

NON OBVIOUS

15 Surprising New Trends
Changing How We Buy,
Sell or Believe Anything

WITH NEW TRENDS FOR
2013



ROHIT BHARGAVA

Best-selling author of *Likeonomics*



ABOUT THIS PRESENTATION:

THE BACKSTORY



This is the 3rd Annual Edition of my Trend series to help CMOs, brand managers, business owners and entrepreneurs to see the trends shaping how we buy, sell or believe anything in the coming year.

In this report, you'll see the top trends for 2013 – if you'd like to read reports from previous (or later!) years, visit www.nonobvious.com.



Rohit Bhargava

Trend Curator + Keynote Speaker

Nice Guy

“The most reliable way to anticipate the future is to understand the present.”

- John Naisbitt, Author of *Megatrends* (1982)

Why Do These Trends Matter?

This is not a presentation about what the world will look like in ten years.

Human knowledge is multiplying at a rate that makes our far future almost impossible to predict. But knowing what will happen *next* year is less like guessing from a crystal ball, and more like assembling a puzzle.

For the past year, I have gathered information about new business models, curated examples of great marketing, watched smart startups, and listened to world changing ideas.

This presentation is an effort to put the pieces together – and share the 15 biggest ideas that will shape the business world in 2013.



Rohit Bhargava

Founder, *Influential Marketing Group*
Author, *Likeonomics*

How To Read This Report

The Trend

Each trend is summarized with a short description and visual.



The Examples

Individual examples are presented as "proof" of the trend along with descriptions and URLs for each example.



The Methodology: Curation

*All of the trends in this report were curated based on research done over the course of the entire year (2012). This is not a trend report based on focus groups or polling of people on what they think will happen in the coming year. Instead, it is based on collecting new ideas from media, attending more than a dozen leading business conferences, conversations with very smart industry leaders and my own collected insights as a marketing consultant and author. **For more a step by step look at my process – check out the backstory at the end of this report.***



The 18 Trends

TREND #1

Shoptimization

What's the trend?

New mobile apps and startups let consumers optimize the process of buying everything from fashion to medical prescriptions.



Influential Marketing Group

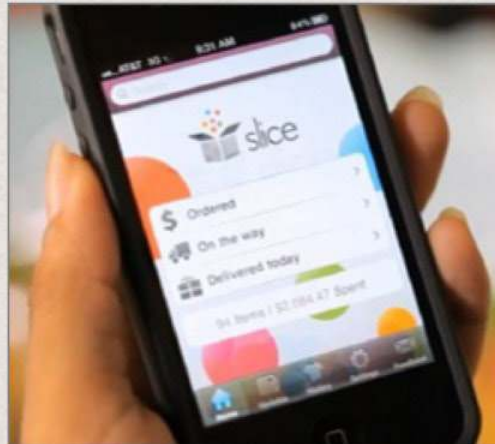
18 Marketing Trends In 2013 To Change Your Business

Shoptimization



ShopSavvy 6

Shopping. Improved. Again.



EXAMPLES:

Slice, Dashlane + ShopSavvy

Apps like slice, dashlane and ShopSavvy allow consumers to use a single button to do everything from aggregating all their online purchasing, to instant price checking, to making a one click checkout possible on every site across the web. The result is a streamlining of the shopping process that makes it easier for shoppers to buy anything, and offers layers of new data for retailers to optimize the shopping experience.

www.slice.com
www.dashlane.com
www.shopsavvy.mobi



EXAMPLE:

GoodRx

As more people around the world use prescription medication for a variety of ailments, the costs of these prescriptions are growing. Consumers who are used to dealhunting for products and services can now apply this same behaviour to optimize their shopping for prescription medication with GoodRx, and save money on what may be one of the most costly recurring purchases they make all year.

www.goodrx.com

18 Marketing Trends In 2013 To Change Your Business

Shoptimization



RENTTHERUNWAY love, wear, return.

Nicole Miller Keyhole Goddess Gown rental \$100 retail \$630	Camilla And Marc Simeon The Proud Dress rental \$75 retail \$500	Proenza Schouler Kaleidoscope Cut Out Dress rental \$150 retail \$1,390	Nicole Miller All Laced Up Dress rental \$50 retail \$400

LE TOTE

unlimited designer quality
apparel and accessories
for only \$49 each month

SIGN UP TODAY ►

EXAMPLES:

Rent the Runway, Wish Want Wear + Le Tote

As consumers look to make their dollars go further, new business models that allow for renting instead of owning for higher priced items like women's fashion grew dramatically this past year. Augmenting this trend of apps making shopping easier will be a new group of sites that rethink the entire shopping experience itself and introduce unexpected new ways to get products and services differently than ever before.

www.renttherunway.com | www.letote.com | www.wishwantwear.com

18 Marketing Trends In 2013 To Change Your Business

Shoptimization



EXAMPLES:

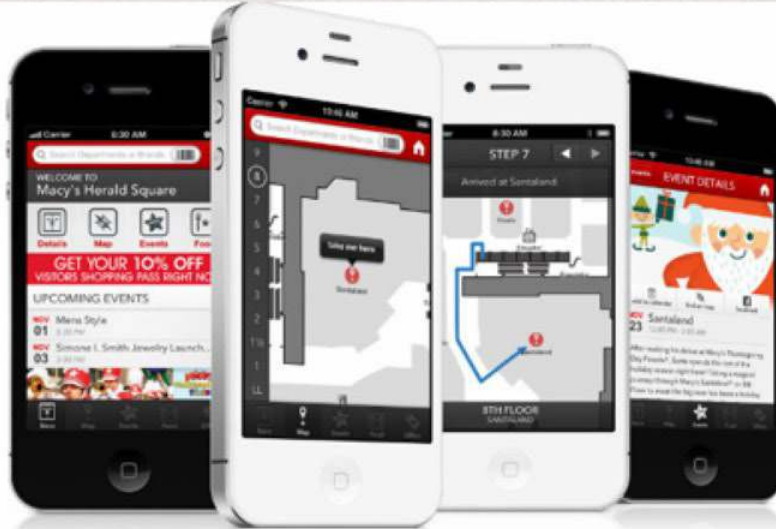
CardStar, Perx + KeyRing

A range of mobile apps are already making it easy to carry your loyalty programs with you at all times – as well as allow merchants who do not currently have these programs to easily create them. As loyalty programs and discounting become a part of every merchant's strategy to retain customers, it will also help them recognize customers faster and make it easier for them to purchase over and over again.

www.cardstar.com | www.getperx | www.keyringapp.com

18 Marketing Trends In 2013 To Change Your Business

Shoptimization



EXAMPLE:

Macy's In-Store GPS

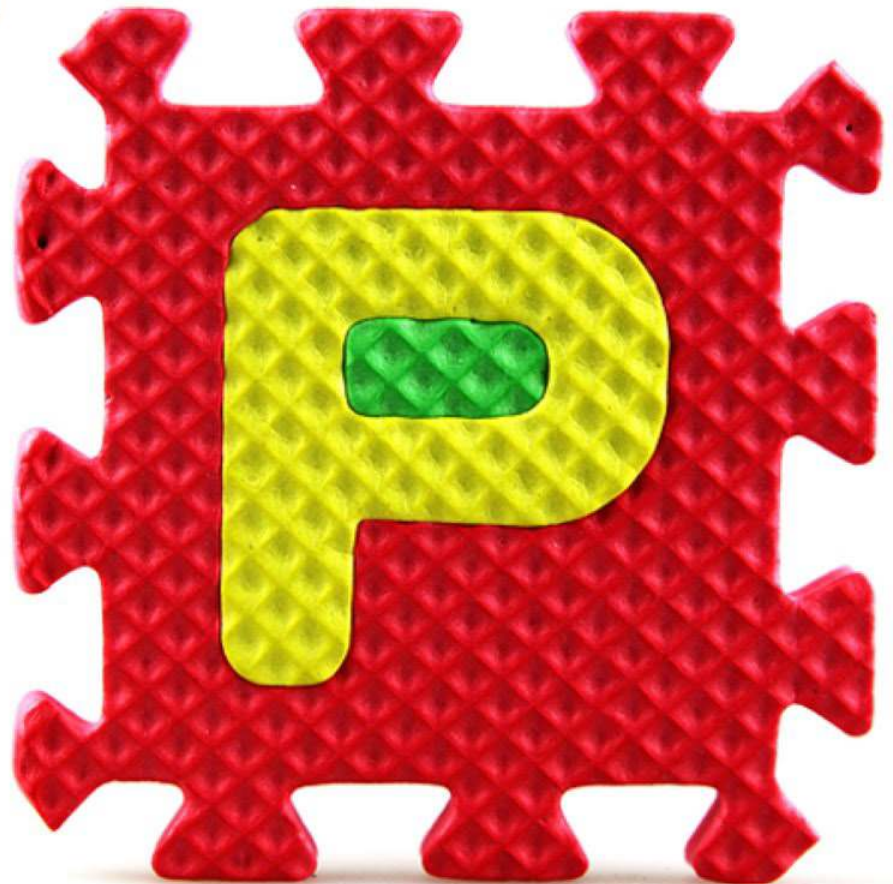
Inside the “world’s largest store” – this well known retailer created a tool to help shoppers navigate the many departments to find the items they were looking for. Look for more retail locations to introduce similar technology to help shoppers locate products or deals and optimize their time in stores.

TREND #2

Partnership Publishing

What's the trend?

Aspiring authors and publishing professionals team up to create a new “do-it-together” models of publishing.



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Partnership Publishing



The screenshot shows the NetMinds website. The header is dark with the NetMinds logo (a red 'n' in a circle) and the tagline "Publish Smarter." to the left. To the right of the logo are social media icons for Twitter, Facebook, LinkedIn, and RSS. Further right are two buttons: "Authors: Request an Invite" and "Freelancers: Sign Up Now". Below the header is a navigation bar with a home icon, links for "How It Works", "Publish Smarter", "We're Hiring", and "Blog", followed by a search bar labeled "Search Our Blog". The main content area has a green background with the text "So really, it takes the right team mix to create a great book." and an illustration of a flask with yellow liquid and blue bubbles. Below this is a section titled "The Author's Dream Team" with a green header. It features three columns: the first and third columns show a silhouette of a person wearing a bowler hat and a suit, representing "Copy Editors" and "Designers" respectively, each with a "Work on this book!" button; the middle column features a photo of Lynnea Hagen, a "Ghostwriter", with her name and title below.

EXAMPLE:

Net Minds

If books really were treated like startups, then every part of the team behind a book would have equity in its success. With NetMinds, best selling author Tim Sanders tries to do exactly that by reimagining the ecosystem around publishing to create an online marketplace where the best talent in every aspect of publishing can find each other. The only piece missing from the puzzle? The big publishing house ... and the big cut of the profits they usually take.

www.netminds.com

18 Marketing Trends In 2013 To Change Your Business

Partnership Publishing



EXAMPLE:

Mindvalley

The first thing that sets independent publisher Mindvalley apart is their stated mission to “empower 1 billion lives.” The second is unique business practices like their “Freedom Clause” that allows any author they work with to cancel a contract at any time. For the authors who are lucky enough to be selected from hundreds of applicants, though, Mindvalley will not only produce a book – but also work with authors to create a deep personal platform that enables them to sell everything from DVDs to workshops. The integrated focus on editorial and user experience has many critics calling Mindvalley the real “future of publishing”

www.mindvalley.com

18 Marketing Trends In 2013 To Change Your Business

Partnership Publishing



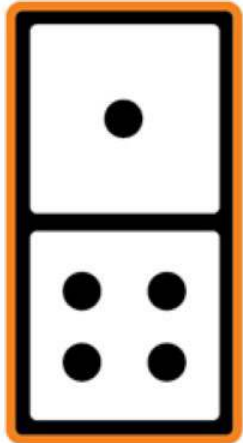
A screenshot of the Paper Lantern Lit website, designed to look like a blueprint or architectural plan. The top navigation bar includes the PLL logo, the text "paper lantern lit THE STORY ARCHITECTS", a link to "VISIT THE PAPER LANTERN BOOKSHOP", and a newsletter sign-up form. Below the navigation bar is a horizontal menu with links: "OUR M.O.", "THE ARCHITECTS", "DEAR BLOGOSPHERE", "VIP", "AW, SHUCKS", "WTF", "BOOKSHOP", "RUMOR HAS IT", and "THE TALENT". The main content area features the heading "WE BUILD STORY." followed by a paragraph about their literary incubator model. To the right of the text is a large, stylized thought bubble graphic. Below the text is another paragraph and the phrase "SO GO AHEAD. GET LIT." At the bottom of the page is a row of five book covers: "Venom", "Beguiled", "MEANT TO BE", "Ghosts of the Town", and "THE BUTTERFLY CLUES".

EXAMPLE:

Paper Lantern Lit

Using their unique model of “literary incubation” – a team of former Young Adult Fiction editors invented PLL as a solution to one of the biggest problems in publishing: lots of great ideas come unattached to a specific author. In this model, the team at PLL creates a concept for a book and a chapter by chapter outline – then goes out to find a writer with the right voice that fits the project. While the book is being written, they pitch it to potential publishers – keep the rights and pay authors a flat fee. Since 2010, they have sold over 20 projects, and three have with film options.

www.paperlanternlit.com



THE DOMINO PROJECT



Seth Godin



EXAMPLE:

The Domino Project

One of the earliest examples of a new form of publishing, this project was the invention of marketing guru Seth Godin and created a partnership with Amazon to reimagine multiple aspects of publishing. The Domino Project produced both physical books and ebooks – 12 best sellers on Amazon in total. The project was ended after just a year, as Godin noted it was only meant to be “an experiment” – yet the model and what it showed about the possibilities for new forms of publishing undoubtedly inspired others to continue their own disruptive work in this field.

www.thedominoproject.com



TREND #3

Human Banking

What's the trend?

Aiming to change years of growing distrust, banks finally uncover their human side by taking a more simple and direct approach to services and communication.



Influential Marketing Group

Source: Design for new SwedBank headquarters in Stockholm

No Nonsense. Just People Sense.

ALLY REIMBURSES ATM FEES NATIONWIDE

At Ally Bank we won't charge you to use any ATM in the US,
plus we reimburse other banks' ATM fees nationwide.



Talk straight

We don't hide behind confusing jargon and fine print. We'll tell it to you straight. Because we believe it starts and ends with the customer.

**NO
FINE
PRINT**

EXAMPLE:

Ally Bank

First created as an online retail bank from an auto finance company, a consistent advertising campaign since 2009 and no nonsense language have made this bank a customer favourite in a complicated category. With their ongoing mission to be “obviously better” – Ally Bank continually offers leading customer service and product features that are not only fair, but also inspire deep loyalty among their customers. Lower fees, ATM reimbursements, 24/7 customer support and a dedication to communicating in clear, simple and direct language have made this bank a popular provider for financial services every year since it was created.

www.ally.com



EXAMPLE:

FoundersCard

One thing American Express realized many years ago, was that your credit card is more than a means of payment – it can also be a form of self-expression. This core insight is what drove Eric Kuhn in 2009 to create the exclusive FoundersCard as a way to offer elite benefits to individual entrepreneurs. Members must be approved, and membership today stands at only about 8000 members worldwide – but includes Craig Newmark, Kevin Rose and hundreds of other well known entrepreneurs. With networking events as a built in benefit, FoundersCard is one of the first financial services to create a true human network from its members, while also offering exclusive negotiated benefits.

www.founderscard.com

18 Marketing Trends In 2013 To Change Your Business

Human Banking



EXAMPLE:

Zuno Bank

This new online bank in Central and Eastern Europe offers a focus on simplicity and promises to be one of the few banks in their region that “won’t steal your time.” With more than 100,000 clients in Slovakia and Czech Republic, the bank has fast growing ambition to extend to other countries in the region and counts on positive word of mouth from its customers to help them continue to grow.

www.zuno.eu

18 Marketing Trends In 2013 To Change Your Business

Human Banking



Before



After

"Making the tax code less complex is the single most important thing that could be done to improve taxpayer service and boost compliance."

- Former IRS Commissioner
Douglas H. Shulman

EXAMPLE: IRS

The ongoing aim to simplify forms has been a priority at the IRS, but it may have gotten a bump early in 2012 when a happy taxpayer who had her penalties removed based on her explanation that "the adult brain turns to jello those first few months raising a baby" posted the letter online. It shot to the top of Reddit and prompted many other customers to share their own surprising stories of interacting with real people at the IRS. One story online even proclaimed it "proof that IRS agents are human."

www.irs.gov

IRS Department of the Treasury
Internal Revenue Service
P.O. BOX 9020
HOLTSVILLE NY 11742-9020

In reply refer to:
Jan. 19, 2012 LTR 168C 0

00002634
BODC: SB

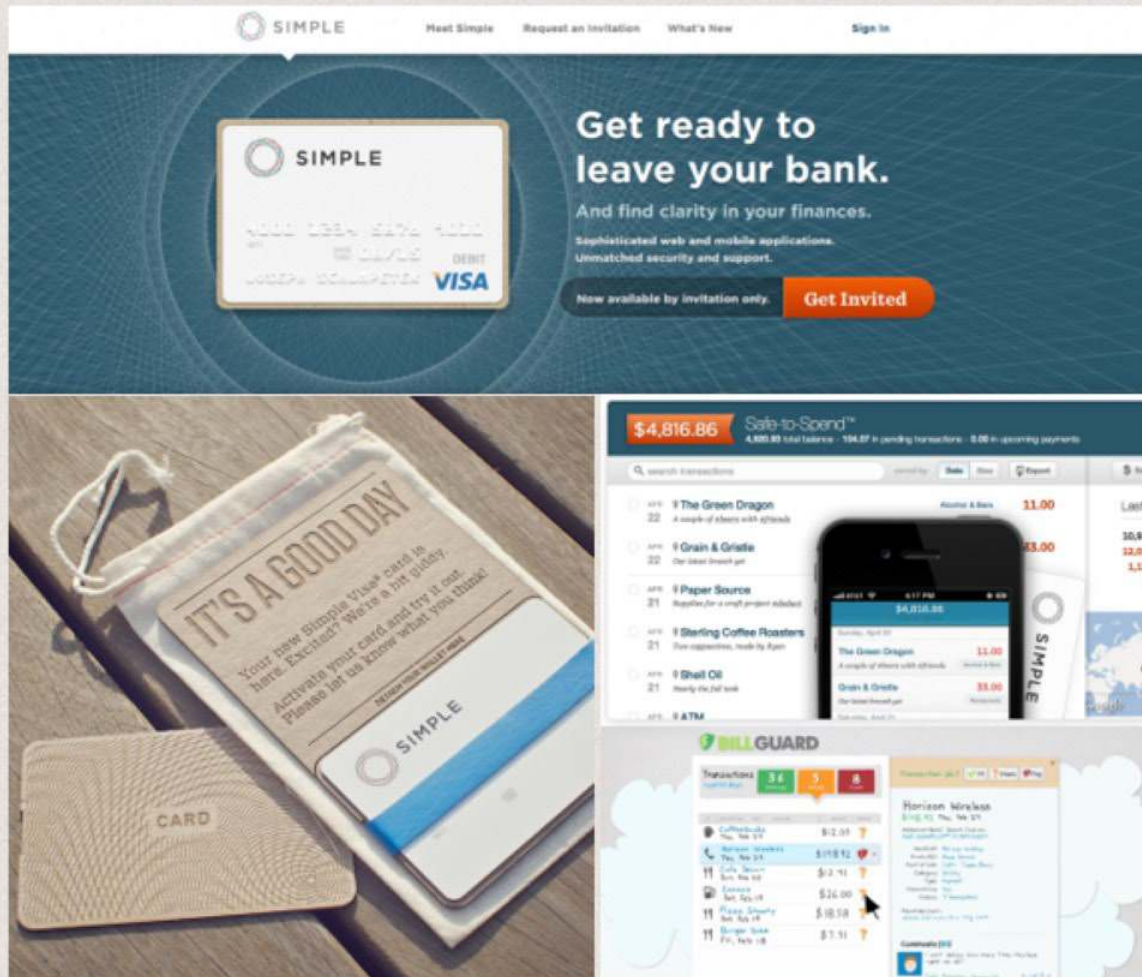
Dear Mr. & Mrs. [REDACTED]:

Thank you for your correspondence dated Dec. 02, 2011, and your payment of \$243.28.

We have reviewed your correspondence regarding the penalties that were charged to your account and based on your explanation that "the adult brain turns to jello those first few months raising a baby", we have decided to remove all penalty charges. A total of \$2,522.00 in penalty charges have been removed.

18 Marketing Trends In 2013 To Change Your Business

Human Banking



EXAMPLES:

Simple, BillGuard + Project Catalyst

In mid-November of 2012, the Consumer Financial Protection Bureau (CFPB) created a new initiative to invite ideas for more “consumer-friendly innovation” in the financial sector. Two key partners for this new program (dubbed Project Catalyst) were startups already changing the way people manage their finances by adding more transparency, simplicity and humanity to the process of using a credit card or managing transactions.

www.simple.com

www.billguard.com

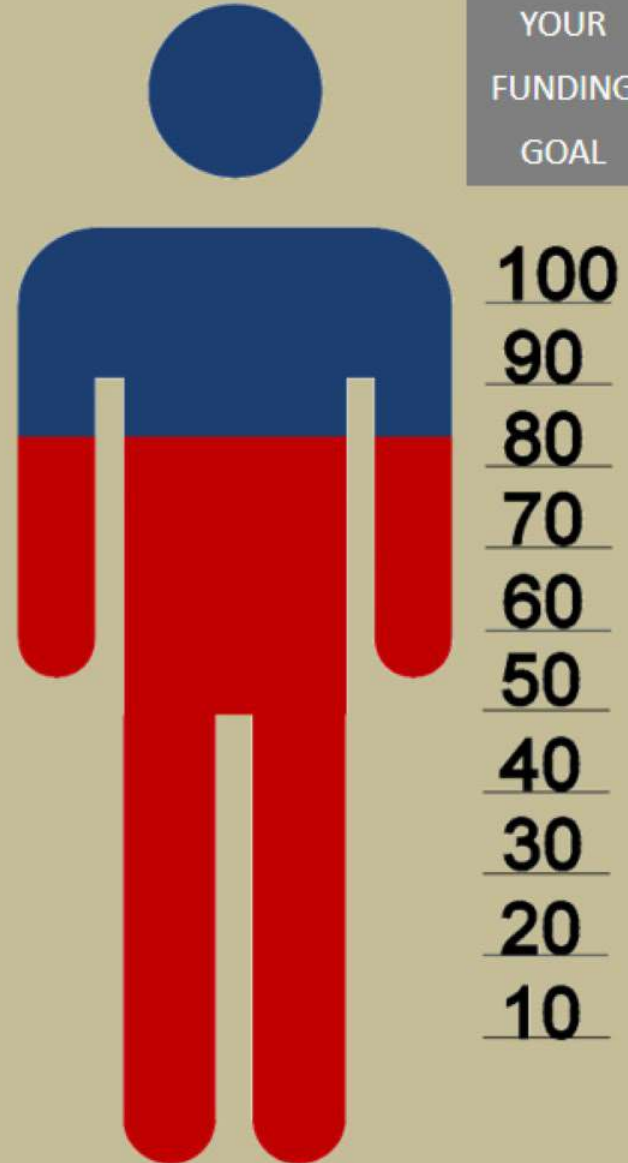
www.consumerfinance.gov/projectcatalyst

TREND #4

MeFunding

What's the trend?

Crowdfunding evolves beyond films or budding entrepreneurs to offer anyone the opportunity to seek "me-funding" to do anything from taking a life changing trip to funding a college education.



18 Marketing Trends In 2013 To Change Your Business

MeFunding



Upstart
Data

How it Works Browse Upstarts Pilot Schools About Blog Login

The Startup is *you*.

A new approach to funding and mentorship

Sign up

BACKERS AND UPSTARTS WANTED

Paul Gu
Yale University
"I want to build products that make clever use of numbers to make the world a better place..."

FUNDED \$25,000

SPONSORED BY

Joseph Perla
Princeton University '12
Computer Science, Cum Laude

- VP of Technology at Turntable FM
- Founder, President Emeritus, Princeton Entrepreneurship Club
- I have founded or led 3 startups

Brodie Yastrum
University of Washington '12
Business Administration

- First in my family to graduate from college, with a 3.7 GPA
- 64th percentile in both Math and Writing on the SAT
- High school valedictorian while working 30-40 hours per week

Melanie Plageman
Duke University '11
Literature

- Contributed directly to the JOBS Act crowdfunding provisions
- Raised over \$150,000 of grant money for social impact ventures
- Provided profiles to thousands of people during the Arab Spring

Vincent Lucero
University of Washington '12
Business Administration
Entrepreneurship

- I worked to pay for the vast majority of my college education
- I am the first person in my family to follow the traditional college path
- My first job was at 18, where I worked with Xbox Live

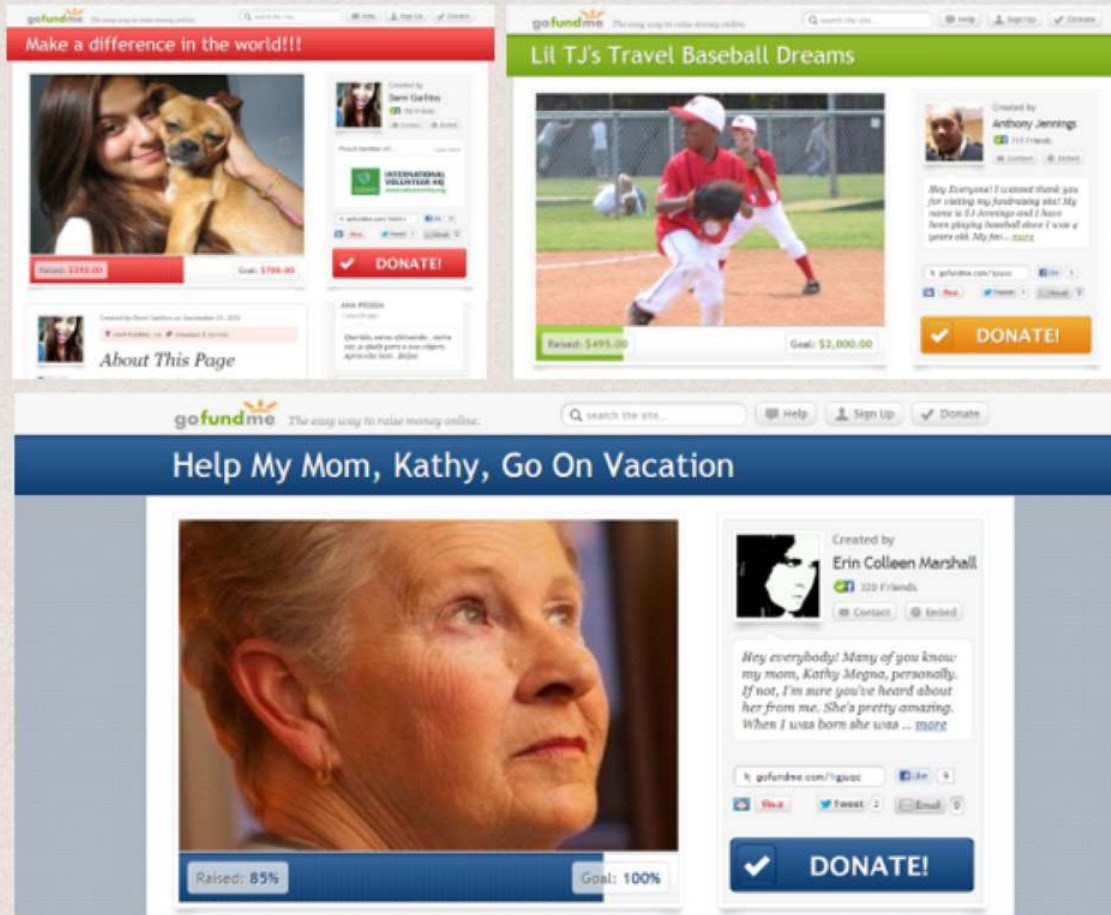
EXAMPLE: **Upstart**

We often hear the cliché about “investing in our future” – but Upstart brings it to life with this platform that allows anyone to invest in the future potential of an up and coming student. The platform not only allows for financial donations, but also encourages donors to offer mentorship as part of their support – and funds the entire process with a promise to pay back this support in real dollars when the funded youth begin to realize their potential (and make real money).

www.upstart.com

18 Marketing Trends In 2013 To Change Your Business

MeFunding



EXAMPLE: **GoFundMe**

You don't need to start a business or create a monumental work of art to change your life. This site is filled with simple pleas from families and friends to do something small to help the important people in their lives. Examples include a 15 year old girl who wants to travel to Guatemala to work with underprivileged children and a daughter trying to raise money to send her mom on vacation. Together the site has built up one of the biggest collections of real people's dreams on the web.

www.gofundme.com

18 Marketing Trends In 2013 To Change Your Business

MeFunding





Join | Login

Why GiveForward? | How it works | Success Stories | Blog

+ Create a fundraiser

Find a fundraiser

GiveForward has raised \$26,779,815 for medical and other causes



Ruggiero Family Fund

Organized by: Ellison Family
The Ellison Family -
This fundraiser ends on February 22nd, 2013
Beneficiary: Dino Ruggiero

Details | Donors | Hugs

GIVE NOW

FUNDRAISER PROGRESS

82%

GOAL: \$100,000.00

Raised: 7

\$82,000

SUPPORT THIS FUNDRAISER

f Promote

Tweets

Grab this fundraiser's widget!

Get updates on this fundraiser.

We continue to thank all of you for your kindness and generosity towards Wendy and her family.

Update Oct 25, 2012

Wendy is currently in a rehab facility and has been undergoing treatment for about a month. She still has a tracheotomy, but is now able to eat and breathe on her own. Every day, she endures intense physical therapy to try and regain strength and movement throughout her body. Unfortunately, there has been very little improvement and Wendy only has movement in her shoulders and wrists. She continues to fight this.

Top Donors | Recent Activity

Dr. Andy Kasper and family gave \$1,250.00

OCTOBER 6TH, 2012

"I feel I know you through my brother, Dr. Joe, who has had the pleasure of working with you at Dellridge. He says your the best he's ever worked with and can't wait for you to light up so many lives again."

EXAMPLE:

GiveForward

One of the sad facts of life is that when a medical crisis happens to a family, they are often not able to handle the financial costs. This site allows anyone to create a crowdfunding page for their loved ones in need and tell their story. It is a powerful way to raise funds for people at the moment in their lives when they could most use a helping hand and finances to help with the cost burden of extreme medical care.

www.giveforward.com

18 Marketing Trends In 2013 To Change Your Business

MeFunding



EXAMPLE:

Takeashine + GiveCollege

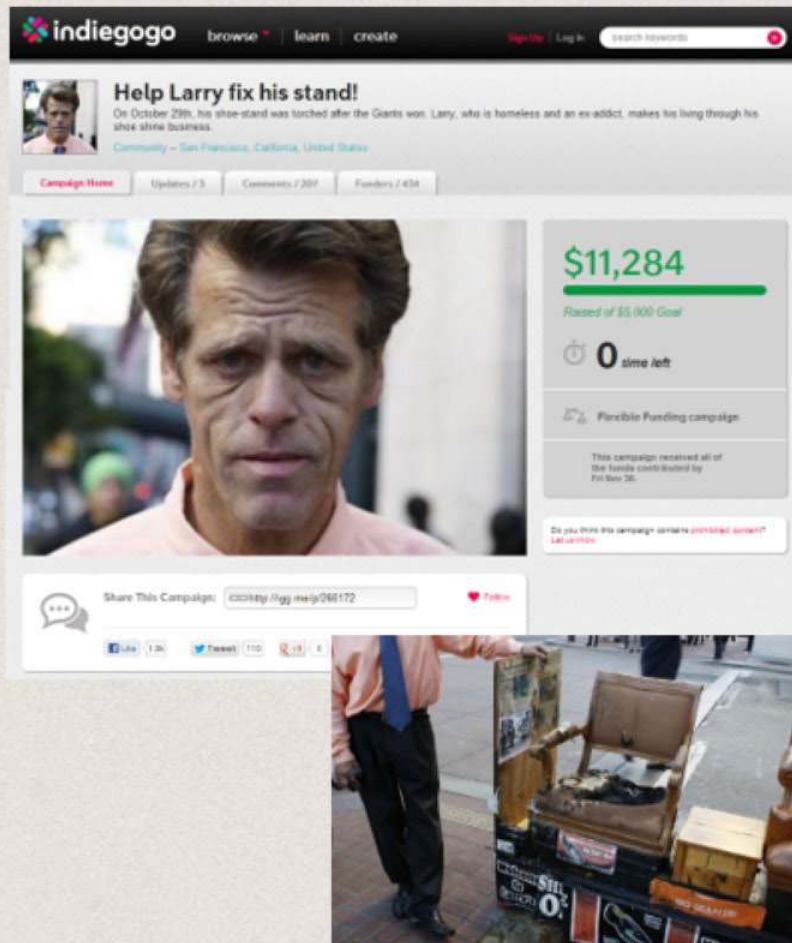
The spiraling costs of higher education are causing many to rethink the necessity of a traditional college education (see Trend #11: Degree-Free Learning). For those who are still deciding to pursue a degree, the costs of college may not entirely be covered by financial aid. As a result, and host of new sites on the web allow anyone to raise money to crowdfund their own education. This ranges from costs of tuition to other college related payments. Takeashine.com, in particular, is devoted to helping underpriveleged students meet "the gap" between what financial aid will offer and the true cost of college.

www.takeashine.org

www.givecollege.com

18 Marketing Trends In 2013 To Change Your Business

MeFunding



EXAMPLE: Indiegogo

The day after the San Francisco Giants won the World Series, the *SF Gate* newspaper reported the story of a homeless ex-addict whose shoe-shine stand was torched in the celebration. Inspired by the story, a local woman named Megan Hopkins created a campaign on behalf of Larry and wrote:

"He works hard, is kind, and humble. He does not deserve what happened to him and it is our job as San Franciscans to make it right."

When the campaign closed, it had raised more than twice the requested funds – and all was donated to Larry via a trust fund to help him rebuild.

www.indiegogo.com

We Can Do It!

TREND #5

Powered by Women

What's the trend?

Business leaders, pop culture and ground-breaking new research intersect to prove that our ideal future will be led by women.

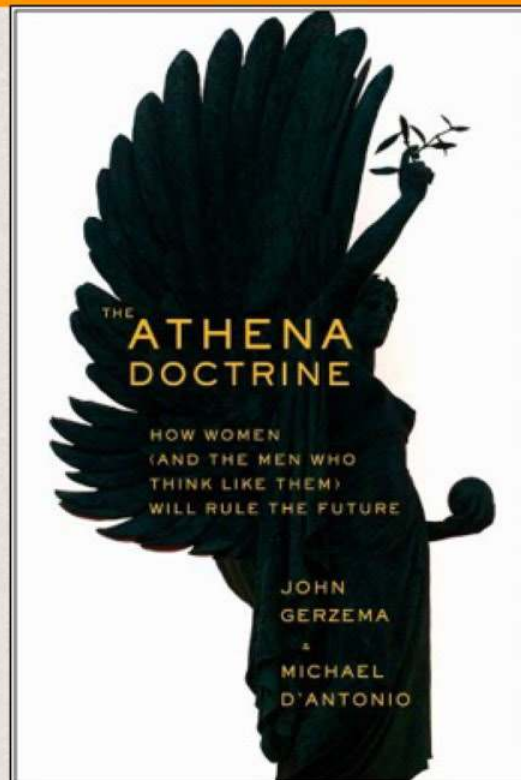
img

Influential Marketing Group



"MAN OR WOMAN, YOU NEED BOTH
MASCULINE AND FEMININE TRAITS
TO THRIVE IN TODAY'S WORLD."

—81% AGREE



EXAMPLE:

The Athena Doctrine

Over the past three years, brand consultant and best selling author John Gerzema has traveled the globe interviewing and surveying over 60,000 people in 25 nations. His upcoming book *The Athena Doctrine* (April 2013) will share the results of his groundbreaking research and the core premise – that women will rule the future. As his data shows, the world is moving towards empathy, collaboration, and intuition – all noted as feminine qualities in Gerzema's research. When the book comes out, it will offer empirical proof that the future really will be powered by women – and the men who can think like them.

www.athenadoctrine.com

THINGS CAN GO ONE OF TWO WAYS
FOR HER AND FOR EVERYONE AROUND HER

1

SHE GETS A CHANCE

She gets educated.
She stays healthy and HIV negative.
Marries when she chooses.
Raises a healthy family.

2

NONE OF THESE THINGS HAPPEN

She is illiterate.
Married off.
Is isolated.
Is pregnant.
Vulnerable to HIV.

BACK TO CHANGE

**THE REVOLUTION
WILL BE LED BY A
12-YEAR-OLD GIRL.**

IF YOU WANT TO END POVERTY AND HELP THE DEVELOPING WORLD, THE BEST THING YOU CAN DO IS INVEST TIME, ENERGY, AND FUNDING INTO ADOLESCENT GIRLS. IT'S CALLED THE GIRL EFFECT, BECAUSE GIRLS ARE UNIQUELY CAPABLE OF INVESTING IN THEIR COMMUNITIES AND MAKING THE WORLD BETTER. BUT HERE ARE 10 THINGS THAT STAND IN THEIR WAY.

EXAMPLE:

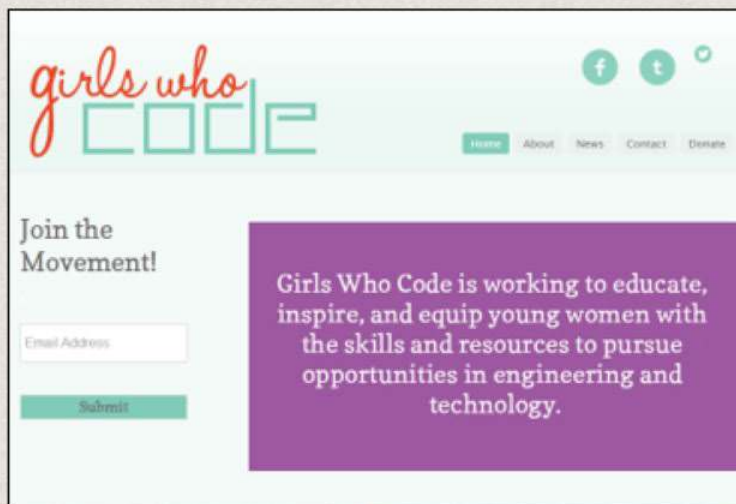
The Girl Effect

Since 2009, The Girl Effect has been pioneering a movement to demonstrate that empowering girls is the single biggest change that could happen to solve many of the world's biggest problems. Research has shown that an educated girl will invest 90% of her future income in her family, compared to 35% for a boy. Through a powerful set of videos, online tools and resources and events in real life, The Girl Effect has launched onto the world stage as one of the most powerful new cause related marketing campaigns in the world today .

www.thegirleffect.com

18 Marketing Trends In 2013 To Change Your Business

Powered by Women



EXAMPLE:

Girls Who Code, WIT, Influential Women in Technology (Fast Co.)

There is a well known gap in women who choose to enter into roles in technology – and a growing suite of nonprofits and groups are devoting themselves to bridge this gap through education and mentorship. With leading media publications like *Forbes* and *Fast Company* celebrating influential women in business and technology every year, and nonprofits like *Girls Who Code* adding education and networking connections – a new support system for girls who choose tech is firmly in place. And with women in high profile leadership positions like Yahoo! (Marisa Mayer) and IBM (Ginni Rometty), there are a growing number of role models as well.

18 Marketing Trends In 2013 To Change Your Business

Powered by Women



EXAMPLES:

Brave, Hunger Games, Twilight + Revolution

Over the past year, literature and films have put female heroines front and center. Pixar launched their first film in decades with a female lead character in *Brave*. *The Hunger Games* presented a female star who not only fought to the death (and won), but also saved a boy along the way. The hit new TV show *Revolution* also features a leading female character. As more females take the leading roles, particularly those typically assigned to men, it will continue to provide a cultural context for women to take other roles in business, media and government that don't require some sort of crossbow weapon as well.

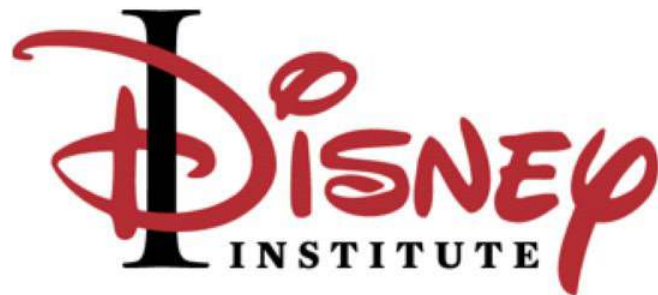
TREND #6

Method Consulting

What's the trend?

Successful entrepreneurs and companies create “on-the-side” consulting models to help others duplicate their success.





EXAMPLE:

The Disney Institute

The Disney Institute has been training companies on how to deliver great quality, build brand loyalty, grow creativity and improve leadership since 1986, but they deserve recognition as one of the first brands to realize the power of taking their “magic” to other businesses.. The Institute has trained millions of professionals, and continues to promote its unique ability to let participants step into a “living laboratory” to see the principles they are learning being applied to Disney’s Theme Parks every day.

www.disneyinstitute.com



EXAMPLE:

Zappos Insights

One of the most beloved corporate cultures of the past decade got a big boost in visibility and credibility back in 2009 when Amazon purchased the company for close to \$1B in stock. Taking their much envied culture and the ethos behind it, the team began to launch a few limited edition workshops to teach their methods to others. These workshops evolved into the Zappos Insights offering, which is now a full fledged consulting practice that offers immersive two day workshops living in the Zappos corporate culture and shorter online curriculum and training accessible online.

www.zapposinsights.com



EXAMPLE:

Sales Lion

How do you sell a swimming pool? It was this not-so-simple question that first led Marcus Sheridan (aka “The Sales Lion”) to first start using a blog and content created online to answer customer questions. His technique was so effective, he became the top pool salesman in his region. Today he runs a consulting practice evangelizing the importance of offering value through content marketing. His “they ask, you answer” mantra has helped him become a sought after speaker and consultant.

www.thesaleslion.com



EXAMPLE:

MindValley Insights

Instead of selling their know-how in the publishing and personal development space – independent publisher Mindvalley took the unheard of step of open sourcing their entire business model and all the tools and resources they use. The result is not only an online treasure trove of resources and templates, but also a business model so unique they are the only brand over the past four years to appear in my Trend Report in two different categories in the same year.

www.mindvalleyinsights.com

TREND #6

Precious Print

What's the trend?

Thanks to our digital-everything culture, the few objects and moments we choose to interact with in print become more valuable.



Influential Marketing Group



18 Marketing Trends In 2013 To Change Your Business

Precious Print



EXAMPLE:

Esopus, Monocle + Newsweek

After nearly 80 years in print, the magazine publishing industry was shocked by the news this year that Newsweek would stop publishing a printed edition. As writer Clive Thomson wrote back in 2010, the rise in “short form thinking” like tweets was actually creating more demand for truly in depth articles and reporting. The real loser was something he called “the middle take,” which referred primarily to the weeklies like *Time* and *Newsweek*. In contrast, high touch magazines such as *Monocle* or *Esopus* continue to offer an experience that their subscribers find worth engaging with in print – and saving as a collectible year after year as well.

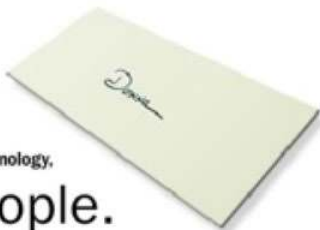
www.monocle.com
www.esopus.com
www.newsweek.com

18 Marketing Trends In 2013 To Change Your Business

Precious Print



PAPERbecause
Underneath all our wireless, streaming, hands-free technology,
we're still people.



Paper is personal. FIND OUT MORE »

PAPER because

The cloud can put all your files at your fingertips, just so long as you have a printer.



Print responsibly on Domtar paper

EXAMPLE:

PaperBecause

This brilliant marketing campaign from paper manufacturer Domtar reminds us all of our human connection to paper. Beyond the sentimental, the website goes on to present hard facts about everything from how it is easier to learn on paper to how paper is one of the most recycled products on the planet. The campaign seems aimed at people who are already predisposed to use and love paper – to offer them permission to keep using it. The biggest underlying message is clear in their tagline – paper makes it more *personal*.

www.paperbecause.com



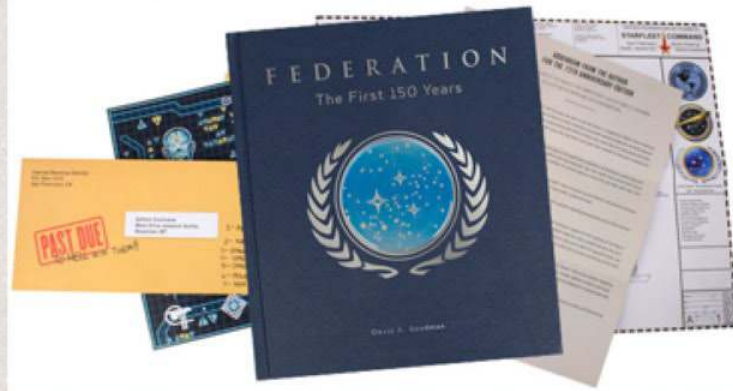
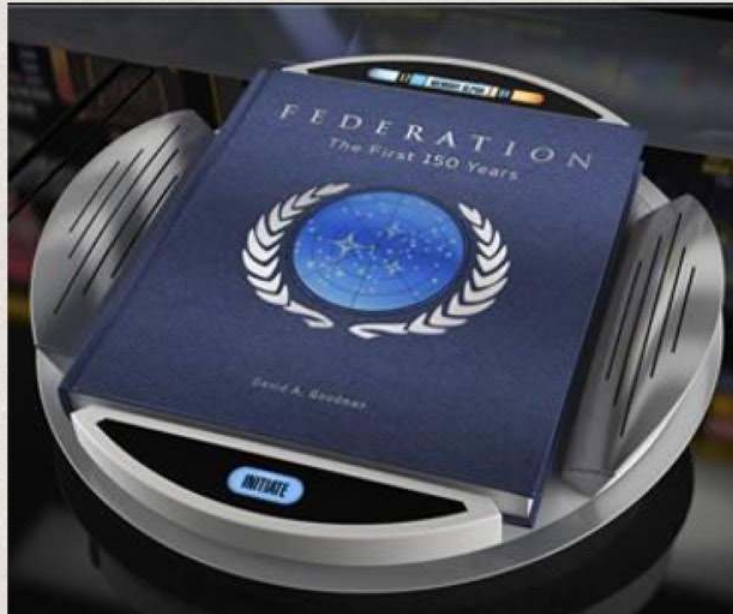
The image is a composite advertisement for Moo Luxe Business Cards. At the top left, the Moo logo (an orange drop with 'moo' inside) is next to the tagline 'WE LOVE TO PRINT'. Below this, the text 'Luxe Business Cards' is displayed in a large, bold, black font. To the right of the text is a close-up photograph of several blue business cards fanned out. At the bottom, there is a photograph of a stack of business cards. The top card is white with a blue circular logo containing the letters 'rb' and the name 'Rohit Bhargava' below it. Another card is partially visible underneath, showing a different design with a grid of icons and text. In the bottom left corner of the advertisement, there is a small italicized text: '* My business cards are Moo Luxe!'.

EXAMPLE:

Moo Luxe Cards

When you start with an end goal of creating the “most luxurious business card ever printed” – you are bound to create something unusual. Self described lovers of print, this UK-based retailer named Moo.com offers some of the best quality printing for personal identity stationary on the web. From their iconic long thin “Moo card” to the super high quality Luxe cards, Moo reminds us all of the pleasure of holding a beautiful business card in our hands as a visual reminder of meeting someone in real life.

www.moo.com



EXAMPLE:

Star Trek Federation: The First 150 Years

On December 4th, 2012 – Trekkies will finally have the compendium of the Federation that they have been waiting for. This collectors item book features information about every Star Trek show in the franchise, exclusive materials and a customized display stand for the book. The price tag for this collectible print experience is a hefty \$99 – but the book is expected to sell out as the ultimate holiday gift for the Star Trek fan in your life.

amzn.com/1612184170



EXAMPLE:

Moleskine Notebooks

A product favourite for creators of all types – from writers to illustrators – the iconic Moleskine notebooks offer the ultimate homage to the emotional power of paper and the written word. From evangelic online user communities to ongoing memes encouraging people to share their drawings – Moleskine notebooks have become the ultimate signature badge of any creative person today ... a sort of offline profile pic that says more about them than the computer they use or clothes they wear.

www.moleskine.com

18 Marketing Trends In 2013 To Change Your Business

Precious Print



REDEEM GIFT

WANTFUL

LOG IN

We've got your holidays covered.

*Create a custom gift book featuring twelve perfect products.
They choose the one they want most.*

Our signature gift book

Your collection is custom printed and wrapped like a present in imported Japanese rice paper, then delivered in our embossed black envelope.

GET STARTED >

EXAMPLE:

Wantful

Why choose one gift when you can choose a collection to show how much you care? For anyone paralyzed by the seasonal pressure to find the perfect gift, Wantful has a solution. With their service, you choose a selection of 12 gifts, and customize a beautiful printed card to send to your recipient. When they open the “present” – they will have the option to select one of the gifts and have that sent directly to them. The experience of receiving this custom printed card and the experience of selecting a gift is meant to be a unique experience that *should* make up for your indecision on what to actually get them.

www.wantful.com

TREND #8

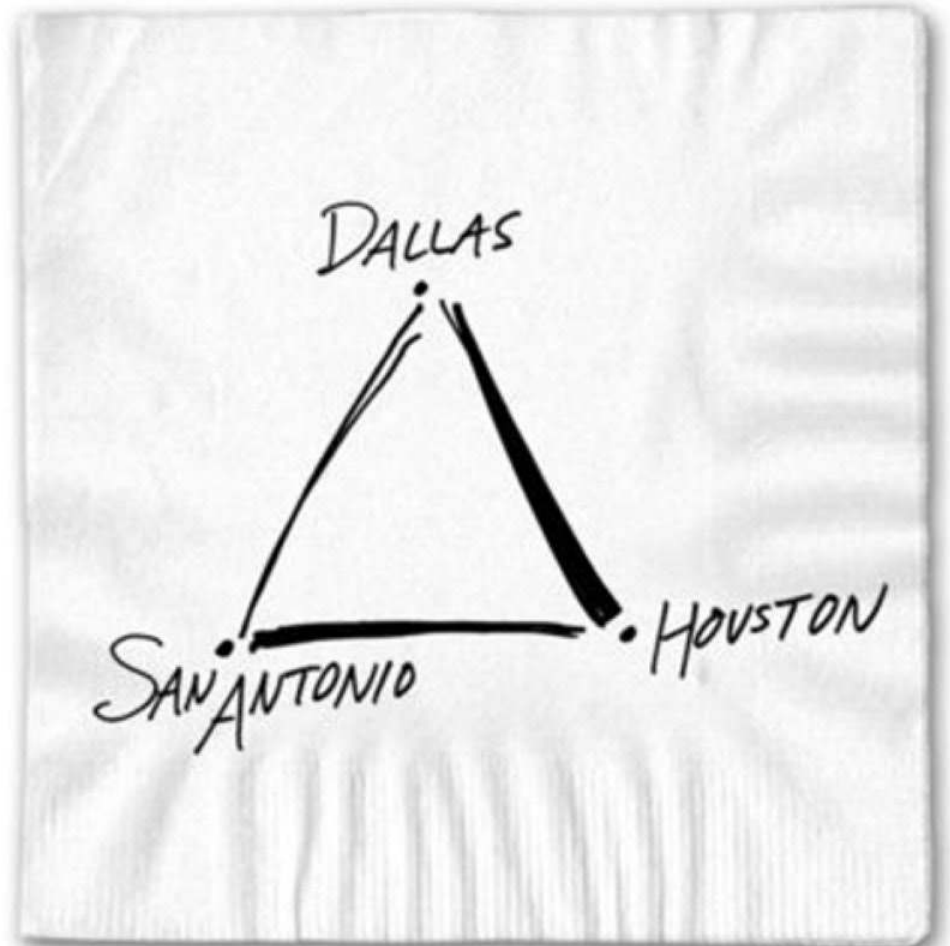
Backstorytelling

What's the trend?

Organizations uncover that one of their greatest assets to inspire loyalty can come from taking people behind the scenes of their brand and history.

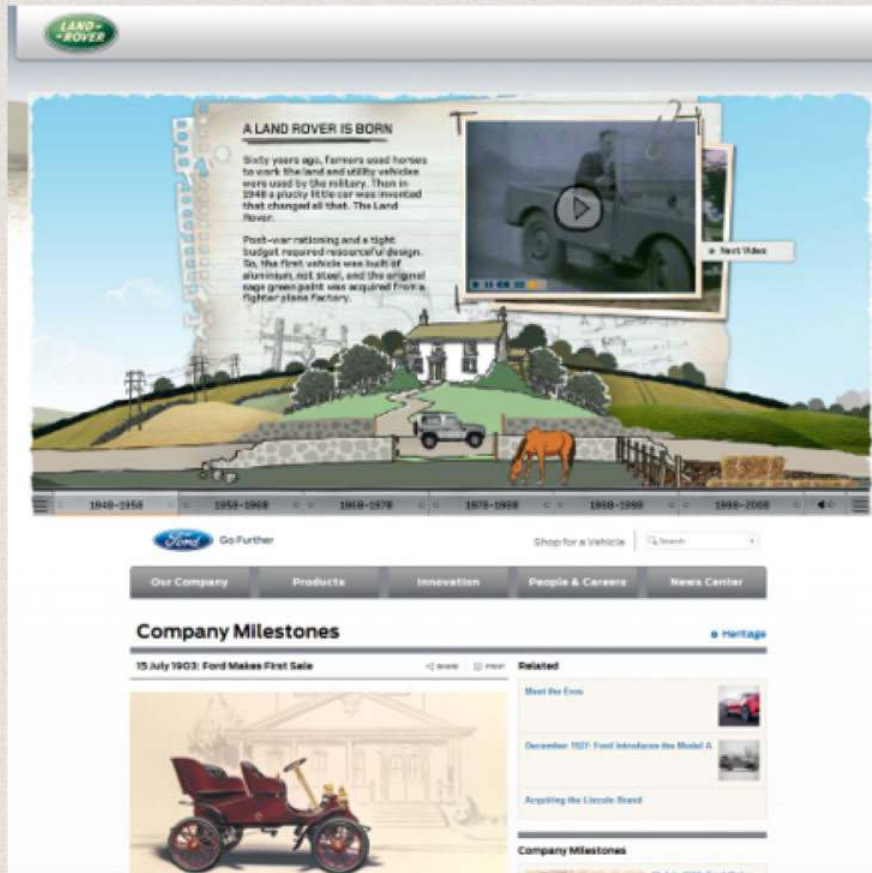
*Photo:

The original napkin drawing from Herb Kelleher that eventually led to his starting Southwest Airlines.



18 Marketing Trends In 2013 To Change Your Business

Backstorytelling



EXAMPLES:

Land Rover + Ford

This year Land Rover celebrated its 60th Anniversary, which led to a series of introspective ads and an interactive timeline website that shares the history and milestones of the brand. In the past year, Ford has been another automotive brand to also take the history of its brand and put it front and center for consumers to interact with and learn about through a company heritage blog. The ultimate aim for both brands seems to be to use the long history of their brands to build consumer confidence in their current lineup of cars for 2013 and beyond.

bit.ly/landroverheritage
corporate.ford.com/our-company/heritage

talk to a real person
800-293-4232

chat with a real person
LIVE CHAT NOW

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About Us

- An Ink-Introduction
- The CustomInk Difference
- Our Story
- Passion for Printing
- Meet Inky
- Company Info
 - Board of Directors
- Careers
 - All Job Openings
 - Team Member Reviews
- Awards & Media
- Three Hearts
- Articles

Our Story: A Company with Heart

Marc spent long hours on his green couch (a hand-me-down from his big brother) talking to Dave by phone and planning the business. The more they worked at it, the more convinced they became that getting custom t-shirts the traditional way was a pain-in-the-neck and that they could make it fun, easy, and reliable with a "design online" website. They officially founded CustomInk in March of 2000 and had soon assembled the rest of the early team. As the Inker team took shape, the one common denominator was heart: CustomInk attracted the kind of people who really care – the ones who get a bad feeling in the pit of their stomach if they think they're going to let someone down – and repelled those who didn't.

It all started on a
Green Couch

With us from the beginning, it's practically a CustomInk mascot.

EXAMPLE:

Custom Ink

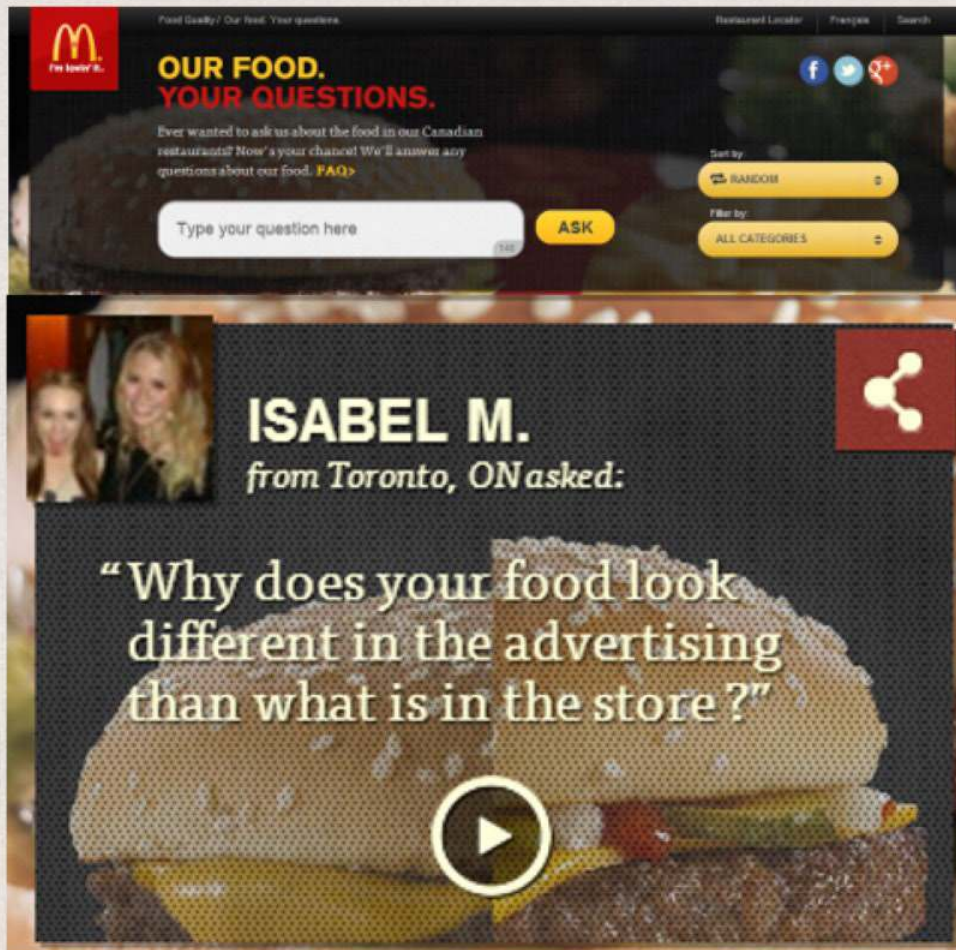
Finding a purpose in making T-shirts may not seem like an easy thing to do – until you read about the mission behind Custom Ink – one of the most popular retailers of custom printed T-shirts on the web.

Everything from their company history ("it all started on a green couch") to "Inky" the Custom Ink logo is quirky and filled with passion. Ultimately, the belief that drives the brand is that T-shirts unite people. It is a noble mission in a category filled with providers who can just print the cheapest possible shirt as the ultimate throwaway prize. The backstory of the founders and their single minded passion for the simplest of all clothing items makes Custom Ink an easy brand to love.

www.customink.com

18 Marketing Trends In 2013 To Change Your Business

Backstorytelling



EXAMPLE:

McDonalds Canada: Our Food. Your Questions.

Sometimes the most unexpected thing a brand can do is actually answer questions directly. This was the inspired idea behind this campaign from McDonald's that stood out for its dedication to answering tough questions. Not only did McDonald's answer their critics on beef production and "pink slime" in real and human language – but the video they produced showing a real "burger photo shoot" and how they make the burgers look so good rapidly went viral and has been watched by more than 7 million people so far.

youtu.be/oSd0keSj2W8

TREND #9

Social Visualization

What's the trend?

Visualization goes beyond data to let people visualize their own social profiles, and conversations online.

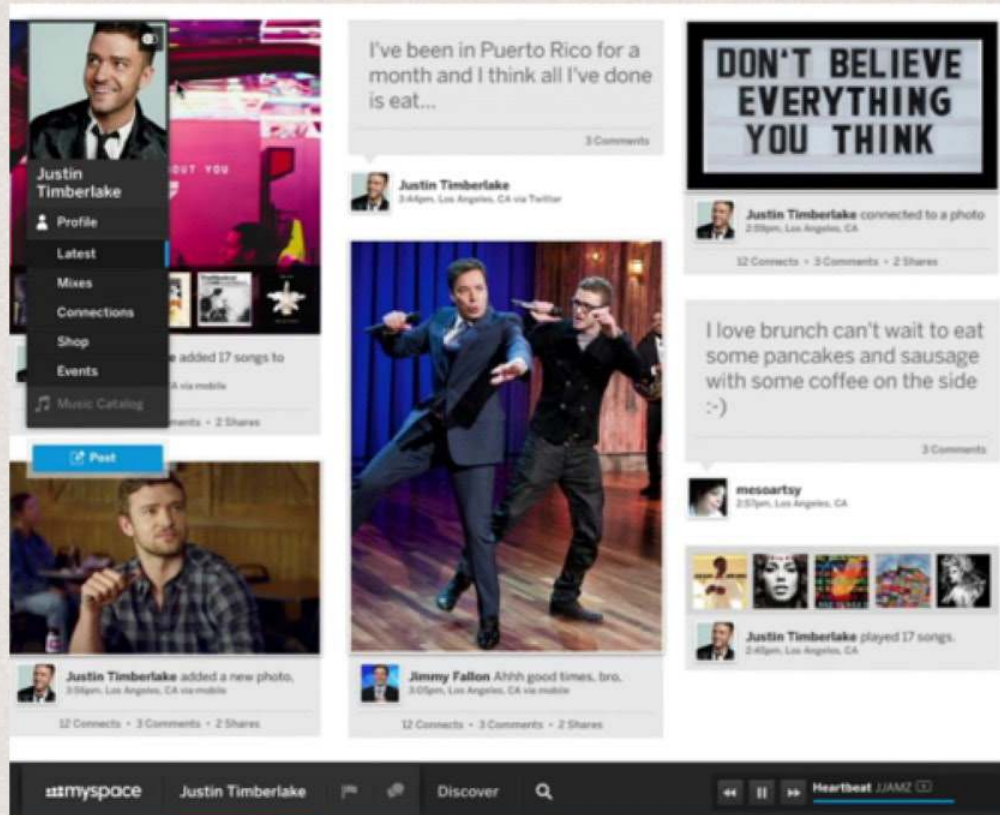


Influential Marketing Group

PHOTO CREDIT: Giorgio Roberto Ubaldi – [flickr.com/turojr](https://www.flickr.com/photos/turojr/)

18 Marketing Trends In 2013 To Change Your Business

Social Visualization



EXAMPLE:

The New MySpace

MySpace will be back soon with some celebrity firepower, Justin Timberlake as an investor and a redesigned user interface that seems like a cross between Pinterest and Storify. Central to the experience is the decision to visualize everything, including text, and to allow for horizontal scrolling to create an unexpected user experience that will stand out from others online. With a planned list of artists, musicians and creators slated to start using the site actively, the new MySpace will make a big splash in 2013.

www.myspace.com

18 Marketing Trends In 2013 To Change Your Business

Social Visualization



A screenshot of the Infusd website profile for Rohit Bhargava. The profile shows a cartoon avatar, the name "Rohit Bhargava", and the bio "Marketer | Author | Nice Guy". On the left sidebar, there are icons for "Hits", "About", "Subscribers", and "Subscriptions". The main content area displays four featured items: a "7 Social Media Trends To Watch In 2013" presentation, a "6 Lessons From the Best Marketing Campaign Ever" guest post, "The Making of Likeonomics - How To Sell And Write A Book", and a "TEDxPennQuarter - Rohit Bhargava - Reinventing Marketing" video.

EXAMPLE: **Infusd**

For many content creators, over time your best work is likely spread across the web – and your latest post is the only one visible. But your professional legacy is about much more than your last thought. Infusd is a new startup that allows you to pick and share your “greatest hits.” Your top 8 are then visually presented – giving you the professional profile you always dreamed of having – filled with only your best work.

www.infusd.com*

**Disclaimer – I am a member of the Advisory Board for Infusd.*

18 Marketing Trends In 2013 To Change Your Business

Social Visualization



EXAMPLE:

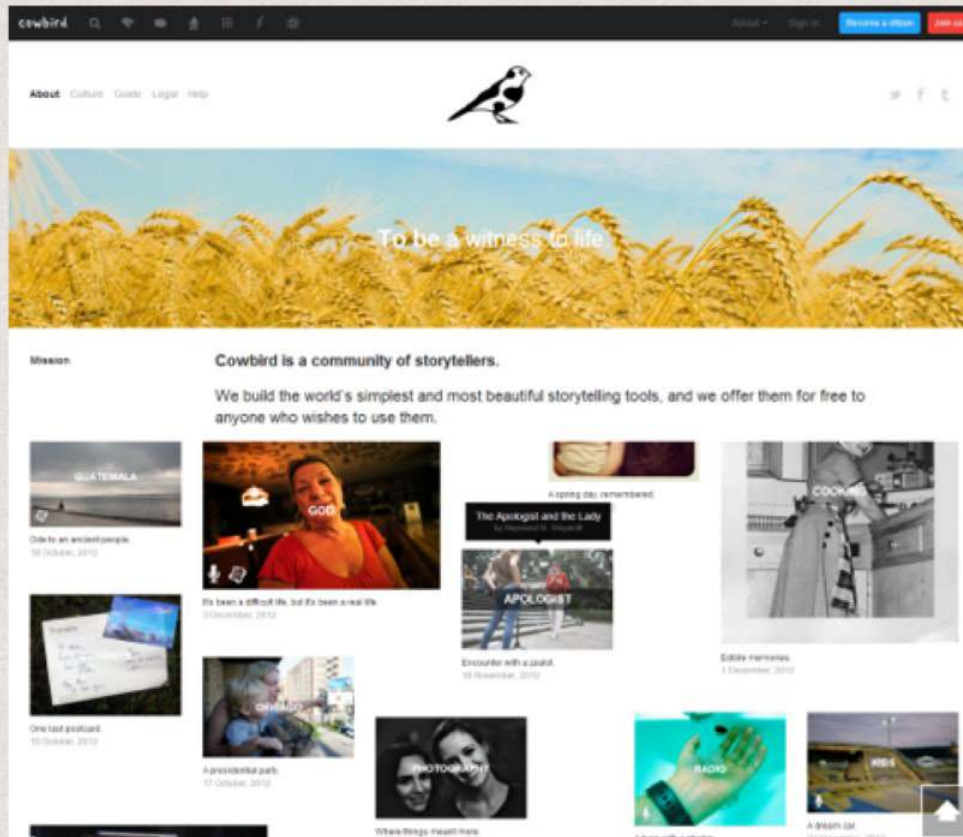
New Coca-Cola Website

Several months ago Coca-Cola sent a wave through corporate social media and marketing teams when it unveiled its new corporate site. Putting “brand journalism” at the heart of the new experience, the new site was fresh, designed for real time content, and unlike any other corporate site out there today. The other element that stood out was how highly visual the interface was designed to be. Each story had a corresponding visual and infographics were used to present data throughout the site. The biggest impact of the site, though, may be that it gives all corporate web design and social media teams around the world a perfect case study to take to their leadership to get funding for their next redesign.

www.coca-colacompany.com

18 Marketing Trends In 2013 To Change Your Business

Social Visualization



EXAMPLE:

Cowbird

The first thing creator Jonathan Harris wants to tell you about Cowbird is that it is not a social network – it is about sharing deeper stories. The second is that the site has a long term goal of becoming a “public library of human existence.” A renowned storyteller and artist, this is one of his most personal projects that creates a image based narrative style for storytelling that allows anyone to contribute their own life changing moments into the visual collection indexed by keywords.

www.cowbird.com

TREND #10

Healthy Content

What's the trend?

Healthcare organizations feel pressure to create more useful and substantial health content to satisfy increasingly empowered patients who have become unreachable through purely marketing or advertising messages.



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SANOFI DIABETES  Going beyond together

For U.S. Residents Only

Diabetapedia

Diabetes doesn't define you... so define diabetes.

Search

[Browse All Diabetapedia Terms](#)



[Find Us.](#)
[Follow Us.](#)



[Home](#) [About Us](#) [Browse Diabetapedia Terms](#) [Suggest A Term](#) [Enhance A Term](#) [Add Diabetapedia To Your Site](#)

EXAMPLE:

Diabetapedia

Sanofi Diabetes has developed a multi-prong diabetes social and online content marketing initiative designed to engage and inspire the diabetes community. Diabetapedia is a community-driven initiative that takes the 119 common diabetes terms and shares the corresponding definitions.

www.diabetapedia.com

Tracking Digital Health Consumer Reaction to the Fungal Meningitis Crisis in Real-Time

The Crisis (As of 10/17)

17,000
contaminated
vials



247 meningitis
outbreaks

15 states
impacted

14,000
patients
at risk

19 deaths

Source: CDC

The Reaction (As of 10/15)

Q: How is online content related to the meningitis crisis influencing active digital health consumer perceptions of prescription medication and injection safety?

A: Some become more concerned about prescription medication and injection safety after reading online content about the meningitis outbreak.

63% of responses:
YES online
meningitis crisis
content raises
safety concerns



37% of
responses: NO
online content
does not raise
safety concerns

14% of digihealth pulse study participants answered questions re: prescription drug/injection safety concerns immediately after reading meningitis crisis-related online content between 10/9 -10/15; 202 total responses received. Data collection is ongoing.

EXAMPLE:

CDC Meningitis Scare Response

In 2012, the Centers for Disease Control and Prevention became a key resource for people concerned about the recent meningitis scare by providing information in real time. At a time when people were concerned about the safety of prescription medications – the timely and accurate information from CDC distributed via online news outlets and other sources helped avoid panic and manage the situation.

www.cdc.gov/meningitis

The psfk logo, consisting of the letters "psfk" in white on a purple square background.

A small black and white headshot of John Pugh.

John Pugh, BI. Robotic
Hand Mimics Human
Movement And Looks Real

A small black and white headshot of Piers Fawkes.

Piers Fawkes, 8
Trends That Will
Your Home

A large video frame showing John Pugh speaking at a conference. He is wearing a light blue button-down shirt and a name tag. The video has a purple overlay at the bottom with the text "RESTRICTIONS FORCE US TO BE CREATIVE – JOHN PUGH, BOEHRINGER INGELHEIM [VIDEO]".

EXAMPLE:

Boehringer Ingelheim + PSFK

John Pugh is not your average big Pharma marketing person. A gifted content creator and innovator, he was among the first in his industry to use Twitter and recently launched a game called Syrum to inform the public how medical research works. In his latest curated collaboration with PSFK, he pens weekly blog posts about health related topics, helping Boehringer Ingelheim have a conversation with the industry influencers who read PSFK.

www.psfk.com/author/john-pugh

18 Marketing Trends In 2013 To Change Your Business

Healthy Content



The screenshot shows the Cleveland Clinic HealthHub website. At the top, there's a navigation bar with links like "Education", "Clinical & Lab Research", and "Resources for Medical Professionals". Below this is the Cleveland Clinic logo and a search bar. A banner below the navigation bar says "Like this content? Get it every day on Facebook." with a Facebook "Like" button and a photo of a smiling woman. The main content area features two articles. The first article is titled "Colon Cleansing: Is It Safe?" with the subtitle "Popular complementary treatment" and is by Brooke Gutland, MD. It includes an image of a blue liquid splash. The second article is titled "What Is Hyperemesis Gravidarum?" and is by the Women's Health Team, dated 12/14/12 3:37 p.m. It includes a list of tags: "beta HCG, genetic disorder, genetics, gestational trophoblastic disease, hormone, hyperemesis gravidarum, morning sickness, multiple gestations, nausea pregnancy". Below the tags is a photo of a pregnant woman holding a green folder. A sidebar on the left lists various health topics: Home, Bone, Muscle & Joint Health, Brain & Spine Health, Cancer Care, Digestive Health, Heart & Vascular Health: The Beating Edge, Lungs, Breathing & Allergies, and Urinary & Kidney Health.

EXAMPLE:

Cleveland Clinic HealthHub

Sanofi Diabetes has developed a multi-prong diabetes social and online content marketing initiative designed to engage and inspire the diabetes community. Diabetapedia is a community-driven initiative that takes the 119 common diabetes terms and shares the corresponding definitions.

health.clevelandclinic.org

TREND #11

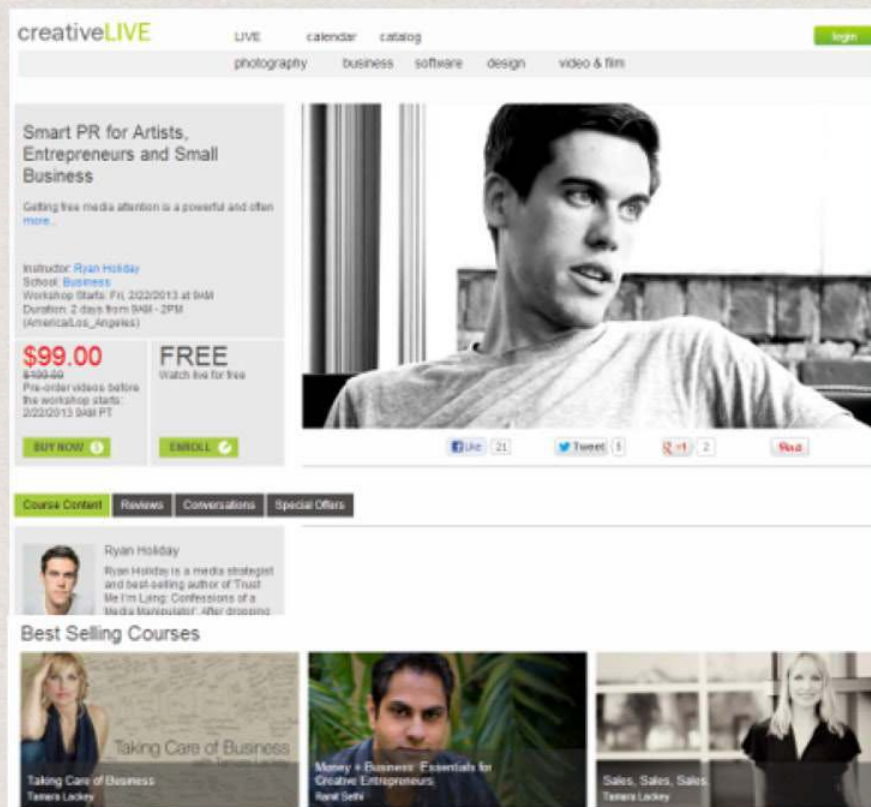
Degree-Free Learning

What's the trend?

Quality of E-learning content explodes as more students consider alternatives to traditional college educations.



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creativeLIVE

LIVE calendar catalog

photography business software design video & film

Smart PR for Artists, Entrepreneurs and Small Business

Getting free media attention is a powerful and often more.

Instructor: Ryan Holiday
School: Business
Workshop Starts: Fri, 2/22/2013 at 9AM
Duration: 2 days from 9AM - 2PM (America/Los_Angeles)

\$99.00
\$400.00
Pre-order videos before the workshop starts: 2/22/2013 9AM PT

FREE
Watch live for free

BUY NOW **ENROLL**

Course Content Reviews Conversations Special Offers

Ryan Holiday
Ryan Holiday is a media strategist and best-selling author of *Trust Me I'm Lying: Confessions of a Media Manipulator*. After dropping

Best Selling Courses

Taking Care of Business
Tara Lacey

Money + Business: Essentials for Creative Entrepreneurs
Ryan Holiday

Sales, Sales, Sales
Tara Lacey

EXAMPLE:

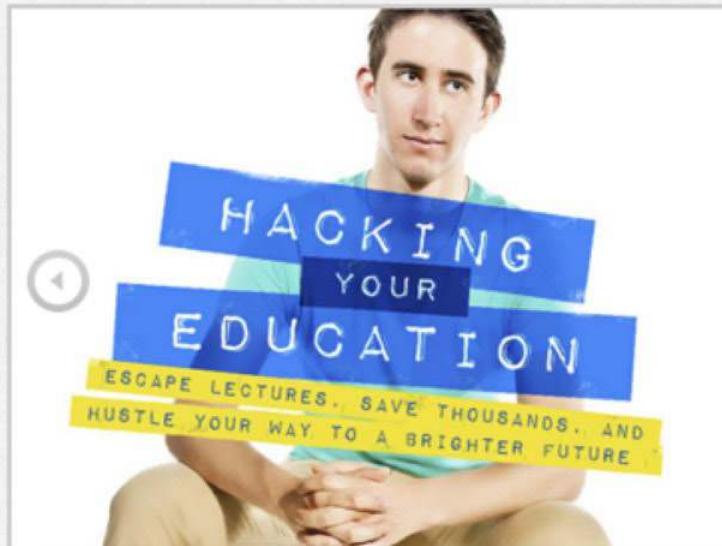
creativeLIVE

What if you could learn creative skills like photography or graphic design from world leading experts? That is the mission behind creativeLIVE, which brings leading experts together to create custom day long workshops and courses that are free to watch live and paid courses available on demand afterwards. The site's focus on learning for creative entrepreneurs has already reached over 1 million students in more than 200 countries around the world.

www.creativelive.com

UNCOLLEGE

HOME ABOUT ▾ BOOK RESOURCES ▾ BLOG INTERVIEWS



EXAMPLE:

Uncollege

Lifelong “unschooler” Dale J. Stephens is an education activist and popular speaker on changing the popular belief that every child must go to college. On his site devoted to promoting his upcoming book (March 2013), he shares resources for students considering “uncollege” options and offers a series of opportunities for these students, including a year long “Gap Year Program” where students are promised training, internships in San Francisco and connections with hot new startups for a lump sum of \$10,000. As more students look at alternative options, Dale’s book should come at the perfect time to push this trend even further.

www.uncollege.org

18 Marketing Trends In 2013 To Change Your Business

Degree-Free Learning



The screenshot shows the EInstitute website. At the top is a dark blue navigation bar with the EInstitute logo (a stylized 'E' followed by 'Institute' and the tagline 'learn by doing') on the left. To the right of the logo are links: HOME, ABOUT, APPLY, 2012 FELLOWS, 2012 ENTREPRENEURS, and HARDENOCKSII. Below the navigation bar is a large hero image showing three people sitting in a modern, brightly lit room with large windows. Overlaid on this image is the text "TURNING MILLIONS OF STARTUPS AND SMALL BUSINESSES INTO CLASSROOMS." in a bold, white, sans-serif font. Below the hero image is a section titled "OUR FELLOWS" with a small "1 2" indicator. This section contains six portrait photos of individuals, each with their name written below it: Samman Chaudhary, Brendan Coffey, Ben Darr, Jasmine Gao, Kwame Henderson, and Ethan Horne.

EInstitute
learn by doing

HOME ABOUT APPLY 2012 FELLOWS 2012 ENTREPRENEURS HARDENOCKSII

TURNING MILLIONS OF STARTUPS
AND SMALL BUSINESSES
INTO CLASSROOMS.

OUR FELLOWS 1 2

Samman Chaudhary Brendan Coffey Ben Darr Jasmine Gao Kwame Henderson Ethan Horne

EXAMPLE:

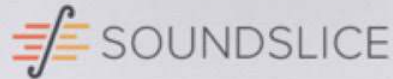
[E]nstitute

If you have ever thought about your career and the people you learned the most from, you'll appreciate the idea behind [E]nstitute to pair "fellows" aged 18-24 with established entrepreneurs who agree to mentor them for a period of two years. The program is currently only available in New York – but the roster of entrepreneurs already includes several successful names.

www.enstituteu.org

18 Marketing Trends In 2013 To Change Your Business

Degree-Free Learning



Tabs have never sounded so good.

Soundslice lets you sync tabs with video so you can see (and hear!) them in real time. Gone are the days of ASCII art approximations.

[Play with an example](#)



About



EXAMPLE:

Fluent In 3 Months + Soundslice

Augmenting sites that allow for students to replace aspects of college when it comes to preparing for eventual employment are also a range of sites that allow anyone to learn skills that they may have dreamed of having for many years. Each have found a way to simplify learning through new techniques or technology that rethink traditional learning methods and offer faster ways of learning new skills.

www.fluentin3months.com
www.soundslice.com



TREND #12

Friend-Sourced Travel

What's the trend?

New and old friends change the travel experience by curating where to go, and offering more local authentic experiences.



Influential Marketing Group

18 Marketing Trends In 2013 To Change Your Business

Friend-Sourced Travel



The screenshot shows the Vayable website. At the top is the Vayable logo, which consists of a red location pin icon with a blue dot inside, followed by the word "Vayable" in blue. To the right of the logo are four navigation links: "How this Works", "Offer an Experience", "Gifts", and "Join". Below the navigation bar is a large hero image of a herd of elephants walking on a dirt path in a tropical setting. Overlaid on the left side of the hero image is a dark grey box containing the text "Book an experience when you travel." in white, followed by "Select from 2000+ boutique tours and things to do." in a smaller white font. Below this text is a white search bar with the placeholder text "Search for a location, activity or interest" and a blue search button with a magnifying glass icon.

EXAMPLE:

Vayable.com

Just taking a trip sometimes isn't enough to experience the world. For that you need to find the right people and do something beyond ordinary. Luckily, Vayable is a community dedicated to helping anyone explore the world by curating experiences like boutique tours and small finds to help you "experience the world better." The roster of global tours currently sits at more than 2000 and is growing.

www.vayable.com

18 Marketing Trends In 2013 To Change Your Business

Friend-Sourced Travel



EXAMPLE:

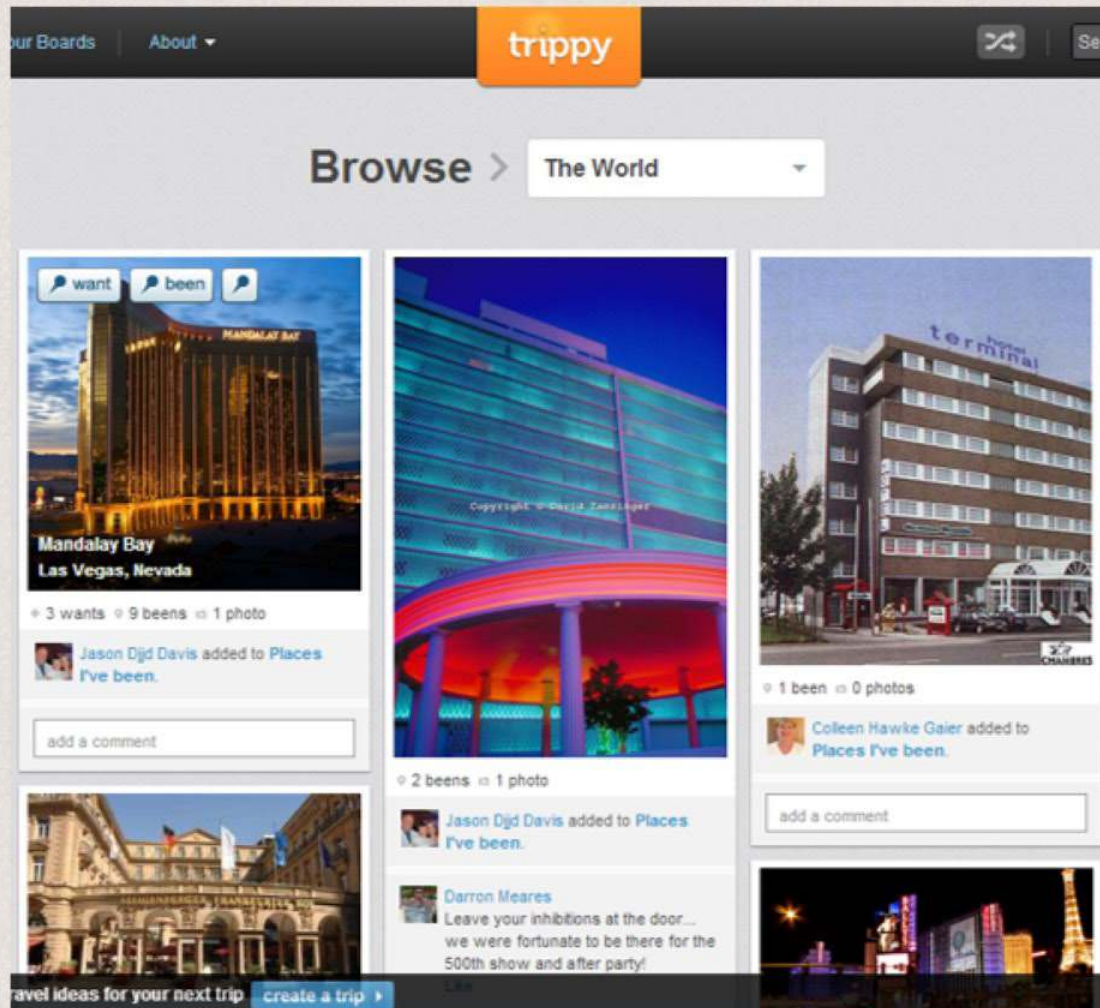
Dine With The Dutch + SupperKing

Dine with the Dutch is a travel site that offers a very simple service: to let any traveler to the Netherlands organize a meal with Dutch locals and make new friends. The meals are served at a local Dutch families home, and the service attempts to match you based on your profile with the ideal host. This idea of social dining as a form of travel (even when done locally) is the premise behind a new app called SupperKing which offers a similar sort of service, but in your local area. Both tap into the basic human desire to make new friends over a meal.

www.dinewiththedutch.com
www.supperking.com

18 Marketing Trends In 2013 To Change Your Business

Friend-Sourced Travel



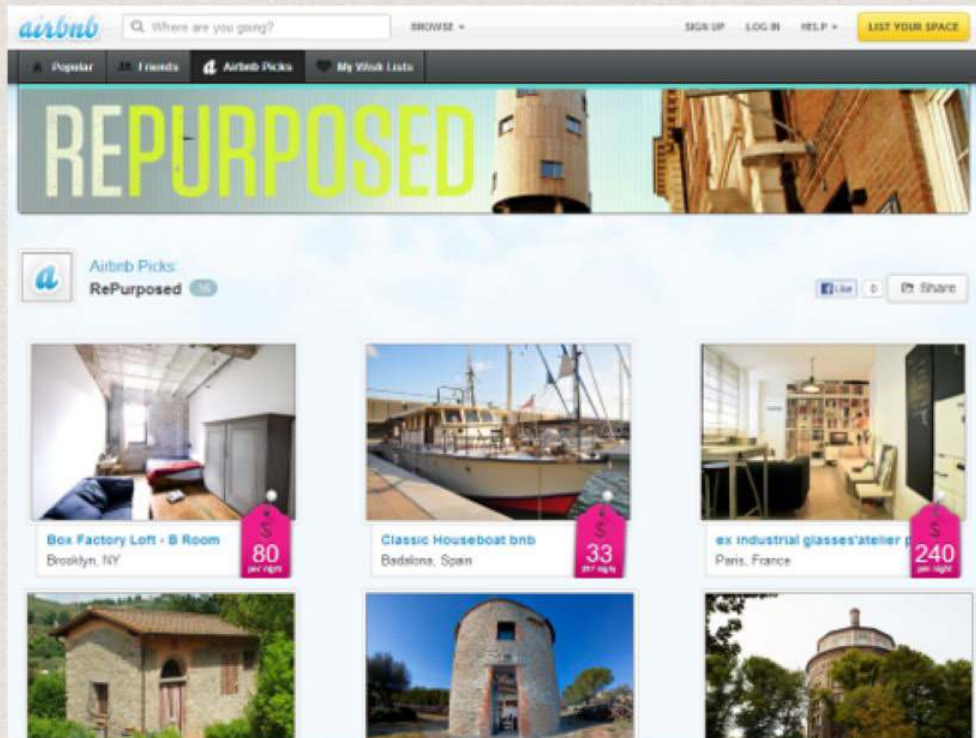
EXAMPLE: **Trippy**

On Trippy, you can collect travel experiences grouped into what you have done and what you would like to do. Using visual Pinterest-like boards, the site allows you to easily create new travel itineraries based on your own collection or the recommendations of your friends. Integrated with a mobile app, the itineraries offer the perfect way to build trips based on the experiences of your friends and take them with you.

www.trippy.com

18 Marketing Trends In 2013 To Change Your Business

Friend-Sourced Travel



EXAMPLE:

Airbnb

One of the most buzzed about travel sites of the past year, airbnb is creating more authentic connections between people every single day than many travel services do in an entire year. With its collection of unique places to stay and curated lists of destinations to help with discovery, it is no wonder this is becoming a must use travel service for more and more travelers.

www.airbnb.com

18 Marketing Trends In 2013 To Change Your Business

Friend-Sourced Travel



The screenshot shows the TripBirds website interface. At the top left is the "TRIPBIRDS" logo with a tagline "Book hotels with a little help from your friends". To the right is a placeholder "Your sh". Below the logo is a search bar with the text "Find a place to stay in" and a placeholder "Enter a city...". To the right of the search bar are "Check in" and "Check out" buttons. Below the search bar is a section for "POPULAR CITIES" listing Paris, Rome, London, New York, and San Francisco. Below that is a social media integration showing a Facebook post from Jesse Thomas, Jason McCabe, Calacanis and 2 others using TripBirds. Below this is a section titled "Why you'll love Tripbirds" with two examples: one showing a Facebook post from Martina Elm about "Tasty baked mussels!" and another showing a mobile app interface for the Regent Hotel with a review and a booking button. At the bottom are two call-to-action buttons: "Find hotels where friends have stayed" and "Share your shortlist with friends".

EXAMPLE:

Trip Birds

Finally hotel booking gets social. When choosing a hotel, random TripAdvisor reviews are usually the best you can get – but TripBirds aims to change that with their online hotel booking tool that allows you to see where your friends have stayed, their opinions and even integrates to let you see Instagram photos taken of the property before you decide whether to make a booking.

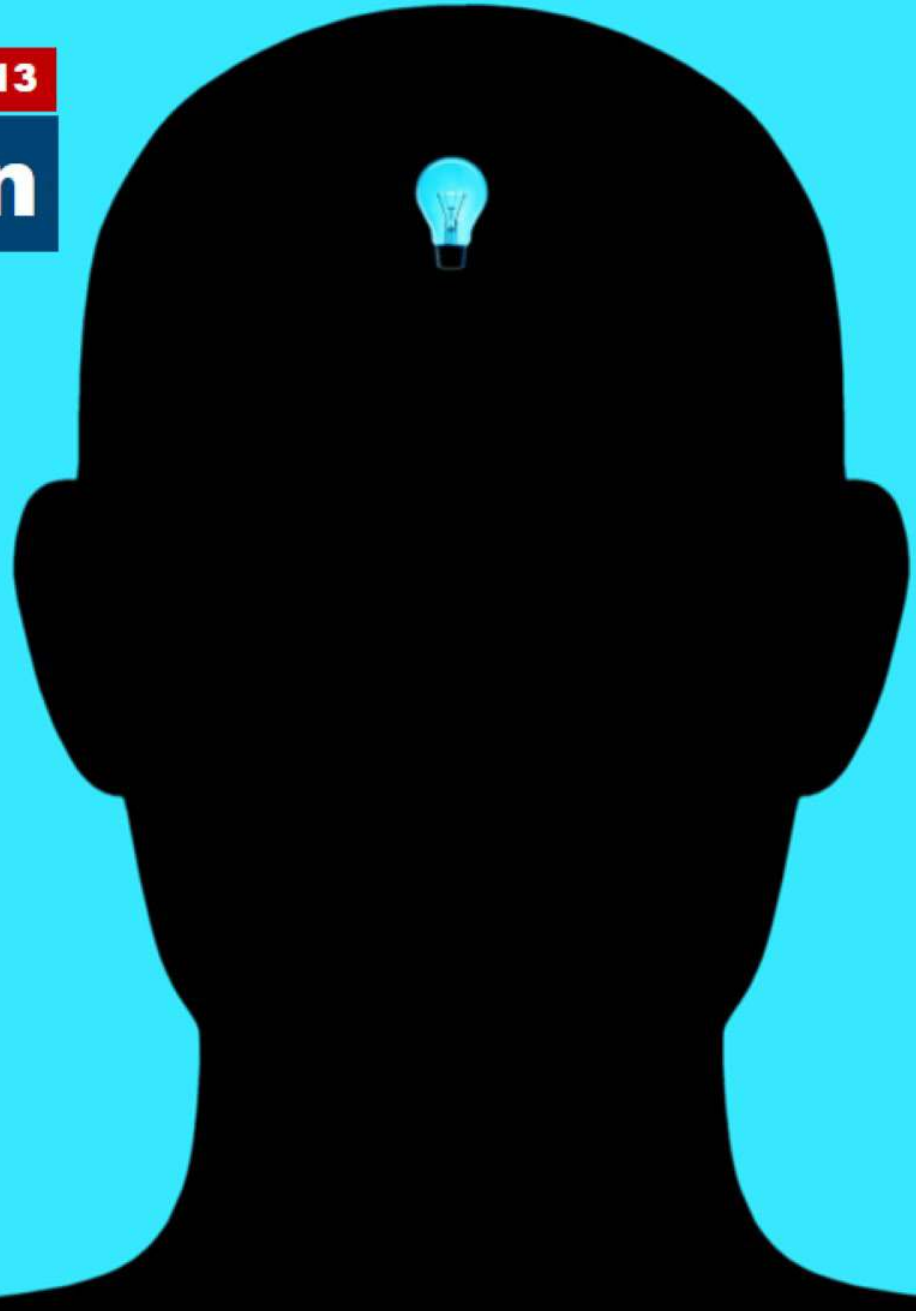
www.tripbirds.com

TREND #13

MicroInnovation

What's the trend?

Thinking small becomes the new competitive advantage as slight changes to features or benefits create big value.



Influential Marketing Group



EXAMPLES:

Toyota Easy-Fill Tire Alert, Mercedes Magic Vision Wipers, + Ford Liftgate

This past year saw many smart and small innovations from automakers in the quest to use features to sell upgrades or entice new carbuyers. Toyota used ads to feature a system that let's you know when to stop ... filling your tire with air. Ford premiered their smart innovation technically called "Liftgate" but code-named "open sesame" where you can open the back car door with your foot – and Mercedes showed off its "Magic Vision Wipers" that correct for outside temperature and prevent frost or fog. Each shows the lengths automakers will go to in order to think smaller and innovate on mere details.

EXAMPLE:

Apple iPod

The ultimate example of the power of microinnovation comes from Apple and their generational tweaks to the iPod. The first product was groundbreaking – the rest simply made incremental changes to optimize the product or make one small element of it better.





EXAMPLE:

Universal Lubricants

The 2012 winner of the AAPEX New Packaging Award for Innovation was this stunningly simple idea to create the first retail motor oil packaged in a sustainable, stand up pouch. Compared to the usual hard plastic bottles, this pouch uses 25% less material and takes less room during the shipping process as well. The Eco-Ultra FlexPak is currently sold on Amazon and at selected auto retailers as well.

www.ecoultraoil.com/

TREND #14

Hyper-Local Commerce

What's the trend?

New services and technology makes it easier for anyone to invest in local businesses and buy from local merchants.



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18 Marketing Trends In 2013 To Change Your Business

Hyper-Local Commerce



EXAMPLE:

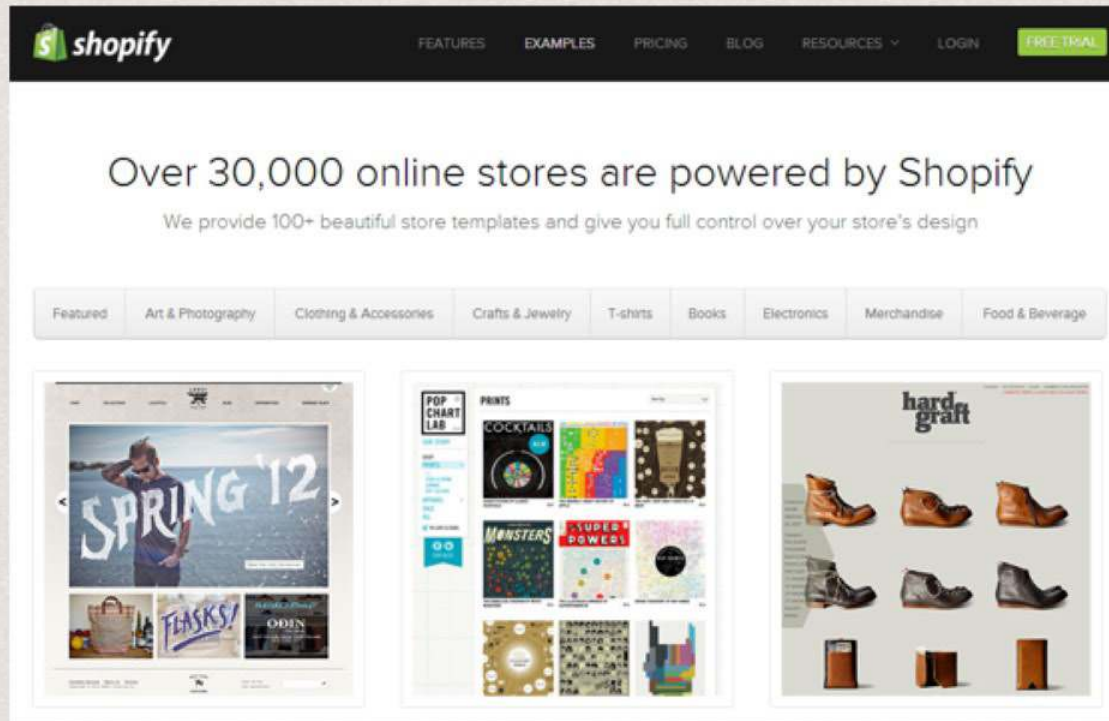
Square, GoPayment, MobilePay, PayPal Here

Square pioneered the idea of letting anyone accept payment by credit card on the go for a flat straightforward fee per transaction, but in the past year several competitors all launched their own mobile card readers. A Bank of America exec even called it a “commodity product.” And with so many options for mobile payment (and each offering card readers for free), small local merchants can do business with even less investment in expensive infrastructure.

www.squareup.com
www.gopayment.com
www.paypal.com/here
mobilepay.bankofamerica.com

18 Marketing Trends In 2013 To Change Your Business

Hyper-Local Commerce



EXAMPLE:

Shopify.com

Just about every business today has a website, but in order to sell online, small local businesses usually had only a few options like eBay. Shopify changed that with their feature-rich online tool that lets any business create a sophisticated ecommerce site to sell online, no matter how small they may be. The site has already helped more than 30,000 retailers sell online.

www.shopify.com

18 Marketing Trends In 2013 To Change Your Business

Hyper-Local Commerce



The image shows two overlapping screenshots of websites. The background screenshot is the Popularise website, which has a dark red header with the "POPULARISE" logo and navigation links. The main content area is light blue with the headline "Join together and build your city." and three steps: "Preview local projects", "Submit your ideas", and "Show your support". A map of the United States shows locations like Seattle, WA, Baltimore, MD, Oklahoma City, OK, and Washington, DC. The foreground screenshot is the Fundrise website, which has a dark brown header with the "FUNDRISE" logo. The main content area is white with the headline "Invest in the local places you love." and a sub-headline "189 people have invested \$2.9 million in their neighborhoods." Below this are three columns: "INVEST" (Invest in local real estate & businesses), "OWN" (Own real equity and earn potential financial returns), and "BUILD" (Build the city you want to live in). A red button at the bottom says "View investment offerings". The footer of the Fundrise screenshot shows logos for FOX, The Washington Post, TNW, VentureBeat, and CITY PAPER.

EXAMPLE:

Popularise + Fundrise

The big idea behind these sister websites is to add a layer of crowdfunding to the real estate market. With Popularise, residents of an area can vote on proposed development projects. Then with Fundrise, individuals can invest in these projects in exchange for equity. Only a few months old, the service does not have many properties listed yet – but the idea to offer people the chance to invest in their own neighborhoods will continue to grow in 2013.

www.popularise.com
www.fundrise.com

An advertisement for the Goodzer app. The background is a blurred street scene with people walking. On the left, the text 'GOODZER' is in large white letters, followed by 'Local Shopper's Best Friend' in smaller white letters. Below this, it says 'Find all sorts of products in all kinds of local stores'. At the bottom left is an 'Available on the App Store' badge. On the right, a hand holds a smartphone displaying the app's interface. The phone screen shows a 'Local Search' bar with 'silk dress' entered. Below the search bar are four product listings, each with a small image, the product name, price, and store name. The bottom of the phone screen shows a navigation bar with icons for 'Local', 'Online', 'Saved', and 'More'.

GOODZER
Local Shopper's
Best Friend

Find all sorts of products
in all kinds of local stores

Available on the
App Store

Local Search
silk dress

Nicole Miller Kids Dress, Girls...
\$98.00
Mary's
10 local stores (5.31 mi)

Lauren by Ralph Lauren Dress...
\$164.00
Bloomington's
1 local store (5.58 mi)

Anneke presents the Little White...
\$1200.00
Saks Fifth Avenue
1 local store (5.02 mi)

Eric dress in silk chiffon
\$198.00
J Crew

Local Online Saved More

Slidemap | © 2010-2012 Goodzer

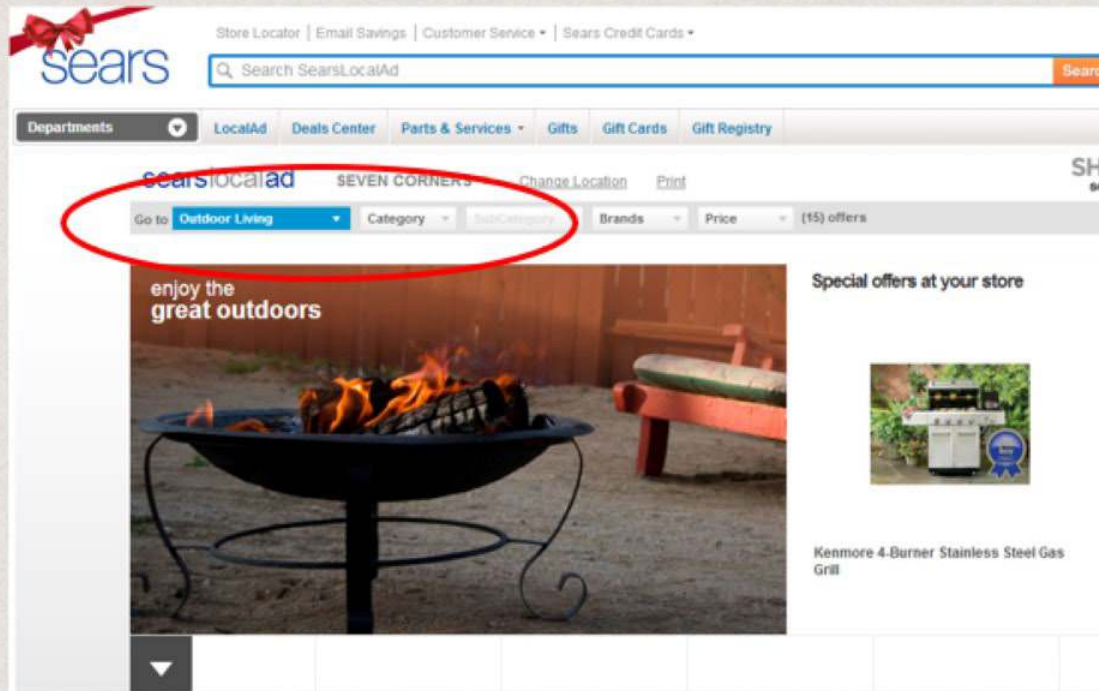
EXAMPLE:

Goodzer.com

Ever wonder if the product you are looking for may be available locally? With Goodzer, you can find out instantly and choose to give your money to local merchants. In addition, the app serves as a sort of local shopping search engine.

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EXAMPLE:

Sears Local

Even big retailers are uncovering many ways to customize their offerings for local audiences. Sears was one of the first, with their localized ads that display based on your selection for your closest store. Once Sears has your location, they can also present you with specific coupons or promotions that are tailored specifically for your interests and targeted to your closest home .

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A screenshot of the Peixe Urbano website. The header features the Peixe Urbano logo (a stylized fish) and the tagline "explore a cidade". Navigation links include "Rio de Janeiro", "Ofertas", "Delivery", and "Ajuda". A secondary navigation bar shows "Todas as ofertas", "Produtos", and "Viagens". The main content area displays a deal for "Eñe Restaurante: Gran Menu Degustação Individual com 8 Itens. Experimente a alta gastronomia espanhola!". Below the title, it says "Espalhe esta oferta:" followed by "Email" (14) and "Curtr" (12). The price is shown as "R\$170" crossed out and "R\$85" in large text. An orange "COMPRAR" button is prominent. To the right is a photo of oysters with tomatoes. A yellow "50% OFF" badge is in the top right of the photo. At the bottom left, it shows "87 CUPONS VENDIDOS" and a countdown timer "11h 43m 42s TEMPO RESTANTE". The Peixe Urbano logo is in the bottom right corner of the deal area.

EXAMPLE:

Peixe Urbano

This website from Brazil began in 2010 as the first daily deals website for Latin America and has been steadily growing its audience and influence since then. In January of 2012, the site was named “Best International Startup of the Year” at the Crunchies Awards and aims to offer a platform that can allow any local merchant to effectively sell their products or services online.

www.peixeurbano.com.br

TREND #15

Heroic Design

What's the trend?

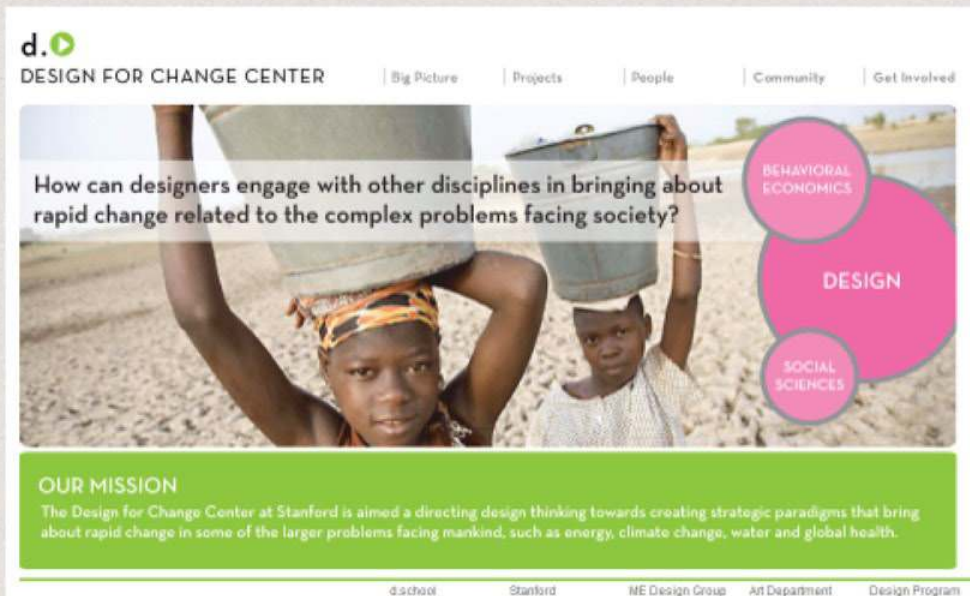
Design takes a leading role in the introduction of new products, ideas and campaigns to change the world.

Photo:

Alfa – The World's First Cardboard Bike.



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EXAMPLE:

Stanford Design for Change Center

A part of the renowned Stanford Design Program, this concentration aims to educate the next generation of designers on how to answer social challenges with design thinking and collaborate effectively with other disciplines to add design process and methodology to the way they currently approach and solve problems.

www.stanford.edu/group/designforchange/



Project H Design | a 501c3 nonprofit organization
Design for education for tomorrow

THE WORK
THE MISSION
THE LATEST
THE PEOPLE
CONNECT
DONATE

THE WORK



Studio H



Learning Landscape



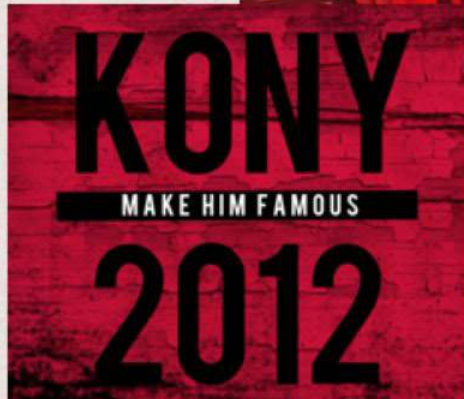
Educational Environments

EXAMPLE:

Project H Design

Award winning designer Emily Pilloton created her design studio to develop creative solutions to some of the world's biggest problems based on a principle of "need-based product design." The organization has not only pioneered new solutions to global issues like water transportation, but also hosted events to gather like minded thinkers. Along the way, Emily published a book filled with new ideas as well, and continues to speak and educate others on the mission behind Project H.

www.projecthdesign.org



EXAMPLE:

Kony 2012

It has been called the most successful viral marketing campaign ever. It was the end result of a more than 10 year campaign by its founders to create awareness around a big issue – and it fueled its share of controversy as well. The Kony 2012 campaign to bring visibility to the invisible children of the child army in Uganda made big news this year, but it was their strong use of design and consistent branding that made their campaign and message particularly easy to share from person to person.

www.invisiblechildren.com



EXAMPLE:

LifeStraw

If the idea of simply putting a straw into any kind of water and drinking seems like science fiction, the LifeStraw is a product that may surprise you. The product design is simple, reusable and imagines a creative solution to one of the biggest problems in poor countries – safe drinking water.

www.lifestraw.com

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Heroic Design



with every english language version of the information blanket you purchase, we give one to a mother and her baby in need somewhere else in the world.

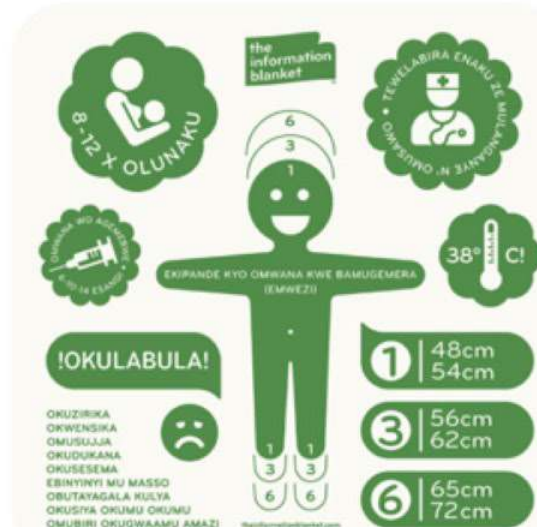
babies don't come with instruction manuals.

lack of education is a contributing factor to infant mortality. basic knowledge regarding breastfeeding frequency, vaccination scheduling, growth rates and illness warning signs is often unknown to young parents.

infant mortality rate is the number of infants dying before reaching one year of age, per 1,000 live births.

united nations population division

bolivia:	uganda:
 40	 80
cambodia:	afghanistan:
 68	 157



EXAMPLE:

The Information Blanket

Every year thousands of infants die because of a lack of education for parents on how to care for newborns and the basics of proper care. The Information Blanket aims to change that with a design that imprints vital information in native languages on blankets to be given to new mothers. Every purchase of an information blanket allows another to be delivered somewhere in the world.

www.informationblanket.com

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www.colalife.org

EXAMPLE:

ChangeMakers/ColaLife

This global competition for ideas to change the world presented on the Changemakers platform by corporate sponsor Boehringer Ingelheim led to uncovering a big idea. ColaLife was a project started to find a way to deliver much needed medication and vaccines to hard to reach rural areas across the world. It turns out one organization knows exactly how to reach them and even has a distribution system created to make it happen: Coca-Cola. Their inventive idea was to use the crates of Coca-Cola as the delivery vehicle for the medicines – using the unused spaces between bottles.



EXAMPLE:

“The Wire” from Frog Design

Public transportation is one of the biggest changes facing almost any city and Austin, Texas is one of the fastest growing cities in the US. To reimagine a potential solution for their home city, a team of designers at interactive agency *frog Design* created a solution based on high wire hanging gondola system. In addition to dreaming up the inventive solution, they created and designed a complete solution, down to a full regional map and smart card system. The project is currently being presented to local government officials and presented at urban planning and design events around the world.

BONUS: TREND #16

Branded Inspiration

What's the trend?

Brands use awe-inspiring moments, innovative ideas and dramatic stunts to capture attention and demonstrate their values to the world.



Photo:
JC/DC Pop Hours
Watch



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EXAMPLE:

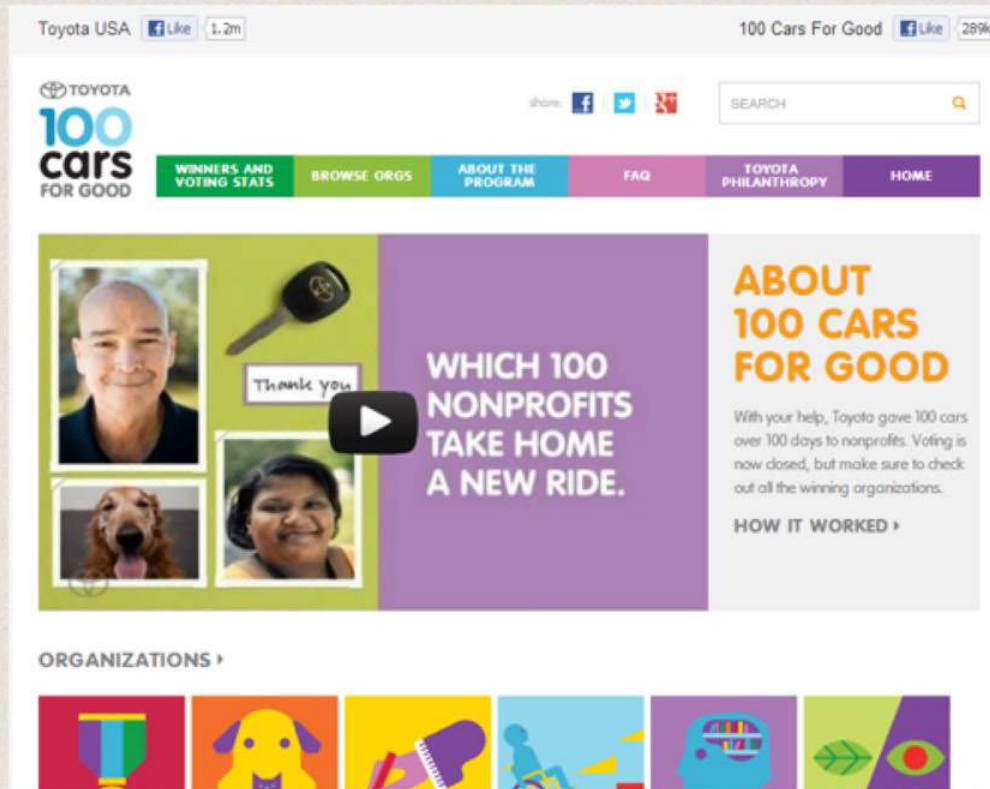
Red Bull Stratos

For a moment in time, Felix Baumgartner captured the attention of the world when attempting a record space jump to become the first human to break the speed of sound. Sponsored by energy drink Red Bull, it was the ultimate act of branding – and a visual demonstration of what the brand imagines its adventure-based view of the world to be. Naysayers pointed to the big costs as a waste, but brands have spent much more on advertising with far fewer results.

www.redbullstratos.com

18 Marketing Trends In 2013 To Change Your Business

Branded Inspiration



EXAMPLE:

Toyota 100 Cars For Good

For the second straight year, Toyota gave away 100 cars to deserving nonprofits. With its voting component and natural stories that come from helping the people that are trying to make a difference in the world, this campaign was a winner again – and an idea so brilliant other automakers are watching and wishing they had come up with it first.

www.carsforgood.com

18 Marketing Trends In 2013 To Change Your Business

Branded Inspiration



EXAMPLE:

Nature Valley Trail View

To help inspire people to visit their State Parks, Nature Valley used Google's Street View technology to create 360 degree images of hiking trails in three parks: Yellowstone, the Great Smoky Mountains and the Grand Canyon. They then worked with teams in LA and Sweden to stitch the images together to create an immersive digital experience. So far the initiative has mapped more than 300 miles of trails, with future plans to add even more content to the site with more trails.

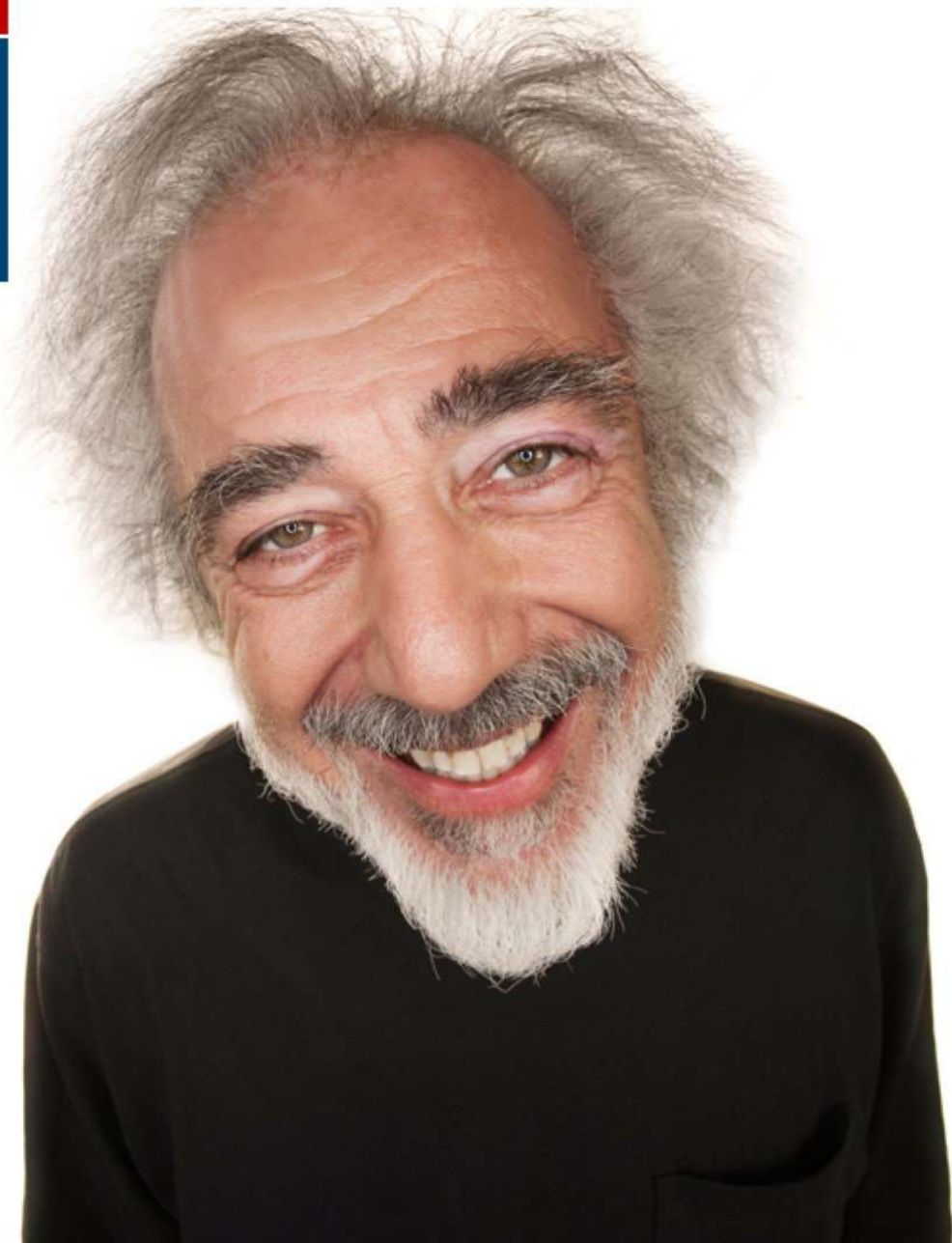
www.naturevalleytrailview.com

BONUS: TREND #17

Optimistic Aging

What's the trend?

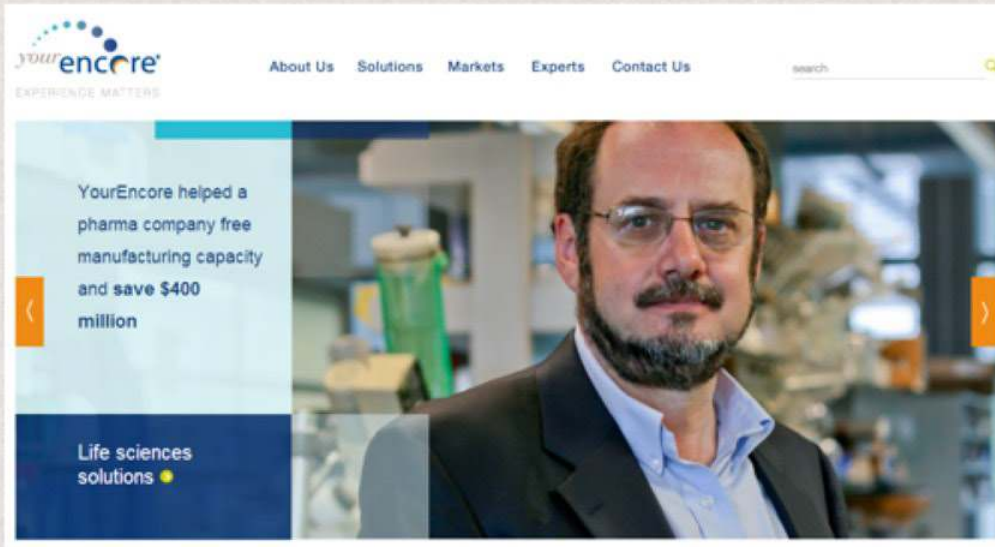
A wealth of content online and new social networks inspire people of all ages to feel more optimistic about getting older.



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Optimistic Aging



EXAMPLE:

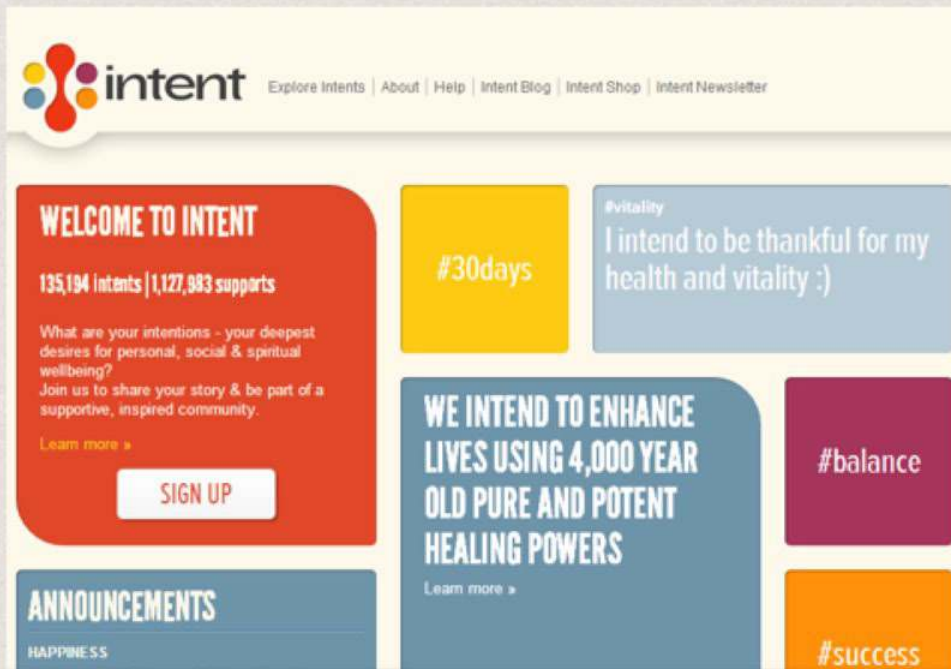
YourEncore

Founded nearly a decade ago, this site offers retired professionals a way to remain active by providing consulting expertise to companies trying to solve challenges. The site has been growing year after year, and offers a valuable way for boomers and retired experts to make use of their skills with plenty of time left over for personal pursuits too.

www.yourencore.com

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Optimistic Aging



EXAMPLE:

Intent

This site starts with a very simple question – what do you intend to do? Users can share their hopes and goals, and then get support from the community to help achieve them. While the site is not exclusively targeted to the older demographic, it does inspire each of us to be optimistic and try to achieve what we dream of, no matter how old we happen to be.

www.intent.com

Audio Tagging

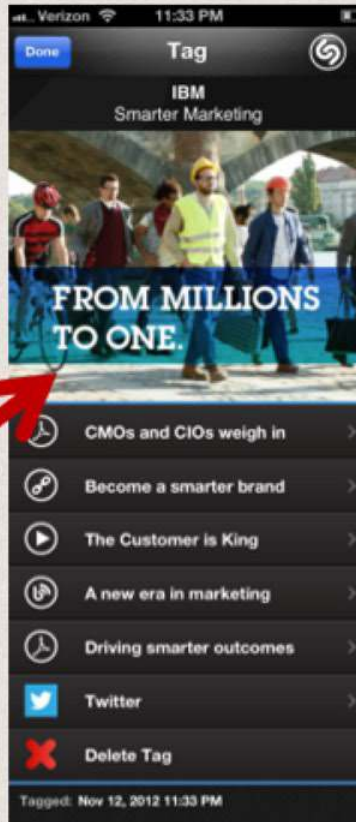
What's the trend?

Audio is used by brands as a doorway to unlock more content, create engagement or drive consumer behaviour.



18 Marketing Trends In 2013 To Change Your Business

Audio Tagging

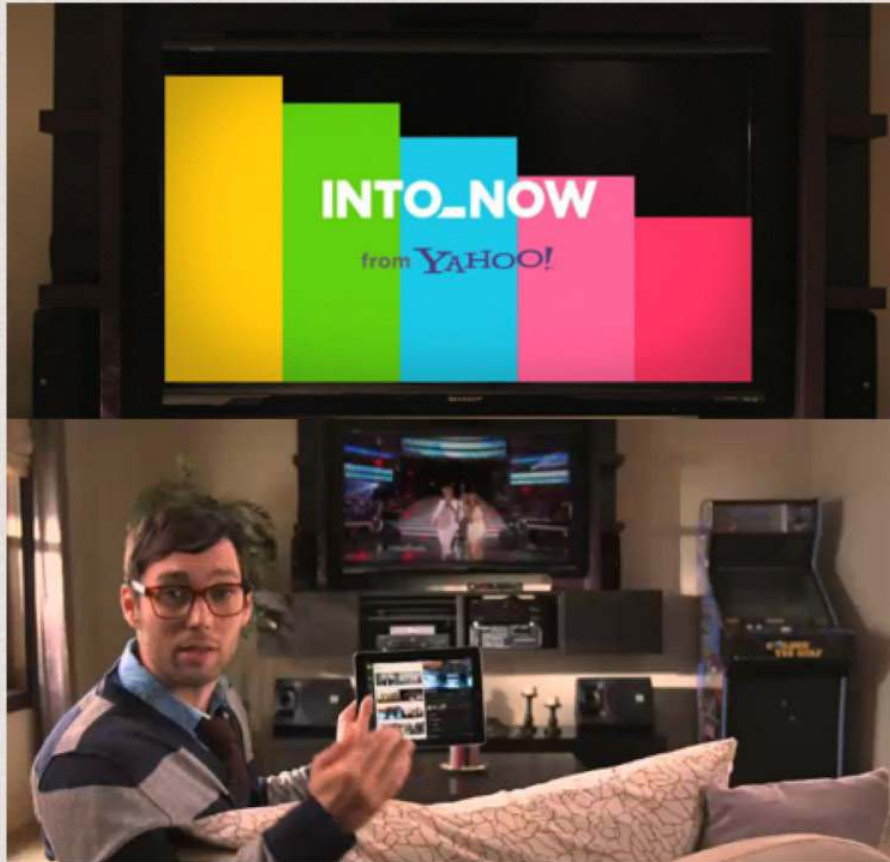


EXAMPLE:

IBM + Shazam

Imagine you are listening to an ad and want to learn more about it, but instead of having to remember a web URL, you could just press a button. That's an idea that will start to take off in 2012 as more brands seek that instant payoff through smart integrations with tools like Shazam that allow any piece of audio to contain a tagged "signature" that allows it to be recognized and take users to a predetermined webpage.

www.ibm.com/smartermarketing

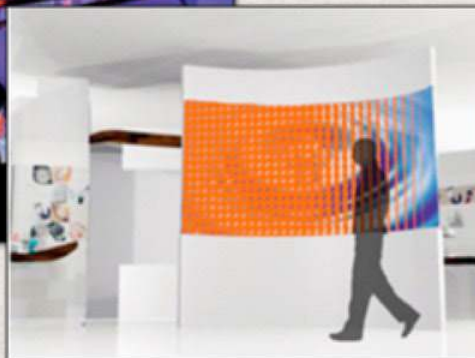


EXAMPLE:

Into_Now – Yahoo!

This popular app from Yahoo listens to the audio from any television show you are watching, and syncs it to your tablet or phone so you can participate in live commentary about the show. Now in Version 3.0 with its integrated recognition for music from television (and link to buy, of course), the app promises and delivers to making your TV experience more “magical.”

www.intonow.com



EXAMPLE: **Elias Arts**

A pioneer in the world of audio branding, this agency has worked with hundreds of organizations to produce audio solutions that help brands become memorable and even inspire purchase behaviour. By tagging locations, experiences and even products with the right sounds, brands are finding new ways to increase ROI by engaging the subconscious mind – and with new apps and direct tools, this trend will continue to grow more important.

www.eliasarts.com

RETROSPECTIVE: How Accurate Were The 2012 Trends?

Last year I produced my second annual trend report. Here's how those trends fared a year later ...

TREND	2012 ... A YEAR LATER	
1. Corporate Humanism	A	Brands continue to find their humanity, even in unexpected industries like banking.
2. Ethnomimicry	B	I still love the term and it does describe a startup mentality, but it did not take off as far as I had predicted
3. Social Loneliness	B	There is a big focus on helping people have more face to face interactions – but social loneliness is still rising.
4. Pointillist Filmmaking	C	There were a concentration of brands using this technique in 2011, but it seemed to lose steam in 2012.
5. Measuring Life	A	If anything, life is becoming even more measured with new gadgets everyday to help us track every piece of ourselves.
6. Co-Curation	B+	Curation through collaboration continues to be a huge trend as more brands bring it into their marketing mix.
7. Charitable Engagement	B	This continues to be an imperative for nonprofits, but has reached critical mass and is no longer a “trend” per se.
8. Medici Marketing	B+	Brands continue to get more multi-disciplinary and bring in unexpected collaborators to drive innovation.
9. Digital Afterlife	B	This topic is still very much in need, but there were not too many big innovators or new services launched in 2012
10. Real Time Logistics	A	This trend shows no signs of slowing down, as one of the year's hottest buzzwords was “big data” and smarter analytics.
11. Social Activism	B-	Art continues to play a big role in social protest in China and beyond – so this trend shows no signs of fading.
12. Civic Engagement 2.0	A	In a year of a US Presidential election, civic engagement in many ways was at record highs as politics dominated online.
13. Tagging Reality	B+	Tagging continues as a fascinating area of marketing, but has not yet broken widely into the mainstream as a tactic.
14. ChangeSourcing	C	Crowdsourcing, or now crowdfunding, to inspire social change is rapidly growing so this trend is very much valid.
15. Retail Theater	A	In store experiences continue to be of critical importance as retailers try to inspire customers offline and into stores.