


EXCLUSIVE TO
TW:PREMIUM CLIENTS



Post-truth Truthful Consumerism

The future of consumerism in a world of
polarization, populism and post-truth!

THE FIVE TRUTHS

Despite the uncertainty of this new moment, five powerful forces – or five truths – remain as relevant as ever when it comes to the future of consumerism.

2016. So that happened. Here's a quick reminder of how it played out - as if you need one.

○ Donald Trump

○ Farc deal

○ Dilma Rousseff

○ Brexit

○ Alternative for Germany

Italian referendum ○

Turkey coup

○ Biafra agitators

○ Syrian civil war

Park Geun-hye ○

Rodrigo Duterte ○

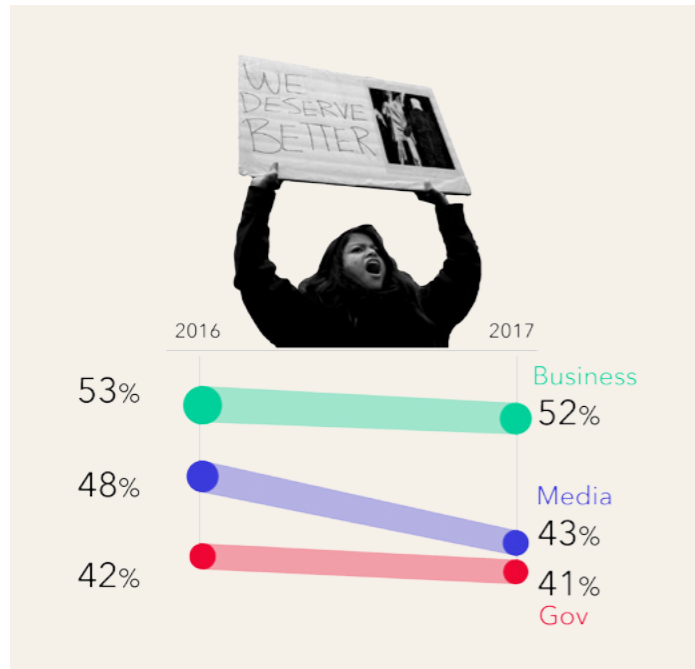
#Not Our President

SO MUCH WRONG, SO LITTLE CARDBOARD...

JUST, NO.

Where are we now? The commentary has been endless. So instead, let's look at some hard (in more ways than one) numbers. A glimpse of where we're at in Q1 of 2017.

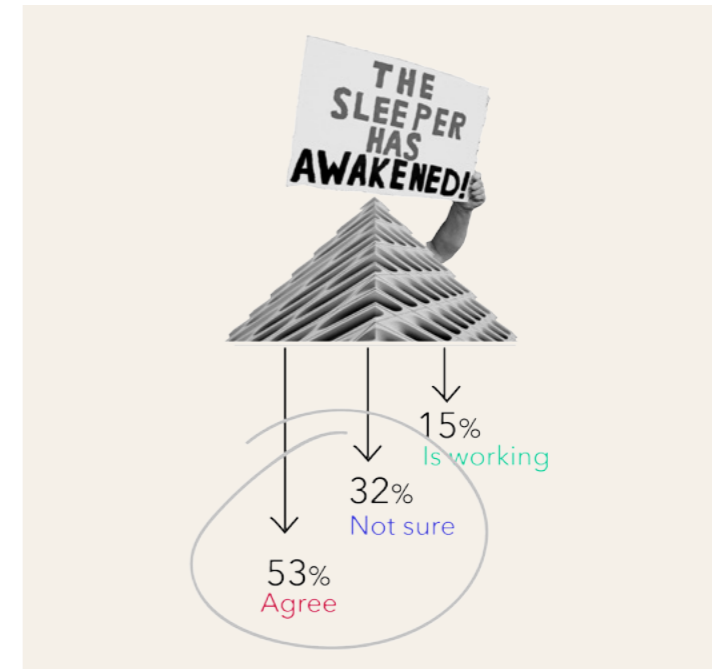
Edelman Trust Barometer, Jan 2017



Trust in major institutions is falling to all-time lows.

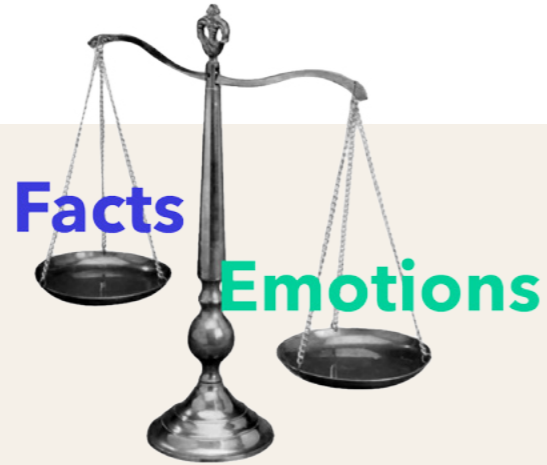


Most people say they are concerned about globalization, and 27% are fearful.



53% of people say the system is failing.

And just to rewind to 2016 for a moment, back in November the Oxford Dictionary announced its word of the year.



Post-truth

Adjective

Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.

So, ready to innovate yet? What, you want more?

Then we need to answer two key questions...

What is the future of consumerism in this new moment? And how should businesses and brands respond?

2016 ushered in a new moment. One characterized by polarized societies, the emergence of new populisms, large doses of anger, plummeting trust, and the rising power of post-truth.

You already know that your brand is operating in a volatile new environment.

Remember **#deleteUber**? Over 200,000 accounts went down the drain.

Now, brands are casting around for a playbook. Take **Budweiser, who rebranded as America** for the 2016 Presidential election. Then ran a **pro-immigration Superbowl ad** that enraged Trump supporters.

So how can you thrive in this new environment? We have the TRUTH. But first, we need to dive deeper into WTF just happened.

WTF Happened?

The deep drivers behind the upheavels of 2016.

The earthquakes of 2016 were underpinned by deep drivers. It will pay to keep them in mind when you begin to chart the road ahead.

#GlobalizationFail. Millions around the world feel shut out of the material gains and life opportunities created by globalization, and victimized by rising inequality. In 2016, they roared.

Movement of people. 2016 saw epic global migrations, including the ongoing Syrian refugee crisis. New arrivals - and the prospect of more - helped reboot old nationalisms and embolden old prejudices across Europe and the US.

Cont...

Post-truth. Online, rising numbers exist inside a filter bubble that serves them information, ideas and news (some of it fake!) that serves to confirm what they already think. The result? Rising polarization.

Future shock. The deep background here? Vast, ongoing changes to economies, patterns of work and lifestyles, brought about by technology. Millions are aware that even greater change is coming, via automation, AI and more. And that means an uncertain - and perhaps less habitable - future.

What should you do?

**Yes, everyone is talking about all this ;) How should
YOU respond to thrive in this new moment?**


**The future still
belongs to those who
believe in progress.
And progress comes
via innovation. So
innovate to make life
better - for all!**

This new era poses serious challenges to governments, individuals and, yes, to many brands.

But the massive opportunity here? **This is a uniquely powerful moment to prove who you are as a brand.** What you mean, what you believe, and how you make the world better.

Your response to this new era and all its difficulties? Harness the power of innovation to build a better future.

How? Read on...



Ground your innovation in one (or more!) of five powerful TRUTHS shaping our shared future. Each one is a key opportunity for your brand.

Amid all the change and uncertainty of this moment, a set of core TRUTHS about our shared future are as relevant as ever.

These TRUTHS are powerful - and positive - directions of travel sweeping through many advanced and emerging economies. **Ground your innovation in one (or more!) of these forces, and you ground it in something meaningful and lasting.**

To be clear: we're not saying that after 2016, nothing needs to change! Rather, that via these five TRUTHS, progress can and will happen. That is, if innovators (you?) seize on them and take action.

THE FIVE TRUTHS

Five powerful directions of travel shaping our shared future.
Five powerful opportunities for innovators.

TRUTH #1

The future is still **TRANSPARENCY**



There's no doubt that the post-truth analysis is serving a useful purpose right now.

But post-truth doesn't change the global, rapid and epically powerful onward march towards a future of ever more reliable, useful, instantly accessible information. The future is still truth. Or, more specifically, **TRANSPARENCY!**



You already know that in 2017, the default setting is: 'why can't I know everything about this government body/institution/brand.' Billions of people worldwide expect to find out pretty much anything they want to know, often instantly. And that includes anything about YOU.

In a recent survey of over 10,000 consumers from around the world, 78% of consumers said it is 'somewhat or

very important for a company to be transparent.' And 70% said that 'these days I make it a point to know more about the companies I buy from,' (Havas, February 2016).

We don't need to spend long on the deep driver here. Just take a moment to consider that over half of all humans now use a smartphone (WeAreSocial, January 2017).



So what does this mean for you?

// The distinction between the inside and outside of your business is fading away. Your internal processes, culture and values are public property - and part of your brand.

// You need to speak the language of your consumers: fast, actionable, informal. Because they have way too much information to deal with inefficient information.

// You need to connect consumers to their peers, because they trust their information more than yours.

// You should push a transparency mindset to the next level by helping make the entire *world* more knowable.

Let's look at some brands already putting those bullets into action.

INFOLUST

TRANSPARENCY TRIUMPH



STELLA MCCARTNEY

Luxury brand quantifies environmental impact »

One way to push transparency on sustainability to the next level? Find a way to quantify environmental impact. October 2016 saw UK-based luxury fashion brand [Stella McCartney](#) publish its first global environmental profit and loss accounts. By using EP&L accounting, the brand is placing a monetary value on the environmental costs and benefits that the business has generated. The report identifies six areas of environmental impact including greenhouse gas, air pollution and water pollution.

INFOLUST

TRANSPARENCY TRIUMPH



ALIT

Startup wine company offers complete product transparency »

What about building an entire brand around the TRUTH that is transparency? A particularly powerful play in an industry that is known for being opaque and the domain of the connoisseur. Launched in the US during November 2016, [Alit](#) is a company selling wine direct to consumers. Alit details exactly how much each element costs in producing its USD 24.75 Pinot Noir, made from grapes grown in Oregon's Willamette Valley. Founder Mark Tarlov says he wants Alit to 'shine a light on the places the wine industry doesn't talk about.'

INFOLUST

RAMPANT REAL-TIME

POST-DEMOGRAPHIC

CITYSUMERS

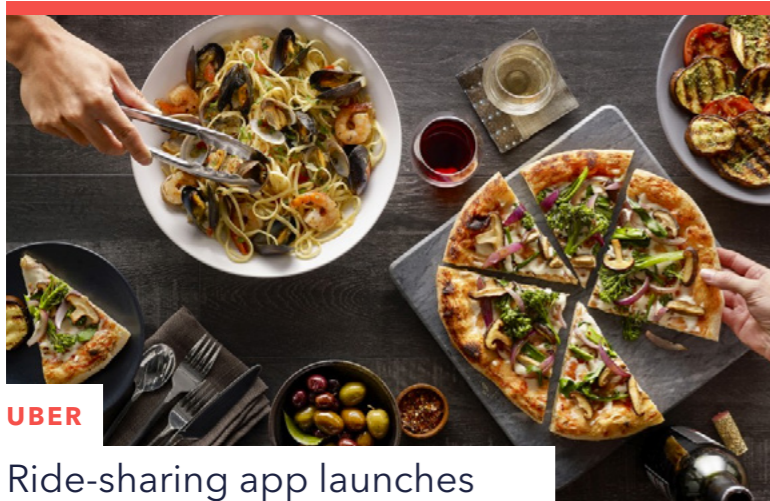


RED BULL

Hacked payphones provide real-time bus location updates »

The ultimate frontier here? Serve the accelerating expectation that the entire world be instantly knowable. In October 2016 pay phones near bus stops in São Paulo were hacked to provide real time digital information about bus times and locations. Geo-data was used to identify the location of bus stops; combining the information with the city's transport system, the estimated arrival time of the next bus could be calculated and was then converted into speech. The project was part of [Red Bull's Red Bull Basement](#): a festival designed to inspire change through the use of new technologies.

JOYNING
CROWD-EXPRESS

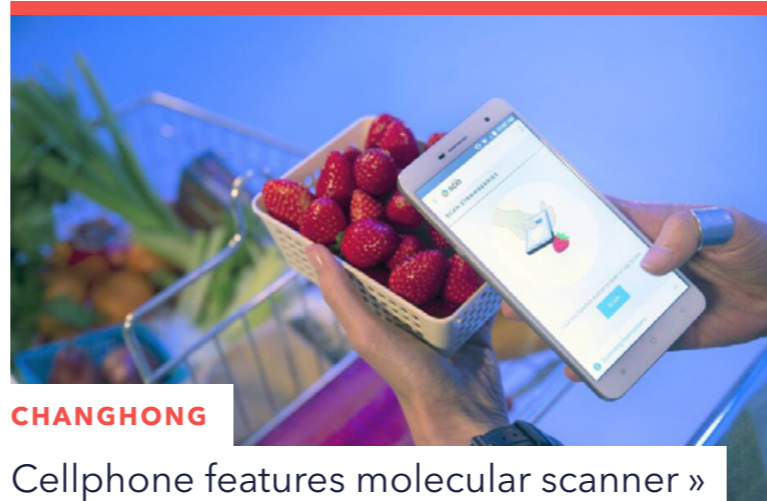


UBER

Ride-sharing app launches data-driven restaurant guide »

Make the world more transparent by leveraging the data you create. What insights are hiding inside it, and how can you enable consumers to access those insights? In November 2016, Uber unveiled the [Uber Restaurant Guide](#). The company has created a list of popular restaurants based on data from customers' journeys; recommended eateries are based on the places that passengers have requested the most. Customers can pick from six categories. The initiative launched in 12 cities across the US, including Chicago, Miami, Dallas, Los Angeles and New York.

UBITECH
POINT & KNOW



CHANGHONG

Cellphone features molecular scanner »

Where is the relentless drive towards transparency heading? If this innovation delivers, science fiction might become fact... Unveiled at CES in January 2017, the H2 cellphone (from Chinese mobile brand [Changhong](#)) features a molecular scanner enabling people to find out about the chemical composition of various products. Priced at USD 435, the device's sensor can scan anything from food to cosmetics via near-infrared light. Once users have specified what they're scanning, the device analyzes the material, sending the data to a cloud database before providing more information.

INFOLUST
TRANSPARENCY TRIUMPH



CONTRATOBOK

Open-source platform allows citizens to audit government contracts »

Help consumers scrutinize the work of government and public officials. And remember, the expectations around government transparency are being turned on businesses and brands, too! Launched in Mexico in October 2016, [Contratobook](#) is an open-source platform allowing people to search, filter and comment on over 1.5 million government bids and contracts. Dating back to 2002, each entry details contract values, involved parties and start date, allowing users to detect irregular or inaccurate expenses. Contratobook was developed by a group of anonymous hackers.

Take action

There are so many ways to ride this powerful, ongoing TRUTH. Start by asking:

How can you remove all remaining barriers to the visibility of your internal processes, culture and values?

How can you make the information transactions necessary to deal with you more efficient?

What aspect of the world can you make more transparent?

TRUTH #2

The future is still ASPIRATION



The drive to get ahead. To do better - than the rest, than yourself. To become a better person, and make sure everyone sees it. **The aspiration impulse is as old as human nature, and ultimately driven by the eternal quest for social status.** And it's not going away.

Indeed, in 2017 the TRUTH that is ASPIRATION is being heightened by powerful forces.



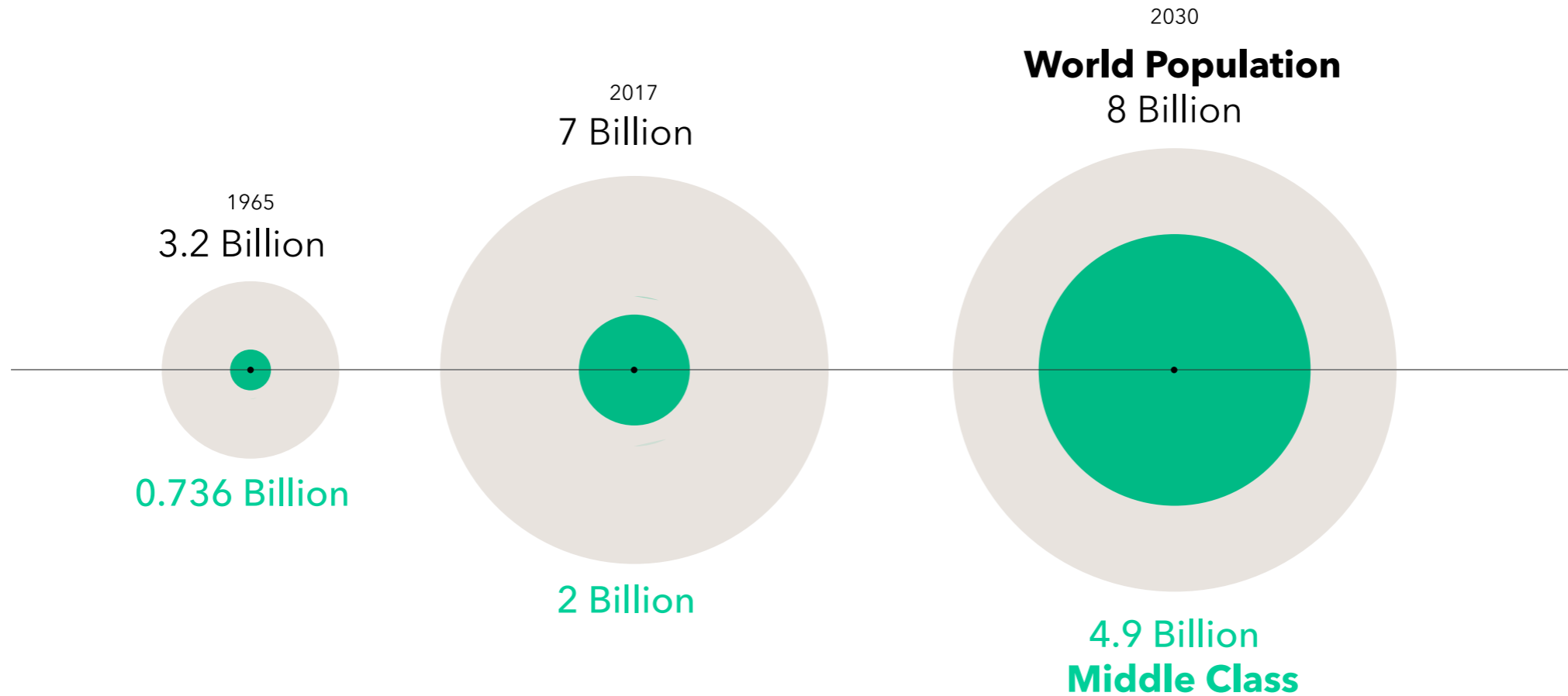
In 2017 the global aspiration race is only a fraction of the size it will be in the coming decades. That's because of the emergence of a truly global middle class (see next slide). But in 2017 the status race isn't just growing, it's becoming more intense, too.

One big driver here? A global brain that ensures that every connected person has an Instagram-window on the most desirable lifestyles on the planet.

Comparison is the engine of ambition - and now all 3 billion people with a smartphone can see that **19-year-old Kylie Jenner just bought her fourth mansion ;)**

And thanks to this new age of global status-comparison, recent studies - including a **2014 study by Pew** - have found that individual happiness has started to strongly correlate with national GDP.

The Growth of a Truly Global Middle Class



Source: Homi Kharas, Brookings Institution



But in affluent markets especially, the status race isn't just intensifying - it's morphing into something new. Status is becoming less about what I have, and more about who I am. That shift has been amplified by social media, which has turned personal achievement into a shareable currency.

That means a status race to prove I am healthier, smarter, more creative, more connected, and more entrepreneurial

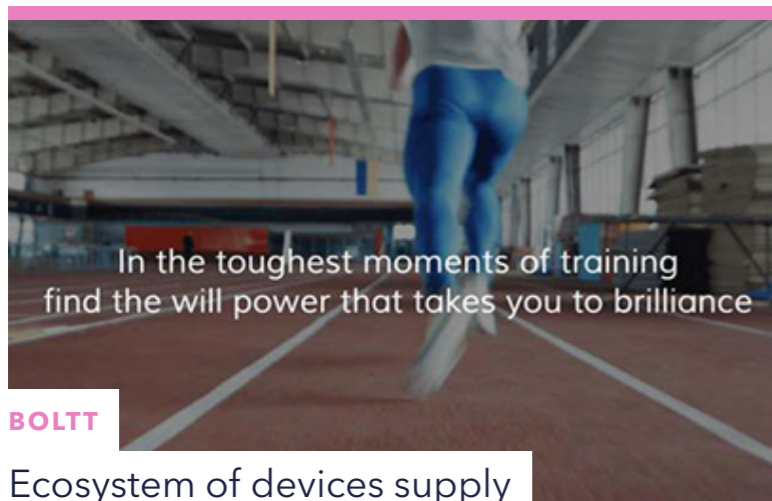
than the rest. And that's just the start!

And last, don't forget that millions with those sky-high status expectations feel left out of the affluence created by globalization. In 2016, they demanded redress. That means an equal shot at material success and status.

Check out now these brands and startups are grounding their innovation in the TRUTH that is ASPIRATION.

BETTERMENT

MOTIVATED MINDLESSNESS



BOLTT

Ecosystem of devices supply AI-fueled coaching »

New frontiers in the epic innovation opportunity where tech meets self-improvement are opening all the time. Think VR, AR, and AI. Indian startup [Bolt](#) is developing an ecosystem of wearable devices - including smart shoes and a wristband - that will track personal data and then use an AI-powered personal coach to offer real-time advice across a range of self-improvement areas, including fitness, nutrition and sleep. All the programs were developed in partnership with coaches and trainers. Pre-orders will open in October 2017.

FUZZYNOMICS

ENTREPRENEURIA

LOCAL LOVE

CELEBRATION NATION



TIGER BEER

Beer brand supports street food hawkers »

Millions trying to get a foothold in the global middle class are looking for help. Can you provide? Remember, think local context: as [Tiger Beer](#) did. September 2016 saw Tiger Beer launch the Tiger Street Food Support Fund, offering financial assistance to new street food hawkers entering the hawker centers or coffee shops in Singapore. New hawkers can apply for up to SGD 10,000 (USD 7,190) in funding. The fund was partly subsidized by a previous campaign that saw Tiger Beer pledge to reinvest 20 cents into its street food movement for every six-can pack purchase.

FUZZYNOMICS

ENTREPRENEURIA

REMAPPED

BOTTOM OF THE PYRAMID



MASTERCARD

App connects farmers and agents across east Africa »

In less developed markets, fueling the aspiration race can start with making a market more efficient. Being piloted from January 2017, [2KUZE](#) is a program for small-plot farmers across Uganda, Kenya and Tanzania. Developed by MasterCard with support from the Bill & Melinda Gates Foundation, the mobile and desktop app connects farmers, agents and buyers, enabling them to coordinate sales, payment and crop distribution. 2KUZE also allows farmers to negotiate with agents and buyers directly, increasing price transparency.

BETTERMENT

MOTIVATED MINDLESSNESS



FUNDAÇÃO TELEFÔNICA

Facebook initiative for young people promotes entrepreneurship »

Fundação Telefônica Vivo's [Deco](#) is Facebook Messenger bot which invites users to view a series of videos designed to promote entrepreneurship amongst young people. Launched in October 2016, the Brazilian telco's initiative features videos of people aged 15-29 from poor areas in São Paulo explaining how they earn a living by running their own businesses. The series of videos shows young entrepreneurs sharing tips and advice, and once they've viewed all ten clips, people are sent relevant business material to help them take the next step.

LOCAL LOVE

BRANDED GOVERNMENT



DYSON

Consumer electronics brand set to open university »

Expectations are evolving fast when it comes to the role brands should play in our shared institutions and in public services. Leverage the expertise inside your organization to deliver services that have traditionally been left to government. The [Dyson Institute of Technology](#) is set to open in the UK during 2017. The university will be located on the consumer technology brand's campus, with the aim of feeding into Dyson's workforce. Students at the university will receive a yearly salary of up to GBP 16,000 - with no fees to pay - working alongside Dyson engineers four days a week.

BETTERMENT

STATUS SKILLS



GLICO

Candy brand teaches kids how to code »

How can you supercharge the futures of a new generation? Of course, you're at an advantage if your core product is something that captures the attention of every child... August 2016 saw Japanese candy brand Glico unveil a new mobile app called [Glicode](#), which teaches children how to code using the snacks Pocky, Bisco or Almond Peak. Users of the free app can arrange their own candy and biscuits into shapes on a mat, and then take a photo to translate the shapes into digital commands via the interactive game.

Take action

Start your team session with this powerful question: where does our organizational expertise overlap with the status race that our customers are running? In other words, where are we best placed to help consumers become the people they want to be?

And remember, sometimes the most powerful answers lie in connecting consumers to each other, not to you.

TRUTH #3

The future is still **POSITIVE IMPACT**



Sure, there are millions around the world who simply want more, faster, cheaper, bigger, tastier, shinier, and NOW.

But the long-term direction of travel is on the side of brands that have a POSITIVE IMPACT on the world around them. That means on the planet, society, and individuals.

Here's our take.



The future is POSITIVE IMPACT?
Really? When Q4 2016 saw
McDonald's achieve its best
annual global comparable sales
growth since 2011 - off the back of all day
breakfasts?

Sure, there's a long way to go. But here's
why this direction of travel is only going to
get more powerful.

**First, rising numbers of consumers are
trapped in a toxic guilt-spiral when it**

**comes to the negative impacts their
consumption.**

And yes, that spiral is being fueled by
rising TRANSPARENCY, which makes it
ever-harder to remain ignorant of those
impacts. Now, those consumers are
looking to brands to make meaningful
changes to assuage their guilt.

One glimpse of that? See the next slide.



53% of consumers say that they actively avoid consuming from companies that have a negative environmental or social impact. And that jumps to 66% among leading-edge consumers who tend to adopt behaviors before the mainstream.

Havas, February 2016



Meanwhile, a new generation of startups have great environmental and social values baked in from the start. And they're pointing the way towards a new, more ethical consumerism.

When an insurgent brand such as **footwear manufacturer Veja makes a line of trainers exclusively out of plastic bottles**, that helps rewire consumer expectations on around positive impact. Not such a surprise, then, that Adidas

recently came out with a line of trainers made from recycled ocean plastic, and have now **promised to manufacture 1 million pairs in 2017, and eventually eliminate non-recycled plastic from their supply chain.**

So the future for big, legacy, sinful brands that don't want to be killed by an ethical startup? They need to find the epic shared challenge they are uniquely positioned to tackle - one that no startup has the scale to confront - and take action!

HUMAN BRANDS
BRAND MOVEMENTS

REMAPPED
BOTTOM OF THE PYRAMID



UNILEVER

Global handwashing campaign aims to reach 1 billion people »

Since 2010, [Unilever](#) has committed itself to tackling preventable child death from diarrhea and other infectious diseases. According to the WHO, 800,000 children aged five and under die from diarrhea each year, most in developing countries. The brand's Lifebuoy Handwashing Behaviour Change Program aims to reach 1 billion children in Asia, South America and Africa with an education program based around the idea of washing hands five times a day. In Thesgora, India, the intervention cut incidence of diarrhea from 36% to 6% according to an independent survey carried out by Nielsen.

LOCAL LOVE
BRANDED GOVERNMENT

HUMAN BRANDS
BRAND MOVEMENTS



SOCIAL MEDIA

Facebook, Microsoft & Twitter join forces to combat terrorism »

What massive shared challenge is a social media giant uniquely placed to address? Here's one answer. December 2016 saw the announcement of a collaboration between [Facebook](#), Microsoft, Twitter and YouTube to help curb the spread of terrorist content online. The four US-based organizations will join to create a shared database, tracking content such as violent terrorist imagery and recruitment videos. The four platforms hope to bring others in to the partnership in the future.

HUMAN BRANDS
SYMPATHETIC PRICING

BETTER BUSINESS
BRAND MOVEMENTS



BANCOESTADO

Bank offers help to natural disaster victims »

Another way to have a positive impact? Make yourself useful in a crisis. In January 2017, [BancoEstado](#) announced a number of benefits for clients affected by forest fires and floods in the Alto del Carmen area of Chile. The Chilean bank allowed customers to postpone any outstanding credit instalments for six months and business account holders for 12 months. Donations could be made through the bank's dedicated hotlines to help victims of the natural disasters.

LOCAL LOVE
ECO-BOOSTERS



DB BREWERIES

Beer brand transforms empty bottles into building materials »

Find new ways to let consumers recycle, and raise awareness of important issues along the way. A powerful way of assuaging consumer guilt when it comes to engaging with you. In February 2017, New Zealand-based **DB Breweries** launched an initiative transforming recycled beer bottles into a sand substitute. People can dispose of their empty bottles in the beer brand's vending machines, which crush the glass to create DB Export Beer Bottle Sand. The aim of the project is to help save the world's beaches that are retreating due to the high demand for sand.

BETTER BUSINESS
INSIDER TRADING



LOTTE GROUP

Paternity leave becomes mandatory at South Korean conglomerate »

One powerful way to ride the truth that is positive impact on the world? Make positive changes to your internal culture. Now consumers can see what's going on inside your brand. In December 2016, paternity leave became mandatory for male employees at the multinational conglomerate **Lotte Group**. New fathers working at the South Korea-based corporation will be required to take a minimum of one month of paternity leave when their partner gives birth, receiving 100% of their wages for the first month of leave. The initiative was announced at the 5th Lotte WOW (Way of Women) Forum.

BETTERMENT
STATUS SKILLS



HP & TIMBERLAND

Haiti partnership transforms landfill into new plastic products »

A change to your supply chain reduce your negative impact on the planet, but also make for a hugely compelling story that tells consumers about the kind of brand you are. In September 2016, HP and Timberland unveiled a partnership in Haiti as part of a Clinton Global Initiative Commitment to Action. The companies have partnered with **Thread**, which works in low-income countries to turn waste into new products. HP and Timberland are purchasing recyclable plastic and polyester to make printer cartridges, shoes and purses and are funding health and safety training for workers at a landfill site.

Take action

Need to convince colleagues? Ask them: can you imagine a 2017-launched insurgent brand in automotive, retail, food and beverage, fashion, [major industry here], that *didn't* claim to be in some way superior to the incumbents when it comes to the environment, society, ethics, personal health, or some other impact metric?

Time to find YOUR positive impact mission!

TRUTH #4

The future is still TOLERANCE



The impulse to accept others is a part of our nature. That's why we live in a rainbow-fueled utopia of shiny, happy people.

If only. The impulse to be suspicious of difference is just as human.

But powerful, ongoing changes mean prejudice is increasingly hard to sustain.

We're still on the journey, but the future is TOLERANCE!



Last year we saw a backlash in a number of markets against Mark Zuckerberg's the liberal dream of an open and connected world. Right now, the proponents of a closed and yes, intolerant world are emboldened.

Then why is tolerance of others - their different backgrounds, lifestyles, choices and identities - still the future?

Because in the end, prejudice is born

of limitation. Namely, limited (or no) authentic experience of those who are the target. **Now, for millions, the limitations that make prejudice possible are being lifted. Making tolerance the long-term direction of travel.**

Yes, this is happening very unevenly. There have been setbacks, and there will be more. But still the direction of travel is undeniable, and it's being fueled by a powerful triad of forces...



That powerful triad:

A more connected world.

We won't rehearse the stats on smartphones again ;) Just check out the next slide to see decade-on-decade growth in international travel.

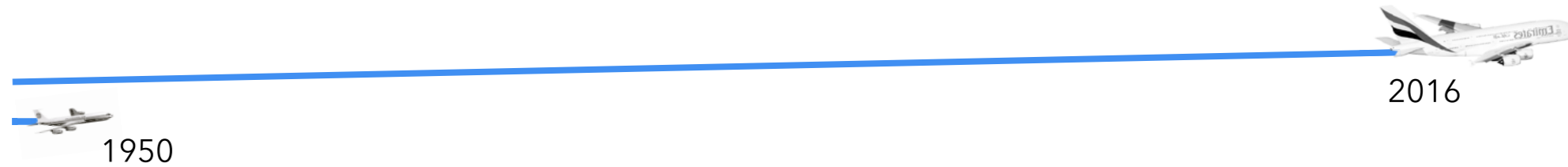
Rampant urbanization. Cities are engines of tolerance, throwing people of wildly different backgrounds and lifestyles together into a whirlwind of affluence,

choice and new experiences in a way that encourages more liberal attitudes. See next slide for the numbers.

Higher education. According to UNESCO, in 1995 around 15% of people worldwide participated in tertiary (i.e. post-compulsory) education. In 2015, that figure was 34%. That's important, because we know that participation in higher education tends to correlate with more tolerant attitudes.

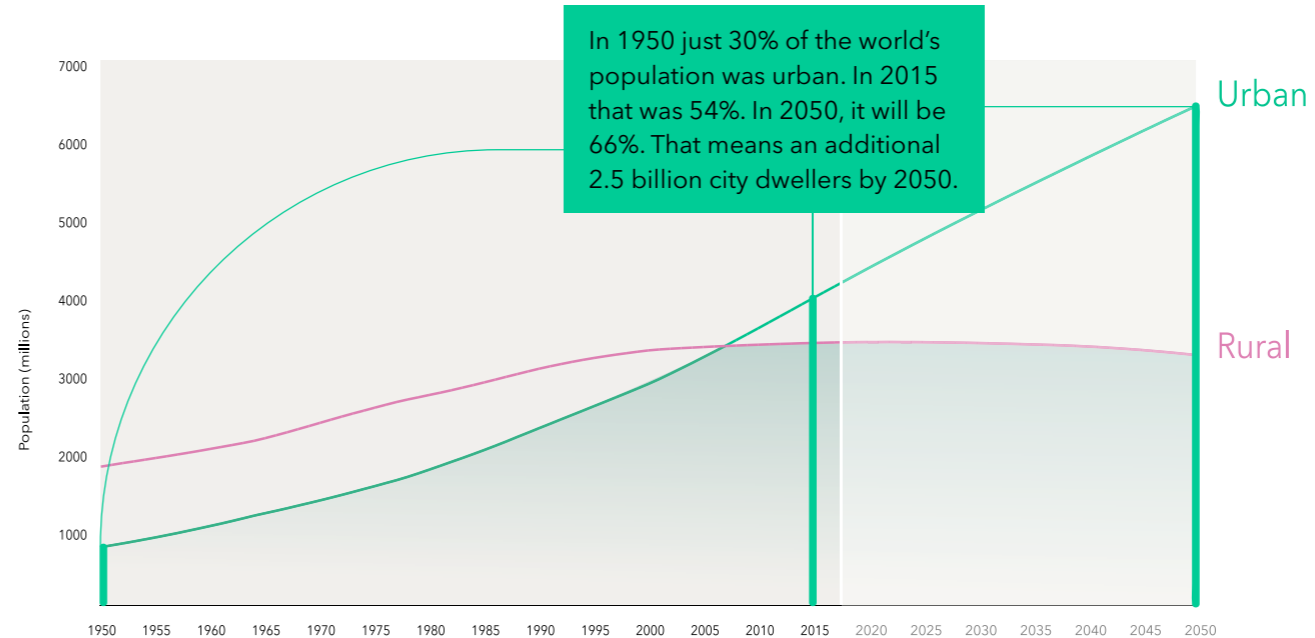
International journeys worldwide increased from 22 million in 1950 to 1.2 billion in 2016.

Source: UNWTO



66% of the global population will be urban by 2050.

Source: World Urbanization Prospects, UN



LOCAL LOVE
WORLDS APART



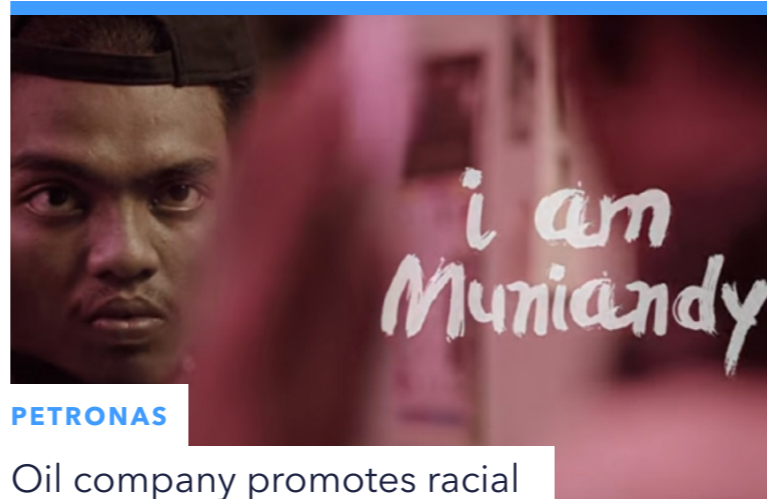
AMAZON

Etailer celebrates inter-faith dialogue »

One way to ride the TRUTH that is tolerance? Show it is a value you hold dear. In November 2016, [Amazon](#) debuted a campaign for its Prime membership. The TV spot shows two older men - one an imam, and the other a priest - meeting and chatting. The clip shows that the two share a complaint: sore knees, from having to kneel as part of their religious duties. Once they've finished chatting, both order knee supports as a gift for the other person - with rapid delivery on offer thanks to Amazon Prime.

LOCAL LOVE
OPEN ARMS

HUMAN BRANDS
BRAND MOVEMENTS

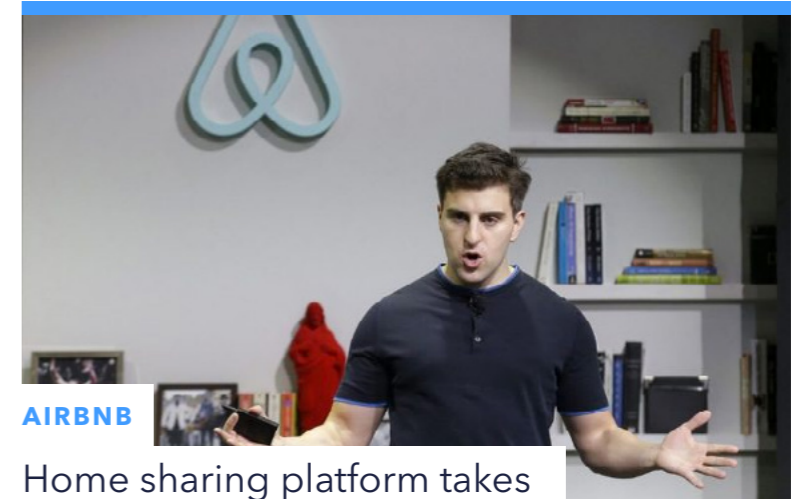


PETRONAS

Oil company promotes racial tolerance in Malaysia »

Another way to apply? Think local context. In October 2016, Malaysian oil company [Petronas](#) unveiled an ad aiming to promote racial tolerance in Malaysia, focusing on the stereotype of Indians living the country and carrying out criminal activity. The clip leads viewers to believe that the Indian people depicted are part of a gang - with them buying tools which might be weapons and seeming to behave threateningly. The clip eventually reveals that the pair are actually helping an individual prepare to celebrate the religious festival of Deepavali.

BETTER BUSINESS
BRAND MOVEMENTS



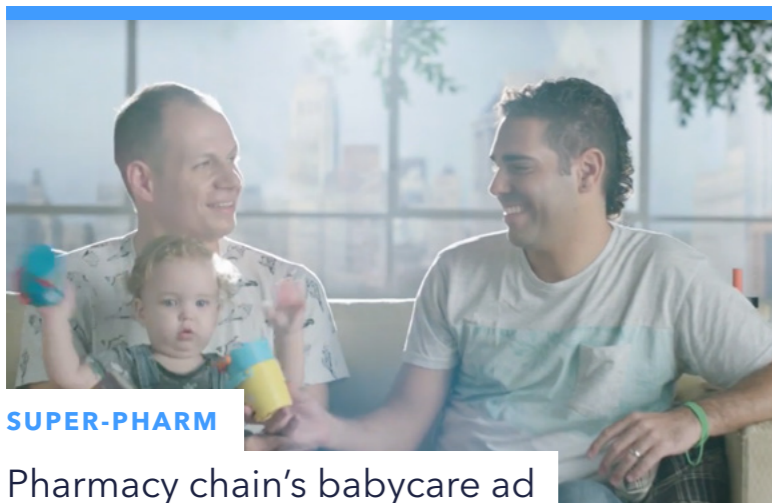
AIRBNB

Home sharing platform takes action on Trump travel ban »

The ultimate TOLERANCE play? Take action to help those who need it. In January 2017, [Airbnb](#) announced that it would offer free accommodation to those affected by the travel restrictions placed on refugees and immigrants by Donald Trump. The US President signed an executive order banning immigrants and visitors from seven Muslim-majority countries from the US for 90 days. The home-sharing company said the move was 'not right' and urged people in need of housing to contact the brand's CEO directly on Twitter.

POST-DEMOGRAPHIC

NEW NORMAL



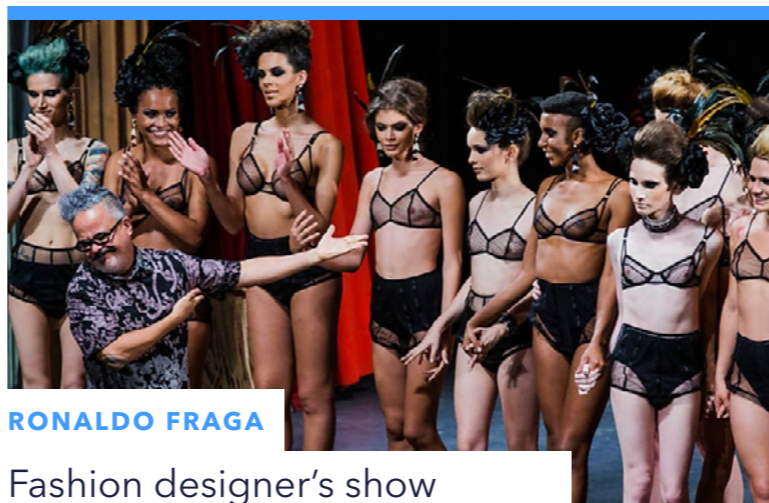
SUPER-PHARM

Pharmacy chain's babycare ad features same-sex families »

Prove that you stand on the side of tolerance by standing alongside those who have been the targets of prejudice. You'll divide opinion, but history is on your side! Israeli pharmacy chain [Super-Pharm](#) portrayed same-sex families in its 'love comes in all shapes and forms' campaign in February 2017. The parents acknowledged similar problems and challenges when asked: 'What's the hardest thing about being a parent?'. The pharmacy was promoting its private label brand, Life Baby.

POST-DEMOGRAPHIC

NEW NORMAL



RONALDO FRAGA

Fashion designer's show features transgender models »

Actions speak louder than words. So hire, showcase and celebrate people who have been targets of prejudice. In October 2016, [Ronaldo Fraga](#) hired 28 transgender models to wear his new collection on the runway at São Paulo Fashion Week. The Brazilian fashion designer cast a range of professional models as well as non-professionals, including teachers and hairdressers. The show began with a recording stating: 'the body imprisons and the clothes release being'. The designer used his fashion show to raise awareness about the issues of transphobia in Brazil.

LOCAL LOVE

CELEBRATION NATION



JALADA AFRICA

Intercultural literary and arts festival tours Africa »

Tolerance thrives on cross-culture contact. So ride this truth by bringing cultures together and encouraging cross-pollination. Taking place during March 2017, the [Jalada Mobile Literary and Arts festival](#) operated from a bus touring 12 cities and five countries across Africa. Supported by the British Council, the festival featured workshops, exhibitions, movie screenings, panel discussions and performances. Touring countries including Kenya, Uganda and Tanzania, the aim of the festival was to celebrate cultural diversity and inter-African exchanges.

Take action

Building your next product, service or campaign around tolerance will earn you criticism – even hate – as well as love.

If you don't want to weather the storm, don't drive into it.

Our take? Short-term, you may lose some customers. Long-term, this TRUTH is a solid foundation on which to build a brand. Do it because it's right – and know you have the future on your side.

TRUTH #5

The future is still EMPOWERMENT



Okay, time for the final TRUTH. And really, this one is a higher level TRUTH that contains the other four. Which means we can keep the theorizing short for this one ;)

This TRUTH in a nutshell: we're in the middle of an **epic power shift away from institutions - think government, media, big business and more - and towards the individual.**



That's happening thanks to the four powerful forces that we've already talked about.

Ever-greater transparency and the power it gives individuals to know almost anything, often instantly. A growing global middle class and its endless choice-fueled aspiration. Rising demand that the impact of powerful organization is known (transparency again!) and is positive. And because ever-more individuals agree with the fundamental principle of tolerance:

that everyone deserves human dignity, a voice, and a fair shot.

No need to reiterate the deep drivers pushing all those changes forward.

Just **consider that a full 60% of consumers say that 'a person like them' is a credible source of information**, vs. 37% who say that about a CEO (Edelman Trust Barometer, January 2017).

HUMAN BRANDS
BRAND MOVEMENTS



SPRINT

Telco helps underprivileged students get online »

A powerful way to ride the TRUTH that is EMPOWERMENT? Take action to empower those currently left out. In October 2016, Sprint announced that it would give away one million internet-connected devices to disadvantaged US high school students. Set to launch in January 2017, the network's [1Million Project](#) aims to help bridge the 'homework gap' for children who live in low-income households without reliable internet access. Sprint will issue mobile devices, including tablets and laptops, along with a free data plan.

POST-DEMOGRAPHIC
(F)EMPOWERMENT



QUEEN GIRLS

Storybooks for girls feature empowering rolemodels »

Be the rocket fuel that empowers a new generation. Funded on IndieGoGo in January 2017, the [Queen Girls](#) line of storybooks feature girls who behave outside of stereotypes and follow their dreams. Bessie, Queen of the Sky is the US-based publishing collective's first book, telling the story of Bessie Coleman, who was the first African-American woman to receive her pilot's license. Other stories focus on real-life characters who will encourage girls to find their passions and be self-confident.

POST-DEMOGRAPHIC
(F)EMPOWERMENT

INFOLUST
INTERNET OF CITIZENS



THERE IS NO DIFFERENCE

Egyptian group protests against harassment of female cyclists »

Around the world, citizens are taking power into their own hands. Your question must be: how can we help? In November 2016, a group of teenagers in Port Said organized the first mass bike-riding event to protest against intolerance of female cyclists. Calling themselves '[There Is No Difference](#),' the group's aim is to promote cycling as a viable option for women and put an end to harassment of female cyclists in the city. The group was prompted partly by steep rises in the cost of taxi and minibus rides since the government slashed fuel subsidies.

POST-DEMOGRAPHIC
(F)EMPOWERMENT



URBAN MUJER

Co-working space set up exclusively for females »

Consumers are embracing new forms of collective action in order to take control of shared spaces – and their own lives. [Urban Mujer](#) is a co-working space in Chile, created specifically for women. The space is designed to provide networks and support for women and offers mothers the opportunity to bring their children, ensuring that motherhood is not a barrier to work. The female-only building features 56 workstations, three meeting rooms, a workshop space and a child-friendly area. Urban Mujer launched in Q1 2017, offering 30 free workstations during March and April.

FUZZYNOMICS
PRESUMERS

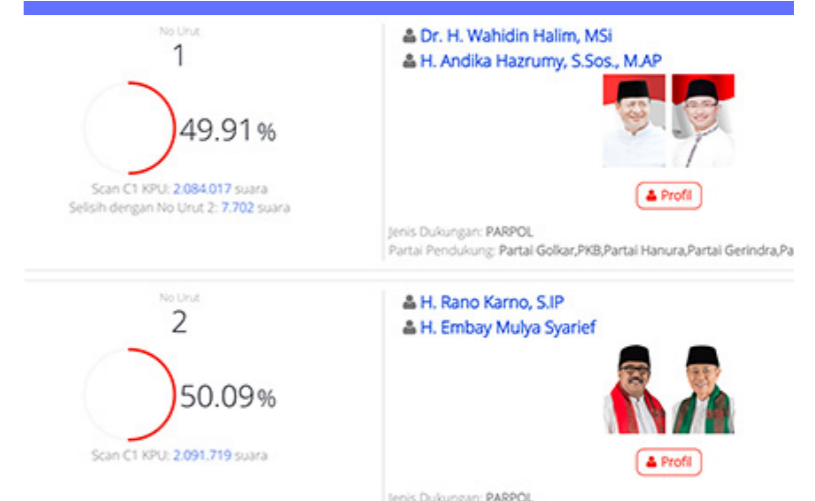


GLIMPSE COLLECTIVE

London tube station adverts replaced with pictures of cats »

Consumers are embracing new forms of collective action to take control of shared spaces. Here's proof, if needed, of what can be achieved via the connected crowd. September 2016 saw all the advertisements in London's Clapham Common Tube station replaced with pictures of cats. Partly crowdfunded via Kickstarter, the project achieved full funding through donations following the successful [#CatsNotAds](#) campaign. Developed by Glimpse Collective, [#CatsNotAds](#) gained support from a number of animal welfare charities. The aim of the project was to inspire commuters to adopt cats from the charities.

JOYNING
CROWD-EXPRESS



How about empowering citizens via transparency? [Kawal Pilkada](#) – a mobile app developed by Code4Nation – aimed to bring crowdsourced transparency to Jakarta's local elections, which took place in February 2017. On voting day, people could use the free app to locate their closest polling station, and were encouraged to upload photos of the final count, with results displayed within the app in real time. All collected data was processed and verified by a team of volunteers, allowing citizens to compare reported results with actual votes.

Take action

Remember, EMPOWERMENT is the overarching TRUTH that contains the other four. Take action on any of the TRUTHS we've presented here, and you'll be empowering individuals to take control of their lives, their shared spaces and institutions, and their futures.

Which is the best way to ensure a bright future for YOU.

You may say we're dreamers...

Yes, we're taking a position. One founded in an optimistic view of human nature, and in our ability to create change.

**Because the truth
is that the future
doesn't exist yet. We
have to build it.**

**The five TRUTHS
point the way...**

The future will only be built via innovation. Our argument, then? Brands that play their part will thrive.

Yes, some brands will choose instead to cynically ride the darker forces currently at large in the world. And that might work, for a while.

But in the end the only insurance against destruction as a brand is to build positive value for millions of people. The five powerful TRUTHS presented here will help. Ground your innovation in one of them, and you are building your future on terrain that is meaningful and lasting...

So TRUTHFUL CONSUMERISM... it's not a mega-trend?

By now, you're probably familiar with the 16 mega-trends that form the foundation of TrendWatching's research and analysis process. So how does TRUTHFUL CONSUMERISM fit into that?

Broadly speaking, it's an overarching theme that sits across multiple mega-trends. The individual truths map closely to the mega-trends... so if you've been inspired by one or more of the truths in TRUTHFUL CONSUMERISM, check out their related mega-trends to dive even deeper!

» The future is still **TRANSPARENCY**

» The future is still **ASPIRATION**

» The future is still **POSITIVE IMPACT**

» The future is still **TOLERANCE**

» The future is still **EMPOWERMENT**



So GET GOING!