

Trends, a shortcut to success or a distraction?

A five step framework to avoid dead-ends and navigate your way to success.

Navigating trends is critical to commercial success

It can be tough to tell from the outset which trends have legs, and which do not.

If navigated correctly these trends can drive commercial success. If not precious resources go to waste chasing fads and dead ends.



Health and wellness covers many micro trends

Many brands are benefiting from the current social desirability to be 'healthy'.

Within this macro attitudinal and behavioral shift, a maze of micro trends exist.

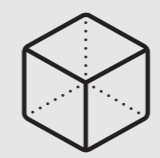
Our framework can help you find your way

Behavioral science tells us that people don't always behave rationally but they do act predictably. And consumers' response to trends is no exception.

We have a framework to help you identify successful trends and avoid fads. We can help you break current habits and build new ones.

Our behaviour change model

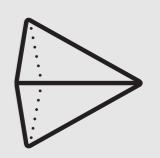
Decision frame



Mental processing



Behavioural outcome



Where to play

1 / Identify

Utilize an understanding of deeper human needs to identify the longevity of the trend.

Key actions: Identify if the trend is tapping into a real need or motivation that has longevity.

2 / Assess

Apply commercial acumen to assess if the trend and resulting opportunity is right for you.

Key actions: Decide if the trend and its underlying need are a good fit for the business and the brand.

3 / Focus

Isolate the motivation underlying the trend and develop/market to that.

Key actions: Identify how to leverage your strengths and overcome weaknesses to successfully target the core needs.

How to win

4 / Amplify

Make the most of trend-based behavioral understanding to amplify the effect of your launch.

Key actions: Explore how best to leverage biases such as novelty, salience etc to drive awareness and excitement.

5 / Nudge

Avoid being a fad. Deliver product and marketing strategy with longevity, support consumers in changing behavior and forming new habits.

Key action: Focus after launch on activation to remain not just top of mind but easy to engage with, working with not against biases.



Contact us

Get in touch to understand how Incite can help you unlock opportunity utilizing our framework.

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