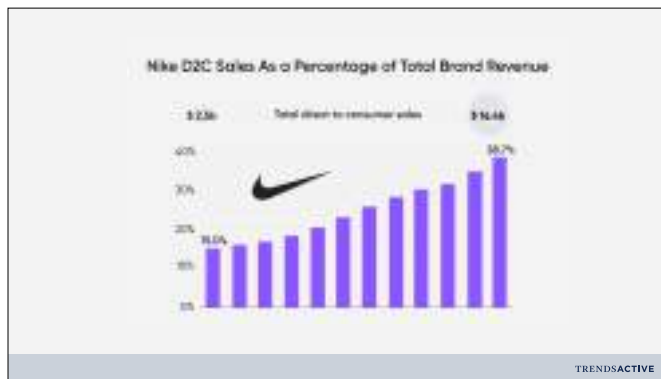


Human Context: de missing link om meer uit je data & AI te halen.
En de rol van marketing!

Aljan de Boer
Head of Inspiration TrendsActive / Community Director Institute for Real Growth



SWOOSH IS THE HOME FOR NIKE'S VIRTUAL CREATIONS.

TRENDSACTIVE

JUST SOLD IT.

TRENDSACTIVE

IF YOU DON'T WANT TO WIN, YOU'VE ALREADY LOST.

TRENDSACTIVE

TRENDSACTIVE

TRENDSACTIVE

Human-proof your future

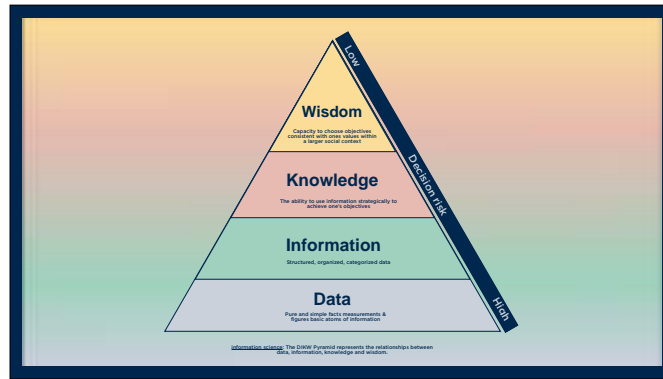
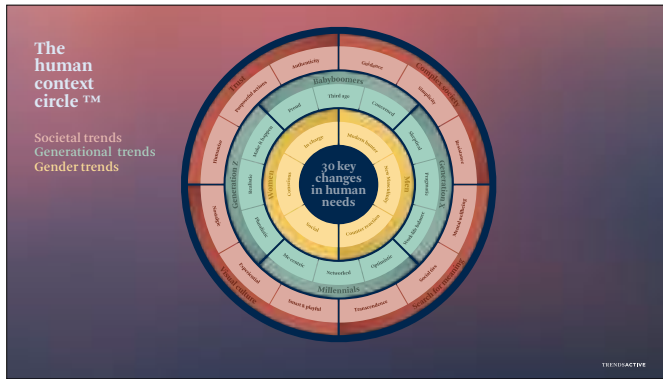
TRENDSACTIVE

Global forces
Major geopolitical, environmental, economic & demographic shifts

Changing needs of people
Sociocultural trends

Product & industry shifts
Most seen manifestations of broader trends

TRENDSACTIVE



COMPLEX SOCIETY

INSIGHT ONE
Need for control

INSIGHT TWO
Division

INSIGHT THREE
Guidance

TRENDSACTIVE

COMPLEX SOCIETY

INSIGHT ONE
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Guidance

TRENDSACTIVE

NEED FOR CONTROL **TRENDSACTIVE**

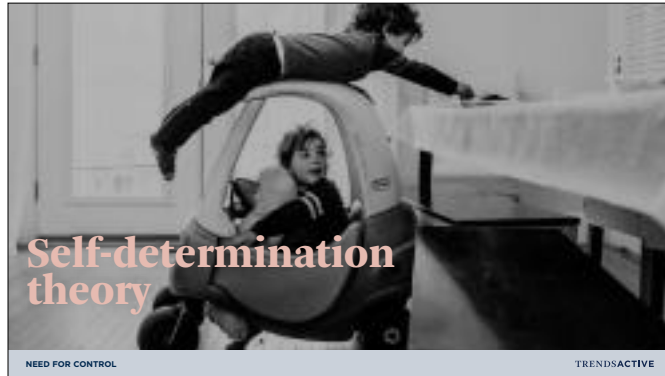
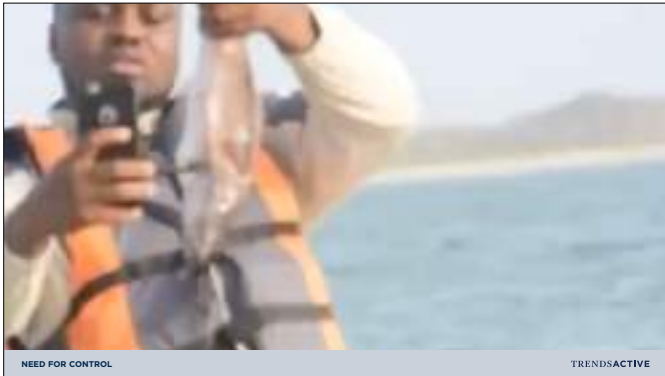
NEED FOR CONTROL **TRENDSACTIVE**

Time-space compression

NEED FOR CONTROL **TRENDSACTIVE**

Our environment has changed, not our biology

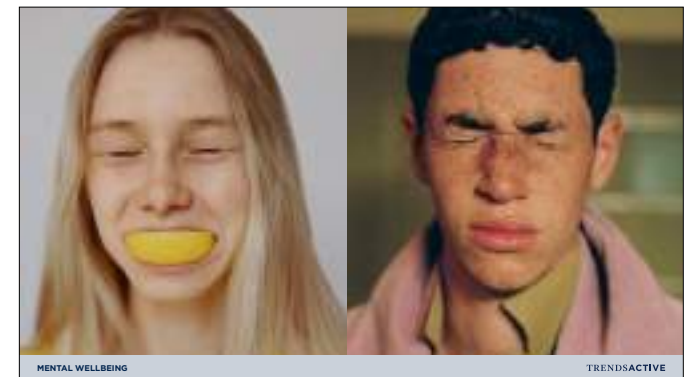
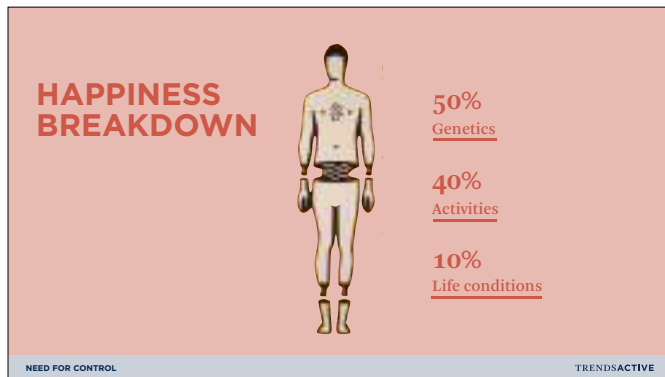
NEED FOR CONTROL **TRENDSACTIVE**



Joanna Maciejewska
@AuthorJMac

You know what the biggest problem with pushing all-things-AI is? Wrong direction. I want AI to do my laundry and dishes so that I can do art and writing, not for AI to do my art and writing so that I can do my laundry and dishes.

NEED FOR CONTROL TRENSACTIVE



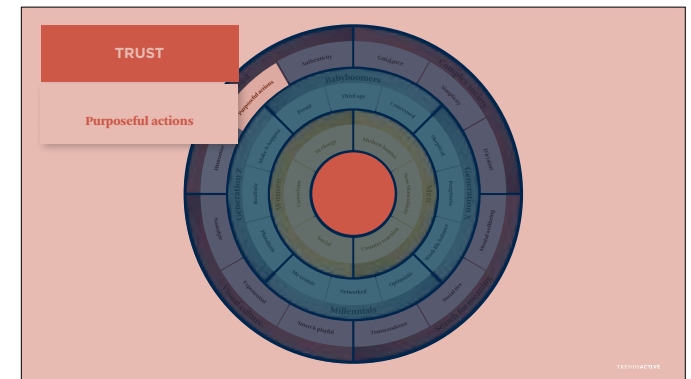
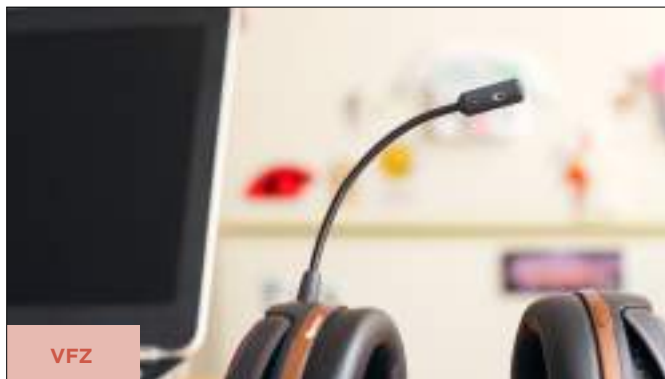
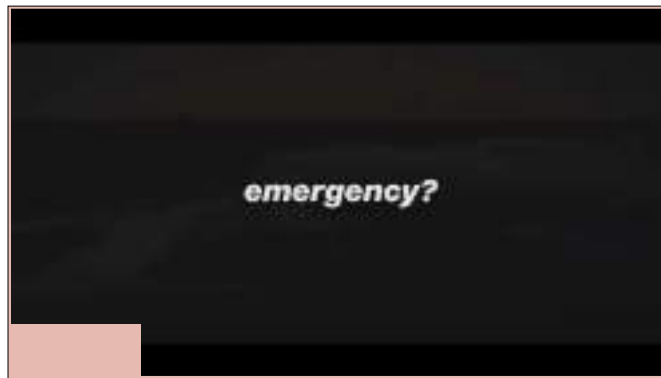
TREND

People feel this complex society is overwhelming

STRATEGY

Use data & AI to give people a sense of control

TRENDSACTIVE



TRUST

INSIGHT ONE
Authenticity

INSIGHT TWO
Purposeful actions

INSIGHT THREE
Humanize

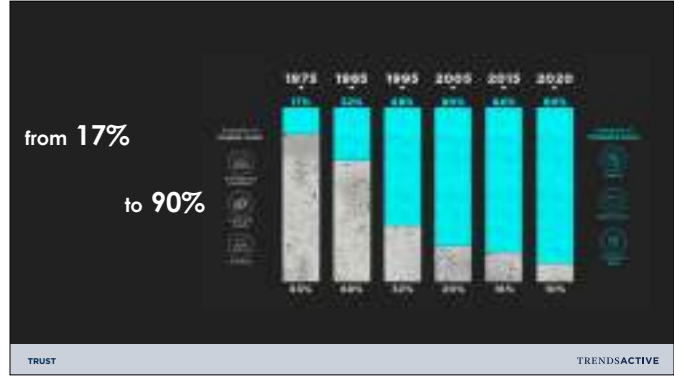
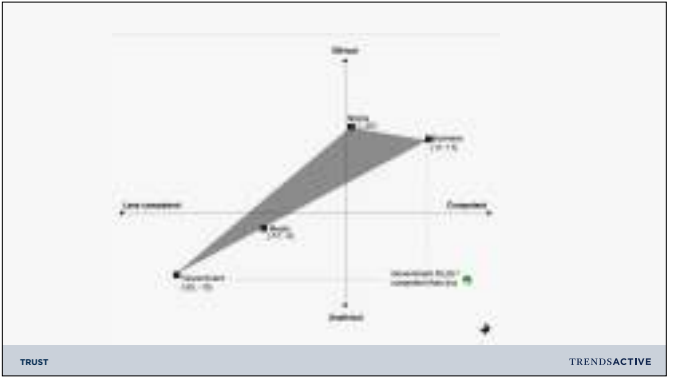
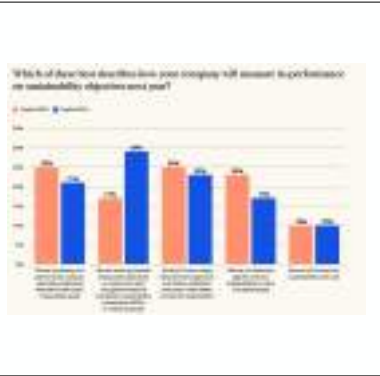
TRENDSACTIVE



In a recent survey by the World Federation of Advertisers, **93%** of marketers said that their department could make a difference to sustainability.

However, only **10%** of marketers claimed to be "well advanced" in their sustainability journey.

“There are no broadly accepted metrics for measuring sustainability.”
(WARC, 2024)



Hoe kunnen we winstgevende oplossing vinden voor de problemen in de maatschappij?

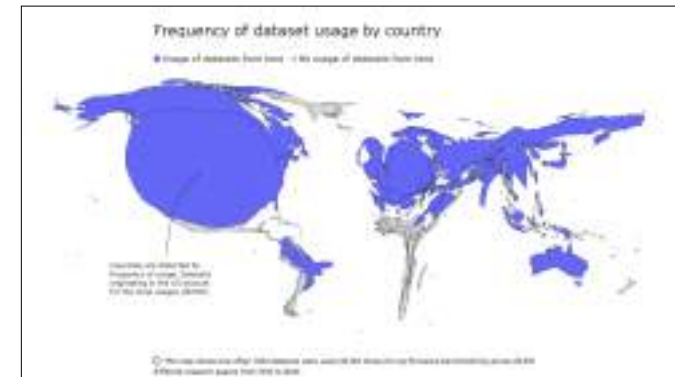
Onora O'Neill

Field of science:
Philosophy

Known for:
Research on trust

**“Who trust who
to do what”**

TRUST TRENDACTIVE



**1 OP DE 13 KINDEREN
IN ONS LAND
LEEFT IN ARMOEDE**

TRUST TRENDACTIVE



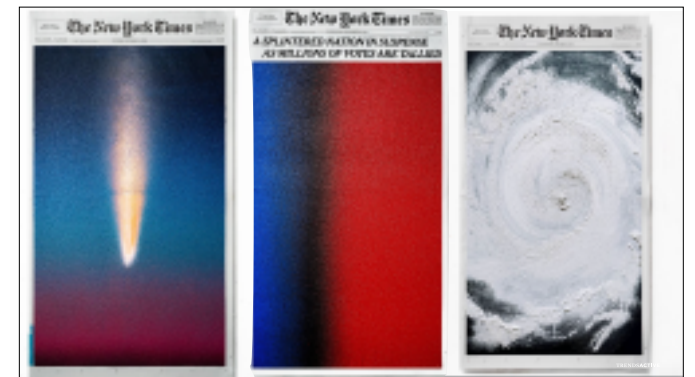
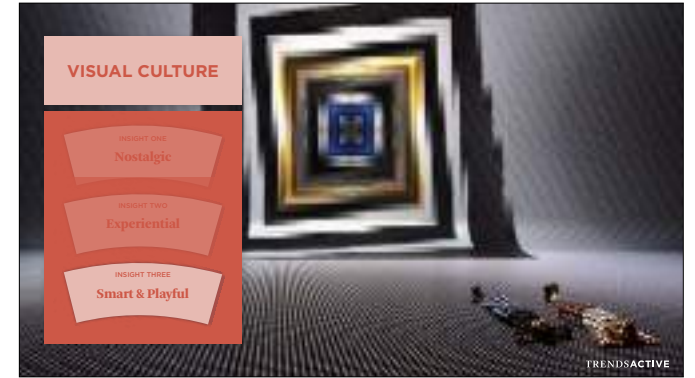
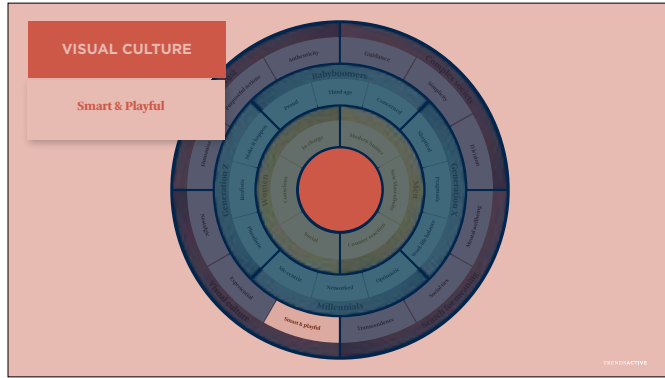
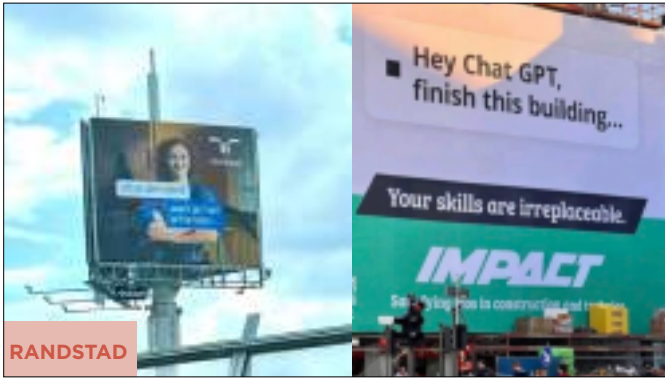
TREND

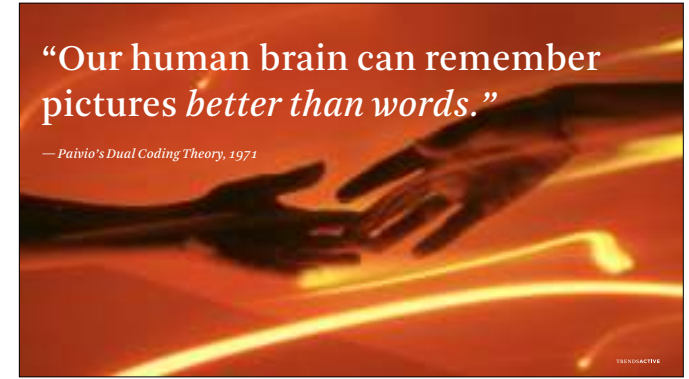
**People trust businesses to create
societal impact**

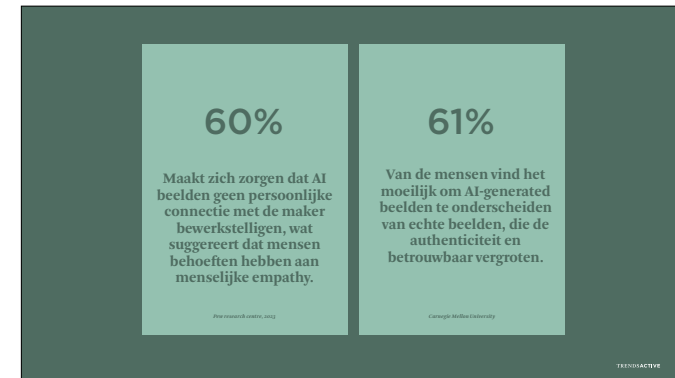
STRATEGY

**Use data & AI to scale
profitable solutions for the
problems in the world**

TRUST TRENDACTIVE







TREND




We live in a visual culture

STRATEGY

Use data & AI to boost productivity, create creative content and personalize

TRENDSACTIVE



<p>Complex Society Need for Control</p> 	<p>Lack of trust Purposeful actions</p> 	<p>Visual Culture Smart & Playful</p> 
<p>People feel this complex society is overwhelming</p>	<p>People trust businesses to create societal impact</p>	<p>We live in a visual culture</p>
<p>Use data & AI to give people a sense of control</p>	<p>Use data & AI to scale profitable solutions for the problems in the world</p>	<p>Use data & AI to boost productivity, create creative content and personalize</p>

Thank you!

Any questions?

Aljan de Boer
+31(0)31997499
aljan@trendsactive.com



Win a workshop!

Human-proof
inspiration directly
into your mailbox?

