



T/A

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Op
Opinium

The Akin
Future Report 2017
In partnership with Opinium

The Akin /

We are The Akin, a global, agile collective of freelance talent.

We're working to rebuild trust and restore faith in the insight, innovation and creative industries by creating a new operating model that puts transparency and humanity at the centre of everything we do.

Creating a business fit for the future.

Our Story /

Co-founders Anna, Helen and Sarah are a trio of global insight and strategy specialists with 30 years of collective experience.

We have led innovation, research, futures, creative and strategy projects for a wide range of brands, from Nike and Sonos to Pernod Ricard and Google.

After working with numerous agencies in both permanent and freelance positions, we found ourselves increasingly frustrated by the dishonesty around agency transparency and agility.

Agency models are rigid, outdated and cloaked in mystery.
We believe that it is time for a change.

Our Vision /

As a diverse group of thinkers, doers, provocateurs, creators and visionaries, it is our aim to bring specialists and clients closer together to work in a way that is honestly collaborative.



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Introduction /

You won't read a trends report this year without an opener commenting on the turbulence and polarisation of society globally. Yes, we have entered a post-truth era. Yes, filter bubbles need bursting. And, yes, we're all well aware of the importance of dismantling echo chambers. But no-one can say for sure what will happen: all we do know is that change will come from unanticipated places.

One way to make sense of this maelstrom is to take a breath, pull out a blank sheet of paper and see the next 18 months as the start of a new chapter. A chapter that will foster debate and allow people to collectively decide on the future they want to create.

While the world is both collapsing and reforming, brands, businesses, and institutions need to do the same. They need to be tuned in and truly agile, ready to change with the people. This means there has never been a more important time in the last decade to truly understand people's attitudes and behaviours.

This report examines the ways Changemakers will cope with the omnishambles of global political unrest, economic uncertainty and ultimately a loss of faith.

We make no proclamation that this report will apply to everyone. However, it also does not apply to just one generation or location, rather to a group of people (not consumers) defined by their values and attitudes. They are the ones early to adopt new trends in lifestyle and technology and are open minded and progressive in their thinking. It is estimated there are 455 Million (Nielsen 2016) of them globally.

Methodology /

Our bi-annual futures report looks at the global drivers and macro trends affecting *Changemakers.

It highlights progressive case studies that show how these trends are developing and will continue to play out. In understanding these shifts, brands and organisations can adapt and future-proof their product development, marketing and comms, as well as beginning to understand the internal and external change needed to keep pace.

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, quant data.

Opinium conducted The Akin's survey with 2,050 online changemaker interviews (early adopters engaged with culture and politics aged 18-45): 205 each in the UK, Brazil, France, Germany, Japan, China, South Africa, the US, India and Australia.

Opinium's data analysis is highlighted in pull out boxes and italics throughout 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.

www.opinium.co.uk | research@opinium.co.uk

The 2017 Changemaker /

A Changemaker has many names: early adopter, progressive consumer, influencer, 'hipster'. 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 are a marketer's white whale, but rapidly change and are hard to please, and falling out of favour with them 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 pre-defined subcultures. Changemakers can hail from Shanghai and wear US skate style or from Russia and listen to Brazilian techno. This is all thanks to the internet and their Google knowledge bank.

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

This is just the start of the process of defining this group's attitudes and needs, and for every industry and brand it will be nuanced and slightly different. 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.

They want to improve and develop themselves and are looking for new allies to do this.

- 98% want to improve something in the next year. The most popular priority is learning new information and skills (47%)
- 67% trust brands – more than trust governments and media
- 71% want brands to help improve their lifestyle and or be taught something

Self image is still very important. There is an acute awareness of how it functions on different platforms, and how the experiences shared influence social currency.

- 91% think a lot about how they are perceived by others
- 93% like to spend more on experiences than materials goods

They want to disassociate with earlier hipster traits; the bearded artisan or maker is played out. They are focussed on the new and next.

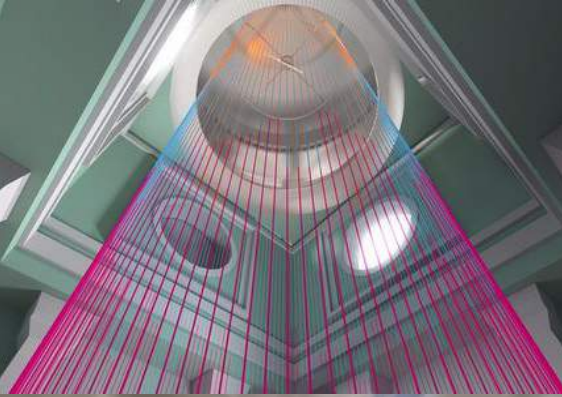
- 48% are attracted to futuristic and innovative products & services
- 25% are attracted to crafted or artisanal products and services

Luxury has always been about aspiration and desire for the unattainable. In contemporary society, time and financial security now feel like the greatest luxuries on offer.

- 37% believe travel is luxurious - more than believe this about designer labels
- 31% believe financial stability is luxurious
- 29% believe time is a luxury

What unites this group is a focus on happiness. They have inherited the challenges and poor decisions of previous generations but are still positive about the future they can create.

- 75% use optimism in their lives - they try to see positives
- Only 8% of respondents identify as 'pessimistic', and just 7% are 'afraid' about the future



The big picture /

With such filtered information and biased opinion, it is often hard to grasp the bigger picture. Though it is crucial to do so in order to understand what forces are having the biggest impact on Changemakers' behaviours and attitudes.

To find patterns and plot trends there must be an understanding of the cause and effect. This section of the report maps the socio cultural, economic, technological and environmental shifts occurring globally – the drivers.

There are some mega drivers which affect everything, such as recessions or technological advances. These have a constant impact on the economy, businesses, products and human behaviours. Imagine these as forces like gravity: always there and constantly influencing the world. Some mega drivers only come to the fore after a globally impactful event, such as Brexit or a natural disaster. Other drivers seem smaller when they begin but become increasingly strong, growing and shifting society. These are the early drivers we consider most important to understand and track as they mutate people's behaviours most quickly.

Identity marks /

The last decade has been a turbulent one for demographics. Traditional markers - such as gender, age, sexuality, religion or nationality - are no longer sufficient to define and categorise people.

- 59% believe their values and interests define them as a person, over 14% background, 10% gender and 9% age.

Polarisation of society /

2016 was a year of polarisation. The middle was lost and opposing sides moved further apart. Sadly this wasn't just the left and right of politics. The richest also split further still away from the masses and millions had to flee their homes due to irreconcilable views on religion and leadership.

- 78% believe that all races aren't treated equally in society
- 78% believe that all classes aren't treated equally in society

Social newsrooms /

For many the creation of social media killed the need for traditional news. Thanks to live feeds, people have instant access to unfiltered information from multiple sources. This has created a new, social currency that's based on reputation and presence.

- 77% trust news from friends and family, more than other sources
- 42% say social media influences them the most

Wellbeing age /

Wellness has been a buzzword for nearly a decade, but the focus of wellbeing is being shifted from simply the body to a larger perspective. People are actively making efforts to care for the health of their environment, their peers and communities. When nothing is certain, happiness becomes the highest and only tangible status.

- 81% agree - my mental and physical health is important to me so that I can be happy in old age
- 60% agree - my mental and physical health is a symbol of status

Trends /

As they face a multitude of new challenges, Changemakers will need coping strategies. The question is do they attempt to distract or fully focus? Live for now or look forward? Look in or out? Work on "the me" or work on "the we"?

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

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Presence /

People are finding inspiration in moments of boredom, and joy in slowness.



Fantasy /

People are looking to lose control and enter new states of consciousness.



Instinct /

People are beginning to rely on intuition to cut through the constant online noise.



Action /

People are ready to act, wanting to be heard and often willing to rebel.

Congregation /

People are looking for togetherness, comfort and creativity in new networks.



Humour /

People are finding relief in frivolity, and repose in satire.

Presence /

People are finding inspiration in moments of boredom, and joy in slowness.

The constant distraction in contemporary life means there is 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 are realising their need to be present and still.

Three tenets: Pacify / Mundanity / Silence

The mind needs time to rest and so self-soothing is essential. Encouraging the brain to switch off through calming tasks or naps is becoming a popular wellness activity.

Recent studies point out that boredom sparks creative thinking. There has been an influx of products, services and spaces in the last few months that allow for mindless (not mindful) wandering.

In a constantly stimulated world, however, boredom is nearly impossible and, ironically, people need help to achieve it.

Silence is an infrequent state for many urbanites and so becomes a luxury.



Opinium Analysis

Time is a luxury for many

Many are seeking time and relaxation rather than busyness. A holiday is the most popular item that people consider luxurious, with 37% picking this option.

However, it is also notable that time was considered a luxury by 29%. More leisure time is in demand, with 41% having this as one of their priorities over the next 12 months.

The preference for boredom and happiness rises, 52% would rather be bored and happy, over busy and stressed.

Pacify /

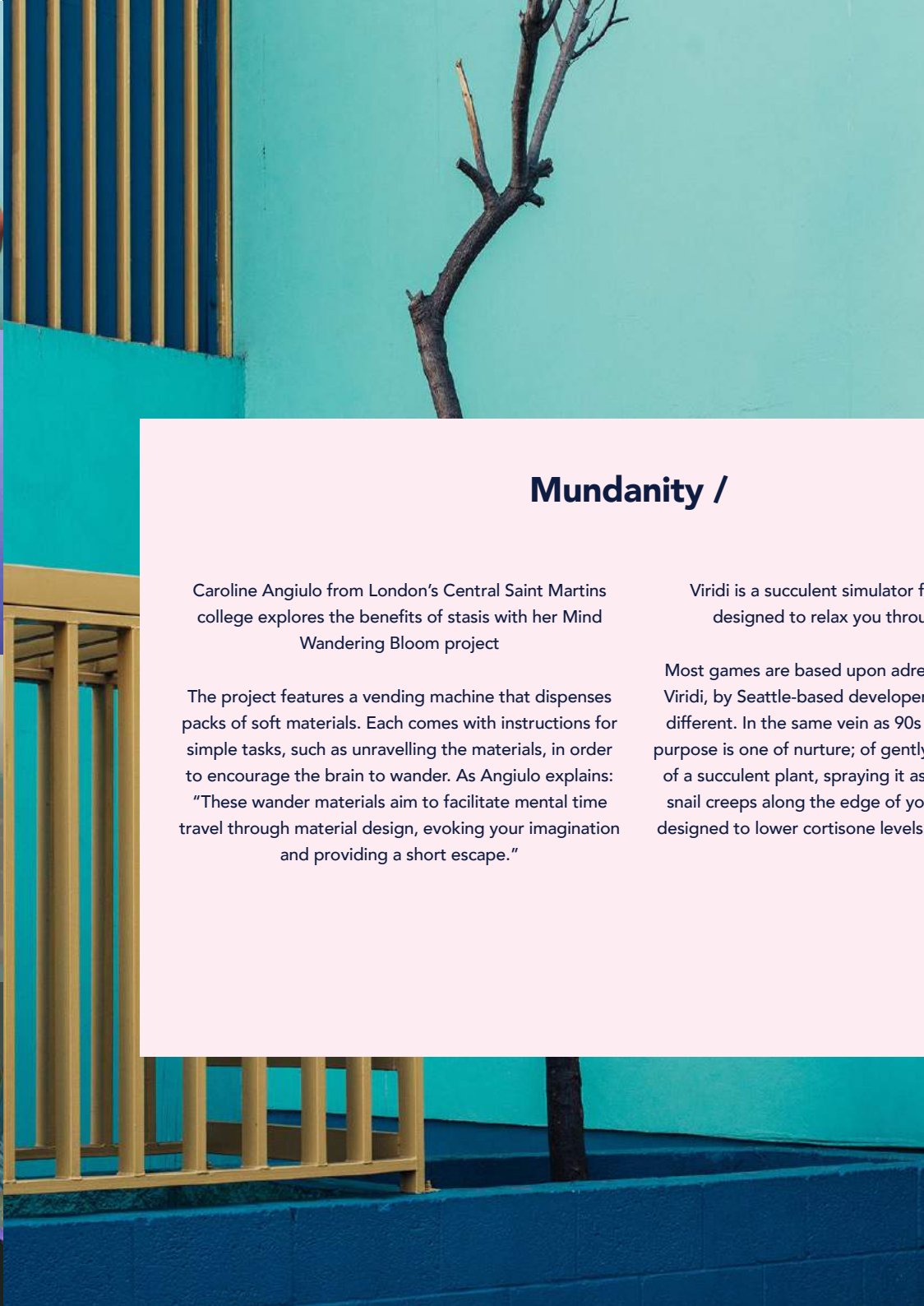
Digital artist Rafaël Rozendaal taps into the need for self-soothing with his website Blank Windows.

Rozendaal has reinterpreted a seemingly endless and mundane task into a tool for relaxation. Using the internet as a facilitator, his website consists simply of an infinite number of empty white windows. The "aim of the game" is for players to rearrange the windows, drag them down, make them bigger. There is no solution nor a final outcome; the idea is simply to calm and pacify the player.

The role and importance of sleep is being reinvestigated

Boutique nap classes have launched at global spas and gyms in recent times and in Madrid, Spain the first "nap hotel" has opened. At Siesta & Go visitors can choose from a variety of options in either private or shared rooms. Naps can be booked by the minute or by the hour, with prices ranging from €8 (one hour in the top bunk) to €14 for an hour in a private room. Pre-booking is allowed, though you can also just walk off the street and see if any of the 19 beds are available.





Mundanity /

Caroline Angiulo from London's Central Saint Martins college explores the benefits of stasis with her Mind Wandering Bloom project

The project features a vending machine that dispenses packs of soft materials. Each comes with instructions for simple tasks, such as unravelling the materials, in order to encourage the brain to wander. As Angiulo explains: "These wander materials aim to facilitate mental time travel through material design, evoking your imagination and providing a short escape."

Viridi is a succulent simulator for your computer designed to relax you through mundanity.

Most games are based upon adrenaline and stress but Viridi, by Seattle-based developer Ice Water Games, is different. In the same vein as 90s Tamagotchi pets the purpose is one of nurture; of gently tending to the needs of a succulent plant, spraying it as needed, while a lazy snail creeps along the edge of your pot. The tasks are designed to lower cortisone levels and melt stress away.



Silence /

PSAD Synthetic Desert III is an exhibition at the Guggenheim designed to suppress ambient sounds

The gallery team worked in close collaboration with the visionary artist Doug Wheeler to produce a hermetic environment by restructuring and reconfiguring the museum gallery space. In counterbalance to the cacophony of noise outside on Manhattan streets, the gallery now functions as a chamber. Visitors are deprived of outside acoustic stimuli, and into this silence the curators will introduce specific sounds.

The Silent Room is an anechoic chamber, engineered to absorb all exterior sound.

Described as a black hole, The Silent Room by Simon Heijden was thought by many attendees to be the single best experience of SXSW Interactive this year. By negative decibel levels alone, it presents an extreme sensory experience: silence strips things back, allowing for emptiness and isolation.

In Tokyo, the newly opened Hoshinoya hotel brings the idea of silence to hospitality. Once a retreat for the Imperial aristocracy the focus of the resort is described as the first luxury ryokan and focusses on silence.

Presence /

So what?

We know people are overstimulated and struggling to cope with the constant influx of information leading to choice paralysis.

Boredom now seems a long forgotten complaint of childhood. Changemakers are realising the need for silence and inactivity in order to reset the mind and body. Brands and services need to facilitate this growing desire to being fully present and focussed in the moment. This is the next of iteration of the mindfulness movement, which seems more in step with modern lives.



Instinct /

People are beginning to rely on their own intuition to cut through the constant noise.

In the melee of peer-to-peer recommendations and the rise and fall of online influencers, many people lost faith in their ability to make the right decisions in life. Going forward, expect more emphasis on re-developing intuitive skills, identifying ways and techniques to listen to and trusting gut.

Three tenets: Trust the gut / Nurture the gut / Develop the gut

In a world where people can almost see the algorithms controlling their every move, they have handed over memory and research skills to tech helpers. This will, of course, continue, but we will also see a return to trusting in their own ability to navigate and discover the new.

Changemakers are developing a greater understanding that the health of their internal organs affects physical and mental wellbeing. The gut in particular is seen as having more impact on health than even DNA. The probiotic market is projected to reach \$66 billion by 2024.

Intuition is now seen as an ability people not only naturally possess but can actually lose. This is the growing idea that as technology has advanced, intuition has been neglected and people must work harder to nurture and improve it.



Opinium Analysis

Instincts are key to decision making

Intuition is relied upon by the majority for making decisions. 83% rely on their instincts regularly, if not always, when making their mind up about things.

And, for some, making decisions is an area for improvement. When asked to select up to three things they are most eager to develop, nearly a fifth (18%) selected their ability to make decisions.



Trust your gut /

The Hanare Hotel in Tokyo encourages guests to rely on their inner compass and allow themselves to get lost in a new area

Hagi Studio architect Mitsuyoshi Miyazaki recently developed a 'neighbourhood-as-hotel' project to make the most of the Yanaka area of Tokyo. Rather than having everything on one site, Miyazaki spread the concierge, rooms and dining areas out in different sites across Yanaka. Between checking in and going to their rooms, guests had the chance for more serendipitous encounters with other guests and to perhaps even get lost in the neighbourhood itself.

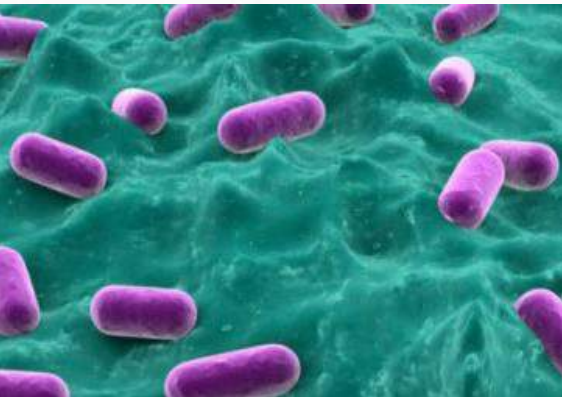
Black Rock Whisky Bar in London categorises spirits by taste and method – such as smoke, fruit or spice – rather than brand

The focus is on discovery, and for people to trust in their own taste to understand what they do and don't like. Each brand is placed by a 'relative' – so people find their 'favourite' and try its cousin. Dots reveal the price – one, two or three dots; £7, £9 or £11 a slug.

Similarly Untitled bar encourages drinkers to try new cocktails based on their flavour profiles rather than knowing or being familiar with all the ingredients. 12 original drinks are inspired by sight, smell and taste. All drinks are also served in specially designed glasses or dishes to create an all-encompassing sensory experience.

MAP MY GUT

A comprehensive gut microbiome analysis and interpretation for Health Professionals



Nurture your gut /

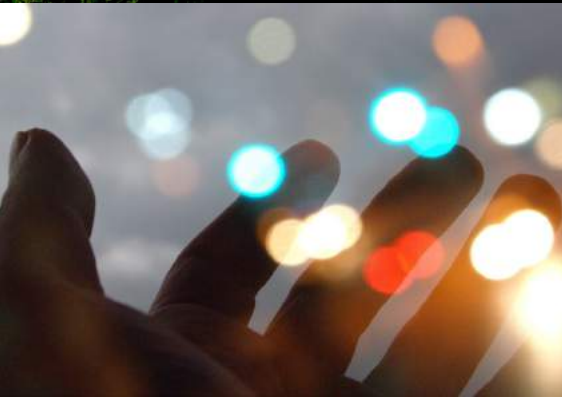
Map My Gut creates an individual analysis of the gut ecosystem and what that means for people's health

Thousands of bugs live in the gut. Some are associated with good health, whereas others are linked to certain diseases. At MapMyGut they assess the diversity of a person's gut ecosystem using the latest DNA sequencing technology. By identifying microbes inhabiting the gastrointestinal system by "matching" pieces of bacterial DNA, they literally create a map of the microbial contents of the gut. This allows the company to create a thorough report of the key microbes living inside and explain what they mean for that person and their health.

Gut Health Snacks are being formulated with GenedenBC30, a natural probiotic culture that stays stable throughout the production and digestive processes to aid immunity.

US-based superfood manufacturer Living Intentions offers an activated line of probiotic popcorn in flavours Tandoori Turmeric, Salsa Verde, Cinnamon Twist and Berry Smoothie. The brand's product line also includes trail mix, cereal, nuts and seeds dense in nutrients that the founders believe enhance mental and physical wellbeing.





Develop your gut /

Ecolé 42 is teaching people how to make decisions based purely on intuition -

The Paris-based university has no syllabus or fees; students are given no direction, and instead have to figure things out alone. "There are no teachers - this is a project-based school. You get no diploma," says billionaire founder Xavier Niel. Niel, who made his fortune by taking on France's telco establishment with his Free ISP and mobile businesses, declared in 2013 that "the education system doesn't work". So he decided to reinvent it. The merit-based school has fans in Silicon Valley with Snapchat's Evan Spiegel declaring after a visit, "you feel you're walking into a school from the future... It's a transformative way to learn."

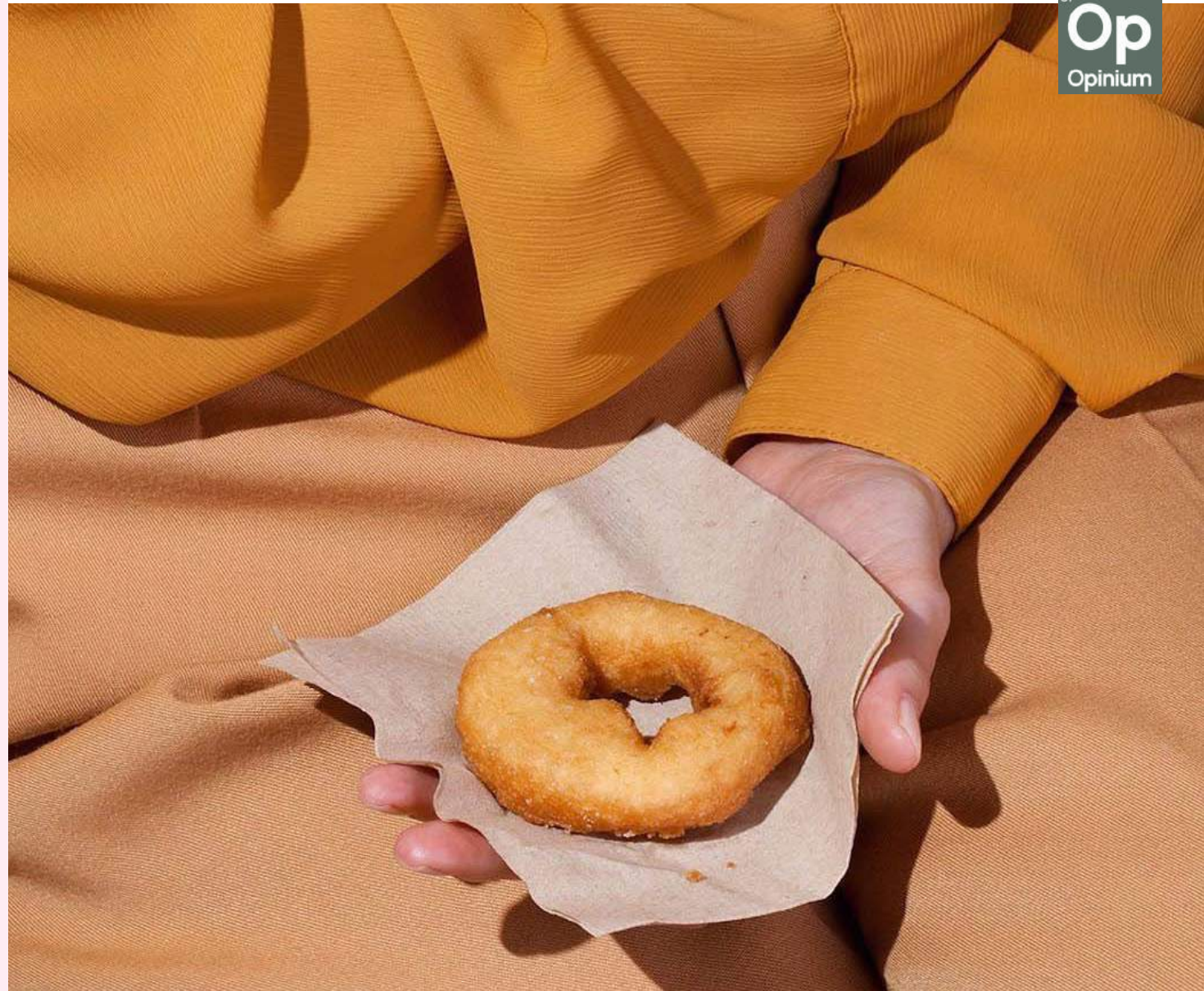
The School of Intuition and Healing is also nurturing people's intuitive side with new ways to listen to the body and types of healing <http://www.intuitionandhealing.co.uk>

Based in London, with a second branch in Cape Town, the school's aim is to educate people in listening to their bodies, healing, medical intuition, spiritual release and psychic development. The success of these types of new institutions is further evidence that people are looking to reconnect on a more visceral, elemental level, as they turn to the wisdom of indigenous rituals to soothe modern ills.

Instinct /

So what?

In a world where seamlessness is prized, many people have stopped listening to their bodies or relying on their own instincts. We rarely get lost or stumble across something undiscovered. Changemakers are beginning to revel in serendipity again, welcoming an anti-algorithm age and understanding the power of the body. Brands should experiment with creating experiences that help people use or develop their intuition, as well as providing products which nurture gut health.



Congregation /

People are 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 will increasingly layer them to create diverse and multiple relationships.

Three tenets: New networks / Next level social spaces / Reimagining brand & consumer connections

People are beginning look at physical and national identities with new eyes, and increasingly seek to blend and break boundaries.

Social media will become more social and less selfie. Shared emotional viewing experiences, whether games or movies, will transform sports and cultural events through livestream technology and video chat.

Brands are developing fresh perspectives on traditional cultures and materials, and combining data and design to tell new stories in new ways.



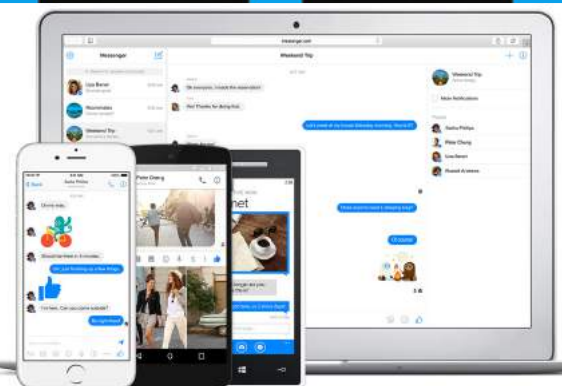
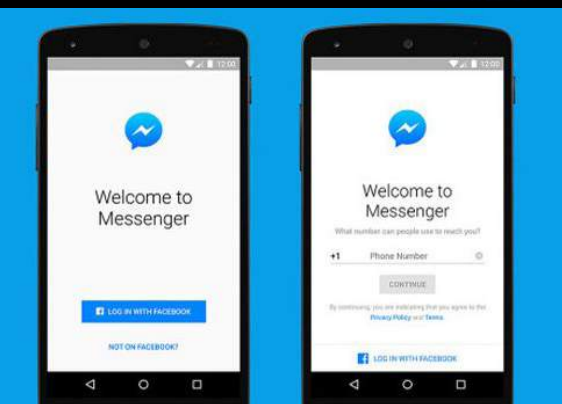
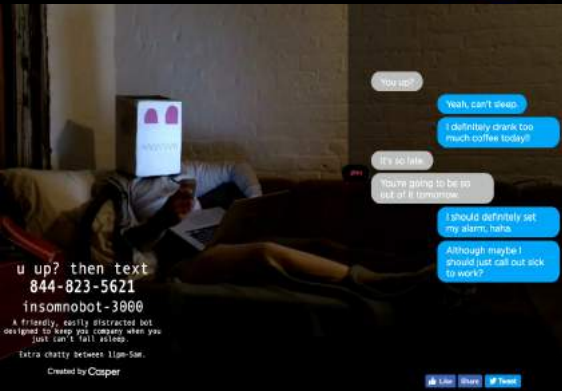
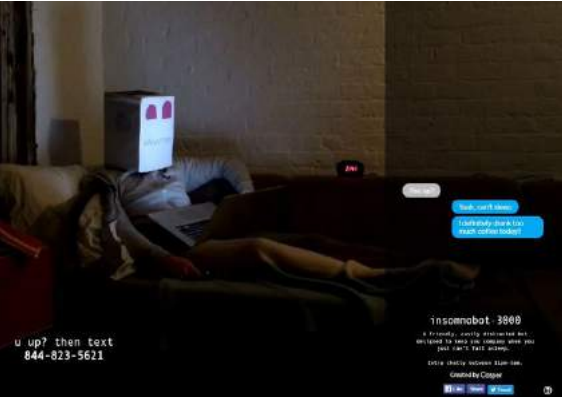
Opinium Analysis

Social media is a hub for communities of common thinking

Early adopters often look for a sense of community online to rally around based on shared ideas. 66% feel a strong sense of community. Social media is often one of people's go-to places to provide a sense of belonging. Catching up on social media is the most popular method to alleviate loneliness (32%), above other options such as messaging (21%) or meeting up with friends (20%).

Social media is particularly used when feeling lonely by South African respondents (46%).

People tend to fill their social media community with voices that they want to hear, voices that will affirm their own views. 46% tend to see opinions somewhat or very similar to their own, whereas only 9% say that they tend to see opinions somewhat or very different to their own. This tendency to see opinions similar to their own is particularly true in India where 57% claim that they mainly see ideas similar to those they hold.



New networks /

Mattress startup Casper has been exploring what Changemakers' openness to AI means for marketing

Insomnobot-3000 allows anyone having difficulty sleeping to text a bot – only active between 11:00pm and 5:00am – to discuss anything from 'weekend plans, late-night snack cravings and the best TV reruns'. The computer chat aims to help them relax, personifying the brand's ethos rather than overtly advertising products.

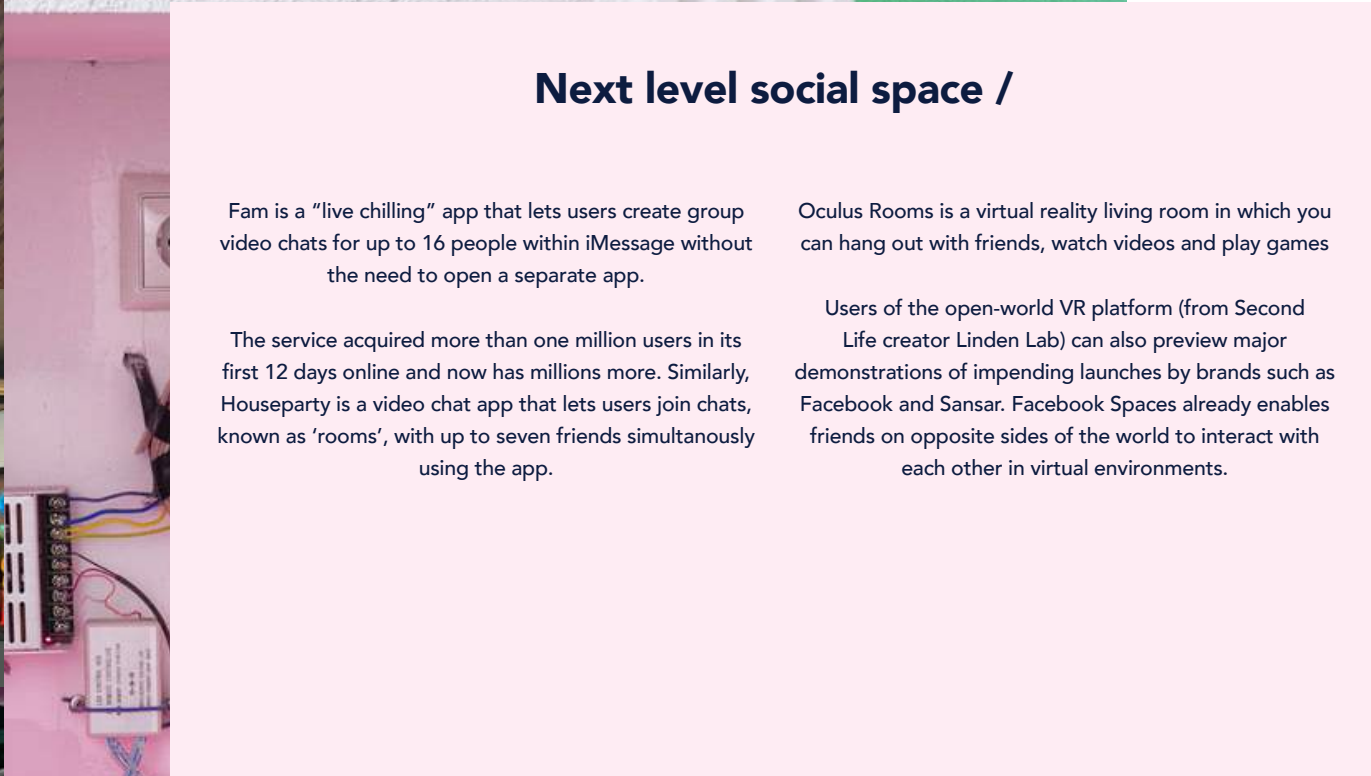
Facebook Messenger now prompts beta users to talk to others about shared interests

The messenger app highlights friends whose newsfeeds have recently featured a common interest. Although Facebook users may have hundreds of friends, they are likely to only talk to a relatively small number and the new feature encourages a widening of social circles.



Fam

Group video call in iMessage
with unlimited friends!
(and play games at the same time)



Next level social space /

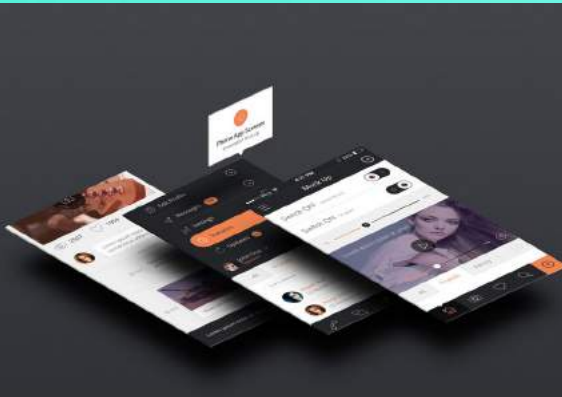
Fam is a “live chilling” app that lets users create group video chats for up to 16 people within iMessage without the need to open a separate app.

The service acquired more than one million users in its first 12 days online and now has millions more. Similarly, Houseparty is a video chat app that lets users join chats, known as ‘rooms’, with up to seven friends simultaneously using the app.

Oculus Rooms is a virtual reality living room in which you can hang out with friends, watch videos and play games

Users of the open-world VR platform (from Second Life creator Linden Lab) can also preview major demonstrations of impending launches by brands such as Facebook and Sansar. Facebook Spaces already enables friends on opposite sides of the world to interact with each other in virtual environments.





Regaining Connection /

Adidas has created squads of hyper local, private WhatsApp and Facebook communities centred on football fans in key global cities.

The brand began with an initial set of members in cultural hotspots Berlin, London, Paris, Milan and Stockholm, providing advance news and exclusive event invitations before the global roll out. The approach cultivates advocacy and lets adidas better understand target consumers via legitimate eavesdropping on relevant conversations on dark social.

Developed by Trinity Mirror, publisher of the UK's Daily Mirror, the Perspecs app shares three sides to every story.

The initial story comes from a neutral POV, with contrasting opinions from two other sides of the issue. For example, the app may provide a neutral article on a soccer match paired with views from journalists with allegiances to either side, or a middle-of-the-road article on a political issue with both left and right wing points of view for comparison. Users can explore all three articles—and arguments—with a few simple swipes.

Congregation /

So what?

Since its launch, Facebook has reduced degrees of separation from 6 to 3.1. Yet polarisation has reached such a crescendo in recent times that Changemakers have realised how destructive and dangerous it can be. They are actively seeking to overcome the divides, educate themselves about other viewpoints and repopulate the grey areas. Brands need to help people congregate and find common values.



Fantasy /

People are looking to lose control and enter new states of consciousness.

The need to escape unpleasant realities and the growing ability to experience multiple-realities through tech will see mind-altering moments become more mainstream. Beyond the escapism economy, we will see new levels of fantasy, sci-fi and psychedelia creep into leisure activities.

Three tenets: Neo-surrealism / Neo-sci-fi / Neo-psychedelics

Surrealism was created against a backdrop of World War 1, the temperance movement and displacement on a global level. All themes that draw parallels with current political, and socio-cultural conditions. Neo-surrealism like its predecessor features the element of surprise, and unexpected juxtapositions.

Changemakers grew up with the first wave of sci-fi entertainment and games consoles. They are re-adopting science fiction and delving into virtual realities and fantasies as a means of temporary escape.

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 exists. Leisure activities are moving beyond previous trends of immersive entertainment and we are seeing a rise in spirituality and new psychedelics.



Opinium Analysis

Early adopters are often not content with reality

There is an interest in escapism among many or a longing to bring the future into reality. More than half (51%) say they like to escape from the real world, which rises to 69% among French respondents. And for a quarter (25%) fantasy is one of their favourite genres of entertainment, with the highest proportion being German respondents (33%).

Innovation is alluring to many early adopters with 37% saying this attracts them to a product or service. A fifth (19%) are drawn towards products or services that advertise themselves as futuristic.



Neo Surrealism /

"Dreams of Dali," inspired by Salvador Dalí's painting Archaeological Reminiscence of Millet's "Angelus", allows the user to travel through an immersive surreal dreamscape.

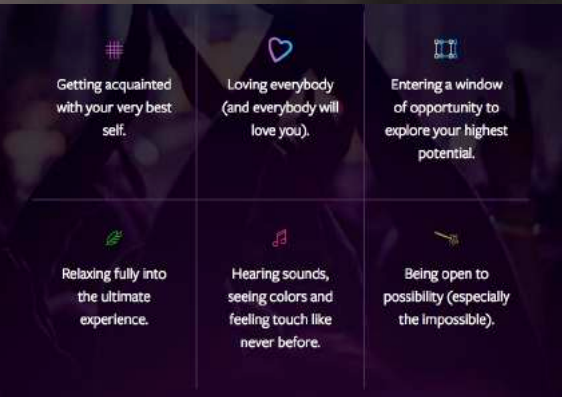
The viewer encounters a vast glowing desert with gigantic ruined statues and passing glimpses of curious beings from other paintings.

Similarly, Loot Interactive created a game called Back to Bed, which features environments inspired by the surreal artwork of Dali, M.C. Escher, and René Magritte. Players take the role of Subob – the subconscious identity of sleepwalker Bob – and must guide him through increasingly challenging dream levels with the eventual goal of bringing the bleary-eyed Bob back to bed.

"Did You Mean MailChimp?" the first campaign from the emailing marketing platform created numerous fake products and services with Droga5

The campaign confused and delighted with surreal spots like MailShrimp and KaleLimp, accidentally created some new styling trends with MaleKrimp, and a real band VeilHymn. The viral videos showed an inbuilt understanding of how the internet works, as all the threads directed people to MailChimp's website.





SPIKING THE SAUCE



Neo-psychedelics /

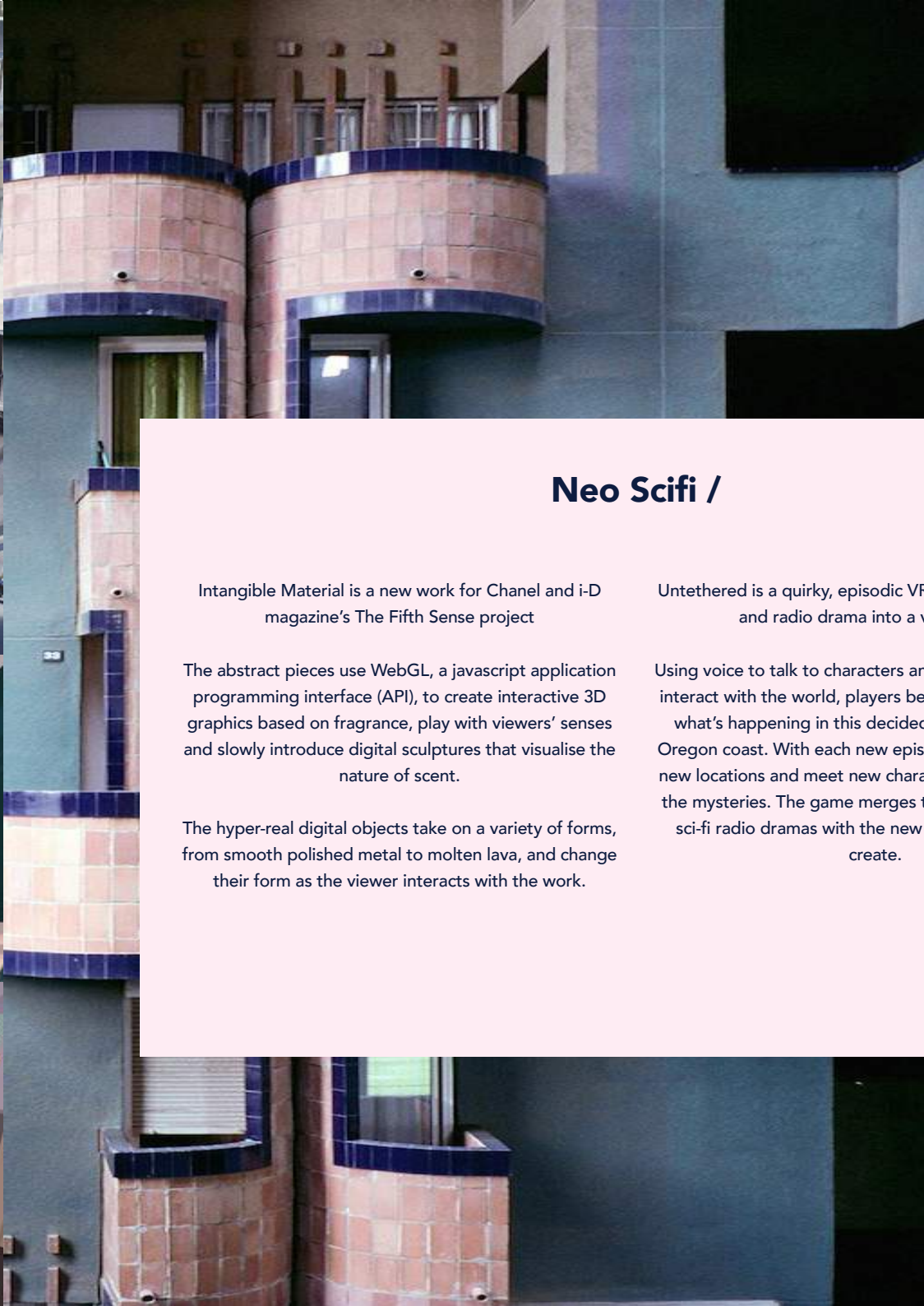
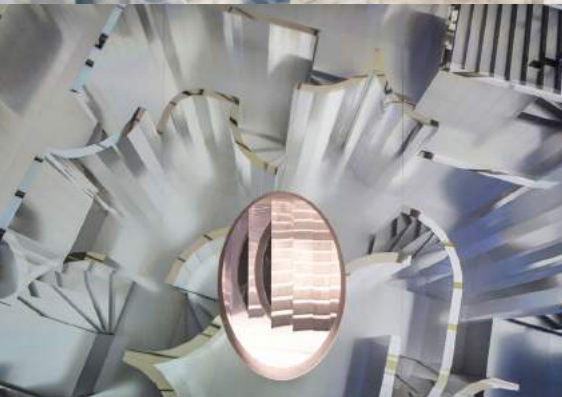
KATY is a new legal high. The all-natural, organically grown, plant-based nootropic supplement is marketed as an "experience enhancing supplement".

KATY's natural components are said to stimulate dopamine, serotonin and gaba production. The legal high heightens senses to give "love-filled moments" similar to synthetic MDMA without any risk. Reddit and online drug community reviews agree it provides an 'up', enhancing sights, sounds and touch as well as increasing clarity of thought and emotions. As one person writes "Isn't that maybe what euphoria is... a cessation of the nausea of normality?"

High Cuisine's vision is to revolutionise the dining experience by fusing together haute cuisine and ancient mind-expanding herbs and plants.

High Cuisine wants to create an online mind-expanding kitchen: a place where epicurean meets psychedelia, and your curiosity is rewarded with spine-tingling flavours and mind-altering sensations. Set up by native New Yorker Noah Tucker, his initial pop-up restaurant has spawned a TV series, comprehensive online platform and series of cookbooks.





Neo Scifi /

Intangible Material is a new work for Chanel and i-D magazine's The Fifth Sense project

The abstract pieces use WebGL, a javascript application programming interface (API), to create interactive 3D graphics based on fragrance, play with viewers' senses and slowly introduce digital sculptures that visualise the nature of scent.

The hyper-real digital objects take on a variety of forms, from smooth polished metal to molten lava, and change their form as the viewer interacts with the work.

Untethered is a quirky, episodic VR series mixing comics and radio drama into a videogame.

Using voice to talk to characters and laser pointer arm to interact with the world, players begin to piece together what's happening in this decidedly odd town on the Oregon coast. With each new episode, they can explore new locations and meet new characters, as they unravel the mysteries. The game merges the delight of vintage sci-fi radio dramas with the new possibilities VR can create.

Fantasy /

So what?

Modern life is really hard. Changemakers are already beginning to live in mixed realities where they can be present in one place physically and multiple places virtually. People need time to reset, and are looking to consumables, new faiths or technology to temporarily alter their states. Brands need to provide space, products and services that support people in their mind-altering experimentation.



Action /

People are looking to lose control and enter new states of consciousness.

Many of us feel like we are living in a dystopian film plot and this generation's mission is to rectify the mess created by their predecessors. Acting with a sense of righteous rebellion, people are moving beyond Slacktivism to the next level of defiance - actually making change through doing and finding new allies to help them.

Three tenets: Self change / Community change/ World change

Changemakers are proactive in learning new skills and looking to self-optimize. They are looking inwards to further self-develop in order that their actions will have a larger impact outwards and benefit a wider group.

The World Economic Forum predicts that by 2030 this generation won't own anything and all around us we can already see services replacing products across categories. The sharing economy is being utilised as a way for people to come together in modern unions for the greater good on local community issues and campaigns.

At a global level, people are placing their faith in brands and expecting them to help facilitate real change.

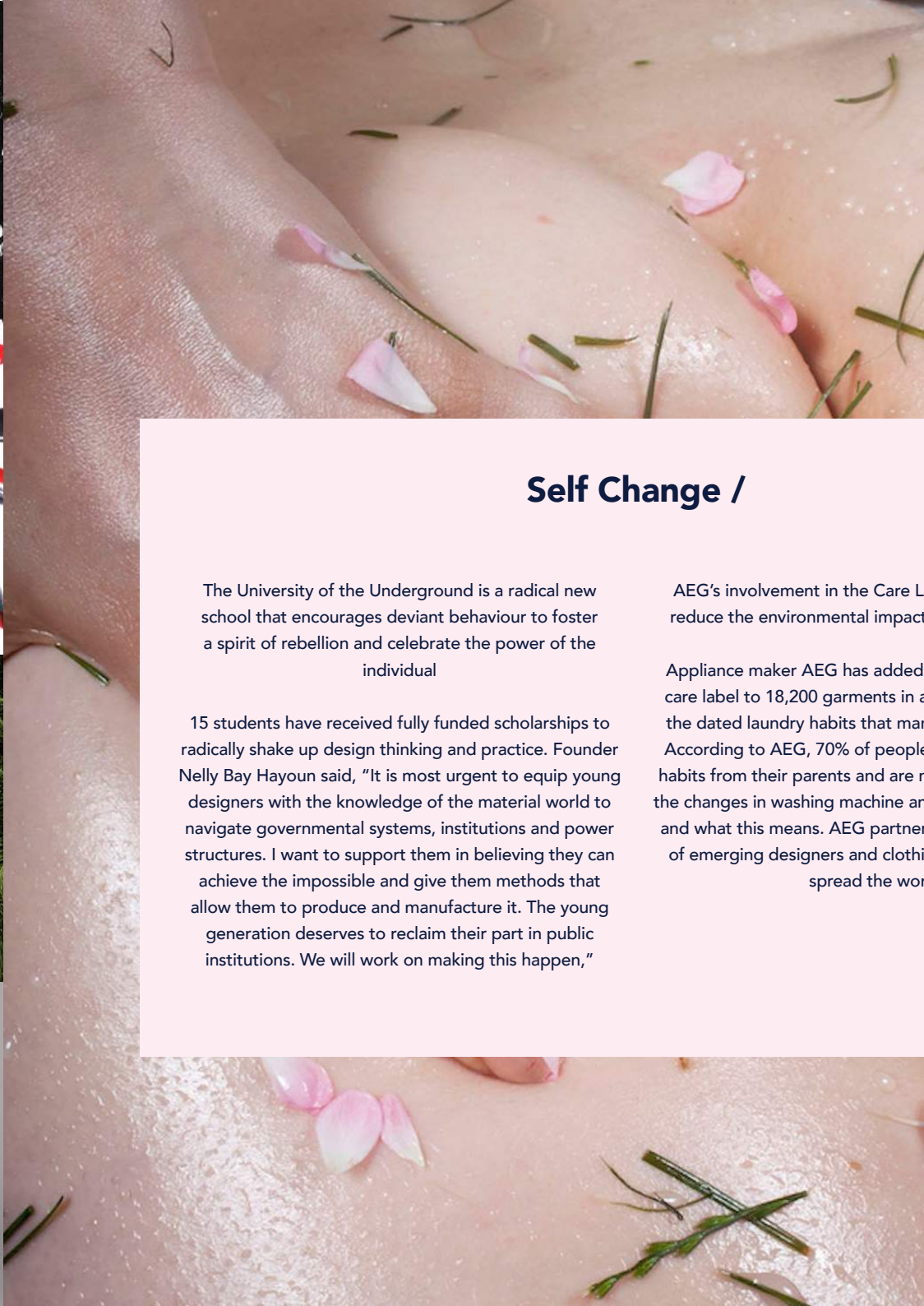
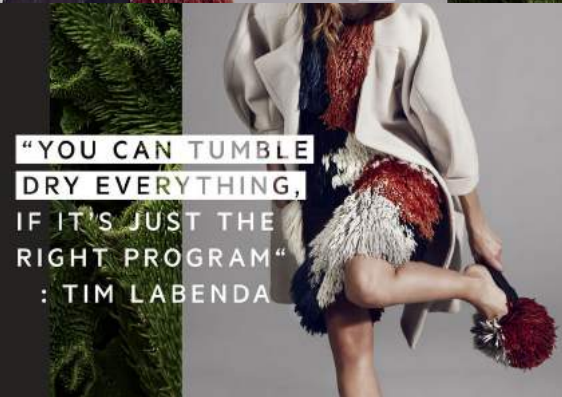


Opinium Analysis

Engagement in social and political causes often goes beyond Clicktivism

Clicktivism is popular among early adopters, but there are signs of people involving themselves in causes in more concrete ways. Two-fifths (42%) have shared an article on an injustice with friends/peers on social media or in real life within the last twelve months, and this is slightly more common among younger respondents. One in three (32%) have engaged in debate online with someone of opposing political views and men are slightly more likely to have taken part in such activity (35% vs 28%).

Nevertheless, 54% claim that they are actively engaged in political and social causes. And although respondents could interpret the meaning of active engagement differently, over half (52%) have donated money to a charity, over a fifth (22%) have attended a protest or marched for a cause, and 18% have organised for a political or social cause. Possibly again due to the current political instability in Brazil, nearly two fifths (39%) of Brazilian respondents have protested and over a quarter (26%) have organised for a political or social cause.



Self Change /

The University of the Underground is a radical new school that encourages deviant behaviour to foster a spirit of rebellion and celebrate the power of the individual

15 students have received fully funded scholarships to radically shake up design thinking and practice. Founder Nelly Bay Hayoun said, "It is most urgent to equip young designers with the knowledge of the material world to navigate governmental systems, institutions and power structures. I want to support them in believing they can achieve the impossible and give them methods that allow them to produce and manufacture it. The young generation deserves to reclaim their part in public institutions. We will work on making this happen,"

AEG's involvement in the Care Label Project aims to reduce the environmental impact of washing clothes.

Appliance maker AEG has added the Don't Overwash care label to 18,200 garments in an effort to challenge the dated laundry habits that many people still adopt. According to AEG, 70% of people inherit their laundry habits from their parents and are not keeping pace with the changes in washing machine and material technology and what this means. AEG partnered with a wide range of emerging designers and clothing manufacturers to spread the word.



Coworker.org Data Labs



of surveyed Starbucks workers said they received their work schedules a week or less in advance



of Chipotle workers surveyed said their stores were frequently short on the number of team members required for a successful shift



of Uber drivers surveyed say they've bought, leased, or made substantial investments in vehicles to drive for Uber



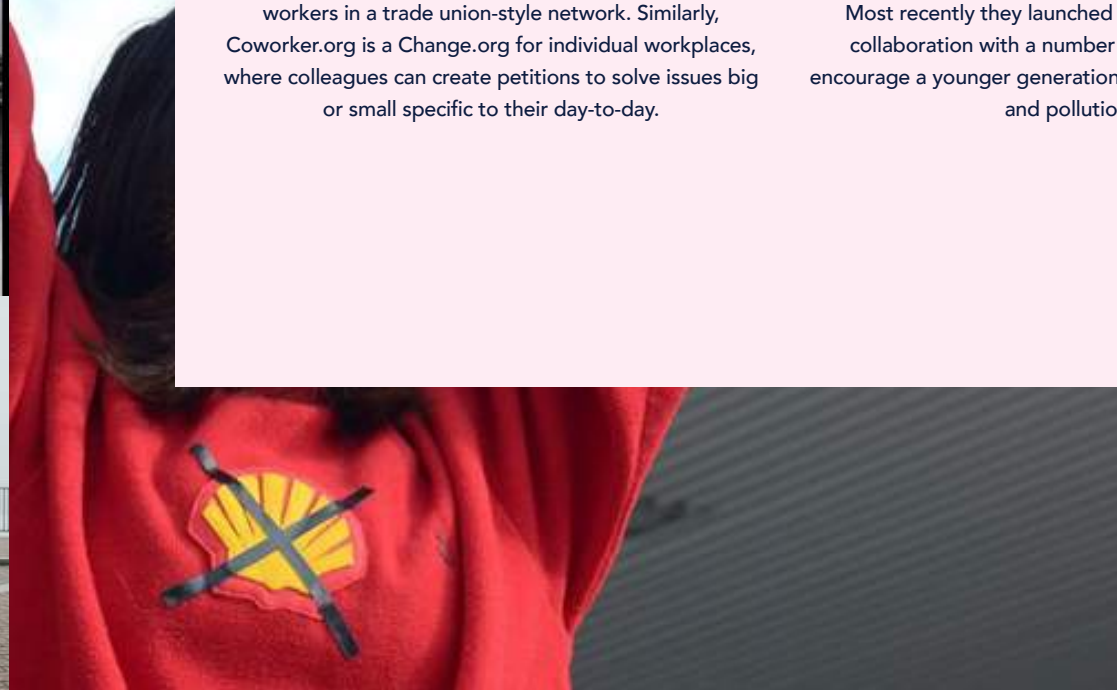
Community Change /

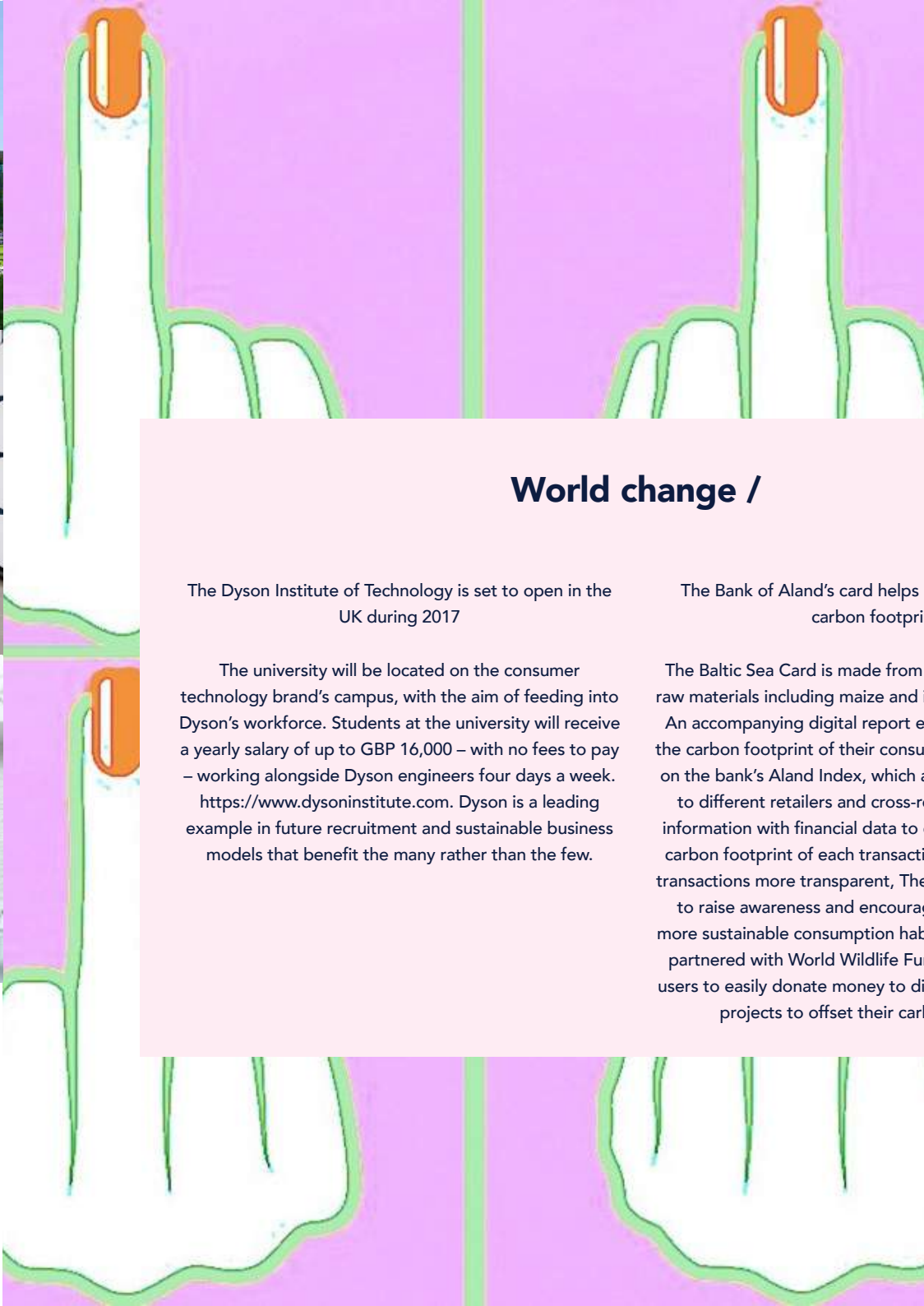
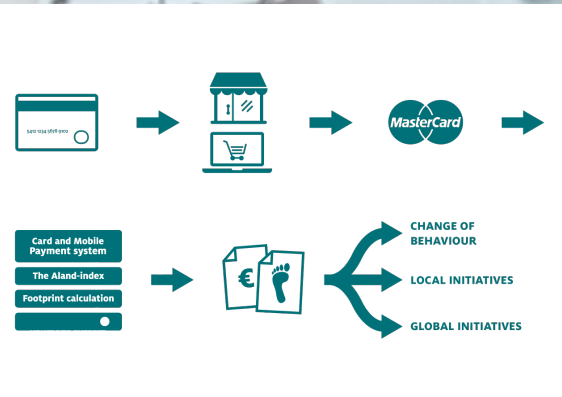
Digital trade unions are empowering sharing economy employees by bringing people together around a cause.

Panda is a new digital platform that aims to disrupt the sharing economy by allowing workers to fight back. A project by OMA and Bengler, it's an app connecting workers in a trade union-style network. Similarly, Coworker.org is a Change.org for individual workplaces, where colleagues can create petitions to solve issues big or small specific to their day-to-day.

Space to Breathe is a series of creative events that aim to address the issue of air pollution through an inspiring coming together of creative minds.

Clean Air Now is a youth-led group dedicated to championing clean air through billboard campaigns. Most recently they launched a new campaign in collaboration with a number of grime artists to encourage a younger generation to consider air quality and pollution.





World change /

The Dyson Institute of Technology is set to open in the UK during 2017

The university will be located on the consumer technology brand's campus, with the aim of feeding into Dyson's workforce. Students at the university will receive a yearly salary of up to GBP 16,000 – with no fees to pay – working alongside Dyson engineers four days a week. <https://www.dysoninstitute.com>. Dyson is a leading example in future recruitment and sustainable business models that benefit the many rather than the few.

The Bank of Aland's card helps users to track their carbon footprint

The Baltic Sea Card is made from renewable non-toxic raw materials including maize and is fully biodegradable. An accompanying digital report enables users to track the carbon footprint of their consumption. Data is based on the bank's Aland Index, which applies a unique code to different retailers and cross-references company information with financial data to calculate the average carbon footprint of each transaction. By making users' transactions more transparent, The Bank of Aland hopes to raise awareness and encourage people to adopt more sustainable consumption habits. The bank has also partnered with World Wildlife Fund Finland to enable users to easily donate money to different environmental projects to offset their carbon footprint.



Action /

So what?

Individuals are aware that with the right investment in themselves, training and tools, they can affect real change at an individual, local and even global level. Expectations are also evolving fast when it comes to what role brands should play in our shared institutions and public services. Brands need to leverage the expertise inside organizations to deliver services that have traditionally been left to governments.



Humour /

People are finding relief in frivolity, and repose in satire.

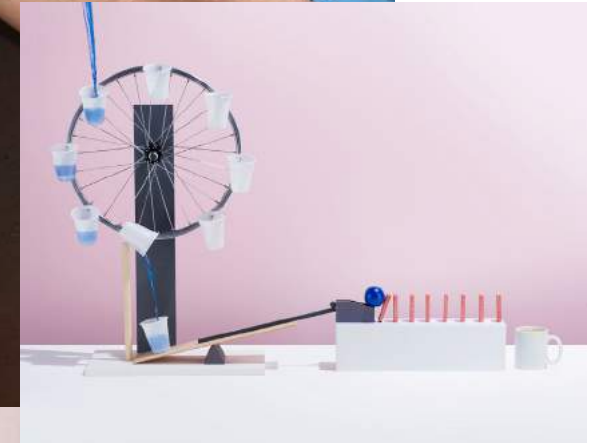
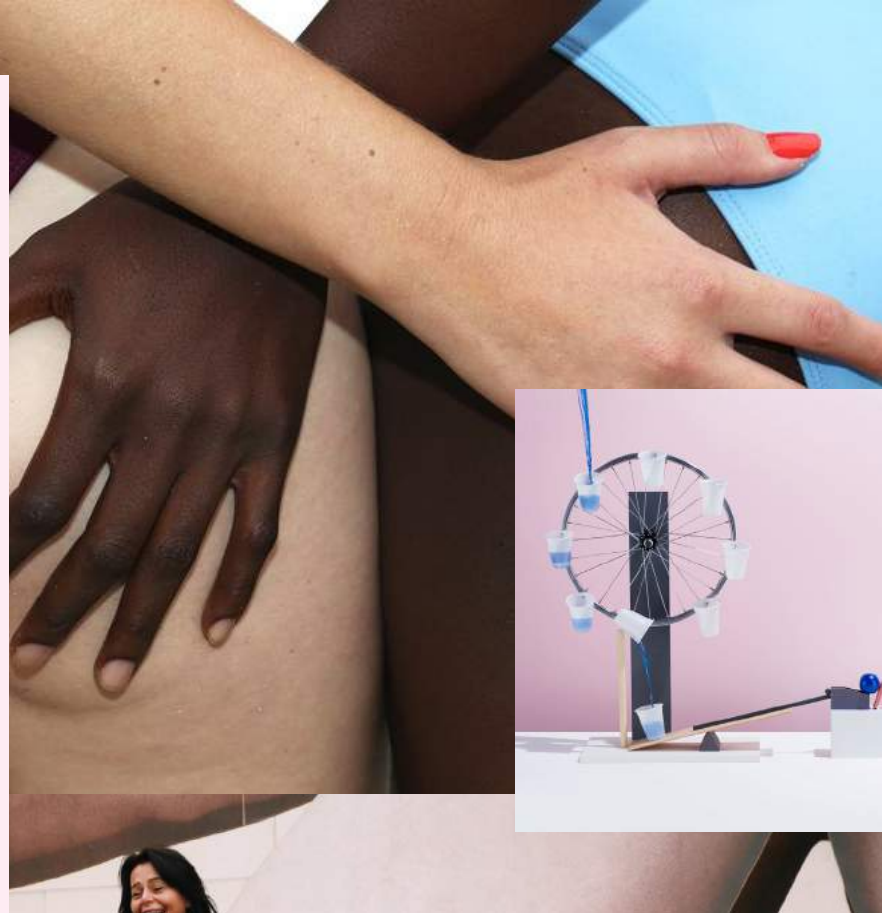
When it feels like the world might implode, politicians are making outrageous statements and reality seems hard to grasp, humour makes life a bit lighter. After years of austerity, it's time for some frivolity and regressing to childhood to feel free and happy, even if just for a few minutes.

Three tenets: / Alternative facts / Slapstick / Satire

Alternative facts are being repurposed by brands to be playful and creative, poking fun at themselves and at cultural trends.

It is time to be real and make people laugh. The overly curated aesthetic of nascent social media is being rejected. Younger demographics' love of Snapchat filters and playful memes is being aped by savvy brands.

Brands are expressing themselves in lighthearted and unpredictable ways, including embracing visuals that are not always "on brand", but instead humorous and even uncomfortable.



Opinium Analysis

Humour is deployed and consumed by Changemakers

Changemakers often desire humour in ordinary life as well as in what they consume. 74% say that it is either true or very true of them that they try to see the lighter side. Respondents not only want to inject humour into their lives, but wish to consume it too. This is reflected by the fact that comedy is the most popular genre of entertainment to watch or listen to (57%). The desire for humour also relates to the way in which people wish brands to engage with them: over two in five (41%) want to be entertained by brands.



Our SodaStream® ale pairs well with small
tacos, serving kombi owners, MUGUGU dogs and
all things Mancunian.

We stand in solidarity with our American neigh-
bours in their time of need for beer.

For each can sold of this beer we will donate 5
percent of sales (which we estimate at this
point to be 10 to 20 percent of this beer's pro-
fit) to help reverse a questionable policy.

In a few weeks, voting will begin to determine
which cause will receive the charitable
donation.

RESTAURANT & BREWERY
TO SUPPORT OF THE TOWN
OPENING SUMMER 2017



Alternative Facts /

Fake News Ale: Northern Maverick Brewing Co. in Canada

A Canadian craft brewery is taking trolling President Donald Trump to a new level with a physical product - Fake News Ale. The controversial tippie promises to "Make Beer Great Again". According to the brewery, the ale is being launched to show "solidarity with our American neighbours in their time of need for beer".

Fake News Ale is the first in a series of charitable beers. The company is planning ahead by donating 5% of its sales to help reverse a "questionable policy". Consumers can choose which good cause receives the donation by heading to the Northern Maverick website and voting for the one they'd most like to see supported in a few weeks' time.

Clean Eating Burger: KFC campaign for Louisiana Burger

The fast food chain posted about its new clean eating burger on its Facebook UK & Ireland account. The video, fronted by faux food influencer Figgy Poppleton-Rice, boasts a 'chia-seeded cauliflower bun', 'unsweetened almond yoghurt', 'ice cube relish', 'spiralised chicken breast' and '100 percent British kale'. The post, a parody of the 'clean eating' movement, pokes fun at cultured consumers and is intended to make people realise how 'darn good' fried chicken tastes compared to the alternative. The post has successfully helped the brand to attract attention, with over 3,000 shares and 11,000 comments on Facebook to date.





Slapstick /

Pop-up restaurant Guilty Noodle mocks overly serious food porn

The Guilty Noodle pop-up in London gently mocked the gourmet ramen trend and presented a playful take on the much-maligned instant noodle. Combining elements of modern and traditional Japanese culture, the experience celebrated the country's love of fast food by serving up a full schedule of Japan-inspired events alongside its food. Its creators collaborated with projection dancer Katsumi Sakakura and comic storyteller and TV personality Katsura Sunshine to promote the concept with an interactive show.

iD Mobile "#WeGotThis" featuring Asim Chaudhry perfectly taps into British Changemakers' deadpan humour

Chaudhry plays a Customer Happiness Officer who takes on the mission of evangelising the mobile network's new plan with bill capping, inclusive roaming and data rollover. The films show his misguided attempts to go the extra mile for iD Mobile customers. The campaign runs across Facebook, Instagram, YouTube, Vevo and – for the first time – Snapchat and perfectly taps into the cultural energy of humorous content already being shared organically on these platforms.





Satire /

Disgraced Olympic swimmer Ryan Lochte stars in a tongue-in-cheek campaign by PowerBar

The ad depicts Lochte as he prepares to 'wipe away the past' and take the Clean Start Pledge. It features several references to the 2016 Summer Olympics, including the Lochtegate scandal and his unusual ice-blue hair colour. The campaign's playful approach and Lochte's self-deprecating performance is designed to encourage viewers to consider the underlying message and reflect on life's challenges.

UK retailer TK Maxx has perfected the art of poking gentle fun at itself through its "Ridiculous Possibilities" campaign

The latest spot, created by Wieden & Kennedy London, is voiced by British treasure Bill Nighy. The ad opens on a dinner party, where an eclectic mix of guests explain why they would shop at TK Maxx. The weird and colourful results of a trip to the retailer include a piano player who magically changes outfit on a desert island and a woman who blow-dries her hair on a speedboat. Ridiculous Possibilities demonstrates a confident brand willing to openly display its pain-points (chaotic in-store experience) and highlight its benefits (low-priced designer finds).



Humour /

So what?

In previous years brands have, for the most part, maintained carefully cultivated, untouchable identities, that felt both separate and somehow superior. A serious, earnest tone does not resonate with this group, who have seen institutions crumble and those in positions of power undermined. This trend is about genuine communication with the people that buy your products or services. We are all human and fallible, so brands need the confidence to be real and use humour as a tool to connect on an honest level.



Conclusion /

This group are highly complex, with multifaceted identities that morph throughout the day based on mood, platform, environment and company. They are not defined by simple tribes.

Fed up with their association with the neo-craft movement they are looking to the future and are interested in sustainability and innovation.

There are four important drivers of change for this group; identity marks have shifted from demographics to values, newsrooms have shifted from traditional to social, the middle has been lost and sides are further apart than ever, wellbeing has shifted from the self to a large perspective.

Changemakers know that everyone is human and fallible and want real honest communication with each other and brands. Laughter is always the best medicine.

Time is a luxury. Digital etiquette has not yet been defined and being truly present in the moment is rare. The ability to feel bored and allow the mind to wander produces surprising results.

We have discovered the destructive elements of some social networks. We are having to actively work to overcome the divides created by building new networks fit for the future.

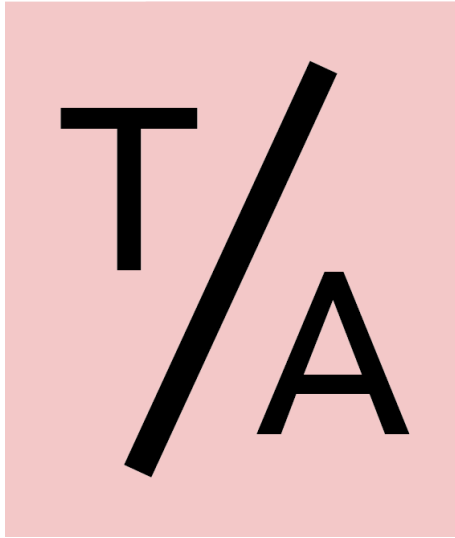
Mind-altering moments will become more mainstream as we seek not only escapism, but a loss of control. Changemakers are looking for unexpected surprises and the ability to experience multiple realities at once.

In the algorithmic age, people are abdicating responsibility and decision making to code. This can be helpful but there is a growing movement towards re-engaging our uniquely human skills and intuition.

The world seems to be imploding but we are increasingly aware of our own power to make change at a global and local level.

This group and generation are united by their optimism and quest to find happiness. Pulling out a new sheet of paper, moving forward and helping to create the world they want to live in.





Thank you!

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