



Trend Observer 2009

Fresh insight into the trends and values that are shaping the New Consumer to help you navigate tomorrow today.

What Are These?

- 1958: The break up of the nuclear family
- 1970: The feminist movement
- 1974: Counter culture goes mainstream
- 1980: The tribe of the wealthy – conspicuous consumption
- 1986: Live healthy, live forever young
- 1994: Globalization and the rise of the Internet
- 2009: ?

They are trends that changed the way we thought, acted and looked at the world. Trends that touched all aspects of our lives, influenced consumption, seeded product development, created new service deliveries, defined marketing strategies and spawned advertising campaigns.

Trends Change

Nothing stays the same. The consumer picture is continually changing, adapting, and being influenced by individuals, society, and world events.

Trends define their respective generations. This recession and its resulting widespread pessimism are transforming the nature of business and the consumer model to create a 'New Consumer.'

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Ipsos' *Trend Observer 2009* research uncovers today's trends and predicts their evolution into the future. It is a global study involving extensive interviews with young 'trailblazers' who are role models for their peers, as well as social leaders with their fingers on the pulse of society and experts on the cutting edge of their individual fields of endeavor.

It charts the trends that have a significant and continuing impact on consumers in the US, Canada, the UK, France, Sweden, and Japan and has been conducted annually for the past 10 years. *Trend Observer* continues to provide organizations with the insight they need to take advantage of emerging trends and answer important questions.

What motivates the New Consumer? What trends are emerging? Which are in decline? And how to translate this into business success?



The *Trend Observer* describes a New Consumer who, spurred on by a heightened social consciousness and empowered by social media, has fresh attitudes about self, community, the environment and business. This new consumer is changing the dynamics of the marketplace and the interrelationship between buyers and sellers.

For Canadian marketers, *Trend Observer* uncovers today's trends and brings forward the implications to help you navigate tomorrow today.

For more information

Want to know more about how *Trend Observer* can help your business? The *Trend Observer* study results are available for just \$495 US, or talk to us about customizing a presentation or workshop based on the trends specific to your organization.

For information on the study or to subscribe, please visit us on the web www.ipsosna.com/trendobserver/ or contact Ray Kong directly:

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Trends are easy to miss and hard to make the most of. But the rewards for those who do it successfully are high. Start now.

