

10^{upshot}ish TRENDS FOR 2011



SIZED RIGHT

Consumers are making a big deal about smaller solutions, and it's influencing ideas about everything from convenience to curation to consumption.




GAME ON!

Brands are discovering the significant motivational power of gaming mechanisms, and consumers are happily playing along.




DRIVEN BY DATA

The future of show-not-tell marketing is using clever, compellingly-curated data to enable new experiences, solutions, and opportunities.



FIND YOUR PLACE

Real-time location data provides a world of new opportunities for brands to delight consumers with enticing occasion-based marketing.



DEMOGRAPHIC DIVERGENCE

Growing gaps between demographic groups will require inclusive strategic ideas, implemented with laser-targeted precision.



FUTURE FEAR

As Americans begin to temper their eternal optimism about the future, marketers must be there to offer reassurance.



CAUSE WITH EFFECT

With a possible "cause bubble" threatening the legitimacy of cause marketing, it's time for brands to make a more significant impact.



WAR ON WHINERS

Now that consumers have found their voices, self-assured brands will learn when to react, when to ignore, & when to respond with their own two cents.



LIFE IN THE OOC

Online-Offline Convergence—a.k.a. The OOC—is no longer on the horizon; we're living in it.



PRIMITIVE SIMPLICITY

A preference for simplicity has now (d)evolved, with some consumers believing that sophisticated society creates more problems than solutions.



BRAND PATRONAGE

As creative industries collapse, more artists will turn to marketers for innovative, mutually-beneficial promotional partnerships.



Full report available at
J.MP/11 TRENDS