

# Decoding Tomorrow: 10 Observable Trends To Get You *Thinking Like A Futurist*



## 1 Startups: Creative Destruction

Technology has enabled a new breed of competition to change the business landscape across almost every industry, and no matter how successful you currently are - you can no longer simply ignore them. Smart companies are looking for ways to learn from, and partner with, these game-changing startups before it's too late.

Innosight believe at the current churn rate, creative destruction will mean **half of S&P 500 companies will be replaced** over the next ten years!<sup>1</sup>

## 2 We're Starting To Go A Little More Hands-Free



In a possible future dominated by conversational commerce, where Amazon has the power to make exclusive recommendations on everything from Amazon Prime to Amazon private label batteries, what can you do to make sure your brand is still heard?

In the U.S. **33% of 18-24-year-olds**, and nearly a quarter of **25-44-year-olds**, already have a voice assistant like **Alexa or Google Home**.<sup>2</sup>

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47	47
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3717363189	3717363189
3816391363	3816391363
719361937	719361937
16272362	16272362
6262839	6262839
31736721	31736721
0811018	0811018
27 330	27 330
01 823	01 823
71 028	71 028
37 283	37 283
0 28	0 28
3 72	3 72
0	0

## 3 Learning To See People As Digits

What can be measured can be monitored, managed and improved - digitally. If analytics aren't being used to drive performance, then it's not just data that's being left on the table. It's everything from staff morale to money.

According to Gartner, a **staggering 85% of all Big Data projects fail**.<sup>3</sup> How confident are you that you're doing all you can to harness your company's data to provide **actionable insights to help you work smarter and create more value for your customers?**

## 4 The Quantified Self & Tales of Transformation



With consumers craving data about every conceivable aspect of their lives, brands have an opportunity to use that data to create compelling stories of personal transformation.

As reported in Forbes **60% of U.S. adults** are using some form of device to track their exercise, diet or weight.<sup>4</sup>

## 5 From Compliance & Keeping It Safe To Doing The Right Thing



Privacy and compliance is the cost of entry. 'Doing the right thing' now means brands have to take a stand and live by their values in everything they do.

In 2018 **Unilever**, the world's second biggest advertising spender (at the time), **publicly threatened to withdraw its advertising from Facebook and Google** with their CMO describing them as 'little better than a swamp' in terms of transparency.<sup>5</sup>



## 6 Trust & The New Gatekeepers of The Truth

In a world of waning trust, brands need to re-evaluate how to prove their authenticity. Will blockchain and the digitisation of trust usher in a new era of transparency and accountability? Trusted News, a blockchain-powered Chrome plugin, launched in 2018 with the aim of combatting fake news by verifying whether websites are biased or not.

According to The Washington Post, **by November 2018 Trump had told over 6,000 lies** or misleading claims during his presidency.<sup>6</sup>



## 7 Consolidation of Power & The Giants Want More Pie

With FAMGA (Facebook, Apple, Microsoft, Google and Amazon) expanding their reach into all kinds of unexpected avenues, how do brands try to protect their slice of the pie? Verticals are converging and industry boundaries are disappearing. You need to worry about the tech giants making a play in your line of business.

In 2018 Inc. reported that **FAMGA** are so big that when combined (and taking Alphabet, Google's parent company, into account) they are **worth more than the entire economy of the United Kingdom**.<sup>7</sup>

## 8 Shopping Is Taking On A Whole New Meaning



In a world where experiences trump 'stuff', retailers need to be looking to elevate their offering.

Retail behemoth **Alibaba's** decade-long association with **China's national Singles' Day** has seen them take almost complete ownership of the day. **On 11 November 2018 their 'See Now Buy Now' fashion event sold \$30.8bn in gross merchandise** - reaching the \$1bn mark by one minute 25 seconds.<sup>8</sup> That's double the amount U.S. consumers spent online for **Black Friday and Cyber Monday combined in 2018**.<sup>9</sup>



## 9 Equality No Longer Just A Buzzword

With the #MeToo movement causing shockwaves throughout the Western world and putting a spotlight on wider issues of gender and equality, what does this mean for brands and their internal and external interactions? Expect a shift from a world where 'Culture is King' to one where 'Culture is King and Queen'.

In January 2019 Gillette turned their famed 'Best a Man Can Get' slogan on its head, with their controversial 'We Believe: The Best Men Can Be' ad, imploring men to 'say the right thing' and 'act the right way', amassing **23 million views, over 330,000 comments, 650,000 likes and 1.1 million dislikes on YouTube** in just over a week. With independent research showing it gained significant support from **Gen Z and young millennials** - it's clear that for brands to continue to reinvent themselves and truly resonate with customers, **they may have to risk dividing opinion**.

Icon inspired by work from artist Deva Pardue

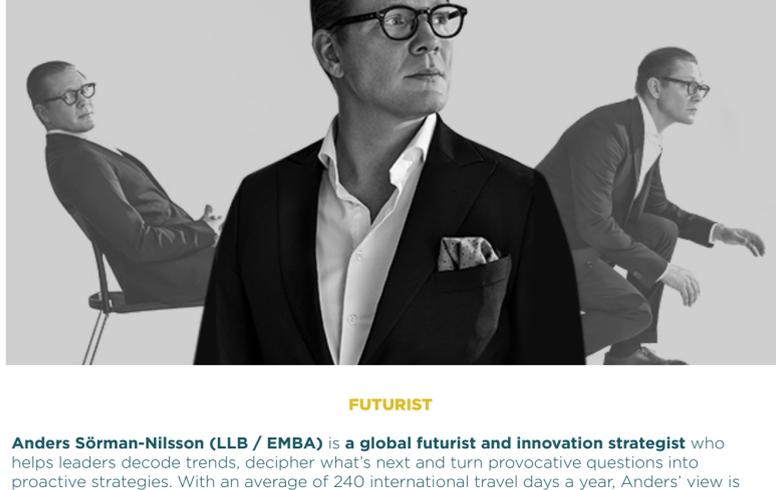
## 10 The Boundary Between The Real and The Virtual Is Disappearing



From VR headsets and smart glasses to Co-Living - new technologies and ways of living are changing the way we're interacting with the world. In order to thrive, we need to start thinking like futurists.

According to May 2018 forecasts from Statista, the global AR and VR market size worldwide is set to jump from **US\$14.1 billion in 2017 to US\$209.2 billion by 2022**.<sup>10</sup> What are you doing to redefine your future brand interactions?

Keen for more insights? **Click here to get your free copy of the full report.**



### FUTURIST

**Anders Sörman-Nilsson (LLB / EMBA)** is a global futurist and innovation strategist who helps leaders decode trends, decipher what's next and turn provocative questions into proactive strategies. With an average of 240 international travel days a year, Anders' view is that **the future and the now are converging** in a city or start-up near you, **giving the curious, the creative and the courageous a competitive and sustainable edge**. At the same time, that same future contains fearsome forecasts for futurephobes.

### SPEAKER

This Swedish-Australian futurist has shared stage with **Hillary Clinton, Nobel Laureates, and European and Australian heads of state**. He is an active member of **TEDGlobal**, has **keynoted at TEDx in the United States and Australia**, was nominated to the **World Economic Forum's Young Global Leaders in 2019**, and was the keynote speaker at the **G20's Y20 Summit** in Australia.

His presentations are meticulously researched, highly energetic and always fascinating with content tailored to the audience, which is why clients like **Apple, Cisco, Mercedes Benz, Hilton, SAP, Gartner and Macquarie Bank** have turned to Anders over the years to help them turn research into foresight and business impact.

### AUTHOR

His thought leadership has been featured in international media like **Monocle, Business Insider, Sky News Business, Financial Review, CIO Magazine and Boss**. He is the author of the books *Seamless: a hero's journey of digital disruption, adaptation and human transformation* (Wiley, 2017), *Digilogue: how to win the digital minds and analogue hearts of tomorrow's customers* (Wiley, 2013) and *Thinque Funky: Upgrade Your Thinking* (Thinque, 2009).

Get in touch to find out why brands like **Apple, Burger King, Johnson & Johnson, and IBM** have entrusted us with their futures.

<sup>1</sup> S. Anthony, S. Patrick Viguier, E. Schwartz and J. Van Landeghem, 2018, 2018 Corporate Longevity Forecast: Creative Destruction is Accelerating, <https://www.insight.com/insight/creative-destruction/>.

<sup>2</sup> G. du Toit and A. Cheris, 2018, Banking's Amazon Moment, <https://www.bain.com/insights/bankings-amazon-moment/>

<sup>3</sup> M. Asay, 2017, Big data has been a big disappointment, but there's a way to ensure yours won't be, <https://www.techrepublic.com/article/85-of-big-data-projects-fail-but-your-developers-can-help-yours-succeed/>

<sup>4</sup> S. Rosenbaum, 2015, The Quantified Self - Measuring To Curate Your Life, <https://www.theguardian.com/media/2015/05/17/the-quantified-self-measuring-to-curate-your-life/>

<sup>5</sup> J. Kollowe, 2018, Marmite maker Unilever threatens to pull ads from Facebook and Google, <https://www.dailymail.com/media/2018/feb/12/marmite-unilever-ads-facebook-google>

<sup>6</sup> G. Kessler, S. Rizzo, M. Kelly, 2018, President Trump has made 6,420 false or misleading claims over 649 days, <https://www.washingtonpost.com/politics/2018/11/02/president-trump-has-made-false-or-misleading-claims-over-days>

<sup>7</sup> Associated Press, ND, Apple, Amazon, Facebook, Alphabet, and Microsoft Are Collectively Worth More Than The Entire Economy of the United Kingdom, <https://www.inc.com/associated-press/mindblowing-facts-tech-industry-money-amazon-apple-microsoft-facebook-alphabet.html>

<sup>8</sup> L. Lacy, 2018, Alibaba Rings Up \$30.8 Billion on Singles Day 2018, <https://www.adweek.com/digital/alibaba-rings-up-30-8-billion-on-singles-day-2018/>

<sup>9</sup> K. Rapoza, 2018, Alibaba's 'Singles Day' Sales Record A Symbol Of An Unstoppable China, <https://www.forbes.com/sites/kenrapoza/2018/11/13/alibabas-singles-day-sales-record-a-symbol-of-an-unstoppable-china/#47f81bc0cd1>

<sup>10</sup> J. Rooney, 2019, P&G Marketing Chief Marc Pritchard On Gillette Ad Furor, New Research Revealing Millennial Support, <https://www.forbes.com/sites/jenniferryrooney/2019/01/28/pg-marketing-chief-marc-pritchard-on-gillette-ad-furor-new-research-revealing-sup-port/>

<sup>11</sup> Statista, 2019, Forecast augmented (AR) and virtual reality (VR) market size worldwide from 2016 to 2022 (in billion U.S. dollars), <https://www.statista.com/statistics/591181/global-augmented-virtual-reality-market-size/>