



TRENDS REPORT

Colourful Trends Report

As a brand owner or a creative agency, you need to keep track of what's happening in the sector you are working in now, and what's around the corner. It's not always easy to make time for this kind of review when you are dealing with the day-to-day. Our trends report is dedicated to your market and areas of interest. It's a quick speed briefing on who's doing what and why it's interesting. It's intended to get you up to speed and ready for your next strategy development or pitch.

STEP ONE: COMPETITORS

First we review your immediate competitors and collect examples of their branding and communications across different channels. You might be interested in finding out what's happening in your category internationally, or to identify new brands. Our report will identify the different players and the dynamic in the sector.

This step will cover:

- Competitor brand audit
- New players in the category
- Competitor landscape

STEP TWO: CONSUMERS

Next we look for insights relating to your particular audience, their mindset and their needs. We find the latest thinking on what's exciting this audience and why.

This step will cover:

- Audience profile
- Attitudinal trends

STEP THREE: CREATIVE

Finally we look more broadly at creative and design trends relevant to your brand positioning. We identify inspiring affinity brands from a number of other sectors or categories and consider how their tactics could be relevant for you.

This step will cover:

- Affinity brands
- Design trends

