

next tuesday afternoon

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Maybe most of us think about trends when it comes to teenagers...what they're wearing and listening to and if tattooing will become passe soon. Not so for Faith Popcorn, one of America's top trend-spotters. Her forecasts about what is happening in today's consumer world for 2008 are thought provoking, to say the least. Here are a few trends she sees impacting Americans:

Anchoring: A "reaching out" for our spiritual roots to secure the future. In 2008, we'll continue to be struck by the winds of change which threaten our path toward a safe harbor.

DissedTrust: People will continue to reject "establishment" institutions, expecting them to lie, cheat and abuse employees, communities and the environment. Rich rewards will go to any institution that can reach the bar of trust.

Pleasure Revenge: Consumers will revel in secret.

Cashing Out: Working people will question their personal and career satisfaction and opt for simpler living, with the overall culture tipping toward a simpler way of life.

Last year, Popcorn introduced Liquid Brands; which are brands that constantly reinvent themselves. This year, she sees brands continuing to refine themselves as they seek a place in a chaotic environment. Here are two emerging brand types:

Whisper Brands: As a logical progression from Cashing Out, Whisper Brands will remove themselves from the clutter to become more subtle and intimate; whispering in our ears to be heard above the roar of the mediascape.

Mafia Brands: Consumers taking the Pleasure Revenge route will plunge headlong into the din of the brandscape, looking to their brands for "protection."

She notes that a 'Shelter from the Storm' function will be more prevalent as the year goes on, bringing big benefits to consumers. She warns that optimism is passe and brands that just trumpet their benefits are hopelessly out of tune with consumers who are sick and tired of marketing's noise. What can you do to provide a feeling of protection to your customers?

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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