

# The Media Store 2018 TREND FORECAST - Year of **BORDERLESS BRANDS**

2017	shift	2018	what is it?	why we care?
1 Conversational Experiences	TAILORED TOME	Hyper – personalisation	Not just the domain of luxury and more than monogramming. Shaping the entire CX to meet the needs and dreams of customers. Use of AI for real time customised experiences or layering up with 'intimate' genomic / emotional data from sensors, genetics, biometrics. It's not about the best apps, brands with the best data & algorithms will win.	The cookie cutter approach doesn't cut it anymore, even for the mass market. Brands need to adapt to the perpetually self-monitoring consumer. People want to connect with brands that understand & care about them. Personalisation can be a comms defence tool to combat blocking & skipping.
2 The Age of Voice	THE VISUAL PARTNER	Focus on the digital lens	Sharp curve to mainstream for voice now Granny is buying Alexa. The internet of ears now has eyes, with embedded smart cameras in devices, capable of anonymised facial tracking & individual ID recognition. It's a 2 way lens – looking in as marketer to personalise for convenience & experience. Also looking out as a consumer searching for brand info.	The camera is not just a window – it's a connection, creation & search platform for our visually driven culture. In 2017 we considered how the brands sounds to Voice Assistants. In 2018 we need to think of how it looks through an augmented interface. Closer to the ambient computing future & marketing to proxies, not just people.
3 Nurturing the supercustomer	EPHEMERAL LOYALTY	Three's a crowd	Static loyalty programmes are losing potency with increasingly fickle consumers. Brands are closing the gap between themselves & the customer and pushing out intermediaries. Busy lives + changing needs + unplanned attitude = Make it simple + flexible + engaging... Be ready when I am!	Customer proximity helps marketers move from a <i>tell</i> to a <i>listen</i> approach. Consumers appreciate brand butlers, but it's more than being responsive – fill moments with joy, usefulness, therapy... or supercharge with AI / AR. As the gap from need to buy shrinks to net speed, brands need to keep pace.
4 The internet of empathy	MAINSTREAM ACTIVISM	Making a Brandstand	It's a perfect storm - crisis of trust meets activist awakening! The world is angry & anxious and there's more chaos instore for 2018. Start-ups have raised the bar for established brands. Brands can help people feel supported & safe in a complicated world.	Brands need to step up for peace, diversity and the health of the planet. Be bought not boycotted - Every department is a marketing dept. when enlightened consumers search brand practices to find the trustworthy. The highly politicised landscape needs to be navigated with caution – is there a need and do I have a responsibility or reason to speak up?
5 Forever young	GOODBYE HELLOZ	Native Creators	We're all Millennialled out- bring on GenZ consumers, now coming of age. "I can create whatever I imagine" is the mindset of the <i>Minecraft</i> Generation. More driven by desire to make a positive impact than Millennials, but also influenced by the current dominant culture of self promotion.	We need to be fluent in their language & respond instantly to on-demand Zs. Think authentic placement in favoured digital & social spaces over large scale ad campaigns. Success = sharability. Aim to make it EARN. There will be interesting opportunities with creators, given the intersection of mass interest in gaming + democratisation of AI & AR
6 Developing Social Superpowers	BLOGGER-GATE	Democratised Influence	The influencer boom has been at the expense of standards. Some exploit the system, while ignorance of others is bringing on a backlash. Big is no longer best & it's not just the few gatekeepers who dictate the rules. The opportunity lies with Micro-influencers and brand champions who REALLY love a product, not just because they're paid to love.	Trust has shifted from institutions to peers. In the age of social media & sharing economy 'people like us' have more credibility than govt. media, brands. Look for influencers with substance who deliver on the need to find purpose & avoid the vacuous <i>#soblessed</i> . It's not easy - but with enough effort and thought the payoff can be great.
7 Spotlight on Dark Social	EXPANDING ECOSYSTEMS	Power Partnerships	The mergers & acquisitions boom is set to continue. Walled gardens are opening the gates & open source prevails. Heritage brands are partnering with start ups for renewed energy & innovation creds. Successful start ups are a joining forces with longer established brands after they've powered up. BAU is not an option.	Strategic alliances can fulfill business needs and keep up with the increasing expectations of consumers. Consider options to fill a business void with a successful partner, rather than expending time & energy on a costly, yet poorer copy, of the gold standard. Brand buddies are producing engaging content & activations.
8 Purposeful Live	AMAZONAS MEDIA DISRUPTOR	Esports fire up	Amazon is still on our radar but interest shifts from retail to media. Amazon's Twitch platform is growing audience and monetisation. Facebook Watch retaliates with VR enabled gaming in its sights. Legacy sports are capitalising on esports popularity & targeting e-fans. Disruption continues - expect more ad opps from within Alpha empires.	New opportunities will come from the battles and redrawn borders. Brands need to stay alert & agile to navigate a fluid marketing landscape. Esports offer a pre-made passionate, loyal community & it's mainstreaming. We're watching out for innovative consumer touchpoints that provide quality content, scale & reliable metrics.
9 Enhanced Worlds	SYNTHETIC REALITY HITS THE STREET	AR steps forward	Harry Potter's <i>Wizards Unite</i> will be the new <i>Pokemon Go</i> in 2018. Advances in AR technology and the mass proliferation of high tech AR enabled phones will grow opportunities for brands. Future arrival of 5G will supercharge AR experiences - on the street, instore & on our devices.	It's more than just fun & games for brands. AR can convert sales with 'try before you buy' applications and the ability to get reassurance from peers, or enhance digital status. Use it to drive footfall to events and locations. Or connect with the creative creator mindset of the younger generation.
10 People not data points	THE LURE OF LEGITIMACY	Trust in the Chain	There are still issues with bots, ad fraud & fake news in digital spaces. The secure & transparent blockchain ledger could be the ultimate 'truth tool' and application to media/entertainment industry is being explored. <i>Basic Attention Tokens</i> could provide an audit trail to accurately evaluate ad placement, viewing and subsequent actions.	Platforms have attempted to protect brand safety and improve veracity of metrics, however ad algorithms are essentially monetisation tools. Don't blindly trust. Continue to question - Is my ad in a safe environment? Who is receiving payment? Is the right information being captured? Is it transparent and truthful?

# 2018 Trend Canvas

## Activating Consumer Trends

**2018 Trend**  
**The Year of Borderless  
Brands**



**Your Innovation**

### 1 Inspiration

How are other businesses applying this trend?

### 2 Insight

What customer or business need/want/pain point could be addressed by this trend?

### 3 Application

How/where could you apply this trend?

### 4 Innovation Target

Which (new) customer groups could you apply this trend to?

### Significance

Why is it important?