

Prepare yourself for a very turbulent 2012!

Our 2012 Trend Report covers the consumer trends, insights and innovations that **need** to be on your radar for the next 12 months



**Trend Database +
Monthly updates + Tips**



2012 Trend Report



Industry Trend Reports

Explore *why* you need it & *what* you'll get...

Why the Premium service

(In a nutshell: because it will boost your career and make your brand more money ;-)

One of the world's leading trend firms, trendwatching.com scans the globe for emerging consumer trends. Besides free, monthly Trend Briefings, which get sent in 9 languages to 160,000+ business professionals in 180 countries, we also offer an exclusive Premium Service, which includes our 2012 Trend Report, Industry Trend Reports and access to an extensive Trend Database until November 2012.



Whether you're a CEO or a Brand Manager or a Researcher or an Entrepreneur or a Marketer or Insights Manager or a CMO: Knowing, understanding, and applying consumer trends and insights will forever be a holy grail to anyone serious about his or her career. After all, in business, everything begins and ends with consumers.

In fact, with the current turbulence in markets around the world, and with consumer behavior and preferences changing ever faster - and on a truly global scale - access to consumer insights, and the ability to turn those insights into profitable innovations, may well be the only competitive advantage left.

So here's our promise to Premium clients:

1. You and your team will be forever on top of the latest trends and insights

Access to trendwatching.com's Premium service means you are forever fully in the know on where consumers (and thus businesses) are headed. Today, in 2012, and beyond. It's a hands-on guide to the latest consumer trends and how to understand, use and profit from them.

In fact, with your log-in details, you will gain exclusive access to all our trends (our Free Briefings are obviously the tip of the iceberg), all the innovations we're spotting on a daily basis, all our industry-specific reports, and of course our 2012 Trend Report.

2. You and your team will be able to closely monitor the latest innovations from your direct competitors and industry players worldwide

Your 12+ months access to continuously updated insights and new innovations from brands across the world (up to 200 new innovations are added each month!), and our industry-specific trend reports will enable you to monitor how your competition is applying these insights and trends, while constantly being exposed to truly new opportunities too.

3. You and your team will get the tools and tips to turn insights and competitive analysis into profitable innovations yourself

We know, keeping up with consumers' ever-changing needs, wants and desires is an achievement in itself, but applying these insights is in the end what it is all about. Therefore, Premium's Trend Tips section provides you with a hands-on 'Apply' guide, including many examples of how other companies have structured their trends/innovation processes, units and groups. It's the missing link between trend content and trends 'in action'.

Don't wait too long, though: 2012 is just around the corner, the business arena will only get more turbulent, and your competition may have already secured access ;-)

1. 2012 Trend Report



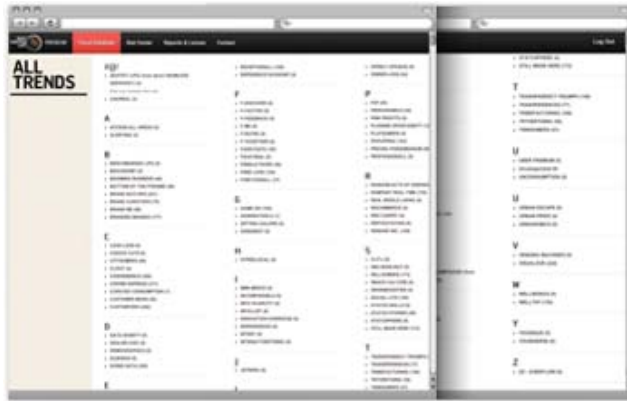
The 2012 Trend Report is a **100+ page** document outlining the crucial consumer trends for the year ahead.

Split into a **dozen major themes** and featuring **40+ trends**, the 2012 Trend Report covers every major development in the (very turbulent!) consumer arena that you **need** to know about:

From STATUS SANCTUARY to RIGHT HERE, RIGHT NOW to SEAMLESS to EXPERIENCE CRAMMING to ME-TAIL to D: DECIDE & DISCOVER to PRIVACY PREMIUM to PORTFOLIO PERSONALITIES to INTERACTVERTISING to INCOMPARABLE to ECO-BUBBLE. And, as you've come to expect from us, all these trends are illustrated with numerous cutting-edge, trend-related innovations, statistics and opportunities.

Premium clients receive the report in all of the following three formats: downloadable & printable PDF, ready-to-present PPT, and as an exclusive bonus, an exceptionally high quality printed edition, FedExed straight to your desk..

2. Searchable Database by Trend, Industry & Examples



Exclusive Trend Database

Our Premium Trend Database gives you exclusive 24/7 access to **every consumer trend** we're tracking, from Premium-only trends to updates on the trends covered in our Trend Briefings. Always illustrated with the latest and best insights and examples from around the world*, everything is fully indexed and fully searchable. On top of that, all content can be easily downloaded in various formats, tailored and presented to your team: perfect for when you need inspiration for a new strategy, product / service or campaign.

For example, if you enjoyed our BRAND BUTLERS trend then, as a Premium client, you can quickly download the very latest examples from brands capitalizing on this trend, and filter by industry too.

*The database currently contains 5,000+ trend-related innovations, all indexed by trend and industry.

Theory, stats and more

Each trend has its own individual page with **theory, statistics, insights and opportunities**.

Trend Examples

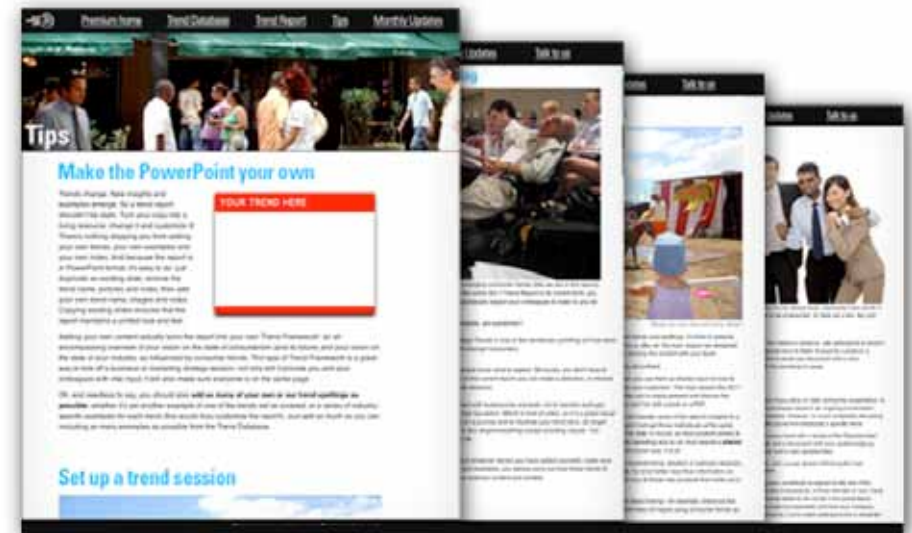
Each trend page also gives access to numerous related trend examples covering products, services and campaigns from brands around the world. All examples are indexed by industry, too.

Updates and tips



Monthly Updates

Our dedicated Premium team adds up to **200 new trend examples** to the database each month. You will receive, and have access to these updates until November 2012.



Tips on how to apply

Last but not least, there's a dedicated Tips section to help you make the most of our Premium content, with an emphasis on **how to apply the trends, insights, and examples** to your own business. In short, the Trend Database makes inspiration and innovation easily accessible. And if you need any further advice, our Client Services team is always on hand to help.

3. Industry Trend Reports

Industry Reports

You will also gain instant access to dedicated, constantly updated PowerPoint presentations covering 17 major B2C industries - from Food & Beverage to Financial Services. Using our Trend Database, each presentation outlines and analyses relevant industry trends, examples, stats and opportunities - creating a document that's ready to read, dissect, use and share.

Please note that if you're in Retail, Design, or Advertising/Marketing, virtually all of our content will automatically apply to your sector/discipline. Hence the large number of clients from the agency world, as well as from the retail sector.



AUTOMOTIVE

Car manufacturers, car rental companies



BEAUTY / PERSONAL CARE

Cosmetics/ make-up, skincare, personal hygiene, hair care, grooming



CONSUMER ELECTRONICS

Manufacturers of domestic appliances, computers, TV sets etc



DOMESTIC CARE

FMCGs, supermarkets



EDUCATION

Schools, colleges, libraries, online learning platforms, nurseries, training centers



FASHION

Apparel, footwear, jewellery



FINANCIAL SERVICES

Retail banks, insurance companies, investment banks, credit card issuers, mortgage advisors, payment providers and lenders



FOOD & BEVERAGE

FMCGs, supermarkets, bars & restaurants



GOVERNMENT & PUBLIC SECTOR

Governments, states, local authorities, councils and public utilities



HEALTH

Gyms, spas, clinics, hospitals, pharmacies, drug companies



HOME & GARDEN

Real estate, architecture, energy and interior, construction, garden & office design



MOBILE & TELECOMS

Network providers, handset manufacturers, fixed line operators



MEDIA

Online and offline publishers, newspapers, social media, magazines, television networks, radio networks



MUSIC & GAMING AND ENTERTAINMENT

TV stations and networks, radio, film, record labels, entertainment venues, theaters, concert organizers, promoters, video game developers/ distributors.



NOT FOR PROFIT / SOCIAL CAUSE

Charities, nonprofits, social enterprises, NGOs, fundraisers, voluntary organizations



TRANSPORT

Airlines, airports, railways, ferries, postal/ shipping companies, bike manufacturers, commuter services



TRAVEL & TOURISM

Hotels, holiday operators, theme parks, cruise operators, tourist authorities

Testimonials

Here's what clients worldwide have said about our Premium service:

"We're very happy with the Premium service; we're currently using the trends and examples to generate innovation ideas"

Linda Watts, General Manager - Strategic Innovation
Kimberly-Clark South Asia, Australia

"We just finished giving a trend presentation internally, incorporating Premium's trends and inspirational examples, and as always the presentation was very well received."

Oi-Lin Man, Market Intelligence
Canon Europe, United Kingdom

"We always look forward to the release of the new yearly report. We're using the report for learning, for stimulating discussions, and for presentations. We particularly like the many visuals and examples that support the trends mentioned."

Ilene Strongin-Garry, Manager: Information, Research & Trends
InterContinental Hotel Group, US

"The Trend Report has given us valuable consumer insights, and has been a mind breaker for the traditionalists. We've used the report as a basis for internal seminars on trends. The participants have given great feedback, and I'm asked to hold more presentations about trend topics. Currently we are working with several new product innovation projects based on this report."

Caspar M Lund, Product Innovation Manager
TrygVesta insurance, Norway

"The information which was included in this report is really helpful to my work — planning market research and creating product concepts."

Dong Kwan Park, Marketing Manager
LG Electronics, South Korea

"This format works well as we can use it to support our thinking and quickly integrate the insights into our presentations. I have used it mostly as a tool to demonstrate other companies' approaches in different markets."

Jeffrey Veffer, Associated Director Innovation and Strategy
Bell, Canada

Some of the brands already enjoying Premium access

From some of the most respected big B2C brands, down to ambitious small firms and agencies:



Price

You'll be happy to know that we've kept things very affordable for both small and large companies: the all-inclusive price for the Premium service is only **\$1,849 / €1,349 / £1,149**.

This includes the 2012 Trend Report (in both printed and digital format), the industry-specific reports, and access to the ever-growing Trend Database until November 2012, including all the monthly updates and bonus material. **There are no other costs involved.**

Find out more about the pricing:

www.trendwatching.com/premium/formatpricing/

Questions?

We'll gladly answer any question you have about our Premium service.

Have a look on our Questions Answered page on:

www.trendwatching.com/premium/faq/

Or email Andrea Thorn, our Head of Client Services, at andrea@trendwatching.com.

She'll get back to you straight away.



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