# OCTOBER 2017 SNAPSHOT

# WELCOME

to the October 2017 Monthly Snapshot. It offers a curated glimpse into the innovations added to the Inspiration Dashboard this month. It includes:

CONSUMER TREND CANVAS: UNPACKED

A worked walkthrough of the Consumer Trend Canvas.

Use it to inspire your next ideation session!

### **MEGA-TREND HIGHLIGHTS**

As selection of new innovations arranged under the 16 mega-trends in our Trend Framework.

### **INDUSTRY HIGHLIGHTS:**

Examples of best practice from 15 B2C industries.

Enjoy

### **SEE ALL OCTOBER'S NEW EXAMPLES »**



### ONLINE

View all new trend examples in the Innovations Database, indexed by trend and industry.



### **POWERPOINT**

Download this month's Featured Examples, categorized by mega-trend and great to present to your team or clients.

### ANALYZE

TREND



How are other businesses applying this trend?



## EMERGING EXPECTATIONS

What points of tension and new customer expectations are emerging?



### $\bigoplus$

### **INNOVATION TYPE**

How/where could you apply this trend to your busin



Which deep consumer needs and desires does this trend address?



# All Street of the Consult of the Con

TREND CANVAS

Start converting trend insights into meaningful innovations.

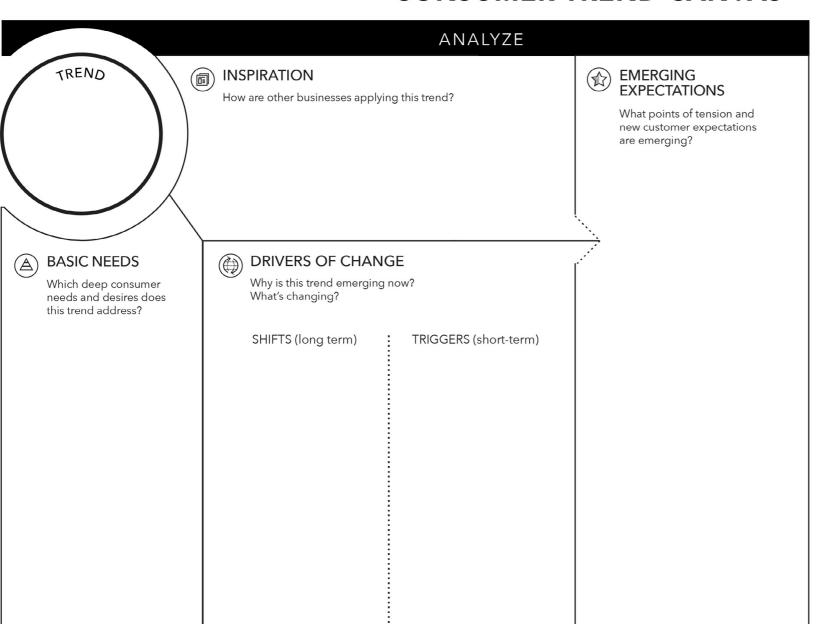


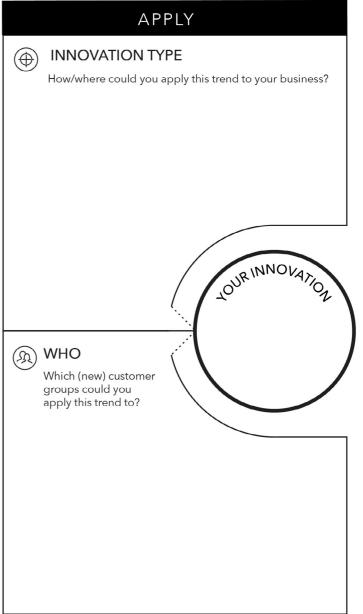
) WHC

Which (new) custome groups could you apply this trend to?

### CONSUMER TREND CANVAS ..... DOWNLOAD THE CTC







# THE CONSUMER TREND CANVAS



# WHAT

The Consumer Trend Canvas (CTC) is an easy-to-follow framework that will help you not only unpack and understand any consumer trend, but also help you apply it to strategically launch successful, consumer-facing innovations of your own. It's designed to be used in workshops or ideation sessions.

# HOW

Step 1: Choose a trend

**Step 2**: Analyze the trend, using the left-hand side of the CTC

**Step 3**: Apply the insights, using the right-hand side of the CTC

**Step 4**: Capture your idea

# ANALYZE

### **INSPIRATION**

How are other businesses applying this trend?
Start with real-world innovations that illustrate
a trend in action. Looking at how other brands
or businesses are applying a trend is an easy way
to tangibly understand a trend and what it can mean
for your customers.

### **DRIVERS OF CHANGE**

Why is this trend emerging now? What's changing? Trends always involve change, but 'change' can be divided into two categories: shifts and triggers. 'Shifts' are the long-term, macro changes playing out across years or even decades. 'Triggers' are more immediate changes that drive the emergence of a consumer trend.

### **BASIC NEEDS**

Which deep consumer needs and desires does this trend address?

Consumer trends are rooted in fundamental human needs. So ask yourself: which basic needs does this trend tap into? If you think the answers seem obvious, you're on the right track: this isn't rocket science!

### **EMERGING EXPECTATIONS**

What new customer expectations are created by the changes identified above?

Trends emerge when basic human needs, external change and new innovations combine to create new consumer expectations. The secret to understanding the opportunities a trend presents lies in identifying the points of tension between what people currently have, and what they want or expect.

## **APPLY**

### **INNOVATION TYPE**

How and where could you apply this trend to your business?

Consumer trends can trigger 'big' and 'small' innovations.

Consider how and where it could impact your business, through the lens of these four areas:

- Brand vision
- Business model
- Product / service / experience
- Marketing / campaigns

### **WHO**

Which new or existing customer groups could you apply this trend to?

Think beyond demographics - it's not about peoples' gender, age,
or income, but about what they do: their needs, desires and expectations.

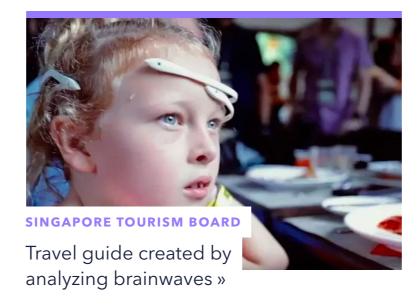
# TRUE SELF

MARMITE

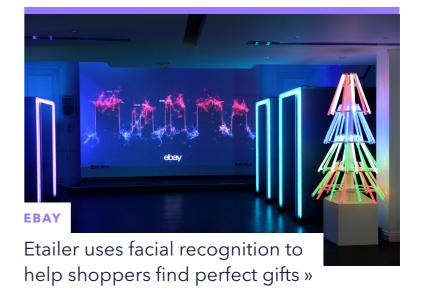
Reserach shows that food preference is linked to genes »

A scientific study carried out in the UK discovered that a tendency to like or dislike Marmite is carried in the genes. The clinical trial tested the saliva of 260 participants - 50/50 men and women - and discovered 15 different single-nucleotide polymorphisms associated with Marmite taste preference. Conducted over 12 months by UK-based genetic profiling company DNAFit, the September 2017 white paper also made it clear that nurture can play a strong part in establishing a liking for Marmite.

Conventional personalization means letting consumers tell you what they want and then giving it to them. Empowering and fun, but limited. Now, a raft of new technologies are allowing consumers to personalize based on deeper, more authentic, and often subconscious aspects of their personalities.



In April 2017, the <u>Singapore Tourism Board</u> measured people's brainwaves to create a travel guide based on emotions. Headsets worn by an entire family whilst on vacation in Singapore recorded their emotional responses to 20 different activities using electroencephalography, which measures brain activity. Scientists compared this data to information the family wrote down in a personality questionnaire to see how different experiences lead to different emotions. The Board hopes to develop this research further to offer tailor-made travel itineraries to tourists in the future.



November 2016 saw eBay open a pop-up store in London using facial recognition to help people find their perfect Christmas gifts. The <u>Ultimate Do Good</u>, <u>Feel Good</u> shop featured a booth where visitors were shown 12 products on screen, with a camera tracking their facial expressions and measuring reactions.

# ANALYZE



### **BASIC NEEDS**

Consumers want to feel like - and be treated as - individuals. They want to know that the brands they interact with understand their unique needs and will cater products, services and experiences accordingly. And let's not forget that consumers are always looking for new ways to satisfy one of the most fundamental human needs: convenience!

### **TRIGGERS**

With AI assistants and other technologies becoming smartphone-standard, consumers are increasingly comfortable using 'spooky tech' and aware of the benefits it offers. Meanwhile, highly effective algorithms (think Spotify's Discover Weekly, which has 40 million users and counting) have accustomed consumers to the idea that brands can discern things about their taste and personality that they didn't yet realize themselves.

**APPLY** 

### **INNOVATION TYPE EXAMPLES**

**Vision:** harness your customer's data and actively weave customizable solutions into every element of your business.

**Business model**: create a smart subscription service, based on consumers' DNA, that evolves with their preferences.

**Product**: launch a responsive product that can be tailored to an individual's mood, previous purchases or interactions.

**Marketing**: introduce a facial recognition campaign that helps customers find the perfect gift.



### **DRIVERS OF CHANGE**

### **SHIFTS**

Always-online consumers are creating ever-richer data trails about their preferences and habits. At the same time, the ease and ubiquity of realworld and digital personalization means that, for many consumers, 'personalized' products and services are a prerequisite – not a luxury.



### **EMERGING EXPECTATIONS**

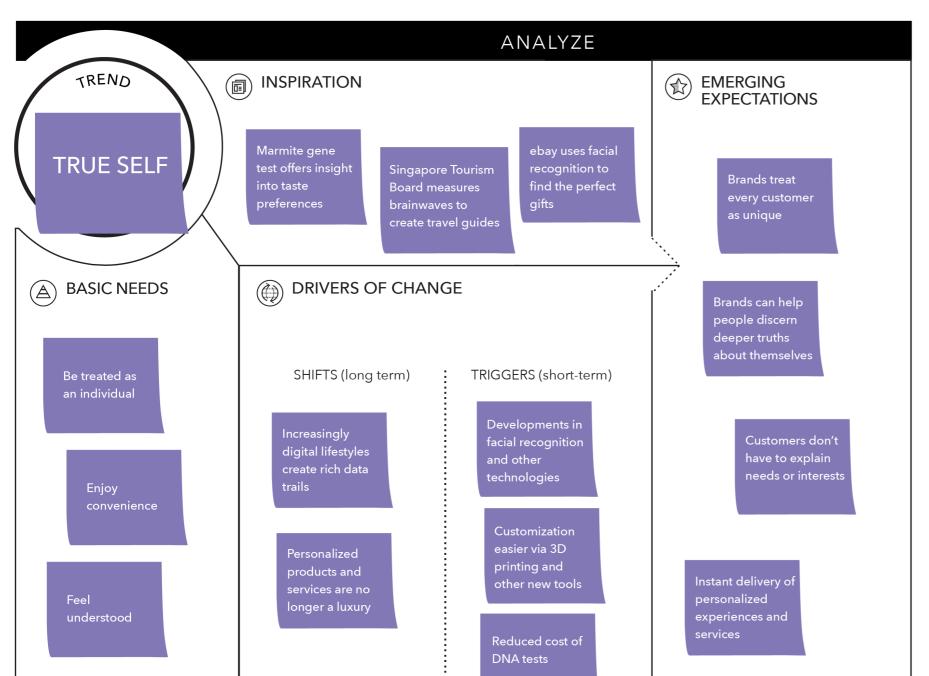
As personalization moves from unique to ubiquitous, consumers look to brands to use their data and help them discern deeper truths about themselves. As consumers are offered more and more choices, they'll seek brands that can cut through the overwhelm and reveal what they really want - without them having to ask for it.

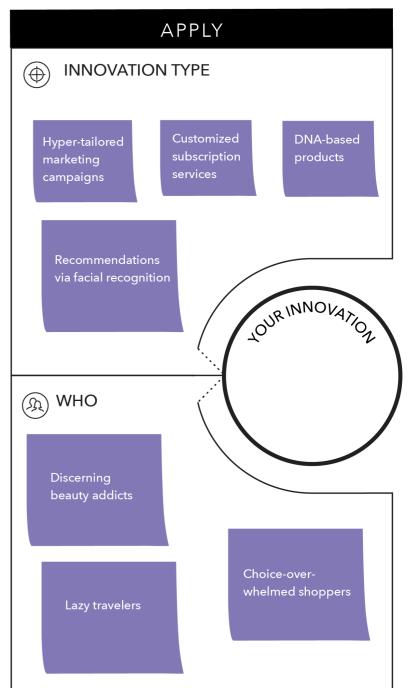


### WHO

This section of the CTC will be led by your brand's current (and desired) customer base and your industry. Some examples of customer groups that might respond to TRUE SELF initiatives are: lazy travelers, discerning beauty addicts, and choice-overwhelmed shoppers.

### **CONSUMER TREND CANVAS**

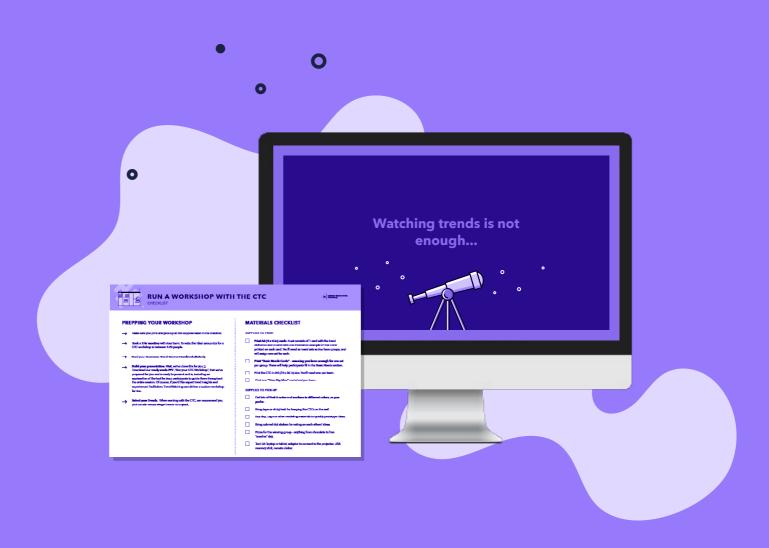


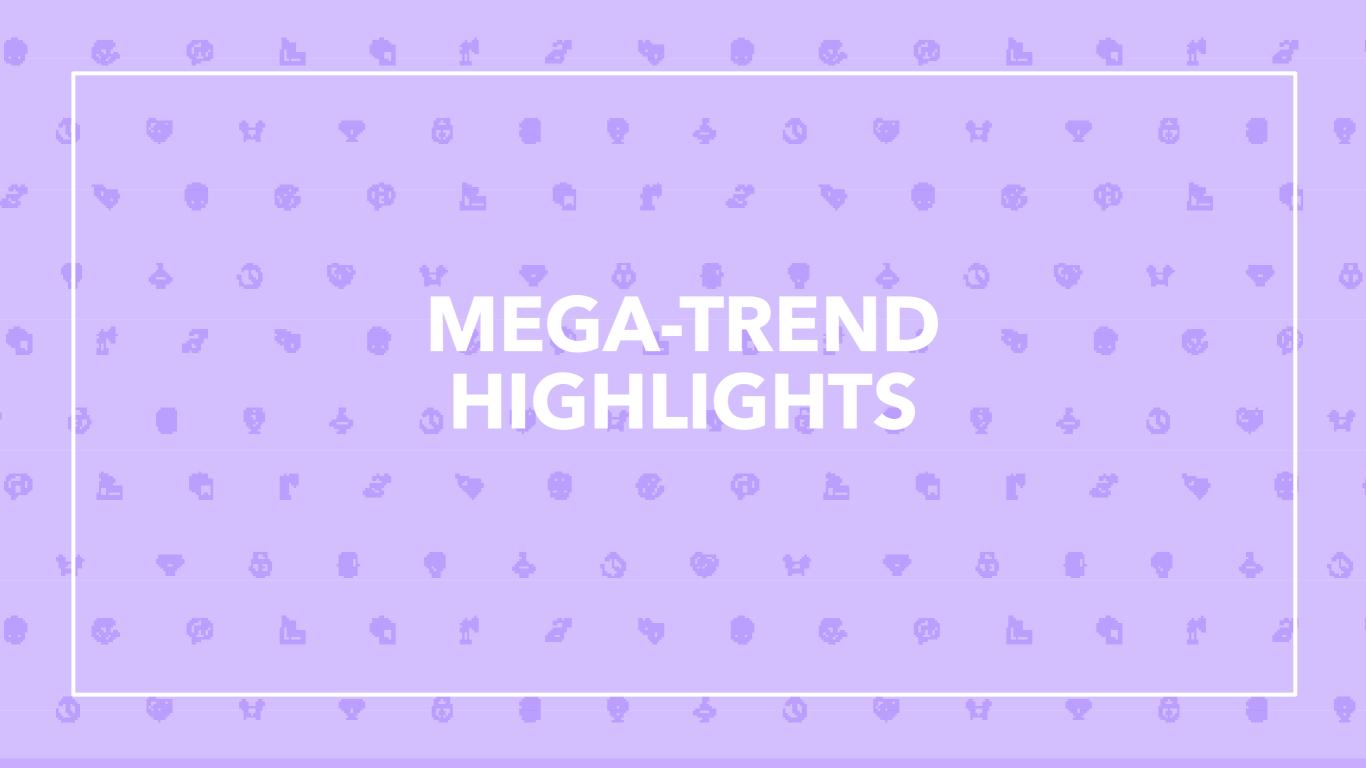


# WHAT NEXT?

The CTC is just one component of the Spot,
Strategize and Apply segments that form
Academy, our exclusive training program.
So whether you want to discover how to spot
trends, develop your Trend-Driven strategy or
generate ideas of your own, we have video
tutorials, guides, and templates to help.

Check out **Academy** and get started!





# STATUS SEEKERS The pursuit of status



In August 2017, US-based materials company 37.5 Technology launched up pop-up shop on the side of the Bastille in Eldorado Canyon. Climbers are able to collect hoodies, socks and other gear at the cliffside shop, which is open sunrise to sunset. The project aimed to draw attention to the issue of public land preservation and raised USD 15,000 for local climbing route improvements.



August 2017 saw McDonald's announce the launch of a diamante-studded burger box created by luxury fashion designer, Julien Macdonald. To mark the expansion of the chain's Signature Collection, 1,000 of the jewel-encrusted boxes are being released at selected branches across the UK. The Britishborn designer's collection was launched to coincide with London Fashion Week where he hosts a runway show.



Re-opened in Tokyo in August 2017, Muji's updated flagship store features a fruit and vegetable market. Fresh produce is on sale alongside the MUJI HUT: a ten-meter micro-living space. The retailer's market is designed to motivate customers to think about production and manufacturing, with all produce on sale sourced from farms using little or no pesticides or fertilizers. The flagship also sells soup made from the vegetables on offer in-store.

View

Full Trend



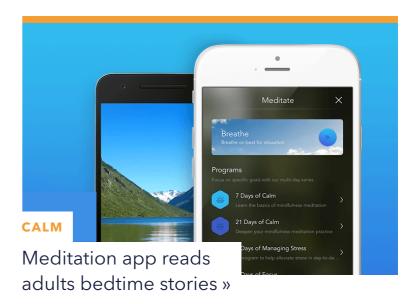
US-based pain relief brand Excedrin's September 2017 campaign used VR to communicate the experience of migraines to nonsufferers. Excedrin Works included two videos showing real-life stories of migraine sufferers at work, with the onset of blurry vision and flashing lights typical of the condition. Documentary-style videos across social media and TV complemented the VR campaign.



Smoothie subscription service delivers organic ingredients »

In June 2017, US-based subscription service Juice Generation partnered with actress Salma Hayek on Blend It Yourself.

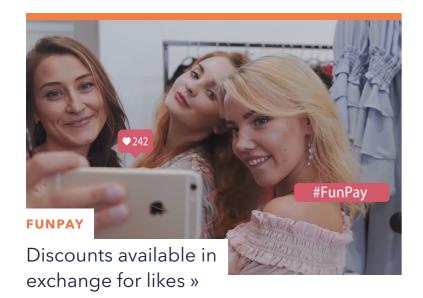
The service delivers pre-portioned cups filled with frozen organic ingredients ready to be blended. Twelve smoothies are available, including three acai bowls and three 'Beauty Blends' which can be used as face masks. Blend It Yourself is priced from USD 51 for six cups.



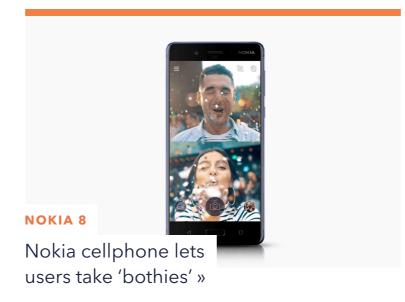
In August 2017, US-developed meditation app <u>Calm</u> introduced Sleep Stories: a feature developed in conjunction with a clinical psychologist that reads users bedtime stories. The feature includes stories, varying from ten minutes to one hour long, for both adults and kids; each is designed to engage users in the beginning and lull users to sleep towards the end. Several stories, some of which are well-known titles such as 'Sleeping Beauty', are narrated by celebrities (including Ben Stein and Nick Viall from 'The Bachelor'). During August 2017, the Sleep Stories feature received over two million downloads.

View mega-trend Full Trend Framework

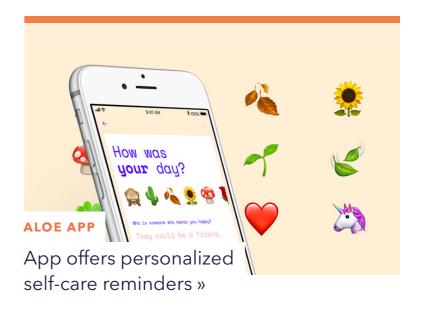
### The desire to be seen and served as unique



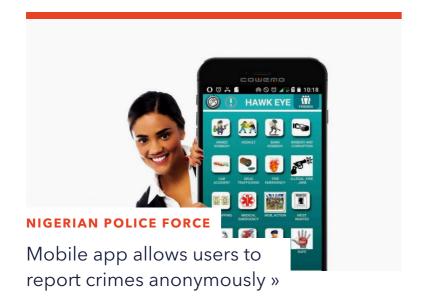
A service introduced in Russia in August 2017 allows people to obtain discounts via 'likes' on social media sites. Funpay users register with the service, and post a link to any of the registered stores where they wish to buy goods, using the hashtag #Funpay. Partner companies set their own discount rates, with the usual rate at RUB 1 (USD 0.017) per like.



Available from August 2017, the Nokia 8 handset features a high-resolution 5.3-inch screen, with a polished aluminium body and 360-degree, 13-megapixel camera. Priced at EUR 599, the device's camera allows people to take a 'bothie' – using both cameras simultaneously to shoot video or photos of both front and rear. The Nokia 8's spatial audio technology means that sound is played in multiple direction, imitating how it was captured.



Crowdfunded in August 2017, Aloe App reminds people about self-care and wellbeing. The US-created app delivers reminders for self-care activities such as taking a break from the internet, drinking water and brushing teeth. Targeting both busy individuals as those with mental health conditions such as ADHD or autism, the app offers gentle reminders to shower, eat or drink, for example. Users can customize reminders to suit their preferences and schedule.



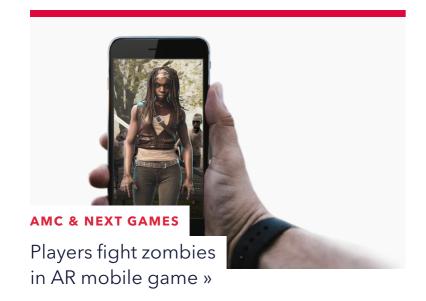
An app allowing users to report crimes to the police anonymously using video, voice or text, was introduced by the **Nigerian Police Force** in September 2017. The Hawk Eye mobile app operates in English and native languages such as Hausa, Igbo, Yoruba and Pidgin, and uses facial recognition and key performance indicators.



ASOS x Hotel Indigo Edits highlighted seven of the IHG hotel group's properties, linking them with seven selected media influencers. Launched in September 2017, the promotion saw the influencers curate a collection for each property, inspired by the neighborhood and its local culture, art and music. Hotels in locations including Los Angeles, Nashville, Denver and New York were included in the promotion, with influencers such as Jamie Kidd, Devan Anderson and Asiyami Gold curating ASOS apparel to match.



September 2017 saw the opening of Lego's purpose-built play and learning experience center in Billund, Denmark. Designed by Danish architect Bjarke Ingels, the multi-storey Lego House complex has four color-coded experience zones, offering opportunities to explore creative, social, emotional and cognitive ideas through play. Access to the store, three restaurants, and events atrium is free, with tickets to other areas costing EUR 20.



US entertainment network AMC announced the creation of The Walking Dead: Our World, an augmented reality game, in August 2017. Created by Finland-based game developer Next Games, the mobile game is based on The Walking Dead television series, and is the second game to be released based on the television show. Players can use the location-based AR app to fight zombies in their real-life environment.



A June 2017 campaign to alert people to the plight of abandoned dogs in Brazil created a novel way of dealing with tattoos of ex-lovers' names. People who wanted to have the names of ex-partners removed were invited to a tattoo parlor, but were then presented with puppies bearing the same name. The message was: 'why not adopt an abandoned dog, give them the name, and you'll never have to explain your tattoo again?'. The campaign was organized by Brazilian pet retailer Petz, in response to the estimated 20 million stray dogs living in the country.

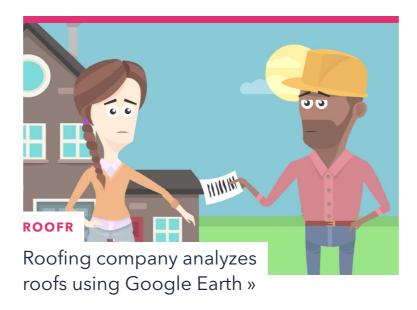


German supermarket <u>Edeka</u> surprised customers in August 2017, by removing all foreign products from its Hamburg store. Confronting racism head on, the campaign makes the point that it is impossible to create the variety that consumers value without including products from other countries. Non-German produce was replaced with signs reading 'Our range now knows borders', and 'This shelf is pretty boring without diversity'.

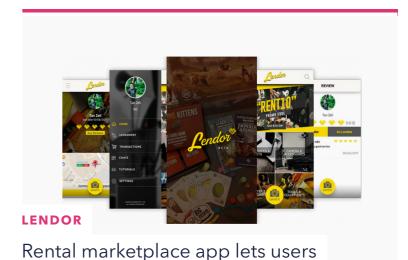
# EPHEMERAL The scarcity of time and its consequences



Finland's airport operator Finnavia recruited Chinese influencer Ryan Zhu to live in Helsinki Airport for 30 days, starting in October 2017. The **#LIFEINHEL** campaign saw Zhu try out the airport's facilities and complete challenges, while determining whether Helsinki Airport deserves its best-in-the-world ranking. Chinese viewers could follow his activities on social media during what Finnavia calls the 'world's longest layover'.



A Canada-based company, Roofr, uses satellite imagery from Google Earth to diagnose the state of customers' roofs and determine whether repairs are necessary. Roofr analyzes a roof's layout to provide an estimate in 26 seconds, and sets customers up with a vetted contractor and confirmed quote within 24 hours. As of August 2017, the company has facilitated 200 repairs.

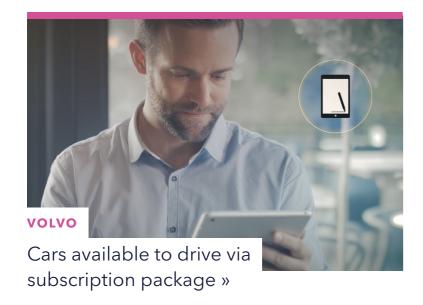


Lendor, a marketplace app where users can rent or lend any item (besides homes or cars), launched in Singapore in March 2017. Users can exchange items with members of their community for short periods of time, and similar to Airbnb, Lendor creates a contract between users. As of September 2017, the app is free to use; the company will charge a small transaction fee at a later

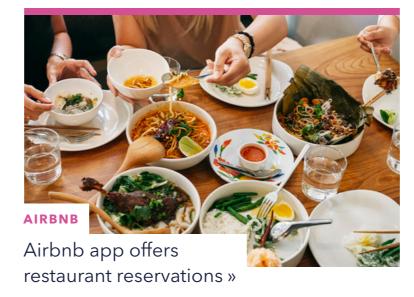
exchange items with neighbors »

date.

View nega-trend Full Trend Framework



September 2017 saw <u>Volvo</u> unveil plans to launch a subscription plan into the US and Europe. Via a 24-month subscription package, customers can access a XC40 compact car via the Care By Volvo plan. No deposits are required, with monthly payments including insurance, finance, tire changes and service costs. Care By Volvo is also open to all – with no age restrictions.



Airbnb guests in the US can opt to book restaurants when they reserve their accommodation. From September 2017, Airbnb users across 16 cities can book tables at restaurants without leaving the company's mobile app. The reservation system is powered by restaurants app Resy, which Airbnb has invested in. Customers can add special requests via the app, let the restaurant know if they're running late, or pre-pay for prix fixe menus in-app.



US menswear brand Perry Ellis has launched a voice-enabled personal stylist via Amazon's Alexa interface. Unveiled in September 2017, the Ask Perry Ellis function provides fashion advice based on nearly 150 specific scenarios (such as a job interview), dress code and weather. The stylist suggests general apparel items as well as those from Perry Ellis collections, which can be purchased through Alexa.

View

Full Trend



### **SEPHORA**

Cosmetics chain's digital platform helps to foster community »

August 2017 saw <u>Sephora</u> launch the Beauty Insider Community: a digital platform encouraging conversations between its customers. Via the US-based cosmetics chain's app and website, customers create a profile to filter photos and reviews by users, connect to those who have similar beauty preferences and get recommendations on styles. The Live Community Chat enables real-time discussion about products and expert beauty advice.



Crowdsourced initiative connects stranded Kenyans with volunteer hosts »

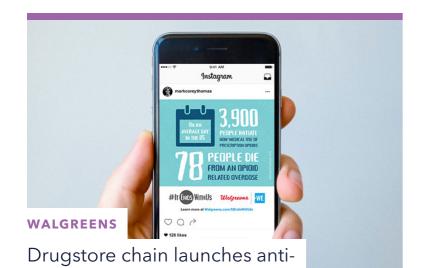
Following election-related violence in Kenya in August 2017, ResqueBnB connected stranded Kenyans with volunteer hosts. Inspired by AirBnb, the website provides shelter and care packages to citizens in Kisumu. Individuals can also make donations via the site, with ResqueBnB partnering with local distribution companies to deliver supplies where required.



Tipsys is a free app designed to help women in Japan make new friends. Tipsys is a strictly non-dating app; if a user asks another user out, they will be banned. Women can search for potential friends with similar hobbies and interests, budgets for outings, and schedules. They can, alternatively, make an open-invitation announcement when they'd like to do an activity. As of September 2017, Tipsys is only available in central Japan and Tokyo.

View nega-trend

Full Trend

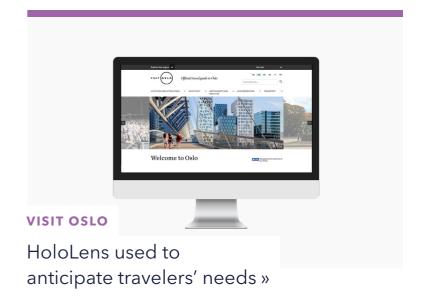


Launched in September 2017, <u>It Ends With Us</u> is a campaign to end America's prescription opioid crisis and raise awareness of the issue amongst teenagers. Following on from the Walgreens Safe Medication Disposal Program, the drugstore chain's campaign aims to educate teens on the issues connected with opioid misuse, and ensure they're aware of safe medication disposal so that medications cannot be used or misused by someone else. The program also includes teenage ambassadors, while encouraging teens to talk to their parents and peers.

opioids campaign for teens »



In September 2017, a gas station in India served up free food for drivers stopping there to refuel. The month-long pilot scheme, run in partnership with the <u>Indian Oil Corporation</u>, supplied vegetarian and non-vegetarian breakfasts, meals or snacks. With food also available to buy for those not purchasing fuel, the initiative was taglined 'U fill Ur Tank! U fill Ur Tummy!'.



After a couple posted on social media about crowds blocking their view of the Mona Lisa, tourist association <u>Visit Oslo</u> quickly 'rescued' them with an all-expenses-paid trip to Oslo, Norway. Over 48 hours in September 2017, the travelers received a special tour of the city, which is not impacted by over-tourism. Their trip included a meeting with Norway's prime minister and a visit to view Edvard Munch's 'The Scream' (with no crowds in the way). The video for the stunt received over one million views.

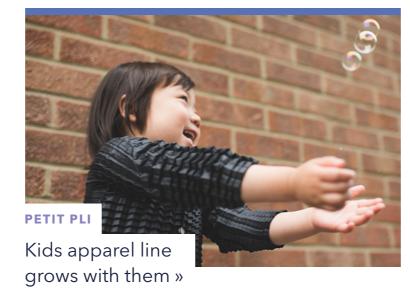
### **BETTER BUSINESS**

### The search for a more ethical, sustainable consumerism

View nega-trend Full Trend



Sierra Nevada has announced an initiative to hire ten employees from Venezuela. The Colombian restaurant's move is designed to demonstrate support for and aid migrants who have fled to Colombia in response to dire conditions in Venezuela. Sierra Nevada made the announcement in August 2017 on its Facebook page, using the hashtag #CausaSierraNevada.



A range of kids' apparel designed by Royal College of Art graduate Ryan Mario Yasin in July 2017, grows with the wearer.

Petit Pli uses permanent folds that stretch over children as they get bigger. Items in the apparel range include waterproof and windproof outwear, with the collection sized to fit children aged six months to 36 months.



Unveiled in July 2017, <u>SHED</u> is an architect-designed modular living concept set to launch in London. Property management company Lowe Guardians takes over vacant sites to provide affordable short-term accommodation, with rent costing from GBP 300 - including bills. Made from recycled polyester, oriented strand board and wool, the SHED homes take one day to construct and dismantle, and cost GBP 5,500 to build.

View mega-tren Full Tren

### The ever-greater pervasiveness of technology

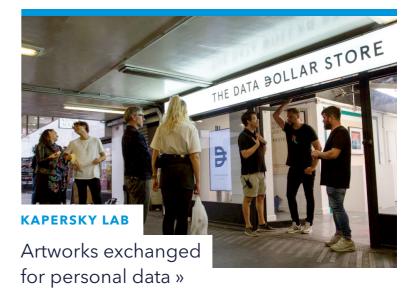


September 2017 saw the launch of artificial intelligence-powered assistant, Nestlé XiaoAl. A collaboration between Nestlé and Chinese e-commerce platform JD.com, the assistant can answer questions from users on custom recipes, music and nutrition. Launched in limited edition beta mode, Nestlé XiaoAl is built into Chinese tech company Iflytek's DingDong smart speaker system.



App allows Marrakesh residents to order a taxi by voice command»

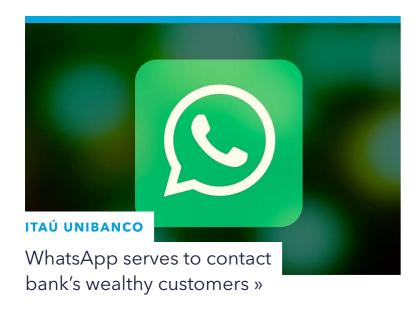
Available to download from August 2017, <u>Chedli Taxi</u> is a free app enabling Marrakesh residents to order a taxi by voice command, allowing them to record a short voice message detailing about their location and which direction they are traveling. The message is then sent to taxi drivers within 300 meters, who can listen to the voice message and accept the ride if suitable. One month post-launch, 200 of the city's municipal taxis had already adopted the app. Chedli Taxi charges cab drivers a 10% fee.



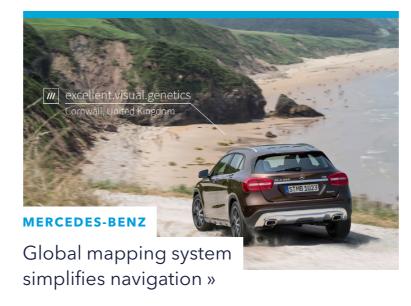
Opened in London during September 2017, The Data Dollar Store sold shirts, screen prints and mugs designed by renowned street artist Ben Eine. Created by cybersecurity firm Kaspersky Lab, the popup store's wares were available for free - for anyone agreeing to give up personal data. Members of the public could claim a mug by giving Kaspersky Lab three photos or screenshots of WhatsApp, email or SMS conversations, while an original print could be exchanged for a cellphone.

View

Full Tren



In September 2017, <u>Itaú Unibanco</u> announced that it would be using WhatsApp to serve high-income digital customers. The Brazilian bank's pilot scheme looks to provide information initially, but will eventually include banking transactions. Account managers are using WhatsApp to contact around 500,000 of Itaú Unibanco's customers.



From 2018, selected Mercedes-Benz vehicles will feature global mapping system What3words. Announced in September 2017, the automaker has added the system to various models globally, meaning that drivers can use voice command to say the three words relating to a specific location, in order to open navigation to that place. The system functions via text or voice command, meaning that navigation functions even in areas without formalized zip codes or street names. Mercedes-Benz vehicles will continue to feature regular navigation systems as well as the What3words service.



App alerts parents to cyberbullying on their child's cellphone »

An app promising to keep children safe from cyber-bullying across all social media platforms was launched in July 2017.

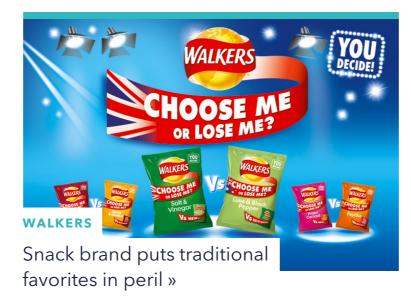
Keepers, created by Jerusalem-based Keepers Child Safety, requires the parent to download the app on the child's cellphone, entering an email address to link the device to their own. The pilot scheme uses AI to detect hateful or offensive language on the child's cellphone and alert the parent.

The collapse of the barries between consumer and producer

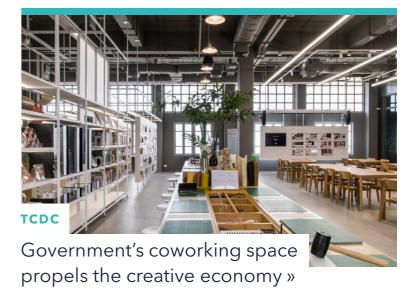
View Mega-trend Full Trend



In August 2017, Hagerty - a US-based classic car insurance company - announced the purchase of vintage car rental platform 'Classic&Exotics'. Re-branded as **DriveShare**, the service allows car enthusiasts to rent classic cars directly from owners. Renters are vetted by DriveShare, providing a USD 500 security deposit and Hagerty provides up to USD 1 million insurance coverage and 24/7 roadside assistance. A 2012 Porsche 911 costs USD 900 per day.



August 2017 saw <u>Walkers</u> unveil a campaign inviting people to vote for their favorite flavors. The British chips brand pitted traditional favorites such as cheese and onion or salt and vinegar, against flavors popular in other countries like lime and black pepper (Australia) or Paprika (Spain). Consumers could vote in the Choose Me or Lose Me promotion by purchasing a pack of chips or by voting online.



The Thailand Creative and Design Center (TCDC) is a government initiative aiming to encourage 'creative thinking in society'. Following government acknowledgment of the importance of encouraging creativity combined with the increased demand for space and resources, June 2017 saw the TCDC relocate to the Grand Postal Building in Bangkok. The new office - which was developed in collaboration with FabLab Bangkok - includes a coworking space and a maker's room, with learning resources, books, lectures and workshops available for local designers and entrepreneurs.

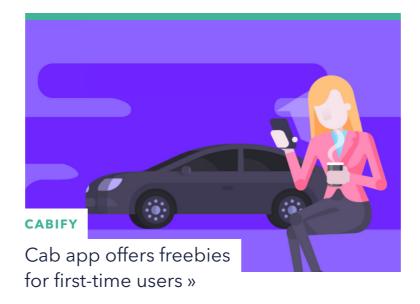
The fluidity of price and value

View nega-trend

Full Tren Framewo



Farefetch is a website enabling people to earn money by finding tickets for travelers. Launched in the US in August 2017, Farefetch enables users to place ticket-buying requests by adding details of dates, airports, passengers and maximum price. Their request is then sent to 'farefetchers' who can find and book corresponding flights for them - receiving the difference in price should they find a cheaper deal.

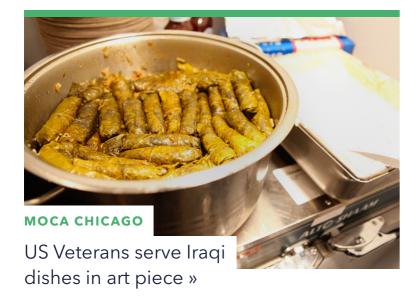


In September 2017, Cabify launched a promotion targeting people who had never used its services before. For four days – over a holiday period – customers in Santiago could enjoy a free drink and bottle of Pisco for downloading the taxi app and ordering a ride. Customers could even enjoy the promotion without the ride if they wished, with a motorcycle delivering the gift.

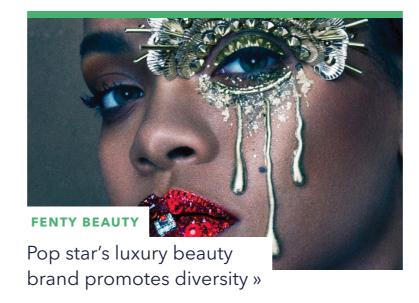


In September 2017, <u>Jet Blue</u> reduced the costs of a flight out of Florida ahead of Hurricane Irma – unlike other airlines whose prices increased. Charging USD 99 for a one-way ticket, people fleeing the storm could travel either to Pittsburgh or Boston. The reduced price fares were also available from Orlando to New York, and from the US to the Caribbean.

View nega-trend Full Trend



The Museum of Contemporary Art in Chicago created a Kickstarter campaign to reinstate **Enemy Kitchen**: a food truck where US veterans cook and serve Iraqi dishes to the public for free. Artist Michael Rakowitz collected recipes from Iraq for the experiential piece, which is designed to 'explore the relationship between hospitality and hostility'. The public project was running from September 2017, serving food at community events.



A beauty brand with a particular focus on diversity and inclusion was launched globally in September 2017. Created by Barbadian singer, songwriter, and actress Rihanna, 'Fenty Beauty' performs across all skin types; focusing on a wide range of traditionally hard-to-match skin tones. Available to buy online, products such as foundation, powder and highlighter start at around USD 10.

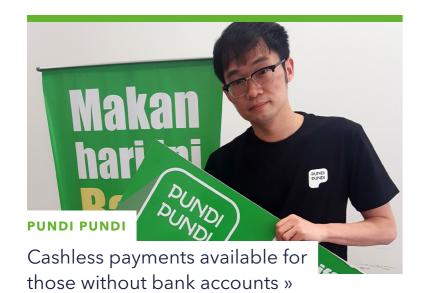


Brand supports independent designer after copycat controversy »

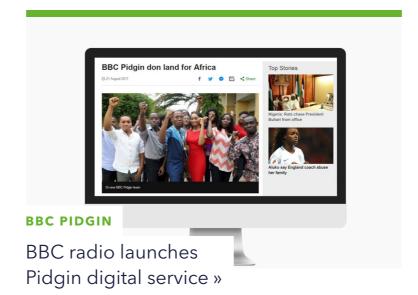
September 2017 saw <u>Gucci</u> unveil a partnership with New York couturier Dapper Dan as part of an ongoing collaboration.

The partnership follows Gucci launching lawsuits against Dapper Dan in the 1980s, and Dan then accusing the brand of copying his jacket designs more recently. Dapper Dan is the star of Gucci's tailoring campaign, with the designer also creating a capsule collection for the brand. Gucci is also supporting the relaunch of Dapper Dan's atelier, with financing and luxury fabric supply.

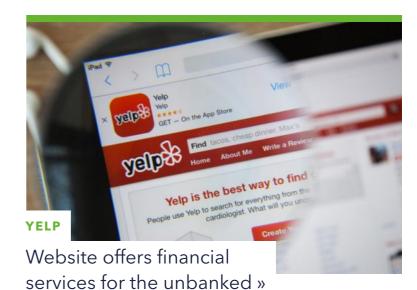
View mega-trend Full Trend



In January 2017, Hong Kong-based Pundi Pundi (which means 'wallet') launched with the aim of facilitating cashless payments across Southeast Asia. The mobile app uses a QR-style scan-and-pay system and offers microloans of less than USD 40; credit can then be added via bank transfer, ATM and over-the-counter. As of August 2017 there have been over 20,000 downloads of the app. With 90% of Indonesians having no tracking record, Pundi Pundi's data will carry more information than that of the central bank with future implications on assessing credit scores. The company plans to expand into Singapore and Malaysia in early 2018.



In August 2017, BBC World Service launched a new language service for digital platforms in English-based Pidgin for West and Central Africa. Providing a range of local, regional and international news, current affairs and analysis, BBC Pidgin will also cover culture, entertainment, science and technology, health and sport. Based in Lagos, the service will have a presence across all social media platforms.



China-based mobile payment company Alipay integrated Yelp (the US-based review site), into its Alipay Wallet app in August 2017. The partnership caters to Chinese tourists visiting the US; Alipay Wallet users can browse restaurant reviews through Yelp and reserve tables via the app. As of August, the service applies to restaurants in San Francisco, New York, Las Vegas, and Los Angeles.





### **AUTOMOTIVE**



# BEAUTY & PERSONAL CARE





# CONSUMER ELECTRONICS





### **GERMAN MINISTRY OF TRANSPORT**

Ethics commission sets rules for driverless cars »



HERTZ

Coloring-in car entertains kids »



**TESLA** 

Automaker helps customers evacuate hurricane zone »



### **BOMPAS & PARR**

Design studio curates unique, immersive spa experience »



### MARK.

Make-up brand lets consumers 'pay' with selfies »



### **WICKES**

DIY store launches sunscreen for construction workers »



### **CANDY BIANCA**

Washing machine operated via voice command »



### **SUE'S TECH KITCHEN**

Pop-up eatery showcases food and technology »



DUO

Al-enabled mirror features computer functionalities »



### **FASHION**



### **FINANCIAL SERVICES**



### FOOD & BEVERAGE





### NIKE

Basketball jerseys provide fans with personalized content »



TIFFANY & CO.

Jewelry brand provides artists with rent-free studios and support »



### **ADIDAS**

Beer-proof sneaker celebrates Oktoberfest »



### **DBS BANK**

Bank's mortgage app offers 3D home tours via VR  $^{\rm w}$ 







### QVIVR

Customizable debit card helps users track their spending »



### **PAYPAL**

PayPal launches a credit card »



### **BRAHMA**

Beer brand invites customers to ask questions »



### SIN PALABRAS CAFÉ SORDO

Café caters to deaf customers specifically »



### **BREWDOG**

Craft brewer pledges to give away 20% of profits annually »



### **GOVERNMENT**



VICE

Media company engages young voters through RPG »



VODACOM

Virtual teaching platform brings education to remote areas »



**MONI & FINNISH IMMIGRATION SERVICE** 

Blockchain used to aid refugees »



### HEALTH



**KERING & LVMH** 

French luxury brands unveil charter for fashion models »



HANX

Luxury condoms designed for women »



LULULEMON

Yoga brand creates in-store mindfulness space »



### **HOME & GARDEN**



IKEA

Homewares app allows customers to 'see' furniture in their own home »



### LOFTIUM

Home deposits provided in exchange for Airbnb rental »



**MADE IN** 

Cookware brand makes premium products accessible to home cooks »

October 2017 MONTHLY SNAPSHOT

premium.trendwatching.com



# MEDIA & ENTERTAINMENT



### **MOBILE & TELECOMS**



# NONPROFIT & SOCIAL CAUSE





### **NETFLIX**

Netflix creates cannabis varieties based on popular shows »



### **VICE & AIRBNB**

Travel package allows tourists to visit newsworthy places »



### **VIRGIN ATLANTIC**

Live comedy festival takes place on board planes »



### WAMAZING

SIM card lets travelers bypass Japan's complex legislation »



### T-MOBILE

Free cellphones issued to Dutch schoolchildren »



### **AHEAD**

Helmet attachment functions with voice assistants »



### **AIDBOX**

Email ads generate charity donations »



### **SYDNEY HOMELESS**

Real-time street view site shows people the homeless »



KITTEN CAFÉ SANCTUARY

Cat sanctuary hosts event on-board train »



### RETAIL



### **TRANSPORT**



### TRAVEL





### **JOHN LEWIS**

Department store opens try-before-you-buy space »



### **MARINA BAY SANDS**

Singapore's virtual closet allows shoppers to browse the latest fashions »



### **ARKET**

Apparel brand's label displays factory details »



### **UNITED AIRLINES**

Airline opens secret, invite-only eatery »



### **BURGER KING**

Fast food chain launches dedicated bus service »



### **MEDELLÍN METRO**

Bottles recycled to recharge travel cards »



### **CRUISE AND MARITIME VOYAGES**

World's first vegan-only cruise hosted in Norway »



### **AWAY**

Luggage brand launches travel experiences »



### **JETBLUE**

Airline's kitsch souvenirs remind people to take more vacations »

### **WHAT NEXT?**

Enjoyed the monthly Snapshot? Don't forget to check out all the other Premium content you have access to...

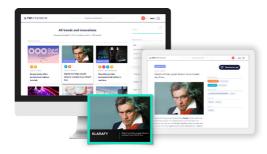
And if you have any comments or questions, just email Sofie Hunt, Head of Customer Success, at sofie@trendwatching.com.

### **ABOUT US**

Established in 2002, TrendWatching is the world's leading trend firm, scanning the globe for the most promising consumer trends, insights and related hands-on business ideas. Our Premium Service counts many of the world's leading brands as clients, while our free Trend Briefings go out to over 260,000 subscribers in 180 countries.

MORE AT premium.trendwatching.com





### Inspiration Dashboard »

Filter over 18,000 innovations by multiple regions, industries, trends and type, explore the latest examples or browse results tailored to your preferences.



### 2018 Trend Report »

Highlighting the biggest innovation opportunities for the coming year, the 2018 Trend Report will be published in November.



### TrendWatching Quarterly »

Our quarterly content cycle keeps you ahead of the biggest issues in business. Discover GLASS BOX BRANDS through webinars, regional reports, industry spotlights, and much more.



### Academy »

Our exclusive training program will equip you with the skills and tools you need to spot trends, develop your own Trend Driven strategy or generate ideas of your own.