

Things to Watch Out For in 2007

US-based JWT are not only the biggest advertising agency in the States but also the world's oldest, with a history dating back to 1864. Last week they released their list of what they believe will be the biggest trends in 2007. Here's the place to check out the most important 'in' products and services that will define the year 2007.

According to Marian Salzman, CMO of JWT Worldwide, trends are illustrated by the products and services that exemplify them: "By examining what resonates with consumers, we can identify the larger patterns that will shape our lives in the years to come." Ann Mack, the firm's director of trendspotting, sees a growing trend towards quality, minimal environmental impact and support of local producers.



The JWT 'Top 70' list includes many entries which are clearly US-influenced. For example, at number 12 we find 'Ohio State's freshman basketball phenom, Greg Oden'. But on the whole, the listings represent a fair indication of the growing trends we can expect to be hearing more about in the year ahead. Here's a sample of the contents, along with its respective position on the list:

- Skype/VoIP (1)
- Wii and the next-generation gaming systems (2)
- The business of social networking (3)
- 'Shrinky Dink' technology (TVs are flat and hidden, iPods are lighter and smaller, speakers are smaller and less visible, and so on) (5)
- Sustainable construction/green buildings (7)
- Hydrogen fuel cell technology (8)
- Veggie-bus: school buses running on biodiesel fuel (9)
- Reality show talent searches (11)
- Participatory advertising (user-generated advertising and music video competitions) (15)
- Organic fabrics (17)
- Locally sourced produce (21)
- Home-schooling (26)
- Internet TV (34)
- RSS feeds (36)
- Mobile video (39)
- Environmental causes (44)
- Companies going green (45)
- Energy-saving lightbulbs (56)
- Age shuffling (40 is the new 20, for example) (70)