

JWT INTELLIGENCE

IN THE NEWS

Marketers are Eager to Know More about Consumers, *THE ECONOMIC TIMES*,

By Sruthi Radhakrishnan, January 12, 2011

George Carlin, a famous stand-up comic, in his infamous Modern Man piece makes a song out of all the jargon that modern man uses: "Digital and smoke-free, uplinked and downloaded, inputted and outsourced, a gigabyte in a nanosecond, voice activated and bio-degradable, interface in my database, my database is in cyberspace." JWT's 10 Trends for 2011 indicates that we are headed for a world that will be exactly as Carlin described it. The study, which is based on a sample of 1,005 adults from the U.S. and the U.K., has a healthy mix of Millennials (18-35-year-olds), Gen Xers (33-45-year-olds) and Boomers (46-65-year-olds).

Carlin also speaks about having "a personal trainer, a personal shopper and a personal assistant." JWT's report calls it "Outsourcing Self-Control." "There is so much temptation out there, be it spending or eating," says Ann Mack, director of trendspotting, JWT, "that third parties will be needed to exercise self-control. Brands, even though they want people to consume, they are focusing on building relationships with people. That's what makes loyalty possible." She adds that even though there is conscious consumerism happening, there is a sort of recession fatigue.

... With nearly 700 million mobile connections and service providers slowly and steadily rolling out 3G services, the dominant trend here is what the report calls "Eat, Pray, Tech." "In India, rural consumers without adequate plumbing are willing to invest first in a television and DTH connection or a fancy phone to project an image," says the report on the insights that the Indian planners have provided for the worldwide report.

... The idea of a third space is also growing predominantly in India. The report calls this trend "Retail as a Third Space." Retail spaces will increasingly serve as a "third space" that's only partly about shopping. It will be as much about experiences, unique environments and customer service as it is about the merchandise.

It's All Fun and Games—Until Someone Bonds with a Brand, *THE GLOBE AND MAIL*,

By Simon Houpt, January 6, 2011

"Gaming has become ingrained in culture," says Ann Mack, the director of trendspotting for JWT, the worldwide ad agency which last month issued a report suggesting that gaming was one of the top 10 trends to watch in 2011. "The consumer has become more and more engaged, and [gaming] allows them to spend more and more time with your brand, and gives them incentive to do so."

"Social media enables social one-upmanship and competition," she adds, noting that Twitter and Facebook users sometimes compete to earn the greatest number of followers or friends. "People often compare their activities, habits, behaviours to those in their social circle."

Game-based marketing also has the potential to disrupt traditional loyalty marketing operations, like those run by Aeroplan or Air Miles. In a survey conducted for the JWT report, 65 percent of respondents agreed with the statement that, "with loyalty rewards programs, I

feel like it takes so long to accumulate enough points to get anything worthwhile that I generally don't bother trying."

Another Seer Peers Into 2011's Crystal-Ball, *THE ECONOMIST*, January 5, 2011

The World in 2011 is not the only organisation sifting this year's tea-leaves. The marketing and communications agency JWT (still remembered by baby-boomers under its old name, J. Walter Thompson) also bravely spots trends that may or may not happen in 2011—such as 3D printing; renting rather than buying; smartphone-linked in-car apps; and bamboo as the versatile product for everything from hair-colouring to bicycles. JWT's predictions make for a fascinating list. They may or may not come true, but doubtless there were skeptics who sneered at the future of advertising on television, just when J. Walter Thompson in 1939 produced the world's first TV commercial.

**The Trend Report You Don't Want to Miss, *DREW'S MARKETING MINUTE*,
By Drew McLellan, January 5, 2011**

I had a chance to ask Ann Mack, JWT's Director of Trendspotting a few questions about the report. As you can imagine, I'm sure she was crazy busy as the report has just been released. So I am grateful that she took the time. Here's what she had to say:

What trend do you think has the most significance for small business owners?

One of the trends that is significant to small business owners is Non-Commitment Culture—the idea that people are increasingly opting for choices that require a less permanent commitment because they are reluctant to commit to discretionary or big-ticket purchases. Consumers will be more likely to rent goods, buy them one year and sell them the next, or share them with friends.

Small business owners can take advantage of this trend by working within this non-commitment culture—helping to enable the sharing/borrowing of their products or lowering the commitment required to buy into their products and services.

Otherwise, they will need to provide incentives to counteract these consumer leanings—by offering added value (such as cutting-edge technology, a more green product, customization options, etc.), by helping to allay the risk around long-term commitments or by showing why long-term commitments can be worthy investments.

**Foods in Your Future: Latest Trends Forecast, *CHATTANOOGA TIMES FREE PRESS*,
By Anne Braly, January 5, 2011**

Chefs and other culinary enthusiasts are always looking for new ways to please diners with the latest foods and spirits. So it's no wonder that food marketing experts spend time studying the latest trends in the food world. Thus, it's the season for food prophets to release their annual predictions.

Ann Mack, director of trendspotting at JWT, an international marketing company, said its forecasts are the result of a year's worth of research, looking backward and forward and interviewing experts in the field.

"It's always a difficult task separating the wheat from the chaff—making calls on what will be hot and what will be not. And I'm constantly surprised," she said.

Last year's predictions ranged from coconut water to organic fast food, though only one really made an impression locally—and it startled some folks.

"Only a year ago, the idea that bacon would show up in everything from cocktails to desserts seemed a bit far-fetched, but now it's indeed everywhere," Mack said.

Whipped Cupcakes on the North Shore realized the bacon craze and created a Maple Bacon Chocolate Ganache cupcake. "It scared some people off, though, so we took off the bacon, then the cupcake sold really well," said baker Sunny Burden. But, she said, they're not giving up. Bacon may appear in other cupcakes in the future.

Selling a Book by Its Cover, *THE NEW YORK TIMES*, By Penelope Green, January 5, 2011

As it happens, the-book-as-relic was forecasted by marketers. Ann Mack, director of trendspotting for JWT New York, the marketing and advertising agency, noted in her trend report for the coming year that "objectifying objects," she said, "would be a trend to watch."

Quoting from her report, she added: "Here's what we said: 'The more that objects become replaced by digital virtual counterparts—from records and books to photo albums and even cash—watch for people to fetishize the physical object. Books are being turned into decorative accessories, for example, and records into art.'"

Ms. Mack added that she was working with a decorator to "refresh" her own Manhattan apartment, and was hoping to decorate lavishly with books. She wondered if she might stack her books and turn them into legs for a coffee table.

"Then," she said, "I can put my Kindle on top."

Trendspotting: A Top 100 List of Things to Watch in 2011, *READWRITEENTERPRISE*, By Alex Williams, January 4, 2011

We sometimes get too caught up in the specifics of the enterprise and fail to look beyond the data center for reflection about the work we do.

Ann Mack is director of trendspotting for JWT Worldwide. She has detailed 100 things to watch in 2011. It's a study in emerging movements and a refreshing guide for any organization that is thinking about how trends can have a direct impact on an organization and the future of its enterprise.

In several instances, the presentation portrays how technology intersects with cultural shifts, innovations and disruption in long established practices. It documents examples that show the importance of mobile technologies and the ways that media is transforming across multiple platforms. The presentation explores pop culture, sports, architecture and other sectors. But also in it are a number of examples that remind us how quickly the enterprise needs to adapt to trends that appear faster than ever in our connected society.

What's Cooking in Food Trends, *HOUSTON CHRONICLE*, By Greg Morago, January 4, 2011

We culled through food trend reports to come up with a list of 10 things on the foodie horizon. Get ready for a new year of food discovery.

Heirloom apples: Our locavore ways had us snapping up juicy heirloom tomatoes. And we've

even craved heirloom beans and chicken. Now we must have heirloom apples. According to the JWT Food and Beverage trend report, “a new movement aims to rediscover the flavors of older apple varieties.” The Prairie Spy, Chenango Strawberry, the Spitzenburg, the Maiden Blush and the Cornish Gilliflower are the new darlings of the fruit world.

Matcha: A Japanese powdered green tea with high levels of antioxidants, Matcha is becoming a hot flavor internationally. “It’s a functional ingredient—high in both antioxidants and caffeine—that will increasingly be seen in beverages (from lattes to cocktails) and desserts (ice cream, pastries and more),” according to JWT Food and Beverage trend report.

Trendy Fingernail Shades Evoke Leather and Metals, CHATTANOOGA TIMES FREE PRESS, By Karen Nazor Hill, January 3, 2011

Leather fingernail polish?

Polish that matches your car?

According to trend forecasters, fingernail fashions will go in new directions this year. Nail stylings are seen as a low-cost indulgence in a stifled economy.

“We’ll see more beauty buyers perking themselves up with nail polish,” according to JWT, a trendspotting company in New York.

Then, “as sales continue to rise and polish ascends to an ‘it’ accessory in the fashion world, look for more unusual takes—from leather nails to purposefully chipped nails.”

Trends for 2011: F-commerce, Video Calling, JOURNAL STAR, By Steve Tarter, January 3, 2011

Digital etiquette and F-commerce are among the trends to watch for in 2011, according to a professional trendspotter.

“We try to spot shifts in the culture to serve as leverage for our clients,” said Ann Mack, the director of trendspotting for New York’s JWT, the marketing agency formerly known as J. Walter Thompson.

Digital etiquette is a reflection of a much larger trend, she said. “As dependence on technology rises, so, too, will the desire to dial it down,” said Mack, who has been spotting trends for the agency the last five years.

“It used to be novel to have your phone out all the time. Now it’s just annoying,” she said, referring to a new age of “digital decorum.”

An increase in F-commerce—selling through Facebook—also is predicted, said Mack. Look for more companies to start using Facebook, joining firms like Delta Airlines and Victoria’s Secret that are already doing it, she said.

A rebirth in reading also is listed as one the tech trends to watch, said Mack. “E-readers such as on devices like the Kindle and tablet computers is leading to an increase in reading,” she said.

Spotting trends is a full-time job, she said. “We receive input from nearly 50 JWT planners across about two dozen markets and we’re constantly interviewing experts and influencers

across sectors including retail, media, technology, gaming, urban planning, psychology and academia,” said Mack.

Recession Lessons Likely to Stick with Us In 2011, *PALM BEACH POST*, By Allison Ross, January 2, 2011

JWT has its own list of top trends that will affect consumer behavior in the year ahead. Topping its list is the idea of retail spaces serving functions other than just selling products.

“With more people buying online as well as downloading digital versions of physical goods, shopping is becoming as much about experiences, unique environments and customer service as it is about the merchandise,” the company said in a statement detailing its top 10 trends for 2011.

Few Surprises in Americans’ Travel Plans, *THE MIAMI HERALD*, By Jay Clarke, January 2, 2011

Three major events are expected to attract thousands of U.S. travelers this year:

* The royal wedding of Prince William and Kate Middleton in April will draw visitors to London from all over the world. “Companies are already offering wedding packages,” noted Ann Mack, director of trendspotting at JWT (formerly known as J. Walter Thompson).

Other forecasts as we enter the new year:

* JWT’s Mack expects Eastern Europe to see more tourists. Ukraine’s sanctioning of safe tours of nuclear-disaster city Chernobyl as a draw in 2011 and hosting the Europe Cup in 2012. She also expects more culinary travel as well as more gay-centric hotels like Miami Beach’s Lords, which opened in late 2010.

The Trend Watchers: Food Prognosticators Sniff Out What Will Be Cookin’ In the New Year, *CHICAGO TRIBUNE*, By Barbara Mahany, January 2, 2011

In the food department, we’re eager to know what we might find on our plates, in grocery aisles and on the pages of all the foodie slicks that slide through the mail slot.

For the latest round of prognostications, the 2011 edition, we turned to trendspotters and food forecasters, coast to coast. We checked in with people whose job it is to read as many as 56 newspapers a day, 38 magazines a month. People who each day track 15 governments and U.S. government agencies (a whole alphabet soup, from USDA and FDA to CDC and FTC).

One prognosticator, Ann Mack, a journalist turned director of trendspotting for JWT, a global marketing communicator, says her New York City apartment is a “firetrap” with all the periodicals she stuffs in every available inch of real estate.

Here’s the trend-watchers’ dispatch from the future:

World watching

Here we see brigadeiro, the national chocolate candy of Brazil. There’s already an in-home delivery service in Manhattan, and a new brigadeiro shop in St. Paul, Minn. The New Nordic cuisine is charged by Rene Redzepi, the grand forager and chef of Noma in Copenhagen,

although we won't be guzzling elderberries or puffin eggs here. As we continue to look for nutritional booster packs, matcha, the powdered green tea from Japan, will add antioxidants to whatever we mix it into, and up our caffeine intake, while we're at it. ...

Drinks department

With Americans ever keen on bumping up our nutrient intake, the culinary cocktail is on the rise. Also, look for beer sommeliers and nanobreweries, the micro-microbrewers.

JWT Predicts Green Trends for 2011, ENVIRONMENTAL PROTECTION MAGAZINE, December 31, 2010

The green movement will continue to impact all levels of consumption—from toilet paper purchases on up to luxury cars. Watch as green gets stricter, with wider adoption of new standards for buildings and updated guidelines for green claims. On a macro level, the emphasis will be placed on protecting the world's forests and making city infrastructure smarter, according to JWT, a global advertising agency.

Americans may see more accurate and detailed green claims next year after the Federal Trade Commission publishes the first update to its "Green Guidelines" in 12 years. Under the proposed guidelines, manufacturers touting a product as "green" or "eco-friendly" will have to link those claims to specific attributes (e.g., a 100 percent recyclable package).

... With the fastest urban boom in history and a push for more sustainable living, the coming years will see huge investments in smart infrastructure (embedding digital communication technologies into the framework of power systems). Worldwide, at least 90 smart grid pilots are being implemented as the United States, Japan, China, EU countries and other governments focus investment and development efforts on these technologies.

... Toilet paper is undergoing its biggest change in a century. Kimberly-Clark's Scott Naturals is coming out with a tube-free version (currently being tested in select U.S. stores), and we'll see more brands follow suit in a bid to better compete on the green front.

Pie's Ascendancy among Food Trends, THE INQUIRER, By Dianna Marder, December 30, 2010

Here's a look at some of the other food trends for 2011.

Ann Mack, trendspotter for the marketing giant JWT, points to changes already happening in schools. Aimed at combating childhood obesity, a bill signed into law this month increases the federal reimbursement for free school lunches for the first time in 30 years (only by 6 cents, but...), and it gives the U.S. Department of Agriculture control over what is served in the lunch lines as well as in vending machines.

... Matcha, a powdered green tea that originated in Japan, will be the next big thing in functional ingredients—foods rich in antioxidants, says Ann Mack, trendspotter for another industry giant, the JWT group. Matcha's strong flavor, disliked by some, can be easily hidden in foods (ice cream and pastries) and beverages (lattes and cocktails), she says, to boost your intake of the good stuff.

Americans Turn to Technology to Control Impulses, CNBC.COM, December 29, 2010

With the new year days away, many tools are now available to help people stay in line, including a GPS-enabled app that locks down texting once a car gets rolling and a program that cuts off credit-card spending. Another device monitors your workout and offers real-time voice feedback.

Have we entered an era in which electronics serve as mother, cop and coach because we can't manage our own desires?

Yep, said Ann Mack, a trend-watcher for JWT Intelligence, an arm of the marketing giant. She named "outsourcing self-control" and "de-teching" as two top trends for the new year.

"The thing is we're becoming more aware of these behaviors, and as a result, we're trying to seek help to circumvent some of our more base impulses," Mack said. "We're bombarded more and more with temptations on a regular basis, and it's getting increasingly difficult to deal with that."

Tools to cope with temptation are everywhere.

... Mack thinks a greater awareness of how we consume has produced a growing awareness of the limits of self-control. "The spotlight has definitely been put on that," she said. "We're increasingly living in this era of mindfulness. Expect more technology coming out that saves us from ourselves."

2011: What's New in Food, TULSA WORLD, By Natalie Mikles, December 29, 2010

Here are some of those foods and trends we expect to see more of in the coming year.

BRIGADEIRO

The national candy of Brazil is becoming popular in the U.S. as well. What's not to love? These truffle-like candies are made with condensed milk and cocoa powder. JWT, a New York-based marketing firm, counts brigadeiros as one of the top sweet trends for the coming year, and says to watch for them in candy shops.

BEER SOMMELIERS

In a beer-loving town like Tulsa, here's one you may see sooner than later. Though they haven't yet earned the respect that a wine sommelier commands, beer sommeliers are on the rise. Researchers at JWT say it may be a sign of our budget-minded times, but restaurant managers are now seeing the need for a sommelier to explain the differences and talk through the selections of a beer menu.

Digital Detox No Easy Feat for Most People, POSTMEDIA NEWS, By Misty Harris, December 26, 2010

Every morning, Karl Kovacs seizes his iPad to check emails, Twitter, Facebook, and his RSS feeds—all before getting out of bed.

Some time between now and early January, the Edmonton man will be among untold thousands of Canadians embarking on a digital fast, effectively pulling the plug on all things online in order to be more present offline.

In fact, a survey by marketing brand JWT finds fully 57 percent of Millennials (ages 18 to 32), 55 percent of Gen Xers (33 to 45) and 50 percent of Boomers (46 to 65) now regularly take opportunities to “de-tech.”

... JWT’s survey of 1,005 adults finds 42 percent of people have, at some point, felt like a slave to their technology. Half admitted to spending too much time with their devices, and 63 percent were wistful about communicating with friends and family in person.

... “We’ve become so attached to [technology], and it’s become such a vital force, that to be without it is kind of scary,” says Ann Mack, JWT’s director of trendspotting. “You have to find the right balance.”

**Faster Fashion and F-commerce Top List of 2011 Fashion Trends, *LOS ANGELES TIMES*,
By Susan Carpenter, December 21, 2010**

Faster fashion and selling styles directly through Facebook top the list of 2011 fashion trends, according to “Life and Style: Things to Watch for 2011,” a new trendspotting report from New York market research firm JWT.

Shoppers can expect even shorter lag times between runway and retail in the coming year, said Ann Mack, director of trendspotting for JWT, a global outfit that counts Ford Motor Co., Nokia and Microsoft among its clients.

“We live in a world of instant gratification,” Mack said. “People are living life in real time, and they want things as soon as they see them.”

... High-end temporary tattoos, such as the ones offered by House of Deréon, will become one of the hot accessories on the runway and the beauty aisle, giving “a non-commitment spin to an otherwise permanent choice,” Mack said.

And nail polish will ascend to an “it” accessory, she said. Look for unusual takes, such as leather nails, intentional chipping and color matching to items not normally associated with fashion, including cars.

**Alternative Mobility Tops List of 2011 Green Trends, *LOS ANGELES TIMES*,
By Susan Carpenter, December 21, 2010**

Luxury green vehicles and alternative mobility, such as peer-to-peer car-sharing, top the list of “Green Things to Watch in 2011,” a new report from the global market research firm JWT.

“A lot of people have been wondering if the recession hurt the momentum of the green movement, but it is still very much alive,” said Ann Mack, director of trendspotting for JWT, a New York firm that counts Ford Motor Co. and Microsoft among its clients.

... Car-sharing will also become more prevalent, due “to an increasingly urbanized congested world with an aging population,” Mack said. In addition to established firms such as ZipCar, the auto manufacturers themselves will begin to offer car-sharing, as will individuals through peer-to-peer share programs such as the San Francisco start-up Spride.

... Consumers will become increasingly interested in reducing energy consumption and will have access to new consumer products designed to help monitor their home energy use, including home energy monitors and smart meters.

What 2011 Holds, Technology-Wise, MEDIA LIFE MAGAZINE, By Diego Vasquez,
December 10, 2010

Ann Mack, director of trendspotting at JWT, talks to Media Life about the overarching themes of these trends, whether our collective outlook is brightening, and why this is significant for media people.

Why is it important for media people to recognize trends in their work?

In a world of hyper-abundant information and constant innovation, it's important to be on top of changes in the global zeitgeists so as to convert those shifts into compelling opportunities.

Media people can leverage trends in an opportunistic way for communications, product, brand and business development.

Being trend-aware helps to inspire, instigate and inform ideas beyond brand, category and consumer conventions. It also allows businesses to stay ahead of their competitors, meeting emerging consumer needs and wants before anyone else does.

Are there one or two trends that stand out from the rest in terms of importance in the coming year?

If there are two trends that stand out to me this year, it's our Eat, Pray, Tech trend and our De-Teching trend—they both address our increasing dependency on technology, but from completely different angles.

Eat, Pray, Tech speaks to that fact that high-tech devices and services—and the skills to use them—are fast becoming as integral to people as food and clothing. In an interconnected, tech-driven and -enabled marketplace, the latest technology will be more than just a luxury or a guilty pleasure.

At the same time, as our dependency on technology rises, so too will our desire to dial it down. De-Teching speaks to the idea that more people will log off—at least temporarily—or engage in one tech activity at a time in an effort to re-engage in the offline present and/or to rewire their brains to be more effective.

JWT On '11: Watch For People 'Checking Out,' MARKETING DAILY, By Karl Greenberg,
December 3, 2010

Although digital technology is keeping us connected everywhere, all the time, people are beginning to look for ways out.

That's just one of the trends that ad agency JWT says will define 2011. The firm's sixth annual trend report says that while technology is becoming as integral to peoples' lives as food and clothing, there's also a "de-teching" trend, wherein consumers are making it a point to find ways of extricating themselves from the ubiquitous world of the Internet.

Other drivers for next year: brands will ramp up game mechanics both online and off; time-sensitive deals are back among younger consumers and marketers will take "act now" beyond the Web; people are looking for choices that offer a lower level of commitment, including things like BMW on Demand, Car2go, non-contract cell phones; creative urban renewals,

frequently with brands involved, e.g., Dulux Paints' global "Let's Colour Project"; and the Internet enabling of everything from dog collars to billboards.

The study is partly based on surveys in the U.S. and U.K. of 1,005 adults this year, as well as input from JWT planners around the world and a panel of influencers, including Stephen Baker, VP of industry analysis for NPD Group; *New York Times* technology reporter Nick Bilton, and Nicholas Carr, author of recently published *The Shallows: What the Internet is Doing to Our Brains*.

**JWT Identifies Global Trends That Will Drive Consumer Behavior, *CAMPAIGN INDIA*,
By Gunjan Prasad, January 11, 2010**

JWT has released its fifth annual year-end forecast of key trends that will drive or significantly impact consumer behaviour in the year ahead.

According to the forecast, 2010 will see more brands disclosing everything from calorie counts on menus to carbon emissions to sourcing details; a proliferation of products and services catering to the over-65 set; and an explosion of location-based or -aware services that leverage data from a user's mobile phone.

"As we approach a new decade, many of the trends we're identifying are consequences of the Great Recession—for instance, the emergence of consumers who are willing to put significant time and energy into purchases and the accelerating power shift to Brazil, India and China," says Ann Mack, director of trendspotting at JWT. "As in past years, technological, demographic and geopolitical changes are also key drivers."

JWT's "10 Trends for 2010" is the result of quantitative, qualitative and desk research conducted throughout the year. It also pulls from the input of more than 50 trendscoouts around the world.

25 Must-Haves for 2010, *NEW YORK DAILY NEWS*, By Nicole Carter, January 7, 2010

It's only just turned 2010 and already New Yorkers are set for the next big things. These are the gadgets, services and people that are going to drive the coming year.

At the top of the list are smartphones like Google's Nexus One, e-books from Kindle to the Apple Tablet and home goods that promote greener and healthier living.

"Smartphones were big last year, but count on nearly everyone having one this year," says the editor in chief of *Shop Smart* magazine, Lisa Lee Freeman. *The Consumer Reports* spinoff mag scours the market for products to test every year.

"If you just look on the subway, Kindles are already everywhere. Electronic reading devices will be huge this year," adds Ann Mack, director of trendspotting for marketing company JWT, which this week released a list of people, products and events to watch in 2010, sourced from around the globe.

They include bacon—in everything from ice cream to chocolate—networks of electric cars, cordless gadgets that will (finally!) neaten our workspaces, bright colors, Ellen DeGeneres on *American Idol* and organic fast food.

Look Out for Well-Informed Shoppers in 2010, *THE GLOBE AND MAIL*,

By Harvey Schachter, January 4, 2010

This year will be an echo of last year, according to advertising agency JWT Group Inc.'s forecast. "Many of the trends we're identifying are consequences of the Great Recession—for instance, the emergence of consumers who are willing to put significant time and energy into purchases and the accelerating power shift to Brazil, India and China," says Ann Mack, director of trendspotting at JWT.

Food Gurus Predict Hot Trends for 2010, *THE SACRAMENTO BEE*, By Joan Obra,
January 4, 2010

More information, please: As consumers hunger to know more about their food, manufacturers and retailers will provide it.

"It's everything from looking for mercury-safe seafood to wanting to know that humane treatment was given to farm animals," states The Food Channel, a Web site that tracks food trends. "It's about no hormones in meats, and organically grown fruits and vegetables. It's about Fair Trade chocolate and spices."

Also, there's the California law that requires chain restaurants with at least 20 locations to provide nutritional information. It's part of a trend dubbed 'maximum disclosure' by New York advertising agency JWT.

During 2010, such restaurants will gear up for the next phase of the law: They must print calories on menus or indoor menu boards as of January 1, 2011.

2010: Turquoise, Waterlogged, Covered with Bacon, *MEDIAPOST.COM*,

By Sarah Mahoney, January 2, 2010

Also tantalizing—if a lot less healthy—is the word from JWTIntelligence that we can expect our world to be smothered in bacon, appearing in everything from cocktails to lollipops to cupcakes. (Apparently, this year's Baconnaise sandwich spread was just the beginning.)

But there are plenty of others that marketers might want to keep their eyes on, including:

Hand-me-ups

JWT coined this folksy phrase for people passing along outdated cell phones and other devices to their parents, once newer models are available.

A big slowdown

JWT's forecasters also like anything slow, including a bounce in handwritten letters, and the intriguing designation of slow beverages—think of them as the anti-Red Bull, it explains. Slow Cow, a Canadian relaxation beverage, for example, with chamomile and L-Theanine, an amino acid, advertises its product as "A one-week vacation."

Interview: Ann Mack of JWT Discusses Major Trends Expected in 2010, NBC NEWS: SATURDAY TODAY, January 2, 2010

LESTER HOLT, co-host: Looking back, last year was indeed remarkable. We saw a deepening recession and the start of a recovery. We connected in new ways with Facebooks and Twitter. But all that was so 2009. Now that we're in a new year, what's in store? Here with some predictions of major trends for 2010 is Ann Mack, director of trendspotting for JWT, the global marketing company.

Ann, good morning. It's great to see you.

Ms. ANN MACK (Director of Trendspotting, JWT): Good morning.

HOLT: How—first of all, how do you—how do you look into the future?

Ms. MACK: Well, our trends forecast is based on quantitative, qualitative and desk research that we do throughout the year. And I'm constantly talking to influencers and experts across different sectors, from politics to pop culture, retail to technology, and I have trend scouts all over the world that keep their ear to the ground for me.

HOLT: Let's talk about some of the trends. You talk about stability. Is this—is this a notion that we as consumers are going to be more cautious? Are we still kind of walking around here on eggshells as far as the economy's concerned?

Ms. MACK: Yes. We are cautiously optimistic at best going into 2010. So we'll continue to exercise restraint this year. We're looking for closer-to-home signs of stability. For us, unemployment lifting will be a key barometer.

HOLT: One of the things in your report, you—talking about Americans will be reading the fine print. Is that keyed to the state of the economy, or is that just the way we're going to be from now on?

Ms. MACK: Well, the recession has created a broad class of consumers who put real time and energy into finding the best deal. In the year ahead, that will extend beyond securing the best deal to include reading the fine print when it comes to nutrition or environmental impact or ethical business practices.

HOLT: So if you're selling a company, the next trend is going to be maximum disclosure. You've got to give people what they want or they're going to be reading labels. You've got to give them the information.

Ms. MACK: Without a doubt. Consumers are—companies are becoming more transparent, and increasingly competitive pressures and legal requirements will force fuller disclosure. So in the year ahead expect to see more calorie counts on menus of restaurant chains, more carbon footprint information and cleaning product manufacturers to divulge ingredients in those products.

Things to Look Forward to in 2010, LOS ANGELES DAILY NEWS, By Kevin Modesti, December 31, 2009

Ann Mack, a trendspotter at New York ad firm JWT, says the new hot words and phrases will include "deleb" (a dead celeb who's still raking in the cash, like Michael Jackson), deTARP (when a corporation pays back its federal bailout), "201(k)" (because your 401(k) is worth half

what it was, get it?), “energy diet” (for the environment- and cost-conscious), and “the new normal” (a long way of saying “how it is”).

Americans Tweet, Seek Escape from 2009, *THE WASHINGTON TIMES*, By Andrea Billups, December 31, 2009

“If anything was the key driver of consumer attitudes and behavior this year, it was the economy,” said Ann Mack, the director of trendspotting for the New York ad agency JWT, in describing the year in review.

“People were so anxious around the state of the economy and how that was going to affect them directly. They reacted accordingly, cutting back whenever possible. They traded down; they chose quality over quantity.”

In making tough choices, many consumers, she said, took the time to read the fine print.

“Over the past year, people put more time and energy into finding good values. Whether it was learning the ins and outs of nutrition, the environment or ethical business practices, consumers have more information available to them, thanks to another trend—maximum disclosure,” Ms. Mack said.

“Not only have [we] seen consumers seeking better information, but brands are being more transparent than ever before in response ... from caloric counts on menus to carbon footprints and sourcing. Consumers are getting wise and wanting to know more.”

Political successes aside, Ms. Mack noted that one positive theme for the year is that many people—fearful of the economy and future—went back to basics.

“We have seen this idea of simple pleasures return,” she said. “With this reality and risk of money running short, there was real incentives for consumers to enjoy what they have and what they truly can afford.”

“They adopted low-tech pastimes like sewing, cooking, gardening and board games,” she said. “We saw people spending more time with their family, sitting around the dinner table rather than grab-and-go or eating out. We saw this embrace of the here and now rather than constantly thinking ahead.”

Travel Gurus Predict Trends for 2010, *USA TODAY*, December 30, 2009

The travel gurus are reading their crystal balls for the new year, and here are some of their predictions.

From JWT (J. Walter Thompson):

- Look for more airlines offering annual subscriptions for checked luggage, like United’s \$249 yearly fee.
- Travel marketers may target folks who’ve lost their jobs but have some money tucked away, by pitching adventures that will help them re-evaluate their lives.
- You’ve heard of staycations; what do you think of haycations? These are interactive farm stays where city-dwellers gather their own eggs, make cheese and even learn to butcher an animal.

- Airlines will move closer to using plant-based bio-fuels in commercial jets.
- Business travelers will start bundling several short trips into one longer trip with several stops, to save time and money.

Top 10 New Green Ideas to Watch in 2010, *TRIPLEPUNDIT.COM*, By Kathryn Siranosian, December 30, 2009

As part of their end-of-year Trend Report, JWT recently published “100 Things to Watch in 2010,” an intriguing list of predictions based on the observations of the company’s Trend Scouts stationed throughout the world.

Of these 100 things, one-quarter are decidedly green—a healthy percentage which, according to Ann Mack, Director of Trendspotting at JWT, indicates that sustainability as a business concept is “here to stay.”

“We didn’t go in looking for a quota of things for any particular category,” Mack explains, adding that the final list of 100 was culled from more than 200 original submissions. “The fact that so many on the list are green shows that the environmental movement is not a flash in the pan. Instead, it has real weight and momentum, and both consumers and retailers realize that. Companies have to get up to speed fast, if they are not already, to make themselves more environmentally-friendly and attractive to the consumer.”

Buzzwords That Made the Big Time, *HOUSTON CHRONICLE*, By Maggie Galehouse, December 29, 2009

Trendspotter Ann Mack, of advertising agency JWT, has created a short list of buzzwords to listen for in 2010. These are words or phrases we’ve been hearing over the final months of 2009 and will continue to hear well into next year, Mack said.

She’s proud to note that one of her list words from last year, recessionista, hit the big time over the course of 2009: “You did see the word pop up across multiple fashion sectors,” Mack said. “‘Recessionista’ gave frugal spending a sexy spin.”

That said, the least sexy buzzword for the coming year is deTARP: to pay back bailout money received from the federal government’s Troubled Assets Relief Program. (Clearly, this is a big word in the banking world. Fashion, not so much.)

The rest of the 2010 buzzwords—only somewhat sexier, it must be said—are tucked into another little narrative, below.

I winced when I read my bank statement. Truly, my 201K is a shadow of its former, robust self. On top of that, I’ve staged a personal boycott of locally grown, organic food for the past several months. Tastes better, but it costs a little more. Sigh. Time for an energy diet to keep home expenses down. Pretty soon, I’ll be reading by candlelight. Hey, maybe candlelight and cycling to work will become the new normal! Maybe everyone will change their habits! Goodness knows, I’m willing to do almost anything for deficit neutrality when it comes to household expenses.

Kava 'Anti-Energy' Drink Takes Root in the Southland, *LOS ANGELES TIMES,*

By Jerry Hirsch, December 29, 2009

In Los Angeles, where medical marijuana dispensaries outnumber Starbucks and McDonald's restaurants combined, a mood-altering beverage with a cannabis-oriented marketing campaign is gaining traction.

Southern California has become the bestselling market for Mary Jane's Relaxing Soda, a sugary drink laced with kava, a South Pacific root purported to have sedative properties.

Matt Moody, a Denver nutritional supplement developer who created the beverage, said the name is an unabashed reference to weed, though the relaxant compounds in kava are chemically unrelated to those in marijuana.

Along with drinks like Slow Cow and Ex Chill, Mary Jane's is part of a new group of so-called slow-down or anti-energy drinks, which are expected to be among the top food trends of 2010, according to advertising agency J. Walter Thompson.

They rely on folk-medicine sedatives, including kava, camomile and valerian, to provide an alternative to caffeine-laced and jitter-inducing energy drinks such as Red Bull.

The drinks purportedly promote calming, and they also take on the energy-drink category directly by claiming also to boost mental focus and concentration, said Ann Mack, director of trendspotting at the ad agency.

100 Things to Watch in 2010 (and the 40 That Might Matter to Your Business),

MARKETINGPROFS, By Ann Handley, December 29, 2009

What do bacon, Bogota, yumberries and Foursquare have in common? They are all on the list of "100 Things to Watch in 2010" by the marketing communications company JWT.

Certain trends on the list suggest clear implications for businesses. JWT's Ann Mack says that many items on it reflect broader shifts, like a growing action around health and wellness and environmental issues, to crazy-fast developments in the tech space.

There are also a number of trends tied to the so-called Great Recession ("trip bundling," for example) and those that speak to various demographic, political and economic power shifts ("East Africa Wired," and "TV for Tween Boys" among them). Interestingly for business, Mack says, the list "points to the way industries are redefining or reinventing themselves to survive or to fully leverage these power shifts."

What's New for the Teenies? 50 Trends for 2010, *THE SUNDAY TIMES,*

By Fleur Britten, December 27, 2009

Looking to the future of love, fame, celebrity, reality: what's going to define us in the decade ahead?

2) GOING LIVE

Hold on tight: modern life is moving into the "now," says the ad agency JWT, with a constantly updated stream of real-time information and virtual interaction. Think Twitter buzz, vlogs (video blogs), breaking news and rapid, mobile response. Do keep up.

14) 3-D TELEVISIONS

How television-makers are fighting the computer's domination. You may be watching the World Cup next year from behind the sofa as the ball flies through the room. (Sky will be broadcasting in 3-D; silly specs still required.) Also hotly anticipated are 3-D mobile phones.

**Forecast Includes Bacon Everywhere, 3-D TV and More, *THE DETROIT NEWS*,
By Marney Rich Keenan, December 23, 2009**

If you are curious to know where we are headed in 2010, it helps to look at forecasters who have been prescient in the past.

For the last five years the ad agency J. Walter Thompson has been compiling a list of trends and things to watch for in the coming year that has been remarkably spot-on.

In years past, they forecast "The Mobile Device as the Everything Hub," as in BlackBerries and smart phones that now rule our present-day lives. And "Radical Transparency," the "nothing-to-hide" ethos now seen in Facebook, MySpace, Twitter and many blogs.

This year's compilation "100 Things to Watch in 2010" offers yet another look into the mirror of our culture. Surely, the most potent reflection stems from the domino effect of the Great Recession, says Ann Mack, director of trendspotting at JWT in New York.

Still, from Mack's view, the sky is no longer falling.

"I believe the overall mood for next year will be one of cautious optimism," Mack said in an interview. "While many indicators point to the beginnings of an economic recovery, consumers will wait until they see more dependable, closer-to-home signs of stability before easing up on their recessionary ways. An unemployed friend or family member getting a job or their company hiring again will be a key barometer."

**A Seer's View: What to Look for in 2010, *MEDIA LIFE MAGAZINE*, By Diego Vasquez,
December 22, 2009**

If this year was defined by the recession, then next year may be defined by its aftershocks. In JWT's annual trend report listing 10 things to watch for in the coming year, three of them relate to the recession and people's efforts to move beyond it, making the economic downturn the biggest single influencer. One trend, searching for stability, speaks to people's desire for security after a tumultuous two years. Another trend, reading the fine print, reflects consumers' continued concern with getting the best deal possible for the least amount of money or hassle. One more, maximum disclosure, is no doubt a leftover from the financial crisis, in which it became clear that a good business means a transparent business. Other trends identified by JWT, which has been producing the report for five years, include more eco-friendly packaging, retooling for an aging world, and living life in real time. Ann Mack, director of trendspotting at JWT, talks to *Media Life* about what the trends mean, why they're important, and how Pepsi set a good example.

**Networks Could Soon Be on Your Trail, *CANWEST NEWS SERVICE*, By Misty Harris,
December 19, 2009**

While Twitter and Facebook have seen conversations driven by what we're doing, 2010 will shift the focus to where we're doing it.

As likely to be considered stalking tools as social utilities, applications such as Google Latitude, Friend Mapper, HeyWAY and Foursquare use a smartphone's global positioning to broadcast your precise location to other users. The opt-in services essentially turn a phone into a real-life Marauder's map—the magical document that, in the *Harry Potter* series, reveals the whereabouts of other people.

Widely predicted to be among next year's top trends, location-based services will have significant implications for individuals and businesses alike—not to mention parents who want to know if their teen is really at the library.

"The Millennial generation is much more accepting of it than older generations, who see it as very *Big Brother*-esque," says Ann Mack, director of trendspotting for advertising giant JWT. "It's all about finding what you need, or who you need, when you need to."

Food Trends: 5 to Look for in 2010, CHICAGO TRIBUNE, December 19, 2009

Bacon, wine cocktails and a consumer backlash against ubiquitous nutritional claims by food manufacturers are among the top food trends for 2010, according to ad agency JWT.

Here are five of the top trends compiled by the agency, which counts food giants Nestlé Kellogg's and Kraft among its clients.

Bacon is no longer just for BLT sandwiches: The pork product is showing up in cocktails made with bacon-infused liquor or the new Bakon Vodka. It's also in desserts such as bacon-and-egg ice cream and chocolate bars.

Fast food goes organic: The ad agency says organic has become "the new hook in quick-service eateries." It cites chains such as Organic to Go and O!Burger popping up around the U.S. and notes that the trend has hit Europe, too.

Wine cocktails: Look for bars and restaurants to do more mixing of wine with juices, distilled spirits and sodas to create new flavor combinations and cocktail-like drinks with lower alcohol content.

Health-claim backlash: Government authorities are paying more attention to health and nutrition claims from food and beverage brands, pointing out inaccuracies and asking for changes. Shoppers also "will increasingly take health messaging with a grain of salt," according to JWT.

Sardines are the new tuna: Once again plentiful in California's Monterey Bay, the fish will appear on menus, often grilled or pan-roasted. It's being touted for good environmental credentials and it's good for you, too. Sardines are low in mercury and high in omega-3 fatty acids.

Top 10 Trends for My Aging Generation, THE PROVIDENCE JOURNAL, By Mark Patinkin, December 11, 2009

There's a rule that says columnists have to write at least one piece this season predicting how the world will look next year. So I spent some time the other day figuring out trends.

I began with a release just sent out by J. Walter Thompson, the advertising giant, called “Top 10 Trends for 2010.”

The first is my fault—or my generation’s. It’s called, “Retooling for an aging world.” That means we’ll see new products for baby-boomers who are now more interested in Detroit than going to clubs.

I recall seeing one such idea not long ago: A bathtub with a swing door so you don’t have to step out over the side. It’s a good idea, though I hope it comes with a mop. The JWT report mentioned another one: a cooktop by Thermador that automatically shuts off after you’re done.

...

Another trend is called “Life in Real Time.” It’s about how fast information is reported. That’s one reason newspapers have Web sites—to get breaking news up right away instead of the next morning. Things are moving toward even greater immediacy. Perhaps you’ve heard of “live-blogging”? That’s when a reporter, say at political debate, will send out impressions to a Web sites even as he watches it unfold. A lot of folks are doing that on Twitter, too—posting little 140-character bursts from the train wreck or the football game that appear on the cell-phones of “followers.”

There’s another trend called “Visual fluency.” That means we’ll increasingly see graphics used to tell stories. I saw one odd one the other night, where a Chinese news station speculated on the Tiger Woods case with an animated “story” showing Woods’ “wife” smashing the back windshield of his car with a golf club; it then cut to a graphic of Tiger turning to see what was going on and then the car hitting a fire hydrant. It was goofy but I can’t deny it brought alive one theory of the crash better than most stories did.

CEOs Seek New Image in Tough Economy, *THE WASHINGTON TIMES*, By Andrea Billups, August 17, 2009

Along with management training, some executives are focusing on embracing emerging technology, particularly social networking for corporate marketing, which is key to keeping their edge and showing that they are hip, said Ann Mack, the director of trendspotting at the New York power agency JWT.

“Not only are executives retooling their professional and physical profiles to stay competitive, but they are also retooling or, in the case of some, building their digital profiles,” she said. “Online networks like LinkedIn and Xing are seeing a surge in popularity due to the economic crisis. But beyond these professional networks, you see executives becoming conversant across a number of digital platforms.”

In some industries, she said, “executives are realizing it’s a liability not to display some degree of tech savvy. And these days, that means having an updated Facebook profile, Tweeting regularly on Twitter and having the latest and greatest mobile app. Having an active digital life not only helps to promote your personal brand, but also signals that you’re up to speed or willing to learn new things. And that’s an attractive trait in any executive.”

Children of the Credit Revolution, *FINANCIAL TIMES*, By Samantha Pearson, July 8, 2009

It’s official: young adults in Britain are among the most fashion-obsessed in the world. JWT, the

U.S.-based advertising agency, asked 18- to 29-year-olds in the U.K., the U.S., Brazil, Canada and Australia which items they would never cut back on, no matter how bad their finances were. Brits ranked “buying new clothes” as fourth on the list—higher than any other country in the poll. Above that, they prioritised the Internet, mobile phones and satellite television. While young people in the U.S. also said they could not do without home entertainment, they ranked alcohol consumption as the fifth most cherished area of spending. Brits put boozing at only 16 on their list.

The Canadians and Australians favoured going out to see movies and sports events while half of Brazilians said paying for college was their most important outgoing.

All nationalities agreed they could probably do without magazine subscriptions, taxis and paying to download music.

Recession Generation? Young Adults Brace for Simpler Lifestyle, *USA TODAY*,

By Sharon Jayson, June 23, 2009

Although many surveys have tried to gauge the economy’s effect on Americans, few have focused on Millennials. But one survey in February by the New York City-based marketing and advertising agency JWT (formerly J. Walter Thompson) focused on the recession’s effect on this group.

The survey of 1,065 Americans 18 and older, including 243 ages 18-29, suggests 60% feel their generation is being dealt an unfair blow because of the recession. But some see opportunity, as well. For example, 44% say they might be able to afford a house now that home prices have plummeted; 25% say that if they have trouble finding a job, they’ll just start their own business.

Job Anxiety Compels Workers to Skip Vacations, *THE WASHINGTON TIMES*,

By Andrea Billups, May 18, 2009

Ann Mack, director of trendspotting at the advertising firm JWT in New York, says her company’s AnxietyIndex survey found that 52 percent of parents said they were downsizing family vacation plans over fears that the timing was wrong for them to enjoy themselves while so many companies and workers struggle.

“During times like this, with weakening job security, people feel guilty about indulging themselves and are nervous to leave their office for too long,” Ms. Mack says of worker worries. A week on a Caribbean beach, or keeping your job?

Vision Quest, *THE NEW YORK TIMES*, By Simon Dumenco, May 17, 2009

Since it has been generally decreed that we can’t have nice things anymore, it seems harder than ever to get away with getting away in style. But even in this age of populist suspicion of the finer things in life, travelers are finding ways to indulge in high-end journeys—as long as they actually mean something. Hedonistic holidays are out; cultural sojourns are in.

“Those who travel for pleasure now have a certain self-consciousness about their ability to afford it,” says Ann Mack, director of trendspotting at JWT, which has identified “inconspicuous travel” as one of 2009’s top trends. “So they’re doing things like ‘culture tripping’ to compensate.” In other words, goodbye, helicopter golf; hello, Lightning Fields.

How Young Folks Are Coping With It All? Quite Well If We're Talking about Millennials, *MEDIA LIFE*, By Diego Vasquez, May 12, 2009

While Millennials, those ages 18-29, are usually made out to be selfish and spoiled, some of them are approaching this economic downturn with perhaps more sanguinity than their elders. That's according to a new study from JWT, the New York-based agency.

Ann Mack, director of trendspotting at JWT, talks to *Media Life* about Millennials' pragmatic approach to the downturn, the deepest fears of teens, and how best to engage young people during a recession.

What's the most important thing media buyers and planners can take from this study?

The two things that 18- to 29-year-old Millennials are most opposed to giving up if budgets become tight are their Internet connection and their mobile/smart phone (only 11 percent said they would get rid of each). Today, social connectivity is entertainment. So, what's ditchable are traditional forms of entertainment. This is all the more reason to invest in mobile and Internet marketing initiatives.

How does Millennials' and teens' anxiety over the recession differ from older generations'?

This is truly Generation O. They came of age during a presidential campaign in which Barack Obama sailed into the White House on a message of hope. And while the post-election euphoria has given way to the inevitable roll-our-sleeves-up, get-to-work letdown, Millennials are still holding onto an optimistic belief in a brighter tomorrow. "Can't" has been excised from their vocabulary. Some may call this naïve; they see it as opportunistic.

Millennials' Age of Anxiety; The World of Worry for Today's Teens Encompasses More Than Clothes and Peer Popularity, *ADWEEK*, By Ann M. Mack (JWT), April 29, 2009

JWT's latest AnxietyIndex quantitative study explored the recession and its impact on the Millennial generation, specifically teens and twentysomethings.

We found that Millennial teens are anxious. ... The down economy is forcing teens to grow up—at least a little bit. They're developing a new sensibility when it comes to money and brands, and making new value assessments. Impulse ("I see, I want, I get") is giving way to value consciousness—and in some categories, teens have a very clear perception of which brands provide better value.

This shift is part of a movement away from conspicuous consumption, as glorified over the years by shows like *My Super Sweet Sixteen* and *Gossip Girl*. What's becoming cool is conscious and creative consumerism—cheap is chic, bargain-hunting begets bragging rights, and doing more with less carries at least as much badge value as the latest It bag or logo-laden attire.

The Collective Consciousness, *ADWEEK.COM*, By Ann M. Mack (JWT), March 25, 2009

Marketers can tap into the collective consciousness to create a movement around their brands and/or causes. But they cannot rely on virtual spaces alone; instead they must consider their consumers' online and offline worlds as one integrated whole. Thinking broadly, brands should enable ways for consumers to show passion for and engagement with the product or category.

While this means giving up a certain measure of control, the rewards can be enormous.

Businesses that can successfully tap into the collective consciousness will have the ability to connect and form allegiances with consumers that go much deeper than the superficial and transactional. And in today's climate, that is music to any brand's ears.

**How Anxious Are You? Advertisers Want to Know, [BLOGS.REUTERS.COM](#),
By Paul Thomasch, March 6, 2009**

It doesn't take a genius to see that Americans are anxious, what with people losing the jobs they needed to pay for mortgages that now are underwater and can't be funded by savings, since all that was pretty much wiped out with the stock market collapse.

But exactly how anxious are people? Not only in America, but worldwide? That's the sort of million-dollar question that can dictate how companies approach marketing and advertising. So JWT, an ad agency with a client list that includes Nestlé, Kimberly-Clark and Shell, has launched AnxietyIndex.com to help determine the level of worry, panic or fear among consumers.

Ann Mack, director of trendspotting for JWT, said the idea is to have agency staffers from around the world contribute blog posts and data that will illustrate "how brands and consumers are coping with recession-related anxiety."

"What's unique is we have a geographically diverse perspective," she told us. "Often people look at the recession through a particular lens, maybe a geographic lens. We might be really aware of what marketers here in the States are doing but not familiar with what marketers are doing abroad."

**Feeling Anxious? JWT's Here to Help, [MARKETING-INTERACTIVE.COM](#), By Ben Burrowes,
February 26, 2009**

Advertising agency JWT has launched AnxietyIndex.com, an interactive site, which aims to help brands understand and navigate today's consumer anxiety during the global recession.

The site, an evolution of JWT's six-year-old proprietary AnxietyIndex, which was launched during the lead-up to the Iraq war to track the level and intensity of consumer anxiety, will feature daily content updates as well as major research and trend reports from the agency's global network.

"At 145 years old, we have a proven track record of leading brands through pivotal times like this," Bob Jeffrey, JWT chairman and CEO, said.

"We understand that this recession is unlike any other, and it's more important than ever to provide tools like our AnxietyIndex to help brands succeed in this new world order."

Pete Heskett, JWT's planning director for Southeast Asia, explains that brands in the region need to understand how the anxiety is going to affect how people will relate to their brands as well as their communications.

Shhh ... I'm Going on Vacation, [THE GLOBE AND MAIL](#), By Kira Vermond, February 25, 2009

With all that flying, driving and excess towel washing at hotels, it used to be that travellers felt guilty about leaving a sizable ecological footprint while whooping it up on vacation. Now guilt

comes from leaving footprints at all.

... Ann Mack, the director of trendspotting for JWT, a New York-based trend-watching organization, says that in the toughest of times, vacations are as important, if not more than, ever. "I understand that people are hesitant to leave their desks for too long, especially when layoffs are happening around them," she says. "However, you need that time to rejuvenate and come back feeling brighter and better."

For those who do feel sheepish, one way to assuage the guilt over spending on travel is to book an all-inclusive vacation at some out-of-the-way resort, she says. ... "Stay somewhere else and you're constantly doing the mental math," Mack says. "Whereas if it's all-inclusive, you don't necessarily have to be reminded that you're spending money."

The Trend Game, SUNDAY TELEGRAPH MAGAZINE 'STELLA,' By Alison Taylor, January 25, 2009

"Journalism meets anthropology" is how Ann Mack defines her profession. "It starts with drawing attention to a pattern. You have to be aware, you have to be watchful and you have to be networking." Mack is the director of trendspotting at the advertising giant JWT. Working out of the Lexington Avenue office in New York, Mack tracks key trends for clients including HSBC and Kellogg's.

"Nothing to me is ever mindless water-cooler talk," she says. "I see each personal encounter as an opportunity, no matter who the person is." ...

Mack splits her time between client-specific projects—focusing on anything from who the future consumer will be to emerging markets—and conducting self-generated projects researching bigger social trends, such as what she calls the "Millennial generation," those born between 1978 and 1980.

Her latest project looks at what she's calling the "new new feminism." Unlike their mothers and elder sisters, Millennial women, according to Mack, don't feel the need "to do it all in order to have it all" when it comes to work-life balance.

JWT also produces an annual list of forthcoming trends for the following year, covering all areas of social and consumer life. Under the shadow of recession, Mack has been citing "career reinvention" and the "quest for authenticity" as big trends for 2009.

Betting on the Uncertain, ADWEEK.COM, By Ann M. Mack (JWT), January 5, 2009

The bleak news of September has plunged us not only into recession, but into one of its most dismal and enduring byproducts: consumer uncertainty.

The coming year promises few remedies for that, and we'll see more evidence of how they choose to cope—but, as with so many other things, bad news is what you make of it. People will be increasingly inclined to savor simple pleasures.

The reality or the risk of money running short will prove to be real incentives for consumers to find new ways of enjoying what they have, rather than blindly buying and spending. For businesses, the guiding principle will be the pleasure/price ratio: Which products and services in a given portfolio offer the greatest scope for real pleasure at an affordable price? Can the pleasure be upped without raising the cost?

Facing a forced “break,” many people will re-examine their career paths. A growing number of older workers will postpone retirement, extending their careers into their golden years. But from this adversity will flow opportunity. Lower-paying, but more, stable sectors—government, secondary education, and the like—will benefit from access to a new talent pool, as will smaller financial firms and burgeoning industries like alternative energy. For investors willing to take a chance, getting in on smart entrepreneurial ventures could pay out big once the economy stabilizes. ...

There’s arguably one brand above all that will need to work harder than any to prove its authenticity in the year ahead. All eyes will be on Brand Obama to see if he can live up to his standing as an authentic agent of change. One thing you can be sure of: Just as he did during his campaign, the 44th president will be tapping into the collective consciousness to ensure that he can. Strike that. I mean, “Yes, we can.”

JWT Forecasts 2009 Trends, *MEDIADAILYNEWS*, By Fern Siegel, December 29, 2008

According to Ann Mack, director of trendspotting for JWT, two big areas will impact our lives in the coming year: the environment and technology.

On a sober note, a dismal economy means that more people will be laid off. Others will be forced to postpone retirement, given shrinking savings, so we’ll see more late-stage careers and career changes. “The risk of money running short is a major incentive for consumers to find new ways of enjoying what they have and what they can afford,” says Mack.

What can we expect in 2009? First, she says, companies and the government will pursue energy efficiency; president-elect Barack Obama stressed the issue in his campaign. Not only will alternative energy strategies be part of his administration, it’s also part of the private marketplace. T. Boone Pickens, the Texas oil billionaire, has invested \$58 million in promoting the “Pickens Plan.” His goal is to promote widespread adoption of natural gas, solar power and wind power.

**Recession Living Tops List of Trends for 2009, *SAN ANGELO STANDARD-TIMES*,
By Joyce Gannon, December 26, 2008**

Shoppers who still have enough cash and confidence to hit upscale jewelry stores after this holiday season might pause before they scoop up a bunch of bracelets and bangles.

Rather than spend their money on a lot of accessories, they [shoppers] could be more inclined to purchase an heirloom-style watch that will be passed down through the family for generations.

Trends expert Ann Mack calls such behavior “recessionary living,” and not surprisingly it tops the list of trends that advertising giant JWT forecasts for 2009.

“They want something that retains long-term value. It’s choosing quality over quantity,” said Mack, who believes that the current economic turmoil has created so much anxiety among consumers that even those who remain financially comfortable are thinking more like those worried about job security and those already holding pink slips.

Mom, Apple Pie and Hope, *LOS ANGELES TIMES*, By Gregory Rodriguez, November 10, 2008

[Barack] Obama’s triumph and victory speech were moving not only because they reminded us that this country is based on the idea of possibilities but because, for at least a moment, much

of the nation believed that hope was reborn. And that raises a question: Why are Americans so obsessed with hope?

The American Dream—anyone can succeed, second chances abound, we are what we make ourselves—is one way to define “hope.” An October survey by JWT revealed that 77% of Americans think the American Dream is part of what makes this country so dynamic. That helps explain why 78% also agreed that the next president “needs to breathe new life” into that dream. So hope is an inextricable part of our national identity. Without it, most agree, America wouldn’t be America.

American Dream Is In Deep Slumber, *ST. PETERSBURG TIMES*, By Robert Trigaux, October 26, 2008

Even on a good day, defining the American Dream is a moving target. But the Dream’s now become as volatile as our stock markets. It’s a major topic of debate in our historical presidential election. And it’s under renewed attack as an emerging global recession looms, sapping the national myth that the Dream is actually attainable for nearly anyone.

Increasingly, older folks, aging boomers, Generations X and Y, the wealthy and wannabe wealthy all aspire to different takes of the American Dream.

That, at least, is one of the conclusions of Ann Mack, who at 33 enjoys the, uh, trendy title of “director of trendspotting” at JWT. The New York advertising giant conducted a survey last month of 2,112 adults asking what the American Dream means today and how it’s changed over the decades.

“This is a complex time for the American Dream, and it is being both affirmed and challenged,” Mack says. “At the same time that the nation is guaranteed to make history with either the first African-American president or the first female vice president, the crisis in the financial system is threatening many millions with hardship.”

Americans Still Hold Out for the Proverbial Dream, *THE WASHINGTON TIMES*, By Jennifer Harper, October 22, 2008

It’s changed over the decades. And it’s been beaten up and “bastardized” by opportunists.

Still, the proverbial American Dream of self-made success and well-being is intact and remains important to most of us—we’re downright protective of it, in fact.

More than three-fourths of Americans “personally believe” in the American Dream and insist it’s what makes the nation dynamic, according to a survey of 2,112 adults released Wednesday by J. Walter Thompson, a Manhattan-based marketing group.

Eight out of 10 want the next president to “breathe new life” into the concept, with more respondents citing Republican hopefuls than Democrats in such a lofty endeavor.

Who would do a “better job” of helping Americans achieve their dreams? More than half—51 percent—cited Sen. John McCain and Gov. Sarah Palin, just squeaking by Sens. Barack Obama and Joseph R. Biden Jr., who garnered 49 percent. Mr. Obama was cited more than Mr. McCain as “an American Dream story,” 58 percent to 42 percent.

"A clear majority of Americans believe the American Dream as a concept is misused by politicians, large corporations and the media—entities that have a lot of power in public life," the survey said. "The American Dream has been bastardized."

It also risked "degenerating into little more than a shopping list of wanna-haves written on stars-and-stripes paper." Almost half of the respondents said that determination, hope, perseverance and optimism are reasons why the American Dream "endures." Laziness, lack of determination and self-discipline, insufficient education and lack of self-confidence are among the primary impediments.



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