

# Enough Already: Unintended Consequences Shaping Marketing Trends in 2017

## Havas PR Trend Report Predicts Impact of Global Upheaval For Brands and Marketers in the New Year



**NEW YORK, NY** — People are ‘fighting mad’ as a result of major global events such as the U.S. election and Brexit, according to [Havas PR](#), and the blowback from these events will shape the coming year for brands and marketers.

Havas PR’s annual trends report, *Blowback to the Future: The Trends That Will Shape 2017*, compiled by trendspotter Marian Salzman, is a much sought-after guide and an end-of-year reading tradition for brands and marketers looking to better understand the mind and mood of consumers around the world.

“Several of the trends in this year’s report serve as a commentary on the unintended consequences of major events like the Brexit vote and the U.S. election,” says Marian Salzman, CEO of Havas PR North America and author of the report. “In times of major upheaval, it’s all the more important for brands, businesses and organizations, and perhaps even whole societies, to recognize what is happening so that we can respond wisely. One thing most people aren’t doing is responding calmly; that’s why 2017’s ubertrend is blowback. The good news is that the prevailing sense of ‘enough already’ is there to be harnessed by astute commercial, social and political entrepreneurs.”

Havas PR’s 17 trends for 2017 are:

- **Boiling Points:** The predicted blowback may not always be pretty: People are more energized to act against what they don’t want (whether it be Airbnb or Donald Trump) than for what they do want.
- **Echo Chambers:** Even though a diversity and plurality of insights and opinions is only a click away, nobody is listening to anyone with a different POV these days.
- **Going Ethnographic:** When real insights are needed, a survey is no substitute for close personal contact with ordinary people in ordinary places.
- **Dr. Jekyll Technology:** As more tech evangelists champion innovation’s ability to replace real workers, they risk welding suspicion of innovation to the economic uncertainty of declining jobs.
- **Cell Phone Health Score:** With the number of smartphone users worldwide currently over two billion and growing, there’s a massive market shaping up to investigate and treat the ailments that will certainly emerge.



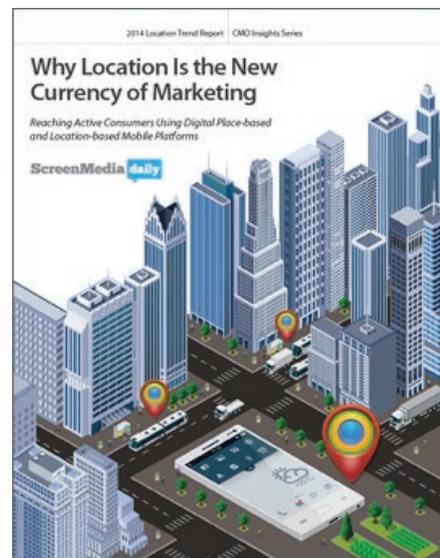
- **Rediscovering Privacy:** Expect the demand for greater privacy to grow, much to the benefit of those brands and businesses that get it and help facilitate it.
- **Scatological Gets Logical:** Menstruation, urine and poop transplants are all part of today's TMI media diet.
- **Confused Men:** The big trend driving the malleability of manhood: Men's underlying anxiety about what is manly now and who the heck decides?
- **Confusing Women:** What do women expect now and what do they feel is expected of them? How they align, balance and reject those answers will form a roiling, ongoing dialogue.
- **Dressed for Zuckerberg Success:** The more billionaires and tech stars wear T-shirts and jeans, the more a vest and open-collar dress shirt look like last-century throwbacks.
- **Sugar Showdown:** The public's burgeoning interest in "clean" food has left even less room in our diets for "dirty" sugar.
- **Pleased to Meatless:** There are big bucks waiting for companies that can satisfy the appetites of burger aficionados with a conscience.
- **Unstoppable E-Tail:** Knowing that consumers always have their mobiles on, retailers will increasingly be using in-store beacons to deliver promotions and offers to browsing shoppers.
- **Huge Hygge:** Our nostalgic quest for the warmth and comforts of food, friends and connections (which the Danish call "hygge") is perhaps one reason why "Make America Great Again" resonated the way it did.
- **Pedal Power to the People:** A growing numbers of mayors and citizens are trying out bicycles as a smart way to tackle their mobility problems—and get a little exercise at the same time.
- **Life Hacks:** For marketers, tracking life hack searches has to be one of the smartest new product hacks available.
- **The (Elusive) Beauty of Simplicity:** This trend is about craving and attempting simplicity rather than attaining it. It's about buying Dave Bruno's "The 100 Thing Challenge" rather than actually owning only 100 things. And let's face it, that's good news for many marketers.

"As a trendspotter, you don't just predict a trend," says Salzman. "You also have to predict that trend that will stem from a previous trend, or an unexpected event. Needless to say, a Trump presidency will shape our future in more ways than any pundit could tell you."

## Free Trend Report: Why Location Is the New Currency of Marketing

Finding effective ways to deliver branded messages in today's complex media environment is one of the biggest challenges facing advertisers. Traditional methods of advertising have become less effective as consumers spend less time in places where marketers have traditionally had an advantage in reaching them. In addition, consumer attention has fragmented across multiple channels as media options and device platforms increasingly diversify.

Active consumers spend money, and while they are going about their daily routine, they are also actively looking for information. According to Google, more than 50% of all mobile searches have local intent, and 17% of search happens while consumers are on the go.



Digital Out-of-Home (DOOH) advertising, also known as Digital Place-based (DPb) media, utilizes strategically placed, networked digital signage displays to reach on-the-go consumers while they are outside of their home with highly targeted messages. Location-based mobile and digital out-of-home media are part of a larger multiscreen ecosystem that effectively amplifies brand messages to create a deeper level of engagement with active consumers.

*Why Location Is the New Currency of Marketing* is aimed at CMOs, media buyers and strategists and provides insight into why marketers are increasingly shifting their advertising dollars to these rapidly emerging media platforms.

Highlights from *Why Location Is the New Currency of Marketing* include:

- The Connected Consumer
- Leveraging the Moment
- Multiscreen Campaign Planning
- Amplifying Reach With DOOH Media

[Download your free copy here](#)

---