



2023 TREND REPORT
ADI YOFFE

NEW - CHAUVINISM

THE FUTURE ROLE
OF BRANDS

DECEMBER 2022

PHOTO BY: DALL E 2



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A vintage television set with a black frame and wood-grain paneling on the right side. The screen shows a smaller television set, creating a recursive effect. The background is a white brick wall, and the floor is made of light-colored wood. The text "Disrupted reality?" is overlaid in the center of the screen.

***Disrupted
reality?***



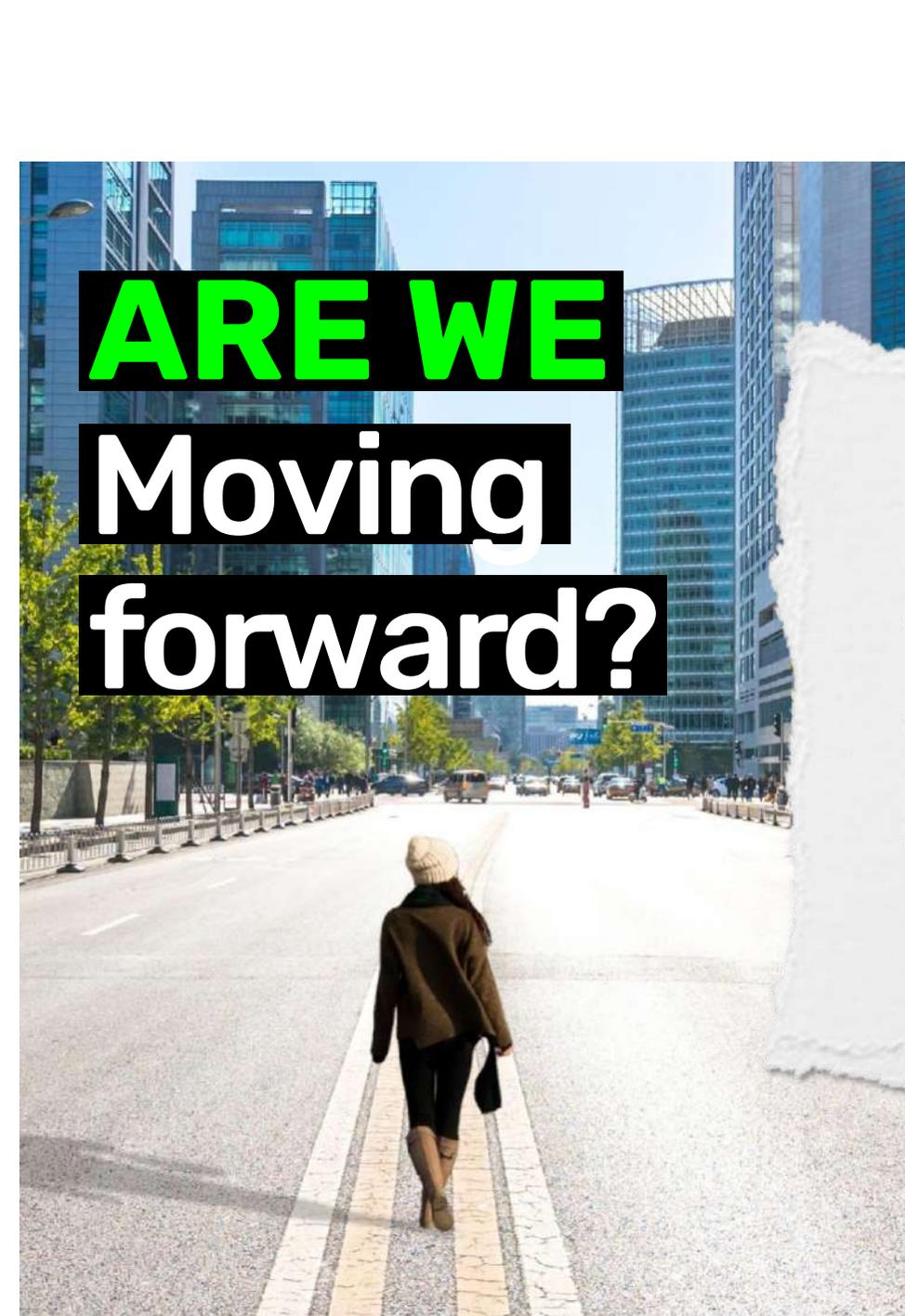
2/22

6/22

HANDS OFF MY BODY MY CHOICE

Grow Abortion Power





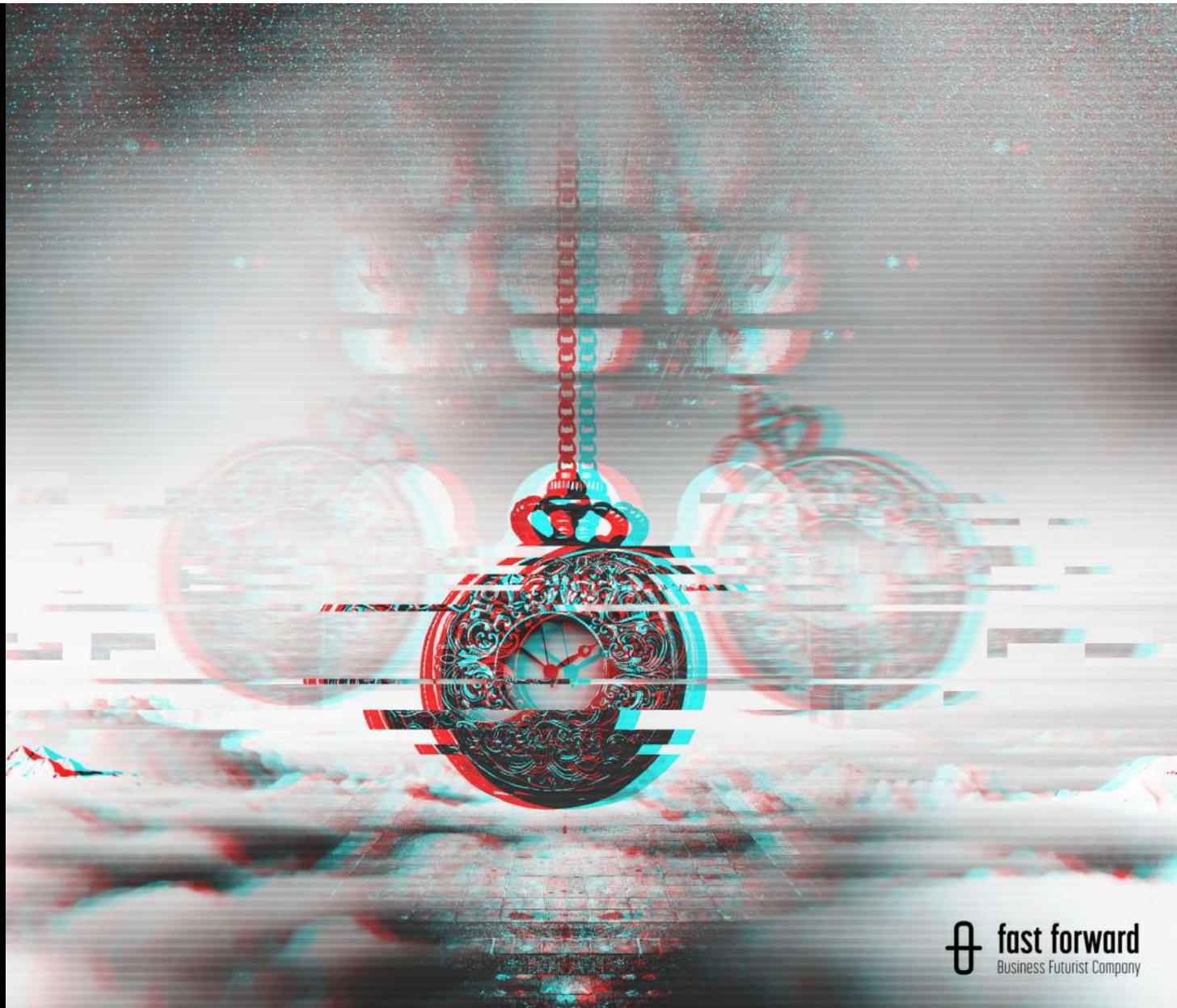
ARE WE
Moving
forward?

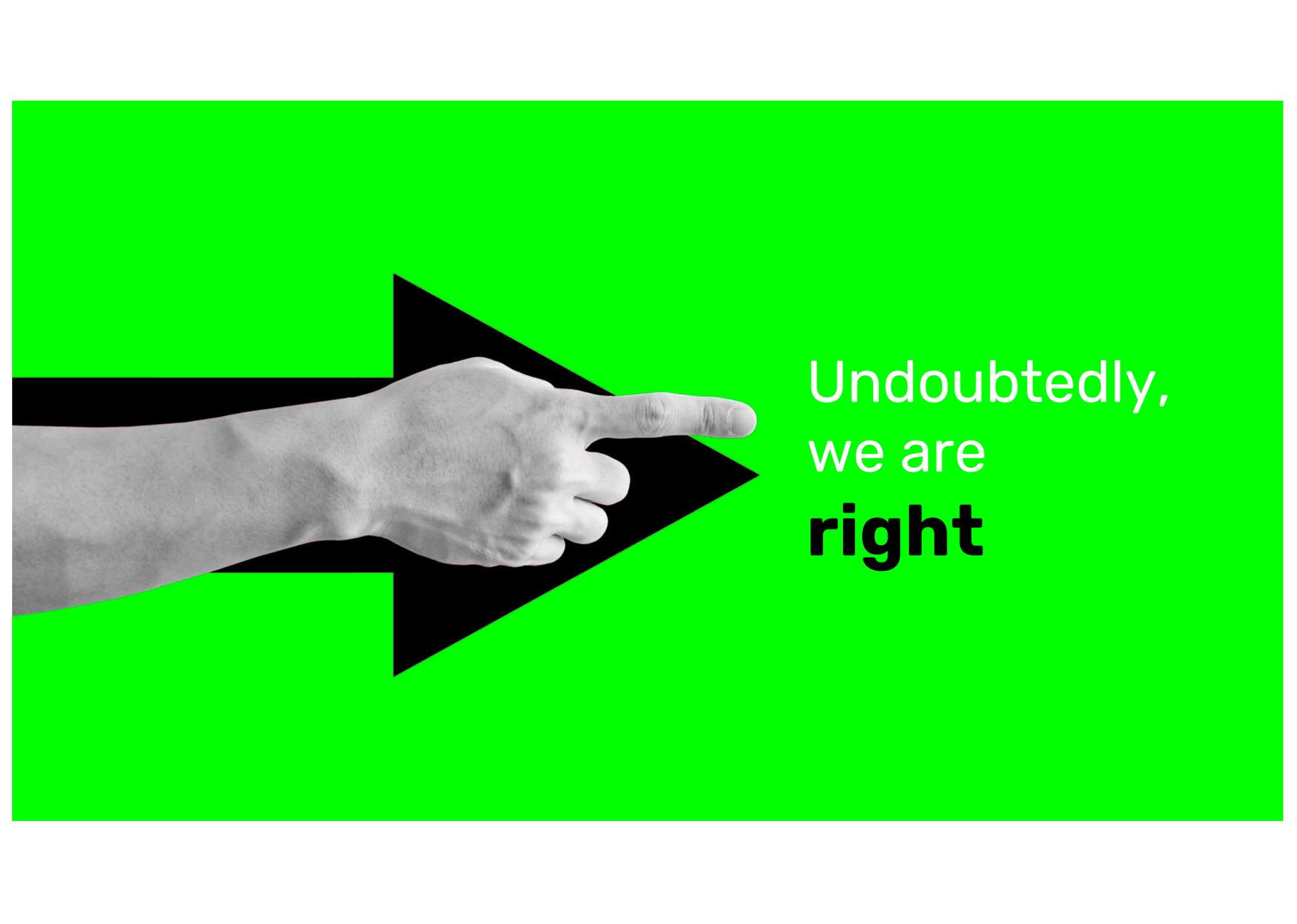
Progress: to develop to
a higher, better, or more
advanced stage

to move forward:

PROCEED

Or
back?



A hand pointing to the right, overlaid on a large black arrow pointing right, set against a bright green background.

Undoubtedly,
we are
right

The rising popularity of right and far- right parties in Europe





voters feel that
their core values
are **under attack**

**We live in a reality where there's
a tension between polar values**



**where each side thinks that
they are the superior side**

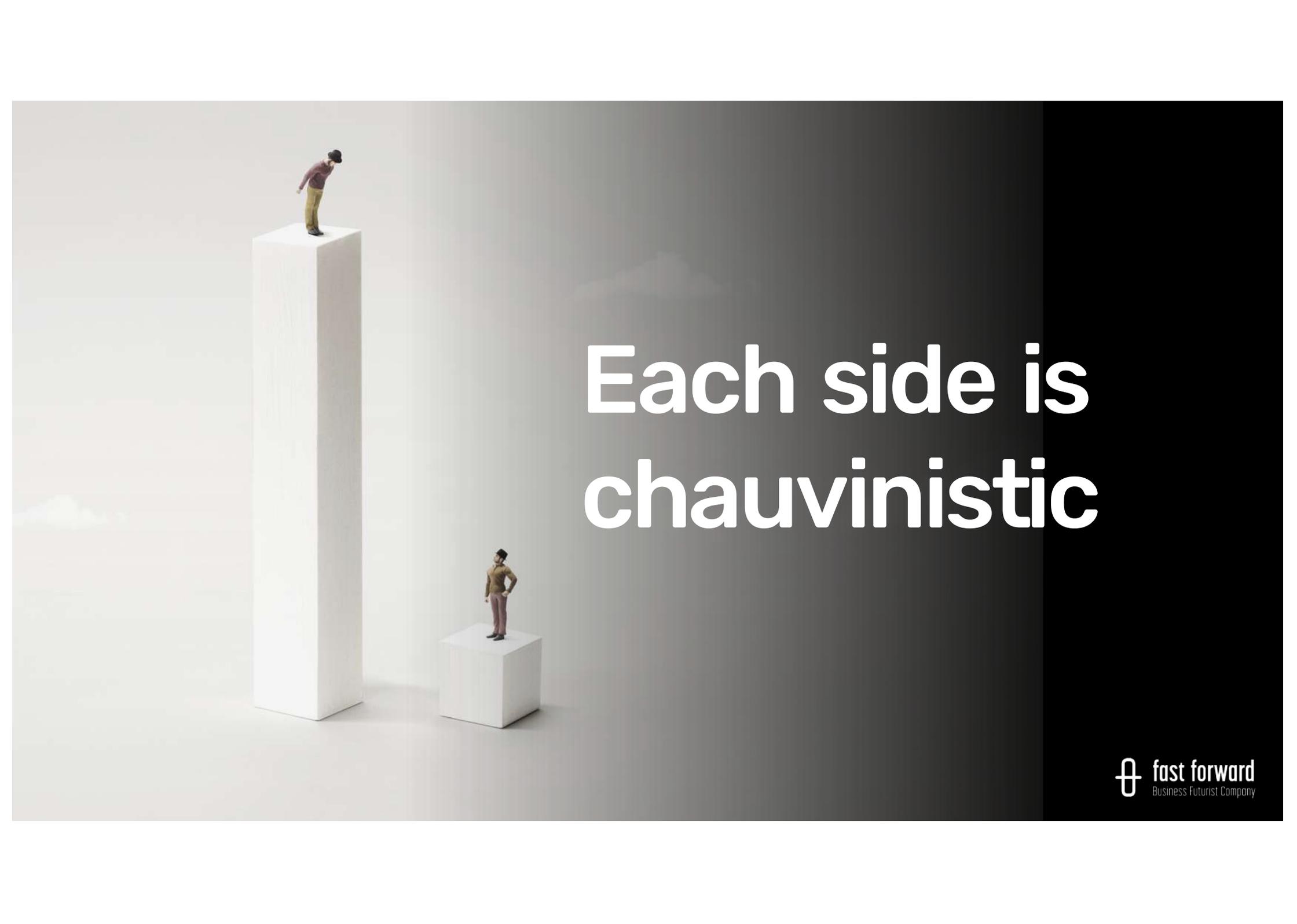
**We can call it
Localism**



**Or, We
Can
Also
call it:**

“The unreasonable belief in the superiority or dominance of one's own group or people, who are seen as strong and virtuous, while others are considered weak, unworthy, or inferior. It can be described as a form of extreme patriotism and nationalism, a fervent faith in national excellence and glory”

(Wikipedia)

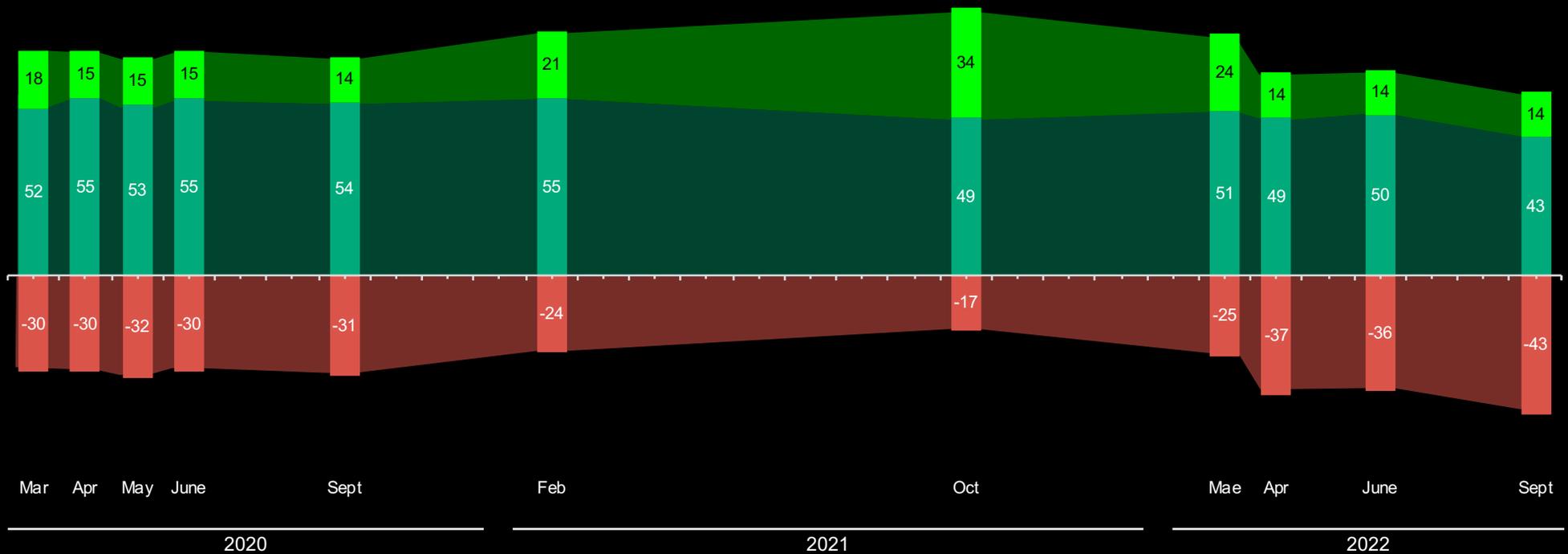


Each side is
chauvinistic

And on top of that:
**Stress about
the economic
situation**



Consumers are more pessimistic regarding the countries' ability to solve the situation



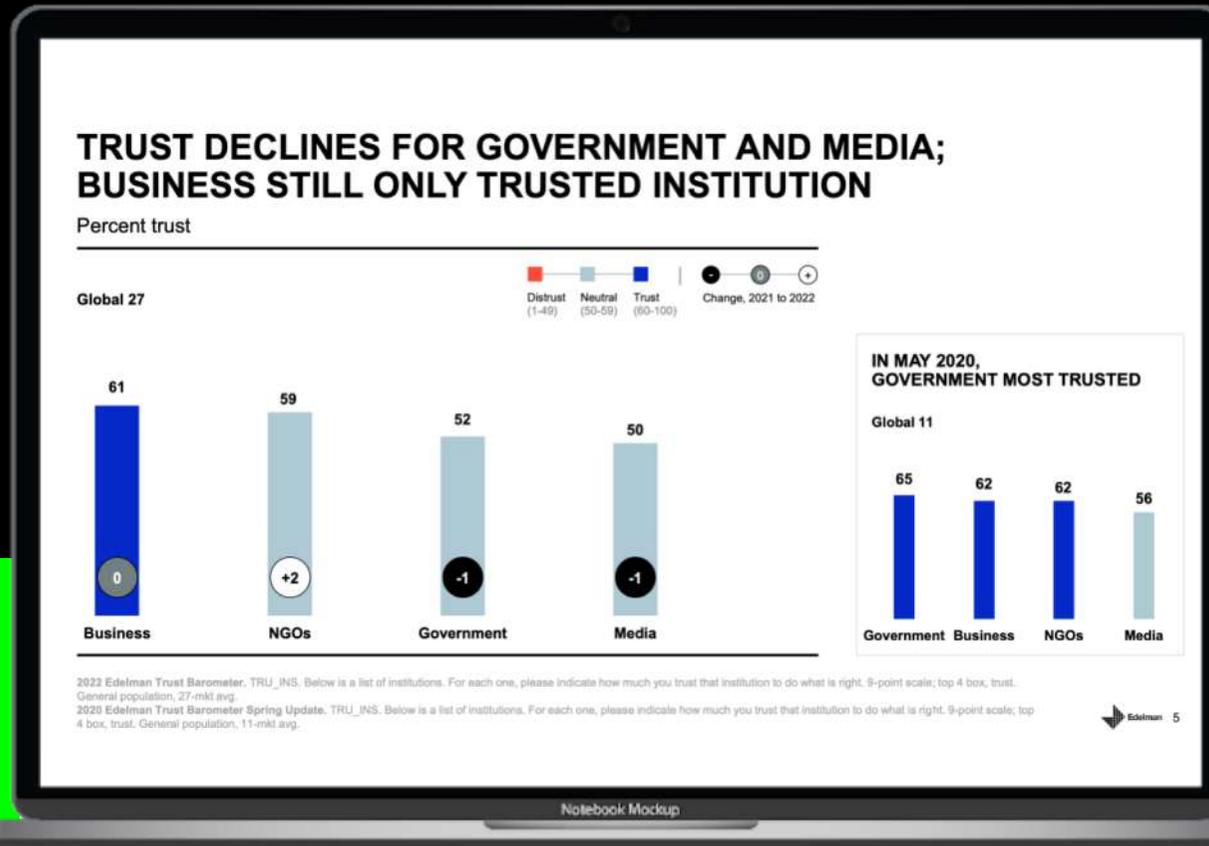
Optimistic The economy will rebound in 2-8 months and will grow the same or faster than before

Mixed The economy will be impacted for 6-12+ months and will take a longer time to recover

Pessimistic The current crisis will have lasting impact on the economy and show regression or fall into lengthy recession

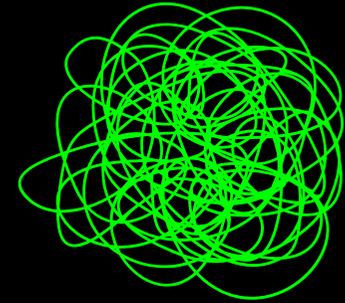
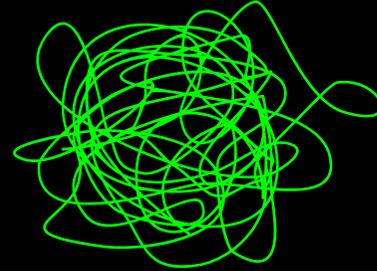
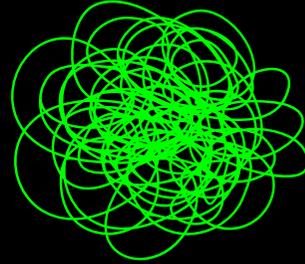
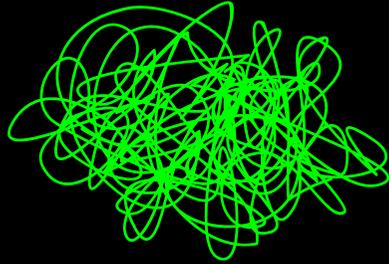
Source: McKinsey & Company Europe Consumer Pulse Survey, 9/23-10/2/2022, n=5,156 (France, Germany, Italy, Spain, UK), sampled to match European general population 18+ years

In general, there is a decrease in peoples' trust in governments





A polarized and more expensive world

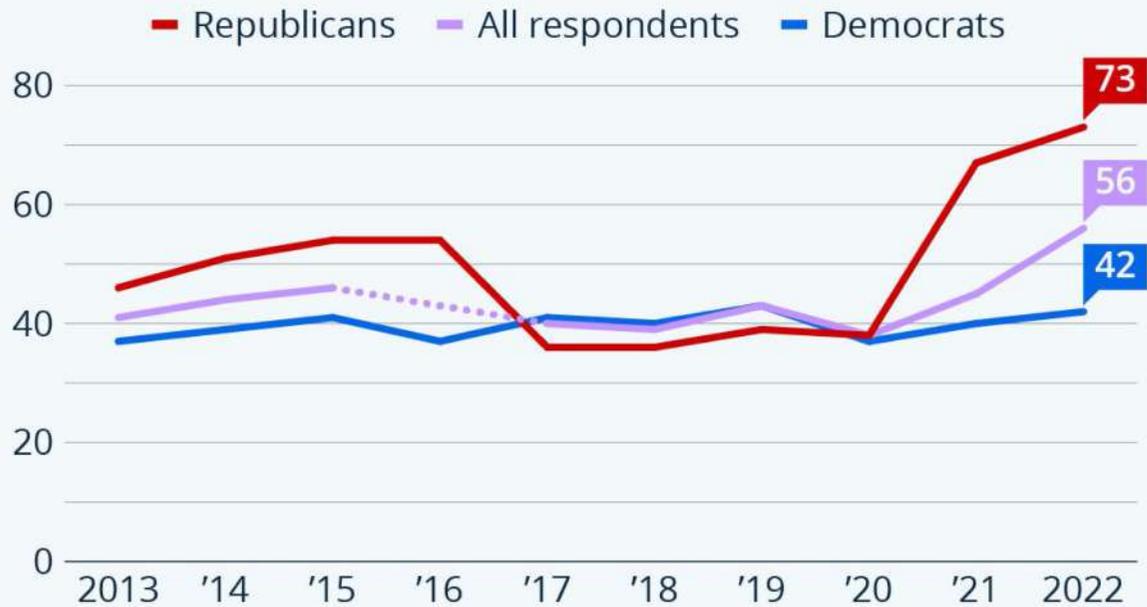


**“Every man did that which
was right in his own eyes”**

Judges, 17

Americans Feel Like Crime is Worsening

Share of U.S. adults who said that there was more crime in their area than a year ago (in percent)

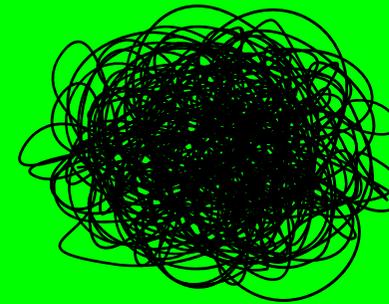


1,009 U.S. adults (18+ y/o) surveyed Oct 3-20, 2022

Source: Gallup



statista



fast forward
Business Futurist Company



A new

WILD

WEST?

2019 prediction was all about activism

Describing how people want to make the world a better place to live in

2019
social and
ecological
activism

FUTURE OF
RE-OWNING
2020 — TRENDS

// ADI YOFFE

DECEMBER 2019



fast forward
Business Futurist Company

fast forward
Business Futurist Company

Two years later, the next phase in the evolution:

People want to improve their wellbeing and make their lives better



2021
"Quiet or the
Big
Resignation"

2019
social and
ecological
activism

Brands and corporates responded to these social universal values in several ways



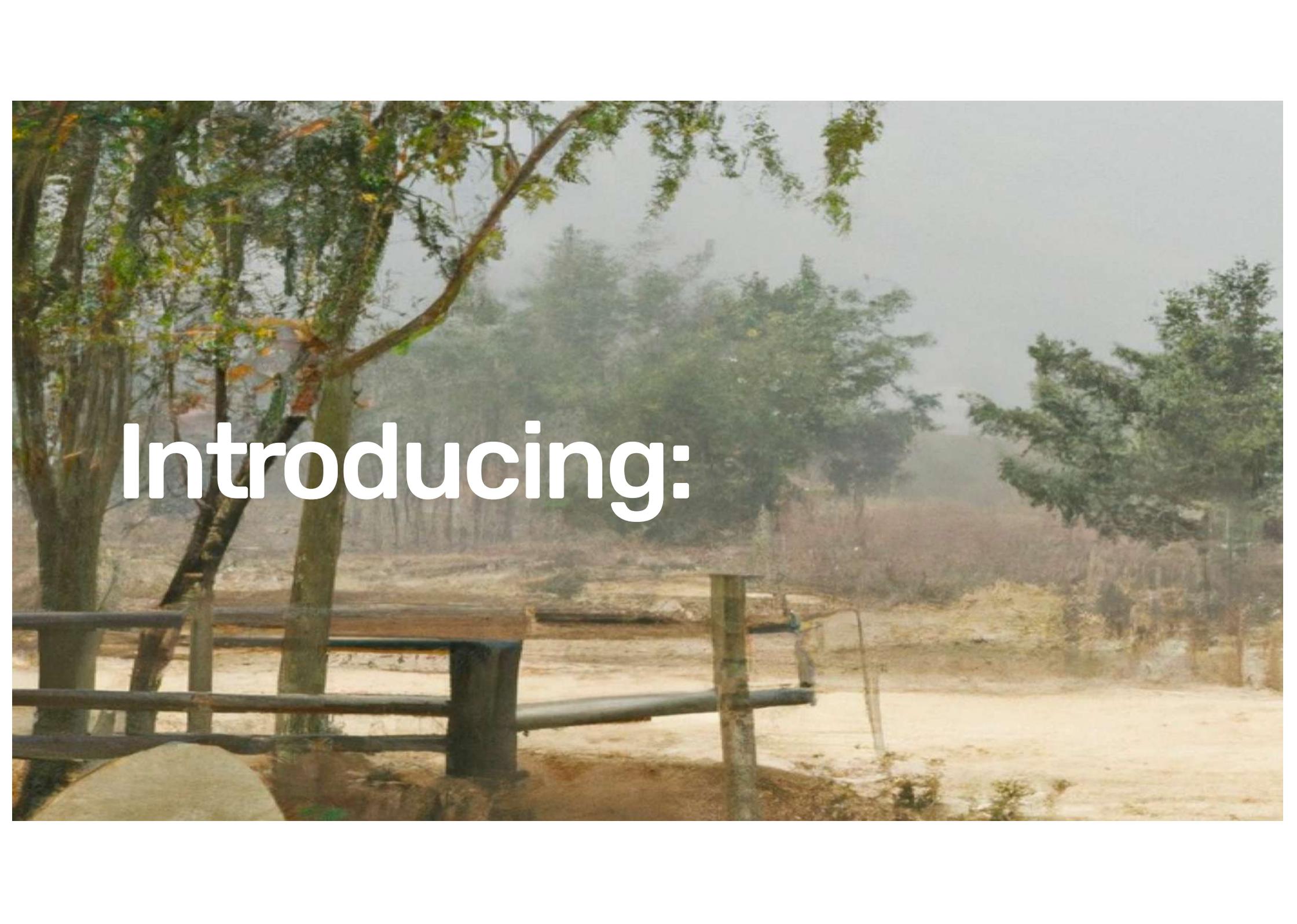
But in a **polarized** world,
brands are **expected** to
come up with more
complex messages

What will be the next phase of activism...?

2019
social and
ecological
activism

2021
"Quiet or the
Big
Resignation"

2023
?????

A photograph of a rural landscape. In the foreground, there is a wooden fence made of horizontal logs and vertical posts. To the left, several trees with green and some yellowing leaves are visible. The middle ground shows a field of dry, brownish vegetation. In the background, there are more trees and a hazy, misty atmosphere. The sky is overcast and grey.

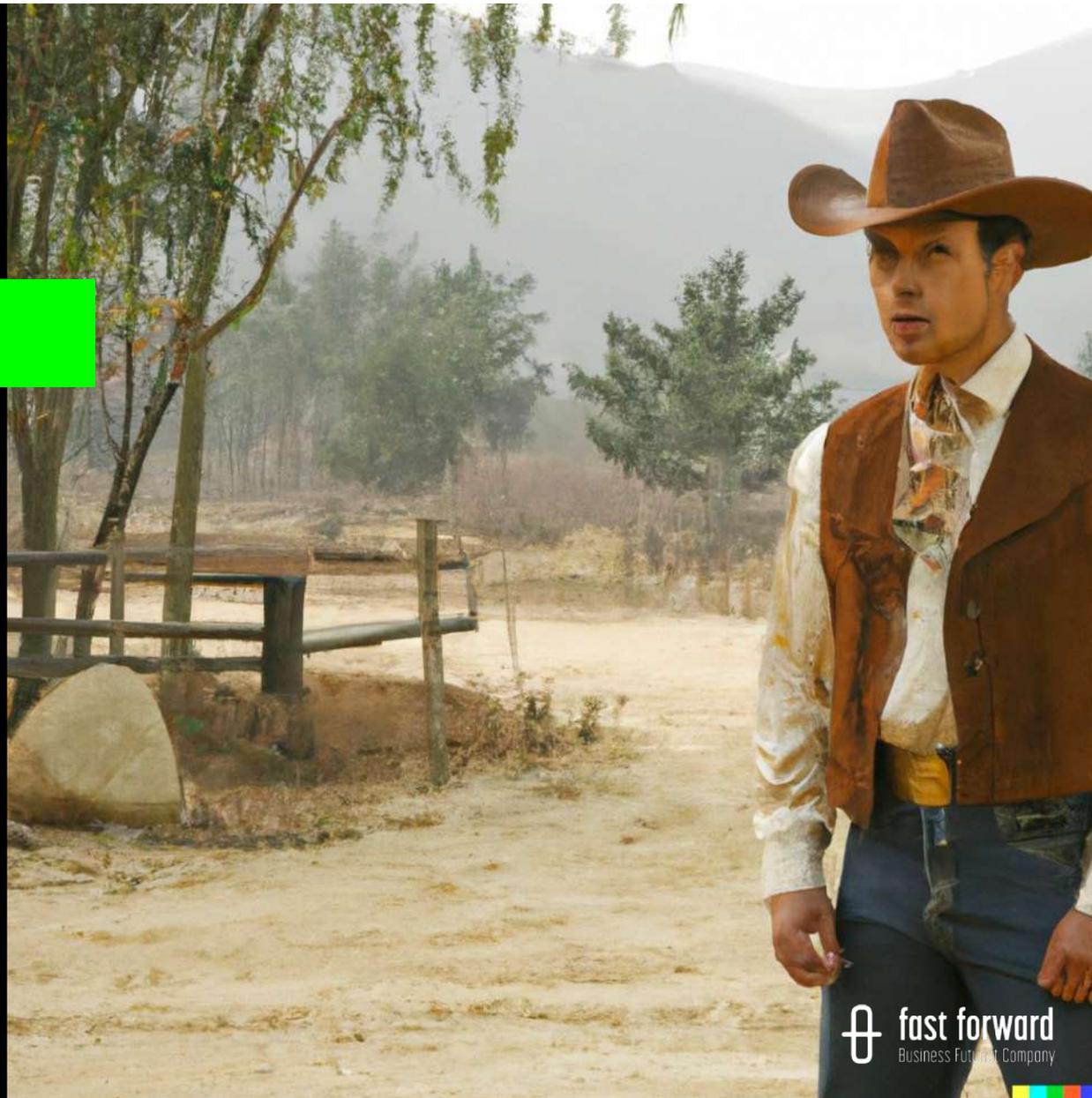
Introducing:

NEW - CHAUVINISM



The New-Chauvinism

- ▶ The shift of activism from global to local/specific goals
- ▶ When each group feels sense of righteousness over 'their' values
- ▶ Each person is an activist





**What do all people
from all groups want:**



**People want security,
to feel safe, to belong**

These needs will
create a new
structure in which
consumers will
work together to
achieve goals





In 2023 this structure
should be called:

Guild 2.0

A group of people who
share the same
aspirations and act to
advance their common
interests



**Guild 2.0 is not a usual community.
It's a space in which people can feel
belong and safe**

**This is a place in which people are
united through a mutual goal and are
determined to achieve it**



The evolution of the
Guild:

Guild 1.0

An association of artisans or merchants who protect the interests and oversee the practice of their profession in a specific area



The evolution of the Guild: **Guild 3.0**

Decentralized Autonomous Organizations

The evolution of the Guild:



An association of artisans or merchants who protect the interests and oversee the practice of their profession in a specific area.



A group of people who share the same aspirations and act to advance their common interests



Decentralized Autonomous Organizations



Various members clubs and communities should evolve into their next phase - **the guild 2.0**

Specific/
local cause

Members can impact and
influence

Various actions across different
channels & spaces

Different kinds of Guild 2.0:

- ▶ **External to org: consumers**
- ▶ **Internal to org: employees**
- ▶ **Civil: civilians**



With New-
Chauvinism on
the rise,
brands are
expected to be
active, to
cooperate or to
build guild 2.0



want to know more?



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