



Social Media Consumer Insights for brands

CAN YOU HEAR THE CONSUMER REBELLION?

September 2018

dynvibe



Everyday **consumers are changing global consumption patterns** through social media. They have become the actors of their own deep behavioral changes: organizing themselves into spontaneous **online communities**, sharing experiences and **influencing others at a worldwide level**.

Thus, this consumer empowerment leads to **new challenges for brands**.

What if we already had the keys to decode this « **consumer rebellion** » ?

At Dynvibe, we combine artificial intelligence and strong human expertise to map consumers' minds and **identify insights in order to anticipate the future**. As an international observatory of consumer trends, **we are the voice of consumers** to help brands understand changes in society that will inevitably impact their business.

In this presentation, we share **3 main trends** that every brand should be aware of for the future of their strategies.



Anne-Cécile Guillemot (Co-founder and Consumer Insight Director)

3 main consumer trends

Our international research expertise has allowed us to identify
3 major emerging social trends

**GIVE
SENSE**

Back to the roots

**BLUR
BORDERS**

Finding flexible boundaries

**BE
FREE**

Breaking the chains

1 - Give sense

Give sense

Back to the roots



MASTER



REDUCE



UNDERSTAND



THINK



VALUE

WILLINGNESS
TO **MASTER**
THE PROCESS

EARTH
CONSCIOUSNESS

BECOMING
AN **EXPERT**
TO CHOOSE WISELY

HEALTH
AND **WELLNESS**
CENTRIC

SEARCH FOR
QUALITY AND
AUTHENTICITY

SLOW DOWN
TO FEEL ALIVE

CONSUME
ETHICALLY

UPGRADING
THE VINTAGE

TRENDS

Give sense

Back to the roots

THEY SAY...



« I like to **do things by myself** to reconnect with the present time »



« I trust **local and niche brands** more than big companies »



« I want **less packaging** and **recyclable** products »



« I learn on the Internet to be able to **understand what I buy** »



« I buy premium and ultra-premium brands as I would **buy a piece of art** »

Give sense

Back to the roots



CRAFT COFFEE REVOLUTION

Strong growth of manual pour-over coffee machines. Users take **pride and pleasure in processing** a high-quality coffee, and the feeling of slowing time while making it.



INGREDIENTS IN COSMETICS

Consumers are becoming experts in **ingredient benefits** and choose their cosmetics according to their formula.



ZERO WASTE MOVEMENT

More and more households try **to limit their waste** by buying in bulk instead of buying overpacked products.

Give sense

Back to the roots

Distill
niche brand spirit
in your storytelling

Incarnate
your deep brand values
at all levels

Be prepared
to be challenged by
the “less packaging” trend

Incorporate
art and design
into your products

Think of
crafting and transmission values

Reassure
on your
products safety

2 - Blur borders

Blur borders

Finding flexible boundaries



DESEGREGATE

LIBERATE

REASSEMBLE

INSPIRE

CONNECT

IN SEARCH FOR
VERSATILITY

FROM GENDER
EQUALITY TO
GENDERLESS

HOLISTIC
CONSUMPTION

FROM **INFLUENCERS**
TO **GURUS**

THE POWER OF
ONLINE COMMUNITIES

MALE GROOMING
ON THE RISE

HUMAN TO HUMAN
INSPIRATION

WORLDWIDE TRENDS
SPREADING QUICKLY

TRENDS

Blur borders

Finding flexible boundaries

THEY SAY...



« I look for **'super-performing' multifunction products** capable of addressing all my needs at once »



« I can **wear my boyfriend's fragrance** and he can wear my skincare or my makeup »



« I consider **my consumption habits as a whole** : it's my values, it has an impact for the planet, it's important for my health »



« **I trust online communities that I follow** more than brands »



« I like to **follow real people from all over the world** to be inspired by their lifestyle»

Blur borders

Finding flexible boundaries



EVAPOLAR

An appliance that is an air cooler, a humidifier and a purifier all in one. A **versatile product** which is perceived as cost effective (3 in 1) and space saving.



GENDERLESS FRAGRANCES

Increasing attraction for unisex fragrances in both western and eastern countries. Users disregard marketing-driven categorization and believe that a unique scent **add to his/her personality.**



FENTY BEAUTY

The success of Rihanna's beauty brand is partly due to the shade diversity in the product range that **addresses a wide range of consumers.** A brand value that people praise.

Blur borders

Finding flexible boundaries

Create
brand + human
stories

Forget
influencers,
understand
communities

Think of
out-of-the-box
partnerships

Develop
new experiences
through the material
and the textures

Inspire
with a **holistic**
communication
strategy

Get ready
to address
professionalized
consumers

3 - Be free

Be free

Breaking the chains



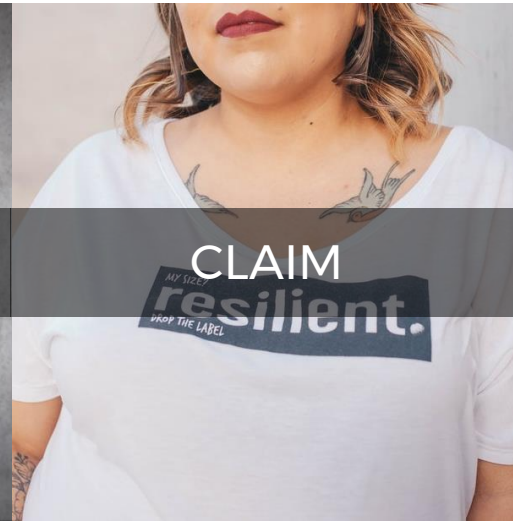
RELIEVE



DELEGATE



EXPRESS



CLAIM



EXPLORE

WILLINGNESS TO GAIN
QUALITATIVE TIME

BEING DIFFERENT
FROM THE MASSES

EXTREMIZATION
OF BEHAVIORS

ADVENTURES TO **FEEL**
FREE AND ALIVE

FIND **"ME TIME"**
EVERYDAY

ACCEPT OURSELVES
AS WE ARE

OUT-OF-THE-BOX
THINKING

EXTREME CONSUMERS
SEEK **EXTREME BRANDS**

TRENDS

Be free

Breaking the chains

THEY SAY...



« **I'm not scared to be different** and for me, mainstream trends are for people with no personality »



« I like when my appliances do the hard work for me so I can **spend qualitative time** with my kids, or time for me »



« My dress style, my home decor, the way I travel, the brands I buy and what I post on Instagram **express who I am** »



« **I express myself strongly about my fights.** I join people online sharing the same fights. I buy brands close to my fights. »



« Sports, travels, passions, are explorations and adventures that make me **feel free and alive** »



#SETITANDFORGETIT

A trending hashtag used by sous-vide cooking connected appliances users. It illustrates the fact that these tools allow users to **get rid of binding tasks**.

Be free

Breaking the chains



VEGAN/CRUELTY-FREE COMMUNITY

People fighting for this cause look for brands that don't belong to big companies that wouldn't **share this value at all levels**. Even more if they sell in China where animal testing is mandatory.



Benjamin Regnier

BRAND MUSES

The **criteria of beauty is shifting**. People are now less sensitive to just beauty models than to inspiring muses with asperities, a spontaneous allure and a radiating aura.

Be free

Breaking the chains

Dare to
break the codes

Create
'me time' tools
for your customers

Engage
your target through
new experiences

Liberate
your team
creative energies

Differentiate
yourself through
your asperities

Be prepared
to face extreme
consumer fights

Who we are

We are a worldwide consumer trends observatory

We transform digital consumer data into
meaningful, powerful and actionable insights



Our story

+45%

Income growth in 2017

200

Nb of studies in a year

80%

of our studies are multi-country research

TO BE CONTINUED!

2017



2009



Sea, sun and social media!

Dynvibe's story started 17 000 km away from France, on a morning walk at Bondi Beach with a take-away coffee in hand! Sounds cliché but 100% true! Dynvibe Sphere was the first brick in the building.

2011



Enhance consumer's voice

At that time brands were focusing on their reputation only, but customers were already yelling strategic insights. We created Dynvibe Intelligence to help our clients understand their customers and their market.

2013



From the beach to the vineyards

Our home country was calling us back (our moms too!). We had never been to Bordeaux before but decided that it would be our French Sydney. No regrets at all!

A new era begins

After 2 years of research and innovation, Dynvibe LIVE was born. An exclusive platform to explore and understand online consumers communities. A revolution in the Social Media Intelligence era!

Our clients

BIOTHERM



erdf
L'ELECTRICITE EN RESEAU



paco rabanne

PUIG

Ray-Ban

STUDIOCANAL



LANCÔME
PARIS

Microsoft

sunglass hut

LENSCRAFTERS

LUXOTTICA



vertbaudet

YVES ROCHER

ZARA



NINA RICCI
PARIS

...vivaki

Norauto

MONOPRIX

L'ORÉAL
PARIS

Dior

Capryle

LA REDOUTE

LE FIGARO



Nature
& Découvertes



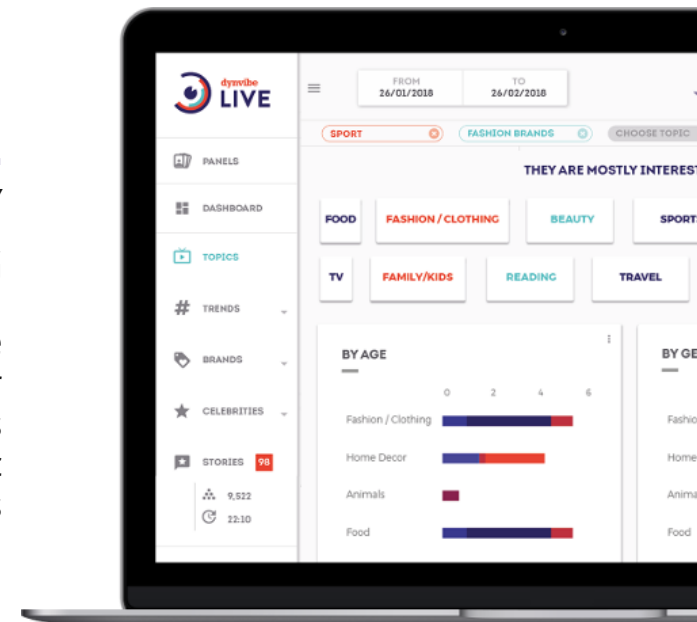
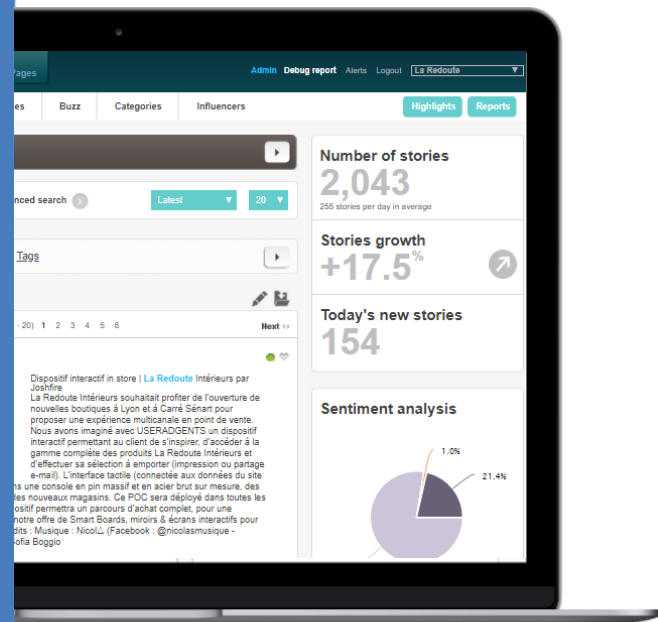
A stack of powerful listening tools

DYNVIBE SPHERE WEB LISTENING

Smart Social Media Monitoring platform to understand and drive your category / brand / product perception

DYNVIBE LIVE COMMUNITY LISTENING

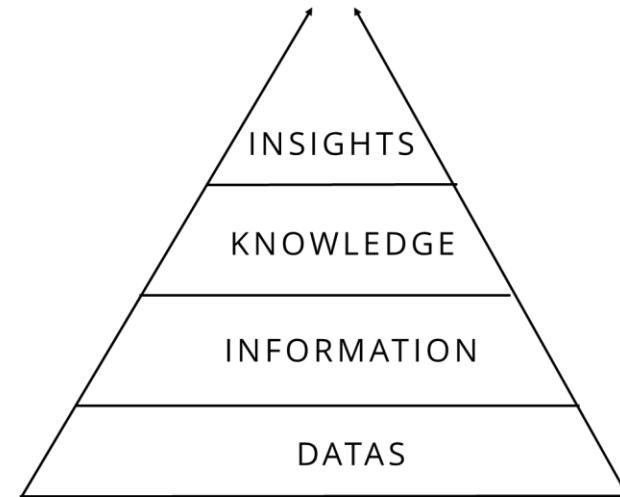
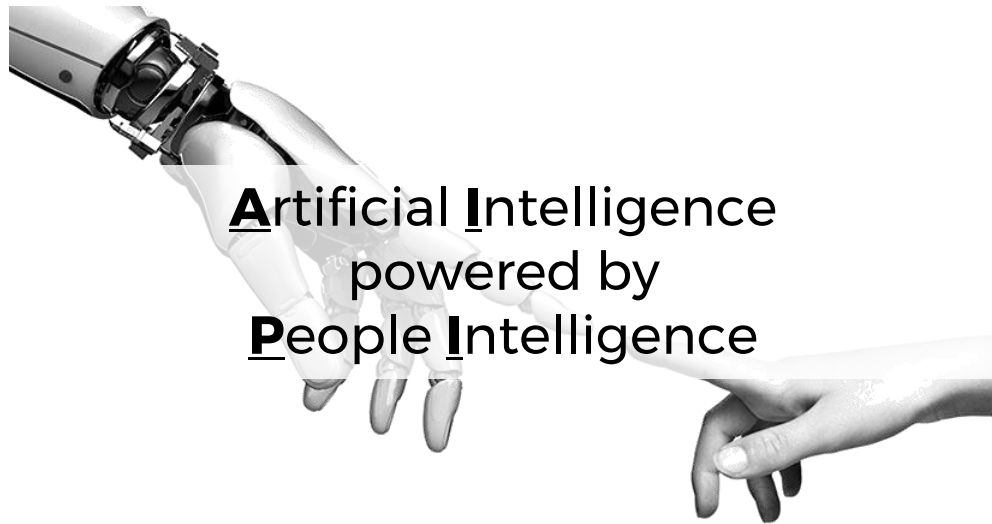
Innovative and bespoke consumer or influencer communities allowing a 360° and dynamic understanding of their profiles



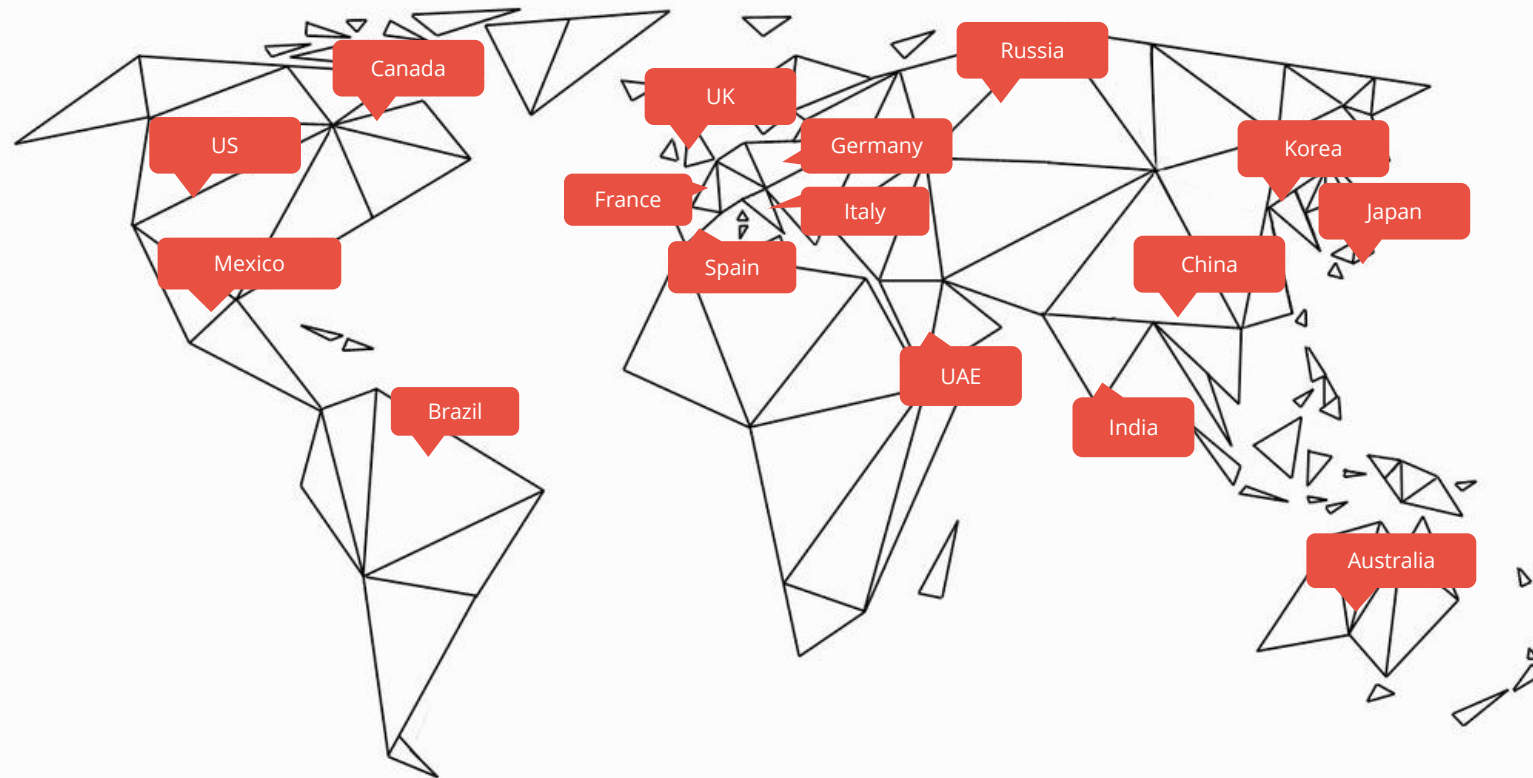
Our beliefs

Platforms are useless without experts to drive them

Insights are the pinnacle from a process of continual refinement



Tools driven by our insight analysts



40 consultants native to the countries where our studies are lead

Profiles trained with our methodologies and selected precisely because of their ability to deliver quality work that is up to our standards

Native consultants who not only master the language of the country but also the cultural background which is indispensable in order to obtain and deliver precise insights and objectives

Dynvibe intelligence to...

#1

TRACK

YOUR AND YOUR
COMPETITORS'
PERFORMANCE

#2

DECRYPT

YOUR CONSUMERS
& ONLINE
COMMUNITIES

#3

ENVISION

THE FUTURE OF
YOUR MARKET

#4

EXPLORE

MARKET &
CATEGORY
CHALLENGES

#5

INSPIRE

NEW CONSUMER
TRENDS

Our strength



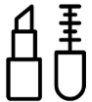
TECHNOLOGY DRIVEN

We unleash the power of social data with our **innovative and bespoke social listening platforms**



CONSUMER OBSESSED

We capture social insights to **empower your understanding** of your market and your customer journey



CROSS-MARKET EXPERT

We collaborate with the most **prestigious brands** in the world on various markets



INTERNATIONAL FOOTPRINT

We produce **international research** with the support of our network of local experts

Contact

Please contact us for any
question you may have!

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