

Den Moderne Folkeligheten

The New Popular

Consumer trends and changing values

Paal Fure

# THE NEW POPULAR



## THE NEW POPULAR WANTS CHANGE

More for less

Sustainability

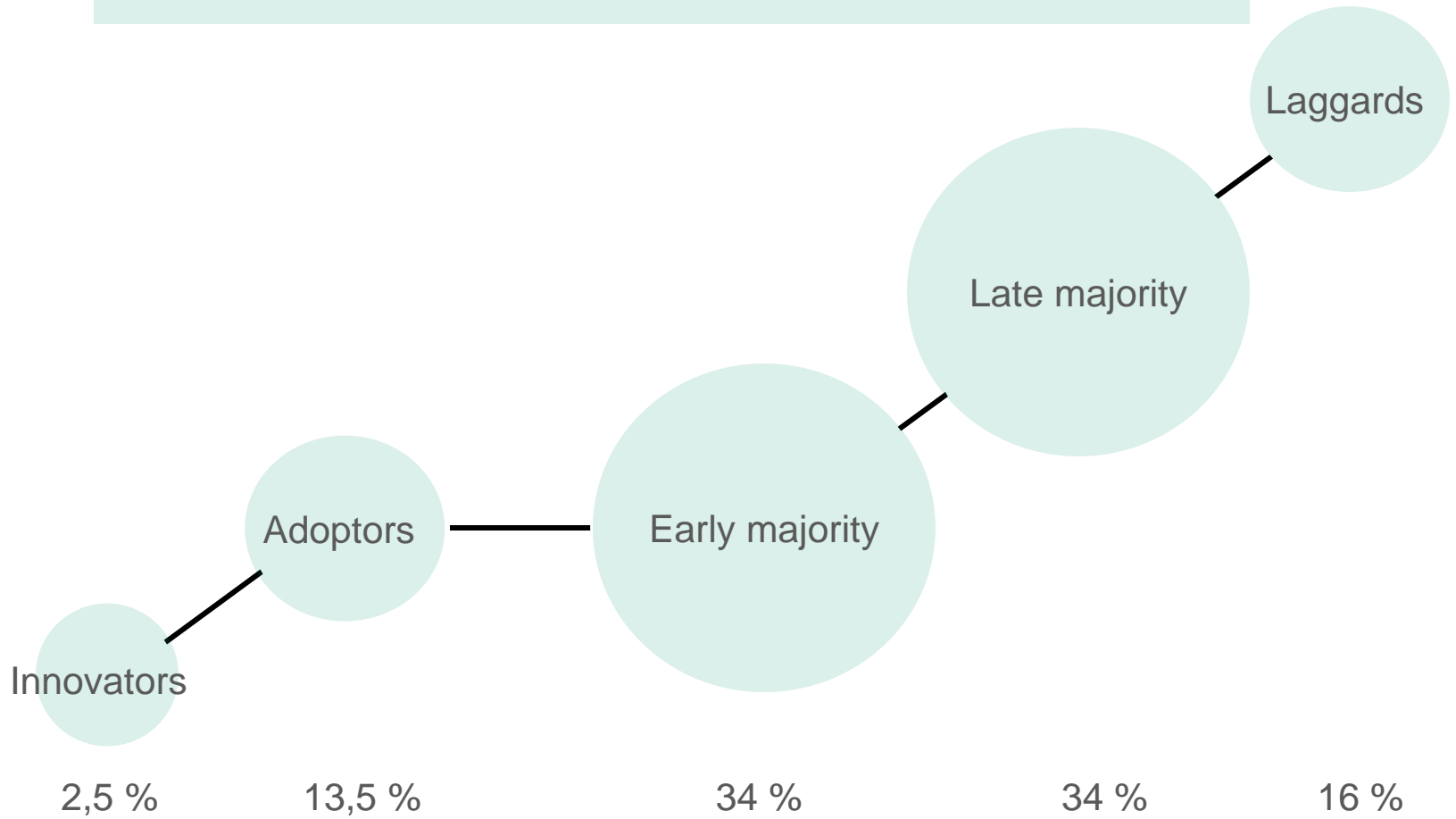
Transparency

Empowerment

Mindfulness

Innovations

# THE NEW POPULAR IS JUST AROUND THE CORNER



- *Consumer power is extremely overrated (...) You do not change the world by addressing the consumers. However, when people organize themselves and start campaigning together with with mainstream media and NGO's it might have an impact. But then it's not about consumer choice anymore, but about campaigning and political activism"*

- Runar Døving, Sifo



# RENAISSANCE AS A COUNTER CULTURE

Thought leadership

Technology

Culture

# CONTROL & BENCHMARK

Guidance in chaos

Coaching and goals

Incentives and rewards





# MULTI AS IDEAL

Disruptive and Innovative

Social and Caring

Value for the money



# DESIGNED = BETTER

Esthetics

Navigation

User experience



# ACTS OF LOVE

Recognise

Aknowledge

Top of mind



# RETAIL AS CURATORS

Showcase for the new popular

Democratisation of innovations

Motivators for change



# GRAZING

Malls

Media

Social



# PRAGMATIC CONSUMPTION

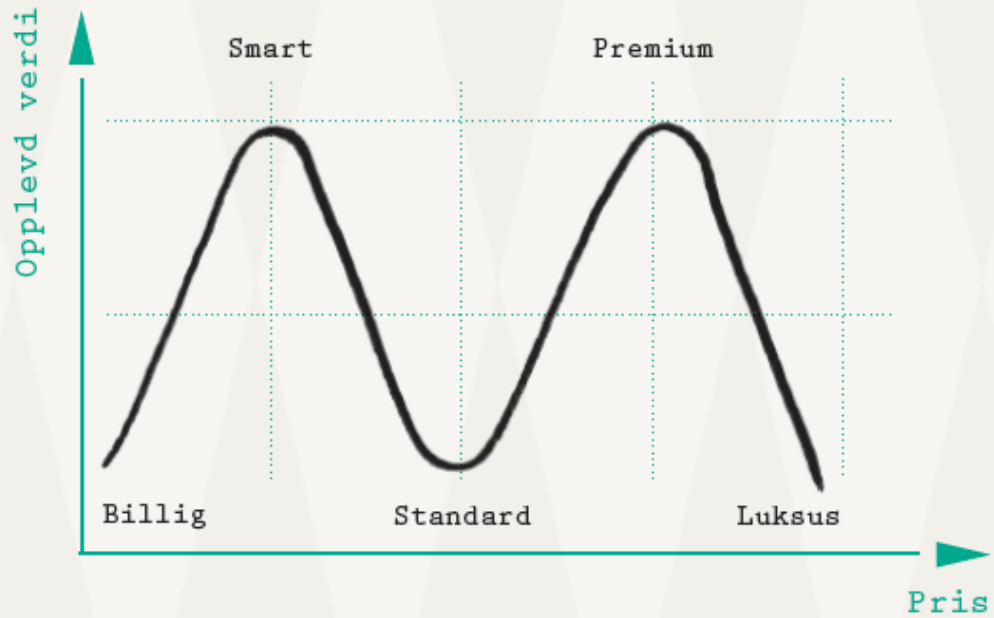
Trading up-and-down

Ether or? Or both?

Context is king



## POSITIONING – FROM PREMIUM TO SMART



Kilde: Carl E. Lind, Metaproduktet

# RENAISSANCE AS A COUNTER CULTURE

Google

Tesla

Oya





A E G I S  
M E D I A

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 Carat  iProspect  isobar  Vizeum