



# Fjord Trends 2022

THIS MUCH IS TRUE

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I'm here to share our Fjord Trends for 2022 and how they'll impact society, culture and business over the coming year.

In 2022, we've seen five human behaviours knit together a new fabric of life.

In the 25 years since Google's debut, its most profound impact is the speed at which any question can be answered. Because it's so instant, people are asking more and more questions. With the proliferation of answers, there may be the potential for misinformation to increase. How do we know what's true?

How does this trend impact Australia and New Zealand? Increasingly ethical consumers want answers from brands about how they operate. Where possible, brands need to stay out of Google territory and communicate in channels they can control. And it's not just brands.

During the pandemic, Australia and New Zealand minimised reliance on internet searches with fast-tracked telemedicine to ensure people weren't misled about their health. Obviously, the inability to facilitate physical examination must be overcome in this example but, designing in secure channels will be critical to changing the information veracity game.

The new fabric of life enables profound change. Now is the time to closely consider the choices we make next and how they might impact our world, its structure, and our relationships with colleagues, brands, society, places and with those we care about most.

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