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## sparks & honey

### 2017 Cultural Insights Unveiled: Top Trends Every Mentor Needs to Know



On December 15, Executives on Campus (EOC) hosted a vibrant holiday networking event for mentors in the *Academic Year-Long* and *Mentor for an Evening/Morning* programs. More than just a festive gathering, the event offered mentors a chance to connect, exchange ideas, and explore the upcoming year's key cultural and marketing trends, brought to life by the intelligence consultancy **sparks & honey**.

sparks & honey, a leader in data-driven insights, is renowned for tracking global media and marketing trends through their innovative AI platform. Their cultural intelligence system sheds light on emerging themes, analyzing which news, topics, and products resonate with highly segmented audiences and uncovering shifts poised to shape the future.

In partnership with EOC, sparks & honey shared an exclusive preview of trends that Baruch students and mentors can leverage for professional growth and a competitive edge in 2017. Cultural strategists **Merlin Ward** and **Anna Griggs** presented the [“2017 A-Z Glossary of Cultural Trends”](#)—a list of must-know terms set to reverberate across the marketing industry in the months ahead.

### Marketing Trends for 2017 That You Can't Ignore

- **The Inclusive Economy**

Following the 2016 election, cultural diversity took center stage. sparks & honey predicts the rise of an “inclusive economy,” where brands can bridge gaps left by political shifts.

From disability inclusion to diverse voices across race, religion, and gender, there's an opportunity for companies to lead in building a more inclusive marketplace.

- **AI Morality**

As artificial intelligence advances, ethical challenges grow. How can we ensure that AI operates without bias and benefits society? This emerging field will demand solutions in transparency, safety, and responsibility—an issue that institutions are just beginning to address.

- **The Brand-Built World**

With governments struggling to meet societal needs, brands are stepping in to create spaces and services that foster community. Examples range from Facebook's drone projects delivering internet access to remote areas to New Balance's efforts to clear running paths in snowy Boston. Brands are evolving into community partners, enhancing lives while deepening consumer relationships.



### **Want to stay ahead of the trends?**

Download sparks & honey's "[2017 A-Z of Culture Glossary](#)" and explore the full list of insights shaping our future.

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