MarketingPulse 2018

VIP Luncheon - The Non-Obvious Trends Shaping the Marketing Industry

Speaker

- **Mr Rohit Bhargava,**
  President & Founder, Non-Obvious Company

Mr Rohit Bhargava, President & Founder at Non-Obvious Company entertained speakers and VIP guests during lunch with a talk entitled: "The Non-Obvious Trends Shaping the Marketing Industry". The talk discussed the idea of future and to predict the future. Rohit shared his research, but more importantly explained the research process and empowered the audience by explaining how each of us can turn into a futurist able to spot and predict trends. Rohit used a first metaphor to suggest how each of us is able to achieve whatever goal through passion same as Ratatouille, a rat, who manages to become a chef in the movie. Another inspiring personality mentioned was Christian Ringnes, the famous founder of the Mini Bottle Museum, showcasing his collection, a curation of liqueur bottles.

These two examples used to actually explain how each of us can predict trends by curating them through the process of putting pieces together, and choosing the non-obvious ones. The process comes from Rohit's personal experience in writing report and books.

The secret is taking notes of what surrounds us and categorize it, curate it, actually and turn it into actionable trends. In his last book, among the trends analyzed there are three particularly interesting: first, the use of heroines in movies that signs the disruption of fairy tale-model stories in which the woman waits to be rescued by a prince. In the new stories, women are the heroines and they do not need any man on their side. Gender roles are subverted and actually identity becomes more fluid as show in the social media that actually reflect today's society. Second trend is approachable luxury. In the past luxury was a privilege of the happy few, today brands are creating entry-point product so that a larger group of individuals can have access to a luxurious experience. Third, humanoids. In the era of AI, nostalgia and retro' will bring back human experience and interaction disregarding robots.

All these trends have been curated and conceptualized through the process of collecting bits and put them together.