



# Trendslation

FALL 2020



# What does Trendslation mean?

For trends to drive growth, businesses need to leverage them while they are emerging. Of course, that's easier said than done. Identifying and engaging relevant shifts is always a challenge. It requires a broad view of where your business fits in the world as a whole and an intuitive understanding of how trends will influence the world.

**It's not just about seeing trends, but thoughtfully leveraging them when you do — that's why we *trendslate*. This is COHO Creative's biggest point of difference in our approach to trends.**

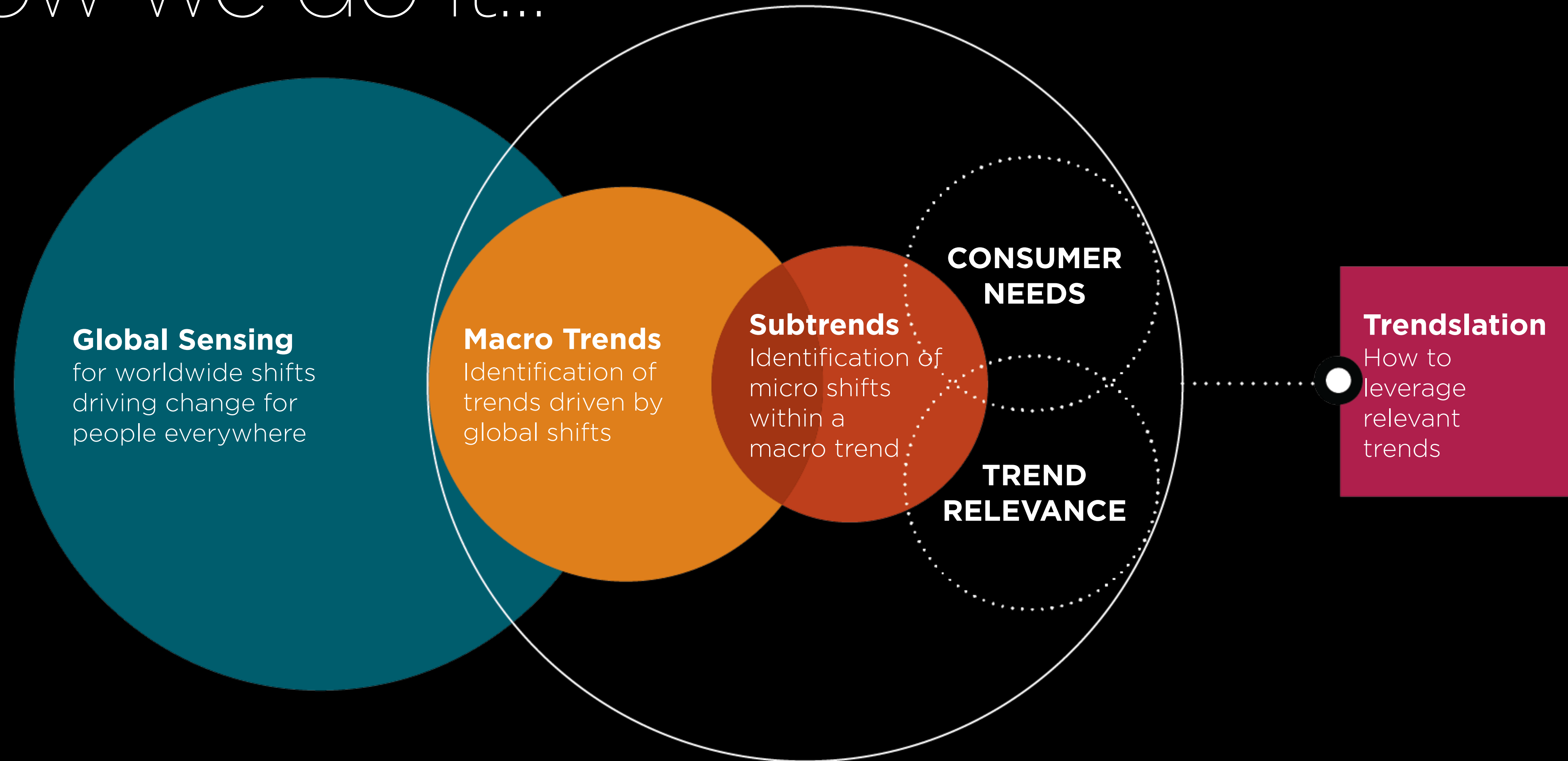
# Why It's Important

The world as we know it has changed overnight. Farfetched ideas about the future are quickly becoming realities because of the unexpected situations we face today. Many businesses are in reaction mode, trying to keep up or just hang on. It's time to step back and proactively rewrite the rules for your business' future.

That's where we come in! We created this report to help jump start your thinking and reimagine what could be.

**So let's go!**

# How we do it...



# Three Emerging Macro Trends

Through global sensing we uncovered three emerging macro trends that have sticking power, and have highlighted subtrends within each that are manifesting and beginning to shape our world:

- **Shifting Foundations**
- **Higher Powers**
- **Pivoting for Good**

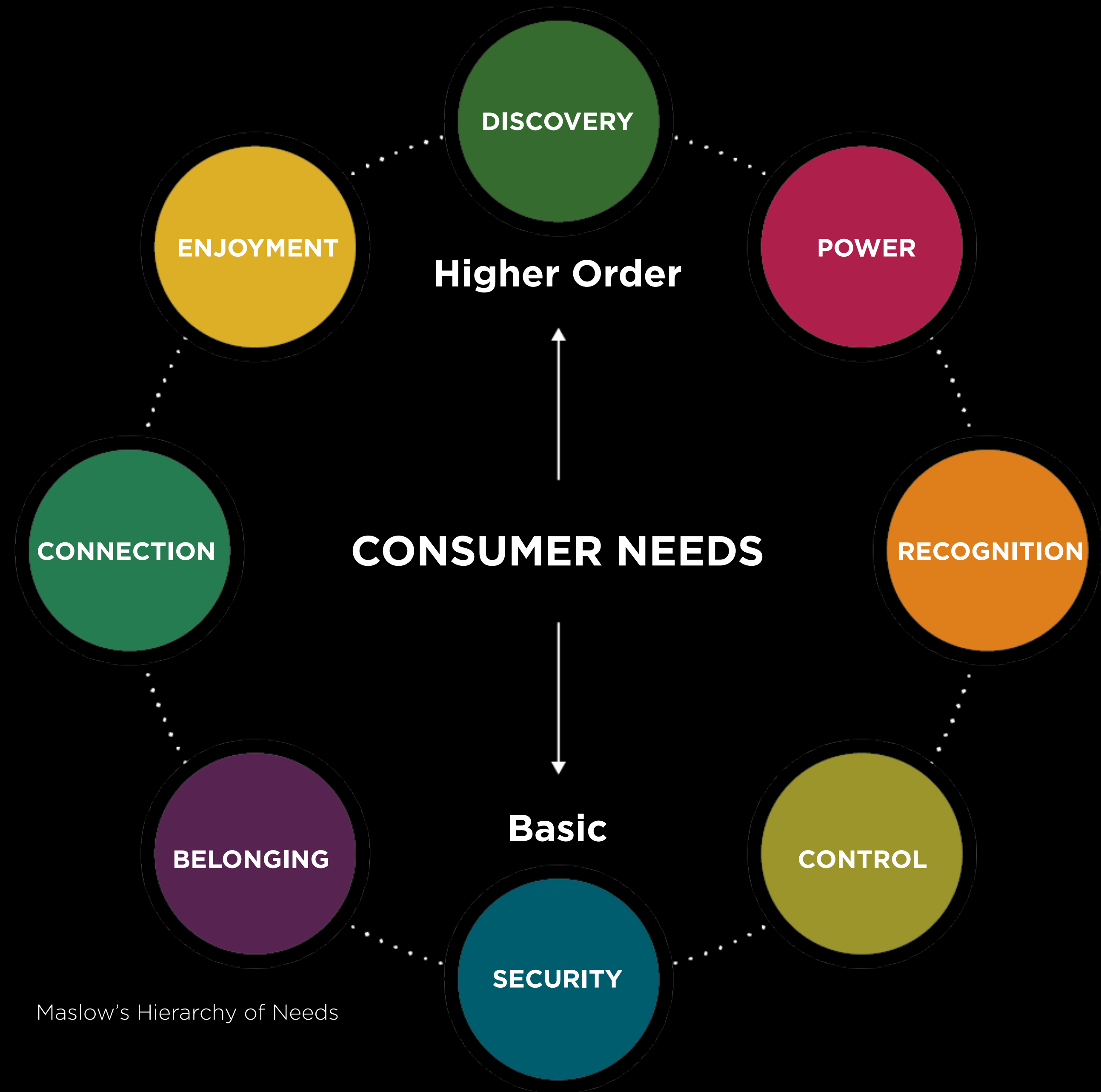
Provocative thought-starters follow each subtrend to help you envision how they might affect consumer behaviors and their current & future relationship with your brands.



# Shifting Consumer Needs Create Opportunities

**All trends are driven by consumer needs. A brand must be able to address those needs for a trend to be of value.**

Large populations act in predictable ways and are motivated by similar forces. When paired with a current trend, these motivations show why specific consumer groups adopt some trends but not others.



MACRO TREND

# Shifting Foundations

# Shifting Foundations



# Shifting Foundations

People are shifting where, when, and how they work and live. This is causing economies to change — leaving some areas desolate and others thriving anew. These changes in life's long-established foundations have left consumers craving comfort and familiarity, focusing on their local economies, governments, workplaces, and their own wellbeing.



# It's All About Me

## WORK CULTURE IS PIVOTING TO MASSIVE REINVENTION.

Employees are gaining more of a voice and are asking for fairer work environments, more leisure time, and more control of the balance in their lives.

## MANIFESTATIONS



### Who's Really the Boss?

**The employer-employee power balance is evolving fast.**

For many years, the market always gave power to corporations and management rather than workers. That standard is under pressure and beginning to crack under broader political reform in the workplace.



### Four Is More

**PTO shifts from "Paid Time Off" to "Please Take Off."**

The U.S. offers less PTO than other countries. This is coming into question as people seek ways to avoid stress, fatigue, and burnout. Some employers are adopting the four-day workweek and discovering that not only are employees happier, but their efficiency remains high, especially as automated tech continues to improve.



### Sharing Is Caring... and Growing

**Sharing economies continue to expand.**

Despite recent rulings in the sharing economy, like California's Proposition 22, participating is cheaper and easier than ever, with more local co-operative platforms being created. These workers share profits and may even begin to share living and working space, insurance, and other benefits.

# 99%

**of remote workers** would like to continue doing so to some extent

*-Buffer*

“ Web and mobile applications have allowed workers to add new revenue streams...These factors have combined to not only motivate workers but to also make it easier and more practical to do so.”

*-Intuit QuickBooks' State of the Self-Employed Survey*

# Thought-starters

- What new challenges and opportunities might arise as consumers work more on their own terms — **more leisure, more flexibility**, etc?
- As more people work for themselves, on their own terms, and possibly without insurance — they will have to **evaluate and prioritize their health and wellbeing**. How can healthcare and wellness industries respond to these changes?

## SUBTREND - SHIFTING FOUNDATIONS

# The Good, The Bad & The City

## URBAN AREAS ARE BEING DRASTICALLY REINVENTED IN UNEXPECTED WAYS.

Recent events have heavily impacted cities, urban economies, and retail areas, driving businesses and residents to flee into suburban and rural areas.

## MANIFESTATIONS



### Urban In

**While some flee cities, many become more entrenched.**

For some, urban areas are the only place to find a job, afford to live, and fit in. Additionally, farmers in India are being dubbed climate migrants because of being forced into megacities by the effects of climate change. Despite the wealthy being able to flee cities, climate and economic change continue to drive urbanization.



### Urban Out

**COVID-19 drives many out of cities.**

Many urban-dwellers who could afford to, have fled their cities during COVID-19 for more space and nature. Like Pinterest, many companies have decided to leave urban spaces for permanent work-from-home, which is driving a downturn in urban economies. For example, sandwich giant Pret A Manger cut 3,000 jobs because the urban on-the-go lunch has basically vanished.



### Space Available

**Like cities, emptying retail spaces are ready for change.**

Coresight Research said that 25% of remaining U.S. malls would close over the next 3 to 5 years, and COVID-19 has accelerated this. While this space is ripe for repurposing, apartment and office development are also decreasing, which will lead to even more empty space. An interesting example of a retail space repurposing is KITH, which converted urban stores to voter registration hubs.

# >50%

of people in New York, Seattle, San Francisco, and Boston **would move** if work-from-home became permanent

-Redfin

“...we are specifically rethinking where future employees could be based. A more distributed workforce will give us the opportunity to hire people from a wider range of backgrounds and experiences.”

-Todd Morgenfeld, head of business operations at Pinterest

# Thought-starters

- How can your brand **become more relevant to those remaining in urban areas**, whether by choice or those bound due to climate or economic change?
- Without a vibrant urban restaurant industry, will a shift of **thought leaders & innovators within the food category occur**, inspiring what and how we cook at home?

# Local Takes The Lead

## EFFORTS TO STIMULATE LOCAL ECONOMIES INCREASE AS PEOPLE MIGRATE.

Local governments are working hard to create jobs, philanthropy, and even currency, as people are beginning to value their local communities more.

### MANIFESTATIONS



#### Factories Rally

**Factories regain prominence in local communities.**

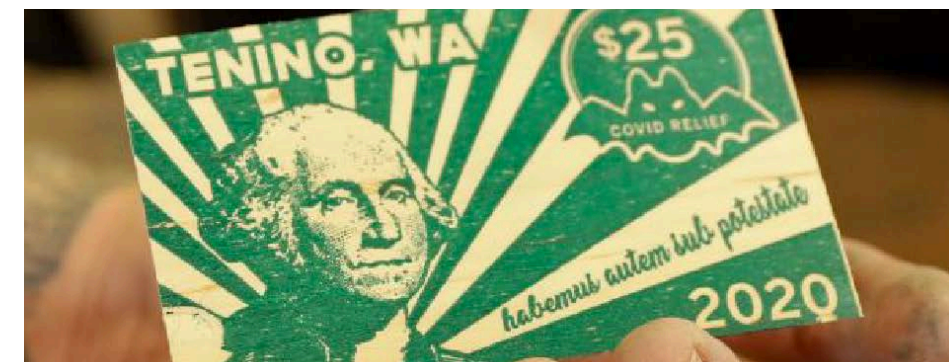
In several places, factories are returning as a prominent and popular place to work. This happens as production continues to move locally. Business owners value being able to be involved in the whole process and have full control. Communities are appreciating the increase in local jobs.



#### Minting Charity

**Australia mints a dollar coin that asks to be donated.**

The Royal Australian Mint created the world's first Donation Dollar, a one-dollar coin designed to be donated. The Mint will distribute millions of these coins over the next couple of years. 1 in 5 Australians will need charitable aid over the next 12 months. Fortunately, 57% of Australians say they will donate the coin if they find it in their change, and 2 in 5 say it will encourage them to donate even more.



#### Our Own Money

**Local currency stimulates the economy during the pandemic.**

Tenino, WA created a "local currency" during the pandemic to help small businesses and low-income citizens. The money could be spent on local establishments by those who demonstrated that they'd been impacted negatively by the pandemic. They have received the equivalent of 300 USD/month to spend on essentials and help stimulate the local economy. Towns in Mexico and Italy have done the same.

People who work remotely save

# \$4,000

more per year on average

-Flexjobs

“ More than half of consumers around the world have started to buy more locally-sourced products, according to June 2020 research from Accenture that spanned 20 countries.”

-Trendwatching

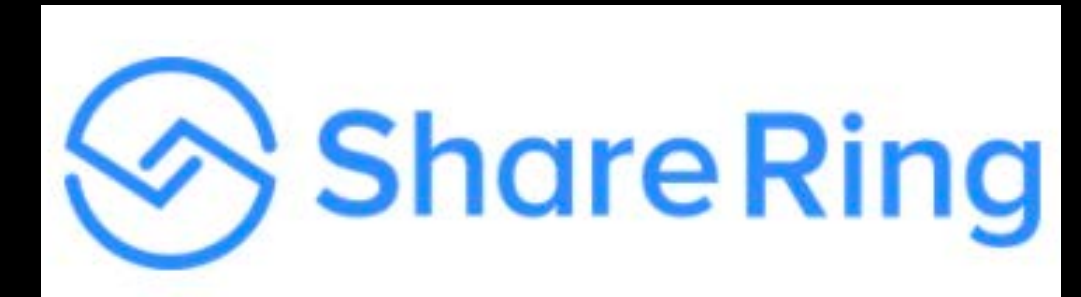
# Thought-starters

- How can your brand tap into consumers' **growing appreciation and desire to better connect with their local communities?**
- What does it mean for your brand if **large institutions** like currency **become decentralized?**

## BRAND ANALOGUES - SHIFTING FOUNDATIONS

It is important to understand how macro trends can **translate visually** and impact design to **achieve relevance**.

Here is a snapshot of how **Shifting Foundations** is already starting to impact brands visually.

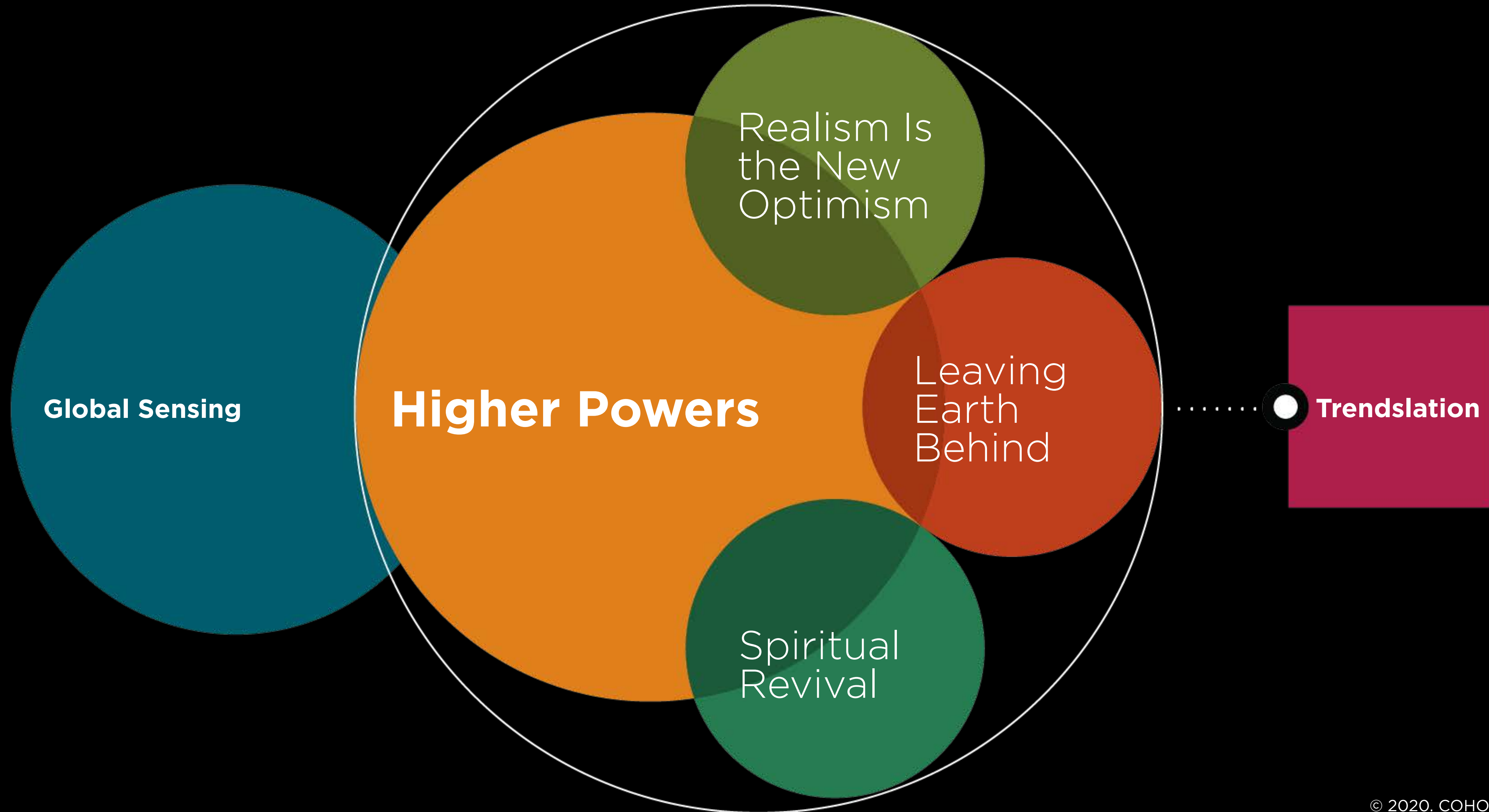


# Higher Powers





# Higher Powers



## Higher Powers

As consumers adjust to and accept new realities, they are rejecting hyper-positivity for more realistic outlooks. This drives a search for new ways to escape and find meaning in their lives.

## SUBTREND - HIGHER POWERS

# Realism Is The New Optimism

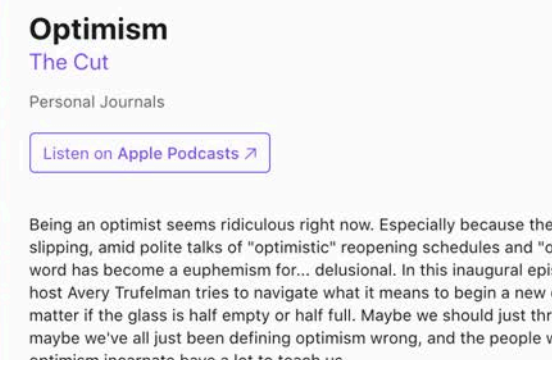
## MANIFESTATIONS



### Let's Face It

**Embracing reality over expectation of positive change.**

WGSN explored how a large group of people, "The Stabilizers," are wary of optimism. These people are instead embracing a radical acceptance, which they define as "the willingness to experience life and themselves as they are, without over-optimizing or as a quest for perfection."



### Optimism Becomes Delusion

**Podcast explores the new role of optimism today.**

A recent episode of The Cut podcast discussed the role optimism plays today. In their words, "being an optimist seems ridiculous right now. The word's meaning is actually being diluted with talk of 'optimistic' reopening schedules and 'optimistic' vaccine timelines. And in some cases, the word has become a sarcastic euphemism for "delusional."



### Positive Becomes Negative

**Encouraging positivity can do more harm than good.**

Consider this passage from Megan Wildhoods' recent article *There's Something Spreading Faster Than COVID-19, and It's Not Fear. It's Toxic Positivity*: "Demanding positivity is gaslighting of the highest order. It's no surprise a culture such as ours would turn to positivity policing instead of creating robust (not temporary) systems of support, mutual aid and care."

**OPTIMISM IS BEING SEEN AS DELUSIONAL, AND THIS IS BEING TRADED FOR AN ATTITUDE OF ACCEPTANCE.**

In today's world, it is hard to find joy and positivity. People are accepting this fact and acknowledging the negativity in our world.

# 67%

believe fake news causes a great degree of confusion

-Statista, 2020

“...maybe we've all just been defining optimism wrong, and the people who have come to represent optimism incarnate have a lot to teach us.”

-The Cut

# Thought-starters

- How can brand voice strike the right tone with consumers to **strengthen engagement and avoid alienation**?
- How can brands **enable consumers to make authentic, personal choices** without skepticism or influence?

**SUBTREND - HIGHER POWERS**

# Leaving Earth Behind

**WHILE LIFE ON EARTH CONTINUES TO BECOME MORE STRESSFUL, MANY ARE DREAMING OF ESCAPING INTO THE SKY.**

Entertainment and science have been discovering and creating ways for people to escape Earth's troubles by going upward.

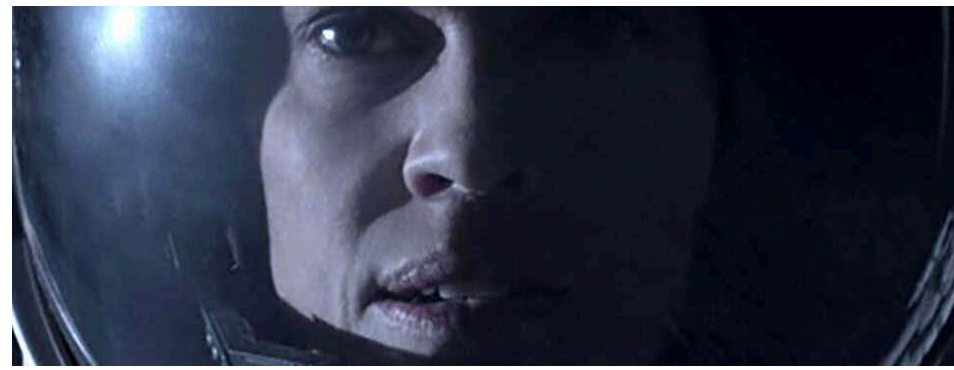
## MANIFESTATIONS



### FINALLY! Flying Cars

**Japanese company successfully creates a flying car.**

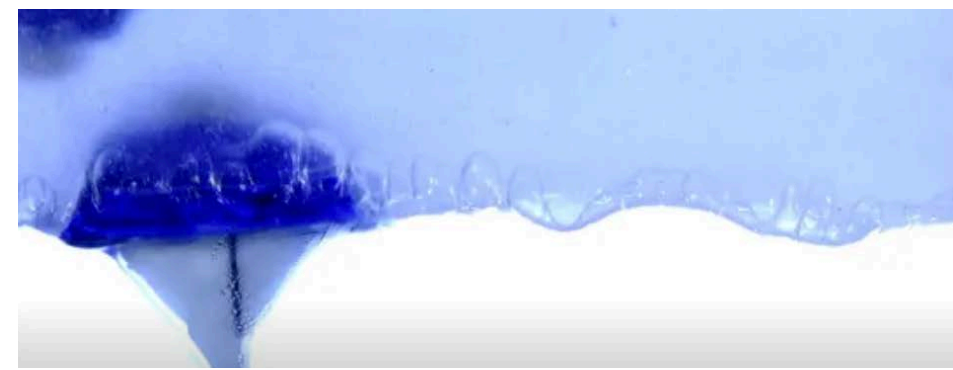
Japanese company Sky Drive Inc. recently demonstrated their first flying car prototype at Toyota Test Field. The car is called SD-03 and is the smallest vertical electric takeoff and landing machine in the world.



### Fly Me to the Moon

**Space is becoming more real-life and mainstream.**

Space, while always a popular theme in entertainment, is becoming more widely adopted with an abundance of real space advancements: the recent discovery about the possibility of life on Venus, the creation of a better solar telescope, and of course, the continued efforts of SpaceX and NASA. And Netflix's show, *Away*, demonstrates that people are coming together through interest and intrigue in space.



### Gravity Falls

**Scientists ignore gravity with a unique observation.**

Scientists recently performed an experiment that led to toy boats floating upside down on an inverted liquid surface. Researchers say this novel application of fluid dynamics within conventional gravitational laws could have practical implications like mineral processing and separating waste and pollution from water.



# >150k

gathered in person in May to watch SpaceX launch

# >10mil

viewers watched the final launch online

-CNBC

“ Humans just got one more reason to journey to outer space. There's a rare asteroid orbiting Mars and Jupiter that might be made of iron and nickel (vs. metal) and is estimated to be worth \$10,000 quadrillion.”

-NASA

# Thought-starters

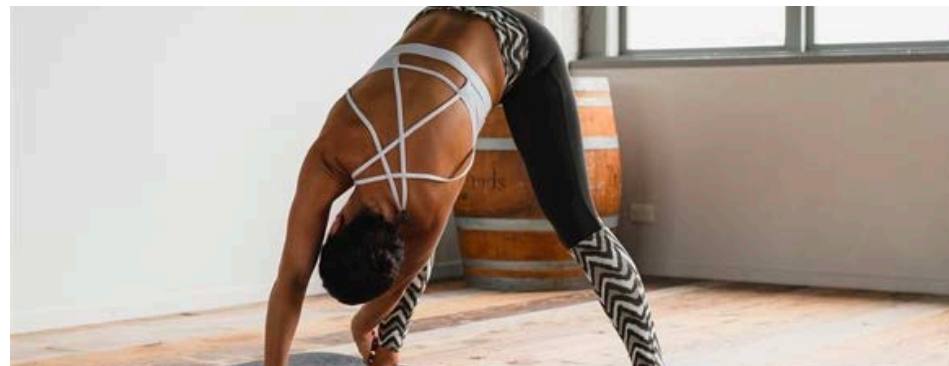
- Other than space science and entertainment, what can your brand do to **help consumers enjoy an escape reality** for a little while?
- What lessons can your brand learn from **the history of land and space exploration**?

# Spiritual Revival

**TIME-TRUSTED SPIRITUAL CONNECTIONS AND STORIES ARE PROVIDING PEOPLE WITH A SENSE OF TRANSCENDENCE.**

People are reconnecting with the spiritual aspects of wellness and community in search of something greater. Similarly, they are turning to folklore and fairytales to provide a sense of wonderment and escape.

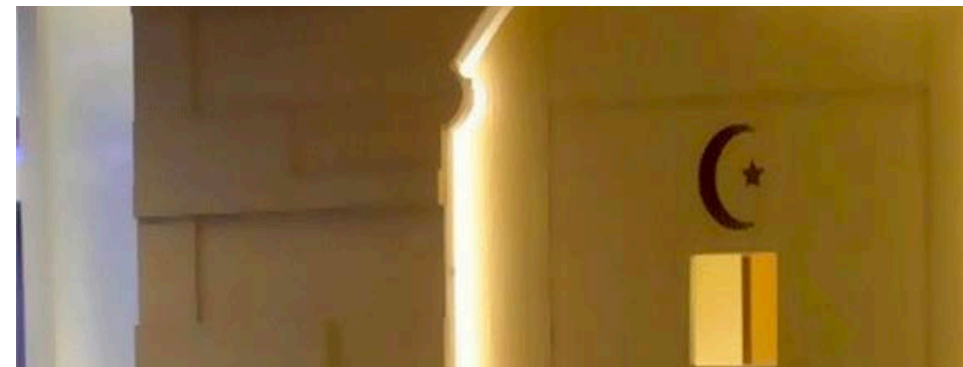
## MANIFESTATIONS



### Mind, Body, Spirit

**Physical and spiritual health come together for wellness.**

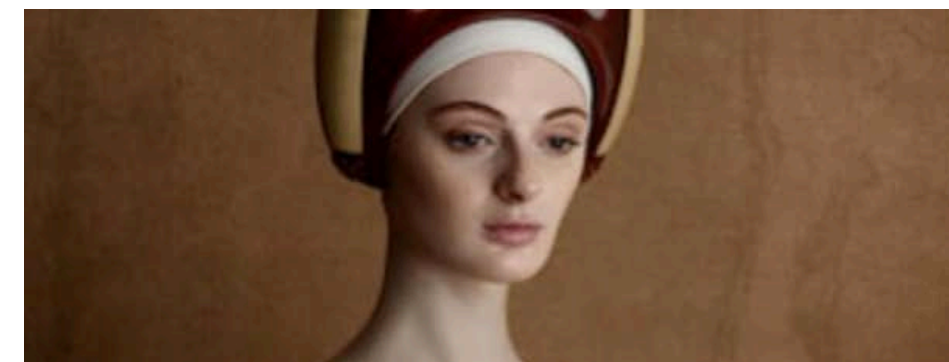
The relationship between physical and spiritual health is now more widely recognized. This is resulting in a growing group of faith-based fitness formats, particularly yoga and meditation, which are reclaiming their spiritual roots. Additionally, spiritual wellness is now being included when speaking about overall wellness.



### Religious Gathering

**Religion is making a comeback in uncertain times.**

Society is untethered and suffering under current events and is seeking to be mended and gathered. So people are turning to community, faith, and spirituality to find belonging and comfort. Even before the pandemic, an increase in holy and wellness pilgrimages had begun.



### Old Tales, New Comfort

**To escape reality, people are turning to old stories.**

People are searching for the romantic and the beautiful in everyday life. This has led to a resurgence of traditional folklore and fairytales. For example, Taylor Swift's summer album entitled *Folklore*.

# 45%

have found a sense of community in their spirituality during the pandemic

-Vox

“ My inspiration for Amanah Fitness was to create a community that encourages Muslim women to treat our bodies with respect...from a faith-based perspective.”

-Amina Khan, founder of Amanah Fitness

# Thought-starters

- Gen Alpha is growing up learning about and practicing **faith through more spiritual practices at home with their families**. What does this mean for the future of religious communities and how Gen Alpha connects with others?
- How can your brand play a role in creating **new spiritual practices** during this time?




## BRAND ANALOGUES - HIGHER POWERS

It is important to understand how macro trends can **translate visually** and impact design to **achieve relevance**.

Here is a snapshot of how **Higher Powers** is already starting to impact brands visually.



UNDERSTANDING THE CULTURAL APPROPRIATION OF YOGA




**Gary Yoga Pants**  
Previously the Garudasana Yoga Pants

**Mindful Yoga Bra**  
Previously the Namaste Yoga Bra

Get Self-Centered

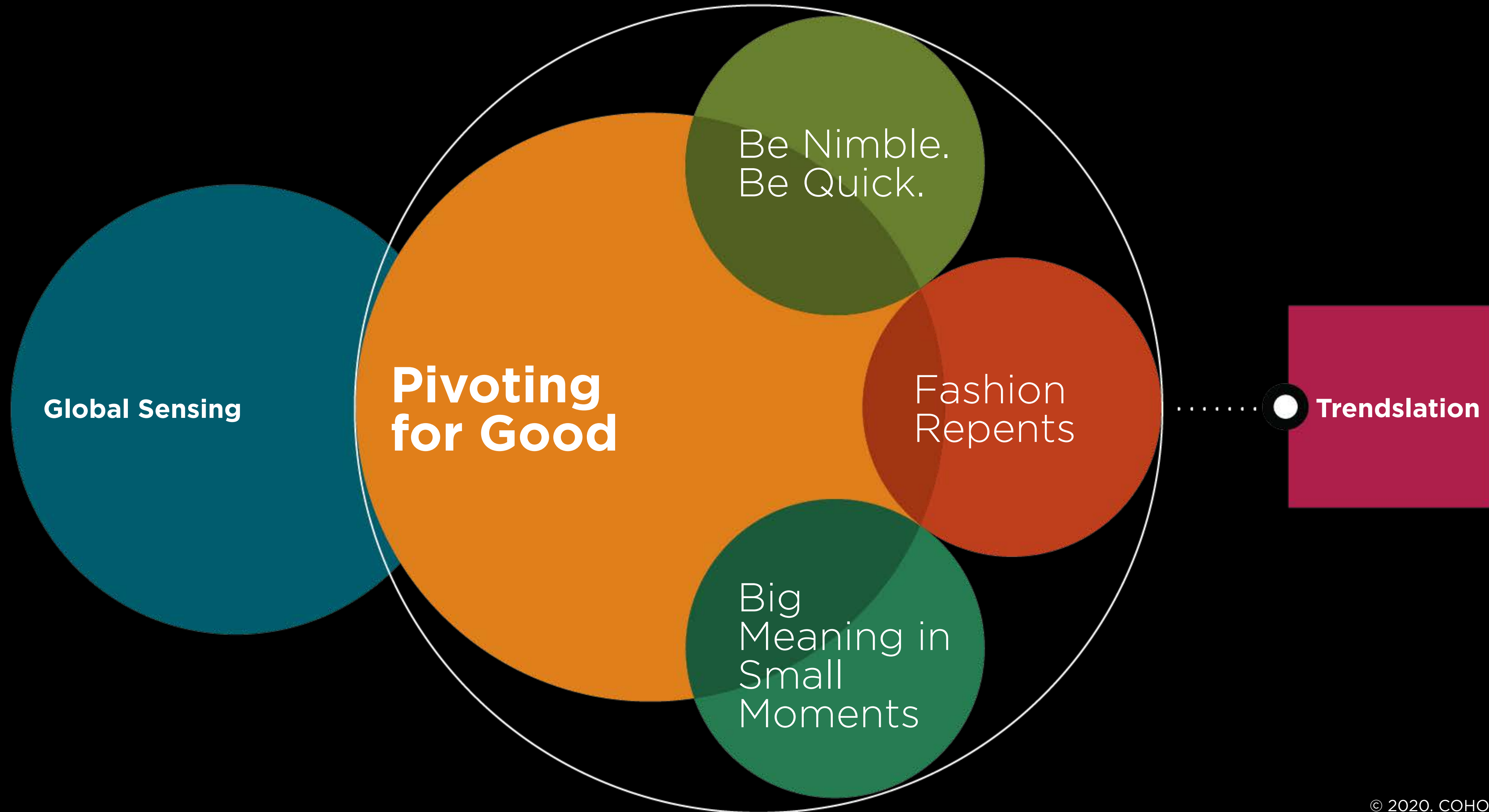
Embrace mediocrity.



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# Pivoting For Good

# Pivoting for Good



## Pivoting for Good

After being forced to slow down and finding purpose in it, brands and consumers are shifting how they spend their time and what they value.

# Be Nimble. Be Quick.

## BRANDS ARE ADAPTING QUICKLY TO REMAIN SUCCESSFUL IN RAPIDLY CHANGING CONDITIONS.

Brands are expanding and extending their businesses through innovative thinking, acquisitions, and engaging technology in new ways.

### MANIFESTATIONS



#### Walmart Arrives

**Walmart's new platform to compete with Amazon Prime.**

Walmart has introduced Walmart+, a platform that will bring unlimited free delivery from stores along with other benefits for \$98/year or \$12.95/month. Walmart+ will compete with Amazon Prime — both trading upfront fees for costless delivery. This move also aims to increase Walmart consumer loyalty.



#### Sweet Solutions to Allergies

**Nestlé buys company with peanut-allergy treatments.**

Nestlé is buying Aimmune Therapeutics, a biopharmaceutical company known for its peanut-allergy treatment, Palforzia, that helps reduce the frequency and severity of allergic reactions to peanuts. Nestlé Health Science CEO said, "Together, we will be able to offer a wide range of solutions that can transform the lives of people suffering from food allergies around the world."



#### Dippin' Everything

**Dippin' Dots uses its technology to expand.**

Without public entertainment during the pandemic, Dippin' Dots was struggling. In response, the company expanded its cryogenics operations to include plant-based meats, pharmaceuticals, probiotics, and animal feed. This includes a new production facility in Kentucky to manufacture cryogenic products beyond what the brand is known for.

# 62%

expect that their brand preferences will change permanently before the pandemic is over

*-Brand Reckoning 2020: How Crisis Culture is Redefining Consumer Behavior, Loyalty & Values*

“ The ability to course-correct and redirect quickly will be crucial across CPG marketing in 2021.”

*-Linda Lee, CMO of Campbell's Meals and Beverages*

# Thought-starters

- How could your brand **pivot, expand, or reposition** your offerings and capabilities to gain new customers or introduce a new product/technology?
- What **new needs have your consumers developed during the pandemic**? Is your brand positioned to pivot and meet this need?

# Fashion Repents

**FASHION IS KNOWN FOR BOTH HUMAN AND ENVIRONMENTAL HARM, BUT IT IS CHANGING ITS WAYS.**

Brands and consumers are all looking for less clothing and valuing what they already have. This mindset will likely trickle across other categories.

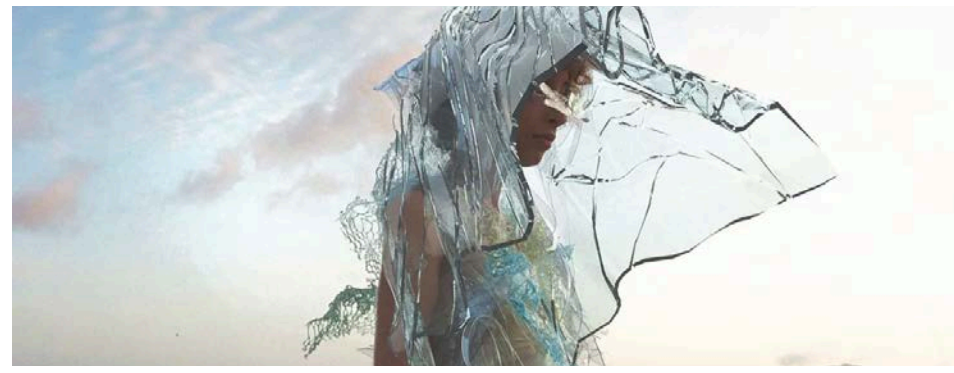
## MANIFESTATIONS



### Just Enough

**Brands only produce as much as consumers will buy.**

Reebok launched First Pitch, a digital platform that allows customers to decide whether a design will be produced. This helps the company reduce waste by only producing a shoe if enough consumers, 500+, say they will buy it. Similarly, skincare brand, Haeckels, launched a line of masks that are grown in a petri dish only when they are ordered.



### Take It Back

**Sustainable fashion creations with circular life cycles.**

On, a Swiss brand, has created a running shoe that is purchased through a monthly subscription. The company aspires to total circularity by creating new sneakers from those that customers send back. Yang, a recent graduate from Central Saint Martins, created an entirely biodegradable dress. While conceptual, it points fashion toward creating intentionally sustainable garments.



### Quality Over Quantity

**The fashion industry learns value in producing less.**

When fashion companies achieve success in one area, they often expand into others. But new thinking suggests instead of expanding and producing quantity, perhaps it's better to produce less with greater quality. The idea is to creatively do what you're good at rather than trying to build an empire by manufacturing more and more products.



In **90%** of CPG categories, sustainable products grew faster than their conventional counterparts.

*-NYU Stern Center for Sustainable Business*

“...people are abandoning this more, more, and more mentality. Now they're asking, “What do I really need, and what's the purpose behind my purchase?”

*-Hillary France, fashion brand business advisor*

# Thought-starters

- How might your brand **simplify its offerings** for the sake of sustainability and **perfect what you are best known for**?
- What needs to change about your brand's product or service for it to be **intentionally sustainable**? For its **lifecycle to be circularly planned out for consumers**?



## SUBTREND - PIVOTING FOR GOOD

# Big Meaning In Small Moments

## CONSUMERS ARE FINDING JOY IN SIMPLER THINGS.

When normal life halted, people reassessed how they spent their time. This caused an appreciation for smaller moments, creating things, and spending time together. This is making new opportunities for brands.

### MANIFESTATIONS



#### Play With Your Food

**Target partnership provides micro-moments at home.**

Target and Kraft Heinz are exclusively offering a “Variety Game Pack.” The partnership aims to provide small entertainment moments for families who are continuing to spend time at home together. The pack includes a Kraft mac & cheese card and dice game, a card game called Jell-O “Jiggler Slap,” and a Heinz ketchup dice game.



#### Say Cheese

**Photography has become a creative outlet for consumers.**

Searches for photography tips and techniques have surged on Pinterest. Consumers are taking on photography and staging at home, like back to school, backyard weddings, etc. This surge in consumer creativity and ownership could inspire new brand responses and products.



#### Go Play

**Toys that burn energy help families deal with the lockdown.**

Walmart’s list of 2020’s hot toys for the holiday season is full of “energy-burning outdoor toys” and “screen-free indoor entertainment.” Vice President of Toys at Walmart said that the list “reflects the shift we’ve seen in toy trends and behaviors this year. Toys play a critical role in families’ lives as they spend more time at home, and parents seek ways to keep kids engaged.”

# 86%

are willing to pay more for a great brand experience, as experience overtakes price and product as the biggest brand differentiator

-SuperOffice

“(you will) gain new customers for your brand by showing...how your products and services can make their micro-moments truly unforgettable.”

-Pinterest



# Thought-starters

- How can your brand help consumers **appreciate the micro-moments in their life** by celebrating their hobbies, relationships, etc.?
- As people reassess how they spend their time, more time is being allotted to enhancing relationships with close friends, family, and pets. How can your brand **positively affect these connections**?

BRAND ANALOGUES - PIVOTING FOR GOOD

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This is Cyclon.

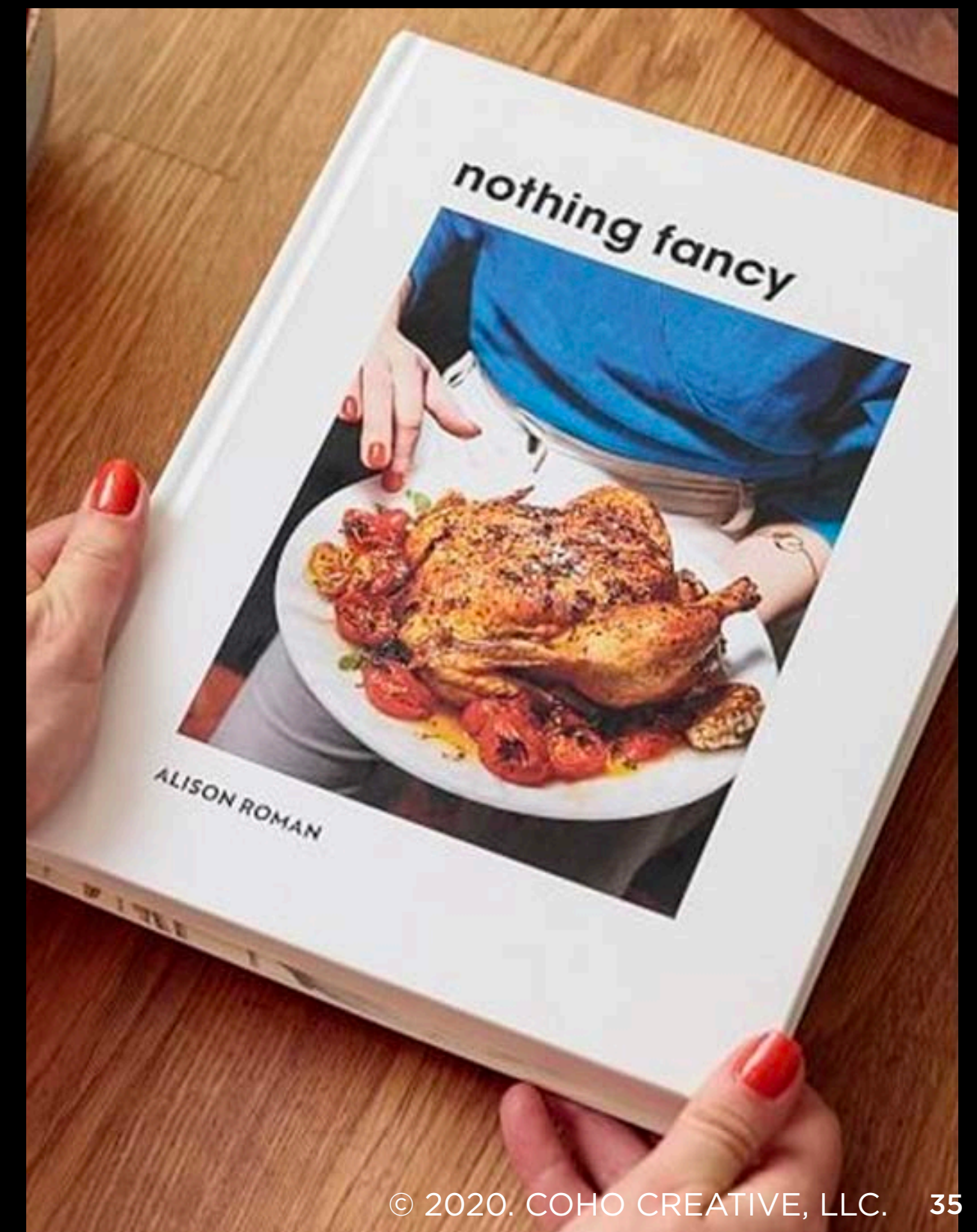


And this is the running shoe you will never own.

A Vogue magazine advertisement for Haackel's. The word "VOGUE" is at the top in large white letters. Below it is a large, detailed photograph of a mushroom. At the bottom of the mushroom are three small, identical bottles of Haackel's product. The text "BREAK IT DOWN" is at the bottom, with a tagline below it: "When it comes to packaging the answer may lie beneath the forest floor." The background is a light, neutral color.



DD CRYOGENICS



# We Can Help.

Let's work together to leverage and apply these trends to your businesses and brands. We can empower you to get ahead—and stay ahead—of competition by anticipating and meeting your consumers' future needs. We'll identify the trends that impact your business most, and trendslate to help you innovate and adapt. We hope to see you soon!

We Help Companies Create  
**BETTER BRANDS to  
BETTER THE WORLD**

COHO Creative is an independently owned **Brand Strategy, Innovation, and Design company**, founded in 2002.

We seek that common ground where business objectives and people's needs meet. Where strategy, innovation, and design come together in a better way. It's where we thrive, brands win, and life gets better for everyone. That is why we help brands and companies committed to improving life unite with the right people to form lasting relationships that, together, better the world.



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