

**State of the Nation 2003**

# **MYTHS PARADOXES:**

**Developing competitive strategies by understanding  
the myths and paradoxes of the modern world.**

**TIME PRESSURE  
DUMBING DOWN  
RECESSION  
DEATH OF THE FAMILY  
VICTIM CULTURE  
THE ANXIETY SOCIETY**

**October 16<sup>th</sup>, Congress House, London EC1**

# MYTHS PARADOXES:

This conference presents seven key areas for strategic development where sophisticated research from the **future foundation group** shows that myth and reality are very different indeed. Each session will look at how the myths are perpetuated, the reality behind the issue and how it can be used to develop successful mid/long term strategies, policies, products and communications. Each session will also provide a warning as to how, even in the short-term, taking strategic decisions without understanding the myths & paradoxes of the modern world can prove to be very costly indeed.

Last year our **State of the Nation** conference attracted over 100 delegates and was sold out—read some of the feedback about our conferences and presentations at the end of this programme.

## **THE ECONOMY—WHAT REALLY LIES AHEAD.**

**Terry Athaide**, Associate Economist for the future foundation group and Group Economic Advisor, Volkswagen (UK)

Myths, urban legends, rumours and half-truths on the state and path of the economy abound. From consumer debt to the government's core service spending, from our working lives to our leisure taking, from the money companies make to the jobs they're cutting, reality can often be some way from perception. A regular and very popular presenter at future foundation events, Terry will be your guide to the next few years for the consumer without fantasy, figment or fancy.

**Brilliant (again!)** he can tell you more about economics in 10mins than most people can tell us in 10 weeks!—*News International*

Wonderful to meet an economist who speaks so intelligently and yet in plain English—very clear interpretations of data, highly relevant.—*Oxfam*

## **WE CAN'T BE AN ISLAND!** Christophe Jouan, Managing Director—nVision

Although the UK now has a physical as well as political and economic links to Continental Europe, organisations often still act, think and plan as an island. By looking at how behaviour is shaped through cultural, structural and historical factors Christophe will discuss how such paradoxical behaviour could mean that decisions and communications fail to resonate with your consumers. By using our work mapping socio-economic similarities and differences across the 15 EU countries, Christophe will also demonstrate how clear, comparable research gives us not only a better guide to developing resonant pan-European strategy, but also greater awareness of opportunities and competition for the UK.

Christophe's session had excellent content and delivery—**brilliant!**  
Very informative with a great angle on Europe.—*Anonymous*

## FEAR & DECLINE—A CASE STUDY ON FOOD.

**Paul Flatters**, Chief Executive—The future foundation group

Retailers, restaurants, food manufacturers and marketers are under threat. An increasingly litigious society is looking for someone to blame for obesity, eating disorders, disease, ill-health and allergies. Food has become an incarnation of the 'anxiety society' and is only one sector amongst many that provides an outlet for this culture of blame. Using our work with Heinz, Unilever, and United Biscuits, Paul will take on these issues looking at how people are managing this 'fear', how they select their areas of risk and where they seek advice. Paul will also show the counter argument, people embracing the spirit of healthy hedonism, personal freedom and the compromises that they are prepared to make to achieve the lifestyle that they choose.

Well balanced and erudite presentation. Interesting people-based presentation of what could be a dry subject. —RHM

## REMEMBER THE EARLY BOOKING DISCOUNT!

All bookings before the 16<sup>th</sup> September receive a 10% discount and a free copy of the book **Complicated Lives** by Michael Willmott and William Nelson. To book please return this card to the address below; alternatively contact us: **BY EMAIL** at [sitia@futurefoundation.net](mailto:sitia@futurefoundation.net), **BY FAX** 020 7251 8138, or **BY TELEPHONE**, please call Siti Assad on +44 (0) 20 7250 3343.

Please reserve me \_\_\_\_\_ place (s)

Name of Delegate 1 \_\_\_\_\_

Position \_\_\_\_\_

Address for invoicing \_\_\_\_\_

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- full price.....£685
- an nVision subscriber .....25% discount .....£513.75
- a registered charity.....50% discount .....£342.50
- a group booking (3+ delegates) 10% extra discount
- booking before the 16<sup>th</sup> September 10% extra discount

All prices exclude VAT and include full delegate materials.

### Terms & Conditions

future foundation reserves the right to make any alterations to the programme that may be necessary. Delegates may be substituted at any time but no refunds will be given for cancellations made within 30 days of the conference. Cancellations made more than 30 days in advance of the conference will be given a 50% refund.

Additional delegate names

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group



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## **RAMPANT INDIVIDUALISATION IS DESTROYING SOCIETY—A CASE STUDY ON THE FAMILY.** Nick Rand, Senior Consultant— The future foundation group

Through our work we all too often find simplistic and out-of-date caricatures of family life forming the basis of new product development, insight and communications strategy. By showing how family life is changing, rather than being in decline, Nick will highlight the implications of social change for marketers and advertisers.

Despite the forces of individualism and shifting cultural values this session will prove that the family remains a major source of identity and continuity throughout people's lives, Nick will provide insight into the shifting dynamics of family decision-making with regard to retail, leisure and media consumption choices. He will draw on work with Abbey National and Sky to explain and challenge the idea of an inevitable 'generation gap' and poor family communication.

Really engaging and interesting. —*BBC*

## **LUNCH**

**CHAIR OPENING** James Murphy

## FRAGMENTATION AND DUMBING DOWN ARE DESTROYING TRADITIONAL MEDIA CHANNELS. **Melanie Howard**, Co-Founder— The future foundation group

By looking at the communications experience from the customer perspective Melanie will show that consumers construct their own 'no brow' portfolio of content and channels with which marketers must work. This session will explore the consumer reality of the 21<sup>st</sup> century media revolution and highlight the ways in which marketers can navigate the changing landscape to reach their customers with targeted and effective communications in the future. She will highlight the following points:

- Distinctions of high-brow and low-brow no longer have resonance and meaning in the more fluid and flexible social environment—but how can you make an eclectic 'no brow' environment work from a planning perspective?
- Understanding how consumers pull together information and communications from different sources is key to getting messages and brands through the clutter.
- Overload is creating real opportunities for innovation in creating participation (as with broadcast TV) and re-invention of established tools such as sales promotion techniques.

## MOBILITY & THE GROWTH OF 'THIRD SPACE' ACTIVITY MAKES IT HARDER TO TARGET PEOPLE. **Charlotte Cornish,**

Research Director—The future foundation group

We know that in recent years there has been growth in the time spent by people neither at home nor at work but in a 'third space'. We know that people on the move have very different needs and demands and that organisations must respond to changes in consumer preferences and living patterns. But does this really make them harder to reach?

Drawing on research conducted by the future foundation for BT Finance Industry Solutions, Charlotte will look at how people interact with companies throughout the day. Using First Direct as a case study, she will argue that it isn't necessarily harder to target people on the move, it just requires new thinking. She will look at the hyper-mobile segments who embrace mobile technology and see what lessons can be learnt. In short she will argue that it is both possible and essential for organisations to capitalise on the opportunities in the third space.

*Very detailed, intelligently presented content.—BT*

*Melanie is authoritative and stimulating.—Lowe & Partners*

## LOYALTY, WHAT LOYALTY; RELATIONSHIP WHAT RELATIONSHIP? Michael Willmott, Co-founder—The future foundation group

What a paradox! In the 1990s, companies became obsessed with customer loyalty, life-time value and CRM even though 'butterfly' consumers were becoming less and less loyal to brands. Why was this, why has loyalty declined and what should companies be doing?

Michael will argue that while much time and money is spent on trying to improve customer loyalty through things like CRM the true needs of the consumer are all too often overlooked. There is plenty of research and innovation but much of it is driven by production realities (what you can do) and competitor activity (what others are doing) rather than by a real understanding of consumer needs. The result is that much npd is 'me-too', creating an excess of undifferentiated choice that ultimately encourages consumers to be less loyal—yet another paradox. Companies that recognise this fact and develop their strategies accordingly will be those that are ultimately successful.

Michael's presentation was both entertaining and thought-provoking. The insights challenged all our audience (both internal and external) to think about our business and consumers in new ways.—*Southcorp Wine*

## PANEL RESPONSE

A team of top marketers will be invited to give their response and individual experiences of the issues debated during the day.

## SOME FEEDBACK FROM PREVIOUS FUTURE FOUNDATION GROUP EVENTS

First time I have attended a future foundation event and I found the whole day very engaging. All the presentations were succinct and focused with relevant content and supporting slides. —*The Co-Operative Bank*

An excellent programme. —*Coors Brewers*

Very interesting—a really stimulating day. —3

An excellent day to sit back and think about the bigger picture. —*Rainey Kelly Campbell Roalfe/Y&R*

Thanks to you and all at nVision for a really stimulating and informative morning last week. It really stood out from the crowd of such events as worthwhile attending. Well done! —*Lowe & Partners*