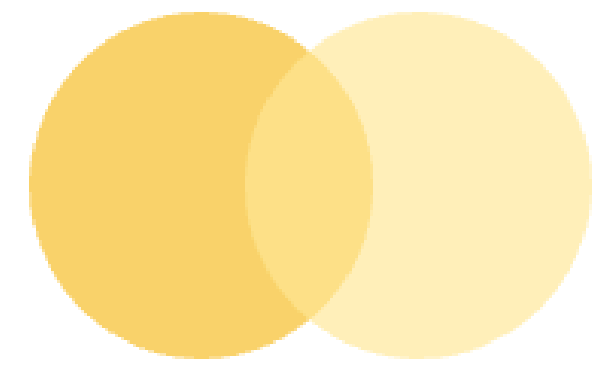
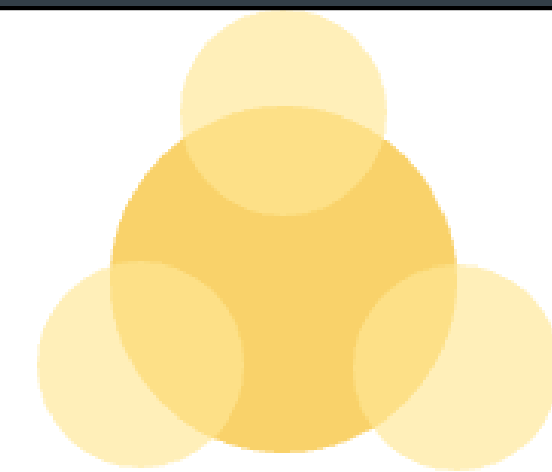
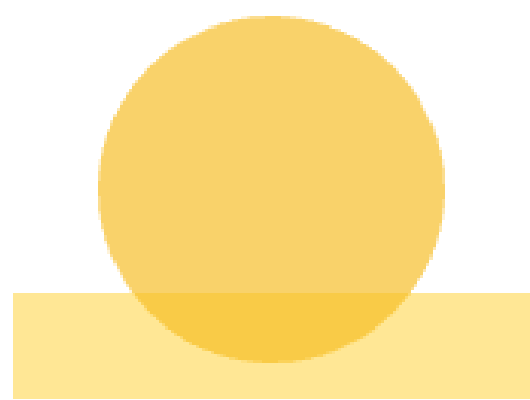


# TrendSENSE

Trends are trending. There is so much noise today when it comes to trends, circulating at hyper speed. But the key challenge remains: how do I make sense of trends in the context of my brands, consumers, region? How do I activate it meaningfully?

**TO CREATE ROBUST INNOVATION PATHWAYS, WE NEED TO UNDERSTAND & APPLY TRENDS THROUGH A CROSS-SYNTHESIS OF 3 KEY DIMENSIONS**



#1

**CULTURALLY GROUNDED HUMAN NEEDS**

#2

**CROSS CATEGORY INSPIRATION**

#3

**HORIZON THINKING ON MACRO SHIFTS**

## CULTURALLY GROUNDED HUMAN NEEDS

1

**Humans are culturally conditioned, therefore trends must be culturally grounded**

A strong culture lens helps to identify ground up, localised nuances of trends and avoid the danger of over-generalisation.

WHAT ARE THE **DEEPER SHARED MEANINGS** THAT SHAPE THE EXPRESSIONS OF OUR UNIVERSAL HUMAN NEEDS?

2

## CROSS CATEGORY INSPIRATION

New consumer expectations are being set everywhere outside your industry. Paying attention to these signals helps us be the first to innovate.

WHO ARE THE **KEY DISRUPTORS** TODAY AND HOW MIGHT WE TRANSLATE THIS INTO OUR CATEGORY?

**Humans don't live in industry silos, trends from one category percolate to others. We must look for cross category adjacencies**

## HORIZON THINKING ON MACRO SHIFTS

3

**In a context of increasing flux, we need to imagine the future by reimagining current uncertainties**

Our diverse in-house specialists apply creative, out-of-the-box thinking to extrapolate and imagine the 'What - So What - Now What' across Three Time Horizons.

HOW MIGHT MACRO FORCES **SHIFT ACROSS TIME HORIZONS** AND IMPACT OUR CATEGORY?

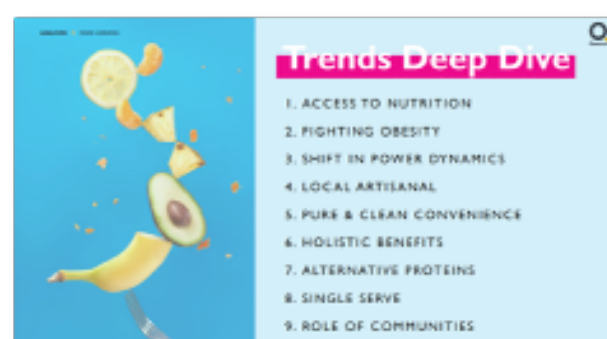
## BUILDING ACTIONABILITY AROUND TRENDS

KEYNOTES



Light touch trend immersion to inspire your stakeholders

REPORTS



Identify localised Trends & business implications via innovation springboards

WORKSHOPS



Translate Trends to Opportunity Spaces & JTBDs. Strategic Mapping within portfolio. Creation of Innovation Pipeline.

QUANTUM IS A GLOBAL INSIGHT STRATEGY AND INNOVATION CONSULTANCY.

Contact [nathania.christy@quantumcs.com](mailto:nathania.christy@quantumcs.com) to find out more about our Trend practice.