
HOW TO BECOME A TREND RESEARCHER

and use trendwatching to boost innovation

Els Dragt



Lectoraat > project trendboek



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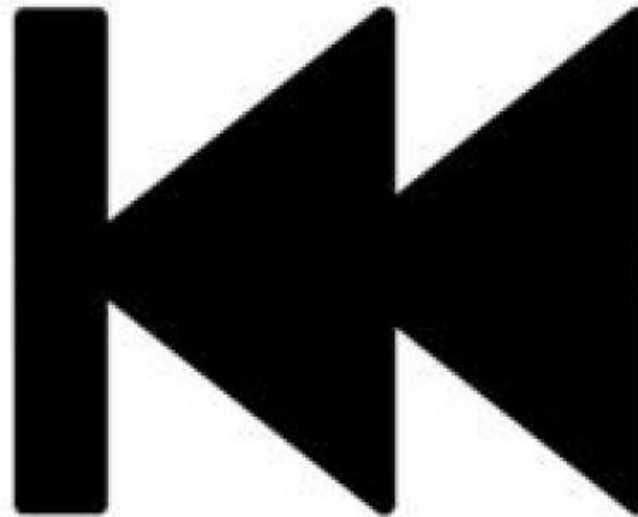
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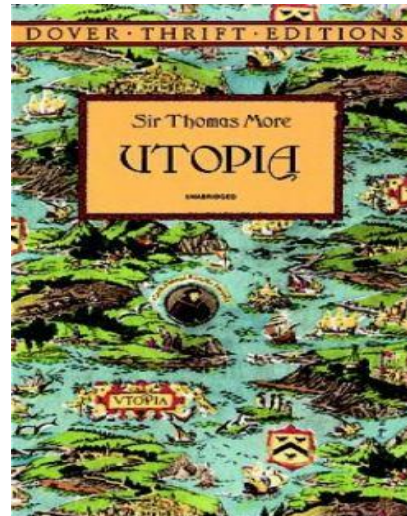
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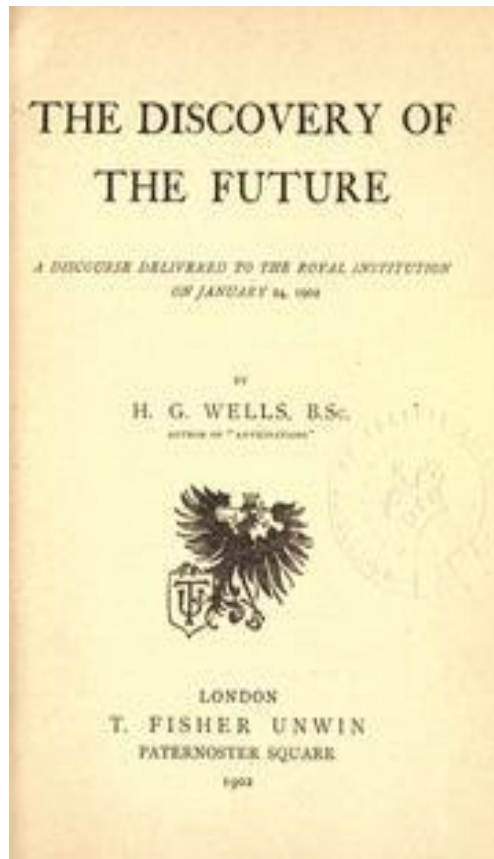
#1 Future History



Future Fascination



Systematic future thinking



THE LADIES' HOME JOURNAL

WHAT MAY HAPPEN IN THE NEXT HUNDRED YEARS

By JOHN ELFRETH WATKINS, JR.



THESE prophecies will seem strange, almost impossible. Yet they have come from the most learned and conservative minds in America. To the wisest and most careful men in our greatest institutions of science and learning I have gone, asking each in his turn to forecast for me what, in his opinion, will have been wrought in his own field of investigation before the dawn of 2001—a century from now. These opinions I have carefully transcribed.

Five Hundred Million People. There will probably be from 500,000,000 to 500,000,000 people in America and its possessions by the lapse of another century. Nicaragua will ask for admission to our Union after the completion of the great canal. Mexico will be next. Europe, seeking more territory to the south of us, will cause many of the South and Central American republics to be voted into the Union by their own people.

The American will be Taller by from one to two inches. His increase of stature will result from better health, due to vast reforms in medicine, sanitation, food and athletics. He will live fifty years instead of thirty-five as at present—for he will reside in the suburbs. The city house will practically be no more. Building in blocks will be the rule.

Trains One Hundred and Fifty Miles an Hour. Trains will run two miles a minute, normally; express trains one hundred and fifty miles an hour. To go from New York to San Francisco will take a day and a night by fast express. There will be eight-shaped electric locomotives hauling long trains of cars. Cars will, like buses, be artificially cooled. Along the railroads there will be no smoke, no cinders, because coal will neither be carried nor burned. There will be no stops for water. Passengers will travel through hot or dusty country regions with windows down.

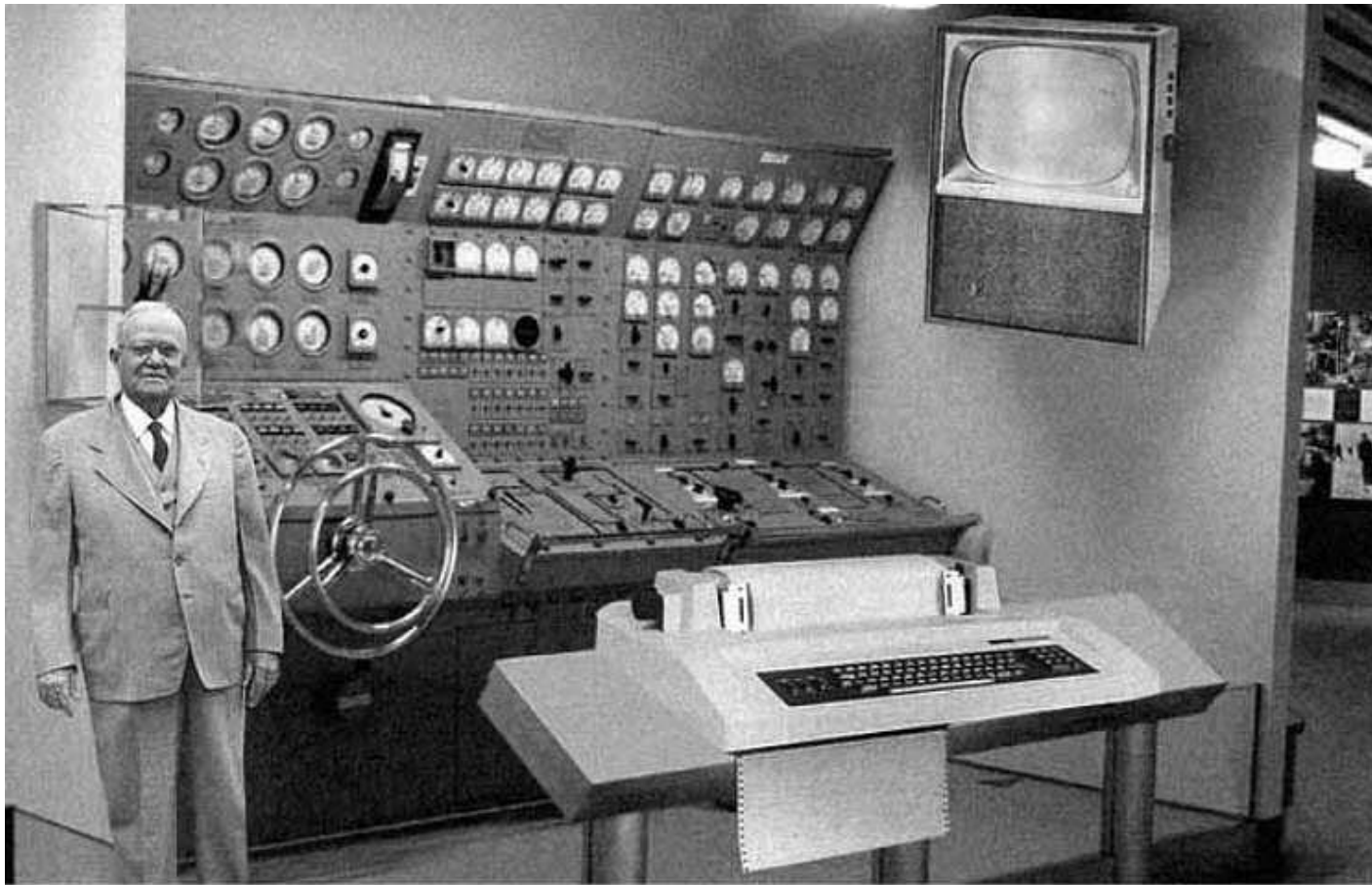
Automobiles will be Cheaper than Horses are today. Farmers will own automobile hay-wagons, automobile truck-wagons, plows, harrows and hay-rakes. A one-horse motor in one of these vehicles will do the work of a pair of horses or more. Children will ride in automobile sleighs in winter. Automobiles will have been substituted for every horse vehicle now known. There will be, as already exist to-day, automobile hearse, automobile police patrol, automobile ambulances, automobile street sweepers. The horse in harness will be as scarce, if, indeed, not even scarcer, than as the yoked ox is to-day.

Everybody will Walk Ten Miles. Gymnastics will begin in the nursery, where toys and games will be designed to strengthen the muscles. Exercise will be compulsory in the schools. Every school, college and community will have a complete gymnasium. All cities will have public gymnasia. A man of woman unable to walk ten miles at a stretch will be regarded as a weakling.

Grand Opera will be Telephoned to private homes, and will sound as harmonious as though enjoyed from a theatre box. Automatic instruments reproducing original airs exactly will bring the best music to the families of the untalented. Great musicians gathered in one clubhouse in New York will, by manipulating electric keys, produce at the same time music from instruments arranged in theatres or halls in San Francisco or New Orleans, for instance. Thus will great bands and orchestras give long-distance concerts. In great cities there will be public open-houses whose singers and musicians are paid from funds endowed by philanthropists and by the government. The piano will be capable of changing its tone from cheerful to sad. Many devices will add to the emotional effect of music.

How Children will be Taught. A university education will be free to every man and woman. Several great national universities all have been established. Children will study a simple English grammar adapted to simplified English, and not coquet after the Latin. Time will be saved by grouping like studies. Poor students will be given free board, free clothing and free books if ambitious and actually unable to meet their school and college expenses. Medical inspectors regularly visiting the public schools will furnish poor children free eyeglasses, free dentistry and free medical attention of every kind. The very poor will, when necessary, get free rides to and from school and free lunches between sessions. In vacation time poor children will be taken on trips to various parts of the world. Ethnologic and hanteculture will be intro-

Military precision



Scientists from the RAND Corporation have created this model to illustrate how a "home computer" could look like in the year 2004. However the needed technology will not be economically feasible for the average home. Also the scientists readily admit that the computer will require not yet invented technology to actually work, but 50 years from now scientific progress is expected to solve these problems. With teletype interface and the Fortran language, the computer will be easy to use.

Future business strategies



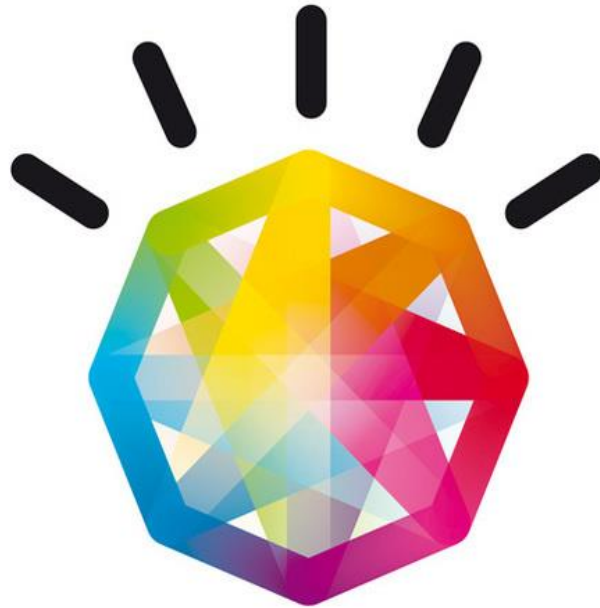
The trend guru



Het stereotype beeld



#2 Trend Theory



Navigating the unknown

nobody can **PREDICT** the future

but

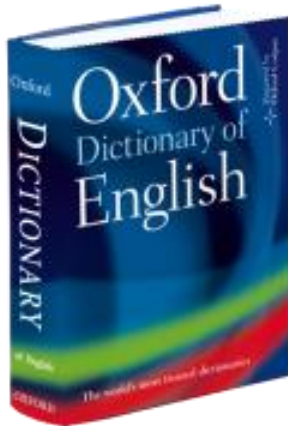
we can **EXPLORE** the future

What is a trend?

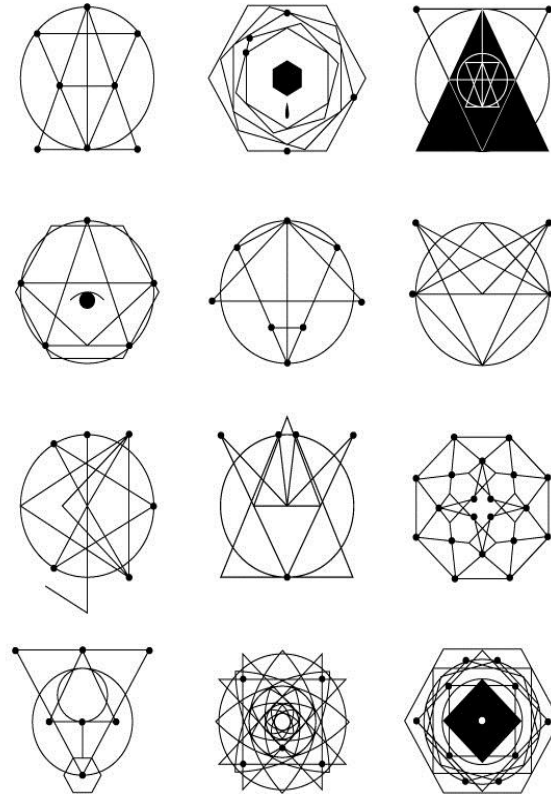
Definition of *trend* in English:

NOUN

- 1 A general direction in which something is developing or changing:



Study of change



The daily routine of a trend researcher

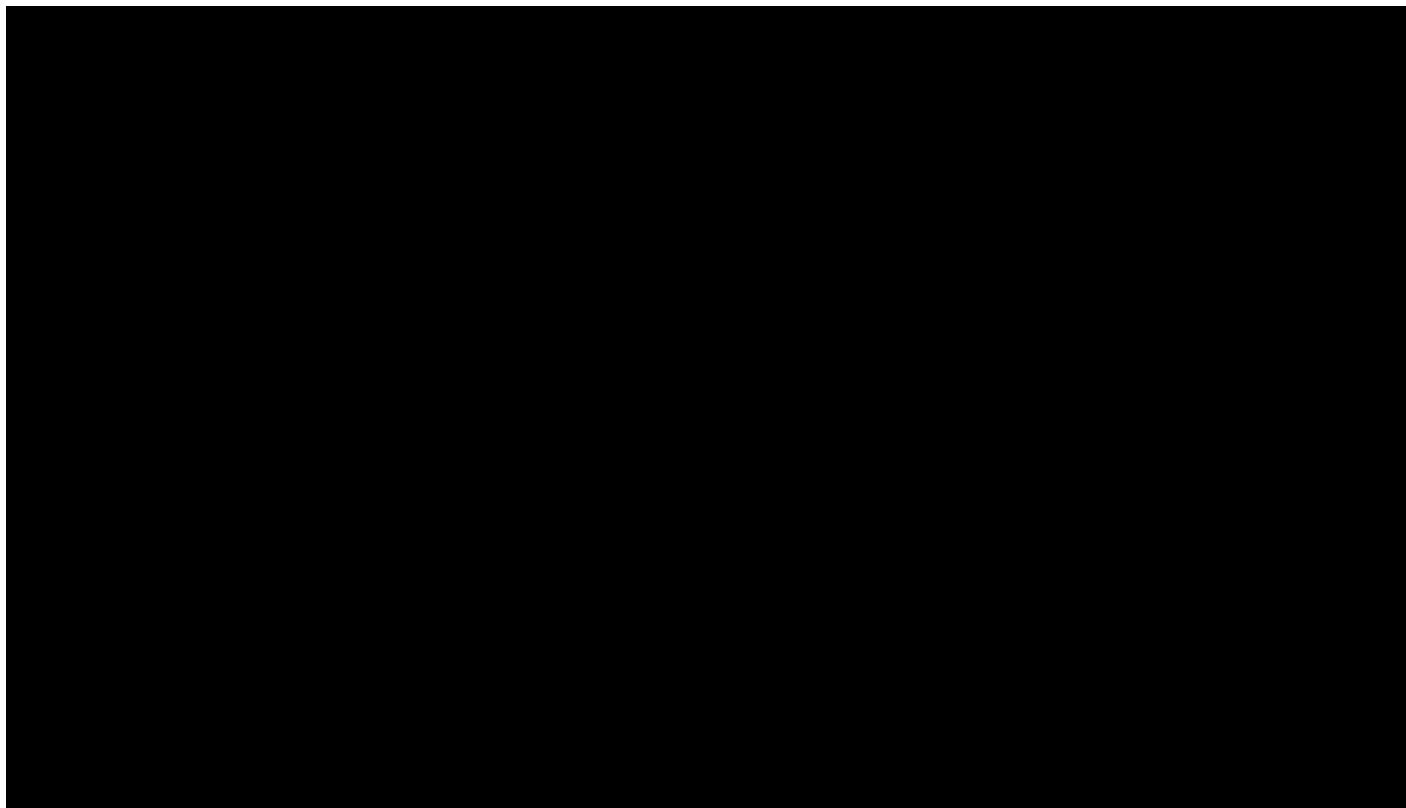
Detecting patterns or *shifts in attitudes, needs and mindsets* of people

that *run against* current thinking and how people normally behave, live, dress, communicate and trade.

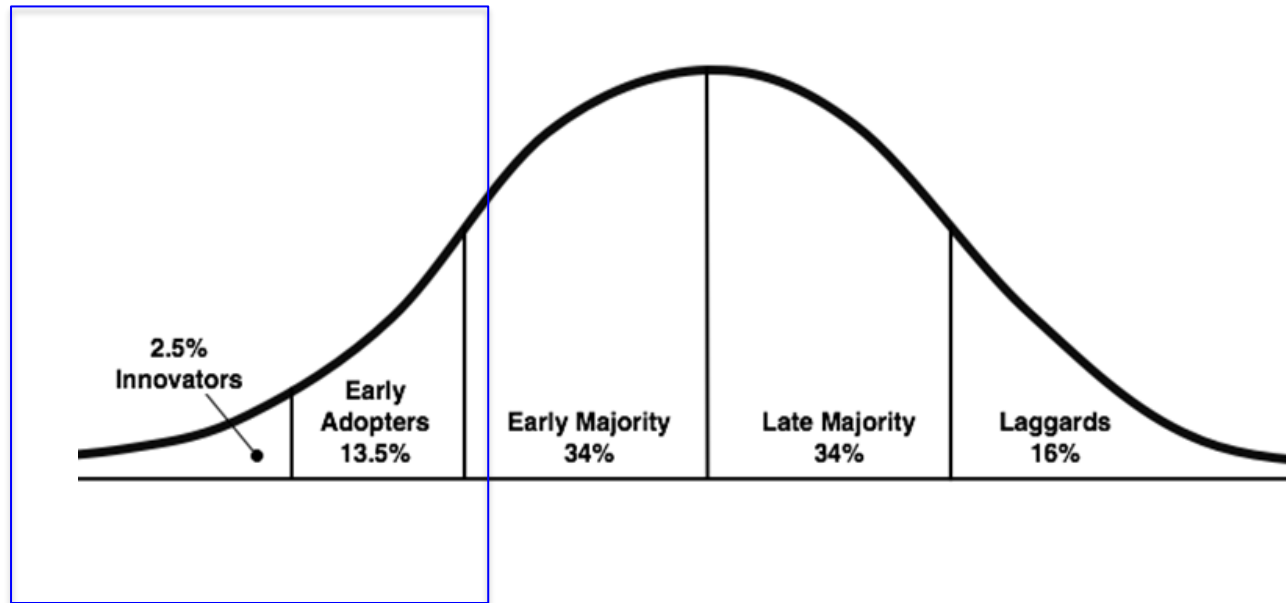
What if.....



What if... we all have mobile phones?



Keeping a close eye on....



Diffusion of innovation, Rogers, 1962

Innovate or die!

Innovation

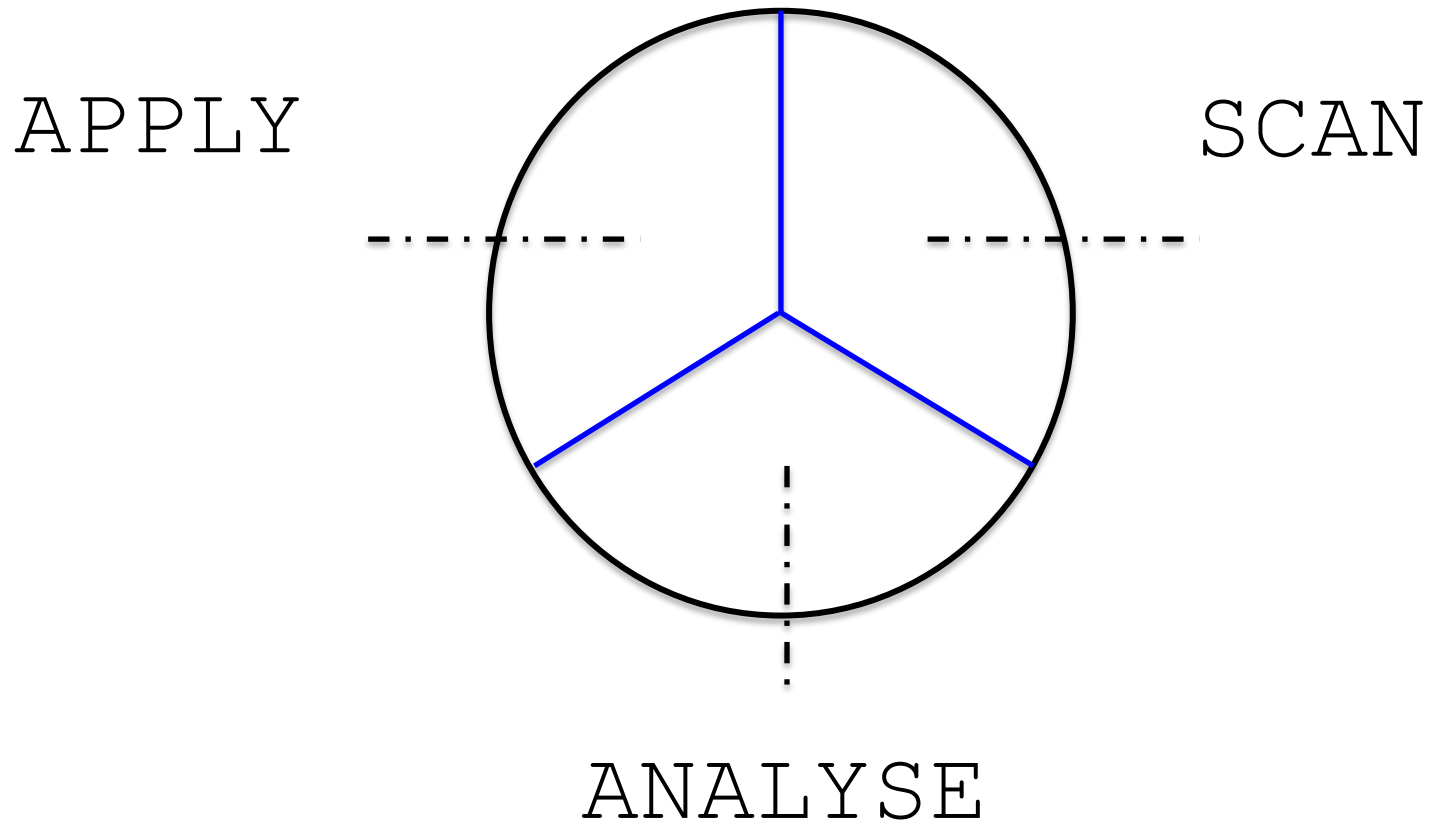
Trend application

Trend insights

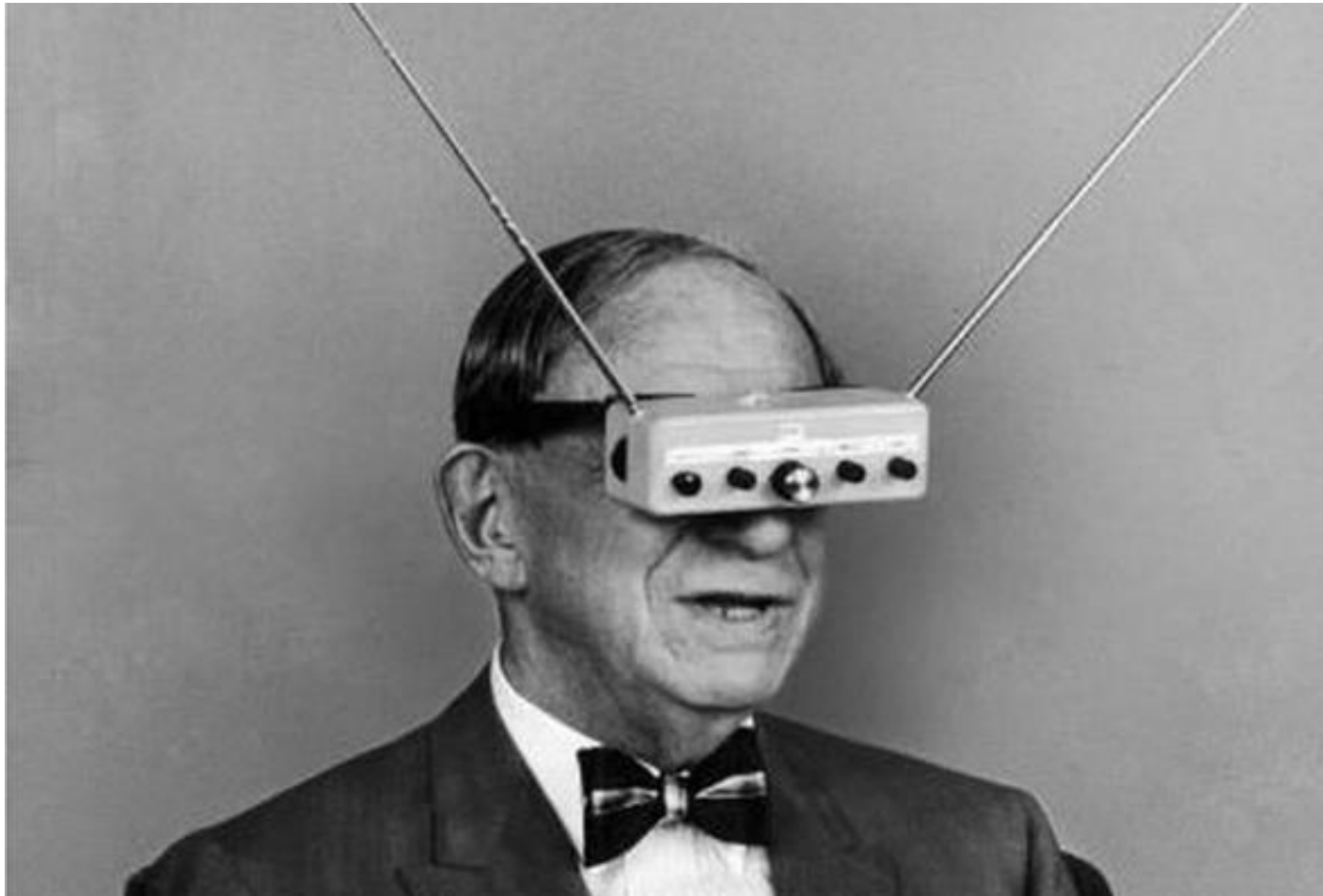
Trend research



Process of trend research



#3 Scan



Scanning for change

A sign of change is something **new** that can be observed.

A rectangular sign with a white background and a thin black border. The text is printed in a black, monospace-style font, centered on the sign. The text reads: "IF YOU'RE WAITING FOR A SIGN THIS IS IT." The sign is set against a light gray background with a subtle drop shadow.

IF
YOU'RE
WAITING
FOR A
SIGN

THIS IS IT.

Signs form a pattern

A lot of signs
can form a trend.

signs >> emerging
needs & wants >>
trends



The art of looking sideways



Scan via field & desk research



Hit the streets



You can find signs anywhere



Go to events & fairs

where innovation can be found, for example:

- Talks & debates
- Exhibitions
- Fairs & trade shows
- Festivals

Talk to experts and innovators

Talk to the people
who own shops,
present at events,
design, innovate.

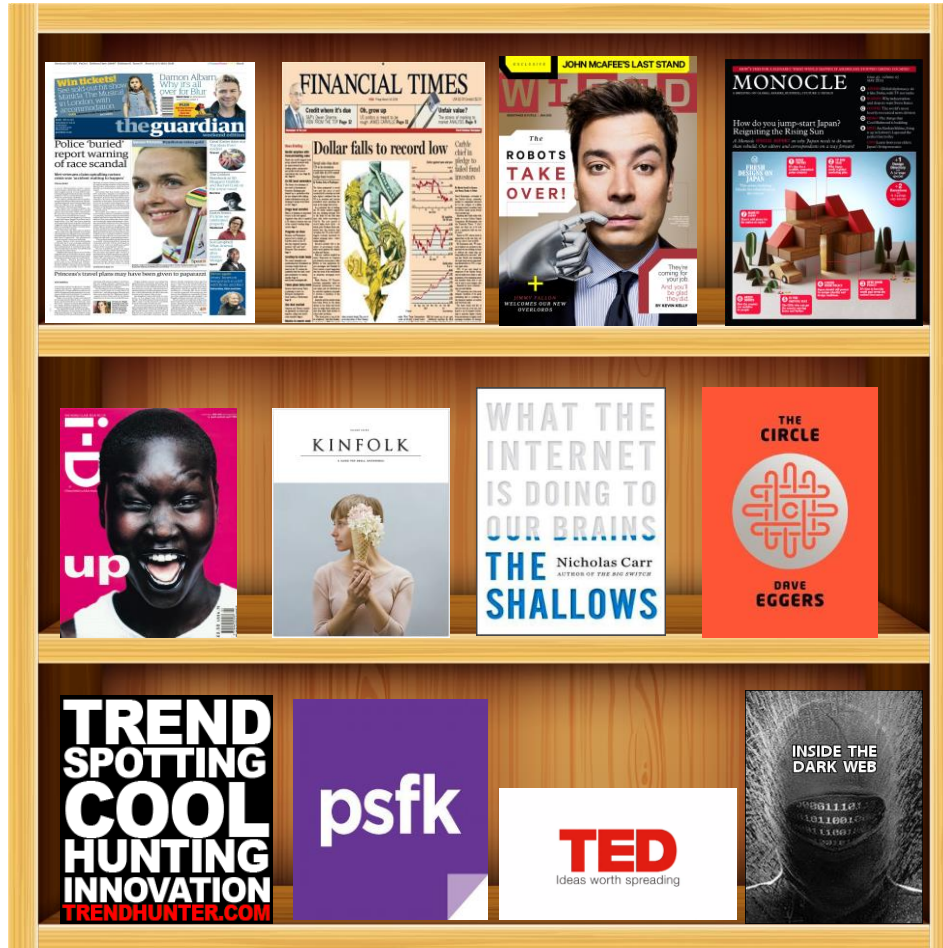
Find out what [drives](#)
them.



Desk research



A variety of sources

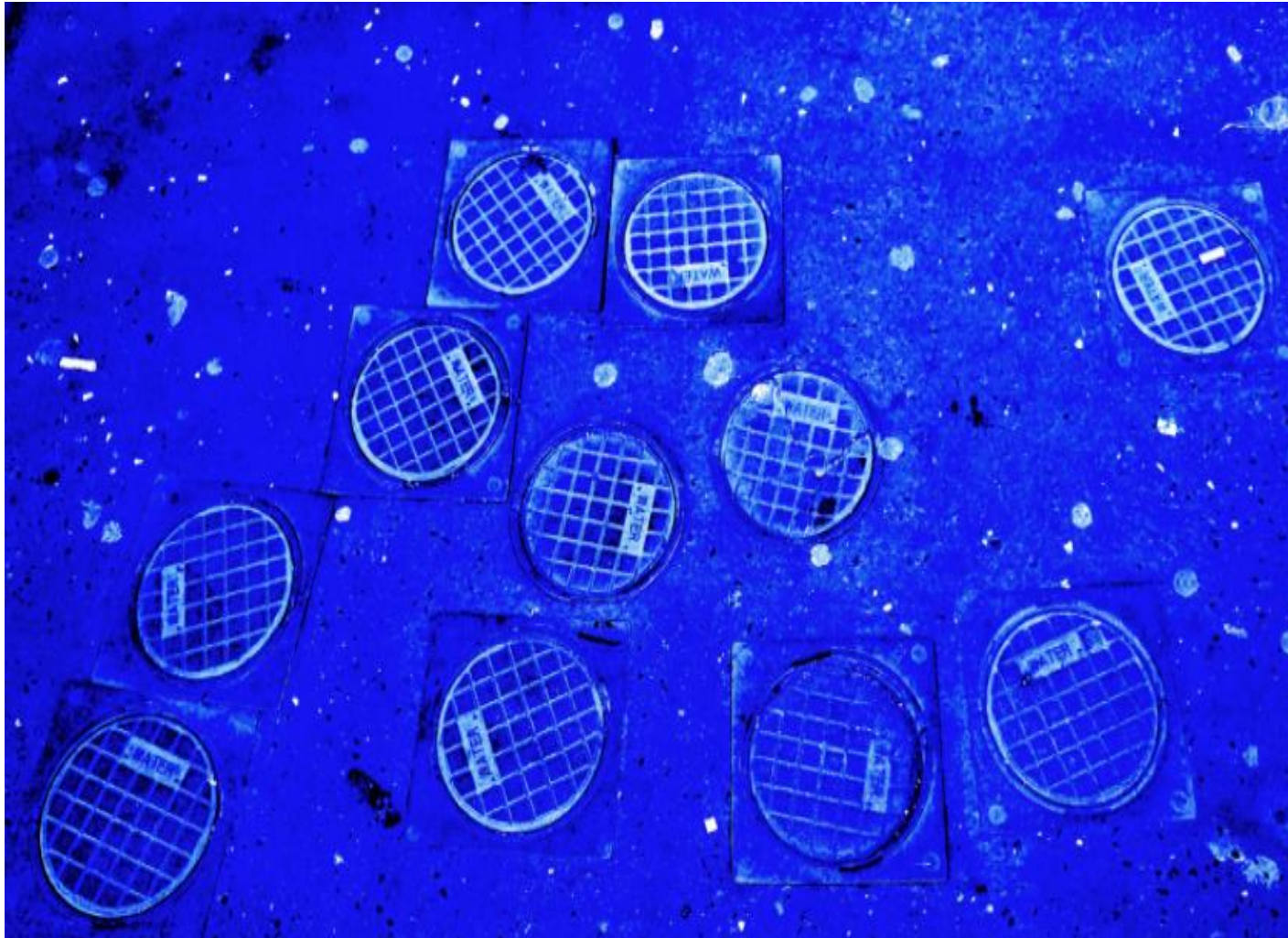


Save via Evernote

The screenshot displays the Evernote Premium web interface. At the top, the browser address bar shows 'CONNECTIVITYROOM@GMAIL...' and the page title is 'Evernote Premium'. The main content area is titled 'connectivityroom's notitieboek' and contains a grid of 24 note cards. Each card features a thumbnail image, a title, and a brief description with a date. The left sidebar includes navigation options: 'Work Chat', 'SHORTCUTS', 'RECENT NOTES', 'Notes', 'Notebooks', 'Tags', 'Atlas', 'Market', 'Premium', and 'Announcements'. The note cards cover various topics such as consumer trends, technology, retail, and lifestyle.

Title	Date	Thumbnail Description
Key Consumer Trend Insight: Greenhouse...	13-01-15	Abstract black circles
Zen den: Kiss your worries goodbye at...	13-01-15	People in a forest
Millennials at Work - First Day of Spring	13-01-15	Document with 'WAF' logo
The future of wearable technology - infogra...		Infographic with a heart and '43%'
PSFK Recaps CES 2015 - PSFK	12-01-15	Hand holding a smartphone
De generatie die niet klaagt	12-01-15	Person in a blue shirt
Evidence wall 8/1/15		Wall with various notes and photos
Nederlands eerste pop-up summit in R...	08-01-15	Person in a yellow shirt
Retailers rush to tap Millennial 'athleisure'...	07-01-15	Person in a blue shirt
Athleisure Trend - Athleisure Wear 2014	07-01-15	People in a store
'Athleisure' Trend Booms As Sweatpa...	07-01-15	Person in a grey shirt
How Searching For Instant Gratification...	07-01-15	Person holding a smartphone
100 Things Every 20-Something Needs T...	07-01-15	Person in a hospital bed
For Millennials, a Generational Divide...	07-01-15	Person in a blue shirt
Millennials dwingen banken tot echte ve...	07-01-15	Person's face
Enter 2015: Stick and Poke Tattoos Are th...	07-01-15	Person holding a tattoo
From Alexander Wang to Beyonce, Everyo...	07-01-15	Person in a grey dress
Normcore is the most Googled fashion tre...	07-01-15	Person in a blue shirt
Parasitic City: Micro-Metropolis Attaches...	05-01-15	Person in a blue shirt
1 dag offline Het offline glas tegen on...	05-01-15	Person in a blue shirt
Nieuws & Inspiratie	07-01-15	Person's face
Morning Spikes by Maddalena Selvini ...	05-01-15	Person in a blue shirt
An afternoon at the Fronteer	02-01-15	Person in a blue shirt
Conversation Manager	02-01-15	Person in a blue shirt

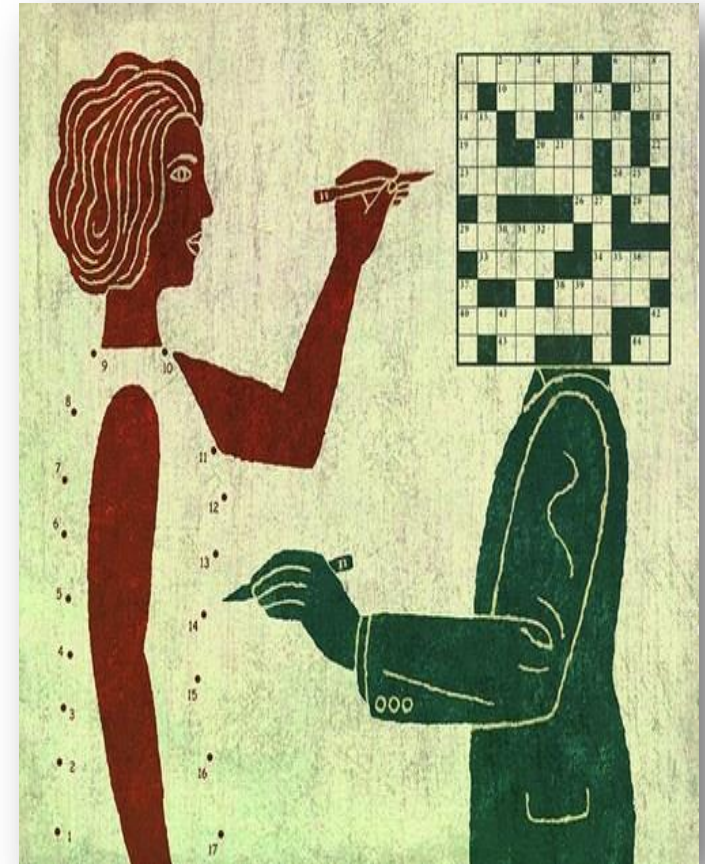
#4 ANALYSE



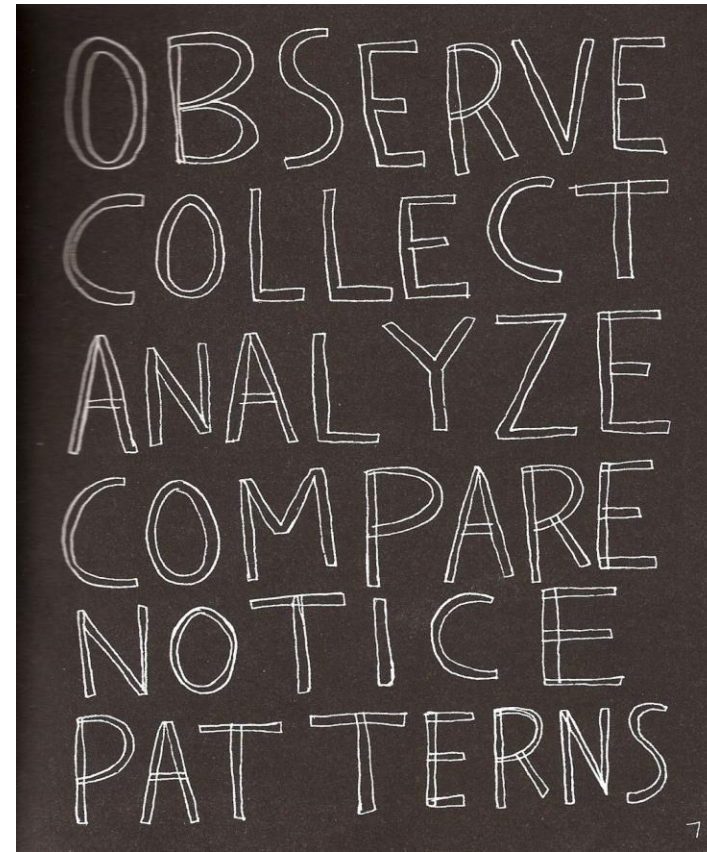
Scanning vs. analysing

Scanning =
collecting signs
of change

Analysing =
making **sense** out
of these signs
for the future.



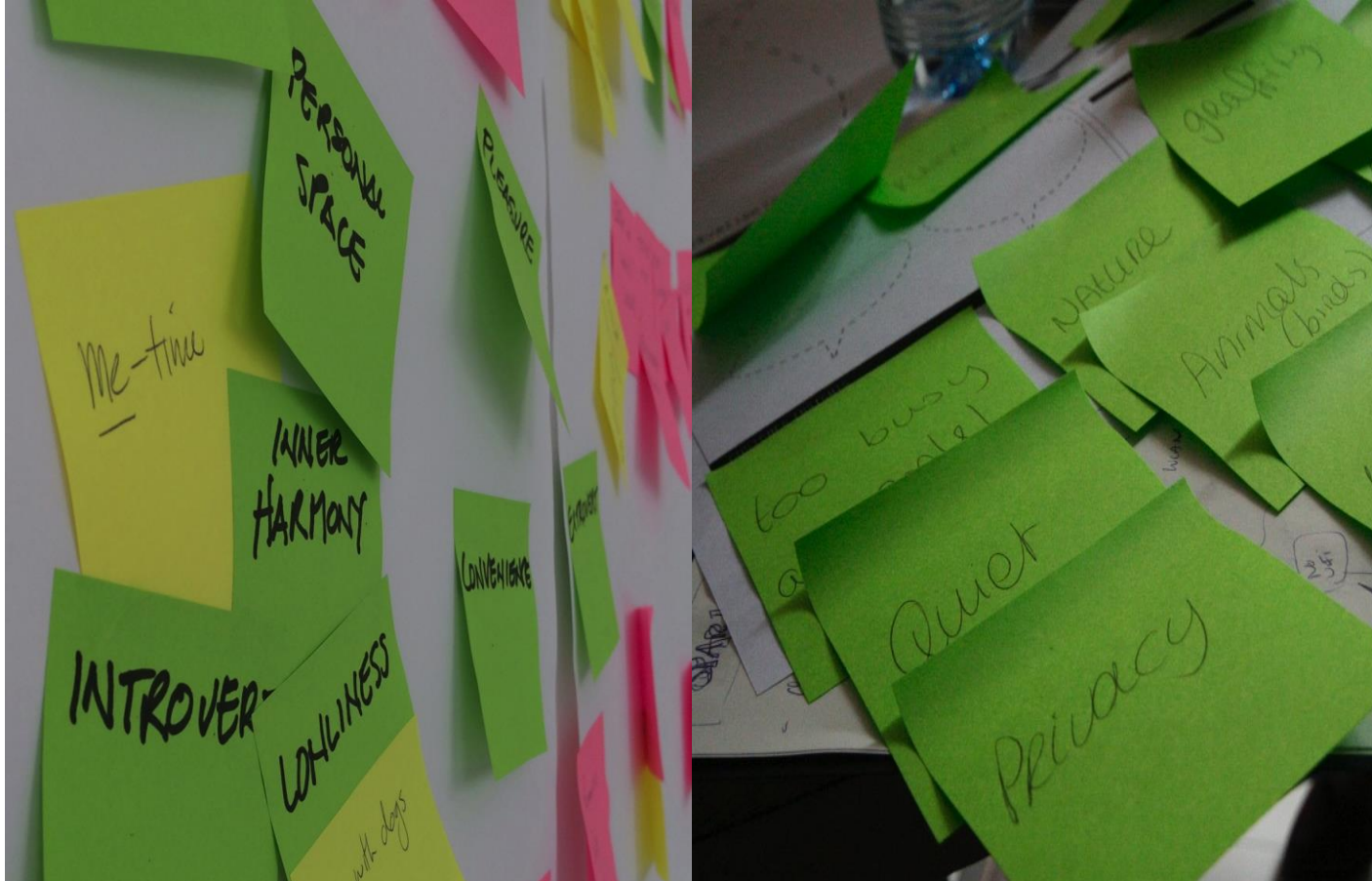
Connecting the dots



Tool: Evidence wall



Describe underlying needs



Innovate or die!

Innovation

Trend application

Trend insights

Trend research



From signs to trends



Pop-up Culture

Daar waar veel winkels het moeilijk hebben om in deze tijd het hoofd boven water te houden zien we in steden links wat leegstand. Een Pop-up shop is een tijdelijk event dat diverse uitingsvormen kent. Gemeenschappelijk is dat het een pop-up cultuur voornamelijk in steden te zien is. Cultural creatives komen hier op af om een kortstondige, memorabele belevenis te ondergaan waar ze graag geïnspireerd worden. Creativiteit, vrijheid en ervaren zijn dan ook begrippen die hier bij horen.

#247 #kennismaatschappij #vluchtige belevenis #kortsnappen #ervaren #rauw
Demografisch - Ecologisch, Sociaal/Cultureel, Technologisch

TREND PIRAMIDE

MAATSCHAPPIJ MGA	EXPERIENCE ECONOMY
CONSUMENT MACRO	POP-UP CULTUUR ATTENTION
MARKT MICRO	INLINE SHOPPING VISUAL LANGUAGE POP-UP SHOP
10 - 30 JAAR	5 - 10 JAAR
0 - 3 JAAR	

"I made something out of nothing so thanks for nothing"
- Tunechi

TREND DRIVERS

- Beleveniseconomie
- kennismaatschappij
- ontrentappingsdrang

TREND KERN

Het creëren van een kortstondige memorabele belevenis.

TREND LIFECYCLE

TREND UITINGEN

General Shop	H&M Beach Pop-up	Adidas Pop-up
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EMERGENT TREND

TRENDS IN CONTEXT 2014 - NIKE DEKKERS - ABLE DE KORTJE - STIJLVAAN ASSOCIATES

Elements of trend analysis

WHY is the trend happening now?

WHAT are the underlying needs?

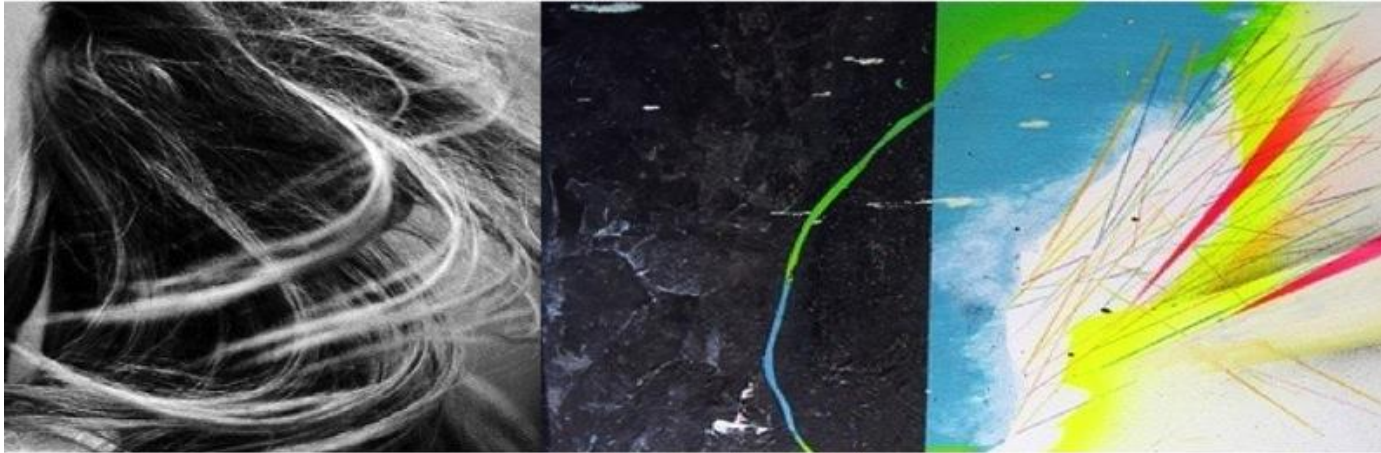
WHO started it?

WHICH phase is it in?

WHAT are the most relevant signs?

WHAT can it mean for our future lifestyle?

Visualise the trend



Name the trend

STATUS SEEKERS

The relentless, often subconscious, yet ever-present force that underpins almost all consumer behavior

BETTERMENT

The universal quest for self-improvement

YOUNIVERSE

Make your consumers the center of their YOUNIVERSE

LOCAL LOVE

Why 'local' is, and will remain, loved

PLAYSUMERS

Who said business had to be boring?

EPHEMERAL

Why consumers will embrace the here, the now, and the soon-to-be-gone

HELPFULL

Be part of the solution, not the problem

JOYNING

The eternal desire for connection, and the many (new) ways it can be satisfied

HUMAN BRANDS

Why personality and purpose will mean profit

BETTER BUSINESS

Why 'good' business will be good for business

UBITECH

The ever-greater pervasiveness of technology

INFOLUST

Why consumers' voracious appetite for (even more) information will only grow

FUZZYNOMICS

The divisions between producers and consumers, brands and customers will continue to blur

PRICING PANDEMONIUM

Pricing: more fluid and flexible than ever

POST-DEMOGRAPHIC

Time to throw out the old demographic models of consumer behavior

REMAPPED

The epic power shifts in the global economy

Analyse: example



Sign



Sign



Sign



TrouwAmsterdam @TrouwAmsterdam · 57m

Tonight we're going to dress up for Ontrouw and cover up the phones... pic.twitter.com/y6KzJl4qSb

Reply Retweet Favorite

Needs & wants

I WANT/NEED:

// amazement & wonder

// slow & balance

// focus & attention



Trend name



// WONDERLUST

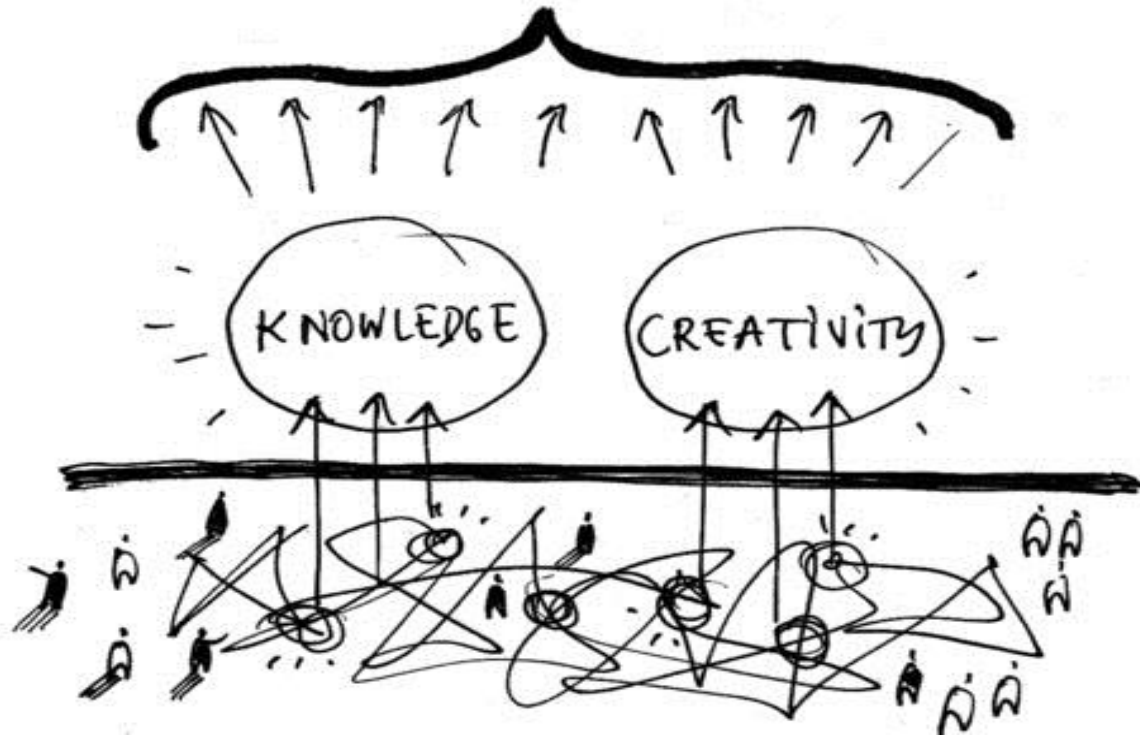
See the extraordinary in the ordinary

Trend Overview

- // INLINE
- // NEW ENGAGEMENTS
- // COOL CURATION
- // OFF THE GRID
- // HOLISTICALLY HAPPY
- // BRAND BANDITS
- // SENSORY FETISHISM
- // SERENDIPITY SEEKING
- // SELF TRACKING
- // WONDERLUST

#5 APPLY

VALUE / INNOVATION / NEW PRODUCTS



So things change. Now what?



WHY?



Innovate or die!

Innovation

Trend application

Trend insights

Trend research



Trend research can be input for...

...various innovation goals of brands & organisations:

- Policy
- Strategy
- Concept development
- Products & services
- Marketing & communication
- Design & style

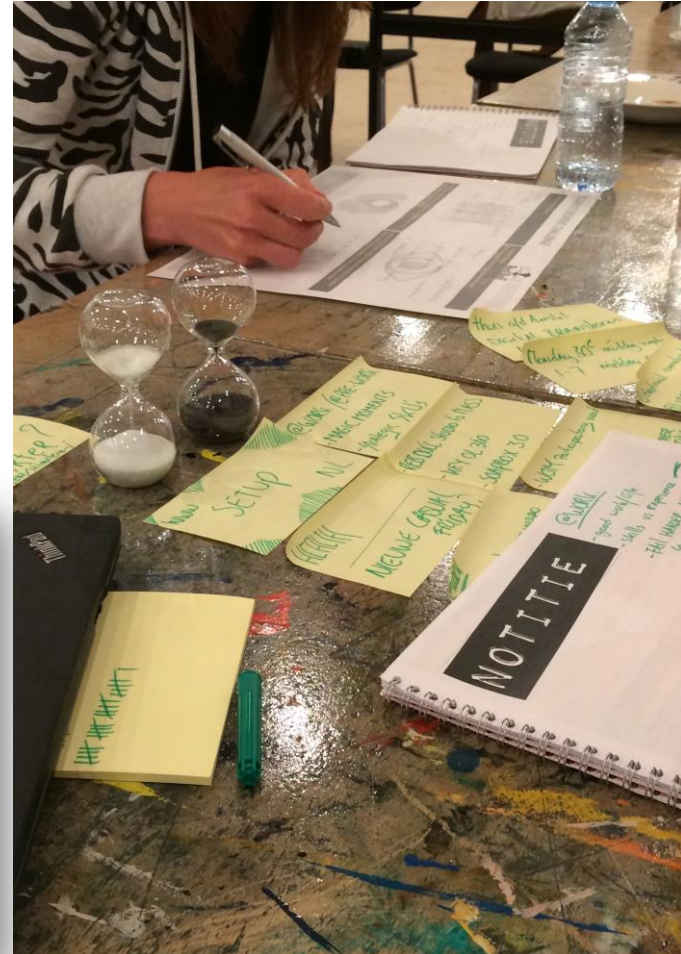
So many trends.....

- // INLINE
- // NEW ENGAGEMENTS
- // COOL CURATION
- // OFF THE GRID
- // HOLISTICALLY HAPPY
- // BRAND BANDITS
- // SENSORY FETISHISM
- // SERENDIPITY SEEKING
- // SELF TRACKING
- // WONDERLUST





Selecting trends



Apply trends to your business



Red Bull **8 MINUTE CREATIVE CHALLENGE** **WARE**

<p>1. WHO IS THE TARGET GROUP?</p> <p><input type="radio"/> MUSIC <input type="radio"/> AT WORK <input type="radio"/> SPORTS</p> 	<p>2. RELEVANT TRENDS: What are relevant trends for your creative challenge?</p> 
<p>3. FORMULATE A CREATIVE INSIGHT BASED ON YOUR KNOWLEDGE OF THE TARGET GROUP AND CURRENT TRENDS</p> 	<p>4. WHAT ARE THE IMPLICATIONS FOR RED BULL/POTENTIAL PLAYING FIELDS, think: potential places, moments and collaborations</p> 
<p>5. BRANDMATCH: Define how this fits the RedBull brand DNA</p>	

Example trendslation

A photograph of a hand holding a butterfly, with many other butterflies flying around it. The background is a blurred green landscape. The image is overlaid with two black banners containing text.

// WONDERLUST

See the extraordinary in the ordinary

Trendslation: marketing campaign



Ben[®] even uit
Mobielloze Zondag 23 februari

Een dagje uit...

HalfNLuit
heeft telefoon

Bericht op [AD.nl](#) na poll met 22.443 stemmers

The image shows a woman in a white sweater and red headphones walking down a staircase at night. A blue circle with a white 'X' is overlaid on her hand, indicating a mobile-free zone. The background is dark with blue lighting.

The end



Questions

