



FJORD TRENDS 2021 WITH MARK CURTIS

VIDEO TRANSCRIPT

Collective displacement

Fjord Trend number one this year we're calling collective displacement. This is all about the way in which we've become disconnected from familiar patterns. The way in which we just live our lives in time and in space has shifted dramatically because deep down patterns of working, patterns of learning, patterns of shopping, patterns of play, these all had to adapt around the new circumstances of 2020, and that's led to 4 ways in which we're seeing displacement.

We're seeing displacement literally by place. The thinning out of cities as people are beginning to say I don't know whether I can be resilient in a city. I want to move out from city centers. We're seeing that in Asia. We're seeing that in Europe. We're seeing that in the US.

It's about displacement of community. Think about the way in which sports fans can't go to stadium anymore or at least not now. They'll go back but not now, so displacement of community. The 3rd is displacement of activity, actually what I do I might be literally doing in a different place and possibly in a different way as well like yoga for example - previously in a studio, now at home. And the 4th is about the displacement of your sense of agency. I feel less able to do things in the way that I was before because the government is actually telling me I can't.

Then there's a sort of self-perpetuating displacement as well where if the cornerstones of some of our lives like the pharmacy that serves the office blocks. If the office pharmacy closes because fewer workers are in the office block then fewer workers want to come back to the office block because the pharmacy isn't there, so that self-perpetuating. Bluntly the customer you knew is gone and a new customers arrived in their place.

And the challenges here are about things like information gathering. If my old routines are broken, the places where I gathered information have changed dramatically because I'm not walking past those shops in the same way. I'm not seeing people in the same way and understanding their fashion their hair styles etc., so information gathering has changed. And because of that the way in which I'm engaging with things has become much more about micro moments rather than necessarily one long stream of consecutive action which is you know a shopping list. Shopping lists are shifting to being micro moments of action.

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The 3rd one is how do we replicate texture when we're in displaced, and the 4th is how do we create joy through deeper sense of immersion when some of the immersion we previously had has shifted, and we're seeing technology beginning to come in with new ways to create immersion. All of this of course also double down on the way in which ad tracking technology is changing and creating challenges for advertisers to understand exactly where their customers are and what they're thinking. So collective displacement is a foundational trend for us this year because it really describes a completely new world of people doing different things in different places.

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