

Eight Trends in the Business

- Trend One: From Talk to Action

- ↳ We need to pay more attention to what people do as opposed to what they say they will do
- ↳ Working with consumers in their environments rather than our own
- ↳ Training in observational and ethnographic methods

- Trend Two: From the Past to the Future

- ↳ With the fast pace of change, the past is increasingly less predictive
- ↳ Working with leading edge/early adopter consumers
- ↳ 'The future is already here; it's just unevenly distributed'
(Necromancer: William Gibson)

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- Trend Three: From Understanding to Creating
 - ↳ We need to take our traditional process a step further
 - ↳ At times, this will require a different mind set
 - ↳ Impact on process, on how we work, who we hire
- Trend Four: From Respondents to Partners
 - ↳ Properly selected, consumers can have so much more to contribute to our process
 - ↳ Qualitative panels/surrogate spies
 - ↳ One of the keys behind Super Group (R)
- Trend Five: From Reporting to Experiencing
 - ↳ Consumer Touch, Immersion programs
 - ↳ Need for data to come alive
 - ↳ Video/VideoReports

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- Trend Six: From Interviewing to Eclecticism

- ↳ Interviews still at the heart of our process but we need to move beyond the collection of conversational data:

- Observation

- Semiotics

- Cultural analysis and ethnography

- Scenario Planning

- Trend Seven: From Research to Cultural Expertise

- ↳ Traditional process focused on the individual and the primacy of a psychological perspective

- ↳ We now need a broader view

- Anthropology

- Cultural studies

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- Trend Eight: The Politicization of Brands
 - ↳ No longer just constructs of physical and emotional attributes
 - ↳ Brands increasingly signify broader cultural meaning
 - McDonalds in France