

Trend Tracking: What Is a Trend?

- Has many marketing applications and opportunities.
- Is long lasting (over five years).
- Is broad based and applicable to a large market.

Questions to determine if it's a trend.

Does it impact across product, service, business categories?	Do you see it impacting and penetrating different products?
Is it broad-based?	<ul style="list-style-type: none">• Is it applicable to a large number of people?• Is it available to everyone or easily accessible?• Are people willing to pay for it?• Does it appeal to the lifestyle and tastes of a large majority of people today?
What drives the trend?	<ul style="list-style-type: none">• Is it demographics?• Is it values and attitudes?• Is it lifestyle?• Is it technology?
Is it a trend, not a fad?	<ul style="list-style-type: none">• Is it pop culture?• Is it fashion?• Is it the "in-crowd" or "trendy" people?• Is it the media?
Does the mainstream culture have to make minimal changes to their behavior to accommodate the trend?	