

TREND WATCHER

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Consumer trends like most things in life are not always predictable. They are subject to economic, environmental and social variables that can change the course of a trajectory quickly. Don't mistake that change in trajectory as a complete change in direction, nor should you assume it was just a fad. As quickly as a trend can gain momentum it can slow down. In fact most trends evolve in interesting and different ways depending on changes in those variables. Keeping a close eye on macro changes that can affect trends will go a long way to avoiding being surprised by sudden changes – or the evolution and maturing of trends.

Humanizing A Product Increases Experience

October 31, 2011, Marketing Daily

Egg Farmers of Ontario, perhaps best known for its long-running "Get Cracking" campaign, has launched the second wave of its new platform based on the tagline "Who made your eggs today?" The creative features videos of eight Ontario egg farmers and their families discussing what makes them passionate about farming. Their message: egg farmers are committed to providing nutritious food to Ontario families, and that they're easily accessible and happy to interact with consumers.

The campaign's strategy is to let people get to know their local egg farmers and to really position the egg farmer as a friend – someone in your local community. The website gives visitors the opportunity to e-mail farmers questions like, "What do you feed your chickens?" Farmers respond via either the website or the group's Facebook page.

Consumer reaction has been extremely positive, and some people have gone to the trouble to go online and thank Egg Farmers of Ontario for the campaign. "They really appreciate that they now have an opportunity to learn about and communicate with their local farmer."

WHAT THIS MEANS TO YOUR BUSINESS:

Connecting with your consumers by putting real people behind it and allowing them to interact increases the human experience. This is the new phase of 'health' - knowing where your food comes, who is making it and feeling like a friend.

Trends Don't Always Move in a Straight Line

September, 2011 Marketing Magazine

We're all interested in a more sustainable world. But not when we're buying detergent. Or a car. Or coffee.

If that seems a bit obvious, thank hindsight. A few years ago, many marketers – myself included – saw ethical consumption as the trend redefining business.

But North American shoppers never voted for sustainability with their wallets. As a result, the vast majority of green products never captured more than a sliver of their market.\

Today, with economic concerns top of mind, that trend has accelerated. As **Bensimon Byrne's** new Canadian Consumerology report reveals, pocketbook concerns are overriding environmental concerns across the consumer spectrum, but most dramatically among moderately green mainstream consumers.

So is green business dead? Definitely not. The same report states "More than three quarters agree that government should force corporations to act in an environmentally friendly manner." Consumers are looking to corporations to clean up their act, even if they feel they can't afford to shop green.

WHAT THIS MEANS TO YOUR BUSINESS:

Trends that may seem like they are here to stay can be interrupted at any time. If the trend is reliant on consumers spending more money, having to change behaviour, any sign of instability can throw things off track

Did you know?

The 4 E's are a new concept that has not been solidified. There are several theories, some self-serving, as to what those four E's are. Judge for yourself. Google 4E's of marketing to see what you find. Is this the death of the 4 P's? Is it time to throw away that old marketing textbook. Let me know what you think.

Bring a Brand to Life

DRUGSTORENEWS.COM 10/20

Reckitt Benckiser has launched a collection of online mini games to boost brand awareness. The 8 games, called crazieRBrands, includes such activities as the Veet game, a virtual leg-waxing task, and the toilet bowl-cleaning Lysol game, which are designed to provide a fun and informal way to engage graduates and early-careerists with the RB corporate brand, RB said.

While playing the games, users also have the opportunity to win a trip to one of eight destinations. The suite of games can be accessed at RB.com.

Connecting with Target Consumers Leads to Success

October 2011, Strategy Magazine

To appeal to its young target, Doritos gave consumers ultimate control of the brand by asking them to choose one of two new flavours: Onion Rings n'Ketchup or Buffalo Wings n'Ranch.

A TV spot introduced the flavours during the Super Bowl but the last 20 seconds was left to be written. Over six weeks, people could visit Writethened.ca where more than 30,000 endings to the spot were written.

A panel of judges picked the winner out of 14 peer chosen finalists. On May 5, the finished spot and winner were revealed on MuchMusic and MusiquePlus.

WHAT THIS MEANS TO YOUR BUSINESS:

*Knowing who your target is and understanding the messages and activities that resonate with them is critical to catching their attention. Knowing how to **engage** and provide them with a memorable **experience** will not only make a lasting impression but it will build awareness through word of mouth referrals and put the brand on the road to brand loyalty – an increasingly difficult position in today's dynamic marketplace.*

New in Marketing Research

Shopping habits of new Canadians

EnviroNics is embarking on a new study that will dive into two key growth segments: Chinese and South Asian Canadians.

The so-called Mainstream Canadian population is increasingly reshaped by new Canadians and Canada's multiculturalism. This study will be reflective of the multicultural make-up and dynamics of the new Mainstream. It will provide foresighted insights into Canadian consumers' health, food and shopping trends to guide Canadian retailers and packaged goods companies with their strategic planning.

For tactical reasons, retailers and packaged goods brands in Canada are recognizing that a key to sustainable business growth is effective engagement of newcomers to Canada. Chinese and South Asian Canadians are the two largest and fastest growing newcomer segments, both on their own and as an integral part of the new Mainstream. The study provides a detailed understanding of the dietary needs of these consumers, their attitudes and behaviour toward specific categories, their shopping behaviour and how these factors evolve over time in Canada.

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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*

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