ANNUAL CONSUMER TRENDS
2006-2008

NOKIA
Connecting People

Consumer Trends Evolution

2006	2007	2008
→ Awareness	→ Ethical Consumption & Materialism	→ Emergence of New Optimism
→ Networked individualism	→ Me & Communities	→ Empowered by Social Media
→ New status	→ Old luxury & New Luxury	→ Tech-Lux Appeal
→ Culturism	→ Culturism & Cosmopolitanism	→ New Cultural Flows
→ Deep-living	→ Holistic Living & Busy Life	→ Convenience Culture
→ Bodily exploring	→ Health & Hedonism	→ Ubiquitous Health
→ Experiencing	→ Extreme & Minimal Experiences	→ Authentic & Honest Experiences
→ Mind exploring	→ Human & Inhuman Technologies	→ Art Contributing Human Tech
→ Tech-paradox	→ - - -	→ - - -
→ Tolerance	→ Mature & Young Minded	→ - - -
→ - - -	→ Female Intuition & Male Rational	→ Female Inspired Technologies
→ Trans-work	→ Work & Leisure	→ The Performance Paradox
→ Privacy & security	→ Security & Freedom	→ Need for Privacy
	→ Media Centric Life & Anti-media	→ - - -
		→ Home ♥ Home
		→ Interactive & Instant Tweens

NOKIA
Connecting People

Trends Summary 1/3

EMERGENCE OF NEW OPTIMISM

Increasing consumer consciousness, together with the emerging age of new morals and ethics, is boosting the culture of hope and optimism primarily amongst youth and leading edge

EMPOWERED BY SOCIAL MEDIA

Social media tools are creating more personalized and context based social architectures that change how we interact, as well as empower consumers in relation to big companies and brands

TECH-LUXURY APPEAL

Mainstream consumers are no longer only pragmatic and value oriented but becoming more attracted to higher end offering regarding technologies

NEW CULTURAL FLOWS & HYBRIDS

The phenomena of new cultural flows from developing markets as well as cultural minorities will bring the next waves of new lifestyle trends and aspirations that companies should recognize

CONVENIENCE CULTURE

In the middle of their busy lives, consumers expect technology products to bring back convenience – providing joy and support, personal experience and enabling more than ever before

NOKIA
Connecting People

Trends Summary 1/2

UBIQUITOUS HEALTH

Health is everywhere. More people are suffering from obesity and stress related diseases, and more people are looking for balance, well-being and good looks

AUTHENTIC & HONEST EXPERIENCES

Instead of hype and selling, the leading edge is inspired by learning and the ability to have a personal impact. Genuine interaction and meaningful stories are vital for differentiating experiences

ART CONTRIBUTING HUMAN TECH

The convergence of science, art and design are crucial when creating and introducing new tech innovations. They bring technologies closer to human senses and provide deeper meaning

FEMALE INSPIRED TECHNOLOGIES

Women are increasingly embracing technology as part of their social and work lives. However, it rarely succeeds to offer the desired benefits and tonalities. A female inspired approach provides a good benchmark for innovative technologies that combine performance and style

THE PERFORMANCE PARADOX

Ever demanding productivity requirements are gradually causing some employees to engage less. (Mobile) technology has a paradoxical role: on the one hand it improves life balance with increased flexibility and efficiency, on the other it may lead to a "connectivity creep"

NOKIA
Connecting People

Trends Summary 2/2

NEED FOR PRIVACY

Consumers are trying to find the middle ground between privacy and security as they face increasing pressures to give up some privacy in exchange for security and convenience

HOME ♥ HOME

After the out-going decade of the 90s, the home is starting to replace the street as a place to gather, debate, chill and network. The concept of 'being at home' is extending to other contexts

INSTANT & INTERACTIVE TWEENS

Children have grown up with technology and it has become a lifeline to identity, community, and entertainment. It is an essential part of their lifestyles; connecting to everything important to them

NOKIA
Connecting People

Emergence of New Optimism

Increasing consumer consciousness, together with the emerging age of new morals and ethics, is boosting the culture of hope and optimism primarily amongst youth and leading edge

SOCIETY:
- After the 'anything goes' relativism attitude of the 90s, we are starting to move towards a decade of new morals and ethics.
- Living in a period of hard times (e.g. Iraq war, natural disasters, terrorism) there is a need to take a more positive attitude towards life as well as to be optimistic and hopeful about the future.
- The "new culture of optimism" is boosted by concerns about the ecology, ethical consumption, government actions related issues and green economies.

CONSUMERS:
- An increasing amount of consumers are seeing social and moral issues as crucial factors influencing their everyday life choices – as well as in purchase decisions.
- Consumers are starting to look for new aspects beyond just eco/ethics. There is a shift towards 'conscience consumerism' – more humanistic consumer attitudes.
- The new Millennials generation is driving the trend towards optimistic attitude, responsibility, and new morals.

TECHNOLOGIES:
- Technologies are providing increasing ways to help disseminate information quicker and provide support to communities.
- Technology is becoming more human, playful and engaging. People are using technologies to enhance their happiness.

PRODUCT CREATION:
Products need to not only perform and be ethical but also astonish, delight and engage the emotions. Concepts should be interactive and reflect ideals of playfulness and happiness.

MARKETING:
Marketing theme should be broader than just ethics or sustainability – communicating more optimism, happiness, and positive attitude towards the future.

BRAND:
CSR practices needs to be incorporated into the core of the brand. Need for brands that resonate with consumers' positive mindset and do what they say - also in practice.

Emergence of New Optimism – Some Manifestations . . .

Public debate is ushering in a new decade where a genuine interest in morality, principles, social justice and civic engagement is taking the place of bland consensus. A desire for informed discussion is permeating every area of Western society, as morals, ethics and an attempt at objective rationalism take the place of anything-goes, superficially glitzy, 90s blandness. We are beginning to see significant changes in the pattern and definition of consumerism.
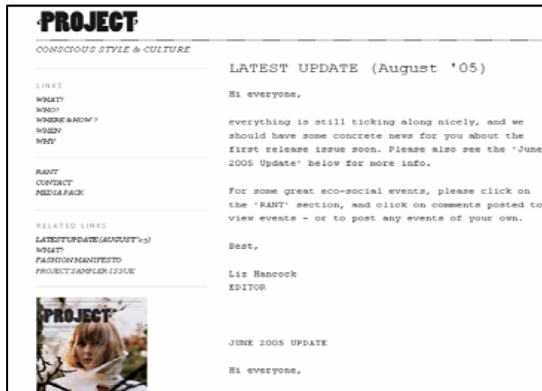
Phenomenon – Introducing the notion of re-enlightenment, a new era of morals and ethics after the 'beige-and-oatmeal-attitudes of the 90s'. Viewpoint magazine #16

Service – Ecofit - the first eco gym club in the upper class neighbourhood of São Paulo. Treating the body conditioning as part of a well-being cycle that cannot leave behind the environment issues.

Happiness as mission – Soul Captain, a Finnish reggae band, with lyrics making a stand on societal issues such as justice, equality, and environment.

Project – an independently published 'conscious style and culture' magazine for people 'who realize that most style magazines leave them feeling empty' , launched autumn 2005 in UK.

Product – Eglu living. Having hens in your garden and fresh eggs every morning. Eglus are suitable up to 4 chickens – additionally, there are eglus for rabbits and ducks too.

Phenomenon – Consumanism and CSR – Cool products are not enough. Computer TakeBack campaign in Us is targeting Apple and demanding them to remove toxic materials from products.

NOKIA
Connecting People

Empowered by Social Media . . . .

Social media tools are creating more personalized and context based social architectures that change how we interact, as well as empower consumers in relation to big companies and brands

SOCIETY:

- Developments in the ICT and media industries continue influencing communication, consumption and content creation. More freeform options that are defined and controlled by consumers will evolve – driven by participation and prosumption.

CONSUMERS:

- Participating and influencing via social media becomes essential for the leading edge (participatory media) - being truly empowered as an opinion former. Technology is about expressing self, getting visibility, and even about "virtual therapy".

- The Digital is slowly moving into the better switched-on mainstream as awareness of the benefits achieved by instant ad hoc social organization and social networking increases A change in the nature of social networks leads to sharing and swapping becoming economies of their own.

- Consumers will increasingly expect the blending of the physical and the digital: sharing is increasingly linked to local and contextual places (localization of virtual community interests, blogs → geo tagging etc.).

TECHNOLOGIES:

- Digital Lifestyles Aggregators (DLA's) – companies creating open source based portals and services based on networking, media and device management, personal publishing, communication and mobility.

PRODUCT CREATION:
Leverage the contextual and social elements of information and networks – create products for communities. Offer multimodal channels to stay connected and easy tools for content moving and sharing.

MARKETING:
Facilitate participatory cultures and social networking. Create campaigns that are collaborative, interactive and engaging in order to increase loyalty.

BRAND:
Act as social catalyst for open exchange. Involve consumers in the product and content creation – be a brand that listens.

NOKIA
Connecting People

Empowered by Social Media – Some Manifestations . . .

Service – NETHOODs in the internet - physical places (e.g. neighbourhoods) and social networking are combined through technology.

Co-creation – Lego offers tools for consumers to create their own designs, which are also for sale for others.

Software – Dodgeball.com is one of the first working MoSoSo's (Mobile Social Software). A software that associates geographical location and time with a social network via a SMS service (context being more important than mobility).

Phenomenon – The blogosphere continues to grow, with a web log created every second. The number of blogs is doubling every five months.

Phenomenon – "Minipreneurs" – an army of consumers turning to entrepreneurs: web-driven entrepreneurs, cottage businesses, seniorpreneurs, mompreneurs, eBay traders, advertising-sponsored bloggers etc.

Book – Communities Dominate Brands by Alan Moore and Tomi T. Ahonen. *The book* explores the phenomenon of digitally connected communities as a force to counterbalance the power of the big brands and advertising.

NOKIA
Connecting People

Tech-Luxury Appeal

Mainstream consumers are no longer only pragmatic and value oriented but becoming more attracted to higher end offering regarding technologies

SOCIETY:

- Disposable incomes are rising in many places around the globe. A wealthy middle class with more consumption power is emerging, especially in developing markets, and it is becoming more accepted to show off one's status.
- Digital technologies are playing a central role in defining people's lifestyles. Commoditization of technology products has led consumers to constantly look for something new and different.

CONSUMERS:

- Consumers' increasing expectations are created by fast changing personalized niche products in many consumer markets.
- Consumers have different needs which are reflected in several ways. Mainstream consumers are becoming more status orientated, demanding a hi-tech feel and features. Leading edge, however, is starting to become more pragmatic regarding technology.

TECHNOLOGIES:

- Industry players have already introduced products which are not only responding to this consumer need but also setting standards/benchmarks for the rest of the industry.
- The WOW factor is becoming a critical differentiating factor for products – the first impression, and the attempt to create 'love at first sight'.

PRODUCT CREATION:
High-quality, desirable products and services that enhance personalisation, pro-am, status and a state of wellbeing with modern human approach.

MARKETING:
Emphasize aspirations and the newness of the products for the mainstream, innovation and human technology for the leading edge.

BRAND:
Successful tech-luxury products for both leading edge and mainstream would help make Nokia an innovative and credible mobile technology brand.

NOKIA
Connecting People

Tech-Luxury Appeal – Some Manifestations . . .

Accessories – technologies are becoming part of lifestyle and looks – essential elements of everyday and lifestyle.

Software – For leading edge, software is a way to differentiate **-** 'Flock', new cutting edge Firefox-based Web browser integrating next-generation Web technologies such as RSS content feeds, blogs, bookmark and photo sharing.

Product – Thinness is cool - Samsung is attracting consumers with new ultra-slim mobile phones about the size of a credit card and less than a centimetre thick.

Product – iPod Nano **–** appealing to the mainstream consumer`s desire for status from cool, sleek products with excellent functionality.

Phenomenon – Personalisation of both the device and content/software is becoming more important part of the tech-luxury experience for proactive consumers.
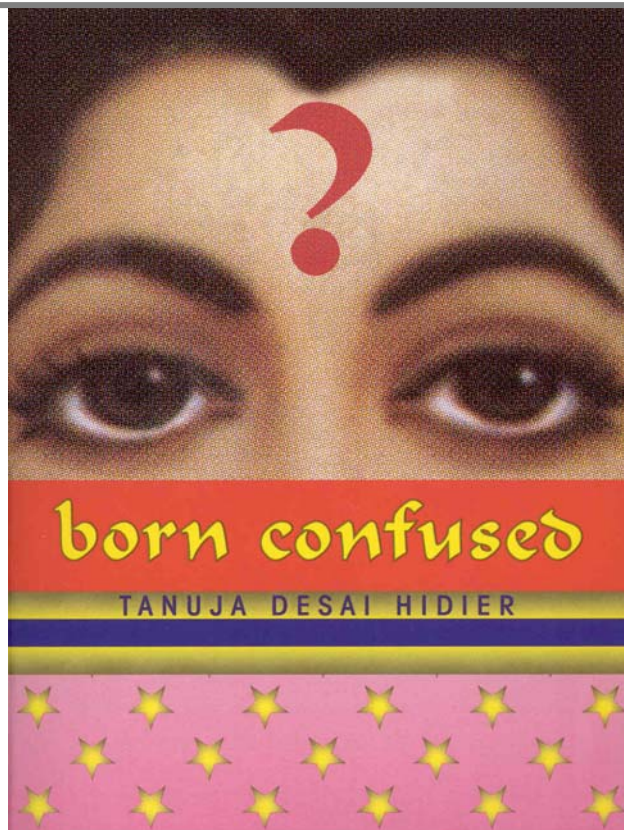

Phenomenon – Multisensorial experiences as status **–** Combining elements of e.g. entertainment and relaxation represents innovation and smartness for leading edge.

NOKIA
Connecting People

New Cultural Flows & Hybrids

The phenomena of new cultural flows from developing markets as well as cultural minorities will bring the next waves of new lifestyle trends and aspirations that companies should recognize

SOCIETY:

- Urbanization & immigration is creating flows between developed and developing countries, leading to the convergence of cultures, trade, technology, and information.
- Talent will emerge in new locations and contexts – Shanghai, Sao Paulo, Johannesburg, and Bangalore. They will become more important as sources of design, music, fashion, pop culture, etc.
- *How newness enters the world* is a bit of this and a bit of that– through hybridity, synergy, bricolage, transculturation, and third cultures.

CONSUMERS:.

- New forms of belonging and patterns of exchange are occurring in the world. Urban minorities mix cultural flows and create new cultures when trying to find something to identify with.
- There exists an emergence of local communities based on cultural or religious traits. Religious minorities/majorities will bring new cultural references for companies to pay attention to.

TECHNOLOGIES:

- Spiritual, cultural and ethnic aspects are becoming visible in mobile technologies.
- Free software is highly visible as well as the potential of the Internet to foster democracy and economic growth worldwide.

PRODUCT CREATION:
Design for cultures and for the individual. Provide beneficial, social, democratic, artistic and sustainable solutions.

MARKETING:
Businesses may need to anticipate and adapt to a more diverse market.
Develop marketing concepts rather than just marketing communications - one to one, tribe to tribe.
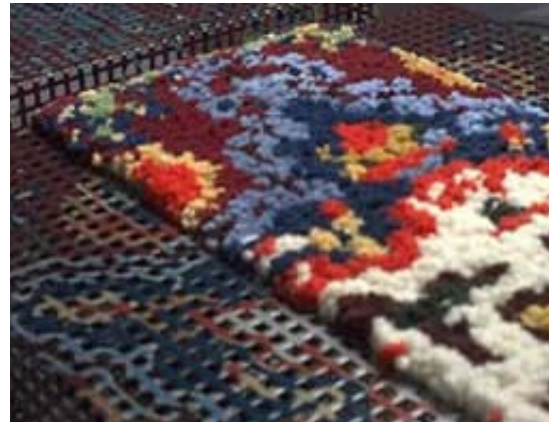
BRAND:
A culturally responsible brand. A brand that responses to the local realities and reflect genius loci are valued by local people. Localize brand image through co-branding and content-based partnerships.
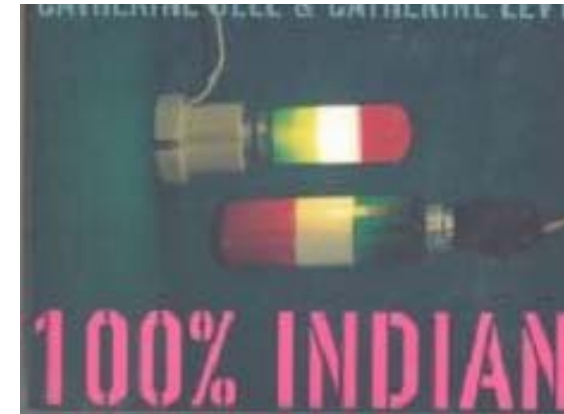
NOKIA
Connecting People

New Cultural Flows & Hybrids – Some Manifestations...

Phenomenon – Shanghai Tang fashion combines Chinese culture, history and art with Western contemporary influences in their clothing design.
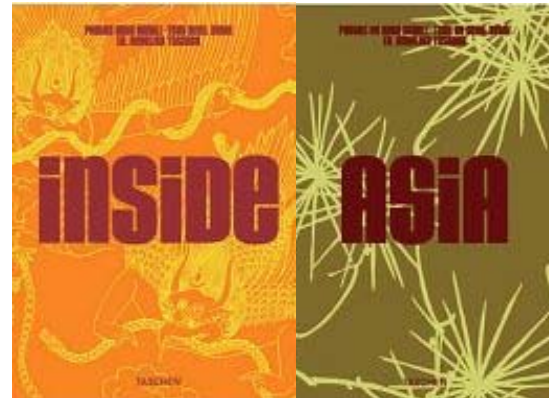

Product – Droog Design metal grid-topped table is printed with a classic floral design of a Persian carpet with a hand-knotted wool tabletop.

Book – 100% Indian by Catherine Geel and Catherine Levy.
The objects photographed are everyday items found in markets and households of modern day India.

Brand – People Tree a Fair Trade clothing brand works with 70 Fair Trade producer partners in 20 developing countries, giving design and technical assistance and promoting rurally-based handicraft production.

Book – Inside Asian by Reto Guntli, Sunil Sethi and Angelika Taschen. Images of organic materials, Buddhist art, handicrafts and exquisitely designed buildings are all on show here Inside Asia

Phenomenon – Woolworths, the South African chain has arguably taken South African retail to the next level, being the country's first major retail store to introduce independent designer diffusion lines to its shop floor.

NOKIA
Connecting People

Convenience Culture

In the middle of their busy lives, consumers expect technology products to bring back convenience – providing joy and support, personal experience and enabling more than ever before

SOCIETY:
- Ad-hoc living, instant culture, and too much choice are draining people. They feel they are trapped by current busy lifestyle demands, but don't want to change them.
- People are concerned about the consequences of hectic life. They "want to have it all" and won't go without technologies.

CONSUMERS:
- People want more convenient products and services to sustain their hectic lifestyles, since escaping to simple countryside living is not an option for the masses.
- People are searching for feelings of security, convenience and delight.
- Convenience has many dimensions varying from the ultimate basics to the smartest products and services.
    - <u>Voluntary simplicity</u> - Taking people back to basics - hidden subtle delights.
    - <u>Playful balance</u> – Leaving time for creativity, revitalization. Play to Energize.
    - <u>Optimal experience</u> - Smart & intelligent, saving time and being efficient.

TECHNOLOGIES:
- Simplicity is becoming a lip service. There is much talk about it, but few actions – concept of simplicity is losing its meaning yet it is a key in all levels.
- Demand for simplicity is not just about the product and interface, but will extend to larger ecosystems = device ecosystems, services and content.

PRODUCT CREATION:
Offer product benefits in a simple ways, but keep products intelligent and cutting edge = SIMPLICITY PARADOX.

MARKETING:
Impatient consumers with short attention spans reject complex marketing messages and products. Edit and simplify choice to better meet consumers needs. Become a mood manager in the world of anxiety, stress and busy lives.

BRAND:
Be the brand with true understanding of consumers various ways of life. "An ounce of emotion can be more effective than tons of facts."

NOKIA
Connecting People

Convenience Culture – Some Manifestations . . .

Magazine - "Can we ever return to simplicity in values?". In 2005, their imagery around happiness is making connection with the current anti-complex attitude of consumers.

Product – Occasional furniture provide underlined adaptable function. Stems from the changing physical parameters of today's home & our attitude towards relaxation. People crave alterable sociable spaces changed with ease, according to their requirements.

Product – Panasonic's tilted washing machines and driers have been designed to reduce awkward bending and reaching actions. They also have large control panels and are super easy to clean.

Concept – Circular printer, Samsung prototype from 04, fits into small space and is easily movable.

Product – Puma & Stack shoe - 'Evolution in design, like my shoe collection with PUMA, is based not on design, not on showing off, not on adding more and more and more, but showing less and less' says Starck.

Product – Mandula scarf – Hand knitted, raw buffalo wool with carved ebony closure is cut with modern silhouette. Asymmetrical, simple yet multi-functional, each one is unique and precious.

NOKIA
Connecting People

Ubiquitous Health

Health is everywhere. More people are suffering from obesity and stress related diseases, and more people are looking for balance, well-being and good looks

SOCIETY:

- The topic of health has gained vast attention in society – it is everywhere – it is related to activities, work, home, travel, food, consumption, life stages, design, technology etc.
- Health it is becoming viewed as personal capital - making personal effort, preventive body care, self-medication, and active lifestyles.
- Concerns over "diseases of affluence" - obesity, heart disease, depression, are increasing (also in developing countries).

CONSUMERS:

- Health is about self-discovery i.e. adventures to the inner-self. It is about aiming to decrease emotional detoxification and learning about oneself.
- Proactiveness, the availability of information and easy access have enabled people to discover health issues which has led to self-diagnosis and self-medication.
- Outsourcing health to professionals i.e. therapists, personal trainers is popular. Media also plays its role in the form of real TV transformations.
- Traditional networks have changed towards more virtual relationships, hence problems are taken to outsiders to ease emotional baggage.

TECHNOLOGIES:

- Technologies are providing support for different aspects of personal health: information search, controlling, monitoring, coaching, advising, connecting, alarming and relaxing.

PRODUCT CREATION:
A need for safe and healthy feel-good products that consumers can enhance their health holistically. Customisation possibility is a key requirement.

MARKETING:
Providing stories and new information on how people can achieve and invest in their wellbeing. Inspiring and motivating people to do something which is at the same time fun and healthy. Don't make people feel guilt.
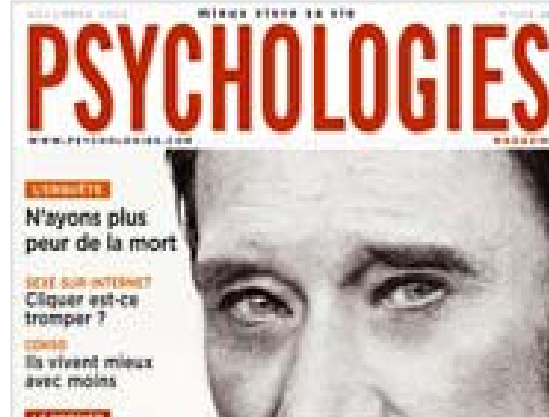
BRAND:
Responsible brand that pays attention to consumers various health concerns.

NOKIA
Connecting People

Ubiquitous Health – Some Manifestations . . .

Advertisement – Dove ad-campaign –Normal is the new beautiful. The ad campaign is with a 96-year-old woman, with heavy lines and wrinkles.

Magazine – The amount of layman and self-help psychology magazines has been rising constantly.

Concept – "Relax to Win" sensor concept by Philips. A game based on wellbeing: the more you relax, the more you will achieve in the game.

Product – Healthy and holistic approach to living by Enno Wiersma. Homes designed for better air and less chemicals, insulation against heat/cold and sound and the stabilization of room temperature and humidity.

Phenomenon - With insomnia on the rise worldwide as a result of our round-the-clock culture, sleep is becoming a market of its own and is set to yield new products and services in the future

Product – Adidas MODEL – sensorial shoes providing "intelligent cushioning". The shoe has a microprocessor in order to continuously adjust itself to different situations.

NOKIA
Connecting People

Authentic & Honest Experiences

Instead of hype and selling, the leading edge is inspired by learning and the ability to have a personal impact. Genuine interaction and meaningful stories are vital for differentiating experiences

SOCIETY:
- There is a widespread and overload of ads, offering, and even experiences – in mundane environments, supermarkets, gyms, taxies. . .
- The feeling that everything is available has created non-committal attitude. People are living in a disposable, throw-away culture.

CONSUMERS:
- The overload of ads, manipulation, and experience centres has diminished interest among the leading edge. They are in search for something more honest and small scale.
- The immaterial overrides the material. People want to do and participate in real things. Doing it yourself emphasises authenticity and know-how and offers the possibility to personally partake.
- Convergence of products, services and experiences is happening e.g. combinations of VoIP call and laundry, or having your car serviced while having a manicure.
- Curated consumption is a new way to confront the endless selection through the help of specialists ensuring maximum satisfaction and experience.

TECHNOLOGIES:
- Purchase and usage experiences are becoming key differentiators. There is a shift towards the branded experience, not just branded tech products.

PRODUCT CREATION:
Ability to personalize/co-create the device is becoming important again. However, personalization should be easy, convenient, and meaningful and not be too time consuming.

MARKETING:
Marketing should connect people with what is authentic. Nowadays, simple story telling and viral marketing are seen more trustworthy. Genuine interaction can become a key differentiator.

BRAND:
The brand should be responsive and be identified as a mediator between expression of creativity and reality, a magician and enabler of sorts, not a manufacturer.

Company Confidential

NOKIA
Connecting People

Authentic & Honest Experiences – Some manifestations . . .

Profession – Japanese shoe maker – Appreciation of hand-crafted and unique piece of shoes.

Product - Vans, Etnies plus, Nike and Callous delivering something different from the usual brightly colored, gimmick-laden offerings out there. Artisan trainers are high-end performance sports shoes crafted with the care and attention.

Store – Dover street market /comme des garcons. Boutiques becoming like exclusive clubs, mixing products such as fashion and flowers, or beauty and art for a diverse retail experience in the spirit of "the beauty of imperfection".

Campaign - The stars were sent a plain white version of the iconic Coca-Cola original glass bottle and asked to design something that best represents what brings them sunshine. This is the bottle designed by Manolo Bhlanik.

Phenomenon - The number of new stores, websites and companies specializing in the designer toy market on the west coast has grown rapidly over the past years.

Phenomenon – Craft-based courses fill quickly - L´Ecole de Boulangerie-patisserie de Paris, where bakers take apprentices, is reported to be turning away applicants, as the course had been so popular.

NOKIA
Connecting People

Art Contributing Human Tech

The convergence of science, art and design are crucial when creating and introducing new tech innovations. They bring technologies closer to human senses and provide deeper meaning

SOCIETY:

- Our world faces many challenges. Many have been brought about through innovation. Problem solvers/innovators have started to think across disciplines, across science, art, and the humanities.
- Our knowledge of humans is widening, therefore the role of psychology and neuro sciences is increasing in the technological innovations process.
- Science and art/design are coming together to serve humans – developing solutions that combine human and science to better interact with technologies.

CONSUMERS:

- Consumers are task oriented not tech oriented and fundamentally uninterested in tech as such. Consumers buy experiences, content and contact, not technology.
- Science and tech are becoming a culture, not a solution. Tech innovations are gaining "a soul" through convergence of art, design and science.
- Artistic involvement in tech products is appreciated by consumers. The experience falls in a new place between art, science and play. It makes technology more human, easily approachable and understandable.

TECHNOLOGIES:

- Emotional tech products = devices honoring motor-sensory as well as cognitive and social skills. This is a current objective in technologies, but only a few have been able to implement this mantra successfully.

PRODUCT CREATION:
Current challenges in new tech are questioning how new products are developed. How things are implemented is also becoming the differentiating element requiring synergy between art and science.

MARKETING:
Invention through an inter-disciplinary approach is also key in marketing. Applying art and science/technology to create marketing solutions and retail environments.

BRAND:
Brands need to mix rationality and creativity the same way art is interacting with scientific discipline.
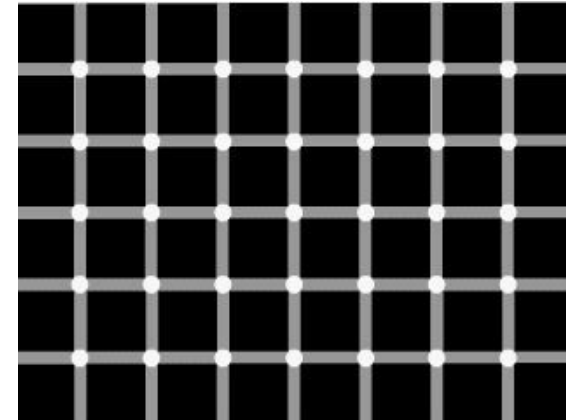
NOKIA
Connecting People

Art Contributing Human Tech – Some Manifestations . . .

Exhibition – Sensory exhibitions for children highlighted how use sensory experiences can stimulate and engage children and offer great directions for developing products for children.

Phenomenon – creation of utopias - Nouvel Observatoire magazine presented a series of utopias from living 140 years old, through machine babies, to vegetarian world.

Art – *Can you see the black dots?* Whether investigative, interactive or purely aesthetic, the mixture of science and art is a provocative one. *Eyes, Lies, Illusions* at the Hayward Gallery in London

Exhibition – Nano-tech exhibition at London's Science Museum demonstrates how the science of nano-technology is already part of our lives – and where it could go in the future e.g. in health and beauty, sports, environment and security.

Concept – Solar power is becoming increasingly important in the development of high-tech fabrics and wearable technology. More advanced, power-hungry gadgets are increasingly exposing the limitations of internal batteries - leaving users to recharge more often.

Concept – The *Five+ Sensotel* hotel concept exhibition conceived by architect Yasmine Mahmoudieh, explores the use of modern technology and materials in hotels to engage the senses.
Hotels are frequently referred to as laboratories for experimentation in new ways of living.

NOKIA
Connecting People

Female Inspired Technologies

Women are increasingly embracing technology as part of their social and work lives. However, it rarely succeeds to offer the desired benefits and tonalities. A female inspired approach provides a good benchmark for innovative technologies that combine performance and style

SOCIETY:

- The overall participation of women is increasing. Women are generally more well-off, independent and educated.
- Values that are traditionally perceived as feminine, are increasingly changing cultures: tolerance, intuition, emotionality and ethics are becoming instrumental. Female ways of communicating and cooperation are becoming are gaining importance.

CONSUMERS:

- Young technology savvy female generations are quickly closing the gender gap in technology.The rise of the independent, demanding, educated and experienced female consumer: HEIDIs – Highly Educated Independent Degree-owning Individuals, and TIFs –Technology Involved Females.
- Women are demanding pragmatic consumers who are intolerant of poor experiences and do not adopt new technologies if they are not beneficial.
- Shopping is a social experience for women. Smart shopping is also popular – willingness to cut costs in one area in order to spend more in another.

TECHNOLOGIES

- Female inspired technology is gaining ground – technologies are designed to be more human, sensorial and tactile. The approaches have, however, been mostly superficially applied = concentrating on appearance.

PRODUCT CREATION:
Design that emphasizes focused benefits and combines appealing style, convenience with performance, elegant human style and social aspects. Offer holistic lifestyle lead packages.

MARKETING:
Treat women as knowledgeable and professional users and buyers of technology. Benchmark women for retail – shopping is seen as social and interactive experience, e.g. Electro Boutiques.

BRAND:
A brand that represents the more emotional and social side as well convenience. A brand should be inclusive, collaborative, friendly, a trustworthy companion without patronising.

NOKIA
Connecting People

Female Inspired Technologies – Some Manifestations . . .

Product – iRiver N10 MP3 player. Hugely popular among girls e.g. in South Korea. Appeals to women as design is sleek, light and portable.
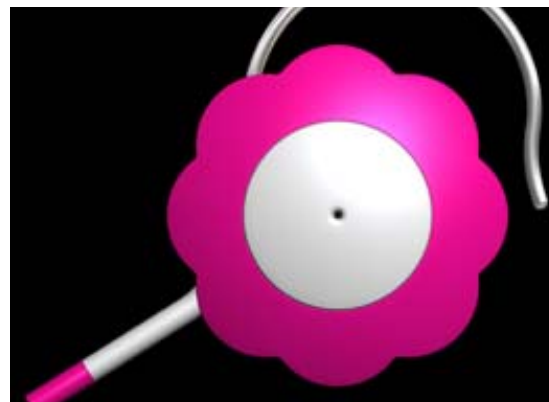

Product – Handbag from Mixko. Soft sensorial bag for personal items. Features a smaller thumb for smaller items to reduce fuss.

Store – New Sony concept stores designed to appeal to women: friendly living room like retail spaces that are interactive, offer education etc. in order to demystify technology. Good idea – implementation not there yet.

Product – The increasing amount of single women and DIY trend give rise to tools targeted for women. Barbara K household tools for women.

Concept – Hearwear concept – Stylish and attractive hearing products for controlling and enhancing sounds around us. (V&A exhibition: The future of hearing)

Product – Technology that is both powerful, but also very stylish, small, light is appearing. Flybook with latest technology (3G, touch screen etc.) with fresh colors.

NOKIA
Connecting People

The Performance Paradox

Ever demanding productivity requirements are gradually causing some employees to engage less. (Mobile) technology has a paradoxical role: on the one hand it improves life balance with increased flexibility and efficiency, on the other it may lead to a "connectivity creep"

SOCIETY:

- The goal of companies for increased productivity and speed to market remains relatively unchallenged. This easily leads to a "performance paradox", i.e. good work means just more work and quicker delivery next time.
- Counter reactions are emerging: companies have started to offer better work life balance benefits to attract talented workers into the company and to make them loyal.

CONSUMERS:

- Many flexi, home and mobile workers feel more efficient and balanced due to mobile technologies. However, expectations of 24h connectivity and instant response contribute to increased pressures. Technology makes people simply do more work. Some employees e.g. in the US are refusing offered mobile technologies (Crackberry)".
- People are getting frustrated as the perfect information flow between different working contexts required by work life blurring is not there.

TECHNOLOGIES:

- Manufacturers are not thinking holistically enough: instead of fluid information flows there is a fragmentation of technology & information sources and insufficient interoperability.
- Digital backlash developments are possible if the problem is not solved to a satisfying degree.

PRODUCT CREATION:
Time management applications are becoming relevant for all. Work life integration – separation aspect is crucial as well as holistic work environment design.
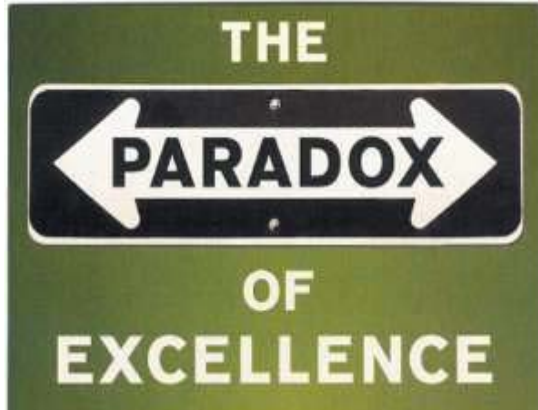
MARKETING:
Marketing should acknowledge the paradoxical role of mobile technologies in order to avoid negative reactions.

BRAND:
Nokia to be a human brand also at work - a choice for efficient and pleasurable working technology.

NOKIA
Connecting People

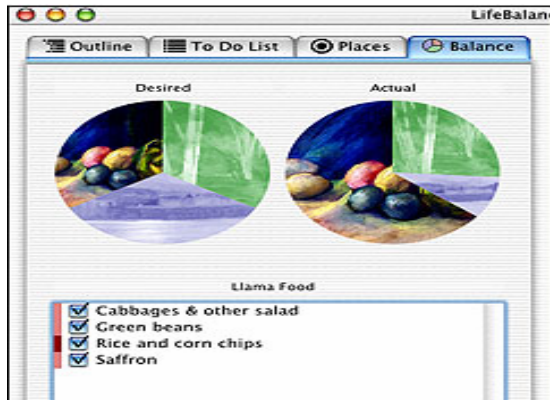# The Performance Paradox – Some Manifestations . . .

Book – The Paradox of Excellence - How great performance can kill your business. Michael Weissmann discusses how companies can exhaust themselves in striving for better value.
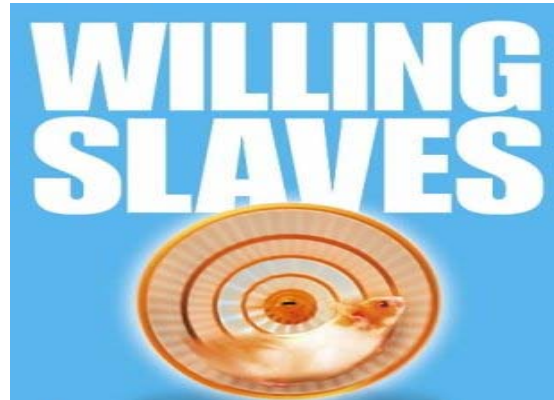

Product – According to a Research in Motion (RIM) study mobile e-mail device typically meant ~½ h time saving per day = in reality it means 13 extra work days a year.

Advertisement – Business user advertising continues to depict archetypes of ubiquitous knowledge workers. Example: Motorola's images of a "Mobile Office".

Software – "Work life balance" application for PCs and PDAs to prioritise and balance work life activities (Llamagraphics).
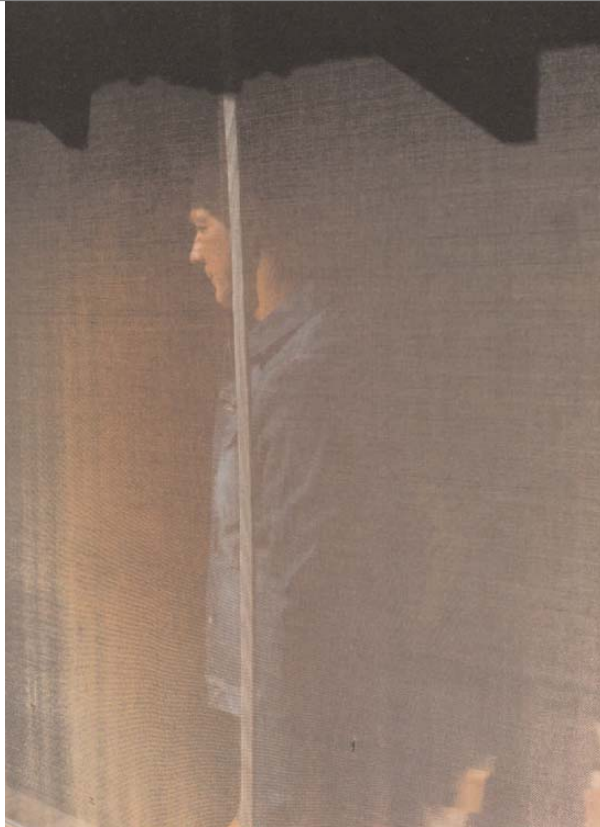

Book – 'Willing Slaves – How the Overwork Culture is Ruling Our Lives', by Madeleine Bunting in 2004

"White collar workers will have to realise they are blue collar workers in the 21st century."

Quote – Dr. Carsten Sorensen, London School of Economics

NOKIA
Connecting People

Need for Privacy

Consumers are trying to find the middle ground between privacy and security as they face increasing pressures to give up some privacy in exchange for security and convenience

SOCIETY:
- Protecting privacy is no longer as simple as building a fence or closing the curtains. It is possible for governments and corporations alike to track habits, purchases, whereabouts, and inclinations of individuals with increasing accuracy.

CONSUMERS:
- Consumers are struggling between increasing desire and possibilities to share one's life online (e.g. blogs and photo sharing sites) and being careful and suspicious.
- Attitudes towards privacy and security are becoming more polarized. Mainstream consumers tend to be very open-minded as they are not aware of all issues regarding privacy and security. The tech leading edge is much more pragmatic, careful and hesitant to give much personal information.
- In developed markets, consumers are more focused on virtual security while in emerging markets the focus is mainly on physical protection.

TECHNOLOGIES:
- A number of factors drive concerns over privacy among consumers and interest groups: advances in network and sensor technology, growing risk of identity theft, advances in genetics etc.
- Violation of privacy by citizens has increased because of accessible technology.

PRODUCT CREATION:
Offer privacy-enhancing technologies (PETs) together with products and services that provide consumers access with feeling of both control and comfort.

MARKETING:
Focus increasingly on privacy and intimacy not as security and fear-driven 'mandatory' aspect but rather as positive, life-enriching and soothing element of products and services.

BRAND:
Care for consumers' privacy and security has to be incorporated into the core of the brand as a positive aspect closely linked to Corporate Responsibility.

NOKIA
Connecting People

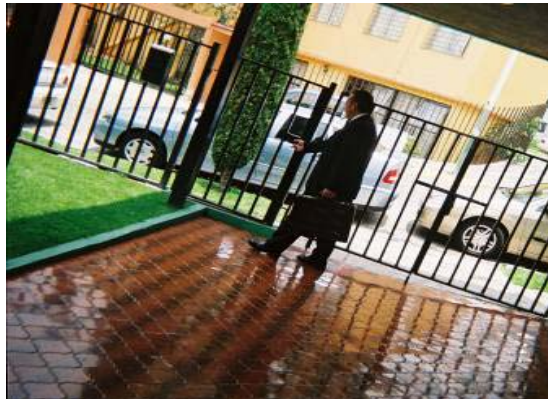# Need for Privacy – Some Manifestations . . .

Phenomenon – Fear of fraud and identity theft - a new PC accessing the internet is infected in less time than it takes to download security software and patches.
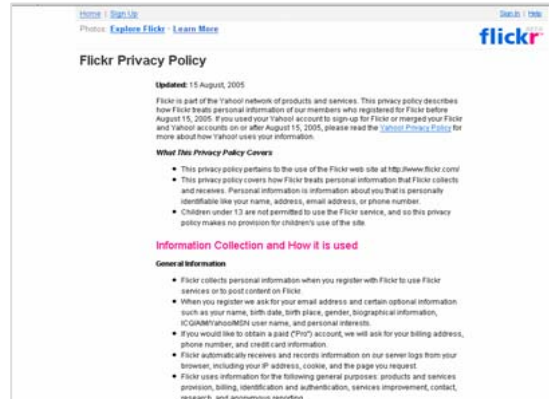

Phenomenon – Increasing amount of Wi-fi hotspots in public places causing new security concerns e.g. 'evil twins' phenomena

Product – RFID clothing - US designer Lauren Scott's new collection of children's' clothing with embedded RFID tags

Phenomenon – Physical security at home is an issue especially in Latin America.
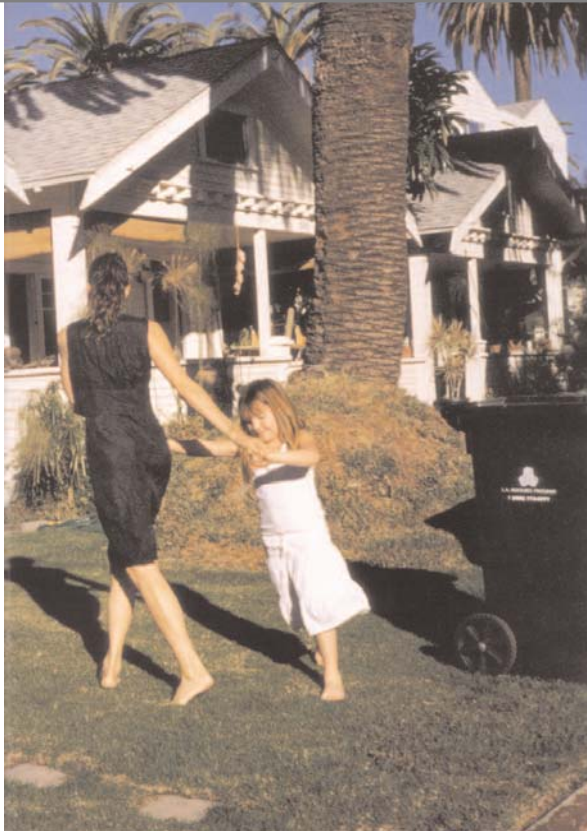

Phenomenon – Consumers compromising between privacy and the need to share – e.g. photo sharing sites such as Flickr

Phenomenon – Online privacy has become a global concern for enterprises and business users as well – social engineering, phishing etc, threats.

NOKIA
Connecting People

Home 💙 Home

After the out-going decade of the 90s, the home is starting to replace the street as a place to gather, debate, chill and network. The concept of 'being at home' is extending to other contexts

SOCIETY:
- Despite the recent changes in family structures, the concept of 'home' remains intense and significant.
- As lives are becoming increasingly mobile, the meaning of home is extending to various places such as work, car, 2nd home, 3rd places such as cafes, etc.

CONSUMERS:
- The home is becoming more important: it is no longer a place to escape from, but a destination in its own right.
- Home is also increasingly becoming a mindset – consumers have desire to feel at home in different places. Mobile technology has enabled consumers to extend the traditional boundaries of the home and easily switch between home, work and leisure contexts.
- People are increasingly customising and personalising their homes.

TECHNOLOGIES:
- Battleship over home – players such as Microsoft, Sony, Philips, Motorola, Samsung, Apple – are entering home with different agendas.
- Mobile technologies interface between home and other contexts – universal plug and play solutions (UPNP).

PRODUCT CREATION:
Opportunities for creation of 'mobile home' – devices, UI and software helping consumers to switch between home and work modes and to create the feeling of home when being away from home.

MARKETING:
Market mobile devices as hubs that can help access the home when being away and the outside world when being at home – devices that help manage the boundaries between different contexts.

BRAND:
The strength of the Nokia brand regarding the home environment is the mobility aspect – brand enabling the possibility to extend the boundaries of the home and making life easier.

NOKIA
Connecting People

Home ❤ Home – Some Manifestations . . .

Product – Ikea BoKlok homes – smart living in nice looking, good quality homes that are available at an affordable price.

Product – Professional home drink machines have never been more popular – creating the atmosphere of a cafeteria or restaurant at home.

Phenomenon – Customizing and personalizing homes **-** Success of home DIY programs, gardening etc. People want their homes to be unique and manifestations of one's personality.

Phenomenon – Working from home will continue to increase as the boundaries between home, work and mobile contexts continue to blur.

Service – Topshop To Go service **–** home as a retail environment. Customers of the service book an appointment, and the advisors then come around and present and advise right in one's living room.

Product – Dedicated rooms at home **-** e.g. Whirlpool has redefined the traditional laundry room combining a multi-functional space with innovative fabric care appliances.

NOKIA
Connecting People

Interactive & Instant Tweens

Children have grown up with technology and it has become a lifeline to identity, community, and entertainment. It is an essential part of their lifestyles; connecting to everything important to them

SOCIETY:

- Companies have finally identified tweens (7-12) as key purchase influencers in the family. They have their own money and their own desires. They are a future market for most goods and services.
- Casting tweens as consumers has raised many ethical questions and many parents are in a battle with their children over products, information and media.

CONSUMERS:

- Children in developed markets are technology- driven multi-taskers and heavy media consumers.
- They are truly the first generation born with a mouse in their hand and computer screen as a window to the world. They surf the net with ease and speed. Their focus is on content, not on tech – the C generation.
- Children have whole new ways of seeing the world - expecting everything to happen instantly and in an interactive manner.
- Parent's influence is weak, while peer pressure is intense. "Tribe" leaders drive the brands tweens aspire to.

TECHNOLOGIES:

- Toys are out: the Internet, computer games and virtual worlds are in.

PRODUCT CREATION:

Products with special features (social software) and innovative user interfaces(multi-sensoriality is essential requirement). Playful data and media services and content.

MARKETING:
Create messages that honestly prove marketers good intentions. Avoid overt persuasion.
Marketers should maximize mix of channels: campaigns should operate 24/7, peer-to-peer marketing.
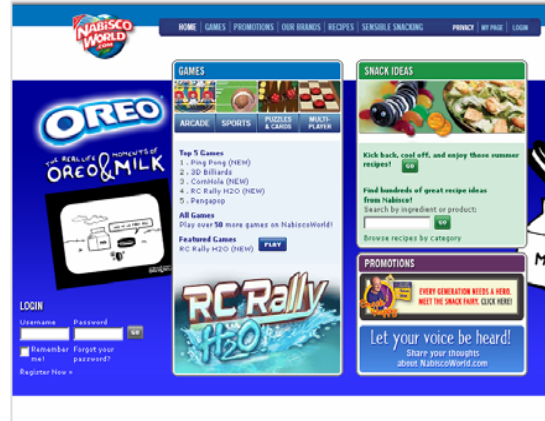
BRAND:
The brand that bonds consumers with products and services that they grow to love. The peer influence on brand loyalty should not be underestimated.

NOKIA
Connecting People

Interactive & Instant Tweens – Some Manifestations . . .

Advertisement – Companies targeting at parents – more and more mid- and –high end clothing brands are making products for kids and targeting their campaigns for parents. Picture is from IKKS campaign.

Advertisement – "Advergames" that feature specific products are popular among children and, highly appealing to advertisers. Example: Kraft foods' *TooMunchFun.com*

Product – TickTalk phone marketed for kids age six and up. Calls are limited to a set of numbers provided by the parent. Available online in the USA market.

Product – Sega Toys has released the iDog, a companion speaker/pet for the Apple iPod that will also work with any audio player, though it is unashamedly aimed at the Apple iPod user with packaging, look and feel all, well, sorta iPoddy.

Book – Consuming kids by Susan Linn. The hostile Takeover of Childhood. It is a good example of how tweens are now the focus of a marketing.

Product – Interactive toys - Amanda, a 21" interactive doll utilizing voice recognition, sensor and articulated animatronics. She can show many human emotions (ie laughing and crying) - after five minute bonding session she even recognizes her own 'mother's' voice.

NOKIA
Connecting People

Appendix: Local prevalence of the trends

NOKIA
Connecting People

Emergence of New Optimism – Prevalence

Ethics driven by personal concerns as the role of company values rise in importance

- While emerging among the leading edge consumers in the US this trend currently remains a lifestyle among small minorities.
- Self, health and money come first in the "worry model" of the US consumer - most still focus on these issues first.
- There is a small but growing group of consumers beginning to integrate the values of environmentalism with security-oriented nationalism. Led by a diverse band of advocates on both the left and the right, this hybrid movement has the potential to push new ethics and sustainability further into the mainstream.

Optimism and esp. the conscious consumerism attitude strongly driven by youth and leading edge.

- Corporate Social Responsibility (CSR) is becoming more important to consumers - youth are actively seek information and expect social responsibility from companies.
- Alongside of conventional statistics, there is much public discussion about issues such as happiness as a new indicator of a nation's success "We have implicitly argued for an idealistic vision of the EU becoming a superpower of democratic principles and sustainable development.It's a vision of Europe as a front-runner" (Rasmus Christensen, 24 – a youth delegate member)
- Companies introducing fair trade sub-brands.

A shift towards increased consumerism leading to status orientation.

- Consumerism is rising and community based values are starting to become replaced with the search for personal success.
- Materialism is more culturally accepted than in years past.
- There are evangelical communities/groups and certain celebrities showing the way to this new sensibility/attitude.

Ecology and ethics are still mainly influenced by governments

- A majority of Asians are consumption oriented (brand choices enable the expression of autonomy and the construction of self = happiness)
- Ecology issues are mainly driven by governments and minor political movements. However these topics are becoming more important amongst a small amount of leading edge consumers.
- Ethics have and will have an influence on the brand image, which makes CSR important.

Empowered by Social Media – Prevalence

USA

Fixed social media, self-expression and participation

- The US is a forerunner in most social applications in the internet.
- It is a "Choice based society" and the freedom to communicate, be informed and entertained is essential. Drivers such as convenience, self-expression and experiences are important motivators for community based media.
- An "everything all the time" attitude and the lack of time are driving a multitude of different communications & self-expression platforms.
- Internet based relationships are developing while the virtual self and new identities are emerging.
- Participating and influencing through communities. E.g. gripe sites

EUROPE

Developments in mobile social media

- Europe is following US developments: expressing opinions, ideas, content, news etc. Social networking and sharing are moving from an early adopter stage to early mainstream.
- Communication, social media and networking tools are considerably more mobile than in the US (SMS, MMS, Bluetooth, toothing etc.)
- Social organization and activism are more widespread. E.g. Flash mobs

LTA

Social media as a potential for networking → status

- Most LTA consumers do not have the access to necessary ICT tools and thus networking and self-expression remain an upper middle class / upper class phenomena.
- As the market matures there is clear potential for social media tools as communities and networking are central in LTA cultures (social networks have been traditionally the only way to get things done). Social status is an important driver.
  - E.g. The popularity of the social networking application Orkut where two thirds of the users are Brazilian.
- As family sizes shrink there is more money to be used for family communications and sharing.

ASIA

Small portable social media & self-expression

- Extreme communality has started to fragment from "social networks to networked individualism" – individuality is clearly expressed in communities. Networks are increasingly based on interest rather than traditional communities (family, religion, location).
- New media channels are becoming extremely important in socializing, expressing oneself, connecting, entertaining, becoming famous or recognized.
  - E.g. online chatting through MSN, QQ, Blog and Cos Play has gained even more popularity in China than in the US as it provides anonymous means of self-expression.

NOKIA
Connecting People

Tech-Luxury Appeal – Prevalence

Pragmatism and productivity
- In US there is a vast amount of tech leading edge consumers, who appreciate practicality from technology.
- For the mainstream, information technology means being part of the consumption society – more than just being modern as in Europe. They are mainly fast adopters of IT and a have a general positive attitude towards it.
- Information is everywhere, and knowledge is power. Status, knowledge, connectedness, and productivity are important to display → drive exhibition cultures (podcasts, blogging etc.)

Experimentation and discovery
- The leading edge is experimental - participation, doing it yourself, interacting, discovering and developing oneself are big drivers for tech luxury.
- The WOW factor of technology is becoming more critical to the mainstream and they want good-looking products. In terms of usage, the mainstream consumers are mainly followers of IT – not necessarily using all the new features of products.

Desire for status and security
- Materialism is becoming more culturally accepted than in years past. Evangelical communities/ groups and certain celebrities are showing the way to this new sensibility/ attitude.
- Latin Americans have a stronger need for a reflection of status – it is becoming more socially accepted to flaunt luxury items.
- There is a growing market for more mid/high-end products.
- Status is often shown by how physically & financially secure you are. Technology is seen as an enabler for this security.

Cool technology with entertainment
- In Asia, mainstream consumers are in general very open towards ICT as for them it means being part of a modern, dynamic society.
- There is both increasing desire and ability to buy more higher end technology products.
- Small is beautiful.
- The entertaining and social aspects of technology are appreciated. Elegance and simplicity are rewarded.
- The total experience (packaging, retail etc.) is very important in technology.

NOKIA
Connecting People

New Cultural Flows & Hybrids – Prevalence

Immigration, ethnic minorities, creative cities

- People are willing to buy brands on a global basis. It's a much more holistic view of why the brand and basically corporations turn into multi-nationals that they're not.
- Borders are being broken. A high flow of immigration that is perhaps unstoppable which is ultimately affecting the job market and the economy.
- Some parts of the population have never been in step with new technologies – e.g. immigrants.

Immigration, creative cities, intake of cultural influences

- Young Europeans of different nationalities intermarry and form personal and business bonds across borders. Increasingly setting trends.
- New Europeanism = progressive, inclusive, cooperative, and protective of the environment.
- Many new Europeans are "spontaneous migrants" who travel on their own – young people can be expected to follow the best wage opportunities.
- Immigrant cultures are becoming more influential. An increased focus on Islam as a source of identity and guide to daily life.

Consumerism, cultural pride, western influences

- Brazilians will look more towards Europe and Asia for trends and influences. Mexicans will strengthen ties to the United States.
- The United States has the greatest influence in terms of popular culture and brand presence.
- The rise of new cultural pride. Brazilians look to Brazil first and are less aware of US influences. Consumers in both countries look to Japan and Korea as technology innovators.
- Markets are flooded with foreign products, real and fake.
- Homegrown entertainment culture is influential within and outside Brazil suggesting cultural flows are multi-directional.

Rising consumerism, cultural pride, western brands

- Foreign brands have more appeal than domestic brands because of the status they convey.
- Consumers are more demanding and savvy regarding products and brands. Aesthetics is more important than functionality as a value.
- Chinese designed and manufactured products are slowly gaining recognition.
- Cultural fusion allows for new social structures to be defined e.g. in India the caste system is losing its meaning.
- Sampling and mixing music, dance, films - creating cultural forms and languages where cross-cultural experiences is typical.

Convenience Culture – Prevalence

Overstressed, seeking balance, self-development

- Search for delight, escapism and balance is becoming more diversified – people seeking thrill, spirituality, even downshifting
- Longer hours & less time off from work. Young people are also effected – more homework, more activities, more things to do.
- We're not having a quality life, we're not spending time with our kids. Time management skills are not required just by the executives anymore – it is filtered down thru every level of work, even to managing a household.
- Focusing more on spirituality and self development.

Seeking balance, self-development, being focused

- Consumers (predominantly, although not exclusively, in developed markets) are overwhelmed by choice. This is an irritant to many and even making some miserable.
- Often, advances in technology and the speed of communication have resulted in interference in precious quality time. Most have no desire to be on call 24/7.
- The search for meaning in everyday life goes on. Refocus on core values of home, family, and fulfillment.
- Downshifting & implications for consumer spending - an extreme reaction to a faster pace of life is downshifting, which can mean spending less and living more simply.

Busy lives, complexity, technology enabling more

- Convenience lifestyles are emerging as lives become busier – females moving to the work force both in Brazil and Mexico.
- Communications technologies will become increasingly important as a way to maintain balance in lives that are busier and more complex.
- The feeling of being left behind by communications technology is strong among some mainstream people.
- Despite the fast pace of daily life, family harmony and individual achievements are felt to bring about a positive, satisfactory balance: "My life is very frantic, but harmonious."

Busy lives, complexity, need to succeed

- Indians are seeking intuitiveness from technology. Complex urban lives involve a number of precarious arrangements.
- Sensitive and responsive services are recognized and valued by consumers.
- A reaction to overload is that consumers begin to prefer simplicity over complexity.
- Competition culture. Pressure on children and students is intense esp. in China and Korea. Rapid pace of growth in China and pressure to succeed is having serious effect on mental health – more young educated people suffering from depression.

Ubiquitous Health – Prevalence

Obesity, seeking support, transformations

- People are more open about their emotional difficulties. Media, especially TV plays a key role in the form of popular therapeutical programmes.
- Consumers increasingly feel a need to transform and improve themselves via diet, cosmetic surgery and self-help guides.
- Desire for more interaction with health professionals. The market of self-help gurus and life coaches is growing.
- Food and obesity have created public discussion. Healthy options have emerged in the fast food sectors.
- W(h)ealthcare – health goes with wealth – managing health with finances (finance plans).

Seeking balance, experimenting, transformations

- People are seeking alternatives and a holistic sense of well-being. E.g. Admiration and experiments of Asian medicine and alternative cures to prevent illness.
- Fitness culture is turning to more spiritual exercise as well as pampering and indulgencies. i.e. city spa's as well as home spa's are becoming more popular.
- Therapeutical treats are becoming common. People are more open about their emotional difficulties.
- Consumers increasingly feel a need to transform and improve themselves via diet, cosmetic surgery and self-help guides

Increasing awareness, beauty & vanity, obesity

- Brazilians will increasingly emphasize outer health and physical appearance. Mexicans will do the same, but for different reasons, namely a growing obesity epidemic.
- Mexico suffers from overweight and obesity rates that rival those of the United States
- Working out at fitness clubs is a regular practice among most leading edge and some mainstream Brazilians.
- The restaurants of Sao Paulo commonly offer a variety of menu options, including healthy food such as vegetarian, macrobiotic, and microbiotic food.

Success, balance, increasing obesity

- Fitness and healthy appearence are the signs of status and a successful life.
- Gym memberships are important esp. in China.
- As people favor more proactive treatments in health care, industries such as travel, spirituality, healing and well-being are doing very well.
- Work ethics are high, and people are literally dieing from stress.
- Food is based on traditional healthy cuisine though Western fast food is gaining popularity.

Authentic & Honest Experiences – Prevalence

Seek for differentiation, uniqueness, and experiences

- There is a growing lack of brand differentiation — branding and positioning of products tends to be very similar across different companies
- Leading edge consumers are more concerned about where they buy products—this is part of the brand experience. In addition, the leading edge and fast followers are likely to spend more money for customized products.
- The entertainment industry has expanded from traditional to encompass electronic entertainment as well (i.e. Internet chat groups, shopping social circles, and electronic gaming (console, online, personal).

Seek for differentiation, uniqueness, and experiences

- The relationship between consumer and the brand is much more involved (I am the brand). People want brands to show they share the same moral code as their customers and aim at actively forging higher-than-expected standards.
- Consumers are actively seeking truth beyond marketing. Failure to be less than 100% honest with these consumers can have serious consequences for brands.
- Today's proactive consumer (or prosumer) is shifting from a passive stance as buyer to an active role as a customer who wants to be involved in the product process (creation, marketing, retail, etc).

Seek for brands, status, and suitable price

- Brazilian and Mexican markets are entering a more mature stage of development, but purchase is still very much about the brand, price & quality ratio than the user experience.
- Consumers will increasingly choose to shop at big box hypermarkets such as Carrefour and Wal-Mart. Impressions about brands are often fashioned in the gray market.
- The leading edge IS more brand-aware than the mainstream. In some categories, the leading edge consumers reported being more interested in the brand itself than in other characteristics of the product.
- New and niche brands are emerging in both markets.

Seek for brands, status, and good quality

- A key factor is the purchase of status brands as a way of communicating success. However, mainstream consumers are careful with their money, and are very focussed on functionality and price. It's important to them to be seen to be spending money wisely.
- The emerging middle classes choose ´foreign brands because they want to upgrade their status. In India, brands still mean trust.
- Explosion of retail is driving the leading edge consumers to seek satisfaction from consumerism. In the future brands will constantly need to reinvent themselves.

Art Contributing Human Tech – Prevalence

USA

Tech positivism, critics, utilitarian

- Tech positivism prevails. Consumers are IT and 'life sciences' will improve their lives in the future.
- There is integration of technological progress in human beings. Increasing the human potential is considered interesting.
- From tech uncontrollability to more pragmatic, utilitarian attitudes. But the consumer will be acutely aware of risks.
- The sense of risk and reward is important in how consumers' respond to technology = companies selling technology will benefit from consumer trust.

EUROPE

Tech positivism, critics, human technologies

- Debates over technology have become more pragmatic. Polarized viewpoints have given way to more case-by-case evaluation of the pros and cons.
- Tech positivism prevails. Consumers seem to value the natural as well as the utmost scientific. They expect integration of nature and technology and are convinced that IT and 'life sciences' will improve their lives in the future.
- New scientific innovations are introduced to people through art and artistic exhibitions.
- There are greater popular science magazine offering for the average consumer.

LTA

Tech optimism, success, progress

- In many ways, technology is at the heart of developing societies, it is seen as an engine for economic growth by governments, businesses and people.
- Developing countries are the places with the fastest economic growth. Many consumers in these regions have experienced a century of technology in a couple of decades. "Technological leapfrogging" will offer enormous market opportunities – they will skip many evolutionary challenges.

ASIA

Tech optimism, progress, human technologies

- In many ways, technology is at the heart of developing societies. It is seen as an engine for economic growth by governments, businesses and people.
- Rising incomes, young-minded consumers, and acute needs, will play an ever-greater part of the technology market.
- Japan leads the world in research on such "partner" robots that offer series of robot-therapy sessions at Japanese hospitals and senior citizens' homes. The idea that robots may be a potential enemy just doesn't exist in Japan."

NOKIA
Connecting People

Female Inspired Technologies – Prevalence

Convenience and practical benefits from technology

- Women as "homemanagers" are the dominant consumer group in technology purchases
- The benefits desired are typically more "rational" or practical than in Europe and Asia. Convenience is appealing because of hectic lifestyles.
- Although the US is still lagging behind Europe and Asia, some changes towards more stylish or fashionable technology are visible.

Professional technology combined with style

- In Europe, leading edge women tend to be young females (HEIDIs) and business women/moms who are looking for both performance and style.
- Now more than ever, technology in general starts to be integrated in women's daily lives, both work and play,.

Fashionable, easy to use, emotional technology

- Women still have fairly traditional roles in society though independence is increasing and more women are in the paid workforce. They also have more influence on purchase decisions.
- The US/European model is emerging for younger women (with no children).
- As roles change so will their information and communication needs. Intra-family communication will rise as more mothers join the paid workforce.
- Appearance and fashion are important and women do look for stylish phones rather than e.g. lots of functionality.

Small and fashionable technology with "total experience"

- Women are stretching their traditional roles, e.g. in Shanghai more women than men are starting their own businesses or working as managers in joint venture firms. These women "patronise" cafes and spas targeted at them and are brand-savvy consumers
- Tough competition and the fact that mobile phones are perceived as consumer products motivate gender differentiated product manufacturing – the female phones have existed for years (but not by foreign brands). The beauty industry influence is evident (femininity).
- Accessories have played important role in technology for females as well as packaging, retail and service experience.

The Performance Paradox – Prevalence

Overstressed lifestyles, strong technology paradox

- Employees are working longer hours with less vacation time. Global clients & coworkers create 24/7 work cycles.
- Disillusion with the corporate world is widespread due to off-shore job displacement, benefit cutbacks and lower job security.
- However, hard work and money making maintain their role as a strong driver in life. Work stress – although significant - hasn't changed the core values of American society.
- The Performance paradox is probably the strongest in the US: on the one hand, people are tired and overstressed, but on the other hand professional consumers consider mobile technologies as increasing their control of work life balance.

Strong drive for work life balance, critical attitude towards the performance paradox

- Employees have been critical about the work overload for years as well as about the role of mobile technologies in it.
- Governmental organizations and companies have likewise responded to employees requirements by organizing sabbaticals, flexi-hours etc. E.g. Siemens offers employees a chance to take a sabbatical of up to six months every three years.
- Counter trends are emerging: companies are negotiating with employees about longer working hours in order to be able to maintain the production in Europe.

Technology enables and enhances business

- LTA is not yet touched by the performance paradox trend.
- Technology has mostly positive connotations. It is seen as supporting personal efficiency and balance.

Work and life traditionally more integrated, emergence of leisure time

- Work remains a big priority for most - a lot of pressure on professional success and "making money". Leisure time is quite a new concept in Asia.
- Technology is not refused due to work stress. Most employees consider mobile technologies bringing better balance to their lives although recognizing the dangers of a connectivity creep.
- Signs for shorter working hours and softer working ways are emerging, e.g. flexible freelancing & SoHo types of jobs.
- Some public actions are taking place, e.g. Singapore Ministry of Manpower has undertaken a Work-Life Harmony week.

NOKIA
Connecting People

Need for Privacy – Prevalence

USA

Privacy and security driven by personal concerns

- In the US, the need for intimacy and security are closely linked to fear of urban violence and terrorism. 9/11 impact on the increased need for self-provided personal safety still remains strong.
- Perhaps because of the stronger legal frameworks for privacy in Europe and Japan, and / or because of the American tradition of individualism, Americans are substantially more concerned about privacy than are people in other first World nations.
- Virtual security is a big issue: there is a big online population and growing concerns of online security

EUROPE

Virtual privacy concerns are increasing

- In Europe, the need for intimacy and security are closely linked to urban and unhealthy lifestyle (e.f. fear of street crime).
- In general, consumers in Europe are more concerned and sceptical regarding e.g. online commerce and giving up credit card numbers.
- European privacy laws are stricter than those in the United States, which rely more on corporate self-policing.

LTA

Physical safety and security is the issue

- In LTA there are real concerns over personal safety. Consumers will increasingly rely on communications technology to address safety and security concerns.
- There is an expectation that technology will bring greater safety in increasingly unsafe or at least uncertain living conditions. There as lots of opportunities for technology.

ASIA

Both physical and virtual security concerns are increasing

- There is emerging awareness of diminished security both due to recent disasters (tsunami, SARS threat etc) as well as to increased online activities and usage of new technologies.
- Mobile technology has brought new privacy concerns e.g. threat of camera voyeurism

NOKIA
Connecting People

Home ♥ Home – Prevalence

Strong mobility – the car as an 'extension' of home

• Consumers are socially and geographically mobile, so the physical home has extended to many various places such as cars and second homes. There is increasing desire to extend the boundary of the home to the world and to be connected with the global environment.

• The cocooning phenomenon is on the rise. Consumers are investing an increasing amount of money in the home and building entertainment, meditation and DIY rooms. Second or even third home ownership is also on the rise.

Home is a place for relaxation but extending to 3rd places

• Although the home context is blurring with other contexts (work, leisure), the home is still place where people want to recharge their energy and relax. The private sphere quite much intermingles with the social sphere, and people are searching for work-life balance.

• Consumers are increasingly expecting authentic and adaptive home solutions tailored to them. Therefore, e.g. DIY has grown a lot in popularity.

Home is the place for security and safety

• In Latin America, the car culture is growing – meaning that the car is increasingly seen as an extension of the home.

• Safety and security are important and consumers are spending more money on communications technology, which is seen as security enabler.

• Technology is coming home – the personal and family entertainment devices use is on the rise.

Home is more separated from the outside world

• There is a stronger separation between the social and private spheres: the home is dedicated more to private activities, and only to few social activities. Privacy dominates the home.

• Consumers are building own entertainment centers to homes:
  • In India, use of 'home media centers' are a combination of photographs, TV, blinking lights, speakers, tape player, and the mobile phone.
  • In China, middle class people are ready to buy entertainment electronics (television, computer) to home – although space is limited

Interactive & Instant Tweens – Prevalence

Playful and entertaining technology with peace of mind and connection

- Tweens are a remarkable consumer group that spend a lot of their own money on their own desires, consequently their needs and demands has been heard and catered
- Tweens constitute a market of influentials who drive billions of dollars of purchases among their parents.
- Manufactures and retailers respond them as future consumers to be cultivated now (e.g. departments stores have special promotions for children like a sci-fi Saturday in the USA).

Playful and social technology with peace of mind

- Although the demographic growth has been biggest among older consumers, the number of tweens is starting to increase.
- Parents are eager to pamper their tweens and ready to buy products for them
- Tweens have developed highly persuasive skills to ensure that family purchases go their way (e.g. technology purchases).
- Peer groups have huge influence to tweens and they have strong need to belong the group (own similar products and brands).

Security/safety technology with emotional connection

- As soon as consumption society evolve, significance of tweens as consumers is growing in most socio-economic classes.
- Wealthy parents are willing to pamper and buy products for their children. However, it seems that physical security of tweens is a key driver for parents.
- Belonging to the peer group is highly valued and peer pressure is strong among tweens.
- Tweens influence on their parent's purchase decisions, although the consumption power is not as high as in developed countries.

Cute and playful technology with connection

- The higher the level of consumption society the bigger is the affect of tween consumption power.
- Double income parents (in China and India) want to provide better future for their children. They want them to be involved in tech as it symbols modernity and success.
- In China, belonging the peer group is crucial.
- In India, changes in family lives (e.g. women participation to public life is increasing) means that Tweens have more influence on their parents purchase decisions e.g. which technology products are being purchased.

NOKIA
Connecting People