

TREND WATCHER

JULY, 2011 VOLUME 1

Welcome to the first issue of TREND WATCHER by *TrendSpotter Consulting*. People in the business world are inundated with information through newspapers, industry magazines, websites, blogs, etc. and we rarely have time to stop and think about the trends that are related to the stories or what is the *moral of the story*. TREND WATCHER will take articles in the media and translate them into the Canadian trends to which they are related and how that might be applied to your business. This is designed to keep you informed in 5-7 minutes about what is happening in the world of marketing and consumer trends, and how other companies are reacting to them. Enjoy!

Bringing Strategy to Life

June 3, 2011 Marketing Daily

Canadian Tire recently purchased a four-bedroom, two-bathroom fixer-upper in Toronto...

As part of its new “House of Innovation” marketing program, the retailer has purchased a Toronto home that will serve as the centrepiece for a series of online videos demonstrating Canadian Tire’s vast array of products – the average store has 90,000 SKUs – being used in real world situations.

The seasonally relevant videos will demonstrate Canadian Tire products being used to make the home more energy-efficient, improve the look of the lawn/garden and everyday repairs and replacements.

Once Canadian Tire has finished renovating the home it will be sold, with all proceeds being donated to Jumpstart – its national charity.

WHAT THIS MEANS TO YOU:

Being able to engage the consumer with an experience they could see or touch is becoming more powerful than just talking about products or services. This essentially a demonstration. Also applying: Social responsibility, communication through social media

Health For Today’s Consumer

CSPNET.COM 06/15

The recent SIAL Canada food industry trade show named the Fruit & Fruit bar by Yourbarfactory the top new product in the annual Trends and Innovations competition. 9 other products were honored among 50 participants that offer a peek into global food trends and manufacturing innovations.

Each Fruit & Fruit bar has 2 servings of fruit, and any added sugars are derived from fruit. Other 2011 honorees include salad kits by Summer Fresh Salads and Tiffany Gate Foods, plus an Italian snack called Grok -- an oven-baked chip of 100% Grana Padano cheese. Similar to Parmesan, the Grana Padano is baked into a crunchy, chip-type snack.

WHAT THIS MEANS TO YOU:

Consumers are looking for more fresh and real foods. Unlike in the past when they looked for what was taken out of food (i.e. sugar, fat, etc.) today, it is more about the natural goodness of food.

Did you know?

In addition to the four P’s of marketing, the four E’s are becoming just as crucial. Stay tuned in upcoming issues on the four E’s.

Caution in Interpreting Data

Marketing Daily, June 10, 2011 – AM Edition

BigReach Learning, a new company headed by former MediaCom Canada managing director Maura Hanley, has developed a survey model called **FacesofChange** that combines traditional panel surveys with face-to-face video interviews, this melding of quantitative and qualitative research is designed to challenge assumptions, uncover hidden insights about consumer attitudes and activities, and tell a “compelling story” using the power of both statistics and video.

The study combined findings from an online study of 1,225 Canadians 18-24 with in-person video interviews with 23 people.

While the panel survey found that 76% of young adults were concerned about online privacy in general – with 60% agreeing that they were concerned about the use of non-personally identifiable information being used to target them with advertising – the subsequent in-person interviews found that while they do wish to avoid spam advertising, young people tend to accept the use of non-personally identifiable information by advertisers as commonplace.

WHAT THIS MEANS TO YOUR BUSINESS:

This example highlights the importance of careful research design. The types of questions in quantitative studies should be fact based, i.e. how frequently do you purchase product X, whereas qualitative questions should be more probing in nature to get answers with more depth and background.

Canadian Household Debt at Record Highs

Toronto Star, June 21, 2011

Here’s the good news: Canadian household net worth is increasing. And here’s the bad news – so is our debt. We’re wealthier because of higher house prices and rising stock markets, but the sum total of our mortgages, loans, credit cards reached a record high – again – in the first three months of 2011, according to StatCan.

WHAT THIS MEANS TO YOUR BUSINESS:

Consumers continue to watch their spending, and it is becoming habit as opposed to a short-term change in behaviour. The need to differentiate products/brands is more crucial to success today than it has ever been.

About TrendSpotter Consulting

TrendSpotter Consulting provides everything a business needs to develop, fine tune or review your brand strategy:

- Creating the plan of action
- Designing, executing and analysing the research
- Outlining the target and positioning
- Working with agencies and suppliers to execute on strategy marketing initiatives

For more information, questions or to provide feedback:

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New in Marketing Research

Don't have time to investigate the marketability for a great idea?

TrendSpotter Consulting is offering an affordable, comprehensive **Marketing Opportunity Assessment** that will incorporate current consumer and market trends, internal capabilities and category data to provide solid foundation for proceeding, or not proceeding with an idea.

Trying to predict the future?

The NPD Group takes the trends from the last 10-years and tries to predict how a product or category is going to change in the next 10 years in their study **A Look Into the Future of Eating In Canada**.

For more information on any of these services please contact Marion Chan 416-737-3567
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