

INNSIGHT SERIES

DEFINING YEARS

Predicting The Future By Listening To Our Past

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INNOCEAN
WORLDWIDE

WE ARE GOING TO COVER

Identify a **DEFINING YEAR** that we can model from

Explain cultural triggers of change

Develop predictions of change that we can foresee in 2025

**WHAT IS AN
DEFINING YEAR?**



2020 IS A DEFINING YEAR

ACCELERATES CHANGE

SHIFTS MINDSETS

SETS NEW NORM

2020 IS A SERIES OF TURBULENT EVENTS



Presidential
Impeachment

Distrust in Leadership
Questioning System



Presidential
Debates

Uncertain Future
Divided Country



National
Pandemic

Health Crisis
Social Inequality
Lack of Leadership
Redefined Values
Global Crisis



Job Loss
& Unemployment

Social Issues
System Flaws



George Floyd
Injustice

Racial Injustice
Social Injustice
Questioning System



First World's Trillionaire

System Flaws
Social Issues

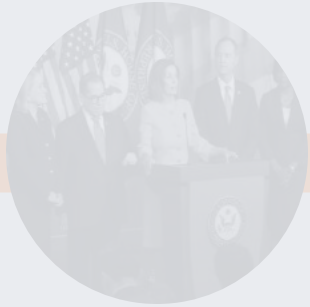


National Disaster Crisis

Environmental Issues
Questioning System
System Flaws

MANY TRIGGERED BY THE PANDEMIC

TRIGGER



Presidential
Impeachment

Distrust in Leadership
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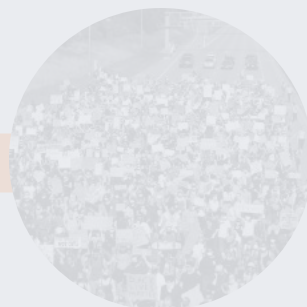
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First World's Trillionaire

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National Disaster Crisis

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**FIRST TIME?
NO.**



1968

“THE YEAR THE DREAM DIED.”



2020

1968

“THE YEAR THE DREAM DIED.”

1968 HAD A SIMILIAR CHAIN OF EVENTS



Presidential
Election Year

Questioning System



Tet Offensive
Vietnam War

**Distrust in Leadership
Divided Country**



Columbia University Protest Student Protests Worldwide

**Civil Rights
Social Issues
Political Distrust**



**Civil Rights
Social Issues
Global Crisis**



M.L.K. & Kennedy Assassinations Police Brutality

**Uncertain Times
Divided Country**



**Civil Rights
Social Issues
Questioning System**



National Disaster Crisis

**Environmental Issues
Questioning System
System Flaws**



1968 HAD A SIMILIAR CHAIN OF EVENTS

TRIGGER

“The [Vietnam] War did what almost nothing else could have ... It forced a major breach in consciousness. And it made a gap in belief so large that through it people could begin to question all the other myths of the corporate state.”

Presidential
Election Year

Questioning System

Tet Offensive
Vietnam War

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System Flaws

— Charles Reich, author of “The Greening of America”



**“1968 WAS THE PERFECT STORM THAT
CRYSTALLIZED THE DIFFERENCES
IN SOCIETY.”**

**UNION
JUSTICE
NOW!**

**HONOR
KING:
END
RACISM!**

**I AM
A
MAN**

**KING:
END
RACISM!**



EVEN OUR LEADERS HAVE SIMILARITIES

Message of “Law and Order”

Lean Into Fear and Uncertainty

Appeal to Suburban Voters

Impeachment Investigation

A large, dense crowd of people is shown at a protest. Many individuals are holding up signs with various messages. Some visible signs include "BLACK LIVES MATTER", "NO JUSTICE NO PEACE", "DEFUND THE POLICE", "ALL COAST MOUNTAIN BLACK", "IMAS DINERO AHORAI", "NATIONWIDE", and "BLACK LIVES MATTER". The crowd is diverse in age and ethnicity. The overall tone is one of a significant public demonstration.

BOTH YEARS WERE A CULMINATION OF PRIOR YEARS

They amplified problems

**1962 Environmental
Movement:** Rachel
Carson's "Silent Spring"
book

**1963 John F. Kennedy
Assassination**

**1963 2nd Wave Feminism
Movement** Betty Friedan's "The
Feminine Mystique"

**1964 Gay Rights & Sexual
Freedom Movements**

**1965 Civil & Human
Rights** Selma's "Bloody
Sunday"

**2019 Environmental Activist
Greta Thunberg** attended UN
Climate Action Summit

**2018 Anti-gun Teen
Movement** #NeverAgain after
a Parkland High School
shooting

**2016 Presidential Election
Trump's Presidency**

**2017 Gender Equality,
#MeToo Movement And
Immigrant Rights (DACA)**

**2014 Civil Rights
Movement:** Black Lives
Matter was formed

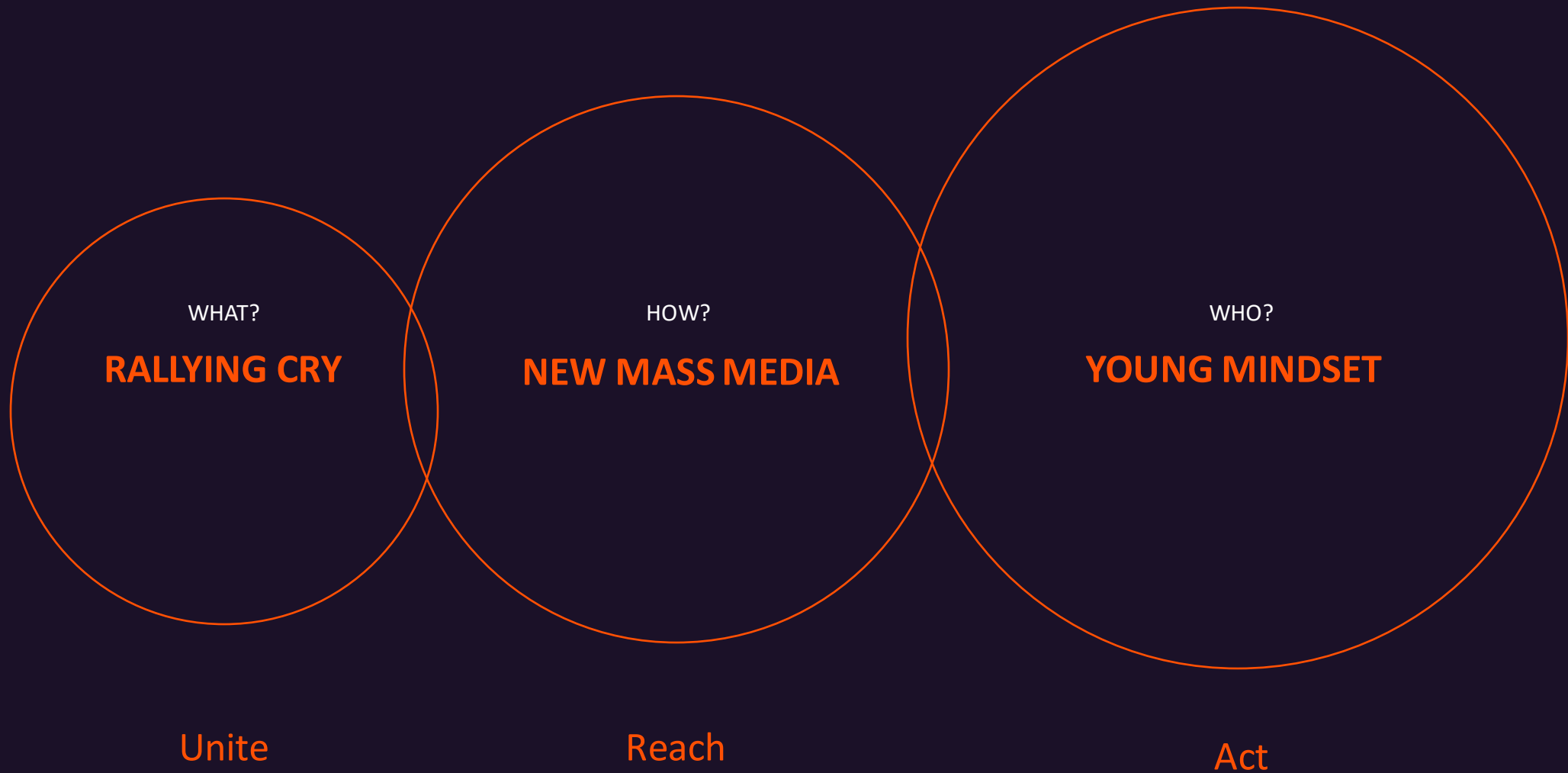
LEADING UP TO 1968

LEADING UP TO 2020

CULMINATION

**WHAT MADE IT
ALL POSSIBLE?**

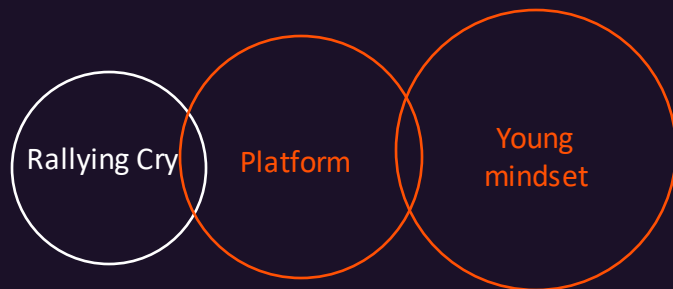
TRIGGERS OF CHANGE CONSISTENT ACROSS 1968 AND 2020



TRIGGERS OF CHANGE

RALLYING CRY

THEN



Civil Rights Movement
"I have a dream."

Anti-war Protests
"Stop the war. We mourn our soldiers, they are dying in vain."

Second-wave Feminist Movement
"No more Miss America!"

Gay Rights Movement
"Free LGBT from social and legal oppression!"

TRIGGERS OF CHANGE

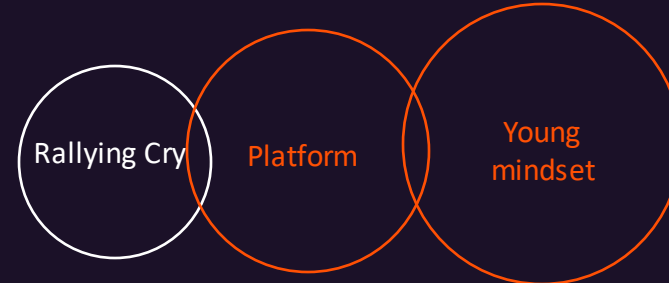
RALLYING CRY

Civil Rights Movement
#BlackLivesMatter

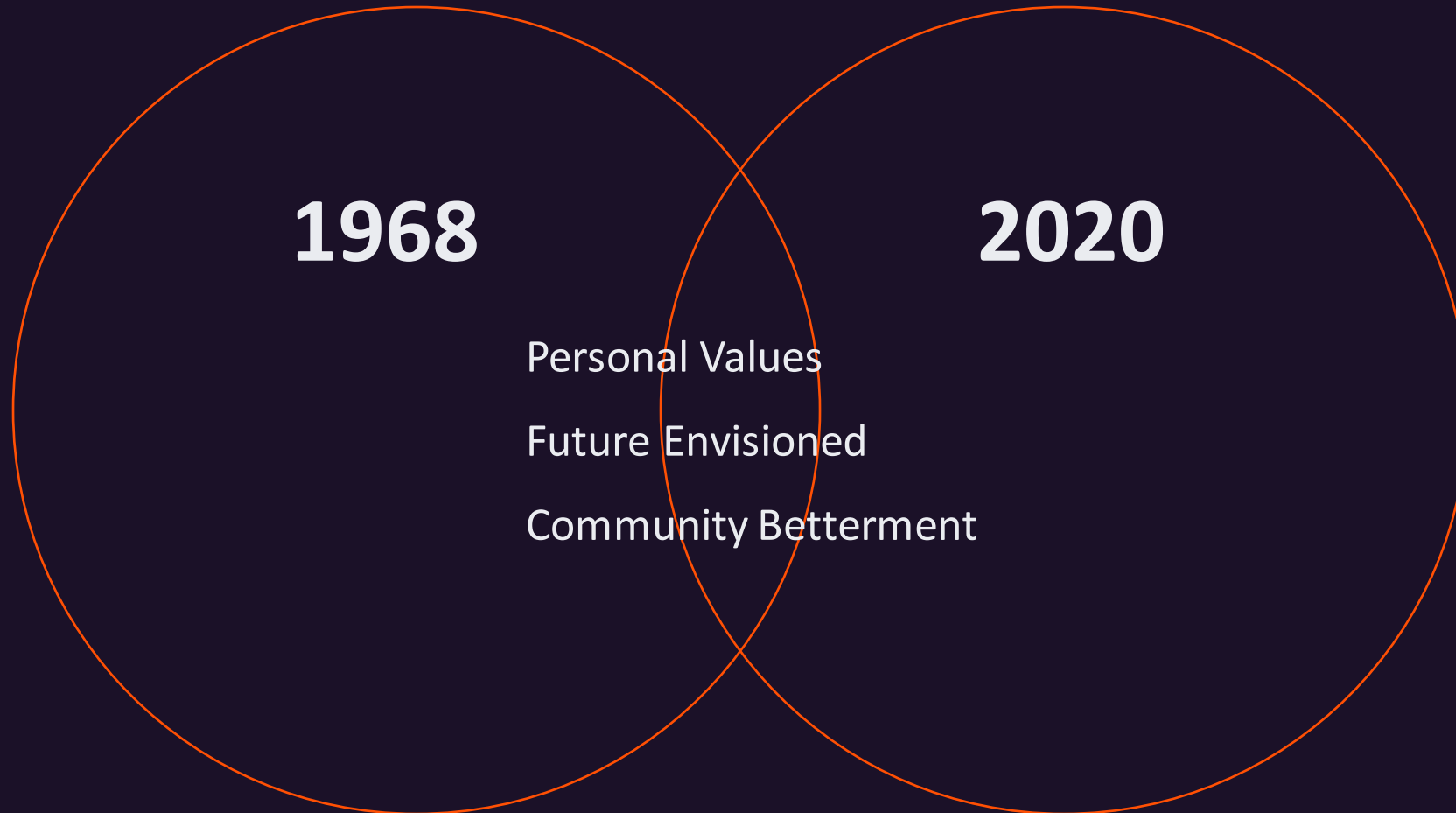
Anti-war Pandemic Outrage
#MaskUp American Medical Association
“Facts First” CNN.

Police Brutality & Systemic Racism
“Defund the police.”

NOW



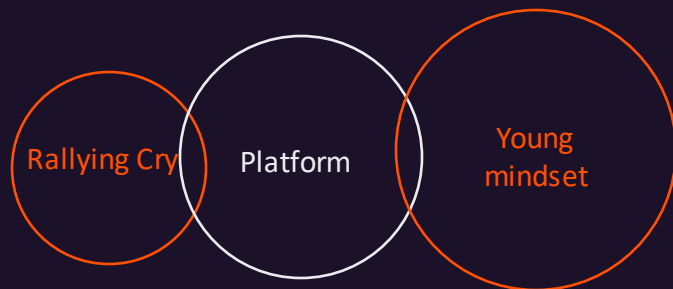
A RALLYING CRY UNITES PEOPLE, GIVING THEM A REASON TO CARE



TRIGGERS OF CHANGE

PLATFORM

THEN



Martin Luther King

Television as the main medium. M. Luther King alerted media prior to events.

Vietnam War

“The First Television War”

The footage was uncensored, very graphic in your living room.

Rise of Controversial Newsletters

LA "Free Press" was known as the youth movement's first underground newspaper.

TRIGGERS OF CHANGE

PLATFORM

Social Media

George Floyd video had 2.5MM views in 12 hours & 8MM tweets tagged with #BLM

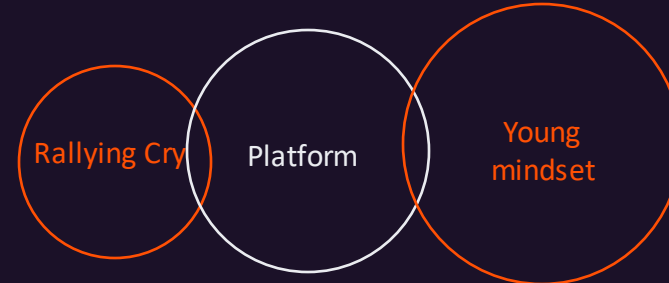
Video Content

80% of the most-viewed videos were on BLM for 12 days after.

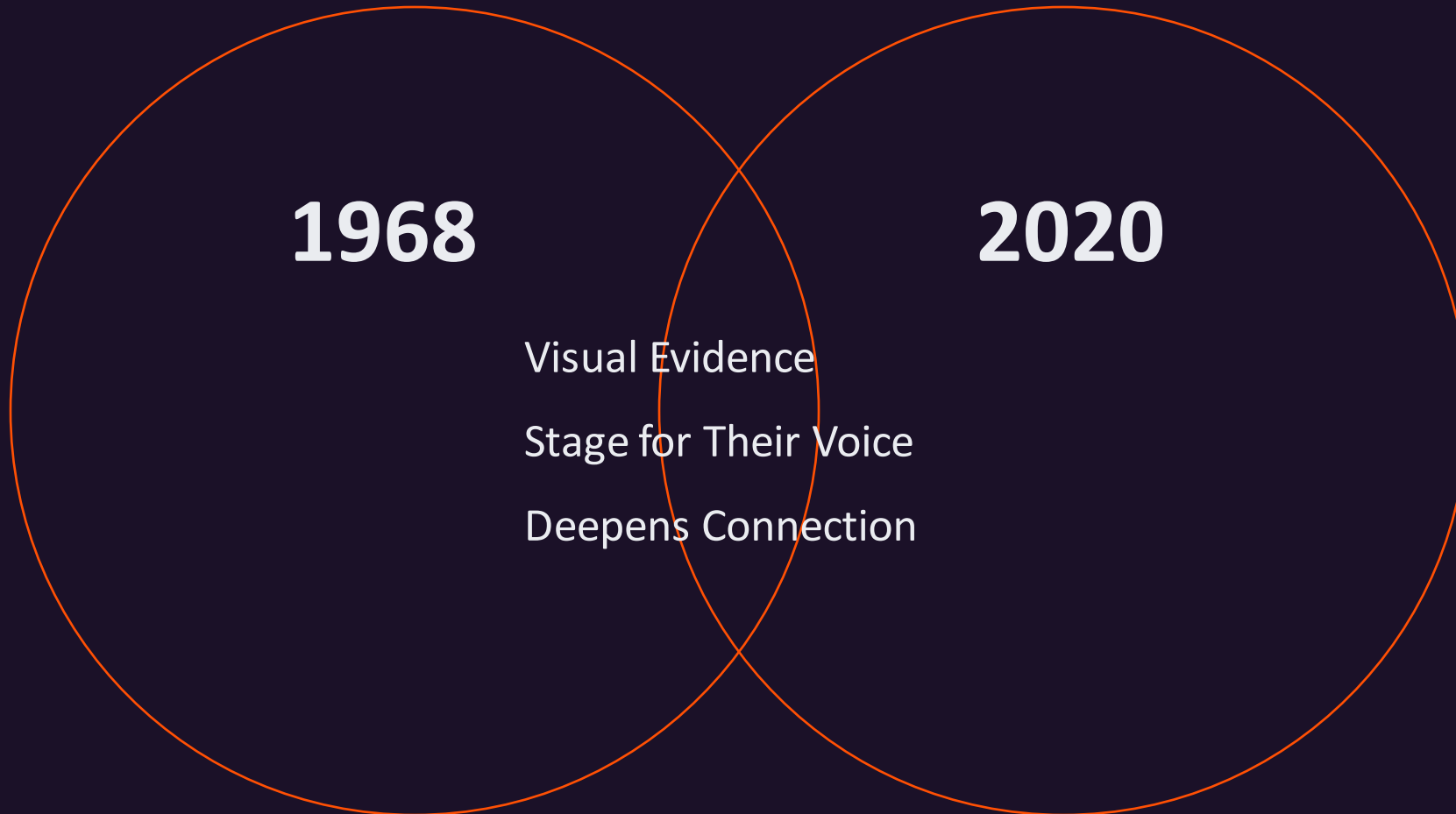
Petition

2018 online anti-gun petitions signed by over 5.7M people (Parkland, FL)

NOW

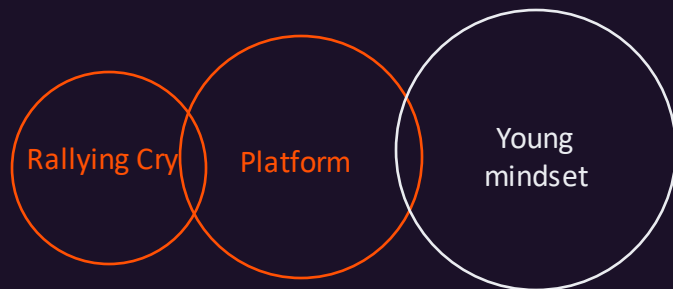


THE YOUTH MINDSET ASPIRED TO CHANGE THE WORLD



TRIGGERS OF CHANGE YOUNG MINDSET

THEN



Baby Boomer's Mantra Coined in 1964
"Don't trust anyone over 30"
Boomers were under 22

Generation Gap Driven by Values
74% reported major differences in relation to the Vietnam War, civil and women's rights

Distrust in Government & Rise of New Generation
Between 1960 - 1970 number of Americans between the ages of 15 to 24 increased by 50%
Distrust in government was growing

TRIGGERS OF CHANGE

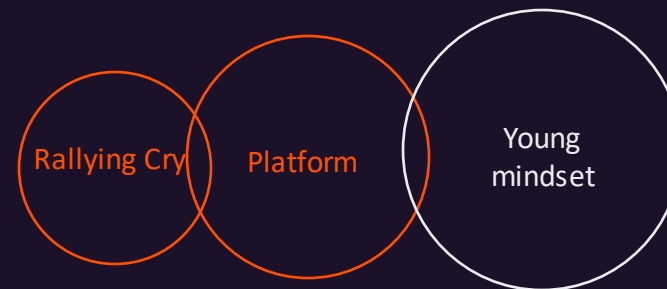
YOUNG MINDSET

Millennials, Gen Z
Gen Z are 22 & under
Millennials are 23-38

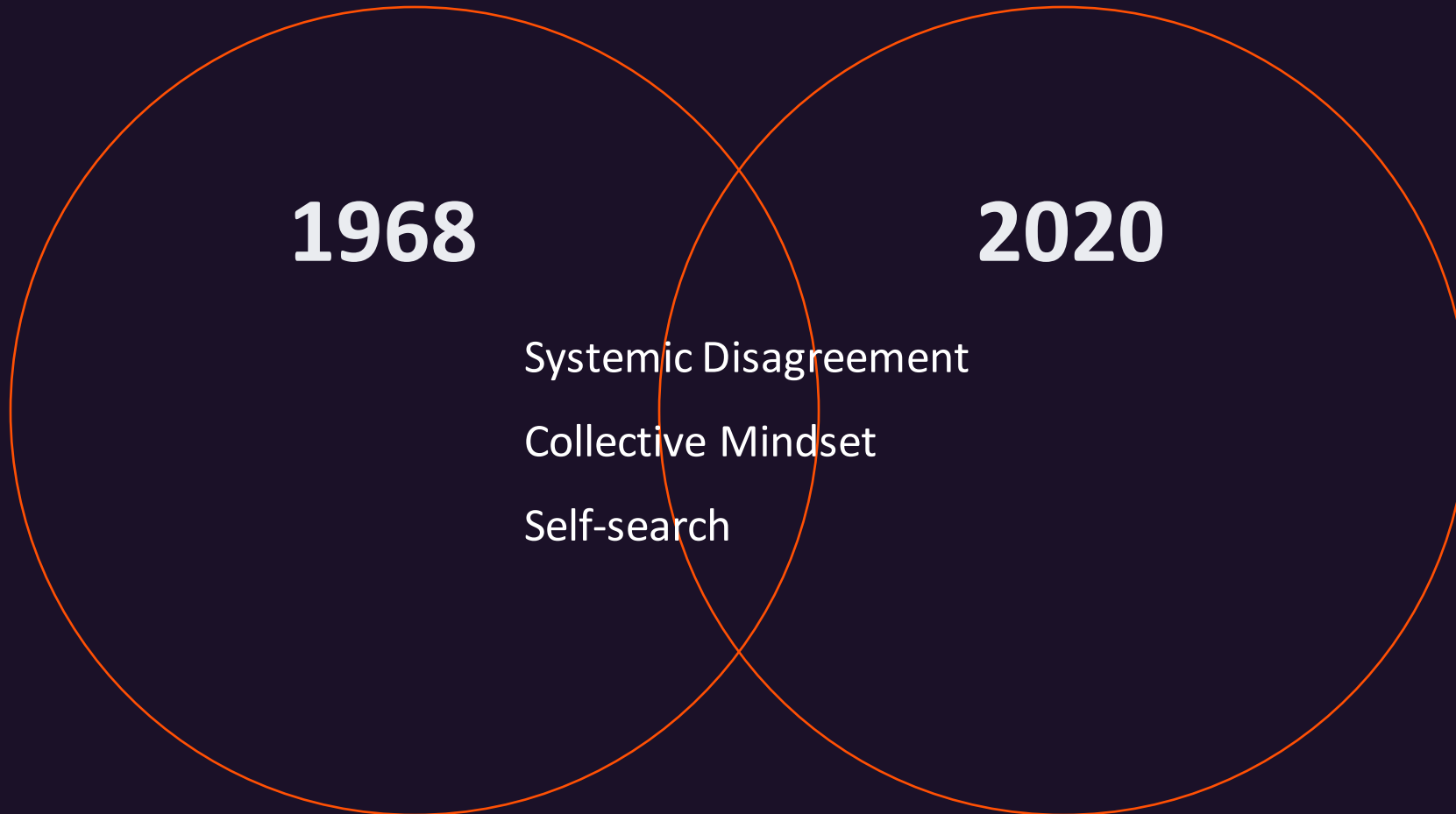
Generation Gap Driven by Diversity
Minority represents 40% of the U.S. population v.
11% in the 60's

Distrust in Government
Only 17% of Americans today trust the government; decline is driven by
young people

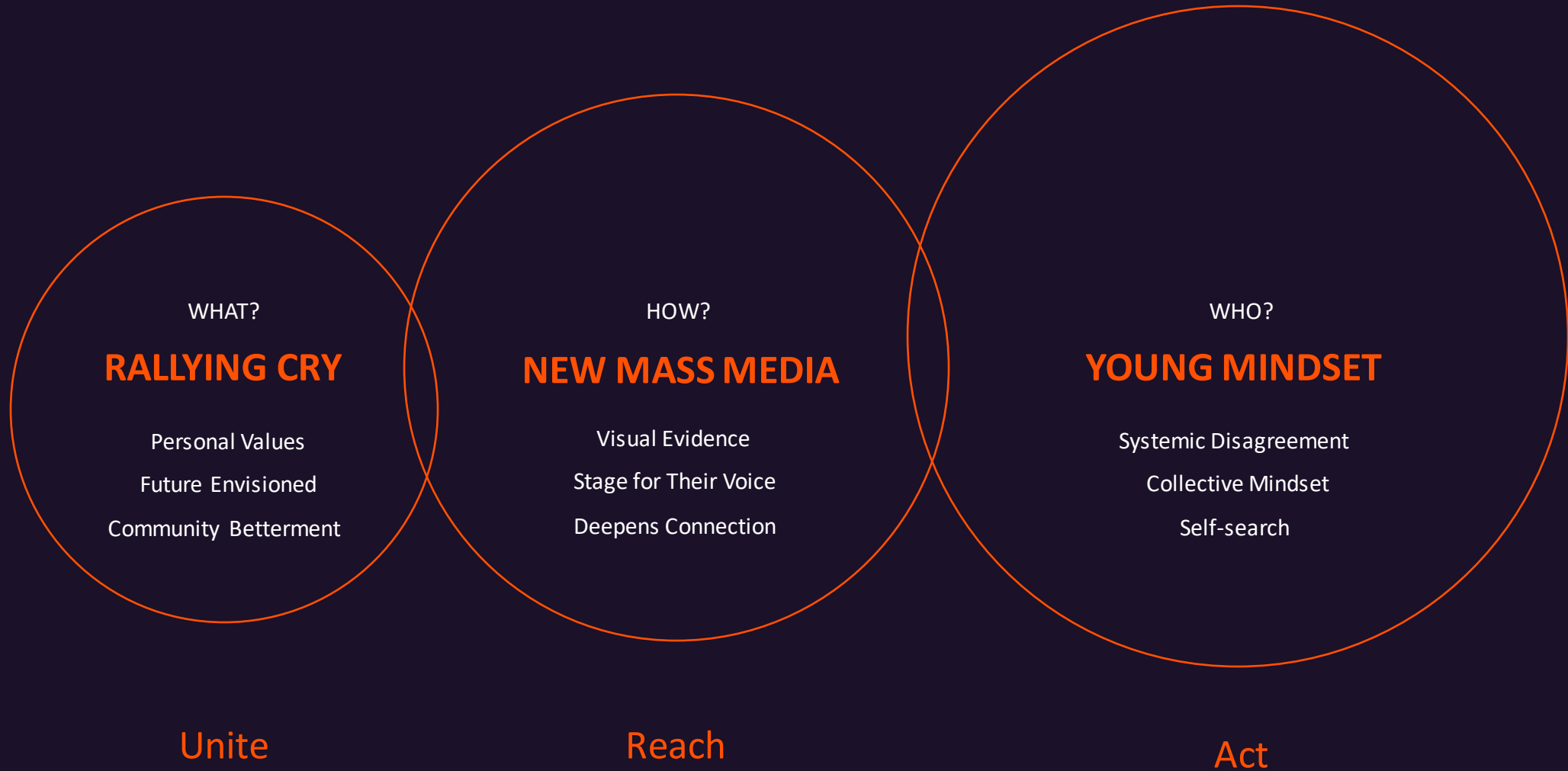
NOW



THE YOUTH MINDSET ASPIRED TO CHANGE THE WORLD

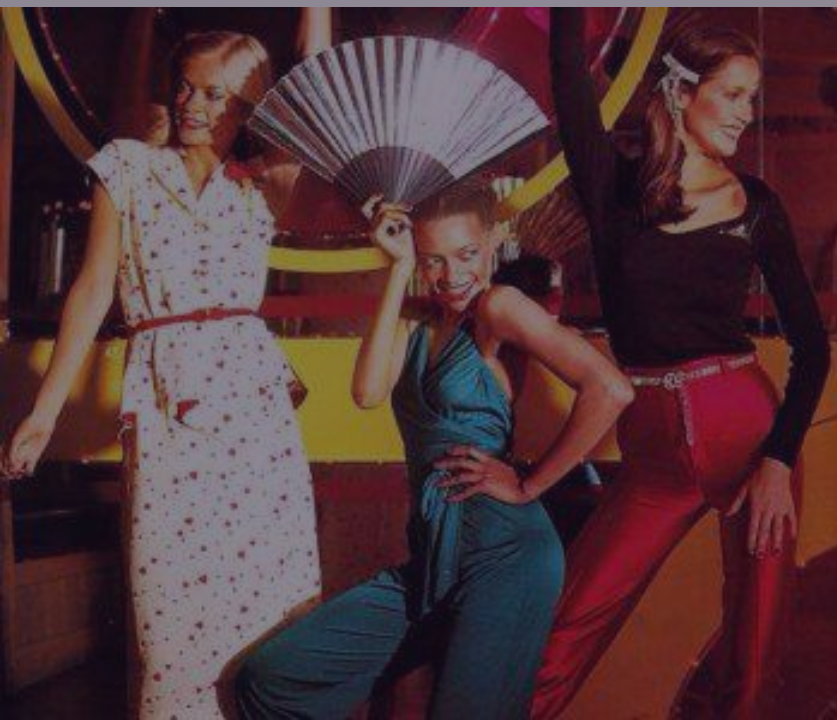
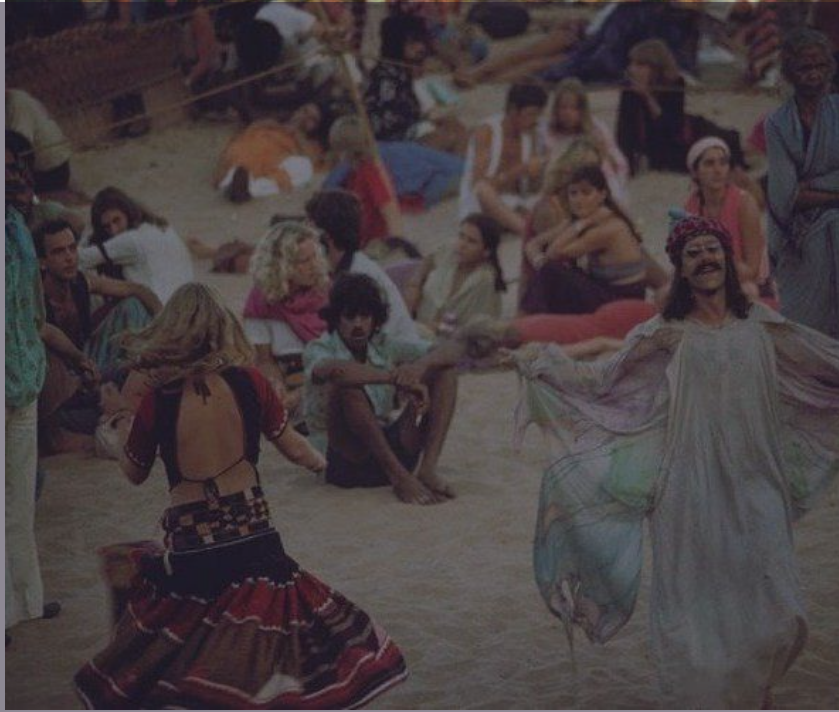


TRIGGERS OF CHANGE CONSISTENT ACROSS 1968 AND 2020

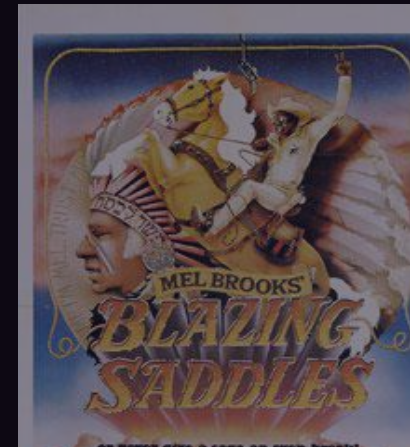


**WHAT CAME
OUT OF IT?**

WHAT WE
THINK

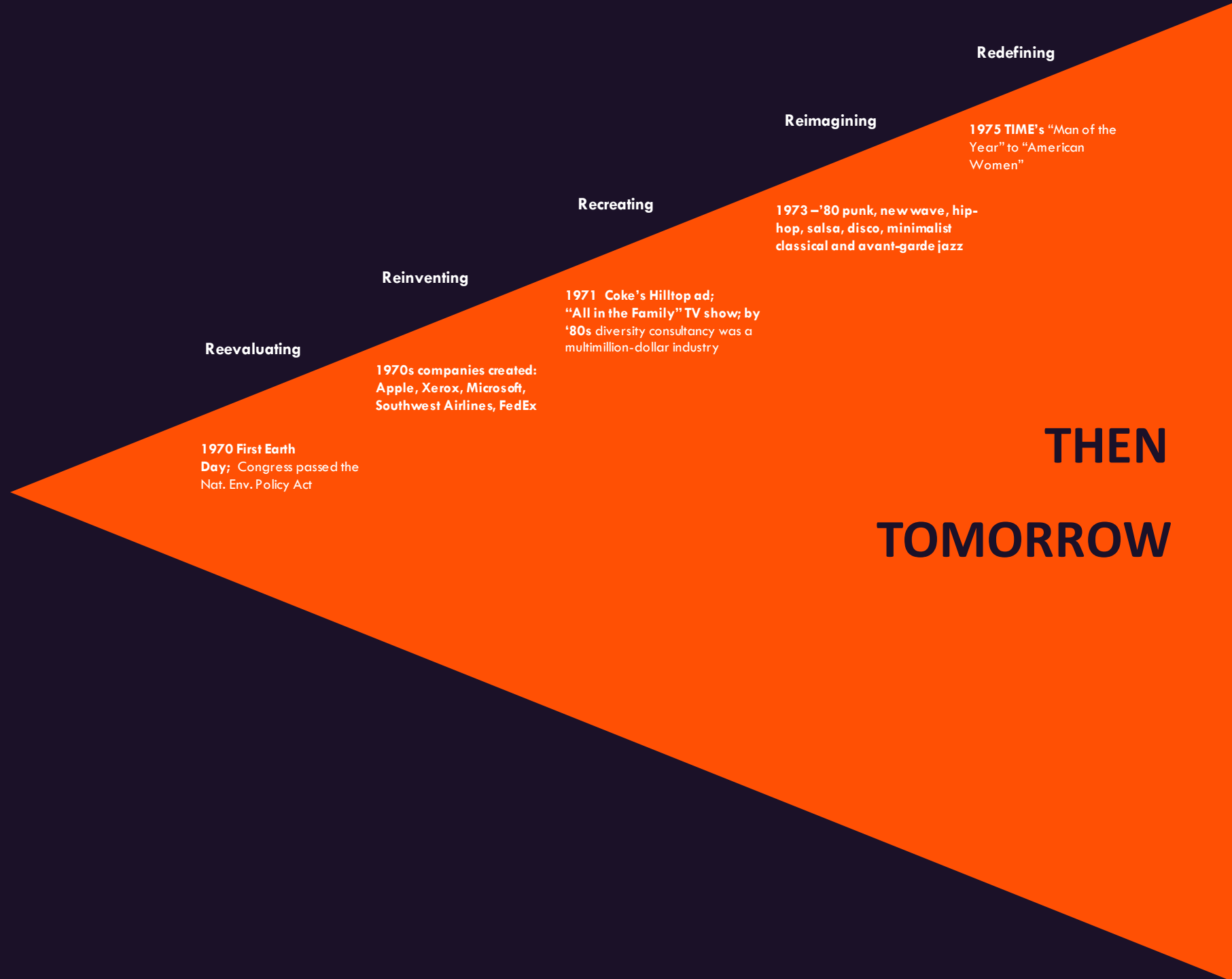


WHAT HAPPENED



Outcome of 1968

RENEWED WORLD



THEN
TOMORROW

**“IT WAS ABOUT ACTIVELY CREATING YOUR
OWN REALITY, INSTEAD OF ACCEPTING THE
ONE THAT WAS HANDEED TO YOU.”**

— Priscilla Frank

BRANDS THAT CAPITALIZED ON RENEWED VALUES SUCCEEDED

Connection

Innovation

Accessibility

Empowerment

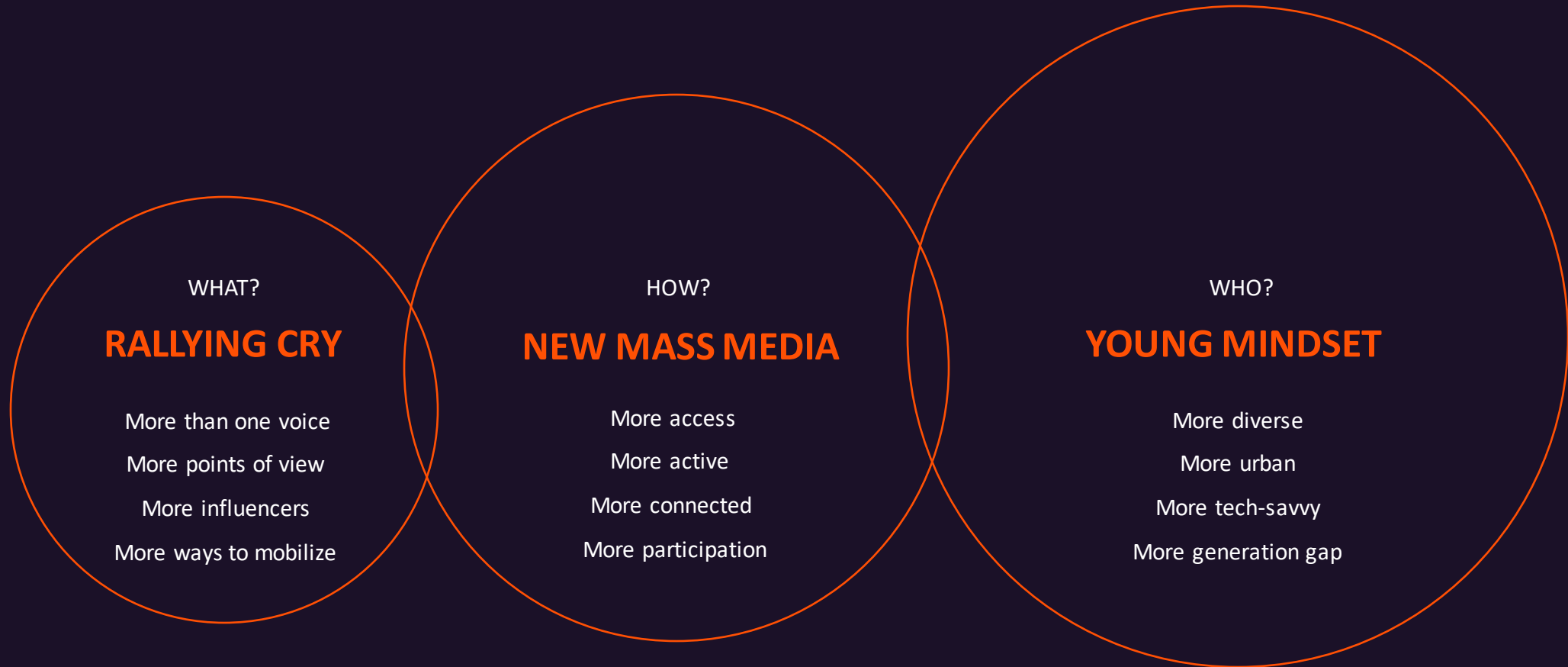
Microsoft



**THE CHANGES COMING OUT OF 2020 WILL BE
EVEN MORE AMPLIFIED.**

2020 IS 1968 ON STEROIDS

MORE OF EVERYTHING



NO TIME TO WAIT.

**WHAT ARE THE
KEY TRENDS?**

The background of the slide is a dark, moody image. On the left, a hand is visible holding a smartphone. Overlaid on this is a network diagram consisting of various icons (people, mail, gear) connected by lines, suggesting a digital or social network. The letters 'RE' are prominently displayed in the center-left in a large, bold, orange font.

RE

EVALUATING

CREATING

INVENTING

DEFINING

COMING OUT OF 2020

REEVALUATING

Driver: Personal values adjusting to the new norm

Identity transformation on all levels: personal values,
'my role in society' and 'my tribe'



AT LARGE

ACTIVATION OF A TRIBAL MENTALITY

In times of upheaval, values are challenged causing us to question our communities and associations.

THEN

The rise of disco, punk, religion, hippie movements and creation of the “Summer of Love” festival manifested search for connection and belonging.

TOMORROW

People will reevaluate their tribes (online, offline) & reassociate to manifest their new identity. Increase of micro-movements and rise of different pop cultures.

IN THE WORLD TODAY

REEVALUATING

Identity transformation on all levels: personal values, 'my role in society' and 'my tribe'

In our personal values ...

People are reevaluating priorities and activating changes in their lives (eco-contests, no plastic challenges, eat less meat), prioritize science and focus on self-care.

In society ...

Reevaluating the meaning of diversity and moving toward inclusion. Connecting on a deep level, digging into personal heritage and roots.

In the economy ...

Reevaluating the definition of success. Empowering personal fulfillment rather than adherence to societal norms (trade schools vs. colleges; local shop vs. Silicon Valley, corporations).

REEVALUATING IN 2025

REEVALUATING OUR DEFINITION OF HEALTH...

Proactive health care will be the new norm with mental check-ins being routine. Adoption of mobile telehealth will enable live updates with doctors in your 'personal' network alerting them in case of irregularities ... comeback of '70s "mood ring" in its most tech-advanced form.



Devices like Amazon Halo Device will become mainstream

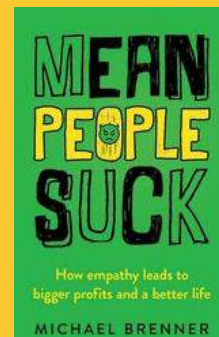
REEVALUATING HOW WE REACH PEOPLE...

Deeper connections will lead to hyper-niche tribes and a need for hyper-niche data-driven marketing, content and media. From ethnic populations to enthusiast groups, it takes a specialist to reach them.



REEVALUATING "ME" TO "WE"...

An empathy revolution is on the horizon. As news and social media enable more connection globally, empathy has a resurgence and cross-cultural understanding.



REEVALUATING HOW WE SUPPORT LOCAL...

Rise of "community as family" mentality while convenience will still be key. Local stores, farmers, bakers, markets will have to make seamless deliveries a priority (drone deliveries, Amazon Prime local partnerships).



Local farmers utilizing
Amazon's network

amazonfresh



COMING OUT OF 2020

RECREATING

Driver: Express emotions through creativity

Key industries: Music, art, entertainment, comedy

Experimenting with creative expression that pushes the boundaries and shines new light on content produced.



AT LARGE

DOCUMENTING WITH PURPOSE

Using technology of the day to document our perspectives of the world to accelerate the changes you want

THEN

Graphics took a central stage as the popularity of TV grew. Cameras allowed to capture those moments by amateurs; Kodak sales peaked reaching 85% market share.

TOMORROW

More people turning their cameras outward: documenting, showing their affiliation and using their voice to encourage change. People are tuning in for conversations and putting their own spin on it.

IN THE WORLD TODAY

RECREATING

Experimenting with creative expression that pushes the boundaries and shines new light on content produced

George Floyd street art

In art ...

The growth of avant-garde art inspired by social and environmental issues to challenge norms and broaden perspectives. Bring art to the people (street art, IG vs. museum).

Lil' Naps X

In music ...

Boundaries in music will break down as artists explore new collaborations, new subject matter and new ways to distribute (blending genres, remixes).

Oliver Stone on filmmaking

In entertainment ...

A rise of independent filmmakers focused on “real” stories vs. “politically correct” Hollywood. New comedy series address the new norm.

RECREATING IN 2025

RECREATING ENTERTAINMENT FOR OUR HIGH ENGAGEMENT ...

The future is behind individual voices. Platforms will rise and evolve to allow even higher customization of content – from advance screenings for upcoming feature films to exclusive events and ways to meet makers and producers. And the benefit is data-driven decisions along the way!



A combination that will reinvent film screening ...

RECREATING HOW WE LISTEN TO MUSIC ...

Music lovers will be invited to participate and co-create through new gamified music experiences. As voice recognition technology and interaction on-the-go grow, data-driven participation and immediate distribution will create new ways for fans to connect with up-and-coming musicians. Giving power to music lovers, not producers to make decisions about the next big hit – this could bring us a new form of psychedelic rock, disco and more!



RECREATING FASHION FADS ...

Outburst of fads in fashion, exercise, dance and ... a new version of Pet Rocks, Disco and Hot Pants are on our horizon.

RECREATING HOW WE ESCAPE THROUGH ENTERTAINMENT...



As fast-moving news and growing tech penetrate our entertainment platforms the popularity of escapism rises. We'll search for storytelling more than ever before through imaginative new worlds in film. While we should be on the lookout for new movies like Star Wars and Star Trek in the 70's, the experience will be fully immersive with VR and 3D-tech.

COMING OUT OF 2020

REINVENTING

Driver: Opportunistic pursuit of new, improved, efficient and inclusive ways to do things.

Key industries: Medicine, Service Sector, Travel & Experiences

Businesses harnessing innovation to solve new problems and align the marketplace with new value systems.

A dark, monochromatic background image showing a person's hands working on a complex electronic circuit board, likely a computer motherboard. The person is wearing a light-colored shirt and is focused on the task. The image is partially obscured by a large white diagonal shape that points towards the right side of the frame.

AT LARGE

ACTIVISM THROUGH ENTREPRENEURSHIP

THEN

"Business is the place for people who want to make a difference." - Yale professor Robert Kanter, in a Newsweek interview.

+500% in entrepreneurship between 1970-1980

In the mid-to-late 1970s, there were about 1.5 new firms created for every firm that exited the economy.

TOMORROW

More Americans will start their own businesses to create the change they want to see in the world. They've seen how individual actions can create change faster and will look to the marketplace to drive societal transformation.

IN THE WORLD TODAY

REINVENTING

Businesses harnessing innovation to solve new problems and align the marketplace with new value systems.

In CSR...

CSR expands more rapidly as a leadership metric, with customers holding businesses to higher standards. Return on Impact – instead of Investment – will be the new normal.

Blackrock CEO Larry Fink

In tech ...

Industries that have been slow to innovate and evolve are jump-started (medicine, Telehealth, cybersecurity, restaurants breaking away from physical space).

Telehealth

In travel ...

Domestic travel is reinvigorated – especially through road trips with families and friends. Safety and comfort concerns are even bringing back the van (the bigger the better).

VW ID.Buzz Electric Concept Car

REINVENTING IN 2025

REINVENTING VACATION ACTIVITIES

...

Vacation time is used for trips focused on getting off-the-grid, building survival skills, and media detoxing... a new kind of “back to nature” movement.



REINVENTING BUSINESS CONSULTING ...

Held to aggressive goals, businesses hire “green consultants.” This goes far beyond marketing - they will evaluate manufacturing, production and circular economy components of businesses in every industry.



Big Data systems will connect companies with a system of corporations, NGOs, and community organizations to achieve local, national and global goals.

REINVENTING HEALTH WITH DATA ...

With telehealth now a medical mainstay, tech opportunities in medicine are ripe for new and existing players.



Privacy-centric “medical hot spots” securely collect individual data from fitness trackers, health devices and share with AI doctors for real-time health updates. AI will also assist patients with quick diagnoses... Reigniting the 70’s focus on accessible health care.

COMING OUT OF 2020

REDEFINING

Driver: Our world reflects our values. As values change, so do our spaces. Key industries: Workplace, Architecture, City Planning

Changing the spaces around us to align with new priorities and needs.

A woman in a light-colored dress stands in a kitchen, looking towards the right. A large white arrow points from the text area on the left towards the right side of the image.

AT LARGE

BLURRING BOUNDARIES

As our personal and public spaces serve more purposes, layouts and amenities evolve to fit new needs.

THEN

Open plan architecture in the home created more room for entertaining, opening the kitchen to the rest of the home. This liberated women from the kitchen walls, helped to casualize entertaining and connecting.

TOMORROW

As our homes evolve to serve more purposes than ever before, flexible/modular space will become even more important. Look for this trend to expand beyond the home into other public spaces: parks, city centers, and more.

IN THE WORLD TODAY

REDEFINING

Changing the spaces around us to align with new priorities and needs.

Home climate systems

In our homes ...

Amplified safety at home – from ventilation to filter pollution outside and purifying air inside, to off-the-grid locations and survival amenities.

New priority for office space

In tech ...

With work able to be done from anywhere, the office space will refocus on fostering community and building culture.

Seeking suburban areas

In cities ...

For remote workers, suburbs and smaller towns attract remote workers with more square footage, private outdoor space and the promise of safety.

REDEFINING IN 2025

REDEFINING WALLS IN OUR HOME...

Flexibility of space at home becomes paramount, so movable walls let people create spaces to serve varying needs: entertaining, work, rest and everything in between.



REDEFINING WHERE WORK HAPPENS...

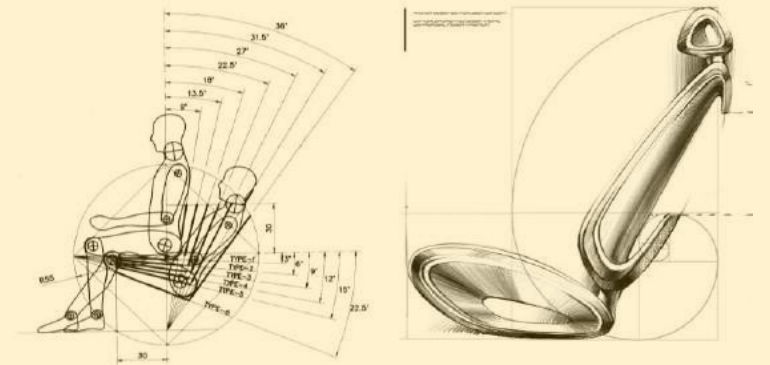
As we work from anywhere, public spaces will evolve. Remote work pods will be available in parks, shopping districts and other public spaces where someone might need to take a call and access Wi-Fi. Apartment complexes may offer separate working pods to renters...The cubicle of the '70s gets reinvented for remote work.



wework | zipcar. 

REDEFINING OUR VEHICLES...

Our renewed focus on health sparks long-distance travel in personal vehicles where comfort is key. Car interior design leverages mass personalization and tech-infused ergonomics. AI will provide personalized ergonomics (for all passengers!) and data-driven insights for real-time comfort updates.



PREPARE FOR THE FUTURE

START DOING NOW

Lead with empathy

“Me to We” will be our new norm, not a trend. Rethink production, manufacturing and sourcing. Circular economy will become mainstream.

Rethink production, manufacturing and sourcing

Circular economy will become mainstream.

Invest in community building

Build emotional connection through localization.

Go hyper-niche

Embrace the rise of data-driven creativity.
Build for an even more flexible world.

Build for an even more flexible world

Design multi-purpose space, products, experience to adjust to blurring lines and serve more purposes.

Empower the voices

Encourage consumers’ participation and reward it.

**“THE LEGACY OF THE 70’s, THE CHANGES IN
LATITUDE AND CHANGES IN ATTITUDE, REMAIN
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— Bruce J. Schulman,

“The Seventies: The Great Shift in American Culture, Politics, and Society.”

2020

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