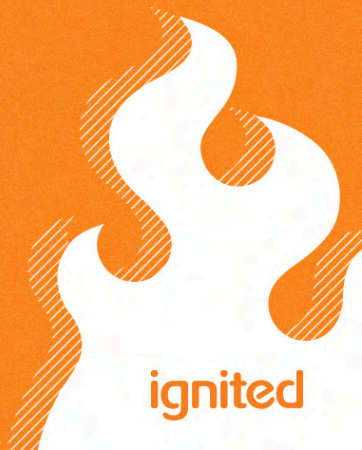


**2015**  
TREND  
REPORT



ignited

"The future only comes  
into focus a short distance  
in front of us."

**THOMAS FREY**

# INTRO

To kick off the new year, we curated 15 key trends for 2015 from the most relevant and interesting end-of-year predictions. The trends range from larger shifts in society to marketing trends that impact our business today.

Trends help us catapult our clients ahead of the curve. It's about finding opportunities to keep our clients brands relevant in an ever faster changing world.

Since trends have staying power (7–10 years), we revisited 2014 and listed the 14 trends we see as stronger than ever as an extra goodie.

If you still crave more, make sure to check out the [appendix](#) (pages 36–42) for the 60+ trend reports and predictions we found most interesting, as well as a list of [infographics](#) with additional trends (page 42).

How to use this report:

click the title to learn more about the trend by going through its original resource,  
click the hyperlink in the short description for more info on the example illustrating the trend,  
and press the embedded play button for any corresponding videos.

Happy browsing.

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15 FOR 2015



# BRAND SERVICE BLENDING

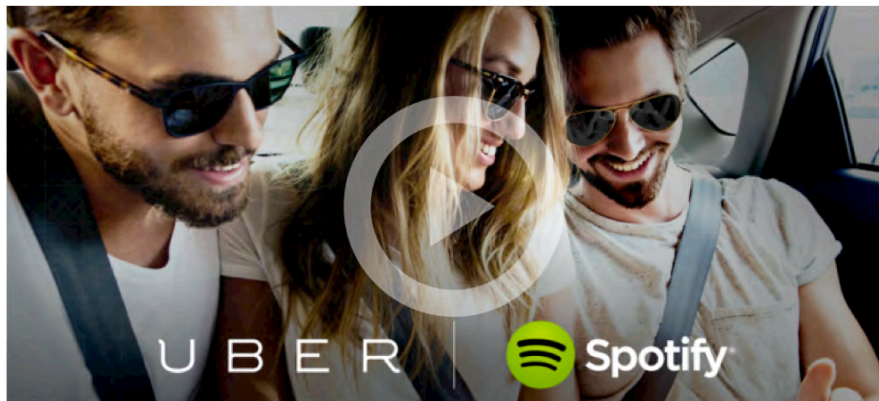
Traditionally, brand partnerships are made for brand affiliation benefits, and are often limited to a few select alliances. 2015 will see the rise of what we call Brand Service Blending, with more brands choosing more partners to create new blended experiences that integrate and enhance the services of both brands.

Look for partners whose products and services could complement yours to provide a better experience, and extend your reach to new audiences for a win/win/win situation, including the consumer.

## SAMPLE

### SPOTIFY YOUR UBER

[Spotify Your Uber](#) improved the experience by allowing passengers to listen to their own music during their Uber ride by simply connecting their Spotify Premium account to their Uber account and streaming their music directly.



## 2

# KILL IT OR FILL IT\*

The rise of digital devices and social networks reporting in real time have transformed consumers' acceptance of waiting times, and have caused them to adopt a zero-tolerance policy for waiting.

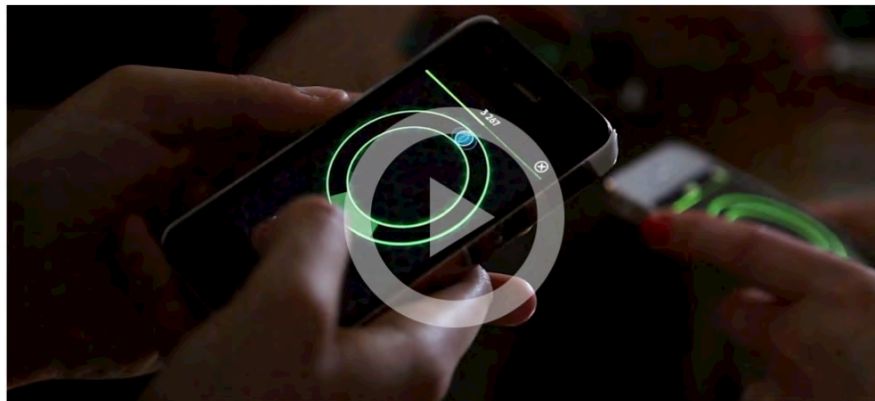
In this "end of waiting" era, if you can't kill it, then fill it with a positive brand experience. If fast-laning is not an option, making consumers forget that they are waiting can be the key to turning a consumer pain point into a valuable brand experience.

\*Trend Watching

### SAMPLE

## LISEBERG "HELIX GAME"

Liseberg made an app for their attendees to play mini games while waiting for the new [Helix](#) Roller Coaster. The players with the highest scores get to skip the line and go straight to the front.





# SECRET & SUDDEN

Surprise and delight is a common trick in the marketing toolbox, one that's lost its, well, surprise! Today, to truly exceed expectations, marketers must find new ways to wow consumers, and one way to do that is to create secret and sudden brand experiences.

People are drawn to the unknown, so brands should provide them with an element of mystery and astonishment, breaking them from the predictable and ordinary day-to-day life. Add a looming expiration date to create a sense of urgency.

## SAMPLE

### KLM "MYSTERY TICKET"

In 2014, Dutch airlines company KLM, launched [Monday Mystery Ticket](#), a program that leaves travelers excited for a surprise journey upon booking tickets to an anonymous location. The destination location is kept a secret until it is revealed the following day.







# JOYNING\*

In this ever expanding sharing economy, consumers are no longer afraid to share spaces and experiences with total strangers. They are actually seeking serendipitous encounters that open their minds and world.

Brands are advised to tap into the deepest human need for shared experiences, interests, and values: even among strangers.

\*Trend Watching

## SAMPLE

### HALLO HELLO FOR SOLO TRAVELERS

[Hallo Hello](#) is a pop-up restaurant in Copenhagen Airport. This unique restaurant was created with the main purpose of encouraging solo travelers to connect with each other. These solo travelers are obligated to sit directly across from each other as they share a three-course meal on a shared dining table.



# 5

## EPHEMERAL SHARING\*

There is no denying the burgeoning popularity of private social networks such as Whisper and Snapchat. And it's clear, the concept of ephemeral content has a strong following that goes beyond just the youth generation.

On a quest to be further connected, yet anonymous, consumers will embrace brand experiences that allow them to leave fleeting memories virtually attached to physical locations. Brands can leverage this behavior by providing [phygital](#) experiences that allow people to leave transient digital footprints for others to follow in the real world.

\*Trend Watching

### SAMPLE

## RECHO, SHARING SOUND BITES

[Recho](#) is an app that allows users to tell stories and communicate to strangers by leaving recordings of sound bites in physical locations for others to discover. These sounds bites are saved to a particular location and are only accessible when other users are near the same place, before they disappear forever.



# 6

## VISUALS WILL COME ALIVE\*

As attention spans shrink, content marketers need to be prepared to include more visualizations for greater appeal.

2015 will see visuals and animations become more sophisticated, going beyond what we have seen to date.

To wow and capture the attention of the easily distracted audience, brands can use animated infographics, parallax effects, and 3-D infographics to communicate their ideas and messages.

\*Inc.

### SAMPLE

## ANIMATED INFOGRAPHICS

Avalaunch Media created an animated infographic about [the complete history of social media](#). Instead of creating the traditional static page of information, the data is dynamic and interactive.





# NEW SEMANTICS\*

New languages, words, and visual means of communication are entering our lives. Our social vernacular is changing to include more stickers, emoticons, emojis, and slang in our daily text conversations.

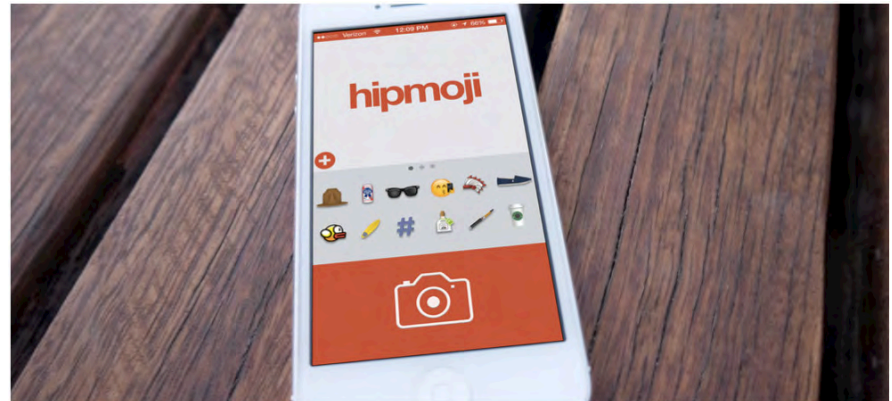
Brands need to keep up with these new semantics, incorporating the evolving social vernacular into their communication. To appeal to the younger generations, learn to speak with more emotion-infused language. It's time to pump up that brand personality to be hip, or just human again.

\*Sparks & Honey

## SAMPLE

### HIPMOJI

There are now websites that allow you to create your own emoji, or choose from a wide selection of user-generated emoji, including ones that are racially diverse. [Hipmoji](#) was one of the first to get this started and created emoji for all things hipster that were popular in 2014.





# META MARKETING\*

The marketing-savvy Millennials are at it again, forcing yet another rewrite of the marketing handbook. Discontent with over the top marketing campaigns that have long been the status quo, they are calling for brands to “drop the act” and “get real” with more “authentic” communication.

In a new trend called Meta Marketing, subtle campaigns that are refreshingly honest and self-deprecating provide brands with a relatable way of communicating with this discerning mega generation.

\*Trend Hunter

## SAMPLE

### NEWCASTLE BROWN ALE

In 2014, [Newcastle](#) released a faux Super Bowl TV spot for their traditional beer, featuring Anna Kendrick. In this spot, she successfully used meta marketing by making fun of Super Bowl commercial rules, mocking herself, and poking fun at the stereotypical beer ad.





# COOPERATIVE CONTENT\*

The best sources of content may very well be right in front of you, and in a trend called Cooperative Content, brands hijack the user-generated-content movement, engaging employees and customers in the development of content creation.

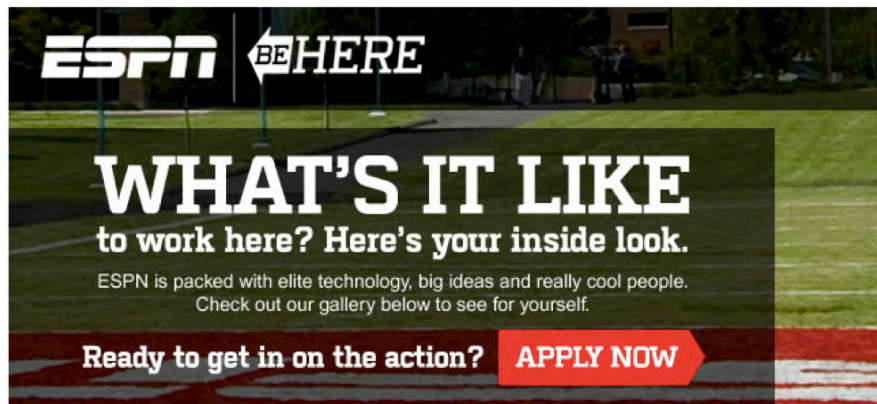
In 2015 brands should look to develop content-creation programs and initiatives that mobilize content creation within their customer base and from all over their business.

\*Inc

## SAMPLE

### ESPN

[ESPN](#) invites their employees to share the perks of working at ESPN by posting photos, videos, and other content via social media, and showcasing authentic employee-generated content to prospective candidates.



# 10 DEAL FILTERS\*

The endless array of promotions, deals, and reminders sent from marketers has created offer pandemonium. Continual bombardment of irrelevant information has driven people's desire to control, manage, and filter the content they are receiving from brands.

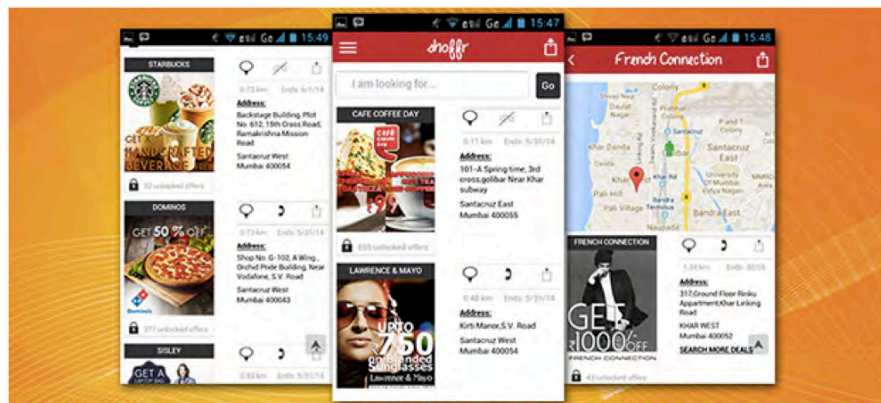
To be invited to the party, brands need to demonstrate that they know who they are talking to. Instead of just hitting them more often, use big data to hit them with relevant offers tailored to personal preferences and behavior.

\*Trend Watching

## SAMPLE

### SHOFFR

[Shoffr](#) is a deal-offering app that was launched in India. It offers location-based deals. Using data, Shoffr is able to tailor which deals are right for you, based on your previous uptake.



# || ESCAPE ARTIST\*

The need to escape is as old as mankind, but there is no doubting that the context of our world has changed – and so too have the means by which we escape.

Losing yourself in a good book or watching a film is threatened by our constant 24/7 connectivity and our disappearing attention spans. People are now seeking heightened escapism: chasing excitement and daring adventure.

Where appropriate, brands should leverage this human desire to break free from their reality, by developing ideas to allow people to take on new adventures and check off their bucket list.

\*Ford

## SAMPLE

### BOWNDLING ADVENTUREWEAR

Durable clothing hasn't always been the most fashionable, so British-based brand [Bowndling](#) set out to create adventure clothes that people can feel good when wearing. They understand that people want to escape, so they set out to create a product that could make this escape more stylish.



[Image Source](#)



# 12 CARRYLESS\*

Today, people don't want to carry stuff, and these days, they really don't have to. Online shopping, smartphone apps, and wearable gadgets are displacing the need to carry physical essentials, and even mean avoiding a trip to the store.

Brands have the opportunity to create products and services that deliver convenience and efficiency to the consumer or integrate themselves into existing technologies that do so already.

\*Ford

## SAMPLE

### THE RING

[The Ring](#) got its start at the TechCrunch Tokyo Startup Battle in 2013, and was one of the coolest gadgets at SXSW 2014. It reacts to a simple tap on the side. Its gesture control features allow you to control the light switch, use it as a television remote control, and control your smartphone to text, make payments, and more.



# 13 FLATTENING SOCIAL NORMS\*

Norms are changing, resulting in a homogenization of culture, gender, and family views. We live in a grayscale world, and this year we will see a major increase in the blurring of cultural borders.

It's time to throw out the term "traditional" because consumers no longer move through life in a linear manner, and therefore, life stage is no longer a strong predictor of consumption patterns. Stop looking for the differences in your consumer segments, but instead, look for commonalities.

\*Sparks & Honey

## SAMPLE

### FUTURE IS THE FUTURE

Brands are rethinking the meaning of fashion. Natalia Manzocco created Toronto's first gender-neutral online clothing store called [Future Is the Future](#), which sells an apparel line suitable for both men and women.



# 14 SINGLETONS\*

Divorce rates are rising, people are waiting longer to get married, and delaying parenthood has become the norm. This has led to a rising cohort of single, unmarried individuals, and consequently, the decrease of children.

Brands will have to rethink how they communicate, package, and sell their products or services to this growing population. Start by understanding and celebrating the single life.

\*JWT

## SAMPLE

### SINGLES DAY

Chinese e-commerce giant Alibaba recorded over \$9 billion in gross merchandise sales on 11.11 last year alone, even greater than American Black Friday. This was due to a Chinese holiday called, [Singles Day](#), in which single individuals celebrate their “singleness” by purchasing things for themselves.



[Image Source](#)

# 15 GEN Z TAKEOVER

We have barely figured out Millennials, and now rises a new generation that is set to change the world yet again.

The very beginning of Generation Z has just entered college and expectations are high for this vigorous cohort of 23 million and counting.

It would be wise for brands to learn everything they can about this completely digital generation. Their Millennial siblings may be tech-savvy, but Gen Z is tech-innate. They were raised in an on-demand culture and are ambitious, opinionated doers, whose mantra is “good things come to those who act.”

## SAMPLE

### GEN Z VS. MILLENNIALS

[Generation Z](#) is the group of young individuals born after the year 1996. They are more tech-savvy, more mature, and even more driven to succeed than their older Millennial siblings.

Gen Z	Millennials
Tech Innate: 5 Screens	Tech Savvy: 2 Screens
Think in 4D	Think in 3D
Judiciously Share (GeoLoco Off)	Radical Transparency: Share All
Active Volunteers	Slacktivists
Blended (race & gender)	Multi-cultural
Togetherness	Tolerance
Mature	Immature
Communicate with Images	Communicate with Text
Make Stuff	Share Stuff
Have Humility	Have Low Confidence
Future Focused	Now Focused

# 14 FROM 2014

Fads are short. Trends have a larger life span of seven to 10 years.  
Here are the key trends that will be stronger than ever in the next year or so.



# PURSUIT OF BETTERMENT

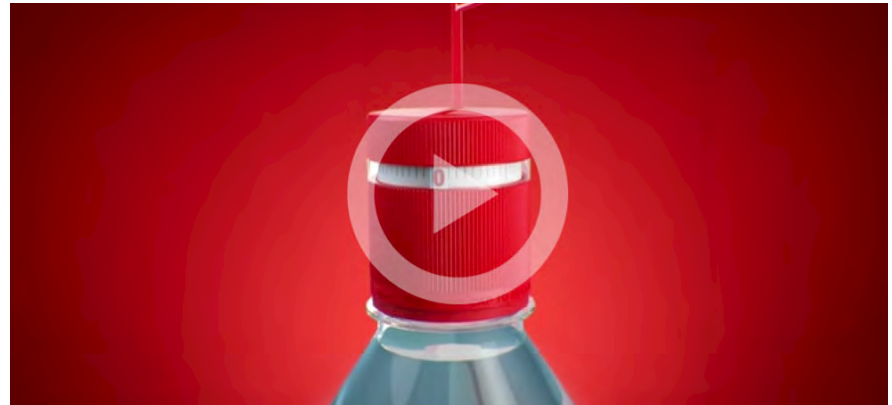
Finding time to take care of ourselves despite our busy schedules is challenging. Nonetheless, people are taking control of their personal wellbeing and are looking for ways to break free from poor lifestyle habits in pursuit of betterment and self-improvement.

Brands can chime along with this mental and physical need-to-cleanse by finding relevant ways to incorporate wellness into their products, services, or just the promotion of such.

## SAMPLE

### VITTEL REFRESH CAP

The [Vittel Refresh Cap](#) is a bottle cap that reminds you to drink water every hour. At the hour mark, a red flag pops up to remind you to rehydrate and resets every time you open it.



## 2 LOCAL LOVE\*

Consumer appetite for locally sourced produce is not yet satisfied. In fact, as communities become more aware of the positive benefits local sourcing reaps, there is a growing expectation for big brands to play their own part, making use of products and services from surrounding businesses.

Stocking locally produced goods will help big brands position themselves as trusted and valued members of the community, serving to help the local economy thrive.

\*Trend Watching

### SAMPLE

## THE NORTH FACE

[The North Face](#) introduced their new locally grown, designed, and sewn “Backyard Hoodie.” They collaborated with Fibershed, which supports the creation of local textile cultures that enhance ecological balance, to design and craft their product with family farmers growing cotton within 150 miles of the brand’s headquarters in California.





# LEARNING REVAMPED

There is a new way of learning and it no longer needs to solely relate to the classroom. This trend will continue to gain more traction with the rise of massive open online courses, as well as YouTube and DIY tutorials.

Brands have an opportunity to teach and encourage people to constantly grow and feed their life-long pursuit of learning.

## SAMPLE

### FRESH & EASY HACKS OF LIFE

[Fresh & Easy](#) created a campaign that shows everyday individuals how to make their lives easier through learning the “Hacks of Life,” from opening a bottle of wine without a corkscrew to testing the freshness of your eggs. Fresh & Easy teaches you tricks, shortcuts, and skills on how to increase productivity and efficiency in your daily life, helping you solve everyday problems in an ingenious manner.







# BEING REAL, AND EVEN FLAWED\*

Society doesn't reward defeat, but there is a growing understanding that failure is one of life's greatest teachers and a necessary stepping stone to later and greater success.

Brands that have the courage to showcase their imperfections and demonstrate how they are making improvements, will connect with consumers on a deeper level and come out on top.

\*Ford

## SAMPLE

### CHIPOTLE

[Chipotle](#) is not afraid to showcase their imperfections to the world. In the era of global warming and antibiotics, Chipotle can recognize that they are not perfect. They position themselves as imperfect and always improving.



# 5

# WOMENOMICS\*

As women continue to become a major force in shaping the world we live in, their influence is permeating culture both inside and outside the workplace. Women have redefined the definition of success, demonstrating that a sense of balance and well being are just as important as money and power.

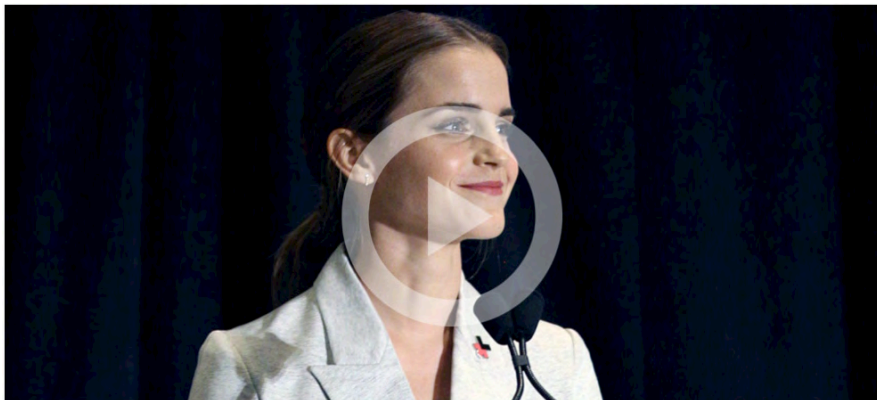
There is no escaping this brave new world and brands would be wise to redefine their perceptions of modern women. They must understand how this audience may influence not only how brands market themselves, but also how they build their businesses.

\*JWT

## SAMPLE

### EMMA WATSON

[Emma Watson](#), a U.N. Goodwill Ambassador gave one speech on gender equality and became an expert in the eyes of her peers and elders. She was a speaker on the day the [HeForShe](#) campaign was released, and she shed light on how the definition of feminism had changed over the years.





# WHITEWALLING\*

Being deeply submerged into the digital and data-driven world has opened us up to a greater risk of privacy-and-security hacks. As awareness of this issue increases, we will see people take control, clean up their digital identity, and pay greater attention to how brands collect and use their personal information.

Rather than trying to work around this issue, brands should embrace the transparency people are demanding.

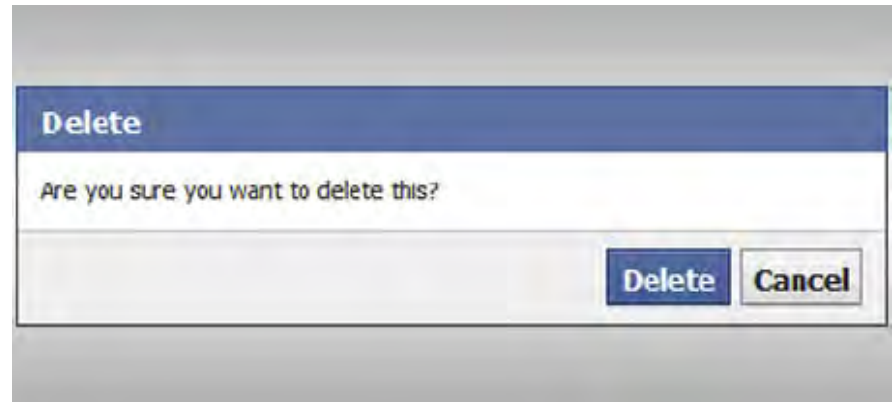
Be up front about how you use consumer data, and find ways to demonstrate the benefits this can offer.

\*Sparks & Honey

## SAMPLE

### SOCIAL HOUSEKEEPING

People are growing increasingly conscious of the content on their social media and are starting to go back and proactively [erase](#) their digital bread crumbs.



\*Image Source

# 7 MINDFULNESS\*

In today's fast-paced world, people are seeking ways to stop and be present in the moment. We long to be more aware and calm, and we aspire to find true inner peace.

Brands can embrace this newfound love for the present moment by: providing people with a chance to breathe incorporating the concept of mindfulness into their products or services.

\*JWT

## SAMPLE

### UNPLUGGED

With mood lighting and minimalist design, [Unplugged](#), the dry bar of meditation is a meditation studio in L.A., which gives you the chance to drop in for a class, and take a break from your busy life, and demanding schedule.





# JOMO

There was a time, not so long ago, when people suffered from FOMO, the fear of missing out. But today, we see people willingly withdrawing from social-media engagements and realizing JOMO, the joy of missing out.

Enjoying the fleeting moments in front of them is more important than being engrossed in those that aren't. JOMO is driving a need to be alone sometimes and brands can leverage this urge to unplug by providing opportunities which makes it OK for people to slow down.

## SAMPLE

### BARATUNDE THURSTON TRIES JOMO

Baratunde Thurston, author of a New York Times best-seller and CEO/cofounder of the digital agency and a product-development company called Cultivated Wit, left the Internet for 25 days after deciding being too connected was burning him out. He now says he feels like a more enlightened person.





# DIGITAL DIETING\*

Let's face it, we're always on and consumed by our tech addictions. It's no great surprise that all of that tech binging has us concerned that we've developed an unhealthy tech compulsion. However, the idea of a total tech detox is ludicrous in today's digitally driven world. Introducing the digital diet: a slimmed down version of the detox, where people declare parts of their life digital-free.

In 2015, brands should find ways to embrace and respect this desire to switch off – for instance, allowing consumers to schedule when they want to receive brand alerts.

\*Fjord

## SAMPLE

### AUGUST FIRST CAFÉ VERMONT BANS WI-FI

[August First Café](#) in Vermont provides a very 90s coffee shop experience. It promotes customer chatter and old-school reading by not providing Wi-Fi and banning the use of laptops.



# 10 EXPERIENTIAL VIDEOS

The advent of 3-D glasses, virtual-reality goggles such as the Oculus Rift, and the development of YouTube's new features have dynamically transformed the humble video, enabling it to become experiential and interactive.

In 2015, brands will have more possibilities to ideate campaigns that blend creativity and technology more than ever. They will be able to execute parallel storytelling and build virtual immersive experiences that lead people into worlds the brand imagines.

## SAMPLE

### HONDA PRESENTS "THE OTHER SIDE"

This interactive short film portrays an example of parallel storytelling that toggles through two stories. In one, a father is driving his kids around during the day in his 2015 [Honda Civic](#). When we press the R button on the keyboard, we see the same man at night, on a much more intense adventure in the Civic Type R.



# PHYGITAL

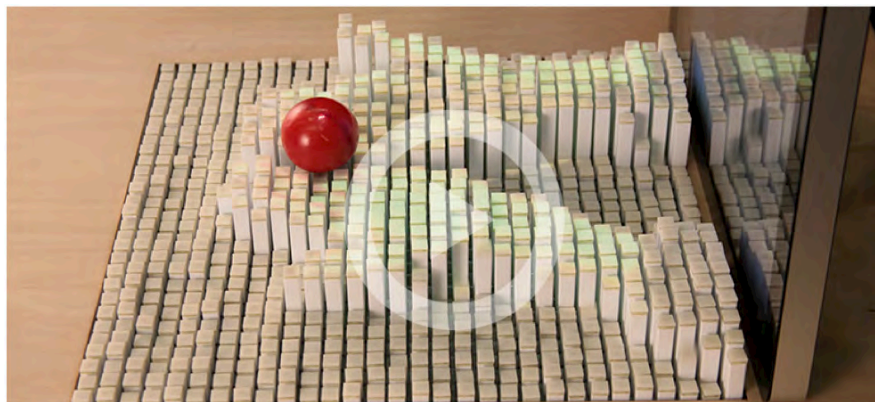
While the convergence of the digital and physical worlds is nothing new, marketers are still only on the cusp of fully embracing this phenomenon.

2015 will see technology finally making it possible to create seamless and integrated solutions and we will see brands continue to experiment. Marketers who haven't yet embraced phygital experiences should invest time in understanding how they can incorporate phygital opportunities in marketing tactics for their product and services.

## SAMPLE

### MIT DYNAMIC DISPLAY

[MIT](#) dynamic display gives individuals the ability to control, touch, and interact with objects that are not physically in front of them by rendering 3-D content physically, so users can interact with digital information in a tangible way. It can also interact with the physical world around it, for example moving object's on the table's surface. This is done through controls sensors on both the individuals side and at the end of the raised objects.





# 12 SMALL IS THE NEW BIG\*

There is mounting concern about the intentions and practices of big corporate businesses. Consumers are seeking brands who are transparent, authentic, and honest, qualities they are finding at small/local businesses.

Big brands are complacent at their peril; small/local brands might not compete with scale, but they can often match quality and price. This is an opportunity for brands to build consumer trust by providing products and services that are personal and true.

\*Havas

## SAMPLE

### RISING SUN JEANS COMPANY

[Rising Sun Jeans Company](#) makes jeans from quality, hand-cut fabrics and are sewn by an actual person on a sewing machine — not through the typical factory belt process. They use sewing machines from the 1920s for lasting vintage quality.



# 13 HUMAN MARKETING

Just because people are so connected to their devices doesn't mean they've stopped wanting human experiences. Big data tells a lot, but it doesn't teach you how to act human. Brands need to remember that people are not numbers. Stop speaking to them as if they are data; spark an emotional connection, and be more conversational, like a friend.

It's up to you to destroy lazy marketing tactics and stop killing conversations before they can even begin. Use big data and personality-trait mapping to create experiences that are more personalized and less automated, as this will be the curricula for success in human-era brands.

## SAMPLE

### IKEA

In 2014, Ikea in Moscow created the [Cinema of Love](#) campaign to finally tackle a frustrating movie theater problem: uncomfortable seating. Ikea occupied Moscow's shopping mall in collaboration with Kinostar DeLux cinema and replaced uncomfortable seats with comfy bedding for a home-like cinema experience. This is what people really want when watching a movie.



# 14 BRANDED GOVERNMENT\*

The majority of Millennials don't believe governments can solve today's issues alone. They see the government's struggle in their attempts to tackle all economic and social issues and now expect businesses to step up, as agents of change, to make lasting and real, positive impact on communities.

Brands should recognize government shortcomings and go above and beyond to show a deeper commitment and connection to communities through partnerships or direct cooperation. Brands that show love can expect more love in return.

\*Trend Watching

## SAMPLE

### EASY TAXI

In Nigeria, Dettol partnered with [Easy Taxi](#) to drive an Ebola awareness campaign that taught cab drivers how to diagnose and prevent Ebola. They were then encouraged to pass on that knowledge to their passengers.



# REPORTS USED

Business2Community – [TOP 6 DISRUPTIVE MARKETING TRENDS FOR 2015](#)

Convince & Convert – [COOPERATIVE CONTENT WILL EVENTUALLY DOMINATE YOUR POLISHED CONTENT](#)

Creative Bloq – [5 BIG BRANDING TRENDS FOR 2015](#)

Digital Strategy Consulting –  
[TOP 10 MEDIA PREDICTIONS FOR 2015: THE FUTURE IS 'CHOOSE YOUR OWN CONTENT'](#)

Fast Company – [THE FUTURE OF EVERYTHING ACCORDING TO FORD](#)

Fjord – [TRENDS 2015](#)

Ford – [LOOKING FURTHER WITH FORD 2015 TRENDS](#)

Havas Worldwide – [10 TRENDS FOR 2015](#)

Hubspot – [HUMAN-TO-HUMAN MARKETING: A TREND FOR 2015 AND BEYOND](#)

Huffington Post – [10 CONSUMER TRENDS AND IMPLICATIONS FOR MARKETING PRACTICE IN 2015](#)

Inc. – [10 CONTENT MARKETING TRENDS EVERY LEADER NEEDS TO KNOW FOR 2015](#)

Jack Morton – [WHAT PEOPLE WILL WANT FROM BRANDS IN 2015](#)

# REPORTS USED

JWT Intelligence – [JWT: MEET THE NEW FAMILY](#)

JWT Intelligence – [THE FUTURE 100: TRENDS AND CHANGE TO WATCH IN 2015](#)

Landor – [LANDOR'S 2015 TRENDS FORECAST](#)

Mintel – [2015 CONSUMER TRENDS](#)

PHD France – [PHD TRENDS FOR 2015](#)

Sparks & Honey – [A-Z CULTURE GLOSSARY OF 2015](#)

Sparks & Honey – [MEET GENERATION Z](#)

Trend Hunter – [2015 TREND REPORT](#)

Trend Watching – [10 TRENDS FOR 2015](#)

Trend Watching – [2015 TREND REPORT](#)

Trend Watching – [THE FUTURE OF CUSTOMER SERVICE](#)

Venture Beat – [VISUAL LISTENING IS THE NEXT BIG THING IN SOCIAL. HERE'S WHY.](#)

WSJ – [TRENDS TO WATCH IN 2015: FROM ALGORITHMIC ACCOUNTABILITY TO THE UBER OF X](#)

# ADDITIONAL REPORTS

Altimeter Group – [25 DISRUPTIVE TECHNOLOGY TRENDS 2015-2016](#)

Bloom Trend & Marketing Agency – [TOP CONSUMER TRENDS 2015](#)

Blue Interactive Agency – [10 SOCIAL MEDIA TRENDS FOR 2015](#)

Branding Magazine – [15 MARKETING TRENDS FOR 2015](#)

Business Week – [THE YEAR AHEAD 2015](#)

Clickz – [DIGITAL MARKETING TRENDS TO WATCH OUT FOR IN 2015](#)

Content Loop – [TOP 10 BUSINESS TRENDS THAT WILL DELIVER SUCCESS IN 2015](#)

Digital Marketing Newz – [PREDICTIONS FOR DIGITAL MARKETING TRENDS IN 2015](#)

Ericsson ConsumerLab – [10 HOT CONSUMER TRENDS 2015](#)

Experts Exchange – [TOP 15 EXPERT TECH PREDICTIONS FOR 2015](#)

Fast Company – [HOW MARKETING WILL CHANGE IN 2015: THE CREATIVE FORECAST](#)

Fast Web Media – [TOP 10 DIGITAL TRENDS 2015](#)

# ADDITIONAL REPORTS

Forbes – [11 MARKETING TRENDS TO WATCH IN 2015](#)

Forbes – [THE TOP 7 SEO TRENDS THAT WILL DOMINATE 2015](#)

Forbes – [TOP 10 BUSINESS TRENDS THAT WILL DRIVE SUCCESS IN 2015](#)

Global Influences – [KJAER GLOBAL TREND SNAPSHOTS 2015+](#)

Golden Gekko – [TOP 10 MOBILE TRENDS 2015](#)

GSW – [2015 MARKETING TRENDS](#)

Havas Worldwide – [NEXT YEAR IN BUSINESS, INNOVATION, AND SOCIAL RESPONSIBILITY](#)

Hootsuite – [5 TRENDS THAT WILL CHANGE HOW YOU USE SOCIAL MEDIA IN 2015](#)

Inbound Now – [10 ONLINE MARKETING TRENDS & PREDICTIONS FOR 2015](#)

Inc. – [10 TRENDS FOR 2015 YOU'D BETTER PAY ATTENTION TO](#)

Infoworld – [9 KEY ENTERPRISES TECH TRENDS FOR 2015 AND BEYOND](#)

Mashable – [6 TECH TRENDS FOR 2015 THAT WILL CHANGE OUR FUTURE](#)

# ADDITIONAL REPORTS

Mashable – [NEW STUDY SHOWS THE MOBILE WEB WILL RULE BY 2015](#)

Media Post – [10 PROGRAMMATIC PREDICTIONS FOR 2015](#)

Media Post – [TOP TRENDS PREDICTED FOR DIGITAL ADVERTISING IN 2015](#)

Media Post – [TRENDS TO WATCH IN 2015](#)

Owen Shapiro – [FIVE REVOLUTIONS THAT WILL SHAPE THE FUTURE OF MARKETING](#)

Property Observer – [THE 12 TOP GLOBAL RETAIL TRENDS FOR 2015](#)

PSFK – [THE TEN TRENDS THAT WILL DOMINATE 2015](#)

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# ADDITIONAL REPORTS

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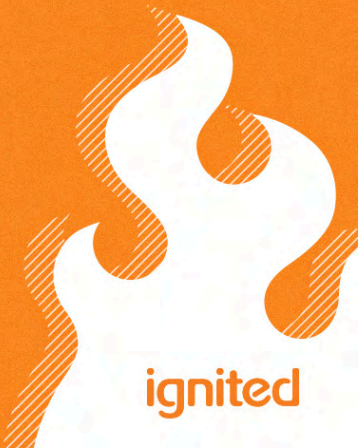
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