



CHANGING LIVES

RETAIL • MEDIA • TELECOMMUNICATIONS • PUBLIC ADMINISTRATION • FMCG • HOUSEHOLD DURABLES • ENTERTAINMENT • TRAVEL • PUBLIC RELATIONS & ADVERTISING • VOLUNTARY SECTOR • FOOD & DRINK

CAN BRANDS RESOLVE THE PARADOXES & DILEMMAS FACING THE MODERN CONSUMER-CITIZEN AND STILL MAKE MARGINS/ BUILD PRO-ACTIVE LOYALTY?

The nVision programme, our ever – swelling stock of insights into consumer attitudes and behaviours, is 10 years old in 2008.

This seems like a good time therefore to re-interrogate ourselves about those factors which actually hold consumers’ presence in particular markets and which mobilise choice in favour of particular ideas, offers and brands. It is a good time for such a task also because of expected changes in the structural setting for consumption in times ahead: a weaker property market, thinner economic growth, tightening green regulation, possible electoral activity... The resilience of established trends has to be tested as the economy and society change. Our latest nVision research does just that.

As we look forward into the medium-term, our goal is as always to help deliver competitive advantage for our clients by brokering into strategic play the best, most creative thinking about the marketplace trends, for private and public sectors alike, which matter most.

And so, our programme here is built, fittingly we believe, on the theme of **paradox**: those contradictions that find expression in both the choices made by individuals and in the wider debates (about how we ought to live now) audible within society at large.

With the medium term in focus, we speculate here on a multi-layered question:

How is the consumer, with all his/her personal prospects in mind, to reconcile the drive for excitement with the attractions of stability?

...The appetite for luxury with the pressures for self-restraint?

...The desire to be self-consciously ethical with the itch for cheap deals and maximised convenience?

...The urge for immediate satisfaction with the values of saving, delay, control?

...The goal of accomplishment in all theatres of life with the objective of just getting through the day?

09:00 REGISTRATION & COFFEE

09:45

INTRODUCTION BY CHAIR
BARRY CLARK, GLOBAL ACCOUNT ASSOCIATE DIRECTOR

10:00

THE ECONOMICS OF LIFESTYLE: CHANGE IS COMING BUT WHERE, WHEN, TO WHOM?

JAMIE ALLSOPP, ASSOCIATE DIRECTOR OF INNOVATION

As the old joke has it, in spite of the cost of living it’s still popular. But, surveying the UK economy today, how should the commercial strategist now balance the phenomena of, on the one hand, positive income growth + high service/quality expectations versus, on the other, price sensitivity + cultural pressures to limit spending? As the UK motors officially towards a low carbon future, the lifestyles so many consumer segments wish to sustain could be being de-stabilised. Cost burdens in some areas of consumption will drive the pursuit of economies in others. Is this good news for middle-market offers? Is consumption as social display finally dead? Is rented/recycled the new black? Can luxury positionings survive?

10:30

WORK, HOME, LEISURE: DRUDGERY, SECURITY, LIBERATION AS SIMPLE AS THAT?

ADDWEEN SACHA, SENIOR CONSULTANT
CAROLINE LEROI, SENIOR CONSULTANT

Learned studies continue to suggest that modern life groans with over-commitment. Too much pressure; money feeling tight; time not going spare. The result is an *outcome of the damned*: strained intimacies, sexless marriages, role failure, marginalised kids, binge-working, binge-drinking, net-addictions, divorce, phoney cyber-friendships, thoughtless and excessive consumption... Is this what is truly festering beneath the gleaming formica that is the famed anglo-saxon model of thatcherite-blairite macro-economic success? The question is: just how successful have we been at reconciling the multiple performance-demands placed on us and does the immediate future promise to make things better or worse? And how much sense does it make any more to divide consumers’ lives into the standard time segments of work, home, leisure?

11.00 COFFEE BREAK

MORE SESSIONS AND BOOKING INFORMATION OVERLEAF



CHANGING LIVES

RETAIL • MEDIA • TELECOMMUNICATIONS • PUBLIC ADMINISTRATION • FMCG • HOUSEHOLD DURABLES • ENTERTAINMENT • TRAVEL • PUBLIC RELATIONS & ADVERTISING • VOLUNTARY SECTOR • FOOD & DRINK

11:30

SELF-ACTUALISATION & THE CITIZEN'S USE-OF-VOICE: VOTERS RUNNING THE GOVERNMENT, USERS RUNNING THE NET, CONSUMERS RUNNING COMPANIES IS THIS THE WAY WE LIVE NOW?

EDWARD GREGGS, HEAD OF EUROPEAN CLIENT SERVICES

Some might argue that the balance of political, commercial and indeed creative power has swung emphatically in favour of the individual. Or maybe there are significant places within modern capitalism where dominance still rests resiliently with the supplier, the brand-owner, the distributor, the marketing director... If so, how are they prospering and can they prosper forever? If the consumer-citizen has so much influence then how does he/she wish to wield it – and with what specific gains in mind? In the days ahead, what will the term 'customer satisfaction' have come, on current trends, really to mean? And specifically what will it mean for commercially-focused decision making inside UK households?

12:00

IMPULSES INTO HERDS, MINORITIES INTO TRIBES, FRINGE INSTINCTS INTO CULTURAL GIVENS ARE WE SITTING ON THE NEXT BIG THING?

DOMINIC HARRISON, ANALYST, TRENDEXPRESS
YASMINE BALADI, HEAD OF UK CLIENT SERVICES

Over the years, nVision has facilitated one of the essential tasks of the market-facing analyst and forecaster: testing and tracking those consumer instinct-tunes which, not yet popular and not yet middle-of-the-road, could well burst before too long into a full, behaviour-shifting, strategy-altering opera. Bringing together the latest wave of Changing Lives research and cross-referencing it with the content of TrendExpress, our new trends monitoring programme, we offer here a view of what we might call the 'interesting minorities' – those expressions of attitude or opinion which may soon move from the Emergent to Active quadrants inside the planner's brainstorm.

12:30

ROUND-TABLE CONSEQUENCES FOR CORPORATE AND MARKETING COMMUNICATIONS; IMPLICATIONS FOR PRODUCT INNOVATION; MEANING FOR THE PURSUIT OF COMPETITIVE SUPREMACY OVER THE NEXT FIVE YEARS

MODERATOR JOE STATON, DIRECTOR OF CONSULTANCY

This session will gather back all the speakers who will be invited, through questions/points from the floor, to speculate on the practical implications of the earlier sessions – and of the full, most recent wave of Changing Lives research (collated December 2007) – for our clients and the policy agendas facing all the business sectors to which they belong.

13:00 CLOSE, CANAPÉS & DRINKS

BOOKING INFORMATION

- nVision subscribers have a number of inclusive places, please email your account manager to book one of these free places (subject to availability) or purchase extra places at the discounted rate of £100 + VAT per delegate
- For non-nVision subscribers the standard cost is £250 + VAT per delegate
- Registered Charity is £125 + VAT per delegate
- Book and pay online via credit card: 10% extra discount
- A group booking (3 + delegates): 10% extra discount
- All prices exclude VAT and include full delegate materials.

BOOK AND PAY ONLINE

www.futurefoundation.net/changinglivesuk2008

BY EMAIL

josiew@futurefoundation.net

BY TELEPHONE

please call Josie Watson on
+44 (0) 20 304 24726

BOOKING CONDITIONS

The Future Foundation reserves the right to make any alternations to the programme that may be necessary. An invoice will be sent to you as soon as your reservation has been confirmed. If you pay by cheque, the payment must have been received before the event and be made payable to 'The Future Foundation Ltd'. Cancellation: No refunds will be given for cancellations made less than 30 days in advance of the conference. Cancellations made 30 days or more before the conference will be given a 50% refund. Delegates may be substituted at any time.

future foundation

An Experian company

