

**THE BIG LITTLE  
BOOK OF NEXTS:  
Trendspotting for 2012**



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# Introduction

What will make the world tick in 2012? And might that ticking sound more like a patient, plodding grandfather clock or a time bomb?

It depends on whom you ask.

Speak with a marriage counselor about the state of personal relationships, and he'll likely heave a great, sad sigh. A political activist might enthuse that so much protesting and rioting will inspire not only talking heads but also crucial change. Tap an environmental expert, and she'll have you believing that 2012 will be the year that most people finally comprehend the dangers of shellacking crops with pesticides. Talk to Joe Average (we called him Joe the Plumber in the U.S. during the last presidential season), though, and it's quite possible he'll tell you just where to stick your organic vegetables, and the horse they came riding in on, because he's worried sick about how he'll put a meal on his family's table at all. That, by the way, is a trend we've dubbed "organic overload."

And that's the thing about predicting trends: One has to consider the source. It's our business to consider many thousands of sources (as well as our tried-and-proved-true gut instinct) before putting would-be micro and major trends on your lap to do with as you may. Some journalists have called our trends guru, Marian Salzman, Mystic Meg;<sup>1</sup> others have asked us about our Ouija board, and still others acknowledge the art and science behind our craft: pattern recognition.

The trends in this report are derived mostly from exhaustive global and national surveys, although we glean quite a bit, too, from blogs and essayists, newspapers and magazines, one-on-one conversations and shoddily concealed eavesdropping in airplanes, on subways, in online comment sections, in boardrooms and at dinner tables around the world. Did we mention that we can't make our way through a hypermarket or supermarket anywhere in the world without completing a half-dozen pass-intercept interviews, querying the others about their carts (or trolleys, depending on where we find ourselves): Why this item? Why that item?

Just as a matchmaker might possess a second sense about which two people will meet and fall madly in love, as leading trendspotters we have developed a methodology to foresee how a culture will react to a new idea, product or experience, and we have trained dozens in how to use this same approach to guide our work and clients' forecasting work.

We're always looking ahead, but from time to time we have to glance behind, too, double-checking the trends we trumpeted five, 10 or 15 years ago to see how close we made the mark. Please forgive this lapse of modesty and allow us to say that when it comes to identifying trends, we've got a track record and it's good as gold, although we wish we had had nothing to do with the rise of metrosexual man, helicopter parents or the new antisocial.

But why should you care? How is trendspotting anything more than an elaborate guessing game, anyway?

Let us explain: Whether we're talking about the late Steve Jobs or the next president of the United States, the people who succeed in today's fast-paced world, we find, are those who have their eyes on the future. So making heads or tails of a trend can have a profound impact on your business, your life and your future.

Regarding our collective future, many people are trudging into 2012 broke, stressed and looking for someone to blame. But now that Hussein, bin Laden and Gadhafi have been killed, we are looking for a new villain to dethrone. There's a chance that we might no longer concentrate our ire on individual leaders but rather on egomaniacal reality stars with, ahem, grandiose televised weddings—or even on entire nations. Americans are pretty peeved at China, for instance, for doing so nauseatingly well at just about everything. We'll probably stick to the same ol' same ol', though, and skewer world leaders such as Hugo Chávez, Raúl Castro or Mahmoud Ahmadinejad (the most likely candidate). In this culture of clicking “like” on anything that speaks to us whatsoever, the paradox of the search for someone and something to hate is not lost on us at Euro RSCG.

Whatever stoked this anger, people will let much of it loose online. We continue to log on—many of us before our feet even hit the floor in the morning—though we're oversaturated and progressively more wary of the whole enterprise, which has

usurped our social lives, our careers, even our free time. The biggest threat to the Internet's credibility? So much ugly hype-mongering. With the speed at which we're connecting, processing and spreading information, online sources too often aren't able to check sources or quash rumors before they start. They simply don't know how.

This is supposed to be the age of truth and transparency, but we'll find it increasingly difficult to sort out the credible voices from the full-of-crap ones. That's why we'll see a keep-it-real vibe permeate the ad world, both in messaging and packaging. And yet, as individuals and companies, the challenge will be to communicate truthfully and effectively—and, in marketing, by telling a story—in a world that edits us down to 140 characters or less.

The demands of the modern, cyber-overloaded world will also contribute to a growing intimacy deficit, which we'll try to fill by forging local connections. The local movement has picked up momentum in recent years (we forecast local as the new global<sup>2</sup> in 2010) and will now go hyper-hyperlocal, and you'll see that manifest in many ways—mostly, ironically, online, where community-focused sites will flourish. But in real time, you'll also see big marketers infiltrating protests and farmers markets, tapping smaller groups of people in hopes of making a big impact.

Our appetite for mobile news goes hand in hand with our love of local, which will extend to our smartphones in the form of location-based news features and apps. Social

media, too, will go hyperlocal in 2012 as we long to connect with those in our real backyards, even if all we're really doing is playing voyeur. Love it or hate it, our obsession with social media will grow even more intense in 2012 as we see the rise of the social consumer, who tracks, rates and recommends her purchases to friends and family online and interacts with favorite brands through Facebook. We'll also watch Facebook return to its collegiate roots with professors launching Facebook pages where classmates can swap notes and schedule study sessions. You'll see, too, that social media will be ground zero for dialogue about the 2012 U.S. presidential election.

Speaking of the presidential election, it's going to give way to a lot of God-centric dialogue, as faith takes center stage among would-be candidates. You'll also see GMO woes bubble up as a chief concern at debates—although this is a great divide between the U.S. and Europe, where the GMO argument was so last decade. Better late than never? No matter what the most pressing issue turns out to be, marketers will want to get their clients specializing their expertise, to fill the insatiable needs of the media, which will look for as many spokespeople as possible to comment on the state of the world and how it pertains to brands. Plus, look for 2012-13 to be a pivotal time for America as it fights to reestablish its place on the world stage.

America's foibles have created a space for emerging markets such as Russia, Brazil, Latin America, the Middle East and China to flourish. China will prove especially irksome to



Americans who are worried that we're falling behind the superpower in so many arenas. In this report, we're calling the intimidated-by-China trend "Red Scare 2.0." (And saying that next year will be the year when the second *I* is forever embedded in BRIC; Indonesia has joined the big time.)

Speaking of colors, we'll see more green than ever before as the eco movement grows even mightier and more persuasive. Hotels from China to Chile will go green, pet owners will scrape eco-friendly food into Spike's bowl and companies will embrace CSR with a focus on sustainability. Right in line with our eco pursuits, we've extracted green as one of our of-the-moment colors, symbolizing healing and rebirth.

Most people hoping for rebirth in 2012 will do more than paint their bedroom walls lime, though. Instead, it's quite possible that they'll turn to the last great hope: an education. In spite of so many student loan horror stories, we'll find young people looking to an education as the key to unlocking the goodness of the American dream, which has mostly turned into a nightmare (and Mumbai will thrive as the new Cambridge).

While we're talking nightmares, we've noticed a disturbing trend among the single and ready to mingle: There's a shortage of marriage-worthy men from New Zealand to the U.S. This is attributed to the recession (often called the "mancession"), which tarnished the prospects of so many males, and to the superior life spans of women, most especially in Russia, where the demographic differences are astonishing. It's been fascinating to see man's reaction to his

fall from grace; some accept it coolly, nodding to woman's unprecedented power by taking more interest in grooming and pampering and becoming increasingly androgynous. On the other end of the spectrum, some men are kicking up the dust: turning to rough-and-tumble heroes and muscle cars for reminders of what it means to be a "real man."

In the meantime, woman might not even notice man's new angst, as she's too busy tending to the children. Most millennials tell us they're more concerned about being a good parent than they are with maintaining a happy marriage. Maybe that's because the demands of parenting are more rigorous than ever. The attachment parenting trend is in full force, and we've also picked out a trend we're calling "constant parenting," whereby parents never really get a break from so much worrying and monitoring now that kids are on smartphones and computers just as often as Mom and Dad.

Even offline, the household will be uncomfortably hectic, as empty nests fill up with unemployed young adults and elderly parents not keen on senior center life. All that multigenerational cohabitating has to have an impact on our sex lives, right? Yes and no. We told you years ago that "sleep is the new sex," but we're also finding sex to be a recession-proof barometer for people's need for happiness and intimacy. Considering that sales of condoms and lubricants are way up, let's hope that more people will be getting busy all around.

There won't be much time to sleep in 2012 anyway, not with the clock ticking on our futures. For the record, by our ears the ticking of 2012 is urgent but friendly, like the "60 Minutes" stopwatch ushering in a new week, a fresh start. Let's be awake, alive, excited and ready for 2012. Let's acknowledge that opportunity is the new power play. Those opportunities can come at any time of day, 24/7/365, from anywhere around the world, so keep those eyes open, people, wide open.

Enjoy these more than 150 sightings, our biggest, most robust annual trends report ever. Batten down the hatches, buckle your seat belts and nibble on brainfood to stay thinking limber.



for  
Advertising

In a category as broad and deep as advertising, it's obvious what will trend as we move into 2012 and 2013: the domination of all things mobile, the arrival of Internet TV, and the continued emphasis on social media as a tool to reach and understand influencers and Prosumers. But some other things we've sighted of late are also worth noting, as they're influenced by not only digital goings-on but also what's happening on the streets. In a nod to our craving for authenticity, transparency and truth, there's a **keep-it-real vibe** happening in the ad world right now. Just look to Chrysler's "Imported from Detroit"<sup>3</sup> spot or Ford's latest TV ads, in which real people star in "real" press conferences.<sup>4</sup> And with brands such as Levi's masterminding a campaign<sup>5</sup> set in depressed Braddock, Pa., and featuring actual townsfolk, it's definitely getting real out there. Look for more briefs from New York to New Delhi to talk about the need for authenticity, reality and non-staged moments. Perhaps the overslick, highly stylized era of ad porn is over, for now. **Brand heritage** will continue to ring true as we not only remember the legacy of Steve Jobs but also look to the past for a reminder of brand values. In a recent spot, Wendy's nodded to its 1980s "Where's the Beef?"<sup>6</sup> campaign to trigger consumer recall of the good old days. (Or maybe it's just out of ideas.) Look for other brands with rich traditions to mine their past in hopes of striking a chord with consumers searching for meaning. We also sense a playful moment coming in ad land, but it's not what you might think; the **play with me** trend will be a continued exploration into true interactivity and, in some cases, literal connectivity. Take vitaminwater's recent campaign<sup>7</sup>

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in New York, L.A., Chicago and Boston; with its interactive bus shelter displays, the brand has provided 5-volt battery-powered USB ports that allow harried commuters to plug in and charge up mobile phones, MP3 players and gaming devices. In a similar vein, Beck's launched the Green Box Project,<sup>8</sup> an international augmented-reality commissioning program that seeks to enable a thousand digital works of art over three years. Viewers can see the resulting commissions with Beck's Key app, which uses GPS and visual markers to display the creative contents of the two-meter boxes. The app also lets users search for their closest box and get updates about the artists involved, thereby creating what Beck's calls "the world's first global networked augmented reality gallery." Plus—how genius is this?—a Twitter-powered billboard<sup>9</sup> from Jell-O monitors the world's mood based on the number of smiley- and sad-face emoticons posted to Twitter. (Whenever happiness dips below 50 percent, the brand gives out coupons to the down and out, in real time.) And as print fans, we're counting on a long-live-print moment to happen in 2012-13 as online outfits make print editions of their offerings. Style.com and fashion heavyweight retail site Net-a-Porter are doing print magazines, and "Top Chef" recently announced its very own monthly feature in *Food & Wine*. Look for print to enjoy a bit of a renaissance as more of us redefine what a "valuable" user experience is and long for a medium that's tangible and hand-held—other than our smartphones, that is. Another trend: Although our country has talked, um, ad infinitum recently about the gender gap closing, look for gender-centric advertising to redefine itself in 2012-13 as

the lines between men and women continue to blur.

**Gender sensitivity** will be an oft-thought-of topic for strategists and creatives going forward, if recent backlash is any indication. Heard the criticism of the Summer's Eve campaign<sup>10</sup> (racist and sexist) and the backlash<sup>11</sup> against Dr Pepper Ten, a new diet drink that boasts the campaign tagline "It's not for women"? Subtle, huh? It's not that women don't get the joke, but it feels ridiculous to be so very exclusionary at a time when men and women are shape shifting daily and redefining roles, ideals and tastes. Marketers, take note. Something else we're going to see grow in the coming years? Events such as farmers markets, flea markets and, in some cases, protests, brought to you by **big marketers thinking local**. There's no better place to get a like-minded audience together these days than the above; think charging stations à la vitaminwater at Occupy Wall Street and baby carrot sample snack packs at local farmers markets. Hopefully, these marketers will invest in the community as well, as a bit of a spin on traditional ROI.



for

Africa



**T**he sun is shining brightly in Africa these days, with all signs pointing to a great future forecast. In a region long noted for struggles with everything from poverty and famine to violence, Africa is growing and enjoying a rising consumerism, with its own share of superwealth and a burgeoning middle class. (Though still wrought with such issues as uneven economic empowerment and “tenderpreneurship,”<sup>12</sup> it is a fact that Africa’s middle class and number of billionaires are growing.) That’s apparently the key to many of the successful emerging markets we’ve been watching (China, India, Indonesia): a healthy middle class hungry for consumption (plus an interest from foreign investors that are pumping the economies with a much-needed jolt). Another factor contributing to growth is Africa’s youth moment: Two-thirds of the people there are aged 25 or under. Africa’s population is getting younger while the rest of the world’s is graying; coupled with advancements in youth development, drives for employment and entrepreneurship, and improving governance and leadership, the continent’s youth bulge might indeed yield a plethora of positive results. Plus, according to *The Wall Street Journal*, “The economy of sub-Saharan Africa<sup>13</sup> will grow by 5% on average this year and 5.75% in 2012.” With all that growth comes a trend we’ll call **consumer colonialism**, in which foreign brands are looking to cash in on African optimism.<sup>14</sup> In Kenya, Vodafone has infiltrated the hugely exploding mobile world and brought down the cost of text messages for the masses. And Yum Brands, KFC’s parent, wants to double the Colonel’s offerings in the region to 1,200 restaurants in the next few years. The list goes on

and on of the retailers and factories from around the globe that are setting up shop on the continent: Guinness, Smirnoff, Nestlé, Wal-Mart and many more. But look for a backlash regarding perceived interlopers making “land grabs” in areas that time has forgotten; just how big business will integrate with tradition is what is really unclear at this moment. In terms of specific locales, **Ethiopia** has seen a bit of a turnaround as foreigners and Africans alike watch its growth; from 2003 to 2008, “Ethiopia’s economy<sup>15</sup> grew at an average annual rate of 11.2%, twice the clip for Africa as whole, according to the Africa Development Bank.” Places in Addis Ababa like rooftop cafés are drawing young urban professionals to spend money, and glamorous women shop at high-end stores such as the Lady Shop. Any changes in Ethiopia, though, are tempered by the fact that the country still has some of the poorest people<sup>16</sup> and worst living standards on the continent, and corruption is a glaring factor. But like all emerging markets, growing pains are typical; Ethiopia’s Lower Omo Valley, an area along the border with Kenya, is full of indigenous tribes that time has left untouched, including the lip plate-inserting Mursi and bull-jumping Hamar. The Ethiopian government, in a bid to stimulate more growth, is looking to build sugar farms in the region, which would cause the tribes to resettle, resulting in a bit of an identity crisis of old versus new (Prada-shopping millennials versus ancient tribes looking to maintain their heritage in the face of so much progress). On the tech front, Africa is in a full-on **moment of mobile me**. In a region where connectivity has always been a problem, the explosion of the mobile phone (Africa, as a continent, has

400 million mobile users,<sup>17</sup> more than the U.S.) has allowed regional bonding and navigating the continent's tricky geography easier, albeit digitally. By 2015 there will be an estimated 800 million mobile users, and already Nigeria is the world's 10th-largest mobile market.<sup>18</sup> Look for mobile to "mobilize" Africans to improve everything from healthcare and safety to access to information and education (e-books, links between schools and educators, and more). And in terms of the mobile vehicle itself, cheap smartphones will be the norm in Africa. "Within the next three years, cheap smartphones will be the norm in Africa," says Jacques Van Niekerk, CTO of MIH Internet, the largest African Internet media company. "The Babelphone will address issues of illiteracy and unfamiliar user interfaces by its ability to interpret natural language." Mobile phones will also help with the organization and infrastructure as a **Made in Africa** era will help boost a region rich with untapped resources. Manufacturing is hot in Africa these days, from chocolate in Madagascar to leather shoes in Nigeria to hot sauce in South Africa. "For decades, Africans have produced what they do not consume and consumed what they do not produce," says Andrew Rugasira, a Ugandan entrepreneur, in *The Wall Street Journal*. Two years ago, his company, Good African Coffee, broke ranks with local bean exporters to open the country's first instant-coffee plant.<sup>19</sup> Similarly, Madécasse Chocolate questioned why Africa produces 60 percent to 70 percent of the world's cacao but most of the chocolate is made outside its borders. Its two business partners served as Peace Corps volunteers in Madagascar and were inspired to create jobs and ease poverty by making

chocolate. And finally, look for a new generation of **lipstick politics** to take hold of the region: South Africa's main opposition party elected a young black woman as its Parliament leader, and in Rwanda, half (49 percent) of Parliament is women, the largest ratio in the world. Just don't ask the men of Africa to don a skirt. At David Tlale's Africa Fashion Week<sup>20</sup> show, men's skirts<sup>21</sup> were much blogged about and talked about on social networks as a challenge to traditional gender roles, but most men declined the option. Skirted or not, the traditionally male-centric continent is experiencing more gender neutrality. Look for African influence to redefine not only the region next year but also Western culture; the spring runways in New York and London were filled with tribal prints (from Donna Karan, Burberry and more), and an interest in artisanal crafts from Africa will also have a moment in American and European homes.



# for Asia

In a recent opinion piece<sup>22</sup> in *Foreign Policy*, U.S. Secretary of State Hillary Clinton said, “One of the most important tasks of American statecraft over the next decade will ... be to lock in a substantially increased investment—diplomatic, economic, strategic and otherwise—in the Asia-Pacific region.” With China a formidable force on the world stage and Indonesia poised to become a global consumer and show how to market goods and services to a largely Muslim nation, look for not only the U.S. and other global players to practice diplomacy in the region, but also for brands to seek ways to reach the ever-growing Asia. Take the art market in China, for instance. In an October piece<sup>23</sup> for *The Economist*, nervous art dealers were questioning whether the global art market would boom or bust as American and European art buyers were victims of a faltering economy and the art crowd set its sights east. But, it said, “Auction and gallery sales in China were \$8.3 billion last year, accounting for 23 percent of the global market, compared with America’s 34 percent.” At Sotheby’s in May, Picasso’s “Femmes Lisant” fetched \$21.3 million—and the buyer was Chinese. **The arting of China** has truly begun. And in synch with art market trends (emerging art markets often begin their domination by buying the art of their own countrymen and -women), China is booming and now big U.S. contemporary galleries are opening Chinese outposts—Gagosian in Hong Kong and White Cube, who deals in big names (Chuck Close, the Chapman Brothers), expecting to announce soon. Iconic architects are also looking to Asia for projects as the U.S. experiences a building slowdown; Frank Gehry is bidding<sup>24</sup> to create a museum in China and a spiritual center in

India. One of the fastest-growing economies in Southeast Asia is Vietnam, which will become a bigger trade partner with the U.S. next year, as **Vietnam experiences an agrarian moment.** According to Voice of America, the country was, as of last year, the 15th largest importer of our farm products<sup>25</sup> (up from the 49th spot only four years earlier), with imports of meat products, grain and feed grains, cotton and other goods totaling \$1.49 billion. And U.S. imports of Vietnamese agricultural goods totaled \$1.88 billion in rice, nuts, spices and aquaculture products. A recent team of American agriculture experts traveled to Ho Chi Minh City and Hanoi to meet with regional leaders about how we can leverage the growing need to import what we grow. Another burgeoning economy is Indonesia's. So much so, in fact, that we'd like to propose a change to the emerging-markets moniker BRIC—to **BRIIC.** The country's GDP was 6.1 percent<sup>26</sup> in 2010 with consumption contributing 2.7 percent, according to Indonesia's Bureau of Statistics, and it is growing its middle class (what is a middle class again?) through the blossoming economy. "Economists and government officials expect a doubling in the size of the country's middle class over the next few years to almost 50 million," says *The Jakarta Globe.*<sup>27</sup> Brands—especially in electronic goods, whose sales rose 20 percent in the first eight months of 2011—will look to harness the power of that middle. This fall, Indonesia set an all-time high in consumer confidence measures,<sup>28</sup> and the Bank Indonesia index hit its highest level ever in the same month. Plus, 36 percent of Indonesians say their family is "better off" financially than a year ago, compared with just 12 percent who say their family is "worse off"

during the same period. With the dollar weakening, more millionaires are queuing up in places like Singapore and Malaysia for big luxury items, but the smart money is on Indonesia to take its place at the rich table, with a new Credit Suisse report<sup>29</sup> stating that “[t]he rise in personal wealth in Indonesia has been stunning since the year 2000, with average wealth growing by a factor of five.” With all this exploding growth, Indonesia is also growing online, with Internet penetration tripling<sup>30</sup> in the country’s nine largest cities in the past six years. Marketers, take heed: This will lead to consumers sharing more thoughts and desires about goods and services on social networks, so be prepared to jump in and talk to a new generation of Indonesians hungry and thirsty for new products. Marketers also need to think about how to customize their goods for a largely Muslim population; think halal foods and cosmetics targeted to Muslim women, whose makeup tends to be cruelty-free and eco-friendly. Another niche market in Asia? **A gray Japan.** Recent census data there revealed<sup>31</sup> that those “65 or older numbered about 29,246,000, accounting for 23.0 percent of the total population, up from 20.2 percent in the previous census ... those below 15 accounted for 13.2 percent of the population, down 0.6 percentage point.” As an aging Japan faces its own mortality, some interesting changes are afoot, such as a drop in the amount of smokers<sup>32</sup> there. A new survey found that 21.7 percent of Japanese adults are smokers, the lowest proportion recorded since 1965. A recent *Advertising Age* piece<sup>33</sup> examines how marketers are exploring the 50-plus crowd in Japan and all over Asia; electronics maker LG released a phone complete with “large buttons, easy-to-read text, a simple design and marketing that



featured middle-aged models,” with huge sales to match its huge buttons. LG is also making four-door refrigerators (designed for aging backs and easy access), Toyota has introduced swivel seats to make it easier to get in and out of vehicles, Asahi is promoting a shoe technology that’s good for the knees, and convenience-store chain Family Mart had been considering a stint in the funeral business to make funerals less costly and, well, more convenient. Speaking of costly, we know that booming markets such as China are becoming a huge target for luxury brands, but is **India the new Dubai?** A recent *Wall Street Journal* piece<sup>34</sup> had us wondering as it reported a story about an ATM in Mumbai that dispenses diamonds, for those looking for an “impulsive” shiny purchase. You can also get gold and silver coins, and Gitanjali, the jewelry company responsible for the dispensers, hopes to open 75 more sparkly ATMs in India. Plus, superluxe brand Hermès launched a store in Mumbai. The French fashion house has made four sari designs inspired by local themes<sup>35</sup>—priced as high as 400,000 rupees (\$8,193)—and hopes to cash in on the desire for luxury goods that are tailored to fit local tastes. Hermès has two other Indian stores, in Delhi and Pune. Look for more luxury designers to create bespoke collections with an Indian twist; Italian luxury brand Tod’s recently came out with silk clutches encrusted with rhinestones, a nod to India’s taste toward all things jeweled. And Prada last year did a “Made in India” collection that included woven sandals and embroidered cotton dresses perfect for fashionable Indian women. It’s an exciting time all over Asia as the West pulls out all the stops to court a region enjoying a bona fide moment of growth, spreading optimism (and good art and luxury goods) as they go.



for Color

It's often been said that color affects mood, and because our collective mood is one of caution, concern and anxiety these days, look for color to be dialed in on what's trending in culture and beyond for the year ahead. Pantone always leads the way with its color forecast,<sup>36</sup> sure to influence consumers of fashion and home design as well as art directors looking to punch up the color in their work. Next year will be infused with vibrant colors to lift the spirit, calming and natural tones that give a nod to our focus on nature and the ecosphere, and neutrals to calm our fears and soothe our senses. Trending big on the Pantone front are **plucky colors**<sup>37</sup> such as yellow (Solar Power is the color of optimism and sunshine) and orange (Tangerine Tango symbolizes a bright and cheery future and is a Chanel Spring 2012 nail polish hue). Already seen flashing down the runways, these sunny hues will soon make an appearance in a West Elm or Conran near you. In the category of **natural tones**, blue will be a huge story, especially for menswear in the spring, seen predominantly in pacifying shades of turquoise (Pantone has one called Cockatoo) and sodalite. Marine themes hint at the need to navigate the daily sea of our lives, and they'll also appear in everything from bedding to hair color (punky hair dye will pay homage to our return to all things grunge). Greens that skew more lime are right in line with all our eco pursuits while also symbolizing healing and rebirth. Burberry's Spring 2012 show was more Sherwood Forest than Sloane Square and was staged in the very green Hyde Park, while Tory Burch, Rodarte and Vera Wang opted for the shade in seafoam. Paint trends,<sup>38</sup> particularly in the home, call to mind the American landscape, with blues

leading the charge and green growing everywhere from the modern kitchen to the bedroom. Violet as an accent color is also a plum choice (purple mountains majesty and such). But if the current economic forecast has you wanting to play it safe, **neutrals** bring a soothing natural feeling.<sup>39</sup> Pantone's of-the-moment Driftwood and Starfish can complement all the brights or accompany the tribal trend seizing a furniture store near you. Of note: *The Wall Street Journal* recently published a piece<sup>40</sup> entitled "The Case Against Color" in which pale décor is said to "reveal your true self," with top interior designer Celerie Kemble effusing about her love for a neutral home. After all, we do need a bit of a clean slate of late, do we not? Overseas, particularly in **Asia Pacific**, strong color trends are bursting out as hopes for a better life take hold amid global interest and rapid change and development. BASF's recent investigation of color<sup>41</sup> in the region says colors there will reflect success and intelligence and also "breaking free from the current social and economic difficulties of the world." The report also notes that the latest color trends worldwide are "infused with simple values and a mindset that is focused more on low-key, eco-friendly designs than on luxury." So moving on to the hot topic of **car colors**, in the U.S., the traditional white, black, silver and gray continue to top preferences, but what about regional U.S. trends and those overseas? According to a Ford study,<sup>42</sup> citizens of New York City and L.A. favor silver, San Franciscans love white, and Bostonians dig black. Those living in sunny Miami and Phoenix like orange and gold, while green is big in Philly and D.C. In Asia Pacific, says BASF, it's bright colors that

“express power and the sense of elation.” (But silver and black—which project “intelligence and discretion”—also remain popular there.) Europeans prefer classic colors, except for the Czech Republic, where blue vehicles dominate, and Italy, where it’s cream (perhaps a nice shade of Cannoli?). But automakers are still looking to thrill consumers. Cadillac introduced<sup>43</sup> its CTS-V Black Diamond Edition, lacquered in a pigment called SpectraFlair Bright Silver that sparkles. Ford is using a tri-coat pearl technology on some gray vehicles to give a liquid-like effect.

P.S. Packaging design will channel our worldwide focus on transparency with a no-frills nod to no color—take Dinner for n,<sup>44</sup> a gourmet frozen dinner that uses transparent packaging to showcase the food’s freshness. All clear?



for CSR

DO  
SOMETHING  
GOOD  
EVERY DAY

**W**e've entered a new era, one in which brands are in service to consumers—not just to provide goods and services but also to make the world a better place. At Euro RSCG, we've seen that companies that rate well on corporate social responsibility (CSR) also have an advantage in attracting great employees, especially from the millennial generation. Social responsibility is important to these employees in all their roles—as workers, as consumers and as citizens. They want to be proud of where they work and what they do, and they believe that socially conscious businesses will ultimately win out. In a recent global study,<sup>45</sup> we found that 70 percent of millennials surveyed believe that the most successful companies in the future will be those that practice sustainability. In an earlier global survey, more than 90 percent of young people said the world needs to be changed, and more than 80 percent said it is the responsibility of their generation to bring about that change. The widespread effort to fight breast cancer is one of the best examples of a cause that has partnered with virtually every brand to rustle up awareness. From Ford to fashion, brands are getting consumers to gravitate toward this cause, finding ways to rethink pink and raising a lot of money in the process. Lest you think CSR is just a marketing gimmick, though, look past the press releases and corporate messaging and you'll see that many brands are devoting their entire product offering to doing well by doing good. Take the notion of **driving responsibly**, which has seen a whole slew of new companies crop up to make transportation better in parts of the world where public transportation, good roads and infrastructure aren't exactly a priority. Some of our favorite ways people are being helped to enjoy the ride<sup>46</sup>

when securing essentials such as food and water: Mobius One (a no-frills SUV designed for fiscally responsible travel in Africa); Bamboosero (bamboo bikes for developing countries); Zambikes International (which creates jobs while providing transport for those in Zambia); and Greencycle-Eco (bikes made with less-than-modernized countries in mind). There's also Gnewt Cargo, an organization that strategizes emissions-free deliveries of goods with its fleet of electric cars. If your idea of sport is less about cycling and more about shopping, we've got you covered there, too. Being a **fair fashionista** might not be guilt-free, but it's definitely appealing to those looking to buy things that help the world. One of the newest eco-friendly online offerings is Future:Standard,<sup>47</sup> which provides products from dozens of brands that are environment-friendly, fair-trade, local and stylish to boot. Magnifeco Shopping<sup>48</sup> also offers socially conscious shopping, in combination with its eco blog, a favorite among green fanatics. On the Magnifeco site, you'll find that everything is sustainable, recycled, organic, vegan and/or fair trade, with more than 3,000 products to choose from in such categories as beauty, accessories, clothing and shoes. Other compelling online stops: Ethical Ocean,<sup>49</sup> which dishes up the latest in socially correct products, and Novica,<sup>50</sup> a bookmark favorite for all things local and artisanal—think masks from Africa, Alpaca sweaters and throws, and furniture made by craftsmen in the Andes. It's like shopping while on an adventure trip but from the comfort of your own home, which does indeed seem like a “fair trade.” And on the digital and mobile front, **apps are getting ethical**, too. Fair Trade USA has a Fair Trade Finder app for smartphones, and Facebook<sup>51</sup> is making it easier than ever for green types to track down fair-trade-certified products.



The app also capitalizes on another trend—crowdsourcing—so that its users can contribute and upload their own fairly traded finds. Not all apps are designed to encourage retail, though. We're especially pleased to see the creation of an app like the Mobi-Reportabuse,<sup>52</sup> which recently became available in Ghana as a way for witnesses and victims to report abuse and domestic violence straight from their mobile device through images, videos, audio and text. In a country whose access to the Internet can be spotty at best, many have only their mobile phones to stay connected or to reach out for help. And we can keep ticking off the socially conscious apps that have blown our hair back. Here are a couple more: The free iRecycle<sup>53</sup> app, available on iPhones and Androids, helps people find the nearest recycling drop-off for electronics, paint and hazardous material, and Bono's free iPhone ONE app<sup>54</sup> is available in the U.S. to get people to sign petitions, spread viral campaigns through social media or make phone calls to government officials. According to Future Conscience,<sup>55</sup> “[The ONE app] shows a glimpse of how powerful crowdsourcing can be for ethical purposes, and [it's] something that we need to see a lot more of.” As many experience a sort of eco/green fatigue, look for brands and marketers to scramble to find a way to **make doing good sexy**.<sup>56</sup> Take Dulux's “Let's Colour” campaign, which has engaged thousands of AkzoNobel employees and volunteers in revitalizing communities around the world with a fresh coat of colorful paint. Teams have brightened up neighborhoods in London, Amsterdam, Johannesburg, Jodhpur and Rio, among other places. The campaign even has a widely tweeted brand film, “The Walls.” Also on the sexin'-it-up front, an early adopter of the CSR trend<sup>57</sup> was

Anya Hindmarch, whose “I’m Not a Plastic Bag” recyclable tote became a sort of eco status symbol among hipsters and uptown girls alike. With all this interest in CSR and doing good, look for a new generation of **socialpreneurs** to get inspired by what big business is doing and aim to be the next TOMS or Burt’s Bees. Sites such as Ecopreneurist<sup>58</sup> showcase offerings from all kinds of new startups in this arena, but if you’re not the go-it-alone type, there’s probably room in many of the *Fortune* 500s to become a corporate social officer (CSO). Yep, that’s an actual thing now. Green, it seems, is here to stay.

5

for Eco

**A**re you an ecomaniac? Unless you've been sleeping in a Styrofoam bed, you've no doubt noticed ecomania taking a global hold on everything from how we travel to how we dress to how we wash our faces. With so much concern for our environment as well as not being wasteful in these uncertain times, look for brands to channel their inner good and jump on the green bandwagon as more consumers challenge brands to not only provide us with goods and services, but also to do good while doing it. Hotel brands from Hilton (a recent stay in a Hilton had us fumbling for the lights mid-shower as their bathroom lights are now on timers) to chains in China are doing everything they can to be green—plus, look for **ecotourism** to be a valid vacation option for those looking for a more enlightened vacation option. Projects such as organic farm visits<sup>59</sup> to teach about farming and eating healthy food, in places such as the Philippine city of Baguio, will take off, and Cambodia recently hosted the World Ecotourism Conference,<sup>60</sup> whose goal is to make that region of Southeast Asia a huge ecotourism destination. Also in the Philippines, Department of Tourism planning and promotions director Cynthia Lazo said, “Travel has become more activity-based rather than destination-based. Travelers are more interested [in] activities than destinations in going to an area.” We couldn't agree more. And if you're wondering what to wear on all of your eco adventures, there is plenty of sustainable fashion to suit every taste. **Eco chic** is exploding, with designers such as Stella McCartney, a longtime vegetarian, launching an eco-friendly sunglass line<sup>61</sup> for spring, and Nike offering its

Environmental Apparel Design Tool, based on Nike's Considered Index<sup>62</sup> that helps designers make items with long-term sustainability in mind. The design tool helped Nike create its jerseys for the 2010 World Cup,<sup>63</sup> which Nike says were "the most environmentally friendly and technologically advanced kits in football history" and "diverted nearly 13 million plastic bottles" from landfills. And in fashion-forward Japan, Triumph International is taking used bras and turning them into boiler and power-generating fuel.<sup>64</sup> And with the news that as a nation we spend \$19.53 billion on pet food<sup>65</sup> (62 percent of U.S. households own a pet), look for **Fido going eco** to be a huge trend for 2012; this "farm to bowl"<sup>66</sup> movement sees trendy New Yorkers spending \$8 to \$10 per pound for leftover scraps of local and organic meats<sup>67</sup> from (local) butcher shops. And we've also noticed an uptick in locally made organic pet food and treats at the local farmers market. Is it any surprise that both the local and eco/organic trends have made their way to the dog bowl? Oh, and food truck mania has also hit the pet set, to, uh, drive the trend home: Hicks' Sit 'n Stay Pet Café in Central Florida, for one, has gone mobile for dogs.<sup>68</sup> This pet truck specializes in gourmet, organic snacks: Think carrot-apple muffins ("Ruff-ins") that are free of wheat, gluten and dairy, and meatballs ("Mutt-balls") made of locally raised grass-fed beef and lamb. And in terms of products marketed for human consumption, **good packaging**<sup>69</sup> is all the rage. Coca-Cola introduced its kinder PlantBottle—30 percent of the bottle is plant-based. And not to be outdone, Pepsi came out with bottles made entirely from vegetable matter: orange peels, oat hulls, potato scraps and

other leftovers from its food business. Procter & Gamble released a new Gillette Fusion ProGlide Power Razor in environmentally sustainable packaging that reduced plastic packaging by 79 percent. Materials such as ecocradle (made from mushrooms), bamboo (huge in everything from flooring to clothing to custom-made bikes), and still annoying but now eco-friendly packing peanuts made of cornstarch are leading the way as alternatives to wasteful packaging. And for you coffee lovers, Planetary Design has created the Double Shot,<sup>70</sup> a stainless-steel mug that doubles as a French press and also stores extra coffee or tea leaves inside to help get you over the 3 p.m. hump. But if all this gaga for green has you feeling a bit fatigued, Popsop suggests brands give their green products more of an “urban edge” mixed with a taste for the local to attract those experiencing **eco overload** in 2012. Think city farming, local butchering and an urban grit to keep consumers interested as well as help hipsters identify with practices more in tune with Bed-Stuy than Boulder.



for

# Education

**I**s **Mumbai the new Cambridge?** If you've always thought of the Ivy Leagues as a uniquely American offering, think again. Markets are expanding globally and universities are looking for ways to make some cash, so as many on American shores rethink the value of a college education, schools such as Harvard are taking higher education overseas. Harvard Business School has announced a new program in India<sup>71</sup> with a focus on entrepreneurship, strategy management, innovation and corporate accountability. With all eyes on India as a vast market for an ever changing economy, don't be surprised to see more top American universities breaking ground on programs in places such as India and China, where a whole new generation of would-be corporate raiders is ripe for the picking. In Europe, French President Nicolas Sarkozy, who has designs on creating an Ivy League of France's own,<sup>72</sup> has led the creation of the country's Initiatives d'Excellence (Idex) scheme. To be called the Sorbonne League, the idea is to establish five to seven world-class universities that can vie internationally for top students and professors. But will there be jobs for college grads in the coming years? There's good news<sup>73</sup> on that front, as **more grads will go to work** in 2012, especially those with computer, math and science training. According to *U.S. News & World Report*,<sup>74</sup> "Employers surveyed by the National Association of Colleges and Employers (NACE) say they plan to hire 9.5 percent more graduates from the class of 2012 than they did from the class of 2011." And for those grads, the areas that look the most promising are the so-called STEM fields<sup>75</sup> (science, technology, engineering, mathematics), which will be big on



campus for anyone who hopes for a job after graduation. Speaking of engineering, you might as well think of it as the new plastics; the average salary offered to engineering majors rose 2.8 percent from last year's average, to \$60,291. Likewise, the average salary offered to petroleum engineering graduates jumped 7.1 percent, to \$82,740, making it the highest-paid major, according to the same *U.S. News* article. In other news: Emerging research on the psychology of **how we learn** will likely influence how we teach. Developments in neuroscience and cognitive psychology<sup>76</sup> are powering new ways of thinking about the brain and the perceptions and emotions that contribute to learning. Music education classes, for instance, are now shown to enhance education performance<sup>77</sup> by interacting with many different areas of brain function. And two Vancouver engineers (and dads) are banking that the launch of their after-school education program, EinsteinWise,<sup>78</sup> will help students compete globally at math and all things tech. Their "brain training center" combines chess with a computer tablet to create a K-6 program that incorporates math, Mandarin Chinese, Lego robotics, even yoga. The duo hopes that public schools will incorporate its smart programs into their curriculum in the near future. Also trending for 2012-13 is a sort of **bullying backlash**,<sup>79</sup> in the sense that educators in states such as New Jersey, which just passed perhaps the toughest anti-bullying legislation in the country, are already feeling overwhelmed by the number of reports they're receiving and the amount of time it takes to investigate them. Also troubling to teachers, students and parents? How to police bullies outside the classroom and schoolyard. You'll see

lines drawn by angry parents who feel that schools invade the privacy of their children when they investigate their lives outside of school. If parents want to protect the privacy of their daily lives, the responsibility to monitor their children's bullying will fall squarely on their already overtaxed shoulders. And in a twist on what we now think of as a (digital) classroom without walls, look for an uptick in **“outdoor education”** programs<sup>80</sup> designed to combat everything from obesity to digital burnout to Vitamin D deficiencies. Classes in farming and nature, as well as the study of agrarian authors such as Thoreau, could all be part of the very green picture as educators encourage the well-roundedness of students.

P.S. But don't banish that iPad just yet; in September 2011, the U.S. Department of Education provided startup funding for a new project called Digital Promise.<sup>81</sup> The bipartisan, public-private initiative will bring technology breakthroughs into the classroom<sup>82</sup> to help students with problem subjects such as math.

P.P.S. Also watch for blended learning to offer a bevy of options for would-be students looking for a combination of classes both online and off, indoors and out.



for  
**Europe**

**W**ith elections looming in France, and the Olympics passing the torch to London in 2012, all eyes are on Europe, specifically the European Union. Among fears of further drops in stock prices and bitterness about bailing out Greece, the impact of the debt crisis overseas will surely affect the world for years to come. Look for a sort of **backlash against democracy/Euroskepticism** (read: capitalism and greed), as a growing number of Europeans get fed up with a more American model of bureaucrats running the asylum. Euro watchers say that widespread frustration over the disastrous economy<sup>83</sup> has them banking on the rise of radical right leaders who stand for values that are anything but liberal. Take Denmark's extreme-right Danish People's Party or the Netherlands' Freedom Party, which is overtly anti-Muslim and against dual citizenship. In Italy, the neo-Fascist granddaughter of Benito Mussolini is gaining ground as a founding member of Silvio Berlusconi's People of Freedom party, and in the country's wealthy north the Northern League party, known for its anti-immigration messages, has grown mighty. Additionally, Marine Le Pen, who is the extreme-right leader of France's Front National party, is a serious contender in the upcoming 2012 presidential election. With these parties and personalities playing into fears about immigration and appealing to those who wish for a "pure" Europe, there are sure to be clashes in the years to come. Another trend to watch is **Germany rising**, as the country falls into the driver's seat because of its stable economy (one journo<sup>84</sup> likened it to being the only person with a credit card at a bar full of people). Look

for Germany to become a major world player, poised to be the next superpower. And though we've always admired the European model of emphasizing the importance of the arts, all this Euro anxiety could very well lead to **slashes in arts endowments**<sup>85</sup> in the next two years. If Europeans are more worried about their families, incomes and homes, the arts—oft thought of as more “elitist” pursuits—could take a hit as governments choose the common good over them. On a lighter note, foodies are predicting that the next big food trend<sup>86</sup> to sweep across U.S. shores is **Northern European cuisine**. Celebrity chef René Redzepi, for instance, is winning kudos for inventive Nordic cuisine at his Copenhagen restaurant Noma. Look for the flavors of Denmark, Norway, Sweden, Germany, Austria and Belgium to influence our food choices in 2012 and beyond, according to the “New Old World: Culinary Trend Mapping Report.” And speaking of food and Nordic types, Swedish superbrand Ikea is enjoying an oddball moment<sup>87</sup> in Germany, where it ranked higher than McDonald's in a survey about fast food choices. And other furniture retailers there have embraced diners, including Kraft, Höffner and Dodenhof (which has a rooftop restaurant and a café). Another trend<sup>88</sup> on the horizon is the **greening of Europe**. EU member countries are in the process of adopting “20-20-20” targets that call for 20 percent reductions in greenhouse gas emissions, the increase of renewables to 20 percent of total energy use and 20 percent cuts in energy consumption. According to a recent report by Pike Research, these policy goals will help nearly quadruple the amount of Europe's certified green

building space by 2016. And with European design so often forging the path in terms of coolness and style, look for the rest of the world to take cues from European green design. Fashion is all set to go green as well, as Europe continues to obsess on all things eco. Ethical trade is a hot topic, as is recycled clothing and a DIY approach to design. The Cracow School of Art and Fashion Design, for instance, teaches students to create clothing made of recycled materials such as paper and plastic. Likewise, the Environmental Justice Foundation, out of London, is leading an international campaign to clean up cotton production with a collection of exclusively designed T-shirts by Luella Bartley, Christian Lacroix, Betty Jackson and Katharine Hamnett, all produced on organic and fairly traded cotton. Europe is going full-on eco.

A woman with blonde hair, wearing a pink dress with a sequined bodice and a blue denim jacket, stands in a hallway. She is looking to the left. The hallway has wooden walls and a tiled floor. A large white circle containing a red number '5' is overlaid on the image.

5 for  
Fashion

**W**ho says fashion is irrelevant? Today's designers are not as out of touch as you might think. On the runways at the recent Spring 2012 shows,<sup>89</sup> we saw evidence of **Depression-era chic**. Perhaps as a nod to our current economic climate, designers from Gucci to Roberto Cavalli showed swingy flapper dresses, complete with drop waists, deco touches and Zelda Fitzgerald as muse. **Tribal chic** was another big trend, from designers such as Burberry and Donna Karan, who was influenced by a trip to Haiti but also gave a nod to the new tribal behavior online, winking at the possibility of our getting truly tribal again, this time by infusing ethnic prints into our wardrobes. In terms of **color**, earth tones will take center stage all the way into 2013, and a Sherwood Forest-like palette of soft, mossy tones speaks to our need to feel connected to the pastoral again. On the subject of green, eco fashion is finally just "fashion," as **sustainability** will integrate into style's everyday vernacular in the years to come. Look also for "**curation**" to invade not only our digital lives but our closets as well. With many of us not willing to part with our pocketbooks these days, we'll feel a need to edit our wardrobes or to buy essential pieces that are perhaps more expensive, but timeless and high-quality. Plus, we'll see discount fatigue set in (waiting in line for low-cost Missoni pieces at Target did most of us in), as quality will overtake quantity in must-haves in 2012-13. The new luxury is about a curated take on the best.





for Food

**W**e've mentioned already that Nordic food will gain huge ground on our very own shores and beyond this year, but what other things are trending on the food front for 2012-13? With Denmark's recent "fat tax"<sup>90</sup> imposed on high-fat food products and the U.K. contemplating a similar fine on all things fat, look for more governments to follow suit and smack down on our expanding waistlines. And artisanal offerings from farmers markets are becoming more appealing to food shoppers as we all come to terms with the fact that we indeed are what we eat. Which brings the bigger trend into our (extra-large) mirror: **Fat phobia** will run rampant next year. If the reaction to a possible presidential run by New Jersey's Chris Christie was any indication, people are freaking out about being fat. And countries such as France, a traditionally "fat-free" zone, are experiencing a rise in obesity.<sup>91</sup> Nearly 14 percent of French adults<sup>92</sup> are now obese, up from 8 percent 10 years ago, and a French dependence on fast food might be to blame. As fat phobia takes over the globe, look for big names such as Pepsi to get in on the act by offering more mindful items. And speaking of mindful, the **healthy snack category**<sup>93</sup> will be healthy not only in its offerings but also in sales. U.S. retail sales of packaged snacks increased to about \$64 billion in 2010, according to Packaged Facts' "Snack Foods in the U.S., 4th Edition" report. By 2015, packaged snack sales are slated to approach \$77 billion. Look for packaged baby carrots, and low-fat chips and salsa or hummus to be huge for those looking to slim down. Regardless of what choices you make, the flavor story for 2012-13 will include a fervor

for **Southern cuisine**, perhaps as a counterpoint to all this fatsanity. According to the 2012 Zagat guide, Southern food is hot (literally). Chef Marcus Samuelsson's Harlem eatery Red Rooster<sup>94</sup> is wooing celebrities with okra, smothered pork chops and fried green tomatoes. You just wait and see: Down-home cooking will trend high. Foodies are also buzzing about flavors such as **pickled and peppered treats**.<sup>95</sup> The zingy flavors of ginger and chiles will penetrate not only our sinuses but also our palates; you can thank our current obsession with Korean food for this spicy development. Korean tacos and kimchi are all the rage and gained huge popularity on the food-truck scene in L.A., and now beyond. Michelin recently awarded its first star to a Korean restaurant, Manhattan's Danji,<sup>96</sup> and more Korean restaurants will open in urban areas to appeal to those looking to spice up their meals. The continued **mobile, pop-up and food-truck obsession** will continue to redefine how we eat. A recent survey by the National Restaurant Association showed that 59 percent of consumers said they would likely visit a food truck if their favorite restaurant offered one. That's up from 47 percent a year ago. Look for big brands/chains to hit the highway as this superhot trend keeps them queuing up in 2012-13. If you feel as if the food-truck trend<sup>97</sup> might be more fad than anything else, think of it in broader strokes: Food-truck culture speaks to our need for yummy fare that's innovative, culturally collaborative (food-truck food is often fusion) and well-priced, as well as our continued interest in nontraditional retail offerings.



5 for  
Grooming

**W**ith the global population rapidly aging, it's no surprise that anti-aging products will continue to dominate shelves in coming years, especially as women in countries such as the U.K. rebel against plastic surgery<sup>98</sup> and injectables, instead fighting the aging process with as many creams, serums and scrubs as they can get their hands on. Products that fall into the “beautiful from the inside out” category known as **nutricosmetics** will experience a boom. Case in point: Unilever has devised a product called the Strength Within,<sup>99</sup> a supplement made of soybeans, lycopene and vitamins E and C that accesses the bloodstream and reaches the dermis. Also, L'Oréal is trumpeting a nutricosmetic pill<sup>100</sup> said to prevent gray hair, for women and men. And turning to **men**, they will increasingly embrace anti-aging products, particularly in hair care. Research by L'Oréal showed a 50 percent rise between 2008 and 2010 in the number of men visiting salons to have their hair dyed (so that pill will probably be quite welcome when it finally hits the market). Also look for products such as Divine Skin's growth peptide<sup>101</sup> and Unipex's hair-loss-reduction ingredient<sup>102</sup> to speak to follicly challenged men the world over. You might be surprised about which country lays claim to the vainest males:<sup>103</sup> Korea, which will continue to dominate the men's skin-care market. According to global market researcher Euromonitor International, in 2010 Korean men spent €284.6 million (W444.5 billion, or about US\$380 million) on skin-care products such as toners and lotions, accounting for 18 percent of global sales. Expect to see men's skin-care brands chase this growing market with gusto. As further proof of gender lines continuing to smudge, **androgyny** will make a massive impact on beauty in 2012-13. Men's hair will grow long while women's is clipped short. Need proof? Just look to models like Andrej Pejic,<sup>104</sup> the

platinum-haired gender-ambiguous male model who is in high demand on high-fashion runways the world over. Another trend to dominate next year? **Organic<sup>105</sup> and eco makeup** will continue to gain ground as more of us demand chemically clean cosmetics. Look also for the market for halal cosmetics<sup>106</sup> to expand. With the world's Muslim population<sup>107</sup> set to grow from 23 percent to 26 percent over the next two decades, according to the Pew Forum on Religion & Public Life, this sector of the industry has nowhere to go but up. Abiding by many of the same values that govern eco cosmetics, halal cosmetics boast high ratings in the cruelty-free and pure zones, so don't be surprised to see health-conscious non-Muslims giving halal a go as well. Falling into step with most other industries, the cosmetics world will rely heavily on **interactive technologies** to market its products. London perfumery Avery Fine, touted as an interactive perfumer,<sup>108</sup> has employed the very latest interactive tech to entice customers. Here's how it works: Customers passing close to store windows will automatically cause the perfume bottles to emit a "virtual" spritz of scent so that the mist swirls to form a virtual imprint of the customer's silhouette. Talk about a genie in a bottle. The brand also just opened a concept store stateside in New Orleans (and has a third in Modena, Italy). And by using a bird theme, complete with the sound of birds throughout the store, Avery Fine will surely be worth tweeting about.

P.S. If you're interested in smelling good from the inside out, look no further than the latest product developed by a "body architect" and a biologist: a swallowable perfume pill<sup>109</sup> that emits fragrance on the skin when you sweat. Across the globe, Japanese company Fuwarinka is developing a chewable rose- and peach-scented perfume gum.<sup>110</sup> Maybe a rose in any other state has never smelled as sweet.

5

for Health

The key word in health is “rising.” In most of the world, life expectancy is rising, levels of medical knowledge and expertise are rising, and consumer expectations of healthcare are rising—but so are healthcare costs and obesity rates. Over the coming years, consumers and healthcare professionals will be engrossed in maximizing the positive increases and minimizing the negatives. Globalization of medical care and practice will become an increasingly powerful way to meet these needs. **Medical tourism**<sup>111</sup> has always been a niche option for a fortunate (or desperate) few; now it’s for more adventurous types, and going forward it’s going to be a mainstream option for anyone with a passport. Patients Beyond Borders puts the growth of worldwide medical tourism at 25 percent to 35 percent a year.<sup>112</sup> Thanks to the Internet, everyone has the means to check out destinations<sup>113</sup> and their medical specialties, costs and reputations—and not only the obvious ones such as India, Brazil and Singapore but also<sup>114</sup> Hungary (dentistry), Thailand (elective surgery) and Turkey (ophthalmology). The accreditation and certification services of the Joint Commission International<sup>115</sup> help remove some of the doubts that medical tourists might have about the quality and safety of healthcare abroad. What’s more, the traffic isn’t only one-way. While patients look abroad for treatment, healthcare providers look abroad to bring back people and ideas to improve efficiency and effectiveness. Indian heart surgeon Devi Shetty has pioneered a new model of high-throughput “medical cities” in India,<sup>116</sup> and is now advising authorities abroad<sup>117</sup> on providing higher-



quality, more affordable hospital treatments by establishing large specialist centers. Now that interactive technologies are fast and stable, local healthcare specialists are increasingly tapping into **telemedicine**<sup>118</sup>—bridging distance to match medical need to medical resources in order to improve access and/or quality and/or cost-effectiveness. It's the stay-at-home version of medical tourism and it offers three benefits:<sup>119</sup> store-and-forward (sending scans and tests for analysis), remote monitoring (keeping track of chronic conditions through sensors), and real-time interaction through teleconsultations. Consumers' rising expectations of healthcare predated the Internet but have increasingly been shaped by it. Physicians around the world report patients coming to appointments with medical information they've found online. The upside is that patients can have more insight into their condition and how to treat it; the downside is the potential for **cyberchondria**,<sup>120</sup> or how learning about diseases tends to lead people to think the worst (similar to medical student syndrome or hypochondriasis<sup>121</sup>). Ordinary consumers don't have the training to interpret the vast amounts of medical information available online; some react by worrying and bugging their physician unnecessarily, convinced that they're suffering from something dire. The flip side is consumers who self-diagnose and self-medicate without consulting a physician, or disregard the advice of their physician, with the risk of getting it wrong and failing to understand a serious condition until it's too late. The publicity surrounding the death of Steve Jobs—who refused potentially lifesaving surgery and tried to treat his cancer

with alternative approaches<sup>122</sup>—is likely to tip the balance away from underestimating health blips and toward worrying about them. Ahead-of-the-curve consumers (we call them Prosumers) who follow healthcare developments closely and have above-average understanding of them will be looking for solid benefits to come from rapid advances in genetics since the first working draft of the DNA sequence of the human genome was published in 2000. Looming larger on the radar is **personalized medicine**: understanding how an individual's genes affect his or her response to medications. This promises new, more targeted drugs, more accurate dosing and overall improved healthcare safety and outcomes. In the United States, the University of Pittsburgh Medical Center has announced a \$294 million investment in a center<sup>123</sup> that will focus on personalized medicine and the biology of cancer and aging. France is already running a system to identify cancer patients<sup>124</sup> whose genetics indicate they will benefit from (nationally paid-for) specific treatments; targeted drugs now account for 57 percent of France's cancer-treatment budget. Although progress is promising for cancer and other genetically linked diseases, however, the clear and present global danger is overweight and its health effects. In particular, health authorities are in a race against time to head off the rapidly increasing incidence and prevalence of **diabetes**. The U.S. Centers for Disease Control and Prevention estimated this year that 26 million Americans have diabetes<sup>125</sup> and an estimated 79 million U.S. adults have prediabetes. The U.K. has seen a 50 percent increase in<sup>126</sup> diabetes in the past five years, costing the National

Health Service nearly a tenth of its total budget in treatment and threatening to bankrupt the service if the current trend continues. Globally the trend is ever upward,<sup>127</sup> with an estimated 366 million sufferers in 2011, including 50 million in India alone.



for

# Hispanic Marketing

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**T**hough Hispanic Americans are quickly becoming immersed in American culture, marketing more directly to them and pinpointing their likes and tastes is still very powerful. According to a report<sup>128</sup> by the University of Georgia's Selig Center for Economic Growth, the combined buying power of racial minorities (African Americans, Asians and Native Americans) is forecast to rise from \$1.6 trillion in 2010 to \$2.1 trillion in 2015, accounting for 15 percent of the total buying power in the U.S. That's why it's no surprise that smart brands are adjusting their lenses to market to the growing Hispanic populace. One of the trends to look out for in 2012-13? **Radio Latino**. Latinos who prefer Spanish spend five and a half hours per week listening to Internet radio,<sup>129</sup> compared with about four hours for Hispanics who prefer English. African Americans, too, spend four hours; Asians spend about two and a half hours, and non-Hispanic Whites spend the least amount of time in this endeavor: just over two hours. Talk about a big opportunity for advertisers of everything from music to Minute Maid. **Hispanic media overall is on the rise** (although Hispanic newspaper circulation was down in 2010, but not by as much as English-language papers), while mainstream media is faltering, a recent Pew Research Center study<sup>130</sup> found. Hispanic magazines saw a more than 8 percent increase in revenue in 2010 compared with 2009, up from \$357 million to \$387 million. Similarly, the number of Spanish-language radio stations grew by 8 percent, from 1,224 in 2008 to 1,323 in 2009. And Spanish content provider Univision—the fifth-largest network in prime time—will launch three new channels, including a 24-hour

news channel. As far as new online offerings for Hispanics, the Huffington Post is targeting the demographic with its recently launched English-language HuffPost Latino Voices section. Expect an **explosion of Latin flavors**. With so many people coming of age, young Latinos will influence our minds and tastes. Going beyond tacos, food marketers will want to channel Hispanic street vendors outside the U.S. by infusing sodas and teas with horchata (cinnamon rice milk), tamarindo (a sweet tamarind drink) and other flavors such as lime. Likewise, guava and mango will make more appearances in non-Latino snack foods and beverages. And listen up: **Dance music has caught fire with Latino youth in the U.S. and abroad**. Top international publication *DeJ Mag* is launching its Latin American version this year, and NPR's weekly program "Alt.Latino" showcases new artistic experiments such as hip-hop samba from Brazil, electro tango from Argentina and heavy-metal merengue from Mexico. Perhaps most notable is the tremendous success of Kaskade, a DJ whose mainstream popularity has been fueled by Latino-centric Miami and L.A. club scenes. Kaskade is not Hispanic, but he's proof positive that the largely Latino market for dance music is making a major impact. That must be kept in mind when scoring commercials or sponsoring Latino events. Movies and fashion will also continue to be influenced by Latin culture, and since we all need **superheroes** these days, the half-black, half-Latino comic book character Miles Morales is making waves as an alternative to mainstream Peter Parker, with some speculation about whether a minority actor should be cast as Spider-Man in future

movies. Pew Research shows that about 50,000 Latinos in the U.S. every month turn 18;<sup>131</sup> with all these opportunities to connect with that booming youth culture, brands would be wise to consider the melting pot when doing everything from casting movies to mixing beverages to marketing music.

P.S. With the 2012 elections around the corner, candidates should look to rock the Latino vote, including those new 18-year-olds and a voting Hispanic population in Florida, the nation's largest presidential swing state, that grew by nearly 250,000 people<sup>132</sup> between 2008 and 2010.

5

for Home  
Furnishings



**W**ith the housing market treading water and many retreating inward (literally and figuratively), the home furnishings industry is awash in trends to soothe every taste and point of view. In spite of the wobbly economy, American art is holding up well. Some recently sold for record prices at Sotheby's and Christie's—signifying that the “Made in America” label will have new value<sup>133</sup> in homes around the globe. Big on the homefront is **American West-inspired décor**. Think Navajo prints and paint colors<sup>134</sup> reminiscent of the America of Louis L'Amour, awash in the tones of the pioneer landscape. Famous for American Indian blankets and patterns, Pendleton is influencing both the runways and home design with custom Navajo blankets that appeal to urbanites who crave something authentic and homespun. On the other side of the home décor coin, many designers are having a fling with glamorous **Palm Springs**. Jonathan Adler showed sumptuous velvet chairs and wool throws in cheerful '70s colors such as aquamarine and tangerine,<sup>135</sup> which has been named Pantone's color of the Spring 2012<sup>136</sup> fashion season. Speaking of throwback style, look for your childhood living room to meet modern design as walnut or walnut veneer dominate as elements. West Elm and Crate & Barrel feature many pieces in this finish in their fall books. Wallpaper has gotten retro-inspired, too, channeling the '60s Hollywood Regency vibe; commitment-phobes can opt for chic temporary wallpaper from Tempaper.<sup>137</sup> The **conscious home** is another trend that will be big in 2012-13, with the emphasis on being not only earth-friendly but also health-minded. The new era of home design<sup>138</sup> will emphasize indoor air quality with

windows that allow for better ventilation and products such as the iRobot Roomba, which will tidy your home before your in-laws arrive and improve your quality of life. Cutting-edge technology is also enabling textile manufacturers such as Création Baumann,<sup>139</sup> in Switzerland, to transform polyester into silky, machine-washable fabrics without compromising indoor air quality or producing much manufacturing waste. And to capitalize on an aging population, designers are giving a lot of thought to **elder living, at home**.<sup>140</sup> AARP reports<sup>141</sup> that the 65-or-older population will grow by 89 percent from 2007 to 2030—more than four times as fast as the population as a whole. Many seniors will choose to remain in their homes or to move in with their children instead of into senior living centers, which can often prove more expensive. For that reason, furniture makers and home accessories makers are adapting for those with impaired mobility; think remote-controlled chairs and tables that adjust easily. And Moen, for another example, introduced a grab bar that is stylish yet integrates into a soap holder, towel bar or toilet tissue holder. Another prominent trend in home furnishings and accents will be to let **pets rule** the roost. In a recent study by Harris Interactive on behalf of Masco Cabinetry of more than 1,000 adult homeowners age 18 to 65 surveyed online, more would prefer a place for dog food and accessories<sup>142</sup> over a fridge for California whites. Look for pet beds, houses and accoutrements to continue to have their day. A recent search on Rockstar-Puppy turned up a \$600 shabby chic furniture set, complete with a whitewashed armoire (for all of Princess' frocks, of course),

pet bed and chandelier. And for the *Dwell* set, there are pet dwellings that feel more Bauhaus than bowwow house.<sup>143</sup> But let us not forget our feline friends. A variety of Etsy dealers, such as AtomicAttic, upcycle vintage luggage to create suitcase beds,<sup>144</sup> which were widely circulated on design blogs in 2011. The repurposed case appeals to in-the-know cat owners who recognize the need for cats to pounce on your clothes as you pack for a trip. Bonus points for those who throw in a favorite sweater so that Whiskers will feel right at home.

5

for Latin  
America

**W**e've felt Latin influences in the States for many years now, but new statistics are underscoring the trend. When the Census Bureau released its 2010 Census counts of Hispanics<sup>145</sup> in 33 states, we learned that Hispanics made up the majority—a whopping 58 percent—of population growth over the decade in those states. However rooted Hispanic Americans might feel in the U.S., we still find that what's happening, both good and bad, in many Latin countries is reverberating for Latinos stateside—breaking barriers and challenging traditional views. Despite the rise of terrorism in Latin America (Venezuela has seen terrorist activity of late,<sup>146</sup> and a vicious drug war in Mexico and Colombia<sup>147</sup> is resulting in high murder rates and nervous tourists), look for **the reboot of the Latina in the years to come**. In Brazil, for instance, one in every five females has suffered some kind of violence<sup>148</sup> by a man, but there are only 72 shelters for battered women in the country of 192 million people. And women are a majority, but they remain less educated and worse paid than men (although the latter problem persists in developed nations such as the U.S., too). But expect the first Brazilian female president, Dilma Rousseff, to redefine the role of women. And look for women to challenge their role in Latin society and rise to the top. Another big story is the **Americanization of Latin America**, with brands such as Pepsi, Gap and Banana Republic looking to penetrate this emerging market. Gap Inc. announced that it's expanding in Latin America, with its first stores in South America opening in Chile in October and Gap and Banana Republic stores planned for

Panama and Colombia<sup>149</sup> next year. And PepsiCo, the world's largest snack food maker, saw a 4.1 percent increase<sup>150</sup> in third-quarter profit, revved by price increases and snack sales in Latin America. Even the very American Harley-Davidson opened a Latin America HQ in Miami,<sup>151</sup> and the company expects international sales to surpass 40 percent of its total by 2014. And as Miami's Art Basel approaches, look for countries such as Argentina to steal the show at the largest showcase of fine art in the world.

**Argentina** will be a new capital of emerging and more established artists in the years to come, with gallerists banking that works by Argentine artists will compete with big guns such as Damien Hirst and Kehinde Wiley. The Buenos Aires art scene got more cred, too, by opening the Faena Arts Center, a 14,000-square-foot exhibition space housed in a former grain mill in the city's Puerto Madero district. Gallerists the world over should heed the tastes of South American collectors like Alan Faena, who is buying up and investing in major works. Young painters such as Gachi Hasper are ones to watch, too, in the emerging market. Oh, and the **Chinese are coming**—to Latin America, that is.<sup>152</sup> Chinese tourists are interested in places that look nothing like China, so they're seeking out destinations such as Patagonia, Argentina and Brazil, as well as perennial favorite Machu Picchu. The proof is in the numbers, including a 364 percent increase in guests at the Sheraton Mexico City and a 260 percent increase at the Park Tower in Buenos Aires. We'll taste the **Latin influence in the cocktail market** as spirits like pisco,<sup>153</sup> a South American grape brandy, have a real

moment with the sippy urban crowd, which has a hankering for custom cocktails and handcrafted drinks. From January to July, export sales in Peru alone (the grapes are also grown in Chile) swelled to \$2.3 million, up 139 percent over the same period in 2010—all fueled by increased U.S. sales, says Peruvian news agency Andina.<sup>154</sup> Likewise, Latin-influenced concoctions<sup>155</sup> containing mezcal, tequila, peppers, chiles and Latin American herbs are inspiring mixologists all over the U.S., with big chefs such as Rick Bayless extolling their spicy virtues.



# for Lifestage Marketing





**T**he age divide has presented an interesting problem for marketers these days: Do you acknowledge the differences among the segments of our population or focus on the universal truths about the human condition (overextended, media-fatigued and concerned for our futures), throwing generational marketing out the window? It's most likely brand-dependent. Take **boomers**. Marketers have largely ignored this most potent consumer segment,<sup>156</sup> but 2012-13 will see marketers scrambling at last to earn their attention. AARP is lending marketers a hand by launching a mighty online network consisting of not only AARP.org users but also members from more than 600 other online communities, thereby granting access to 40 million-plus boomers. Look for brands from fashion to beauty to health to start talking (loudly) to the Woodstock generation, but first they're figuring out how; a recent *Sacramento Bee* article<sup>157</sup> reported on a study that examined how boomers define value. Kevin Kelly, CEO and founder of Civano Development and former president of Canyon Ranch, was quoted as saying, "[B]oomers have shifted from consumerism as status to meaningful relationship as a measurement of a purposeful life. ... [They] feel vulnerable as significant events have emotionally affected their lives, due to aging, home equity and investments disappearing, and global competition." Look for marketers to explore what this value shift means for their brands. In spite of all that, guess who the most joyful people are in Singapore? Boomers. According to a new survey<sup>158</sup> by marketing communications agency Grey Singapore, the happiest people are between 45 and 59 years old, while young people aged 18 to 29 were the least

happy. And speaking of the younger generation, what's going on with **millennials** these days? That coveted and oft-misunderstood generation is facing a dismal future when it comes to job growth and employment post-college. That's why so much effort has been put into entertainment escape routes for millennials. For a long moment, it seemed that everything '80s was on fire for this group, but look for 2012-13 to channel the '90s.<sup>159</sup> *USA Today* recently dubbed the '90s the new "good old days" for this generation; look no further than MTV's decision to bring back "Beavis and Butt-Head," as well as the return of "Pop Up Video" on VH1. MTV2 also resuscitated "120 Minutes," the favorite of indie kids everywhere. And "Barney" is making a big rebirth in retail. According to *USA Today*, "Some of the best-selling items this fall at novelty retailers, including Spencer Gifts nationwide, are based on the purple dinosaur of millennials' youth: T-shirts, caps, socks and blankets, as well as an adult-sized Halloween costume." Well, he is a happy distraction from mounting student loans and poor job prospects. This stereotypically optimistic generation has reason to worry: The *USA Today* article says 5.9 million young adults (ages 25 to 34) lived at home with mom and dad this past spring, compared with 4.7 million before the recession. Pew Research is cited with its research that about one in eight older millennials (22 and up) say they've "boomeranged" and moved back home because of the economy. Will this first generation of digital natives make it through? Last year we spotted the Mycasting trend,<sup>160</sup> in which people curate interactive content, expressing their worldview in images, shared links, tweets and more.

Marketers will be trying to determine how millennials, who live their lives online, curate and digitally edit their own blurred lives. But what about **Generation X**, the original MTV generation, which grew up with Rubik's cubes and the King of Pop and a whole lot of apathy and angst to sort through? According to researchers, they've surprised everyone with their resilience in this economy, plus their relative career and family successes. (If you saw the movie *Slackers* way back when, you would never have seen that coming.) We'd venture to say that Gen Xers are downright well adjusted. According to a study<sup>161</sup> of about 4,000 Xers released in October by the University of Michigan, 70 percent spend 40 or more hours a week working and commuting. Two-thirds are married, and 71 percent have minor children at home. Ninety percent participate in at least one outdoor activity a month. Thirty-three percent are active members of a church or religious organization, and on an average scale of happiness with 10 being very happy, they're trending at 7.5. But all is not well for Xers, especially in Canada, where Paul Kershaw, a family policy expert from the University of British Columbia, refers to this heavily-marketed-to generation as Generation Squeeze.<sup>162</sup> "The generation raising young kids today is squeezed for time at home, squeezed for income because of the high cost of housing and squeezed for services like child care that would help them balance earning a living with raising a family," he explains. And whom will Gen X most likely resent in the future? Those boomers who have more wealth and ability to retire than their younger cohorts. Think boomer backlash from anyone under 40 and a portion of the Occupy generation, which is working

harder than ever and struggling more and more. Turning now to our youngest generation, look for **marketing to children to take center stage** in the years to come. There has been plenty of chatter about childhood obesity of late; the French recently banned ketchup from school lunches due to its high sugar content, and the Obama administration proposed to the food industry<sup>163</sup> that it improve the nutritional value of food marketed to children, limiting sodium, added sugars and other nutrients “that do not provide a meaningful contribution to a healthful diet,” in the words of the American Medical Association. They’ve also asked that a certain number of fruits, vegetables, lean meat and low-fat milk products be offered, and they called on the food industry to adopt the standards by 2016. And regulators in April proposed that food makers and restaurants voluntarily stop advertising junk food<sup>164</sup> to kids. Does that mean it’s curtains for SpongeBob and Ronald McDonald? With GMO fears and a focus on organic, 2012-13 might indeed see the death of cartoon characters and maybe even chicken tenders. (Ketchup, though? That seems unfair.) Regardless of age, one trend has surfaced from all this segmented marketing: harnessing the power of the **brand-me-down** (items that transcend marketing to age groups and are to be passed down from mother to daughter or father to son). Think of things such as pearls from Tiffany or a Brooks Brothers suit that a father buys for his son for his first job interview, just like the one he wore. And Coach just reintroduced its Classics line:<sup>165</sup> five iconic bags that were carried by our mothers and grandmothers and are now being snapped up by Gwyneth

Paltrow, Whitney Port and Christina Hendricks. Kraft Mac & Cheese, too, is tearing at our heartstrings (and tummies) with commercials featuring Gen X parents loving the orange, cheesy goodness of their youth just as much as their kids do. And Kenwood is using its stand mixer, that icon of yesteryear, as a poster item for the brand and a reminder of our heritage<sup>166</sup> of baking with mom or grandma. There are also generation-neutral brands; take Apple, whose stores worldwide are filled with toddlers and seniors, or mega-search engine Google, used all day, every day, by young and old alike. When it comes to some brands, sometimes age ain't nothin' but a number.



for

# Lifestyles

**W**ith the economy and our collective spirits in disarray, look for 2012-13 to be all about a “value” reboot and reorientation as we take stock in what we have, who we are and where we’ve been. It’s not that material goods are no longer important; it’s the experience they provide, whether from shopping for them or wearing clothes or driving cars whose brands have perceived values aligned with ours. One microtrend that speaks to this notion of value is **organic overload**, a new brand of fatigue for endless conversations about all things organic and sustainable. To many people who are unemployed and unable to pay their mortgages, and many others questioning the value of their college education, look for arguments over organic kale to feel like the provenance of the elite, when so many are struggling to have food on their table at all, organic or otherwise. And with shows such as IFC’s “Portlandia” poking fun at the whole farm-to-table movement (Fred Armisen’s character actually goes to the farm where his meal comes from between courses), look for a backlash to organic everything in the midst of real financial woes and concerns and a continued suspicion and contempt of the upper class. As many of us think about value, one thing is clear from recent research: **Cheap thrills are the new black** (sex is a recession-proof barometer of our need for happiness and intimacy). According to Salon.com, a new study<sup>167</sup> from the University of Kansas reveals that sex products are enjoying a moment: “At the start of the recession, sales of lubricants grew by 32 percent, Durex condoms reported 6 percent growth and sex toy retailer Babeland announced a 25 percent increase in business. Sex-related services also

got a boost: Dating sites like Match.com reported a rise in traffic and hookup services like Manhunt saw membership boom.” And *Forbes* reported<sup>168</sup> that “Layoffs, furloughs and shrinking 401(k)s may not seem like natural aphrodisiacs, but according to experts in relationships and sex, the depressed financial picture is leading some couples—and singles—to better appreciate each other.” But ladies take heed: The Kansas study also says that all this economy angst is going to make men cheat with greater frequency. If you’re looking for a little Marvin Gaye as you romance a partner amid talk of double dipping, you’ll have lots of options in 2012—because **radio killed the radio star**. Digital music services<sup>169</sup> such as Spotify, Simfy, AccuRadio and digital radio in general will dominate the music world. How this will affect the music business and advertising industry is still unclear, but it will change the way we listen to and share music. (Apple, watch your iBack.) Another trend to watch in 2012 speaks to one of the most powerful consumer segments around: the boomers. Next year will be when marketers **give boomers what they want**,<sup>170</sup> currently, the group accounts for about 40 percent of consumer packaged-goods purchases, but less than 5 percent of advertising dollars are targeted at them. Marketers would be wise to see the value in reaching this potent and powerful demographic. Take fashion, for example. Industry forecaster David Wolfe, creative director of the Doneger Group, says, “The whole youth culture is becoming a niche market. The boomers are regaining fashion economic control.”<sup>171</sup> Because boomers stay younger and more fit longer and are gaining demographic ground, they are going



to change the way we think of fashion this year, with more options for those who don't want to bare it all but still want to look great. (At Spring 2012 Fashion Week, designer Tadashi Shoji featured evening dresses with sleeves, an ask of retailers listening to boomer women who don't want to show their arms.) And with more than three-fourths of the nation's household wealth controlled by adults age 50 and above, no one—from fashion designers to interior designers to car gurus—can afford to neglect them any longer. Trendy (and young) fashion retailer Uniqlo recently featured Susan Sarandon, a sexy boomer poster child, in one of its ads. To further speak to this new notion of “value,” Trendwatching.com has its sights on our newfound obsession with **trading in**, a moniker for when consumers realize their old goods still have value, yet they somehow want new and improved versions<sup>172</sup>—without the hassle of having to sell the old ones. Look for retailers in fashion and electronics to spearhead this trend; in the U.S. alone, Target, Walmart, Radio Shack and Best Buy all have trade-in programs, as do Vodafone, Verizon, AT&T and T-Mobile. In Brazil between August and October, HP offered consumers discounts for trading in used printers. Then there was Gap in the U.S. and Canada, which for 10 days in May collected clothes for donation to Goodwill.<sup>173</sup> To build buzz, people who brought in old clothes got discounts entitling them to 30 percent off Gap purchases. That's another cool part of this trend: By trading in, you're often doing good as retailers donate your used goods to those in need.

5

for Love and  
Relationships

**L**ove and marriage go together like a horse and carriage? Not so much anymore: The nuclear family has long since packed up and moved away, and in its place are all sorts of alternative domestic arrangements. Though people are still adjusting to this switcheroo in social norms, we'll mostly see more **acceptance of unconventional relationships**. Just look to gay marriage, which will continue to be legalized in pockets across the globe. Signaling a sea change in general opinion, it's suddenly become unpopular *not* to support gay marriage. An Englishman was just demoted for a Facebook post in which he called gay marriage “an equality too far,” and an Australian politician<sup>174</sup> is claiming to be a victim of “heterophobia” after opposing the legalization of same-sex civil unions in Queensland. And as the modern romantic relationship morphs, so does the definition of what a “traditional” family looks like and how it behaves. In fact, more than half of single moms—to whom 40 percent of U.S. children are now born—say<sup>175</sup> they consider themselves “traditional moms.” Melissa Lavigne-Delville, vice president of trends and strategic insights at NBCUniversal, told *Advertising Age*, “Traditional is becoming the aspiration for all moms. They’re defining tradition less about the statistics like whether they’re married couples or have biological children, and more about the cornerstones and values of what matters in their families like sitting down to eat together.” In general, those families are getting smaller, as **people are having fewer children**. Fertility rates are down throughout Europe, and the Japanese, too, are having fewer kids<sup>176</sup> (although the archipelago has seen a dramatic spike in

marriages<sup>177</sup> since the March 2011 earthquake, proving that traumas can still be counted on to unite people). Fertility rates have also declined in China, where the government restricts urban married couples to just one child (which presents a problem of its own, namely, the “4-2-1 society,” in which each single child becomes responsible for the welfare costs of two parents and four grandparents). Averaged together, the fertility rates of all nations globally are staggering: The UN’s “State of World Population 2011”<sup>178</sup> report found that the average woman is expected to have 2.5 children, down from 6.0 children 60 years ago. **The number of marriages isn’t what it used to be, either.** Marriage has proven benefits for adults—W. Bradford Wilcox, director of the National Marriage Project, notes<sup>179</sup> that “men are more likely to give their work their fullest effort and attention when they are married; this is one reason men worldwide enjoy ‘marriage premiums’ in their income, ranging from about 14 percent (Mexico) to 19 percent (United States) to 35 percent (Russia)”—as well as kids. Researchers investigating the long-term effects of divorce on children are finding that they tend to fare poorer in most areas of life compared with children of married couples; new research from Sweden<sup>180</sup> even holds that children of divorced parents are more prone to alcoholism, drug abuse and suicide. Likewise, research into the offspring of divorced American couples finds these children less likely to graduate from high school, complete college or find a job. So there might be something to that whole staying-together-for-the-kids thing after all. Nevertheless, the institution is fading from popularity. A Pew Research Center poll even found

that 39 percent of Americans think marriage has become obsolete.<sup>181</sup> Instead, an increasing number of couples are moving in together,<sup>182</sup> no rings attached. Perhaps saying it best? An ad for NBC's much-hyped new sitcom "Whitney" (starring a couple whose nonchalance toward getting married dismays friends and families) that says "Half of all marriages end ... in sweatpants." In real life, a recent Pew survey<sup>183</sup> found that 70 percent of U.S. millennials want to marry but say they're far more concerned with being a good parent than they are with having a successful marriage. Not everyone's warming to the retreat from marriage, though. In Estonia, where more than half of children are born outside of marriage, one judge has announced his intention to enforce a law<sup>184</sup> that would regulate non-married cohabitation. Stateside, Florida Rep. Ritch Workman is aiming to do the same by reviving a bill<sup>185</sup> that would outlaw cohabitation among unmarried couples. For those who *are* actively seeking out wedded bliss, women especially might find themselves asking, **"Where are those bachelors?"** From Russia<sup>186</sup> to New Zealand<sup>187</sup> to the U.S.,<sup>188</sup> women outnumber men, creating a demographic nightmare in which there appears to be a serious shortage of marriage-worthy men. Also playing into the disproportionately large percentage of single-and-ready-to-mingle ladies? Men are dying earlier than women, meaning lots of women are jumping back into the dating pool at an advanced age. Believe it or not, Americans 55 and older are the most likely to give online dating<sup>189</sup> a whirl, and with sites such as SeniorPeopleMeet.com,<sup>190</sup> there's no need to fudge about age or post a flattering photo from a decade ago. But for all their efforts, even many senior

singles are finding that eligible bachelors are scarce. Also scarce these days? Dollar bills. And **money woes are wreaking havoc on romance**. As global employment rates continue to sour, more men remain unemployed and disheartened, and therefore less desirable to potential mates. Turns out, strong economies are tied to strong marriages<sup>191</sup> and vice versa. Even those men who do have jobs are too often underemployed, leaving careers and marriage prospects permanently tarnished. In Japan, more than 40 percent of men aged 35 to 39 still live with their parents. Can we say *awkward*? And money differences are not only preventing the formation of new couplings, but they're also eroding the relationships of already-married couples. A new study<sup>192</sup> from Brigham Young University determined that married couples who said they highly value "having money and lots of things" have a poorer relationship quality overall. So BYU confirms what the Beatles knew all along: Money can't buy you love.

5

for Luxury

**W**ith so many segments of the economy weak-kneed, it's hard to believe that the most expensive market—the luxury market<sup>193</sup>—has remained steady on its feet. Iconic French company Hermès raised its 2011 revenue forecast by 12 percent to 14 percent in the U.S. and China for its staggeringly expensive silk scarves and leather handbags. And Burberry, known for setting the standard by which all other trench coats are judged, beat its revenue forecast<sup>194</sup> for the second quarter of 2011—no small feat in this climate. Some of the trends inspiring this global lust for luxury? **The growth of emerging markets** such as China, Russia, Brazil and the Middle East, whose women were just named the biggest purchasers of haute couture.<sup>195</sup> Within five years, China is expected to become the largest luxury goods consumer; according to *Financial Times*,<sup>196</sup> the country is setting the pace for the rest of the world, with its market skewing “very young (the average Chinese luxury consumer is around 30, whereas the average western luxury consumer is around 55). Thus, what happens there often affects what will happen in older (i.e. European and American) markets later.” Shanghai Tang—the fashion boutique brand owned by Compagnie Financière Richemont—plans to almost double its stores in China,<sup>197</sup> its fastest-growing market, in the next two years as Chinese wages and demand for luxury goods rise. The store sells luxe China-inspired fashions including silk kimonos for \$470 and men's washed-denim shirts with mandarin collars for \$235. Another trend to hit the luxury market is the notion of **less is more**, or the paring down of collections in a survival-of-the-fittest (and -leanest)



model. The idea is to eliminate mass products that dilute the brand while also cutting down on unprofitability and excess merchandise. Luxury shoppers will take the same approach to their closets. With whispers of a double dip circulating in country clubs, it's not that luxe shoppers will stop shopping, it's that they'll shop for less and choose classic pieces to last a lifetime. Luxury shame might be past, but there remains an emphasis on prudent, not gluttonous, shopping. On the other side of the gilded fence are those who get a thrill from mixing **high and low**, integrating inexpensive pieces with the more high-end in their closets. We all know Missoni was a rollicking success for Target,<sup>198</sup> so look for an upcoming bull's-eye brand collection from Michelle Obama fave Jason Wu to boost sales. Also, H&M is partnering with Versace on a collection that's sure to be a runaway hit; fashion heavyweight Anna Dello Russo already rocked a leather dress from the collection at Paris Fashion Week that has become an instant must-have. And how luxe will be purchased is about to get "real," as **real-tail leads the way with in-store sales set to surpass those of online**. CRM systems and metrics indicate that customers who have an in-person relationship with a brand ambassador typically buy double from that brand and stay loyal for a longer time. Look for a massive emphasis on relationship building in 2012 as luxury brands make nice with those who shop in-store. Another trend is **responsible luxury**, or the realization that power goes hand in hand with responsibility (thanks in part to demonstrations such as Occupy Wall Street). Prince Charles paved the way some

time ago by converting his classic Aston Martin<sup>199</sup> to run on 100 percent bioethanol made from surplus British wine. Luxury travel, too, is feeling the pull of responsibility; *Luxury Travel Magazine*<sup>200</sup> noted that a popular trend will be a movement to use travel dollars to conserve wildlife, preserve historic sites and protect world wonders, both natural and manmade, around the globe. Gucci is getting in on the CSR game<sup>201</sup> by offering newly designed 100 percent recyclable packaging (aka shopping bags, etc.) made of FSC-certified paper. Brands that were born socially conscious are tapping spendy shoppers now, too, such as TOMS placing its espadrilles in high-end stores like Neiman Marcus and collaborating<sup>202</sup> with luxe brand the Row on cashmere and Italian wool slip-ons. And shopping for social good—à la National Geographic’s partnership with Novica, which gives a market to global artisans—will affect the luxury market as consumers feel a pull to live well by doing good.

5

for  
Men

**W**e've spent lots of time talking about men in the past, but we can't help but broach the topic again. Men in the post-metrosexual world trouble me.

Here's why: They're in a transitional phase. The recession was dubbed a "mancession," leaving women to take over at work, and as the gender race reaches a conclusion, women are out in front. Perhaps that's why PBS is devoting a series<sup>203</sup> to raising boys, with alarming statistics in tow. American boys, for instance, are 15 times more likely than girls to abuse drugs and alcohol and twice as likely to die in a car crash. Boys are also 30 percent more likely than girls to drop out of high school. Though the epidemic of violence that gripped young men in the U.S. from 1975 to 1995 has diminished, young men in America are still the most violent in the industrialized world. And boys are not just a threat to other people; they account for 85 percent of completed suicides. Thankfully, more websites<sup>204</sup> and organizations are popping up to help boys find their way. Look for **making better men from boys** to be on the agenda in households not just in the U.S. but worldwide in 2012-13. And the young man's search for meaning often includes a rediscovery of what it means (or once meant) to be a real man. Look for rough-and-tumble icons such as John Wayne and Steve McQueen to become idols once more, and keep an ear out for the roar of muscle cars on our streets. Sales for Dodge,<sup>205</sup> which makes the muscle-y Challenger and Charger, are up 10 percent in September of this year versus the same month a year ago. You'll also find men taking up an aesthetic that *The Wall Street Journal* calls "The Gentleman Adventurer."<sup>206</sup> This male is said to take

his style cues from people like mountaineer George Mallory. It's a trend that outfits men in gear designed for the elements, but because it's tough out there for men, the trend has figurative implications as well. Look for mountain climbing to continue to gain popularity as men once again test their limits and look for adventure in hopes of finding themselves. *The New York Times* attributes<sup>207</sup> part of this male meltdown to the fact that **men are the new women**. A spate of new TV shows in the States helps prove the point: The male leads of "Man Up" and "Last Man Standing" are victims of a changed economy and a new social order. Long gone are the days of TV past when manly types such as Ralph Kramden and Archie Bunker called the shots. Today's TV husbands and fathers are lampooned not for their chauvinism but for their perceived "womanly" ways. (Think jokes about body wash and fancy cups of coffee.) As the gender gap continues to close, there's a real opportunity for men to gain some balance: a place between too much testosterone and too much eye balm. But first: **Where are the men?** As if we don't have enough to worry about, the lack of males, real or not, is dominating global conversations. In Russia, male death rates are skyrocketing. A recent *Atlantic* article<sup>208</sup> is alarming: Fourteen Russians of every 1,000 die per year (compared with eight per thousand in the U.S.), making Russia's death rate "one of the world's worst." Women outlive men in Russia by 13 to 14 years, one of the biggest gaps globally. A significant proportion of the deaths of men and women are among the working-age population, which is declining in size. In New Zealand, claims one newspaper,<sup>209</sup> the lack of men is "not just a

man drought, it's a man desert." In the whole country there are only 24,000 men who are straight, single, have no children and earn at least \$60,000 a year, compared with at least 50,000 single women aged 25 to 39. So not only are men losing their identity, but they're also losing their whole demography. However, there are still overtones of metrosexuality pervading their DNA these days. **The pampered man** is alive and well and shopping at a beauty counter near you. A new survey finds that more and more men are developing a "beauty regime."<sup>210</sup> Fifty-three percent of men said grooming was expected of them, 34 percent said having a beauty routine would improve their love lives, and 25 percent thought it would enhance their careers. At the same time, **androgyny** is on the rise, as French retail chains like the Kooples show androgynous-looking couples in its cooler-than-thou ads. Likewise, male model Andrej Pejic<sup>211</sup> is taking the fashion world by storm and stealing the spotlight—at all the women's shows. And it seems the much-maligned murse is having a moment with Lil Wayne, Jude Law, Kanye West and Cristiano Ronaldo as card-carrying supporters of the murse trend.<sup>212</sup> Bryanboy, the Filipino fashion blogger making waves at shows, explains for the murse-ignorant: "A man-bag is something very utilitarian where function is prioritized over form. A murse is the opposite; a bag where form is prioritized over function. Most men who carry murses tend to have a sense of fashion awareness." The *Daily Mail* Online has even spotted some clutches on the male set<sup>213</sup> in the streets of the U.K. Is it time for men to get versed in murse? Regardless, look for men to explore their infinite

possibilities and redefine themselves in coming years in the face of some real challenges and crises. In a recent piece<sup>214</sup> for the Huffington Post, comedian Margaret Cho put it this way: “Someone can look very male but then reveal himself to be a true lady. A woman can appear incredibly feminine yet be super butch inside. We are all creatures of infinite possibility, and sexuality is one aspect where our souls and bodies really collide.”



for Mind  
and Mood



**T**here's a growing realization around the world that people's moods or emotional states don't "just happen" like the weather. It's also becoming clear that moods have a significant effect on everything from individual health to economics and politics. Health authorities are showing growing concern about **the rising burden of anxiety and depression** around the world; increased risk of cancer and cardiovascular disease are just two of the effects. Rather than resorting to medication in every case, many healthcare professionals are looking to apply the principles of cognitive therapy and cognitive behavioral therapy (CBT),<sup>215</sup> which gets people to become aware of their moods and the thoughts that trigger them. It's no coincidence that there's now a growing selection of digital "mood meters" enabling people to register their moods either for fun or as self-therapy. Either way, it's part of the big trend to **manage moods better by harnessing technology**. Many are based on CBT; the Moody Me app<sup>216</sup> and the Moodometer<sup>217</sup> get users to record their mood and notice what triggers changes. The more complex MoodKit flags mood-enhancing activities<sup>218</sup> to identify and change unhealthy thinking, to rate and chart mood across time, and to create journal entries. Mood Touch<sup>219</sup> interprets mood from touch, and Moodagent<sup>220</sup> plays music based on mood criteria. For consumers who prefer using a computer rather than a mobile device, the MoodGym<sup>221</sup> training program teaches users CBT. On a more lighthearted note, Benrik enables users to map their moods<sup>222</sup> and compare them with those of significant others or with the world mood. Beyond the needs of individual help or entertainment, all this mood

data is being used to **map the mood of large groups of people**. On a very local level, MIT has set up a mood meter<sup>223</sup> fed by cameras measuring the smiles of people walking past at four points on its campus. Tackling larger group moods, the Jell-O Pudding Face<sup>224</sup> gives billboard-size and screen-size facial representations of the smileys and frownies on Twitter moment by moment (but the time scale is short and the changes are fast). In a deeper dive on Twitter, researchers at Cornell University analyzed the public Twitter messages<sup>225</sup> of 2.4 million people in 84 countries and came up with a much bigger picture, and a more serious purpose: They found consistent patterns of mood change across countries and cultures. Among the findings was **just how consistently daylight affects mood**. Health specialists have known for some time about this, hence the popularity of so-called SAD lamps.<sup>226</sup> What has emerged from the world mood research is how mood is affected by the changes in daylight. “It’s not how much daylight you’re getting,” says Cornell researcher Scott Golder, “it’s the relative daylight—whether the days are getting longer or shorter—that makes a difference in positive mood.” Whether the approach to making mood monitors involves parsing words online, reading facial expressions offline or analyzing other expressions of emotion, the essential elements are computing power to process the information and the Internet to distribute it in real time. Now, the question is no longer how to read the mood of whole groups of people, but rather this: Why? How about anticipating future events? There’s growing experience to support the notion that **mood meters or**

**sociometers can anticipate the future.**

Mathematician, systems theorist and pioneer of socionomics Dr. John Casti, author of *Mood Matters*,<sup>227</sup> argues that rather than external events creating the moods of mass psychology, the social mood of a population or group drives collective human events; in other words, events don't make moods, moods make events. Social mood specialists say that stock market indices are some of the best mood meters available,<sup>228</sup> and they act locally: the Dow Jones, S&P and Nasdaq in the U.S.; the FTSE 100 in the U.K.; the DAX in Germany; the Nikkei in Japan; and so on. It's no coincidence that financial market reports use the term "market sentiment," because beyond the finer points of rational technical analysis, markets reflect the prevailing mood of the participants: bullish when they're optimistic and bearish when they're pessimistic. In the extremely volatile markets of recent years, the wild gyrations of mood have borne out the old Wall Street saying that the market is driven by just two emotions: fear and greed. As interest in financial markets has grown, reporting on them has become more extensive and dramatic, as in Jim Cramer's spectacular rants on "Mad Money"<sup>229</sup> and the wall-to-wall coverage since the full economic crisis broke in September 2008. With all this market information blaring from TV screens everywhere all the time, individuals might have the impression that the mood of the day or the week is created by news from the markets, whereas John Casti and subscribers to socionomics think social moods drive the markets.<sup>230</sup> Which theory is right? Step forward, social media. It seems that

the movements of market indices can be predicted days in advance from social media data. A small group of researchers analyzed the daily Twitter stream using mood-tracking tools. One was OpinionFinder,<sup>231</sup> which measures positive versus negative moods in text only; the other was a version of the Profile of Mood States<sup>232</sup> (POMS) that measures mood in terms of six dimensions (calm, alert, sure, vital, kind and happy). The researchers beefed up the POMS with a trawl of the Google database to create the Google-Profile of Mood States, or GPOMS. It turned out that this mood barometer algorithm predicted the Dow Jones Industrial Average<sup>233</sup> with an accuracy of 86.7 percent three days ahead.

5

for

Modern Life

**A**nyone over the age of 20 or so might well remember what life was like before the Internet was mainstream, but try imagining life without it now. For the moment, let's disregard all the data traffic between banks, corporations, utilities and public authorities and forget all the machine-to-machine traffic.<sup>234</sup> Just focus on ordinary consumers using the Internet for ordinary consumer activities: emailing, getting information, shopping, gaming, listening to music and watching videos—and, of course, using social media. Modern life is the Internet, and the Internet is modern life; **Internet dependency** is the norm, and Internet addiction is growing. As Hurricane Irene was headed toward the Atlantic coast of the U.S., humorist Andy Borowitz posted an “official warning”<sup>235</sup> that Internet outages could force people to interact with others in person for the first time in years: “Be prepared. Write down possible topics to talk about in advance. Sports is a good one, and of course the weather. Remember, a conversation is basically a series of Facebook updates strung together.” It's amusing, but surely too far-fetched? Think again. The 2011 “World Unplugged” global experiment<sup>236</sup> involving almost 1,000 students in 10 countries on five continents asked participants to go 24 hours without media. Young people across the world, from Argentina to China, reported symptoms akin to drug withdrawal: anxiety, depression, feelings of loss, loneliness, emptiness and “itching, like a crackhead,” said one student from the U.S. Are these just extreme reactions from impressionable youngsters or part of a wider phenomenon? We think it's wider. In fact, Internet dependency has become the norm so quickly that British mother Susan Maushart made news around the

world when she decided to take her household offline for six months and wrote a book about it: *The Winter of Our Disconnect*.<sup>237</sup> This has given strength to the notion of the **digital detox**—deliberately unplugging technology, disconnecting and just going without updates. Now that most hotels and public places boast some form of connectivity through some form of wireless technology, there are places creating a point of difference by offering or even insisting on cutting the connections.<sup>238</sup> Bearing in mind that digital technology has been on the scene for only a few years, this prompts a question: Are concerns about technology just bugging people with too much time on their hands or are they spreading beyond the worried few and affecting ordinary consumers? The findings of Euro RSCG's 2011 global survey of 7,000 people show there's growing **technology angst in the mainstream, around the world**. Almost one-third (31 percent) rated themselves extremely or very worried about addiction to and overreliance on technology, and another 31 percent rated themselves moderately worried; 56 percent rated themselves worried about the impact digital technology and social media are having on young people; 49 percent said they worry that digital technology/multitasking is impairing our ability to think deeply and focus on one task at a time; and 55 percent said they worry that technology is robbing us of our privacy. Almost half (47 percent) said they worry that friends or family will share personal information online about them that they don't want shared; 34 percent had regretted posting personal information about themselves. Yet despite all this angst, the sample as a whole was using technology to take part in

the survey and was clearly pro-technology overall: Forty-eight percent thought that all in all, digital technology will make life on Planet Earth better, while only 10 percent thought it would make life worse. That left a large minority of 42 percent thinking that it is too soon to tell. The overall picture is neither blind, unquestioning embrace of technology nor clear-cut rejection of it; rather, it contains complex mixes of conflicting feelings, hopes and fears, pleasure and guilt, power and powerlessness. Technology gives modern people the ability to connect with anybody, anywhere, and to find the thoughts of the greatest minds, yet it somehow makes them unable to control their own minds, giving in to the impulse to check the screen and fiddle with the keyboard. It's a perfect illustration of the Marshall McLuhan observation that "First we shape our tools, thereafter they shape us," which itself echoed Thoreau's comment that "We do not ride on the railroad; it rides upon us." The Internet is one of the factors of modern life that's contributing to the unprecedented amounts of information consumers can now access at the touch of a button—a virtually unlimited supply described by many as information overload.<sup>239</sup> They have access to resources such as the 165,000 full-text digital books in the Digital Book Index<sup>240</sup> and the catalog of "all books in all languages"<sup>241</sup> that's the stated aim of Google Books, as well as current and historical newspaper and magazine articles, and professionally created audio and video content. And **ordinary users are increasingly generating content** with low-cost digital tools and uploading it to share online. Google Executive Chairman Eric Schmidt



says<sup>242</sup> that every two days, people generate as much information as was created from the dawn of civilization up until 2003. Facebook alone has more than 100 billion photos,<sup>243</sup> and counting. For the 7 billion people worldwide, the vast increase in information available online and off raises two challenges. The first is how to avoid being completely overwhelmed by irrelevant information and missing out on items of importance; the problem is what NYU Interactive Telecommunications specialist Clay Shirky calls “filter failure.”<sup>244</sup> The second challenge is how to judge the quality of information, make sense of it and put it to good use. Consumers are constantly bombarded with information, factoids and netfacts about such things as which foods and activities might cause illness and which might cure it.<sup>245</sup> As a global amplifier, the Internet can spread half-truths, dubious anecdotes, scare stories and urban myths far and fast. With virtually infinite amounts of information available online and off, **consumers are turning to content “curators”**—individuals, organizations and sites that they can trust to flag worthwhile content and/or vet and vouch for the reliability of content. Snopes has made its name for busting hoaxes and myths;<sup>246</sup> social filtering sites such as Reddit enable users to submit links to content, vote and comment<sup>247</sup> on the quality of the content; and Twitter and blogs can serve as content curation platforms for individuals with specialist knowledge, such as cancer maven Sally Church (@maverickNY<sup>248</sup>), financial journalist Tim Harford (@TimHarford<sup>249</sup>) and tech commentator John Gruber (@daringfireball<sup>250</sup>).



# for News



**W**ith the news being more participatory and social today (and being reported by all of us), 2012 and 2013 will continue to revolutionize how and from whom we receive it and what the notion of “news” really means. Look for **a love of local** to continue getting traction when it comes to newsmaking in the next two years. (And ads will follow that, of course; 40 percent of all online ad spending was local<sup>251</sup> in 2010, up from 34 percent the previous year, and there’s a huge opportunity for hypertargeted display ads that could spell big business for marketers and super-engines such as Google). Even with Yahoo, Topix, Examiner.com and Patch already in the local/hyperlocal game (but with less-than-stellar monetization), there are still big opportunities for smart online publishers and marketers to profit from our interest in the hyperlocal. And with news of the recent ABC News/Yahoo merger,<sup>252</sup> it’s clear that the name of the news game will be content, and lots of it, with a mix of local news and national stories and interactive features, for a 360-degree information experience. Also look for our hunger for local info to be affected by a continued shift toward mobile news consumption. Location-based news features and apps<sup>253</sup> will be all the rage. To manage all this information, a more bespoke model of content “supervision” will emerge. Think **content concierge** for your smartphone or laptop and a more customized information experience as more and more of us suffer burnout; whoever figures out how to make it digestible and byte-size could reap big profits. If all that burnout has you adjusting your bifocals, look for a **more readable version of content** (thanks to Flipboard<sup>254</sup> and the iPad) that will reformat all the news that’s fit to

read. Check out the newly launched Treesaver<sup>255</sup> platform, which will provide custom templates to aid publishers in the creation of reader-friendly, magazine-formatted apps. With content still king, **bloggers will go 2.0**, moving beyond personal musings on everything from fashion to parenting to become media tycoons. A recent piece<sup>256</sup> on Scott Schuman of the Sartorialist fame shows that his advanced knowledge of metrics and ad spends might have been as crucial to his success as his photos of on-the-go fashion types. With blogs moving into profit centers, traditional media types had better make sure their power lunch reservations at Michael's are still in good standing. Bloggers are not only stealing the money but also the spotlight when it comes to whom we read, watch and turn to for information. In another category, expect **a backlash from the seasoned media crowd** to citizen journalism, in the form of pay-as-you-read online subscriptions designed to establish value for trained journalists and tried-and-true media. *The Independent*, for one, is launching a paywall<sup>257</sup> for non-U.K. readers and a top-priced iPad application; the paper is also cutting 70,000-plus free copies from its circulation to prove its merit as a premium news provider. This comes on the heels of the limited free-access models of *The New York Times* and *Financial Times*. So when it comes to news, you might find yourself paying for what you get.



for

# Parenting

No doubt you've noted the recent trend toward superhero-style parenting. It's no longer enough for mommy's little angel to learn how to talk; he/she has to speak Mandarin in addition to English, Spanish and Italian. And forget Happy Meals, junk food and soda. Today's kids are eating carrots, kale and organic juice. Celebrity poster moms such as Jessica Seinfeld, Angelina Jolie, Gwyneth Paltrow, Sarah Jessica Parker, Jennifer Garner, Jessica Alba, Gwen Stefani and Rachel Zoe (whose son is her newest high-end accessory, right along with her Birkin) are the new generation of super mommies, and they're nothing like the moms of yesteryear. Today's moms want to have it all for themselves and their children, amped expectations from an unlikely group—the once-slackerish Gen Xers, now in overdrive when it comes to raising kids. This age of super-mindful, high-anxiety parenting is a byproduct, too, of our hyper-informative age; at every turn it seems we learn of a new additive, product or fabric that causes cancer or obesity. So, naturally, **teaching your children to be green** is a top trend for the future. Take “Kids Cooking Green” designed by Massachusetts chefs Lori Deliso and Liza Connolly. This program guides fifth- and sixth-graders as they learn about nutrition, investigate local foods from farmers markets and get hands-on experience in creating healthy family meals. Look for tomorrow's adults to be well versed in all things eco as their green parents bond over making green future citizens. And speaking of bonding: **“Attachment parenting”**—which says that the more sensitive and emotionally available a parent is, the better a child will be able to adjust later in life—will

continue to be all the rage among the breeder set. (No pressure or anything, kids.) It's yet another thing for parents to be anxious about, that they're not spending enough time with their children in between all of those language and nutrition (and music and yoga and pottery and kung fu) classes. Attachment is a fact of life for parents of any age, in fact. According to Pew, **empty nests are getting pretty full again.** More than one in five young adults (age 25 to 34) lived in multigenerational households<sup>258</sup> in 2009. Look for this number to grow through 2013, as young and frustrated jobless children move back home to seek shelter from the storm. Plus, with everyone having babies so much later in life, will the cost of healthcare and proper care for elderly parents affect teenagers and those just starting their own families? Attach accordingly: You might need your kids sooner than you think. But make sure you do it with a clear picture of what a well-rounded life should be. We're seeing parents going 24/7/365 in our work-life-blur world doing the **constant parenting** thing. Our always-on society means moms and dads and their mini-me's never completely disconnect. Not only is everyone always on their smartphones, tablets and computers, but parents also need to police kids' online habits and friends constantly. The pressure will become too much. Parental pressures have always bred competition among moms and dads. The latest evidence? Even carpools are getting cutthroat, as **"competitive carpooling"**<sup>259</sup> leads parents to obsess over getting their kids to ride with those with the highest social status.



# for Politics



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**W**ith an election looming and the troops headed home from Iraq, D.C. is buzzing and the world is all ears. If you look at the candidates challenging Obama on the Republican side, one thing is apparent: Religion is being brandished as a major propaganda tool. From Rick Perry to Herman Cain to Michele Bachmann, there have never been more candidates standing on religion as a political platform. And according to recent research, all this talk of religion is out of touch with America today; not only did the percentage of people with great confidence in religious leaders<sup>260</sup> decline from 35 percent to less than 25 percent between 1973 and 2008, but fewer people are going to church these days. Almost 20 percent of Americans say they have no religion,<sup>261</sup> compared with 3 percent in 1957, and only 25 percent of Americans attend weekly religious services. Right along with all this God talk, the trend shaping up on the 2012 Republican ticket is the **Mormon factor**, with Mitt Romney looking like the one to beat for the GOP's presidential-nominee spot. But many of us are mystified by what it means to be a Mormon—call it the “Big Love” effect, as fans of the HBO show about Mormon polygamists are left with visions of sister wives and cult followers. Look for the Mormon church to launch a major PR campaign that will preach its gospel and assert that, in spite of negative perceptions, the group is sober, conservative, well-educated and focused on family values. Romney's brand of calm, though boring at times, could be perceived as a beacon in the current storm of American politics. Which brings us to another buzzed-about topic in D.C. and beyond: **to tea or not to tea**. You see, the tea party's approval rating is sliding. In April 2010, a

survey<sup>262</sup> conducted by *The New York Times* and CBS News found that 18 percent of Americans had an unfavorable opinion of the tea party, while 21 percent had a favorable opinion and 46 percent had not heard enough. Less than a year and a half later, tea party supporters slipped to 20 percent, while opponents increased to 40 percent, with many Americans practically allergic to the firebrand rhetoric and fact bending of partiers such as Sarah Palin and Michele Bachmann. With fewer of us putting faith in religious leaders, it's no surprise that this distrust would trickle down to politics. Sure, desperate times call for desperate measures, but the tea party's extreme views feel out of step with young voters and those who are uncomfortable with Christ as politico, even if talk of less government and less taxes (the tea party's *raison d'être*) might appeal to some. In the other corner is the Occupy movement, introduced on Wall Street as a grassroots protest that many have called aimless. Nonetheless, Occupy has mustered enough collective anger to spark action countrywide, with similar protests sprouting up from Denver to Oakland, New Orleans to Miami. The Occupy movement lacks leadership but speaks to the fact that regardless of what issue we're opposed to—not enough reform for big business, the disruption of the middle class, the lack of jobs, etc.—many are fed up with the way things are going and, on the heels of the protests in the Middle East, they're not going to take it anymore. With the widest income gap<sup>263</sup> in America since the late 1920s and college grads unable to find jobs yet strapped to student loans, the dissent is real and could have resonance with many Americans who feel that the American dream has turned

into a nightmare. With that dream continuing to fade and noted villains such as Saddam Hussein, Osama bin Laden and Moammar Gadhafi now dead, look for Americans to experience **Red Scare 2.0**. This time our fears will turn to China, specifically, our anxiety that we are falling behind this superpower to watch in everything from technology to infrastructure to globalization. Michael Mandelbaum of Johns Hopkins University claims that our tension about China reflects our discontent with ourselves, and he encourages Americans not to worry about what China is doing, instead focusing on our values and traditions so that we can rise again. But look for more Americans to distrust China. In the meantime, our next president will have to focus on everything from technology to debt gone wild to climate change. In terms of marketing for this next election, none can yet touch Obama's from the last election. His army of hope, complete with posters by Shepard Fairey and a killer social media campaign, resonated with the new generation of digital natives who related not just to the positive message and cool visuals but also to how the message was relayed. **The message will be social again**, with video content figuring heavily (think Hulu and YouTube) and designed to reach a nation of would-be voters. And social media will surely pack a punch: Mitt Romney is the first Republican candidate to welcome a digital director, Zac Moffatt. Look for most Americans to feel compelled to share thoughts about the race through forwarded links. According to Karen Jagoda,<sup>264</sup> president of the nonpartisan E-Voter Institute, "Nearly 40 percent of women aged 55 and over forward links to friends and family about political issues

via e-mail or text message.” One topic that heavy-handed link forwarders will surely pass on to friends and family: **GMO woes.** When Obama was a candidate, he promised to<sup>265</sup> “let folks know if their food has been genetically modified, because Americans should know what they’re buying,” and with more and more emphasis on organic and locally grown foods, the Food and Drug Administration is considering measures to label genetically modified foods (which many organic supporters call “Frankenfood”; it’s even in the dictionary). They’d better get to work: The Grocery Manufacturers Association estimates that 80 percent of processed foods now contain genetically modified ingredients. There’s reason for organic food champions such as Whole Foods and Stonyfield Farm to be concerned: From 1999 to 2009, says Food & Water Watch,<sup>266</sup> “\$547 million was spent on lobbying and campaign contributions to ease GE [genetic engineering] regulatory oversight, push GE approvals and prevent GE labeling.” The same study also outlines potential risks of GE foods, from increased allergies and the rise of so-called superweeds to “unknown long-term health effects in humans” and ethical concerns and non-GE-crop contamination. Still another study<sup>267</sup> mined the cord blood of pregnant Canadian women and found that 80 percent contains a pesticide put into GMO corn by Monsanto. Regardless of what issue has you up at night, look for 2012-13 to be a pivotal time for America, its leadership and its place on the world stage.



5 for PR

**W**ith the notion of media being redefined by the second and the new news being reported by you, me and everyone in between, look for the next generation of PR professionals to be generalists of sorts: part content provider, part media relations guru, part transparency expert and part CSR gospel preacher. The net-net of all these responsibilities? It's a pretty cool time to be a PR professional, as long as you're up for the challenge: Peak Communications forecasts a 24 percent growth in PR jobs<sup>268</sup> by 2018. That's great news, but in the immediate future the PR industry will need to seriously deliver on its strategies to get ahead. We're calling it **play me, then pay me**. The meaty, painful hangover that matters most for 2012 is the overwhelming global debt that cramps growth for business and affects consumer spend. In this tough environment, those who deliver PR plans and measurable results will be better able to stay in business; watch the introduction of serious "contingency element compensation," in which a component of fees is directly linked to results. In a similar vein, it's no secret that the "hope" generation has been a bit disappointed of late, with job growth at a crawl and the United States in the midst of an identity crisis (downgraded credit rating and all), so look for **PR to take a hopeful turn** as ordinary citizens, journalists and brands alike are looking for stories that will put a smile on their faces—think human interest, inspiring tales of reformation and perseverance gone public. We need some optimism to boost our spirits (and our retail numbers). Whether optimism is your strategy or not in 2012, think about the explosion of **personal gaming as a piece of the PR pie**, because the PC gaming hardware

market<sup>269</sup> should reach \$27 billion in 2014, according to Jon Peddie Research. Marketers are investing heavily in the notion that online games are a huge driver of sales; McDonald's, for instance, temporarily relaunched<sup>270</sup> its cultish McRib with a buzzy game on Facebook,<sup>271</sup> the Quest for the Golden McRib, which challenged McRib lovers to chart their progress using the #McRib hashtag on Twitter. As a profession where those on the outside have accused us of always playing games, it's time to prove them right. Look for social games and video gaming to continue to be another way to reach consumers, including coveted demographics such as boomers and Xers. And if you're looking for ways to elevate your brand stewards and C-suiters, have them versed in **all things political**. In the hotly contested presidential election (and many, many others both national and local), the press will look for as many spokespeople as possible to comment on the state of the world and how it pertains to brands. So start specializing now, because stories about politics are going to be big news in 2012. Speaking of campaigning, a **Chinese definition of news campaigning** will creep into our total awareness of the rise of constant communications. Markets in the Far East will grow faster than those in the West: China's GDP growth could be 6 percent in 2012, compared with less than 2 percent for the U.K. But in China, news is not necessarily what's currently happening; it's what has not already been reported. Thus, the best PR campaigns will be devised with the residual benefit of stories that continue to appear for weeks across the country's media.

P.S. The virtual PR office is being redefined as it heads straight for the cloud—and gets carried around in our purses (and nurses).

5

for

Real Estate



**A**s we continue to redefine the very notion of “value” in this uncertain economy, and with protesters angry at just about everything, it’s hard to think of a single segment of business more affected by talk of a triple dip<sup>272</sup> than real estate. How we work, live and define home will continue to shift in 2012, with many trends on the horizon that will change real estate. One trend we’ve been tracking for a while is the notion of **renters envy**, but don’t think that a monthly lease is necessarily the way to go. True, the renters market in cities such as New York is exploding, but Moody’s Analytic Data shows it makes more sense to buy again, as the ratio of house prices to yearly rents is almost back to its pre-bubble average. Houses are also more affordable now<sup>273</sup> than they’ve been in the last 40 years, thanks to ultralow mortgage rates. (Needless to say, though, the rent cycle will continue for quite some time as many in the workforce who have been laid off are stuck with a mortgage they can’t afford and often turn to renters to help pay their mortgage when they have to move to another city in search of a job.) **Real estate will get gray** this year as more and more boomers transform the very notion of home in 2012. The senior population is growing rapidly, but demand for senior housing exceeds the capital needed to build such units. Moreover, many boomers would rather move in with their families to not only save money but also be around the ones they love and stay away from old-age homes that make them feel, well, old. And because today’s boomers are healthier and more fit and young at heart than seniors of the past, perhaps retirement (and 55-plus) communities need some rebranding. Homes near hospitals and medical

offices will be popular, especially if integrated into mixed-use neighborhoods with shops, restaurants and services. A recent Coldwell Banker survey<sup>274</sup> said 80 percent of its agents have noticed older boomers looking to trade down for a smaller home, not to save costs but to live a simpler life. On the flip side, 31 percent of younger boomers, aged 47 to 55, would like more space, to accommodate children not yet ready to leave the nest. And speaking of empty nests, **Gen Y is changing the game** when it comes to real estate. With few job prospects and mounting student loans, more and more millennials will move back in with mom and dad, and multigenerational households will take hold, according to a new report<sup>275</sup> from the Urban Land Institute. The report goes on to talk about how millennials will prefer living in smaller homes that are close to work; they're choosing an easier commute and better quality of life over big spaces. "Redefined spaces" will be another phrase to watch for, as technology and the ability to work from anywhere (thanks to cloud-based storage and the continued proliferation of smartphones) mean **home and office** will increasingly exist in one space and allow telecommuting to go 2.0. Builders will follow, looking for ways to satisfy renters and buyers with spaces that include a home office, or at least a retooled second or third bedroom. According to the Urban Land Institute,<sup>276</sup> "Large multifamily residential properties may profit as much from adjacency to office supply stores as to supermarkets and cleaners." But what about workspaces for those of us who still have to leave home to get to our job? Look for Gen Y to wield some influence there, too: Tech firms such as Google and

Facebook are moving to urban locations to attract young talent who prefer an urban lifestyle and are giving their office design some cool makeovers. At Facebook's Palo Alto, Calif., headquarters, employees can customize their own spaces by tagging the walls, rearranging furniture and adding artwork. The social media giant's offices also include lots of spaces for collaboration and many shared spaces available—plus a DJ area. Look for offices overall to be less full as they transform<sup>277</sup> into “meeting places more than work places.” When thinking of reconfigured spaces, what's happening among the billionaire crowd in Mumbai is nothing short of fascinating: the rise (pun intended) of the **skyscraper mansion**, with India's super-wealthy employing a nowhere-but-up aesthetic to monster homebuilding. The Singhamia family, for instance, owners of the Raymond Group of textile and apparel companies, has constructed a 36-story house (with more to come, reportedly) that towers over the city. Often blanketed in secrecy, perhaps because of the neighborhoods filled with stark poverty below, homes of several other Mumbai tycoons are tall orders, too: Venugopal Dhoot, chairman of Videocon Industries, says *The New York Times*,<sup>278</sup> is constructing a 12-story tower; Mukesh Ambani, chairman of Reliance Industries, also a textile producer, whose \$27 billion fortune ranks him as one of the richest men in the world, has built a 27-story house<sup>279</sup> that features nine elevators, a spa, a movie theater and three helipads. The Ambani family has not moved into the year-old tower yet—because its *vastu shastra* (a Hindu version of feng shui) is off, according to various reports.<sup>280</sup> How's that for a twist on the “empty nest”?



for

# Shopping/Retail



**A**s the economy continues to modify the way many of us work, shop and live, expect to see the very notion of “value” shaken up in 2012 and 2013. What is valuable to us as a culture, as a family, as an individual? What do we need and what can we live without? What is having a “valuable” experience all about? Perhaps no sector is a better barometer for this new notion of value than retail, and its offer: shopping. And no conversation about shopping trends would be complete without mentioning **shopping under the (tech) influence**. Virtual shopping is going to change the game when it comes to how we make purchases, and Microsoft’s Kinect is leading the way.<sup>281</sup> Kinect technology, first employed in gaming, is now being used to create virtual fitting rooms wherein 3-D models of our bodies can try on clothes online. How will augmented reality play into bricks-and-mortars? Some brands are thinking of making this technology an in-store mainstay. Macy’s installed a Magic Fitting Room<sup>282</sup> in its Herald Square store in New York City. Within minutes, shoppers were trying on the most popular tops, dresses and jackets, creating as many as 16 outfits that could be stored in a digital closet, then shared on Facebook and by email. And Swiss watchmaker Tissot ran an interactive display<sup>283</sup> in a Harrods window, inviting passersby to try on watches. Even Twitter is getting in on the digital shopping craze; the Tweetalicious app<sup>284</sup> offers the shop-obsessed an easier way to sift through discounts from favorite retailers and brands by aggregating all the deals shared on Twitter into one stream based on your tastes. Mobile shopping, aka m-commerce, is also gaining ground. French Connection, Zara, Mulberry and Marks &

Spencer all allow their Facebook fans to browse products on their Facebook and mobile phone, with many retailers sure to follow suit in 2012 and 2013. Another trend on our radar is **hotetail**. Look no further than New York City's Ace Hotel as a stellar example of how hoteliers can surf the blurring of traveling, shopping and living (its partnership with cool retailer Opening Ceremony has been a big success with hipster travelers). Other hotels getting in on the act? The W has terrific boutiques in its hotels, the Standard sells everything from CDs to sarongs in its locations (and with an eye toward local), and Le Meridien is transforming its lobbies<sup>285</sup> and common spaces to "Hubs"—creative, art-filled gathering places designed to inspire and draw guests out of their rooms. Experience really is everything these days.

Another cool trend taking shape in retail is an extension of the heritage movement of the last few years; let's call it **retail goes home**. This subtle nod to creating a homey vibe in-store serves two purposes: giving customers a respite from their own lives while offering a more intimate look into the lives of brand designers. Marc Jacobs' BookMarc is filled with the designer's favorite tomes, and high-end Jimmy Choo has sofas and accessories found in the designer's own apartment, while the staircase in Christian Louboutin's London shop is a replica of the one in his home, adding an intimacy and personalization to the shopping experience. And with an increasing interest in all things artisanal and organic, look for **flea market fever** to strike (à la Brooklyn Flea and London's Portobello Market) in lesser-known nabes as a way to satisfy those looking for homemade, vintage and up-and-coming designers

while embracing all things local. Could flea markets be the new malls in 2012-13 as young and old gather to shop and eat in a less commercial setting? Cities from Buffalo to Barcelona are hosting fleas full of indie vendors that cater to a hipster crowd. In big-business news, expect **a continued expansion into China** for major brand retail. Nike Brand President Charlie Denson recently said<sup>286</sup> that the company will continue to invest heavily in the world's most populous country. Nike—the planet's top sportswear maker—plans to double sales in China by 2015 and add to its roster of more than 7,000 retail stores there already. Note to brands looking to sell their wares to expanding markets such as China and India: Just do it.



for

# Social Media



**T**oday, 98 percent of U.S. adults aged 18 to 34 use social media in a typical month. The study<sup>287</sup> that recently revealed that information, conducted by Experian Simmons, estimates that roughly 129 million people—41 percent of the total U.S. population—are using social media to reach out and touch someone. There has been no other medium more powerfully affecting how we connect than social media, and its impact will continue to pack a punch in 2012 and beyond. The **rise of the social consumer**<sup>288</sup> will have a huge influence on how we purchase goods and services next year. There's power in numbers when it comes to views on value, quality and experience, and social media has given birth to a new generation of savvy consumers who like to share. Recent data from M Booth and Beyond shows there are two types of consumers on SoMe these days: high sharers (20 percent of online consumers) and low sharers (the remaining 80 percent), with marketers targeting high sharers for their influence and product recommendations (they recommend products three times more than low sharers). Plus, 53 percent of consumers use Facebook to interact with a brand, while 40 percent of social consumers liked a product on Facebook. There's also big evidence that today's social shoppers are becoming their very own brand advocates and reviewers: One-third wrote a product review online. Most interestingly, Facebook has big power when it comes to baby brands, YouTube is handy for music marketers, and review sites pack a punch for electronics brands. Look for the culture of influence to keep affecting the way we buy in 2012, as we continue to seek approval from the "experts" in our lives: our friends in our

extended social networks. Today's educators are also realizing the power of social networks, and **social academics** will be the next big way to teach. Because Facebook started on a college campus, look for the social giant to go back to its roots, this time as educational tool. Says Peter Carr,<sup>289</sup> a social media for business professor at the University of Waterloo, "The new modern philosophies of education would say it's important to have students working in groups, interacting with each other and the professor and learning the content together." And what's more, professors are creating Facebook pages for their courses so that students and professors can share information and exchange ideas. Some professors are even taking to Twitter to answer questions or create an onscreen forum for discourse—all during class. Look for more social networks and giants such as Skype and YouTube to interact with academics and devise ways to educate students where they live, in the classroom and beyond. And if academics are segmenting social, it's further proof that such networks build communities and can get micro. **Social will go hyperlocal** in 2012 as we continue our fascination with local news and connecting with those in our real backyards. A new startup in San Francisco is looking for a piece of the (local) social networking pie. Nextdoor<sup>290</sup> is a community network with local recommendations for goods and services, and with digital garage sales, and there are rules: If you don't live in the neighborhood, you can't join, and you must use your real name to create community trust and build relationships. Businesses and institutions are jumping on the local bandwagon, too; Stanford University, for instance,

is launching a private, internal social-networking service, called CAP<sup>291</sup> (for Community Academic Profiles), to encourage community in the School of Medicine. Plus, HR departments across the board are getting employees to talk to each other; in the past 18 months, private cloud-based social networking services<sup>292</sup> such as Yammer, Chatter, Huddle and Jive (all taking cues from Facebook) are putting watercooler conversations online. China is running with the local trend by going from “Made in China” to **“Created in China 2.0”**—in other words, the country’s social media influencers are innovating in their own unique environment. Social networking services (SNS) in China aren’t copycats but are pioneering a unique landscape that will just keep evolving. And the rate of growth across those services is extraordinary—which is good news for marketers, because Chinese consumers are almost six times more likely to trust brands they engage with on social networks than U.S. consumers are (46 percent vs. 6 percent).<sup>293</sup> We also see SNS content becoming increasingly more visual compared with their Western counterparts. In the near future, Chinese SNS will very likely influence Western social networks. No conversation about social media in 2012 would be complete without discussing how social media will affect the **U.S. presidential election**. With Obama’s brilliant social strategy the first time around, it stands to reason that candidates desperate to connect with today’s potential voters (of all ages<sup>294</sup> and in both major parties<sup>295</sup>) need to get social. President Obama just added a Tumblr account<sup>296</sup> to his roster of social media profiles—and, according to Mashable, the choice is significant, as

Tumblr is often thought of as more casual and approachable than some other social sites and blogs. Other significant news, with more like it to follow, is Mitt Romney's hiring of Zac Moffatt as his campaign's digital director. No matter the candidate's point of view, there's no question that there's great power in numbers when it comes to getting that POV across to large groups who are willing to spread the love (or, of course, digitally knock someone down if they don't like what he or she has to say).

geek.



for Tech

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**W**ith the death of Steve Jobs and his biography making every best-seller list (and downloaded on iPads, naturally), many are left scratching their head as to what is next for tech (there's talk of an Apple TV set).<sup>297</sup> Tech watchers will surely be watching how the new iChief, Tim Cook, will fare, but here are some other things to look at in the world of tech for 2012. We assume you already know the cloud is the big news, with all of us storing our vitals on a fluffy cloud in the (virtual) sky, but what else is trending? Although it has been said that the world is quickly becoming a woman's domain, as women make strides in the workplace and manage to balance family and work life, curiously, tech fields have always been the domain of the menfolk. But that's changing, and look for 2012 to be the year of the **geekette**, with women such as 28-year-old Rachel Sterne, who reigns supreme over New York City Mayor Michael Bloomberg's digital efforts with the coveted title of chief digital officer. She even earned a recent profile<sup>298</sup> in *Vogue*, complete with designer duds, high heels and smart thinking. And in April 2011, Caroline McCarthy, formerly a social media writer at CNET, joined Google<sup>299</sup> in New York as a staffer on its Trends and Insights Team. Rachel Sklar, another young and attractive woman drawn to tech, is editor-at-large for *Mediaite.com*,<sup>300</sup> a site about media and tech and everything in between. Plus, IBM has named Virginia Rometty its first female CEO<sup>301</sup>—so it's not just startups that are calling out to females in this tech economy. Maybe it's because women excel at communications and have the gift of gab, but look for women to succeed in everything from startups to media

gigs when it comes to all things tech. And on the **personal connectivity** front, 2012 will continue to be a stellar time for social media. Take TenCent,<sup>302</sup> the largest social network in China, with more than 500 million members. But TenCent is more fantasy than reality; members use virtual names, virtual identities and virtual photos or avatars. On social networks from Beijing to the Bay Area, consumers will be especially interested in reading reviews that will help them trust brands, starting with holiday purchases and extending as far as social media will take them. In India, personal connectivity will be booming. According to the Efy Times,<sup>303</sup> by 2020 about 1.5 billion devices will be connected, including mobile phones, tablets and other machine-to-machine connected devices. The number of smartphones in use will grow fourfold between 2010 and 2015, to 101 million. Mobile-connected tablets will grow to 9.9 million. In fact, **“Got tablet?”** could easily be the ad campaign of 2012. Tablets will contribute to a growing work-life blur as employees bring their personal tablets and smartphones to the office to complement their work-issued machine. Biggest watchers of the tablet trend will be the publishing industry (about 10 percent of all new U.S. book sales are digital, led by textbooks, children’s books and travel guides). And the PC industry: Tech forecasters estimate that the sale of 35 million tablets<sup>304</sup> in 2011 could reduce PC sales by 11 million to 28 million units. And where will the next Silicon Valley be? Look for the race to begin, with smart bets on Pittsburgh. With a good cost of living and great schools such as Carnegie Mellon, **Pittsburgh is going tech**, and local

entrepreneur Sean Ammirati,<sup>305</sup> the founder of mSpoke, is working hard to make that happen while promoting local talent. Ammirati is working with a team of entrepreneurs and business leaders on a program called Innovation Happens.<sup>306</sup> So expect those robotics majors at CMU to stick around after college and build the next great tech city—and some robots to boot. Speaking of robots, look for **robotics to rule** on the tech innovation front next year. In October 2011, Stanford researchers created a stretchable, transparent skinlike sensor that they say, according to ZDNet,<sup>307</sup> “could be used in making touch-sensitive prosthetic limbs or robots, for various medical applications such as pressure-sensitive bandages or in touch screens on computers.” A new automobile is being tested with robotics that have sensors that signal the blind.<sup>308</sup> Domo arigato, Mr. Roboto, indeed. It’s going to be a very techy year.





5

for

Travel

In spite of so much gloomy talk about the economy, the travel industry remains triumphant, buoyed by waves of innovation and new tactics for targeting customers who are anxious for a getaway to disconnect, regroup or de-stress. The travel world is abuzz with ethnic travel (think cooking classes in the Mekong River delta), the rise of the yurt<sup>309</sup> (such as those in Big Sur's Treebones Resort) and a pushback against staycations as we all get bored with "being here" (at this point, we're ready to be anywhere but here). With China all over the news as the next great superpower and a generalized wanderlust after years of staying home, look for an unprecedented interest in **venturing east**<sup>310</sup> as all things China (and India) become the rage. According to David Scowsill, CEO of the World Travel and Tourism Council, "The growth of China outbound travel is moving at a huge pace ... [about a] 20 percent increase every year. And the number of outbound Chinese travelers hit 58 million last year." On our side of the pond, U.S. hoteliers are preparing<sup>311</sup> to receive a growing number of Chinese tourists and business travelers by offering updated menus to accommodate tastes, hiring bilingual staff and providing Chinese television stations. Plus, **sustainable travel** will be an increasingly hot topic in the years to come, as the greening of hotels<sup>312</sup> takes the tourism world by storm. In the U.K. alone, a survey conducted by Knight Frank found that one-third of hoteliers want to install energy-efficient green technology,<sup>313</sup> such as solar panels. Not only does going green save money and energy, but it also promotes a positive image to potential guests who are looking for social responsibility in every

area of their lives. In another area of green travel, don't be surprised if in the next few years families take their urban/suburban gardens one step further by going on **farmcations**; think staying at sustainable farms where families can learn to grow their own foods in a nod to 2012 survivalist fervor and to the need to know what they're eating and to pay less for healthy food. More niche travel will surely take hold as travel-and-tourism types figure out that marketing specifically to **boomers and those 65 and older** will have big implications for their bottom lines as more of this coveted demographic enjoys their "second act." (And no doubt, as more gay marriage laws get passed, a whole new area will open up for those looking to target honeymoon packages specifically to same-sex couples.) But the biggest travel trend story will be the complete **domination of travel gone digital**. More and more would-be travelers will take to social networks to make informed travel decisions. Mobile, too, is exploding in the vacation realm, offering a custom experience to suit each traveler's needs—everything from looking up flight times and checking bags at the airport to locating the best restaurants, shops and museums in an unfamiliar city. With apps to steer your every move, mobile will become everyone's most trusted travel agent.



for

# Wellness and Well-being



**T**here is increasing convergence between the notions of health and wellness, the experience of psychological well-being and the influence of the economy. In economics, influential people are **questioning the value of GDP**<sup>314</sup> (gross domestic product) as a way of measuring the economic health of a country. One of the criticisms is that it puts all economic activity in the plus column, even when the activity involves rectifying the damaging effects created by some economic activity—such as fixing a wrecked car, cleaning up pollution or dealing with public health problems such as overweight and diabetes. Another is that it only measures activity where money changes hands; buying your food gets added into GDP but growing your own food doesn't. Superficially, that's understandable, but on deeper consideration it doesn't make sense. In the lingering hangover of the credit bubble and economic bust of 2007-08, people high and low have been questioning the costs and consequences of pursuing economic growth pure and simple—especially when much of the economic growth of the bubble years was fueled by consumer debt. There has been **serious interest in the notion of gross national happiness**,<sup>315</sup> pioneered by the Himalayan kingdom of Bhutan. In fact, in July 2011 the United Nations adopted a resolution<sup>316</sup> calling on member states to “give more importance to happiness and well-being in determining how to achieve and measure social and economic development.” Skeptics inclined to regard this as idealistic waffle might care to bear in mind that the U.S. Declaration of Independence<sup>317</sup> specifies “Life, Liberty and the pursuit of Happiness” as unalienable rights. Interest in

thinking different about quality of life has also been stimulated by research showing that above a certain level of income, more money doesn't lead to great wellness or well-being. In 2010, University of Southern California Professor Richard Easterlin published an update<sup>318</sup> of his landmark 1974 study about the relationship between income and well-being. Looking at 37 countries of a range of economic statuses, with measurements over an average of 22 years, the new study found that happiness ratings within a country don't rise with income. This is the so-called Easterlin Paradox;<sup>319</sup> increased income doesn't correlate with increased happiness. To paraphrase Easterlin, increasing well-being might require more focus on **enhancing personal factors such as health and family life** rather than accumulating more material goods. That's just as well, at least in most Western economies, because the longer the economic crisis and jobless recovery drag on, the more people are easing off retail therapy and seeking happiness in other ways. This raises two questions that have been engaging people for thousands of years, and particularly over the past decade: What is happiness, and how do you achieve it? It's an issue that has spawned a whole sub-industry of self-help books and seminars since the 1960s. Only in the past decade or so, however, have researchers, academics and healthcare professionals looked at the issue systematically and scientifically. Some solid answers are coming from the emerging field of **positive psychology**, centered at the University of Pennsylvania,<sup>320</sup> which is concerned with identifying the "strengths and virtues that enable

individuals and communities to thrive,” according to Penn’s Positive Psychology Center. Specialists in the field are finding that hedonistic experiences of pleasure such as a new gadget, a full belly or a great massage do *not* lead to greater life satisfaction; conversely, pursuing personal growth, developing potential, achieving personal excellence and contributing to the lives of others create a more enduring sense of well-being, or eudaimonia.<sup>321</sup> This somehow makes sense, although it goes against the grain of the past 30-plus years. Until recently, it was pretty much taken for granted that happiness would come from more material abundance, more great-value consumer products and increasing consumer choice. But not only does ever more money to buy increasing amounts of stuff not lead to ever more happiness, it’s now becoming clear that we might have so much consumer choice that it’s making people feel more anxious. It turns out that in this go-go-go, always-on, 24/7 hyperconnected world, people in all walks of life in all countries are vulnerable to **decision fatigue**.<sup>322</sup> Quite simply, the more decisions people have to make throughout the day, the more tired their brains get, until eventually they resort either to rash, do-whatever decisions or cautious, do-nothing decisions. No wonder 66 percent of respondents in a recent Euro RSCG survey of 19 countries agreed that “Most of us would be better off if we lived more simply,” while only 8 percent disagreed (68 percent versus 7 percent in the United States). One of the many effects of decision fatigue is that people have progressively and measurably less willpower the more decisions they have to make; that’s bad news for weight watchers who have to walk past the impulse

purchase shelves near the supermarket checkout, and it plays against people intending to go for a run when the TV and sofa beckon after a long day of work. On average, people spend an exhausting four hours every day resisting temptation. Giving in to it has stressful negative effects on wellness, well-being and self-esteem. According to Florida State University social psychologist Roy Baumeister in his book *Willpower: Rediscovering the Greatest Human Strength*,<sup>323</sup> the smart approach is not to rely on willpower to salvage situations at the last moment. Instead, develop strategies to avoid temptation and stress. Doing this effectively creates an all-round win-win on every front where it's applied: better health and fitness, less stress, greater self-control and enhanced self-esteem.



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## **About Euro RSCG Worldwide**

Euro RSCG Worldwide is a leading integrated marketing communications agency and was the first agency to be named Global Agency of the Year by both *Advertising Age* and *Campaign* in the same year. Euro RSCG is made up of 233 offices in 75 countries and provides advertising, marketing, corporate communications, and digital and social media solutions to clients including Air France, Charles Schwab, Citigroup, Danone Group, IBM, Kraft Foods, Lacoste, L'Oréal, Merck, PSA Peugeot Citroën, Reckitt Benckiser, Sanofi and Volvo. Euro RSCG Worldwide is the largest unit of Havas, a world leader in communications (Euronext: HAV.PA) (Paris: HAV.PA).

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