



Future markets consultancy

Create future media products and services that embrace social and cultural change

Introduction

Future markets consultancy regroups 1WR trend research specialists and selected transversal competencies from social and cultural fields.

Through trend related research, a gap needs to be crossed to achieve an enlarged scope for innovation. This gap is not exclusively technological but more and more social and cultural. This gap can be summarized by more demanding consumer aspirations seeking appeal and core values such as more responsible, participatory, personalized or identifiable approaches to offerings.

Media products that will inspect such dimensions will have chances of become leaders of tomorrow. Offering such innovations may path the way to concrete results such as audience, market shares and profits but also intangible goodwill from media intermediaries, content providers, personnel and the public at large.

Objectives and means

1WR objectives are to help you create socially and culturally innovative products and leverage these

Means:

- To initially target in dual manner both "embryonic consumers" and "niche opinion" oriented groups to achieve mainstream potentiality. Combining attractiveness of embryonic consumers and adherence of opinion leader groups is a key to mainstream potentiality.

- Minimize risks with involvement of key partners and use of state of the art insights. Improve new media product proposals through different levels of communication: immediate appeal, knowledgeable choice, viral effects.

Product creation and design

Relations with selected creation partners may they be consumers or individuals from social and cultural organizations or networks are formed.

By implicating antagonistic creation partners, 1WR lists possible concept paths that have an immediate appeal and a knowledgeable core.

A product is never perfect. There are cost limitations. Also radical new concepts require time for up-take.

In conjunction with your teams, 1WR explores:

- different concept paths
- potential of winning concepts
- optimization of winning concepts
- acceptance or uptake according to creation criteria's

Relation with internal teams, external design studios, and pilot or prototype makers are sought for exploration, optimization and validation purposes.

Monitoring development

1WR also provides advice on means to report to marketing, production, external relation and sales teams on:

- audience or consumer adherence
- production or content partners
- various distribution groups

Showcase: Future markets creation example

Based upon TrendSetters findings

Using findings from a TrendSetters study, "opinion leader" interviews in social and cultural fields indicated "Global identity", "Searching for the unknown" and "The Anti-Trend" directions that can be used to illustrate a future markets creation example.

Although client interaction is necessary, let's assume that we are commissioned to help a media client diversify to reach new audiences.

Example

The global identity direction could lead us initially to:

- quickly measure international interests and their nature in selected markets among broad "Searching for the unknown" and "Anti-Trend" path
- select core "embryonic consumers" and "opinion leaders" to develop more concrete proposal
- evaluate multiple proposals, especially in terms of appeal and "up take" by targeted and specially built "early adopters" panel in selected markets
- select winning proposals to develop pilot versions with help of qualitative techniques among "early adopters", "embryonic consumers" and "opinion leaders"
- produce prototypes for optimization
- market testing

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