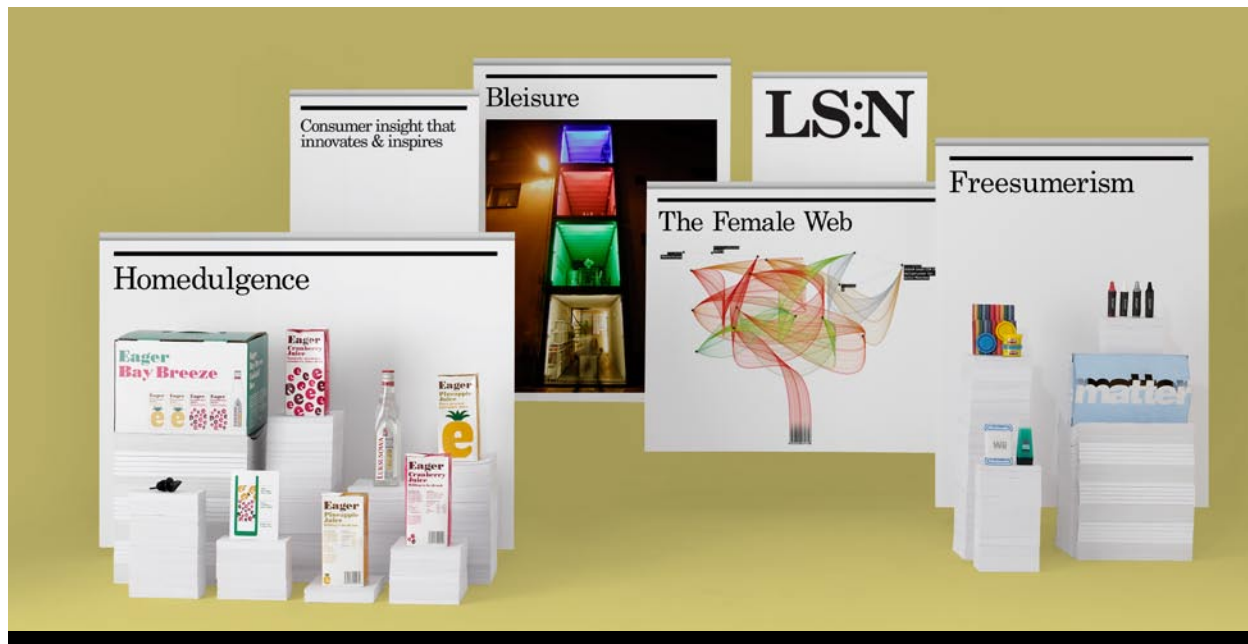


Autumn LS:N Trend Briefing 12 : 11 : 2008

Our new-look event takes place on 12 November, from 9am–1pm, and looks at the rise of Homedulgence, the Female Web, Freesumerism and Bleisure – trends that will be updated monthly on LS:N – along with emerging ideas including the New Sobriety, Embedded Marketing and Impression Management. LS:N is launched on the day, so stay with us for a glass of champagne and a preview of the site's many sections.

LS:N members can attend the Autumn LS:N Trend Briefing using 50 of their membership points.



The trends in more detail :

Homedulgence :

A troubled economy, have-it-now culture and the growth of 'premiumisation' are creating a new high-end, high-touch home retail model that requires brands to rethink their attitude to design, delivery, service and personal after-care. The Future Laboratory team unpacks have-it-now retailing for the Homedulgence generation.

The Female Web :

Social networks, female bloggers, collaborative branding and the growth of referral culture are increasingly making the internet female. Meanwhile, right-brain attitudes are increasingly being seen in the tools, technologies and search engine techniques we use to navigate the web. We identify the new rules of engagement for brands keen to navigate this new female 'super-insight' highway.

Freesumerism :

The rise of experience culture, immersive marketing and a new need to embrace value are bringing about a free-to-try approach to retailing that has already seen terms such as 'freevertising', 'freenomics' and 'freetractive marketing' enter common culture. We unpack the terms, decode the techniques and unveil the ways to make real profits from giveaway goods and services.

Bleisure :

The lines between business and leisure are blurring, as the changing nature of work puts an end to the work/life balance. We identify the shifting consumer attitudes and changing business and leisure practices that are affecting every sector from travel and tourism to media and finance.

LS:N trends previewed on the morning also include :

Impression Management and how brands and consumers are marketing and manipulating their reputations online; the New Sobriety and the rise of say-no culture; and Embedded Marketing, the new way to target on-the-fly shoppers.

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If you wish to attend using 50 of your (or a colleague's) LS:N membership points, please print, fill in your details, sign & fax back to +44 (0) 207 791 2021. For more information, contact James Brooke on +44 (0) 207 870 1995 or james@thefuturelaboratory.com.

COMPANY	QUANTITY	@ 50 MEMBERSHIP POINTS
BOOKING CONTACT	TOTAL	
JOB TITLE		
PHONE	WHICH LS:N MEMBER'S POINTS ARE YOU USING?	
EMAIL	NAME	NUMBER OF POINTS
ADDRESS	NAME	NUMBER OF POINTS
	NAME	NUMBER OF POINTS

ATTENDEES

NAME	JOB TITLE
CONTACT TEL.	DEPARTMENT
EMAIL	INDUSTRY
FULL MAILING ADDRESS	

NAME	JOB TITLE
CONTACT TEL.	DEPARTMENT
EMAIL	INDUSTRY
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