Future Forward distills ten trends at the intersection of consumers, content, and technology. At a high level, the ten trends reveal that content is encompassing and enhancing consumers' lives, becoming an immersive channel for self-actualization and socialization to bring people together and provide new forms of connection.

OBJECTIVE

- Reimagine how we build enduring models for the future of content creation, advertising, and distribution.
- Identify white space opportunities for Turner and AdLab Board Members to fulfill unmet consumer needs.

BUSINESS APPLICATION

Food for thought for how we pivot the current ad model to better fit the new ways consumers are watching TV/video content and what that content and its surrounding deliver systems should look like, as well providing guidelines for:

- How to deliver content experiences that empower people in their search for truth
- How to facilitate more participation in the content experience
- How to create content experiences that have the power to improve people's lives and help them meet personal goals
- How to be transparent and offer contextually relevant content
- How to curate content without enforcing the echo chamber effect
- How to tap into the power of mood-setting or -changing content to provide deep emotional experiences
- How to tap into diverse peer-to-peer networks to provide a space for safe, nuanced dialogues
- How to use data to offer truly serendipitous content experiences
- How to offer shared immersive experiences that flex between the digital and the physical world

The results will be useful for providing a clear rationale for existing ad products and strategies as well as clearing the way for TAL board members to collaborate in order to pave a path forward and start ideating around what more transformational ad innovations they can bring to fruition together.

METHODOLOGY

September 2016: Ethnographic Research

: 25 participants across five cities

: San Francisco, LA, Austin, Detroit and New York

: Age 15 - 45

: Additional expert interviews with 8 profiles from the Futures 100, our global network of experts spanning myriad fields and industries.

October 2016: Trend Quantifier

A quantitative study to investigate how the identified trends were being adopted by consumers

: Total sample: n=3,000

April 2017: Trend Refresh

Reconnecting with 13 participants from the ethnographic study to investigate how the election affected the trends.

: Capturing new perspectives through video documentation

: Additional experts interviews with 6 profiles from our Future 100 network

DELIVERABLES

- 10 trends and their evolution over time.
- Guidelines for re-imagining:
  - Ad models
  - Content Development
  - Distribution
  - Moving from "Advertising" to "Experiences"

FUTURE FORWARD

01 RADICALLY REAL
Consumers are fed up with false authenticity and want brands that take bold stances and tell raw human stories

02 OPTIMIZED SELF / EMPOWERED ME
Consumers increasingly seek content, tools, and services to improve themselves and feel empowered in their daily tasks

03 ADVERTAINMENT / ELEVATED CONTENT
Consumers want high-quality, high-entertainment-value ads that don't detract from core content experience

04 EDITORIAL LIFE
Consumers curate their own content streams, including ads they're willing to engage with

05 MOMENTAINMENT
Consumers gravitate toward ads and content that capture everyday moments for respite, enjoyment, and connection

06 CITIZEN ME
Consumers create their own content – original or extension of favorite genres, characters, and franchises

07 REVELATION BRANDS
Consumers want brands to provide truly serendipitous experiences that foster discovery

08 MOOD METRICS
Consumers increasingly seek mood-setting or changing content and services to amplify or rebalance their state of mind

09 COMMUNITY COMMS / NICHE NETWORKS
Consumers migrate toward content that makes them feel part of something bigger, be it a broad/global group or a niche

10 HYPER-LIVE
Consumers want their content experiences to extend from on-screen to IRL, VR/AR, and everywhere in between