

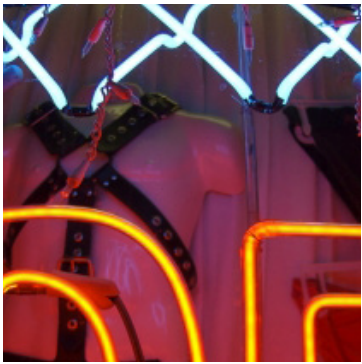
A photograph of a Tibetan Buddhist stupa. The top part of the image shows a white stupa with many colorful prayer flags (red, green, blue, yellow, white) flying from it. Below this, there is a golden structure, possibly a smaller stupa or a part of a larger one, with intricate carvings and a golden surface. The background is a clear blue sky. A dark, semi-transparent rectangular box is overlaid on the center of the image, containing the text.

—
CULTURE
VULTURE
2016

CULTURE VULTURE 2016

In the fifth iteration of our annual meander through the big trends in the cultural landscape, we discover a more risk-averse consumer, the growth of E-Sports, greater empathy in the dominant culture, and some clever content hacking (along with other fascinating things, like tilting Google).





1
UNCOMMITTED



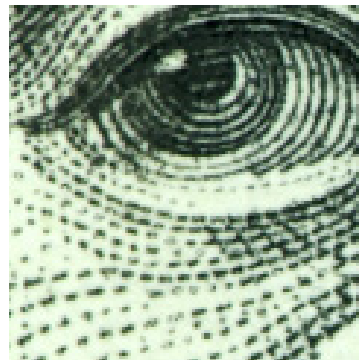
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THE NEW SPORTS

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21ST CENTURY MOTHERHOOD



1. UNCOMMITTED



67%
AGREE “BEING TRAPPED IN A 2-YEAR CONTRACT IS ANNOYING”

Sources: Chetan Sharma Consulting, Statista



A PARTNERSHIP BETWEEN AIRBNB AND REALTOR.COM WILL OFFER POTENTIAL BUYERS THE CHANCE TO CRASH AT A NEW PAD FOR A FEW NIGHTS TO HELP THEM DECIDE WHETHER THEY WANT TO MOVE INTO THAT NEIGHBORHOOD.

—
INC.



Every consumer decision involves an inherent risk, large or small: a product could fail; you might suffer buyer's remorse; choosing the wrong brand could lead to social embarrassment.

Consumers' approach to risk is shifting. The speed of technological change, the ongoing consumer confidence hangover from the Great Recession, and business model innovations are all creating an increasingly commitment-phobic consumer.

For example, **home ownership is at its lowest level in 30 years.** Stricter mortgage policies are partly to blame, but consumers are also wary of the market. Only 69 percent feel it's a "good time" to buy a house, still down from the 81 percent who felt that way pre-recession.

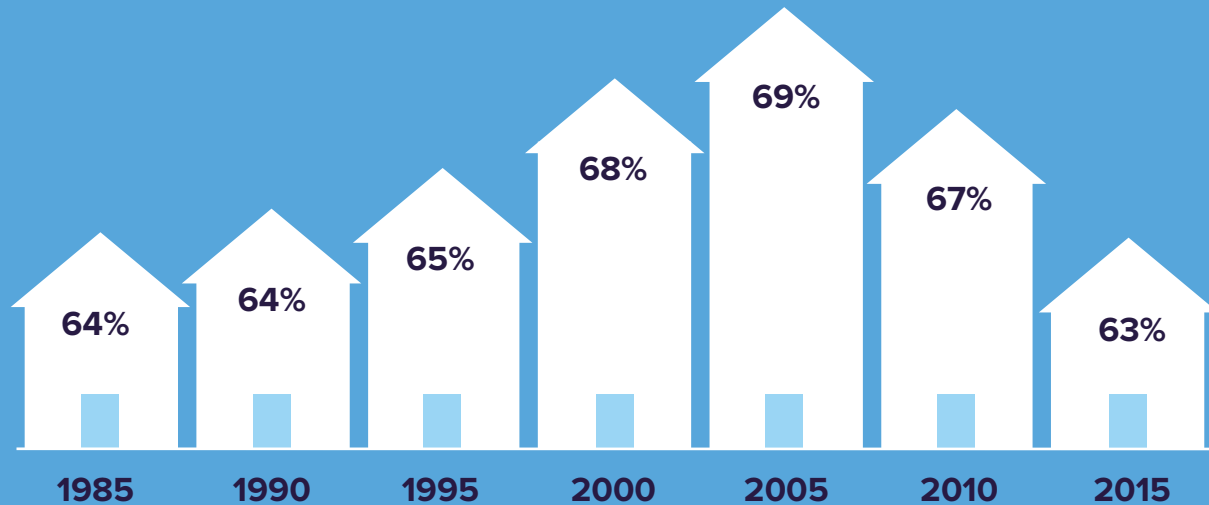
EVERY CONSUMER DECISION INVOLVES BALANCING RISKS



Source: Stone & Gronhaug

HOME OWNERSHIP LOWEST IN 30 YEARS

% households that are owner-occupied



Source: US Census Bureau

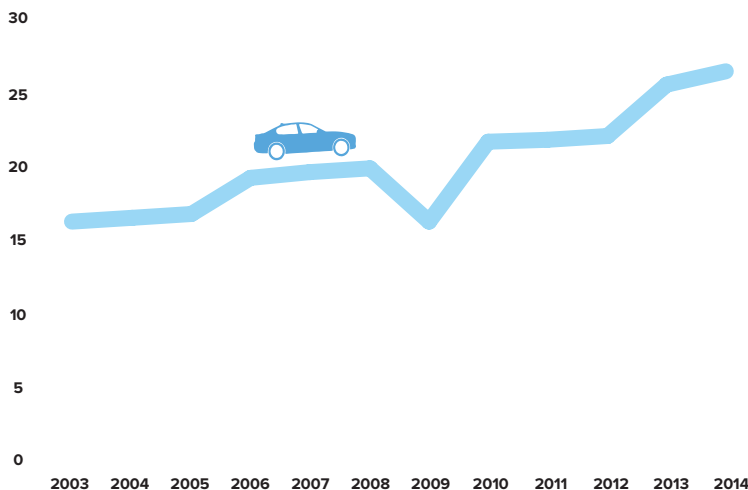
Another example is the increasing percentage of consumers who lease their car. Depreciation risk has been amplified by the speed of tech change within autos. **Cars are becoming smartphones on wheels**, and consumers are increasingly sensitive to their new autos being out of date within a couple of years.

The wireless space is adapting, too. Led by T-Mobile's "unCarrier" charge back in early 2013, every wireless carrier now has either

ditched two-year contracts, or de-prioritized them in favor of monthly plans that allow consumers to lease their phones. In a market where phone features change rapidly and consumers attach more social equity to having the latest phone, this shift was almost inevitable. Two-thirds of consumers agree that "being trapped in a two-year contract is annoying."

CAR LEASING ON THE RISE

% cars that are leased

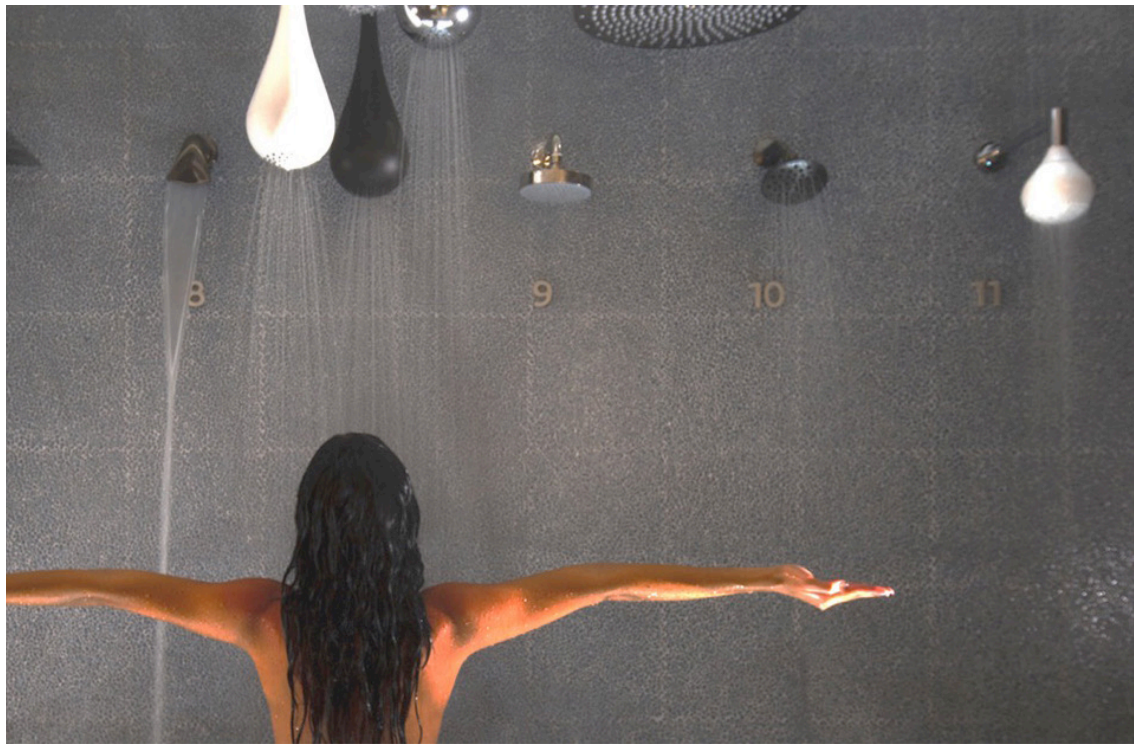
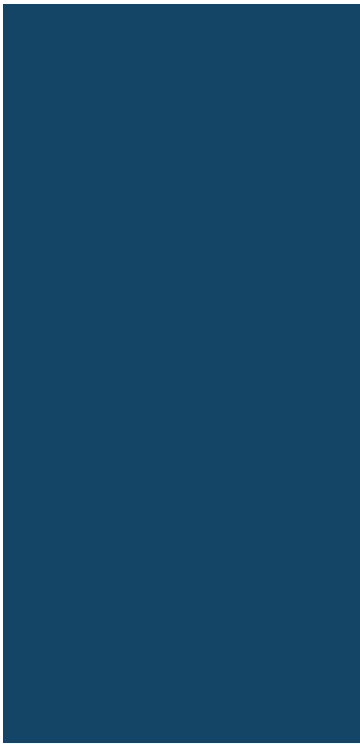


Source: Edmunds

The examples of this risk-shift are piling on: Realtor.com has teamed up with Airbnb to help prospective homeowners "live" in a neighborhood before they commit; appliance store **PIRCH allows consumers to use working products in-store before buying** (including their showers); and jeweler Amoro enables couples to wear replica wedding rings for up to five days before investing in the real thing.

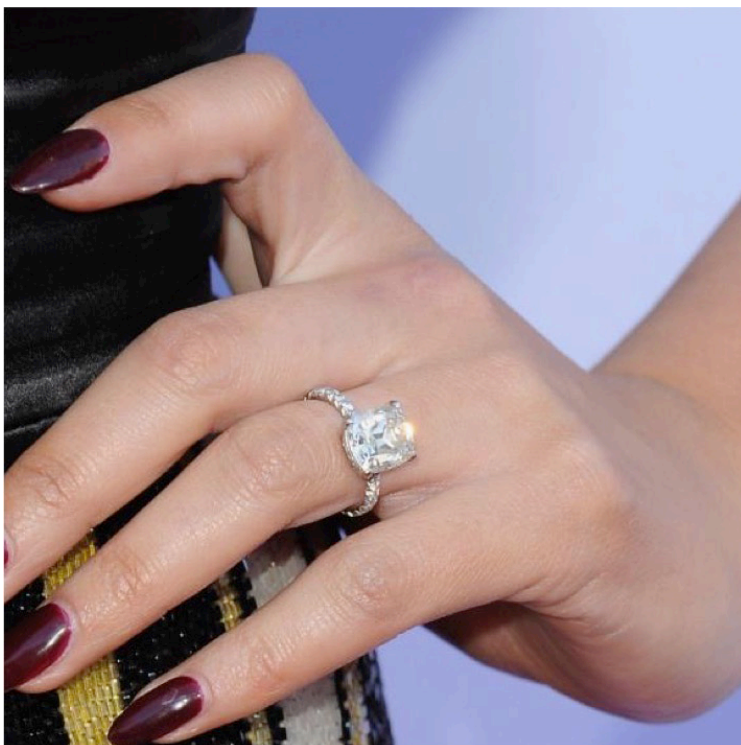
IMPLICATION

A major role of marketing is to remove the risks of purchase. Given the increasingly commitment-free consumer mindset, brands need to assess the specific product risks their target consumers perceive, and find new ways to diminish or eliminate them.



THERE ARE APPLIANCE STORES. AND THEN THERE IS **PIRCH**, WHERE AT ITS NEW SHOWROOM YOU CAN SIDLE UP TO A CAFE FOR A FREE CAPPUCCINO, ENJOY THE SMELLS AND SAMPLES THAT CHEFS COOK UP IN WORKING KITCHENS, OR RESERVE A TIME TO TAKE A SHOWER IN THE SANCTUARY

CHICAGO TRIBUNE



AMORO'S RISK FREE **'TRY BEFORE YOU BUY'** SERVICE MAKES IT EASIER TO CHOOSE THE BEST RING STYLE AT THE BEST PRICE AND THEN TO HAVE IT PERFECTLY CRAFTED TO EACH CUSTOMER'S EXACT SPECIFICATION.

AMORO



2. THE NEW SPORTS



I THINK IT'S NOT JUST WATCHING ME PLAY IT. IT'S KINDA LIKE WE'RE HANGING OUT, IT'S AS IF YOU'RE SITTING WITH A FRIEND ON A COUCH AND YOU'RE **PLAYING GAMES TOGETHER.**

—

AMOROFELIX KJELLBERG, PEWDIEPIE

TOTAL NUMBER OF PAID E-GAMING TOURNAMENTS IN US

—

2005: **252**
 2015: **2,934**

Sources: Huffingtonpost, esportsearnings



I GET THAT JIMMY KIMMEL COULD BE A BIT OUT OF TOUCH SINCE HE'S NOT FAMILIAR WITH THE SCENE **BUT WHY ATTACK IT?**

—

 **MISSESMAE**

Kids don't play the old sports anymore. Among teens, playing basketball has dropped from 57 percent in 2009 to 45 percent today, playing football is down from 43 to 28 percent, and baseball is down from 36 to 26 percent. They're not watching those sports on TV, either. The number of 6-11 year olds who watch sports on TV dropped from 44 percent in 2009 to 36 percent today.



THE KIDS AREN'T PLAYING OLD SPORTS

% 12-17 year olds participating in the following activities



2009: **57%**
2015: **45%**



2009: **43%**
2015: **28%**



2009: **36%**
2015: **26%**

Source: Simmons

AND THEY'RE NOT WATCHING OLD SPORTS

% 6-11 yr olds who watch sports on TV at least occasionally



Sources: Mintel/Simmons

For example, Twitch.tv – the E-Sports live streaming platform where consumers can watch playthroughs of video games and broadcasts of video game competitions – announced this year that it had 1.5 million broadcasters, and 100 million monthly unique visitors (up from 45 million in the previous year). **The Twitch platform is so massive, last summer Google launched YouTube Gaming to directly compete with it.**

It's not just online where E-Sports has taken off. The number of paid tournaments in the U.S. (where pro-gamers can compete for prize money upwards of \$10 million) has increased from 46 tournaments in 2000, to 2,934 in 2015. Tens of thousands of fans are packing venues like Madison Square Garden to watch top gamers compete.

And the trend is spreading: TBS and American talent agency IMG have announced the launch of an E-Sports league to be broadcast on Friday nights on TBS; Draftkings now features a fantasy E-Sports league; and universities like RMU in Chicago and UPike in Kentucky are starting to offer E-Sports scholarships.

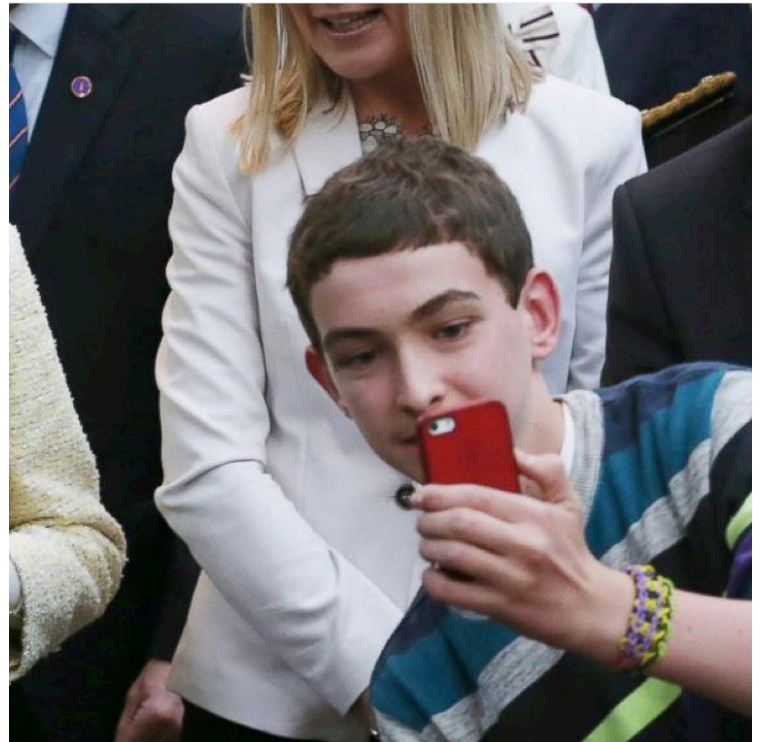
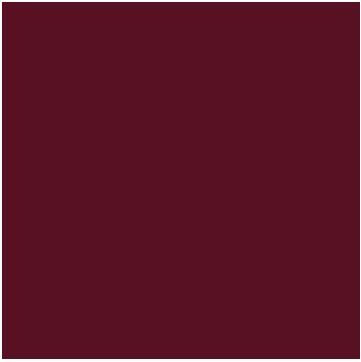
This cultural shift seems to have eluded Jimmy Kimmel. He was roundly mocked in the summer for his take down of E-Sports fans. Could this be a disconnect from the zeitgeist that marks the beginning of the end for Kimmel? You heard it here first.

IMPLICATION

Brands with younger audiences should be all over emerging E-Sports opportunities (in ways that are brand-relevant, of course). Find ways to experiment and innovate your communications in this new space.



3. ME-DIA



THIS IS THE UNSPOKEN THOUGHT PROCESS BEHIND EVERY REBLOG, RETWEET, OR PIN. YOU NEED IT FOR YOURSELF. IT ACTS AS A FORM OF IDENTIFICATION – A SIGNAL OF YOUR AESTHETICS, A REFLECTION OF YOUR BACKGROUND, AN AVATAR OF YOUR DESIRES

GUARDIAN 2015



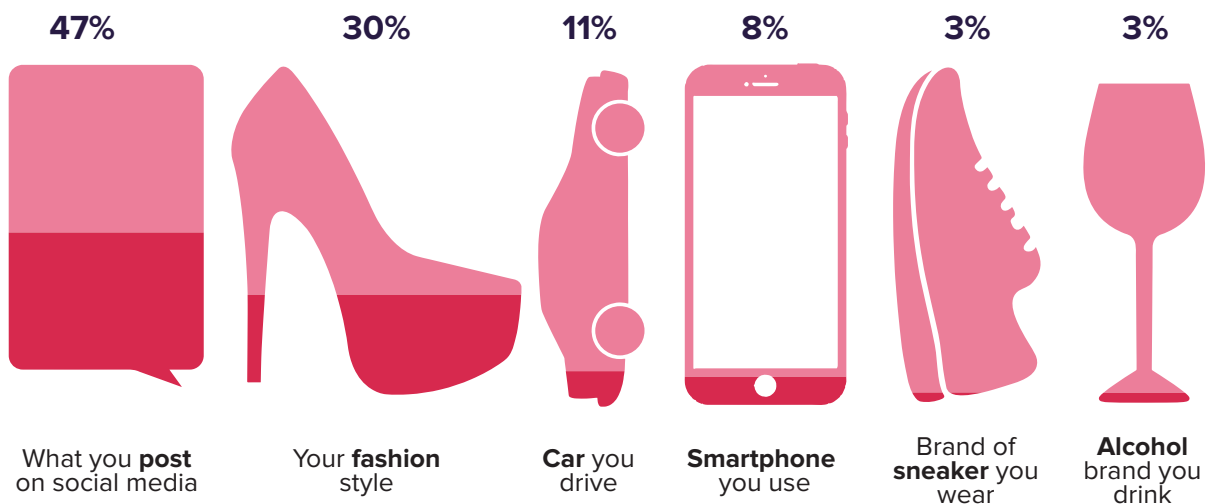
LANGUAGE IS REALLY BAD AT ABSTRACT TERMS - LOVE, CONFUSION, PASSION, CURIOSITY. YOU CAN SEND A GIF WAY FASTER THAN WRITING ALL THE THINGS YOU HAVE TO SAY. THEY'RE MORE EXPRESSIVE AND DYNAMIC THAN AN EMOJI... **I WAS, LIKE, HOLY SHIT, THIS COULD BE THE FUTURE OF LANGUAGE.**

ADAM LEIBSOHN, COO AT GIPHY.

There's no greater time to be in the media industry (we're not biased at all, of course). Content sharing has become the new ID badge, proclaiming who we are, what we believe in, and what we want to project to the world.

TODAY, CONSUMERS CARE LESS ABOUT STUFF

What best represents who you are? (% stating, Millennials)



Source: The Pool, Mindshare

It used to be that consumers projected their identities through the logos they wore and the brands they used. Today, those things are less relevant. 47 percent of consumers now believe they're best represented by what they post on social media, with only 30 percent saying their fashion style represents who they are, and 11 percent saying it's the car they drive. **Our posts, pins, and retweets are the new signals of identification.**

This trend is being fueled by the continual emergence of new tools to help consumers capture or broadcast themselves. Dubsmash, a popular app in 2015, enables consumers to lip sync over audio clips of songs, movies, and famous quotes and share them socially. And while it remains to be seen whether the new live video streaming apps like Periscope have long-term potential, there's no denying the power they have in allowing consumers to broadcast their lives in new ways.



And it's not just about the pictures, videos, and posts we broadcast about ourselves. As the shows and movies we watch become an even more significant part of who we are, **we're able to use show and movie content in emojis or GIFs within our digital conversations.**

Culture becomes language. And content is the new "stuff." It's never been a better time to be in media.

In fact, the growth in GIF keyboards could indicate where consumers are going after emojis. Per Adam Leibsohn at Giphy, "Language is really bad at abstract terms – love, confusion, passion, curiosity. You can send a GIF way faster than writing all the things you have to say. They're more expressive and dynamic than an emoji."

IMPLICATION

Identify how your products / services help consumers tell stories about themselves in social media. Figure out how you can play in the new iteration of the GIF space. And look for new ways to measure consumer sentiment in emoticons and GIFs.



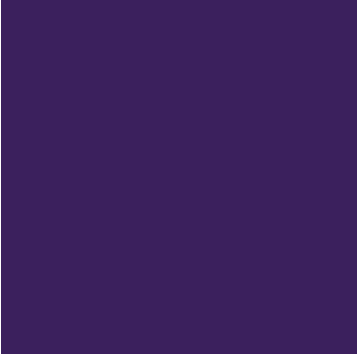
4. PETER PAN MARKET



The horrifying moment when you're looking for an adult but then you realise that you're an adult. So, you look for an older adult, someone successfully adulting. An adultier adult.

BASFORD'S SUCCESS – COMBINED WITH “ART-THERAPIE: 100 COLORIAGES ANTI-STRESS”, WHICH HAS SOLD MORE THAN THREE AND A HALF MILLION COPIES WORLDWIDE, AND THE “CREATIVE HAVEN” LINE FOR “EXPERIENCED COLORISTS,” WHICH SOLD FOUR HUNDRED THOUSAND COPIES THIS MAY ALONE - HAS HELPED TO CREATE A MASSIVE NEW INDUSTRY CATEGORY.

NEW YORKER, 2015

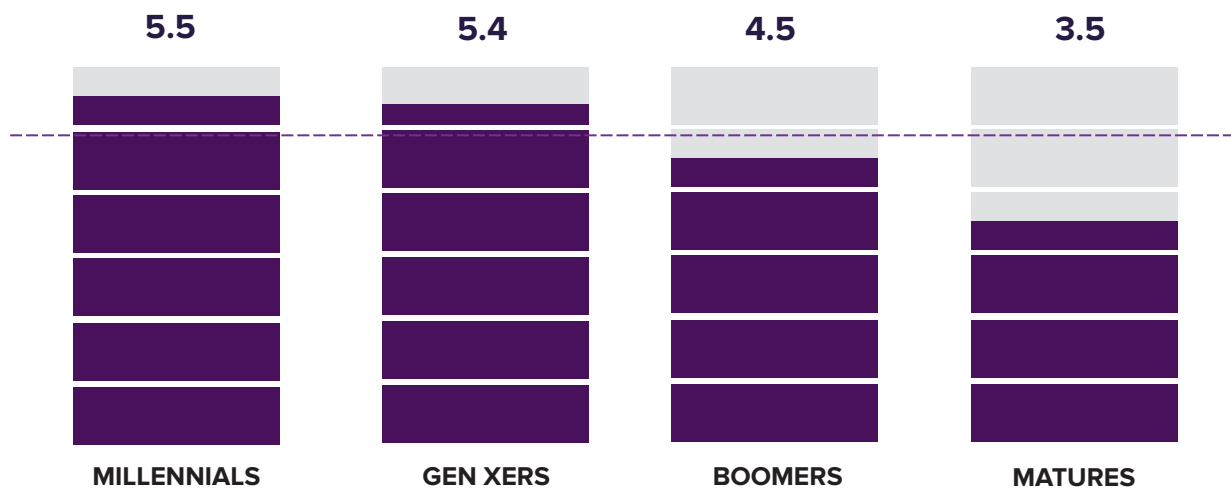


Lots of us feel pretty stressed. In fact, according to the American Psychological Association, Millennials and Gen Xers feel more stressed than most.



BEING A MILLENNIAL / GEN XER IS TOUGH

Average stress during the past month (1-10 scale)



Source: American Psychological Association

Among Millennials, the stress of growing up and taking on responsibilities has caused the word “adult” to become a verb (and a popular meme). As in: “Adulthood is hard. I deserve some wine.” Or, “I’m done Adulthood for the rest of the day.”

This desire to escape the daily stresses of everyday life, and an underlying resistance to growing up, helps explain the recent explosion in the adult coloring book market.

Another play to this Peter Pan trend is the growth in summer camps for adults. Recalling summers of youth, “Camp Grounded” – which has camps in New York, North Carolina, and Northern California – offers live music, campfires, arts and crafts, talent shows, and more. Activities at “Camp No Counselors” in Chicago, LA, and New York include dodgeball, friendship bracelet weaving, and a slip and slide. No adulthood allowed.

Finally, Nina Kealey, a Baby Boomer in New York, has picked up on this trend, setting up

To date, the top ten adult coloring books combined have sold at least 1.5 million copies this year. Nordstrom is selling them, and Target, and almost every airport bookstore. And Crayola has just entered the market with its own line. Part of the attraction is the soothing nature of the books, which creates what Mihály Csíkszentmihályi famously called “Flow” – a mental state of energized focus, deep involvement, and enjoyment created when fully immersed in an activity.

“Need a Mom.” She offers Millennials a short-term, temporary mom to cook meals, give advice, iron shirts, and watch a movie with them when they don’t want to be alone.

IMPLICATION

There’s an opportunity to be playful (and cleverly childish) with your brand or products. Identify ways to make the painful path of adulthood both fun and easier.





NINA KENEALLY, WHO LIVED IN CONNECTICUT FOR 30+ YEARS AND RELOCATED TWO YEARS AGO TO BUSHWICK, HAS STARTED “NEED A MOM,” A SERVICE THAT OFFERS YOUNG PEOPLE A SHORT-TERM, TEMPORARY MOM TO GIVE ALL THE GOOD MOM ADVICE AND COOKED MEALS THEY NEED.

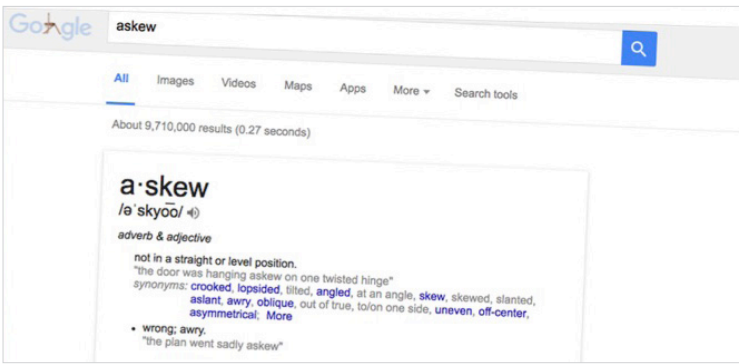
—
GOTHAMIST

Source: American Psychological Association





5. HIDDEN CULTURE

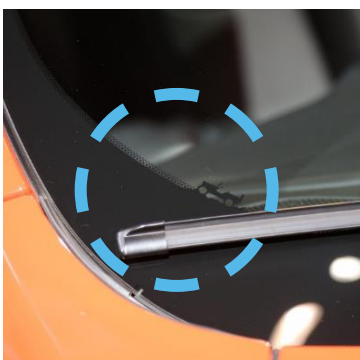
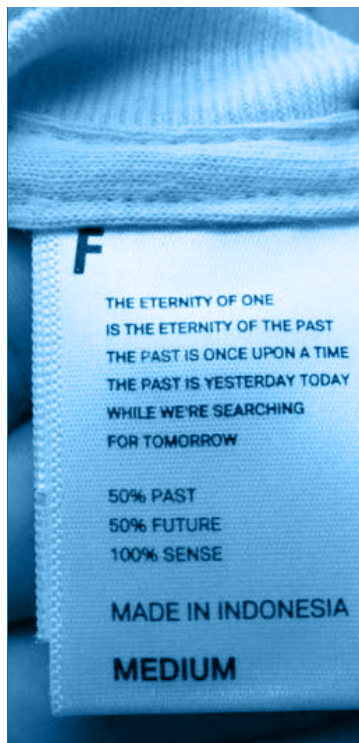


AN INCREASING STAPLE OF ENTERTAINMENT CONTENT

IN PRODUCTS TO: CELEBRATING FANDOM & DIFFERENTIATING



HIDDEN AWAY IN VARIOUS PLACES

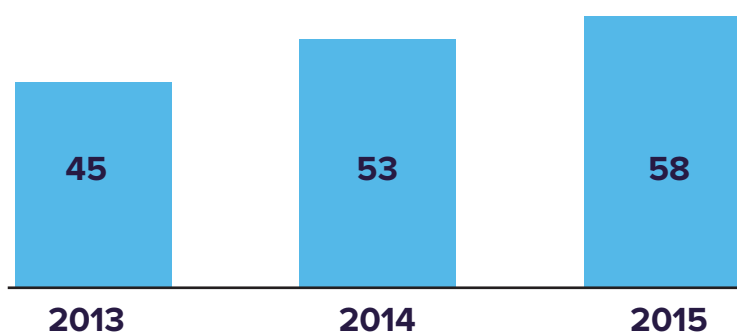


Creating brand loyalty is hard, especially in a cultural context where consumers increasingly feel less attached and deferential to large institutions (including mass brands and companies). And it's not just that consumers are less deferential, they're also demanding uniqueness more when they interact with products and brands: 58 percent of consumers say they "prefer unique versus mass produced goods," up from 45 percent in 2013.

Brands in the online and tech space have found ways to create uniqueness and engender positive brand perceptions through the use of cleverly hidden "Easter eggs." Google is famous for these. **Type the word "askew" into the Google search box, and watch the webpage tilt. Type "do a barrel roll" and the webpage will spin.**

INCREASING DESIRE FOR UNIQUENESS

I prefer unique rather than mass produced goods (% agree)



Source: Mindshare Mindreader

Another example is the increasing percentage of consumers who lease their car. Depreciation risk has been amplified by the speed of tech change within autos. Cars are becoming smartphones on wheels, and consumers are increasingly sensitive to their new autos being out of date within a couple of years.

The wireless space is adapting, too. Led by T-Mobile's "unCarrier" charge back in early 2013, every wireless carrier now has either

ditched two-year contracts, or de-prioritized them in favor of monthly plans that allow consumers to lease their phones. In a market where phone features change rapidly and consumers attach more social equity to having the latest phone, this shift was almost inevitable.

Two-thirds of consumers agree that “being trapped in a two-year contract is annoying.”

We're seeing more and more Easter eggs in products, too. The 2015 Jeep Renegade contains a feast of Easter eggs within the car – nods to superfans and to the history of the Jeep brand. These include small hidden silhouettes of the original jeep throughout the vehicle, and a Moab, Utah trail map in the loose change cubby (Moab is the location of the annual Jeep Safari). Zine/tee-shirt company FFF has hidden poems on their tee labels. And Session Beer has rock, paper, or scissors hidden under the caps (so you can play with your friends).

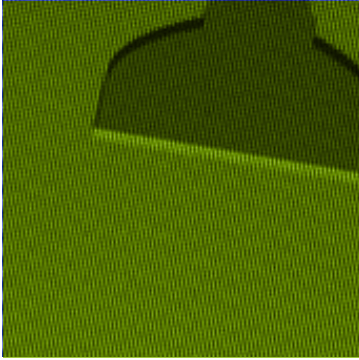
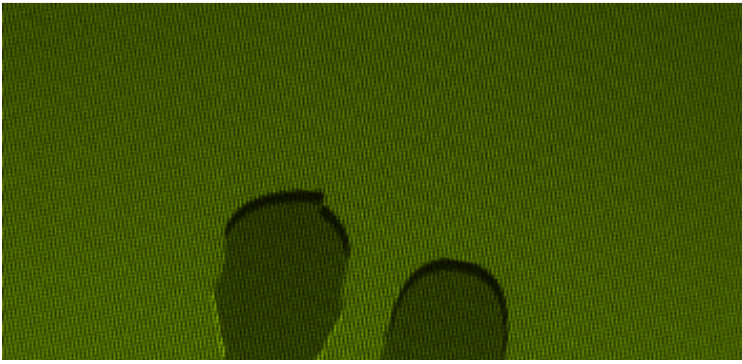
The discovery, inside knowledge, and ability to share hidden features on social media appeals to consumers' desire for uniqueness, and allows brands to both nod to their superfans and refer to their heritage.

IMPLICATION

You should be thinking about unique features like the smart, brand-relevant Easter eggs for your products, services, or content. Consumers are yearning for unique, insider features that create nice earned media, and help strengthen bonds with your most loyal customers.



6. 1ST WORLD PROBLEMS, 1ST WORLD PLEASURES



♥ 11 likes

● tayhatmaker Galaxy hops, black IPAs, gluten free ales & pink peppercorn IPAs

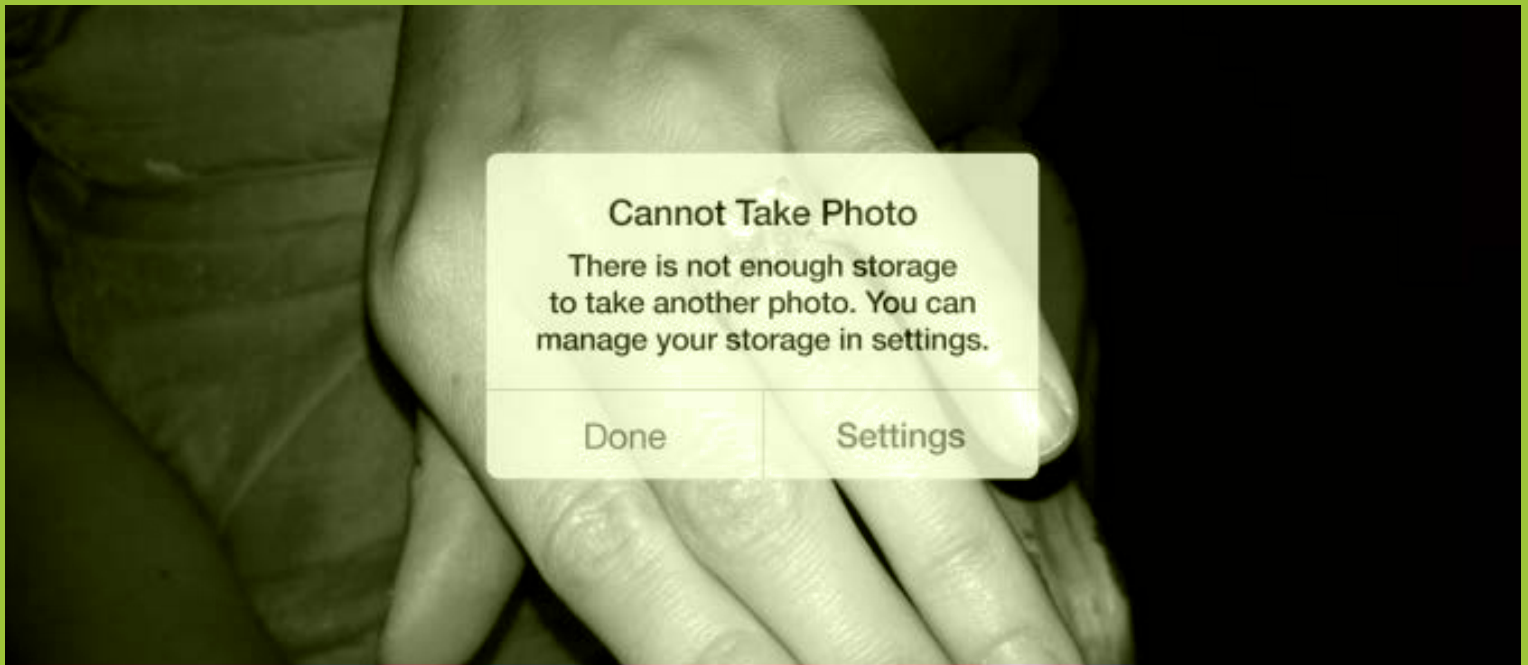
In his book, *Don't Sweat the Small Stuff*, psychotherapist Richard Carlson reminds us to ask ourselves, “Will this matter a year from now?” Probably not, but the small irritations that come with modern living can make or break your day. Thankfully they’re sometimes balanced by mini-pleasures in the new world.

For example, the red bar on your smartphone screen that appears when your battery is desperately low can cause even the calmest among us to break out in a cold sweat. Especially when you’re out and about, with no way to charge up, and with an important text to send (or even worse, if following a map to your destination).

Or the message from your wireless carrier that you’re 90 percent through your monthly data plan, and your next billing cycle is nowhere in sight. (Over one quarter of AT&T customers and 20 percent of Verizon customers say they paid data overage charges in the past six months).

Or the **“Cannot Take Photo” message due to lack of storage, just when you’re trying to capture that perfect moment.** You frantically delete apps and other precious memories from your phone to clear space while that moment is lost forever.





These are balanced on the positive side by a number of small pleasures.

For example, reaching the famous “11th like” on Instagram – the moment when the tenth person likes your photo and all the names under the photo condense, only showing the number 11. Pure social joy.

Or the little number 1 on your personal email inbox icon – if you keep your inbox tidy that is – that shows that someone is thinking of you (as long as it’s not spam, of course).

Or the small feeling of joy when you turn up at a hotel room to find an outlet by the side of the bed. No pushing around furniture, or early-morning scurrying across the room in your pajamas to turn your phone alarm off.

Or, finally, the note from Starbucks on your coffee cup wishing you a happy birthday (if you ordered via the app).



IMPLICATION

There are many little pains and pleasures created by all the new technology, and changing consumer expectations along with them. Find the ways your brand can help with the pains, and get your creativity on to bring your customers those small moments of pleasure.

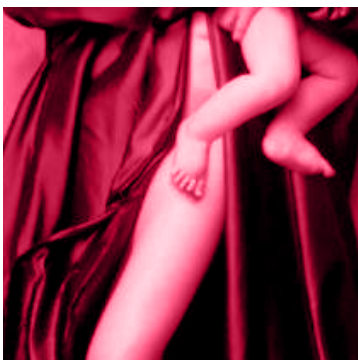


7. ACCELERATED EMPATHY

—
**INCLUSIVENESS
EXPANDING**



MODELS WITH DOWN SYNDROME WALKING THE RUNWAYS; A MAJOR FRENCH HOUSE OPENING UP ITS SHOW TO THE PUBLIC; FASHION SHOWS ON INSTAGRAM ALONE. JUST A FEW EXAMPLES OF HOW THIS SEASON'S NEW YORK FASHION WEEK IS EXPERIENCING A MAJOR SHIFT:
INCLUSIVENESS
—
MASHABLE



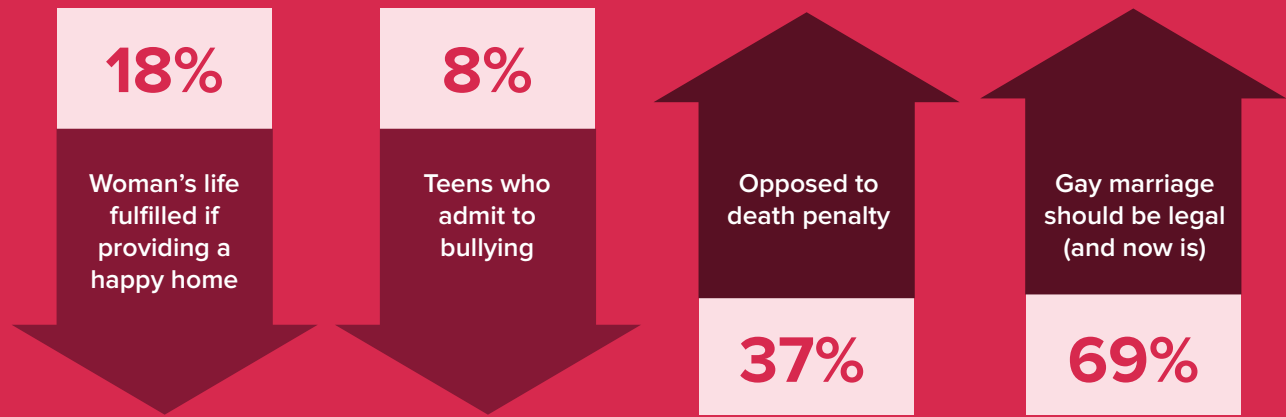
We humans evolved a sense of empathy, but it generally only applies to those immediately around us – close friends and family. However, over time that sense of empathy has spread beyond the family to the village, the clan, the nation, and on to other races, both sexes, and more recently to groups like the LGBTQ community. In the words of the Harvard psychologist, Steven Pinker, over time, “the circle of empathy has expanded.”

In recent times, the circle hasn't just seemed to expand – it's been like the Big Bang, fueled by greater exposure to others on social media, by globalization, and through the values of younger consumers.

For example, **this year we saw taboos broken around the transgender community**, with high profile media narratives around Amazon's show *Transparent*, Caitlyn Jenner, and Laverne Coxe's Emmy nominated role in *Orange is the New Black*.



CHANGING SOCIETAL ATTITUDES



Source: MRI, Gallup

New York Fashion Week's unofficial theme this year was "inclusion," and featured models with Downs Syndrome, amputees, and plus-sized models. This theme was echoed in the 2016 Pirelli calendar, which broke from their traditional nude supermodels to feature 12 studio portraits of women renowned for their work in diverse fields—including comedy, sports, philanthropy, and art.

Taboos were also broken in the area of mental health. The New York bestseller lists from this year included five books on mental health – from Patrick J. Kennedy's *A Common Struggle* to Atlantic Editor Scott Sossel's *My Age of Anxiety*.

And the circle of empathy expanded further to include our pets this year, with the humanization of cats and dogs continuing apace. A rare bipartisan bill passed permitting people to dine at restaurants with their dogs, airlines created better pet on-board facilities (such as American Airlines' pet cabin), and the number of workplaces allowing employees to bring their dogs to work increased.

Social media is accelerating the "memefication" of empathy, not least in the filters that sprang up around the Supreme Court's ruling on same-sex marriage and after the recent terrorist attacks in Paris.

IMPLICATION

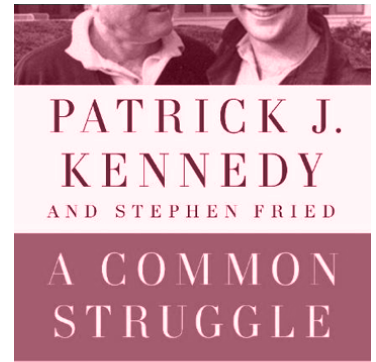
There's a huge opportunity for brands to think boldly about how they help and empathize with their customers, and within culture at large.



NATIONAL BESTSELLER

My Age of Anxiety

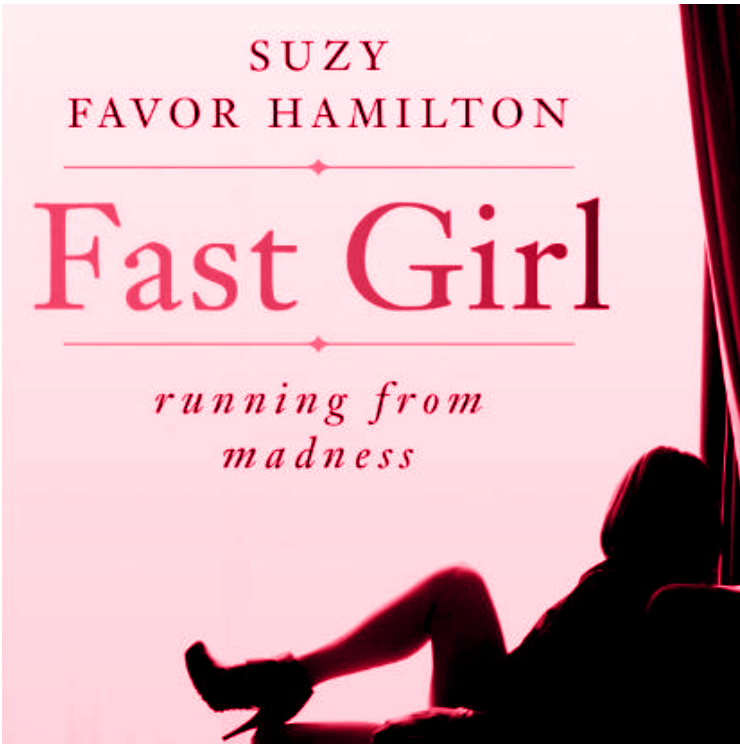
Fear,
Hope, Dread,



EXPANDING TO
MENTAL HEALTH

EVOLUTION BEQUEATHED US WITH A SENSE OF EMPATHY. UNFORTUNATELY BY DEFAULT WE APPLY IT ONLY TO A NARROW CIRCLE OF FRIENDS AND FAMILY. BUT OVER THE COURSE OF HISTORY THE CIRCLE OF EMPATHY EXPANDED TO EMBRACE NOT JUST THE FAMILY, BUT THE VILLAGE, THEN THE CLAN, THEN THE TRIBE, THEN THE NATION, THEN EXTENDED TO OTHER RACES, BOTH SEXES, TO CHILDREN, AND THEN EVENTUALLY TO OTHER SPECIES

PROFESSOR STEVEN PINKER,
PSYCHOLOGIST, HARVARD



WITH ABILITY TO SHOW
EMPATHY EASIER





8. CONTENT HACKING

THE IDEA WAS BORN OUT OF ERASE 'N REPLACE, AN APP CREATED BY TRUTH THAT LETS YOU TAKE PICS OF PEOPLE SMOKING AND TURN THEM INTO PICS OF PEOPLE BREATHING FIRE, PLAYING THE KAZOO, AND OTHER SUCH ABSURDITY.

VANS



HERE'S WHY SO MANY OF EUROPE'S **MIGRANTS** HAVE THEIR HEART SET ON GERMANY

THE COUNTRY HAS LONG BEEN THE MOST RECEPTIVE IN EUROPE TO REFUGEES.

HERE'S WHY SO MANY OF EUROPE'S **HUMANS** HAVE THEIR HEART SET ON GERMANY

THE COUNTRY HAS LONG BEEN THE MOST RECEPTIVE IN EUROPE TO REFUGEES.

SINCE APPLE ALLOWED "CONTENT BLOCKERS" ON THE IPHONE IN A RECENT UPDATE, MOST OF THE CHATTER HAS BEEN ABOUT AD BLOCKING.

BUT NOW AN ENTERPRISING DEVELOPER HAS REMINDED US ALL THAT ADS AREN'T THE ONLY ANNOYING CONTENT ON THE WEB THAT COULD STAND TO BE BLOCKED.

JULIO CASTILLO HAS CREATED "K BLOCKER," A CONTENT BLOCKING EXTENSION THAT PURGES ALL KARDASHIAN REFERENCES FROM YOUR IPHONE.

BUSINESS INSIDER



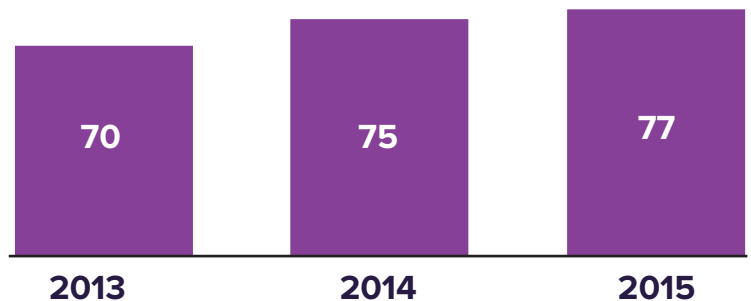
Consumers are increasingly irreverent. 77 percent agree that they “like to live their lives by their own standards, and not by others,” up from 70 percent in 2013. And within media we have more technological control than ever before – swiping away the content we don’t want to see.

These factors may help to explain the growing popularity of, and appreciation for, content hacking.

For example, earlier this year, irritated by all the oversaturated Millennial headlines, web designer Eric Bailey created a **Chrome extension that changed every web reference of Millennial to the phrase “Snake People.”** The extension has a five-star rating on Chrome. (And it’s part of a recent line of such hackery – including an extension that replaces all images on the web with photos of Nicolas Cage.)

AN INCREASING IRREVERENCE AMONG CONSUMERS

I live my life by my own standards, and not by others (% agreeing)



Source: Mindshare Mindreader

I DON'T NEED TO SEE STUFF I DON'T WANT TO SEE



THEN



NOW

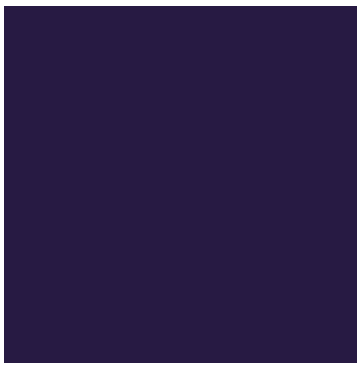
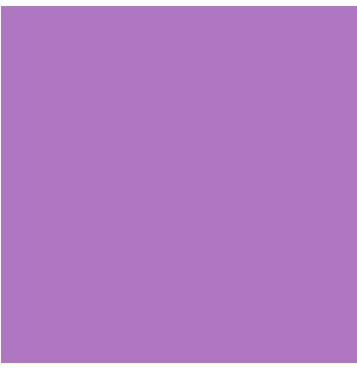
The iOS 9 update that allows content blocking has itself already been put to good use (depending on your point of view). Developer Julio Castillo has created “K Blocker” – an extension that purges all Kardashian references from your iPhone. One review declares, “This is the most useful product ever.”

In a similar vein to Dove’s Speak Beautiful campaign, a Swedish insurance company created the Fulfiltret (“Nasty Filter”). The keyboard app replaces texted unfriendly or unsavory words with something more friendly and positive.

Finally, the idea of hacking out digital ads via AdBlockers is creating concerns in the advertising industry. Estimates of the extent and future growth of AdBlocking are mixed, but the potential for disruption is alive and well.

IMPLICATION

There’s clearly an opportunity for brands to drive some earned media with playful content hacks – whether they be Chrome extensions, or playing with past advertising campaigns. And there’s clearly an opportunity to get ahead of the AdBlocking issue by improving the quality of the advertising experience on the web (e.g. via refined targeting and smart frequency capping).



APPRECIATE THOSE WHO DISRUPT THE SYSTEM

WS ▾ APPS GEAR TECH CREATIVE MONEY INSIGHTS LAUNCH WORLD DISTRACT MORE ▾

Canvas by Evernote

Why snake people don't want you to talk like them

by DANIAL JAMEEL — 3d ago in INSIDER

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http://trw.to/q3Pc1 11 Comments

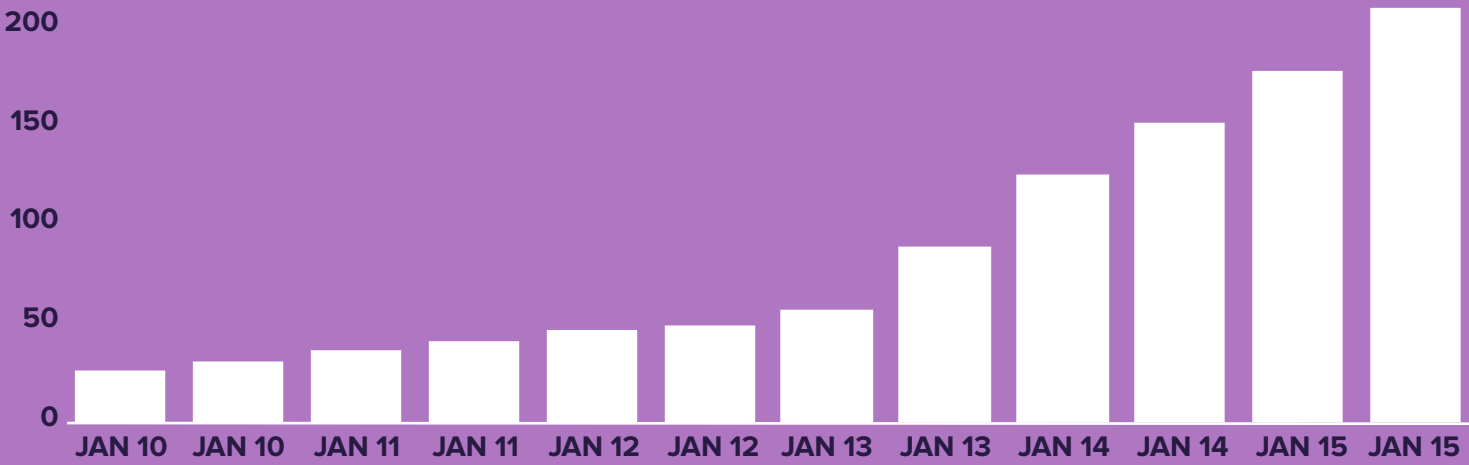
Source: Mashables

FULFILTRET, OTHERWISE KNOWN AS NASTY FILTER, IS A REPLACEMENT KEYBOARD APP FOR ANDROID AND IOS DEVICES THAT TAKES UNSAVORY WORDS AND TURNS THEM INTO SOMETHING MORE FRIENDLY

DAILY DOT

ALL TRANSLATING INTO HOW CONSUMERS APPROACHING ADVERTISING

Desktop Adblocker users (millions globally)



Source: PageFair, Adobe



9. THE PASSIVE MASSIVE




TIMING MATTERS. THE SAME OFFER MADE AT DIFFERENT TIMES CAN HAVE DRASTICALLY DIFFERENT LEVELS OF SUCCESS. PEOPLE'S PRIORITIES AND MOODS ARE GREATLY AFFECTED BY THE CONTEXT, WHETHER THEY REALIZE IT OR NOT.

—

MINDSHARE, UK





0.5%

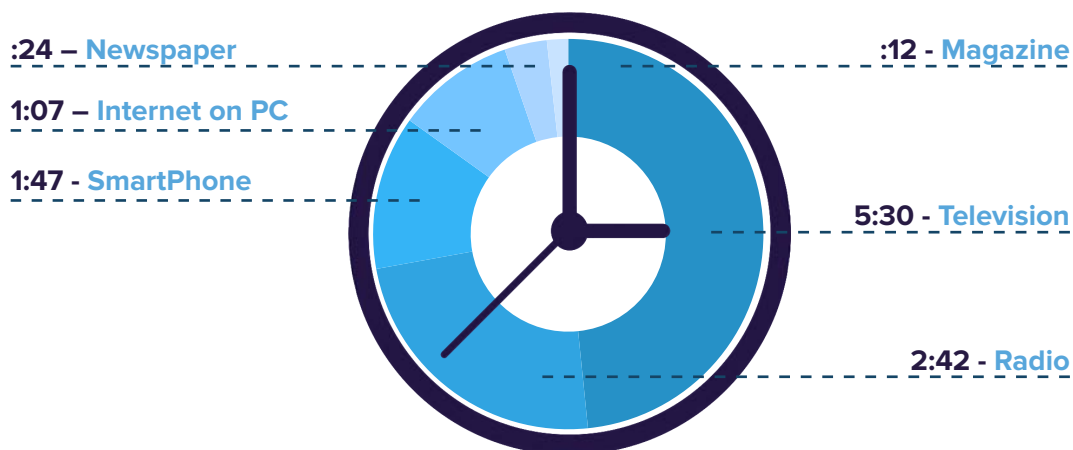
OF FANS TALK ABOUT A BRAND ON FACEBOOK

Many trend forecasts in the advertising and media space (including some of our own) assume an engaged and interested consumer. The truth is that this often is not the case. Psychology has long known that humans are essentially energy-saving machines – both physically and mentally (which is why it's so hard to get up and go for that run).

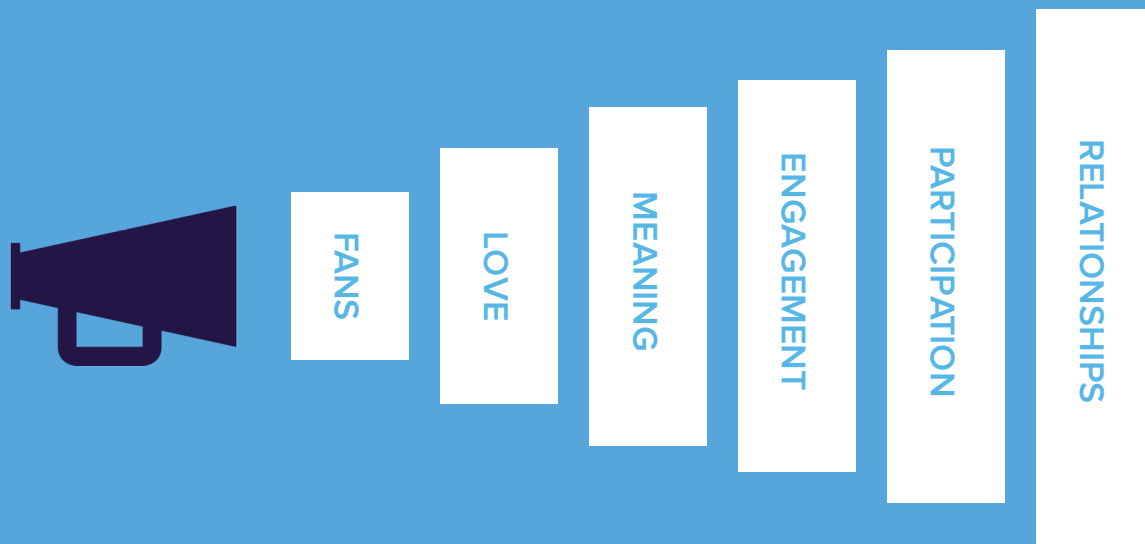


THE REALITY OF CONSUMER ENGAGEMENT

Average time spent per day (hrs) 2015



THE LANGUAGE OF MARKETING



As psychologist Daniel Kahneman points out, “A general ‘law of least effort’ applies to cognitive as well as physical exertion. The law asserts that if there are several ways of achieving the same goal, people will eventually gravitate to the least demanding course of action. Laziness is built deep into our nature.”

So it’s no surprise that despite all the opportunities to engage and participate provided by new technology, the majority

of consumers spend most of their time consuming media passively. Although there have been small declines among younger consumers, Americans’ favorite pastime is still watching TV (five and half hours per day in 2015). And when they’re not watching on a TV set, they’re watching elsewhere. For example, 80 percent of Millennials sometimes binge-watch their favorite shows, sitting down for an average maximum of eight shows in one sitting.

This relative indifference to brands can be seen in the relationships consumers have with them on social media. Despite building up fan bases on Facebook, most brands find that very few consumers interact with them. In fact, about 0.5% of fans will talk about a brand on Facebook.

IMPLICATION

As marketers we should lean toward interruptive communications strategies, primarily geared to grabbing consumer attention in moments when they’re most receptive. Don’t assume that consumers care.

THE REALITY OF CONSUMER ENGAGEMENT



MILLENNIALS



NON-MILLENNIALS

MOST OF A **BRAND'S CUSTOMERS** THINK
AND CARE LITTLE ABOUT THE BRAND

BYRON SHARP, HOW BRANDS GROW

0.41%

MOBILE HANDSET CTR

UP TO
50%

MOBILE AD CLICKS
ARE ACCIDENTAL



A GENERAL "LAW OF LEAST EFFORT" APPLIES TO COGNITIVE AS WELL AS PHYSICAL EXERTION. THE LAW ASSERTS THAT IF THERE ARE SEVERAL WAYS OF ACHIEVING THE SAME GOAL, PEOPLE WILL EVENTUALLY GRAVITATE TO THE LEAST DEMANDING COURSE OF ACTION. LAZINESS IS BUILT DEEP INTO OUR NATURE

*DANIEL KAHNEMAN,
THINKING FAST AND SLOW*



10. 21ST CENTURY MOTHERHOOD

MILLENNIAL MOM VALUES

FAMILY
LOYALTY
SUCCESS
HONESTY
AUTHENTICITY
HAPPINESS
PASSION
SAFETY
RESPONSIBILITY
COURTESY

TOP 10

GEN X MOM VALUES

FAMILY
RESPONSIBILITY
LOYALTY
COURTESY
AUTHENTICITY
EQUALITY
SAFETY
HONESTY
SUCCESS
JUSTICE

[OLDER GENERATIONS] THINK THERE'S ONLY ONE WAY TO DO THINGS, AND THAT'S IT. BUT WHEN I SPEAK TO PEOPLE MY AGE, IT'S 'WHATEVER WORKS FOR YOU.'

MILLENNIAL MOM

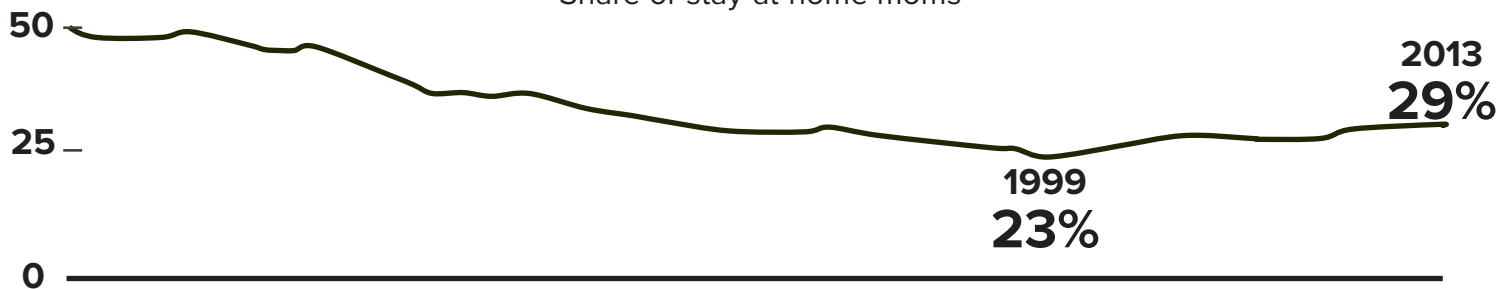


Sources: USA Today

Millennials are growing up. 46 percent of Millennial women now have kids. Their parental values and behaviors are different than the generations above, having been raised as digital natives, and with many having children in their late 20s/early 30s.

RETURN OF STAYING HOME

Share or stay-at-home moms



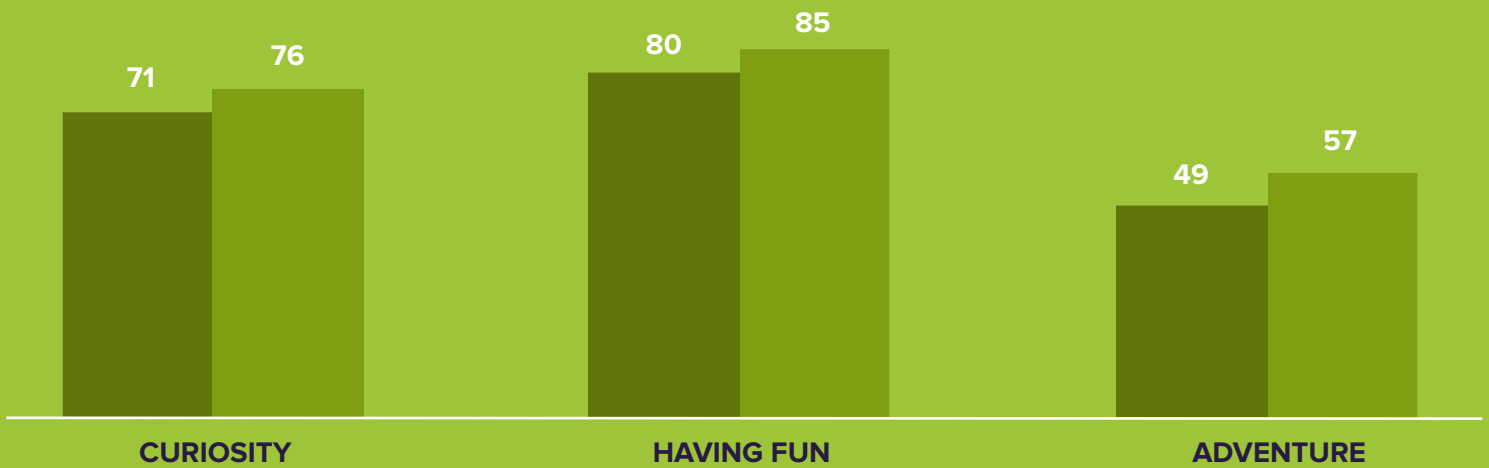
MILLENNIAL MOMS ACROSS THE COUNTRY BELIEVE THE DECISION TO WORK OR STAY AT HOME IS PERSONAL RATHER THAN POLITICAL, HOW MANY WOULD STAY AT HOME IF THEY COULD AND HOW THEY DON'T SEEM TO FEEL THE PRESSURES OF FEMINISM DRIVING THEIR DECISIONS.

CNN

Note: Married couples with children where at least one spouse worked at least 35 hours a week.
Source: PEW, CNN

LIFE IS GOOD: POSITIVITY RISING

% Millennial Moms Saying “Extremely Important”
Guiding Principles In Their Life



Millennials’ positivity and sense of adventure is carrying through to their parenting. 57 percent of Millennial moms say “adventure” is an extremely important guiding principle in their lives, up from 49 percent in 2005. And “happiness” and “passion” rate higher for Millennial moms than for their Generation X sisters.

These values play out in the sense of freedom they bring to raising their kids.

For some, an attachment to their pre-child lifestyles and identities has created an anti-soccer mom sensibility. Many want their kids to fit into (and be a part of) their existing lives and passions, versus rebuilding themselves around their children.

For others, their increased sense of freedom includes a reduced responsibility to fight for women’s rights – in a world where previous generations have already paved the way to more equality. So among some Millennial moms we see a return to tradition. For example, **51 percent of 18-34 year olds agree that it’s important for men and women to follow traditional gender roles**, up from 45 percent in 2009. And since 1999, the number of stay-at-home moms has increased from 23 to 29 percent (a shift that was already happening before the Great Recession).

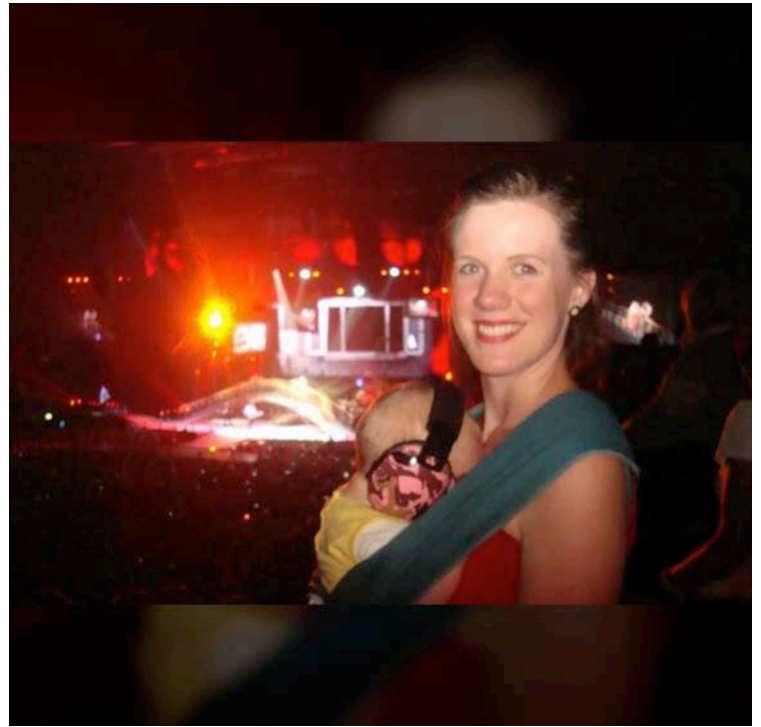
Finally, Millennial moms are maintaining their social media behaviors into motherhood: 63 percent used social media first to announce their pregnancy, and 92 percent share family milestones on Facebook.

IMPLICATION

If you’re a brand that markets to Millennials, you have new opportunities to communicate to them as parents. Reflecting Millennials’ freer and more social nature in your brand and communications will probably be beneficial.

THE STORIES WE HEARD WERE 'I JUST DON'T WANT TO BE SEEN IN A MINIVAN. I DON'T LIKE BEING THE **SOCCER-MOM JOKE** OR FEELING LIKE I'VE GIVEN UP ALL TRACE OF MY IDENTITY TO BE A PARENT.

—
RICHARD BAME
TOYOTA'S MARKETING MANAGER



92%

Millennial Moms share family milestones on Facebook

63%

Moms used social media first to announce their pregnancy

60%

Millennial Moms take/share mobile photos and videos daily

46%

WOMEN 18-34
HAVE AT LEAST
ONE CHILD

Sources: Census



SUMMARY

Technology plays a part, but at the end of the day it's human behavior that shapes marketing and media strategies. Current trends are giving you plenty of material to work with. Contact us for the latest trends as they rise in the cultural zeitgeist.





—
**THANK
YOU**