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Opinium

# The Akin

## Future Report 2018

In partnership with Opinium

# The Akin /

## The Akin /

We are a global collection of consultants.

Coming together as a reaction to the outdated and opaque agency model, we bring a fresh and personal approach to consultancy, with a focus on long-term relationships. Our process allows us to provide work that is honest, challenging, agile, original and inspiring.

Think innovation, research, creative and strategy projects. But done differently.

## Our Services /

At The Akin, we decided to rethink how a team of individual consultants can better work together in order to deliver tangible outputs which brands can action to elevate their practices.

For our larger projects we activate our wide network of talented and trusted consultants, known as our Next of Kin (NOK) to create the best team. The NOK includes gifted up-and-comers through to vastly experienced heavy-hitters that have all worked with us personally. Their day rate is based on their level of experience and we take no cut. When we bring in a NOK, you know exactly who it is, what they will be paid and why they are there.

Our work is honest, transparent and we work directly with our clients forming long-term relationships. When we work on a project, we care.



## Methodology /

Our bi-annual Futures Report looks at the global drivers and macro trends affecting Changemakers.

We highlight progressive case studies that show how these trends are developing and will continue to play out.

Many reports claim to understand this desirable group and make proclamations on how their actions and behaviours will trickle down to the masses. To ensure our thinking, qualitative research and expert opinion was rooted in robust data, we collaborated with Opinium Research who used their global network to bolster our predictions with robust, quantitative data.

Opinium conducted The Akin's survey with 2,000 online Changemaker interviews (early adopters engaged with technology, culture and politics aged 18-45): 205 each in the United Kingdom, Brazil, France, Germany, Russia, China, Nigeria, the United States, India and Australia. This data is highlighted in pull-out boxes throughout the report.



## Opinium /

Opinium is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people think, feel and do. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

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# Introduction /

We define the future on a daily basis through our actions and emotions. We want our lives to be inspiring and happy. We want to move freely and to define ourselves freely. However, this mandate can be stifling, leading to contradictory consumer behaviours and attitudes. Progress is not linear – trends and counter-trends exist simultaneously.

The report explores these dichotomies to aid and facilitate brands in navigating a challenging landscape where systemic change is upon us. This change must apply new rules to a post-internet and Facebook era.

We have taken six predictions from our 2017 report and analysed how they have developed during the last year.

// Enlightenment: people are finding balance and meaning.

// Patience: waiting becomes the ultimate luxury as dedicating time to things that matter.

// Empathy: people are realising the responsibility and consideration of being human.

// Obscenity: people are holding up a mirror to culture and seeing some gross reflections.

// Complicity: people are realising they have more power within the system.

// Contradiction: people are accepting that sometimes apathy is the only solution.

This actionable report aims to inspire you, your peers, colleagues and target audiences to all move forward in the right direction. In understanding these shifts, brands and organisations can adapt and future-proof their product development, marketing and communications.

We hope you enjoy!

Love,  
The Akin



# The Changemaker /

A Changemaker has many names: early adopter, progressive consumer. They are the consumer group that drives change.

If a brand gains advocacy with this group it won't be long until the mass market follows. They rapidly change, are hard to please and falling out of their favour can be fatal.

This group are also the most difficult to understand. They evolve constantly and sometimes in no logical manner. They remix their multifaceted identities depending on mood, environment, company, and even time of the day or week. They don't fit into simple boxes or predefined subcultures.

Due to their fickle interests and fast-changing needs, the best way to define this group is by their attitudes and values. These attitudes are extremely important to them and they possess strong moral compasses. Understanding is crucial to a brand or business wanting to engage with them.

This is the start of the process of defining this group's attitudes and needs, and for every industry and brand this process will be slightly different and have nuances of its own. The following trends and their drivers explore the ways this group are behaving now and how we expect that to develop in the near future.





# Fact Sheet /

Changemakers have a tumultuous relationship with brands.

How important are the following brand aspects and activities to you?

- 92% having a great store
- 91% having great sales staff
- 91% promoting sustainable practices in-store
- 11% influencer campaigns

How do you want a brand to engage with you?

- 49% Help me improve my lifestyle
- 45% Teach me something
- 38% Entertain me

How strongly do you agree:

- 75% Brands dilute messages
- 68% Brands all sound alike
- 65% Brands all look alike
- 73% Brands play it safe
- 69% Brands think short-term
- 72% Brands are predictable
- 80% Brands focus on sales over culture
- 78% Brands rely on influencers too much
- 72% Brands all follow the same strategies

What attracts you most to a brand?

- 31% transparency
- 29% purpose
- 22% creation of culture
- 21% one that stands up for something

# Perspective /

A major desire of Changemakers is to examine the world with multiple gazes and opinions. They understand the mechanics and agendas of the media and with a dearth of reliable sources it is hard to grasp the bigger picture. However, it is crucial to do so in order to understand which forces are greatly impacting people's behaviours and attitudes.

Perspective is necessary to understand the genesis of macro trends. To gain a clearer vantage point we have taken a step back to dissect the overarching attitudes driving the decisions of this influential group of people. Changemakers are messy and promiscuous consumers but to understand them better we should explore their strongly-held beliefs.

// **Conscious**

// **Ambicultural**

// **Theorising**





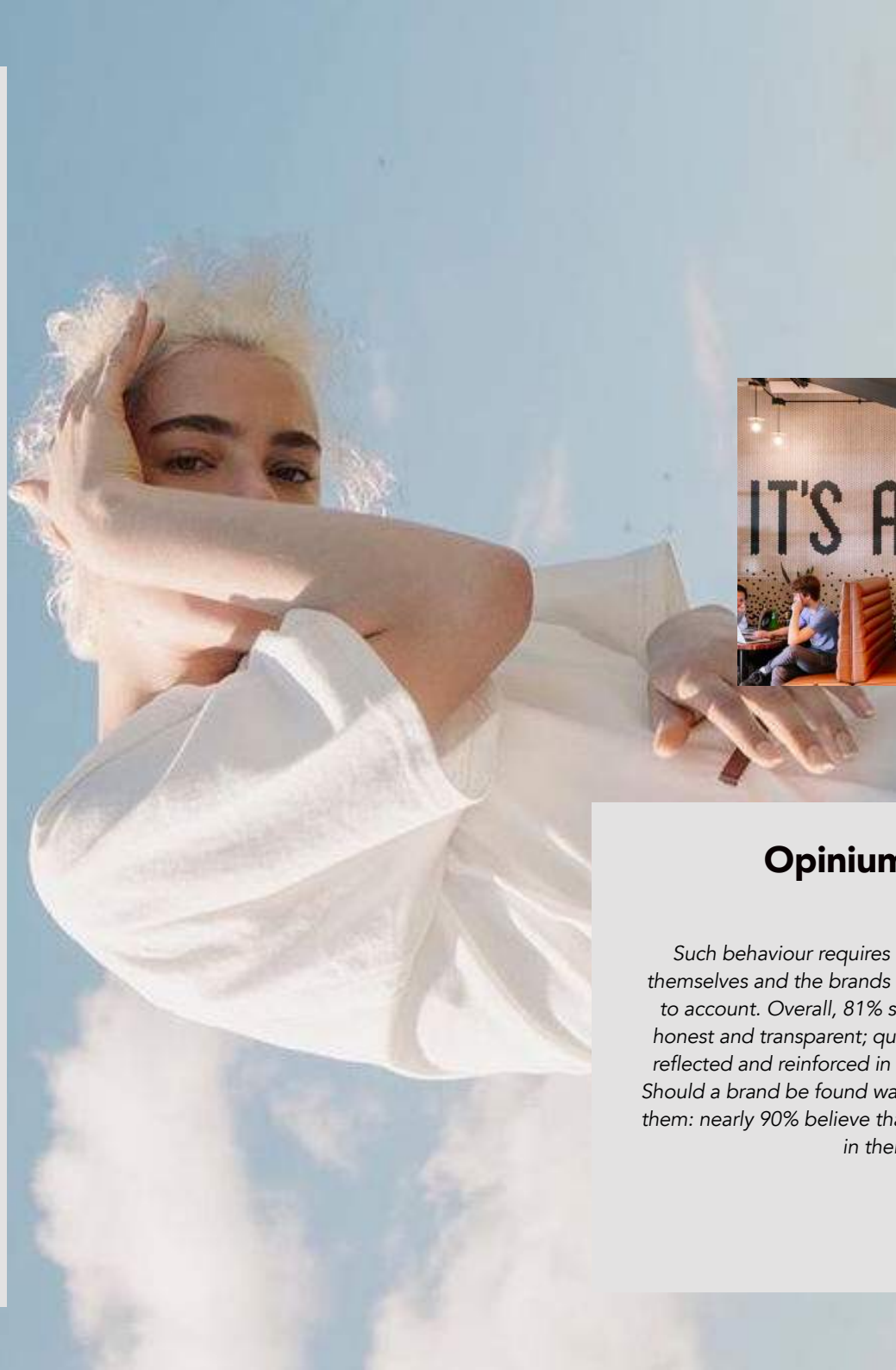
# Conscious /

Being a conscious consumer is not new, with ideas around sustainability, the circular economy and zero waste becoming increasingly mainstream. However, being conscious is not just about the environment. It is about the economics of caring about and for others – the planet, ethics and beyond.

Changemakers expect brands to care and grow on a deeper level, not simply by creating a narrative purpose around products and services. Yes, they want to understand what makes a product desirable, but they also want to know what consumption and ownership costs on multiple levels. They want to be awake to cultural sensitivities and costs to the planet.

## Case Study // WeWork.

The largest co-working brand in the world is pushing its corporate social responsibility programme to the next level. The entire brand is going meat-free in a bid to slash greenhouse gas emissions. The decision has been taken not to serve or pay for any red meat, poultry or pork at WeWork events. It added that it will not reimburse employees for meals which included meat. They also have a goal of employing 1,500 refugees over the next five years. Offering support to refugee employees by providing access to customized training, language skills, and mentorship via their partners, members, and employees.



## Opinium Analysis

*Such behaviour requires Changemakers to hold both themselves and the brands and businesses that they select to account. Overall, 81% say that they try to be realistic, honest and transparent; qualities which they expect to be reflected and reinforced in the brands that they buy from. Should a brand be found wanting, Changemakers will reject them: nearly 90% believe that brands should be transparent in their actions.*

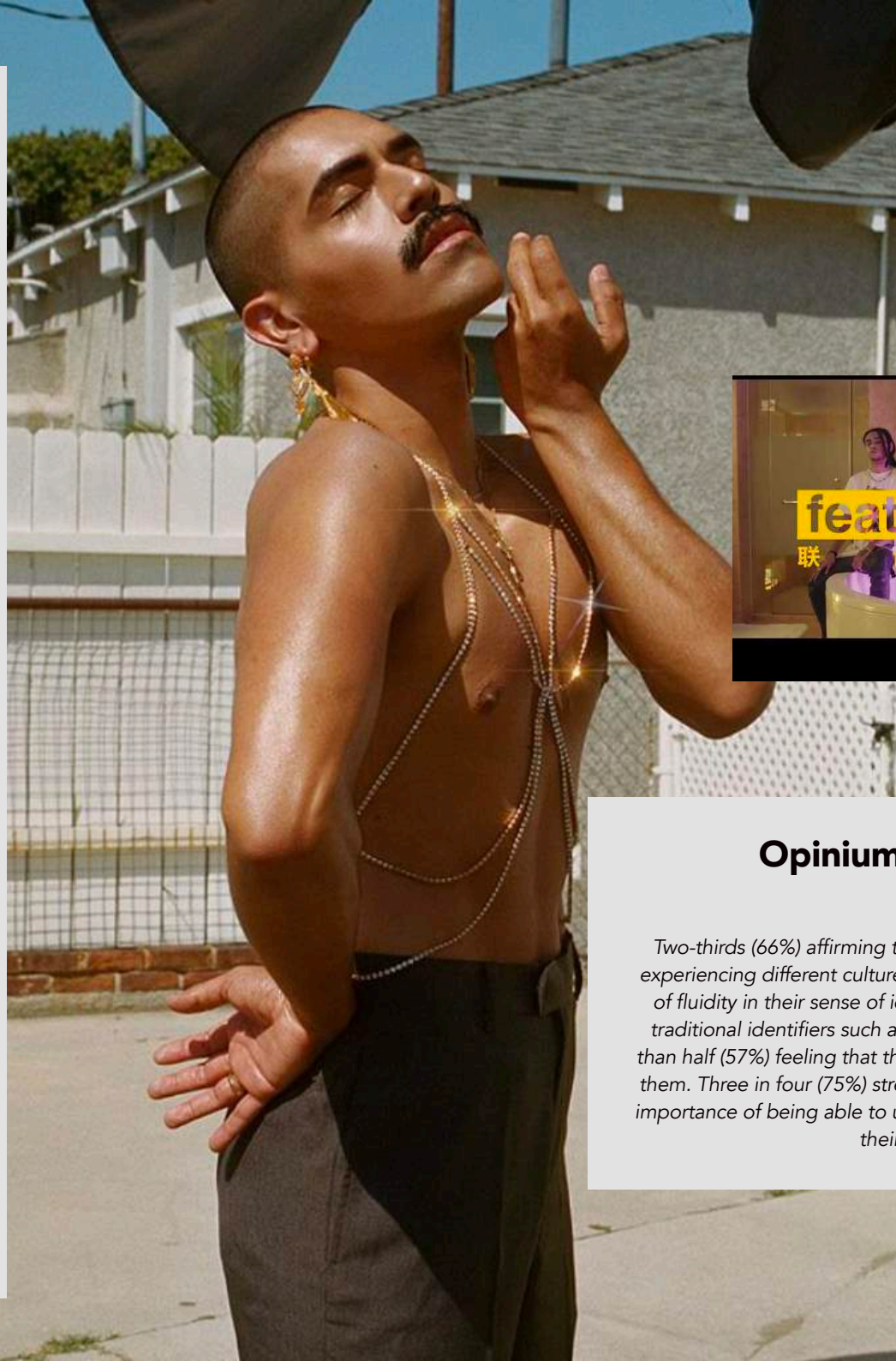
# Ambicultural /

Changemakers aren't defined by their age, gender, nationality or sexuality, they sample their identities through osmosis of culture and their environments. They are ambicultural.

Beyond being borderless or nomadic, Changemakers have the ability to empathise and engage with multiple cultures and identities. To move between them, not in a seamless, homogenised way but with an appetite for the new, a desire to learn, appreciate, and celebrate difference. Changemakers don't want to be told. They want to listen. In the second half of 2018 and beyond more voices must be heard.

## Case Study //OTTNO.

OTTNO is a Chinese music project to bridge the gap between cultures in rap. The documentary series invites rappers from around the world to come to China and work on new music with homegrown artists. The project focuses on making the most of differences to create new material and aims to build bridges between Chinese and foreign rap cultures.



## Opinium Analysis

*Two-thirds (66%) affirming that their identity is built from experiencing different cultures. Drawing on the importance of fluidity in their sense of identity, Changemakers reject traditional identifiers such as race and gender, with more than half (57%) feeling that their demographics don't define them. Three in four (75%) stress this point, emphasising the importance of being able to understand cultures different to their own.*



# Theorising /

Changemakers are always searching for something.

IQ levels are rising all over the world but this knowledge does not always provide a sense of meaning. They feel a desire to add meaning to this knowledge and to understand things at a much deeper level including the natural world they live in: to gain greater environmental IQ.

By becoming wiser, the decisions Changemakers make can come from a place beyond just information and come from one that is rooted in genuine understanding. Changemakers realise that it is only through constant review and reflection that they can gain more knowledge.

## Case study // Story Course

A new theater dining series in New York that uses food and storytelling to explore the migration stories of immigrant chefs. The 'How Do You Hug a Tiger?' dining experience presents guests with a six-course meal that follows six chapters in the life of chef Jae Jung.



## Opinium Analysis

*Nearly three-quarters of Changemakers are looking to understand the meaning of life. It's not simply about consuming information, however, but having the time and mental capacity to reflect and review. One in five are overwhelmed or stressed about the amount of choice they have. Having the time to develop a greater appreciation of information, and turn this into knowledge which can be applied in their everyday lives is key.*





# Trends /

In the following six sections we highlight responses and trends. These exist concurrently, spanning all sectors and global markets, as well as products, business models, media, marketing and advertising.

We also demonstrate how our trends have developed, mutated and merged from our July 2017 predictions.

## Patience /

Waiting becomes the ultimate luxury as we dedicate more time to things that matter.



## Obscenity /

People are holding up a mirror to culture and seeing some gross reflections.

## Empathy /

People are realising the responsibility and consideration of being human.

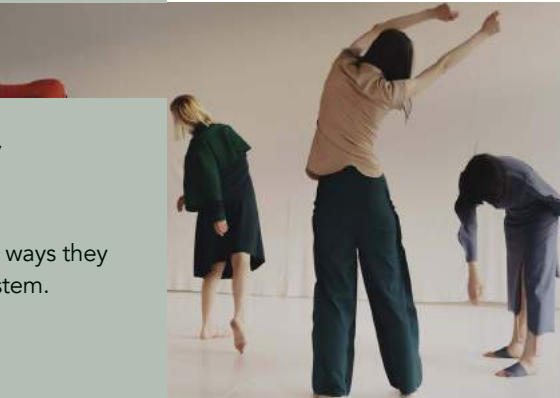


## Contradiction /

People are accepting that sometimes apathy is the only solution.

## Complicity /

People are realising that in some ways they have more power in the system.



## Enlightenment /

Finding a balance between chaos and order.



# Patience /

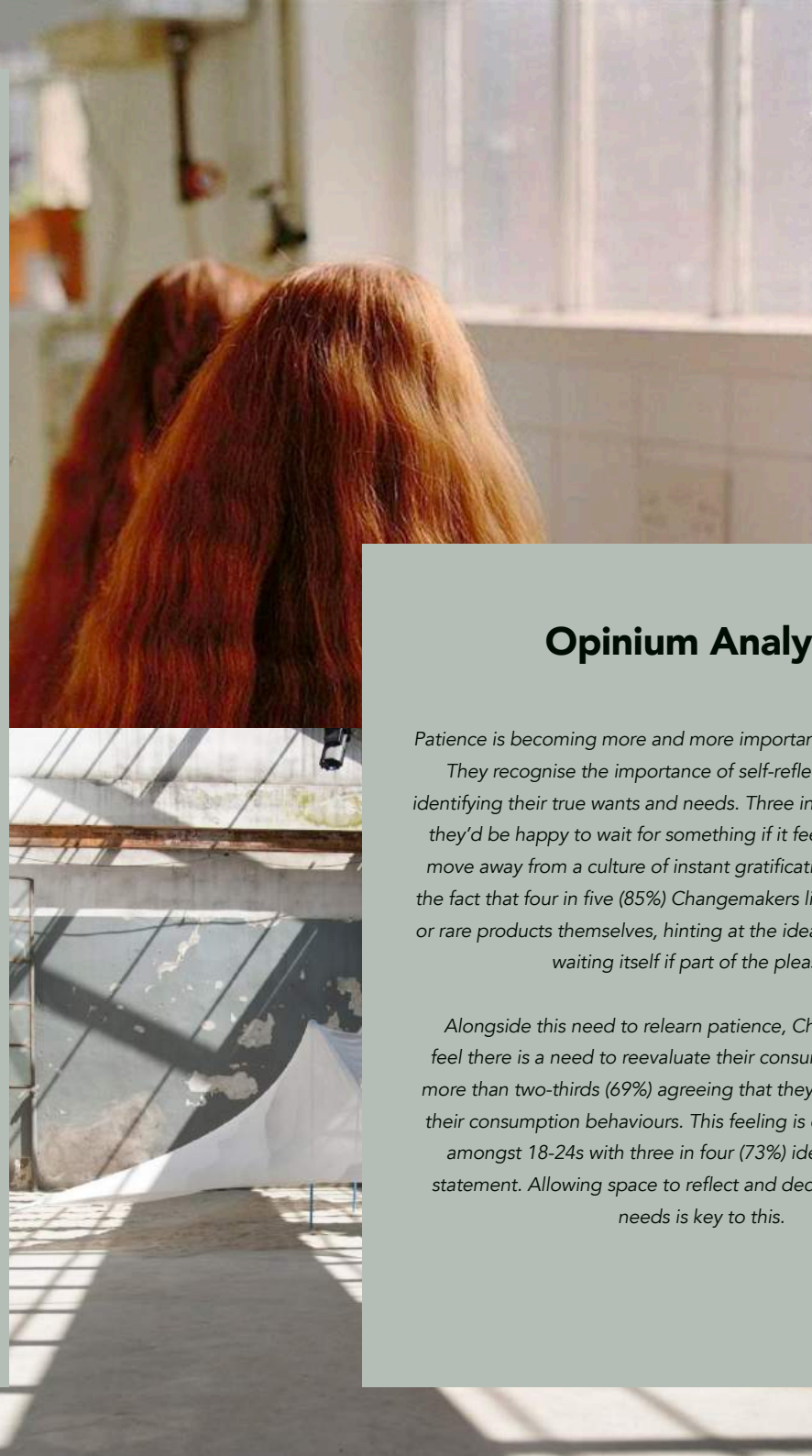
**Patience: waiting becomes the ultimate luxury as we dedicate more time to things that matter.**

// In 2017 we spoke of Presence, people finding inspiration in moments of boredom, and joy in slowness. The constant distractions of contemporary life predicated a growing desire for Changemakers to allow themselves to feel bored. The slow movement has been part of cultural narratives for the last few years and people realised their need to be present and still.

Changemakers know they can have whatever they want, whenever they want (within reason), but how can they know if it is even what they actually want with no time for real reflection or soul-searching? Speed and efficiency has improved many aspects of their lives but has also caused anxiety and left many people feeling unable to keep pace with a rapidly-mutating world.

In an era of cultural richness, boredom is a new challenge and responsibility. We require periods of inner seclusion and calm if we are ever going to finish off something worthwhile. We will have nothing substantial to offer anyone for as long as we have not mastered being patient.

Changemakers need to relearn patience and move from a culture of instant gratification to one where the waiting itself is part of the pleasure. They must make time to allow for their minds to quieten in order to realise their actual needs. They also need to start thinking again, reclaiming their personal taste and the ability to search and discover against the grain of algorithms.



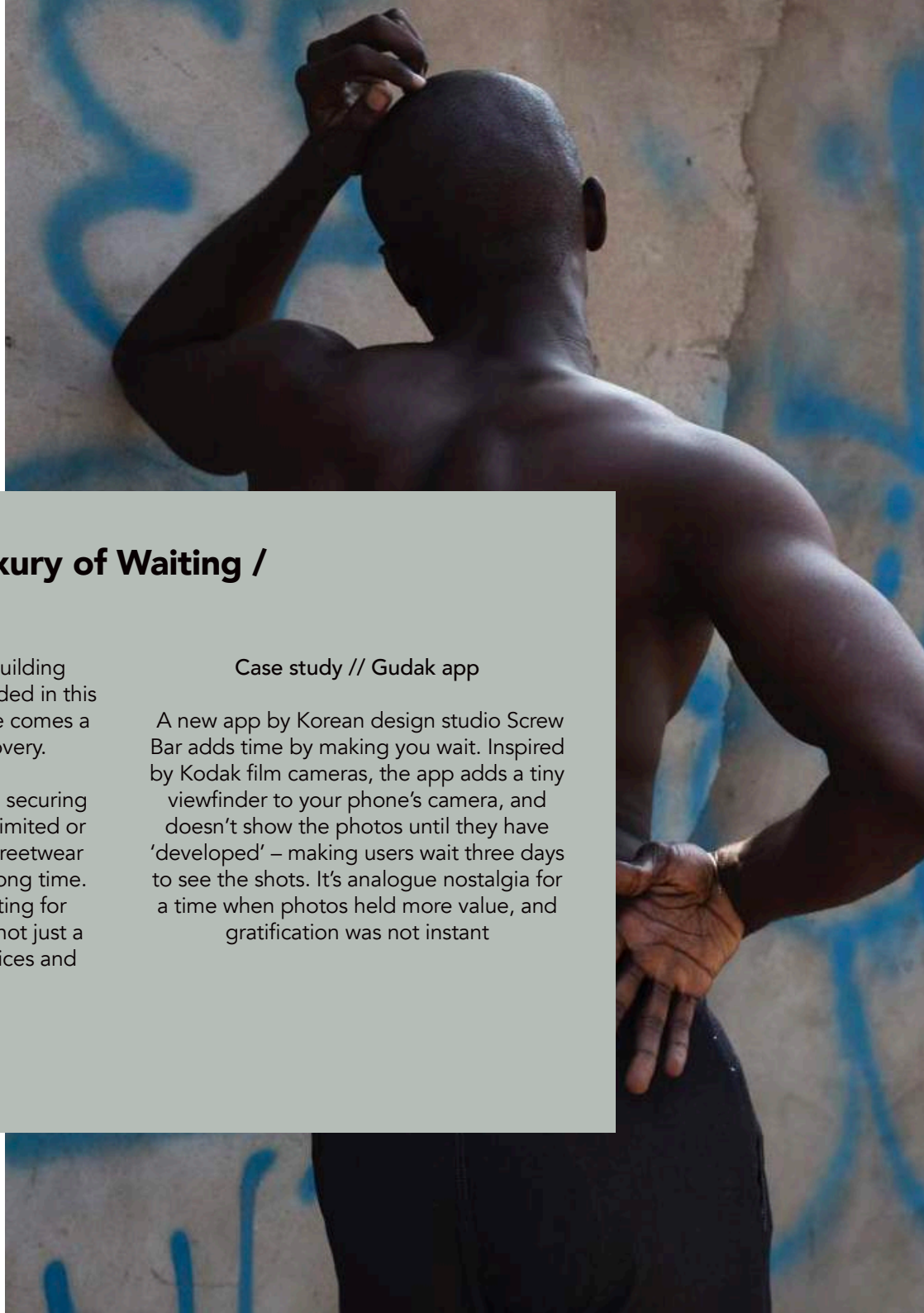
## Opinium Analysis

*Patience is becoming more and more important for Changemakers.*

*They recognise the importance of self-reflections in terms of identifying their true wants and needs. Three in four (75%) state that they'd be happy to wait for something if it feels worthwhile. This move away from a culture of instant gratification is highlighted in the fact that four in five (85%) Changemakers like discovering niche or rare products themselves, hinting at the idea that the search and waiting itself is part of the pleasure.*

*Alongside this need to relearn patience, Changemakers also feel there is a need to reevaluate their consumption habits, with more than two-thirds (69%) agreeing that they need to slow down their consumption behaviours. This feeling is especially prevalent amongst 18-24s with three in four (73%) identifying with this statement. Allowing space to reflect and decipher real and fake needs is key to this.*





## Luxury of Waiting /

The slow movement has been building momentum over this decade. Included in this development of the art of patience comes a virtue in waiting but also discovery.

There is a sense of achievement in securing something that is hard to source, limited or exclusive. This is something the streetwear community has understood for a long time.

The thrill is in the chase and waiting for the moment of fulfillment. This is not just a product story but one about services and content too.

### Case study // Gudak app

A new app by Korean design studio Screw Bar adds time by making you wait. Inspired by Kodak film cameras, the app adds a tiny viewfinder to your phone's camera, and doesn't show the photos until they have 'developed' – making users wait three days to see the shots. It's analogue nostalgia for a time when photos held more value, and gratification was not instant





## Positive Friction /

Consuming is all so simple: we see things based on our predetermined taste. In an attempt to rebel against this Changemakers are finding pleasure in difficulty and relishing challenges to discover that which is unique. Seamlessness has by its very nature removed friction and surprise from their lives.

Consumption journeys are being radicalised to the point where harder is better. Brands are building in positive friction to slow down the purchase process and help them wander from the norm.

### Case Study //Target

Target's latest concept store has two entrances – one for ease and one for inspiration. One is for convenience shopping: a space to pick up online orders or get grab-and-go food items. The other entrance gives more inspiration-led shoppers the time and space to browse through exclusive brand and seasonal displays.





# Empathy /

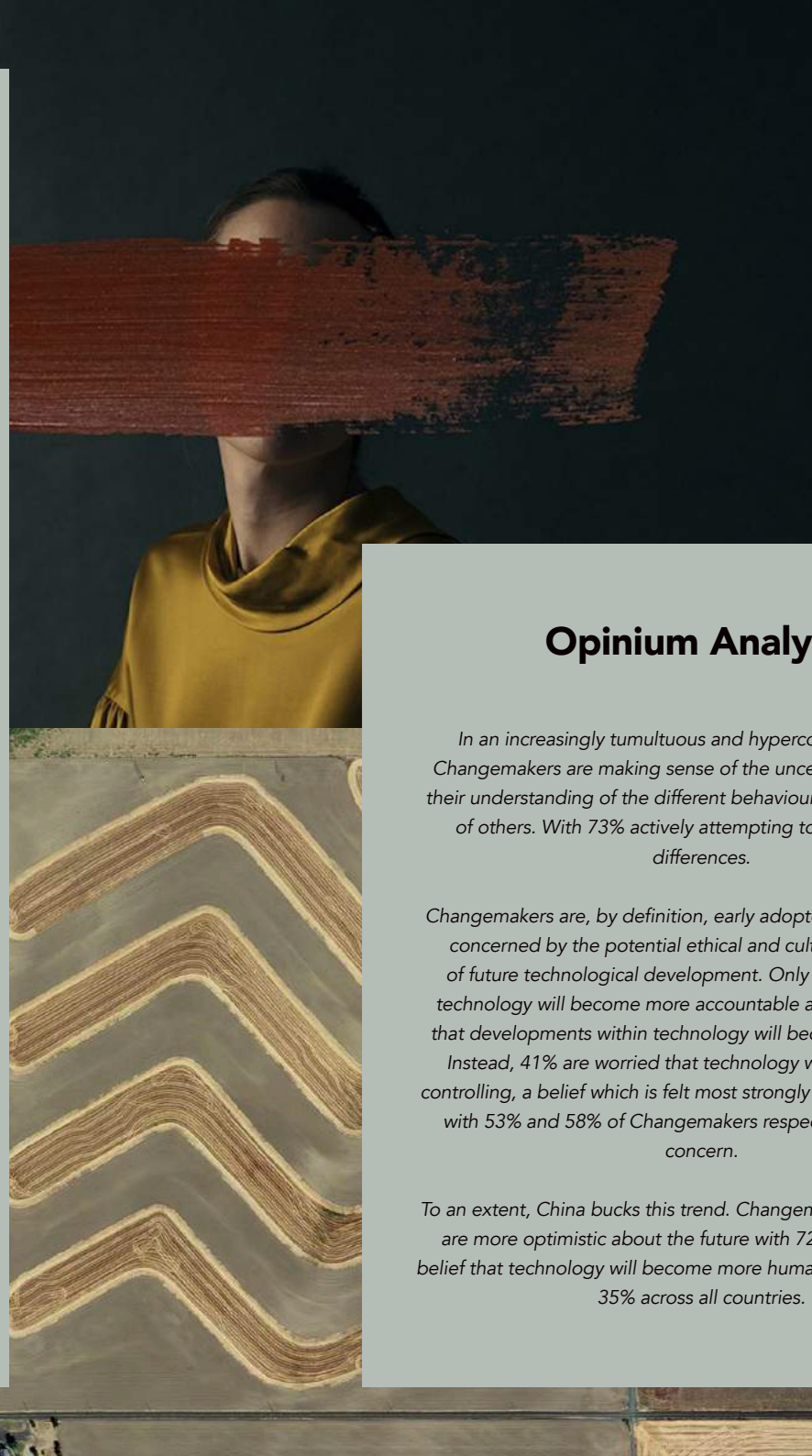
## **Empathy: people are realising the responsibility and consideration of being human**

// In 2017 we spoke of instinct and of a world where people started to see algorithms controlling their every move. In this landscape, Changemakers handed over memory and research skills to tech helpers. There was a desire to begin looking to their humanity.

Instinct separates animals from technology, to think for ourselves and rely on our own senses. Empathy takes this from an individual to a collective level. It is the ability to understand and share the feelings of another and it will soon be the way the world qualifies intelligence level.

What has sadly become clear over recent years is we are running the risk of losing our humanity. The black mirrors that we spend hours looking into and communicating to others through are changing how society works. Screens remove us from others, we can insult them, congratulate them, and 'like' them without looking into the whites of their eyes to see how it affects them. This can be dangerous.

This doesn't mean that the internet or technology is a bad thing. Changemakers see it as an enabler of connections and positive spaces to share and form communities that couldn't function safely outside it. For many what is missing are the emotional protocols in our technology and as we move to literally speaking to our devices this layer of intelligence needs to be coded.



## **Opinium Analysis**

*In an increasingly tumultuous and hyperconnected world, Changemakers are making sense of the uncertainty by building their understanding of the different behaviours and backgrounds of others. With 73% actively attempting to embrace these differences.*

*Changemakers are, by definition, early adopters. Yet they remain concerned by the potential ethical and cultural implications of future technological development. Only 32% believe that technology will become more accountable and only 23% think that developments within technology will become more ethical. Instead, 41% are worried that technology will become more controlling, a belief which is felt most strongly in India and Nigeria with 53% and 58% of Changemakers respectively expressing concern.*

*To an extent, China bucks this trend. Changemakers in this market are more optimistic about the future with 72% expressing the belief that technology will become more human, compared to only 35% across all countries.*





## Humane Technology /

Innovation that isn't people-centric is losing its allure for Changemakers. We are doing the majority of our communicating in 'The Cloud' yet we have no clear rules of digital etiquette. The idea of being a tech disruptor, whatever the human cost, is over. The post-internet world comes with a need for a new set of human values and design principles for tech companies.

In 2017, New York City Council passed a law on algorithmic decision-making transparency, which includes a task force of ethicists that will monitor the fairness and validity of algorithms used by municipal agencies.

### Case study // Honda

Honda has created a car that can 'feel'. The NeuV concept car has an artificial intelligence 'emotion engine'. By detecting the emotions behind the driver's judgements and then, based on the driver's past decisions, make new choices and recommendations.



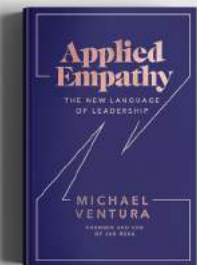
## Emotional Intelligence /

Emotional intelligence is being recognised by Changemakers as a key skill in order to succeed in challenging cultural landscapes and is a behaviour that our technology is yet to emulate.

For true inclusivity we must be able to practice empathy. Employees with high emotional intelligence (EQ) are typically better performers, and people with a high degree of EQ make more money. This shift in attitude will also apply to how brands measure their successes. Changemakers will begin to expect brands to shift from measurement of capitalistic return of investment (ROI) to societal effect and impact (SEI).

### Case study// Applied Empathy

In May of 2018, Sub Rosa design agency in New York released Applied Empathy, the book "takes readers on a journey to understand themselves and the world around them with newfound curiosity and helps to develop a bias toward action,". There is also a successful podcast series of the same name.





# Obscenity /

**Obscenity: people are holding up a mirror to culture and seeing some gross reflections**

// In 2017 we spoke of Humour, people finding relief in frivolity and repose in satire. When it feels like the world might implode, humour makes life a bit lighter. After years of austerity, Changemakers were becoming more frivolous, regressing to childhood to feel free and happy, if only for a few minutes.

Changemakers are still finding laughter therapeutic and, as a way to move on, are revelling in the absurd and grotesque.

The arts are a tool that can aid a number of psychological frailties which we would otherwise have trouble handling; our inability to understand ourselves, to laugh sagely at our faults, to empathise with and forgive others, to accept the inevitability of suffering without falling prey to sense of persecution, to remain tolerably hopeful, to appreciate beauty of the everyday and to perorate adequately for death.

Brand and content can cause us to look at those themes in a new light.

Questioning the norm in unusual, but beautiful ways, exploring the uncomfortable or unknown, bringing people, problems and concepts out of the darkness so we can face them head-on.



## Opinium Analysis

*Changemakers are torn between living in the world they would like to, and having to live in the world as it is. In 2017 we saw Changemakers using humour to navigate society, and whilst there are strong aspirations for transparency in the world, many still end up falling back to humour and entertainment to get by.*

*When thinking about how they perceive themselves, 81% of Changemakers say that they try to be honest, realistic and transparent when negotiating everyday life. Looking at brands in particular, there is a desire for them to have those uncomfortable conversations with consumers and society by holding up a magnifying glass to themselves.*

*Many still rely on the absurd comedy of society, with 67% saying they use humour as a way to navigate difficult situations.*





## Fetishisation of the ridiculous /

When times are difficult, many turn to satire as a way to make sense of the perceived insanity going on around them. Changemaker brands and designers are making fun of themselves and the society that led to existing situations.

### Case study // Virgil Abloh x IKEA

Streetwear and now luxury darling Abloh has collaborated with homeware giant IKEA on a range called Markerad. The collection includes a glass cabinet with a wooden frame to store and showcase sneakers. Quotation slogans, which are a signature of Abloh's previous work, adorn rug designs. The pieces all seem to be an in-joke that mock both Abloh, his fans and IKEA all in one go.





## Growing pains /

Avoidance, escapism, switching off, and revelling in fantasy or different realities are all ways of putting our heads in the sand. Changemakers are recognising the need to look at what makes them uncomfortable, deliberately disgusting and challenging themselves, and by not turning away tackling issues head on and celebrating 'oddness' or difference as part of a greater whole.

### Case study // Blume

Blume is a holistic menstrual brand. Their online sex education platform Blume University is a comprehensive set of articles and videos that discuss our bodies, puberty, health, and experiences in a conversational way. Their products for all ages of females includes organic sanitary ware, PMS oil, deodorant, face wash and blemish treatment.





# Complicity /

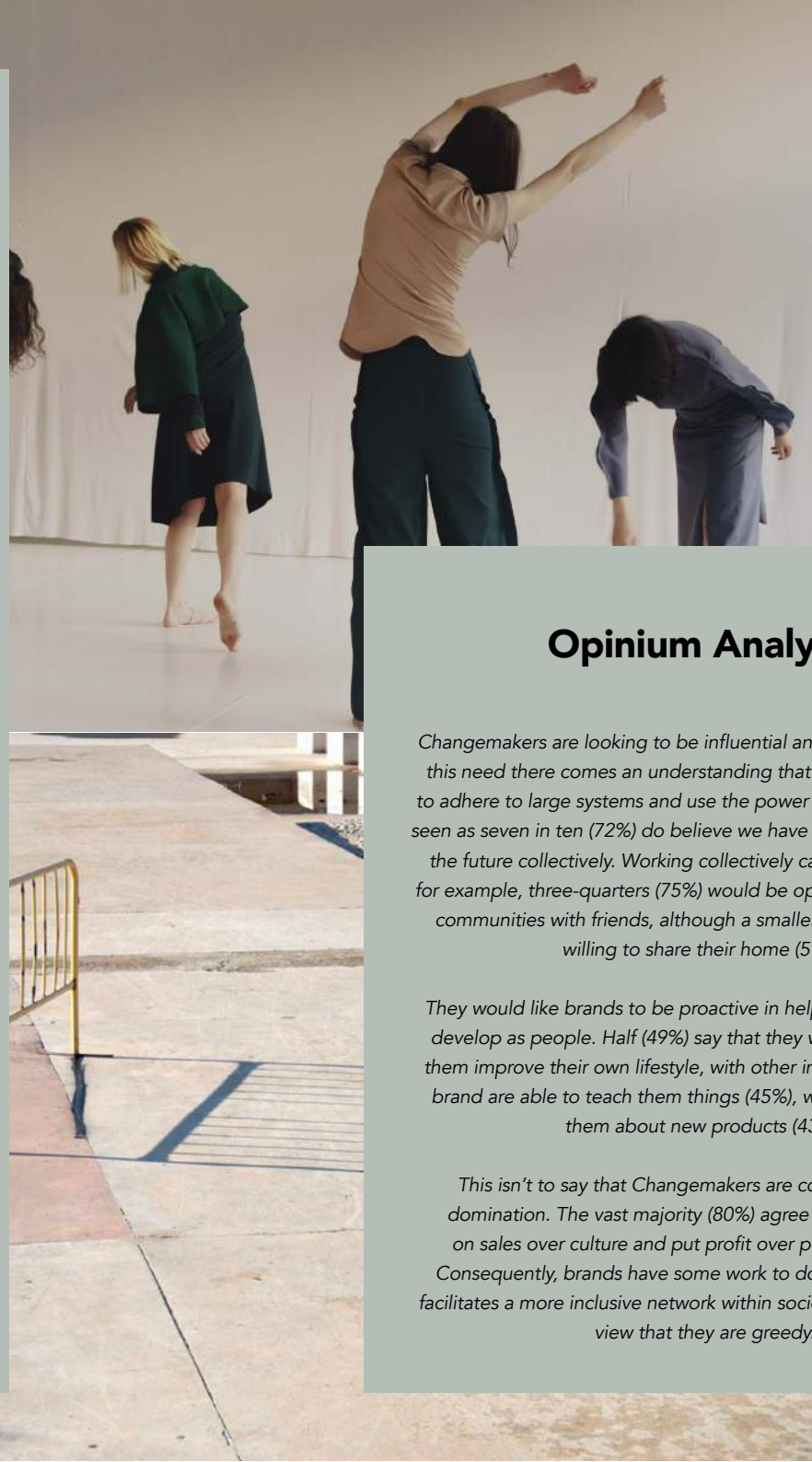
**Complicity: people are realising that in some ways they have more power in the system.**

// In 2017 we spoke of Congregation, people looking for togetherness, comfort and creativity in new networks. Humans long to belong and seek constant, multiple connections with others. These connections are global and local, analogue and digital, on social media and in real life, and people are increasingly layering them to create diverse and multiple relationships.

Changemakers are not blind to the greater powers at work: the algorithms controlling their every move, the mega-brands monopolising every market or the politicians attempting to create a real-life Gilead.

Amazon now employs more than 500,000 people worldwide and if Facebook (in terms of users) was a country its population would be greater than that of China. The sheer size of these new gods is intimidating and many people worry that GAAFA (Google, Amazon, Apple, Facebook and Alibaba) is amassing too much power.

Essentially these companies operate as their own countries and their decisions have huge implications for global markets and citizens. Changemakers are increasingly accepting their complicity in these larger systems and finding new ways to work within these constraints and control what they can.



## Opinium Analysis

*Changemakers are looking to be influential and drive change. With this need there comes an understanding that it is often necessary to adhere to large systems and use the power of the people. This is seen as seven in ten (72%) do believe we have more power to create the future collectively. Working collectively can take many forms, for example, three-quarters (75%) would be open to living in shared communities with friends, although a smaller number would be willing to share their home (57%).*

*They would like brands to be proactive in helping them grow and develop as people. Half (49%) say that they want brands to help them improve their own lifestyle, with other important aspect that brand are able to teach them things (45%), whilst also informing them about new products (43%).*

*This isn't to say that Changemakers are complicit in brand domination. The vast majority (80%) agree that brands focus on sales over culture and put profit over people (also 80%). Consequently, brands have some work to do to fulfil a role that facilitates a more inclusive network within society, and dislodge the view that they are greedy.*





## Neo Communes /

Mega-brands aren't just fixing broken communities, they're building entirely new ones. Facebook, Amazon, and Google are all building villages in the US complete with homes, shops, community centres and schools. Many Changemakers are happy to be part of these new infrastructures as long as they are offered emotional value.

### Case study // WeGrow

WeWork's founding partner and chief brand officer, Rebekah Neumann, launched a micro school called WeGrow to serve 'Generation We'. WeGrow wants children to "understand their superpowers". The pilot school, which opened June 2018, focuses on creating "a culture of kindness", "conscious entrepreneurship" and a 'connection to nature'.



## Democratic consumption /

We are seeing a natural progression from crowdsourcing to crowd equity where a large number of people buy a small stake in a company. If the value of the company increases, so does the share value, as well as the value of the platforms that link borrowers to investors. The latter lending money to the former and recouping money through interest payments, just as a bank with a normal loan.

Case study // Cityshares.

An Austin, Texas, digital currency, encourages residents to invest in local businesses by making transactions through the Cityshares website, while Austin. City offers hotel bookings, food delivery, restaurant reservations and goods made by local artists. The company goal is to create direct transactions between businesses and customers and cut out the third parties that charge small businesses fees, such as Expedia or Booking.com.



ix. city News Stay Dine Shop Services CityGuide CityShares

**Help your city grow.  
Get local perks.  
This is the Internet of P**

What are CityShares?

Get your free CityShares!

Sign up your local business!



# Contradiction /

**Contradiction: people are accepting that sometimes apathy is the only solution.**

// In 2017 we spoke of Fantasy, people looking to lose control and enter new states of consciousness as part of a need to escape unpleasant realities. A loss of faith in traditional institutions, combined with an increase in stress, and concern in wellbeing has resulted in a drop in hedonism. The desire to feel new sensations and push acceptable boundaries, however, still existed.

These dichotomies have intensified. Changemakers simultaneously feel the need to escape and lose control and the desire to lean in more, self-educate, and streamline.

Academic institutions have sought to blame the shallowness of Changemakers on love of alcohol, indulgent food, trash TV and gossip. Alternatively, their brains may just need a break. A flourishing life requires a capacity to recognise when the news no longer has anything original or important to teach them and where they must leave the business of running the world to others and look inwards. Being an adult means that sometimes they have to deny their utopian dreams, soberly accept reality and choose to fight the battles that they can win. Sometimes it is crucial to be numb or to go out for an evening to let off steam. Focusing more on being more human than superhuman...

Changemakers are realising stressful lives are not sustainable. In order to navigate the world, and the maelstrom of instability that comes with it, they need to pick and choose when to lean in and out in order to find real lasting contentment.



## Opinium Analysis

*The search for balance is key to Changemakers, who often hold contradictory positions and can lead to pressures and stress as a result. almost all (96%) Changemakers admit that at least one or more factors make them feel overwhelmed.*

*For example, for Changemakers there is a distinction between happiness and contentment and understanding how these can be competing forces is essential to their happiness. They place a lot of importance on wanting to be content, as well as their physical and mental wellbeing. 82% say they expect perfection from themselves. The combination of these attitudes indicates an underlying pressure to be happy, 49% say there is too much pressure to be happy and 'healthy'.*

*Due to this Changemakers are forming coping strategies, 58% say they are ok with not being ok all the time. 81% want to be content which they understand is an ongoing journey. For many a way to achieve contentment is to lean out, 62% drink, eat, self care, switch off and relax when things are difficult.*





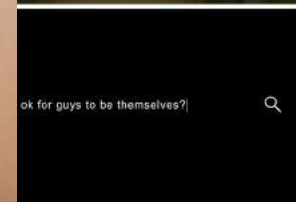
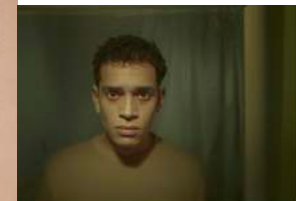
## Sang Visions /

In China, urban youths who feel they can't measure up to traditional standards are embracing the 'sang' movement, named after a Chinese character associated with the word funeral and the feeling of being demoralised. The movement embraces apathy and ennui — the feeling of listlessness that comes from a lack of excitement.

Changemakers are navigating a new emotional landscape: one that celebrates dissatisfaction and delayed gratification. They are beginning to realise that it's OK not to be OK all of the time. Holistic wellness is a perpetual journey, not something a quick-fix juice cleanse will help them achieve.

### // Case study: Lynx's

Lynx's #isitokforguys advert revealed the questions that some men can't face asking aloud, inspired by results drawn from its study, The Man Box. The film used real Google search data to more accurately pin down what makes today's young men insecure. The questions raised, such as 'is it ok for guys to do yoga?' or 'is it ok for guys to get nervous around women?', were directly answered by real men in a number of short films, which can be found on a dedicated microsite.



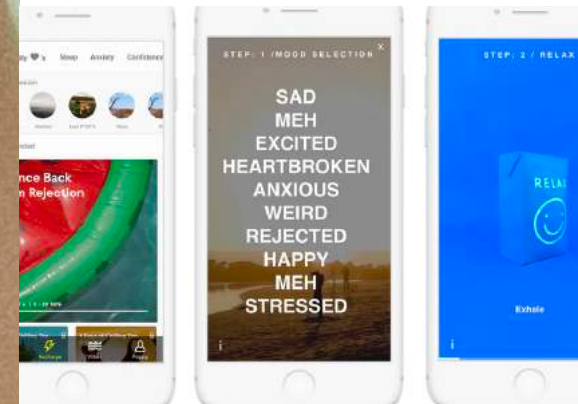


## Contentment 2.0 /

Researchers suggest people need to look at their ability to enjoy elements of their lives as slices of a total pie, then measure how much time you invest versus the outcome. Changemakers are happy being a hot mess one day and Beyoncé the next. This is a new kind of balanced diet – today hot yoga, tomorrow snacking in my pants. Kalsarikännit, directly translated, means “getting drunk in your underwear” and is a growing social movement in Finland.

### Case Study // The Happy Not Perfect app

The Happy Not Perfect app shows users tools that can help hack peoples bio-chemistry, helping shift to a state of mind that is happier, calmer and less stressed. Users start with an internal check-in, choosing how they're feeling from an array of emotions ranging from the ubiquitous millennial “meh,” to “angry,” or even “heartbroken”. From there, you're sent on a customised experience that changes daily.





# Enlightenment /

## Enlightenment: finding a balance between chaos and order.

// In 2017 we spoke of Action: that Changemakers were acting with a sense of righteous rebellion – making tangible change through doing and finding new allies to help them. Proactive in learning new skills and looking to self-optimize, they were looking inwards to in order that their actions would have a larger impact outwards

Changemakers are searching for bigger meanings. This could be through spirituality, mind-hacking or conventional learning. Changemakers are realising they are currently standing far too close to see the bigger picture. They need the media and brands to offer multiple opinions, decode and organise this information and help them gain an unbiased viewpoint.

The core principles of enlightenment are reason, humanism, science and progress. Changemakers are no longer simply fighting a broken system but using these four ideals to create a new one. Anger isn't a pessimistic response but actually a symptom of hope in the belief that the world can be better.

Being enlightened means being awake to culture and world news. By being conscious to these stories people are able to humanise others and are able to see their own freedoms, abundance and privilege.

One of the results of realising this is to rethink the norm. Changemakers are moving to a more natural capitalist economy where commerce is based on protecting environmental resources and refocussing on humanity, not profit.



## Opinium Analysis

*Preserving and protecting the planet is a fundamental aspect of enlightenment and often causes Changemakers to put their own needs second to that of the planet. Three-quarters care about people and the planet over their own personal gain. Within this mindset, longevity and future prospects are a fundamental belief, this is reflected in the fact the vast majority of Changemakers are very concerned about the long-term future when compared with the current day (79%). This often replies upon the belief that long-term behaviour change is critical. Living with a long-term outlook causes Changemakers to frequently delay short-term pleasures and wait for something they really want (88%). With a concern for the planet, it's unsurprising seven in ten think brands make purchasing too easy (71%).*

*This focus on progression and the desire to shift current views to drive a refocus on how humanity is seen in their brand values; it was found innovation was key. Shockingly four in five (80%) Changemakers think brands put profit over people. The value of innovation is shown as new products are key to attracting Changemakers to a brand in 34% of cases. A proportion are also influenced by brand content (24%) and influencer campaigns (11%).*





## Long Term Change /

Conscious consumption is not just a trend, it's a movement. The global demand for transparency is escalating, not just in the opening up of business practices but also their plans. Flash in the pan campaigns or single eco-product launches are not enough.

Changemakers expect real progress and systemic change to current manufacturing and consumerism processes. Smart brands are focussing on the future, making the changes now that will ensure their longevity and lead to future success.

### Case study // Dong

Danish energy company Dong has rebranded to Ørsted and committed to switch from entirely fossil fuel to over 95% green energy by 2023. According to the brand, its reduction target is not only in accordance with the Paris Agreement, but is 27 years ahead of the reduction trajectory for the sector. In taking real action to create a world that runs entirely on green energy, Ørsted accepts it may take a temporary dip in profits but is creating longevity and a more positive future for coming generations.





## Economics of Caring /

The economics of caring is driven by a desire to shift economic measurements, policies, and practices from the current focus on gross domestic product to a focus on human capital: learning, empathy, collaboration, and creativity. Brands that can demonstrate care credentials for the communities they exist within will succeed.

These care credentials also include the talent and 'influencers' brands choose to align themselves with. Brands should pick out sets of people with genuine worth that can inspire other and function as guides to the virtues that people need. At the heart of every piece of content should be education – how to become better.

### // Case Study: Amazon

Amazon is opening a homeless shelter in its new Seattle headquarters. Amazon will give roughly half of the six-story building to the shelter, providing it with 47,000 square feet of space with private rooms that can hold 65 families, or about 220 people and their pets. The facility, expected to open in early 2020, will have its own entrance and elevators.





# Conclusion /

Essentially, our trends are coping methods. For brands, only by understanding the challenges of 2018 can you offer multiple solutions.

Delayed gratification becomes a new goal. How can you give them joy in discovery and take people on journeys with you? It is no longer simply about seamless efficiency but time well spent and time focussed on something people really want or need.

Empathy is an essential quality of civilisation and emotional intelligence is a crucial component of that. How can you ensure that they are prioritising humanity and working towards SEI targets for humans and their AI friends?

Don't shy away from the obscenities of modern society but face them in all their grossness. Use the arts to tell uncomfortable but crucial stories.

There is strength in numbers. The latest iteration of the sharing economy is participatory and peer-driven. How can you be part of these new economies, what do you have to trade and what currency can you create?

Encouraging people to 'just do you' is more encouraging to Changemakers. Help them find the middle ground of contentment and disengagement. Celebrate the reality of human life and the pleasure of not giving a fuck sometimes!

Facilitate perspective, take a step up – and out – to see more than what is right there. Plan for a future where your brand is still relevant and engaging to an increasingly enlightened audience. Use stories as vehicles to show people the virtues important for the future.

Remember that the Changemakers are watching, judging and brand promiscuous. If in doubt, test it with them, you have our email. Until next year...





**Thank you!**

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