



CONSUMER BEHAVIOUR
10 KEY TRENDS FOR 2015

Image Caption

OVERVIEW

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IN THE NEXT 12 MONTHS CONSUMER BEHAVIOUR WILL UNDERGO A DISTINCT SHIFT. MANY OF THESE CHANGES WILL BE REACTIONS TO, OR INNOVATIONS WITHIN, THE REALM OF TECHNOLOGY, BUT THE IMPLICATIONS WILL BE FELT BEYOND THE ONLINE WORLD, IMPACTING HOW CONSUMERS VIEW ALL FACETS OF LIFE FROM PRIVACY AND IDENTITY TO ROMANCE AND BEAUTY.

- The biggest change is a desire for the systems that structure our lives to achieve more than functionality and utility. In other words, to become more human. Romance and a desire to experience the unknown replace the need for convenience
- This does not mean **the 'right now' economy** is flagging – instant access to goods and services will become an expectation, not a bonus, in 2015
- The other major shift is mobile: 2015 is the year in which the impact of mobile as the dominant means of accessing the internet will cross to the mainstream, from emerging economies to established markets
- As 2015 approaches, here are 10 ideas every creative thinker and business strategist needs to consider

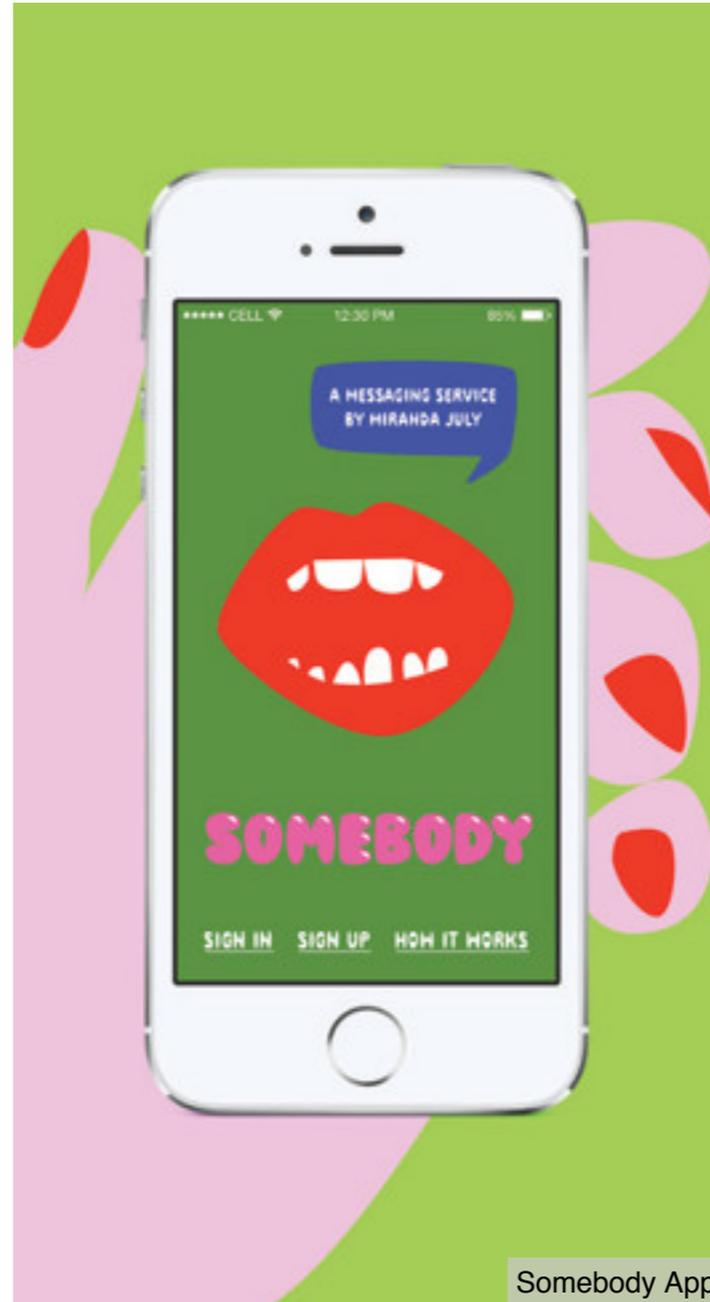


Dragos Motica

1. SURPRISE!

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Consumers will crave the unpredictable as never before, and a new generation of social apps is leading the trend. Miranda July's **Somebody** specialises in the unexpected. When you send a message, it goes not to the intended friend, but to the Somebody user nearest to them. This person (a stranger) delivers the message verbally, acting as your stand-in. The app, which was used in a **Miu Miu campaign** this year, is most effective when a critical mass of Somebody users are within a confined area, such as a college or social event. **20 Day Stranger** is another app that encourages unexpected connections by acting as a portal into another person's life. Users receive updates on what their new friend is doing for 20 days. **Wakie** replaces your alarm clock with a phone call from someone from across the globe, while **Vive** connects strangers who share interests. Predictable algorithms are so often responsible for connecting individuals online, and these apps seek to break away from these 'contact loops'. Individuals are looking for interactions that take them out of their comfort zone. News discovery start-up **Random** solves the problem of what to read next by randomly feeding fresh content; similar to StumbleUpon, but unpredictable. Concepts such as **Secret Cinema** and **Surprise Industries** turn the element of surprise into an entertainment form. In 2015, smart businesses will flip the 'because you watched/bought/read... you'll love...' on its head by connecting users to the truly unexpected.



Somebody App



Secret Cinema

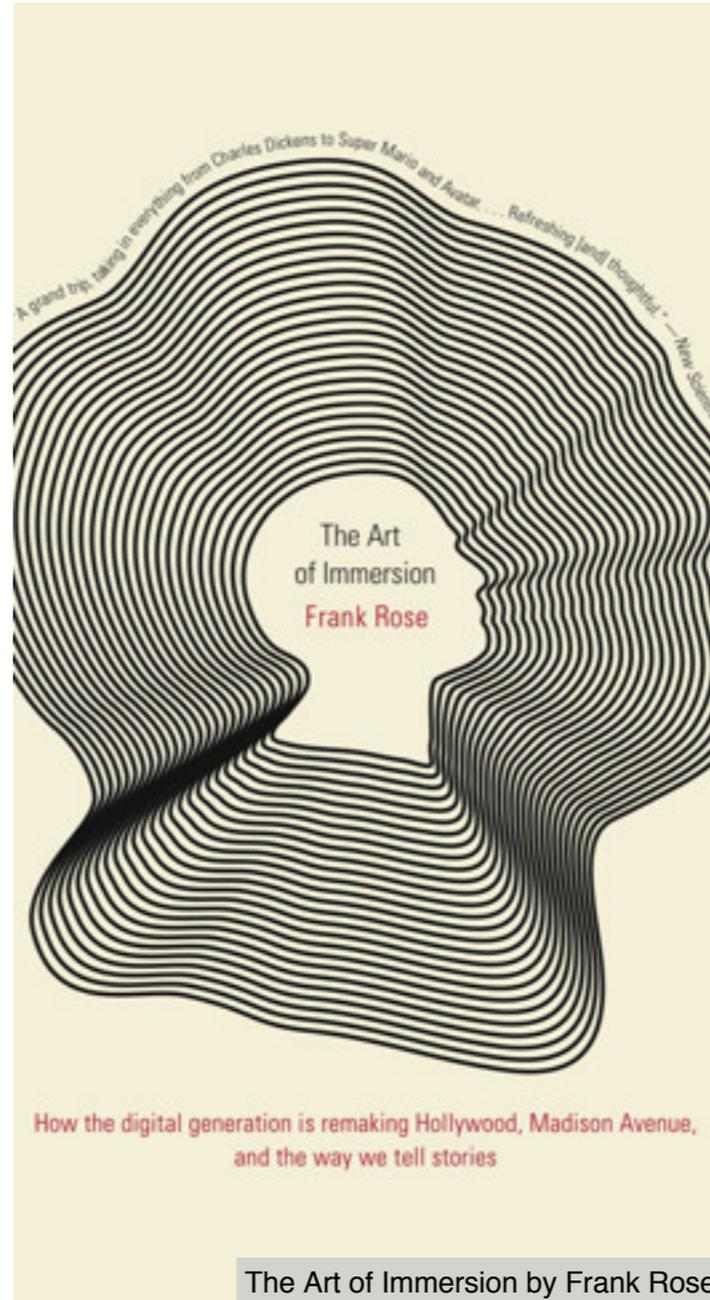


Miranda July for Miu Miu

2. STORYTELLING REIMAGINED

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In the age of quantifiable data, 'soft' skills such as great storytelling have taken a backseat to metrics and clicks – but at the [Web Summit 2014](#), film director Neil Jordan stated “people are more hooked on stories than ever... Human taste is so eccentric and peculiar that no one could ever predict it.” While data such as views and shares might give part of the picture, there is no formula for true engagement. Ultimately it comes to an emotional connection that is about understanding your audience. Youth news network Vice’s success shows digital media is not just about photo-led clickbait stories. Long-form TV series, successful podcasts such as real-life crime series Serial, and the mainstreaming of immersive theatre reveal the appetite for [storytelling](#) is anything but shrinking. The [Epic Storytelling](#) report highlights how the art of narrative is transforming gaming, and vice versa. [Maptia's](#) app enables travellers to create records of their trips in long-form stories and photo essays, while new app [The Sailor's Dream](#) offers a beautifully conceived 'narrative experience'. Instagram account [WeNeverMet](#) uses the photo of a stranger’s back as the starting point for 'a series of conversations we never had'. Frank Rose, author of *The Art of Immersion*, says we're entering a new era of storytelling: “We stand at the intersection of lure and blur. The future beckons, but we're only part way through inventing it. We can see the outlines of a new art form, but its grammar is as elusive as the grammar of cinema a century ago.”



The Art of Immersion by Frank Rose

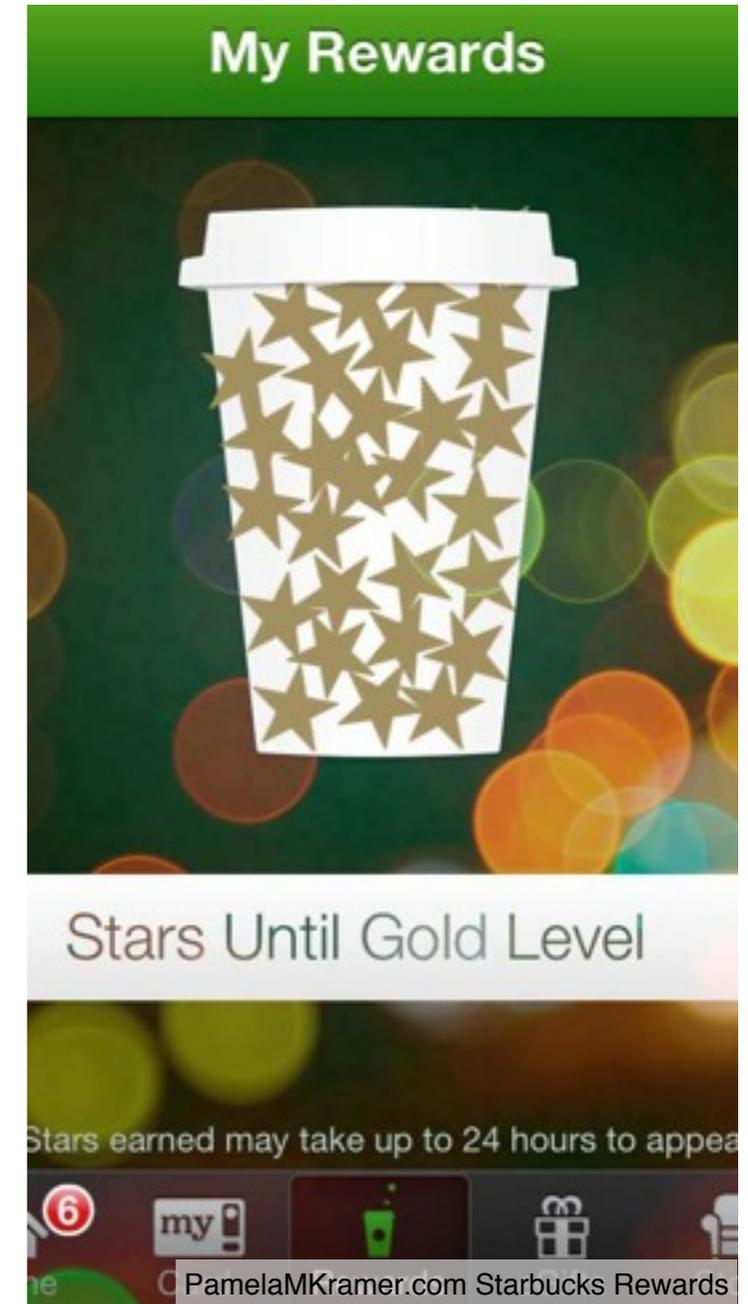


Web Summit 2014

3. GOODBYE SECOND SCREEN

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In 2015, the use of mobile as a secondary resource will shift as it becomes the primary way of accessing the internet in established markets. Businesses that see mobile as a secondary portal to the online world will miss out. Data released in November 2014 states mobile has beaten TV as America's first screen. Time spent on mobile devices grew in the US by 9.3% in the first nine months of 2014, reports research firm **Flurry** – from two hours, 42 minutes, to two hours, 57 minutes. That is almost three hours per day spent on mobile devices by the average American consumer, while time spent on TV has remained flat at two hours, 48 minutes daily, according to the **US Bureau of Labor Statistics**. This will be impacted further as **mobile payments** go mainstream, driven by digital wallets such as Apple Pay and payment-enabling technologies. Brands such as Starbucks have dipped their toes in the water in 2014, and this trend will grow as consumer confidence in the technology increases. Pizza Express has developed a mobile application that allows diners to view the menu, book a table, and pay bills via PayPal. A recent study by **JWT Intelligence** found 45% of Millennials in the US and UK would like to use their mobiles to split bills with friends. It added peer-to-peer payment app **Venmo** has gained huge popularity among Millennials because of its social element. The app is seeing rapid growth: from April to September 2014, it recorded a payment volume of \$700 million, a jump of 50%.



4. WHAT'S IT WORTH?

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Mobile payments are just one way in which the concept of buying and selling will be challenged in 2015. Innovative companies will use this as an opportunity for making the act of purchasing a seamless and pleasurable process.

OnePiece's December pop-up store in New York gave customers the opportunity to shop using #SocialCurrency, so they could leverage their social following towards their purchases. The store created a system synced with customers' followings across Facebook, Instagram, Twitter, Tumblr, Vine, Pinterest, Youtube and LinkedIn. This determined their total social following, with every 500 followers equal to \$1. At the #100aires auction created by Nokia and Klout, artworks were put on sale with a price determined by a bidder's social media profile. Brooklyn-based artist Heather Hart has created Bartertown Trading Posts, a series of installations offering everything from songs and ideas to services or handmade objects. None can be bought and sold using recognisable currency; instead, everything must be bartered for. The Ritz-Carlton Hotel in Washington set up a scheme in July, called Do Good, Feel Good, that encourages guests to help at the DC Central Kitchen, an organisation that provides meals for low-income and at-risk neighbours. In return, the guest receives perks at the hotel. Concepts like this will evolve the 'Buy One Give One' approach pioneered by brands such as Toms, by giving individuals a more participatory role in 'transactions'.

Use Social Media to buy limited edition art and show your support for creative talent

On Klout, check your score to see what you can bid for

Add an item you want

Take a picture of it and say why you want it

Add

#100aires

& #NameNumber of your item

Share with your network

To help you win it encourage your friends to like/favourite/retweet your post

Winning bids will be announced Sunday

Good luck!

#Lumia

#100aires



Bartertown



Do Good, Feel Good at the Ritz Carlton



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