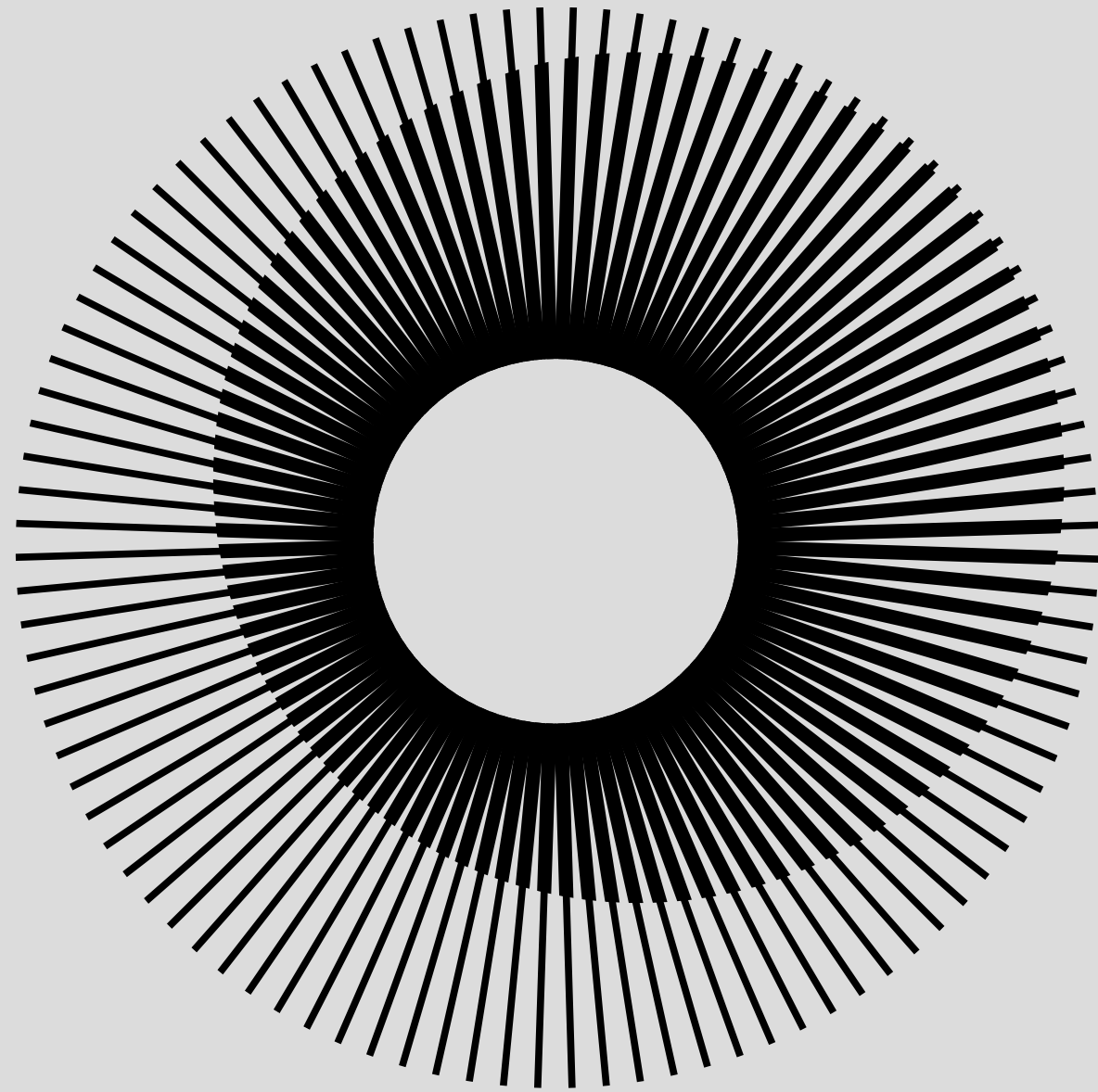


**TRENDS**



DDB LATINA



@JUANISAZA



JUAN ISAZA

# CLASS OF 2022

The question that we are asking with respect to a year in which we dare to predict is whether the Covid-19 nightmare will finally end. The vaccines have shown us their effectiveness because they have reduced morbidity and deaths despite the emergence of new variants. But, in reality, there are very few people, in very few territories that can say today that they live a life similar to the one they lived before the pandemic.

What is certain is that today we have gotten used to living a different way and we know that the virus could stay with us for a couple more years or perhaps forever. We see with concern that the 'polarization pandemic' seems to continue in our political life, putting democracies at risk around the world. We know that the recovery of the post-pandemic economy will continue to grow inequality.

On the positive side, the best of 2022 will come hand in hand with technology, advances in health, aerospace engineering and artificial intelligence. Also, from a consumer who is increasingly aware of the impact they have on their consumption and the importance of their surroundings. A more critical citizen, advocate of minorities, seeking to care and be cared for.

*Brands, as always, can help reconcile, inspire and sow optimism in consumers. Like every year, opportunities will always be on the side of those who want to build. May 2022 be a great year for everyone!*

# THE 8 FOR 2022

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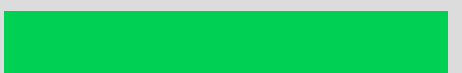
AUTHORITARIAN  
AGGRESSION

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CIRCULAR  
WORLD

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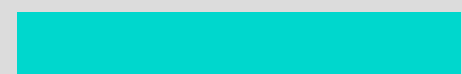
HYBRID  
MIND

4



ZERO  
MONEY

5



SUPER-  
PROTECTION

6



NEW  
TIME

7



MONITORED  
DIVERSITY

8



DYSTOPIAN  
PLEASURE

# 1 AUTHORITARIAN AGGRESSION

*The extremely polarized world that has been strengthening in recent years will make us look at everything through a political lens and that, often, aggression will take over streets, public spaces and social networks. Citizen, for their part, will seek those governments that offer security and will even forgive them for sometimes having to ignore democratic principles.*

What we have experienced for several years will continue to increase in volume: political polarization is accentuated and, in many areas of the world, such as the United States, countries are divided in half and stances are irreconcilable. Professor Michael Macy of Cornell University concluded in a recent investigation that there is a turning point at which it may be impossible to unite the two political halves of a country. Not even an external threat that puts survival at risk would achieve it. This year we will see polarization levels rise in many countries, sometimes leading us to question the validity of the results of polls and democracy itself as a system.

In a recent CNN survey, 56% of Americans believe that democracy is under attack and a little more than half (51%) say it is likely that elected officials will successfully overturn the results of a future election. Historian Anne Applebaum in her book *Twilight of Democracy*, named book of the year by The Washington Post, analyzes how we have become radicals and affirms that any society under certain circumstances can become anti-democratic.

The greatest risk noted by Applebaum is the increase in authoritarianism in the world. She argues in her theory that one of the reasons driving it is because citizens are bothered by complexity. It is not something associated with the right or the left, but with moments when a society wants more rules to be imposed and for there to be stricter regulations as a way to simplify coexistence.

In 2022, there will be a lot of talk about authoritarian populism. We will see the election of leaders who, even if they come from democratic processes, will make authoritarian decisions that could further ignite the flame of nonconformity. The Economist says that it will be a ‘bumpy year’ with political unrest, turbulence and anxiety. Something that is shown to be commonplace after two years of the emergence of an epidemic.

***It would seem that the political confrontation taking place and the result of the pressures that the pandemic has left will end up polarizing the lives of citizens in their day-to-day lives. We are being more aggressive than ever. In a recent article, Time magazine spoke of “The Epidemic of Rudeness” stating that perhaps the pandemic has had a lethal effect on our manners: restaurants and service companies reporting more aggressive customers, and airline passengers receiving fines exceeding one million dollars for disruptive behavior. Perhaps this is the result of the high levels of anxiety that we have been experiencing or the fear we have of having more rules and controls imposed on us.***



# FOR BRANDS...



Professor Macy at Cornell University says that the only thing that can lower the temperature of polarization is citizens themselves, with their votes and a moderate stance. Brands have the opportunity to stimulate citizens' meetings in spaces where society as a whole feels integrated. The most important thing will be to take care not to be stigmatized on either side of the political spectrum.

**Cultural, social or sporting events such as the Soccer World Cup or the Winter Olympics will be the focus of debates and boycotts. Political confrontations between society or nations are going to permeate events to the point of influencing the behavior of the spectators themselves.**

## References:

<https://tinyurl.com/pointnoretum> <https://tinyurl.com/cnndemocracy> <https://tinyurl.com/applebaumwp> <https://tinyurl.com/economistbumpy> <https://tinyurl.com/timerudeness> <https://tinyurl.com/wfhpepleruder>

# 2 CIRCULAR WORLD

*By 2022, the world will become closer and more local. We will feel more responsible for the impact that products and their consumption generate. The commitment of citizens and companies will be seen as a circle in which everything comes around and in which each point in the chain will have to serve as the whole. We no longer live in a linear world of supply and demand, but rather in an interconnected sphere without hierarchies.*

The relationship of citizens with the environmental issue has gone through several phases in recent years: indignation, guilt and need to act. The increase in the phenomena produced by global warming has made us perceive it as a much closer issue. It is no longer a plastic island in the middle of the Pacific Ocean but a reality that touches our daily lives. The circle closes and we begin to understand that our actions have an impact on our own world.

The concept of a circular economy has gained strength in recent years because it eliminates the concept of waste and considers it a raw material. In 2022, we will be talking more about the power of circular innovation that would cut greenhouse emissions by up to 39%. For this reason, Circulator is the name of the design tool launched by H&M last November to facilitate the recycling of raw materials in the fashion industry.

The idea of circularity will make consumers and businesses more aware and they will often feel as prisoners of their own contradictions. In the video game industry, for example, while many platforms seek to launch ideas dedicated to promoting awareness of climate change, we know that the rise of gaming could increase carbon emissions by up to 30% by 2030. Many consumer responses to global warming, such as the purchase of more air conditioners, will in turn increase greenhouse emissions, and thus, the temperature of the planet. This is also a circle, although vicious in this case.

But perhaps the best analogy of the circle has to do with looking at the local and nearby community, a behavior that has emerged from consumers since the beginning of the pandemic and that has expressed itself in the interest of supporting businesses in their own city, region or country. With the global material and microprocessors crisis, questions about the convenience of a global world with productivity philosophies such as 'just-in-time' will return. The question will arise about whether we have taken the idea of efficiency and planning to levels that are counterproductive in an increasingly unpredictable world.

***In the future, looking at circular can be very inspiring. Perhaps the most provocative vision is that of Li Jin, founder of Atelier Ventures, who talks about the 'creator economy': a world in which large social media platforms belong to all those who create content therein. It would be a circular world in which the creators build, operate and own the platforms they rely on. It may sound utopian now, but it could be the best way to inspire a truly democratic future in content creation.***





# FOR BRANDS...



The circular economy for brands means that responsibility for products does not end with sales. We will hear more and more talk about 'recommerce', i.e. the obligation that manufacturers have to ensure the proper final disposal of goods. And although consumers will have to play a fundamental role, brands have the opportunity to gain preference and affection if they help people by collecting product waste and packaging. Likewise, the initiative recently announced by Apple is interesting, which will allow the user to repair the products. This idea will start with iPhone 12 and 13 but will extend to more products.

**Brands that understand that the opportunity to make the circular economy work for the benefit of people will generate permanence and loyalty.**

## References:

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# 3 HYBRID MIND

*Our mind has assimilated the amphibious lifestyle with which we learned to move quickly between digital and physical spaces. The pandemic made us rethink the purpose of our life and our work. We will continue to seek greater flexibility and in this hybrid world, the metaverses will have much more to do with our everyday life than with virtual reality.*

The pandemic has lasted long enough to transform the behaviors we had and has sown in us an interest in breaking conventional routines and lifestyles. This year we continue to hear the term ‘normie’ as a pejorative way of naming someone who does not propose anything different or break any mold. So the hybrid mind ends up burying the concept of normality and makes us continue to question our priorities. According to a study by the Pew Research Center, which compares today’s citizens with those from five years ago, we see how work and career have fallen seven points in terms of defining the meaning of life. Material well-being has also fallen by 11 points. Society, freedom and independence, on the other hand, have grown.

“The Great Resignation”, a concept proposed by Professor Anthony Klotz from the University of Texas, has been the way to name the historical levels of people voluntarily leaving their jobs in the United States. A figure never before seen, in September 2021, 3% of employees decided to leave their jobs. The search for flexibility seems to play a large part in explaining this phenomenon. For many, returning to work in a conventional office and with rigid schedules is becoming less and less attractive. Companies that force them to do so will run the risk of losing diversity in the workforce and increasing inequality, experts say.

Citizens want a more hybrid life, that is, they also want a better balance between professional and personal life. This desire is not new, what happens now is that more employees are carrying it out. According to a GWI study, people nowadays feel bolder, more creative and ambitious, compared to last year.

39% feel that it is time for 'treating oneself and indulging'. In an unprecedented war for talent, Accenture, in its report on changes in the work environment, talks about "Company as Caregiver" and indicates that organizations will be exploring new ways to reward their employees not only financially but also in areas such as health, life purpose and employability.

*The metaverse, which was talked about so much at the end of 2021, will lose much of its supernatural connotations and will be felt more every day, with immersive experiences that combine social networks, video games and entertainment. Common citizens will understand that they are already experiencing the metaverse because they inhabit virtual spaces that break the limits of the physical. Their hybrid mind will continue to be stimulated by that ability to grow their world through virtuality. The term metaverse will continue to be controversial and its artificiality will be questioned for responding more to the agenda of technology companies than to an authentic eagerness of citizens.*



# FOR BRANDS...



The hybrid mind makes consumers want not only to buy objects in the physical world but also in the virtual world. In 2021, we saw the boom in NFTs (non-fungible tokens) where, although it seems like a cutting-edge investor issue, an interest in owning virtual assets is gaining ground with many citizens. From buying outfits for video game characters to limited brand editions, today it is considered a form of investment and entertainment. Nike recently bought RTFKT, a studio dedicated to creating virtual shoes.

**Brands that understand the importance of being hybrid will explore the possibilities of also selling in metaverses where their audiences live.**

## References:

<https://tinyurl.com/pewmeaninglife> <https://tinyurl.com/wefgreatresignation> <https://tinyurl.com/accenturecaregivers> <https://tinyurl.com/gwipurposework> <https://tinyurl.com/economistproductivy> <https://tinyurl.com/theworldaheadmeta> <https://tinyurl.com/wiredmetaverse> <https://tinyurl.com/adagemetaverse> <https://tinyurl.com/nikeacquiresrtkt>

# 4 ZERO MONEY

*The issue of inequality continues to be the force that drives many citizens' discontent. The image of entrepreneurs and terms such as capital and profitability continue to be looked at with distrust. Decentralized money options that gain their place in the traditional economy will continue to grow. The score so far: one point for new financial options, zero for traditional money.*

As many people expected, recovery from the crisis is occurring in the form of a letter 'K': those who were doing well are doing much better and those who were doing poorly are now much worse. This applies not only to citizens, but also to nations. Before the pandemic, inequality rates sounded global alarms. The levels of debt of emerging countries today are reaching historical levels. Meanwhile, calculations predict that an additional 120 million people will be below the poverty line around the world.

The same edition in which Time magazine names Elon Musk as the person of the year reveals the disproportionate growth in the fortunes of the richest individuals in the United States during the pandemic. Perhaps there is no better way to understand the inequality of the post-pandemic world than by traveling; according to Reuters, private flight hours in the United States grew by 16% last October compared to 2019. At the same time, the number of commercial airline flights continues to be 40% below pre-pandemic levels.

We know that in 2022 inflation will continue almost everywhere in the world. Whether due to geopolitical tensions that maintain high fuel prices or climate change, causing food prices to rise, the consumer will lose purchasing power at least in the first half of the year, which will add frustration and hunger, particularly in the poorest countries. It will also make citizens more resourceful and we will surely see ideas on ways to save and buy more intelligently arise.

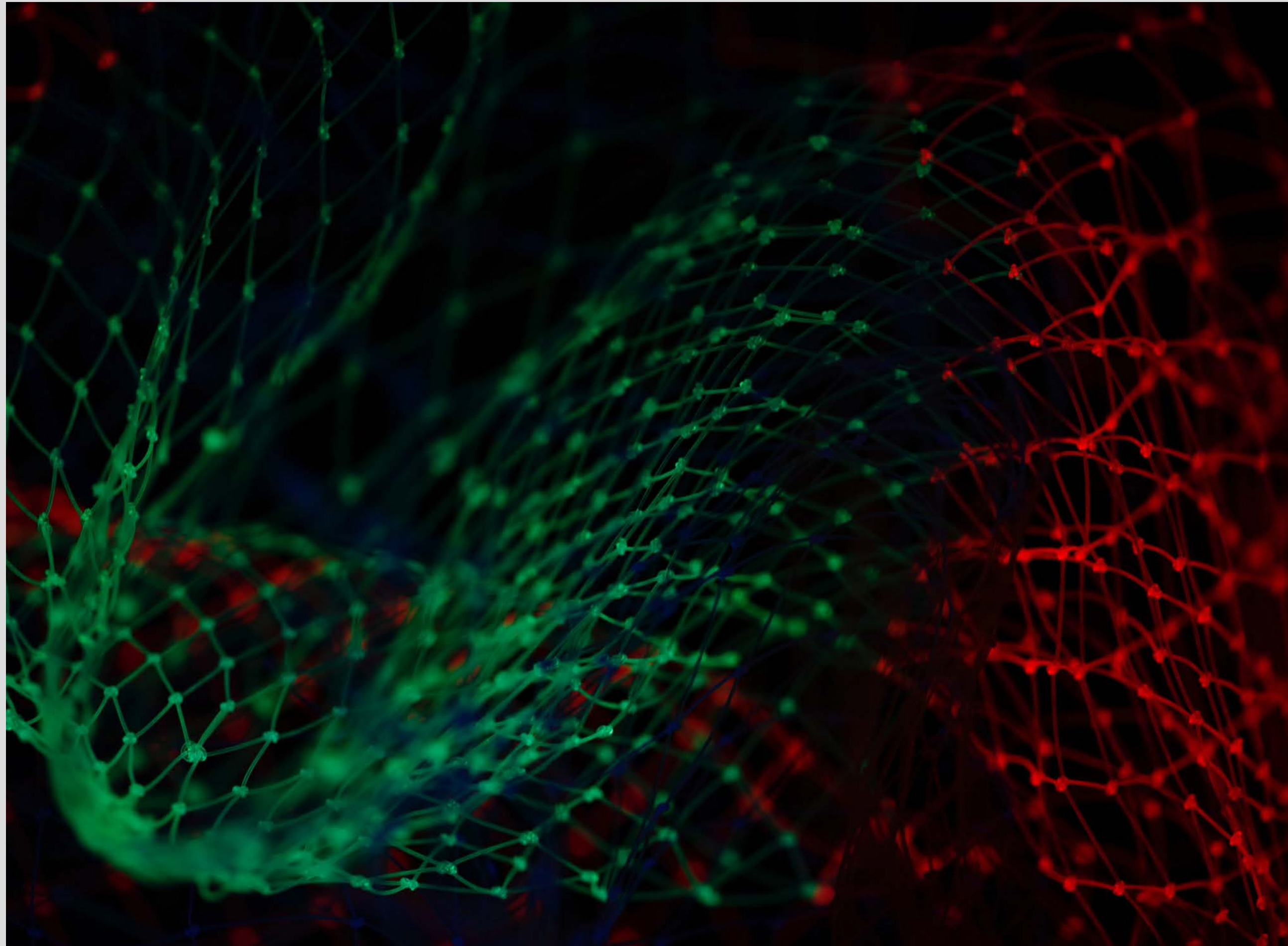
Inflation will not be the only thing keeping central banks busy. It will also be the so-called DeFi. A term that is used more and more frequently to encompass all applications related to decentralized finances. We will see interest in grouping financial services under technology platforms, as well as trying to integrate the DeFi economy into the real economy.

The thrust of these new solutions comes precisely from the low credibility of traditional institutions. According to a GWI survey, the main benefit of cryptocurrencies that citizens see has to do with “not having to deal with banks or governments” (70%). We will see the interest in ‘hacking’ the world of the stock exchange in cases such as the so-called ‘meme stock’, actions that, such as GameStop in 2021, grew in value thanks to the coordinated action of people on social media and not because of the performance of the business.

***There will be very little tolerance of citizens for the errors or injustices that are made within companies. Trend Watching talks about "Glass Box Brands" and states that connectivity allows consumers to enter into the processes, culture and behavior of brands. As someone recently noted, talking about large corporations has become a pejorative term when a few years ago it was an honor. Zero trust and zero tolerance describes the relationship that we will see between citizens and businesses in 2022.***



# FOR BRANDS...



The world of cryptocurrencies has been quite far off for brands. Some have launched campaigns to integrate Bitcoin, for example, into their payment methods. Others have wanted to conduct promotional activities, but in the vast majority of cases, with a traditional marketing mindset. In a recent article, Sam Ewen of CoinDesk said that what brands have not understood in this world of Web 3 is that the most important thing is not the currencies themselves, but the community that is created around them. Those who collect them are creators, influencers and entrepreneurs: a community that for many brands could be an immense source of creativity and inspiration.

**Those who invest in and collect cryptocurrencies stand out for their purchasing power, their diversity and their world knowledge. Moving closer to this community may be the smartest way to start.**

## References:

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# 5 SUPER- PROTECTION

*This moment in history has made us both protectors and seekers of protection. We want to prevent any risk and fight it before it might affect us. We will see many innovations related to caring for ourselves, society and all living beings. We will ask the government to protect us from companies and companies to protect us from the government.*

The pandemic has brought us a sense of concern for ourselves and for the people we are responsible for. LSNGlobal defines “Synchronized Care” as one of its macro-trends, which talks about how self-care that each person practices in their physical, mental and emotional health connects and integrates them with the world around them.

Many will express the desire for governments to protect them from companies, particularly technology. Some countries could follow China’s government example, which at the end of last year launched a campaign to control the rampant growth of technology companies and impose more obligations on them, which has generated concern and distrust that distances investors. In the United States, major technologies have been in authorities’ sights, particularly Meta, due to the dangers of misinformation and the power it may assemble. It will occur with others such as Amazon due to issues such as data management.



But we will also look for protection in corporations so that they can assume a political role. Just like what happened last April, the union of a group of large American entrepreneurs opposed to “any discriminatory legislation” that would make it harder for people to vote. This coincides with Accenture’s vision in its report on the Signals of Change in businesses where it redefines the CEO as Statesperson who responds to the needs of stakeholders, particularly in environmental, social and governmental terms.

The super-protection that we are seeking today will also be carried out in the field of health, which has been very relevant as a result of the pandemic. The technology known as mRNA and that was the basis for the development of the first vaccines against Covid opens up enormous opportunities for medications and therapies for other diseases. S&H points out in its Business Bets report that artificial intelligence will accelerate the development of new medicines with the support of companies such as Deep Mind, acquired by Google in 2014. Trendwatching talks about “Aided by AI” as one of the megatrends in its 2022 report. It says that technology leaves the laboratory and is integrated into our lives to increase our experiences and possibilities.

*Our desire to care will also radiate towards all living beings. Animals, or even trees, increasingly assume more of the same rights as people. It will be increasingly difficult to draw the line between human beings and other living beings. We will hear more about panpsychism, the theory that maintains that every living particle has a conscience. Of course, it will be controversial for many, but it will allow citizens, particularly younger generations, to exercise the desire to protect and feel protected.*



# FOR BRANDS...



We have often heard of the importance of mental health as an essential part of care, especially in the face of an exhausted and anxious citizen. Today, brands understand that supporting consumers with their health care is one of the best ways to gain their trust and closeness. Although mental health is a topic full of myths and taboos, it becomes an opportunity that adds value to the life of a consumer who wants to feel protected, welcomed and backed by the brands. It is time to overprotect the consumer.

**Supporting mental and emotional health can be a competitive advantage in many categories and industries for brands that take the challenge.**

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# 6 NEW TIME

*There is consensus that the pandemic has changed the perception of time and the ability to manage it. Not only because we currently work more hours or because our personal space has been invaded by virtual meetings, but also because we have reconsidered our priorities and interests. We are facing a new time that will make us travel, plan our lives and have fun in other ways.*

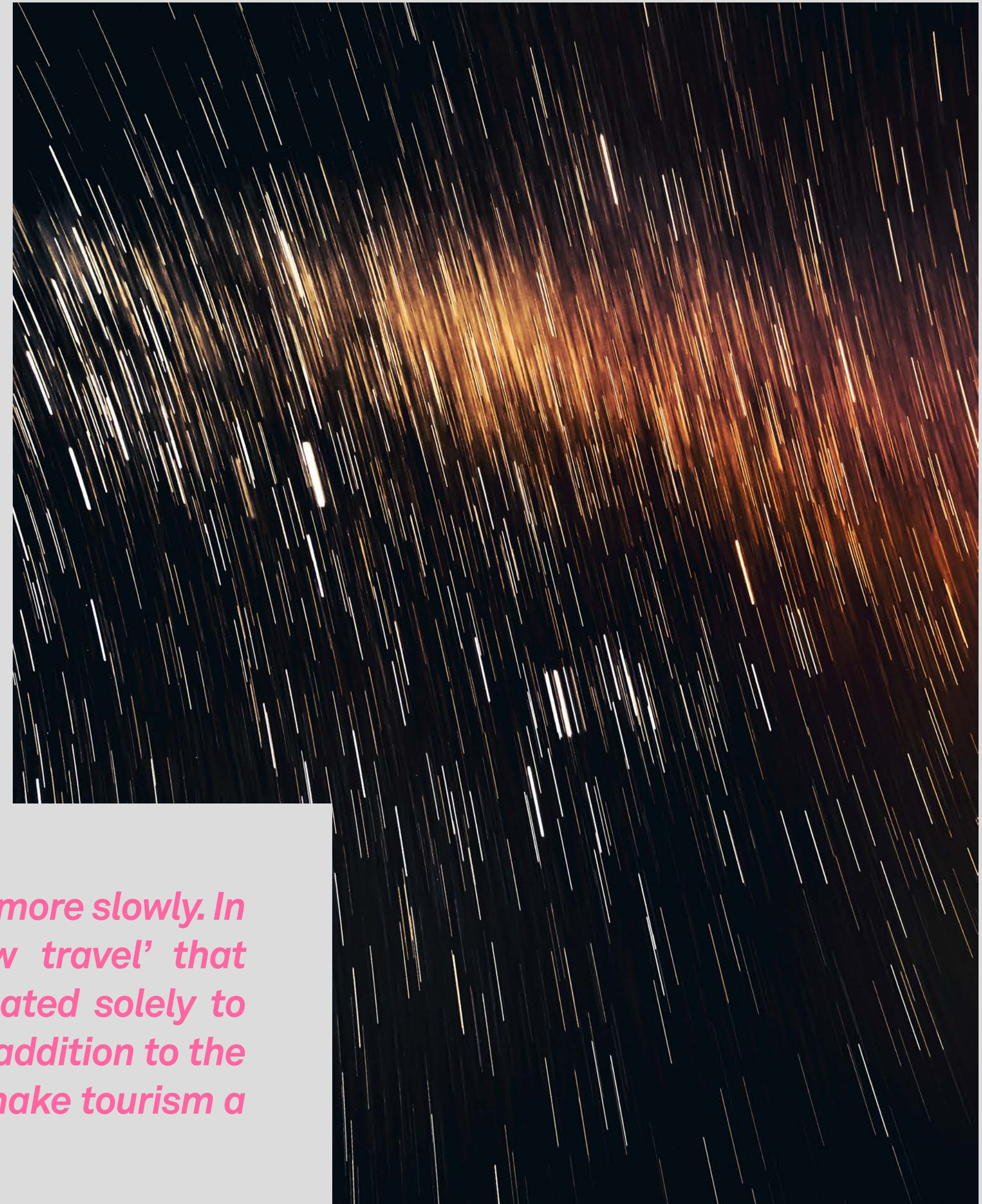
Although the new variants of the virus restrict our mobility to some extent, nothing is comparable to those initial days of confinement that transformed the life of the planet and in which people claimed that every day seemed the same. In a study developed in the United Kingdom and cited by Fortune magazine, 40% of people say that they feel, since the pandemic, that time has started to go by faster. On the other hand, another 40% affirmed that it now goes by more slowly. The investigators concluded that one or the other answer had a lot to do with each person's activity level.

For many, working from home is a relief because it prevents wasting time on commuting, but it also extends the workday. According to Microsoft, by March 2021, we had already doubled the number of Team meetings and they had increased on average by 10 minutes each. Professor Aaron Heller from the University of Miami explains that our sense of time is impacted by the level and amount of newness we experience. As we do different things, the sensation of the passage of time is felt more.

Nowadays, we have a greater number of stimuli because we are exposed to much more content, while the time available to consume entertainment remains the same. Through a Deloitte study among young Americans, it was determined that the average subscriber of streaming services currently has access to four different platforms. We know that in the last eight years we have gone from one hour to two and a half hours of daily social media consumption. If we add video and audio platforms, the pressure grows and there is never enough time.

The new perception of time has to do not only with routines and with everyday life, but with the very meaning of existence. Last August, Oliver Burkeman, a journalist specializing in psychology, launched his book 'Four Thousand Weeks: Time management for mortals', a self-help guide, but above all, a reflection on the time we have on earth and how we spend each week of our lives. We will see many more conversations about the purpose of life at all ages. According to an analysis by LSNGlobal, the Zalpha generation (now aged 9 to 14 years) are living their childhood with less innocence and, on the other hand, with a greater sense of purpose and productivity.

*But in this new relationship with time, the clock may also run more slowly. In this regard, it is worth mentioning the concept of 'slow travel' that companies such as Byway, an online tourism agency dedicated solely to organizing trips by train, boat or bicycle, are championing. In addition to the positive implications for the environment, the purpose is to make tourism a more relaxed experience that is fully experienced.*



# FOR BRANDS...



Changes in the use of time directly impact brand advertising. In a study published by IPA in the United Kingdom, which sought to establish how much attention there is to advertising in the world, the response was hopeless for brands. Only 9% of the time that people spend watching television, for example, is dedicated to looking at advertising. And within that 9%, only 43% of the ads are actually looked at.

**In a world where time is taking on a new value, brands need to innovate both in content and format. Otherwise, it will be very difficult to find the space for building brands and it will end up congesting even more space such as the point of sale.**

## References:

<https://tinyurl.com/fortunecovidchanges> <https://tinyurl.com/umperceptionoftime> <https://tinyurl.com/microsofttimework> <https://tinyurl.com/deloittegenerational> <https://tinyurl.com/nytimesfourthousandweeks> <https://tinyurl.com/lsnglobalalphas> <https://tinyurl.com/ipaattentionadvertising>

# 7 MONITORED DIVERSITY

*In 2022, consumers will continue to demand that companies and brands keep their promises. We will be faced with citizens who will feel obliged to defend the weakest and most vulnerable. Brands may not take positions on equality if they do not provide real facts. Diversity is defined in an increasingly broader way and new groups, which have been ignored until now, will become central.*

In recent years, we have talked about the ‘new majorities’, defined as those groups that are excluded or considered historically less influential but that have been gaining much more attention from society. Women, members of the LGBTQ+ community or African Americans have seen the effect of their struggle in companies and institutions that increasingly feel obliged to give them representativeness in decision-making. Inclusion will be sought to be real, or otherwise what has been called the ‘diversity theater’ in some American technology companies will happen. This term refers to the contrast between the importance given to discourse versus real achievements in terms of inclusion.

In 2022, we will see that the diversity range continues to open up. At the launch of the 2020 Paralympic Games, we saw a global campaign called ‘#WeThe15’ that made us aware that people with disabilities are 15% of the world population. The calculation made by Forbes is that 75% of people with disabilities in the United States could be working, but currently are not, perhaps because no one gives them the opportunity. We will see company initiatives that are increasingly interested in integrating older adults and people with mental illnesses, for example.

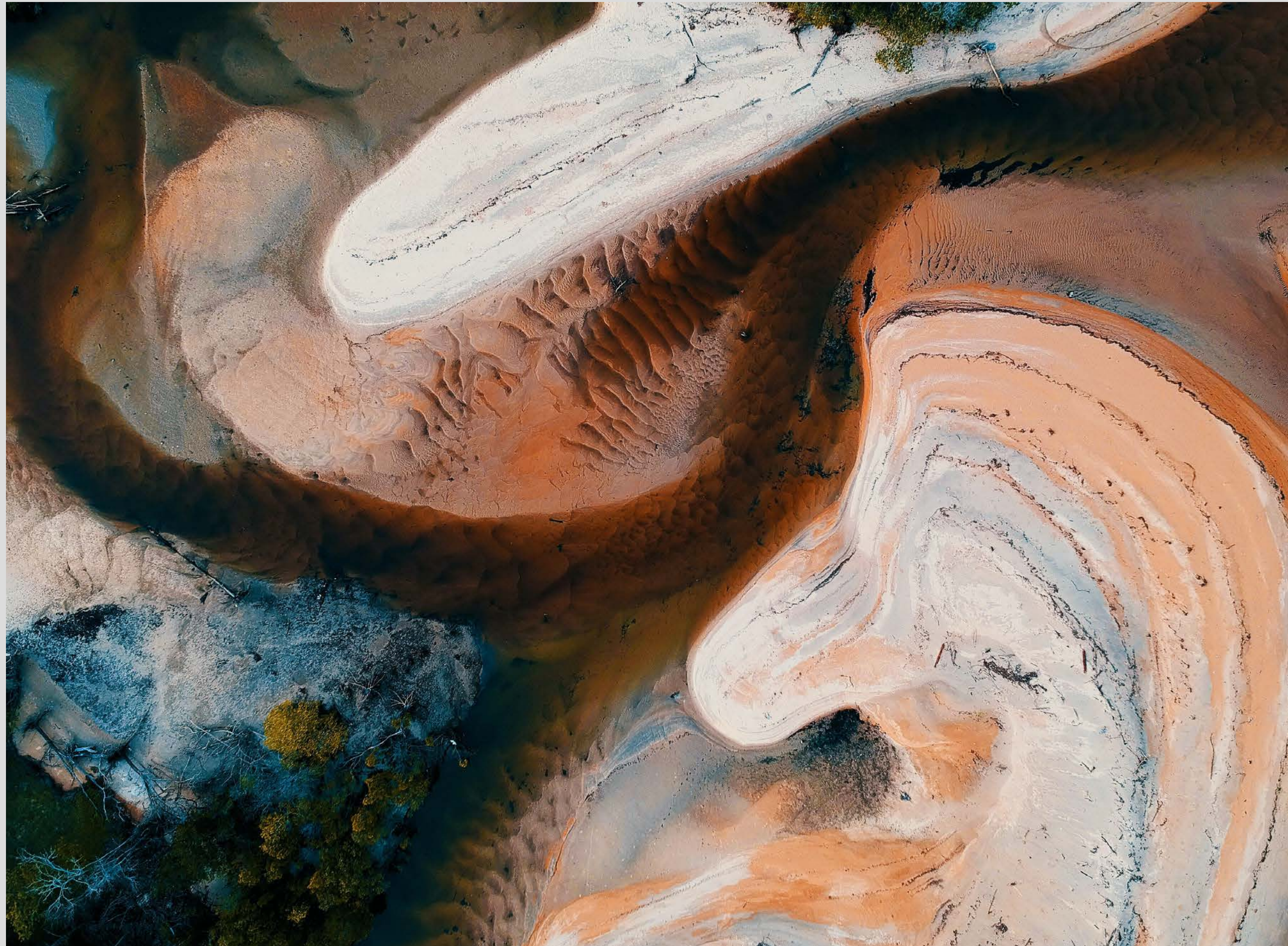
For their part, consumers will be vigilant of everything that happens within the organizations and will penalize corporate behaviors that they consider exclusive by not purchasing. Investment funds will also do so in an effort to direct resources toward those who make diversity, equity and inclusion objectives tangible. Thus, we will see companies trying to show their commitment in many ways: they will hire suppliers whose owners are minorities and question the profiles of those who design products, especially technological, so that they do not correspond to a traditional, myopic vision.

In communication spaces, they will seek to integrate multiple sensory channels so that no person with disabilities is excluded. One of the data that Fjord draws attention to in his 2022 Trends is that fewer than 10% of websites have features that enable people with certain disabilities to use them. The 'multisensory design', on the other hand, is empathic because it recognizes that various people access the brand's content differently. The issue will go through legal actions and lawsuits when users feel that the brands are not acting in an inclusive way.

*But the vision of diversity will tend to be more humanistic and not only driven by rules and laws. In other words, we will look for it to be lived organically and not just filling boxes or predetermined quotas. It will be a topic that will have to be part of companies' culture basically because it is the reality of societies. In fact, the word for 2021 in Dictionary.com is 'allyship' that could be translated as solidarity, particularly with minorities. In the case of younger generations, there is a clear obsession to ensure that no one is left behind.*



# FOR BRANDS...



In 2022, German museums will begin to return the so-called Benin bronzes to Nigeria, stolen in the colonial era. This fact will surely bring the global conversation again to the importance of returning stolen objects from territories that were colonies. This, in addition to the statues and monuments that have been removed in many cities around the world as a result of protests, shows us there is interest in symbolically repairing the past. Often these acts of amends for the past have to do with abuses committed against minorities.

**Being able to tell the story in another way or giving visibility to the stories that highlight ethnic, gender or physical condition diversity is an opportunity that could inspire brands this year to generate content and launch initiatives that connect them in a relevant way with their audiences.**

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# 8 DYSTOPIAN PLEASURE

*People tend to be optimistic when they think about 2022. However, they feel that the pandemic will not go away and that there are new threats so they can never return to normal. We are increasingly asking ourselves about the future. We are pleased to consume all the content that speaks of a dystopian world, such as trying to explore the worst possible scenario.*

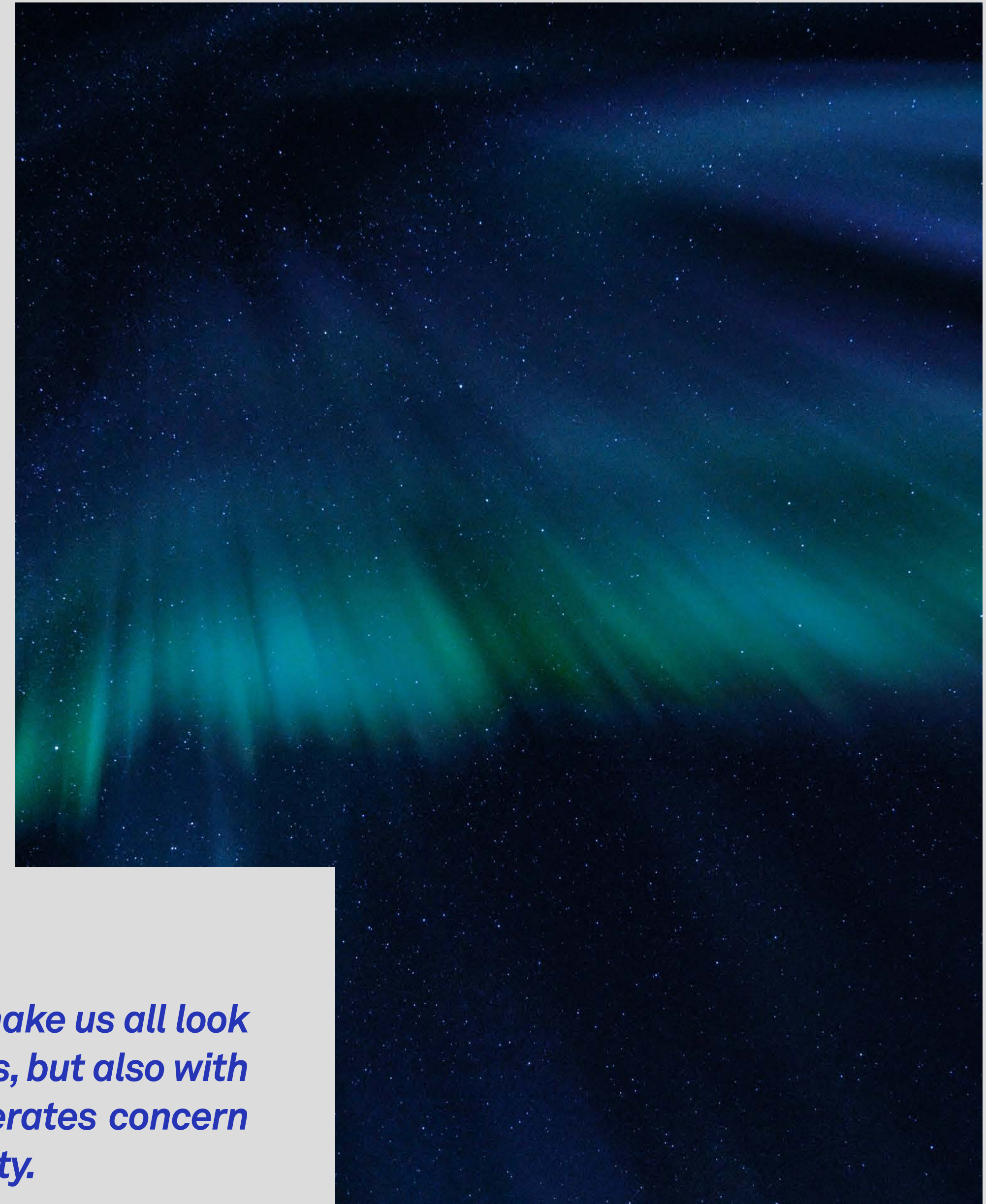
According to a global Ipsos study, 77% of people think that 2022 will be better than 2021, although when asking specifically about the economy, only 61% think that it will perform better. We are facing a citizen who hoped to get over the pandemic much earlier and who now, when thinking of the future, tends to feel frustrated. According to an investigation published by CNBC, 68% of American adults believe that today's children, when they are older, will be much worse financially than they themselves are. The answer to this same question was 60% in 2019.

People will be increasingly interested in seeing that dystopian future. In 2021, Squid Game became Netflix's most viewed series throughout its history, with more than 110 million viewers in the first month. This South Korean series deals with a future in which people, desperate due to their economic situation, compete in a game in which only one winner can come out alive. For the philosopher Byung-Chul Han, Squid Game also represents the future of capitalism to an extreme where massive levels of unemployment encourage citizens to become an entertainment addict, making them completely vulnerable to political domination.

Once again in 2022, the view of the future will be linked in many ways with space. Last November, NASA launched a mission aimed at diverting an asteroid from its course. The idea is to prove how it could be done in case a threat occurs that puts the planet's survival at risk. At almost the same time, the film 'Don't Look Up' was launched, whose plot caricaturizes humanity's reactions to this same danger, although it can also be read as an analogy on the planet's passivity against the real threat of climate change. According to the Ipsos study cited above, 60% of citizens think that in 2022 in their country there will be more extreme climate-related events than in 2021 and 39% think that a large natural disaster could impact a large city.

In 2022, space will be the focus because all year there will be news related to the universe and, in passing, to the future of humanity. It will be the year in which more people travel to space paying their own way and not as part of nations' space missions. Findings from the recently launched James Webb telescope will be received, China will finish its space station, and Russia will release the first fictional film shot in space. Solar geo-engineering by a team of Harvard researchers could release a dust balloon in the atmosphere to analyze whether it is possible to reduce the temperature of the earth as a temporary solution to the problem of climate change. This is if the controversies around the experiment do not prevent it like as already happened a year ago.

***So the new year, contrary to the title of the film, will indeed make us all look up. We will look with an optimistic eye of science and progress, but also with earthly realities thinking about a dystopian future that generates concern and restlessness and, at the same time, a great deal of curiosity.***



# FOR BRANDS...



Imagination becomes the differentiating factor for brands making decisions. Kantar recently published a report on the future of insights developed with a group of companies seeking to explore the role of consumer understanding in marketing over the coming years. The conclusion is that insights continue to be the result of a nucleus of consumer-centricity, but there are three essential components that will ensure maximum value: empathy, provocation and activation, to truly transform business.

**Beyond connecting data, the insights required by brands today are those that are born from that data but that are interpreted by the creative mind for which, as Kantar says, imagination is an imperative.**

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