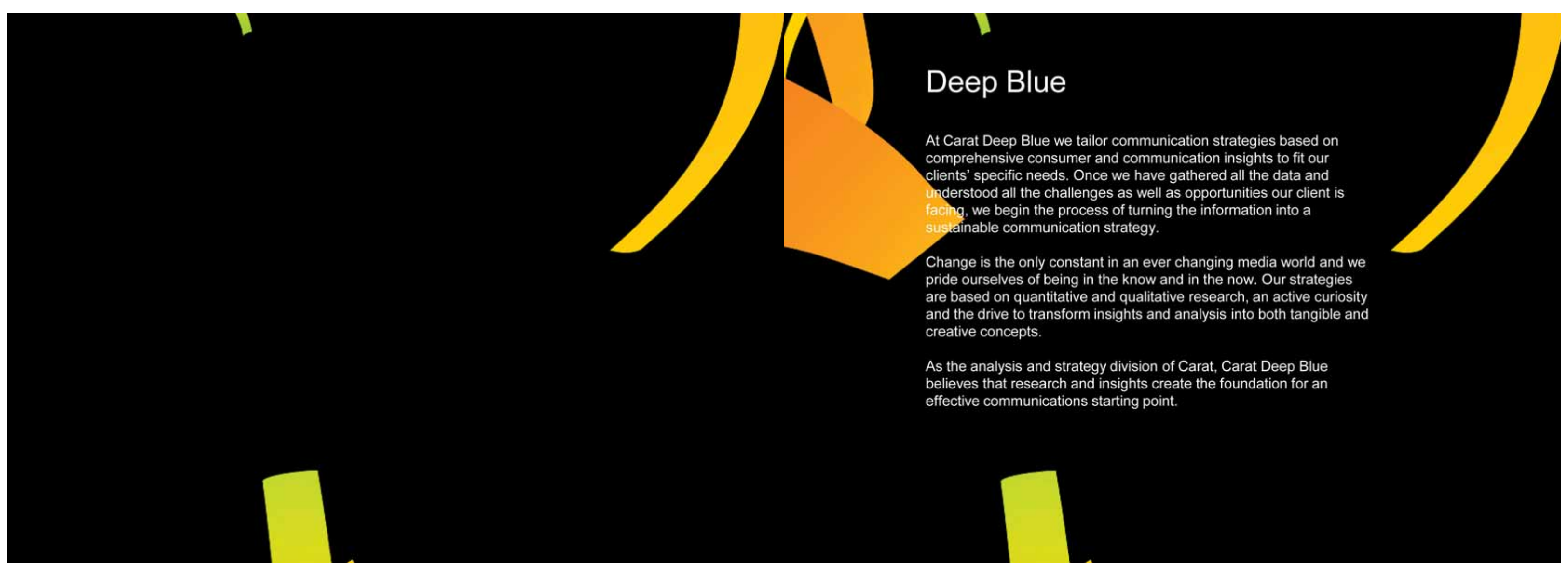


Pulse 11



Deep Blue

At Carat Deep Blue we tailor communication strategies based on comprehensive consumer and communication insights to fit our clients' specific needs. Once we have gathered all the data and understood all the challenges as well as opportunities our client is facing, we begin the process of turning the information into a sustainable communication strategy.

Change is the only constant in an ever changing media world and we pride ourselves of being in the know and in the now. Our strategies are based on quantitative and qualitative research, an active curiosity and the drive to transform insights and analysis into both tangible and creative concepts.

As the analysis and strategy division of Carat, Carat Deep Blue believes that research and insights create the foundation for an effective communications starting point.

The only Constant Is Change

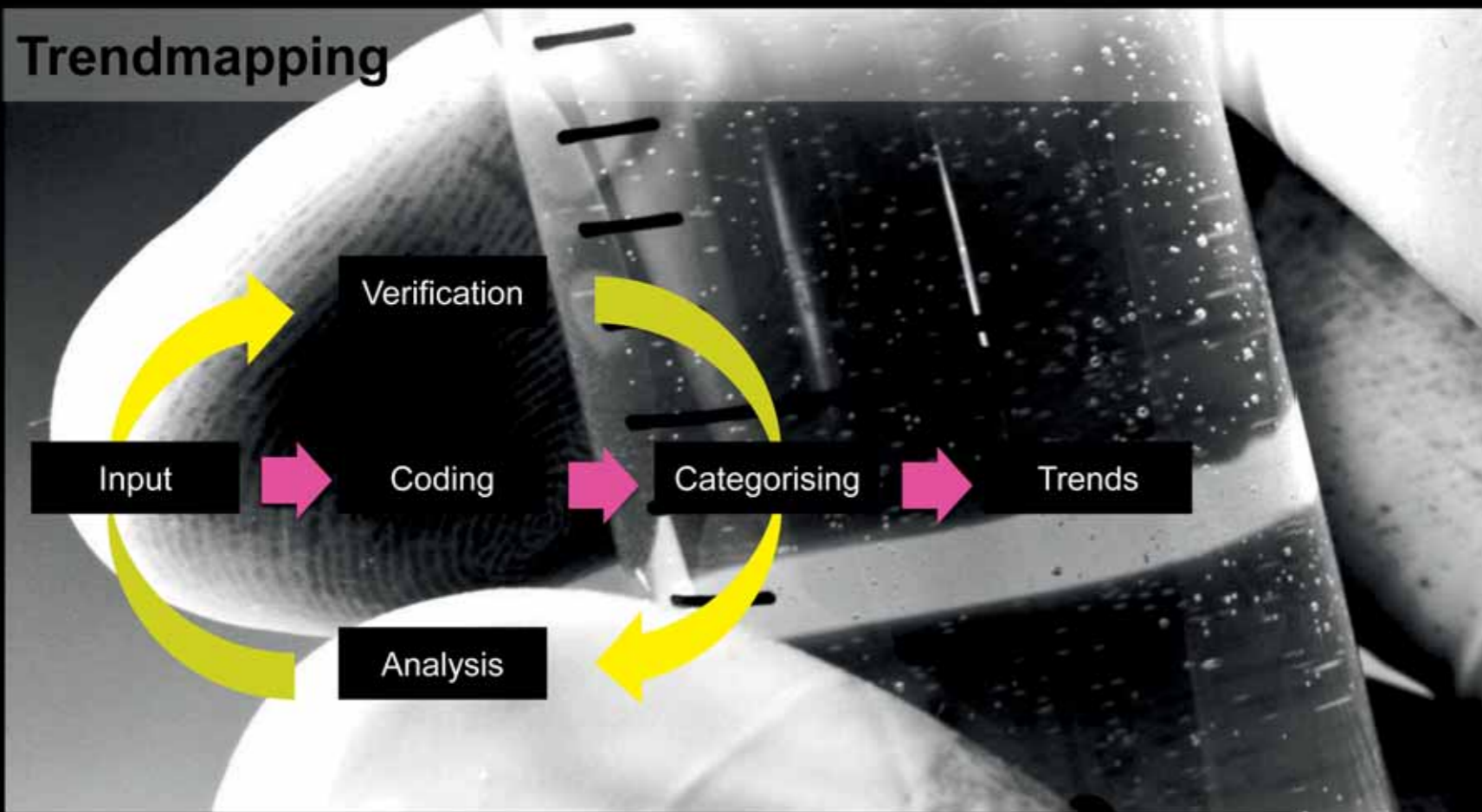
We are living in an ever-changing world where tracking the pulse of the consumers, the media and the technology is essential to succeed in delivering effective communication and media solutions. As a result of this we do this yearly research-based trend project where we track and define the most influential trends for the year to come.

Trends are not just new ideas and images of a future yet to come. Trends are the development of life. It is a reflection of the past, learnings from recent happenings and an understanding of what is happening right now – and why?

Working with trends is the ability to understand the road we are taken and based on that draw the remains of the road ahead for a continuously safe journey. Trends are patterns, learnings, insights and the curiosity of understanding the pulse of life.

We are grateful for your attention and we hope you will enjoy our 10 trends for 2011.

Trendmapping



Research Design



Gathering input via three different approaches:

- Expert interviews
- Statistical research
- Desk research

Analysing data with an open mind by objectively identifying trend patterns across the three different input areas.

Triangulating data by focusing our research on three different approaches, we are able to cross reference our results, and identify emerging trends.

10 trends for

2011



*"You're your own best resource,
and it's all about making yourself
a valuable resource in the
network."
- Mads Thimmer*

Ego Socialism

A strong network is a valuable resource, but to become a member of the network you need to prove your value as a resource. Consumers combine their need for community with their desire for individualism.

In balancing community and independence, membership of one network helps position the consumer as an individual in another network.

This means that identity is fluid as we navigate in a network-structured culture. The consumer is no longer perceived as one, unchanging persona, but as a hyper-individual expressing different attributes depending on network context.

Networks should not be seen as in conflict with an individual's independence, but as a structure that activates and connects the resources of the hyper-individuals.

+ Some



"Shops and companies ought to invest time and effort in providing their customers with a "something extra". As it is now, the service level is often too low, which is why I often choose to shop online."
- Anne Lose

Growing consumerism and the global supply of products both online and offline will emphasise the need for customer loyalty. To stand out from the crowd a product has to set itself apart from the competitors by giving the consumer that feeling of receiving something extra.

Customers will reward extra aesthetic effort, but the level of service provided will sway consumers in this competitive market. Be it the attitude of the employees, client events and communities or the creative combination of 2-in-1 products that leaves the consumer positively surprised. Critical consumers will be looking for the +some factor when trying to navigate amongst many alternatives.

The +some factor will have to activate the senses, leave a positive and memorable impression and make the customer feel special in order to gain the coveted loyalty.



"Consumers don't believe in picture perfect anymore. There is a big difference between sitting on the high horse and being down at eye level with the consumers."
- Helle Lundsgaard

Rise of Imperfection

Consumers are seeking the truth in imperfection as their belief in perfection fades. Therefore the need to know the values of a company is increasing. Consumers are seeking depth and honesty, but are willing to trade it for accept of imperfection.

To make a product relevant, the consumer must be able to both relate to company values as well as have an actual need fulfilled. The brand image should be transparent. Consumers do not need perfection to trust a product or company; they need an honest image of the company.

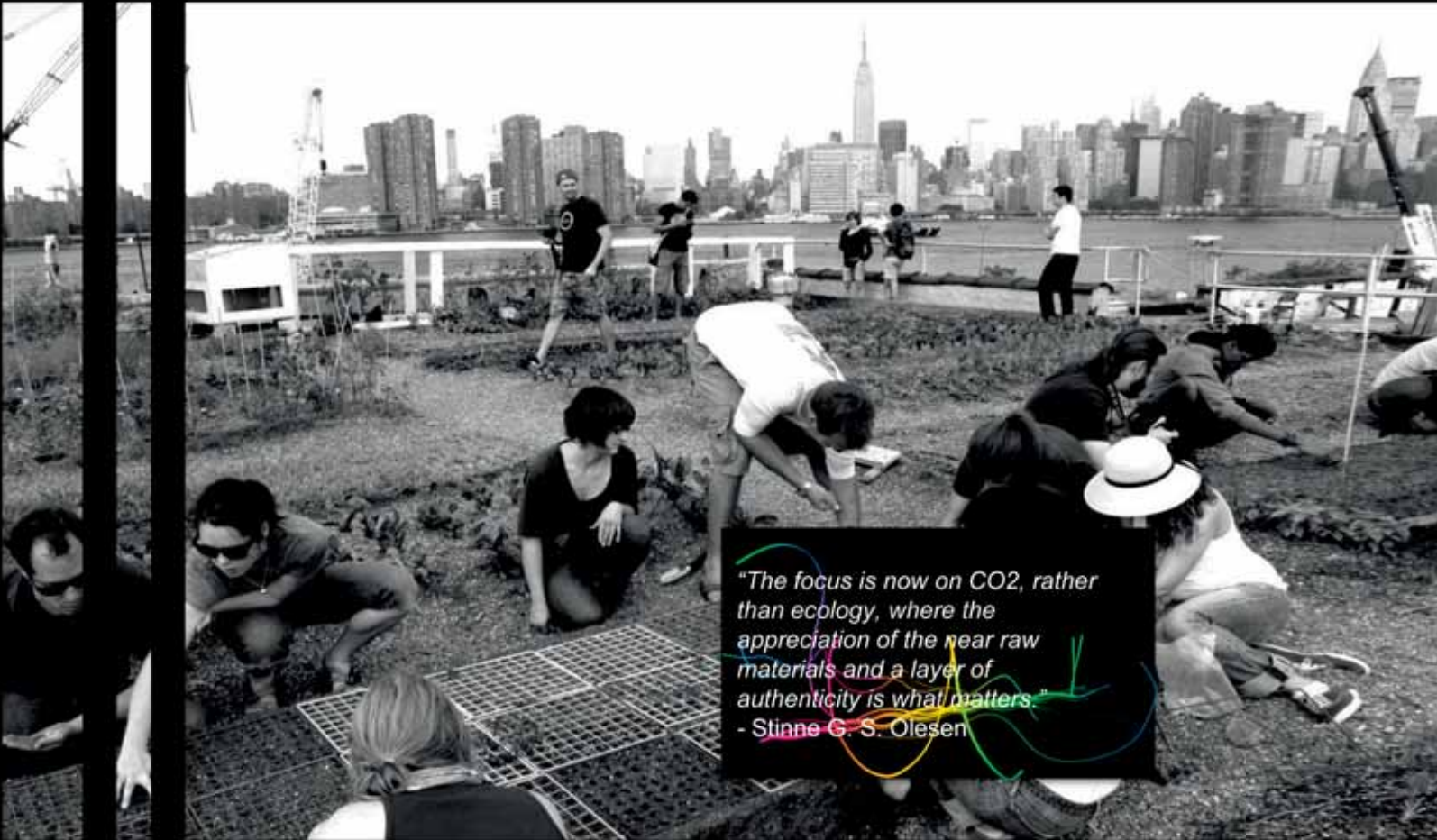
Consumers are seeking the real and pure where individuality, personal values and competences are in focus. This will create a greater understanding "person to person" where the focus is on the company as a whole and on the truth that lies in imperfection - as nobody trusts a perfect person. In order to respect and relate to a company, the consumers must be met at eye level.

30 Mile Living

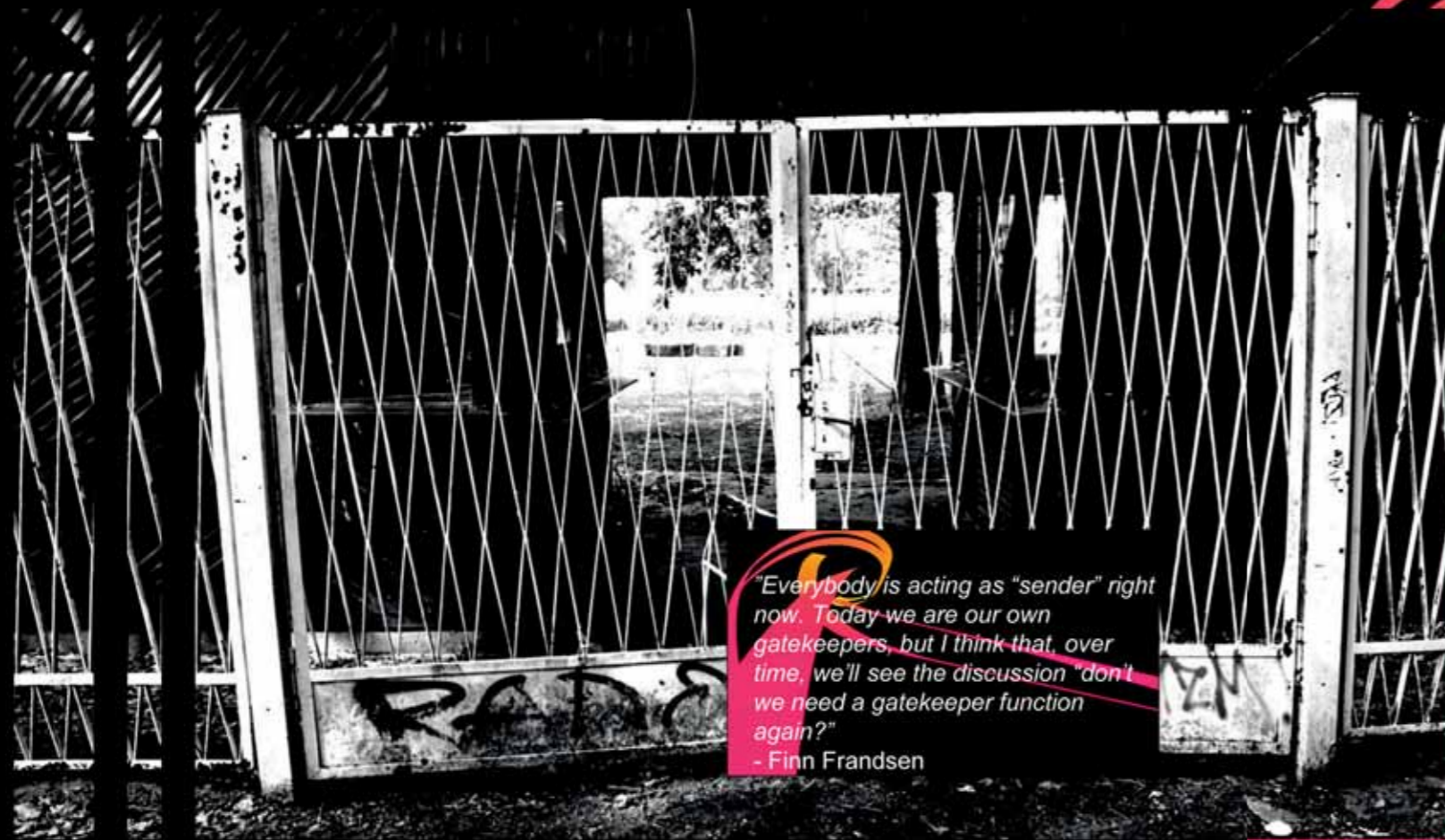
Familiarity and proximity will be important elements in the relationship with the customer and their consumption. Knowledge of production methods and the experience of buying goods at the local shop give the consumer a sense of honesty, quality and authenticity. These are values the new cautious consumer will prioritise.

Consumers will have higher expectations of the quality of the product as well as a heightened awareness of its origin and journey to the store. There will be an ongoing focus on sustainability and durability concerning the product and its use.

The local and "close by" give us a comfort and an authenticity you get from being a part of your neighbourhood. Shopping at the local market, provides a sense of community that you cannot buy. The quality and appeal of the local will be evidenced as urban interaction starts imitating the structures and values of the village.



"The focus is now on CO2, rather than ecology, where the appreciation of the near raw materials and a layer of authenticity is what matters."
- Stinne G. S. Olesen



"Everybody is acting as "sender" right now. Today we are our own gatekeepers, but I think that, over time, we'll see the discussion "don't we need a gatekeeper function again?"

- Finn Frandsen

Please Edit

Communication channels grow rapidly and so does the need to filter the extraneous information flow. Consumers therefore align with professional editorial tools to help navigate in the out of the continuous information torrent.

In an online world of dissolving structures you need boundaries. To set these limits, a professional editing tool will help define what is allowed into your inbox as well as what you communicate and where.

Traditionally a journalistic domain, information production is now open to anyone with a computer. In order to maintain information credibility, a shift from social gatekeepers to professional gatekeepers will become essential.

Consequently, professional editors will make it harder to reach the consumer. It emphasises the importance of consumer insights if marketing wants to penetrate the editor filters successfully in the future.



"Today you already buy a train ticket or a parking ticket with your phone and I believe that the services that the mobile provide make our everyday life easier and that's why it is so powerful"
— Kasper Akertund

Abstract Economy

A convergence of media devices is a convenient development for the consumer and a profitable niche for companies. The constant online connection of handheld devices has made the mobile platform key to a new economic consumer behaviour.

The global financial crisis has reminded us that money is not a concrete but abstract resource. Even money in the bank is not real, but only a symbol representing value based on context and trust.

The mobile platform moves us towards a new convergent economy. The increased use of smartphones has restructured the transaction platform, which emphasises the power of this new convergence. It is now possible for consumers to transact directly with companies regardless of location and time of day.

Another aspect of convergence is the use and monetisation of social networks. It will become more common to capitalise on networks for both users and customers; sharing the new currency of network credibility in order to gain mutual benefit.



"It has to be new and hot, but the most important thing is the utility and the time saving aspect"
- Kasper Bering Lisberg

Application Appreciation

Smartphone applications have grown enormously in their variety and complexity due to the spread of technology and the expanded requirements of the consumer, but it is no longer an unconditional love.

The new cautious consumer has eagerly adopted a vast number of usable and highly affordable or even free applications. In some ways, the saying "value for money" has changed into "value for free".

The attraction of apps is often based on a sophisticated mix of utility and entertainment.

Consumers are not looking for an absolute solution but for tools; they want to be engaged while in the process of solving their everyday challenges. This leaves a valuable gateway for brands to engage the consumers informally.

Apps make it possible for companies to appear as a helpful partner by accommodating the wants and needs of the busy and critical consumer.



"It is possible to gather information about any location in all sorts of depths and directions which opens the culture wherever you are on the basis of a geographic structure."
- Morten Lervig

Next to Me

The expansion of digital media will cause a shift from centralised information, where everyone has access to the same information wherever they are, to decentralised information based on your location and defined by the local.

Our social network will to a greater extent be defined by who is physically accessible to you rather than who you have something in common with.

As it is today, you can receive the information you want, when and where you want it. This mindset of constantly being online will further a geographical aspect of our communication. Location will become more important as we rely on our smartphones and applications being able to acquire news, offers and find friends based on location. It is not only possible to receive location based information, but also to add information to a specific product. Advertising communication is also decentralising and re-anchored in geographical context.





"Essence is the new premium"
- Mads Arlien-Søborg

Contextual Content

Context is becoming more and more important when wanting to engage and attract the attention of a target group.

The consumer is constantly showered by massive amounts of indifferent information and advertising, which has created an apathetic state of mind and an urge for relevant and substantial content.

As consumers shift from one mindset into another as they shuffle their highly multi-tasking attention span, we need to catch their drift and adapt into the mindset and situations where they are present. This is complicated and demanding, but a successful effort will deliver substantial pay-back.

Reaching the target group with relatable content based on the audiences' own language and life situation enhances the feeling of contextual relevance.

It becomes vital to actually have something to say at the right time and place!

Everything in Beta

The world is in constant progress where rapidly pushed beta-productions are invented by corporations and individuals to adapt to sudden changes and new contexts.

Continuous readjustment and adaptation are the new focus. Products and communications are no longer perceived as limited and finite entities, neither are consumers, but instead they are flexible dynamic resources depending on their contextual environment. Beta as a structure contains significant potential. Companies' needs for continuous feedback from the outside world have resulted in a withdrawal of consumers from product development. However, testing beta-versions and dialogues will become a more commonly used tool to re-engage the customer in the process.


By realising and utilising the heightened desire for involvement, companies will not only develop better products based on user insights, they will also stay flexible in a constantly changing world.



"The digital society has put interaction in the driver seat when it comes to the relationship between companies and customers. Companies should therefore start acting as collaborators, and not transmitters."

– Ib Tunby Gulbrandsen





Experts

External interviews

Helle Lundsgaard, Copywriter HD(A), Director of Drommefabrikken
Anja Bisgaard Gaede, Trend Researcher at PEJGruppen, Lecturer for Customer Chemistry
Anna Ebbesen, Communication Consultant at Advice Digital
Anne Lose, Chief Editor at Eurowoman
Astrid Haug, Community Manager at Berlingske Tidende
Bodil Marie Stavning Thomsen, Lecturer at Department of Nordic Language and Literature, AU
Emilia van Hauen, sociologist and trendadvisor
Erik Rimmer, Chief Editor at Bo Bedre
Finn Frandsen, professor, Institute of Language and Business Communication, ASB
Ib Tunby Gulbrandsen, Ph.D. Student in New Media, Lecturer at Institute of International Culture and communication Studies, CBS
Jesper Vestergaard, Chief Editor at Soundvenue
Jonas Fritsch, Ph.D. Student in Interaction Design, AU
Kasper Bering Lüsberg, Host of DR2 Premiere, DR
Mads Arlien-Søborg, Director and Trend Researcher at PREVIEW
Mads Thimmer, Co-founder of Innovation Lab
Maj Lervad Grasten, Ph.D. Student in Nation branding and Relations, Lecturer at Center for the study of Europe, CBS
Morten Lervig, Head of Department, Centre for Advanced Visualization and Interaction
Ole E. Andersen, Director of Markedsdialog, Lecturer at Institute of Economics and Marketing, CBS
Stinne Gunder Strøm Olesen, Ph.D. Student in Digital Media, AU
Thomas Z. Ramsoy, neuroscientist at Hvidovre Hospital, lecturer at Institute of Economics and Marketing, CBS

Internal interviews

Mikael Ostenfeld, Group Media Director, TV, Carat
Jeppe Lauritzen, Nordic Director, Promovator
Kasper Åkerlund, Digital Director, Carat
Christian Iversen, Search Manager, iProspect
Casper Henriksen, Digital Strategist, Carat



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