



Communicating & Reporting Trends to Decision Makers: Convincing Senior Leaders to Buy-In

IIR Future Trends, Miami - November 8, 2006 □ □



Future Trends

Agenda

- Introduction**
- Trend Reporting
- Trend Tools to For Decision Makers

CScout reports

directly from the **global**

Hot-Spots

to keep your fingers on the pulse.

Introduction

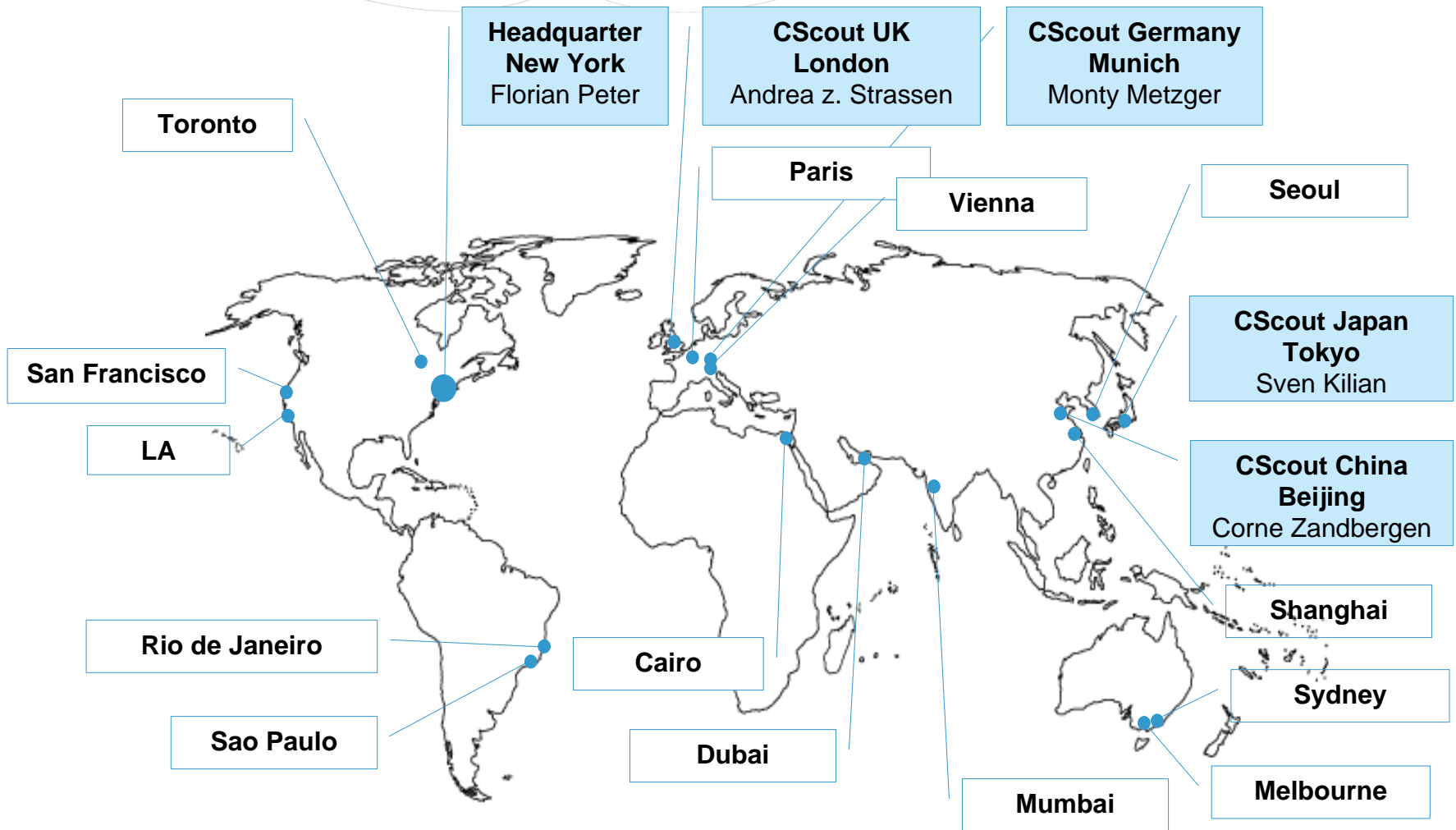
CScout - Fact Sheet

- ❑ **History** Founded 1997 in New York
- ❑ **Locations** New York, Munich,
 London, Tokyo, Beijing
- ❑ **Network** Core Team: 15 consultants
 Scouts: 20 correspondents
 in global hotspots
- ❑ **Focus** Consumer Trend Research
- ❑ **Topics** Marketing, Consumer Technology, Lifestyle



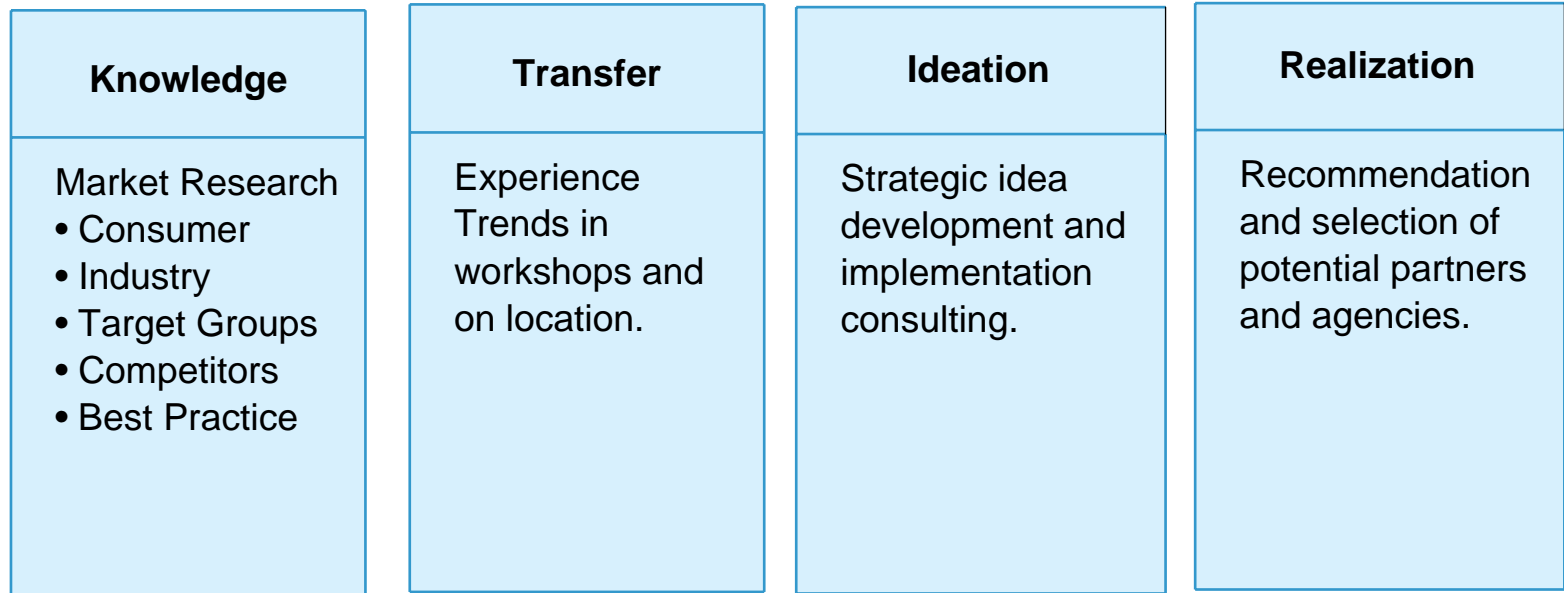
Introduction

CScout Network - Accessing international Trends



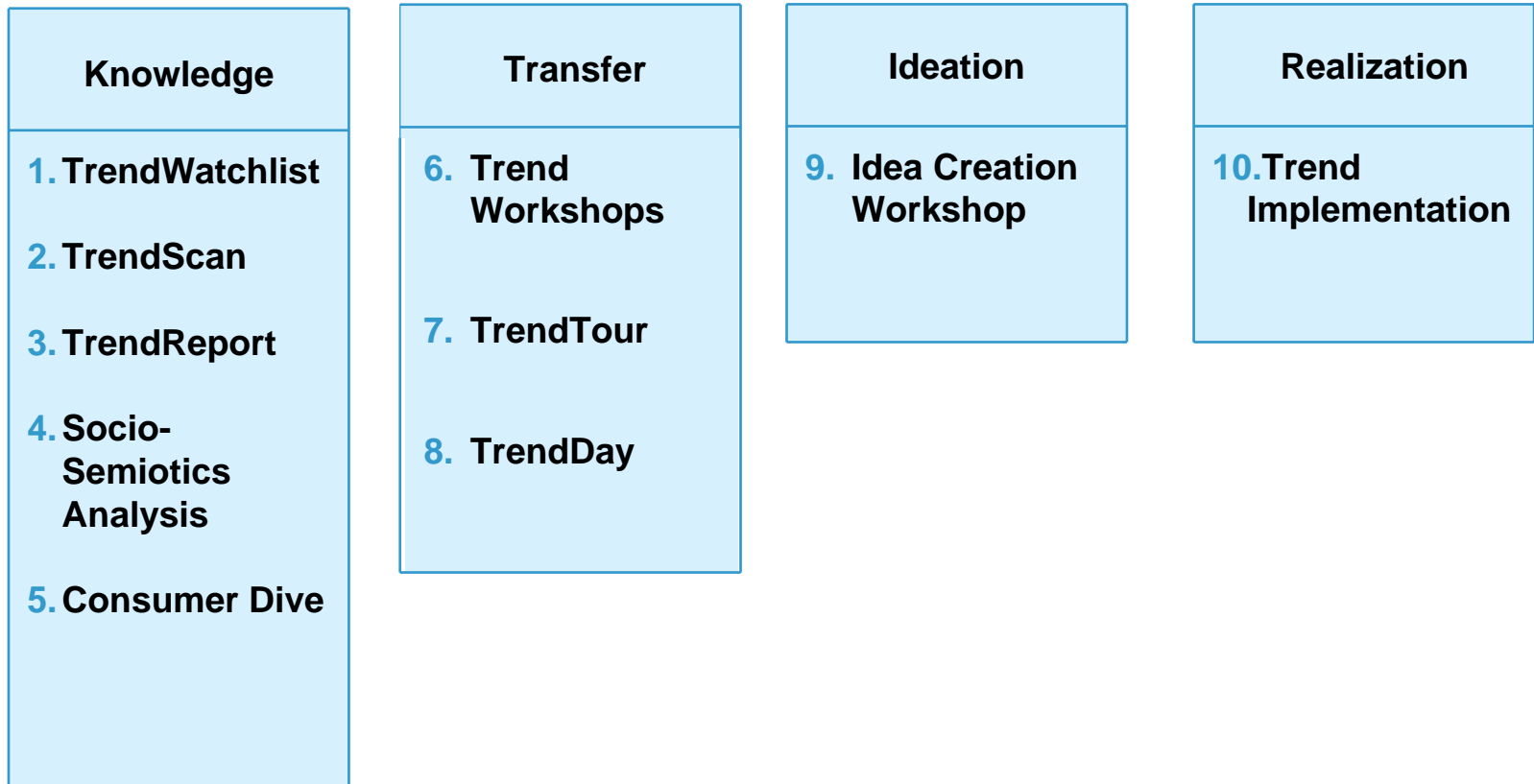
Introduction

CScout Methodology - Process



Introduction

CScout Methodology - Services



Future Trends

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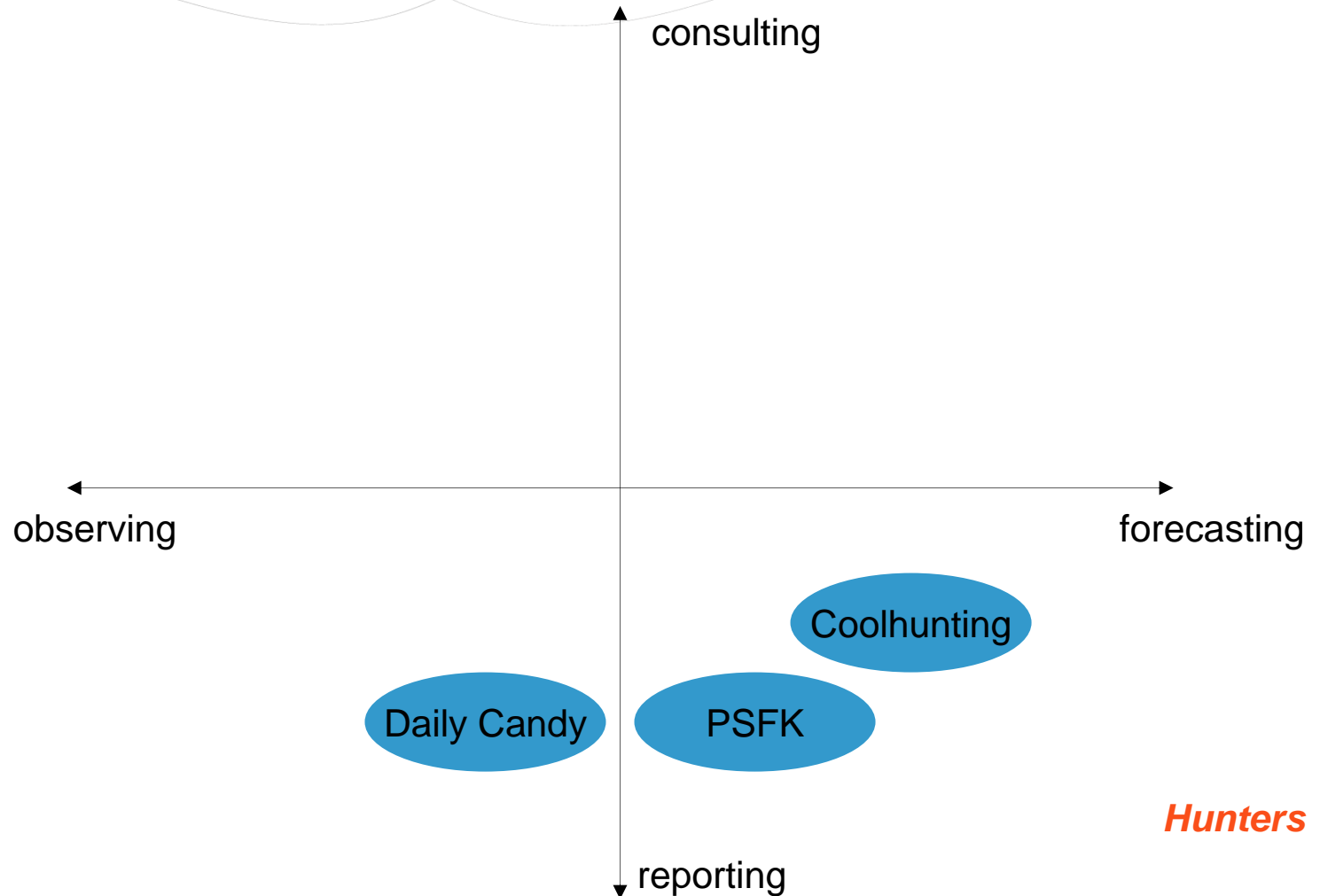
Trend Reporting

Trend Communication Matrix



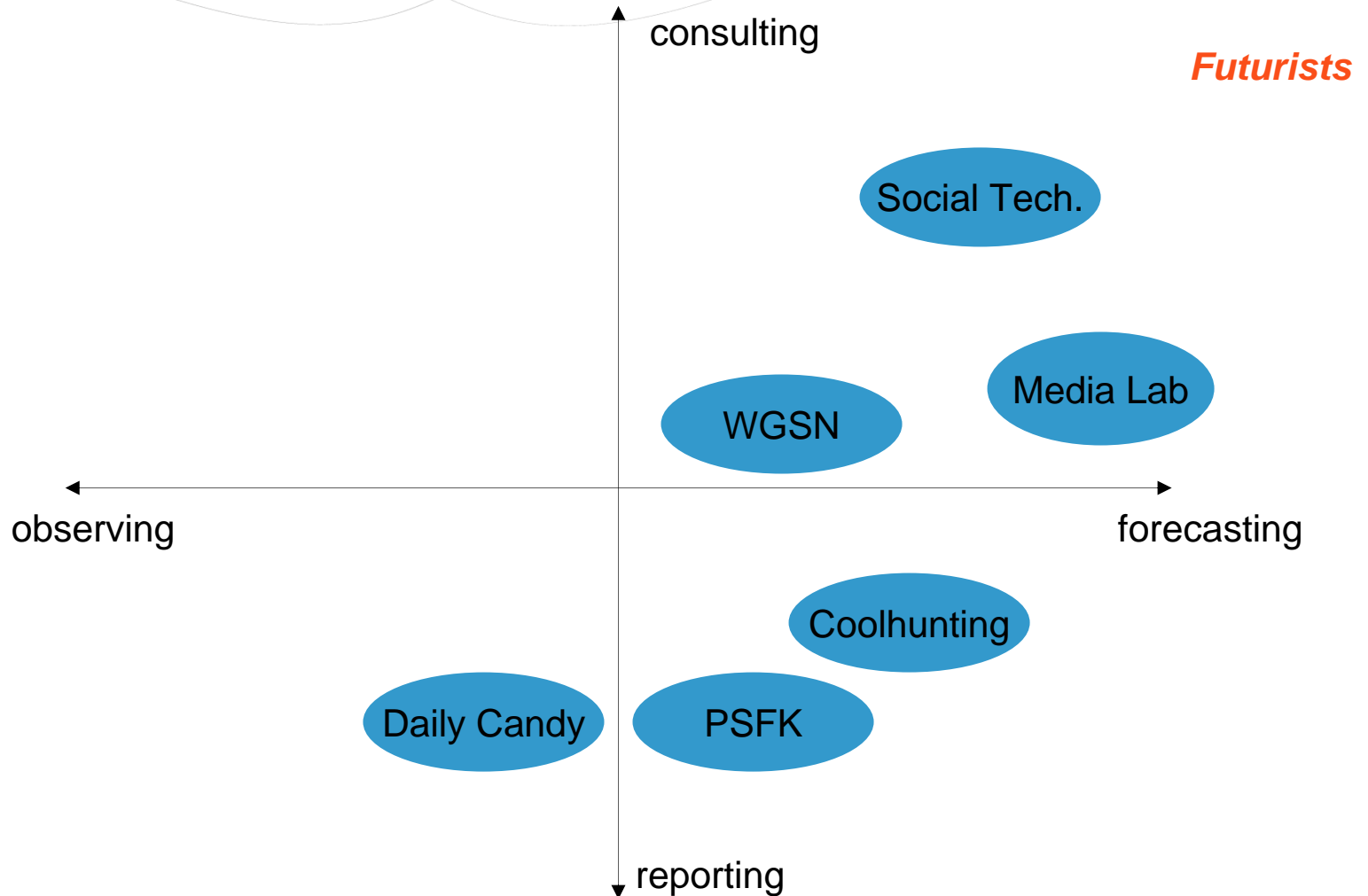
Trend Reporting

Trend Communication Matrix



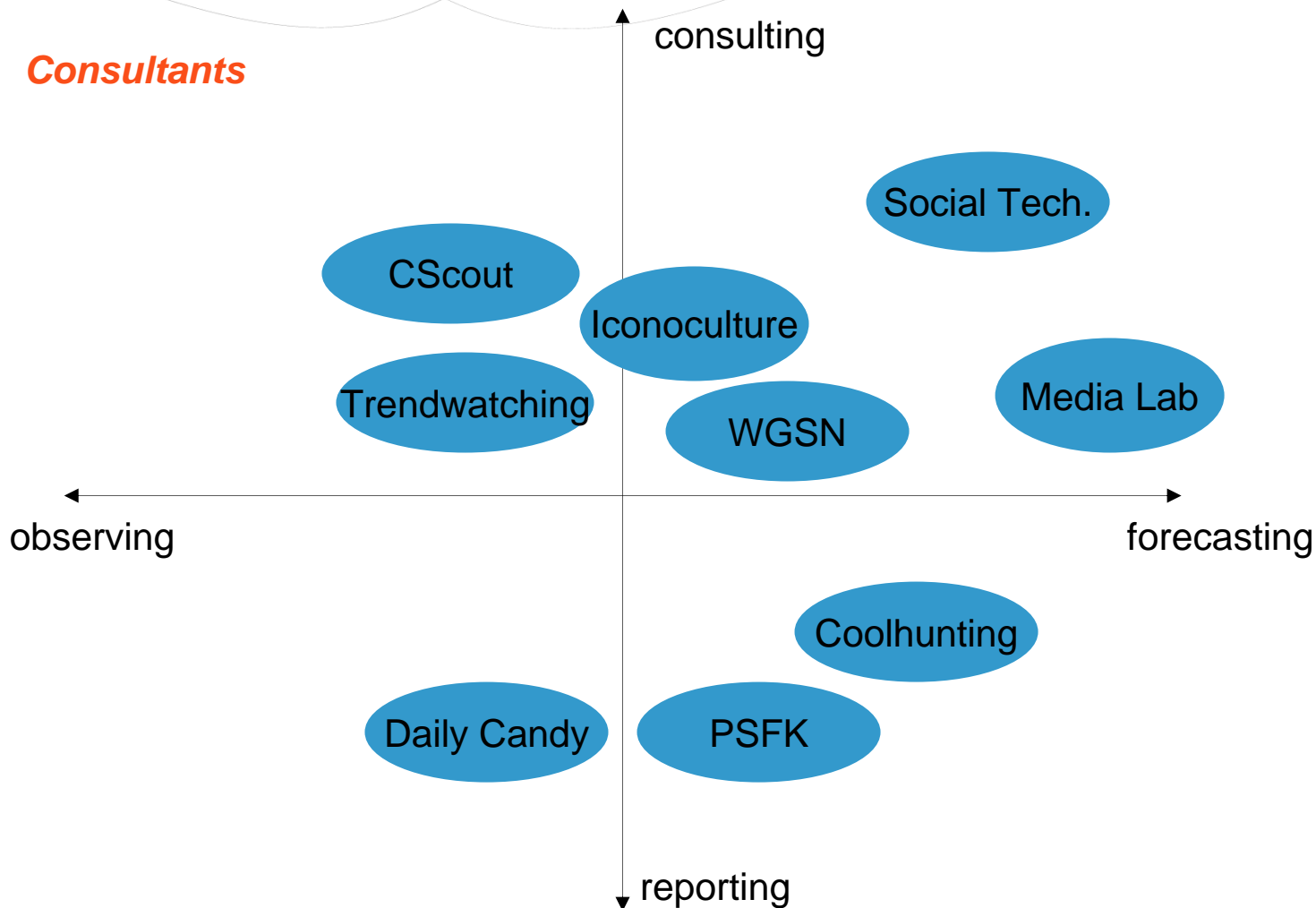
Trend Reporting

Trend Communication Matrix



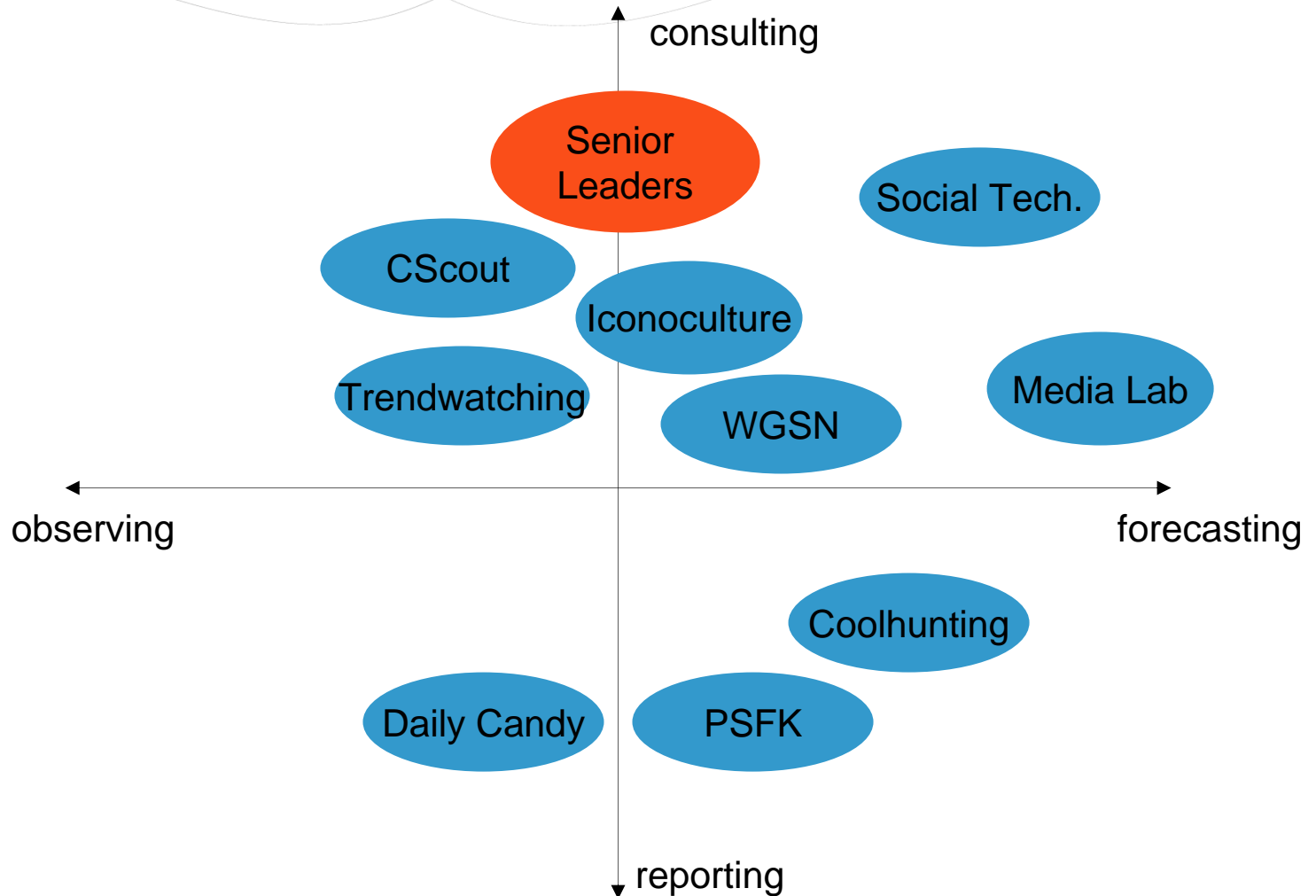
Trend Reporting

Trend Communication Matrix



Trend Reporting

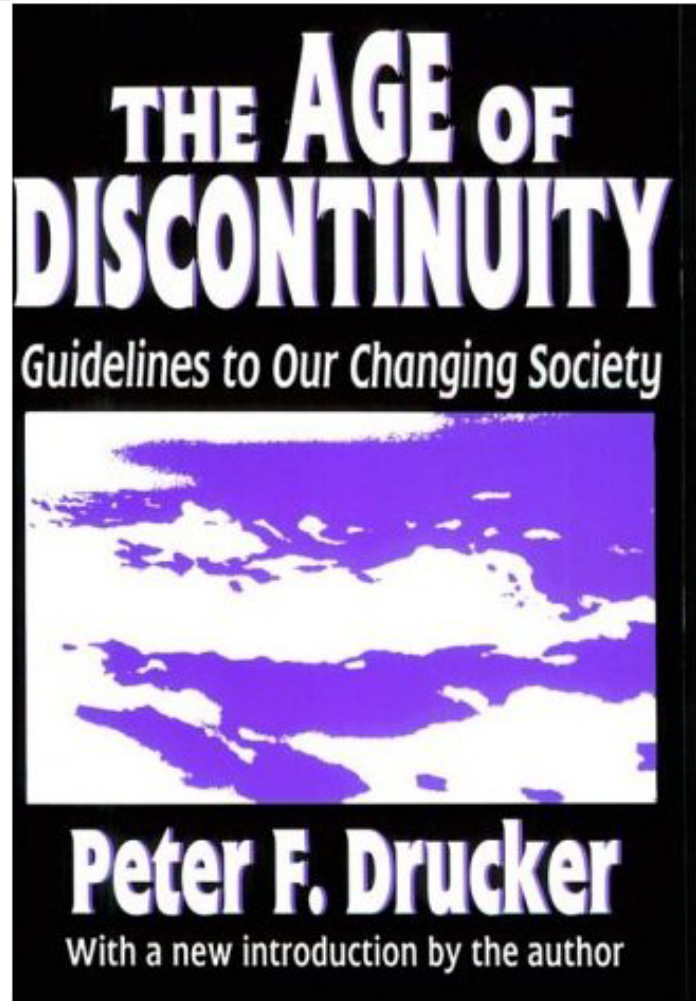
Trend Communication Matrix



We are now
living in a
world of hyper
communication

Timeline of Trend Reporting

1980



Timeline of Trend Reporting

1990



Timeline of Trend Reporting

1995



Timeline of Trend Reporting

2000



Timeline of Trend Reporting

2006

COOL HUNTING



FUTURELAB



[mit] **ADVERTISINGLAB**
blog on the future of advertising technology

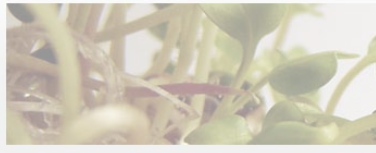
DAILY
 **CANDY**
HOME TODAY'S CANDY SIGN UP



Timeline of Trend Reporting

2006

COOL HUNTING



FUTURELAB



DAILY CANDY

HOME TODAY'S CANDY SIGN UP

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**How do you
make sense
of it all?**

Future Trends

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- Trend Tools for Decision Makers**

Trend Tools

Making Sense of it all in order to “Buy In”

- ❑ **Innovation Team: Trend Dashboarding**
- ❑ Senior Leaders: Trend Tours

**Making sense
of it all in order
to “buy in”**

Trend Tools

Innovation Team

Key Question

- How can we track all this information?
- How can we sort, rank and cluster this information?
- How can we make sense of and evaluate all this information?
- How can we integrate our employee knowledge?
- How can we present this information to our team and superiors?

Trend Tools

Innovation Team - Key Solution

Key Solution

- ❑ **Trend Dashboard**
 - ❑ **Dynamic:** updated daily
 - ❑ **Social Ranking:** voting, ranking, polling
 - ❑ **Crowdsourcing:** employees uploading and commenting on ideas
 - ❑ **Experience:** integrating slideshows and video
 - ❑ **Analysis:** evaluation criteria and trend impact for each trend



TrendWatch U-K



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- > [Video](#)

Links - Fashion

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- > [Fashion PSFK](#)
- > [JC Report](#)
- > [Springwise](#)

« [Model trends: street casting](#)

Salon International London 2006

London rocked from 14th - 16th October 2006 as Salon International hit London with 48.000+ visitors. As usual, the event attracted hairdressers from all over the world - all of whom were treated to a hairdressing spectacular with a truly unique atmosphere.

The Hair Show featured stands and stages that entertained the masses and offered education, trend information for 2007 and tips and techniques that visitors could take back to the salon. Product and equipment launches, together with the latest tools and salon furniture all attracted huge amounts of attention.



This entry was posted on Tuesday, November 7th, 2006 at 10:18 am and is filed under [Hairstyling](#), [Trade Show Report](#), [Video](#).

★★★★★ (1 rating)

Latest News

[Keep Healthy With Your Mobile Phone](#)
November 3rd, 2006

Current Poll

Do you like polls?

- Yes
- No
- Undecided

[View Results](#)

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5. [Category Review - Hair Treatments & Colourants](#)
6. [Bodylab](#)
7. [LOHAS](#)
8. [Video: Top Hair Düsseldorf](#)



Vodafone R&D TrendWatchlist



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- > [Engadget](#)
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Smart Cards on the Way to a Single Standard?

Categories: [TrendWatch](#), [Japan](#)

October 31st, 2006

Trend Description:



Smart cards are already a part of daily life in Japan – whether as train tickets or to pay for small purchases, most people at least in the large cities use a smart card several times a day. Smart cards have also been offered integrated in mobile phones for over than one year. Until now, however, there have been four different standards for these cards, making it difficult for consumers to decide on one and forcing stores to install several readers. This is about to change.

Cases:



At present, there are four companies in Japan offering electronic payment services, using either cards or mobile phones. The four services are Bitwallet, Inc.'s Edy, in use at 43,000 shops; East Japan Railway Co.'s Suica used at 8,300 shops; NTT DoCoMo, Inc.'s iD, used at 50,000 shops; and QUICPay, used at 10,000 shops by several firms, including JCB

Co. and Toyota Finance Corp. The number of people registered as users of Edy is 21 million: Suica 17.5 million: iD 750,000 and QUICPay 70,000. While these companies have been battling each other and will continue to fight for the largest share as the market for electronic payment keeps growing, they are also discovering synergies.

The companies have now agreed to integrate their different types of scanner necessary to make the payment. Both smart cards and mobile phones equipped with smart cards need to be held over dedicated scanner for a payment to be made, and until now each company had installed separate

Latest Trends

[Wi-Fi Toys](#)
October 30th, 2006

Top Rated Trends

1. [Mobile Web 2.0](#)
2. [Update: Blogvertising](#)
3. [Total control](#)
4. [YouTube applications \(update\)](#)
5. [Mobile advertising](#)
6. [Mobile Widgets](#)
7. [Mobile Education](#)
8. [SMART LIFE](#)
9. [Nike iPod](#)
10. [Social News Ranks](#)

Ideas Brief

Analysing Trends, Generating Impulses, Implementing Innovations



Ideas Brief Blog

This is the blog edition of the Ideas Brief newsletter. The blog will be updated weekly.

The Ideas Brief is aimed at keeping you abreast of current trends, trend-updates, Marketing Innovation projects as well as articles and books relevant to marketing innovation decision makers.

Categories

- Trend-Watch
- Trend-Update
- VZ-30 Insights
- Articles & Books
- Marketing Innovations Insights.
- podcasts

Latest Trends

[Branded Entertainment - Audio Books](#)

Branded Entertainment - Audio Books

Category: Marketing Innovations Insights., Posted on November 6th, 2006

Branded Entertainment – BMW Audio Books

Thousands of people from around the world are downloading and enjoying the short stories from www.bmw-audiobooks.com. The site was launched February with a new audio book added every two weeks. Each story is about one hour in length and naturally includes a BMW in the Plot. The goal is to create compelling and entertaining



Product TrendWatchlist

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- > Apparel
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- > Electronics
- > Food
- > Household Furnishings
- > Household Products
- > Kids
- > Marketing & Sales
- > Pets
- > Sport & Fitness
- > Toys & Games

Latest Products

[Wallcoverings](#)
August 29th, 2006

Top Rated Products

1. [Wallcoverings](#)
2. [Bicycles for tomorrow](#)
3. [Dog fashion](#)
4. [Education and Storytelling](#)
5. [Portion Control](#)
6. [DVD Games](#)
7. [Household Care Convenience](#)
8. [Pet Monitors](#)

DVD Games

Categories: [Electronics](#), [Toys & Games](#), [Kids](#)

August 30th, 2006

A new generation of family entertainment is using the popular DVD player to play board games.

Trend Description



The DVD player is the fastest growing consumer electronics device in the world. Sales of DVD games grew 600% between 2003 and 2004 and the category is projected to reach \$1billion in 2007. 300 million players are forecast to be in use by the end of 2005, rising to 493 million by 2010. DVD games run on standard DVD players (plus next generation consoles like PS2 and X-Box and PC-DVD-Drive), with players simply using the remote control to interact with the screen. DVD games won't have an enormous amount of replay value, but they undoubtedly provide a sociable experience for families.

Cases

Game Wave



Zapit Games is entering the market of interactive DVD games by offering a new twist to family game playing. Instead of creating a game to play on your existing DVD player, it has created a new DVD gaming system called Game Wave.

The Game Wave system comes with a DVD player, four unique remotes, and the software trivia game 4 Degrees: The Arc of Trivia, Vol. 1. Families can buy two more remotes (\$28) so that up to six players can compete at a time. Zapit Games has released four more games to play on the Game Wave system.

Trend Tools

Trend Dashboarding

□ Social Ranking

☆☆☆☆☆ (rate this post!)

☆☆☆☆☆ (36 ratings)

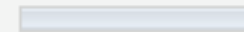
Top Rated Products

1. Wallcoverings
2. Bicycles for tomorrow
3. Dog fashion
4. Education and Storytelling
5. Portion Control
6. DVD Games
7. Household Care Convenience
8. Pet Monitors

Current Poll

Do you like polls?

Yes (56%)



No (44%)



Undecided (0%)



Trend Tools


Trend Dashboarding

❑ Crowdsourcing

[About](#) | [Features & Benefits](#) | [Sitemap](#) | [Top Products](#) | [Your Content](#)

Trends & Ideas:
Please create three parts of the description of your trend or idea.

1. Trend-Description: What is it all about?
2. Cases & Examples: products and sales ideas for this trend.
3. Trend-Impact: What does this trend or idea mean for your group? What is your conclusion?



Please leave your comment

(required)

Philippe Souidi Says:
November 2nd, 2006 at 11:02 pm

Interesting concept. I came across a similar store in Berlin a few days ago next to the hotel Lux (www.lux11.com) that sold designer wall coverings.

☆☆☆☆☆ (2 votes)



Trend Tools

Trend Dashboarding

☐ Experience



51
Fotos



Trend Tools

Trend Dashboarding

□ Archive

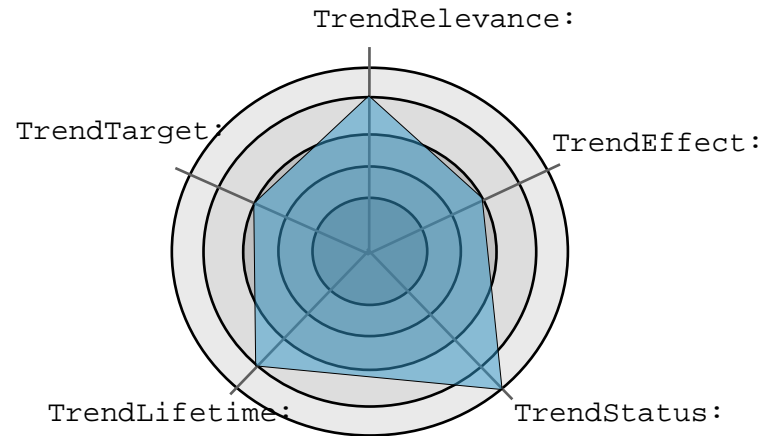
Trend Archive

- > **November 2006 (6)**
- > **October 2006 (20)**
- > **September 2006 (16)**
- > **August 2006 (21)**
- > **July 2006 (17)**
- > **June 2006 (29)**
- > **May 2006 (33)**
- > **April 2006 (20)**
- > **March 2006 (5)**
- > **February 2006 (6)**
- > **January 2006 (2)**
- > **November 2005 (3)**
- > **October 2005 (3)**

Trend Tools

Trend Dashboarding

□ Analysis



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Trend Tools

Trend Dashboarding

- How do we get our team to use it?**
 - Define Key Users
 - Make it a Key Component of each Trend Workshop and Ideation Session
 - Export to PPT / Email
 - Google Innovation Rule: 20% of time for pet projects

Trend Tools

Experience trends in order to “Buy In”

- ❑ Innovation Team: Trend Dashboarding
- ❑ **Senior Leaders: Trend Tours**

**Experience trends
in order
to “buy in”**

Trend Tools

Trend Tours: sample tour

New York Trend Tour. Agenda.

January 10 th	
1 8:00	Meet in Hotel: kickoff breakfast, gadget showcase.
2 9:00	WIRED: visit magazine, discuss consumer trends and special events involvement. <i>Trend: Consumer & Future Trends</i>
3 11:00	Weblogs Inc: successful blog publisher. <i>Trend: Blogging</i>
4 13:00	Chelsea Gallery District: Josh Davis: meet with Josh Davis, digital artist, visit innovative galleries and luxury retailer. <i>Trend: Culture Marketing</i>
5 14:00	Current TV: visit new form of media company. <i>Trend: Consumer Generated Media</i>
6 15:30	Google Labs: meet with Google and discuss innovations and trends. <i>Trend: Web 2.0</i>
17:00	Mr. Koenders leaves to airport.
7 17:00	EcoMagination: meet agency and discuss eco-luxury / eco-magination trend work for GE. <i>Trend: Eco-Luxury</i>
18:00	Mr. Müller-Ötvös leaves to Woodcliff Lake.
8 18:30	Samsung Experience: Innovative Showroom. <i>Trend: Experiential Marketing</i>



Case Studies

“Generation M” Trend Tour 2002

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YUV420 codec decompressor
are needed to see this picture.

Please contact us for video

Case Studies

“Target India” Trend Tour

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Case Studies

Beijing Trend Tour

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Case Studies

London Trend Tour

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Future Trends

Key Takeaways

Setup tools to **participate** in the world of **hypercommunication**.

Experience trends in **global** hotspots to understand your **future consumer**.

**Thank you very much
for your attention.**

Keeping your finger on the pulse



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