



# 8 PREDICTIONS, PROOF & PROVOCATIONS FOR 2019

*How Will Your Brand Respond?*

Culture is shaped by shifting  
*values, attitudes  
and beliefs.*

**Drivers of culture impact the future of our businesses.**

Today,  
consumer expectations  
are accelerating.

***So, organizations are forced  
to work faster, smarter.***

You can view the new  
norm as intimidating

*—or embrace it as an  
enormous opportunity.*

**We help clients turn change into a  
competitive advantage.**

**Anticipation is the new  
business imperative.**

**Culture is at the core of what we do.  
We don't simply identify trends.**

**We help clients bridge  
today's capabilities with  
tomorrow's opportunities.**

**New consumers, markets and channels.**

- 
- 01 **SATIRIC SOLIDARITY**
- 02 **COASTAL CACHET COMEDOWN**
- 03 **INSTA-SPIRITUALITY**
- 04 **ESCAPING ESCAPISM**
- 05 **THE GREAT TECH-LASH**
- 06 **MODERNIZING MASCULINITY**
- 07 **THE RADICAL “THIRD WAY”**
- 08 **REDEFINING INFLUENCE**



TUES

COMMEMORATIVE  
BIGGER THAN CRYP

Fake News

Comedy 2012

WITCH

STILL "LATE NIG  
IT'S STREAMING?"

The Champ Of The People.

FLA  
SCIENC

JIC  
JNC

ERIE

lpk

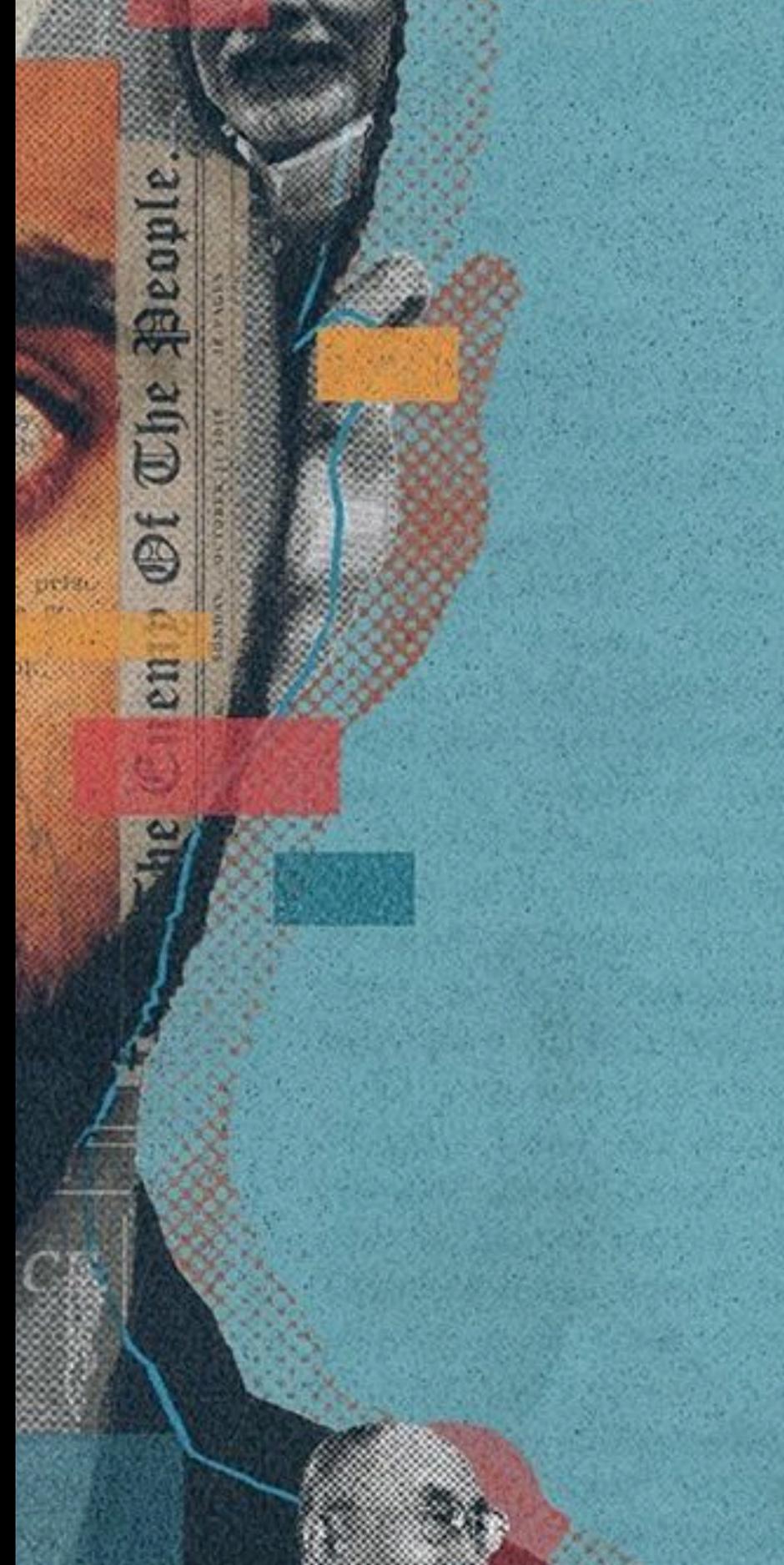
# SATIRIC SOLIDARITY

Amidst bleak headlines and emotionally-charged protests, a new device is emerging to shed light on the divisiveness of our times: humor. GIFs, memes and spoofs re-cast our nation's most prominent controversies in a fresh way, using laughter and absurdity to unite.

# SATIRIC SOLIDARITY

## PROVOCATION:

Will comedy transcend the “Great Chasm” to become the unifier of 2019? How might your brand become a platform for comedic relief to provide a sense of escapism from division?



QUICK  
AND  
EASY

QUICK  
AND  
EASY

1 HOUR  
CLEANERS  
Shirt. LAUNDRY

1 HOUR  
CLEANERS  
Shirt. LAUNDRY



Send A Chef  
Burger Restaurant

Cleaners & Laundry, Inc.  
SPECIAL \$2.50 TUESDAYS  
Over 25 Years Of Service RVA  
Business Pickup, Formal Wear, Shoe Repair.

Wash & Fold

Alterations & Repairs

1301  
OPEN



# COASTAL CACHET COMEDOWN

As major cities begin to burst from the influx of new residents, many are beginning to seek opportunities in other (smaller) locales. Far from ghost towns, small-town America is actually thriving, as people migrate from the coasts in search of lower costs of living, less crowding, job opportunities, work-life balance, good schools, increasing diversity and safety.

# COASTAL CACHET COMEDOWN

**PROVOCATION:**

Will coastal influence decrease as “flyover cities” become the cities of the future? How might your brand tap into influencers and thought leaders from a broad swath of the country?





# INSTA- SPIRITUALITY

In a world where crystals, salt lamps, and sage burning continue to be lauded across social media, spirituality seems to now be watered down to an aesthetically pleasing Instagram post and a pithy #chakras or #wellness caption. Consumers are spending billions of dollars to get in on the action, and brands are quickly capitalizing on this burgeoning space.

# INSTA- SPIRITUALITY

**PROVOCATION:**

What will happen when people evolve beyond treating spirituality as another product to purchase? How might your brand offer experiences designed to engender deeper self-actualization and transcendence?





# ESCAPING ESCAPISM

In the age where information and the ability to “escape” are always at our fingertips, we are now witnessing real mental health consequences in the form of anxiety, depression and addiction. In response, many individuals are now seeking to put down the phone in favor of fostering greater connections with others—as an act of self-care.

# ESCAPING ESCAPISM

**PROVOCATION:**

Will our need for human contact and emotion trump our desire to numb?  
How might your brand prioritize “IRL” activations to become a platform for human-to-human connection?





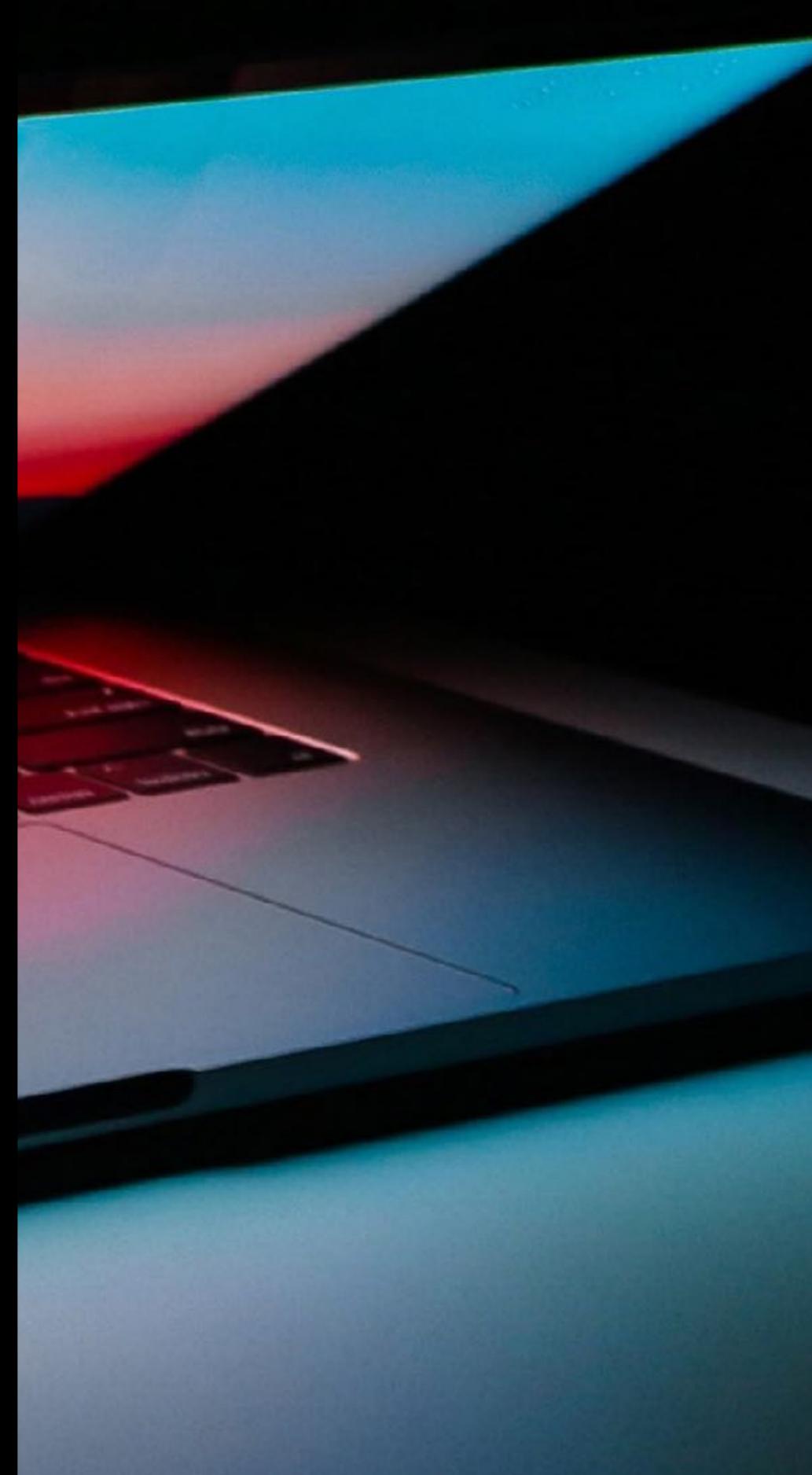
# THE GREAT TECH-LASH

The alarming rate at which companies fail to protect our data has left consumers wary. And yet, through our searches, our shares, and our purchases, Internet titans like Alphabet, Amazon, Apple, Facebook and Microsoft continue to amass enormous amounts of our personal data, becoming more similar to extraction enterprises than technology companies.

# THE GREAT TECH-LASH

**PROVOCATION:**

Will our personal data become more valuable than oil? How might your brand make extra efforts to ensure your consumer feels safe and secure, while transparently using data to your advantage?





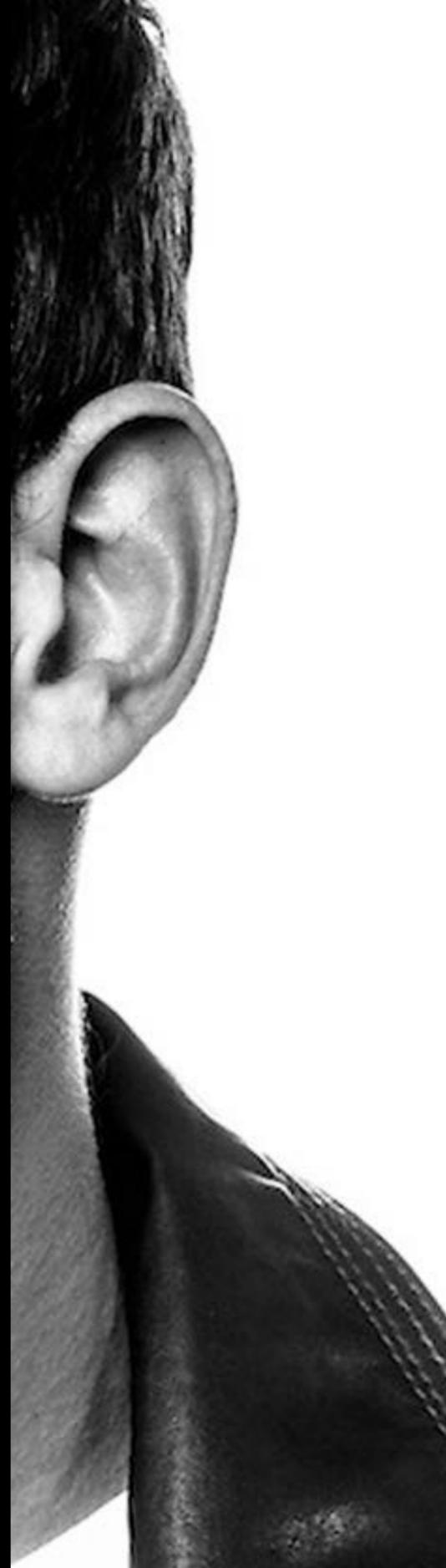
# MODERNIZING MASCULINITY

As historically marginalized groups evolve their identities, redefine their roles and assert their place in society, cis males, some argue, appear to be stagnating. As men navigate away from “toxic masculinity” into a more evolved, emotionally-aware space, contemporary masculinity has yet to be re-defined.

# MODERNIZING MASCULINITY

**PROVOCATION:**

Are cis males alienating themselves from a progressive society? How might your brand project a firm point of view on evolving masculinity that men can aspire to achieve?





# THE RADICAL “THIRD WAY”

Polarization, tribalism—we are all tired of it, yet no one is budging. With both parties struggling with reinvention in order to maintain and increase power, a new generation of voices, striving for unity and gunning for share of mind (and share of votes), may enjoy a moment of prime-time come 2020.

# THE RADICAL “THIRD WAY”

**PROVOCATION:**

When everyone is in a tribe, will the new vigilantes be the ones forging an alternate “third” path? How might your brand zag, taking a fresh stance without alienating the “poles”?



# REDEFINING INFLUENCE

As consumers grow ever-wary of #sponcon in an age when likes and positive reviews can clearly be bought, not earned, traditional brands and thought leaders are re-asserting their point of view among the voices of the beautifully Instagrammed. Influencers will need to re-negotiate trust with their audiences—and brands will need to assume their historical positions as arbiters of culture.

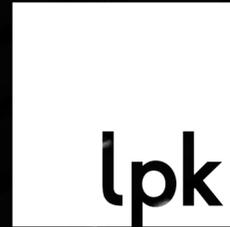
# REDEFINING INFLUENCE

## **PROVOCATION:**

Is influence changing? How might your brand tap into both thought leaders and influencers upstream, enabling their expertise and creativity to more authentically inform, inspire and guide your work? How might your brand reclaim its cultural cache, confidence and imagination?

# SUMMARY

- 01 **SATIRIC SOLIDARITY**
- 02 **COASTAL CACHET COMEDOWN**
- 03 **INSTA-SPIRITUALITY**
- 04 **ESCAPING ESCAPISM**
- 05 **THE GREAT TECH-LASH**
- 06 **MODERNIZING MASCULINITY**
- 07 **THE RADICAL “THIRD WAY”**
- 08 **REDEFINING INFLUENCE**



# Q&A

**For more information on how trends and foresight  
can drive top-line growth for your business,  
visit <http://innovation.lpklab.com>**



**Valerie Jacobs**

Chief Insight & Innovation Officer

[valerie.jacobs@lpk.com](mailto:valerie.jacobs@lpk.com)

+1 513 276 7733



**Ashley Edwards**

Strategy Director, Trends

[ashley.edwards@lpk.com](mailto:ashley.edwards@lpk.com)

+1 513 638 0756



**Bryan Goodpaster**

Senior Creative Director, Trends

[bryan.goodpaster@lpk.com](mailto:bryan.goodpaster@lpk.com)

+1 502 418 2219





Thank You