



Words to the Wise

The marketing  
communication  
resource to  
the food industry.

## **Predicting a new “identity trend” for consumers in 2007 ...from Faith Popcorn**

"The technological advances of the information age have produced the most powerful tools yet for shaping our collective human destiny," Popcorn's BrainReserve consultancy says in a year-end outlook on new consumer trends that will impact the marketplace.

Ubiquitous personalized media technologies are spawning a "networked self," which will shape both consumer marketing and society at large in the years ahead.

"The world has simultaneously become more fluid and more connected, one of both infinite possibility and extreme intimacy. As a result, people are turning away from the ego-driven self-aggrandizement that characterized the old era of hyper-consumption."

**Let FoodWise Group provide a complete Internet marketing recommendation for your business, including various ways to develop sales leads and ongoing marketing programs.**

**Identity Flux:** People list skills on their business cards rather than title. They dress up in various costumes, depending on who they feel like being that day.

**Let FoodWise Group develop a complete brand identity study that will suggest exciting new ways to invigorate your brand image in 2007.**

**Liquid Brands:** Chameleon-like brands focus less on communicating a static message and more on being the right thing for the right persona at the right time. Constantly morphing retailers carry products until they sell out, and never restock.

**Let FoodWise Group execute a complete brand positioning study that will develop a variety of ways to communicate to various consumer segments or business targets in 2007.**

**Product Placement:** Enviro-biographies are attached to just about everything, letting consumers know the entire life story of a product: where the materials were harvested, where it was constructed, how far it traveled, and where it ended up after being thrown away or recycled.

**Let FoodWise Group create a complete brand “life story” for your product or company that will add depth and brand intimacy to your advertising messages.**

**Brand-Aides:** Socially responsible brands make a buck while providing desperately needed services. Communities are revived by Target daycare, Starbucks learning centers and Avis transportation services for the elderly.

**Let FoodWise Group recommend “brand enhancing” partnership programs that can augment your current marketing efforts in 2007.**

For more information on what FoodWise can do for your company, contact us at [www.foodwisegroup.com](http://www.foodwisegroup.com).

