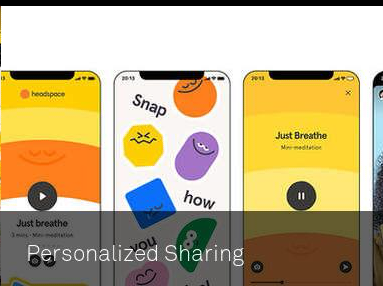


Tapping into Human Perspectives

Trend Report for Little Diversified Architectural Consulting

14.09.20



LITTLE
DESIGNED ARCHITECTURAL CONSULTING

Prepared for:

James Farnell

Prepared by:

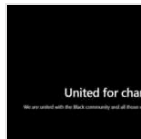
Amrit & Courtney

Delivered on: 9/14/20

Briefing: This report uncovers the ways in which human behaviors, activities and connections with brands have shifted in the wake of economic uncertainty, social unrest and an ongoing pandemic. This report takes a look at a variety of industries, perspectives and categories to identify experiences that people are seeking and new rituals being adopted to cope with this change.

Takeaway: Brands seek to create meaningful connections with their end users that speak to the nuanced and intricate social contexts of today. There is a continued push to innovate the once physical-only environments into a digital experience while continuing to address larger aspects of the human lived experience.

Top Insights



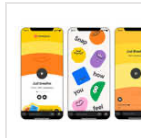
Reevaluated Inclusive *Brands are re-evaluating their businesses to support the Black community*

Trend - Amid the resurgence of the Black Lives Matter movement, brands are re-evaluating their business models to combat systematic racism. These initiatives include evaluating the number of products on their shelf owned by Black business owners, funding budding Black-owned startups, and removing racist language in their coding. **Insight** - Protests continue throughout the globe as the world seeks to call out systemic racism amid the wrongful death of George Floyd, Rayshard Brooks, and far too many others. Thanks to social media, more consumers have become aware of the injustices the Black community faces, and are using these platforms to call out brands that participate in the oppression of this community. As a result, they are turning to brands that go further than posting their outrage on [continued online]



Restaurant Replications *Brands recreate restaurant experiences at-home*

Trend - Though restaurants around the world have opened up with some restrictions and limitations still in place, at-home dining is still popular amidst the COVID-19 pandemic. To recreate dining out experiences for consumers who miss it, some brands are creating restaurant-like meal courses and experiences to be enjoyed at home. **Insight** - For consumers who are still taking the pandemic seriously despite lifted restrictions on public establishments, home entertainment, dining and recreation is still a priority. These individuals and families aim to fulfill their various needs and desires in the safety of their home for fear of contracting or spreading viruses.



Personalized Sharing *Brands release apps that allow for more intimate sharing between friends*

Trend - Brands are creating apps or functions within apps that allow for sharing more personal details or moments between friends. Things that people normally wouldn't involve others in--like meditation or investing--are being explored as ways to strengthen relationships. **Insight** - With more anonymous or anonymous-seeming platforms for people to interact on, consumers have become accustomed to being more personal in the exchanges they have with others. These diminished formalities have resulted in a culture among Millennials and Gen Z where people are more willing to personal share information, moments and learn from one another, and turn to platforms that facilitate this process.



Millennial Move *Millennials are increasingly moving out of cities amid the COVID-19 pandemic*

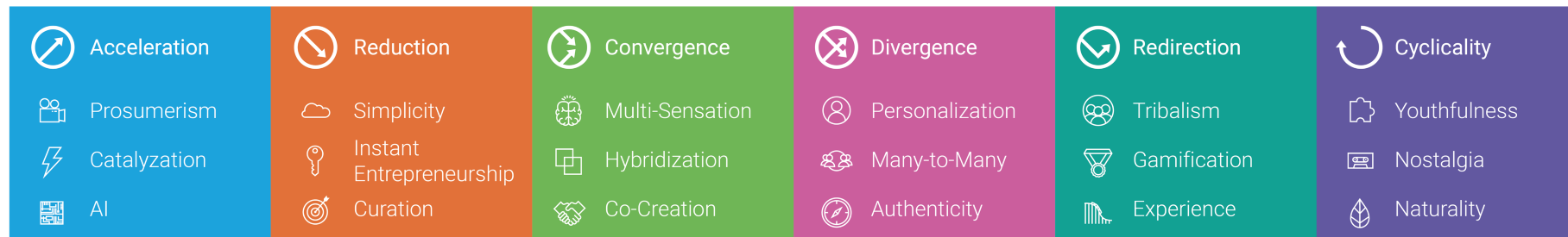
Trend - Developments and products, and campaigns that involve escapist or non-city living are being targeted with Millennial preferences in mind. These come as this generation begins moving back to suburbs, rural areas or vacation-like destinations due to the circumstances surrounding COVID-19. **Insight** - The last several months have brought about mass changes around the world, and one of those is the moves that North American Millennials in-particular are making away from city living. Whether it's to do with high living costs or no longer worrying about inconvenient commutes due to the influx of remote work, many Millennials cannot justify living in expensive, populated areas when they can no longer afford to amidst reduced wages and job losses. Within this migration, this generation is seeking products [continued online]

Getting the Most out of Your Custom Report

Purpose: Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

Consumer Insights

Overlooked Opportunities & Examples

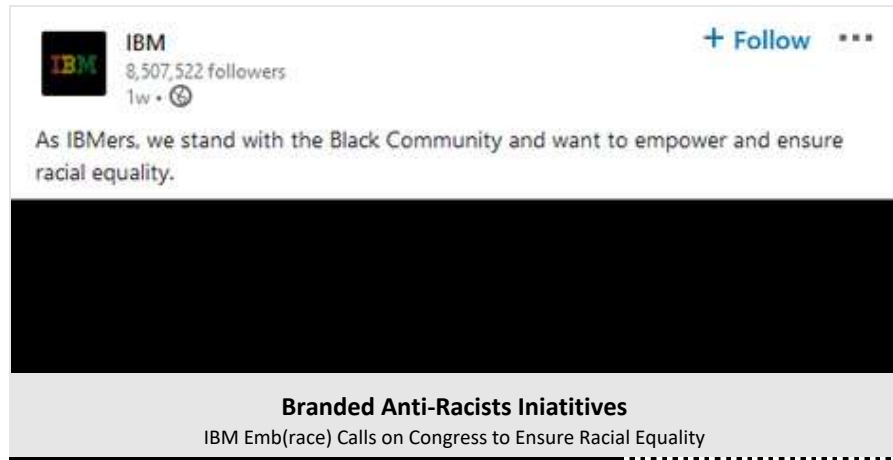
Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Reevaluated Inclusive

Brands are re-evaluating their businesses to support the Black community

Trend - Amid the resurgence of the Black Lives Matter movement, brands are re-evaluating their business models to combat systematic racism. These initiatives include evaluating the number of products on their shelf owned by Black business owners, funding budding Black-owned startups, and removing racist language in their coding.

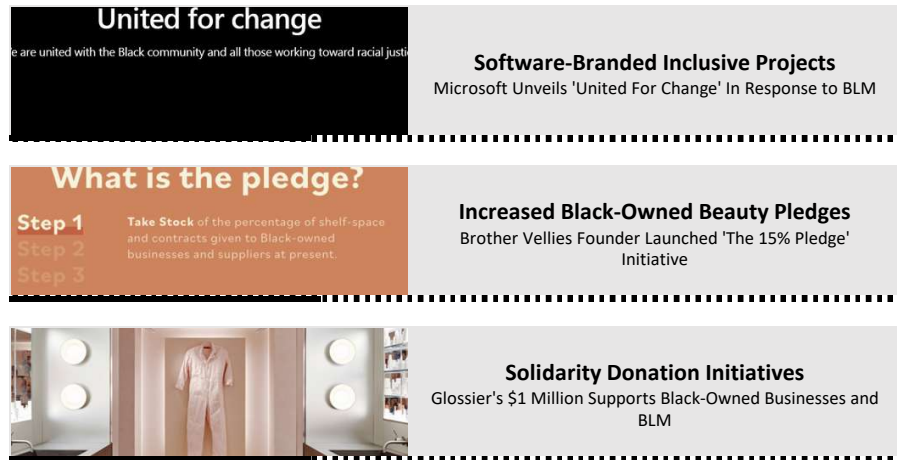
Insight - Protests continue throughout the globe as the world seeks to call out systemic racism amid the wrongful death of George Floyd, Rayshard Brooks, and far too many others. Thanks to social media, more consumers have become aware of the injustices the Black community faces, and are using these platforms to call out brands that participate in the oppression of this community. As a result, they are turning to brands that go further than posting their outrage on a superficial level and are seeking brands that actively find ways to support Black communities with tangible plans of action.



IBM
8,507,522 followers
1w • 🌱

As IBMers, we stand with the Black Community and want to empower and ensure racial equality.

Branded Anti-Racists Initiatives
IBM Emb(race) Calls on Congress to Ensure Racial Equality



United for change
We are united with the Black community and all those working toward racial justice.

Software-Branded Inclusive Projects
Microsoft Unveils 'United For Change' In Response to BLM

What is the pledge?

Step 1 Take Stock of the percentage of shelf-space and contracts given to Black-owned businesses and suppliers at present.

Step 2

Step 3

Increased Black-Owned Beauty Pledges
Brother Vellies Founder Launched 'The 15% Pledge' Initiative

Solidarity Donation Initiatives
Glossier's \$1 Million Supports Black-Owned Businesses and BLM

4.4
Score



Tribeism
Authenticity

4 Featured, 29 Examples
20,330 Total Clicks
URL: Hunt.to/430956

★ Advisor Pick

Restaurant Replications

Brands recreate restaurant experiences at-home

Trend - Though restaurants around the world have opened up with some restrictions and limitations still in place, at-home dining is still popular amidst the COVID-19 pandemic. To recreate dining out experiences for consumers who miss it, some brands are creating restaurant-like meal courses and experiences to be enjoyed at home.

Insight - For consumers who are still taking the pandemic seriously despite lifted restrictions on public establishments, home entertainment, dining and recreation is still a priority. These individuals and families aim to fulfill their various needs and desires in the safety of their home for fear of contracting or spreading viruses.



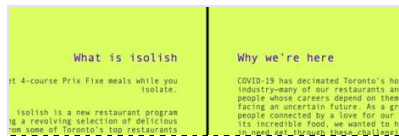
At-Home Steakhouse Experiences

Carl's Jr. x Nocking Point Wines Shares Burger and Wine Pairing



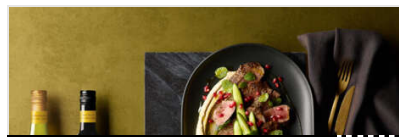
Takeout Date Night Meals

Red Lobster is Offering Three New Date Night Meals for At-Home Dates



Multi-Course Meal Deliveries

isolish is an At-Home Culinary Celebration in Toronto



Meal Delivery Wine Samples

UK Deliveroo Customers Can Opt in to Receive a Free Wine Sample

5.5
Score

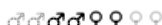
Popularity



Activity



Freshness



Curation

Experience

4 Featured, 34 Examples

13,581 Total Clicks

URL: Hunt.to/435074

★ Advisor Pick

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Experiential Addition

Retail brands are introducing new and engaging experiences amid COVID-19

Trend - Still betting on the experience economy, brands are launching retail initiatives that are designed to capture consumer attention. These activations are created with COVID-19 safety and hygiene guidelines in mind and while some are powered by technology, others draw inspiration from adjacent industries.

Insight - Much like in the pre-pandemic environment, contemporary consumers—especially Millennials and Gen Z—are prioritizing tangible experiences over concrete products. Since COVID-19 guidelines have restricted many socially, individuals are increasingly eager to be engaged in substantial ways but are emphasizing the need for safety and hygiene protocols in order to feel comfortable. When these needs are met, consumers are able to enjoy various activities with peace of mind.



Pop-Up Shipping Stores

The Mobile DHL Service Point is Unique in the Shipping Industry



Immersive Beauty Pop-Ups

The Chanel Chance Studio in Singapore is a Post-COVID Retail Space



Social Retail Stores

Burberry Announced It Will Create a Socially-Integrated Retail Store in China



Contactless Sampling Kiosks



Retailer Street Art Exhibits



Retail-Converted Drive-In Theaters

9.0
Score

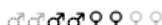
Popularity



Activity



Freshness



Curation

Experience

Catalyzation

6 Featured, 54 Examples

73,288 Total Clicks

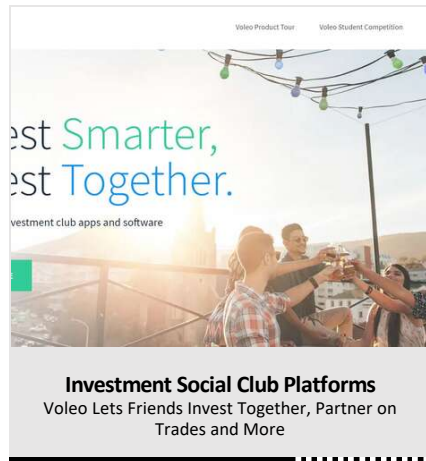
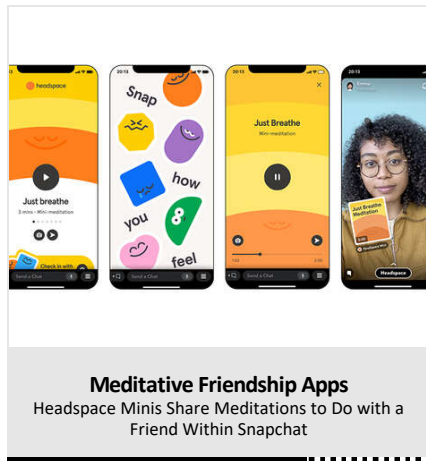
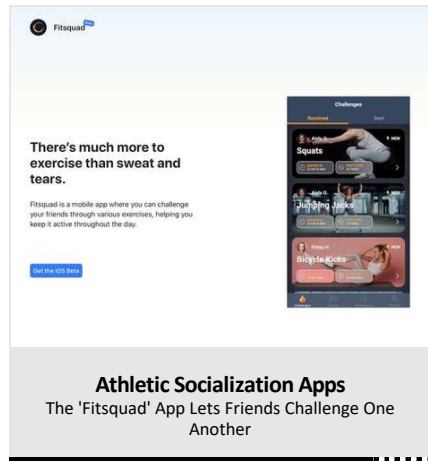
URL: [Hunt.to/435176](https://hunt.to/435176)

Personalized Sharing

Brands release apps that allow for more intimate sharing between friends

Trend - Brands are creating apps or functions within apps that allow for sharing more personal details or moments between friends. Things that people normally wouldn't involve others in--like meditation or investing--are being explored as ways to strengthen relationships.

Insight - With more anonymous or anonymous-seeming platforms for people to interact on, consumers have become accustomed to being more personal in the exchanges they have with others. These diminished formalities have resulted in a culture among Millennials and Gen Z where people are more willing to personal share information, moments and learn from one another, and turn to platforms that facilitate this process.



6.7
Score



Personalization

Authenticity

4 Featured, 36 Examples

25,757 Total Clicks

URL: [Hunt.to/435259](https://hunt.to/435259)

★ Advisor Pick

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Millennial Move

Millennials are increasingly moving out of cities amid the COVID-19 pandemic

Trend - Developments and products, and campaigns that involve escapist or non-city living are being targeted with Millennial preferences in mind. These come as this generation begins moving back to suburbs, rural areas or vacation-like destinations due to the circumstances surrounding COVID-19.

Insight - The last several months have brought about mass changes around the world, and one of those is the moves that North American Millennials in-particular are making away from city living. Whether it's to do with high living costs or no longer worrying about inconvenient commutes due to the influx of remote work, many Millennials cannot justify living in expensive, populated areas when they can no longer afford to amidst reduced wages and job losses. Within this migration, this generation is seeking products and services that cater to their specific preferences.



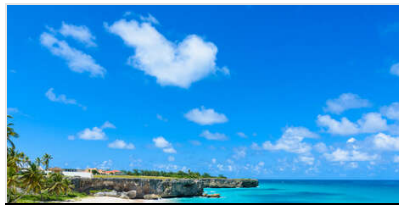
Expandable Modular Homes

Module's Home Designs are Designed to Adapt and Grow



Step-Through Frame Electric Bikes

The Daymak Maxie Large Fat Tire Foldable Electric Bike is Comfy



Remote Worker Stays

Barbados Offers One Year Visa for Remote Workers



Rural-Urban Community Concepts

The Orbit: Innisfil is a Vision for the City of the Future

8.3
Score

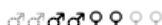
Popularity



Activity



Freshness



Simplicity

Catalyzation

4 Featured, 36 Examples

79,649 Total Clicks

URL: Hunt.to/435067

★ Advisor Pick

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Cost-Effective Mindset

Companies are launching affordable versions & features of their products

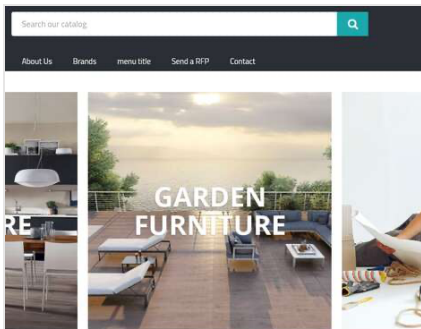
Trend - During the COVID-19 pandemic, companies are revamping their products and services with affordability in mind, in order to give options to consumers who have been impacted financially. These offerings are geared toward making indulgences, educations, or personal goals more accessible.

Insight - Consumers, especially those who have been strongly impacted by the COVID-19 pandemic, are paying very close attention to their spending habits and this is affecting their purchasing decisions. For many, this mindset will continue beyond the deployment of a vaccine since individuals are aware of the economic and scientific projections for the aftermath of the virus. In this space, consumers seek out to continue on with their short and long-term plans in ways that won't cause too strong of a financial burden.



Portable Sauna Blankets

The HigherDOSE Infrared Sauna Blanket Offers an On-the-Go Experience



Virtual Home Improvement Retailers

ProduceShop is Europe's Largest Online Resource for the Home



Video Rental Store Sleepovers

The World's Last Blockbuster Location is Opening as an Airbnb



Low-Cost QSR Family Meals



Shipping Container Wedding Chapels



Stackable Educational Programs

7.6
Score

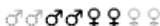
Popularity



Activity



Freshness



Experience



Catalyzation

6 Featured, 54 Examples

69,620 Total Clicks

URL: Hunt.to/434830

Appendix

Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

Your Contacts & Additional Services



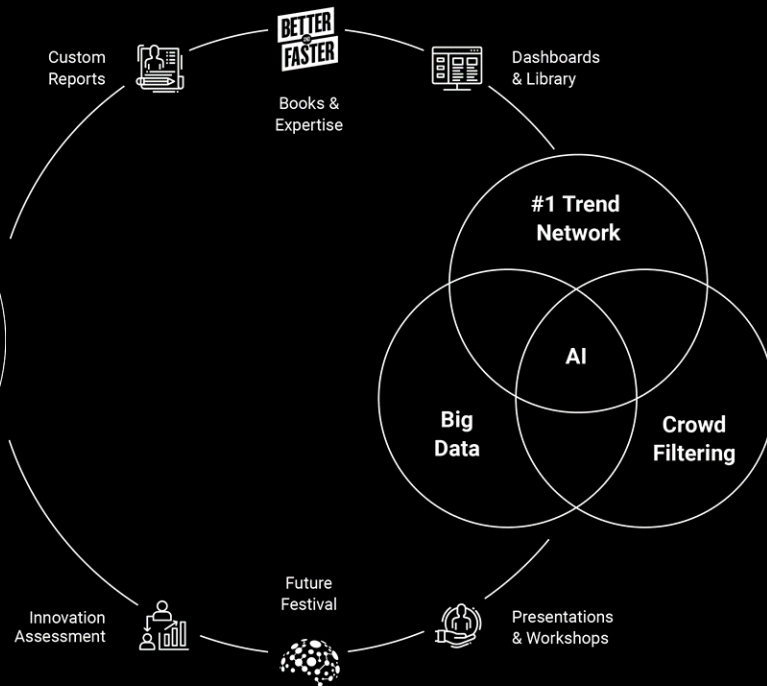
**YOUR SUCCESS
STRATEGIST**

Alisha Ellis
alisha@trendhunter.com



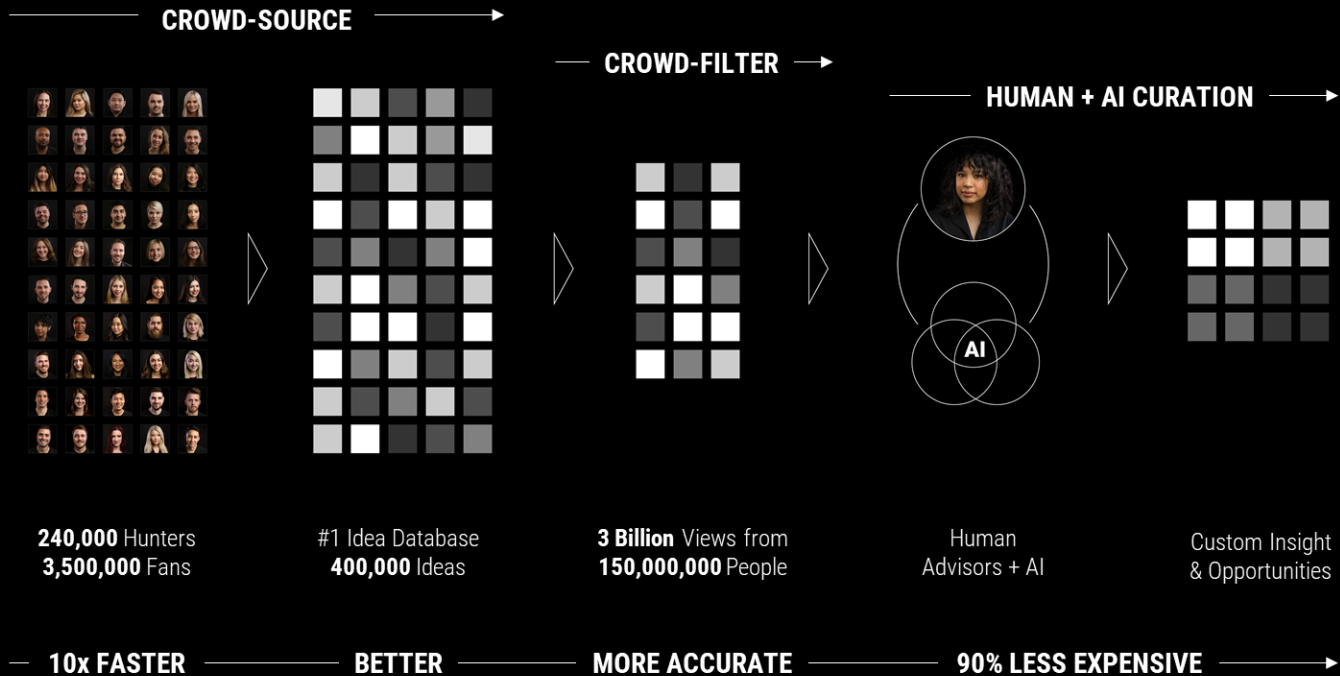
**YOUR DEDICATED
ADVISOR**

Mary Van Puymbroeck
mary@trendhunter.com



Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

Our Process



Megatrend Matrix

 <p>Acceleration</p> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 <p>Prosumerism</p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p>Cyclicity</p> <ol style="list-style-type: none"> 1. Retro + Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles 	 <p>Nostalgia</p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <p>Catalyzation</p> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <p>AI</p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <p>Naturality</p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <p>Youthfulness</p> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <p>Reduction</p> <ol style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription 	 <p>Instant Entrepreneurship</p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <p>Redirection</p> <ol style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying 	 <p>Tribalism</p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p>Curation</p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p>Simplicity</p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 <p>Gamification</p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <p>Experience</p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <p>Convergence</p> <ol style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital 	 <p>Multisensation</p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <p>Divergence</p> <ol style="list-style-type: none"> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion 	 <p>Authenticity</p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p>Co-Creation</p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <p>Hybridization</p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p>Personalization</p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <p>Many-to-Many</p> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities.

8.8
Popularity
Activity
Freshness

Retro Hybrid Electric Watercrafts
The latest in vintage boats that can be powered by electric motors.

Custom Vintage Electric Car
A custom-built electric car that looks like a classic Ford Mustang.

Retro Car-inspired eBikes
Electric bikes that look like classic cars.

Electrically Rebuilt Classic Cars
Classic cars that have been converted to electric power.

Consumer Insights:

The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Expedition Camper Vehicles
The CamperHub C1 has a double-carbon fiber body.

9.2
Popularity
Activity
Freshness

Expedition Camper Vehicle
A custom-built expedition camper vehicle with a double-carbon fiber body.

Specific Examples:

Carefully selected individual innovations to provide more in-depth analysis.

Top Lists

Top Lists are collections of products, services or concepts created according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at [TrendHunter.com/toplists/](#).

Top 100 Travel Trends in 2019
The top 100 travel trends in 2019.

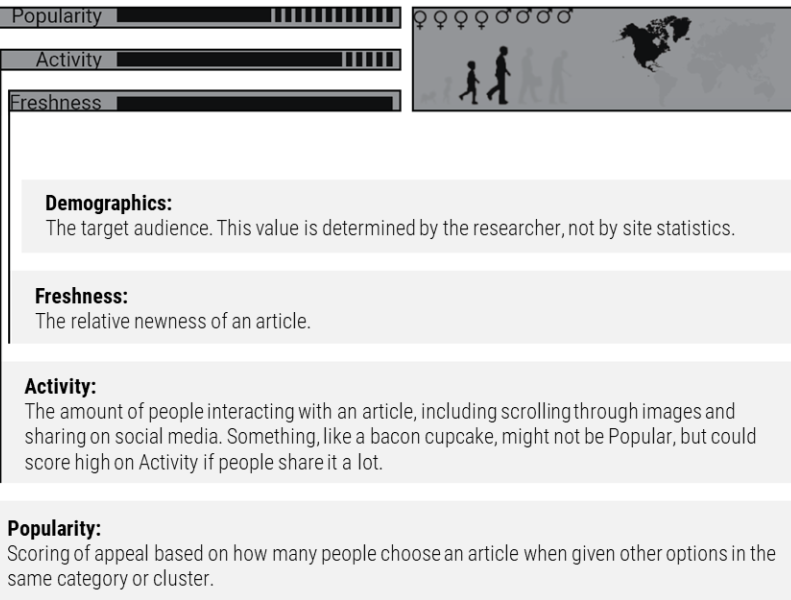
Top 100 Food Trends in December
The top 100 food trends in December.

Top 30 Pet Innovations
The top 30 pet innovations.

Clustered Lists:

Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8
Score



Overall Score:

All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities.



Retro Hybrid Electric Watercrafts
The Volvo is a new boat that has been designed for electric power.

Retro Car-inspired eBikes
The Volvo is a new bike that has been designed for electric power.

Electrically Rebuilt Classic Cars
The Volvo is a new car that has been designed for electric power.

8.8

Trend:

This section identifies a new opportunity in a given industry.

Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.


Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

Installation Temp
Architecture takes on innovative methods of retaining or changing temperatures.



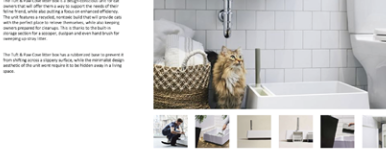
How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

All-in-One Litter Boxes
The Tuff & Purr One Litter Box Streamlines Cleaning and Maintenance.



The Tuff & Purr One Litter Box is a new product that has been designed for electric power.

9.2

Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

Want More?

Gain access to additional Consumer Insights
and Custom Research by contacting your
advisor or **TrendReports@TrendHunter.com**