

# 2019 TREND REPORT



When you have Aquagym at 3 pm but  
you need to accessorize your  
existential angst eternally.



Mobile Drive-Thru

Branded Escape

Self-Reflexive Campaign

Traveling Hotel



**#1 IN  
TRENDS**

The world's largest, most popular, most-powerful trend platform

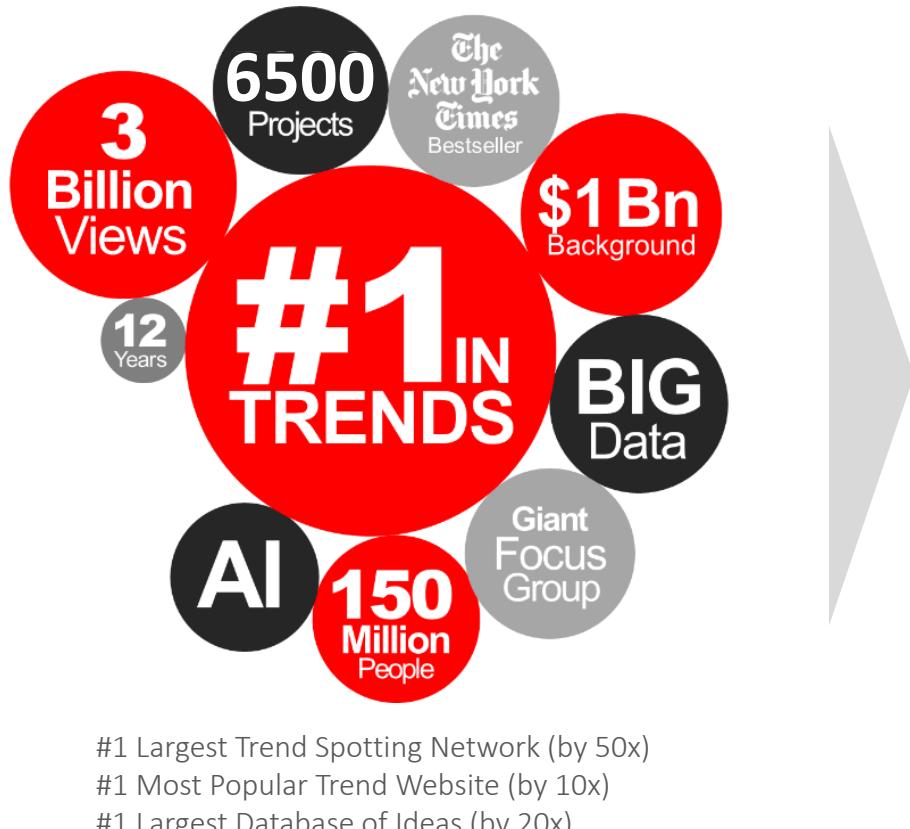
## Learn how Samsung, Adidas and Nestle accelerate research with the #1 trend platform:

Join hundreds of the world's most powerful innovators who "Find BETTER Ideas FASTER" with our data-driven, cost-effective custom research, like the sample custom report. With a dedicated advisor, 200,000 people hunting ideas for you and our 150,000,000-person virtual focus group, you will dramatically enhance insight while extracting costs.

Cheers,

Jeremy Gutsche – jeremy@trendhunter.com  
CEO and New York Times Bestselling Author – JeremyGutsche.com

Trend Hunter is the largest trend firm & an award-winning innovation accelerator because we have insight from 150,000,000 people & AI

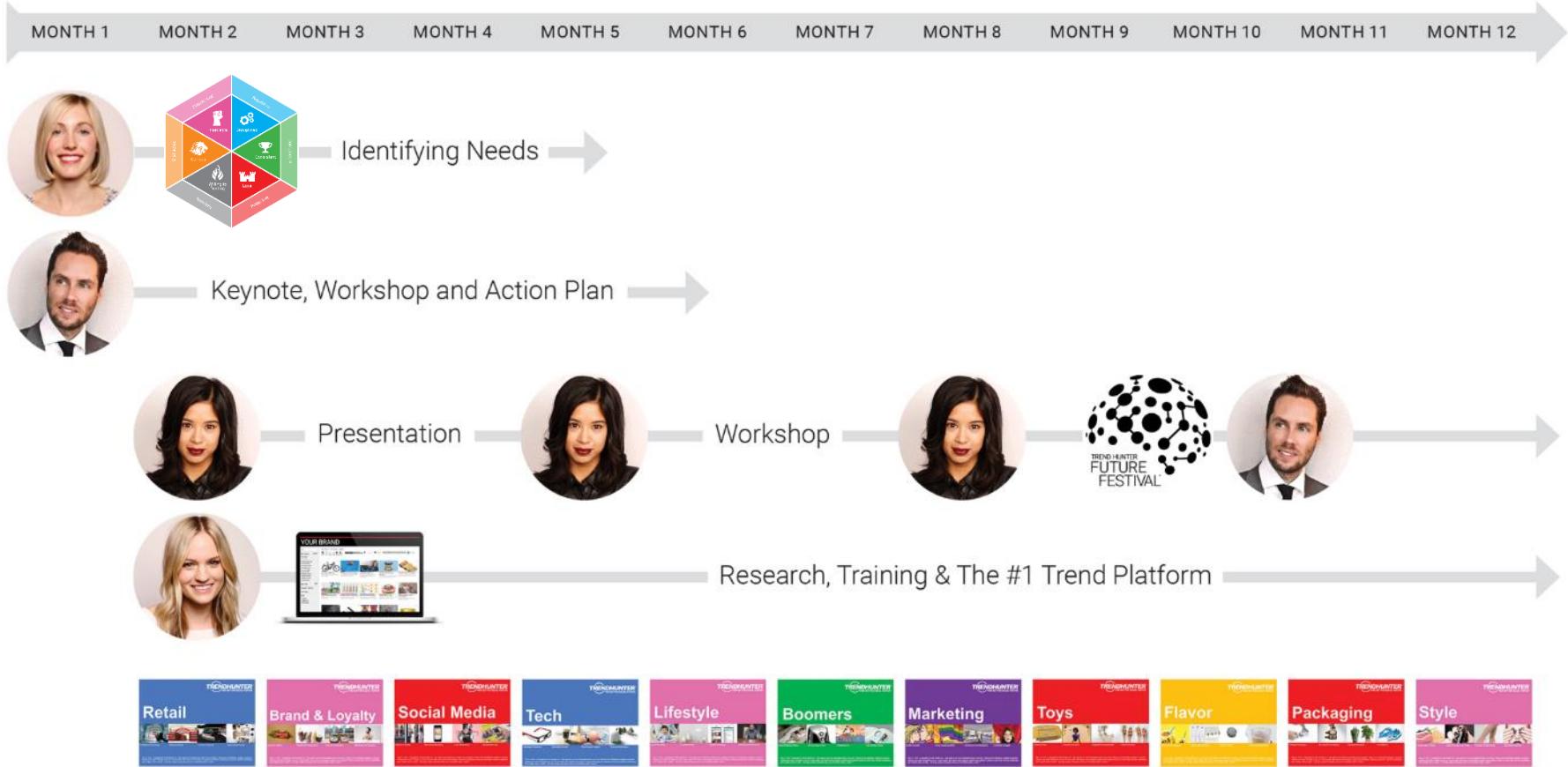


*“We love the new Trend Platform. We believe it's awesome. It's a great way to look at what consumers are looking for in the future and we invite you to use it!”*

– Sr. Insights and Planning Manager



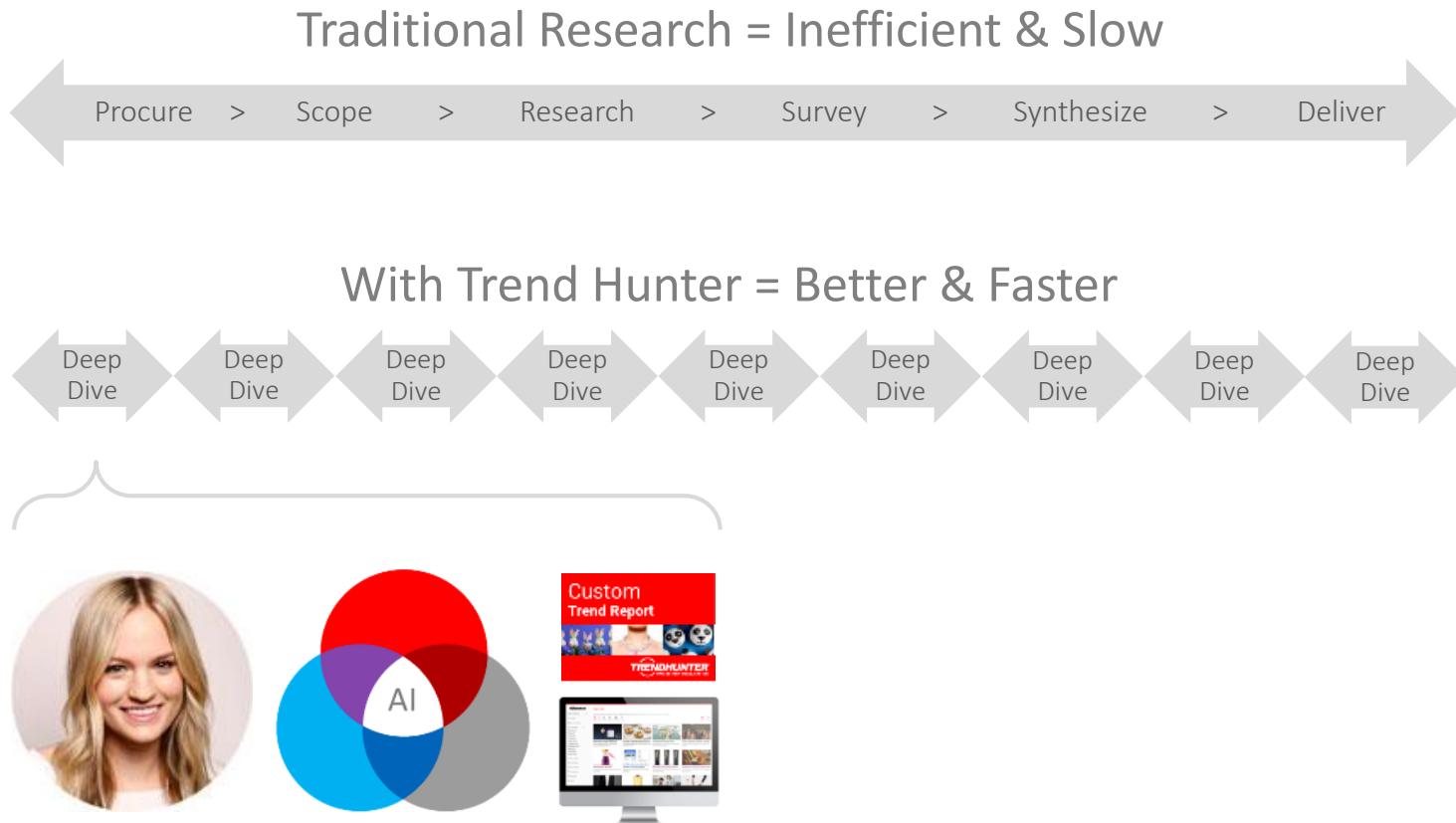
We offer a menu of services to help you get BETTER & FASTER while creating a culture of innovation



*"It brought insights new vision and some ideas that are going to push our people to the next level. I couldn't feel better about the kind of thinking we are going to get."*  
– CEO, Omnicom

**Omnicom**

We empower you with capabilities, tools & fast custom research  
so you can innovate more and ultimately get to a better place



*"Trend Hunter Advisory is key, because it opens your eyes. Take 20 minutes, go in another room and look at what's happening in the world, look at what Trend Hunter is feeding you, because that's going to be the most important 20 minutes of your week."* – Global Head of Innovation



If you want to dive deeper, get fast custom reports in as little as a day.  
Here's a list of sample topics, but realistically we get much more customized.

WHY? If you Google "millennial research", you'll get 25,400,000 results, but none are right for you. We customize to make your life easier.



- |                         |                         |                          |                       |                       |                      |
|-------------------------|-------------------------|--------------------------|-----------------------|-----------------------|----------------------|
| • Retail Tech           | • Brand Rituals         | • Digital Strategy       | • Sharing Culture     | • Gen Z Lifestyle     | • Millennial Parents |
| • In-Store Display      | • Loyalty and Rewards   | • Social Influencers     | • Sustainability      | • Momentary Marketing | • Gen Y Lifestyle    |
| • Shopping Evolution    | • Brand Authenticity    | • Consumer Engagement    | • Modern Families     | • Teen Retail         | • Maker Culture      |
| • Purchasing Innovation | • Social Responsibility | • Social Media Marketing | • Gender Evolution    | • Digital Natives     | • Digital Learning   |
| • Customer Experience   | • Brand Trust           | • Branded Apps           | • On-the-Go Lifestyle | • Content Creation    | • Media Consumption  |



- |                     |                          |                         |                           |                          |                       |
|---------------------|--------------------------|-------------------------|---------------------------|--------------------------|-----------------------|
| • Wearable Tech     | • Immersive Marketing    | • Healthcare Innovation | • Healthy Snacking        | • Sustainable Materials  | • Fashion Branding    |
| • AR/VR             | • Mobile Marketing       | • Health Gamification   | • Dietary Trends          | • Simplicity/Minimalism  | • Ethical Cosmetics   |
| • Physical Digital  | • Millennial Targeting   | • Tech-Enabled Health   | • Flavor Reversal         | • Beverage Packaging     | • Fashion Tech        |
| • Hyperconnectivity | • Influencer Marketing   | • Wellness Monitoring   | • Multicultural Influence | • Dual-Purpose Packaging | • Skincare Innovation |
| • Robots and AI     | • Interactive Engagement | • Boomer Health         | • Emerging Ingredients    | • Portable Packaging     | • Personalization     |



*"Traditionally we were only doing research in our category. Now, our Trend Hunter advisor does great custom reports showing us inspiring new trends [that impact us]... and what's going on in the world."*  
– Manager, Product Planning and Strategy

**Panasonic**

We'll pair you with an Advisor to figure out how to we can best accelerate your innovation efforts



Your Dedicated Advisor & Success Team



## Fast Custom Research

- Dedicated Advisors
- Custom Reports
- Monthly 1:1 Calls



## Training & Events

- Assessment
- Keynotes & Workshops
- Future Festival



## Innovation Tools

- #1 Trend Dashboard
- Premium Content
- 2018 Report Library
- Keynotes & Courses
- Megatrend Framework
- NYT Bestselling Methodologies



"Autodesk has found a lot of value in the information provided by Trend Hunter through the custom reports and through the dashboards. Thousands of folks here at Autodesk now have access to the [customizable] dashboards." – Sr. Sales Manager

 AUTODESK

Want more? Join the world's top innovators to prototype your future at Future Festival, rated by 97% as the “best innovation conference ever”



3,000 Top-Tier Innovators

50+ Trend Safaris\*

Future Party + Tech Demos

Innovation + Trend Keynotes

1:1 Advisory Meetings

Innovation Workshops\*

**5-10**  
Disruptive Ideas

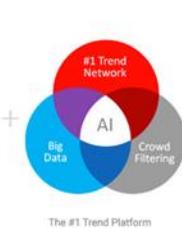


*“Undoubtedly the most meaningful conference I've ever attended.”*  
– Vice President of Sales Strategy, Aflac



Learn more about our process, and programs in the appendix

## Our Services



- Presentations & Workshops
- Custom Reports
- Dashboards & Library
- Future Festival
- Books & Expertise

Your Dedicated Advisor

The #1 Trend Platform  
& 130,000,000 People

## Our Process

#1 Largest Network  
175,000 Hunters (8 arenas' worth)

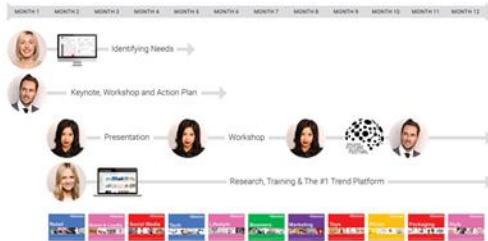
#1 Largest idea Database  
5,000 Ideas / Month (300,000 Total)

Crowd Filtering  
130,000,000 People (1 in 60 on the planet)

Dedicated Advisors  
AI

Data-Driven Opportunities

## Accelerator Program



## Definitions



### Layout

Implications:  
The overall trend and ideas that have implications across multiple industries. You might be looking at a custom shop, but how could it affect the food industry or world?



### Scoring

Overall Score:  
The overall are actually percentile (IE 90% percentile) and overall is the average of popularity, activity and freshness.

Popularity:  
The overall appeal based on people choosing an article given other options in the same category and clusters, normalized for the time of publication.

Activity:  
The amount of people interacting with an article, including scrolling through images. Something like a bacon surprise, might not be popular, but has lots of activity so there's a lot of it.

Freshness:  
The relative newness of an article, which matters more in categories like tech, as opposed to lifestyle.

### Colors

Industries:  
Fashion, Art & Design, Technology, Marketing, Business, Luxury, Etc

### Content Types

Consumer Insights:  
Market sectors of opportunity.

Clustered Lists:  
Exclusive collections of content designed to track innovation.

Specific Examples:

Carefully selected moments in time that don't miss out on that needle-in-a-haystack idea.

## The #1 Trend Platform



5,000 consumer insights • 3,000 articles • 10,000 trackable topics  
80+ categories of Trend Reports

## Award-Winning Methods



# Top 20 Insights

Brought to you by Trend Hunter, the world's most popular, largest trend network, fueled by big data and consumer insight from more than 150,000,000 people. We help creative innovators like you Find Better Ideas, Faster™



# Socialized Blockchain

Blockchain tech is incorporated into community engagement platforms

Implications - Blockchain technologies are being used to enhance platforms designed for interactive community engagement, whether those are interest or empowerment-based. These platforms utilize an emerging technology to market themselves, while catering to consumers who are seeking a sense of community.

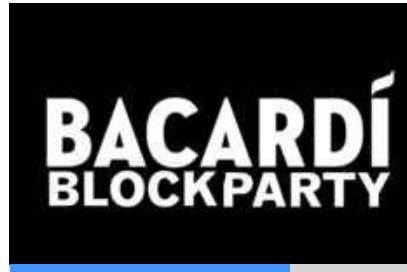


## Blockchain Marriage Platforms

Björn Borg is Promoting Equality for All with 'Marriage Unblocked'



**Blockchain Soccer Betting Games**  
 The CryptoCup Game Lets Players Enter on the Ethereum Blockchain



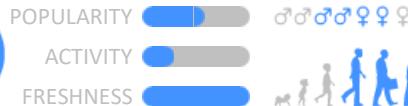
**Social Blockchain Campaigns**  
 Bacardi Blockparty Used Blockchain to Send Out Event Invitations



**Sports Fan Cryptocurrencies**  
 Havas Blockchain Launched a Cryptocurrency-Based Fan Loyalty Program



**Black Culture Tech Platforms**  
 Pittsburgh Launches Blacture to Give Voice to an Understated Culture



PATTERNS



MEGATRENDS



5 FEATURED, 41 EXAMPLES

13,942 Total Clicks  
[Hunt.to/383459](http://Hunt.to/383459)

# Branded Escape

Brands are adapting their business models to incorporate escape rooms

Implications - Brands are adapting their business models and marketing campaigns to include escape rooms that enhance the consumer experience. These spaces offer experiential environments where brands are able to engage their consumers' sense of curiosity and play, while simultaneously strengthening consumer loyalty due to their interactive and distinct nature.



## In-Bar Escape Room Activities

Clubhouse Offers Its Customers Immersive Escape and Ice-Cold Rooms



**Car-Sponsored Escape Rooms**  
 Audi is Promoting Its 'E-Tron' Line with These Escape Rooms



**Candy-Branded Escape Rooms**  
 Snickers' Hunger Bunker Tasks Guests with Selecting a New Flavor



**Gamified Real Estate Showings**  
 Evidence Immobilier Turns Apartment Viewings into Escape Room Games



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 31 EXAMPLES

26,958 Total Clicks  
[Hunt.to/382095](https://Hunt.to/382095)

# Self-Reflexive Campaign

High-end fashion brands subvert the norm with self-aware ad campaigns

Implications - Luxury fashion brands are increasingly creating subversive campaigns that reflect celebrity and meme culture in order to champion authenticity through critical self-awareness. This shift highlights the need for brands to find new, evolved ways of communicating accessibility through self-reflexive irony rather than looking to connect with consumers through aspirational images of luxury that may seem indulgent and thus evoke feelings of wealth-related guilt.

When you have Aquagym at 3 pm but  
you need to accessorize your  
existential angst eternally.



## Meme-Inspired Fashion Ads

Gucci Partners with Viral Meme-Makers for a New Set of Creative Ads

SCORE  
**7.8**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



6 FEATURED, 53 EXAMPLES

122,437 Total Clicks  
[Hunt.to/380107](https://Hunt.to/380107)



### Humorous Luxurious Fashion Collages

Meme-Maker Teamed Up with Fendi for Fall/Winter 2018



### Paparazzi-Style Luxe Photoshoots

Balenciaga Recreates the Celebrity Struggle in its 2018 Lookbook



### Vintage Advert Lookbooks

The New Originals Fall/Winter 2017 Campaign Mimics Apple's Retro Ads



Faux Paparazzi-  
Inspired Subway Ads



Awkward High  
Fashion  
Campaigns

# Traveling Hotel

Mobile hotel concepts pop up as consumers seek more experiential forms of travel

Implications - Hospitality brands are increasingly offering mobile accommodations for consumers seeking distinct travel experiences. These mobile hotels come with a shift in consumer preference, in which they increasingly seek out adventure and culture immersion over relaxation in their travel experiences.



## Secret Cabin Retreats

Slow Cabins Don't Reveal the Location Until the Trip is Booked

**SCORE**  
**7.9**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 42 EXAMPLES

95,421 Total Clicks  
[Hunt.to/378793](http://Hunt.to/378793)



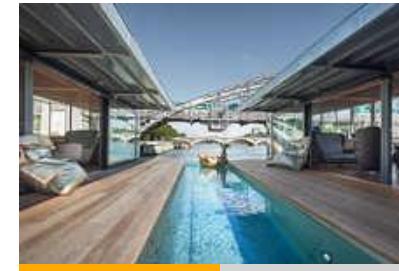
## Travel Van Resorts

The Truck Surf Hotel is an Oceanside Van That Offers a Luxe Travel Experience



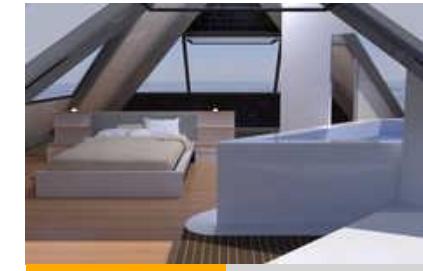
## Eco-Conscious Modular Hotel Concepts

WSP's Building Design is Sleek and Can Be Built On-Site



## Floating Urban Hotels

The OFF Hotel Offers a Suspended Aquatic Bar and Luxe Accommodations



## Self-Sufficient Floating Hotels

Pierpaolo Lazzarini Proposes a Pyramid-Like Hotel City

# Branded Podcasting

Brands are venturing into the world of podcasting for consumer engagement

Implications - The popularization of podcasts has evoked brands to curate their own series' to connect with their audience. Since podcasts typically have a niche focus or theme, they offer a unique platform for brands to present content within their market without being too salesy. Increasing a brand's reach by leveraging alternative marketing platforms can play a huge role in their consumer engagement.



Well Now

## Wellness Brand Podcasts

Saje's 'Well Now' Shares Conversations with Doctors, Healers and Experts



POPULARITY



ACTIVITY

FRESHNESS



PATTERNS



MEGATRENDS



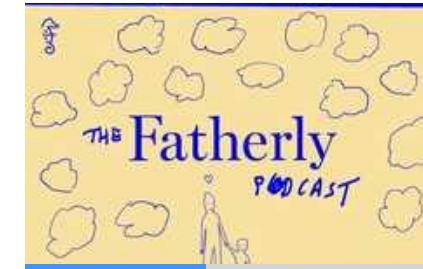
4 FEATURED, 34 EXAMPLES

34,107 Total Clicks  
[Hunt.to/378249](https://Hunt.to/378249)



### Whiskey Brand Podcasts

Jack Daniel's is Launching a Branded Podcast Called 'Around the Barrel'



### Millennial Dad Podcasts

The Fatherly Podcast Discusses the Joys and Challenges of Fatherhood



### Branded Grocer Podcasts

Inside Trader Joe's is a Podcast from the National Grocery Store Chain

# Mobile Drive-Thru

Moving drive-thrus enhance the convenience of this already simple model

Implications - The standard drive-thru already involves mobility on the part of the consumer, but its convenience is being elevated even further with a new model of drive-thru that in itself, is mobile. These designs not only enhance accessibility to the brands' food products, but offer a layer of customization in service that the fast food industry tends to lack.



## Autonomous Mobile Drive-Thrus

Wheelys' Moby-Store is a Self-driving Retail Space That Comes to You



### Rosé Drive-Thru Services

You Can Now Get Your Pink Wine Fix Via Drive-Thru in the Hamptons



### Mobile Curbside Delivery Apps

The FlyBuy App Engenders Curbside Pickup for Any Restaurant



### Mobile Fast Food Drive-Thrus

McDonald's Dia Drive is a Roving "Drive-Thru" on Wheels



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 36 EXAMPLES

55,568 Total Clicks  
[Hunt.to/375462](https://Hunt.to/375462)

# Clean Confection

Traditional dessert foods receive transformations for "clean" diets

Implications - The rise of the "clean eating" movement has resulted in brands' adoption of the movement's ideals into the desserts they offer. The use of whole, largely unprocessed ingredients in desserts is able to cater to consumers concerned with the balance of maintaining health, and permitting indulgence.



## Berry Cabernet Ice Creams

This Wine Sorbet Recipe Takes Alcoholic Desserts to a New Level

SCORE  
**4.4**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 36 EXAMPLES

49,960 Total Clicks  
[Hunt.to/375040](https://Hunt.to/375040)



## Free-From Miniature Eclairs

Bonchou Eclairerie Makes Bite-Sized, Clean-Ingredient Artisan Pastries



## Frozen Fruit Sorbet Appliances

The Gourmia GSI180 Automatic Frozen Dessert Maker is Simple to Use



## Precooked Cauliflower Crusts

Cali'flour's Cauliflower Pizza Crust is a Versatile Meal Base

# Adolescent Activism

Activism among youth is more prevalent and impactful than ever before

Implications - The intersection of youth engagement, their social media savvy, and pressing political and social issues in North America has resulted in this generation being more empowered, both internally and from external forces, than youth who have advocated for change in preceding generations. Though not immune to the exclusionary biases that exist in many different facets of North American systems, the diversity and magnified platform of this generation has resulted in a slow re-characterization of youth activism as progression, rather than it being met with immediate associations of rebellion and defiance.



## Gun Control Publicity Stunts

Designers Came Together to Create Fake Bulletproof Kids' Clothes



### Transgender Doll Toys

The Tonner Doll Company's 'Jazz' Doll is Based Off of Jazz Jennings



### Gun Control Video Games

Game For Our Lives Raises Awareness For The Changing of Gun Control Laws



### Political Teen Summits

The Teen Vogue Summit: Turn Up is Set to Empower Teens Seeking Change

SCORE  
**6.3**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



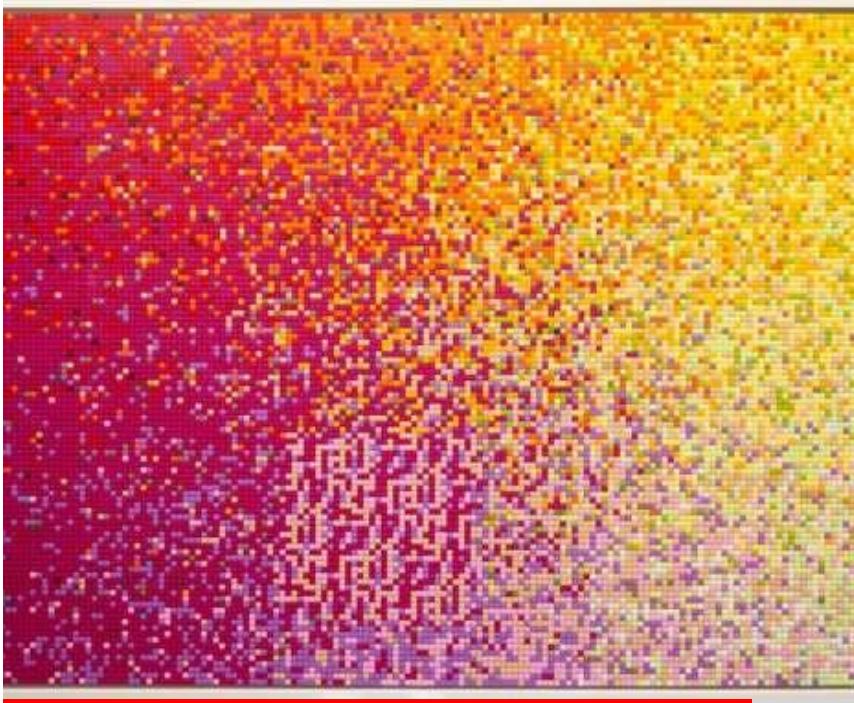
4 FEATURED, 45 EXAMPLES

105,082 Total Clicks  
[Hunt.to/374966](http://Hunt.to/374966)

# Cryptocurrency Culture

The rise of cryptocurrencies has led to their use in unlikely ventures

Implications - The increased popularity and worth of cryptocurrencies has led to the infusion of these digital forms of payment into daily routines and cultural practices. Whether immortalized in artwork or used as payment in cafes, the slow transfer of this currency from online-only uses to real world ones sets a precedent for how to gain consumer trust when it comes to highly unfamiliar concepts.



## Cryptocurrency Code Art

Andy Bauch Hid a Crypto Fortune in His Latest Art Collection

**SCORE  
7.5**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



7 FEATURED, 51 EXAMPLES

22,101 Total Clicks  
[Hunt.to/374847](https://Hunt.to/374847)



## Cash-Free Cryptocurrency Cafes

The Ducatus Cafe Accepts Payments Via Its In-House Cryptocurrency



Cryptocurrency  
Dating Apps



Bitcoin-Themed  
Streetwear  
Lines



Gaming-Centric  
Cryptocurrency  
s



Gamified Social  
Media Apps



## Adult Entertainment Cryptocurrencies

The Playboy Cryptocurrency Wallet Is Set To Evolve the Brand

# Seed Infusion

Watermelon seeds are touted as the next "superfood" ingredient

Implications - Watermelons seeds' nutritious contents are increasingly being leveraged by brands in both food and cosmetic industries. The healthy and memorable nature of this ingredient has allowed brands to position it as an up and coming "superfood," revealing the power of such labeling in pulling health-conscious consumers in.



## Watermelon Seed Oils

True Botanicals' Natural Body Oil is a Luxurious Treatment for Dry Skin



### Solid Watermelon Serums

Milk Makeup's Mess-Free Solid Serum Boasts Brightening Properties



### Watermelon Seed Bars

Go Raw's Nutrition Bars are Packed with Watermelon Seed Protein



### Watermelon Seed Butter



### Sprouted Watermelon Seeds



### Watermelon Protein Powders

DOPE Naturally's 'MELONAIID' is Powered by Watermelon Seeds



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



6 FEATURED, 51 EXAMPLES

39,457 Total Clicks  
[Hunt.to/374034](https://Hunt.to/374034)

# Abstract Edible

3D-printed foods are created with abstract, artistic designs

Implications - 3D-printing offers an array of possibilities in most industries, and the world of food is adopting it not only for its convenience and novelty factors, but its ability to construct otherwise-difficult abstract food pieces. This shift comes as aesthetic-focused consumption dominates in the age of social media use and marketing.



## 3D-Printed Pastry Molds

Dinara Kasko's Awe-Inspiring Pastries Can Now be Made at Home



### Edible Printed Sushi

Open Meals Shared Pixelated 3D-Printed Sushi Rolls at SXSW



### 3D-Printed Neon Cakes

Budmen Industries' Techno Test Kitchen Makes 'Neon Nom Noms'



### 3D-Printed Drink Garnishes

Matthew Biancaniello Enhances Cocktail Garnishes with Shapely Designs

SCORE  
**7.5**

POPULARITY



PATTERNS



MEGATRENDS



4 FEATURED, 36 EXAMPLES

65,252 Total Clicks  
[Hunt.to/373890](https://Hunt.to/373890)

# Feminist Catalyzation

## The Time's Up and #MeToo Movements Become Brands in Themselves

Implications - The topical Time's Up and #MeToo movements that recently rose from the wave of women and men in Hollywood, and many other industries, outing sexual predators and inequality, have resulted in the movements becoming brands in their own right. This shift speaks to how consumers can entrench social movements in capitalist societies to further their goals, and reveals to brands how to better cater to those looking to align their purchase decisions with the representation and inclusion that consumers crave.



### Social Change-Promoting Handbag Designs

Michele Pred's Latest Line Made It to the 2018 Oscars



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 44 EXAMPLES

66,683 Total Clicks  
[Hunt.to/373074](https://Hunt.to/373074)



### Anti-Harassment Holiday Cards

'Save Valentines' Cards Engage Buyers in Proper Social Behavior



### Female Leader Magazine Covers

TIME's Cover Features Women Running in 2018 Elections



### Charitable Celebrity Dress Auctions

The Golden Globe Dresses Will Support the Time's Up Initiative



### Gender Equality Initiatives

Dezeen Seeks to Improve Female Representation in the Design Industry

# Dystopian Resurgence

Dystopian representations in literature and pop culture are back on the rise

Implications - Classic dystopian imagery and literature is being revisited, and dystopian societies as concepts are being reimagined, as a result of the political and technological forces that are shaping the world today. The resurgence of such concepts in pop culture and academia alike function as a conflicted form of escapism, in which consumers' political fears can be simultaneously strengthened and assuaged when confronted with radical dystopian representations.



## Dystopian Hand-Carved Jewelry

Captive Makes Accessories with a Narrative

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 54 EXAMPLES

122,795 Total Clicks  
[Hunt.to/372070](https://www.hunt.to/372070)



## Dystopian Literature Fashion Lookbooks

Syndicate's Fall/Winter 2018 Shoot Has a Chilling Message



## Sci-Fi TV Series Books

The 'Black Mirror' TV Series is Being Turned into a Three-Part Book Series



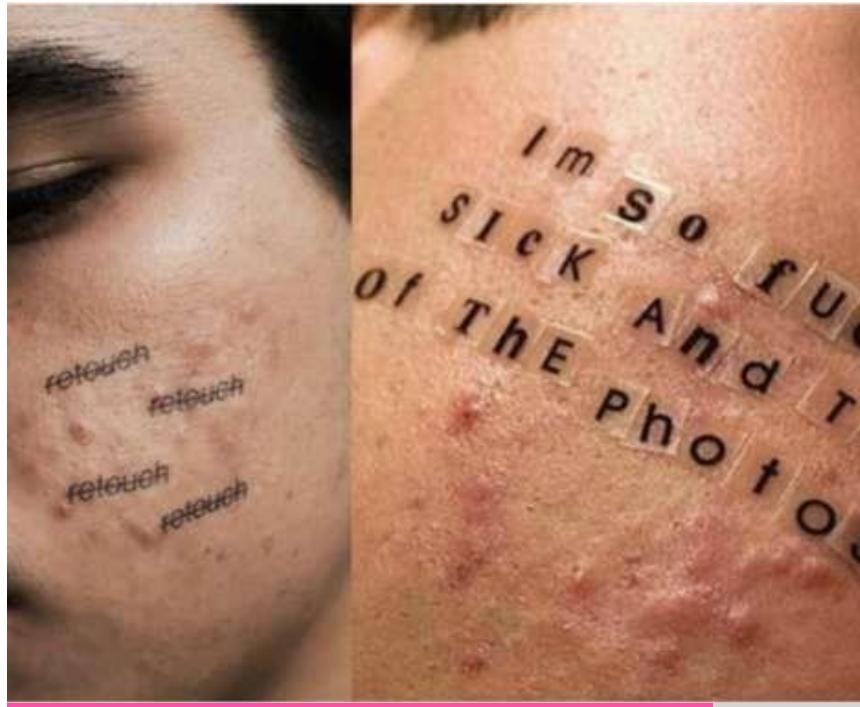
## Dystopian Ice Cream Ads

Halo Top's 'Eat the Ice Cream' Envisions an Unsettling World Run by Robots

# Skin Positivity

Skin that was once seen as imperfect is now being celebrated

Implications - Recent movements towards a more inclusive and body positive society have shown a marked shift in mainstream perception of "imperfect" skin. Beauty campaigns and photography that lets one's natural, unadulterated skin shine through signals a shift in attitude toward a more accepting view of self, that aligns with the body-positive and diversity-celebrating movements magnified by social media.

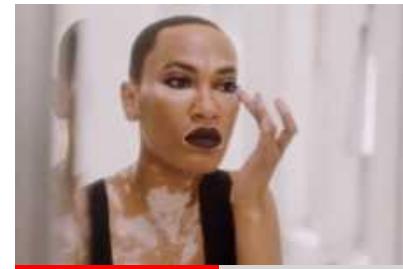


## Acne-Normalizing Photography

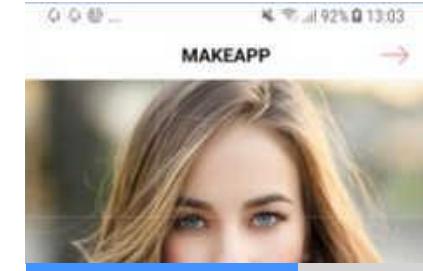
Peter DeVito Created a Series of Inspiring Unretouched Photos



**Unretouched Skincare Campaigns**  
 Babor and the All Woman Project Promote a Healthy Body Image



**Vitiligo Model-Inclusive Beauty Campaigns**  
 Amy Deanna is a Part of Covergirl's Diverse Campaign



**Cosmetics-Removing Apps**  
 The MakeApp App Digitally Applies and Removes Makeup from Photos



**Mature Makeup Muses**  
 Urban Decay's Newest 'Monthly Muse' is the Iconic Baddie Winkle

**SCORE**  
 6.7

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 42 EXAMPLES

67,142 Total Clicks  
[Hunt.to/371431](https://Hunt.to/371431)

# Custom Cannabis

Cannabis and its related products take on customization

Implications - The customization of cannabis use and production is allowing those who consume the plant to use it for their exact recreational or medicinal needs. The personalization of such products allows consumers to forgo any efforts involved in their consumption, offering an enhanced and more accessible experience.



## Cannabis-Friendly Baking Kits

The Baking Supply Co.'s Curated Sets Appeal to Herbal Enthusiasts



### Magnetized Vaporizer Pens

The Aurora Vape Pen Offers Three Heat Settings For Customization



### Intelligent Cannabis Vaporizers

The Peak Smart Bong is the First of Its Kind for Concentrates



### Virtual Marijuana Resource Boards

The Potbot MD Site is Described as a "Virtual Budtender"



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



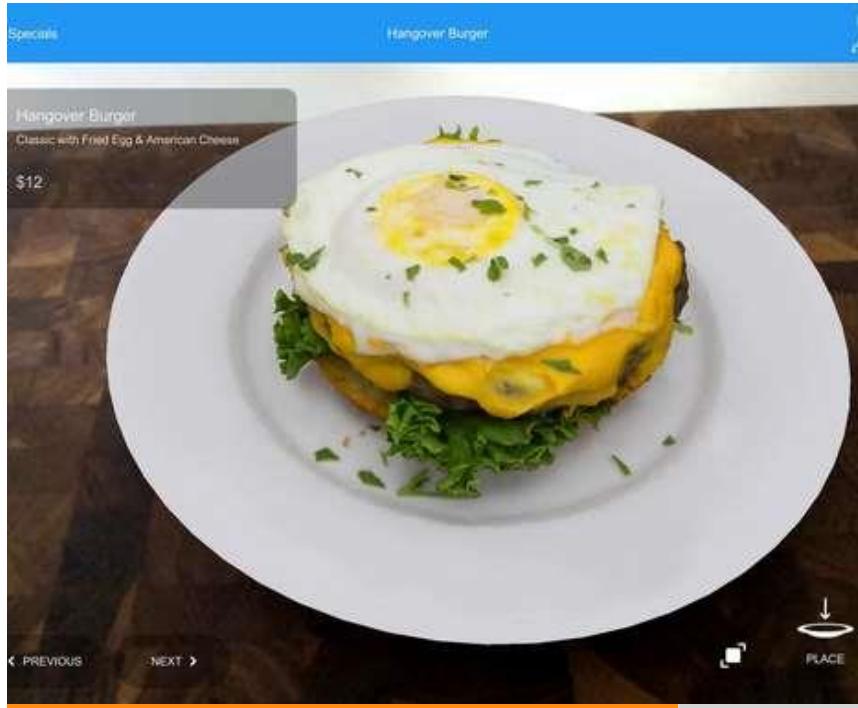
4 FEATURED, 45 EXAMPLES

72,458 Total Clicks  
[Hunt.to/370971](https://Hunt.to/370971)

# Augmented Tradition

Rituals steeped in tradition are adopted into augmented reality platforms

Implications - Practices that were once heavy in tradition, myth or personal ritual are being integrated into AR formats. This shift reveals the importance of tech in not only representing history and traditions, but in transforming them into platforms that are more relevant to the needs of today's consumers, who have long experienced waning engagement with these concepts.



## Augmented Reality Menus

'Kabaq' Offers 3D Renderings of Restaurant Menu Items



## VR Crucifixion Films

The 'Jesus VR - The Story of Christ' Movie Tells the Account of the Martyr



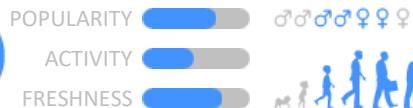
## Augmented Reality Gravesites

Virtual Graves Offer a Cost-Effective Alternative to Funerals



## AR Wishing Wells

VOLO by HUSH Makes Wishing a Global, Digital Experience



## PATTERNS



## MEGATRENDS



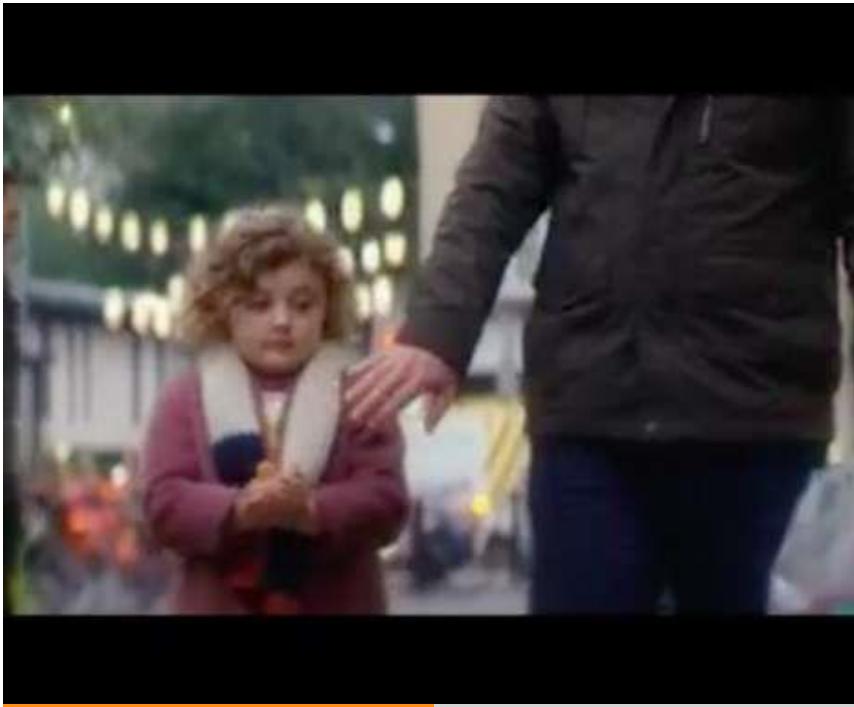
4 FEATURED, 36 EXAMPLES

35,125 Total Clicks  
[Hunt.to/370470](https://Hunt.to/370470)

# Redirected Narrative

Brands confront negative consumer perceptions to change the narrative

Implications - Businesses are taking on the more negative aspects of consumers' perception of their brands in commercials that confront the various issues they are perceived as having. This shift follows the rise of more authentic marketing via online platforms, and channels that same authenticity in a way that allows them to take control of the narrative in question--rather than making transparent attempts to cover up or ignore their perceived faults.



## Health-Focused Christmas Commercials

McDonald's #ReindeerReady Campaign Spotlights a Healthy Snack



### Confusing Fragrance Ads

A Strange Old Spice Ad Baffled and Intrigued Viewers During the Grammys



### Accusatory Furniture Ads

IKEA's Allen Key Ad Comments on IKEA's Style Versus Its Perception



### Comprehensive Clinic Commercials

The New Planned Parenthood Ad Reveals the Clinic's Many Services



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 35 EXAMPLES

17,702 Total Clicks  
[Hunt.to/369221](http://Hunt.to/369221)

# Functional Empathy

VR teaches empathy to better the customer-provider relationship

Implications - Though VR has long been a platform used to enhance empathy for various human experiences, it is now able to transform that empathy beyond simply understanding others, and into informative tools. Used to improve everything from doctor-patient interactions to accessible design, this use of empathy-evoking VR takes the relatively shallow benefit of simply recognizing another's perspective, and turns it into a functional tool to enhance user experience – offering a new perspective on VR's potential in market research.



## Dementia-Focused VR Tools

The Virtual Reality Empathy Platform Helps Architects Design Inclusively

SCORE  
**4.8**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



3 FEATURED, 36 EXAMPLES

46,067 Total Clicks  
[Hunt.to/369158](https://Hunt.to/369158)

# Influencer Edu

Influencers get involved in education within their areas of expertise

Implications - With influencer marketing being as prominent as it now is, educational platforms that aim to spout advice and expertise within this industry are coming from the influencers themselves. These summits and conferences legitimize influencers in a market that is just slowly beginning to understand the power of the personal brand—particularly its impact on younger demographics.



## Social Media Influencer Schools

Yiwu Industrial & Commercial College Helps Students Become Stars

POPULARITY



PATTERNS



SCORE  
**6.3**

ACTIVITY



FRESHNESS



MEGATRENDS



4 FEATURED, 36 EXAMPLES

35,027 Total Clicks  
[Hunt.to/368854](https://Hunt.to/368854)



**Social Snapshot Conferences**  
'SnapHappen' is Launching as a Business-Focused Event



**Latino Influencer Summits**  
Hispanicize Texas Aims to Empower With Engaging Sessions



**Fashion Industry Conferences**  
BOF Voices is a Three-Day Event That Celebrates a Diversity of Ideas

# Intelligent Fleet

Brands offer connected fleets that give them information directly from the road

Implications - Driving services are increasingly inserting smart technology into their fleets in order to better understand the various conditions and environments in which their services function. This shift allows businesses to collect more informed data on their practices, while also opening up new research avenues that can affect everything from urban planning to vehicle development – working to benefit both the micro and macro aspects of living in densely populated areas.



## Connected Rent-a-Car Fleets

Avis' Wireless Fleet of Cars Was Tested in Kansas City



### Anti-Distraction Driver Devices

The 'Derive VQ' Uses Smart Software to Enforce Good Driving Habits



### AI-Driven Autonomous Vehicles

Nvidia's Drive IX is Powered by VW and Uber Autonomous Vehicles



Cloud-Based Fleet Management Services



Electric Ridesharing Services



Plug-In Fleet Managers



Self-Driving Car Company Collaborations

SCORE  
**5.2**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



7 FEATURED, 59 EXAMPLES

36,950 Total Clicks  
[Hunt.to/367512](https://Hunt.to/367512)

# Tech Insights

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# AI Entertainment

Traditional forms of entertainment are created and enhanced through AI

Implications - Artificial intelligence is entering the entertainment industry as brands offer innovations that allows for AI to create, or contribute to, music and movies. The frivolity of self-creating entertainment is able to ease some consumer anxieties associated with how artificial intelligence will permeate, and potentially disrupt, humanity.



## AI Music Installations

HAKUHODO i-Studio and Yamaha are Experimenting with Tech at SXSW

**SCORE**  
**5.5**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS

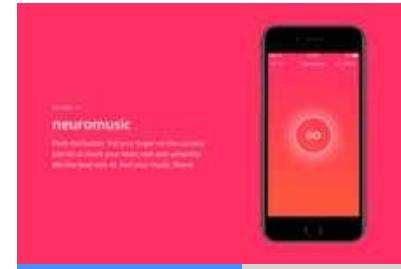


MEGATRENDS



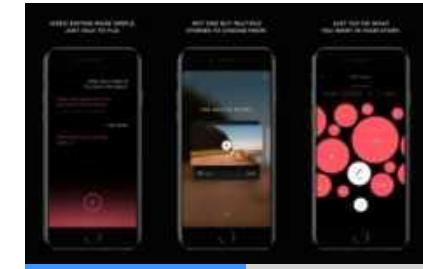
6 FEATURED, 54 EXAMPLES

71,284 Total Clicks  
[Hunt.to/372684](https://Hunt.to/372684)



### Heart Rate Musical Apps

Startup neuromusic Allows Users to Create Music With Their Heart Rate



### Intelligent Movie-Making Apps

Flo is a Free Video Editing App That Uses Machine Learning and AI



### Machine-Written Pop Songs

SONY CSL Researchers Created 'Daddy's Car' Using Algorithms



AI Co-Written Feature Films



AI Piano Duets

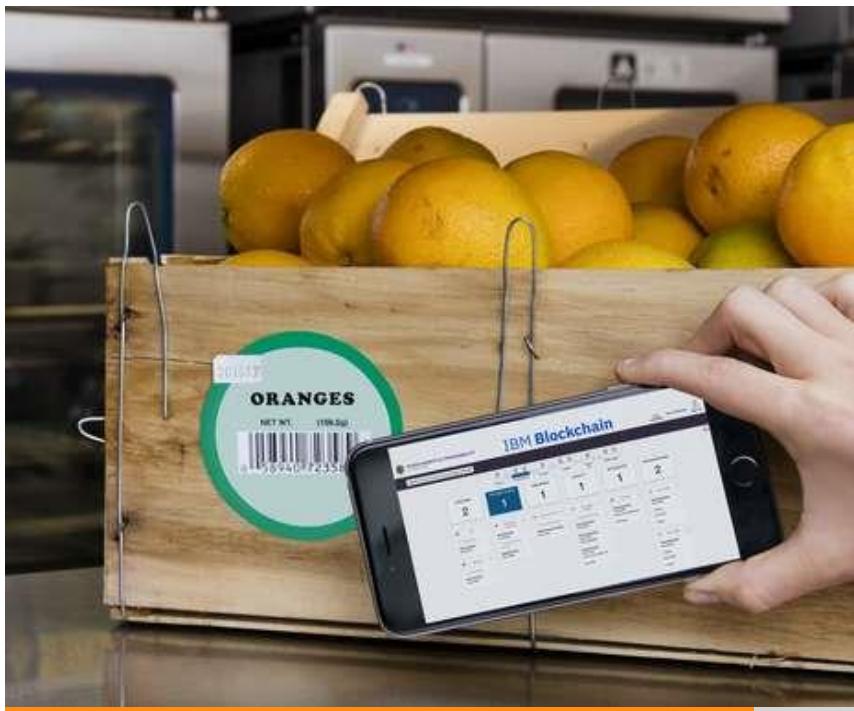
Traditional forms of entertainment are created and enhanced through AI

How can your brand associate itself with more lighthearted applications of AI?

# Traceable Transparency

Emerging blockchain platforms offer increased transparency for consumers

Implications - Platforms that allow consumers to trace their goods through to the path of purchase shine a light on one of the most anticipated uses of blockchain technology. From concert tickets to poultry supply chains, these platforms help to increase transparency at various stages of the transaction in question. By using blockchain to allow consumers to see more of how products reach their hands, brands are able to establish a more authentic connection with their consumers, thus adding brand equity.



## Blockchain Produce Packaging

Walmart and IBM are Fighting for Transparency in the Food Industry



### Traceable QR Labels

Bureau Veritas' 'Origin' Label Lets Customers View a Product's Journey

TRACEABILITÉ ALIMENTAIRE : CARREFOUR ENTEZ LE PREMIER BLOCKCHAIN ALIMENTAIRE D'EUROPE  
(l'ensemble du produit d'Orange France Qualité Comestible)



### Transparency-Focused Chicken Products

Carrefour is Encouraging Transparency with Blockchain

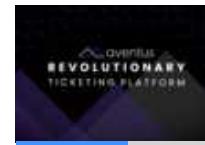
Blockchain  
Ticketing  
Systems



### Traceable Packaging Tags

Applied DNA Sciences' Molecular Ink Tags Boost Trust with Transparency

Blockchain-  
Backed  
Advertising



SCORE  
**6.8**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



6 FEATURED, 54 EXAMPLES

100,378 Total Clicks  
[Hunt.to/376709](https://Hunt.to/376709)

Emerging blockchain platforms offer increased transparency for consumers

Where in your business might you add an increased level of transparency to help develop a more authentic connection with your consumer?

# Omnipresent Security

Facial recognition technology is used to enhance public and private security

Implications - Facial recognition technology is now being incorporated into personal and public security cameras in order to better help investigations on various crimes, and to generally strengthen public safety. Though raising concerns about privacy, this shift comes with the advancements of such technology, and rising public concerns on various political and social issues.



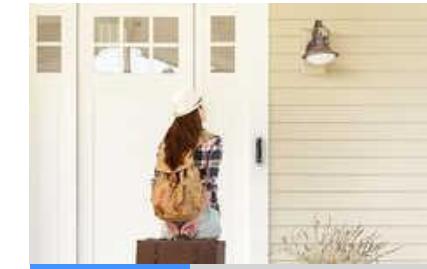
## Biometric Security Tunnels

Dubai Airport's Security Checkpoints Will Employ Facial Recognition



### Facial Recognition Security Cameras

The Horizon Robotics HD Smart Camera is Advanced and Secure



### Facial Recognition Doorbells

The Wisenet SmartCam D1 Alerts Users of Guests or Intruders



### Biometric Security Companies

BioConnect Security Helps Companies Better Utilize Unique Security



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 36 EXAMPLES

44,583 Total Clicks  
[Hunt.to/380373](https://Hunt.to/380373)

How could your brand adapt to new technologies to assuage consumers' concerns within its area of expertise?

# Consumercentric Automation

Use of smart tech becomes more about lifestyle than function

Implications - Social media has ushered the world into an age of consumercentricity where lifestyle reigns supreme. This lifestyle-focused approach has changed consumer expectations of businesses across industries and is impacting the way they view technology. The question of how dense technologies such as blockchain or IoT will enter into people's everyday lives is answered in more consumercentric applications that enhance natural consumer behavior, as opposed to serving pragmatic functionalities.



## All-In-One Product Codes

GS1 is Using Machine Learning, Blockchain & the Cloud for Personalization



### Song-Sharing Beer Bottles

The Newest Alcohol-Free Bottles of Miller Beer Instantly Share Music



### Editable Slogan Apparel

The dirstuff Smart T-Shirt Lets You Customize the Style However You Want



### Responsive Beer Labels

This Smart Beer Label Provides Tailored Interactions Based on One's Mood



### Blockchain-Powered Travel Services

Cool Cousin Aims to Be the First Blockchain P2P Travel Agency

SCORE  
**8.1**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 45 EXAMPLES

65,836 Total Clicks  
[Hunt.to/382175](https://Hunt.to/382175)

# Consumercentric Automation

Use of smart tech becomes more about lifestyle than function



What is one part of your product or service that could be simplified?

# Retail Insights

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# Retail Retreat

Brands are displaying products outside the store setting as a fun retreat

Implications - As consumers seek out retail experiences that go beyond simple product purchasing, brands are taking note by setting up showrooms and product displays that take place in alternative settings, specifically environments that offer rest and relaxation. Offering consumers hotel rooms and apartment units that integrate the brand's product lines, retailers are allowing consumers to experience what enjoying their products would be like in real-world settings.



## Apartment-Style Furniture Showrooms

The Apartment by the Line is Set Up Like a Real Home



### Experiential Furniture Studios

Pepperfry is Changing the Way Consumers Shop for Furniture in India



### Branded Boutique Hotels

The West Elm Hotel Will Double as a Furniture Showroom



### Bespoke Furniture Showrooms

The 'Kroft' Furniture Showroom is Only Accessible by Appointment



### Minimalist Homeware Hotels

The Recently Opened ShenZhen MUJI Hotel is Beautifully Anti-Gorgeous

SCORE  
**6.0**

POPULARITY



PATTERNS



MEGATRENDS

5 FEATURED, 35 EXAMPLES

ACTIVITY



FRESHNESS

95,832 Total Clicks

Hunt.to/368265

Brands are displaying products outside the store setting as a fun retreat

How could you integrate your brand  
and products into adjacent markets  
and businesses?

# Retail Tech Directory

Stores leverages technology to help consumers find and learn about products

Implications - To improve brick-and-mortar retail, brands are implementing advanced technologies like store map apps and navigation tablets. Giving shoppers the power to browse and direct themselves through a store using technology satisfies the consumer desire for quick and easy in-store shopping experiences. Simplifying the consumer's path to purchase improves omnichannel retail by reinforcing the seamlessness of today's retail landscape.



## Tablet-Connected Shopping Carts

Focal Systems' Grocery Cart Tech Assists Consumers with AI

SCORE  
**4.9**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 45 EXAMPLES

74,164 Total Clicks  
[Hunt.to/382125](http://Hunt.to/382125)



**In-Store Product-Detecting Apps**  
Target's App Will Direct a Shopper to a Product  
Via an Indoor Map



## Smart Department Store Companions

'Macy's on Call' Helps Shoppers Navigate Their  
Local Stores



**Interactive Retail Robots**  
The 'PadBot P3' Greets Customers and  
Provides Specialized Offers



**Indoor Navigational Solutions**  
'Mapsted' Offers Advanced Navigation in  
Malls, Stores and Beyond

Stores leverages technology to help consumers find and learn about products

How can your brand improve the consumer's path to purchase through technological advancements?

# Zero Waste Retail

Small retailers build businesses processes around waste reduction

Implications - Small retailers are taking advantage of the more flexible nature of their work by creating business processes that minimize and repurpose waste. This shift serves two purposes – it gives the retailers in question leverage over larger and more financially secure corporations, while offering consumers more incentive to shop local.



## Zero Waste Pop-Up Shops

NYC's Package Free Shop Offers Products That Minimize Waste



### Package-Free Eco Stores

'Unpacked Halifax' is Canada's First Zero Waste Store on the East Coast



### Zero Waste Cafes

'Silo' is a Brighton Cafe That Uses Package-Free Produce and Beans



### Sustainability-Focused Salons

Ralph & Rice Refills Shampoo and Conditioner Products at a Discount



### 3D Printed Store Interiors



### Package-Free Lifestyle Shops

SCORE  
**7.6**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



6 FEATURED, 42 EXAMPLES

83,586 Total Clicks  
[Hunt.to/371855](https://Hunt.to/371855)

Small retailers build businesses processes around waste reduction

How can your brand better adapt to changing consumer priorities when it comes to their purchase habits?

# Browse Buying

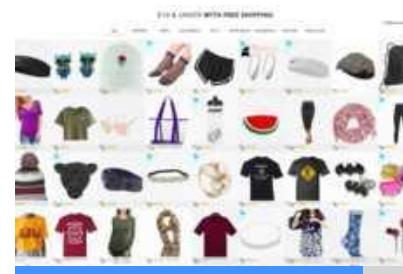
Sprawling, multi-option retail spaces speak to the Gen Z way of shopping

Implications - The fast pace society adheres to in the digital age has set the tone for convenience and speed in the retail space. However, as Gen Z ages, their propensity for leisurely in-store shopping ushers in sprawling spaces designed for browsing. The youth generation enjoys this approach as it taps into a predator-prey aspect of shopping that they enjoy. Unlike Millennials, this generation sees a product as a means of expression more powerful than an experience or memory and enjoys taking the time to find and choose the right item.



## Glamorous eCommerce Flagships

Missguided's New Flagship is the eTailor's First Standalone Store



## eCommerce Bargain Shops

Items from Amazon's '\$10 & Under' Collection  
Ship for Free



## Sprawling Accessories Stores

Ardene is Set to Open a Series of Large-Format  
Stores in Canada



## Compact Korean Shopping Malls

The Lotte El Cube Mall Caters to Young,  
Fashion-Conscious Shoppers



## Kid-Focused Department Stores

'Kid Cavern' is Launching a Department Store  
for Kids in Liverpool

**SCORE**  
**8.1**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 45 EXAMPLES

254,891 Total Clicks  
[Hunt.to/375613](https://Hunt.to/375613)

Sprawling, multi-option retail spaces speak to the Gen Z way of shopping

How are you helping your younger consumers express themselves?

# Food Insights

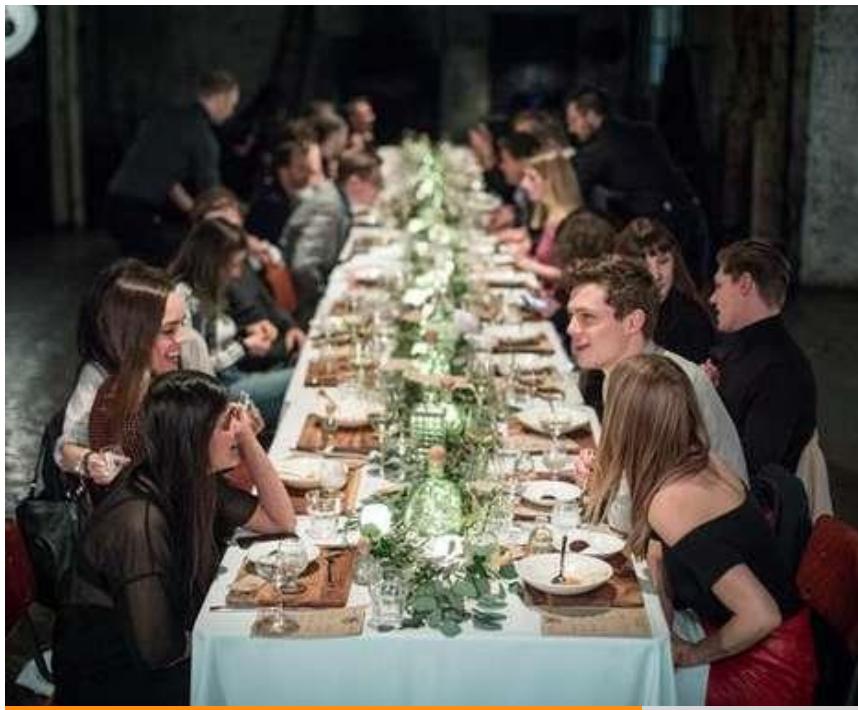
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# Insider Eating

Exclusivity and culture savvy overtakes highbrow eating

Implications - As social media continues to fuel the consumer desire for authenticity, the foodie world turns toward cultural capital and insider knowledge as the true marker of the elite. This is in direct opposition to the idea of fine dining as the pinnacle of eating well. Essentially, Michelin star-studded gourmet restaurants are being replaced by dive bars that only those in the know are aware of. This is a result of the cash-strapped Millennial foodie, whose values are more aligned with culinary resourcefulness than expensive ingredients.



## Secret Dining Events

Patrón Secret Dining Created a Special Cocktail-Paired Menu in London



### Clandestine Retro Speakeasies

This Hong Kong Speakeasy is Hidden Behind a Stamp Shop



Cavernous  
Underground  
Bars



Traditional  
Spanish Style  
Restaurants



Hidden  
Underground  
Food Courts



Invite-Only  
Airport Eateries



### Millennial-Only Food Trucks

'Drop' Will Give Millennials the Chance to Eat Avocado Toast for Free

SCORE  
**6.8**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



7 FEATURED, 63 EXAMPLES

217,378 Total Clicks  
[Hunt.to/369527](https://Hunt.to/369527)

Exclusivity and culture savvy overtakes highbrow eating

How can you add an element of exclusivity to your products or services?

# Edible Pink

"Millennial pink" is now being adopted into food and beverage products

Implications - The pale color that's been dubbed as "Millennial pink" and has seen a boost in popularity in branding and clothing items, can now be seen as the primary color in edible products. The pale pink hue's adoption into the food and beverage category offers shareable products for Millennial and Gen Z demographics – resulting in effortless engagement that benefits the businesses' marketing strategies.



## Pink-Hued Horchata Drinks

This Teaquation Cafe Beverage is Colored by Red Prickly Pear Juice



## Pink Prosecco-Flavored Cheeses

This Wensleydale Cheese Balances Sweet, Savory and Acidic Flavors



## Pastel Pink Tea Lattes

Starbucks Japan's Valentine's Day Drink is Dubbed the Pink Medley Tea Latte



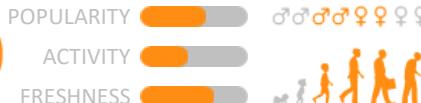
## Millennial Pink Salads

NYC's 'King' Serves a Salad of Pink Lettuce, Ricotta, Marjoram and Walnuts



## Rosy Pink Ciders

Angry Orchard Rosé Puts a Millennial Pink Twist on Hard Cider



PATTERNS



MEGATRENDS



5 FEATURED, 43 EXAMPLES

31,315 Total Clicks  
[Hunt.to/371740](https://Hunt.to/371740)

"Millennial pink" is now being adopted into food and beverage products

How can your brand adopt social media shareable designs to boost online engagement?

# Hibiscus Heavy

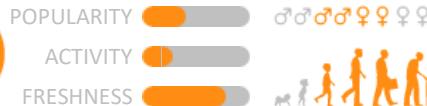
Hibiscus emerges as a flavor in foods rather than being restricted to beverages

Implications - Once largely exclusive to beverages or garnishes, hibiscus is emerging as a popular flavor in various food items within North America. The infusion of this ingredient into contemporary food products reveals the power of foodie culture in fueling the transformation of the traditional in a way that fuses history and modernity.



## Floral Seed-Embedded Lollipops

These Flower Lollipop Sticks Can Be Planted After Eaten



PATTERNS



MEGATRENDS



6 FEATURED, 53 EXAMPLES

59,477 Total Clicks  
[Hunt.to/378430](https://Hunt.to/378430)



### Superfood Non-Dairy Desserts

Dairy-Free Desserts by GoBeyond Foods Offer Guilt-Free Indulgence



### Spicy THC Chocolate Bars

This THC-Infused Chocolate Bar Contains New Mexican Chipotle



Anti-Aging  
Hibiscus Ice  
Creams



### Gelatin-Based Beauty Snacks

Skinte's Beauty Treat Collection Enhances the Appearance of Skin



Decadent  
Hibiscus Donuts

Hibiscus emerges as a flavor in foods rather than being restricted to beverages

How could you take inspiration from historically used products/services to elevate your offerings?

# Beet Embellishment

The earthy root vegetable is incorporated into a variety of familiar dishes

Implications - Rivalling only the proliferation of cauliflower as a healthful substitute in recent years, beet-infused meals and snacks have gained mainstream attention for the earthen flavor and variety of health benefits amid its newly minted superfood status. In reimagining healthier versions of classic foods with a specific wholesome ingredient, brands are able to indulge consumer desire for healthy food choices that prioritize enjoyability and accessibility.



## Beetroot Falafel Burgers

The 'Beetnik' is Byron's First Vegan-Friendly Burger Option



### Festive Veggie Dips

The Trader Joe's Beet and Roasted Garlic Dip is Made for Holiday Parties



### Beetroot Biscuit Snacks

This Beet Chocolate Chip Cookie Recipe is a Healthy Twist on a Classic



### Beetroot Soy Spreads

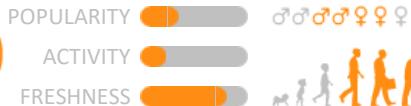
Il Nutrimento's Beet Soy Mayo is a Vegan Alternative to Egg-Based Products



### Spicy Beet Salsas



### Multi-Seed Beet Crackers



### PATTERNS



### MEGATRENDS



6 FEATURED, 53 EXAMPLES

25,543 Total Clicks  
[Hunt.to/380881](https://Hunt.to/380881)

# Beet Embellishment

The earthy root vegetable is incorporated into a variety of familiar dishes

What previously undervalued ingredient can you spotlight in order to expand on the product's overall value?

# Marketing Insights

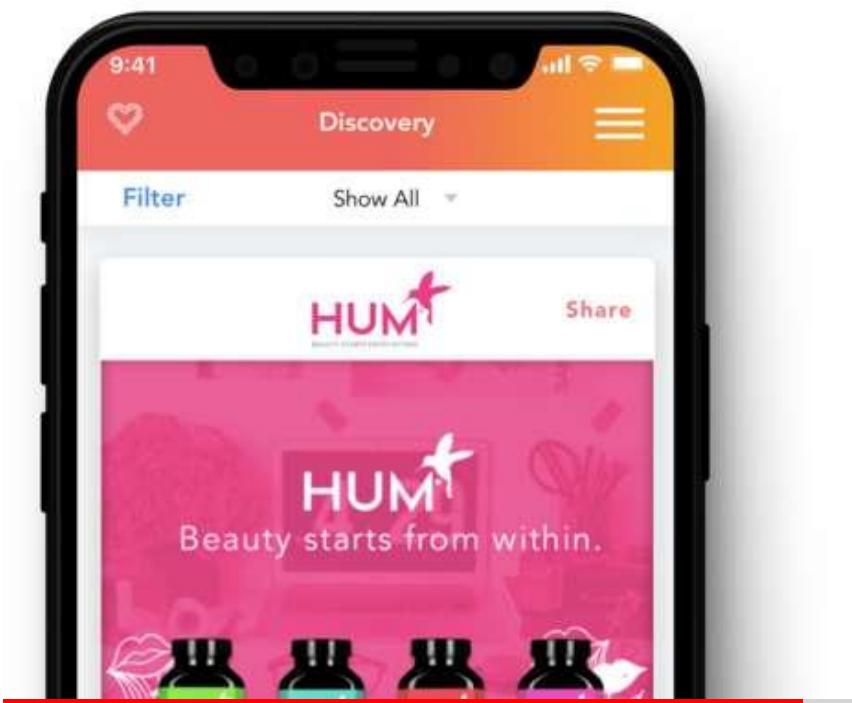
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# Fan-Funded Influencer

Content creators are supported directly by peers as opposed to brands

Implications - Up until this point, the formula for successful influencer marketing was fairly cut and dry; a person becomes an influencer by creating engaging content, gains brand partnerships, and monetizes content as an ambassador. This model is turned on its head with peer-to-peer funding platforms that enable fans to send money directly to content creators. The shift to a many-to-many model speaks to the true intended nature of social media influence, placing more focus on truly entertaining content than the influence or exposure of a third party.

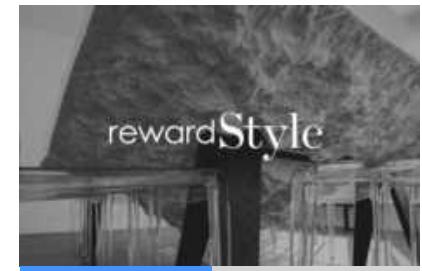


## Paid Influencer Apps

Heartbeat Helps Users Get Paid to Post on Instagram



**Content Creator Crowdfunding Apps**  
 'Peep' Raises Funds for Social Media Content Creators



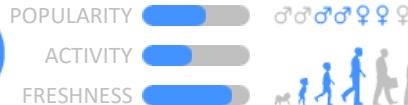
**Blogger Payment Platforms**  
 The RewardStyle Platform Helps Influencers Make Money from Social Media



**Creator-Focused Browsers**  
 The 'Brave' Web Browser Allows For Direct Funding Support to Creators



**Direct Cryptocurrency Messages**  
 Crypto DM Lets Streamers and Influencers Earn Ether from Fans



PATTERNS



MEGATRENDS



5 FEATURED, 45 EXAMPLES

40,455 Total Clicks  
[Hunt.to/382370](https://Hunt.to/382370)

# Fan-Funded Influencer

Content creators are supported directly by peers as opposed to brands

How could consumer-generated content become a threat to your company, and how are you preparing?

# Branded Commentary

Brands make bold comments on social issues to take a public stance

Implications - No longer choosing to be a bystander, brands are making moves toward bolder, in-your-face marketing tactics that push on topics that are often sensitive or political in nature. Seeking to connect with consumers, brands are taking part in conversations around things like gender stereotypes and the state of the political environment to clearly showcase their stance on social issues. These examples speak to the rise of more straight-forward marketing tactics, as well as the fact that brands are willing to take more risks when it comes to creating authentic connections with their consumers.



## Empowering Women-Focused Installations

Bumble's SXSW Activation Focuses on Real Life Connections

SCORE  
**4.8**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS

6 FEATURED, 54 EXAMPLES

61,409 Total Clicks  
[Hunt.to/373429](http://Hunt.to/373429)



Drag Queen Skincare Ambassadors  
Drag Queen 'Milk' is the Face of Madonna's MDNA SKIN Line



Stereotype-Fighting Ads  
Harry's 'A Man Like You' Ad Questions What Constitutes Masculinity



Company-Driven Political Protests  
Sonos is Supporting Net Neutrality by Closing Its New York Store



Cruelty-Free Fashion Runways



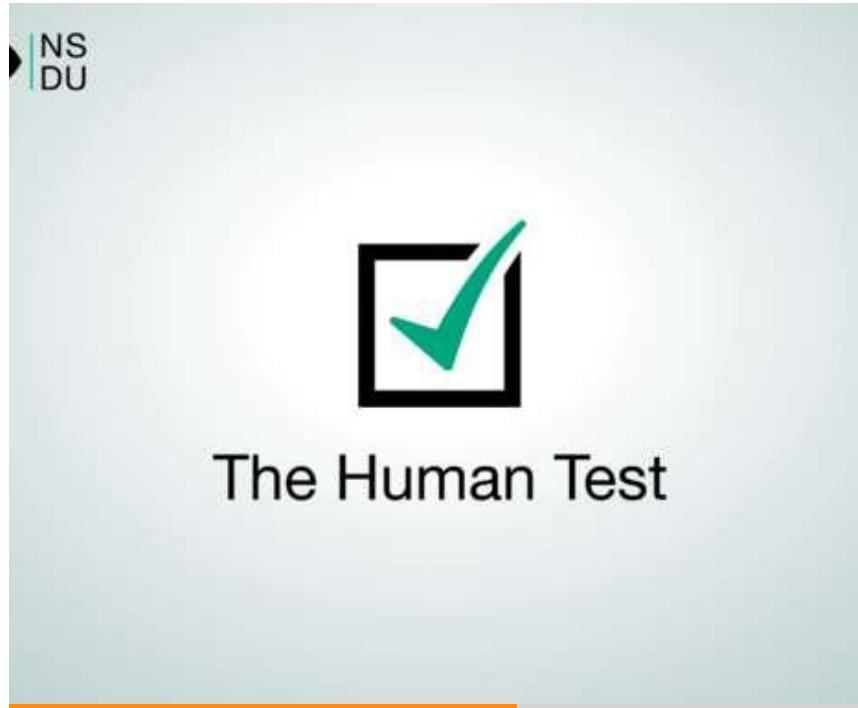
Gender Barrier-Breaking Colonels

What social and political issues most affect your core consumers? How can you speak to those issues more prominently in your products or marketing efforts?

# Voice Campaigning

Smart home systems become marketing tools in their own right

Implications - With voice-activated products increasingly becoming the norm in North American homes, brands are seeing opportunities to market directly with home automation hubs. This shift comes as consumer confidence in these technologies rises, with businesses now able to enter increasingly personal consumer spaces in a way that doesn't negate trust between the brand and the consumer.



## Voice-Activated TV Campaigns

Channel 4 Launched 'The Human Test' to Promote Its Humans TV Series



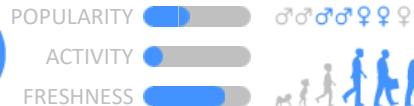
**Chatbot-Ordered Clothing Collaborations**  
Adidas X Alexander Wang Season 2 is Ordered Via Chatbot



**Promotional Celebrity-Voiced Alarms**  
The Hosts from 'The Grand Tour' Voice an Alarm in Amazon Alexa



**Movie Prop Smart Systems**  
An Alexa-Integrated HAL-9000 is Now a Terrifying Reality



PATTERNS



MEGATRENDS



4 FEATURED, 36 EXAMPLES

45,412 Total Clicks  
[Hunt.to/378323](https://Hunt.to/378323)

# Voice Campaigning

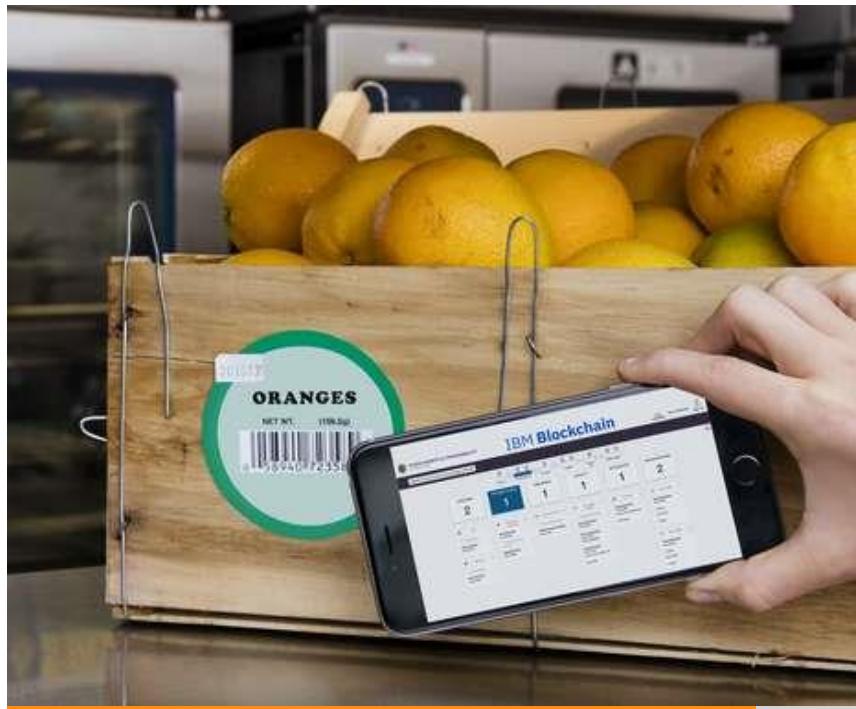
Smart home systems become marketing tools in their own right

How could your business leverage  
voice-activated tech in marketing?

# Advanced Package

The culinary industry adopts progressive technology for transparency

Implications - Consumers are more concerned than ever about where their food comes from – with considerations like whether it's fresh and what ecological footprint it's already made. To educate consumers and help them feel good about their purchases, brands are calling on technology like blockchain to communicate exclusive details about their products. With leading technology becoming more comforting than confronting, brands can begin implementing high-tech strategies to share product information with consumers in a way that establishes trust.



## Blockchain Produce Packaging

Walmart and IBM are Fighting for Transparency in the Food Industry



### Transparency-Focused Chicken Products

Carrefour is Encouraging Transparency with Blockchain



### Traceable Packaging Tags

Applied DNA Sciences' Molecular Ink Tags Boost Trust with Transparency



### Expiration-Monitoring Meat Packs

Sainsbury's Smart Ham Packaging Includes a Color-Changing Label

SCORE  
7.3

POPULARITY



PATTERNS



MEGATRENDS 4 FEATURED, 33 EXAMPLES



109,078 Total Clicks  
[Hunt.to/386906](https://www.hunt.to/386906)

# Advanced Package

The culinary industry adopts progressive technology for transparency

How can your brand leverage technology to build trust among your consumers?

# Wellness Insights

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# Simulated Excursion

Indoor fitness products simulate outdoor exercise experiences

Implications - Indoor fitness products and experiences that simulate outdoor experiences are becoming increasingly common, in both the machines that are exercised on, and the virtual screens that accompany them. This shift caters to urban professionals who are limited by environment and time when it comes to real outdoor workouts, and leans on the underlying consumer desire for immersive, engaging experiences.



## Gym-Specific VR Fitness Plans

The YMCA in Minneapolis Offers a Virtual Reality Workout



### Off-Road Cycling Simulators

The 'RipRow' Exercise Machine Lets You Cycle in a New Way



### Trail-Mimicking Treadmills

The Woodway '4Front' Creates the Experience of Running Outdoors



### Immersive Cycling Programs

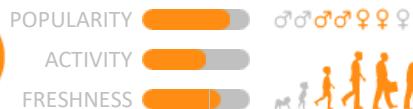
The IMAXShift Turns Exercise into an Enveloping Outdoor Experience



Virtual Cycling Races



VR-Powered Bike Trainers



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



6 FEATURED, 52 EXAMPLES

107,052 Total Clicks  
[Hunt.to/375392](https://Hunt.to/375392)

# Simulated Excursion

Indoor fitness products simulate outdoor exercise experiences

Conceptualize a simulation in which your customer could become more acquainted with your brand's product/service.

# Environmental Beauty

Skincare and makeup products take aim at the effects of pollution

**Implications** - Whether to prep skin before exposure or to alleviate the effects afterwards, new skincare and makeup innovations are being specifically formulated to target the response of one's skin to environmental pollution. In addition to highlighting the role of the consumer's growing interest in overall health and wellness, this progression speaks to the ways in which new environmental concerns shape the development and marketing of personal products.



## Anti-Pollution Skincare Collections

Oskia's 'Citylife' Offers Pollutant Protection for the Skin



**Anti-Pollution Makeup Collections**  
e.l.f Cosmetics' Beauty Shield Collection  
Protects the Skin



**Energizing Facial Seed Serums**  
MADARA's Radiant Energy Face Oil Consists of  
9 Healing Dry Oils



**Oxygenated Foaming Cleaners**  
YES TO's Cleanser Packaging Includes a Built-In  
Brush



**Jelly-Based Facial Cleaners**

**Protective Leave-On Lotions**



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS

6 FEATURED, 54 EXAMPLES

31,458 Total Clicks  
[Hunt.to/367936](https://Hunt.to/367936)

How can your product offering promise to alleviate the issues associated with big city living for urban consumers?

# Holy Basil Elixir

Adaptogenic Holy Basil offers herbal relief in the form of drinks and tonics

Implications - Holy Basil, with its roots in Ayurvedic medicine, is increasingly being incorporated into high-end wellness beverages as it is presently being highlighted as a soothing, mood-enhancing adaptogenic. This progression highlights the pattern of ancient ingredients being co-opted as "superfoods," rebranded to fulfill particular contemporary wellness needs with easily adapting herbal extracts that in reality boast quite a wide range of health benefits.



## Blue Algae Juices

Juice Generation's 'Holy Water' Features the Protein-Rich 'Blue Majik'



### Plant-Based Beverage Powders

Vega Greens Drink is Made with Organic Greens for Quick Consumption



### Adrenal Health Beverages

This Teonic Drink is Suited to Increasing Energy and Coping with Stress



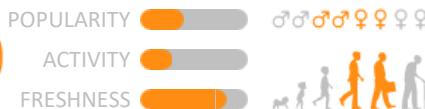
### Biodynamic Herbal Tonics

Oregon's Wild Harvest Makes Solutions for Digestion, Stress and More



### Herbaceous Berry Kombuchas

Brew Dr.'s Strawberry Basil Kombucha is an All-New Seasonal Flavor



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 44 EXAMPLES

44,990 Total Clicks  
[Hunt.to/380536](https://Hunt.to/380536)

Adaptogenic Holy Basil offers herbal relief in the form of drinks and tonics

In what way can the addition of a superfood ingredient help re-brand your product or service?

# Edible Balance

Food brands market the "hormone-balancing" abilities of their products

Implications - The hormone-balancing qualities of some foods are being leveraged by food brands in North America as a tool to market the products they offer. These claims provide a distinct selling point for the brands, and gives them a clear way to position their products to align with the values of wellness-minded consumers.



## Indulgent Wellness Powders

Moondeli's Delicious 'Ceremony Tonic' Contributes to Hormone Balance

SCORE  
**4.9**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 45 EXAMPLES

42,162 Total Clicks  
[Hunt.to/375425](https://Hunt.to/375425)



## Hormone-Balancing Nut Snacks

These Yo' Nuts Snack Mixes Boost Fats and Proteins for Happy Hormones



## Restorative Radiance Teas

Edible Beauty Australia's Loose Leaf Teas Feature Herbs for Beauty



## Hormone-Balancing Bakeries

Moon Cycle Bakery Crafts Treats to Support Menstruating Women



## Adaptogenic Holiday Granolas

These Purely Elizabeth Granolas are Packed Maca and Ashwagandha

Food brands market the "hormone-balancing" abilities of their products

How can your brand better leverage long-standing industry knowledge as a marketing tool?

# Entertainment Insights

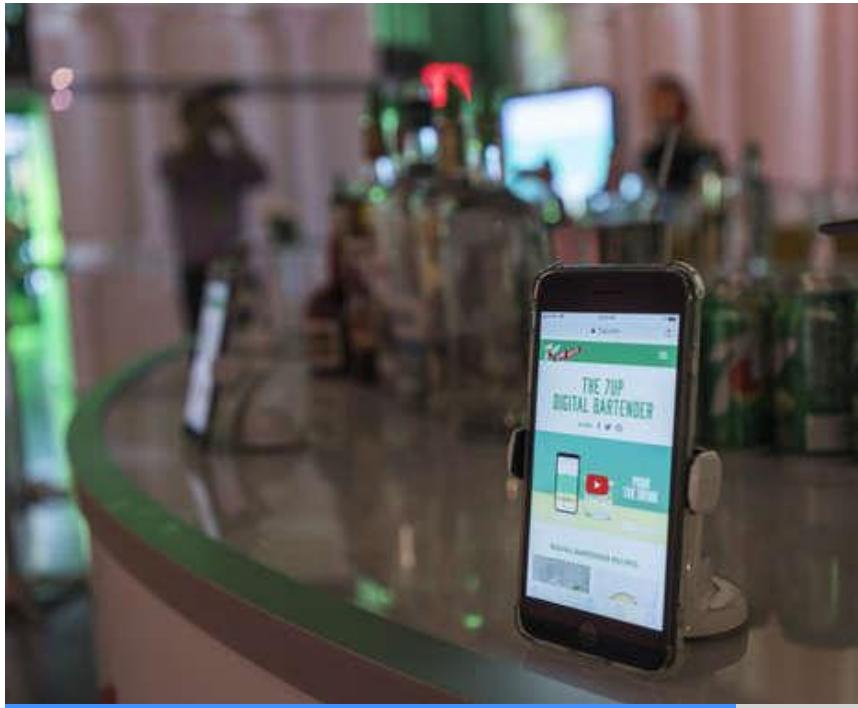
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# Accessible Mixology

The practice of making high quality cocktails is increasingly attainable

Implications - The rise of at-home drinking among Millennials has brought on a surge of mixology apps that allow users to craft quality cocktails. These apps indicate the continued rise of artisan food and beverage culture, and cater to the consumer desire for DIY experiences that allow them to replicate the products and services they typically purchase in-store.



## Soda Mixology Apps

7UP's Digital Bartender App Shares Easy-to-Follow Drink Recipes



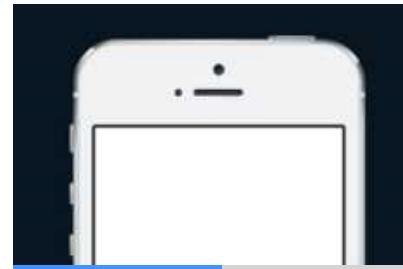
### Instructional Mixology Apps

The Perfect Drink Smart Scale is an App for Mixing Professional Drinks



### Story-Centric Mixology Apps

The Liquor Cabinet App Tells the Story Behind Each Drink



### User-Friendly Drink Mixing Apps

Lush is a Cocktail Application with a Large Menu of Drink Recipes



### Customized Mixology Apps

The 'Mixel' App Lets You Add in the Ingredients You Have on Hand

SCORE  
**5.6**

POPULARITY

♂♂♂♂♀♀♀

ACTIVITY

♂♂♂♂♀♀♀

FRESHNESS

♂♂♂♂♀♀♀



PATTERNS



MEGATRENDS



5 FEATURED, 38 EXAMPLES

31,857 Total Clicks  
[Hunt.to/382610](http://Hunt.to/382610)

The practice of making high quality cocktails is increasingly attainable

How can your brand incorporate DIY culture into its products/services?

# Niche Media

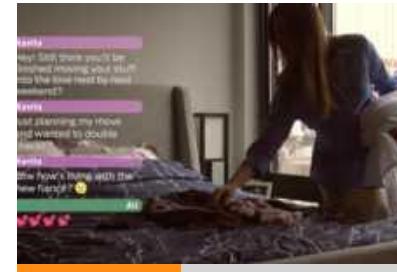
Media platforms focus on niche entertainment interests to appeal to specific consumers

Implications - Taking a more specialized approach to content, media platforms like podcasts and online shows are turning to specific entertainment interests to connect with consumer groups. From platforms that highlight fashion to those that focus on cult Hollywood movies, these examples not only showcase a rise in curated content, but also a rise in user-generated content, where consumers are looking to reach others who can similarly identify with such niche interests.



## Afro-Latina Beauty Influencers

Tatiana JD is a New Makeup Guru Who Speaks Out About Colorism



**Millennial Comedy Series**  
'Keep Me Posted' Looks Truthfully at Technology and Millennials



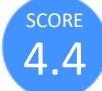
**Sneaker Culture Shows**  
FreshStock is Part of Twitch's New Push for Original Content



**Latino Lifestyle Podcasts**  
The Little Radio Show Features Two Renowned Latino Digital Influencers



**Mystery Superhero Podcast Series**  
The New Marvel Podcast is Called Wolverine: The Long Night



PATTERNS



MEGATRENDS

5 FEATURED, 45 EXAMPLES



FRESHNESS



76,104 Total Clicks  
[Hunt.to/370660](https://Hunt.to/370660)

# Niche Media

Media platforms focus on niche entertainment interests to appeal to specific consumers

How can your brand adapt your product or service to be more curated to your consumer?

# Blockchain Entertainment

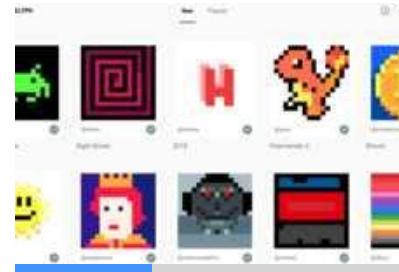
Blockchain technology inspires gaming and entertainment industries

Implications - Encrypted transactions via Blockchain can now be observed in interactive, play-based experiences – whether those are concert viewings or board games. The incorporation of such technologies into traditional forms of entertainment enhances their accessibility for consumers who are less aware of the uses or systems behind Blockchain.



## Blockchain-Powered Board Games

The Blok.Party Playtable Uses Modern Tech to Change Classic Games



### Colorful Glyph-Trading Platforms

Colorglyph Lets User Create and Trade Pixelated Patterns



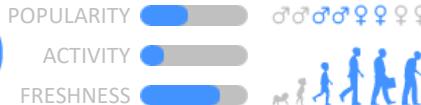
### Blockchain-Traded Collectibles

A Japanese Anime Studio Will Be Selling Rare Cryptoart Collectibles



### Blockchain-Powered VR Concerts

CEEK Lets Artists Sell Unlimited Tickets to Their Shows



PATTERNS



MEGATRENDS



4 FEATURED, 34 EXAMPLES

18,763 Total Clicks  
[Hunt.to/376695](https://Hunt.to/376695)

Blockchain technology inspires gaming and entertainment industries

How can your brand familiarize itself  
with Blockchain technology?

# Alternative Arcade

The traditional arcade revamps its offerings for contemporary purposes

Implications - The nostalgic arcade format is being redesigned in a variety of ways that suit the promotional needs of marketers, and offer consumers new ways to interact with gaming tech. These platforms are able to leverage consumers' affinity for nostalgia in a way that still meets their contemporary expectations for brands, and the sophistication of the tech they engage with.



## Cosmetic Brand Arcades

Chanel's 'Coco Game Center' in Tokyo Pairs Retro Games and Makeup Tables



### VR Taco Promotions

Taco Bell is Setting Up an Immersive VR Arcade to Kick Off Its Latest Promotion



### Mini Golf Bars

'Puttshack' Reimagines the Indoor Golf Experience with Gamified Tech



### Millennial Parent Restaurant Rebrandings

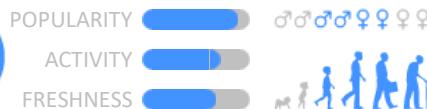
Chuck E. Cheese Restaurants Have Been Stylishly Revamped



### Social Media Claw Games



### Snack-Dispensing Arcade Machines



PATTERNS



MEGATRENDS



6 FEATURED, 54 EXAMPLES

73,918 Total Clicks  
[Hunt.to/372233](https://Hunt.to/372233)

The traditional arcade revamps its offerings for contemporary purposes

How can your brand combine nostalgia with contemporary design in its campaigns, products or services?

# Fashion Insights

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# Professional Subscription

Brands curate subscriptions for consumers seeking professional clothing

Implications - Fashion brands are offering increasingly specific subscription services, with those that offer professional or formal clothing being one of those emerging options. These services give time-conscious, professional consumers the ability to curate their personal styles in a way that is both convenient and customized, often even more than in-store shopping experiences due to subscriptions' individualized screening systems.



## Luxe Maternity Clothing Boxes

Rent the Runway Created a New Subscription Box for Expecting Mothers



**Bespoke Menswear Subscriptions**  
Outfittery Uses AI to Craft Monthly Outfits for Men



**Polished Customized Subscription Boxes**  
The Bombfell Box is Personalized & Hand-Picked by a Stylist



**Men's Formal-Wear Boxes**  
The Tie Bar's Subscription Club Offers All Types of Suit Accessories

**SCORE**  
**6.7**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 36 EXAMPLES

28,533 Total Clicks  
[Hunt.to/381410](https://Hunt.to/381410)

# Professional Subscription



Brands curate subscriptions for consumers seeking professional clothing

How could your brand offer curated,  
simplified versions of the  
products/services it sells?

# Runway Revolt

High fashion designers use the runway to make political statements

Implications - With political uncertainty being more prevalent in the past few years than it has been in a while, fashion designers are channeling political statements into their runway shows. As fashion has long been used to propel social and political causes on a grassroots level, its appropriation into high fashion reveals the need for brands to reflect consumer desires, rather than making futile attempts to shape them.



## Political Americana Streetwear

The Public School Ready-to-Wear Styles Make Statements with Fashion



## Politically Charged Fashion

This Unconventional Collection Makes a Statement on Today's Politics



## Wearable Garden Garments

Jacob Olmedo's 'Wearable Garden' Combines the Human and the Natural World



## Activist Fashion Runway Shows

Dior's Fall/Winter 2018 Boasts Equality and Female Empowerment



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 36 EXAMPLES

101,496 Total Clicks  
[Hunt.to/371860](https://www.hunt.to/371860)

High fashion designers use the runway to make political statements

How can your brand meet consumer needs, rather than telling them what those needs are?

# Reformatting Fashion

Brands re-write fashion norms to ensure gender no longer dictates style

Implications - Fashion brands are changing the conversation around male and female attire – literally, by adhering to buzzwords like gender-neutral and ungender, to create inclusive apparel lines. Presenting collections that no longer use dated descriptions like "feminine" and "masculine", this take on progressive ideologies not only dictates the fashion world's view on identity, but provides an equalizing platform for all other industries to recognize the consumer desire for a non-conforming future.



## Chemical-Free Unisex Footwear

The LABORATORIO LVIII Sneakers are Made with Organic Materials

**SCORE**  
**5.6**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 36 EXAMPLES

63,415 Total Clicks  
[Hunt.to/373863](https://Hunt.to/373863)



## Gender-Inclusive Makeup Lines

Fluide Makeup Was Intentionally Created for People of All Genders



## Boxy Equivocal Streetwear

Ground Zero is Blurring Lines Between Masculine and Feminine Design



## Inclusive Cosmetic Commercials

FENTY Beauty's Ad is Sassy and Supportive of the LGBTQ+ Community

How can your brand rethink its approach to inclusivity by broadening its audience appeal?

# Selfie Self-Care

Cosmetics products are designed and marketed to boost consumers' online image

Implications - Tapping into selfie culture, beauty brands are incorporating flashy, funny and unique elements into their products, and positioning them as a means to improve one's image online. Moving beyond the promise of simply enhancing customers' looks, this shift is distinctive to those in the Millennial and Gen Z cohorts, who are invested -- and willing to invest in -- their online selves,



## Selfie-Friendly Sheet Masks

These Sheet Mask Products Take Inspiration From Social Media Filters



**Hydrating Holographic Face Masks**  
I Dew Care's Sugar Kitten Mask Boasts a  
Holographic Pink Finish



**Priming Sheet Masks**  
e.l.f. Cosmetics' Pore-Refining Primer Mask is  
Touted as a Real-Life Filter



**Brightening Stick Cleaners**  
YES TO's Vitamin C Glow-Boosting SnapMASK  
Stick Targets Selfie Lovers



POPULARITY



PATTERNS



MEGATRENDS

4 FEATURED, 34 EXAMPLES

ACTIVITY



FRESHNESS



27,496 Total Clicks  
[Hunt.to/376426](https://Hunt.to/376426)

Cosmetics products are designed and marketed to boost consumers' online image

How could you enhance the role  
your brand plays in your customers'  
online lives?

# Kids Insights

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# Youth Empowerment

Child-led initiatives empower young people to think for themselves

Implications - Brands are offering business models that aim to empower children, getting them involved in everything from travel planning to digital money tracking. This shift comes as Millennial parents increasingly consider independence and skill-building to be invaluable when raising their children.



## Kid Meal Deliveries

Startup Tuckrbox Allows Children to Design and Enjoy Healthy Lunchboxes



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS

6 FEATURED, 48 EXAMPLES

40,863 Total Clicks  
[Hunt.to/370604](https://Hunt.to/370604)



## Child-Designed Content Apps

The Sky Kids App Provides Content Streaming for Younger Viewers



## Kid-Sized Travel Agencies

JetBlue's 'Little Tickets' Has Kids Plan and Pay for Family Getaways

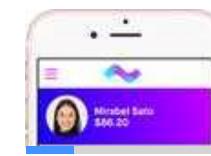


Kids Podcast Partnerships



## Kid-Focused Debit Cards

Greenlight Financial Offers Smart Debit Cards for Kids



Kid-Friendly Digital Debit Cards

How can your brand add value in the form of empowerment and skill-building for its targeted demographics, whether those are children or adults?

# Streetwear Wunderkind

Established brands expand to offer enviable style pieces for young children

Implications - As streetwear inspirations permeate all levels of contemporary fashion culture, established brands expand on their cult statuses by introducing capsule collections designed for young children. This progression speaks to the ability of brands to provide new product ranges that keep their original demographic enthralled as they age, as well as the new emphasis on youth-targeted options that broaden luxury experiences up to being family activities.



## Unisex Children's Streetwear

The Spring/Summer BAPE Kids Collection Boasts Bold Branding and Color



### Summer-Themed Baby Shirts

Stella McCartney Created a Collection of Adorable T-Shirts for Babies



### Remixed Children's Streetwear

Little Giants Offers Kid-Friendly Versions of Popular Urban Apparel



### Streetwear-Style Kids Accessories

Palace Released a Line of Small Accessories for Kids



Celebrity  
Couple-Made  
Kid's Clothing

Street Wear-  
Focused Kids  
Lines

SCORE  
**6.0**

POPULARITY

♂♂♂♂♀♀♀♀

ACTIVITY

FRESHNESS

♂♂♂♂♀♀♀♀



PATTERNS



MEGATRENDS



6 FEATURED, 50 EXAMPLES

96,410 Total Clicks  
[Hunt.to/372202](https://Hunt.to/372202)

How can you expand the life aspirations of your brand to include the children of your valued customers?

# Autonomous Education

Kids gain autonomy with responsive technology that encourages self-education

Implications - As kids become increasingly accustomed to technology, parents are turning to products that feature heightened interactive and responsive qualities to add an element of education to those early upbringing experiences. More than just a source of entertainment, these toys offer smart, responsive technology to provide education in a more interactive, autonomous manner. Offering ways to learn through methods of playful engagement, these examples not only showcase the use of smart technology among kids, but also the move toward more autonomous, self-educating tactics .



## Interactive STEM Education Storybooks

The Discover Wonders Talking Books are Fun to Use



### Entry-Level STEM Robots

The 'Codey Rocky' Robot Teaches Kids About Coding and AI



### Playful Educational Robots

The 'KUBO' Education Robot Teaches a Number of Different Skills



### Interactive Education Speakers

The 'Yoto' Speaker Allows Children to Play and Learn



Interactive  
Child-Focused  
Reading Tools



Intelligent  
Voice-  
Controlled Toys

SCORE  
**6.6**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS

6 FEATURED, 54 EXAMPLES



69,079 Total Clicks  
[Hunt.to/371842](https://Hunt.to/371842)

Kids gain autonomy with responsive technology that encourages self-education

How could you adapt your product or service to offer your consumers more autonomy and independence?

# Mess-Filled Play

Toy brands offer hands-on activities that encourage messy play

Implications - Tapping into a bit of nostalgia, toy brands are reverting back to hands-on activities that not only encourage interactivity, but that entail mess as part of the process. Appealing to various sensory elements, brands are offering kids toys that encourage behavior like getting your clothes wet to creating custom-made slime. This turn toward more messy, hands-on activities suggests a shift back to not only more analog activities for kids, but activities that encourage disorganized, unconventional play.



## Soaking Watermelon Toys

Yulu's 'Watermelon Smash' Turns Cooling Off with Water into a Fun Game

POPULARITY



6.1

ACTIVITY



FRESHNESS



PATTERNS



### DIY Slime Playsets

Canal Toys' 'So Slime DIY' Range Makes Slime with the Addition of Water



### Stinky Family-Friendly Board Games

YouTubers Jake and Ty Demonstrate How to Play 'Who Tooted?'



### Sculpting Clay Stepping Games

Hasbro's 'Don't Step In It' Has Players Avoid a Squishy Compound



MEGATRENDS

4 FEATURED, 34 EXAMPLES

45,803 Total Clicks

Hunt.to/381038

Toy brands offer hands-on activities that encourage messy play

In what ways could you adapt your product or service to be simpler in design and function? What nostalgic elements could you integrate?

# Eco Insights

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# Luxe Leftover

Artisan and high-end foods are being created with leftovers

Implications - Brands that offer artisan packaged foods, as well as higher-end dishes, are incorporating leftover ingredients into their products in order to reduce the amount of waste in the food industry. This shift caters to eco-conscious consumers, and offers an easily identifiable selling point for brands to leverage when marketing such products.



## Lettuce-Infused Beverages

Packaged Salad Producer Organicgirl's Drinks Include Leftover Lettuce

SCORE  
**5.8**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 45 EXAMPLES

42,514 Total Clicks  
[Hunt.to/382109](http://Hunt.to/382109)



## Double-Filtered Coffees

For #FeedingTheFuture, The Economist Shared Coffee Made with Used Grounds



## Upcycled Pulp Burgers

Pressed Juicery and Mendocino Farms Make Vegetable Patties from Juice Pulp



## Leftover Brewery Malt Pastas

The Sfoglini BxB Radiators Flavored Pasta is Nutty and Hearty



## Clubhouse Cookie Cheesecakes

The Thin Mints Cake is Made Using Pre-Packaged Girl Scout Biscuits

Artisan and high-end foods are being created with leftovers

How could your brand better appeal  
to eco-conscious consumers?

# Urban Wildlife

Urban planning evolves to accommodate and grow local wildlife

Implications - Urban planning initiatives are slowly beginning to focus on bringing back some of the wildlife that the construction and expansion of cities has inevitably turned out. This shift comes with the acceleration of research and widespread understanding on the effects of human intervention on the environment, and reveals the significance of brands and governments working together to mitigate such concerns.



## Artificial Green Mountains

'Hilldegarten' Will Repurpose an Antiquated War Bunker in Hamburg



### Vertical Forest Cities

Stefano Boeri has Designed a Plant-Covered City to Fix China's Smog Problem



### Nature Photography Drones

The 'Onyx' Natural Photography Drone Tracks Wildlife without Disturbance



### Bat-Friendly Streetlights

These Streetlights Use Red LED Lighting to Avoid Disrupting Bat Behavior



### Wildlife-Restoring Floating Gardens

This Urban Project Hopes to Revitalize the Chicago River

SCORE  
**7.3**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 44 EXAMPLES

121,491 Total Clicks  
[Hunt.to/381858](http://Hunt.to/381858)

Urban planning evolves to accommodate and grow local wildlife

What important and widely accepted causes is your brand willing to address?

# Communicative Vegetation

Tech harnesses the power of plants for artistic or functional uses

**Implications** - The communicative abilities of plants are being channeled through tech in a variety of ways that can be both functional and creative in nature. This new form of vegetation care allows researchers to understand plant-life in a new way, and provides information to individuals with a green thumb, or to the agriculture industry at large. This shift also indicates a continuation of the heightened emphasis on visceral, emotion-based research – which is increasingly being recognized when it is used in tandem with more standardized methods of research.



## Plant-Powered Lighting

The Living Light Atmospheric Lamp Produces Energy Using Photosynthesis



### Communicative Plant Contraptions

The Phyt Signs Device Can Decipher Plant Communication Signals



### Naturalistic Frequency Speakers

The 'GreenNote' Speaker Turns Plant Energy into Music



### Talking Plant Pods

Project Florence's Talking Plant Capsules Allow Plants to Communicate

**SCORE**  
**6.2**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 35 EXAMPLES

72,688 Total Clicks  
[Hunt.to/368015](https://Hunt.to/368015)

# Communicative Vegetation

Tech harnesses the power of plants for artistic or functional uses



How can your brand better adopt  
emotion-based research practices?

# Anti-Package

Lack of packaging conveys both literal transparency and eco-consciousness

Implications - The omnipresence of social media and shared opinion has placed a premium on transparency. This also creates consumers who expect brands to make a positive impact on the world in a way that is tangible. Minimized waste via unpackaged products achieves this while alleviating consumption guilt for consumers who are conscious of their carbon footprint.



## Fully Edible Food Packaging

Roza Janusz Uses Scoby as an Alternative to Plastic Take-Out Boxes



### Single-Use Soap Sheets

Lush Cosmetics' 'Washcards' Can Be Torn for Use in the Shower



### Package-Free Lifestyle Shops

The Package Free Shop Features Eco-Friendly Products



### Solid Deodorant Bars

Lush Cosmetics' T'eo Absorbs Sweat and Neutralizes Underarm Odor



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 35 EXAMPLES

53,759 Total Clicks  
[Hunt.to/380831](https://www.hunt.to/380831)

Lack of packaging conveys both literal transparency and eco-consciousness

What is one industry norm you could challenge to provide more authenticity?

# Art & Design Insights

Brought to you by Trend Hunter, the world's most popular, largest trend network, fueled by big data and consumer insight from more than 150,000,000 people. We help creative innovators like you Find Better Ideas, Faster™



# Selfie Transformation

The traditional selfie is adapted into new artistic platforms

Implications - The "selfie" has been a much-criticized aspect of Millennial and Gen Z's social media habits, and has since been transformed into various artistic platforms to form new products/services, to make social commentaries, or both. This shift is unique in its ability to serve those that take part in this ever-evolving habit, while simultaneously serving those that critique it.



## Giant LED Head Sculptures

'As We Are' Projects Selfies onto 850,000 3D LEDs



### Selfie-Inspired Art Exhibits

The Museum of Selfies Examines Art and Culture Through Narcissism



### Gravel-Based Interactive Installations

PanGenerator's Artwork Turns Your Selfie into Gravel



### Experiential 3D Printing Studios

Jonathan Moneta Provides a Preview of the MakeLab Trend Safari

SCORE  
**6.7**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 35 EXAMPLES

147,552 Total Clicks  
[Hunt.to/370633](https://Hunt.to/370633)

The traditional selfie is adapted into new artistic platforms

How can your brand adopt the use  
of the "selfie" in its marketing  
initiatives?

# Aesthetic Exhibition

Galleries and museums adopt Instagram-worthy exhibits for mass appeal

Implications - As the experience economy continues to grow, typically traditional businesses and destinations are adapting as a means to gain exposure and engagement. Museums, galleries and exhibits are participating in this shift by collaborating with artists and holding exhibits that speak more to bold, share-worthy designs and aesthetics as opposed to simply cultural or historic significance. Catering to an Instagram-obsessed generation, these curated exhibits are not only exposing art to new generations, but they're also changing the way art, culture and educational activities are perceived and experienced.



## Digital Art Museums

Mori Building and teamLab are Opening a Unique Art Venue in Tokyo



### Immersive Ice Cream Museums

L.A.'s Whimsical Ice Cream Museum Attracts Social Media Users



### Color Museum Experiences

The Color Factory is a Museum for the Instagram Generation



### Interactive Egg-Themed Museums

The Egg House is New York's Newest Multi-Sensory Museum



Immersive Candy-Themed Museums



Luxury Brand Pop-Ups

SCORE  
**8.3**



ACTIVITY

FRESHNESS



PATTERNS



MEGATRENDS

6 FEATURED, 52 EXAMPLES



118,068 Total Clicks  
[Hunt.to/374176](http://Hunt.to/374176)

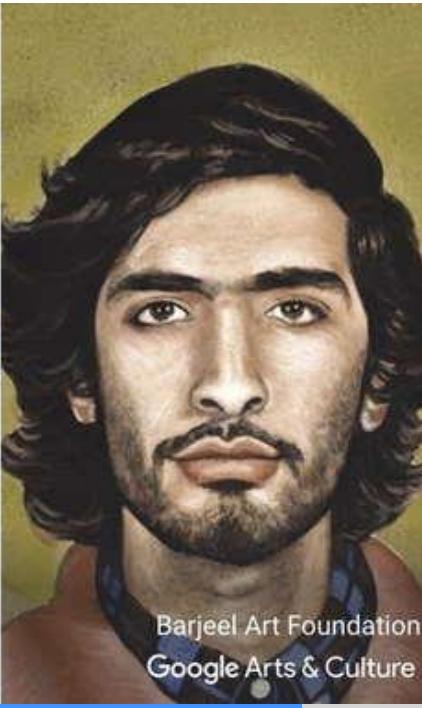
Galleries and museums adopt Instagram-worthy exhibits for mass appeal

What is the most traditional aspect of your business? What element of that could you adapt or reinvent to attract younger, experience-seeking consumers?

# Contemporized History

Art history evolves into new platforms to suit contemporary norms

Implications - Tech is letting brands bring art history into the modern world, allowing them to frame these pieces in a way that better resonates with the consumption habits of modern consumers. With the digital world now being consumers' primary means of work, play and entertainment, the transformation of traditional study of art history into contemporary lifestyles drastically enhances engagement with the subject.



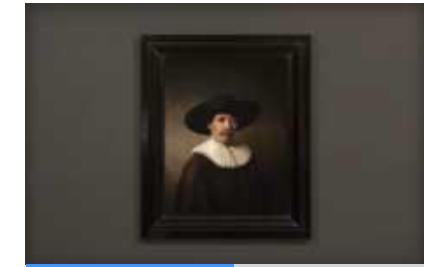
## AI Art Doppelganger Apps

Google Arts & Culture's Latest Update Reads Faces to Find Lookalikes



### 3D-Printed Classical Portraits

These Prints Render Famed Works of Art into Dimensional Figurines



### 3D-Printed Classical Art

The Next Rembrandt Paves the Way for Futuristic Forgery



### Augmented Reality Museum Apps

'Reblink' Brings Classic Historic Paintings to Life



### Selfie-Themed Art Exhibitions

'From Selfie to Self-Expression' Will Display at the Saatchi Gallery

SCORE  
**7.6**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 45 EXAMPLES

132,965 Total Clicks  
[Hunt.to/377704](https://Hunt.to/377704)

# Contemporized History

Art history evolves into new platforms to suit contemporary norms

Consider some of the more traditional aspects of your product, service, or business in general. How could your brand reposition any of these features?

# Subversive Knockoff

Brands and individual artists take on counterfeit products in subversive ways

Implications - Whether large retailers are stealing ideas from individual designers, or people are making knockoff products inspired by design houses, the prominence of counterfeit products is being criticized by businesses and individuals alike in creative, subversive ways. Whether creating branded misspelled items, or protesting big-brand artistic theft with pop-up locations, these forms of subversive critique aim to make a statement in a way that also self-markets.



## Knockoff Pop-Up Shops

These Artists are Protesting Art Theft with a Fake Zara Pop-Up



### Parody Influencer Apparel

Marc Jacobs and Ava Nirui Collaborated on an Official Bootleg Hoodie



### Anti-Counterfeit Beauty Labels

Avery Dennison's Labels Offer Counterfeit & Inventory Solutions



### Branded Knockoff Shops

Diesel's Canal Street Store Makes a Statement on Counterfeit Fashion



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 35 EXAMPLES

105,765 Total Clicks  
[Hunt.to/379157](https://Hunt.to/379157)

Brands and individual artists take on counterfeit products in subversive ways

Conceptualize a subversive marketing campaign your brand could push out.

# Work Culture Insights

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# Intelligent Workplace

Smart office systems streamline workplace efficiency

Implications - Artificial intelligence is being adapted into various workplace systems in order to enhance the efficiency of specific tasks, and overall employee productivity. These systems are being incorporated into workplaces as companies increasingly understand AI's potential in enhancing human labor, instead of being a replacement for it.



## Augmented Reality Training Manuals

iopx Uses Cognitive AR to Create Instructive Workplace Guides



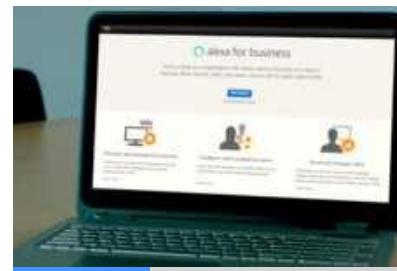
### Smart Workplace Meeting Hubs

The ThinkSmart Hub 500 Workstation Increases Meeting Efficiency



### Empowering Meeting Room Apps

'All.ai' Helps Women Have Their Voices Heard in Meeting Rooms



### Intelligent Workplace Assistants

'Alexa for Business' Offers Solutions for Professional Settings



### AI Service Management Platforms

Startup Astound Does Automated Service Requests for IT Issues

**SCORE**  
**5.1**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS

5 FEATURED, 45 EXAMPLES

26,506 Total Clicks  
[Hunt.to/385427](https://Hunt.to/385427)

How could your brand use AI to enhance employee productivity rather than replace it?

# Repayment-Based Benefit

Companies support employees by contributing to their student loans

Implications - For companies trying to lure and retain Millennial employees, student loan repayment benefits are topical efforts that have the opportunity to encourage loyalty. This creative benefit strategy challenges the workplace stereotype that Millennials are less concerned with money and are more enticed by lifestyle-based perks. As the high cost of replacing fickle Millennial workers remains a consideration for employers and the average repayment balance for graduates continues to rise, efforts like this serve as an effective retention strategy by aligning the values of the employer and employee.



## Student Loan-Paying Benefits

Peloton Fitness Company Offers Gradifi Loan Payment Solutions



### Loan Payback Employee Perks

Estee Lauder Offers Student Loan Contributions for Employees



### Student Loan Paydown Perks

Live Nation Boasts an Attractive Business Model with Its Benefit Plans



### Barista Bachelor Initiatives

Starbucks is Offering to Cover Tuition at Arizona State for Employees



### Student Loan Repayment Benefits

PwC's Support of Its Staff Goes Beyond Health Care & Pampering



POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 31 EXAMPLES

26,561 Total Clicks  
[Hunt.to/382105](https://www.hunt.to/382105)

# Repayment-Based Benefit

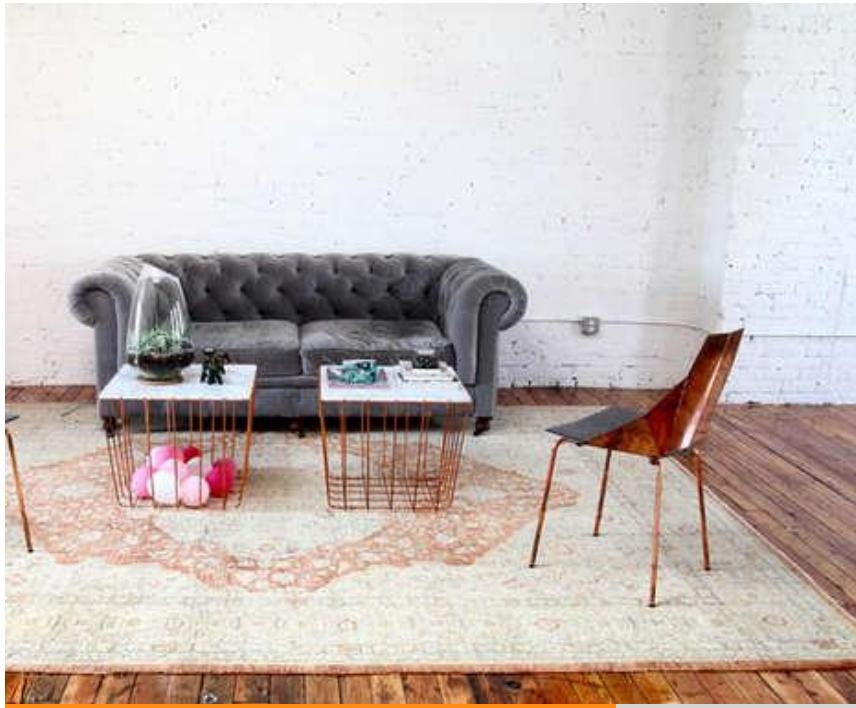
Companies support employees by contributing to their student loans

How could your brand establish more effective retention strategies for its Millennial employees?

# Coworking Wellness

Coworking spaces prioritize both physical and mental health

Implications - The flexible nature of coworking spaces is being elevated even further with specialized designs, both physical and function-related, that focus on health and wellness. This shift comes as a growing segment of the workforce in North America prioritizes a work-life balance, taking that trend to the next level by offering the balance of wellness and employment in one condensed venue.



## Yogic Co-Working Offices

New Love City Provides Unlimited Yoga and a Collaborative Workspace



### Meditative Co-Working Studios

Flow Yoga Center Offers a Unique Take on the Co-Working Space



### Collaborative Wellness Workspaces

This Shared Workspace is Situated Inside of a Yoga Collective



### Community-Focused Coworking Spaces

This London Coworking Space Places Emphasis on Fellowship

SCORE  
**6.8**

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 29 EXAMPLES

97,081 Total Clicks  
[Hunt.to/371420](https://Hunt.to/371420)

Coworking spaces prioritize both physical and mental health

How can your brand prioritize its employees' work-life balance, or enhance health and wellness initiatives in-office?

# Streamlined Freelance

Businesses streamline freelancing opportunities and lifestyles

Implications - Brands are now accommodating consumers who make their own work schedules, and are providing them with services that streamline and enhance the various processes they experience as freelancers. These services connect freelancers to networking opportunities, work spaces and payment apps – all of which have designs centralized around flexible work schedules. This emerging work culture is a reactionary response to the inflexible nature of employment in North America that has long been the norm, and is led by younger generations seeking the freedom to work without it detracting from their accustomed lifestyles.



## Office Space Rental Services

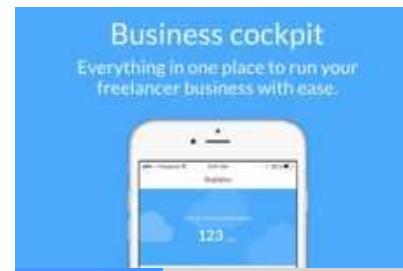
Airbnb and WeWork are Helping Traveling Professionals Find an Office



**Freelancer Workspace Locators**  
 'WorkClub' Provides Remote Workers with Access to Ideal Work Spaces



**Nomad-Connecting Social Platforms**  
 'Knowmad Life' is a Network for Connecting Digital Nomads



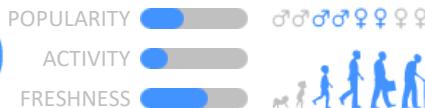
**Data-Tracking Freelancer Apps**  
 The 'Freework' App Tracks Workflow to Satisfy Clients



**Coworking Space-Finding Apps**



**Freelancer Payment Platforms**



PATTERNS



MEGATRENDS



6 FEATURED, 51 EXAMPLES

51,622 Total Clicks  
[Hunt.to/367544](https://Hunt.to/367544)

How can your brand better accommodate those seeking flexible work schedules?

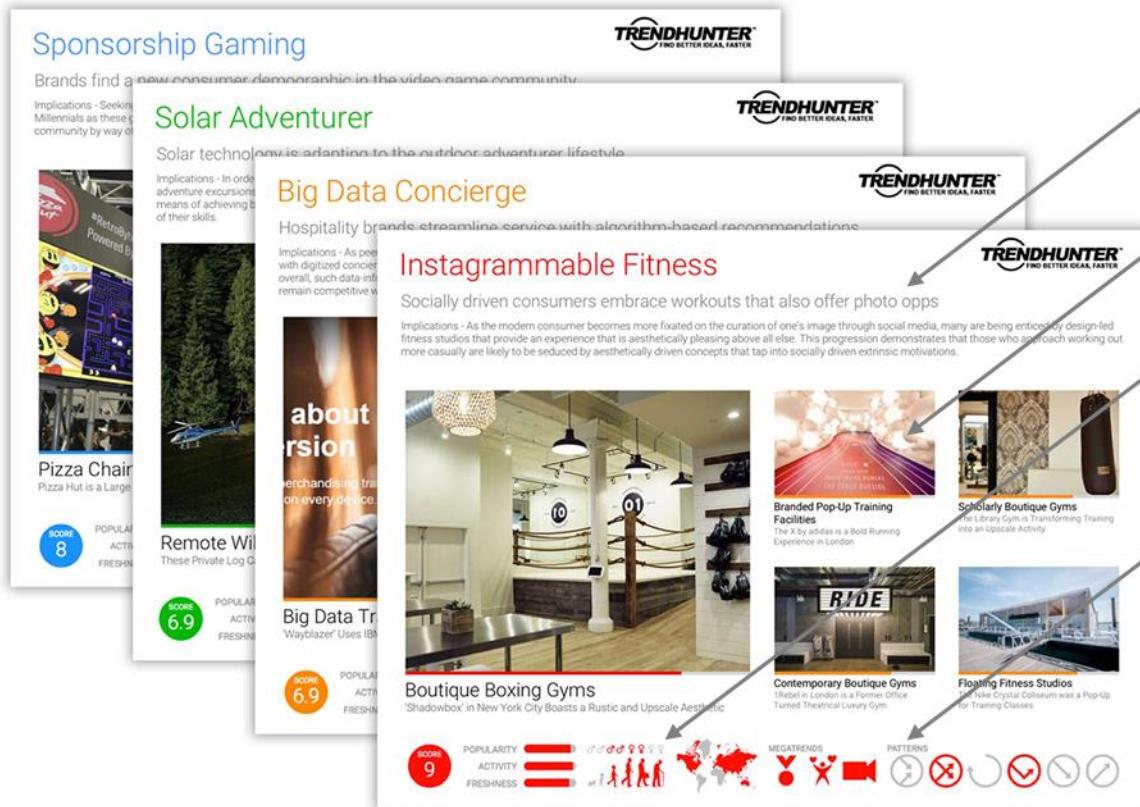
# Appendix

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# CONTEXT: How Insights Work

If you view this PowerPoint in Slideshow mode, each example is hyperlinked to a full article, images and in some cases, videos. Learn more in the appendix.



**Sponsorship Gaming**  
Brands find a new consumer demographic in the video game community.

**Solar Adventurer**  
Solar technology is a addition to the outdoor adventurer lifestyle.

**Big Data Concierge**  
Hospitality brands streamline service with algorithm-based recommendations.

**Instagrammable Fitness**  
Socially driven consumers embrace workouts that also offer photo opps.

**Boutique Boxing Gyms**  
'Shadowbox' in New York City Boasts a Rustic and Upscale Aesthetic.

**Contemporary Boutique Gyms**  
Formerly Industrial Fitness Center, Turned Theatrical Luxury Gym.

**Floating Fitness Studios**  
New York's First Floating Gym was a Pop-Up for Training Classes.

**Scholarly Boutique Gyms**  
The Library Gym is Transforming Training into an Upscale Activity.

**Implications:**  
Seeking Millennials as these brands find a new consumer demographic in the video game community.

**Implications:**  
In order to attract the outdoor adventurer lifestyle, solar technology is a means of achieving their goals.

**Implications:**  
As people with digitized concierge overall, such data will remain competitive with other brands.

**Implications:**  
As the modern consumer becomes more fixated on the curation of one's image through social media, many are being enticed by design-led fitness studios that provide an experience that is aesthetically pleasing above all else. This progression demonstrates that those who are not working out more casually are likely to be seduced by aesthetically driven concepts that tap into socially driven extrinsic motivations.

**Score:** 8  
**Popularity:** 8  
**Activity:** 8  
**Freshness:** 8

**Score:** 6.9  
**Popularity:** 6.9  
**Activity:** 6.9  
**Freshness:** 6.9

**Score:** 9  
**Popularity:** 9  
**Activity:** 9  
**Freshness:** 9

## Business Implication:

Each Consumer Insight is written in terms of its implications across multiple industries.

## Hyperlinked Examples:

Each example micro-trend is hyperlinked to a full articles and images.

## Demographics & Performance:

We can better filter examples and Consumer Insights based on your needs by adjusting for age, gender and geographic region.

## Patterns & Megatrends:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

## Online Links:

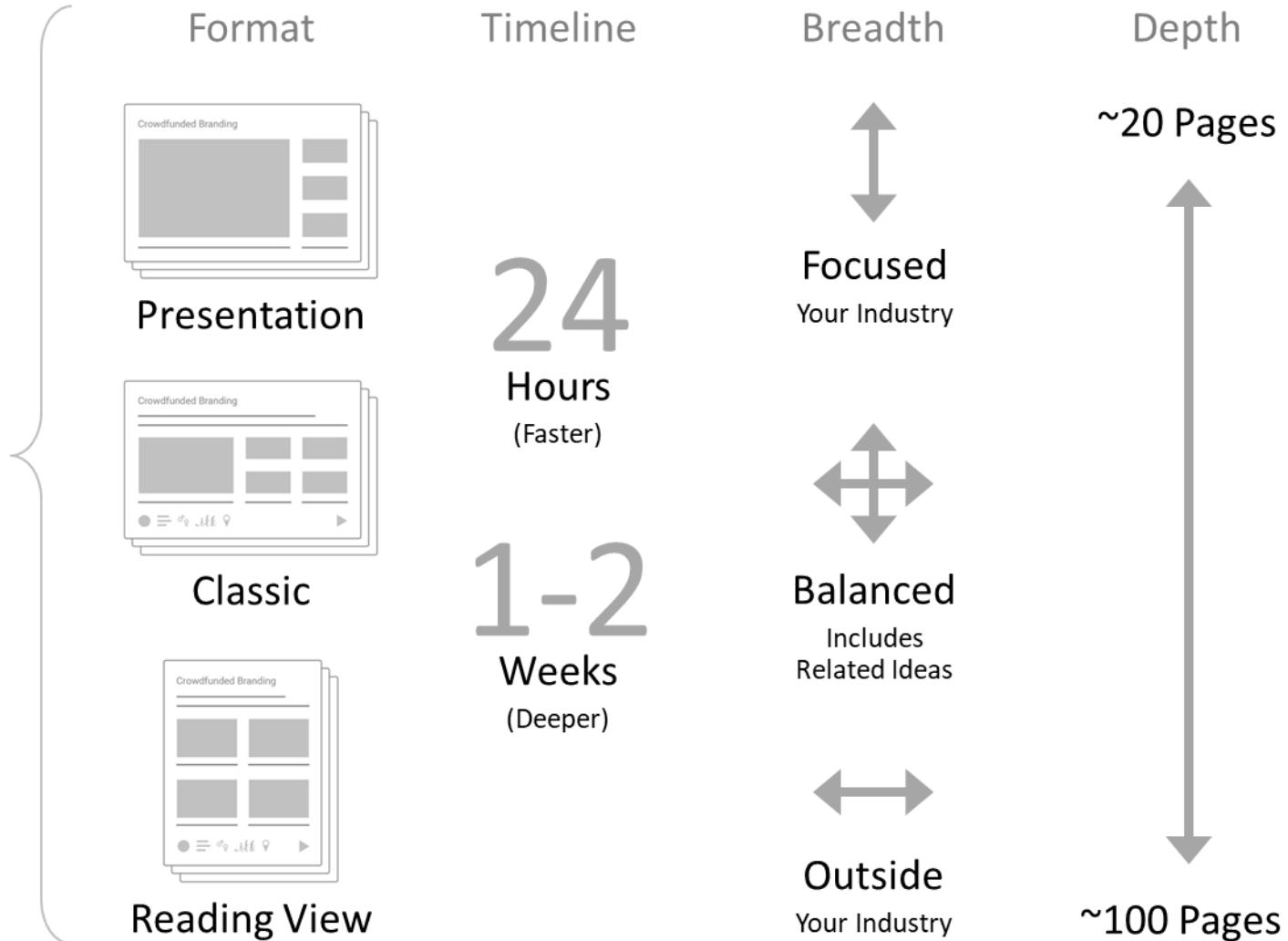
Each Consumer Insight links to an online version, which can have up to 100 additional examples, images and videos.

# New Levels of Customization

You can choose from dozens of customization options, which we continue to enhance.

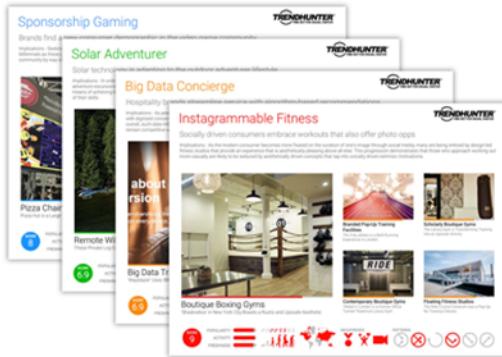


Your  
Dedicated  
Advisor



# Special Features and Definitions

Here are some helpful hints to understanding our Consumer Insights. Don't forget, every image is linked to a full article online, more statistics and related articles.



## Layout

### Implications:

We push to find ideas that have implications across multiple industries. You might be looking at a custom shoe, but how could customization impact your world?

### Hyperlinked Examples:

If you are in PowerPoint presentation mode, you can click on any example to open a full article with more related concepts.

### Open Link:

The main link for each page will take you to the full article. If you're logged out, you will end up on the free website; if you're logged in, you will be in your PRO dashboard.



## Scoring

### Overall Score:

All scores are actually percentiles ( $6.9 = 69^{\text{th}}$  percentile) and overall is the average of popularity, activity and freshness.

### Popularity:

The overall appeal based on people choosing an article given other options in the same category and clusters, normalized for the time of publication.

### Activity:

The amount of people interacting with an article, including scrolling through images. Something, like a bacon cupcake, might not be popular, but love it enough to share it a lot.

### Freshness:

The relative newness of an article, which matters more in categories like tech, as opposed to lifestyle.

### Demographics:

The target, as informed by the researcher, not by the site statistics.

## Colors

Lifestyle

Fashion

Art & Design

Technology

Pop Culture

Marketing

Business

Luxury

Eco

## Content Types

### Consumer Insights:

High-level clusters of opportunity.

### Clustered Lists:

Exhaustive collections of related ideas to track innovation.

### Specific Examples:

Carefully selected micro-trends so that you don't miss out on that needle-in-a-haystack idea.

For reference, all insights in this report tie to our megatrend framework, which can also be explored further at [TrendHunter.com/pro](http://TrendHunter.com/pro)

Megatrends & Patterns of Opportunity				 TRENDHUNTER™ FIND BETTER IDEAS, FASTER
<b>ACCELERATION</b>  1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution	<b>Prosumerism</b>  From user-generated content to maker culture, today's consumers expect professional tools & services.	<b>CYCICALITY</b>  1. Retro + Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles	<b>Nostalgia</b>  Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.	
<b>Catalyzation</b>  Brands have taken a role of accelerating the personal development of consumers.	<b>AI</b>  We are entering a transformative new era, defined by an exponential growth in data, robotics and intelligence.	<b>Naturality</b>  The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.	<b>Youthfulness</b>  The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.	
<b>REDUCTION</b>  1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription	<b>Instant Entrepreneurship</b>  New services make it easier than ever to conceptualize, fund, launch and companies.	<b>REDIRECTION</b>  1. Refocusing 2. Reversing 3. Surprising 4. Gamifying	<b>Tribalism</b>  Allegiant groups are more readily formed around specific interests, causes and even brands.	
<b>Curation</b>  Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.	<b>Simplicity</b>  In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.	<b>Gamification</b>  The application of game dynamics to real-world problems results in a world that's more competitive and engaging.	<b>Experience</b>  In a world abundant with 'stuff,' experience becomes a more important currency and life priority.	
<b>CONVERGENCE</b>  1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital	<b>Multisensation</b>  Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.	<b>DIVERGENCE</b>  1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion	<b>Authenticity</b>  Social media and a resistance to traditional advertising have created a desire for authenticity and reality.	
<b>Co-Creation</b>  Brands, products, services and customers are increasingly co-creating an interdependent world.	<b>Hybridization</b>  Lines are blurring as business models, products and services merge to create unique concepts and experiences	<b>Personalization</b>  Small batch production technologies and more personalized media are creating an expectation for personalization.	<b>Many-to-Many</b>  A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.	

(C) Copyright Jeremy Gutsche & Trend Hunter Inc.



"Trend Hunter is a great resource because it's all about simplifying the chaos. There's a lot in this world and we hear about trends a lot and Trend Hunter helps us simplify and make it a lot more palpable."  
 – Consumer & Marketing Insight Manager

Unilever

Want to dive deeper? Get up to speed quickly with data-driven custom research, workshop questions and brainstorming on your key topics



#### Monthly Call or Email

- Upcoming Presentation?
- Important Projects?
- C-Level Meeting?
- Time Crunched Rush?
- New Curiosity?

#### Monthly Walkthrough

- Your Latest Research
- Facilitated Brainstorming
- Success Team Best Practices
- Q&A



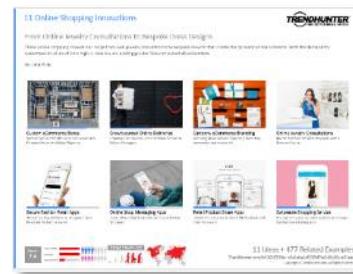
#### Fast, Custom Research

Same Day is Possible; or  
7 Days = Primary Research



#### High-Level Insights

Key Consumer Insights  
Hyperlinked Examples



#### Market & Case Studies

Pages of Top Lists  
Critical Must-See Examples

#### Workshop Questions

- 1.What social and political issues most affect your core consumers?
- 2.How can you speak to those issues more prominently in your products or marketing efforts?



*"The custom reports really speak out to us. There is a lot of information out there, but filtering is really difficult. What makes the difference is having somebody who begins to understand what we are doing, who can really help with that curation... a great resource." – Creative Director*

Ensure ongoing change & inspiration  
with custom presentations and workshops



### Future Festival Core Presentations



### Fully Custom Presentations



### Innovation or Assessment Workshops

### Bring Innovation to Life & Inspire a Culture of Innovation

- 1. The Top 18 Megatrends
- 2. Future of Retail
- 3. Future of Work
- 4. Future of Marketing
- 5. Future of Personalization
- 6. Future of Tech, AI & Big Data
- 7. Future of Consumer Behavior
- 8. Future of Media
- 9. Innovation Tactics
- 10. Making Innovation Happen

### Explore a Custom Topic, Segment or Megatrends Impacting Your Market

- 1. Millennial Culture
- 2. Customization & Your Brand
- 3. Gamification & Rewards
- 4. Retail Innovation
- 5. Marketing Innovation
- 6. Boomers, Xz, Ys, Zs &Your Brand
- 7. AI, Robots & Big Data
- 8. Maker Culture
- 9. Instant Entrepreneurship
- 10. Flavor & Preference

### Deep Dive Your Innovation Assessment or Prototype Products, Services & Your Future



*“[Inspired] my team to work on innovations that can move the needle for our businesses... a rocket ship to the future that immediately changed the way we approach our work.”*  
– Director of Research

**Chicago Tribune**

Kick start innovation with a custom keynote or workshop from our CEO, one of “the most requested keynote speakers on the planet”

The graphic features a black and white portrait of a smiling man with a beard on the left. To his right, the text "An intellectual can of Red Bull" is displayed in large, bold letters, with "Red Bull" in red. Below this, a quote reads "- CEO of Omnicom". Further down, it says "Join 400 brands, billionaires & CEOs who ignite innovation with JEREMY GUTSCHE". A red banner at the bottom lists numerous logos of companies like Microsoft, Wells Fargo, GM, Coca-Cola, Deloitte, Hertz, Hughes, IBM, NBC, Intel, Morgan Stanley, Kraft Foods, Hyatt, PetSmart, Turner, Digital River, Nestle, Pepsico, Sony, Chicago Tribune, Mattel, KPMG, and Victoria's Secret.

## Custom Workshop

- I. Creating a Culture of Innovation
- II. Making Change Actually Happen
- III. Strategy & Product Development
- IV. Identifying New Opportunities
- V. Learning How to Adapt

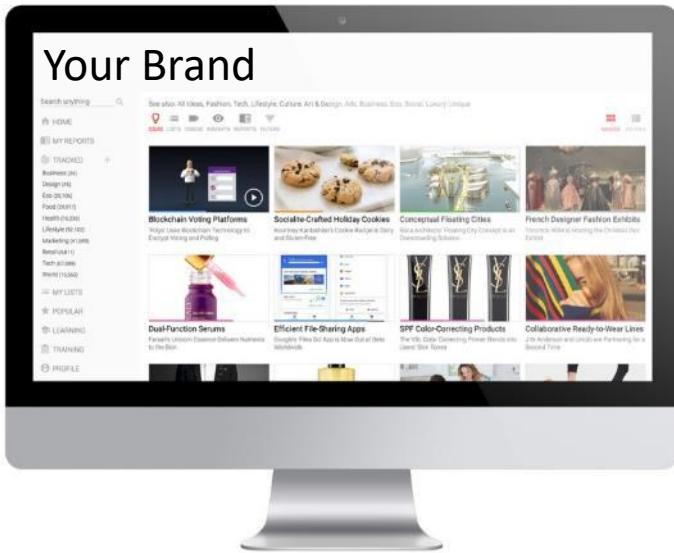
## Results

- i. Cultural Change
- ii. Buy-In & Action
- iii. Disruptive Ideas
- iv. Next Steps
- v. New Methods



*"Gutsche is one of the most sought-after keynote speakers on the planet, well-regarded as the top trend-spotter in the world... The most energizing, inspiring and applicable piece of stand-up I have ever seen. And I've heard Bill Clinton... Bill Gates... and Tony Robbins." – The Sun Newspaper*

Join 200,000 innovators who have a custom version of the #1 trend platform with 350,000 innovations, premium content and tools



~~\$24,000~~  
Free with Advisory



"I use the Trend Hunter Platform all the time. I really appreciate everything Trend Hunter does. I love the PRO Trends (Consumer Insights) and it makes our jobs a lot easier." – Strategy & Insight Associate

## Premium Content

- #1 Largest Trend Database
- Megatrend Framework & Patterns
- 330,000 Innovations & Ideas
- 10,000+ Trackable Topics
- 5,000 Consumer Insights

## Trend Report Library

- 80+ Industry Trend Reports
- 2018 Master Trend Report
- Shareable Access to Custom Reports

## Innovation Tools

- 6 Patterns of Innovation
- *Exploiting Chaos* Frameworks
- *Better & Faster* Frameworks

## Innovation Training

- Keynote Videos – 3,000 total
- Courses – 300 on innovation topics

## Advisor Access

- Topic Requests
- Access to Custom Reports
- Feedback System
- Special Training
- Report Walkthroughs

## Customization

- Topics & Tracking
- Lists & Sharing
- View Modes

## Team Newsletters

- Track Custom Topics
- Links to Custom Reports
- Unlimited Recipients

## Idea Discovery Tools

- Proprietary Idea Discovery System, Related Ideas & More

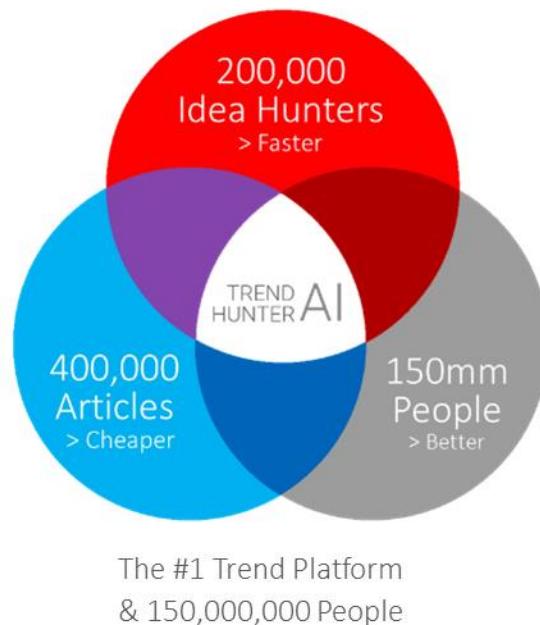


Let's chat! schedule a call or ask a question:

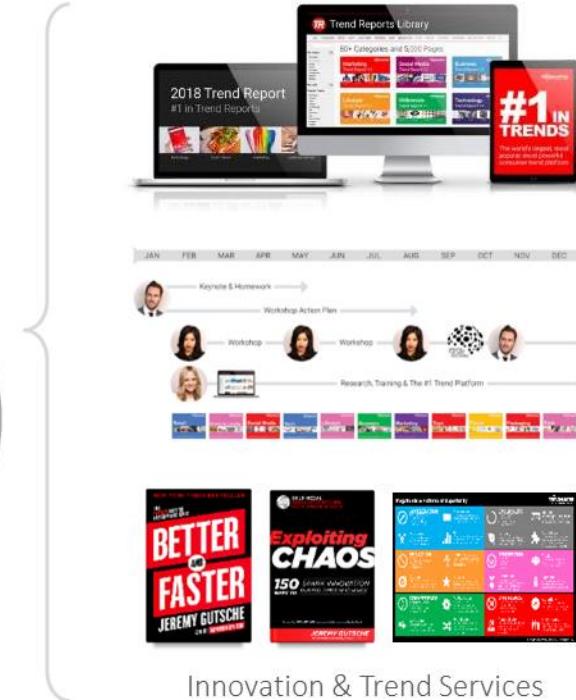
TrendReports@TrendHunter.com



+



Your Dedicated Advisor



Innovation & Trend Services

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