

THE POPCORN REPORT

The Future of your Company, your World, your Life
FAITH POPCORN

Main Idea

For anyone in business, the future is a serious issue. If your customers reach it before you do, they will leave you behind. Business success requires that you constantly evolve towards meeting the requirements of the future.

The best approach lies in constantly monitoring the attitudes, requirements and tastes of your customer base. Take what you observe and project those perceptions to their logical conclusion. Then start aligning your product or service with the long-term logical conclusions of your analysis. In doing this, you are acting today to preserve the long-term future and profitability of your business.

1. Timelines

The companies who best anticipate the requirements of the future stand the best chance of surviving any business shakeups that occur.

Monitor the attitudes of society and change your product or service to fit those changes.

2. Paths To The Future

Trend 1. Cocooning

Staying at home in a comfortable cocoon will become the most widely accepted social practice.

Trend 2. Fantasy Adventures

People will replace real-life risk taking with mental fantasy adventures in comfortable surrounds.

Trend 3. Small Indulgences

Consumers will indulge themselves with the very best goods in just one self-chosen category.

Trend 4. Egonomics & Individuality

The nineties will be known as the decade of the individual where differences are emphasized.

Trend 5. Cashing Out To The Country

The ultimate dream will be to own a block of land in a small town where you can do anything.

Trend 6. Aging Will Be An Advantage

Age and wisdom are becoming more widely appreciated and valued than youthful energy.

Trend 7. Staying Alive Forever

People will continue to go to any lengths possible to live forever if technically possible.

Trend 8. Vigilante Consumers

Vigilante consumers will hold corporations to ransom for their social policies and attitudes. Consumers will not be willing to be part of the silent majority any longer. They will flex their collective muscle.

Trend 9. Simplification Of Our Lives

There is a growing belief that business success is not worth sacrificing everything for, and that sacrificing everything for the good of the company is no longer considered worthwhile.

Trend 10. Decency

The nineties will be a decent society with environmental concerns at the forefront, followed by ethical behavior to the disadvantaged and genuine concern about the standards of education.

3. Getting On-Trend

Present consumer trends are business warning signals. They point the way to a sustainable competitive advantage for your business if you take note and use the trends.

Project the trends to their ultimate conclusion in your field, and work backwards to see what you should be doing today to align your business with the future.

4. Capitalizing On The Trends

Preventative business planning helps you be prepared for whatever develops in the future.

If you don't start changing your business today, you will be out of touch and out of business when the future evolves.

5. The New Marketing Frontier

Preventative business planning helps you be prepared for whatever develops in the future.

If you don't start changing your business today, you will be out of touch and out of business when the future arrives.

6. Future Signals

Stay aware of evolutions that are taking place in consumer attitudes. They help identify the trends of the future. If you watch for changes that are constantly occurring, you can become more aware of the likely requirements of the future.

1. Timelines

Main Idea

The future is a serious business, and if your customers reach it before you, they'll leave you behind. There will be economic casualties as the changes take effect, but those who see the shakeups coming stand the best chance of surviving.

Supporting Ideas

The 90s will be a decade of change from fast-track living to a return to home and self-protection. This change is not inspired by any single particular happening, just by society shifting its assumptions about the past, present and future.

Consider these trends;

1. For the first time ever, the wilderness is now considered safer than civilization. People are increasingly entrenching themselves in the privacy of their own homes as a fortress from society. They will work from home, shop from home, be entertained and educated at home - their homes will become their centers of consumption.
2. Nature is no longer our ally but our enemy. What we eat, and how our food has been prepared, has become a political issue. The impulse to get fit has been superseded by an intense drive to survive.
3. Foodaceuticals (food combined with drugs) will be developed to create new methods of nourishment. Herbal treatments will combine with modern medicine to produce specific foods for treatment of ailments.
4. There is presently a general aversion to long-term thinking. Consumers are disillusioned by the traditional corporate approach of "search-out-resources-and-destroy" and instead they look at purchase decisions as political. Companies no longer sell what they are offering, but increasingly what they are and their value system.

2. Paths To The Future

Main Idea

Trends are a road map to the next decade. They are designed to point to the factors that will motivate consumers to buy one product over another. It is a focus on consumer moods rather than simply consumer types. Trends are predictive simply because they start small and gather momentum. On average, trends last about ten years. If you can propel your business on the momentum of a current trend, you can increase your hold on the consumer.

Watching the trends expands your vision, and helps you see more clearly how the future will look and feel. And, specifically, how your business can profit from this unique perspective.

Trend 1. Cocooning in a New Decade

Main Idea

Cocooning refers to staying at home rather than going out and about on the town or in the community. People are increasingly setting up their homes exactly as they want them, and spending more time at home enjoying their own personal set-up.

Supporting Ideas

Cocooning was in full speed during the 80s. Everybody was busy building their homes into high-tech havens where they could dig-in and hide from the pressures of the world. Cocooning is the ultimate insulation and avoidance strategy. Video recorder sales, a boom in take-away food and a soaring birth rate are evidences of the widespread reach of the cocooning trend.

Rather than letting up, you can expect the 90s to produce;

1. The Armored Cocoon

Gun ownership in the U.S.A. was up 53% between 1983 and 1986. Home security systems are booming. People are also forming groups (sort of armed neighborhood watch groups) of like minded cocooned consumers. To reach these people, you have to go to them - don't expect them to come to you.

2. The Wandering Cocoon

Increasingly, people are setting up their transportation like a cocoon away from the cocoon with numerous amenities and gadgets now commonplace in cars and vans. In other words, cozier cars are becoming secondary cocoons. The 90s style is plain on the outside and luxurious on the inside. (That way, people won't get jealous or hit you over the head for your property).

3. The Socialized Cocoon

More people are entertaining at home than ever before. Not on the grand scales of huge parties or glittering occasions however. People today are inviting into their cocoon soothing and congenial compatriots - people they feel comfy with and with whom they can weather the raging storm together.

