

PARA PENSAR...

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Toda era viene acompañada de sus propios términos. Aquí están los de moda, los que marcan tendencias en el mundo de hoy. ¿Está usted o su empresa, sus productos y servicios alineados con esta terminología? Estos términos solo se entienden en su idioma original...:

- **STATUSPHERE**

Never forget: the future of consumerism is propelled by the many ways—both traditional and emerging—in which consumers seek to get their status fix. Happynomics, Unconsumption, Status Skills, Status Stories.

- **GENERATION G**

An updated and expanded view on why generosity is replacing greed. With lots of new, insightful examples for (CO)-DONATE, BRAND BUTLERS, FREE LOVE, PERKONOMICS, TRYVERTISING and RANDOM ACTS OF KINDNESS.

- **ON=OFF**

More and more, the offline world (the real world, meatspace or atom-arena) is adjusting to and mirroring the increasingly dominant online world, from tone of voice to product development to business processes to customer relationships.

- **(UN)REAL**

How earthly authenticity and well-executed 'fakery' will co-exist in a consumer society that paradoxically embraces both with gusto. Authenticity vs. Quality Fakery

- **LUXYOURY**

You define what constitute Luxury, is a private concept. It's not just the impact of the current recession: traditional luxury as a theme or trend has been up for a serious revision for quite a while. So now that the economic crisis collides with a fast changing STATUSPHERE, expect luxury to mean a great many different things to a great many different people this year.

- **INFOLUST (Info “Lujuria”)**

Includes CHECKING, TRACKING & ALERTING, TRANSPARENCY TRIUMPH and MAPMANIA

- **NOWISM**

Fuente original:

<http://trendwatching.com>

The future is uncertain, and the past is, well, the past. No wonder then, the now, the live, and the instant will continue to dominate consumer desires. The “now” culture.

- **LOCALITY**
The force of all things local From PRIDE to MADE HERE to MEETING UP to SOURCED, will prove to be an endless source of innovation this year and beyond. “Made in” matters again.
- **JOYNING**
Joining and Enjoying. This year, who's not joining forces, while deeply enjoying it, too? Brands are teaming up with customers, with designers, with brands from other industries and even with competitors.
- **GREENEST, ECO-ICONIC**
Eco-thinking, Eco-friendly goods and services, there are now millions of other consumers who are actually impressed by green lifestyles.
- **BRAND FABRIC - BRAND INFILTRATION**
The role of brands and branding in 2010 are focusing on the need for brands to not only mirror societal changes, but also become an integral part of consumers' daily lives.
- **SURRENDER**
Consumers surrender to their needs for entertainment, for surprise, for convenience, and for fairness in superior ways.
- **PERKONOMICS**
A new breed of privileges, added to brands to satisfying consumers.
- **INNOVATION AVALANCHE - INNOVATION OVERDOSE**
There's more innovation happening than ever before. New Brands, new niches, new concepts, new products, new services and new experiences are flooding an equally fast expanding number of markets. Convenience and personalization is the key factor.
- **NICHETRIBUTES**
Is decidedly not about advertising, i.e. tailoring a mass product's message to a specific audience; it's about tailoring the product itself to that specific audience.
- **FEEDBACK 3.0**
Will be all about companies joining the conversation, expect smart companies to be increasingly able -and to post their apologies and solutions, preferably directly alongside reviews from unhappy customers.

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- **MAPMANIA**

Is one of those 'the time is now' trends: Will this year be the year in which all things 'contextual', 'app', 'local', 'urban', 'tags', 'smartphone', 'convenience', 'Cell ID', 'spontaneity', 'infolust', and 'GPS' finally come together in one orgasmic celebration of map-based tracking, finding, knowing and connecting?

- **HAPPYENDING**

Influence or shape your company's vision. Inspire you to come up with a new business concept. Add a new product, service or experience for a certain customer segment. Speak the language of those consumers already 'living' a trend.