WELCOME TO THE VUCA WORLD

Volatile  Uncertain  Complex  Ambiguous
A world where cutting-edge technology devices can disrupt entire industries.
A world where a new generation can come along and turn brand expectations upside down.
A world where newcomers can become believable challengers in a matter of months
Understanding **what** is happening and **why** is key for brands who want to better cope with this ever-changing environment.
That is why we want you to have a sneak peek into the future of your category.
Welcome to

THE FUTURE OF ALCOHOL
Our methodology

Consumer macro-trend forecasting

Data analysis

Insight gathering & brainstorming with key experts:
- Social Media
- Innovation / Tech
- Design

Future alcohol concepts visualization

Projective design work on fictive brands
Today, people are increasingly valuing experience over material goods.
Drivers

> The advent of Gen Y – a.k.a Millenials – a generation that acts as a cultural trailblazer for older and newer generations and that is always craving for new experiences to discover and enjoy.

> In a world where life experiences are broadcasted across social media, the fear of missing out drives Millennials to show up, share and engage.
The success of brands like Smartbox, which allows consumers to offer the gift of an unforgettable experience to whoever they want.

78%

The amount of Millennials who would choose to spend money on a desirable experience or event over buying something desirable.

- Source: Harris Poll and Eventbrite Inc.

+27%

The estimated growth in the next 5 years of nonessential categories like going on vacation or dining out.

- Source: American Lifestyle, Mintel, 2015
What if the taste of your cocktail changed at every sip?
THE VERY FIRST
ICE-CUBE BAR

Contact us to discover the full concept.
People are more than ever looking to re-create professional level experiences in their homes.

photo credit: www.teforia.com
PRO EXPERIENCES AT HOME

Drivers

> A boom in the home care services which have become increasingly common since the 90s.

> The success of brands (Nespresso) and products (steam irons, sound bars and home theater systems) that have taken professional quality into the homes of the general population.

> A cultural perception of the home as an extension of one’s identity.
With La Belle Assiette you can have your own chef prepare haute cuisine dishes inside your kitchen.

The success of new restaurant delivery services like Deliveroo or Foodora.

Swash is a revolutionary at-home clothing care system inspired by Nespresso.
What if you became the best mixologist in town?
CREATE THE BEST COCKTAILS
FROM AROUND THE WORLD IN YOUR LIVING ROOM.

Contact us to discover the full concept.
A NEW PACKAGING SYSTEM
THAT TRANSFORMS EVERYONE INTO A SKILLED MIXOLOGIST

Contact us to discover the full concept.
As people are happily eating greener and working out more, having a healthy lifestyle has become a true ideal.
THE WELLNESS ERA

Drivers

> The prevalence of connected devices that help people track their health and improve their sportive performances.

> The widespread belief that what you eat dictates your future health.

> The number of public interest campaigns around the topics of obesity, tobacco smoking...etc.
The percentage of French people who believe that a healthy and balanced meal plan is the number one criteria to stay healthy.


The rapid growth of healthy quick service restaurant chains in Europe and the US, proving an increasing demand for more nutritional food alternatives vs traditional fast food.

BioRing is a wellness ring measuring various metrics concerning health.
What if beer played a role in your wellness routine?
The first non alcoholic beer brand with reinforced wellbeing benefits

The Good Beer Shop

Contact us to discover the full concept.
ALWAYS CONNECTED

The democratization of smartphones has led to a complete digitalization of consumers’ daily lives - especially among Gen Y and Z.
Drivers

- The prevalence of smartphones, which paved the way to the astounding success of Social Media and consequently created a new kind of over-connected life.

- The ‘Internet of Things’ coming to life – a concept that sees everyday objects have network connectivity, allowing them to send and receive data.

- The arrival of the digital intuitives, a generation born in a digital world and fully living in it. These people are not only about browsing the Internet and having a Facebook page, their use is wider and they are comfortable with any connected device.
The number of apps available in the Apple Store.

1,5 million

Gartner, Inc. forecasts that 6.4 billion connected things will be in use worldwide in 2016, up 30 percent from 2015, and will reach 20.8 billion by 2020.

60%

The amount of Millennials that say to have slept holding their smartphone at least once.

Source: Technology consumption by Millennials, Motorola.
What if technology actually made your drink taste better?
USING CONNECTIVITY
TO ENSURE PERFECT TEMPERATURE CONTROL OF YOUR DRINK.

DEGREE°

Contact us to discover the full concept.
Driven by the arrival of ethically-driven Millennials, brands are slowly changing to incorporate a social-good side.
Drivers

> The advent of Millennials - a generation of consumers that is ethically driven and expect the brands they buy to have sustainable/social good behaviors.

> Emerging opinions from business leaders that believe in the possibility of a ‘Conscious Capitalism’.

> The appearance of Buy-One-Give-One brands, whose business model mixes profit and social good.
The success of BOGO brands like TOMS and Warby Parker.

Mayamiko is a fashion brand of women’s apparel working with artisans in disadvantaged communities in Malawi to source and produce their Fair Trade clothing collections.

62%

The number of Millennials that want to work for a company that makes a positive impact.

Source: The Values Revolution, Global Tolerance, 2015
What if buying a drink could make a difference in the world?
THE FIRST ALCOHOL BRAND CREATED
ON A WORLD IMPROVING PROMISE

ONE BOTTLE CAN MAKE A CHANGE

UNESPIRIT

Contact us to discover the full concept.
Consumers are now looking to do more than just ‘consumption’, driving brands to offer more co-creation and customization experiences.
Drivers

> A decline of the value of expertise thanks to very popular websites like Wikipedia, who have made knowledge easily and instantaneously available to the masses.

> In food, a rejection of industrially made food and a need for more natural ingredients has led consumers to embrace homemade.

> The Internet, which has increased access to knowledge that can enhance consumers’ ability to engage in creative pursuits.
The success of Etsy, a platform where all products sold are all exclusively handmade by the members of the website.

BlueApron, a weekly delivery of fresh ingredients to help you cook differently.

Le Campus by Leroy Merlin - a MOOC to teach you how to do handiwork like a pro.
What if you had an active role in the production process of your favorite drink?
A DIGITAL PLATFORM
FOR THOSE LOOKING TO CREATE THEIR VERY OWN WINE

Contact us to discover the full concept.
We are FutureBrand
How can we help your brands thrive today and in the future?
FUTUREBRAND FAMILY

600 people across 22 offices

EUROPE/MIDDLE EAST
LONDON
Paris
Geneva
Hamburg
Madrid
Milan
Rome
Moscow
Dubai

AMERICAS
NEW YORK
Bogota
Buenos Aires
Lima
Mexico City
Santiago de Chile
Sao Paulo

ASIA
SHANGHAI
Beijing
Hong Kong

PACIFIC
SINGAPORE
Melbourne
Sydney
Service rituals / Brand guidelines / Brand positioning / Brand management / Brand strategy / Tone of Voice / Branded environments / Naming / Product positioning / Activations / Brand identity / Structural design / Digital Brand strategy / Product packaging / Production innovation
OUR EXPERTISE AT A GLANCE

Brand ideas for successful business

1. BRAND STRATEGY
   - Research & analytics
   - Brand audit
   - Positioning & purpose
   - Brand architecture
   - Naming & tone of voice

2. BRAND DESIGN
   - Visual identity
   - Key visuals
   - Guidelines
   - Packaging
   - Retail design

3. BRAND EXPERIENCE
   - Brand management
   - Internal engagement
   - Digital brand strategy
   - Innovation
   - Activations
‘FUTURE BRANDS’ WE ARE PROUD OF

Rémy Martin
Grey Goose Vodka
Metaxa
Martini
SAB Miller
Moët & Chandon
Noilly Prat
AB InBev
Hennessy
Thank you!

IF YOU WANT TO SEE FURTHER INTO THE FUTURE OF ALCOHOL GET IN TOUCH AND LET'S MEET

CONTACT

FutureBrand