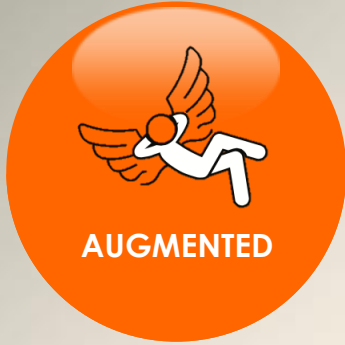


8 Censydiam Consumer Trends 2017-2018



AUGMENTED

The limits of humanity are being pushed beyond the physical realm. Artificial intelligence, VR, the web 3.0, machine learning, robots, self-driving cars, home appliances learning our daily routines. All of these elevate who I am and what I can do. I love to ride these waves of excitement and change. It helps play, experiment and experience, which means that I can break my own human limits and have access to experiences that humanity has only dreamt of.



AUTOPILOT

I live in a world where I need to take so many decisions and as a result, life becomes more and more complex. Uncertainty is growing and things are constantly changing so I search for solutions that can reduce complexity. I seek solutions that mean I don't even have to think; solutions that work effortlessly, improve my efficiency and help me to live a simple, seamless life.



BENEVOLENCE

is the new status symbol. For many years people were able to set their mark by being a VIP, having customized goods or having a great 'klout score'. In today's world giving back, generosity and benevolence allows you to set your mark against the people who cannot or do not even though they can. Moving on from what one has to what one stands for - the value of personal integrity - is key.



TRIBAL

Big national identities are crumbling, they don't represent people anymore. Instead, what people prefer is to contribute to a small tribe. A micro-community identity that does not stand for being a specific nationality, but rather being part of a small, more immediately relevant group. We refer to the "communal community", going back to the tribe, irrespective if this means being a citizen of your neighborhood, your region or your pottery class. The mission of this group is to provide a network of integration to the 2017 consumer.



SELF-DETERMINATION

Since authorities are falling from grace, it is on me now to progress and push my own destiny. It is the era of ME-lebrity. With the never ending possibilities of digital technology I have the confidence to believe that nobody can stop me looking for opportunities. I crave the thrill of the new, of progress and growth. I am driven to follow my passions, I am the hero of my own life and I won't accept to be defined and confined by others.



BUBBLE

In a world where I am required to always be responsible, accountable and committed, I want to find an escape door where I can just be who I want to be. I want to withdraw into a bubble where I can indulge myself. This way I ignore the ever-changing reality, I find relief from everyday hassle, disconnect and just do what feeds my soul.



COUNTER-CULTURE

In world with different layers of truth, I can apply my critical eye and outsmart the system. This way, I feel like I expose the truth and have a voice in influencing the change. I am doing my research and I know how to access the truth. People like me are in the minority, but we are not afraid to be the "bad cops", the whistleblowers, rail against the popular narrative and play the maverick. This is what gives me influence. I feel that I am part of a secret society.



INTERCONNECTED

In a world often dividing us, I am willing to open up and connect beyond our diversity. This is how we learn, we cross-pollinate and we accept that there is not one truth. Diversity makes me richer and makes me relate better with the world around me. It makes me feel like we can all share the same experiences beyond the different cultures and different lifestyles. It is the emerging super-diversity. A world where we can all feel at ease and connected, for a change

