

Change *Bite*

10 changes for 2008 | Q1, 2008



This is not a trend report.

A trend report identifies *emerging* social behaviors and aspirations. It predicts what might become mainstream while it's still niche. As such, trends are used to develop products and ideas that can be seen as more innovative given that they are mostly unknown to the masses. Trends help to ascertain where things might be headed. They are a general compass.

A change report pinpoints *irreversible shifts* that are taking place in society at large - media, politics, the environment, entertainment, marketing and branding, consumer behavior and attitudes. We use changes as nuggets of inspiration for finding ChangePoints - radical new ways to engage with consumers. As such, this Change report should act as a stop sign that forces reappraisal of how you do things.

Lending community

WE-COMMERCE

Freeconomy Fractional ownership

OPT-IN PRICING

P2P economy Tuangou

Rental culture "copy paste" High Net Worth Individuals

PREMIUMNIZATION

Make your own price Hobby skills Handmade

MAKE IT YOURSELF

Reverse product placement

Handtellektual

Craft culture

Asia middle class

Urban diet

Make your own phone

Location awareness proximity café

2008

Brew your own beer

LOCAL LIVING

Physical virtual store

WIIRTUAL

Localvore

Provenance

Alternative reality

World of Datecraft

United Provinces of China

40+ local Asian markets

Generate energy

Gaming as a culture

The ASIAs

Hydrogen economy

BLUE

Eco-fatigue Water conservation

Data visualization

China N^o1

Smoke free Olympics

Micro-credit

CSR

Carbon footprint

Minisodes

NANO

GUILT OFFSETING

Snackable culture

micro-trends

Greenwashing

Buying Good

10 Changes for 2008

1. From China farmland to world stage
2. From global village to local planet
3. From big to nano
4. From fixed pricing to opt-in pricing
5. From basic to premiumnization
6. From DIY to MIT
7. From buying to guilt offsetting
8. From green to blue
9. From social networking to we-commerce
10. From virtual to wiirtual





From China farmland To world stage

With the 2008 Olympics, China is going to show its new face to the world.

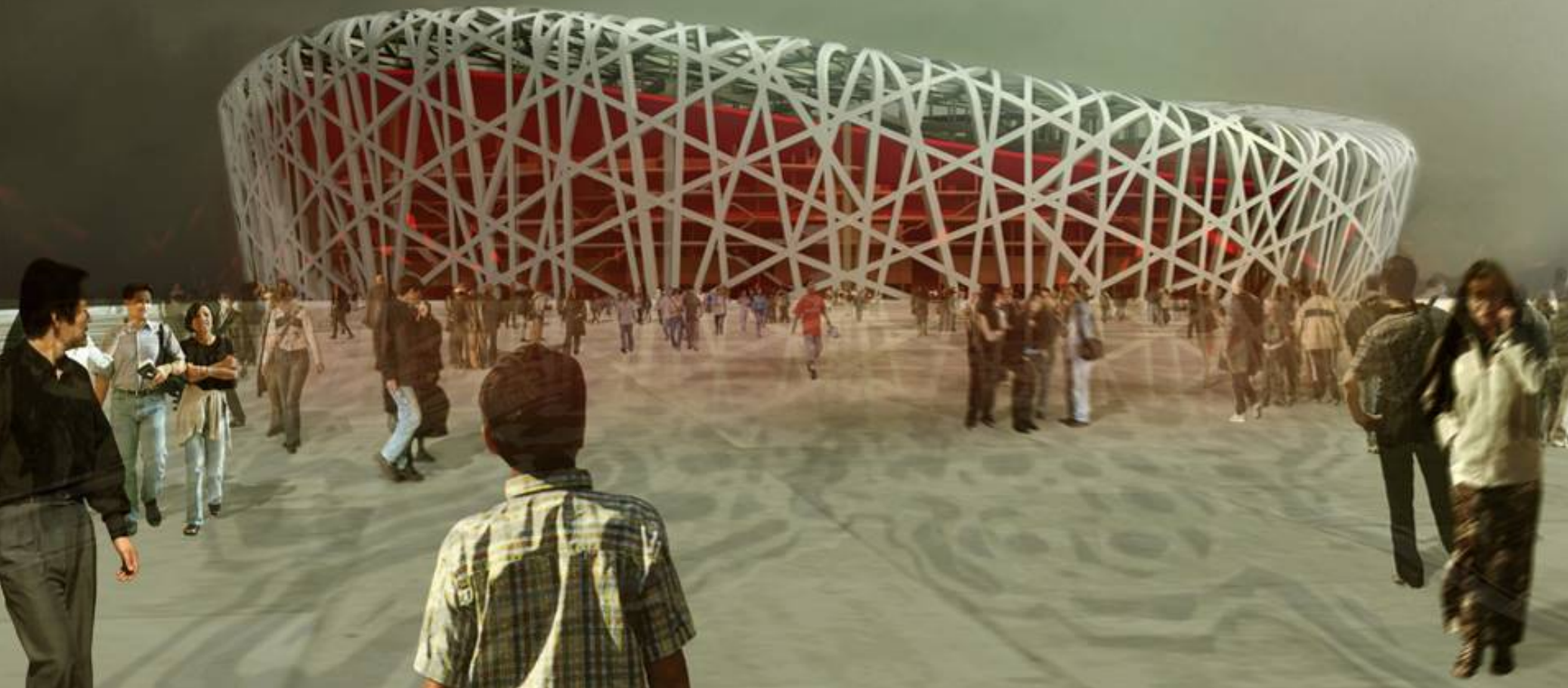


The Olympics games are a change accelerator not just for Beijing but for all of China.

For decades, Chinese leaders have used big events to get things accomplished in China.

The Olympic Games have already transformed the way millions of people think and live.

The “Smoke-free Olympics” campaign expected to take place in February 2008 will prohibit smoking in public places. This could be a starting point for tobacco control legislation in all of China's public places, as in the West.





The games are important for China because they are:

1. A quintessential symbol of Western civilization, a sign that China is open and on par with Western powers.

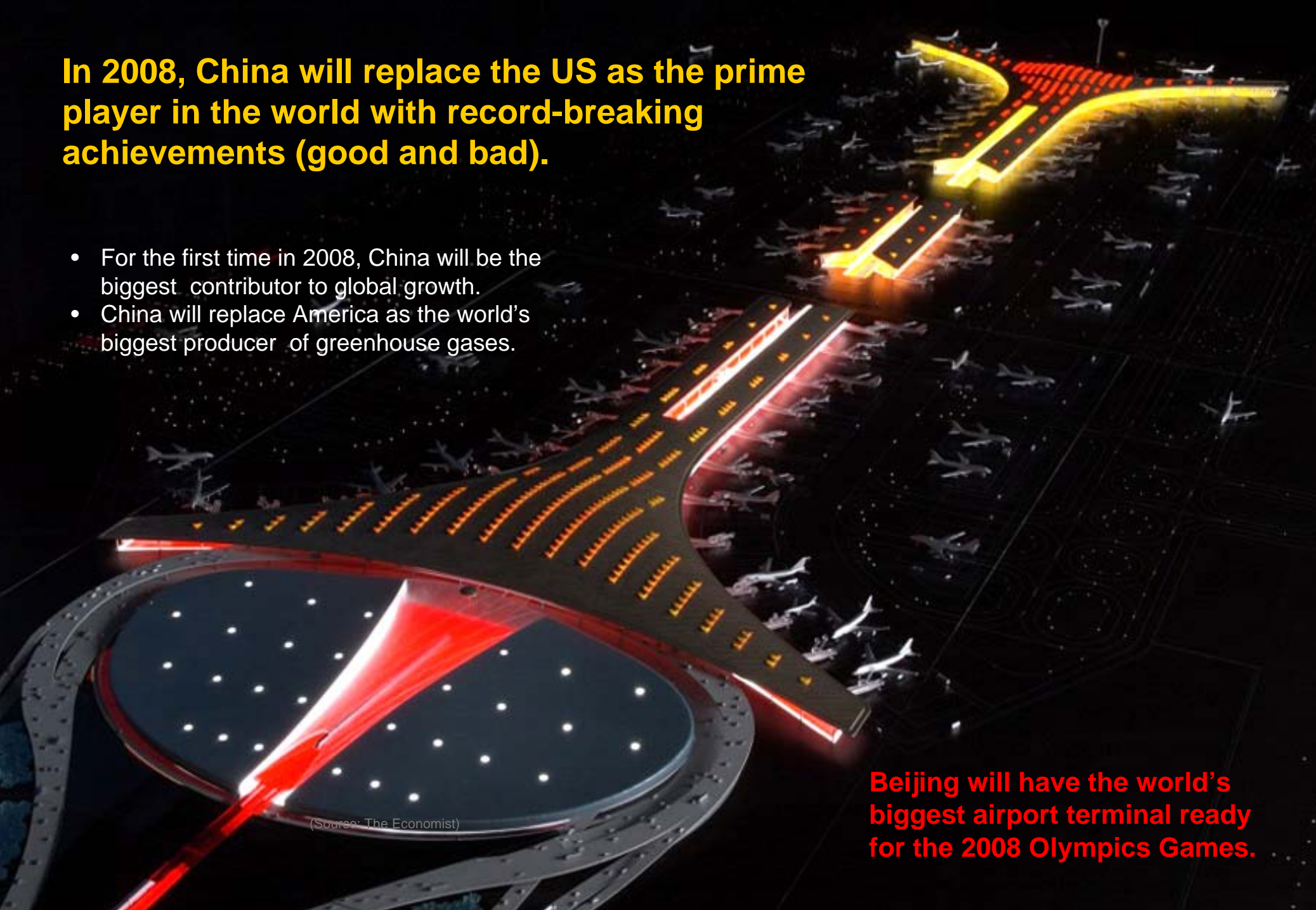
2. A chance to show off China's rapid modernization and punctuate three decades of development.

3. A spotlight on Asia with China as the new centre of gravity in the world

4. A way to make the next generation of Chinese people more international.

5. A way to fuel growth beyond Beijing with 302 Olympic events staged in 7 cities across China





In 2008, China will replace the US as the prime player in the world with record-breaking achievements (good and bad).

- For the first time in 2008, China will be the biggest contributor to global growth.
- China will replace America as the world's biggest producer of greenhouse gases.

(Source: The Economist)

Beijing will have the world's biggest airport terminal ready for the 2008 Olympics Games.



Implication: New world, new thinking.

To tap into the Olympic spirit, can you **break some form of record** in your category?

Can you celebrate **the spirit of participating** vs. just winning

Can you **fuse Western and Eastern influences** together to create “new world” products and experiences?



From global village to local planet



A visitor in Redmond, WA
viewed **Omni Peace shirt at
Kitson**
less than a minute ago



The fishermen's bay

Taranto, Italy. Baia del pescatore
[Fly to this location](#) (requires
[Google Earth](#))

View more photos at www.Flickr.com

The world is becoming more
local and location-aware

The next internet and mobile wave of
innovation are going to come from location
based services able to provide locally relevant
information to anyone anywhere in the world.

Beograd

Tiranë

Local cities now increasingly compete with countries.

The city of Shanghai has a GDP which is almost equal to that of 1 country - The Philippines.

Guangdong, Jiangsu and Shandong each have a GDP higher than that of Thailand and Malaysia.



Region	Population (M)	Region	Population (M)	Region	Population (M)
India	1100	Hubei	57	Malaysia	25
Indonesia	246	Zhejiang	49	Gansu	26
Japan	127	Korea	49	Inner Mongolia	24
Henan	94	Guangxi	47	Taiwan	23
Shangdong	92	Yunnan	44	Xinjiang	20
Guangdong	92	Jiangxi	43	Shanghai	18
Philippines	90	Liaoning	42	Beijing	15
Vietnam	85	Heilongjiang	38	Tianjin	10
Sichuan	82	Guizhou	37	Hainan	8
Jiangsu	75	Shaanxi	37	Hong Kong	7
Hebei	68	Fujian	35	Ningxia	6
Thailand	65	Shanxi	34	Qinghai	5
Hunan	63	Chongqing	28	Singapore	5
Anhui	61	Jilin	27	Tibet	3

“United Provinces of China”

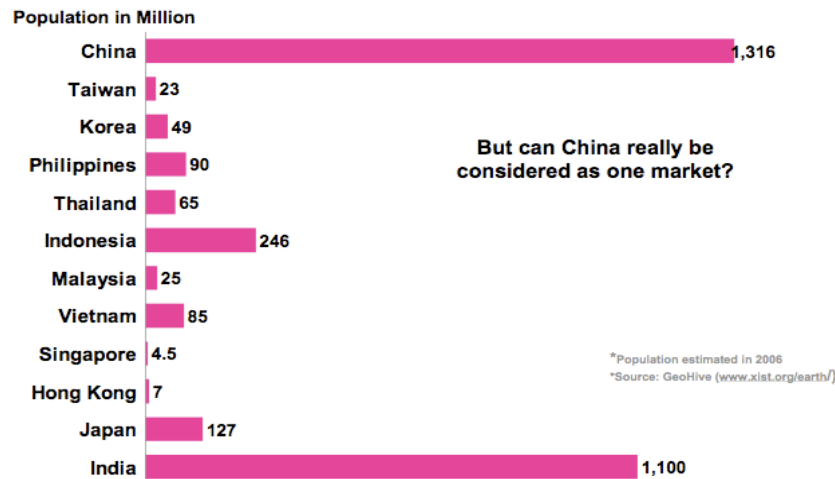
with its 38 provinces, China represents 38 local markets.

TNS no longer considers China as 1 market but many large submarkets.

Several provinces of China are larger than many Asian countries thus Asia has 40+ markets, most with a population of 10 million+.

Asia - 12 relevant markets

China and India tower over the others (77% on the Asian population)



Source: TNS, 2007

City-radius cars are the new rage.

Rising oil prices and climate change are likely to push people to start buying electric cars. Today, the limited energy autonomy of electric cars mean they can't be driven outside a city.



CITY RIDES: *Reva's G-Wiz and Dynasty's Utility (left and above)*

These new rides can't go very far or very fast—but urban drivers do neither too often.

Is the Stock Market Getting Too Risky? ■ The Dubious Jesus Tomb

TIME



The best food you can eat may be in your own backyard. Here is one man's quest for the perfect apple

BY JOHN CLOUD

A new type of consumer is appearing, the “localvore”.

A localvore is “a person who endeavors to eat only locally produced food”. Supporting the community, the local economy, the environment, and a healthy diet, the localvore movement is gaining major momentum all over the world.

Seasonality is becoming important, not only in fashion but in food, too.



BACK TO THE ROOTS

100 Neo Tiew Road, Singapore 719026 (Kranji)
Farm Residence : Tel : (+65) 6898 5001 Fax: (+65) 6898 2013
Opening Hours: 9am to 6pm (Wed - Sun and Public Holidays)

In Singapore, BollyWood Veggies proposes people to pick the local veggies they will be served for dinner.

As global goods become more ubiquitous and common, local products and services are becoming more desirable.


We are about to witness the rise of “proximity restaurants and cafés” where the food is 100% sourced from the same region or country.

The 100 mile café is a new restaurant in Melbourne, sourcing the finest produce from the local community - within a 100 mile radius. Each item is marked with its approximate mileage, factoring the distance the ingredients travelled to get there.



Image courtesy of 100 mile cafe

THINK GLOBALLY, EAT LOCALLY

A close-up photograph of the interior label of a blue t-shirt. The label is white with black text. The text reads: "Made in LA" in a large, bold font, followed by "by a woman with healthcare for herself and her three children." in a smaller font. At the bottom of the label, it says "American Apparel".

Made in LA
by a woman with
healthcare for herself
and her three children.

American Apparel

Provenance is about to become the 5thP of marketing.

With the emergence of ethical and environmental concerns, the issue of where things come from is moving centre stage in every category, not only in food.

American Apparel T-Shirts are all made in LA.

FREITAG®

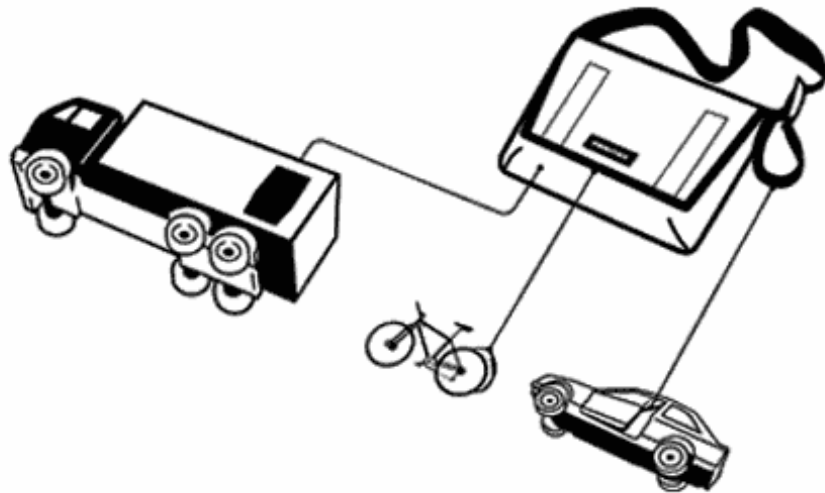


Image courtesy of Freitag

**“Made from” + “Made by”
are about to complement
“Made in”**

In 2008, consumers will increasingly check the food label, not only for calories but also for origin and growing specs. In most categories, provenance will become a major differentiator.



Implication: Go Local.

Can you **add local provenance** / relevance to your brand positioning?

Can you **reduce your carbon footprint** by sourcing local products?

Can you provide some form of **localization** service to your customers?

From big to nano



Little People – A tiny street art project
Little handpainted people, left in London to fend for themselves.

Smaller is better.

Rise of the mini vehicles.



Poor countries are getting rich, gas costs are rising and our planet is heating up. The result: a new breed of 21st-century cars that are cooler, cheaper and more compact than ever.

SMALL. IT'S THE NEW BIG.



The new Smart Fortwo sold to 800,000 people in 36 countries

Newsweek

Actual Size*



*WELL, NOT EXACTLY. BUT INDIA'S NEW ULTRA-MINI DOES HERALD THE FUTURE OF THE CAR. A SPECIAL REPORT.



Snackable culture.

Every part of our life is being formatted into smaller-sized format, from food to media, marketing to media planning and even business presentations.

Qbox in Singapore is a “retail utility” that rents small cubic spaces for people to sell stuff.

A little video for everyone.

Watch the new TV ad ▶

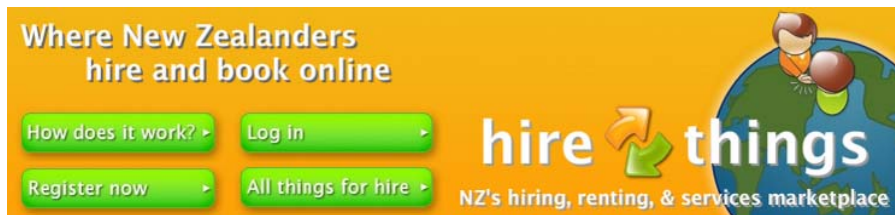


inoqbox
urban retail utility

Rental culture.

The vast quantity of temporary and fractional ownership services reflects the growing reluctance to commit to products, services, relationships and brands.

Today, almost any product or service can be rented out in online lending communities.



Lutte leihen rents baby clothes



I let you let people rent their own DVDs.



Rise of the Minisodes.

People are becoming accustomed to consuming 'bite-size' content rather than the long-form stuff of traditional media: from YouTube videos to podcasts.



Wallstrip 3-minute stock advice online show for the YouTube generation



Your daily video news program.



"We now devour pop culture the same way we enjoy candy and chips - in conveniently packaged bite-size nuggets made to be munched easily with increased frequency and maximum speed. Today, media snacking is a way of life. At work, we graze all day on videos and blogs."

Wired Magazine

20 minutes is a free daily newspapers in France.



"Pecha Kucha" nights are evening gatherings where designers present their ideas in 20 slides maximum. Each slide must last 20 seconds maximum.

Microcredit is booming.

Microcredit is the extension of very small loans to extremely impoverished people to enable them to engage in self-employment projects that allow them to exit poverty.

Micro-credit in India

In India, Kiva uses QR codes readable by camera phones to automate the micro-lending process and make it available to rural villagers.



Phone credit lending via SMS in the Philippines.

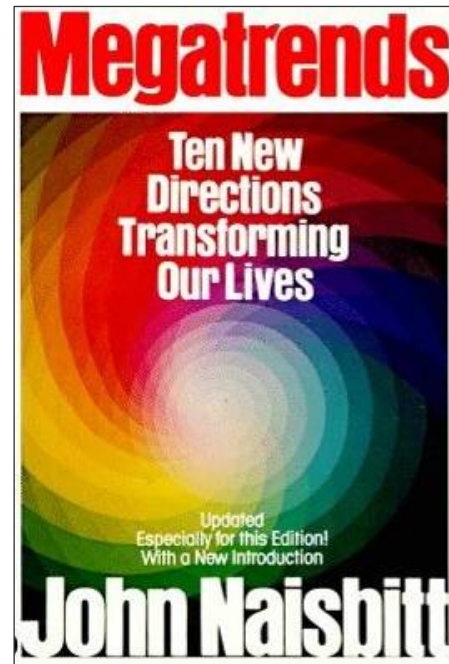
With its Share-A-Load programme, Philippine network provider Globe Telecom has capitalized on the local love of SMS messages by allowing its customers to send their phone credit (or 'load') to someone else.



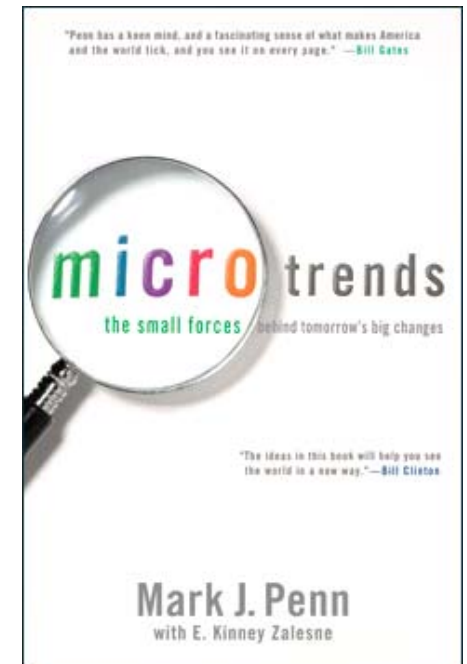
To improve on the one-size-fits-all approach, marketers are looking beyond mega-trends for **micro-trends.**

The skill of microtargeting – identifying small, intense subgroups and communicating with them about their individual needs and wants - has never been more critical.

FROM → TO



1990

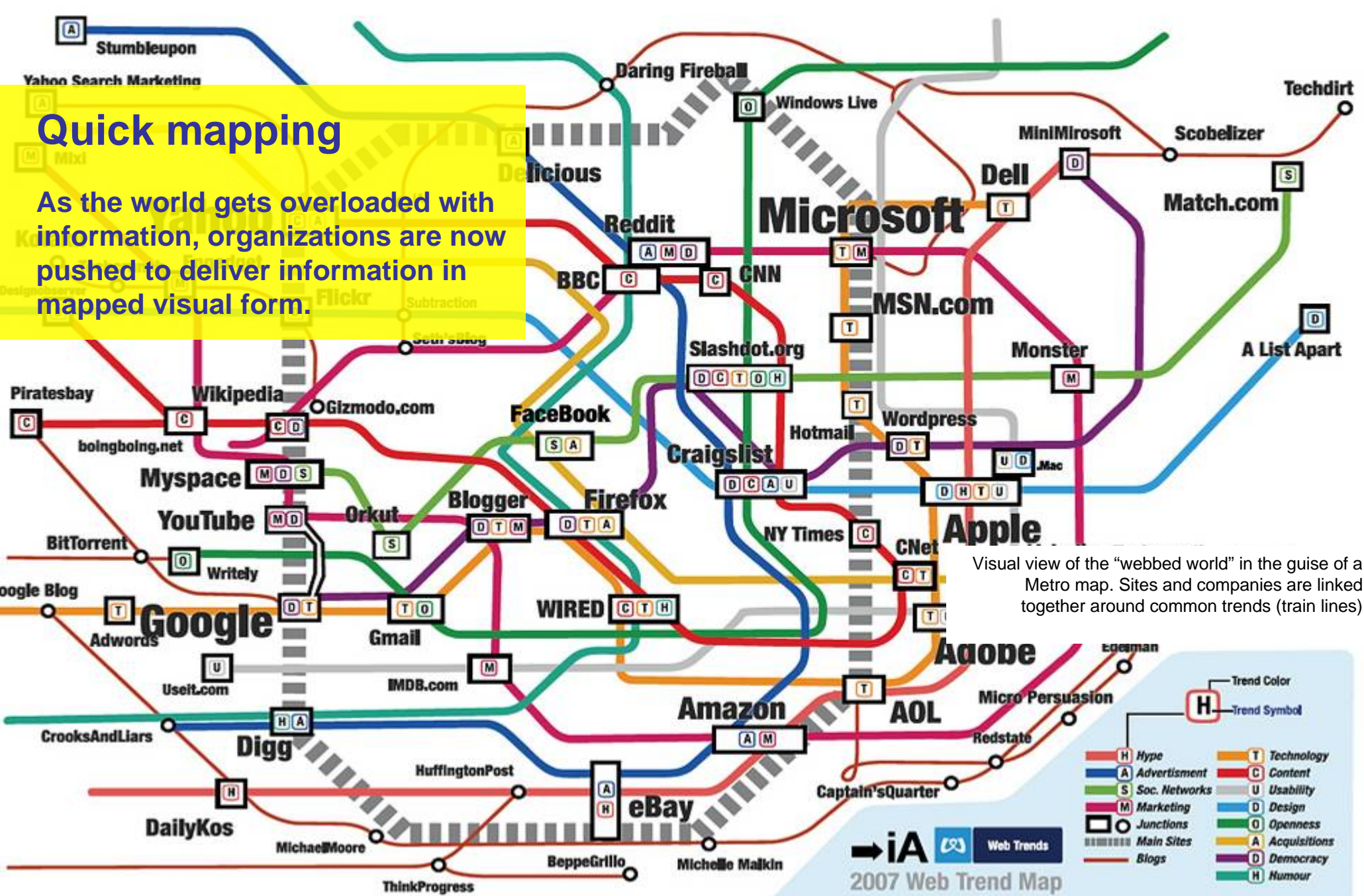


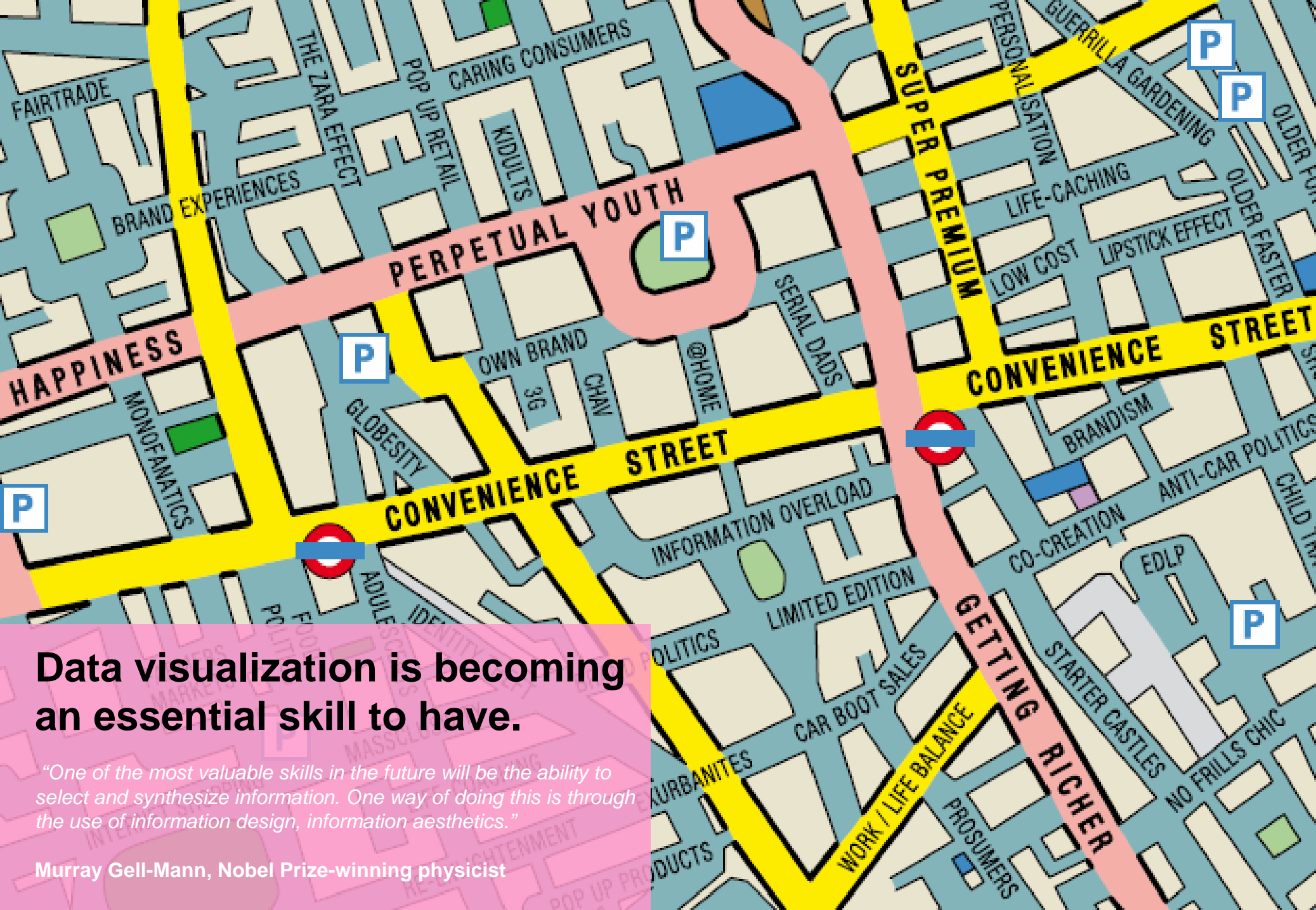
2008

Microtrends looks at niche social groups. The book is based on the idea that the most powerful forces in our society are the emerging, counterintuitive trends that are shaping tomorrow right before us.

Quick mapping

As the world gets overloaded with information, organizations are now pushed to deliver information in mapped visual form.

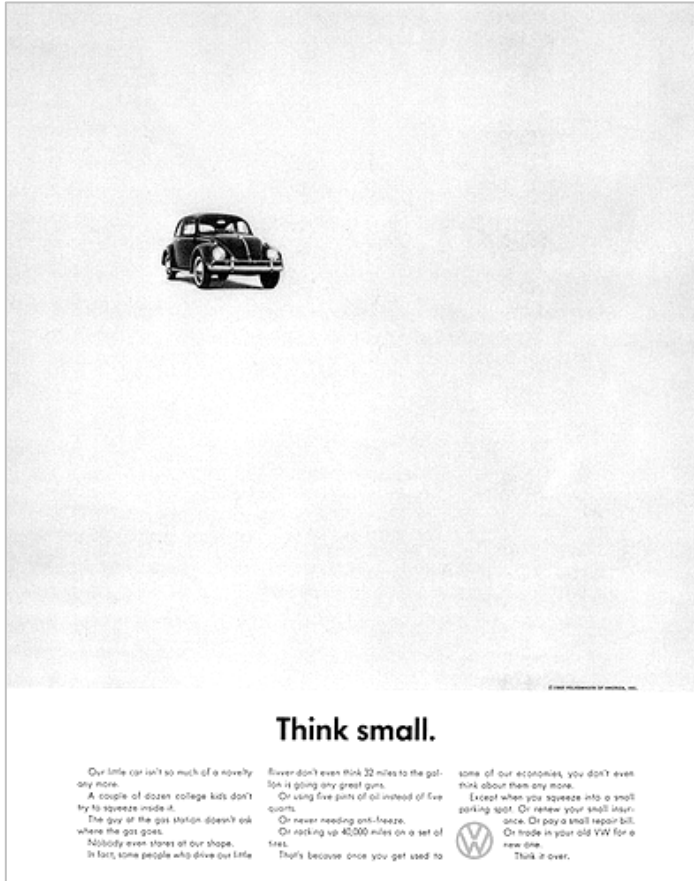




Data visualization is becoming an essential skill to have.

“One of the most valuable skills in the future will be the ability to select and synthesize information. One way of doing this is through the use of information design, information aesthetics.”

Murray Gell-Mann, Nobel Prize-winning physicist



Implication: Small is back.

Have you thought of **bite-sizing** your offering?

Can you offer **nano product versions** at a more affordable price to increase trial or frequency?

Can you offer alternative payment options like **microcredit** or phone credit?

Can you tap new target audiences with **micro-targeting**?



From fixed pricing to opt-in pricing

The end of one-size-fits-all.

For years, consumers have purchased duplicated goods and services at a set price. Today, they want to choose how much they want and at what price.



Name your price.

Radiohead launched their last album “In Rainbows”, online by allowing people to decide the price they were willing to pay. In parallel, they have released a US\$40 super-premium edition of the CD.



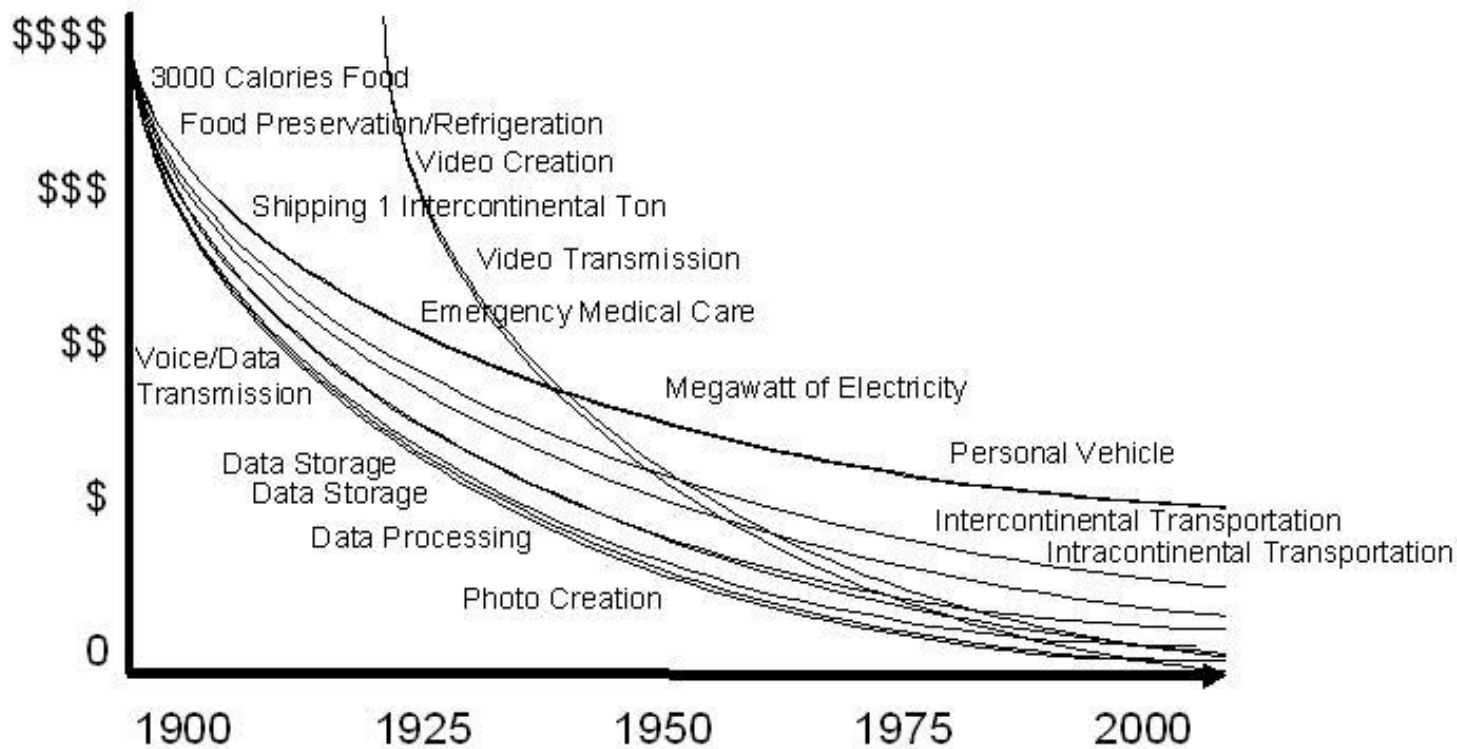
Image courtesy of Radiohead



So, will everything ever cost nothing?

Almost every product and service of the global economy is following a similar accelerating price trend towards zero. What will happen when consumers can opt-in price for everything?

Energy, basic medical care and transportation remain expensive but are enormously cheaper now than 100 years ago.



Air Asia



**AVAILABLE
ONLINE ONLY**

**1,000,000
FREE SEATS**

Over 70 Routes Across Asia

Image courtesy of Air Asia

Voted #1 Airline Brand in Asia's Top 1,000 Brand Survey

Free has become a cost of entry price point alongside others.

People increasingly expect different tierings of products and services from free to very high-end.

**The dominant business model
on the internet today is
making money by giving
things away.**

The “freemium” business model works by offering basic services for free to acquire a lot of customers, while charging a premium for advanced or special features.






Implication: Every little helps.

Can you give people something valuable for free and get them to pay for an upgrade?

Can you give people opt-in pricing choices and generate valuable publicity and word-of-mouth that way?



From basic to premiumization

A fashion show runway at night. The runway is illuminated by bright lights, and a crowd of people is seated on either side. The backdrop features a large, illuminated image of the Great Wall of China winding across a hillside. The scene is set against a dark sky.

Decades of prosperity in Asia are boosting the market for premium products.

In 2007, Fendi was the first-ever fashion brand to organize a catwalk at the Great Wall of China

Premium craze

Many brands use premium extensions to rejuvenate existing products.



In 2008, marketers will roll out more and more "premium" products and services

from airline tickets to laptops to toilet paper - in order to satisfy status-hungry consumers and to take in a bit more from each transaction.



Hermes helicopter



SIA A380 First cabin suites



The White Stripes have released their last album on premium USB keys



Evian Limited Palace bottle



Upgrade

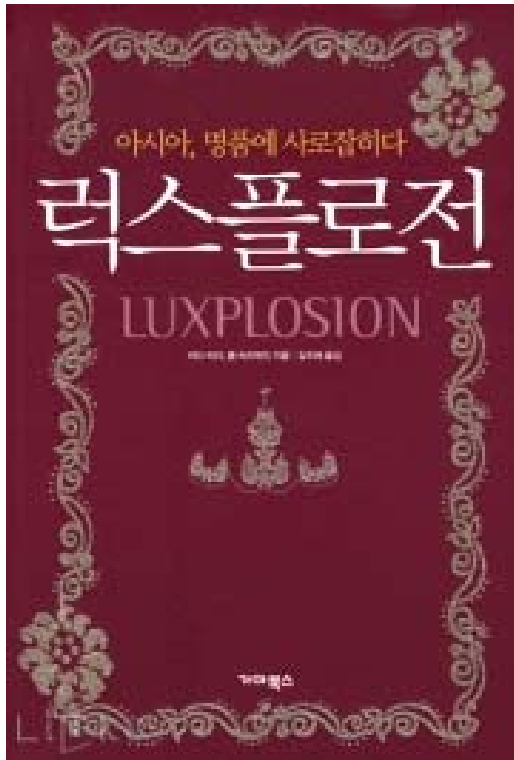
BlingH2O bottled water



Carlsberg 900 bottles



Renova fashionable toilet paper

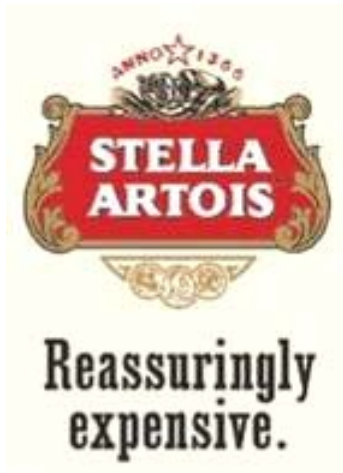


The rise of High Net Worth Individuals (HNWIs) is boosting the market for luxury products in Asia.

High Net Worth Individuals (HNWIs)

- 10 million people globally (\$1M+), +8% from 06-07
- 10,000 ultra HNWIs (\$30M+), +11%
- In China alone, 106 billionaires as of Oct 2007

Source: Trendwatching



Implication: Even more reassuringly expensive.

Can you up the ante in your category by **creating a premium product** or service with unique appeal?

Can you make a basic product (e.g. water, coffee, tea) feel more premium, thanks to luxury packaging and design?

To cater to consumers' search for uniqueness, are you providing some kind of **exclusiveness** or **limited access**?



From DIY to Make It Yourself

People have moved beyond assembling their Ikea furniture to **designing their own.**

Since personalizing goods is now commonplace, the next frontier is creating things **from scratch.**

Ponoko enables people to get their own design produced.

Ponoko

Make & sell

Itching to get making?
THEN DOWNLOAD THE STARTER KIT



Everything you need to start making: The Ponoko making guide (pdf) and all 3 Ponoko templates.

[Download starter kit](#)

Want to start selling?



Let us step you through the selling process.

Instead of being in a band or writing a novel, youth design products and make brands.

Youth is now responding to commercial culture by creating their own self-made culture. They understand the language and tools of branding and can hijack them for their own needs.

threadless™
Nude No More



From **\$15** | [Magic Paintbrush](#)
by [William Chua](#)



From **\$25** | [Flightless](#) by [Yeoh Guan Hong](#)



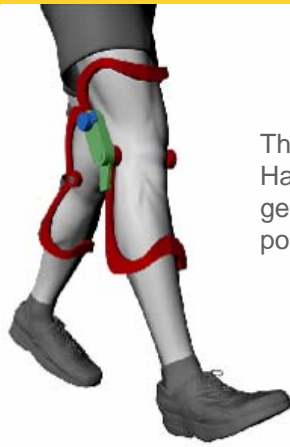
From **\$15** | [Red Moon Replay](#) by [Tan Nuven](#)



If your design is chosen for print, get paid up to **\$12,500+** \$500 per reprint!

That's \$2,500 in cash and gift certificates right away and up to \$10,000 more if you win a [Bestee in the Threadless Awards](#).

HI-TECH MIY



The Biomechanical Energy Harvester uses the power generated by your knees to power portable devices.

Generate it yourself

Good Energy 

Good energy, a 100% renewable electricity supplier rewards individuals, businesses and communities that generate renewable energy.

Publish it yourself



With Issuu, users can create free sleek digital online mags from their own pdfs. Magazines can be shared, printed, and embedded on blogs and social networking profiles.

**Read the world.
Publish the world.**

[Sign up now!](#) Have a document? [Try out now](#)

Prototype it yourself

Through rapid prototyping, consumers are now able to create 3D color models of their online or video game avatar.



Build your own mobile phone

Modu is the first modular phone that can be adapted, depending on how you want to use it. People can add / remove functions by adding / removing components of the phone



Mash-ups: make your own web application by combining already existing ones.

Mash ups are becoming more creative and pervasive. They are new web services created by plugging together existing web components and data sources already created by internet giants.

All Your Media
Straight to Your iPod
The easiest way to download



Buyyouripodstuffonline.com is a mash up and eCommerce site built with Amazon, eBay, and PriceRunner Web services.

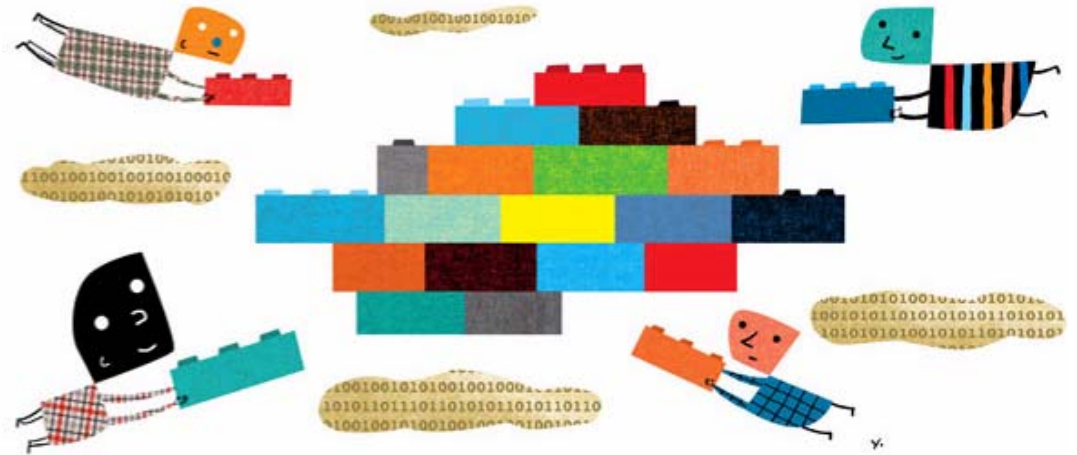


Image courtesy of NY Times

LOW-TECH MYI



Tomboy Tools sells "fashionable matching construction apparel" for women online and in Tupperware-style "tool parties".



www.menwhoknit.com

Menwhoknit.com is a website for men who knit to express their creativity or fashion sense.

Knit it himself

Brew it yourself

Free beer is an open source beer. The project applies modern free software open source methods to a traditional real-world product. Anyone can use the recipe to brew their own Free Beer, create a derivative of the recipe and earn money from it.



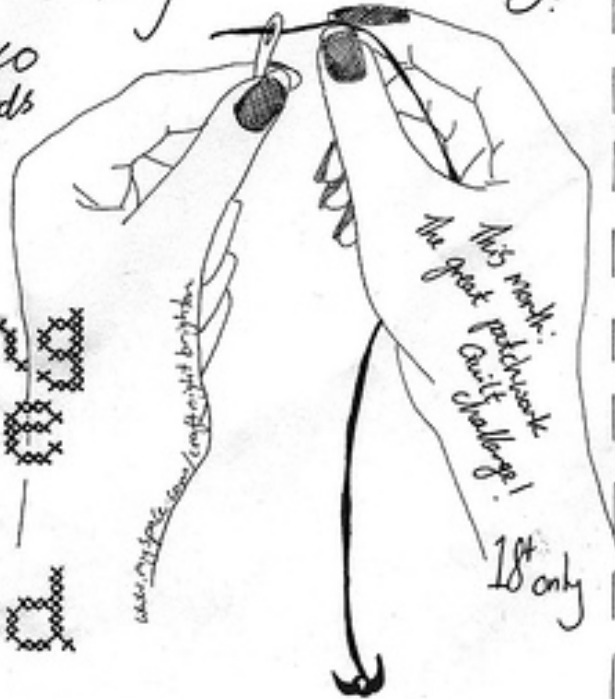
CRAFT NIGHT

our Always Compd line!

Thursday 26th July
Hotel Petruso
7.30 pm onwards

£3 entry!

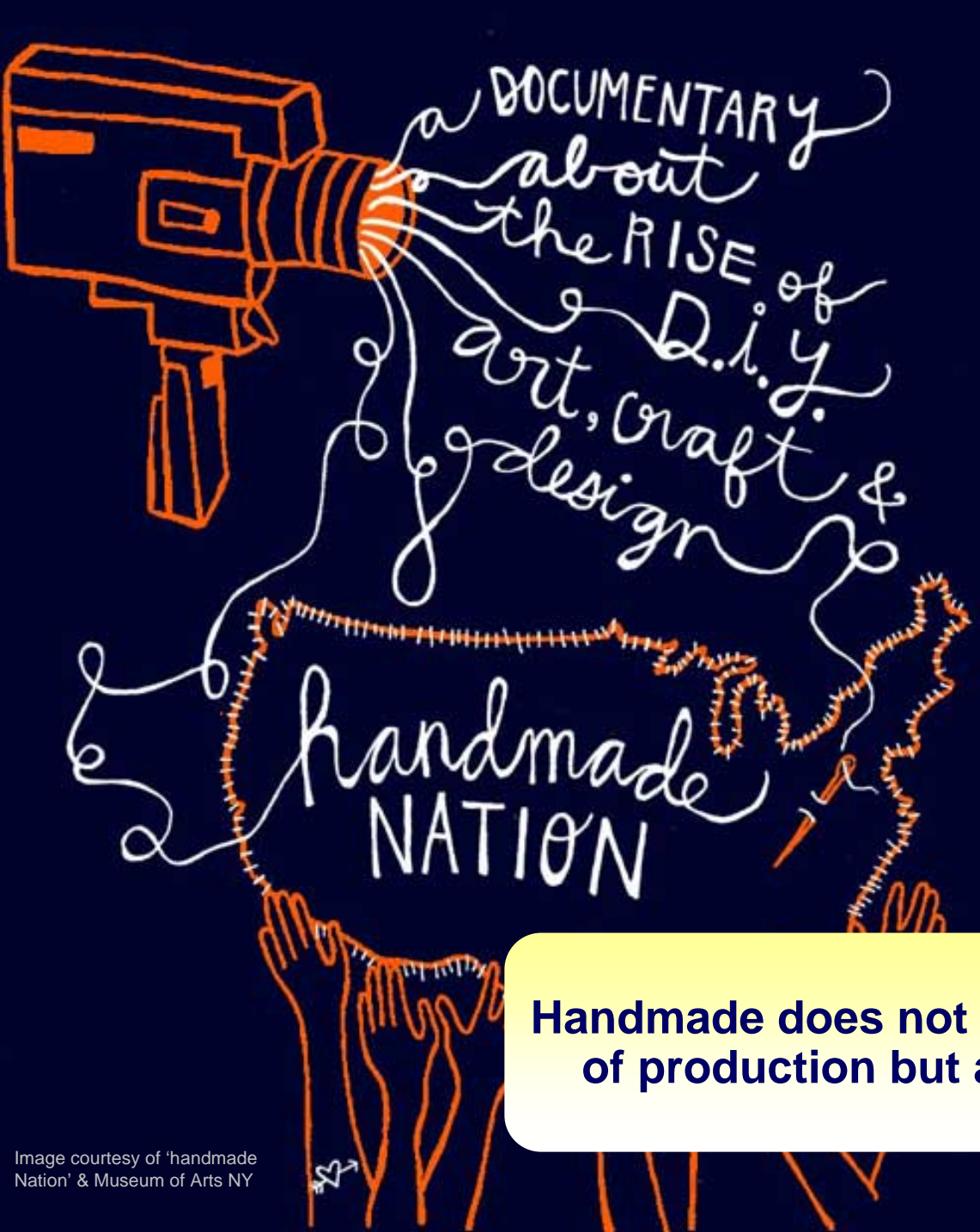
only
Boring
PEOPLE
Get
Bored



People are rediscovering dying hobbies and crafts.

Online, people with weird and wonderful interests can easily find each other.

Craft nights are now happening in craft cafes.



Pricked

extreme embroidery

November 8, 2007 - March 9, 2008

Museum of Arts & Design
40 West 53rd Street
Between 5th and 6th Avenues

212-956-3535
www.madmuseum.org

catalogue available

Extreme embroidery exhibition, 48 artists from 17 countries at the Museum of Art & Design NYC in March 2008



Handmade does not only define a means of production but a new movement .

Photo: Taylor Dabney
thread on five dollar bill

Make:

technology on your time

Remote Control
Bird Feeder
Photography
page 116 >>



DIY WHEELS

Granny's Nightmare, U-G-L-Y Bike, iPod Dynamo, Wrong-Way Bike, Solar-Powered Car & more!

>> Mister Jalopy's Mobile Drive-In Movie Projector

25

FUN TO MAKE
PROJECTS



O'REILLY

makezine.com

53

Acquiring lasting hobby related skills is a way to balance the pressure of constantly having to upgrade one's professional skills set.

As life becomes faster, more virtual and more transient, people are looking back to the old ways of doing things.

Make magazine is a 'how to' publication devoted to making things with your hands. It is also about how to combine low-tech with high-tech.

Bates 141



Modern sophistication is finding inspiration in unsophisticated and rugged manual labour creating a new style: the handtellektual.

The perception of manual skills and labor is changing. Craft has become an art and manual labor is becoming a craft.

Manual labour is becoming sexy.



Diesel "Plus Plus" cologne for women is inspired by Milk packaging design



JUST DO IT.

**Implication:
Just Make it.**

Are you tapping into the desire for people to use their hands, **make things** and give input on your product, service or campaign?

Can you find inspiration in the world of **crafts** outside your traditional product, service or brand territory?



From green to blue

Blue is the new green.

According to color supplier Pantone®[®], the color of 2008 is Blue Iris.



In 2008 marketers will increasingly link environmental messages with the color blue rather than green.

The issues associated with climate change and access to clean water are more clearly signalled by blue, the color of the sky and water, than by green, which many people associate negatively with tree huggers and sandals.

Source: Happy Blue Year: 2008
Color Trends - colourlovers.com



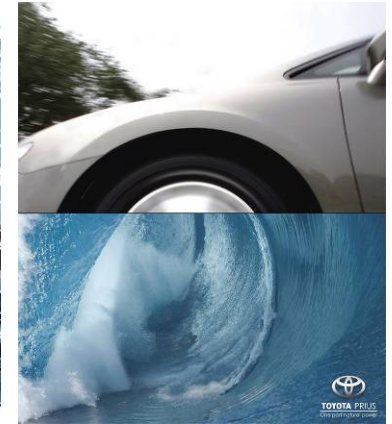
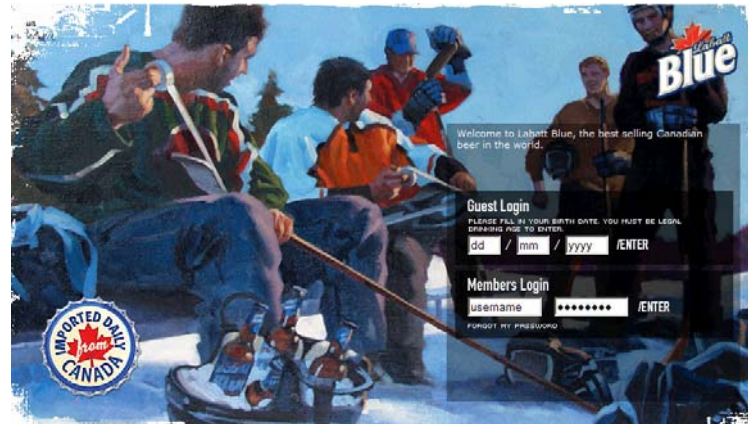
From green... to blue

Look for blue to replace green as environmentalism's color du jour.



Alternative energy sources
Recycling
Trees, forests, grass

Climate change
Water conservation
Sea, sky, air, wind



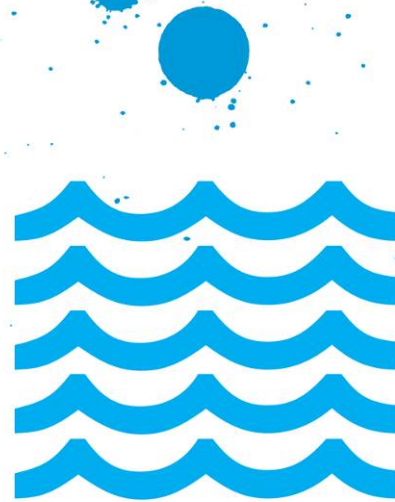


Epuron TVC, Cannes 2007 Film Lion winner portrays the wind as a misunderstood giant whose strength is not taped into.



Al Gore, winner of the Nobel Prize 2007.

CELEBRATE WATER



H2 Stations .org



Hydrogen Filling Stations Worldwide Hydrogen Cars Home

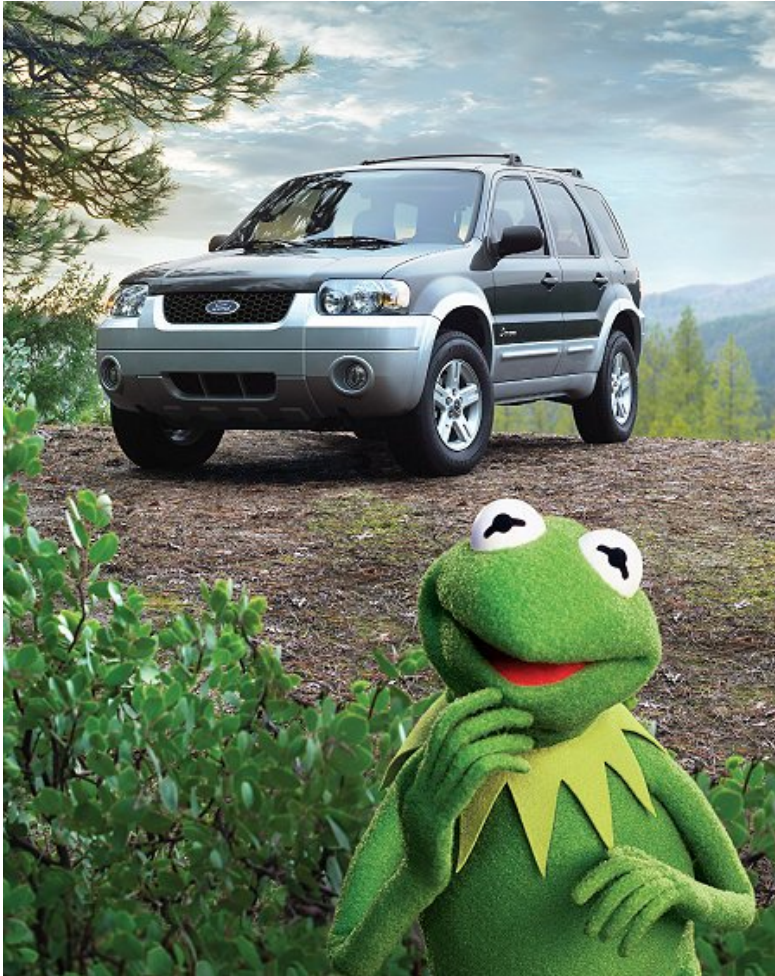


H2stations.org maps the location of hydrogen stations worldwide to promote 'hydrogen economy'

FROM



TO



Ford



Toyota

The background image shows several industrial smokestacks of varying heights, each emitting a thick, white plume of smoke that rises into a grey, overcast sky. The smokestacks are dark in color, and the overall scene conveys a sense of industrial activity and air pollution.

In 2008, China will replace America as the world's biggest polluter and producer of greenhouse gases.

In China, environmental problems are escalating as fast as the economy.

China's attempt to balance the environment and a rapidly growing economy will drive innovation and investment in renewable energy, water industry and healthcare.

China expects to raise \$1.5 billion for climate fund by 2012 from a levy on sales of carbon credits, which it will channel into a government fund to raise awareness of climate change and cut emissions.

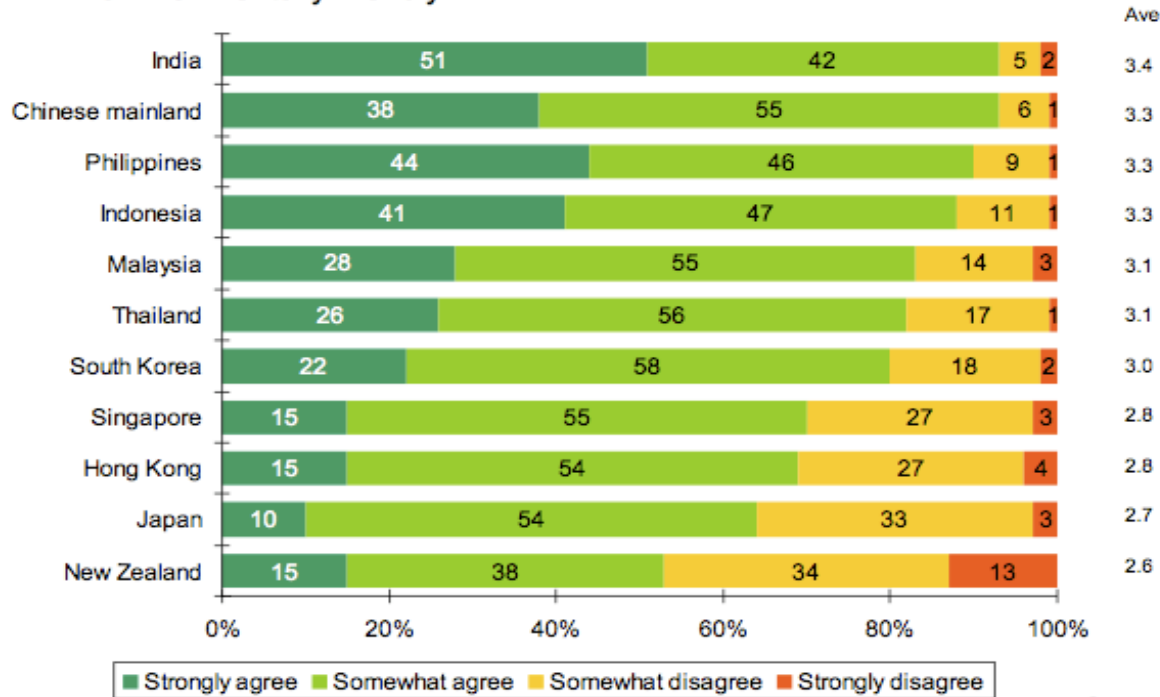
**“Green is not a color,
it is an issue.”**

Piers Fawkes



In 2008, Asian consumers will start to become willing to pay more for products that are environmentally friendly.

I would be willing to pay 10% more for groceries/products that are more environmentally friendly



Source: TNS 2007

2008 will mark the transition from global warming theory to action.

Bloomberg Deems Threat of Global Warming as Serious as Terrorism

by Jeremy Elton Jacquot, Los Angeles on 02.12.08
BUSINESS & POLITICS

Climate change is now on the global political map.

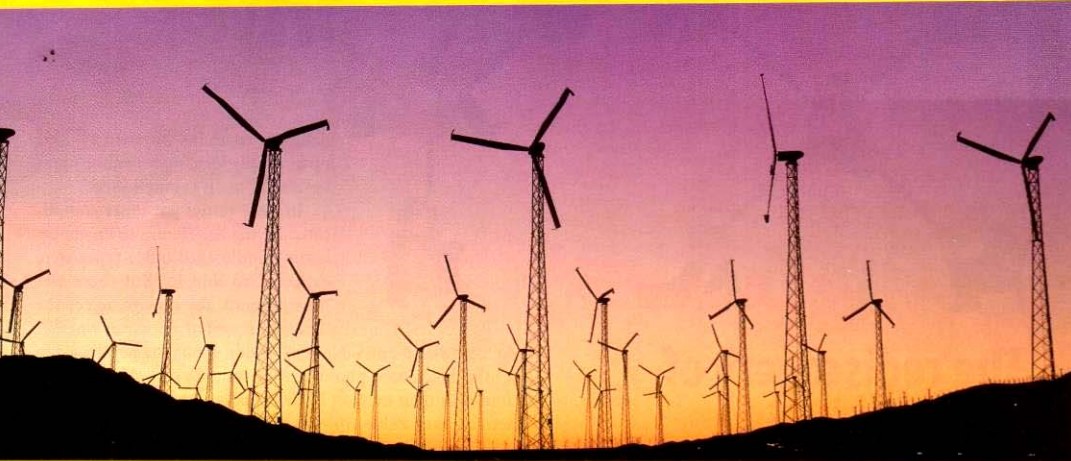
Environmentalism is becoming a key issue in the two major events of the year: the US presidential election and the Beijing Olympics.

- 2008 has been declared 1st International year of Planet Earth by the UN General Assembly.
- Sir Nicolas Stern who counted cost to British government
- Chinese leaders mentioned “global warming” and developed the 1st plan ever to combat climate change in 2007, increase energy efficiency by 20% by 2010 and double use of renewables by 2020.

By far the most terrifying film you will ever see.

an inconvenient truth
A GLOBAL WARNING

WARNER BROS. PRESENTS A WARNER BROS. PRODUCTION A COPPER SUGAR FILM "AN INCONVENIENT TRUTH" STARRING MICHAEL FASSBENDER AND ALICE BRIDGEMAN. WRITTEN BY LAURENCE WOODWARD. DIRECTED BY LUCY FISHER. CASTING BY JUDY WATSON. COSTUME DESIGNER JUDY WATSON. HAIR AND MAKEUP BY JUDY WATSON. PRODUCTION DESIGNER JUDY WATSON. EXECUTIVE PRODUCERS JUDY WATSON AND LAURENCE WOODWARD. PRODUCED BY LAURENCE WOODWARD AND COPPER SUGAR.



Will 2008 be the year of the changes and actions?

Our strategy for the future is to make sure there is a future.

Some eco-fatigue has set in so brands will have to update the idea of green.

Amongst the consumers who are aware of global warming, companies' "greenwashing" is generating "eco-exhaustion".

"The idea of green has been so overused and misused that it has ceased to mean anything."

Ann Mack, director of trend-spotting at JWT

We're committed to becoming the first insurer to go carbon neutral worldwide.





Think different.

Implication: Act different.

Are you offering your customers a way to tap into the new **blue power**?

Are you making sure your brand is not just **“greenwashing”** but doing something good for the world or for the environment?



From buying to guilt offsetting



2008: Year of the impact

The undisputable consequences of human activities on climate change has triggered a fundamental shift in people's conscience.

As we start to see the bigger picture about our role on the planet, people and organizations are seeking to work with nature rather than against it.

As a coping mechanism, people are adopting guilt-offsetting strategies.



Number 230 in a series of DIESEL "how to..." guides to successful living. For more information, call Diesel Canada 514 3833335 www.diesel.com

Image courtesy of Diesel

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Angel & Devil: marketers help the world reconcile good and bad, one buy at a time.

Consumers are looking for convenient ways to alleviate guilt-inducing activities with an equivalent good deed without changing their behavior.



Enviga by Nestle, is a soft drink that helps you “burn calories”

Craving offsetting

Foods without function or beauty products without alternate benefits are a thing of the past.

Many new products are touting their ingredients as beneficial for the health.

Conformism offsetting

Rebellion + Elegance = Rebelegance

Under pressure to stand out while fitting in, people are looking for ways to manage this tension by wearing temporarily on their clothes the codes of anti-conformism.

John Paul Gaultier, John Galliano and Versace have all created tattooed tights



Capitalism offsetting

Welcome to an era of “Karma capitalism” where people buy goods to do good.

15 days left
Give One.
Get One.



Carbon offsetting

Increasingly aware of their carbon footprint, companies willing to portray a progressive image attempt to reduce the impact of their environmentally harmful actions. As a result, carbon offsetting is gaining momentum.



FLY CARBON NEUTRAL



Carbon Offset Home

We don't joke about the environment

More information about our environmental initiatives

What can you do?

Taking action in other areas of your life

How we calculate the emissions volume for your seat



**Offset
Flight Here**

**HAVE A BREAK.
HAVE A KITKAT.**



Implication: Give me a break.

Can you provide people with a way to **relieve the guilt** that could arise from consuming your products or services?

Can you help people do good by **proxy** when buying your brand?



From social networking to we-commerce

Online is now giving everyone the power to buy en masse and negotiate cheaper prices.

People's opinions will increasingly create forces that massively influence consumption patterns.



TeamBuy.com.cn
中国团购在线
家居 · 婚庆 · 汽车

淘宝网 Taobao.com
阿里巴巴旗下网站

liba.com
篱笆网 家庭·生活·消费



D 大中电器

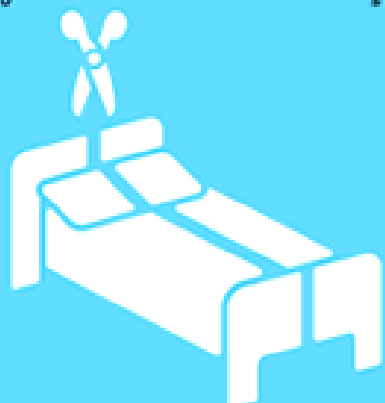
团购专区

“Tuangou”

the Chinese group-buying phenomenon is an illustration of “cooperative consumption”

The Internet is enabling people to develop “we-commerce” where everyone can become a 1 bedroom hotel owner.

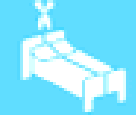
Couchsurfing.com enables people to find cheap or free places to rest when traveling by sleeping on someone’s couch for e.g..



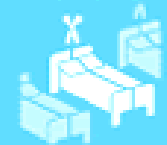
Networking & bed sharing



more than three beds available



single room



shared room



bring with you: sheets



bring with you: towels



bring with you: sleeping bag



smoker



non smoker



accessible to the disabled



prefers hosting men



prefers hosting women



doesn't matter

In a peer-to-peer economy everyone can become a private banker.

People are now moving beyond the anonymity of social networks to reach out to one another and cut the middleman to either make an impact or profit.

Zopa is a social finance company where people can borrow from one another.



People lending to people™

CommunityLend is a social finance platform just like Zopa.





Implication: Connecting people again.

Are you tapping into the **aggregate buying power** of organized crowds?

Do you offer **“we-commerce” pricing** and distribution strategies?

Are you leveraging **cooperative consumption** for building word of mouth about your brand?

10

**From virtual
to wiirtual**

As technology becomes more sophisticated, people's expectation of alternate reality is moving from virtual to "wiirtual".

When your second life is only a virtual version of your first life, escapism is minimum.



When your second life is as real and different as possible from your first life, escapism is increased tremendously.



Wii™

Nintendo's Wii was the most successful console with more than 6 million Wiis sold in 2007

Wii accessories enable players to enrich their gaming experience by turning the console controllers into swords or rackets .

Some virtual worlds are now providing insights into real life problems.

A host of health-related organizations are finding useful applications for virtual worlds.

Some Health groups are using them to educate the public and raise money via virtual lectures and even fund raising activities like virtual marathon.

1st International Virtual Association of Surgeons (iVAS) Conference 22nd April 2008

Second Life

Surgical Education, Robotics and Simulation

Join the iVAS Second Life group to be kept up to date or submit an abstract <http://ubimon.doc.ic.ac.uk/iVAS/m660.html>

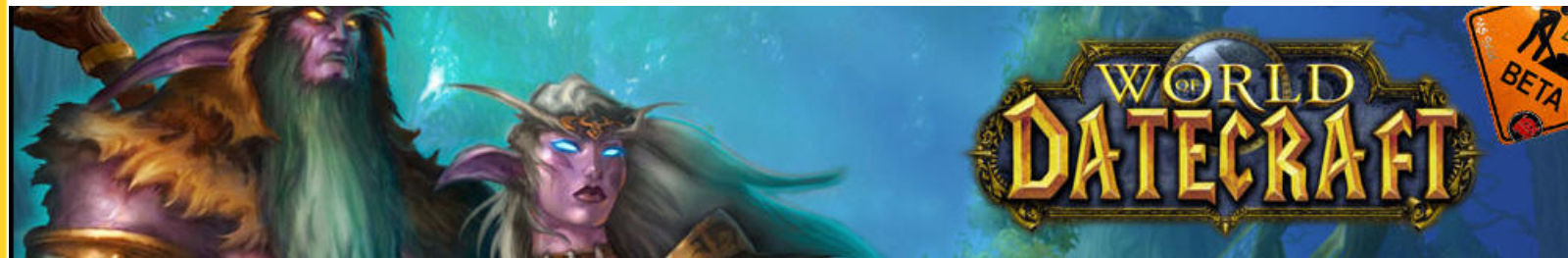
Please contact the programme co-chairs for more information:
j.leong@imperial.ac.uk
j.kinross@imperial.ac.uk
www.Secondhealth.org.uk

iVAS

Gamers are now reaching out past their keyboards to make real-life connections.

People are now connecting through games in many ways, even finding love.

This follows the larger trend in gaming of increased social interaction and group enablement.

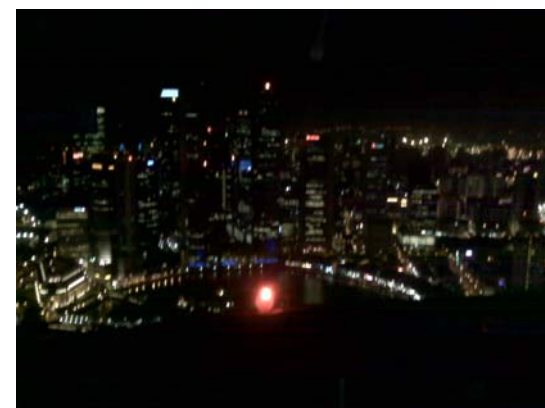
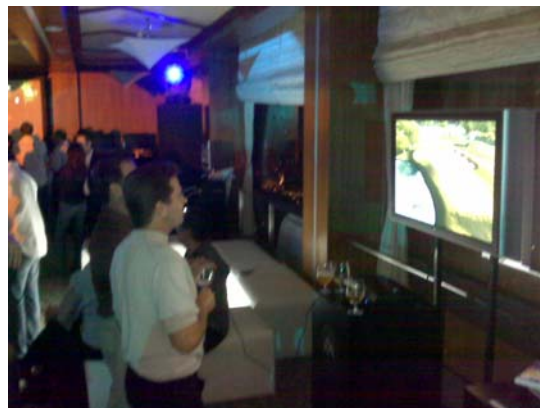


World of Datecraft is a website which “assists and facilitates the building of relationships between World of Warcraft enthusiasts”.

Users can sign up to rate pictures, see events, chat in forums, enter contests, and play online games.

Gaming parties are the new hip socializing events.

Sony recently hosted a 500-person party where guests socialized, playing all sorts of games including Rock Band and wii while dancing on the helipad rooftop of the Swisshotel in Singapore.



Online gaming meets live classic orchestra.

Gaming has moved from an
industry to a culture.



Video Games Live features music from over 50 games performed by top orchestras and choirs with synchronized lighting, video projections, electronic percussionists and interactive audience participation. Developed by the gaming industry, it celebrates and supports the culture that has evolved around gaming.

As incredible as it would have sounded a decade ago, 'exergaming' is set to become the fitness model of the 21st century.

Next Gym gets kids to exercise by making them play video games that involve jumping, running and dancing in front of a screen



POWER UP. TUNE IN. WORK OUT. ▶



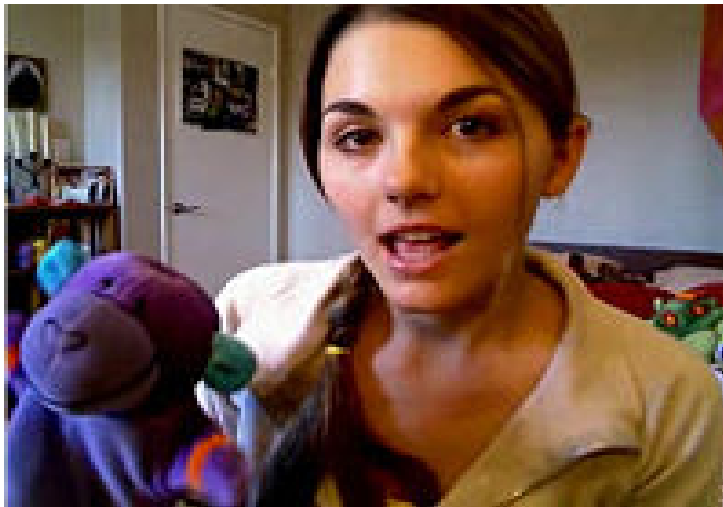
“Size China Project” aims to produce helmets specifically designed for Chinese skulls

Chinese internet users are more in need of an “alternative reality” than their Western counterparts.

According to The Economist:
“in China, the nation’s virtual landscape fills gaps and provides what is unavailable elsewhere, particularly for young people, from multi-player gaming, online communities to pirated music and videos.”

More than 70% of Chinese internet users are under 30 and there is enormous demand for entertainment, amusement and social interaction.

Alternate reality is now the new playing field for marketers and advertisers and a cutting edge strategic marketing tool for product integration.



Lonelygirl15 was the first Internet series on Youtube. The teenage girl's life was fictional but people thought it was real. The series was an experiment in product placement.

To market real media property, some studios are creating and marketing fictional media property, products and brands in the real world.



Until recently, the convergence of fiction and fact has been largely driven by importing real products into virtual worlds and television screens. Lately, however, fiction is being imported into the real world.

Past summer, *The Simpsons Movie* launched a trend of multimedia 'reverse product placement' by making fictional products from the cartoon available for real in 7-Eleven rebranded for the occasion as Kwik-E-Mart





To promote its online virtual store JCPenney is opening ... a real store

The event is the largest branding event in the company's history.

To promote jcp.com as the largest online department store in the world, J.C. Penney will open a physical manifestation of its virtual store for 3 weeks in New York in March 2008. Shoppers will be able to purchase the company's full range of 250,000 items available at the company's web site at interactive kiosks.

This marks a significant development in the history of retail. Travelling virtual superstores could be a part of retailing's future.



10 Implication: Make it human.

Real, virtual or virtual, are you inventing a new way to promote your brand experience?

Can you generate publicity by promoting something virtual in the real world?

Can you “humanize” a virtual product (e.g.) or transform it into a real experience?

Thank You!

Eager to continue the conversation?

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