MINTEL TRENDS

YOUR SIX INSPIRATIONS
A wine retailer has approached us to develop ideas for a new store; something different to traditional off-licence stores. **This is how Mintel Trends can be applied.**

**Step 1**
Hover over “Trends” in the menu and navigate to the “Retail” sector overview page.

**Step 2**
Look at the Top 10 Trends in Retail. Choose three to explore in more detail.

1. **Experience is All**
   “Retailers’ over-emphasis on speed, convenience and price has led consumers to crave experience more than ever.”

2. **Life Hacking**
   “Consumers are seeking tools to help them perfect their productivity.”

3. **Extend My Brand**
   “Price matters but so too does trust. Brands are learning to leverage their equity.”

**Step 3**
Play each Trend deck and look at key observations. Select the most interesting to explore.

- **A Compelling Retail Narrative**
  Manhattan’s Story is a store that refreshes its content and theme each quarter just like a magazine, with past ‘issues’ covering ‘LOVE’ or ‘NEW YORK’.

- **Entertaining Shoppers**
  Bogota: Colombia’s National Symphony Orchestra flashmobs city malls to bring music to the public.

- **The Future Delivered**
  Online retailer Amazon unveiled its new delivery service called Amazon Prime Air that will use drones for delivery.

- **Bring It**
  Sears has announced a new initiative that will allow shoppers to pick up their online purchases without leaving their cars.

- **Cleaning Up**
  Cleaning brand Ajax has launched a new app in Australia that will help users clean up their Facebook feeds.

- **Cola Wine**
  A branch of the French winemaker Châteaux en Bordeaux has introduced a cola-flavoured wine in a bid to attract younger generations.
Brainstorm

- Can we be about speed, offering customers Click and Collect services in store so consumers can pick up their purchases on their way home or on their way to an event?
- What about ‘Tasting’ vending machines, allowing customers to wine taste quickly, privately - and without any potential staff intimidation - before purchase?
- We could offer further private browsing with in-Store iPads for customers to access expertise (e.g. Gordon Ramsay website) remotely.
- We could open the wine store after hours for events (tasting events, guest speakers e.g. David Ginola on French wines).
- We can extend our services to hiring out sommeliers to events or conferences to build brand awareness.

Extend reach

Expert technology

Contact your account manager or email helpdesk@mintel.com to find out how Mintel Trends can help your trend ideation.
Getting People into Sport

A government agency has approached us to develop some concepts for a campaign to reinvigorate interest in sport, post-Olympics. **This is how Mintel Trends can be applied.**

**Step 1**
Hover over “Trends” in the menu and navigate to the “Leisure and Entertainment” sector overview page.

**Step 2**
Look at the Top 10 Trends in Leisure and Entertainment. Choose three to explore in more detail.

1. **Sense of the Intense**
   “Intense physical and sensory experiences give life, brands and products deeper meaning.”

2. **Transumers**
   Consumers are spending more time in transit. Commutes - as well as the places in between - offer new marketing opportunities.

3. **Help Me Help Myself**
   “Consumers are learning new ways to nudge themselves toward better habits.”

**Step 3**
Explore the relevant Market Application for each Trend.

- The bracing elements of the outdoors or the rush of exercise can deliver a winning sensory experience.
- At airports or stations with sizable waiting times, consumers might buy into everything from 20 minutes in a gallery to a 30-minute capsule power nap.
- We’ve already seen several fitness centres use financial incentives, but there’s room for “softer” motivations as well.
• Focus on the sensory experience - the endorphins, the “happy buzz” - granted by sport and market exercise in the same ways as food, snacks and beauty products.

• Look at opportunities for on-the-go bite sized exercise, from ‘pay-as-you-go’ gym cards following an Oyster card model, to accessible sport or gym facilities at transport hubs to capture commuter and transit traffic.

• Look at how apps can build peer communities around sport, from ‘game finder’ apps that show you team games happening near you in the next hour, to those that offer conversations around fitness, sharing goals, encouragement, achievement and even team banter.

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Proposition for a Packaged Travel company

A packaged travel company would like to explore a new image to represent the company and its tours. This is how Mintel Trends can be applied.

Step 1
Using Trends Search, choose one label at a time that represents the values or themes invested into the Travel Company.

Step 2
Look at the Top 10 Trends in Leisure and Entertainment. Choose three to explore in more detail.

1. Never Say Die
   Never mind if you weren't there first time round, the past is a place to occupy.

2. Buydeology
   Consumers are affiliating themselves with companies that share their cultural and political values.

3. Secret Secret
   Shh! Secret locations and products garner exclusivity and turn consumerism into a game.

Step 3
Play each Trend deck and look at key Observations. Select the most interesting to explore.

- **Cassette Store Day**
  International Cassette Store Day is being held on 7th September 2013 to celebrate the physical musical format.

- **Reverting to Type**
  Russia’s Federal Guard Service has recently put in an order for 20 Triumph Adler typewriters in order to avoid the digital spread of secret documents.

- **Pasta Wars**
  Two pasta companies are addressing the issue of marriage equality and consumers are taking sides.

- **Double Hopped Satire**
  BrewDog has introduced a beer meant to protest Russia’s laws against “homosexual propaganda” called “Hello My Name is Vladimir”.

- **Don’t Tag me Bro**
  Several New York City clubs have banned photography in a bit to maintain exclusivity as well as the privacy of guests.

- **Where Are We Going?**
  GetGoing is a start-up that lets travellers save money on flights by leaving their destinations a surprise.
Step 4

Brainstorm ideas from these Trends.

- Digital boycott
- Morals matter
- Exclusivity
- Surprises

Step 5

Create a plan to refine and share.

- In the past, the ‘Golden Age’ of travel was more romantic, special, exciting - maybe we can take inspiration from an era when things were slower, more exclusive and more spacious.
- Let’s take the digital out of travel and create real paper tickets, contact clients on the phone, send letters instead of text messages. We can make the planning experience something to savour and keep.
- We can make the anticipation and the journey from A to B something to savour with everything from chauffeur service to complimentary drinks and guide books.
- Let’s be seen to be doing the moral thing and support the local economy, e.g. by using hotels employing local people and sourcing local produce and materials.
- Let’s choose activities that support local people and local businesses and position ourselves as both authentic and sustainable.
- We use our expertise to explore cool and surprising things travellers couldn’t find by themselves, give them authentic experiences and take them ‘off the beaten track’. We offer the real ‘discovery of a country’, not just a holiday.
- “What happens on tour stays on tour” - we get customers to pledge not to give away the special locations or people on our holidays. This way they become part of a trusted, discrete special ‘in the know’ community.

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Positioning a Premium Snack Food

A food company would like new ideas on how to position their premium snack brand. This is how Mintel Trends can be applied.

**Step 1**
Using Trends Search, choose a label that could represent the values or themes around premium snacks.

**Indulgence**

*Slow it All Down* – “The faster life’s pace, the greater the need to slow it all down (at least once in a while).”

Although this is first in the search result; this is already a well-established trend in food snacking – let’s choose others.

**Step 2**
Look at the Top 10 Trends in Leisure and Entertainment. Choose three to explore in more detail.

1. **Key Trend: Cool Vending**
   Consumer expectations about what, when and where they can buy have changed vending machines forever.

2. **Related Trend: Transumers**
   Consumers are spending more time in transit. Commutes – as well as the ‘places in between’ – offer new marketing opportunities.

3. **Related Trend: FSTR HYPR**
   The breakneck speed of life has consumers demanding instant access and instant gratification.

**Step 3**
Play each Trend deck and look at key Observations. Select the most interesting to explore.

- **Feeling Bubbly Inside**
  Mini bottles of Moët & Chandon Champagne are now being sold inside vending machines for £17.99.

- **Citizen Vending**
  Molson has introduced a beer cooler than can only be opened by Canadian citizens.

- **Pure Water on the Go**
  An Indian company has launched what it is calling the world’s first personal water purifier for on-the-go consumers.

- **A Canny Move**
  Winemakers in France are now selling their wine in cans in an attempt to attract younger, on-the-go drinkers.

- **Like My Undies**
  H&M will air the first shoppable TV ad during the 2014 Super Bowl, promoting the David Beckham Bodywear line and allowing viewers to buy the garments immediately.

- **Every Second Counts**
  China has unveiled the world’s fastest smartphone.
Brainstorm ideas from these Trends.

Step 4

Brainstorm

- Luxury on-the-go
- Japanese vending
- Public indulgence
- Unexpected

Step 5

Create a plan to refine and share.

- The trend has taught us that in Japanese culture anything can be sold in a vending machine and in the west it has popular potential with young people. We’ve also seen sophisticated products like Moët and Chandon sold in machines, so let’s be ambitious.

- By positioning and promoting our premium snacks in public machines we can tap into the public’s desire to visibly show off their spending and their indulgence, provoking or tempting others to do the same.

- Machines can be placed in unexpected locations for example at the park for picnics or at race days.

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Pitch for a new Smart Watch company

A technology company has asked us for ways to position a new Smart Watch in the current consumer market. This is how Mintel Trends can be applied.

Step 1
On the Mintel Trends homepage (trends.mintel.com), run a text search.

Search term:
Smart Watch

Extreme examples of wearable technology

Step 2
Look at the Top 10 Trends in Leisure and Entertainment. Choose three to explore in more detail.

1. **Key Trend: Second Skin**
   Wearable technology devices are unobtrusive, self-charging and can help us monitor our health and take control of our lives.

2. **Related Trend: Access All Areas**
   Mobile and GPS technology is enabling us to explore our surroundings like never before.

3. **Related Trend: Cam Cam**
   We are being watched, tagged, tracked and identified like never before.

Step 3
Play each Trend deck and look at key Observations. Select the most interesting to explore.

- **Constant Encouragement**
  Nike's newest FuelBand not only keeps track of biometric data but also lets users share workout data with their friends.

- **Measure Your Effort**
  Athos is a new line of smart workout apparel that measures effort from up to 14 muscles, as well as heart rate and breathing rate.

- **Tagged With Tips**
  Findery is a website and app that lets users tag geographic places with notes for others to view while exploring.

- **On a Leash**
  FiLIP is a wrist device for kids that acts as both a smartphone and a locator for worried parents.

- **M-Parking**
  A company is helping drivers in Indian cities book parking spaces in advance.

- **Bellabeat**
  Bellabeat is a home monitoring system that will let expectant mothers track various aspects of their babies’ development in utero.
Brainstorm ideas from these Trends.

Step 4

Brainstorm

- Position our watch as being about ‘community’, uniting friends who have the same technology and enabling them to share results and experiences. We could even incentivise group creation by offering discounts for group/family/friend purchasing.

- We can push ‘security’ and how our device can be used to monitor elderly/young family members. Consumers can literally have their fingers on the pulse of family wellbeing.

- Our ‘security messaging’ can extend to things like ‘having a smart wallet in the watch means you will never lose it because “you are your wallet”’ and how wearers keep their essential information ‘At Arm’s Length’.

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Step 5

Create a plan to refine and share.

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What’s Next for Death?

A Financial Services company has approached us to find out what’s next for life insurance, funeral insurance and related products. **This is how Mintel Trends can be applied.**

**Step 1**
On the Mintel Trends homepage (trends.mintel.com), run a text search and sort by ‘Last Year’.

**Step 2**
Explore the five most recent Trend Observations.

1. **An Arborous Afterlife**
   The Ending Center, a non-profit organization in Japan, has been working with a cemetery in Tokyo to offer alternative ways to put people to rest under trees.

2. **Looking Your Best at Death**
   There is a growing trend among elderly Japanese women to purchase and customize their final outfit ahead of their own death and funeral.

3. **ALARMing Death Stats**
   ALARMclock wakes you up with your projected life expectancy as a “motivating force.”

4. **Dine Among Death**
   One of Berlin’s large 19th Century graveyards now features a café.

5. **Message from the Dead**
   Proof of Life is a service that sends messages to loved ones once the user passes away.

**Step 3**
Play the deck for the most related Trend. Explore the observations in more detail.

**No Resting Place**
Death is becoming more openly discussed - and end-of-life planning more openly debated.
Brainstorm

- Death is a ‘growth industry’ on a global scale, since data shows how ageing populations are raising death rates, creating a big future market around not just funerals, but life insurance, wills, legacies and even one’s digital affairs.
- We’ve seen a lot of radical stories from Japan, but also that in other countries people are not scared of discussing death.
- Therefore advertisers can afford to be braver and more daring with campaigns to get people thinking about what this means for their finances, their family and enjoying the time they have left.
- There is also a digital side to death – how many seconds we have left, how we ‘live on’ - that can be used to get younger generations thinking about their futures too.

Step 4
Brainstorm ideas from these Observations.

Step 5
Create a plan to refine and share.

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trends.mintel.com