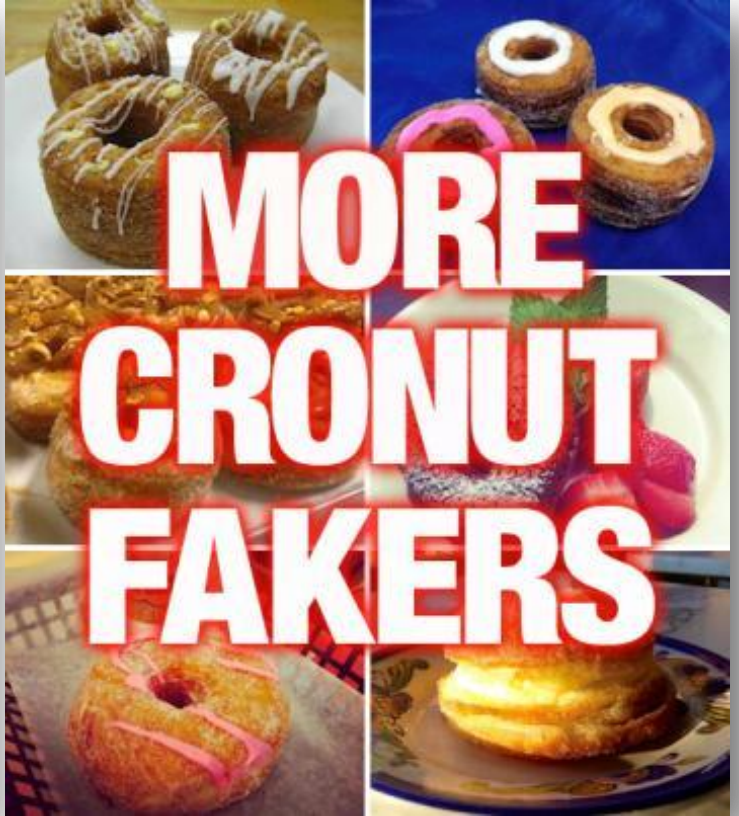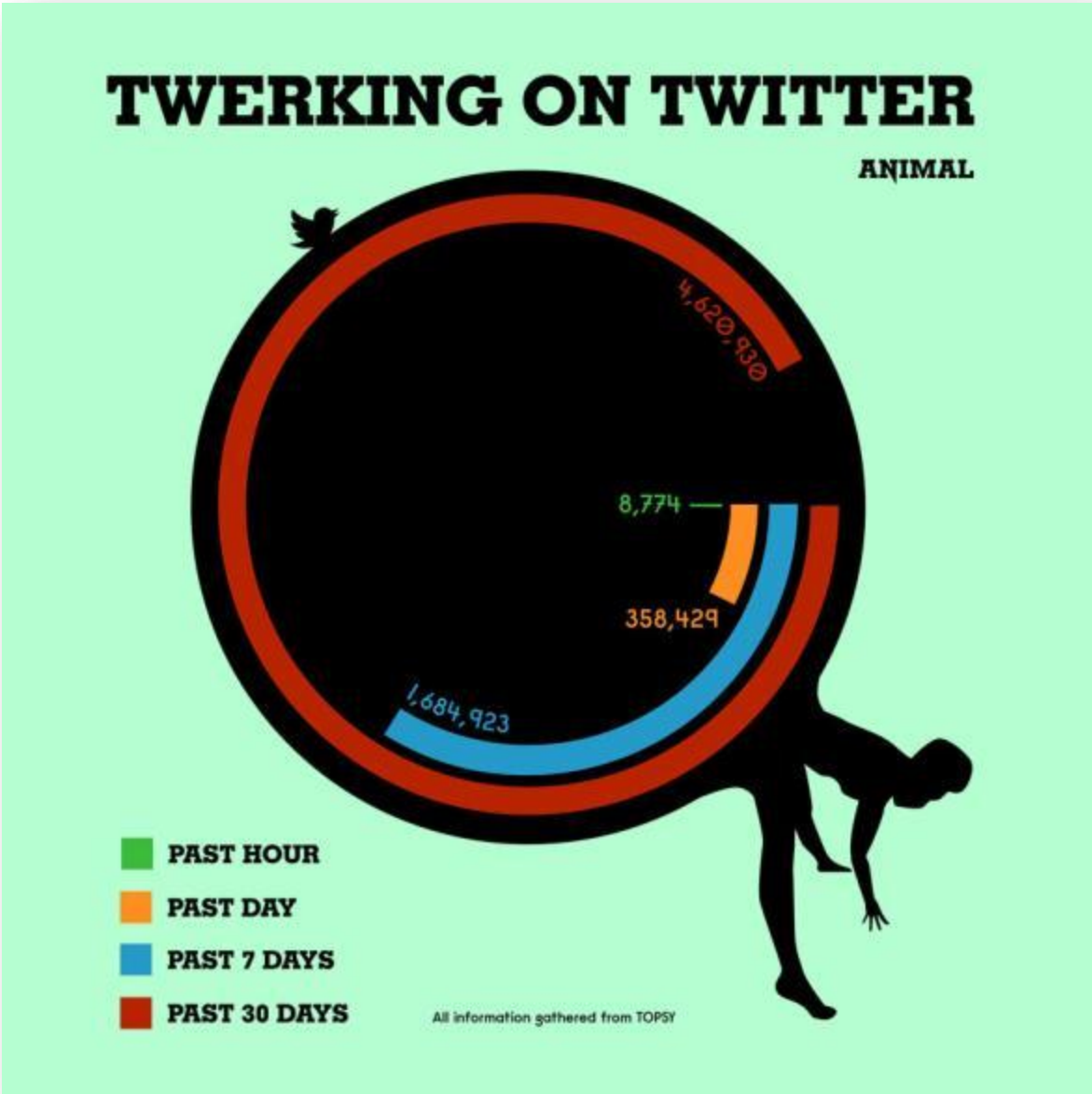Moon boots? Really?

Zubaz! Tragic.

The Macarena

Gangnam Style

POPULAR ≠ TREND

"TRENDING" ≠ TREND

TWERKING ON TWITTER

ANIMAL

4,620,930

8,774 —

358,429

1,684,923

- PAST HOUR
- PAST DAY
- PAST 7 DAYS
- PAST 30 DAYS

All information gathered from TOPSY

COOL ≠ TREND

TRENDY ≠ TREND

1990s   2000s   2010s
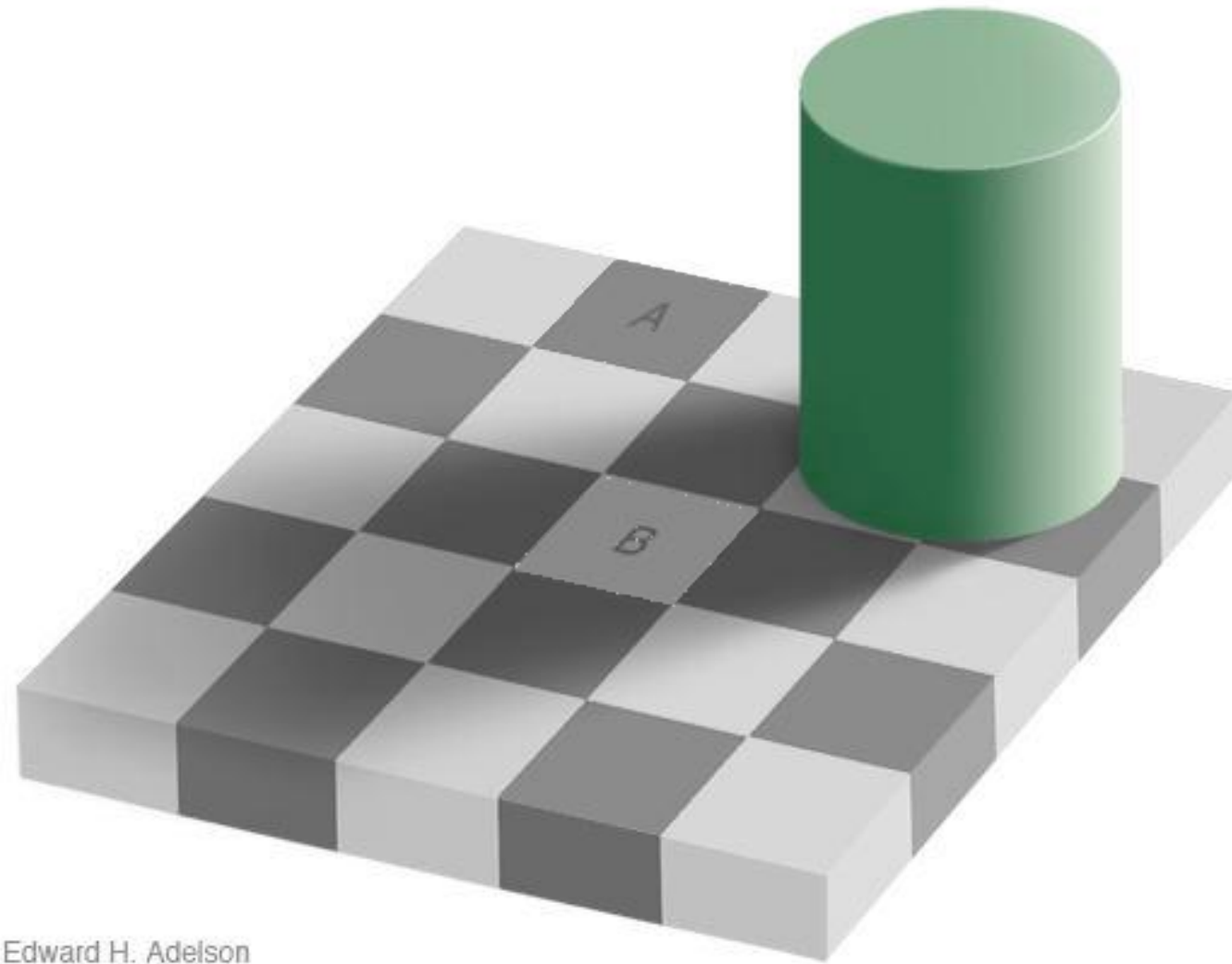
HIPSTER ANTICS ≠ TRENDS

#NORMCORE

TREND > POPULAR
COOL
TRENDY
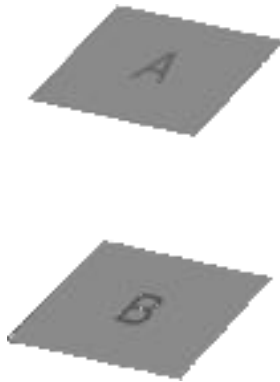TRENDING

TREND = CULTURE + CONTEXT ...

CONTEXT MATTERS

CONTEXT MATTERS

Edward H. Adelson

CONTEXT MATTERS

CONTEXT = SOCIAL TECHNOLOGICAL ECONOMIC POLITICAL

POLITICAL + SOCIAL:

THIS FINANCIAL DISTRICT IS RESPONSIBLE FOR MOST OF THE POVERTY AND SUFFERING ON THIS PLANET!

OCCUPYWALLST.ORG

Get a JOB

Occupy A Desk!

Politicker

INSIDE THE NUMBERS

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

BY ROSS BARKAN | 3/19 2:09PM

Like 44   Tweet 23   Share   Share 1   submit   Email

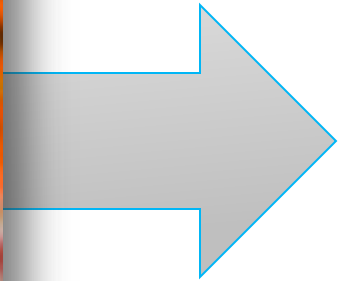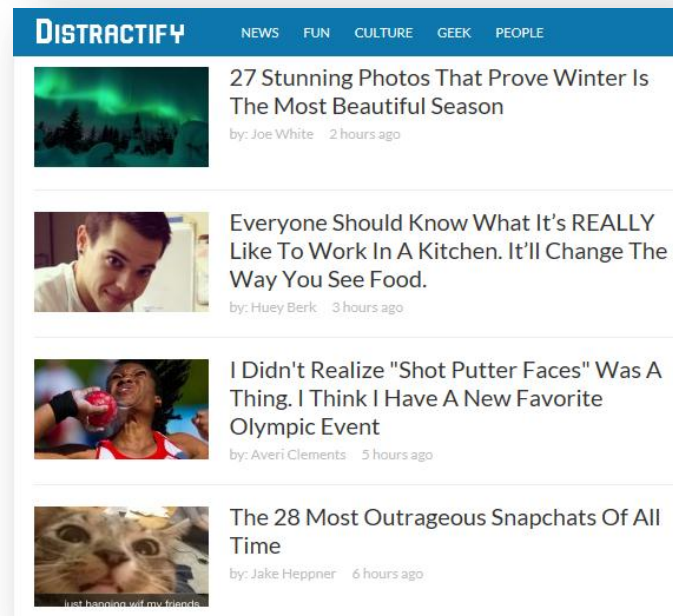Mayor Bill de Blasio outside Rev. Al Sharpton's National Action Network headquarters. (Photo: NYC Mayor's Office)

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.

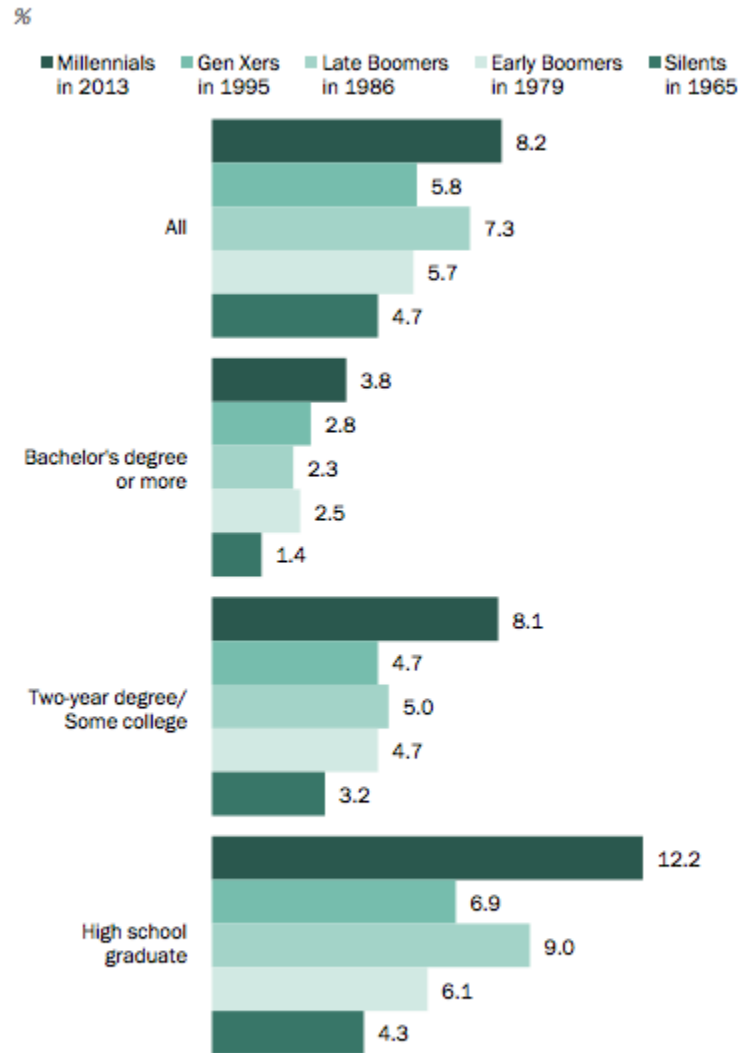The latest poll from Quinnipiac University found that 60 percent of black voters approve

REMEMBER WHO THE ENEMY IS
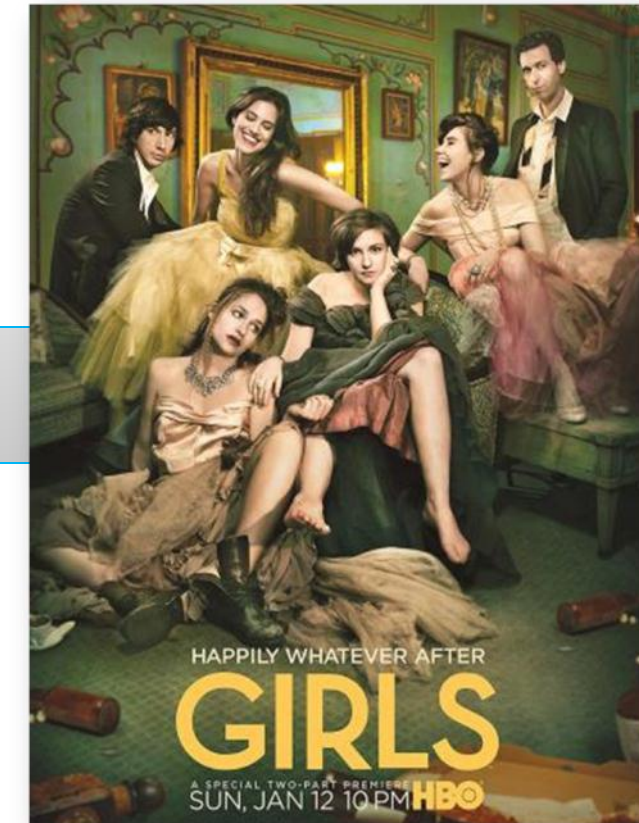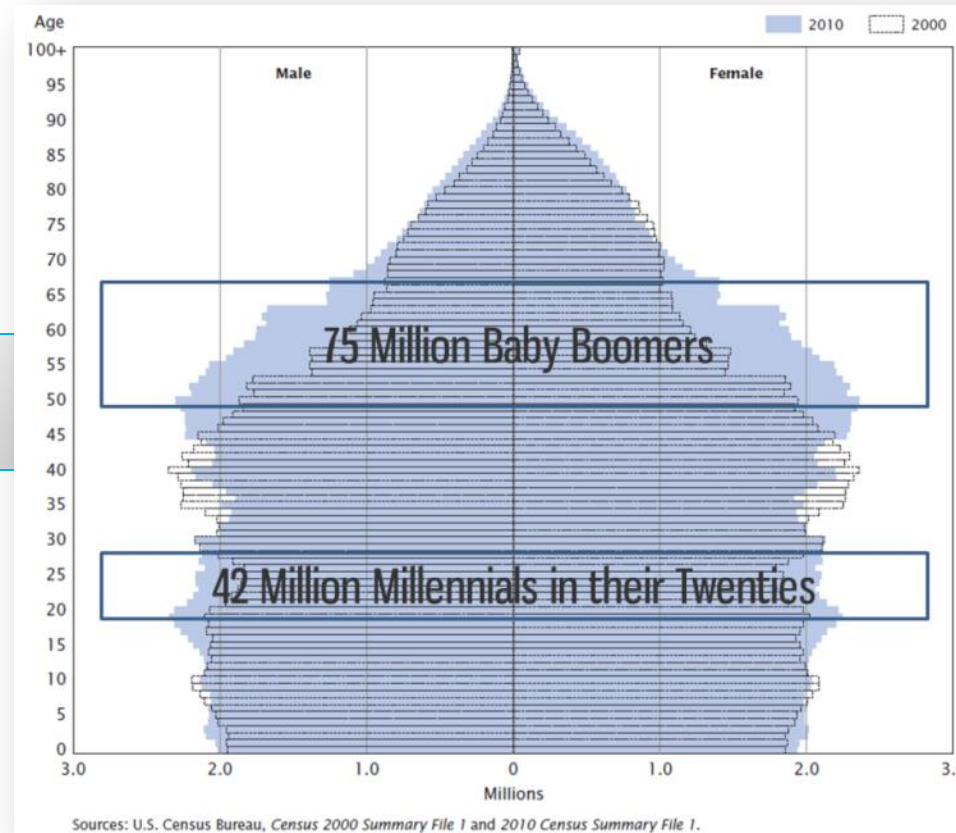
THE HUNGER GAMES: CATCHING FIRE

NOVEMBER 22
EXPERIENCE IT IN IMAX
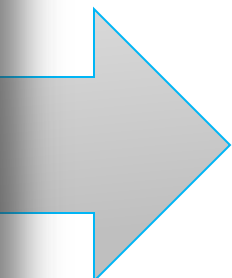
TECHNOLOGICAL + SOCIAL

SOCIAL + ECONOMIC

Unemployment Rate of 25- to 32-year-olds, by Educational Attainment

%

- ■ Millennials in 2013
- ■ Gen Xers in 1995
- ■ Late Boomers in 1986
- ■ Early Boomers in 1979
- ■ Silents in 1965

All
- 8.2
- 5.8
- 7.3
- 5.7
- 4.7

Bachelor's degree or more
- 3.8
- 2.8
- 2.3
- 2.5
- 1.4

Two-year degree/ Some college
- 8.1
- 4.7
- 5.0
- 4.7
- 3.2

High school graduate
- 12.2
- 6.9
- 9.0
- 6.1
- 4.3

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.

Source: Pew Research Center tabulations of 2013, 1995, 1986, 1979 and 1965 March Current Population Survey (CPS) Integrated Public Use Micro Samples

Age

Male / Female

2010 / 2000

75 Million Baby Boomers

42 Million Millennials in their Twenties

Millions

Sources: U.S. Census Bureau, *Census 2000 Summary File 1* and *2010 Census Summary File 1*.

HAPPILY WHATEVER AFTER

GIRLS

A SPECIAL TWO-PART PREMIERE SUN, JAN 12 10PM HBO

TECHNOLOGICAL + POLITICAL

MOTIVATING VALUES MATTER

IN A 1943 PAPER, AMERICAN PSYCHOLOGIST ABRAHAM MASLOW PUBLISHED HIS ORIGINAL HEIRARCHY OF 5 NEEDS.LATER SCHOLARS ADDED MORE LEVELS.

TRANSCENDENCE

AESTHETIC

COGNITIVE

SELF-ACTUALIZATION

ESTEEM

SOCIAL

SECURITY

PHYSIOLOGICAL
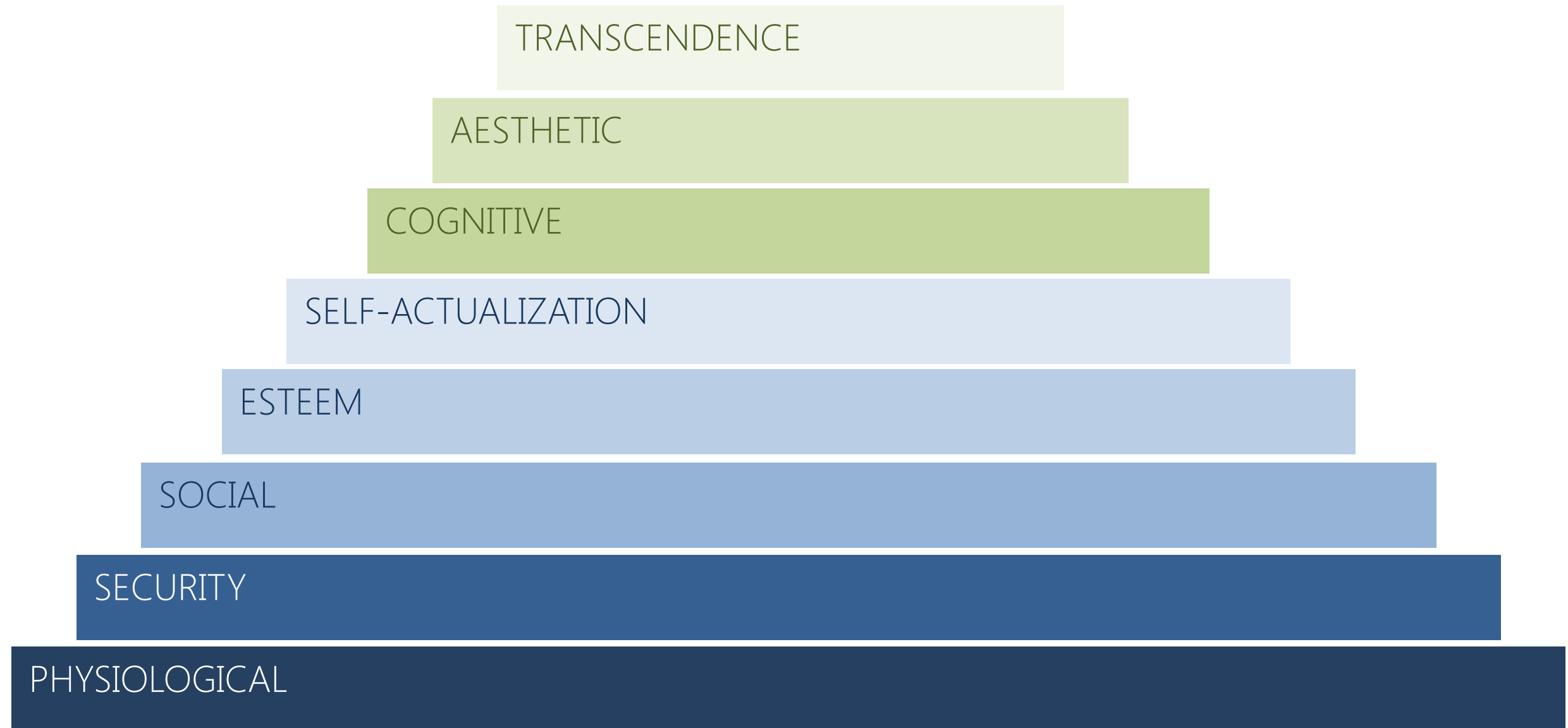
TREND: "OWN IT ALL" MUSIC SUBSCRIPTIONS

OWNING MUSIC THEN
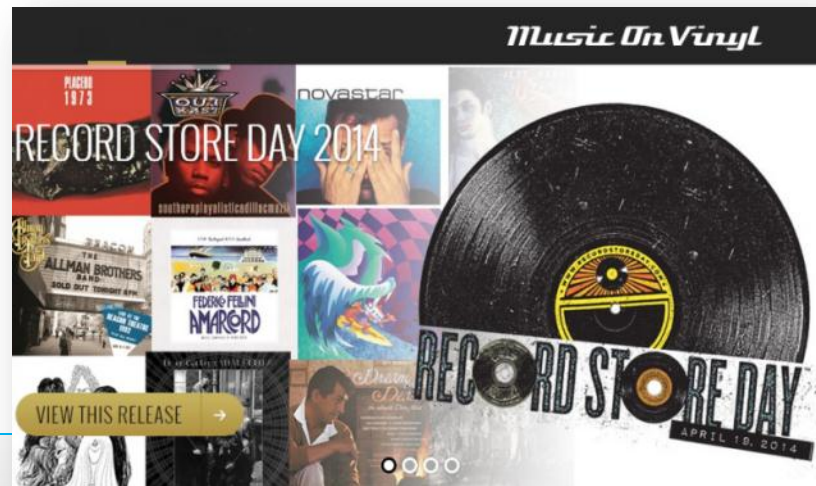
"OWNING" MUSIC NOW

VALUES:

Convenience
Thrift
Access
Spontaneity
Discovery

COUNTERTREND: THROWBACK MUSIC CONSUMPTION

OLD SCHOOL

OLD SCHOOL MEETS NEW SCHOOL

VALUES:

Authenticity
Tradition
Nostalgia
Fun

TREND = RELEVANT PHENOMENA+
CONTEXT+
MOTIVATING VALUES
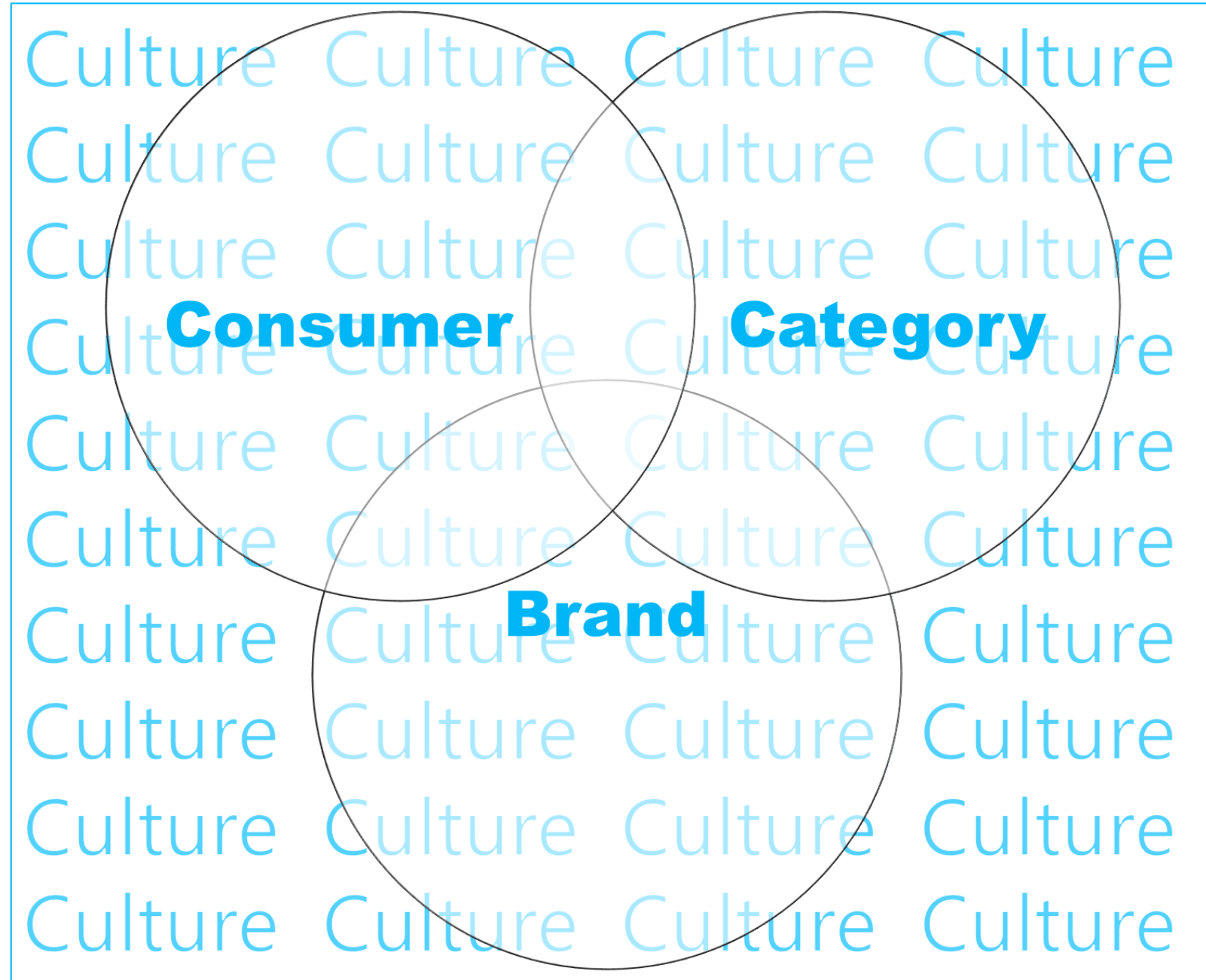
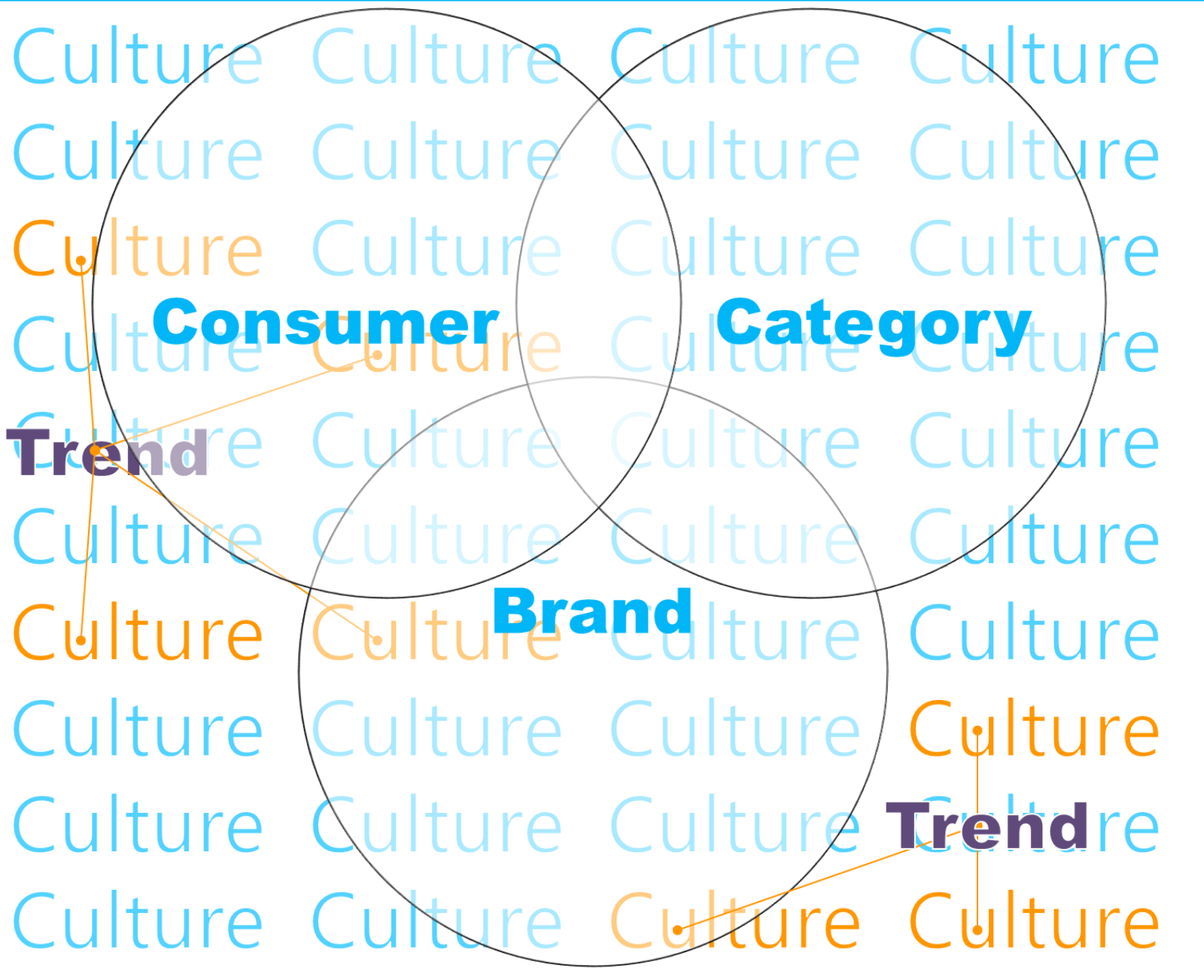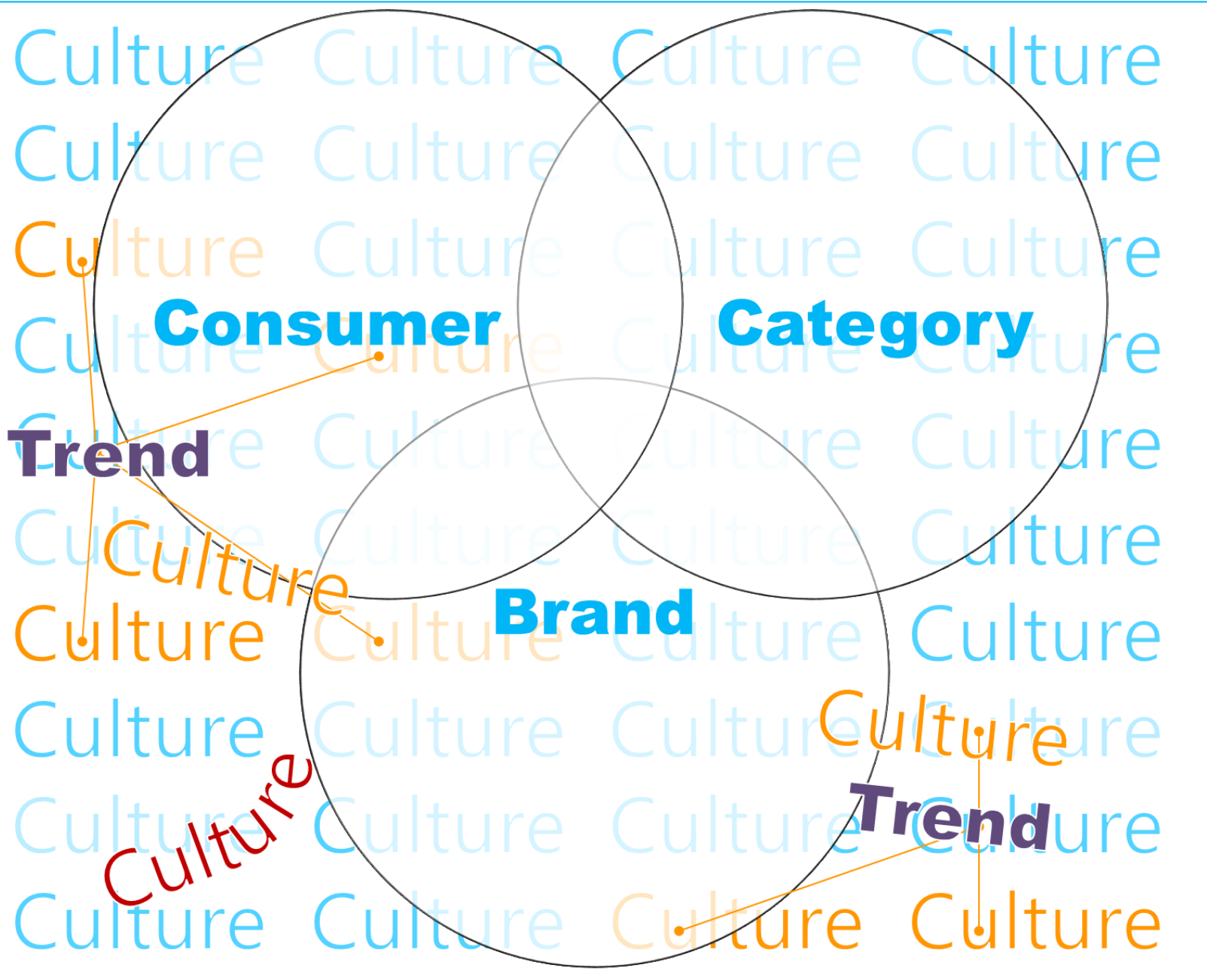# TREND = OBSERVABLE, EXPLAINABLE, (PROJECTABLE) PATTERN OF HUMAN BEHAVIOR

TRENDS
AND
BUSINESS

BUSINESS AND CULTURE

Consumer

Category

Brand

Culture Culture Culture Culture
Culture Culture Culture Culture
Culture Culture Culture Culture
Culture Culture Culture Culture
Culture Culture Culture Culture
Culture Culture Culture Culture
Culture Culture Culture Culture
Culture Culture Culture Culture
Culture Culture Culture Culture
Culture Culture Culture Culture

BUSINESS AND TRENDS

Consumer

Category

Trend
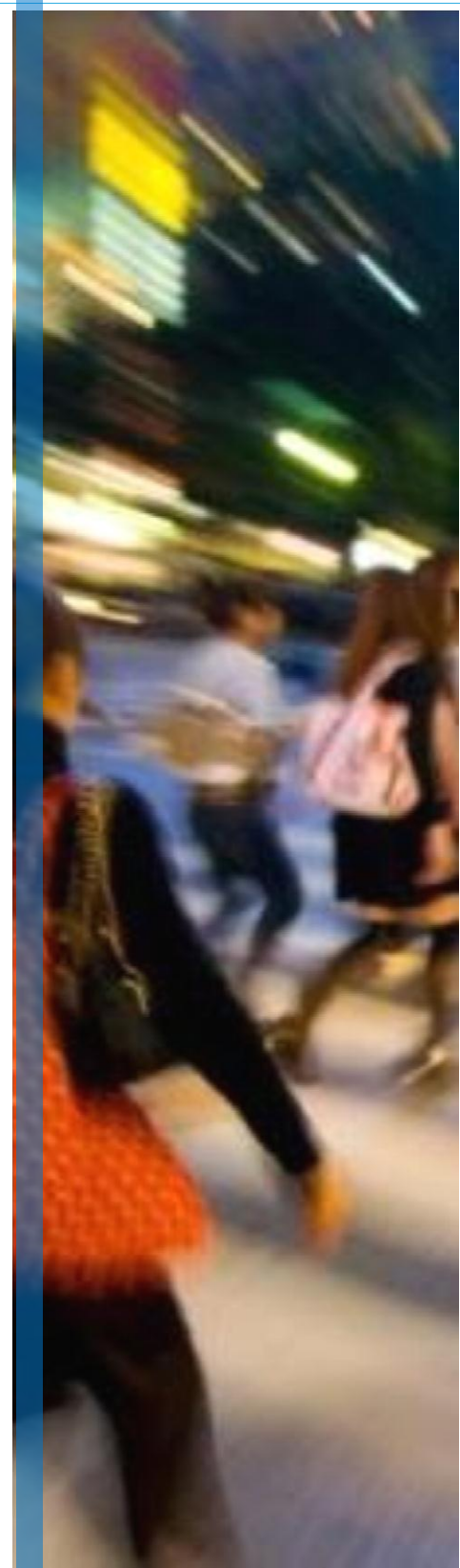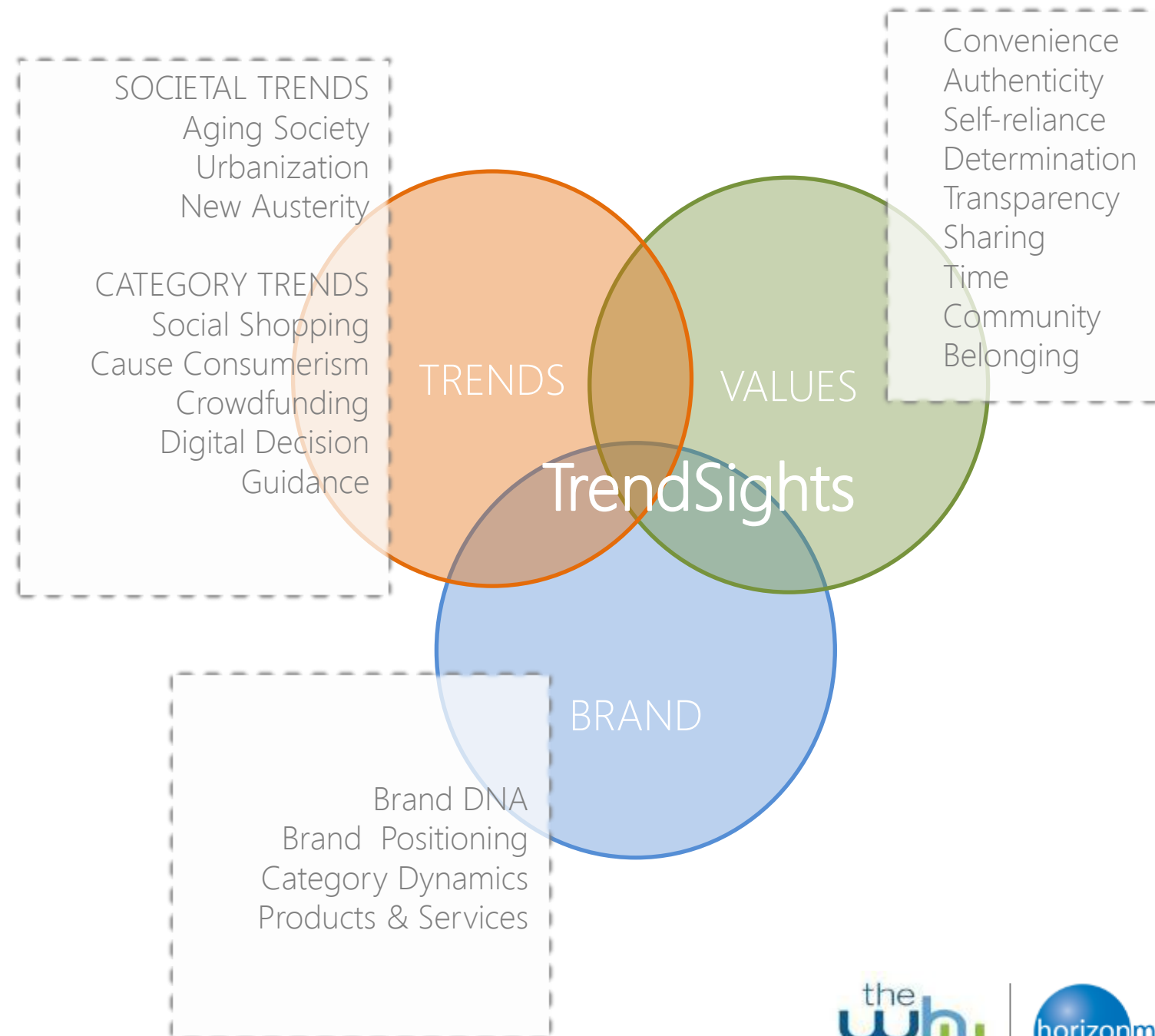
Brand

Trend

BUSINESS AND TRENDS

Consumer

Category

Trend

Brand

Trend

FROM TRENDS TO TRENDSIGHTS℠

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.

SOCIETAL TRENDS
Aging Society
Urbanization
New Austerity

CATEGORY TRENDS
Social Shopping
Cause Consumerism
Crowdfunding
Digital Decision
Guidance

Convenience
Authenticity
Self-reliance
Determination
Transparency
Sharing
Time
Community
Belonging

TRENDS

VALUES

TrendSights

BRAND

Brand DNA
Brand Positioning
Category Dynamics
Products & Services

the why group | horizonmedia

TRENDSIGHTS℠ THREE MODES OF EXPLORATION

OBSERVE
Cultural Explorers Network

Identify the people, places and things defining current culture

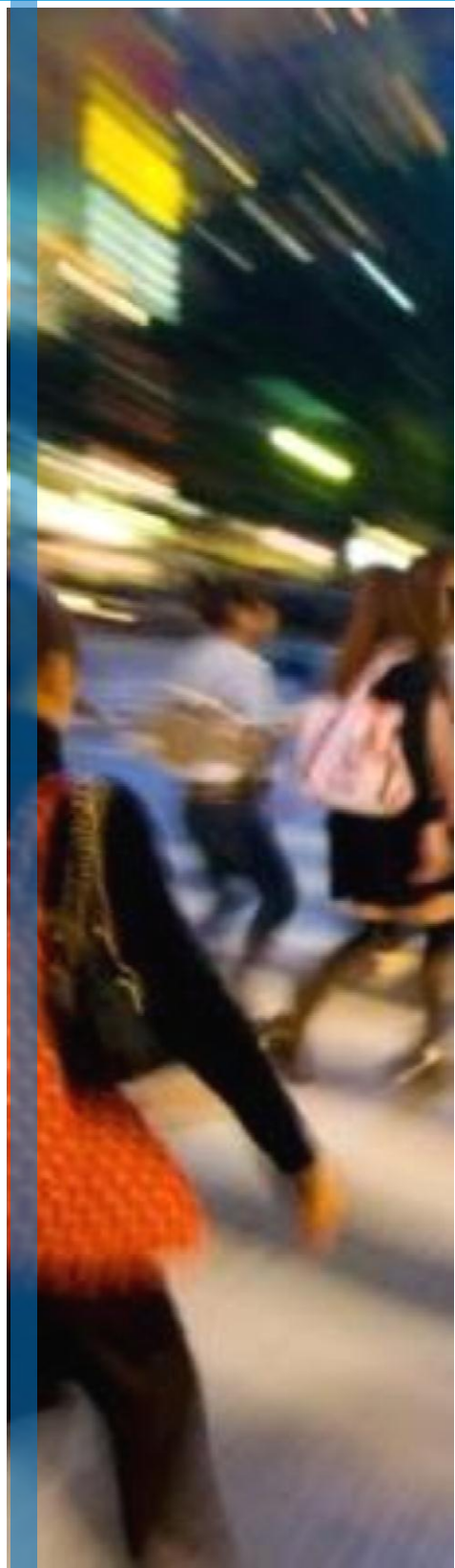Media reviews and analysis of public and syndicated data

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

LISTEN
Collection and analysis of organic social media conversations

the why group | horizonmedia

TRENDSIGHTS℠ 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.
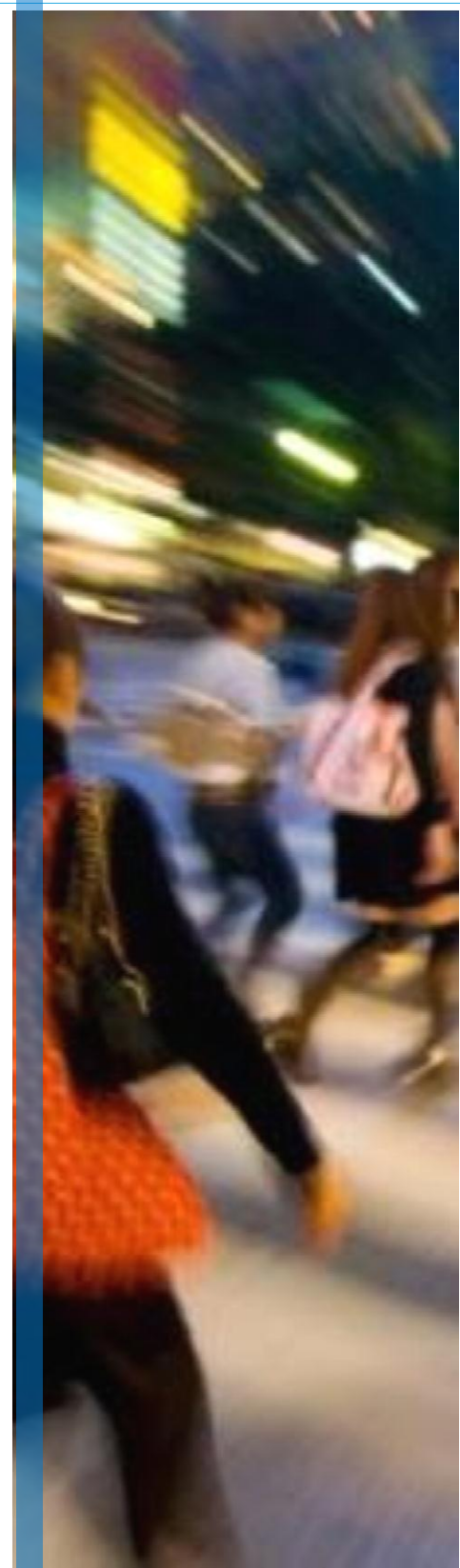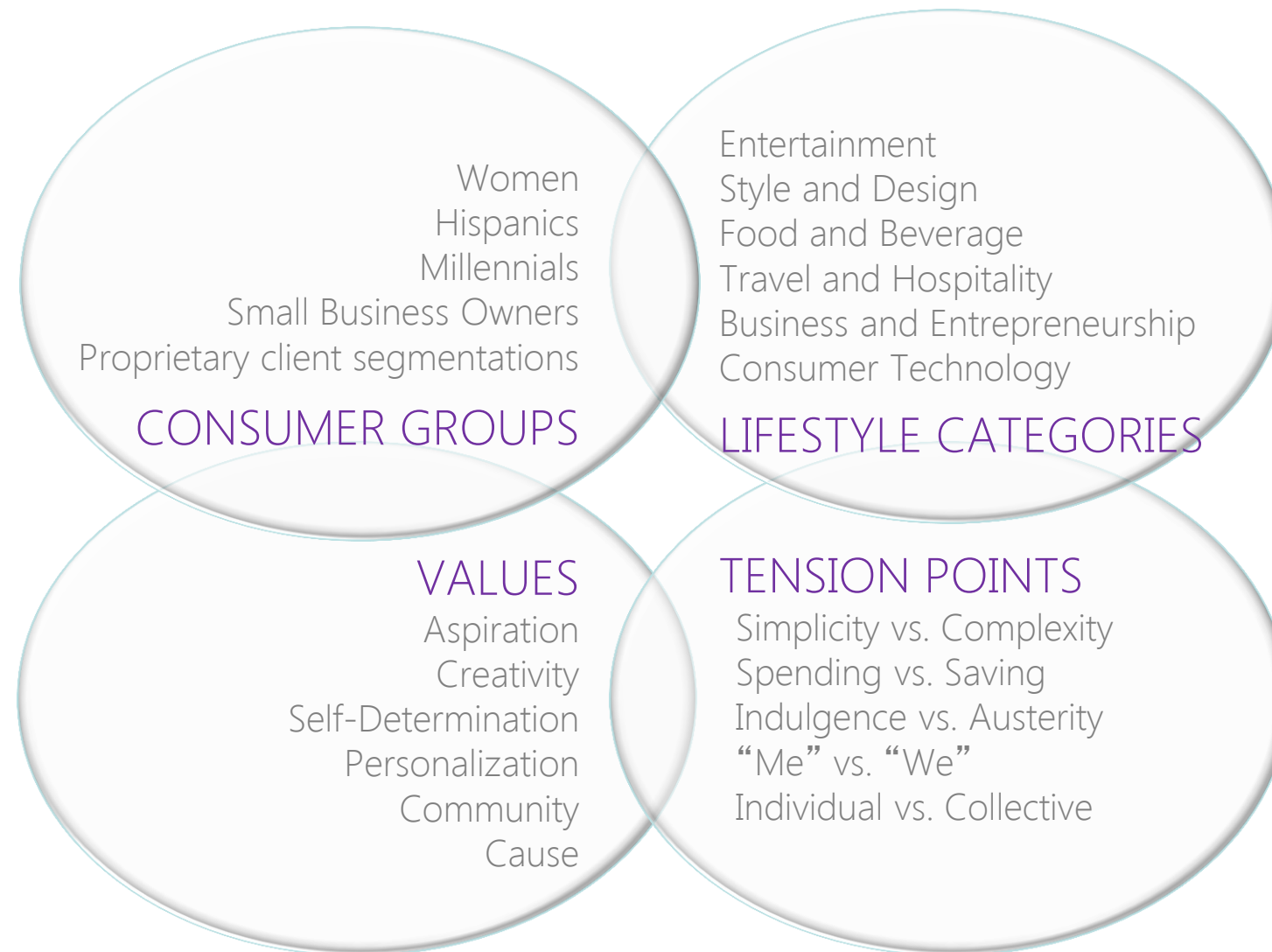
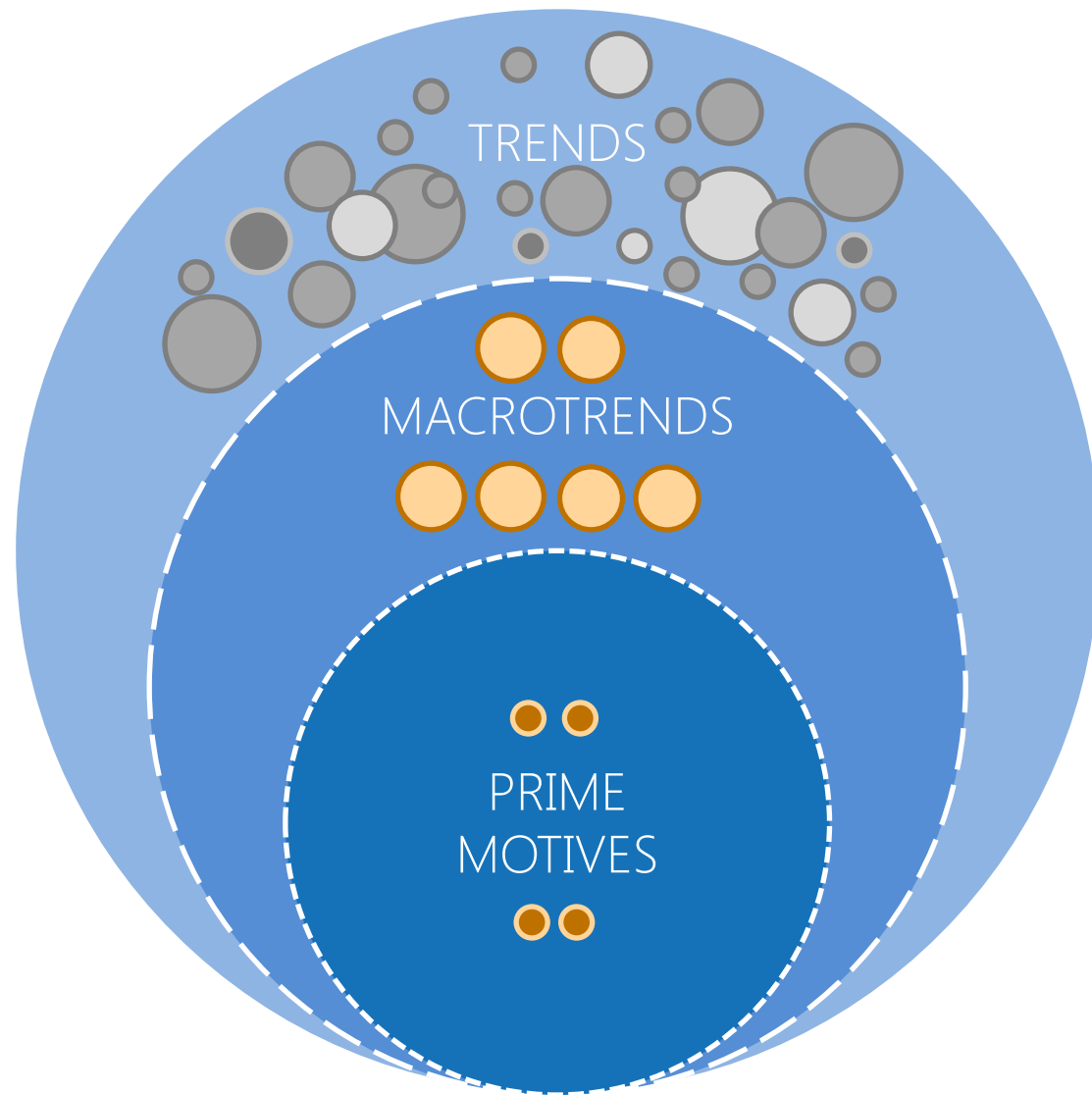the why group | horizonmedia
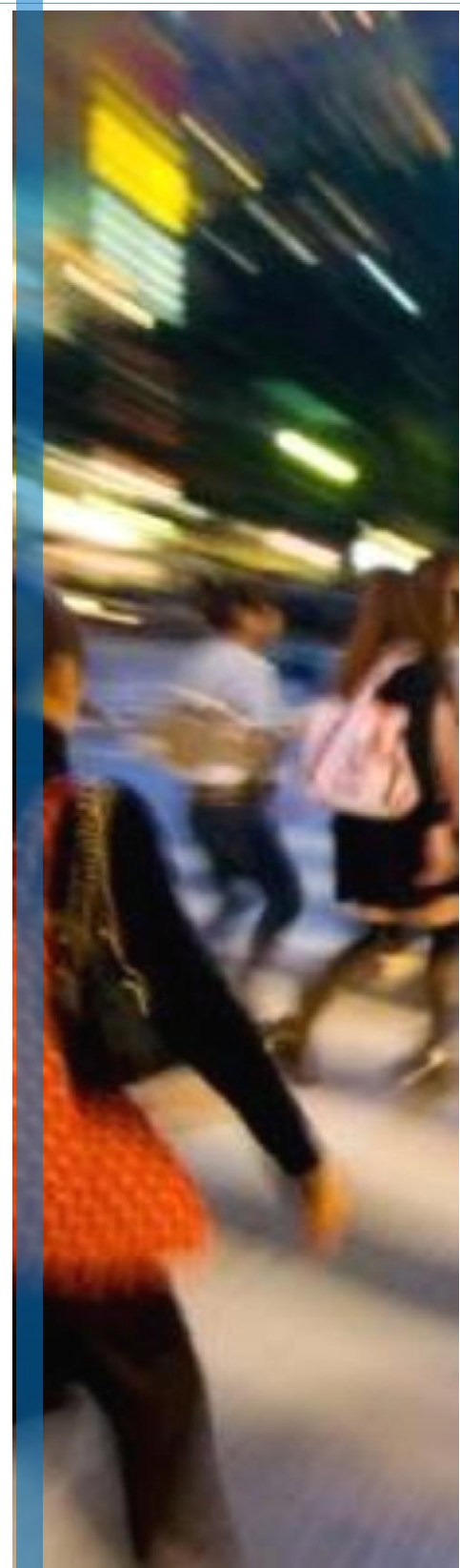
TRENDSIGHTS^{SM} FOUR CULTURAL LENSES

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...

CONSUMER GROUPS
Women
Hispanics
Millennials
Small Business Owners
Proprietary client segmentations

LIFESTYLE CATEGORIES
Entertainment
Style and Design
Food and Beverage
Travel and Hospitality
Business and Entrepreneurship
Consumer Technology

VALUES
Aspiration
Creativity
Self-Determination
Personalization
Community
Cause

TENSION POINTS
Simplicity vs. Complexity
Spending vs. Saving
Indulgence vs. Austerity
"Me" vs. "We"
Individual vs. Collective

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TRENDSIGHTS℠ THREE TYPES OF TRENDS

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.

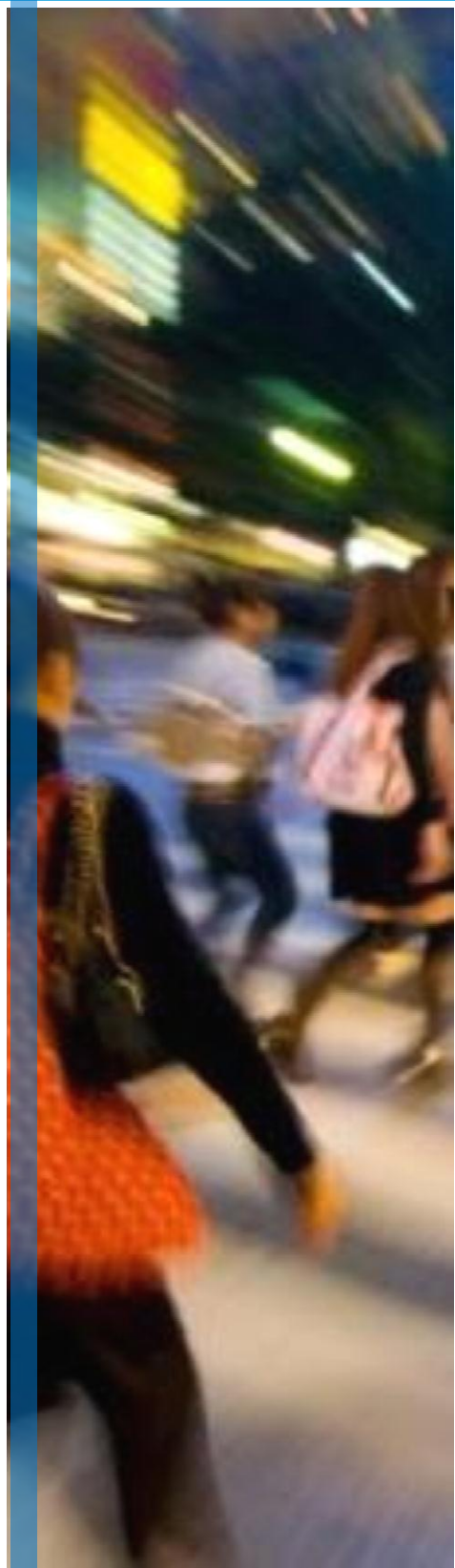# TRENDSIGHTS℠ THREE TYPES OF TRENDS

TRENDS

MACROTRENDS
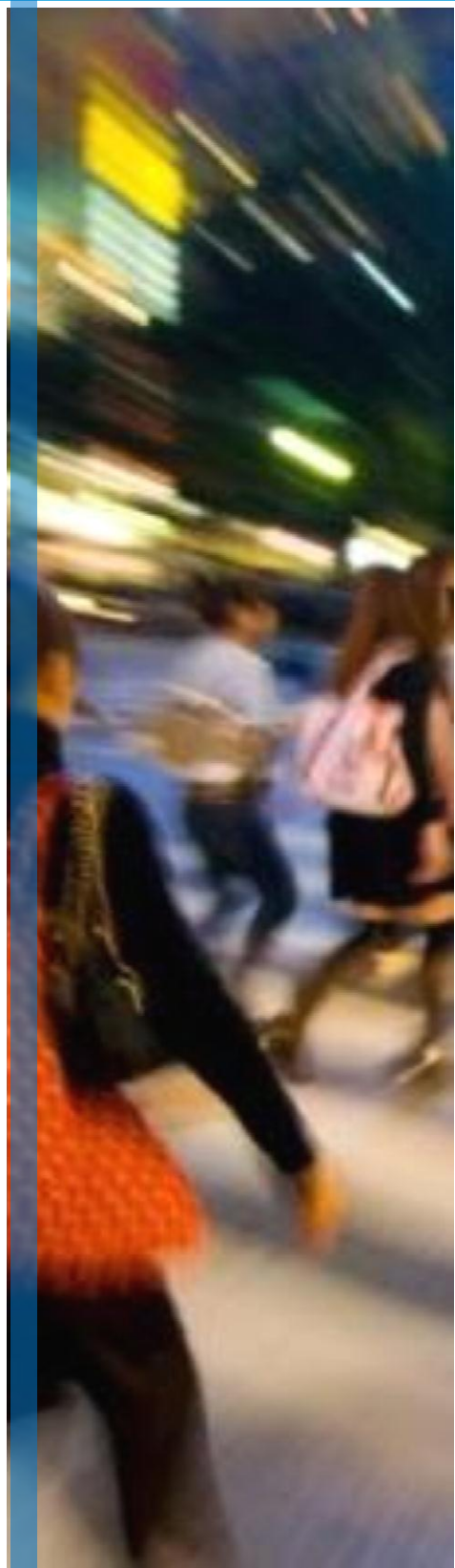
PRIME
MOTIVES
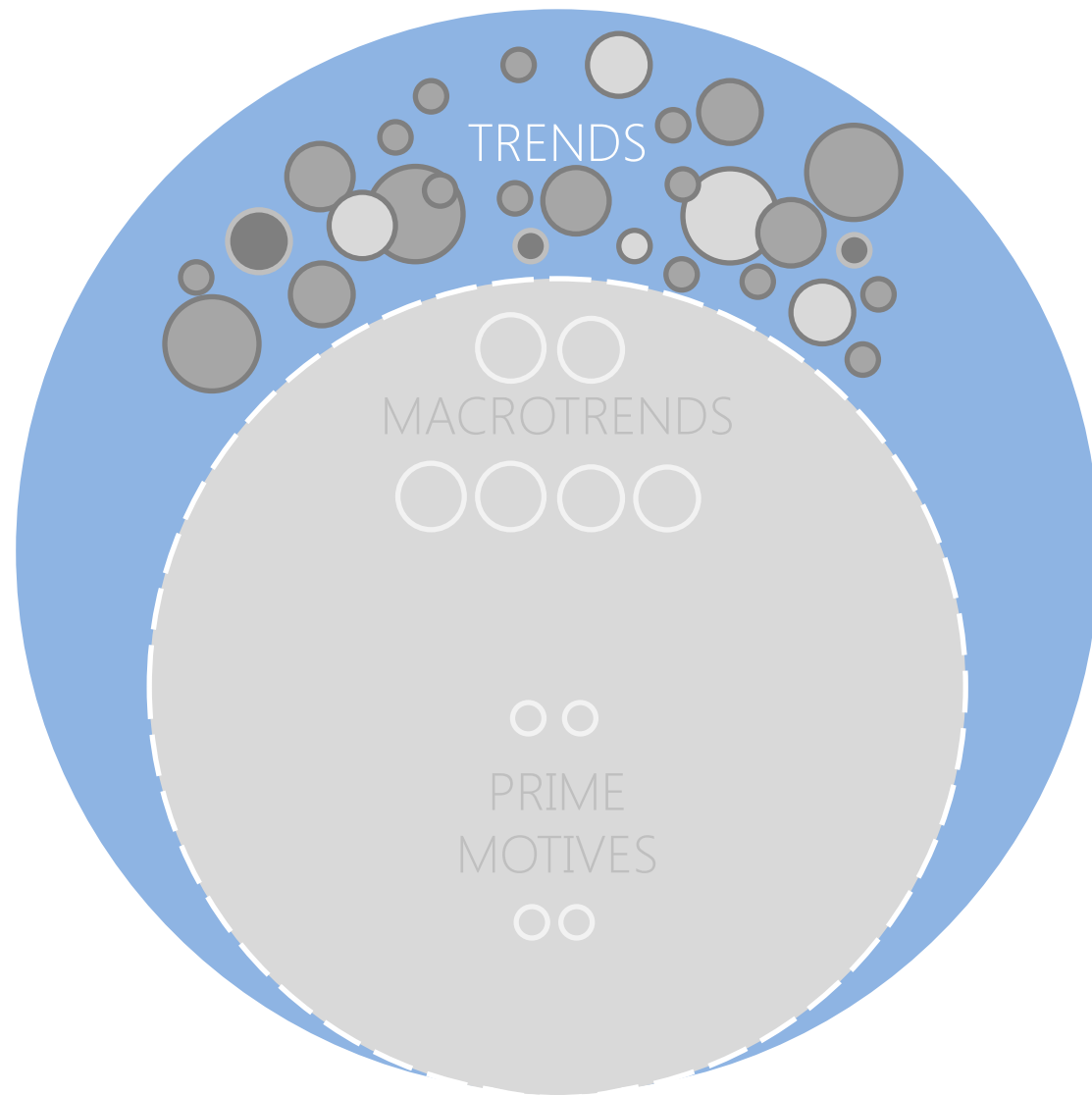
Trends are patterns of attitudes, behaviors and beliefs focused within specific areas of culture.

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.

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TRENDSIGHTS℠ THREE TYPES OF TRENDS

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.
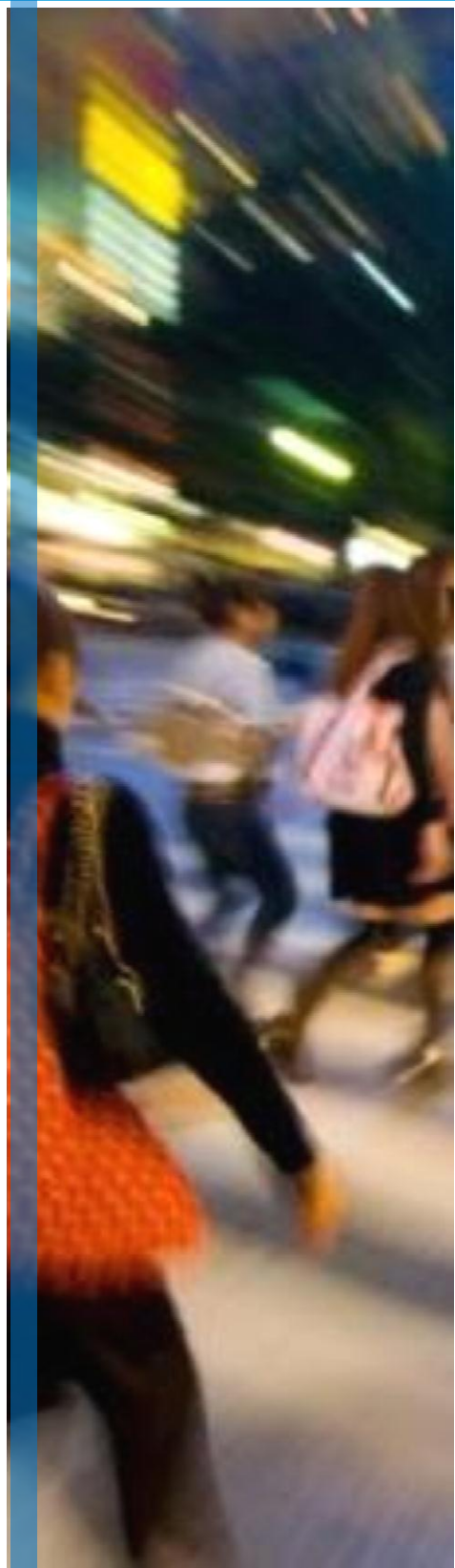
TRENDSIGHTS℠ THREE TYPES OF TRENDS

TRENDS

MACROTRENDS
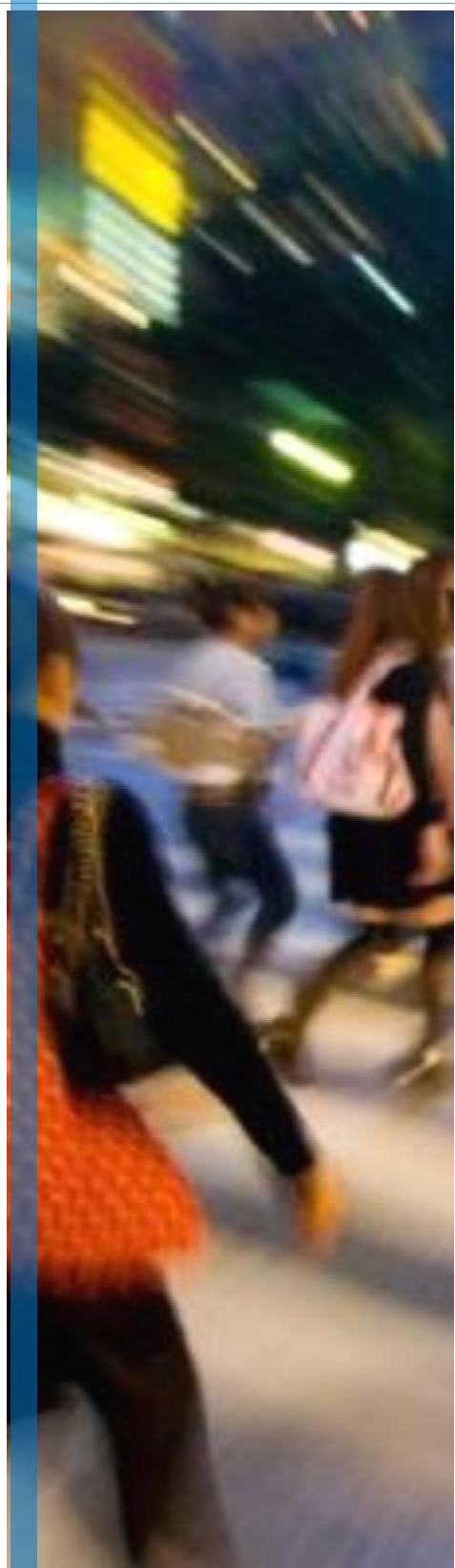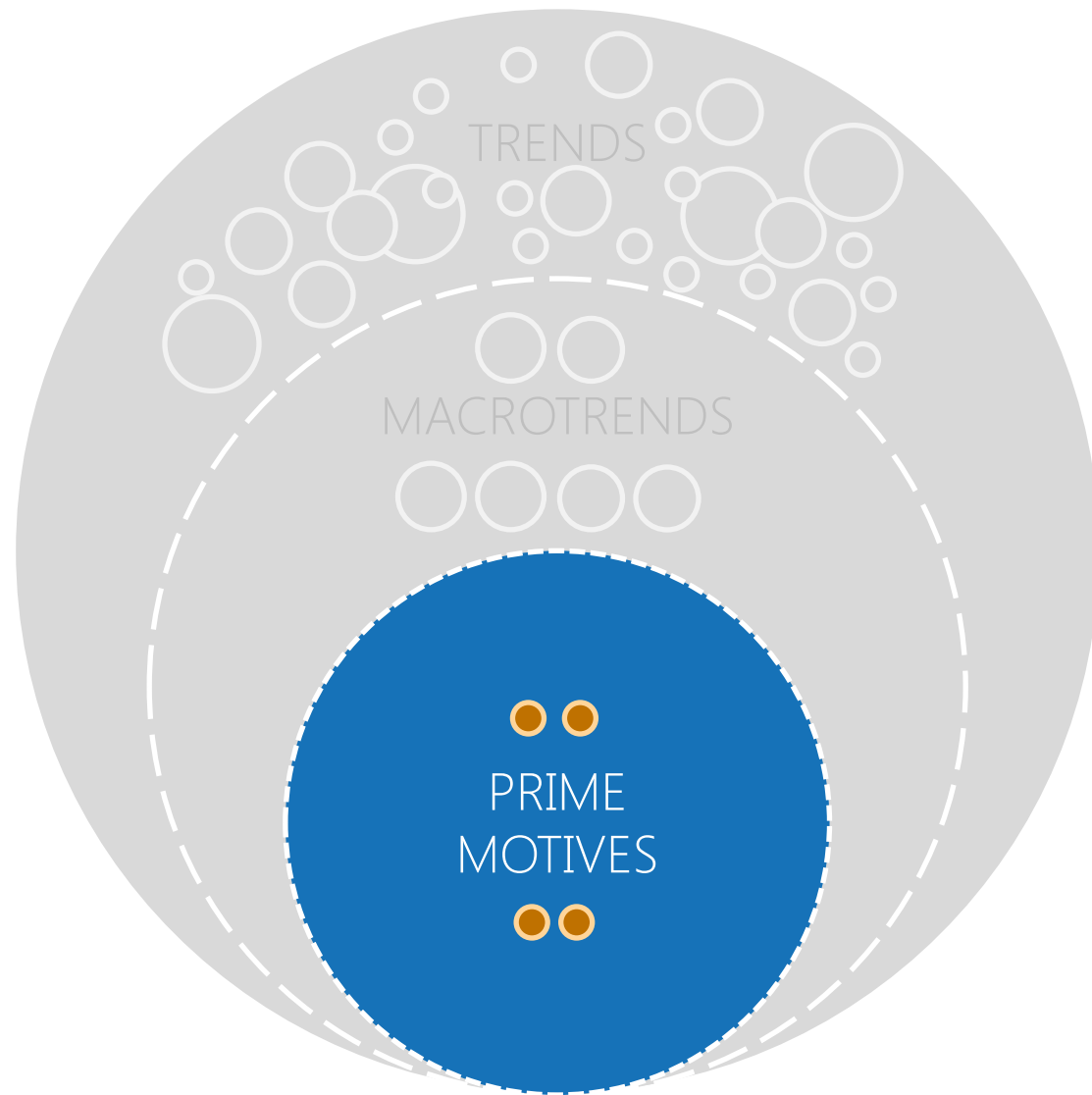
PRIME MOTIVES

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.

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TRENDSIGHTS℠ THREE TYPES OF TRENDS

TRENDS

MACROTREND

PRIME MOTIVE
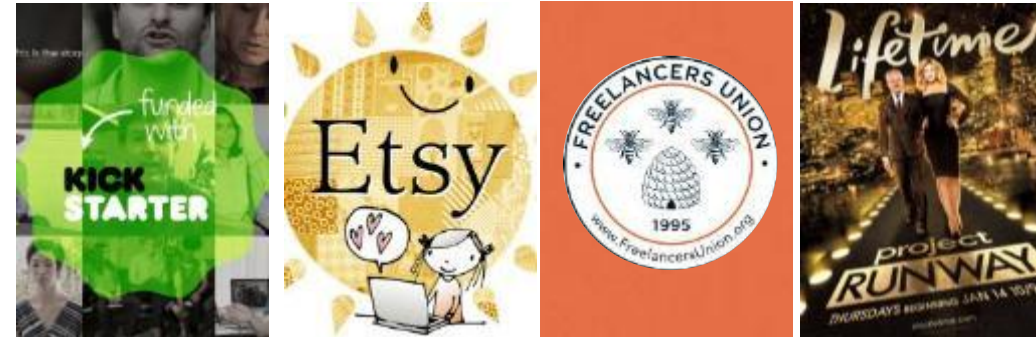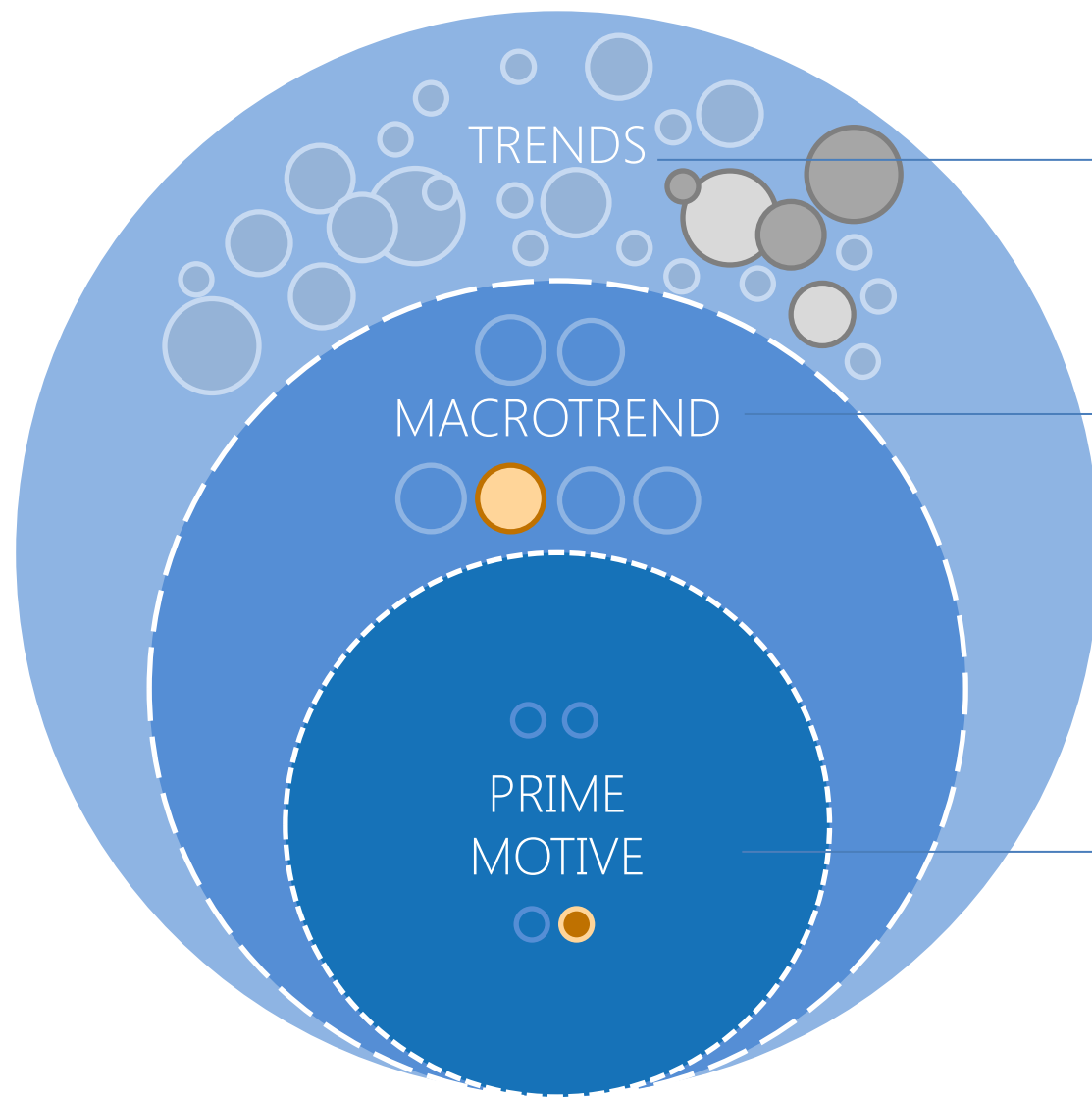
Monetize Me!
Social and technological changes are transforming how we sell the most important product of all – ourselves.

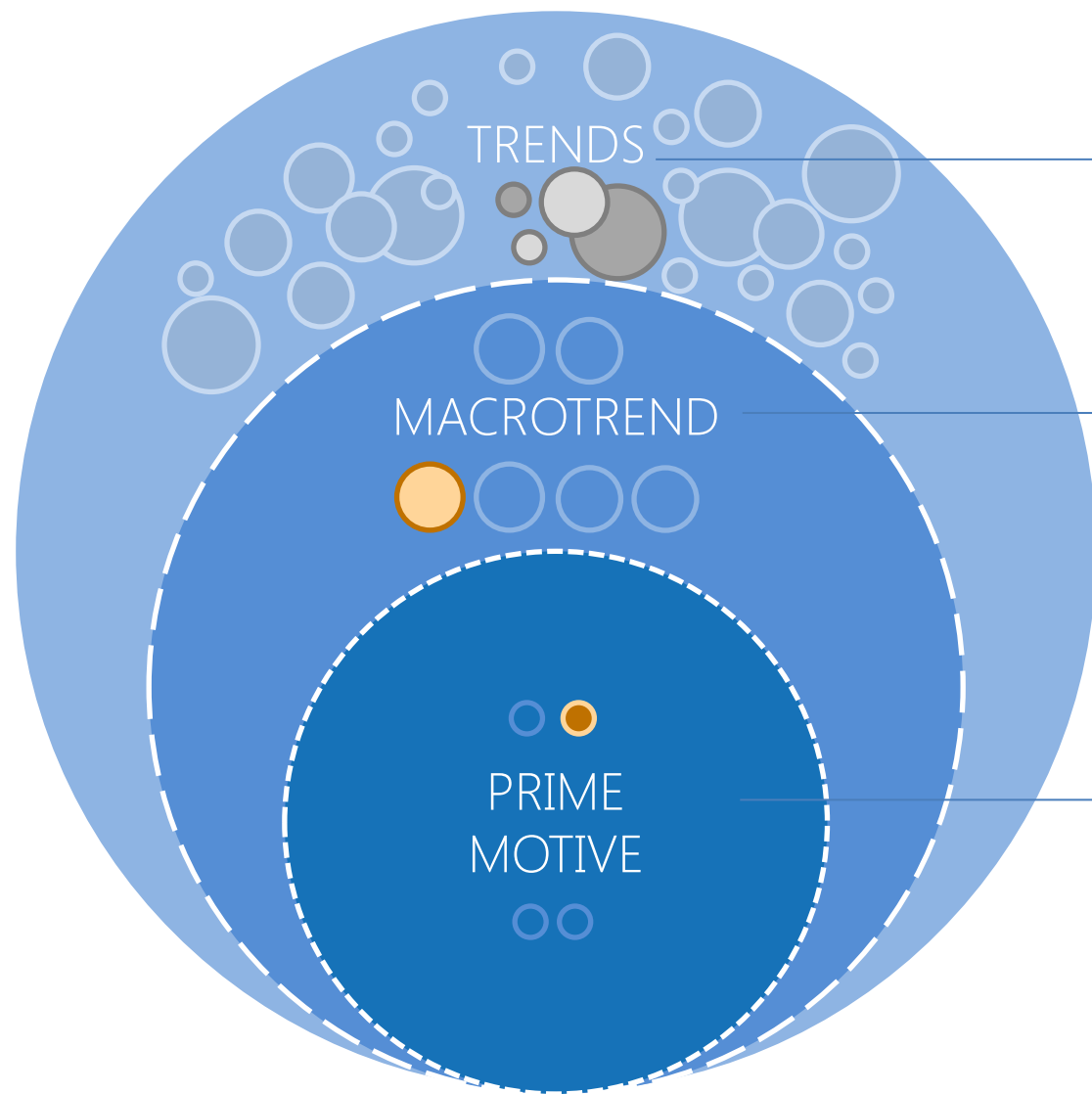Values: creativity, self reliance, determination, moxie

Self Reliance
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.

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TRENDSIGHTS℠ THREE TYPES OF TRENDS

TRENDS

MACROTREND

PRIME
MOTIVE
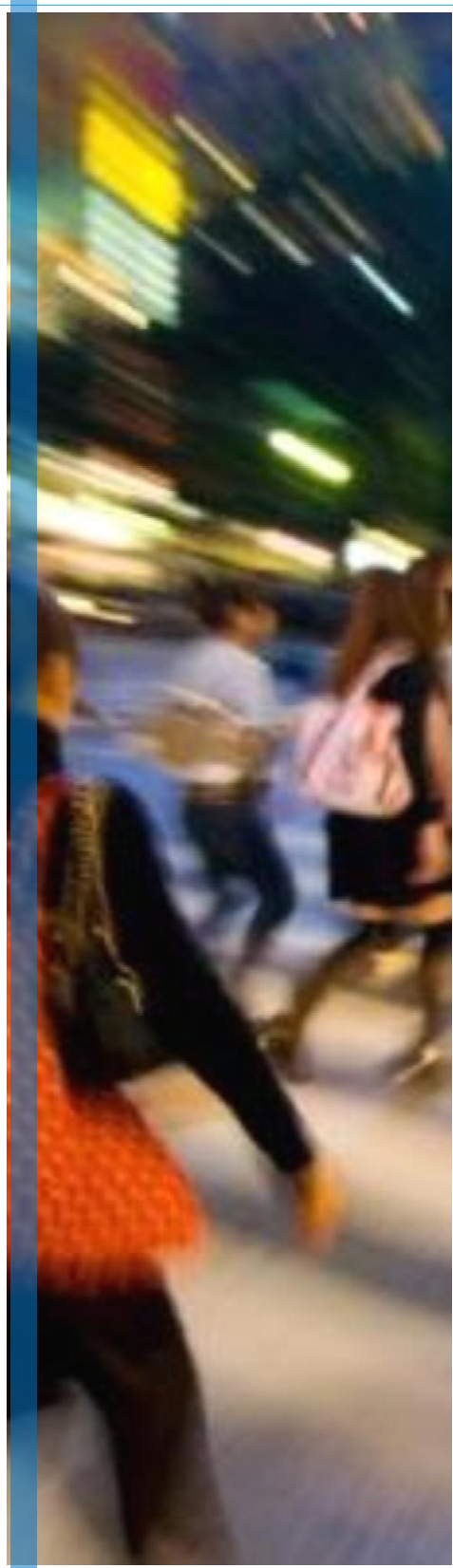
Moment Feeding
In an "always on" world where time is limited, people are constantly seeking ways to make the most of every moment.

Values: spontaneity, time, fun, convenience

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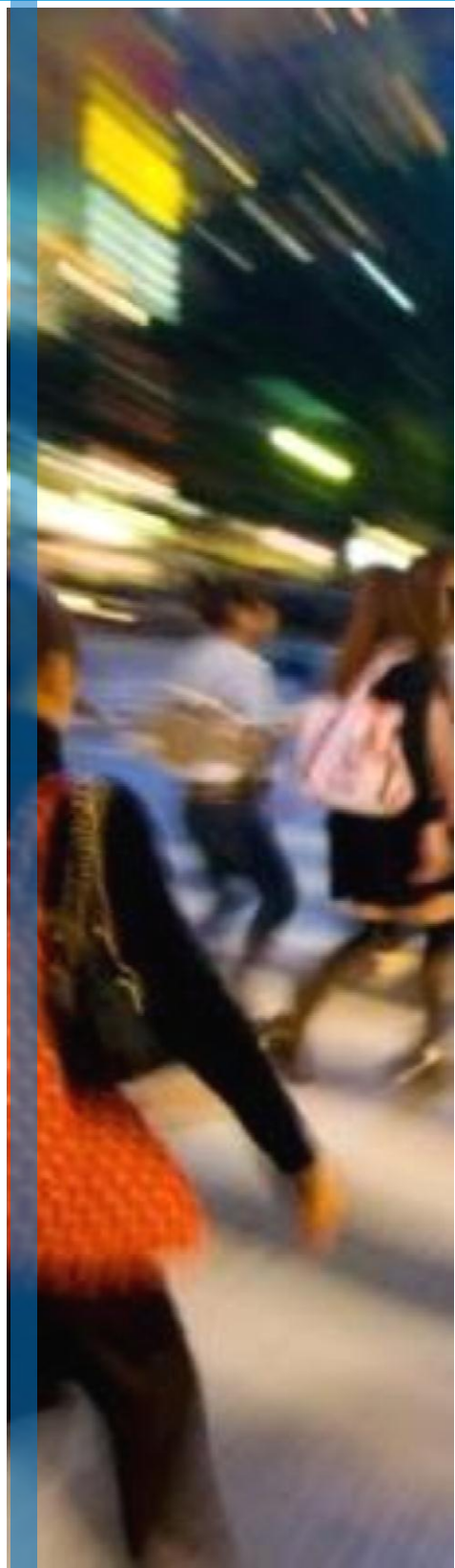Seizing and maximizing the here and now via products, content and communications.

Spontaneity is part and parcel of our technologically advanced, always-on world.

the why group | horizonmedia
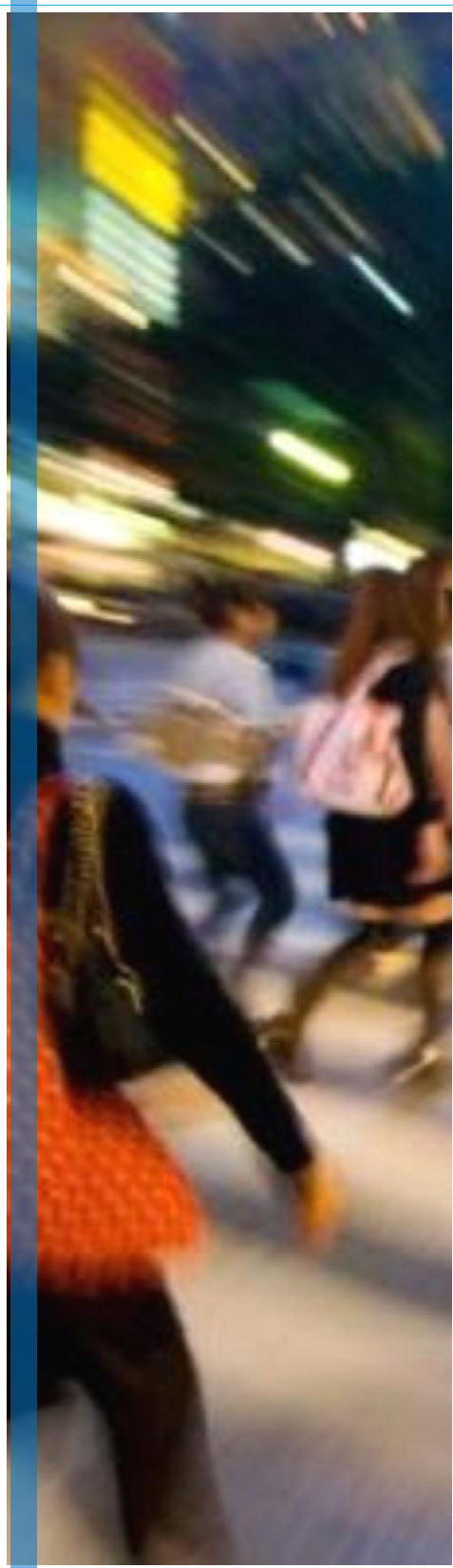
TRENDSIGHTS℠ VALUE FOR BUSINESS

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

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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

RETAIL: SMALLER COMPANIES MAKE IT THEIR MISSION

SOCIAL ISSUES: CAUSE IS BECOMING A MUST DO

% 81% of Americans expect all companies to make a public commitment to good corporate citizenship.

SOCIAL ISSUES: CAUSE IS BECOMING A MUST DO

% 55% of Americans said they "seriously factor in a company's social responsibility efforts" when buying.

RETAIL: GIANTS HOPE TO CHANGE PERCEPTIONS

CPG: BECAUSE IT DELIVERS RESULTS

% 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.

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 >
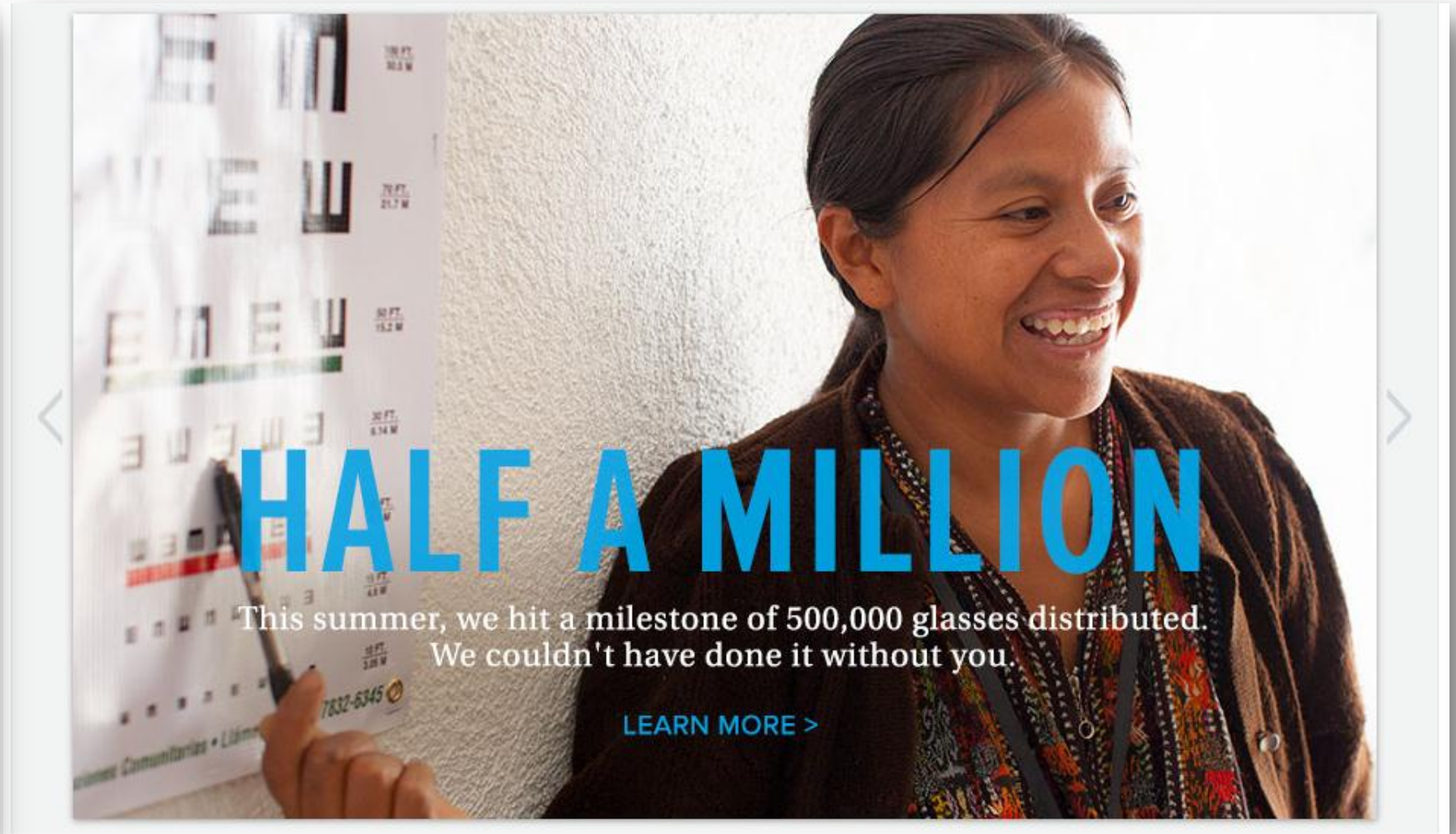
SOCIAL ISSUES: PEOPLE BELIEVE IN PURCHASE POWER

Which of the following has the greatest impact on society?	MY PURCHASE DECISIONS	MY VOTING DECISIONS	MY INVOLVEMENT IN LOCAL COMMUNITY
MILLENNIALS	36%	32%	32%
GEN XERS	35%	39%	26%
BOOMERS	32%	44%	24%

SOCIAL ISSUES: ... ESPECIALLY MILLENNIALS AND XERS

% 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 P:ulse Opinion Survey, October 2013

CLICKTIVISTM: FROM CLICKS TO CAUSE+SUMPTION

CAUSE+SUMPTION

Convenience

Generosity

Responsibility

Fulfillment

PRIME MOTIVE

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.

CAUSE+SUMPTION

THOUGHT STARTERS:

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.

CAUSE+SUMPTION

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.

RETROFITTING

Whether straight up or with a twist, people are adapting traditional activities, styles, stories and icons for modern times.

ART/FASHION: RETROFIT DRESS-UP

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

1920s

1930s

1950s

1960s

1980s

1990s
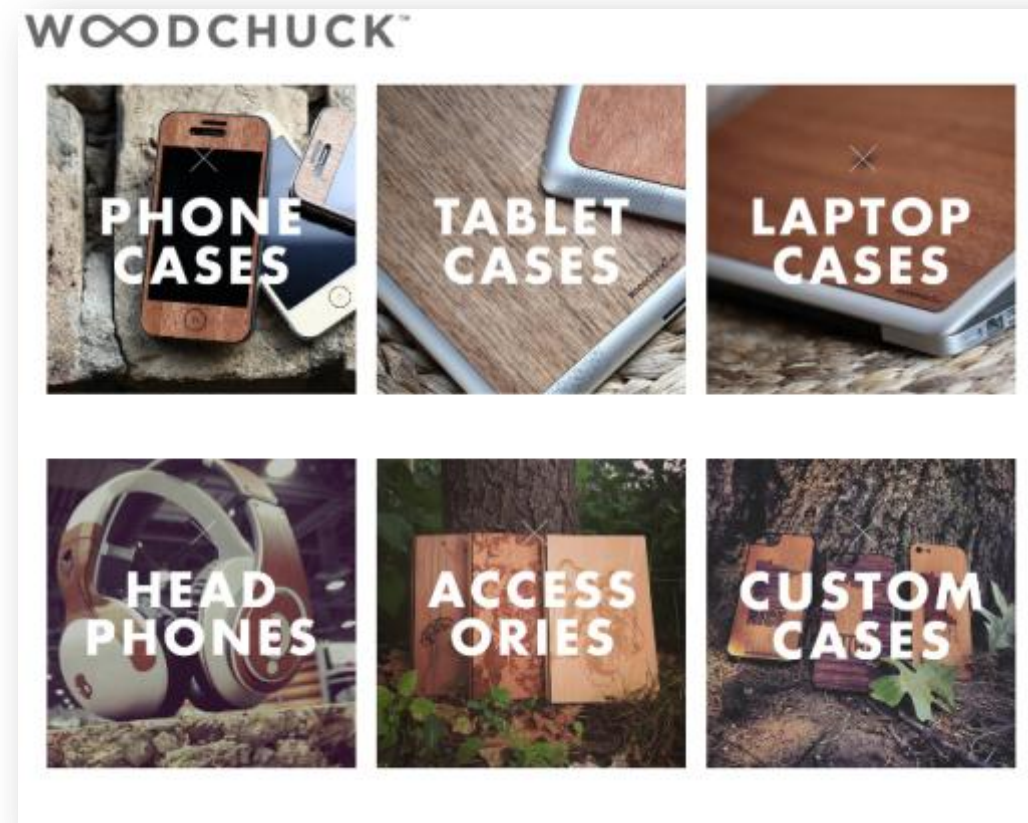
MUSIC: VINTAGE INSPIRED SOUNDS TOP THE CHARTS
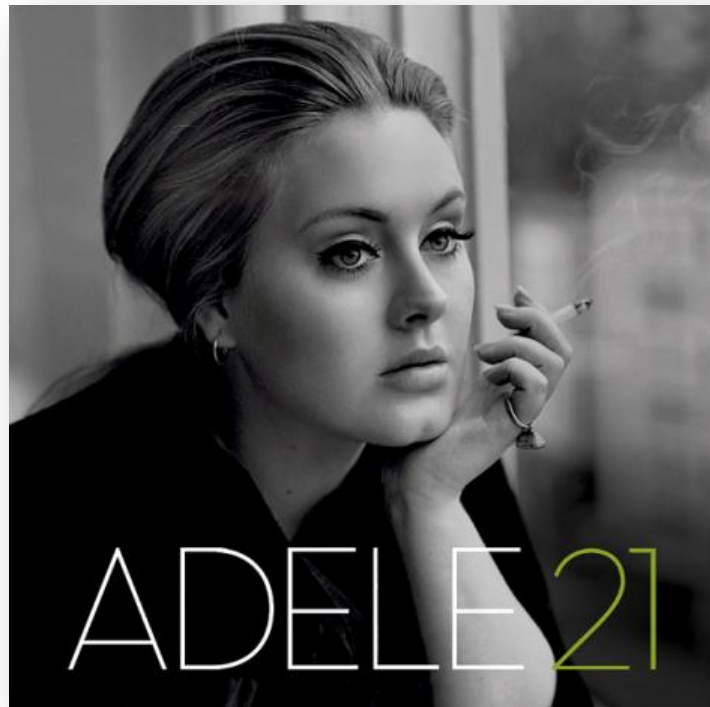
MUMFORD & SONS
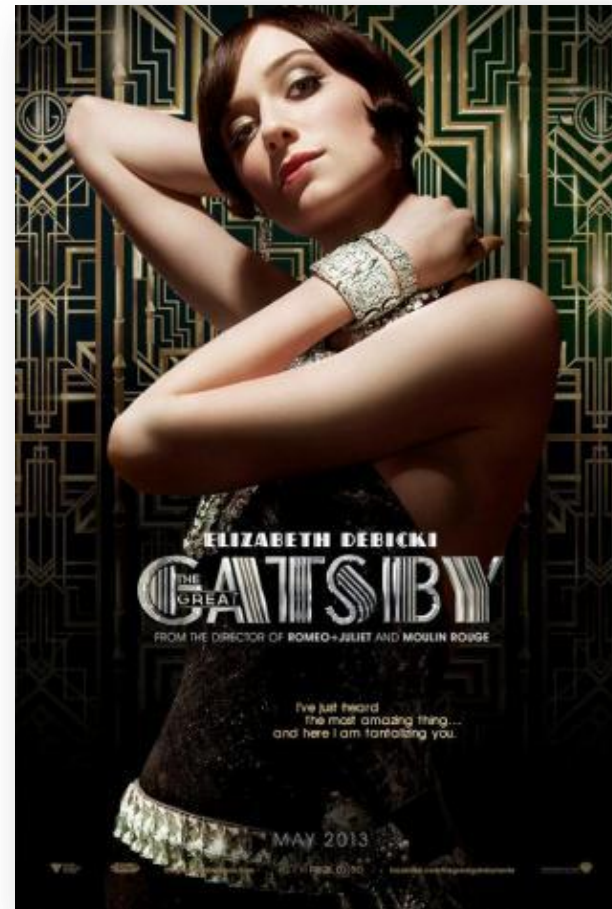
BEVERAGE: A BROWN SPIRITS REVIVAL IS IN FULL SWING

% The dark spirits segment added 166 new products in 2012 and 108 from January-August 2013 (compared to 44 in 2008)

FOOD: GREENMARKETS AND FARMERS MARKETS EXPLODE

UNION SQ. GREENMARKET

COOKING: TRADITIONAL CULINARY SKILLS ARE COOL

Leaves... Or little green tongues. Need to work on these a bit, I think.

2 Likes   4 Comments

Hillary Plank
Yesterday at 6:50 PM via Instagram

1 Like

CRAFTS: MILLENNIALS DRIVING TREND TO GET CRAFTY...

Types of Arts & Crafts Made in Last 12 Months

■ Millennials ■ All Americans

Type	Millennials	All Americans
Pottery or ceramics	20%	13%
Wood carvings or other woodwork	23%	16%
Jewelry	26%	18%
Knitting, quilting, crocheting, needlepoint	28%	22%
Scrapbooks	34%	24%
Floral arrangements	30%	25%

http://croshame.wordpress.com

Source: Mintel, The Arts & Crafts Consumer – US – May 2013
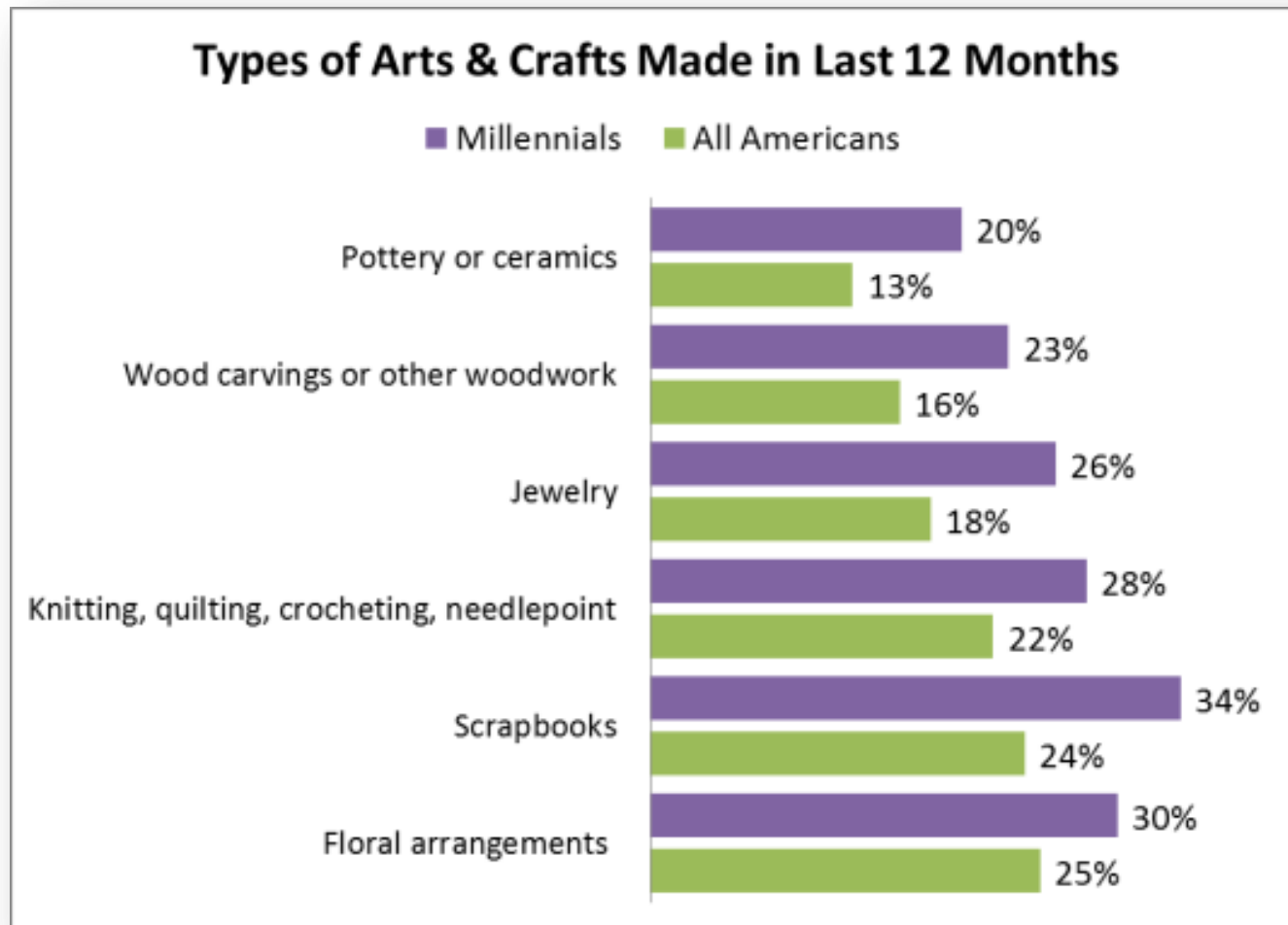
CRAFTS: HIGH TOUCH COUNTERBALANCES HIGH TECH

% 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 P:ulse Opinion Survey, October 2013

RETROFITTING

VALUES:

Authenticity

Nostalgia

Tradition

Escape

PRIME MOTIVE

RETROFITTING

THOUGHT STARTERS:

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..

RETROFITTING

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."

RETROFITTING

THOUGHT STARTERS:

MARKETING: 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.

RETROFITTING

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

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
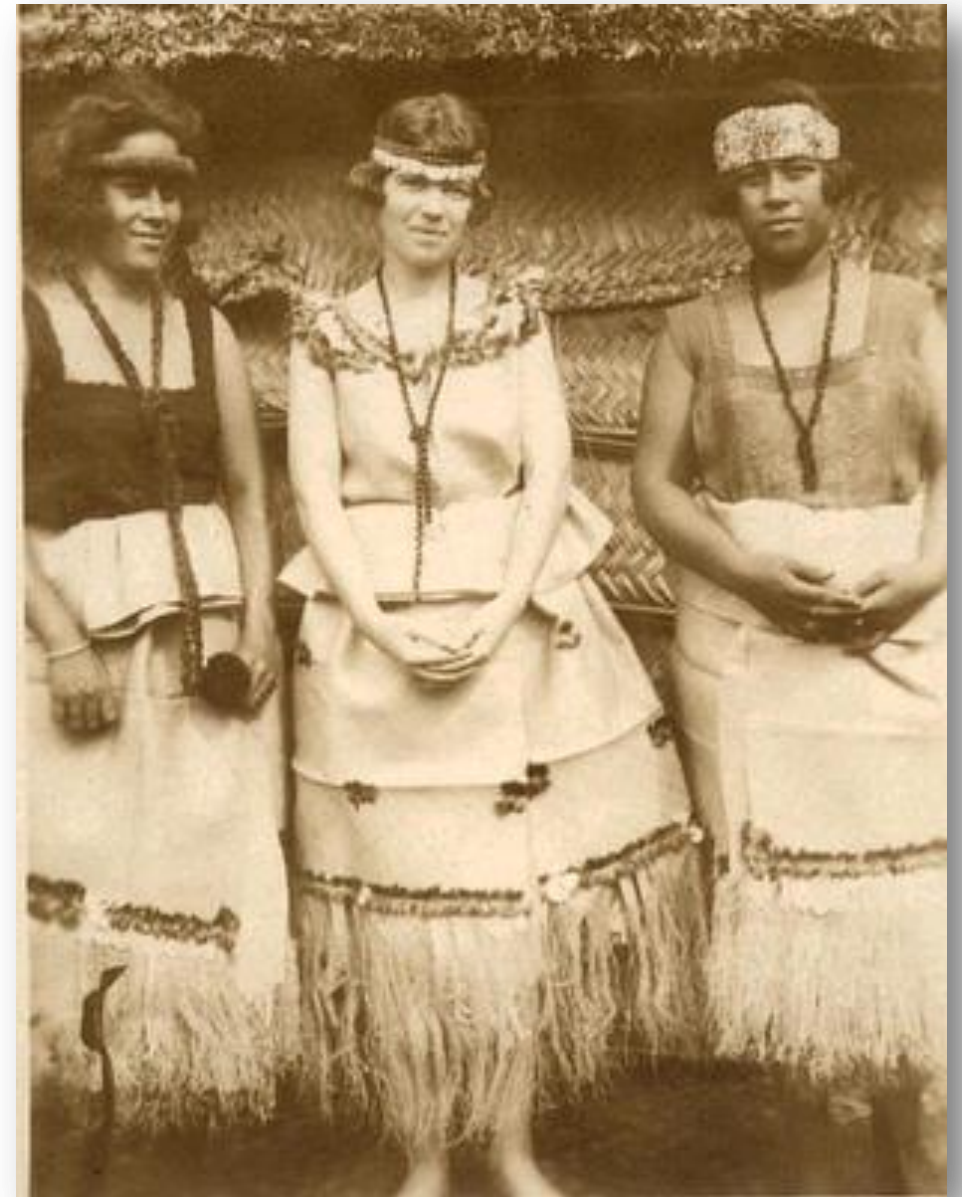
Margaret Mead in Samoa

CULTURAL ANTHROPOLOGY

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

CULTURAL ANTHROPOLOGY

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?"
Hedesstrom , T. and Whitley, E; London School of Economics

CULTURAL ANTHROPOLOGY

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.

STRUCTURAL LINGUISTICS

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

Ferdinand de Saussure
Image source: cineenbolivia.blogspot.com

STRUCTURALISM

THE SIGNIFIER IS THE MATERIAL OBJECT, AN ORTHOGRAPHIC AND/OR AUDITORY SEQUENCE. IT REFERS TO THE SIGNIFIED, A MENTAL IMAGE AND/OR CONCEPT

SIGNIFIED

SIGNIFIER

[tree]

STRUCTURALISM

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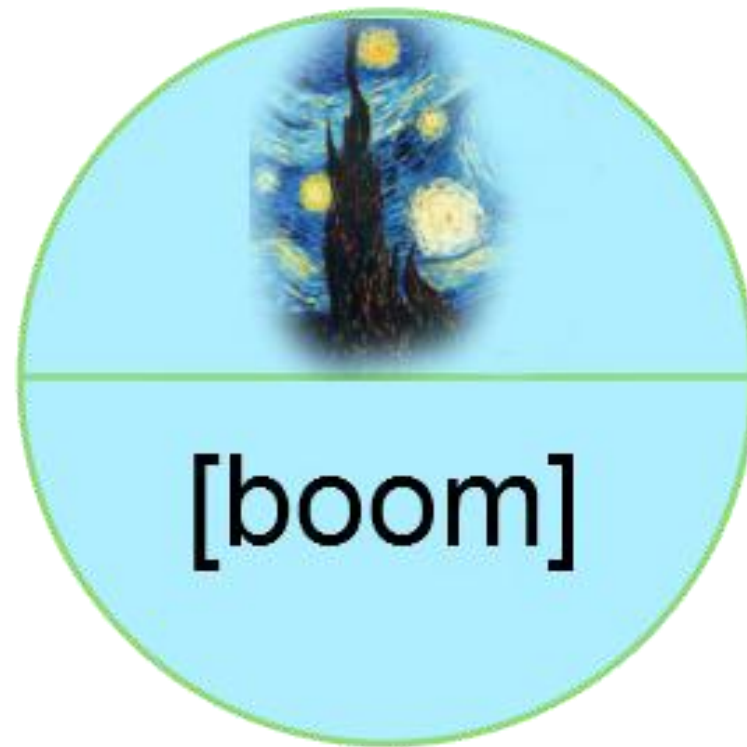

NORTH AMERICA   MADAGASCAR   MEXICO

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

VINCENT VAN GOGH

SEMIOTICS

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
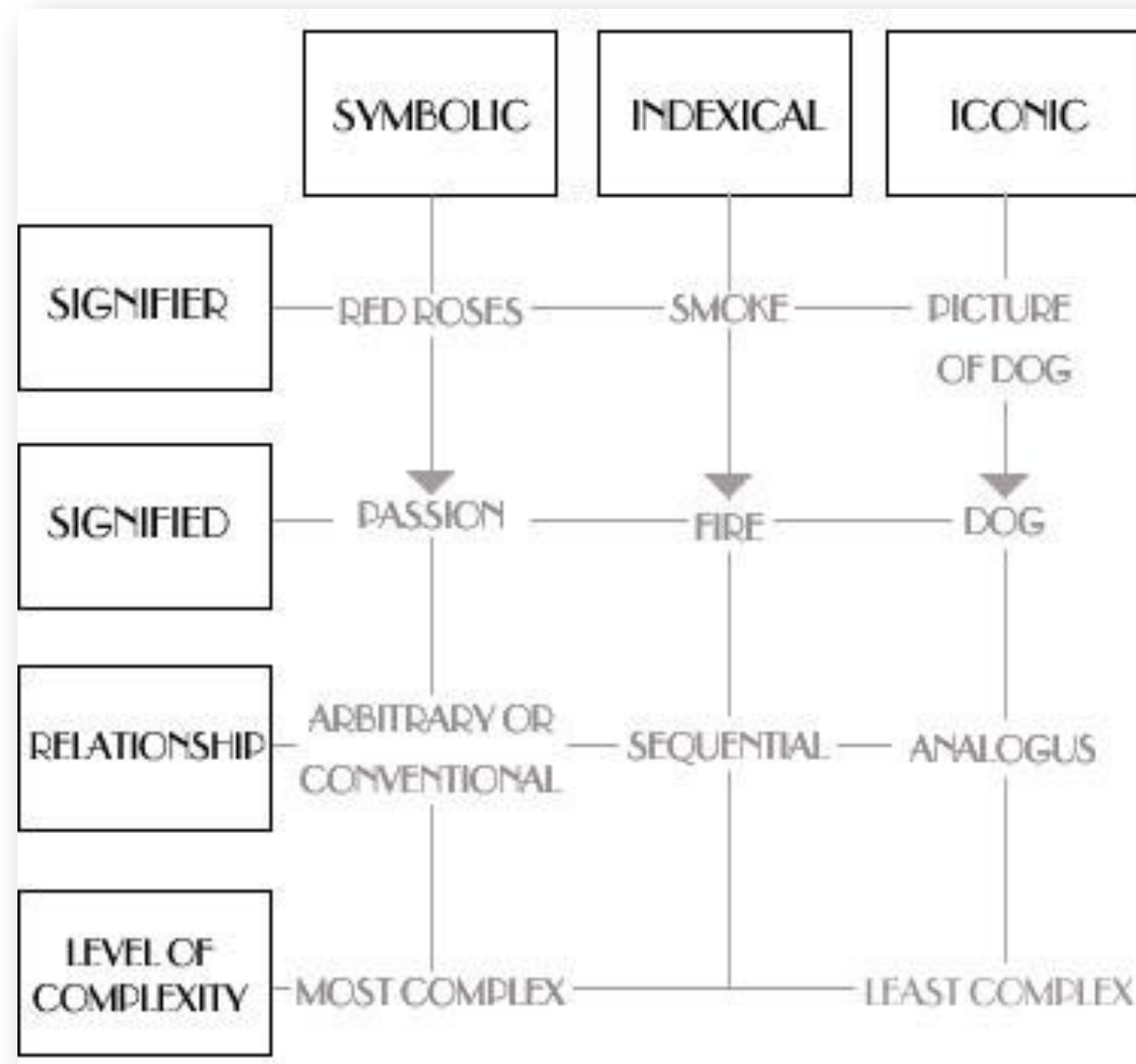

Painting by René Magritte

SEMIOTICS

In semiotics, signs create meaning in several ways and on several levels

ICON: literal, direct

INDEX: association, correlation

SYMBOL: cultural, defined by convention

	SYMBOLIC	INDEXICAL	ICONIC
SIGNIFIER	RED ROSES	SMOKE	PICTURE OF DOG
SIGNIFIED	PASSION	FIRE	DOG
RELATIONSHIP	ARBITRARY OR CONVENTIONAL	SEQUENTIAL	ANALOGUS
LEVEL OF COMPLEXITY	MOST COMPLEX		LEAST COMPLEX

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**.

SEMIOTICS IN CULTURE

THE CAMPAIGN FORMAT HAS BEEN COOPTED BY ORDINARY PEOPLE BECAUSE LIKE LANGUAGE ITSELF,

SEMIOTIC SYSTEMS ARE TACITLY UNDERSTOOD

User generated image from a French blog, based on a photo taken in Tokyo's Harajuku district
Source: http://blog.pnk.fr/post/2010/05/29/Points-de-vue

THREE KEYS
TO TREND TRACKING

LOOK FAR AND WIDE
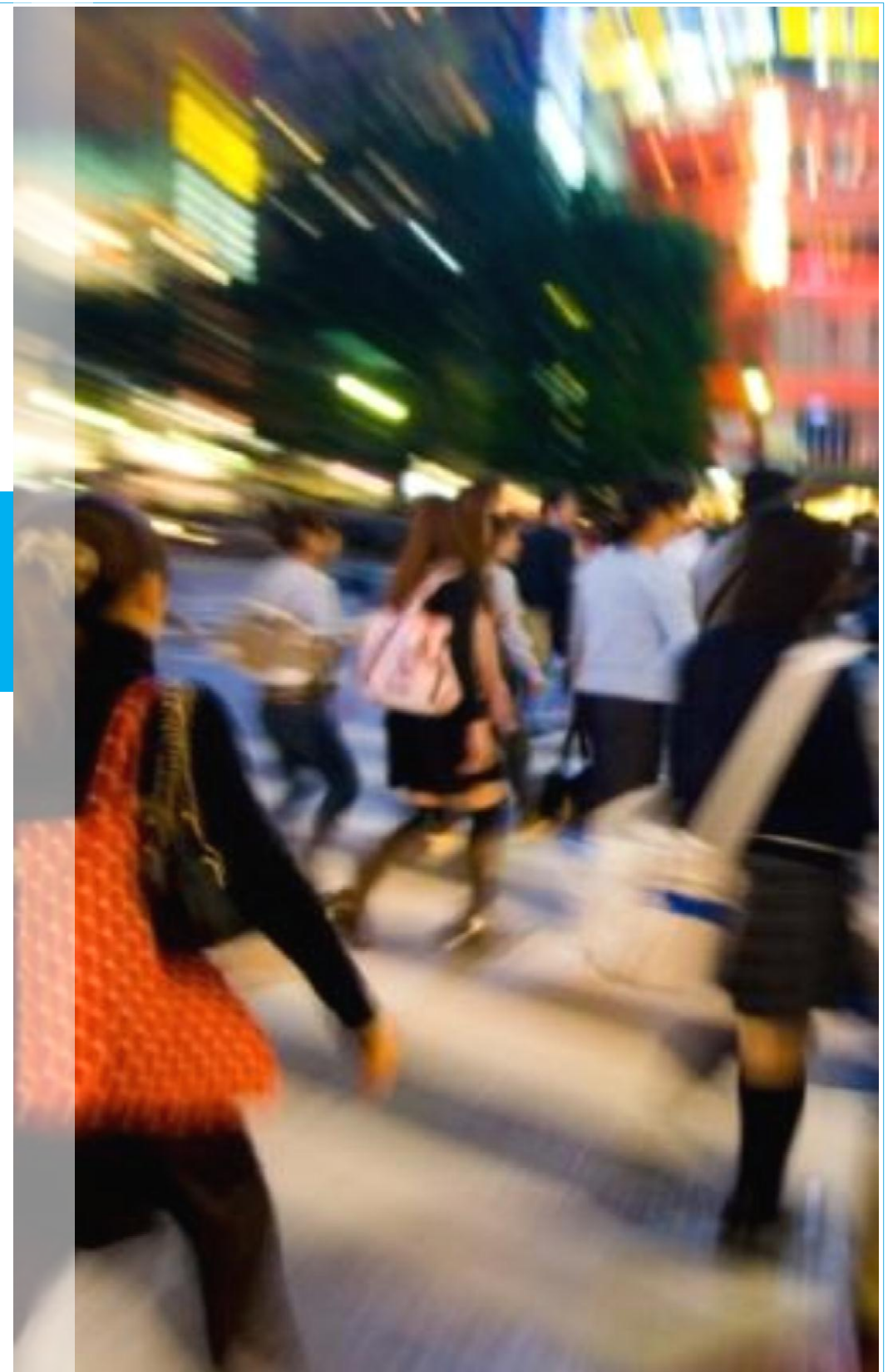
ADJUST YOUR VISION
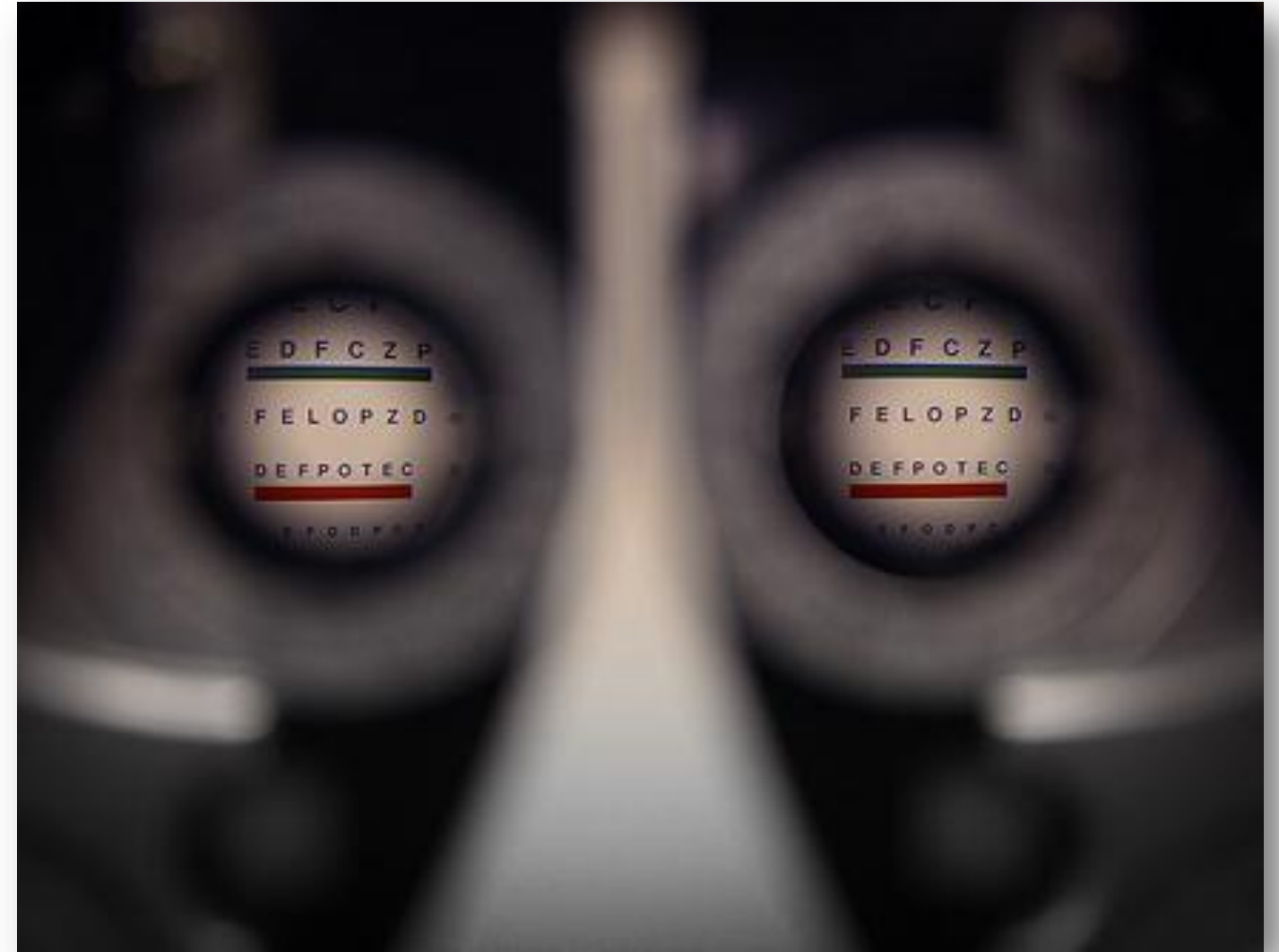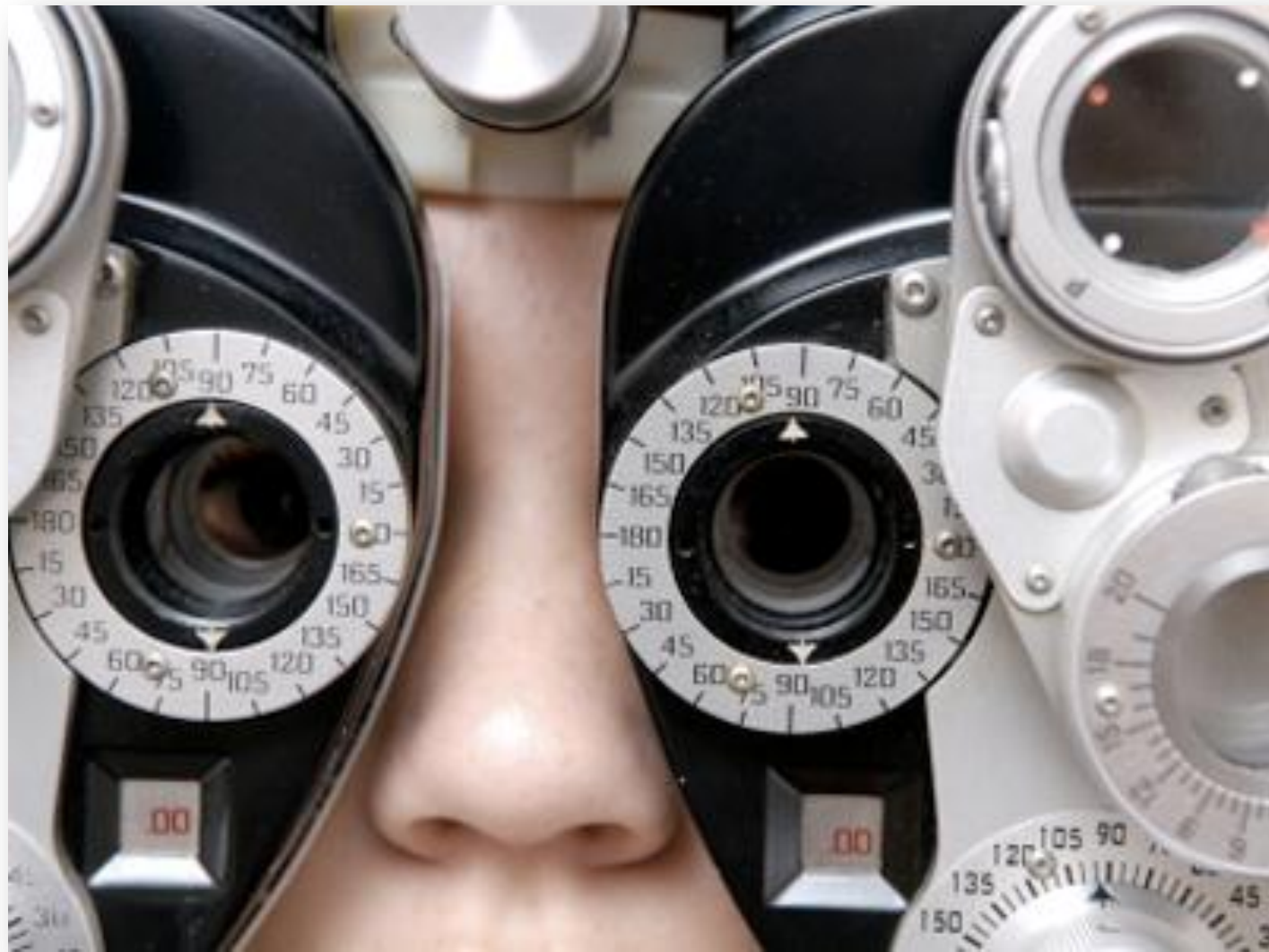
GET THE VIEW FROM ABOVE TO SEE THE PATTERNS

THANK YOU!

KIRK OLSON
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TRENDSIGHTS℠ ABOUT KIRK

Kirk Olson, VP of TrendSights

A seventeen-year veteran of strategic insights and trending fields, Kirk joined Horizon in 2012. As VP of TrendSights, he is charged with developing and directing the agency's TrendSights practice, which identifies and converts shifts in the global zeitgeist into opportunities for clients. In his career, Kirk has developed strategic insights and interpreted trends for a wide range of clients and brands including Volvo, JP Morgan, MTV, Paramount Pictures, CBS, Kraft Foods, Procter & Gamble, General Mills, Target, and many more.

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.

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