



The Trendicator®

BOOMERS...TODAY'S TREND-INDICATORS

New Marketing has used *The Trendicator*® to help companies build successful new products and businesses since 1993.

Historically, trends driven by Baby Boomers have permanently changed the global marketplace. Knowing how to anticipate and respond to these trends provides businesses a sustainable competitive advantage.

By using *Boomers as Trend-Indicators*, *The Trendicator*® lets you ...

1. See trends in the making:

- Accurately identify, rather than predict trends
- Boomers leading global change for generations to come
- Construct a snapshot of your category's future marketplace

2. Focus on trends that matter to your business:

- Purchase decisions not made uni-categorically
- The impact of interrelated Boomer trends on your business
- Sphere of influence on purchase decisions

3. Use trends to your business advantage:

- Anticipate consumers' needs - globally, nationally, locally
- Confirm with tomorrow's consumers today
- Create products and services to address these needs

The Trendicator®

Identifying and Translating Trends into Consistent Business Growth