

NOT ANOTHER *FUTURE OF ...* REPORT?!?

Ok, yes it is. But also tips on
what how to activate trend
insights...

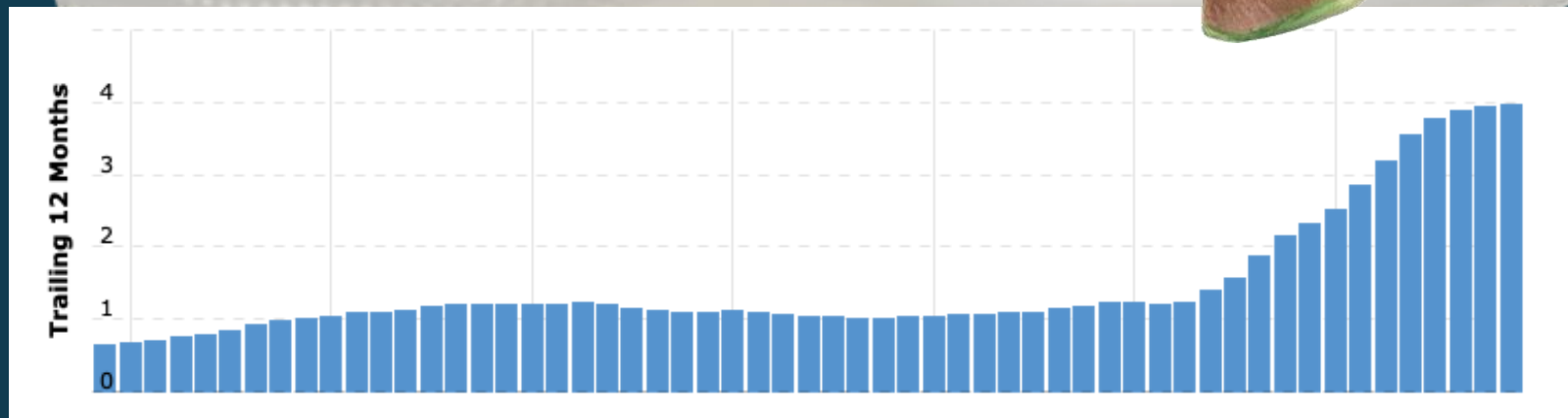
Matt Carmichael

Quirks NYC 2024!

**Let's start with
something
*trendy.***



Sometimes a
“trend” is a fad,
or just a
product



Not all fads are
even really
fads...

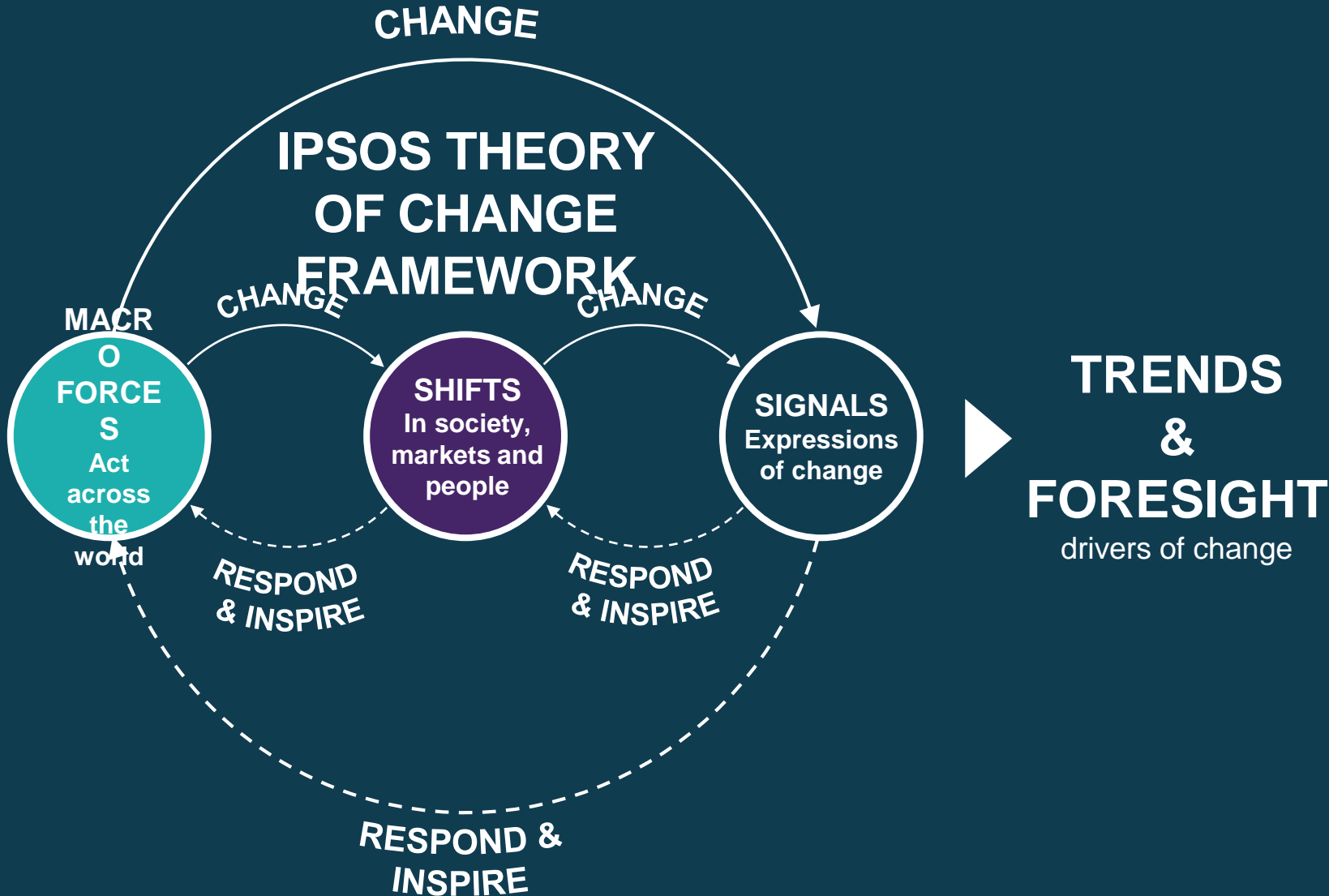
One Part Mr. Peanut, One Part Hipster Chic The Monocle Returns as a Fashion Accessory

By ALLEN SALKIN MARCH 5, 2014



The monocle has returned as a fashion accessory, as modeled here by the rapper Jose Vega.
Stephen Morton for The New York Times

Trends do not exist in a vacuum





Matt Carmichael
SVP, Global Trends & Foresight
Editor, What the Future

What we're going to talk about...

1 ~~What's a trend anyway~~

2 **Shopping** trends that matter.

3 **Creativity** trends that matter.

4 **Activating trends within your teams**

5 **Activating trends in your organization**

WHAT THE FUTURE: SHOPPING



**We are moving from
Omnichannel into
Omnipresent and
Omniscient retail.**



As people deal with the **overwhelming** world around them, winning brands will appeal to their **individualism**, build **trust** and help them see **their future**.



51%

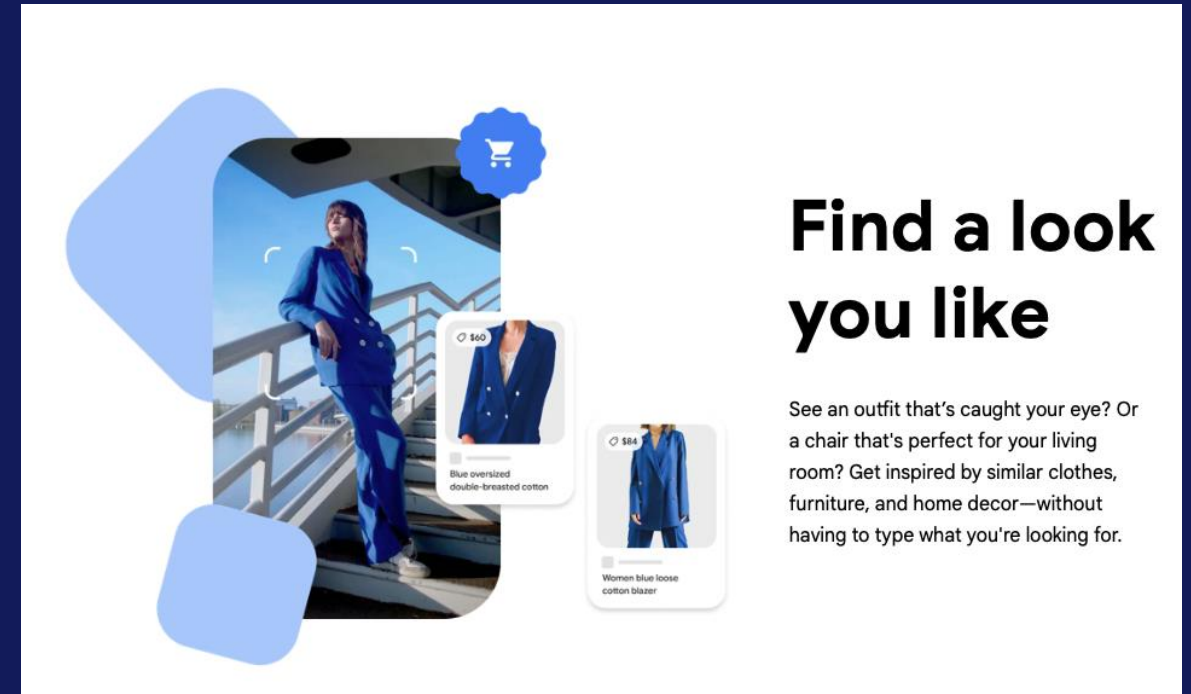
of Americans ages
18 to 34 say they
purchase items the
moment a new
product is released.

(Source: Ipsos survey conducted Mar. 19-20, 2024,
among 1,120 U.S. adults.)



Now imagine a world where....

Connected devices and AI combine to let everything you experience virtually or in reality become “shoppable.”



But of course, some of that already exists.



Key questions for the future of **SHOPPING**

- What will your retail real estate “portfolio” look like?
- How will you recruit and retain a diverse consumer base?
- How do you tap into your most passionate customers, and can they create a community?
- Can your products take on a second life or be made more sustainably?
- Will your customers be able to afford to buy All the Things?

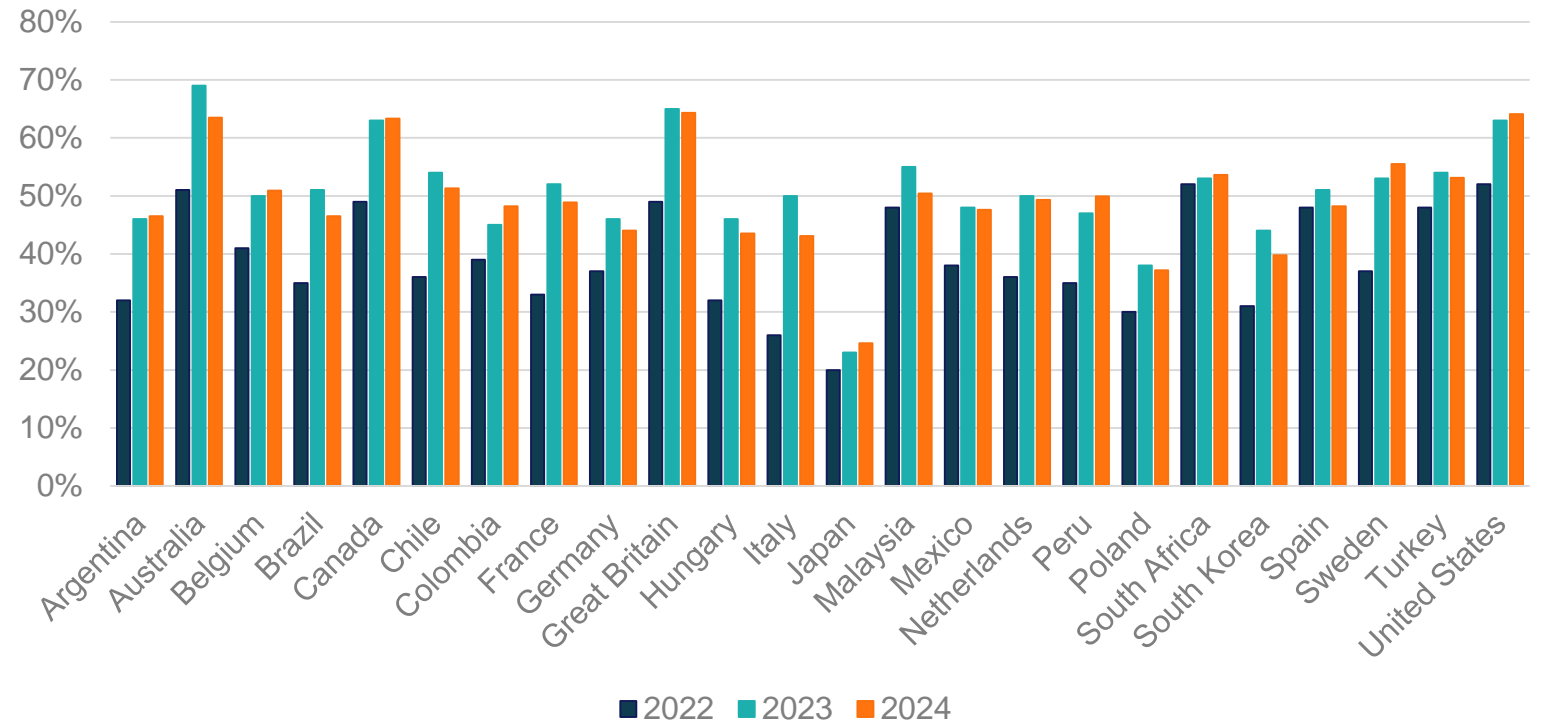
WHAT THE FUTURE: CREATIVITY





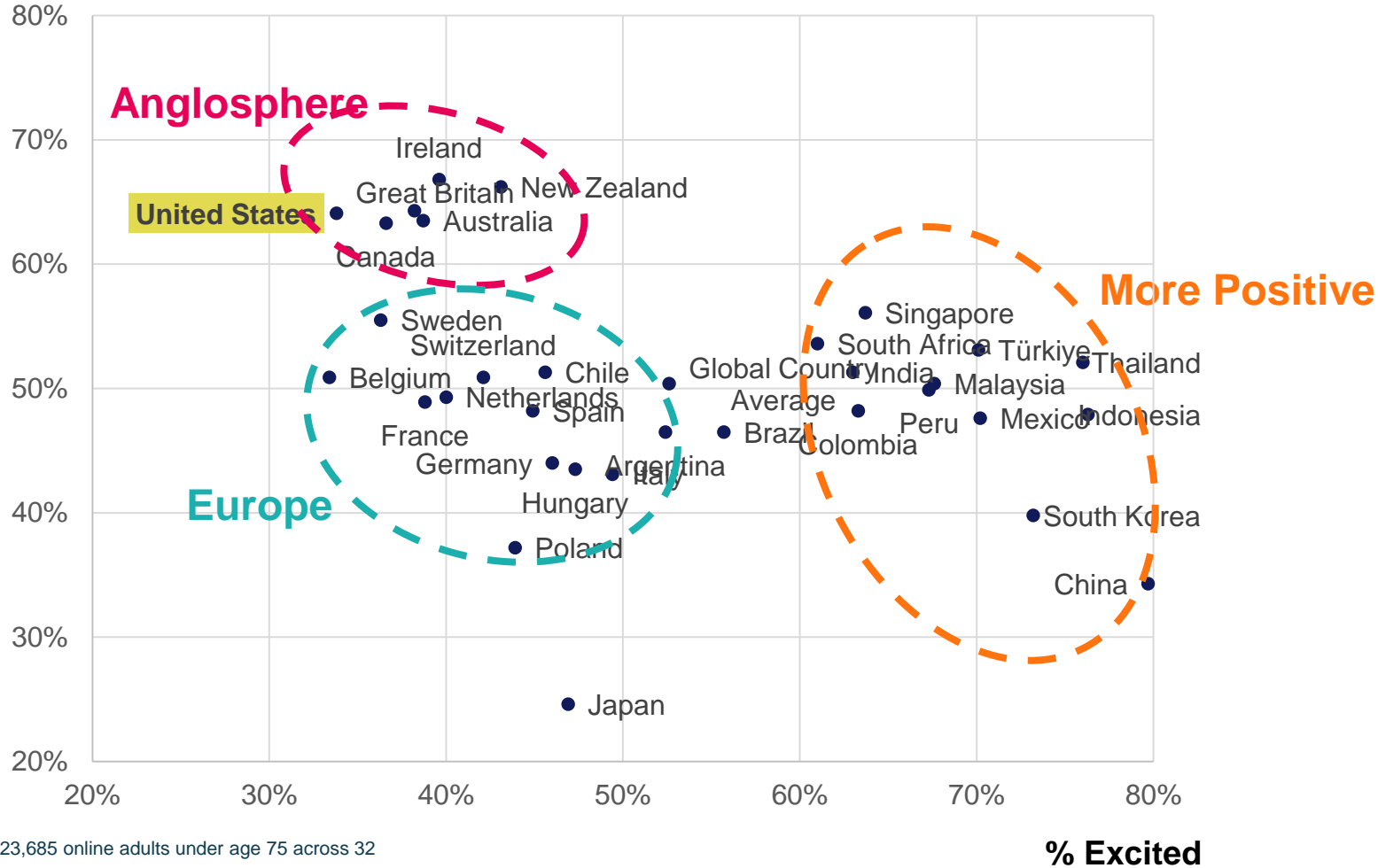
TechnoWorry: Peak, or Plateau?

AI makes me nervous...



Not all markets are as nervous as the U.S. is

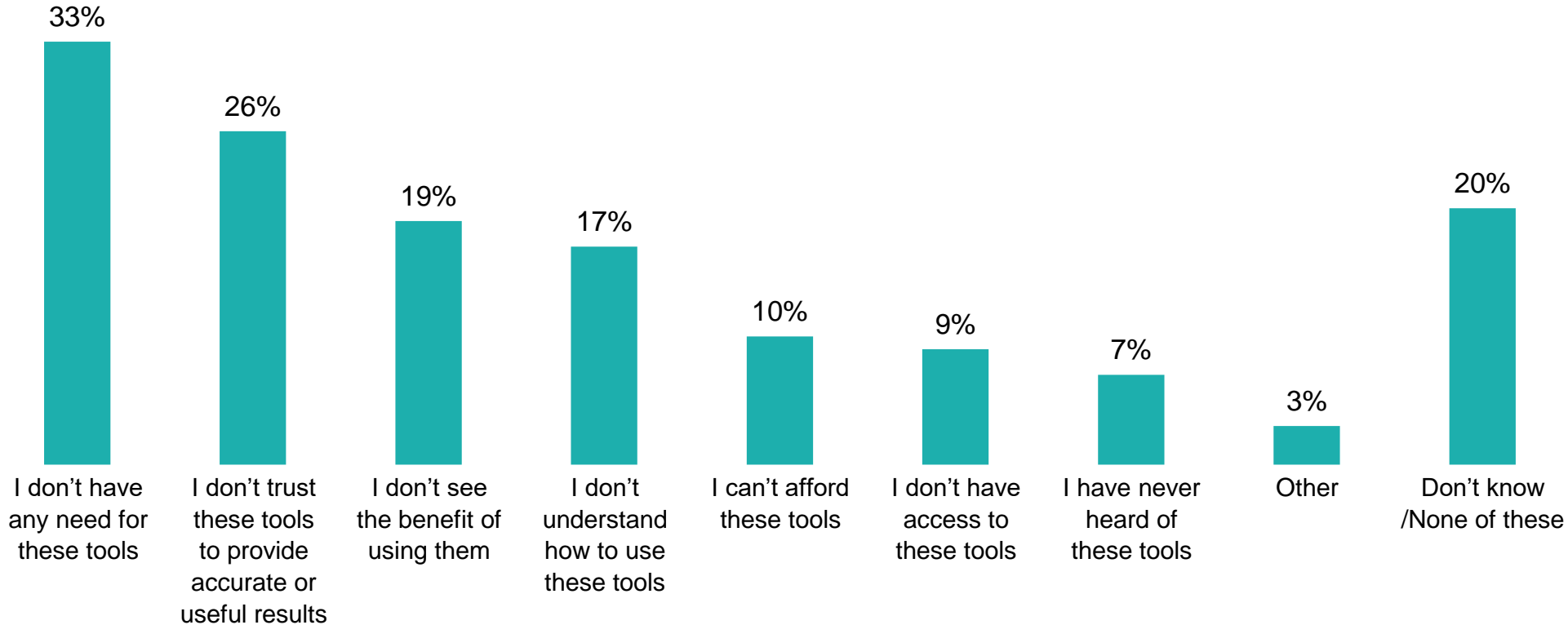
% Nervous



Base: 23,685 online adults under age 75 across 32

Perceived lack of benefits the biggest barrier to GenAI adoption

Q: When thinking about generative AI tools like Chatbots, content or image generators, or assistants, which of the following, if any, keep you from using it more than you currently do



Source: Ipsos Consumer Tracker, fielded June 25 – June 26, 2024 among 1,085 U.S. adults.

Technotrends are driven by this tension: People are experiencing **Technowonder**.

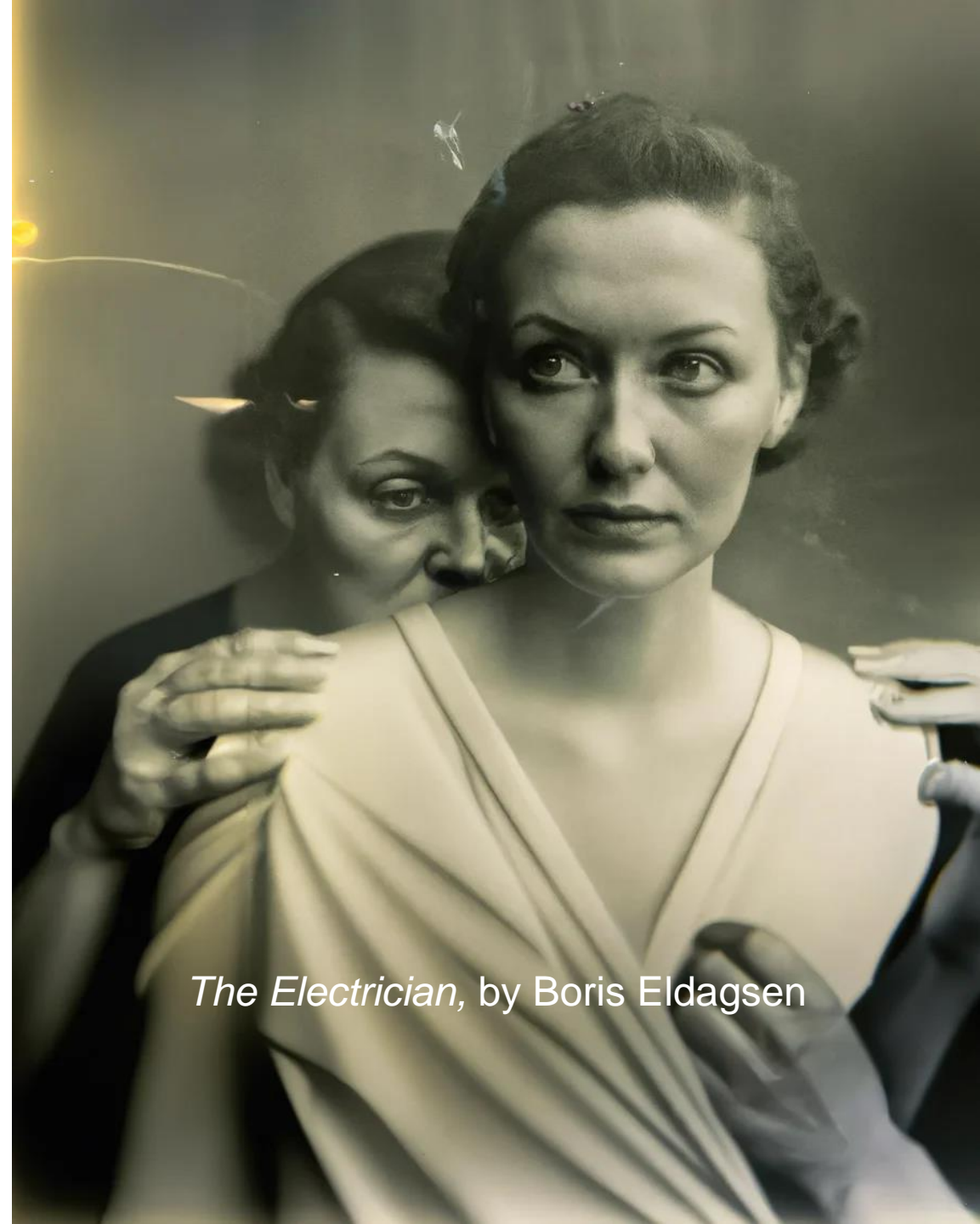
They both think that tech is destroying our lives, but also that it is the only thing that can save us.



Worth 1,000 words...



FLAMING ONE, by Miles Astray



The Electrician, by Boris Eldagsen



Key questions for the future of **CREATIVITY**

- How do you balance the wonder and worry in what you create?
- Can you help people be creative?
- Can you keep your brand voice authentic as marketing messages (and disinformation) proliferate.
- For platforms, there are opportunities in curation.
- For creators, what's the balance between human + AI?

From insights to activation **in your team**

Curate

Tell a data story

Run a workshop

Let people imagine

Keep it going... and make
time for the future



From insights to activation **in** **your** **organization**

Know your audience

Do the work

Play!

(We can help!)



Three key points layout

1

Shopping is moving from omnichannel to omnipresent and omniscient.

2

Creativity will be a balance between human and AI, but that discussion won't last.

3

Activating is about telling stories – build an arc, draw them in, know your audience and bring the insights to life.

GLOBAL TRENDS

The largest
public survey
in Ipsos history
with over 52,000
interviews:

50

Global markets

74%

Of the world's
population

90%

Of the world's Gross
Domestic Product

**When you imagine possible
tomorrows, you ask better
questions *today*.**

