



JWT

100 THINGS TO WATCH IN 2013

DECEMBER 2012



WHAT WE'LL COVER

- Background
- Our Track Record
- Our Things to Watch in 2013

BACKGROUND

- In addition to our 10 Trends for 2013 forecast, JWT presents 100 Things to Watch in 2013.
- Some of the items on our list reflect broader shifts we are spotlighting for 2013:
 - **Intelligent Objects:** Everyday objects are evolving into tech-infused smart devices with augmented functionality, meaning we'll see more **Appcessories** and **Objects With Attitude**.
 - **Predictive Personalization:** Brands will increasingly use data analysis to predict customer behavior, needs or wants—and tailor offers and communications very precisely. We'll see **Data Scientists** become the new hotshots, marketers offering **Hyper-Personalized Customer Service** and consumers focusing on **Personal Data Ownership**.
 - **Everything Is Retail:** Shopping is shifting from an activity that takes place in physical stores or online to a value exchange that can play out in multiple new and novel ways. Brands will get increasingly creative in where and how they sell their goods, with initiatives such as **Click-and-Collect Shopping** and **Window Shopping**.
 - **Peer Power:** As the peer-to-peer marketplace expands in size and scope—moving beyond goods to a wide range of services—it will increasingly upend major industries. Watch for more **Food Sharing** services and the rise of **Trust Ratings**.
- Among other things, this list also includes tech tools and devices, new foods, new types of businesses, and new behaviors to watch and ideas with the potential to ladder up to bigger trends.

OUR TRACK RECORD

- Our Things to Watch from last year included:
 - **Anywhere, Any-Way Shopping:** We spotlighted ways in which e-commerce and brick-and-mortar retailing were integrating and overlapping; for 2013, we see this laddering up to a bigger trend, which we dubbed Everything Is Retail: the idea that shopping is shifting from an activity that takes place in physical stores or online to a value exchange that can play out in multiple new and novel ways. Meanwhile, we've seen more experiments with things like shoppable walls, same-day delivery of e-commerce goods and click and collect (as highlighted in this list).
 - **Crowdsourced Learning:** We noted that with services like Udemy, Sophia and Skillshare, knowledge seekers were starting to look beyond the traditional student-teacher structure, and learning was becoming more democratic both on- and offline. For 2013, we spotlighted these sites in our trend Peer Power. Udemy saw an increase in student registration of more than 500% over the past year, according to a November report. Skillshare expanded from offline courses to an online presence. And Sophia was acquired by online education company Capella Education Co. Says GigaOM: "The growing success of sites like Udemy and Skillshare points to a future of more open education and opportunities for lifelong learning."
 - **Smart Clothing:** We feature new examples of garments that help wearers monitor their bodies in our 2013 trend Intelligent Objects, including wristbands like Nike+ FuelBand, Adidas' miCoach bra and underwear from Finnish brand Myontec that allows wearers to track how hard they are working.

OUR TRACK RECORD (cont'd.)

- Our Things to Watch from last year included (cont'd.):
 - **All Things Military-Inspired:** We spotlighted the rise of military-inspired gear and challenges like Tough Mudder, an extreme obstacle course that's "becoming the macho sport of choice for Type A men (and some women)," as *The New York Times* noted in December 2012. "Along with other quasi-military obstacle courses like the Spartan Race and Warrior Dash, Tough Mudder is the new gantlet for body-conscious Gen Xers," said the *Times*, noting that 35 events took place in four countries in 2012; 55 events are scheduled for five countries in 2013.
 - **P-to-P Experiences:** In our 2013 trend Peer Power, we include peer-to-peer experiences—tools that enable travelers and others to find niche local experiences. A dominant name in this space, Gidsy, expanded from 13 cities to a global presence in August and received a \$1.2 million investment in early 2012 from venture capital firms and Ashton Kutcher.
 - **Unwrapping the Process:** We forecast more focus on the "making of" as consumers became more interested in the process behind the product. In 2012 we saw a lot of this from food brands, notably McDonald's. For example, in response to a consumer query on the Canadian site yourquestions.mcdonalds.ca about why the food looks different in advertising, the director of marketing for McDonald's Canada takes viewers through the food-styling process; the video generated a few million YouTube views in a matter of days. In a very different category, the New York Theatre Workshop said it planned to designate one production each season as a "case study," granting "unprecedented access to the artists involved in the creation of a new work as it is happening."

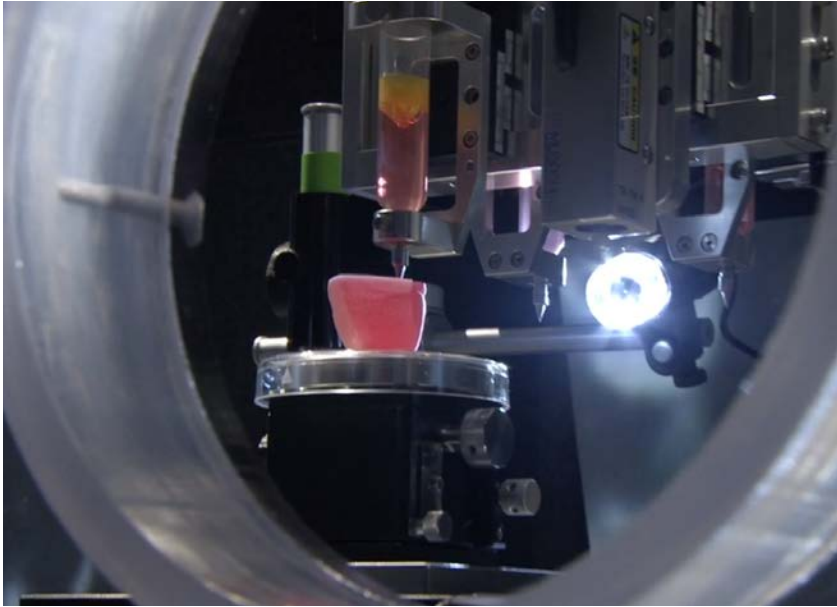
OUR TRACK RECORD (cont'd.)

- For 2011, we included P-to-P Car Sharing, The Nail Polish Economy, Africa's Middle Class, Facebook Alternatives and Digital Downtime.
- For 2010, we spotlighted Mobile Money, Coconut Water, Foursquare, Ethical Fashion and Bacon Everywhere.
- For 2009, we highlighted Lady Gaga, Crowdfunding, WikiLeaks, Cloud Computing, Gluten-Free and The Decline of E-Mail.
- For 2008, we listed Radical Transparency and Staycations, and, for 2007, Barack Obama, Jennifer Hudson, Companies Going Green and Age Shuffling.
- Check out the following slides to see what you'll be hearing more about in 2013.

OUR THINGS TO WATCH IN 2013

1. 3D Bioprinting
2. Adult Playgrounds
3. African Tech Stars
4. Allergen-Free
5. Alternative Brand Currencies
6. Ambushed by Amazon
7. Appcessories
8. The Arabic Web
9. B2C/P2P Partnerships
10. Bee Venom
11. Biometric Authentication
12. Blocking Social Media Bores
13. Chia Seeds
14. Click-and-Collect Shopping
15. "Cloaking"
16. Coaching Brands
17. Cool Techie Camps
18. Crowdsourced Translation
19. Cutting out the Middleman
20. Cyber War
21. Dads in the Aisles
22. Data Scientists: The New Hotshots
23. Decline of Chinese Bling
24. Desalination
25. Detoxifying Life
26. Digital Ecosystems
27. Drones
28. ecoATM
29. Egg Freezing
30. Emotion Recognition
31. The End of Voicemail
32. Faux Meat
33. Fitness Beyond the Gym
34. Flexible Screens
35. Food Sharing
36. Frontier Markets
37. G20 Devolves to G-Zero
38. Gender-Blurred Toys
39. Geofencing
40. Green Growth
41. Handwriting = Hieroglyphics
42. Hotels in Africa
43. Human-Centered Tech
44. Humane Food
45. Hyper-Personalized Customer Service
46. Impact Sourcing
47. Imperfection
48. Individual Attention
49. Instant-Erase Apps
50. JOMO (Joy Of Missing Out)
51. Live-Streaming Life
52. Low-Cost Robots
53. Low-Tech Device Charging
54. Media That Gets to Know You
55. Medical Smartphones
56. Menu-Free Dining
57. Midcalorie Foods
58. Mindful Living
59. Mobile-Optimized Goes Mainstream
60. MOOC Stars
61. Nature As Antidote
62. Neurotechnology
63. New Digital Royalty
64. News Bites
65. NFC Tags
66. Objects With Attitude
67. Offset Thinking
68. Online Groceries
69. Paperless Education
70. Passwords 2.0
71. Patchwork Earnings
72. Personal Data Ownership
73. Prime Time for Second Screen
74. Privacy Etiquette
75. Quiet Products
76. Reduced-Guilt Candy
77. Responsive Web Design
78. Retailers Enable Recycling
79. River Cruising
80. Self-Service
81. Serialized Digital Fiction
82. Set Jetting
83. Shopping Hotels
84. Social Media Hacks
85. Standup Desks
86. Stress-Monitoring Apps
87. Sugru
88. Tablet Shopping
89. Tech-Enabled Farm-to-Fork
90. Teff
91. Trade School
92. Trust Ratings
93. User-Based Insurance
94. Variable Pricing
95. Vegetable Boxes
96. Vertical Farming
97. Video Games As Art
98. Window Shopping
99. Wireless Charging
100. Yogurt Shops

1 3D BIOPRINTING



3D printing was on our watch list two years ago, and while much of the focus has been on its ability to change manufacturing, its use in medicine could be revolutionary. Biologists are working on creating tissue with “bio ink” made from living cells, and while we’re a long way off from printing organs—though surgeon Anthony Atala created a kidney onstage during a TEDTalk—the near term will see printing of smaller items like heart valves and cells applied directly to burn wounds.

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2 ADULT PLAYGROUNDS



Municipalities worldwide are trying to combat obesity and a trend toward inactivity by creating playgrounds for adults that come with workout equipment rather than jungle gyms. Some even offer amenities like rock walls, for the kid in all of us. Taking inspiration from similar playgrounds in China and parts of Europe, these spaces eliminate two of the biggest barriers to working out: access and cost. New York City opened its first adult playground in 2012 and plans to create two dozen more. In the U.K., orders for outdoor fitness equipment were up 1,200% in 2012.

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3 AFRICAN TECH STARS



Now that many more parts of Africa are getting Internet access, tech entrepreneurs and engineers are emerging around the continent, converging in a rising number of tech hubs and incubators. In Rwanda, for example, the government launched kLab, an “open community innovation center,” as part of its development plan. These hubs are producing innovative ideas, largely focused on mobile tech and born out of unique local needs.

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4 ALLERGEN-FREE



With food allergies rising worldwide—a 2011 study found that as many as 1 in 12 American children may have a food allergy, twice as high as previous studies found—we’ll see “allergen-free” becoming as ubiquitous as gluten-free. Products will multiply as more brands build facilities dedicated to manufacturing foods free of allergens like dairy, peanuts, egg, soy and shellfish.

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5 ALTERNATIVE BRAND CURRENCIES



We'll see more brands promote their goods by giving them away in exchange for various consumer actions (and potential word-of-mouth). For instance, chocolatier Anthon Berg created a one-day pop-up, The Generous Store, that accepted generosity (a promise to do something nice for a loved one) instead of money. Nike's award-winning "Bid Your Sweat" campaign allowed runners to vie for products in an online auction using kilometers tracked by Nike+. And a pop-up shop from beverage brand Activate invited visitors to pay for drinks with calories burned. Naturally, participants are encouraged to share on social media.

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6 AMBUSHED BY AMAZON

The image shows the Amazon.com logo in white text on a black background. The logo consists of the word "amazon.com" in a lowercase, sans-serif font, with a yellow curved arrow underneath the letters "a" and "z" that points from the "a" to the "z".

The e-commerce giant started out as a threat to booksellers, but it's fast becoming Enemy No. 1 to retailers of all stripes now that it sells everything from high-end apparel to wine and has shrunk its delivery times. And with the rise of “showrooming,” Amazon will prove an “extremely disruptive force,” as Kantar Retail’s Bryan Gildenberg puts it. For brick-and-mortar shoppers, Amazon’s Flow app quickly reveals the Amazon price, which is generally hard to beat. The e-commerce brand—which could pass Walmart as the world’s biggest retailer by 2017, according to consultancy ChannelAdvisor—is also mulling physical stores.

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7 APPACCESSORIES



Accessories are taking on high-tech functionality, turning into “accessories.” High-tech specs, like Vuzix’s M100 smart glasses, include microphones, speakers and small screens that provide users with info on the world around them. Wristbands like the Nike+ FuelBand, Jawbone’s re-released UP and the upcoming Amiigo monitor physical activity and provide stats via a mobile app. Even gloves and socks are getting high-tech: hi-Fun sells gloves with embedded microphones and speakers, letting users “talk through your hand,” and RFID tags in BlackSocks help ensure the socks are correctly paired.

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8 THE ARABIC WEB



The screenshot shows the Yamsafer website interface in Arabic. At the top, there is a search bar for hotels with fields for location, dates, and number of guests. The main navigation menu includes options for 'English', 'Home', 'Hotels', 'Flights', and 'Offers'. The main banner features a night view of a city and a hotel offer in Oman, Jordan, with a star rating, a price of \$154 per night, and a 'Book Now' button.

With smartphones bringing the Internet to more Arabic-only speakers, the Middle East/North Africa region is “a market of untapped potential for online businesses,” as Euromonitor puts it. While Arabic can be challenging to program and input, there’s rising incentive as this region of around 420 million people starts warming up to the Web. One stumbling block is the regional preference for cash transactions, but Middle Eastern entrepreneurs are creating work-arounds.

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9 B2C/P2P PARTNERSHIPS



As the peer-powered marketplace continues to heat up, look for established brands to strike partnerships with fledgling peer-to-peer services as a way to infuse freshness or modernity into their persona, broaden their appeal or get an existing consumer segment to consider the brand in a new light. Both Gap and Pepsi Next recently held promotions with TaskRabbit, which helps users outsource tasks. Through its venture capital arm, BMW holds a minority stake in ParkatmyHouse, which pairs drivers with individuals or businesses that have parking spaces to spare.

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10 BEE VENOM



Bee venom therapy—an ancient practice dating back to Egypt, Greece and China—is experiencing a revival. The practice, which involves systematically stinging patients suffering from joint and nerve conditions such as arthritis and MS, is thought to help improve circulation, decrease inflammation and stimulate immune system responses. Beauty buffs are also turning to bee venom as a “natural Botox,” with spas offering bee venom facials. One cosmetics company told *The Wall Street Journal* in June that prices for New Zealand venom were up 33% over the past year.

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11 BIOMETRIC AUTHENTICATION



To reduce fraud and otherwise improve security, governments and businesses are starting to adopt systems that identify people based on iris scans, digital fingerprints, voice prints or facial maps. India is well under way with its unique identification program, which is linking biometric info to national ID numbers. Airports are adopting biometric security programs, as are banks, which are rolling out biometric ATMs. Going beyond cash withdrawal, French company Natural Security is working with four banks on a system that lets people pay for goods with a fingertip. For smartphone security, Android 4.0 has a Face Unlock feature, while the startup PIPA Touch enables creation of fingerprint-based PIN codes.

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12 BLOCKING SOCIAL MEDIA BORES



Some social media users are tiring of finding their feeds stuffed with maddening posts, from political rants to never-ending baby pictures. We'll see more of them adopt Web browser extensions like Unpolitic.me and Unbaby.me, which replace partisan rhetoric and images of infants with alternatives like pictures of kittens or bacon. These extensions could branch out to more categories, offering lighthearted opportunities for brands.

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13 CHIA SEEDS



Make room for another superfood: Chia seeds, once part of the Aztec and Mayan diets, offer protein, antioxidants and fiber, as well as omega-3 fatty acids. People are adding whole or ground seeds to foods and beverages, as are brands including Dole—whose new Nutrition Plus line offers whole or milled seeds and Chia & Fruit Clusters—and Nature’s Path, which recently rolled out 11 products, including Coconut Chia Granola.

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14 CLICK-AND-COLLECT SHOPPING

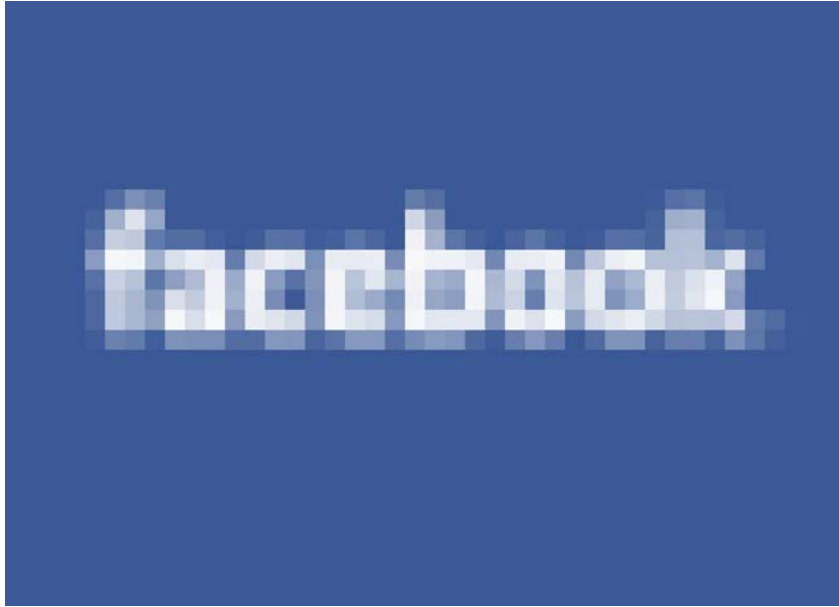


Already popular in parts of Europe, “click and collect” melds digital and physical commerce by letting customers order online, then pick up the goods (frequently groceries) at a store nearby. It’s hyper-convenient, with retrieval often at curbside. In Europe, retailers including Tesco and Asda in the U.K. and Ahold in the Netherlands now offer the service. A few U.S. retailers are testing the waters, including Ahold’s Peapod. Online retailers including Amazon and eBay are getting into the pickup game too. Look for digital-physical hybrids to expand to more categories, such as home improvement.

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15 'CLOAKING'



As people increasingly look for ways to carve out private spaces while still living publicly online—one of our 10 Trends for 2013—watch for services that help them temporarily hide from social media exposure. The notion of “cloaking” comes from Foursquare CEO Dennis Crowley, who explained to *The New York Times*, “You can imagine a service that says ‘I don’t want my name to show up on any social services for the next three hours.’”

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16 COACHING BRANDS



Hyper-Personalization, one of our 10 Trends for 2011, continues to play out in various ways; one phenomenon we'll see is brands coupling data they've collected on a customer with their own expertise to provide customized "diagnoses" and suggested solutions. With consumers sharing more data, and marketers passively collecting more information, brands are coming to know consumers better than they know themselves. In turn, they will coach consumers on how to do better, whether it's cutting their regular expenses (BillShrink), managing their money (22seven, Mint.com) or living healthier (UP by Jawbone, Larklife).

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17 COOL TECHIE CAMPS



The nerds are hacking summer vacation. Now that it's cool to be a tech whiz, kids trying to channel their inner Mark Zuckerberg are attending camps that offer everything from game creation to robotics. iD Tech Camps caters to ages 7 through 18. The Teens in Tech incubator taps into the entrepreneurial drive of Gen Z, with an eight-week program focused on launching a startup. eCamp in Israel allows campers to choose among tech-related workshops. And SWEappcademy, a weeklong program hosted by Stockholm-based SWE Advertising (a JWT partner agency), gives 10- to 12-year-olds the chance to create mobile apps.

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18 CROWDSOURCED TRANSLATION

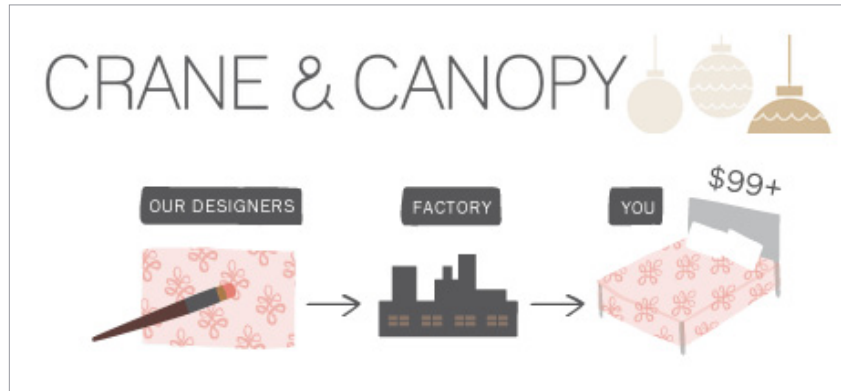


Crowdsourced translation is reaching critical mass, giving global audiences access to multilingual talks, education and popular entertainment. Duolingo, a startup launched in 2012 by a Carnegie Mellon professor, combines language learning with translation: As English-speaking students work their way through free lessons in French, Spanish, Portuguese or German (and vice versa), they translate websites and documents as part of their coursework. TED's Open Translation Project, which started three years ago, now has 8,000-plus volunteers contributing to subtitles and interactive transcripts, available in 94 languages. And at international entertainment site Viki, fans have translated 250 million words in videos, TV shows and movies into 150-plus languages.

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19 CUTTING OUT THE MIDDLEMAN

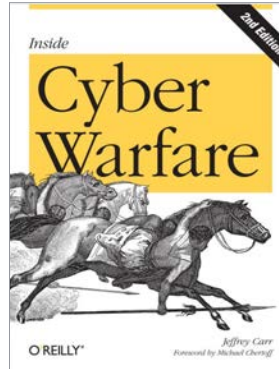
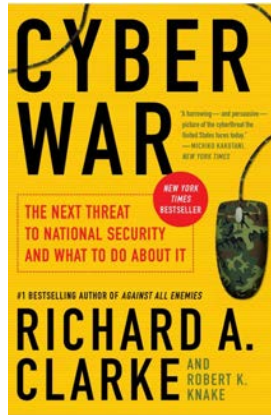
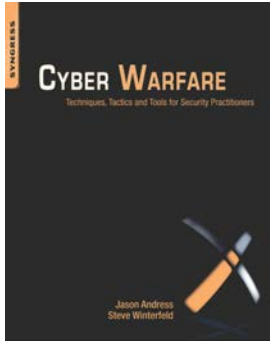


The success of vertically integrated e-commerce players like Warby Parker (eyeglasses), Dollar Shave Club (\$1 razor blades), Stella & Dot (jewelry) and Bonobos (menswear) will spur a host of new niche brands that cut out middlemen and sell quality products online at below-market rates. We'll see a range of upstart challengers as the model extends to more categories, from office supplies (Poppin) to bedding (Crane & Canopy).

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20 CYBER WAR

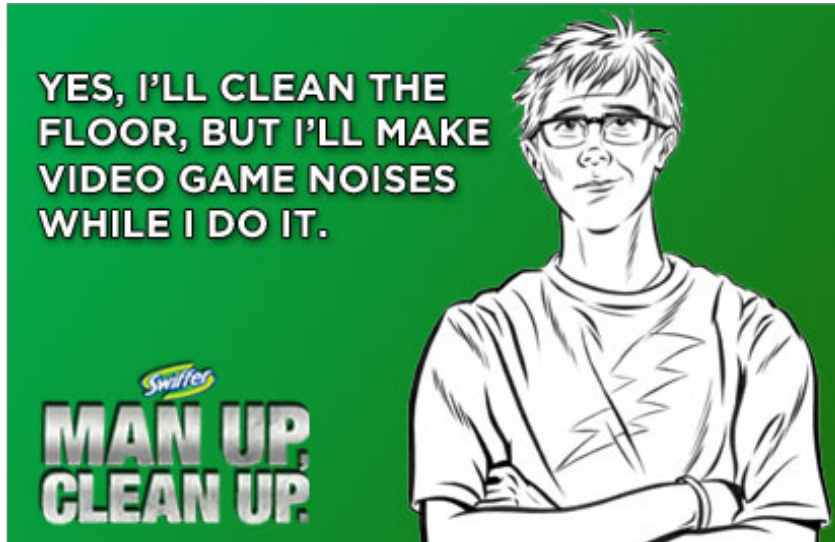


Some are warning that cyber wars are the battles of the future, with electric grids failing and planes falling out of the sky at the click of a mouse. That vision may be overstated, but U.S. Secretary of Defense Leon Panetta has warned we're in a "pre-9/11 moment" when it comes to cyber warfare ("actions by a nation-state to penetrate another nation's computers or networks for the purposes of causing damage or disruption"). We'll see a shift in armed forces recruiting, with premiums placed on IT specialists. The 780th Military Intelligence Brigade, activated by the U.S. Army in 2011, is expected to be at full staffing by 2014.

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21 DADS IN THE AISLES

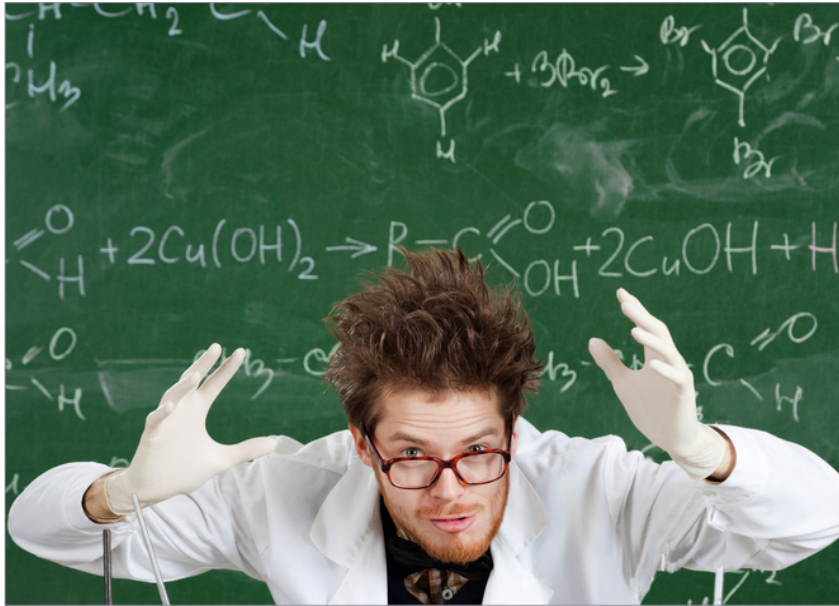


With women just as tied up with careers as men, and the ranks of stay-at-home dads multiplying, more marketers will lose their singular focus on moms. Men are taking on more cooking and cleaning, parenting duties and shopping. As they populate the aisles of supermarkets, drugstores, toy stores and more, we'll see market research taking the male perspective into account, goods retooled for male appeal and messaging that acknowledges the man's changing role. "Man up, clean up," P&G's Swiffer brand is telling men.

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22 DATA SCIENTISTS: THE NEW HOTSHOTS



With governments and corporations starting to rely on Big Data for decision-making, we'll see demand explode for the scientists needed to cull insights from the analyses gleaned through analytics platforms. What may sound like a dull and wonky affair will become one of the hottest topics around, putting these data wranglers into the spotlight. And they'll command heady salaries, with data scientists expected to be in short supply into the near term as the role becomes increasingly central to business planning processes.

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23 DECLINE OF CHINESE BLING



Chinese luxury buyers are moving away from overt displays of wealth and opting for more understated luxury goods and products not intended for public display (e.g., pricey housewares). Splashy logos are losing their appeal among the most selective shoppers. Gucci, for instance, reported that 23% of 2012 handbag sales in China did not prominently feature its logo, compared to only 6% in 2009. And Warnaco Group chief executive Helen McCluskey has cited designer underwear as an “undeveloped category” in China.

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24 DESALINATION



With forecasts of serious freshwater shortages by 2030, and improved technologies helping to lower production costs, nations are investing in seawater desalination. Investments are set to jump to \$17 billion by 2016, up from \$8.9 billion in 2012. Currently just 1% of the global population relies on purified seawater, but that will soon expand: 2012 saw construction of some of the world's biggest desalination plants in Australia, Algeria and Israel. The latter is aiming to get 75% of its drinking water from desalination in 2013. In the Americas alone, 17 desalination proposals are pending in California and two in Mexico, according to the Pacific Institute.

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25 DETOXIFYING LIFE



What was once a fringe activity—cleansing one’s body and environment of all things toxic and carcinogenic—is going more mainstream as awareness of and anxiety about toxins heighten. Brands are responding by pledging to remove various chemicals from their products. Johnson & Johnson is cutting usage of several potentially harmful chemicals and reformulating its personal care range. Walgreens has introduced Ology, a line of nontoxic personal care and cleaning products. And apparel brands including Nike, Adidas, H&M, Zara and Levi’s have pledged to phase toxins out of their supply chains, thanks largely to Greenpeace’s ongoing “Detox” campaign.

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26 DIGITAL ECOSYSTEMS

The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font with a yellow curved arrow underneath it.The Google logo, featuring the word "Google" in its signature multi-colored font.The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Today's tech giants—Amazon, Apple, Google and Facebook chief among them—are working to create or expand ecosystems that lock customers into an array of devices, tools and services. The ultimate goal is to “own every waking moment,” as *The New York Times* has put it, or serve as “control points to consumers’ digital lives,” as *The Wall Street Journal* says. Initially operating in separate spheres, these heavyweights will increasingly be going head-to-head in the battle for consumers’ hearts, minds and data, a fight that’s intensifying with the advent of the mobile wallet and the proliferation of mobile devices, content streaming and cloud services.

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27 DRONES



Drones aren't just for military surveillance anymore. Civilians can buy devices like Parrot's AR Drone 2.0 for just a few hundred dollars or cobble together amateur versions. *Wired* editor-in-chief Chris Anderson drew attention to the phenomenon when he left to lead a firm he co-founded, 3D Robotics, that sells low-priced drones and DIY kits. Users guide these unmanned aerial vehicles, which usually come with cameras attached. Potential applications range from checking on crops or damaged roofs to assisting with humanitarian aid.

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28 ecoATM

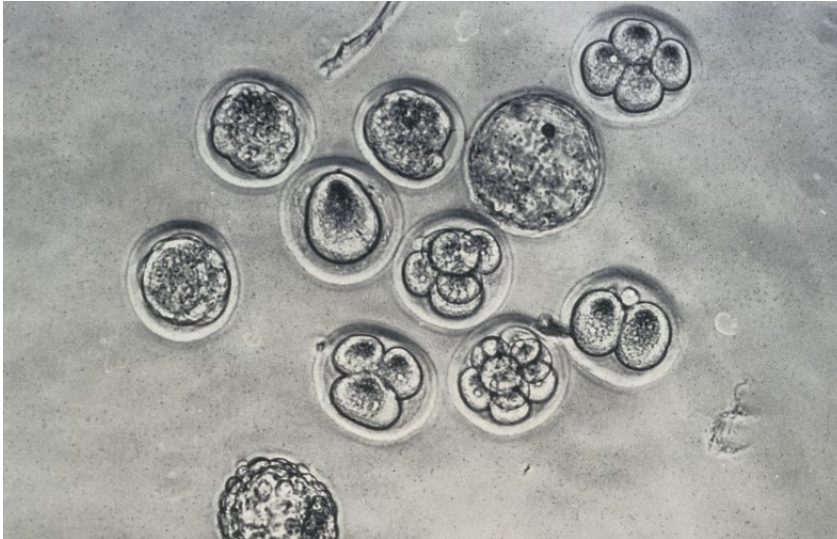


ecoATM is poised to revolutionize the e-recycling industry. In a bid to keep e-waste out of landfills and tap into a vibrant aftermarket for consumer electronics, the company markets kiosks that make it easy to recycle mobile phones and MP3 players. The kiosk can identify the make and model of these devices and assess their condition; it then makes a cash offer, based on bids in a real-time electronic auction. ecoATM was aiming to reach 300 kiosks in the U.S. by the end of 2012 and planning on international expansion in 2013.

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29 EGG FREEZING

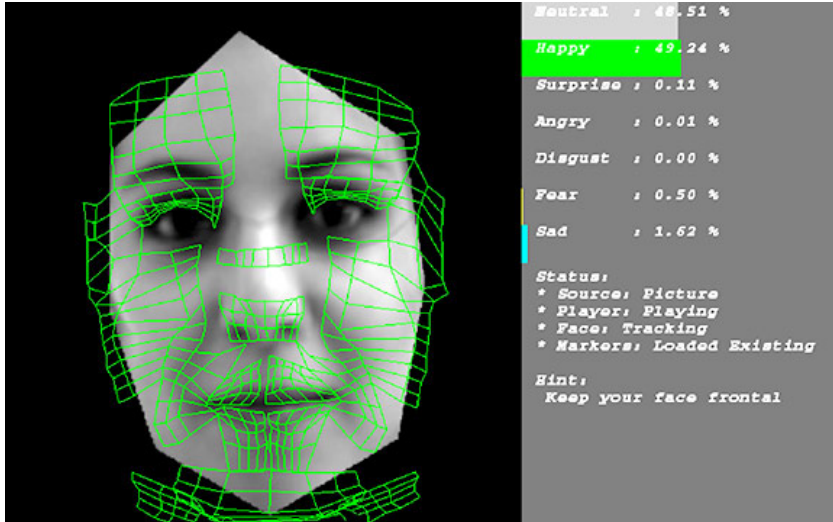


The techniques for freezing and thawing women's eggs have markedly improved in the last few years. The American Society for Reproductive Medicine changed its position on the practice in late 2012, terming it "safe and effective" rather than "experimental." While the procedure is pricey, watch for more women to opt for this "insurance policy" in their more fertile years.

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30 EMOTION RECOGNITION



Researchers and programmers from Egypt to the U.K. and the U.S. are working on getting computers to read human emotions through a practice known as “affective computing.” Teaching our increasingly interactive devices to recognize how users are feeling could improve not only basic digital interactions—think Siri commenting cluelessly to frustrated users—but enhance digital education tools or help people on the autism spectrum learn to better “read” others.

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31 THE END OF VOICEMAIL

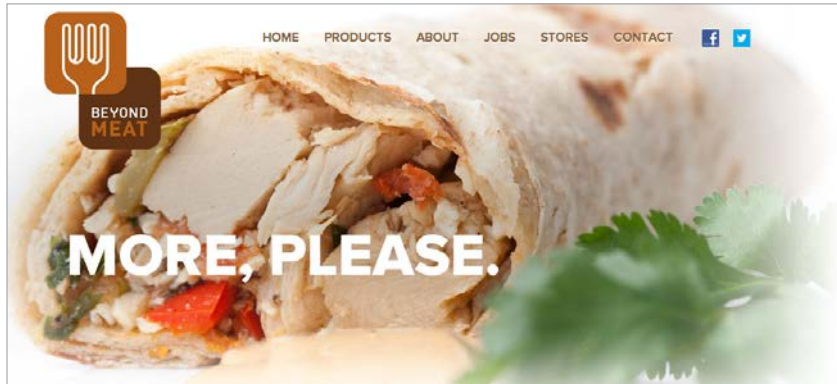


Voicemail is gradually going the way of the answering machine or the pager. Checking or leaving messages is coming to feel like a chore, especially for younger people, who have little patience for wading through lengthy menu options when they could text or email much faster. Internet phone company Vonage reports a year-over-year drop in users leaving and retrieving voicemails, and a PCMag.com poll found that 70% of respondents never or infrequently use voicemail. For businesses, voicemail transcription services offer a message-retrieval work-around.

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32 FAUX MEAT

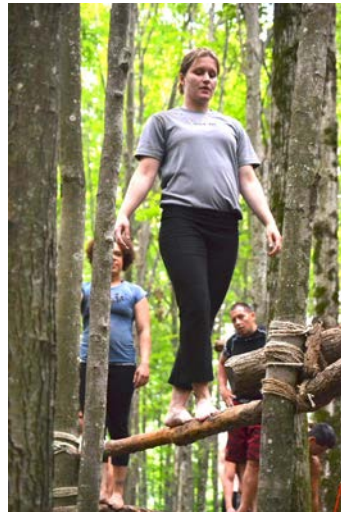


Meat substitutes are gaining adherents among the masses as more people cut down on meat for budget, health or environmental reasons and as faux meat gets tastier and more convincing. Beyond Meat, whose investors include Kleiner Perkins Caufield & Byers and Twitter’s Biz Stone, launched in 2012 with a fake chicken that’s fooled some experts. Two-year-old Dutch restaurant Vegetarian Butcher now markets its lauded faux meat products to outlets across Holland. An imitator, Spoon’s Vegetarian Butcher, has opened in Sydney. And Like Meat is an EU research project focused on creating “high-quality meat-like products” that can become “widely accepted meat alternatives.”

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33 FITNESS BEYOND THE GYM



Watch for more people to question whether gyms are the best route to fitness and look to alternatives that are more fun or functional. MovNat, for example, is a fitness philosophy that's winning adherents worldwide: The workouts bring urbanites back to nature—climbing trees, balancing on rocks and so on—and focus on strengthening the muscles needed for everyday activities such as bending to pick up luggage or children.

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34 FLEXIBLE SCREENS



Screens that can bend and curve are forecast to become commonplace within five years, but we could see them filtering onto the market in 2013. LG has said it will be capable of mass-producing flexible OLED displays by the second half, while Samsung is reportedly planning to mass-produce flexible displays for release in the first half. Corning launched a thin, flexible glass, dubbed Willow, in 2012, a breakthrough that “could herald a revolution in consumer electronics,” said TechNewsWorld. We’ll likely see these screens used initially for phones and wearable devices.

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35 FOOD SHARING



One of our 10 Trends for 2013 outlines the rise of peer-to-peer services, from car-sharing to accommodation-sharing. One of the newer categories is food-sharing, which encompasses both meal co-ops—services like Mealku in New York and Super Marmite in Paris that enable sharing of home-cooked dishes—and concepts like Feastly that bring disparate diners together in the homes of amateur chefs. Watch for more such food-focused services that offer the promise of community, authentic experiences and new tastes.

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36 FRONTIER MARKETS



Sierra Leone, Myanmar and Bangladesh, the so-called “frontier markets,” are the hot new tip for investors, particularly as emerging markets slow down. With young populations looking to move into the middle class and vast natural resources yet to be tapped, these countries—some considered unstable just a few years ago—offer the potential for high yields. Economist Dambisa Moyo says one big advantage over the BRICs is their limited exposure to the developed markets; growth will be driven by domestic demand rather than trade. Investing giants BlackRock and Guggenheim Investments have launched index funds tied to these markets.

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37 G20 DEVOLVES TO G-ZERO



With geopolitical power starting to decentralize, expect the dawn of a G-Zero era, one in which “no single country or durable alliance can meet the challenges of global leadership,” according to political scientist Ian Bremmer, who popularized the term in his recent book, *Every Nation for Itself*. As the world’s economic powerhouses refocus on internal priorities and lose the will for international collaboration, Bremmer suggests, we’ll see a reshaping of policy, the global economy and trade relations.

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38 GENDER-BLURRED TOYS

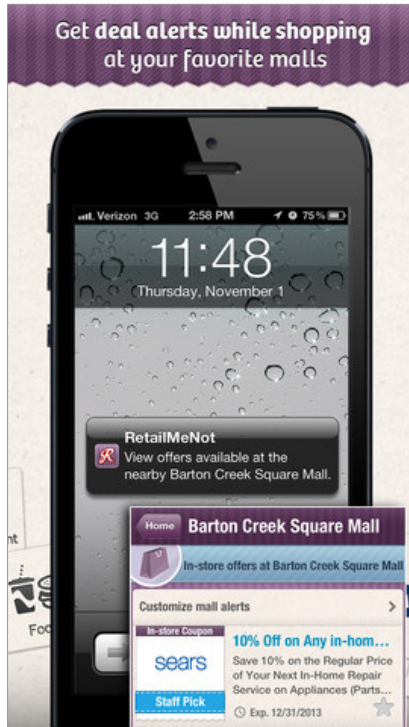


With some experts questioning the effects of traditional gender-focused toys, marketers and retailers will blur the lines that have dominated playtime. Lego and Mattel are tackling gender stereotypes with construction sets for girls, and the new Roominate lets girls build and decorate rooms while teaching about electricity and circuits. In 2012 Harrods created a “non-gender-specific” toy department, and Swedish toy company Leklust stirred a sensation with catalog images of a boy in a Spider-Man costume pushing a doll carriage and a girl driving a toy tractor. In 2013, Hasbro plans to release a gender-neutral Easy-Bake Oven, spurred by an online petition.

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39 GEOFENCING



Watch for more brick-and-mortar retailers to launch opt-in mobile programs that send SMS promotions or other messages when consumers are in their stores or within range of a store. While the technology has been in place for a few years, more retailers will start adopting it as a way to combat showrooming and survive in today's hyper-competitive environment. Best Buy, for instance, will be using eBay's price comparison app, RedLaser, to show shoppers in-store specials and other relevant information. Skin care brand Kiehl's uses geofencing at its retail outlets and is investigating its use within department stores where Kiehl's has counters.

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40 GREEN GROWTH



Most industrialized nations embraced a “grow first, clean up later” philosophy, as *The Economist* put it, an approach that can’t be sustained as more of the world modernizes—and at a faster rate. So more businesspeople and policymakers are embracing “green growth,” the idea that economic development need not mean environmental degradation. The European Commission’s Eco-innovation Action Plan puts green growth at the center of decision-making. In 2012, green growth was a point of focus for many at the Rio+20 Conference; Denmark hosted the second Global Green Growth Forum; and Vietnam approved a green growth strategy as part of its development plan.

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41 HANDWRITING = HIEROGLYPHICS



Handwriting's death has been mourned for a while now—what's next to go is the ability to decipher handwriting. With little need to ever read more than a few lines of written text, younger generations are losing the ability to do so. Soon, handwriting will be just as inscrutable as hieroglyphics to digital age consumers.

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42 HOTELS IN AFRICA



Driven largely by an explosion in business travel to Africa, international hotel brands are racing to expand their portfolios. Marriott plans to open a property in Kigali, Rwanda's capital, in 2013 and aims to grow its African properties sixfold by 2020. French hotel group Accor is planning to add almost 5,000 rooms in 30 hotels by 2016, and Starwood intends to open 10 African hotels in the next three years.

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43 HUMAN-CENTERED TECH



As voice-activated systems and gesture-based recognition become more sophisticated and experimentation with wearable computing and emotion recognition grows, technology will increasingly adapt to humans. It will become more intuitive, integrating more seamlessly into our lives, rather than requiring people to adjust to it. “We’re entering an age of human-centered design, shaped around people and their existing habits and body language,” Olof Schybergson, founder and CEO of digital consultancy Fjord, told *Fast Company*. “Instead of learning how to interact with machines, it’s the reverse—machines learn to work with us.”

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44 HUMANE FOOD



COMPASSION FOR OUR ANIMALS.

RESPECT FOR THE LAND.

Defining Humane Animal Care

All Niman Ranch livestock are humanely raised according to the strictest animal handling protocols. These protocols were written based on the recommendations of animal handling expert Dr. Temple Grandin. All Niman Ranch livestock are raised outdoors or in deeply bedded pens and are able to express their natural instinctive behaviors. Our animals have continual access to food and water and they spend their entire lives with their litter mates and natural social groups.

- Livestock are raised outdoors
- Livestock always have access to fresh, clean water
- Livestock are able to express their natural behaviors

Consumers will become more concerned about the humane treatment of the animals they eat, a trend that's already under way in Europe. In the U.S., awareness began rising in 2012 as fast food retailers including McDonald's pledged to push suppliers to phase out gestation stalls for pregnant pigs; California passed a ban on selling or producing foie gras; and meat giant Tyson Foods said it would start auditing suppliers' farms for animal treatment. Watch for animal advocates to bring new issues to light and mainstream consumers to pay close attention.

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45 HYPER-PERSONALIZED CUSTOMER SERVICE



Businesses in some industries now have the means to fine-tune their customer service to individual consumers. Restaurants are logging details on customers with the help of software programs, then catering to various preferences without patrons having to ask. And British Airways launched Know Me in 2012, a program that aims to provide very personalized service to VIP frequent flyers. The airline, which spent several years collating passenger data from many sources, explained that crew members might pay extra attention to a first-time business-class customer or perhaps fuss over a business customer on a personal trip.

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46 IMPACT SOURCING



Impact sourcing involves outsourcing relatively simple business processes with the aim of giving workers new skills and lifting them out of poverty. A 2011 study forecast that the market for impact sourcing would rise from \$4.5 billion in 2010 to \$20 billion by 2015. Both non- and for-profits are helping to connect global employees with workers at the bottom of the pyramid. The best-known nonprofit is 4-year-old Samasource, whose 16 centers in South Asia, Africa and Haiti have paid more than \$2 million to 3,000-plus workers.

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47 IMPERFECTION



Consumers have been seeking “authenticity” from products and services, and increasingly it’s the “imperfect” that will feel especially authentic—a counter to the standardized, mass-produced or otherwise polished offerings that prevail today and the smooth, shiny surfaces of our digital devices. For instance, the lumpy form of an heirloom tomato or gnarled carrots at a farmers market are coming to have more appeal than the prettier produce on supermarket shelves. The same goes for imagery, with marketers shifting toward showing real people over models: e.g., Rent the Runway now features user-submitted photos of its designer dresses, letting customers see how they look on everyday bodies in addition to models.

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48 INDIVIDUAL ATTENTION

very Personal Stylist



01

SAVE TIME BY EXPRESS SHOPPING

Everything you need,
as quickly as possible.
In, out, done.



02

DRESS FOR A SPECIAL OCCASION

We specialize in weddings,
meeting your better half's parents
for the first time—and pretty
much every other big event.



03

GET READY FOR A JOB INTERVIEW

Whether it's your first ever
or a (smart) career move—
we'll help you seal the deal.



04

NOT NEAR A STORE? ONLINE CONSULTATION

Feel like staying in your pj's?
We're just a phone call or a
click away—and we'll give you
free shipping on your order.*

More mass market retailers and hospitality providers will be catering to a growing expectation of superior service. At a time when many transactions are digitized and multinational chains are replacing local vendors, consumers are seeking out friendly faces who can cater to their individual needs. For instance, Target is testing a “beauty concierge” program, and J.Crew’s recently relaunched personal shopper program, now dubbed Very Personal Stylist, is available for free at all stores. More supermarkets are hiring dietitians to help shoppers make nutritious choices. And more restaurants are pampering patrons by relying on software that can track individual preferences; watch for this type of service to trickle down from the higher end.

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49 INSTANT-ERASE APPS



Since the digital record isn't easily erased, we'll see more apps and other services that help people guard or instantly delete things they may later regret. Snapchat, for example, is a photo exchange app that lets senders specify how long a recipient can view an image (from 1 to 10 seconds) and notifies senders if the recipient takes a screenshot of the image. TigerText is a similar app.

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50 JOMO (JOY OF MISSING OUT)



It's the flip side of FOMO: consciously opting out of the endless social media stream, the 24/7 news cycle, the deluge of email and countless other distractions and demands. People are putting their fear of missing out to rest by excising the extraneous and often irrelevant, finding a joy in missing out (blogger and entrepreneur Anil Dash coined the acronym JOMO). They're consuming information on a need-to-know basis so they can slow down, savor the moment and focus on what's really important without feeling anxious or stressed.

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51 LIVE-STREAMING LIFE



Memories will be live-streamed in real time. The newest super-compact video camera from GoPro is 30% smaller and 25% lighter than its predecessors—a big selling point for the skiers, divers and other extreme sports enthusiasts who love to document their exploits—and includes built-in Wi-Fi, enabling live-streaming of footage. Users can also control the camera remotely using a smartphone app.

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52 LOW-COST ROBOTS



As sophisticated robots get increasingly affordable, we'll see them changing industries and manufacturing. The new \$22,000 Baxter robot from Rethink Robotics, for example, is intended for the factory floor; it's easily programmed and can work safely in tandem with humans. In 2013, Baxter development kits will be available to researchers and inventors, potentially expanding its use into realms beyond the factory.

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53 LOW-TECH DEVICE CHARGING



A number of companies are devising ways to charge devices without power outlets or wireless chargers. Nokia is developing a Portable Solar Charger for use in places such as Nigeria and Kenya, where sun is plentiful but outlets are not; Sony Japan has released a wind-up charger; Powertrekk has a technology that uses available liquid to create charges; and BioLite products convert heat (from burning wood, for example) into electricity to charge devices.

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54 MEDIA THAT GETS TO KNOW YOU

Coliloquy



One way that Hyper-Personalization (one of our 10 Trends for 2011) is manifesting is with media that's tailored to the individual consumer. For instance, the BBC's R&D department is experimenting with Perceptive Media, video or audio content that's customized based on real-time data about the people experiencing it (for example, their location, local weather and news events, etc.). Possible uses for the technology include a TV set that would automatically identify a viewer and deliver relevant content, and radio and TV shows that tailor music to individual preferences. Meanwhile, e-book publisher Coliloquy produces novels that morph their story based on reader preferences.

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55 MEDICAL SMARTPHONES



LifeWatch AG, which makes medical monitoring systems, has produced the first medical smartphone, featuring built-in sensors for monitoring heart rate, ECG, blood sugar levels, body temperature, even stress levels. Users can also check blood glucose by inserting test strips into the phone. Results can be shared with caretakers, physicians, etc., via email or text. The phone also reminds users to take medication and includes a pedometer application and diet apps. LifeWatch is seeking approval as a medical diagnostic device in the EU and the U.S.

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56 MENU-FREE DINING



As more restaurants try to be all things to all diners in this era of fussy eating—catering to a multitude of dietary restrictions and food allergies—some are going in the other direction, adopting a limited-options approach. The prix-fixe-only or “table d’hôte” menu are catching on outside Europe: The concept has been a hit for restaurants like Torrisi Italian Specialties and Chef’s Table in New York, Next in Chicago and 12 Chairs in Shanghai, which all serve elaborate multicourse meals. Watch also for ultra-minimalist restaurants like mini-chain Burger & Lobster in London, where you can order a burger, lobster or a lobster roll.

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57 MIDCALORIE FOODS



**30%
LESS FAT.**
vs. the average of the leading milk chocolates

**100%
DELICIOUS!**

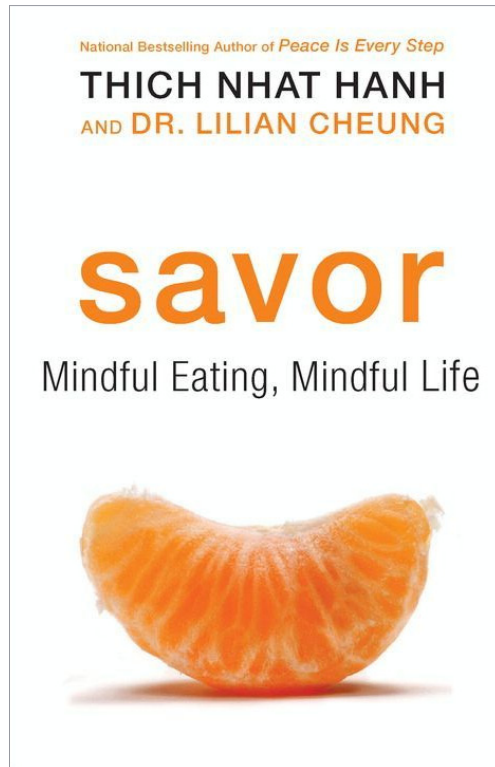
SEE WHAT PEOPLE ARE SAYING

The concept isn't new (and some previous offerings have bombed), but food scientists are doing better at producing tasty products that compromise between all or nothing. With consumers wary of "light" and diet foods but looking for healthier choices, it's a potentially lucrative niche. Pepsi has launched Next (60 calories and 60% less sugar), and Coke is testing 70-calorie versions of Sprite and Fanta. Hershey's new Simple Pleasures treat has 30% less fat, while Frito-Lay has added new flavors of its reduced-fat Kettle Cooked chips.

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58 MINDFUL LIVING



Consumers are developing a post-recessionary, quasi-Zen desire to experience everything in a more present, conscious way. Mindful eating involves savoring every bite without distraction from electronics and even conversation. Mindful running pays careful attention to form. Mindful shopping means not overspending and buying only what's needed to feel fulfilled in the present. Once the domain of the spiritual set, mindful living is filtering into the mainstream as more people feel drawn to the idea of shutting out distractions and focusing on the moment.

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59 MOBILE-OPTIMIZED GOES MAINSTREAM



Smartphone sales worldwide now eclipse those of PCs, with a growing proportion of smartphone owners accessing the Web primarily through the mobile device. But as many as 6 in 10 of Google's top advertisers did not yet have a mobile-optimized website as of April 2012. As consumer patience with mobile-unfriendly experiences wears thin (4 in 10 already shift to a competitor's site after a bad experience), expect 2013 to be a turning point, with the vast majority of marketers' sites optimized by year-end.

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60 MOOC STARS



As more people sign on to MOOCs (Massive Open Online Courses), we'll see a cohort of star instructors emerging. Whereas teaching skills are often secondary to research work at universities, this platform will push the most compelling lecturers to the top—perhaps even enabling them to command Hollywood-level salaries, as some have predicted. One rising star is Duke philosophy professor Walter Sinnott-Armstrong, whose Coursera class “Think Again: How to Reason and Argue” has a roster of 150,000 students.

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61 NATURE AS ANTIDOTE

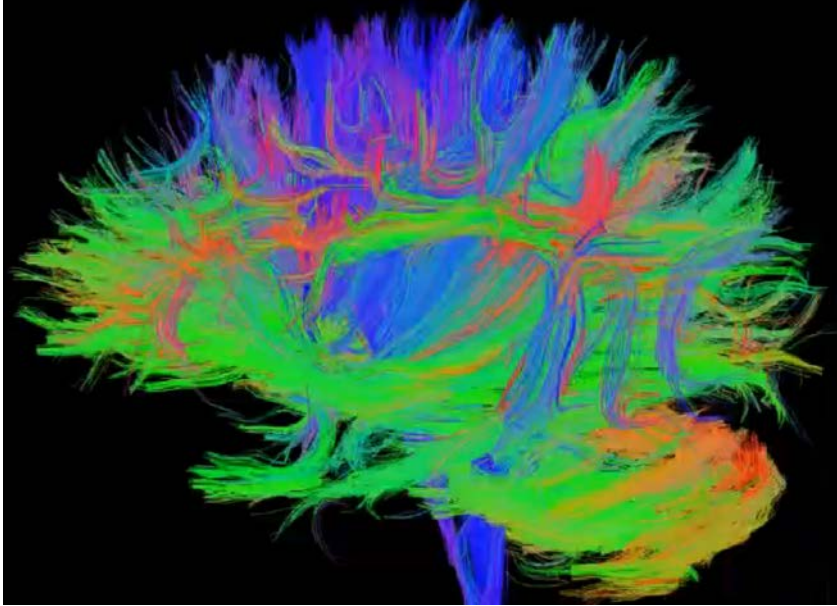


With urbanization rising steadily—today more than half the world’s population lives in cities, compared to less than 40% in 1990—more people will retreat to nature to escape the pressures, noise, pollution, traffic and other stressors of the city. We’ll also see this urge manifest in other ways too, from an embrace of natural, organic elements in décor to ever more nature-themed entertainment programming.

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62 NEUROTECHNOLOGY



“Brain power” is starting to take on a new meaning. New advances in the field of neurotechnology—connecting technology to the brain and central nervous system—go beyond bionic limbs to robotics controlled by the brain. In 2012, *Nature* published a successful test of robot arms controlled by brain activity. Israel is looking to become the center of this new universe, with Israel Brain Technologies offering a \$1 million prize to anyone who “can demonstrate an extraordinary breakthrough in brain technology.” While neurotechnologies promise hope for spinal cord injuries, Alzheimer’s and ALS, some ethicists are preaching caution, lest we get into wars involving brain-controlled weaponry.

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63 NEW DIGITAL ROYALTY

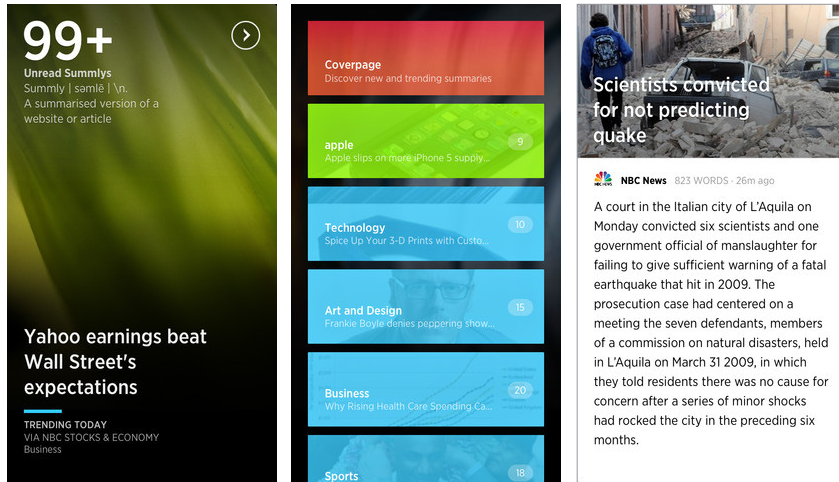


When Catherine, Duchess of Cambridge, gives birth, this bundle of joy will be the first member of English royalty born in the age of social media. It will be the most tweeted, blogged-about and photographed royal baby in history, and the first of many world leaders with a digital trail following them from birth. Watch for the royal family to embrace severe caution, lest they face future “Prince Harry goes to Vegas” scandals.

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64 NEWS BITES



As smartphones proliferate, more people are catching up with the news on their mobile. Watch for consumers to adopt apps that use algorithms to provide summaries of news stories, making it easy to stay current with a quick scan. Summly, an iPhone app created by Nick D'Aloisio, who has been called “the Internet’s newest boy genius,” boils news stories down to about 400 words. And Wavii is a new app (and site) that pares articles to a simple sentence. For both apps, users can narrow the feed to topics of their choice.

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65 NFC TAGS

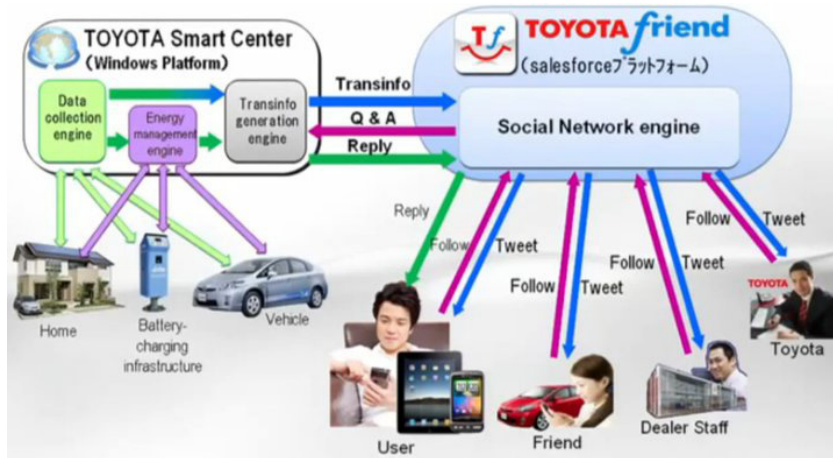


With about 300 million near field communication-enabled mobile devices expected to sell worldwide in 2013, watch for wide adoption of customizable NFC tags. Users can program these small tags (which also come in other forms, like bracelets) to initiate an array of functions on mobile devices—e.g., just tap the phone to switch it to silent mode, send messages or open up apps. Brands including Sony (Xperia SmartTags) and Samsung (TecTiles stickers) are now in the game. The tags have interesting potential for brands, which can use them to simplify processes like downloading information or even making a purchase.

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66 OBJECTS WITH ATTITUDE



As more everyday objects evolve into connected, tech-infused smart devices, they're gaining their own voice. Toyota Friend, which launched in Japan in 2012, is a social network of sorts that connects customers with their cars. Owners can "friend" their vehicle, then see information like battery charge and fuel level. Ericsson is developing a prototype Facebook-like interface where users can see detailed messages or instructions from their smart objects (lamps, fridges, ovens, etc.). As objects become interactive, marketers will need to provide them with personalities.

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67 OFFSET THINKING




Chick-fil-A
CONFESSIONAL

Welcome to Chick-Fil-A Confessional.
The only place where you can right your lightly-breaded wrong.

FORGIVE ME, GAYS, FOR I HAVE SINNED.

TODAY, I ATE:

SELECT ITEMS BY CLICKING ON THEM. USE +/- SYMBOLS.

CLASSICS (5)	WRAPS (0)	SALADS (0)	SIDES (0)	SAUCES (0)	DESSERT (0)	BREAKFAST (0)
 CHICK-FIL-A CHICKEN SANDWICH						
	 CHICK-FIL-A CHICKEN STRIPS (4)					
			 -			
						 +

RECEIVE MY PENANCE

Offsets aren't just for carbon anymore: As a way of encouraging people and corporations to act more responsibly, the idea of mitigating one's harmful activities is taking hold. The ecologically minded have been pushing biodiversity and water offsets. In the U.S., two lighthearted sites offer up chicken offsets for people who want a Chick-fil-A sandwich but don't support the company's stance against same-sex marriage.

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68 ONLINE GROCERIES

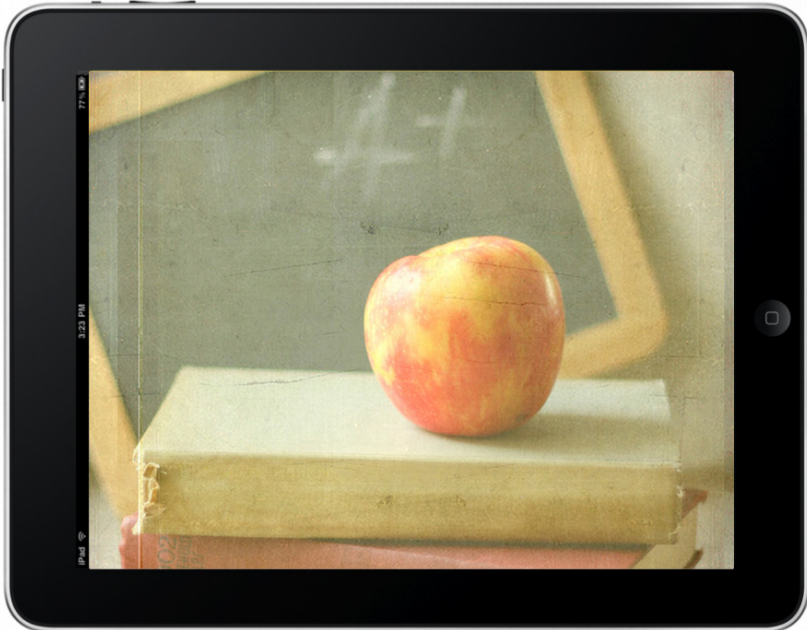


Online grocery shopping is slowly going mainstream as more consumers start purchasing across channels. A 2012 global Nielsen survey found that 26% of respondents planned to buy food and beverage products using a digital device in the next three to six months, up from 18% in 2010. In the U.S., IBISWorld is forecasting annual growth of 9.5% in the sector.

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69 PAPERLESS EDUCATION



The days of telling students to put pencil to paper are on the way out. Thanks to the quick adoption of tablet computers, the idea of “paperless education” is gaining adherents worldwide. U.S. Education Secretary Arne Duncan has said traditional textbooks should be obsolete “over the next few years”; South Korea is aiming for its schools to be fully paperless by 2015; and the UAE is handing out tablets at its major higher-education institutions.

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70 PASSWORDS 2.0

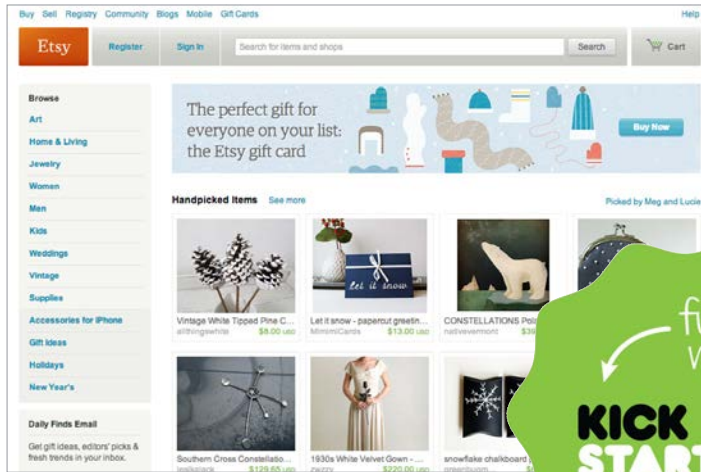


“The age of the password has come to an end,” wrote *Wired’s* Mat Honan in November. With hacking and email phishing rising dramatically, we’ll see more complex alternatives replacing traditional passwords. Two-factor authentication—which requires two different forms of identity proof—is now offered by Gmail, PayPal and Dropbox. LaunchKey, an app in private beta, offers a similar service. Biometric security, which relies on facial recognition, fingerprints or voice patterns, is already coming to smartphones.

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71 PATCHWORK EARNINGS



The Millennial Generation is sowing as many professional seeds as they can, driven in part by an economy that necessitates cobbling together an income and aided by sites such as Etsy and Kickstarter that help turn side projects into profitable ventures. *Forbes* called this “multi-careerism”; MTV dubs it “sidetrepneurism.” We termed it “patchwork earnings” in Generation Go, one of our 10 Trends for 2012; the phenomenon is only gaining steam as nontraditional career paths become the norm.

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72 PERSONAL DATA OWNERSHIP



With online and mobile consumers generating greater amounts of data and businesses growing more adept at leveraging it, the question of who owns that information is coming to the fore. Increasingly, people will start to perceive their data as currency. We'll see consumers adopt services like Reputation.com's upcoming data vault, Personal and Qiy that help users limit how much is shared or platforms that help them profit from their data. Users of Enliken download software that tracks their Web activity; the money generated from selling the data is then directed to designated charities.

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73 PRIME TIME FOR SECOND SCREEN



2013 may be the year the Internet gains true legitimacy for its original programming. In April, Netflix answers fans' calls to revive the cult hit *Arrested Development*. Hulu, Yahoo, AOL and Microsoft (and possibly Amazon) are all recruiting big-name talent to develop attention-getting Web programming, while YouTube's \$100 million bet on programming channels is well under way. With so much invested, high-quality Web programming is almost too big to fail.

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74 PRIVACY ETIQUETTE



The more that digital sharing becomes a ubiquitous part of life, the more people are looking to formulate rules around the behavior: an etiquette for how and what is shared. Watch for social media users to start thinking twice about behaviors ranging from photo-tagging to posting congratulatory notes on Facebook as they grow more tuned in to sensitivities around personal privacy. We'll also see "social media policies" for milestone events such as weddings and baby showers, as well as various other gatherings, with people asking guests not to tweet about, check in to or post photos of these intimate occasions.

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75 QUIET PRODUCTS

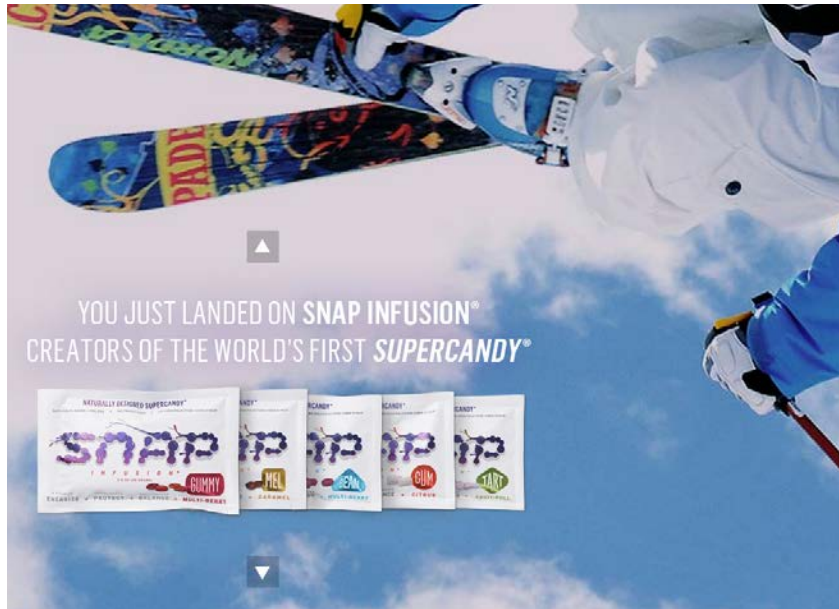


Tired of the racket? You're not alone. Watch for marketers to tap into the rising desire for quiet—"silence" was on our 100 Things to Watch in 2012 list—as today's buzzing, beeping world stirs demand for a retreat from noise. In the U.K., the Noise Abatement Society, a nonprofit dedicated to fighting noise pollution, recently unveiled Quiet Mark, a seal of approval for products that dial down the volume. Lexus, a supporter of the organization, has played up the quietness of its CT 200h compact hybrid in a campaign dubbed "Quiet Revolution."

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76 REDUCED-GUILT CANDY



Consumers can have their cake and eat it too with candy that dials down on the sinful stuff and amps up the beneficial ingredients. The Unreal line—which uses no artificial ingredients and preservatives, corn syrup or hydrogenated oils—came on the U.S. market in 2012 and sells in mainstream outlets like CVS and Target. Supercandy, from a company called Snap Infusion, is marketed as a functional food: Its gummy candies, jelly beans and caramels are enhanced with vitamins and electrolytes and sweetened with evaporated cane juice and tapioca syrup. Meanwhile, Hershey’s new Simple Pleasures chocolates have 30% less fat.

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77 RESPONSIVE WEB DESIGN



The proliferation of online platforms (smartphone, tablet, desktop) is pushing marketers into cross-platform designs that adapt to different screen sizes and devices. Brands that have already adopted this flexible approach include Jack Daniel's and Starbucks.

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78 RETAILERS ENABLE RECYCLING



IF YOU TAKE IT,
BRING IT BACK

- 1 Collect all the old clothes and shoes that you don't want anymore (we'll even take non-PUMA stuff).
- 2 Drop them all into the PUMA Bring Back Bin.
- 3 Start feeling really, really good about yourself.

In a bid to be more green, apparel sellers are ramping up efforts to keep clothing out of landfills. In 2012, Puma introduced Bring Me Back, adding in-store bins into which shoppers can deposit used clothing and shoes (of any brand); the goods are then reused, upcycled for industrial use or recycled into new raw materials. Starting in February, H&M will similarly start collecting used clothing. And Marks & Spencer offers “shwopping” (shopping + swapping), collecting used garments in collaboration with Oxfam.

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79 RIVER CRUISING

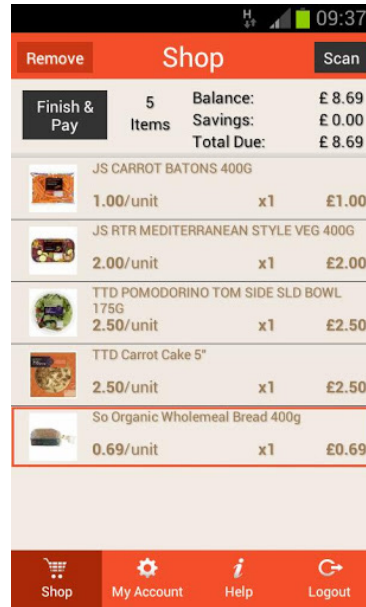


River cruising is slated to make a splash in the travel industry. In 2012, for instance, British cruise brands Voyages of Discovery and Hebridean Island Cruises both introduced river cruises. Other companies are adding river cruise itineraries worldwide, as well as new ships.

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80 SELF-SERVICE

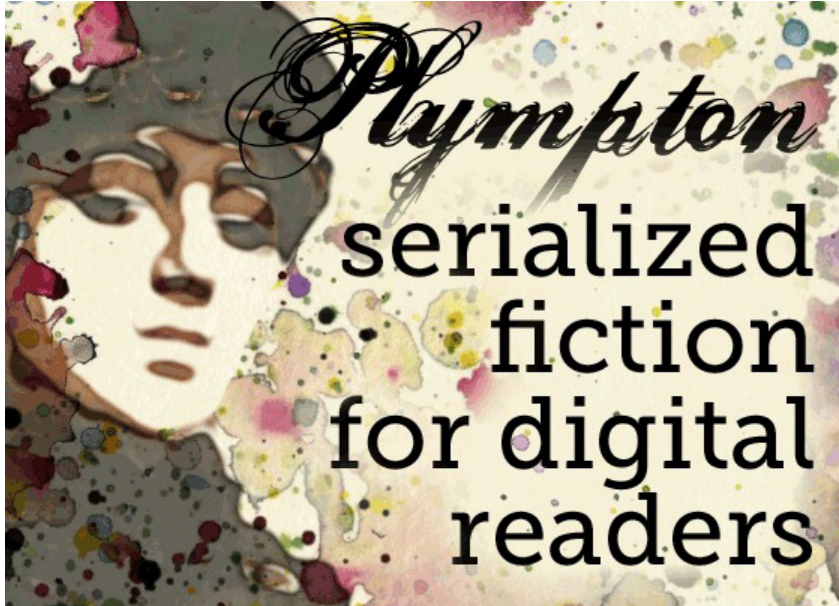


Consumers will be doing ever more for themselves as businesses cut labor costs by adding new self-service options. Airlines are putting more control in flyers' hands with the advent of "tag your own" luggage and self-boarding. Self-checkout is becoming more common in retail, and the advent of "smart carts" and mobile "scan and go" apps will put a new spin on the idea. And mobile health tools are enabling patients to monitor their own vital signs. While the benefits of face-to-face interactions are sacrificed, self-service is often more efficient, and today's consumers frequently prefer to take the reins.

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81 SERIALIZED DIGITAL FICTION



Serialized fiction—popularized in the 19th century as a way to sell newspapers and test the commercial viability of a novel—is experiencing a digital revival. It’s a good match for readers accustomed to complex plots on TV shows such as *Mad Men*, *Lost* and *Breaking Bad*. Digital publisher Byliner recently announced Byliner Serials. Plympton, a “studio” for serial fiction co-founded by a former *New York Times* journalist and a novelist, will provide three of the eight titles that Amazon plans to release under its new Kindle Serials program.

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82 SET JETTING



New Zealand has seen a 50% spike in tourist visits since *The Lord of the Rings* debuted in 2001; now *The Hobbit* is expected to bring even more travelers to the Pacific nation. Long popular among film fanatics, “set jetting” will become more mainstream, especially as more sites start to tout their Hollywood connections. As part of the promotion for 50 years of James Bond films, the stars made appearances at set locations around the U.K. in 2012. In 2013, *Life of Pi* (filmed in India) and *The Lone Ranger* (the American West) are expected to help draw visitors to filming locales.

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83 SHOPPING HOTELS



In Middle Eastern countries including the U.A.E., Lebanon, Saudi Arabia, Egypt and Bahrain, megamalls with hotels in them are fueling a tourism recovery after the Arab Spring of 2011 took a toll. A Sheraton will open in Dubai's Mall of the Emirates in 2013, and the upcoming Yas Mall in Abu Dhabi will house seven hotels.

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84 SOCIAL MEDIA HACKS



With everyone from college admissions officers and employers to potential dates routinely gleaning information from Facebook profiles, people are learning to “hack” the social media system in a bid to maintain a certain image. For instance, some create Facebook profiles under pseudonyms known only to friends, and a few reportedly create second profiles portraying an “ideal self,” filled with updates about volunteering and the like. A survey we conducted in the U.S. and U.K. in November 2012 found that 30% of men and 15% of women have created alternative online personas. Watch for more people to game the system as privacy concerns multiply.

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85 STANDUP DESKS



As research connects an array of health problems with sitting for prolonged periods—even among those who exercise regularly—watch for the proliferation of stations that enable upright working. Office furniture brand Steelcase has said sales of stand-up desks are expanding at four times the rate of its normal desks; among its offerings: “Walkstations,” which feature a treadmill below a desk. Similarly, Ergo Desktop, which sells adjustable workstations, says sales have quadrupled in the past year.

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86 STRESS-MONITORING APPS



As we enter the Super Stress Era—one of our 10 Trends for 2013—stress is getting more widely recognized as a serious medical concern, opening up a market for tools that help people manage their stress. Recent examples include Bandu, a prototype developed by MIT neuroscientists and engineers, which monitors stress through a watch and mobile app; Deepak Chopra’s Stress Free, a six-week interactive course that’s available for the iPhone; and GPS for the Soul, an upcoming app from The Huffington Post that will measure stress indicators and help users “get back on course.”

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87 SUGRU



“Looks like Play-Doh, acts like Super Glue,” said *Time* of this moldable silicone rubber substance intended to help consumers “hack” everyday objects. Sugru (which means “play” in Gaelic) is slowly getting wider distribution and more notice from DIYers and “maker” types. “We think that someday people won’t know how they did without it,” says the brand’s Twitter label, a boast that may prove true based on raves around the Web.

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88 TABLET SHOPPING

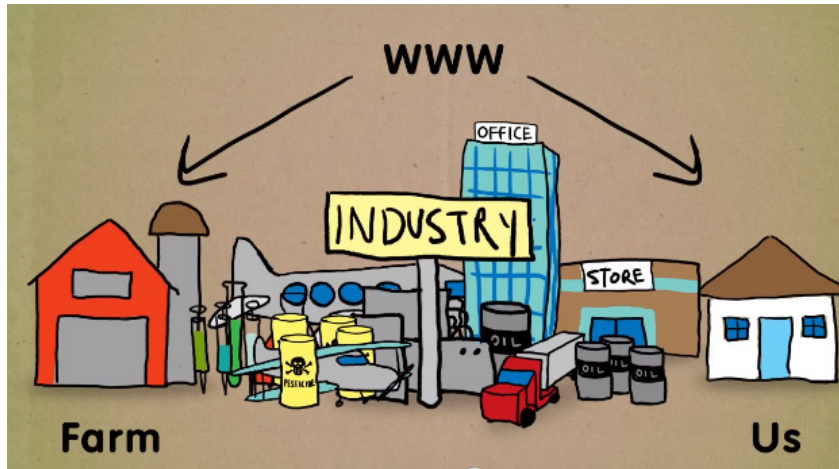


As a wider array of consumers adopt tablets and more retailers embrace the platform's opportunities, watch for tablet commerce to take off. The appeal of tablet shopping includes a bigger screen than smartphones; a more lean-back experience and easier touch browsing than traditional e-commerce; and aggregation apps (like Catalogue) that let shoppers scan multiple catalogs simultaneously. In a 2012 Shop.org/Forrester Research study, about half of merchants surveyed reported higher average orders from tablets than PCs or smartphones. Watch for more creative tablet-based offerings from online retailers as shopaholics develop a new guilty pleasure.

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89 TECH-ENABLED FARM-TO-FORK



Technology is stepping in to help farmers, restaurateurs and consumers craft a better food system by bypassing industrial distribution channels. A crop of startups is seeking to help farmers with the logistical challenges of distributing directly to consumers, including Farmigo (which connects local producers with American consumers) and Good Eggs (which operates in the San Francisco Bay Area), Mint Market and FarmersWeb (both focused on connecting restaurants with wholesale farm-fresh ingredients), and HooftyMatch, which focuses on meat distribution. Out of Our Own Backyards (Ooooby) helps organize community-supported agriculture programs in New Zealand, Australia and Ireland.

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90 TEFF



Consumed for thousands of years in Ethiopia, this super grain has been slowly gaining favor outside the Horn of Africa, due in part to its exceptional nutritional quality. Teff is gluten-free, full of essential amino acids, high in protein, calcium and fiber, and low in fat. As consumers embrace ancient grains like quinoa and millet, we'll see more interest in teff flour and recipes that incorporate the tiny grain.

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91 TRADE SCHOOL



With no guarantee of a job following college graduation and the cost of higher education soaring, more people are turning to trade schools or apprenticeships instead. In the U.S. especially, as demand for certain skills outpaces supply, this training path is regaining its appeal. Manufacturing programs, for one, are seeing a dramatic rise in enrollment among young people, laid-off midcareer workers and longtime factory workers seeking to add new skills, according to CNNMoney. In Germany, where apprenticeships have long been a standard practice, the youth unemployment rate is the lowest in Europe.

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92 TRUST RATINGS



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As the peer-to-peer market expands in size and scope (see Peer Power, one of our 10 Trends for 2013), currency will be only one part of the transactional equation for sites such as Airbnb and TaskRabbit. Enter startups Repify.com and Connect.Me and nonprofits such as Open Identity Exchange that focus on assigning “trust ratings” that reflect whether someone is a good transactional risk. “New trust networks and the reputation capital networks they generate will reinvent the way we think about wealth, markets, power and personal identity in ways we can’t yet even imagine,” says Collaborative Consumption guru Rachel Botsman.

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93 USER-BASED INSURANCE



Auto insurance companies are starting to base rates on information such as speed, distance traveled and time of travel, collected directly from customers' cars. Drivers install a wireless device that links to a car's computer system, or they can let the insurer access data from a car's telematics system, such as Ford's Sync or General Motors' OnStar. State Farm, Allstate and Progressive offer the option in some U.S. states; Motaquote, in partnership with TomTom, is among those offering it in the U.K. In Oregon, MetroMile bases insurance rates on miles driven each month.

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94 VARIABLE PRICING



Airlines and hotels have long charged different prices for the same seat or room, a practice that's expanding into more categories with a big boost from technology. Prices are shifting based on time of day, competitors' pricing, fluctuating demand and individual consumer profiles. For instance: Some Amazon vendors rely on software that constantly adjusts their prices; grocers are starting to use loyalty card data to personalize offers; and demand-based pricing is being tested everywhere from parking spaces to restaurants. With the middle market still squeezed, brands will use variable pricing to cater to both the spenders and the savers.

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95 VEGETABLE BOXES

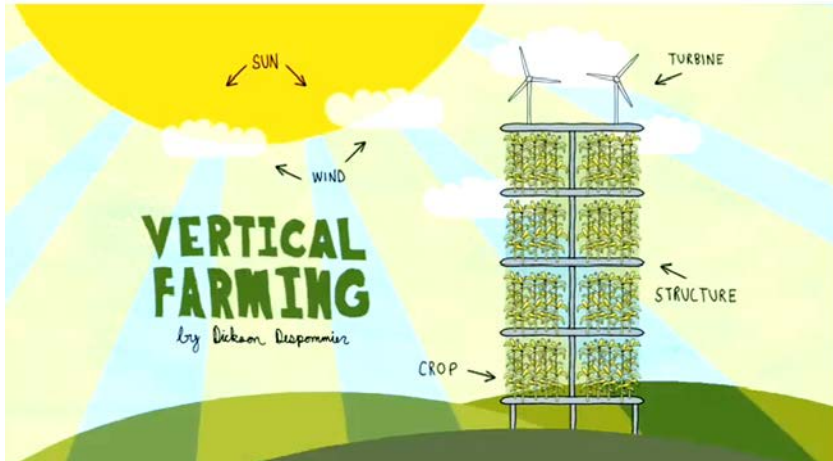


Watch for this trend, which has long been popular in the U.K., to pop up in more markets and become a new revenue stream for brands and retailers. Vegetable boxes, delivered to customers' homes, are packed with locally grown and mostly organic produce and sometimes meat and dairy products. They appeal to consumers who want to support local producers directly and enjoy the challenge of cooking with unexpected and sometimes unfamiliar ingredients. In the U.K., small suppliers now have a big rival in Tesco's new veg-box brand, Soil and Seed.

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96 VERTICAL FARMING

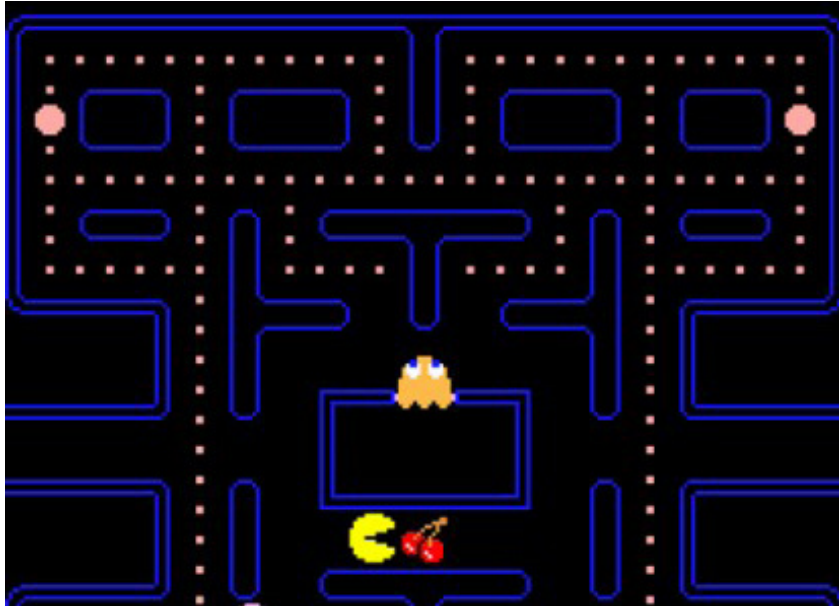


In a bid to reduce its dependence on imports, Singapore recently opened the first commercial-scale vertical farm. Its 120 aluminum towers, each 30 feet tall, produce more than 1,000 pounds of vegetables a day. Vertical farming is reputed to be more environmentally sound than traditional farming and also enables year-round agricultural production. Watch for this practice to find followers in other dense population centers.

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97 VIDEO GAMES AS ART



“Are video games art? They sure are,” says MoMA Senior Curator Paola Antonelli. Increasingly, as other museums align with MoMA’s perspective, video games will come to be viewed as more than entertainment. In March 2012, the Smithsonian American Art Museum in Washington, D.C., opened “The Art of Video Games,” showing everything from Atari classics like *Pac-Man* to contemporary epics like *BioShock* and *Uncharted 2*. In November, New York’s MoMA added a series of video games to its collection, including *Tetris*, *Myst* and *The Sims*.

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98 WINDOW SHOPPING



Store windows are turning into 24/7 retail platforms via technologies like interactive touch screens and QR codes. In late 2012, PayPal rolled out a test in Amsterdam's De 9 Straatjes shopping district in which retailers posted QR codes on their storefronts, enabling shoppers with the campaign's mobile app to scan the code for purchase links to products in the window. And in Germany, shoppers outside one of Adidas' NEO Label stores were directed to a mobile URL that linked a smartphone with a shopping bag on the window; consumers could then drag products into the bag and buy them or save them for later purchase.

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99 WIRELESS CHARGING



Who needs an outlet? The worldwide market for products like Duracell's Powermat—which wirelessly charges a compatible smartphone—is forecast to leap from around \$4.9 billion in 2012 to \$15.1 billion in 2020. The adoption of an industry standard by a consortium of manufacturers will help propel this rise. Companies including Starbucks and Delta are investing heavily in the technology, putting wireless chargers in their stores, lounges and even Madison Square Garden; Intel is looking to embed the technology in Ultrabooks; and Apple was granted a patent for an alternative system in June. Cars could be next, with Toyota's revamped Avalon sedan set to include a wireless charger.

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100 YOGURT SHOPS



Yogurt has been spiking in popularity, especially in the U.S., as consumers seek healthier snacks and functional foods, and embrace Greek yogurt. Now yogurt is going from the shelf to the streets. Two yogurt brands opened yogurt boutiques in New York in 2012, selling cups of (nonfrozen) yogurt with a range of toppings: Greek yogurt maker Chobani and The Dannon Co., under the subsidiary Yogurt Culture Co. Watch for the concept to spread beyond brand-based ventures.

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