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QUARTERLY MAGAZINE FROM 1HQ

20/20 VISION

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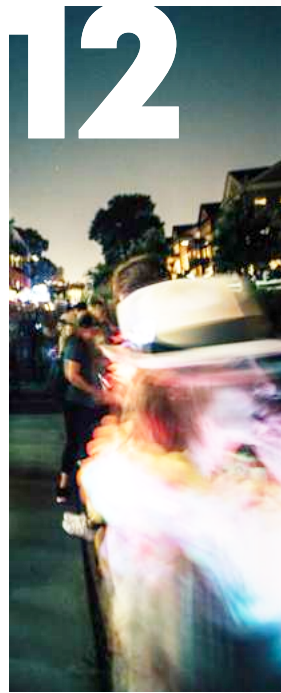


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Laura Wade

Managing Director
1HQ New York

Laura has over 25 years' experience in brand creation, strategy and design. She has had the privilege of working with some of the sharpest marketing minds and the biggest global companies and brands such as, IHG, BUPA, McDonald's, Coca Cola, Vaseline, Magnum, Walls, Old El Paso and Heinz. Laura's expertise and passion lies in leading a top-talented team to create and deliver the right solution, via the right brief, that connects to the right target to deliver the right commercial results!



Kostas Konstantinou

Creative Director
1HQ Amsterdam

Kostas built his career working in agencies in London, New York and Greece alongside brands such as Seven Dials London, Honeywell Pharmaceutical NYC, Absolut Vodka, Chivas and the Pernod Ricard UK Luxury Portfolio. Kostas' uses his experience in the world of destination branding to develop brand experiences with effective and concise strategy. He is also passionate about supporting 1HQ's growing ecosystem of creative thinkers and craft lovers.

Toni Papaloizou

Technical Creative Director
1HQ UK

Toni has experience with a broad range of sectors and products, including retail bank and trading room furniture, technologies such as GPS, smart phones, medical products and restaurant accessories, to his current focus on FMCG structural packaging. He brings expansive knowledge of manufacture and sustainability along with innovation and new product development for start-ups and global brands. He likes nothing more than solving a thorny little problem, making the impossible possible.



Claudette Munroe

Account Director
1HQ UK

Claudette has been with 1HQ for over 6 years and has a wealth of experience working with many FMCG brands. Claudette is driven by the creation of new brands to the resurrection of old. She is a true advocate for challenger brands and has a proven track record in delivering game changing brand positioning and identities.



Zara Roberts

Senior Account Director
1HQ Singapore

Zara has spent the last 3 years in Asia, immersing herself in the culture, food and innovative brands. With 10 years in the agency world, Zara has worked across a wide span of disciplines – from activation and communications to packaging and branding. Her heart lays with branding, and Zara loves digging deep into clients briefs and their brands to help create strategically led brand solutions.



David Gray

CEO
Creative Leap

Passionate about brand and business strategy, David has worked across corporate, product and service brand positioning and communication strategies within categories including healthcare, professional and financial services, beverages, telecommunications, commodities and automotive. With a background in international branding and design consultancy, David founded Creative Leap, an award-winning, specialist OTC healthcare and wellbeing-focused communications consultancy.

Andy Kirk

Design Strategy Director
1HQ UK

Andy has built and guided creative strategies for global FMCG brands including Lipton and Hellmann's for Unilever and Tuborg and Super Bock for Carlsberg. He created Somersby Cider and KP Space Raiders and was co-founder of Tynan D'Arcy and Nineyards. He is an active advocate for brand personality, identifying what it is, what it means and translating it into real character so that brands come to life with a story worth hearing and seeing. Andy is a writer, author and lecturer in Brand Strategy.



Andrew Collins

Chief Strategy Officer
1HQ UK

After an early career as a client-side marketer, Andrew's agency experience has focussed on positioning, innovation and design for FMCG businesses and brands. Amongst the challenges faced have been the evolution and adaptation of heritage brands to changing markets and consumer tastes, as well as the demands on global brands to accommodate nuances and needs.

Ben Glotzer

Creative Director
1HQ New York

As a 20-year brand design veteran and leader, Ben has designed and launched many award-winning, creative campaigns across a diverse range of consumer categories, including food and beverage, health and beauty, pharmaceutical and pet care.





Predictions gone wrong



Andrew Collins

Chief Strategy Officer - 1HQ UK

Ignoring the bits about romance, moral choices and singing, 'Yesterday,' the latest film from Richard Curtis, is a story about foreknowledge*. In it, a struggling musician wakes up to find he is the only person to know about the Beatles or to be able to play their songs. He has acquired the equivalent of next week's winning lottery numbers. With absolute certainty, he knows that the path to future fame and fortune awaits, in the shape of a lifetime's worth of nailed-on hits. And thus, the story is set up - because we know it too.

Spare a thought then, for the real-life Decca Records executive

who turned down The Beatles in 1962. He didn't - obviously couldn't - have known then what we, and 'Yesterday' audiences everywhere, now know. But that doesn't stop us collectively chuckling to ourselves and thinking 'what a moron.' Or perhaps, don't spare a thought. History might have been kinder, and his humiliation remained more private, if he'd chosen to respond with a polite 'no'. Instead he went with this: 'we don't like your boys' sound... they have no future in show business'. And for good measure, threw in this prediction: 'groups are out; four-piece groups with guitars, particularly, are finished.'

It's easy to be wise after the event. It may become apparent in the coming months that a film about a musician with sole access to the Beatles' back catalogue was an idea best left on a Post-It note. But right now, who knows? Stranger things have happened. And as American baseball player and all round sage, Peter 'Yogi' Berra once said, 'it's tough to make predictions, especially about the future.' So why do we do it? Psychologists say it's our response to the fear of the unknown. We make predictions, they maintain, because they give us a reassuring feeling of control over how things will turn out. Another way to look at it is that

some of us are smart-arses who can't resist an opportunity to look clever.

This interpretation seems to be borne out by the collective glee we feel about predictions that go wrong. The smarter the arse, the more spectacularly wide of the mark their prediction proved and, importantly, the more catastrophic the consequences, the more intense our pleasure becomes. The man who turned down the Beatles is a prime example but there is a long history of what we might call the 'so-called-expert-epic-fail-effect.' >>>

* In that respect 'Tomorrow' would have been a better title, except that Paul McCartney hasn't written a song called that, as far as we know. Note to Sir Paul: could work nicely in a valedictory, career book-ending kind of way.

Staying with the world of entertainment, film producer Daryl Zanuck predicted in 1946 that television was no more than a fad and that 'people will soon get tired of staring at a plywood box every night'. Wind back to 1916, and no less a genius than Charlie Chaplin was saying the same thing about cinema. 'What audiences really want,' he stated, 'is flesh and blood on the stage.' Both are predictions as defence against an emerging threat – with Chaplin's subsequent conversion to film acting a brilliant example of holding your hands up when it becomes clear that if you can't beat them, you should join them.

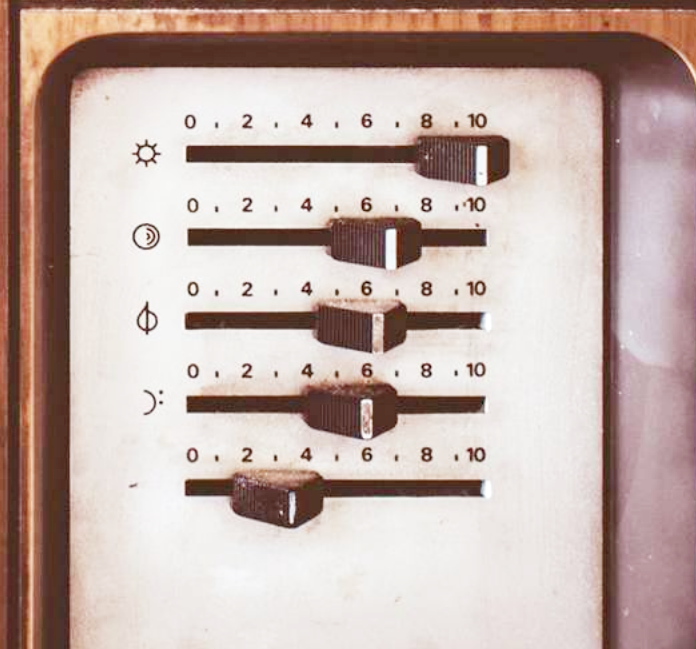
New technologies provide a rich seam for failed forecasts. Take William Preece, Chief Engineer of the General Post Office, who in 1878 explained there would be little use for telephones in Great Britain because of its 'superabundance of messengers, errand boys and things of that kind.' Staying with telephones, but coming more up to date, how about Steve Ballmer's prediction in 2007 that 'there's no chance that the iPhone is going to get any significant market share.'

The Microsoft boss was as wrong on this as the President of the Michigan Savings Bank was on the future of cars. 'Horses are here to stay,' he said in 1903, 'but the automobile is only a novelty.' To make matters worse, this was advice given to a prospective investor in the newly formed Ford Motor Company. Happily, for him, and even more happily for his client, his judgement was ignored, and an initial investment of \$5,000 quickly grew to be worth \$12.5m.

It's not just sceptics and nay-sayers that get it wrong. Over-optimism can deliver equally daft pronouncements. In 1955 Alex Lewyt of the Lewyt Vacuum Cleaner Company made the bold claim that 'nuclear powered vacuum cleaners will probably be a reality within ten years.' While four years later, Arthur Summerfield, US Postmaster General confidently predicted that 'before man reaches the Moon, your mail will be delivered within hours from New York to Australia by guided missiles.'

Ridiculous. But any more ridiculous than Isaac Asimov saying that 'connected libraries' would act as a 'teacher in the form of access to the gathered knowledge of the human species'? Or Nikola Tesla suggesting in 1909 that it would soon be possible to 'transmit wireless messages all over the world so simply that any individual can own and operate his own apparatus'? At the time, we can only suppose these pronouncements, essentially predicting the emergence of the internet and smartphones, must have seemed fanciful. Except, that having been proved correct, it's now almost impossible for us to think of them as sounding anything other than entirely plausible. And, compared to the predictions that went wrong, a bit dull.

All of which should come as some comfort to those prepared to stick their necks out and tell us what the future holds: the more wrong you are, the happier we'll be. **Q**





Claudette Munroe

Account Director - 1HQ UK

Adios adulthood!

Adulthood. The state of becoming fully mature or grown up. But what does this definition even mean?

At a guess, I suppose all roads conclude at a good education, a great job, getting married, buying the house, having kids, raising them well and then retirement...

However, we are starting to see future consumers break this mould, with blurring boundaries between generations suggesting that adulthood is in the process of being nullified and will be

replaced by the 'Perma-Youth' in 2020 and beyond.

We can see a pattern in the way our grandparents lived and even how our parents live today. Like clockwork, they would jump through hoops, ticking off boxes. Life plans are no longer about fitting into a mould bestowed upon us 60+ years ago. A recent article has even gone as far to

say that people are richer, happier and healthier this way – just don't tell Granny! It is interesting to note how changes in consumer behaviour are pushing brands to re-think their positioning to appeal to future audiences.

In a time where self-expression is seen as the stronger more attractive sibling to traditionalism – independence and authenticity reign supreme. Singledom is now considered natural evolution alongside job hopping, co-habiting, sexual openness, digital connection and a nomadic workforce. >>>



Photo by Work With Island on Unsplash

Photo by Mark Hayward on Unsplash



Photo courtesy of Independent.co.uk

I came across a billboard advertisement on the tube. The advert was for a dating app for the over 50s called Lumen.

Let's just take a moment to take it in. It's hard to deny it is eye catching... and the striking image of the sexy Santa is somewhat... 'intriguing' shall we say?

Aesthetics aside, it was refreshing to see the older, single demographic being portrayed in a fresh and contemporary way. It got me thinking that maybe a lot of marketing today is inherently

ageist... do people really feel different to their younger selves as they get older? Or are we starting to redefine what adulthood means, thus rendering age as a criterion to mark ourselves by as redundant?

The dating app claims not to be another dull and boring senior dating site but is designed to be fun in a way that some of the more mainstream dating sites aimed at a younger demographic are. The sexy Santa ad was later changed to a Santa fully clothed as TFL reported the ad to sexually objectify the model...

At IHQ we believe in the philosophy that people don't just buy products, they buy meanings, experiences and stories.

With the redefinition of adulthood, we are no longer waiting for retirement to fulfil our dreams. As a society we want to do more, see more and experience absolutely everything. Expand your life and expand your mind is a mantra I hear often. There is a very visible movement to take on new challenges and it is driving consumers of all ages to reach new heights and uncover new passions.

Redbull is an excellent example of a brand that has expanded on its brand purpose that it 'gives you wings' and is seen as not only a brand that delivers a portfolio of highly caffeinated energy drinks, but as the brand synonymous with an action-packed adrenaline fuelled life, playing host to extreme sporting events as well as music festivals.

Destination Red Bull offers extraordinary trips around the world, with exclusive access to figures famously known for being adrenaline junkies. Examples include, Off Road and Roll rally biking with Dakar champ Matthias or even cliff diving with Orlando Duque as your personal coach on the Ozofres.

Quite extreme for a little life enrichment but that's just a taste of how brands are creating deeper routed connections with consumers and their ever-changing needs. >>>



Photo by Jaiprh on Unsplash



We are also seeing the 'Perma-Youth' trend filter into the music festival industry. Originally invented in the 60s by the hippie movement, festivals encouraged individuals to escape responsibilities and societal constraints of adulthood.

Ironically, today the appeal has broadened, and festivals are enjoyed by people from all walks of life. Many have counter-cultural roots and some, notably Burning Man in the Nevada Desert, try to be models of how society ought to be run. They are, as one study put it, "utopian havens" that provide a release from the pressures of normal life.

A new report found that there has been a 12% rise in audiences at live music events over the past 12 months, bringing in a whopping £4bn to the UK economy and providing a welcome boost for the music industry suffering at the hands of the digital era.

Whilst the majority of festival goers were between the ages of 21 and 25, the second largest age group were 41-50 year olds. As detailed earlier, it's evident

that more 'adults' are seeking new experiences and feel at one with the younger generations in the love of music and culture. Families are increasingly including their kids in the festival experience which fans the flame that age doesn't necessarily equate to 'being grown up'.

People living in the moment and feeling comfortable to embrace their unique diversities and tastes is what's making our future society so vibrant. I am very much an advocate of the 'Perma-Youth' generation and the fact I see everyone else in my demographic around me embrace it with arms wide open excites me.

If brands can start to understand our shift in perceptions around age and better provide us with those meaningful experiences, then, and only then, will they make a stronger and more long-term connection with the future of 'aging youth' consumers. **Q**



DON'T JUST
RELISH
YOUR FOOD
RAVISH IT!

Predictions for 2020

We asked the team what they thought would be the hot topics, trends and issues setting the agenda and commanding attention for the year ahead. Some are more unexpected than others...



Andy Kirk

Design Strategy Director - 1HQ UK

In 1900 John Elfreth Watkins Jr, writing in The Ladies Home Journal, claimed that extraneous letters like C, Q and X will be abandoned. In 2020, this will happen, along with the removal from all dictionaries of all unnecessary, old fashioned words. This will help to make all social media platforms and apps faster and also allow AI to be much more efficient, reducing human and machine reading time by up to 7%.

This efficiency is in keeping with the Bold Minimalism movement, the reduction and streamlining of design as we continue to demand less – less clutter, less plastic, less bullshit and more simplification. This is not the dumbing down of society, but about promoting faster, smarter ways of living. However, there may be a flip side to this stark, unadorned drabness; Kardashian-scale ostentation will bring our New Splendid Isolationism to life as we continue to ignore the state

of the world and demand cleaner seas while we throw our trash out of the car window.

Fashion will be the antidote to beige, unquestioning thinking. 2020 will see wilder fashion statements, comparable to the Regency, Punk or New Romantic movements, elaboration and decoration in clothing and interiors that will balance out the stripped-down aesthetics seen elsewhere. This will drive new expressions in the visual arts, music and street art, wild colours will challenge the bland Neo Mint / Living Coral / Mudflat Grey colours of the year.

2020 will see the start of a counter-culture that will take several years of uncertainty to find its voice. It will also finally be proven in this year that AI will struggle to replicate the human traits of radicalism, rebelliousness and unorthodoxy, but will continue to be used everywhere to try to do just that. >>>



Laura Wade

Managing Director - 1HQ New York

By 2020 there will be an estimated 7,758,156,792 humans on earth, so how is it possible that in an age of instant global connectivity, we still feel distant and fragmented from real human connections?

Sadly, it looks like loneliness could become a real epidemic in the 21st Century, in our fast paced, consumer driven, and social media shared world! It's in our psyche to have genuine human connections, a place to belong with real people, not a Facebook page with 100's of friends we've never even met.

So, I predict that 2020 will continue the momentum and focus on just being human along with closing the gaps between individuals. A whole plethora of brands, products and services will be created that really focus on

us as humans and our individual needs. There will be a rise in products that work in natural synergy with our body and blur the lines between gender, age, ethnicity, physicality and demographic, etc.

Given the strength of cultural currents and consumers to influence exactly what they want and expect from brands, clever human centric design is going to be key in 2020. This will act as a great differentiator and growth strategy in fiercely competitive landscapes. More and more it will need to be 'built in' as the price to play. We will also see a surge in sensorial branding, with biometric data devices allowing brands to interpret the information from our rich canvas of senses.



David Gray

CEO - Creative Leap

Personalised medicine is making the headlines in everything from cancer treatments to skincare and VMS regimes. With 90% of all recorded human data captured in the last two years, we are working at the cutting edge of science and data, helping to improve patients' lives.

Constant medical breakthroughs are enabling us to treat illnesses more effectively, but in 2020 we can expect to start predicting diseases as we enter into an impressive pre-emptive era of modern medicine. This will bring

an increase in bespoke, tailored treatments for patients as we become further informed on how individual bodies will respond to specific interventions.

Interconnections between genome sequencing, data and informatics, and wearable technology is making personalised care possible. We now have the tools to identify which of us is at risk of developing an illness, something I predict will become mainstream information in 2020. **a**

What's going on?

Stay inspired and up to date

LONDON
NEW YORK
AMSTERDAM
SINGAPORE

LONDON

01 Moving to Mars

Design Museum, Kensington. 16 October 2019 - 01 March 2020.

Whilst we may not bring life to Mars in 2020, children born today might just witness a human mission to the red planet in their lifetime. The Design Museum is preparing us for our own 'Lost in Space' adventure showcasing immersive environments such as a full-scale Mars habitat. With contributions from NASA and the European Space Agency, immerse yourself in the new landscape to rethink your daily life, including fashion choices, your morning commute and supermarket shop.

02 The Mayor's London Borough of Culture

Brent. 01 January - 31 December 2020.

Brent has been crowned the London Borough of Culture winner for 2020 and rather than adopting a top-down approach, the borough will be working with young people in the area to explore what culture means to them. During the year, Brent will host a Mile-Long street party on a pedestrianised A5, curate an open air 'Museum of all Brent life' and compose a Brent anthem to be performed at Wembley Stadium during the Euro 2020. The programme will explore the stories, art and emotions that hold life in Brent together, uncovering and celebrating its untold tales and unheard voices. There is still a chance to apply for funding for those who are working in partnership with local artists, community groups or organisations.

NEW YORK

03 The Armory Show

711 12th Avenue, Piers 90 and 94. 05 - 08 March 2020.

New York's premier contemporary and modern art fair, The Armory Show, is a destination for discovering and collecting the world's most important 20th and 21st-century art. The show will feature leading international galleries, innovative artist commissions, and dynamic public programs. For the first time, the show will dedicate one pier entirely to three special curated sections: Focus, Platform, and Perspectives, inspiring dialogue, discovery and patronage in the visual arts.

04 Tribeca Film Festival

15 - 26 April 2020.

The Tribeca Film Festival is a platform for both creators and community members to rethink how film, culture, and art affect the world and city. Supporting emerging and established voices, TFF showcases independent film making and immersive entertainment, discovering award-winning film makers along the way. The festival enables audiences to experience the power of socially minded cinema. Look out for more information on how to book tickets and discover boundary-pushing work.

AMSTERDAM

06 Sail Amsterdam

12 - 16 August 2020.

Set Sail in Amsterdam with an extensive nautical and cultural program that takes place both on and around the water. As the biggest nautical event in the world, held once every five years, Sail Amsterdam 2020 will see an impressive fleet of over 600 tall, modern, naval and heritage ships. The city centre will also be split into zones, or 'Oceans', each hosting themed events, connecting the past, present and future. Get on board with one of their hospitality packages and become part of this spectacular 10th edition.

06 Taste of Amsterdam

Amstelpark. 29 May - 01 June 2020.

Set foot in the ultimate foodie playground and revel in four days of eating, drinking and entertainment. Home of the pop up and small plate, Taste of Amsterdam brings you over 100 dishes from the city's hottest restaurants and a unique gourmet market where you can get your hands on an array of artisan products. Enjoy the festival atmosphere whilst watching world-class chefs cook up a storm or get involved in creative culinary experiences including masterclasses, workshops and tastings.

SINGAPORE

07 Gamescon Asia

Suntec Singapore. 15 - 18 October 2020.

With consumer spend on games in APAC seeing a 17% year-on-year growth, it seems a win-win that Singapore will host Gamescon in 2020. This will be the first time the event has been held outside Europe and will be open to both game developers exploring new partnerships and industry players looking for the next big thing. Gamescon Asia will showcase emerging technologies in video games, workshops, meet-and-great sessions and cosplay theatrics.

08 Singapore International Festival of Arts

15 - 31 May 2020.

With more than 150 events and over 200 local and international artists, there is something for everyone at The Singapore International Festival of Arts (SIFA). SIFA has long been a highlight of Singapore's cultural calendar, working to break down the walls between artists and audience to create unique experiences and inspire artistic encounters. From pioneering stage shows, conversations with artistic influences and electronic dance parties, which event will you attend in 2020?



Signs of the times

We asked each of our studios to pick objects they believe represent a sign of our times. With their choices aligning around the future of conscious consumerism, our experts predict whether their items have short or long futures in front of them...



Kostas Konstantinou

Creative Director - 1HQ Amsterdam

The Amazon box

Online shopping has increased vastly over the last few years, but are you part of the 41% of consumers who buy an item with the intent to return it?

This increase in insatiable online retail 'therapy' showcases a fascinating turn in immediate service from retailer to consumer. Free returns are now the new norm and a qualifying factor for consumer experience. In response, retailers are adding more workforce, creating new spaces for handling reverse logistics and are expanding the fleet to meet expectations and keep the sales' pyramid afloat.

How do brands resolve this? If return deliveries cost \$550 billion in 2020 in the US alone, how can brands react to this as quickly as they react to fast demands? The Dutch government is reportedly looking into reducing the 'availability' of 'mindless' returns and is finding ways to change the cycle. This debate follows a much-appreciated change in the food industry where restaurants and supermarkets are joining forces to help reduce waste.

Now, let's raise our shopping bags to a future of conscious consumerism. >>>



Allbirds footwear

Photo by Seyi Ariyo on Unsplash.



Toni Papaloizou

Technical Creative Director - 1HQ UK

At the tail end of a fascinating day at the Stylus Decoded Future event in June this year, I watched the closing interview with Sandeep Verma, Managing Director of Allbirds Europe.

With already over a million sales, an engaging Sandeep told the story of Allbirds and their mission to prove that comfort, good design and sustainability don't have to be mutually exclusive. They are dedicated to making the most sustainable footwear using premium natural materials, with a commitment to making better shoes in a better way - fuelled by a belief that the shoe industry needs to focus more on thoughtfulness.

Here was a product and brand that I truly believe in, they create footwear with the best materials including merino wool, eucalyptus tree fibre, sugar cane and recycled plastics, carrying this through to better factory and shipping methods, creating less waste and pollution.

The event host had already bought a pair, and she enthused about how comfortable they are, straight from the box (which, by the way, is a masterclass in e-commerce packaging). She was a disciple and within minutes I had ordered a new pair of Allbirds. Every touchpoint with this brand has been delightful, from the website, online ordering, communications, delivery, packaging and finally the product itself.

I am now a disciple, and I love spreading the word about a product and brand that really understands what consumers currently want and how to deliver on that promise. Brands that do the right thing, in the right way, who understand their consumers and deliver on expectations will prosper, those that don't will disappear. >>>



Image courtesy of allbirds.co.uk

£1 bikini



Zara Roberts

Senior Account Director - 1HQ Singapore

Online fashion retail store Missguided recently launched a £1 bikini that sold out within 45 minutes.

Missguided launches 1000 new items a week, making the term 'Fast Fashion' seem slow with 'Rapid Fashion' becoming a newly coined category. The bikini was extremely popular with the traffic heading to the Missguided website supposedly "breaking the internet", but it also raises a couple of questions:

2 How does this sort of practice contribute to the carbon footprint? It is reported that apparel and footwear industries account for 8% of global climate impact. There are a few companies that are challenging the status quo, such as Singapore based company 'Style Theory', who offer a monthly subscription to rent clothes. This removes the need to purchase new clothes and in turn reduces the consumer demand to produce more apparel. >>>

1 How much are the workers who created the bikini being paid and how well are they being treated? Missguided, and it is not the only retailer, sources half of its garments from the UK where workers are paid less than the minimum wage. The remaining half is clothing from the East in places such as Bangladesh, where over \$30 billion worth of textiles were exported in 2018. The fashion retailer still has one of the lowest paid textile workforces in the world, with a worker taking home on average \$95 a month.



Tierra bio-based jacket

Photo courtesy of tierra.com



Ben Glotzer

Creative Director - 1HQ New York

My sign of the times is the Bio-Based Jacket created by the Swedish outdoor apparel brand Tierra.

The completely bio-based technical jacket is an alternative to fossil-based synthetic performance clothing. Deterra consists of an outer fabric woven from Evo yarn, made from castor beans and a wool padding. It's stitched with Tencel (a thread made from wood cellulose), while the buttons are made from corozo nuts, which have a resin-like quality.

Super-strong packaging for fragile goods can be biodegradable, and luxury apparel can be made to last a lifetime. These

innovations are showing that performance doesn't need to be synonymous with synthetics. Vegetable-tanned leather with hand-dyed finishes, self-coloured materials and delicate details distinguish this refined yet natural direction.

This is an example of the increasing 'Smart Naturals', that offer a more sustainable approach to materials and a way for active brands to set themselves apart. I predict that this innovation will become common place in our future, with bio-clothes becoming everyday wear. **Q**



Party like it's 2050?



Andrew Collins

Chief Strategy Officer - 1HQ UK

In 30 years, we will have hit Mid 21st Century. For those of us old enough to have enjoyed an adult cocktail at the turn of the Millennium, the key question is: will 2050 be worth hanging around for?

To answer this, we must rely on the predictive perspicacity of the futurologists plotting the future of the human condition. After a morning's investigation, their conclusions suggest that things could be great, or possibly terrible - and more than likely a bit weird. Here is an entirely unscientific round up of some of the highs and/or lows we can expect to be experiencing should we make it that far. >>>

Work

All sorts of jobs will disappear due to automation. This is a pretty safe bet since it's been going on since the Industrial Revolution – although the difference is that it will be brain power being automated, rather than muscle power. We won't all be able to put our feet up, however, because new types of work will be invented that we don't yet know about. As well as missing the point about predictions, this is obviously very bad news.

Leisure

This will be entirely virtual – enabling us to go anywhere and do anything. The result will be 'experience inflation' at the premium end of the spectrum where the only possible way to feel superior to someone who has been to Mars virtually, is to go to Mars physically. Space tourism will thus become a reality for the super-rich. The not super-rich will be happy to see them go.

Food

Nutrition will be personalised to our own individual specifications based on testing and analysis of our gut microbiome. These plans will tell us precisely what to eat, when and in what quantities to guarantee a healthy diet. Along with accompanying nutritional consultancy, they will be regarded as a large, but necessary lifestyle expense. Once we have purchased these plans, we will ignore them. Meals still won't be available as a pill.

Transport

Cars will become the horses of today – owned only by enthusiasts for recreational purposes and slowing down traffic. The rest of us will be ferried around like teenagers by autonomous vehicles – programming options will be available so these vehicles don't embarrass us in front of our friends. We will travel longer distances, at great speed, using hyper-loop propulsion systems, and simultaneously, know what it feels like to be a champagne cork exiting a bottle.

Healthcare

There will be big changes at both ends of life: babies will be grown in laboratories, not mothers and increasing control over the ageing process will lay the foundations for achieving immortality. Continuous health checks will become part of our daily lives – with diagnostic monitoring devices woven into clothing and toilet bowls capable of performing liquid biopsies. Related to all these advances, there will be an explosion in demand for therapy.

Planet

Hot and wet – but not in a good way.

Superpowers

Augmented by smart prosthetics, our bodies will become capable of previously unimaginable tasks – such as building flat-pack furniture. Technology will exist that allows our brains to be directly connected both to computers and to other people's brains. The former will mean we are capable of liking cat videos with the blink of an eye, while the latter will confirm precisely how selfish and thoughtless he is. In both cases Apple will expect us to buy new connectors with every upgrade.

So, there you have it. 2050 – a brave new world, dystopian nightmare or something in between – however things turn out, hope to see you all there. α





Top 5

Food trends to watch

01 Future food

The world's population is expected to reach 9 billion by 2050, but how are we going to feed everyone? As demand goes up, cost comes down and future food innovations such as lab-grown meat using cultured tissues offer a way to grow multiple meals' worth of meat, using only a few cells. We may also see this alternative way to 'grow' food enter our own kitchens, with personal 3D printers to rustle up fillet steak or seared tuna out of vegetable proteins for future dinner parties.

02 Provenance

People are inherently interested in their food and where it comes from. With stories giving people the chance to connect with their consumption, brands are using provenance as an effective selling attraction, giving them a significant edge in the market. With plans to deliver increased transparency from farm-to-fork, the UK's first food provenance centre, Happerley England, will open March 2020.

03 Food fixers

As capabilities develop, we no longer need to compromise on taste or health, and we can see the functional health and emotional reward co-habit. You'll soon be able to ask Alexa to provide a personalised diet plan, adapted to your physical, mental and emotional state. With the rise of antioxidant rich snacks, such as popped lotus seeds, and probiotic food sources on the rise this year, brands are waking up to the importance of communicating a clear health benefit.

04 Grow on

With continuous urbanisation of areas, comes the pressure to find alternative ways to grow our food. With climate change driving the agenda, interest into unique technological agricultural propositions is growing. This includes vertical farming, an industry forecasted to grow by 25% over the next five years. Food will be grown in AI controlled vertical buildings, using LED lights, smarter soil and an app to control the temperature, humidity and ventilation.

05 Under the sea

Sustainably farming the ocean's rich offerings is helping to protect the environment and reduce meat consumption. The trend for meat snacking has transferred to sea snacking as Kelp becomes the new kale and Algae the must have ingredient in your protein shake. We are also seeing the rise in 'Seacuterie', look out for your local fish butchery in 2020 as we turn to fish to satisfy carnivorous cravings.

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