

Consumer Series - Part 1

Introducing the High-Flex Consumer

The WGSN MINDSET consultants have been tracking a set of new consumer attitudes, which are forcing brands and retailers to rethink their retail and consumer engagement strategies.



~ PART 1: The High-flex consumer ~



Social Context

No more stereotypes...

The increasing collapse of traditional social identifiers (age, gender, race) is paving the way to a new vision that embraces diversity and celebrates the beauty of non perfection.



Public or Private Life?

The growing blurred lines between private life, public profile and professional career are leading consumers to embrace a multifaceted perspective with fast-evolving needs and desires.

~ PART 1: The High-flex consumer ~



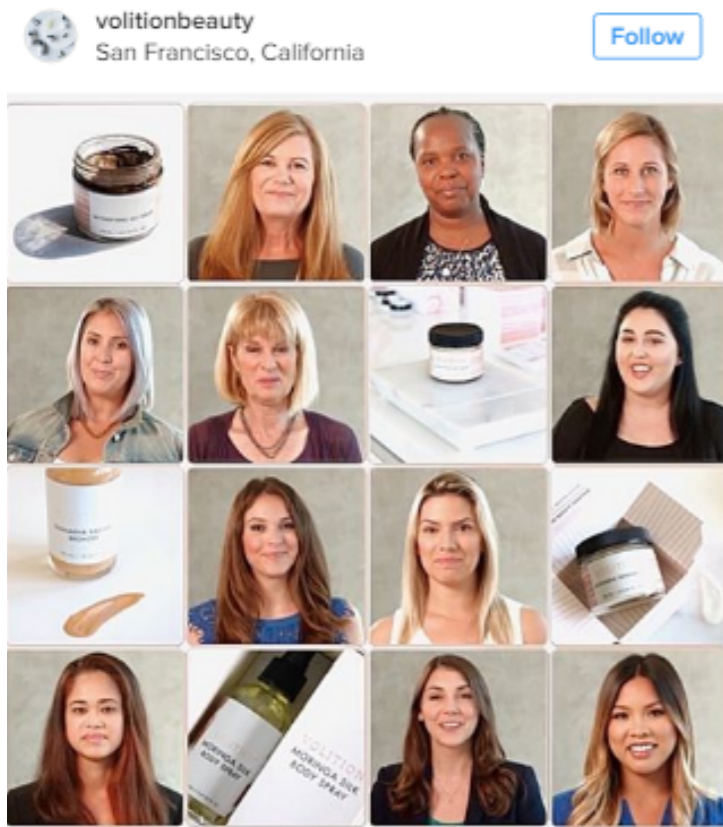
How do they see themselves?

New attitudes: Tolerant + Open-minded + Creative

- Free-to-be-me society: flexible regarding work, love, identity, religion and social
- People are unique: need for self-expression in a society of flexible identities.
- Creative Class: With access to creative apps and popular social networks such as Pinterest, YouTube and Instagram, everyone now has the opportunity to become a creator and an influencer



~ PART 1: The High-flex consumer ~



143 likes 6d
volitionbeauty YOU are the voice behind each and every product we make. Be the one to shape the beauty industry with us Link in bio.
Volition Beauty

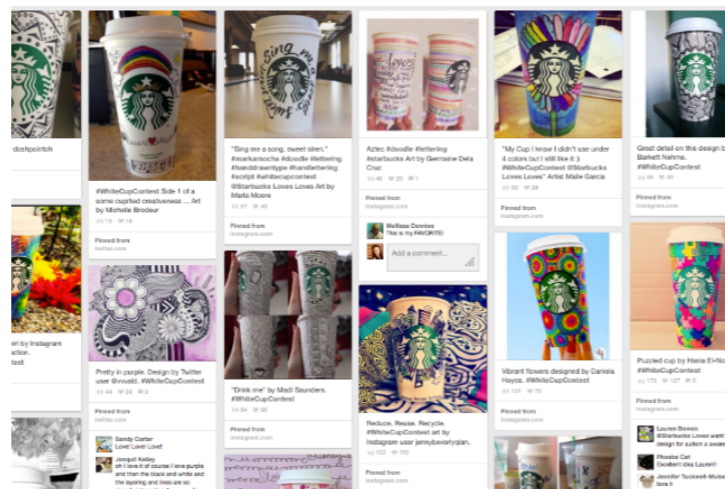


18.9k likes 29w
tartecosmetics From one founder to another, we're so proud to be in an industry where we support each other on amazing causes like #kissandmakeup. Thanks @sarahpotempa for helping us spread positivity

“Kiss and Make Up” by Tarte Cosmetics



“Share a Coke with” campaign by Coca-Cola



“White Cup Contest” by Starbucks Coffee

What do they want from brands?

Listening is not enough...

Brands should invite participation in their campaigns via user-generated content, customer input and co-creation, giving the audience the chance to participate in their brand experience.

Direct consumer interactions, with social at the core, inspire engagement and sharing.

These positive brand relationships strengthen loyalty.

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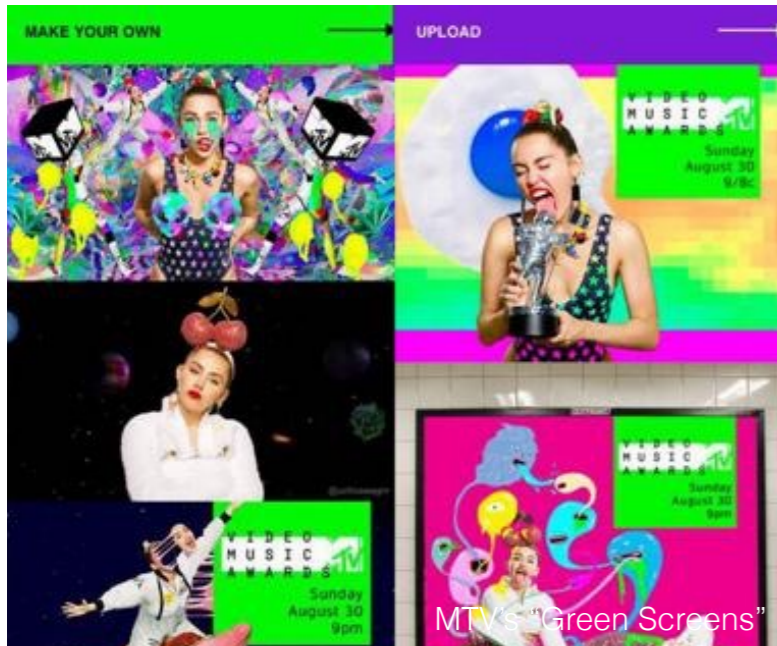
Story Doing

With consumers giving value to experience over purchase, brand activations in store and big events are key to engaging the public.

Super-saturated communication: what is your brand saying versus what is your brand doing?

Engagement > Communication

Brands should invest in creative experimentation more than product pushes.



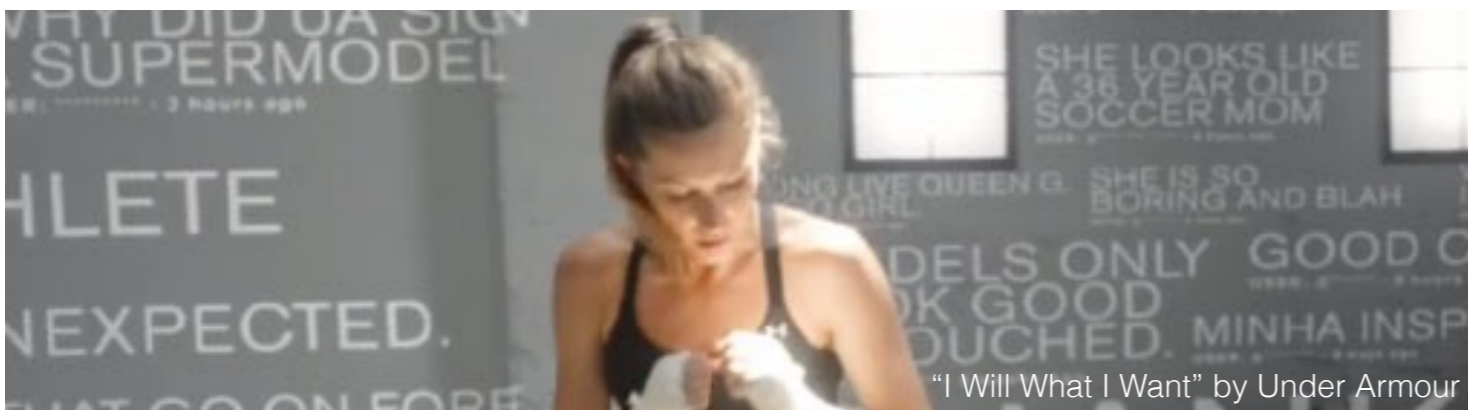
Playland weekend at Oxford Circus' Topshop



"#Playmytweet" by Footlocker



Airbnb room inside the Rio Olympic Arena



"I Will What I Want" by Under Armour



What can we advise on?

- Consumer research to help you identify emerging consumer trends that are relevant for your brand context
- Deep insight into the global and local consumer market for your category and how to stand out
- Creative workshops to take new consumer thinking into product design and engagement strategy

Know what's next.



At WGSN Mindset, we have helped hundreds of brands worldwide solve specific business challenges, grow into new markets, identify relevant target consumers and empower their creative teams.

Let us show you how WGSN Mindset can help your business.

[Request a quote >>](#)



Mindset