

k-mb Trend-Check 2006

INSIGHTS INTO THE FUTURE OF THE EUROPEAN COMSUMER CULTURE

SUMMARY

Prologue

Once again this year, christoph kamps markenberatung (k-mb) has been asking 350 opinion leaders from Spain, Italy, France, Great Britain and Germany what is awaiting us next year in the field of consumer culture. The motivation of this qualitative study is to find out the common interests and differences in Europe. To do this, we asked about the future trends in the fields of society, fashion, music, sport, entertainment, people, metropolis and brands. The result is this, the k-mb Trend-Check 2006. The future prognoses in this study are based on the statements of those polled and have no representative character.

This is a summary of the k-mb Trend-Check. The complete Trend-Check, containing the most important European trends, common interests and national differences can be ordered at www.k-mb.de on payment of a token fee.

Society - Save the Earth

In the face of new and old crises, even the most hedonistic opinion leaders in Europe are developing a new "world awareness". Before we snap things up from the shelves next year, we are going to be asking more questions. Is this good for me, for my neighbour, for the world? Environmental protection is celebrating a comeback. However, we will not be returning to knitted jumpers but rather concentrating on ecological high tech.

Result: Having a conscience is back in fashion.

Fashion - An old favourite with a twist

The good old jeans are once again proving their versatility in 2006, since they've either got to be much too tight, much too short or much too wide. However, the brand name is going to play less of a role next year, as there will be a whole new series of new labels to be found on the boutique shelves. Whether the extreme form of jeans is going to come to the end of its popularity in 2006 remains to be seen.

Result: Old faithfuls in the wardrobe are going to be mutants.

Music - Mix it baby

Europe stands up for its own style. And that has nothing in common with pimps and bling-bling. The chance for small labels is big in 2006, as everyone will be looking for their own niche. And those who want to join in the conversation about sound next year will be talking about "hybrid": a form of cultural clashings which will differentiate itself depending on national taste.

Result: A little bit of this and a little bit of that. People are going to mix what they like and we are going to watch to see who dances.

Sport - Football is coming home

Europe is going crazy and only has balls on the brain. It doesn't matter whether it's in the crowd or on the scene: football is uniting. It's more fun doing it together than alone - especially when it's about a sporty recreational activity. But, dear sponsors: football is wisdom and the fans are not stupid. Spare us from the 101st football magazine, boring prize games and the commercial misuse of the television tower on Berlin's Alexanderplatz!

Result: Intelligent football remains the trend.

Entertainment - Book instead of TV

Repeats are the death of the series. Whether it's "Sex and the City" or "24", it leaves the viewing figures cold. Literates are emerging from couch potatoes and channel hoppers are starting to grow wine at home due to the definite trend next year of expanding the home library.

Result: Anyone who really wants to take part in the conversation next year needs to buy himself a book sharpish, or at least take a look at the best-seller's list.

People - Power versus personality

The interest in celebrity parties and self-important bores is going to rapidly disappear next year. The cause of this is the inflation of big names.

However, don't worry. Bunte, Hola, Paris Match and InStyle will still be around in 2007.

Key players instead of IT girls, Angela Merkel instead of Paris Hilton.

Result: Personal negation. Celebs - no one's going to miss you.

Metropolis - You are so wonderful, Berlin

Berlin is loved because it's broken, because it's dirty and because it is constantly in a state of metamorphosis. As well as being the biggest building site in the world, Fashion-Week and art exhibitions are what are mostly to blame for this hip city's reputation.

Result: Happy will be those who still have half a foot in Berlin in 2006.

Brands - From NoLogo to Adbuster

"Big Bill" can invest so much money in epidemic research and McDonalds can sell biological low-fat products. Even if the big baddies are tamed and work away at their brand image with a radicalism that has never been seen before, everyone is going to be sticking to invariably smaller goods.

Result: Against all flags or Apple.

Epilogue

What unusual answers have been given, which trends and anti-trends are still to be found in the categories and what the opinion leaders see as their national differences can all be found in detail in the k-mb Trend-Check 2006. This can be ordered at trendcheck@k-mb.de or by calling +49 30 69 59 72 81 on payment of a token fee of 9.99 Euros.

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