

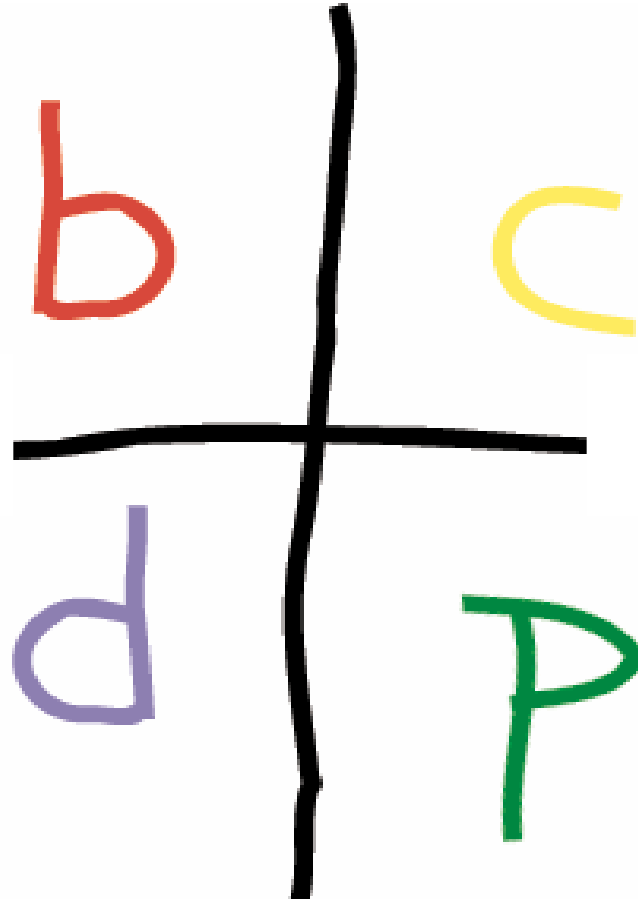
trends • strategy • profits

Louis Patler, Ph.D.

www.nearbridge.com

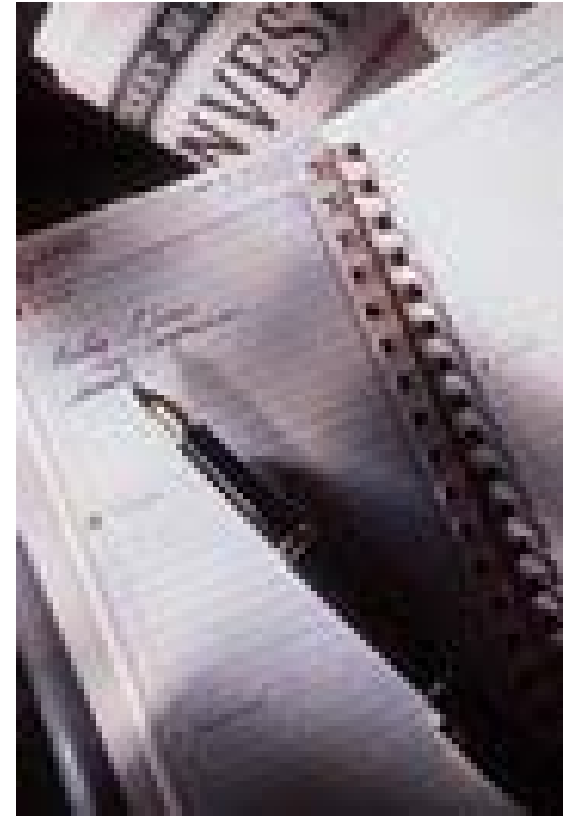
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Elina's Solution – How Big do You Think?

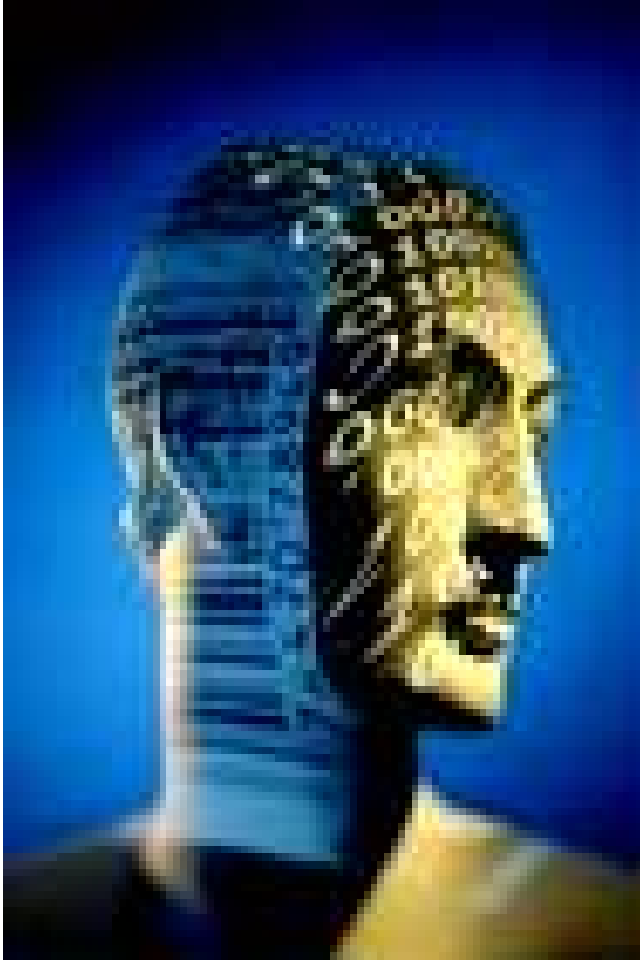


Today's Agenda

- About Near Bridge
- Value Populations™
- Trend Attractors™
- Research Methodology

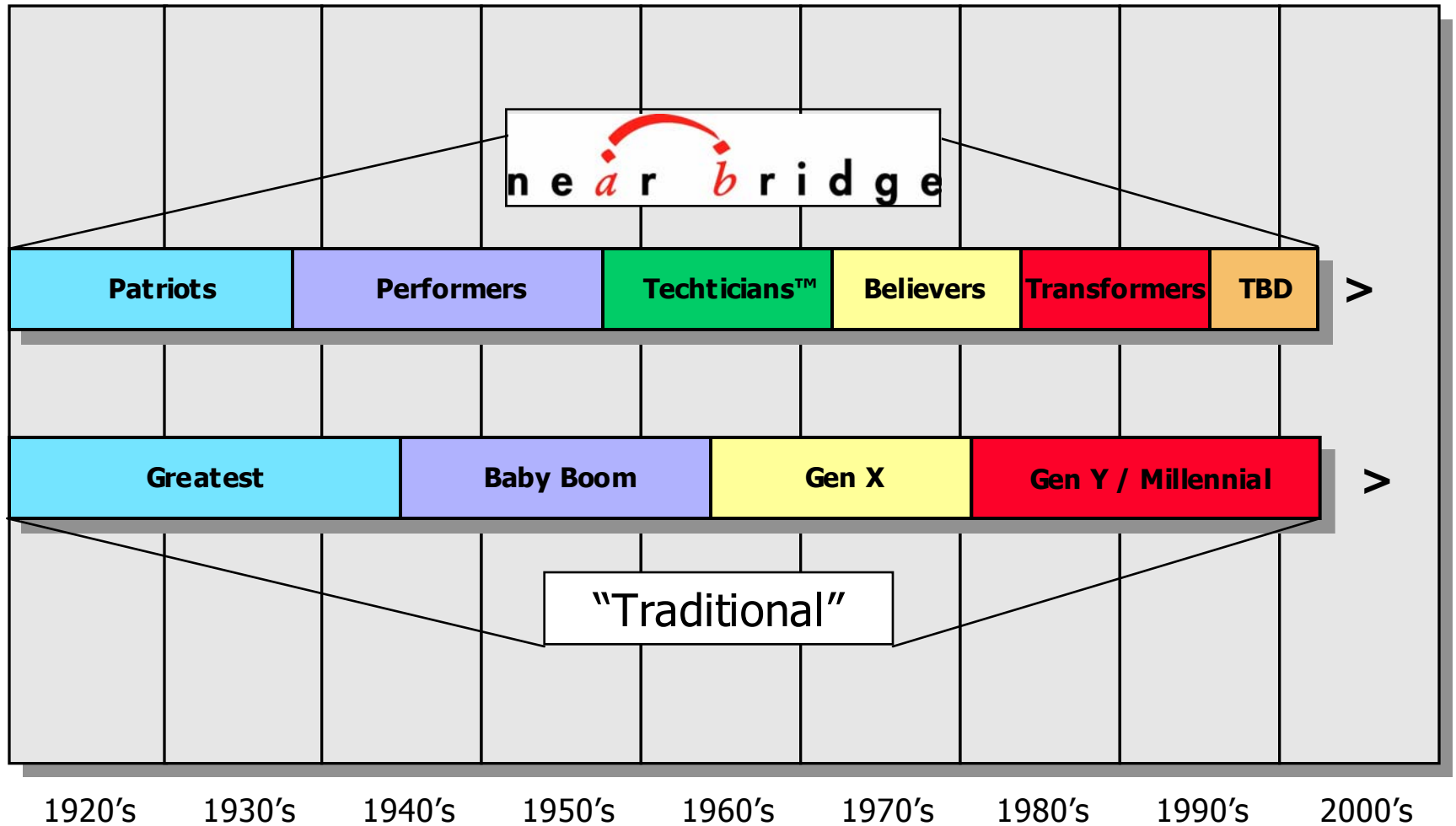


Value Populations™

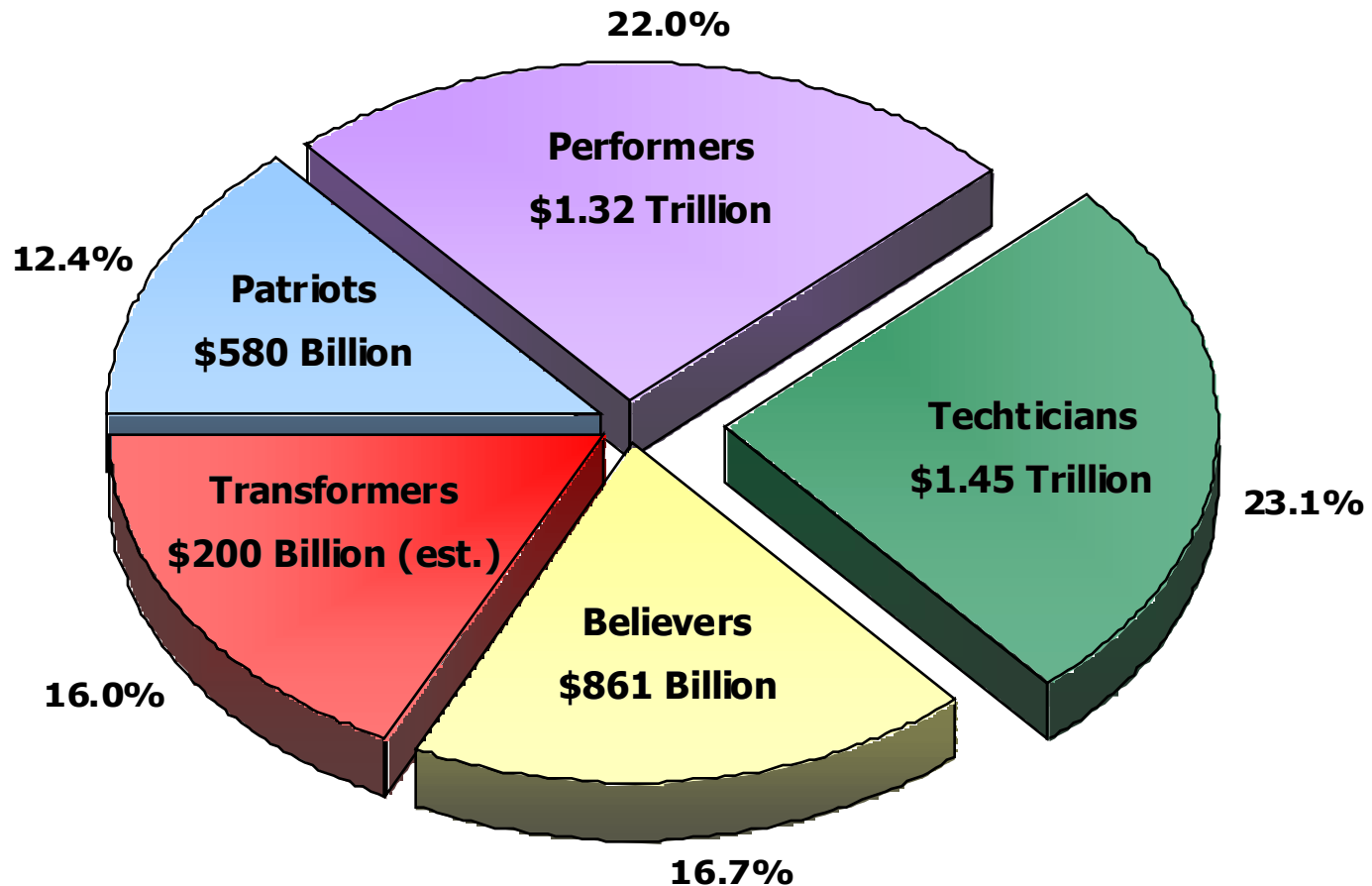


- Traditional Generational Thinking
- Value-Based Segmentation
- The Five Value Populations
 - Patriots
 - Performers
 - Technicians
 - Believers
 - Transformers

Value Population™ Timeline



Value Populations Distribution and Spending Power - USA



U.S. Bureau of Labor Statistics – Consumer Expenditure Survey 2000

Patriots: 66-82 yrs old (1921-1937)

“It’s a Jungle out there!”

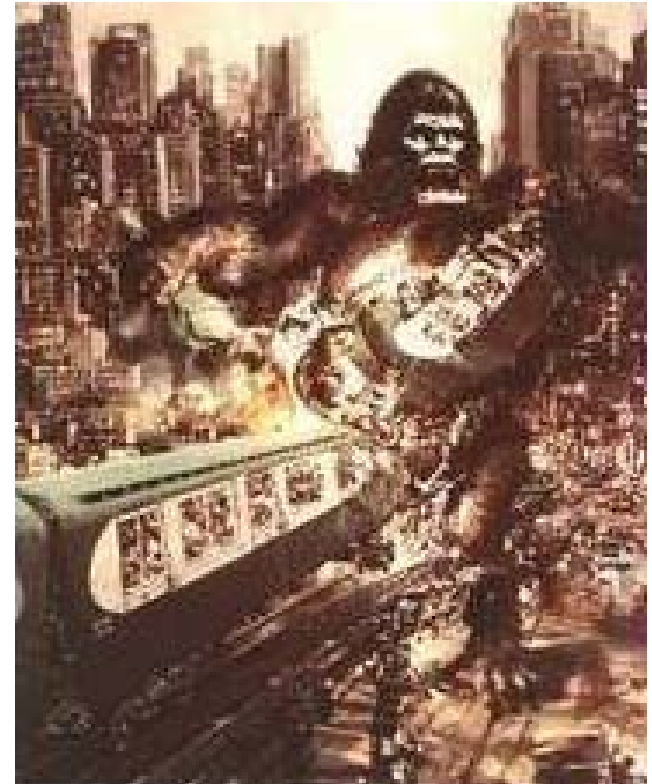
Events: WWI and the Aftermath
Prohibition and the Jazz Age
Global Depression

Themes: It’s a Jungle out there
Taboos and Temptations
Buddy Can You Spare a Dime

Values: Defense and Security
Over Indulgence
Stockpiling

Transaction Profile:

Deal poorly with:	Vulnerability
Motivated by:	Security
Sell to with:	Prevalence and Guarantee



Techticians™ 32-45 yrs old (1958-1971)

“We have lift off!”

Events: Dawn of Scientific Populism
The Kennedy “Camelot Years”
Viet Nam and Watergate

Themes: Stairway to Heaven
... what you can do for your country
Don’t Trust Anyone Over (Or Under) 30

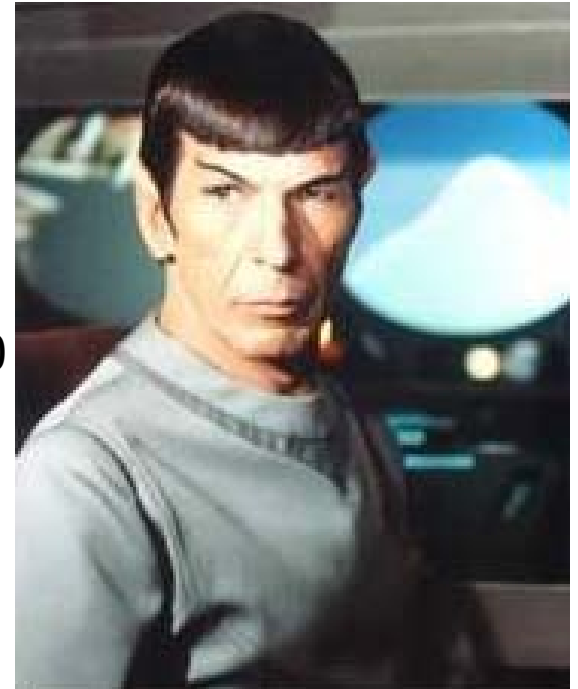
Values: Rationalism and Pragmatism
Service
Cynicism

Transaction Profile:

Deal poorly with: Hypocrisy

Motivated by: Purpose

Sell to with: Details and Practicality



Performers: 46-65 yrs old (1938-1957)

“All the Worlds a Stage!”

Events: The Golden Age of Consumerism
WWII and Atomic Aftermath
A National Highway System

Themes: To Have or Have More
Mushroom Clouds in the Classroom
The First Road Trippers

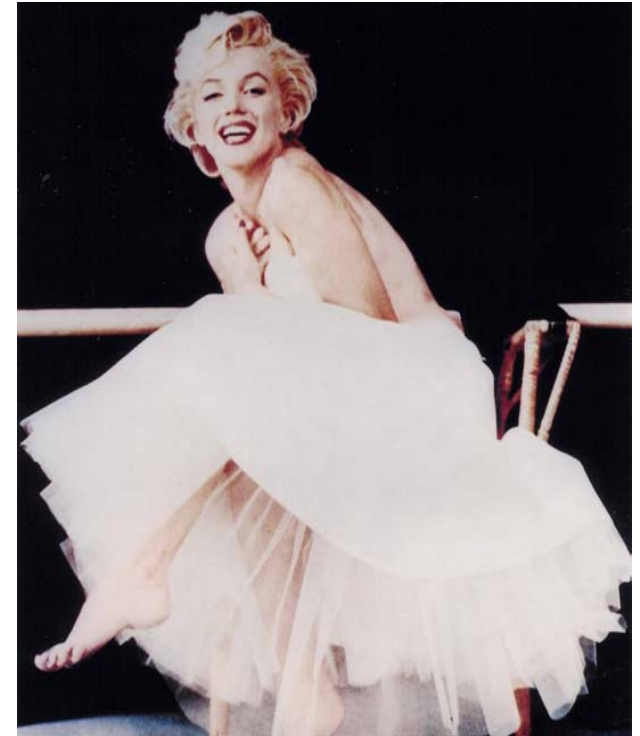
Values: Entitlement
Courage
Adventure

Transaction Profile:

Deal poorly with: Boredom

Motivated by: Praise

Sell to with: Warmth and Generosity



Believers: 20-31 yrs old (1972-1983)

Events: Energy Crises and Recession
Broad Social Dysfunction

Iranian Hostages

Themes: Turnout the Lights
You've got a Friend
Rescue Me!

Values: Passivity
Empathy
Faith

Transaction Profile:

Deal poorly with:	Aggression
Motivated by:	Consideration
Sell to with:	Beauty and Ease

"Paradox of Peace"



Transformers: 8-19 yrs old (1984-1995)

“No Limits”

Events: The Long Boom
Geopolitical and Geological Chaos
Personal Computer Proliferation

Themes: Greed is Good
Nonlinear Reality
New Gateways of Perception

Values: Enlightened Self Interest
Endurance
Power

Transaction Profile:

Deal poorly with: Manipulation

Motivated by: Responsibility

Sell to with: Advantages, Price, Quality



“Breeding Grounds For Emerging Trends”



- Planning strategy solely from quantitative data is neither sufficient ... nor profitable.
- Early and accurate prediction of peoples behavior comes from understanding the cause of that behavior—not just its effect.
- Future behaviors are uncovered by monitoring breeding grounds for emerging trends—Trend Attractors.

Trend Attractors

Universal

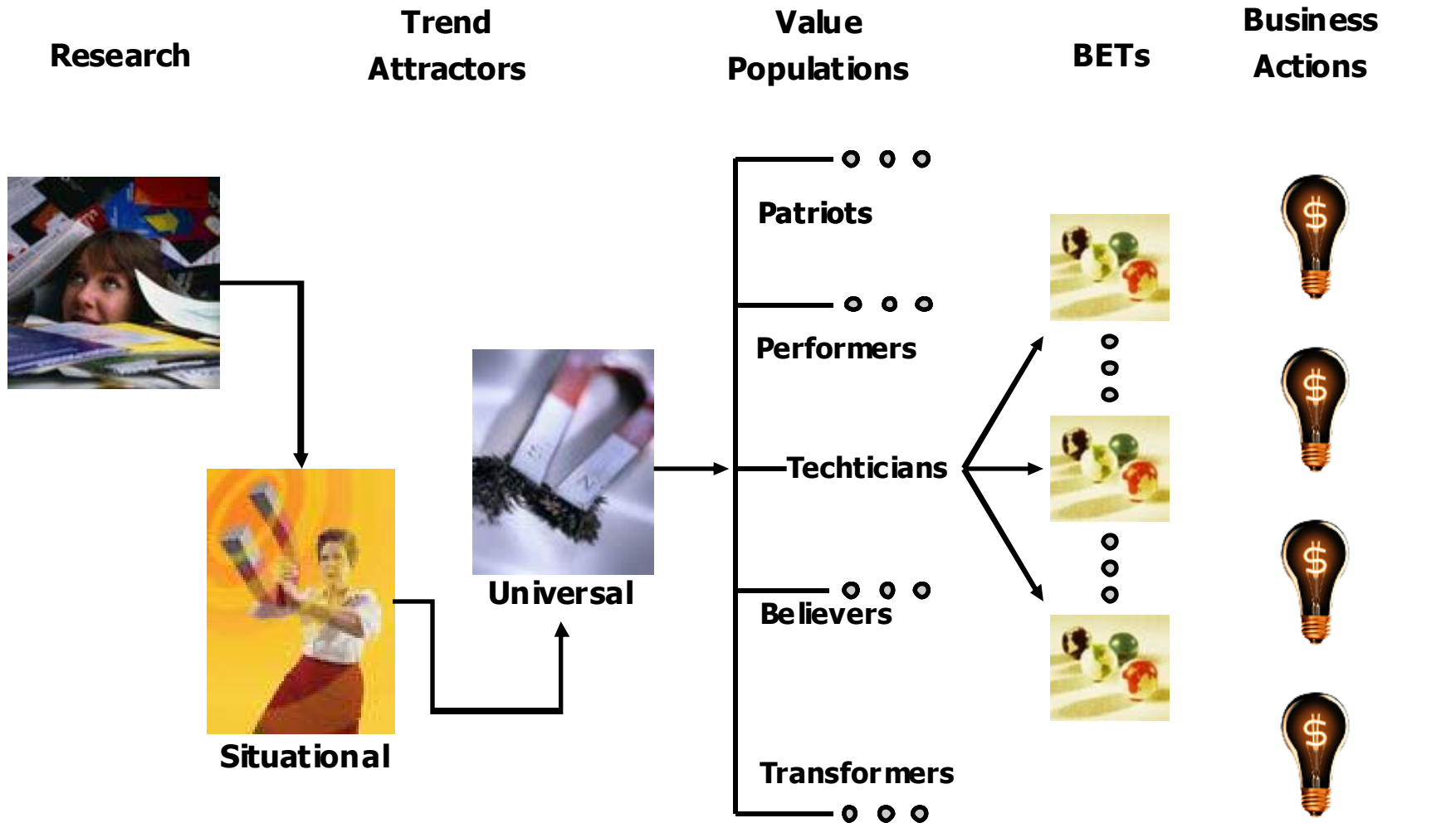
- Wealth & Poverty
- Privacy & Security
- Energy & Environment
- Globalization

Situational

- Customer Loyalty
- Services Integration
- Leadership Development



Near Bridge Methodology



Information to Action – Techticians™

Research	Clippings / Panels / etc.
A Situational Trend Attractor	“Social Engagements”
A Universal Trend Attractor	Culture and Leisure
Value Population	Techticians
Behavior & Emerging Trends	“Knowledge Signaling”
Business Action	Wine Aficionado's Theme Tasting Kit



Information to Action - Performers

Research	Clippings / Panels / etc.
A Situational Trend Attractor	"Social Engagements"
A Universal Trend Attractor	Culture and Leisure
Value Population	Performers
Behavior & Emerging Trends	"Romance"
Business Action	Romantic Wine Country Getaway



TrendSmart

**The Power of Knowing What's Coming...*and...*
*What's Here to Stay!***

[forthcoming: Chicago: Sourcebooks, November 3, 2003]



Mass Customization

Where One Size
No Longer Fits All.
One Size Fits One



Local Universals

Where You Act Globally
and Think Locally
and Vice Versa!



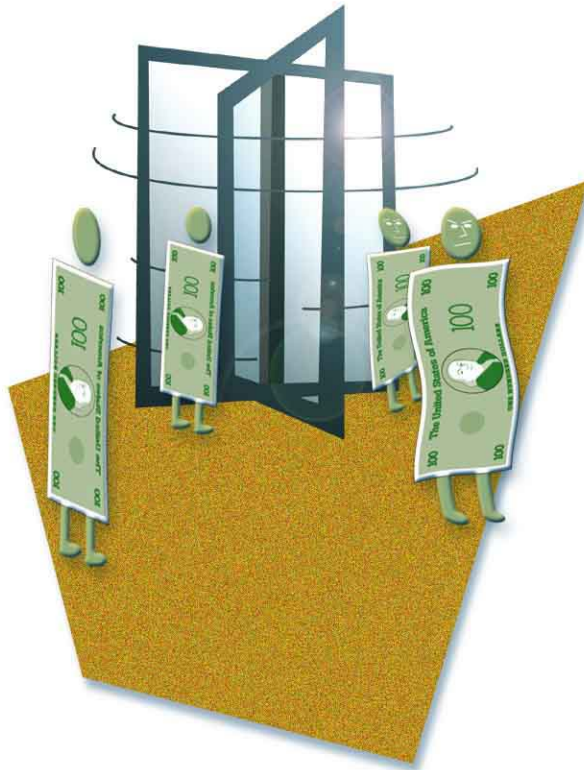
Instant Branding

Where the Big Idea
Meets the Big Brand



Selective Service

Where the best Customers
Get the Best Service

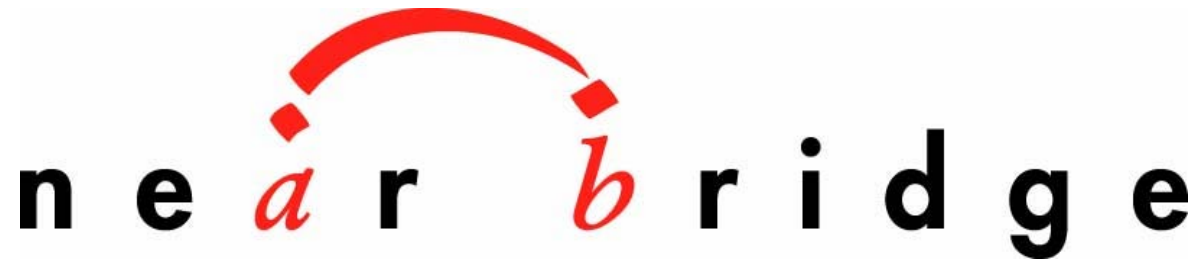


Episodic Loyalty

Where Customers
and Employees
Have Multiple,
Fleeting Loyalties

Select Client List 2002-2003

- American Express
- Beringer Vineyards
- Charles Schwab
- Chipotle Mexican Grill
- Del Monte
- Fidelity Investments
- Fleishman-Hillard Advertising
- General Dynamics
- The Heat Group - Miami Heat NBA
- National Basketball Association



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