

Intro to trendincite[®]: trend identification & inspiration

RUTGERS

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Amy Marks-McGee



trendincite



agenda

- o background & intro*
- o current trend examples*
- o trend identification*
- o new product inspiration*
- o trending ingredients*



Who am I?



background

- went to **art school** studied graphic design & advertising
- fell into the **fragrance & flavor** industry in marketing
- spent most of my career **trend forecasting** and **identifying emerging ingredients**
- launched **Trendincite LLC** to focus on trends and marketing



intro to Trendincite LLC

- over 25+ years of **fragrance / flavor experience**
- **trend forecaster** identify and analyze lifestyle trends
- look for inspiration across industries and markets for **new product development**
- **enjoy** creative process and engage all of your senses



trendincite
Inspiration for Creativity



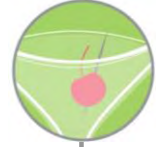
a speaker



Women in Flavor and Fragrance Commerce, Inc.
Educating, Engaging, Empowering



Chemical Sources Association
Your source for unique ingredients that inspire.



services

- trend identification
 - custom-designed sensory trend excursions
 - curated lists
- marketing presentations
 - proactive trends & concept development
 - category specific markets & demographics
 - brand analysis
 - newsletters, e-zines
- market research
 - primary research
 - secondary data
- special projects – custom solutions
 - ghost writing, collections, promo materials



business recommendations

- create a success file
- have a presence
- ask questions



trend examples & trend evolution



Beauty → Food & Beverage → Oral Care



Food & Beverage → Beauty





activated charcoal beauty



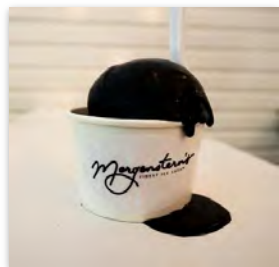


charcoal-infused food & beverage



Frankie & Jo's

Little Damage



Werewolf



Olivella's



The Farm Girl



'O Munaciello

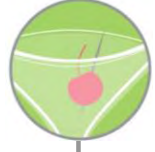


Willie Brothers





activated charcoal oral care





volcanic ash



Glade Volcanic Coconut Cove



Every Man Jack
Volcanic Clay Facial
Wipes



Innisfree Volcanic
Color Clay
Purifying Mask



Farsáli
Volcanic Elixir



Moët Hennessy
Volcán de Tequila



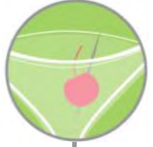


matcha madness





matcha spills into beauty

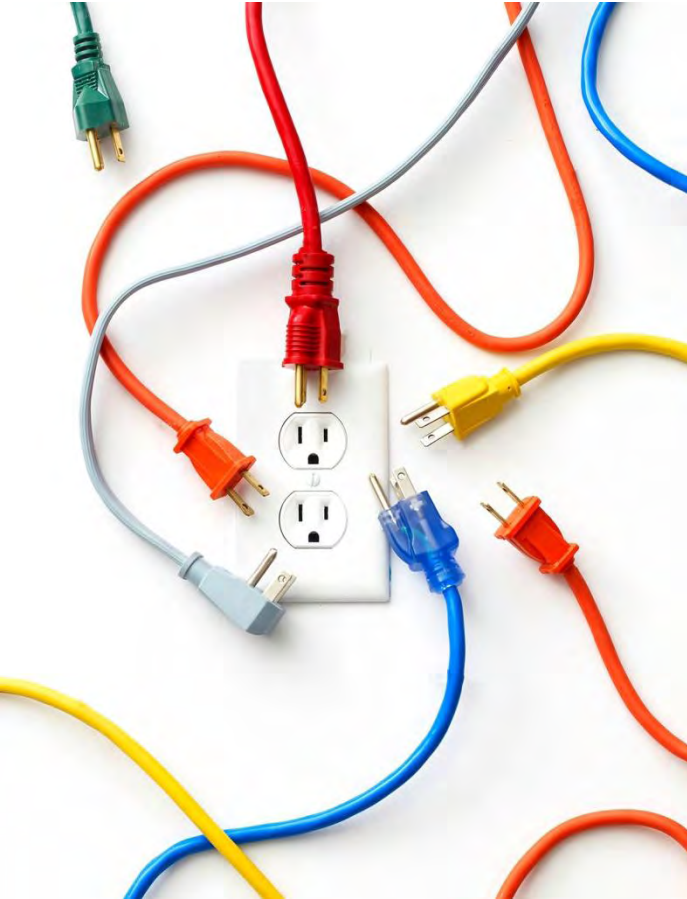




trend identification &
new product inspiration



where do your best ideas come from?

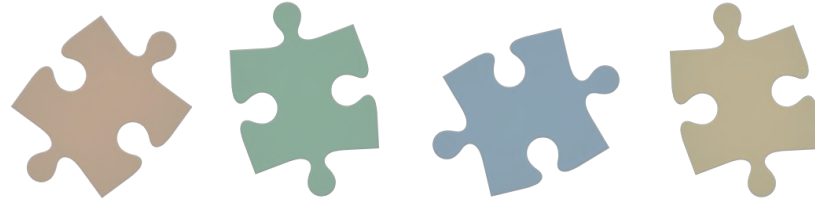


- From experience, best ideas happen when you are least expecting it and you are not trying to solve a problem....
- Often inspiration is in front of you, but you're too busy to see it



connections

- common themes across industries
 - **aroma**
 - **color**
 - **tactile/texture**
 - **technology**
 - **travel**
 - **climate**
 - **fun**
 - **individual/personal**



how do you recognize a pattern?

- Intuition
- Observation
 - look for similarities & differences
 - look for triggers
- Go Beyond Job Scope
 - trends trickle down, up or concurrently



inspiration - where to look?

- Ingredients

- nature
- beauty & personal care
- food & beverages
- food & drink menus
- travel

- Experiences

- cultural events
- entertainment
- services

- Packaging

- cosmetics
- candy
- ready to drink
- fine fragrance & distilled spirits
- kids toys

- Color

- cosmetics & nail polish
- fashion
- home interiors
- art & design
- cars



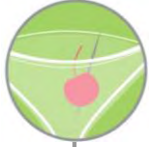
uncorking creativity

“Knowledge Nodes” – bits of unrelated information that can come together to produce an unexpected solution.



trending ingredients

- what's next?
 - adaptogens
 - collagen
 - cannabis/cbd infused
 - crystal infused
 - sleep products





thank you!

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Amy Marks-McGee
amy@trendincite.com
www.trendincite.com
(888) 561-1229

