

Our Bland Trends Guide

**We don't start
trends we follow
them.**

Macro trend.

We employ dramatic hyperbole to draw our reader into an imaginary trend. We make a sweeping statement about the whole world. Alliteration will render it true.

The future is now.

We make sure we don't mention things that will happen in the future. We use examples of current innovation and communication that are all around us today.

Ambiguity is best.

A world of possibilities abound. We suggest many contradictory likelihoods, so at least something we mention comes to pass.

We generalise about humanity versus technology. And transformation. And we confidently state that everything has changed.

Micro trend.

We report whatever we overhear our
12-year-old talking about with her friends.

Imagery.

Shoreditch. Hipster. Coffee. Avo on toast.
Beards. Craft beer. Obviously.

Tone of voice.

A trend is a portmanteau word so we're never afraid to hyphenate.

For example, we aim to combine the lowbrow culture of superheroes with a more official language, and appear superficial.

Promise to future-proof.

No-one knows exactly what this means but it justifies the \$20,000 we charge people to download the report.

Totally Mundane™

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