

A world-class, affordable trend intelligence platform.

You and your team's guide to all the world's trends, innovations and meaningful business opportunities. All in one single place.

→ **View page 3 for plans & pricing.**



Brands and agencies around the world use TrendWatching Premium as their go-to trend platform

25,000+ innovations

210+ trends

210+ brands

250+ agencies

60+ countries

1,700+ users



Used by multidisciplinary, future-focused teams working across Senior Management, Consumer Insights, Strategy, Innovation, and Marketing.

- **Anticipate consumer expectations** - whether you're an agency or brand.
- **Be energized and inspired** to create perfectly sourced **proposals, presentations** and **creative concepts** - for your clients or colleagues.
- **Don't fall behind** - gain a **competitive advantage** through being equipped with the world's leading trend insights.
- **Save time and prevent information overload** or endless research - our analysts provide the trends and insights.
- **Have a full innovation pipeline** of products and services ready to bring to market - inspired by real-world examples.

“ TrendWatching's exclusive annual Trend Report is just one of the excellent reports you will have access to.



“ The Industry Updates keep me well-informed on the new shifts and opportunities in my industry.



“ The possibility of going deep into a market I barely know and finding interesting insights is what makes Premium a very valuable resource for me.

Ogilvy

TrendWatching Premium is a world-class, affordable trend intelligence platform. Get access to:

Ask an Analyst: coming November 30 🧑🏻‍🔬 🧑🏻

Tailor-made to solve your individual trend-based challenges with advice from our in-house analysts **via call or message**. **Ask and receive rapid, easy, 1:1 access** to the important insights you need to turn overwhelm into opportunity - and bring your next project or idea to life.



1. Trend Reports

- Our 2021 Trend Report, Volume I coming 25 November 2020.
- All of our other topic-specific and localized reports, spanning half a decade.
- Premium-exclusive digital content from our monthly Make→Shift publication.

4. Trend Framework

- Our proprietary Trend Framework revolves around 16 mega-trends and 190+ emerging ones, letting you track trends specific to you and keep a top-level overview of the consumer world.

2. Industry & Monthly Updates

- Regular, informed insights on the key developments that are affecting your industry, worldwide.
- Every quarter, our analysts release Industry Updates for 16 key B2C industries.
- The most recent updates were dedicated to COVID challenges and solutions.

5. Innovations Lab

- Get inspired and ideas on rapidly developing areas that could potentially be a meaningful business opportunity.
- Hosted on Slack for true on-the-go usage.

3. Innovations Database

- Our world-leading global database of innovations.
- Find, organise & share 25,000+ 'on trend' innovations, segmented by 16 major B2C industries and 60+ countries.
- Dozens of new examples are added each week from our expert analyst team and tw:in network.

6. Workshop training tools

- TrendWatching's methodology, online training & workshop tools will also guide you or your team on how to apply key insights and come up with impactful innovation.

A trend-heavy platform with supreme ease of daily use

Inspiration dashboard

- Keep up with our weekly updated innovation database and know what's going on.
- Filter the search to conveniently find only what you need.
- Create personalized email notifications to save time.

Downloadable content

- Projects folder & ability to save all content as PDF and/or PPT.
- Workshop toolkits to put your trend insights and training into action.



FAQs & Pricing

? What's the difference between the Essential and Pro plans?

Both plans give access to the core content and tools in our Premium Service. The Essential plan is a self-service, single-user solution. The Pro plan is for those who want (part of) their team to have access as well as getting exclusive trend-content such as Industry Heatmaps, a consultation call, and opportunities to collaborate on projects.

? How do you analyze trends and innovations?

We have a proprietary methodology we use to analyse and spotlight trends called Purpose-Driven Innovation.

? Does your platform provide data and statistics?

No. We are a purely qualitative service.

Essential

Self-service access for a single user

\$248 /mo*

€225 /mo*

£204 /mo*

Pro

Enhanced team access & personalized onboarding

\$558 /mo*

€505 /mo*

£454 /mo*

*billed annually

Both plans give access to the core content and tools in our Premium Service. The Essential plan is a self-service, single-user solution. The Pro plan gives you multi-user access, opportunities to collaborate on projects as well as exclusive trend-content such as Industry Heatmaps - and a consultation call.

To enquire about getting Premium, email Ellie Damashek, our Director of Business Development, at EllieD@trendwatching.com

As one of the world's leading consumer trend firms, our Amsterdam, New York, Berlin, Singapore, London and Barcelona teams relentlessly scan the globe to spotlight

promising trends, insights and opportunities using our PDI methodology to over 100,000+ professionals - supported by our spotting network of 300+ spotters in over 80 countries.

