

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

01



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.

02



October 2016: Trend Quantifier

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

- : Total sample: n=3,000

03



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"



Citizen Me



EXPRESSION
—
PURPOSE
—
ACTIVISM

Consumers are seeking a platform where they can use their activist mindset for exploration and expression.

Mood Metrics



LONGTERM
—
EDUCATE
—
PERSONALIZE

Consumers are increasingly moving away from quick mood fixes to seeking tools that help achieve and maintain long-term mood states.

Empowered Self



MOTIVATE
—
EMPOWER
—
OPTIMIZE

Consumers are increasingly seeking human engagement that motivates and empowers them to make better choices.

Hyperlive



PREMIUM
—
ESCAPISM
—
CONTROL

Consumers are taking of control of when and how they choose to immerse in virtual experiences.

Momentainment



FAMILIARITY
—
PRODUCTIVITY
—
CONNECTION

Consumers are seeking human contact, comfort and productivity through content that captures everyday moments.

Revelation Brands



AUTHENTICITY
—
DISCOVERY
—
RELEVANCE

Consumers seek education through discovery and want brands to take them on an authentic journey.

Editorial Life



EFFICIENCY
—
TRUST
—
CONTROL

Consumers are increasingly aware of their own resourcefulness and apply it to get access to more content in less time.

Conscious Codes



INTELLIGENCE
—
PURPOSE
—
P2P

Consumers are seeking a more intelligent ad experience that recognises their intelligence.

Communal Comms



INTEGRITY
—
INFORM
—
EXCHANGE

Consumers are finding their roles within communities where they can connect, build, debate, argue and differ to have an impact in the real world.

Neo Citizenship



BORDERLESS
—
ACCESS
—
UNDERSTANDING

Consumers live in a borderless world of access and increased understanding.