

2020 - 2020

Future of Home

QUANTUM CLARITY

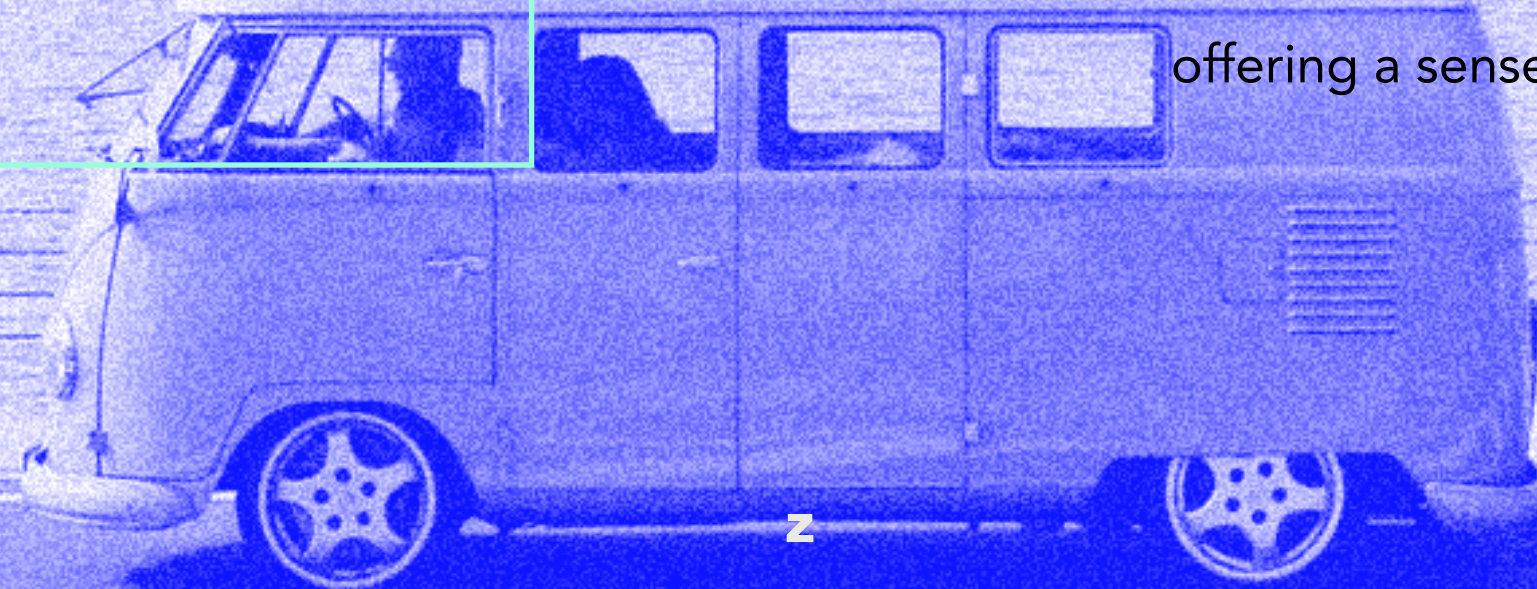
2020 - 2020

Home has become a concept more than just a space: “Home is where you are.” People want to be enabled to roam. The future of retention and brand loyalty will be dominated by Enabler Brands that offer open, flexible systems that also serve as an anchor.

Quantum Clarity 2020

Future of Home

New models of comfort and familiarity are emerging and being amplified in response to the increasing instability and uncertainty of life. Consumers crave human experiences that meet their need to feel simultaneously anchored yet ready and enabled to roam. The emergence of home as a metaphor in consumers' minds creates an opportunity for brands to step in and enable consumers to co-create and replicate the emotions that we associate with home. The measure of success in the decade ahead will be defined by Enabler Brands whose open, flexible systems also serve as an anchor for consumers, a home base that subtly draws them back by offering a sense of comfort that feels just right.

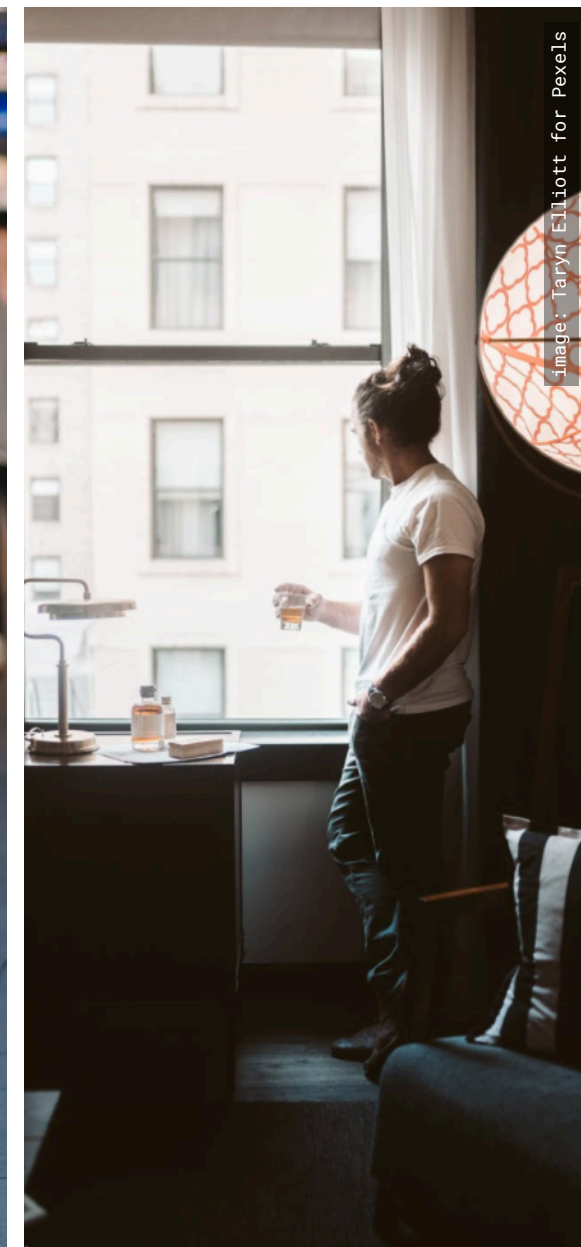


How might your brand build retention and loyalty by becoming an Enabler Brand?



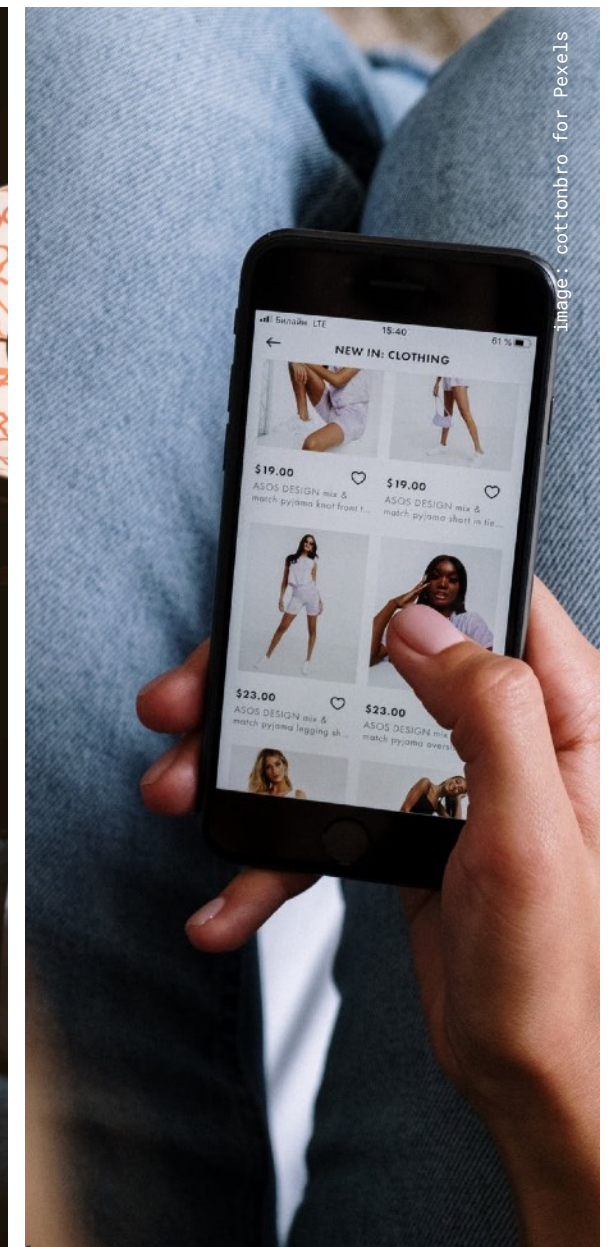
75%

75% of Americans have roamed into new consumption behaviors while also planning to retain familiar ones.



73%

73% of Americans are not engaging in "normal" out-of-home activities.



45%

45% of growth in new online engagement channels is shifting consumer purchase behavior.

Uncertain and fearful consumers feel stuck between the desire to roam and the imperative of remaining safe. They want to live more mindfully, flexibly, and restoratively by seeking out products, services, and experiences that both anchor them and set them free.

Brand, Sweet Brand

To build fierce loyalty, enabler brands are those that serve as a metaphorical home base. They create brand experiences that anchor consumers living in the midst of change and hungry for safety, security and comfort, wherever they roam. Enabler Brands empower consumers with freedom—to experience and experiment with other brands—while always giving them a compelling reason and longing to come back home again.

Enablers brands know that pragmatic, resourceful consumers insist on participating in creating their own experiences. Brands will sustain engagement by answering a simple question, “How do we give consumers the confidence, resilience, and clarity to roam yet return?”

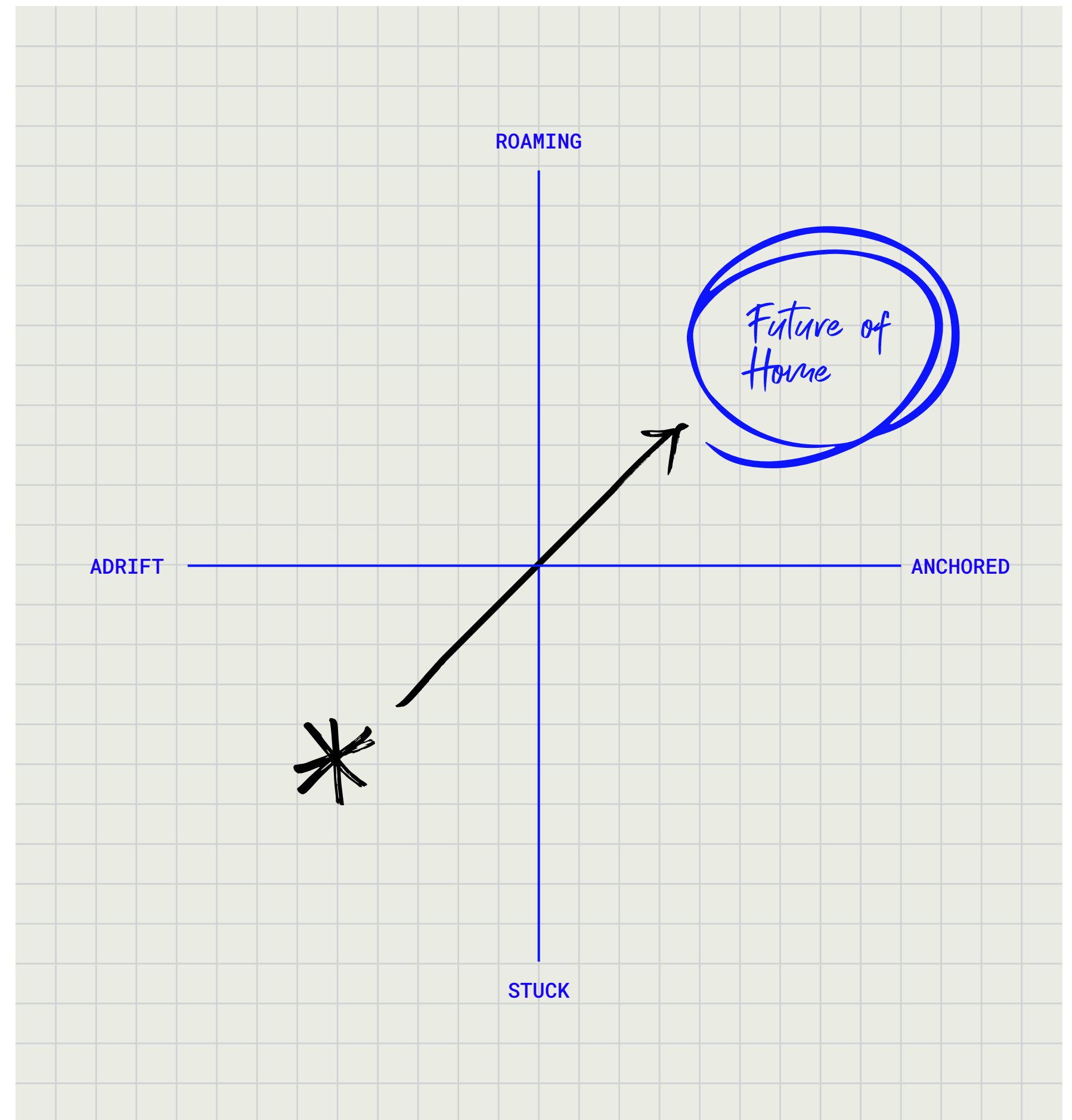
THE FUTURE*

New Behaviors



Old Behaviors

*Most of the consumers who have tried new ways of shopping say they intend to continue using a combination of new practices and pre-crisis practices.



New Resilience

The Opportunity

Primal Tranquility

Clean Slate

The opportunity is

New Resilience

Enabled Roaming

Consumers who realize they can't control the world anymore turn to self-sufficiency to master the parts of life they can control. They blame their overly dependent, constrained lives for weakening their resilience and diminishing their self-confidence, in turn fueling a deep desire for self determination. They're drawn to brands that enable self-sufficiency—brands that are confident enough to let consumers roam among other brands while compelling them to return time and again.

THE OPPORTUNITY: Self-Sufficiency Ecosystems

Enabler Brands tap into consumers' most vulnerable selves and release their untapped potential. They enable pragmatic solutions that are within anyone's reach and encourage consumers to step out and apply this new mastery to co-create experiences that restore a feeling of control.

Success derives from a clear understanding that in an uncontrollable world, consumers long for the practical wisdom that makes them feel prepared and in control. Dominant brands build loyalty when they are bold enough to let go of exclusivity and instead collaborate in forming consumer-enabling ecosystems.

The next decade of consumer loyalty will be dominated by brands that enable consumers to feel independent—brands that are always there to care, connect, and be that stabilizing force in an ever-changing world.



image: Daria Shevtsova by Pexels

2010–19

ALWAYS ON, ALWAYS ON THE GO

There's meaning and excitement in catching the next flight.

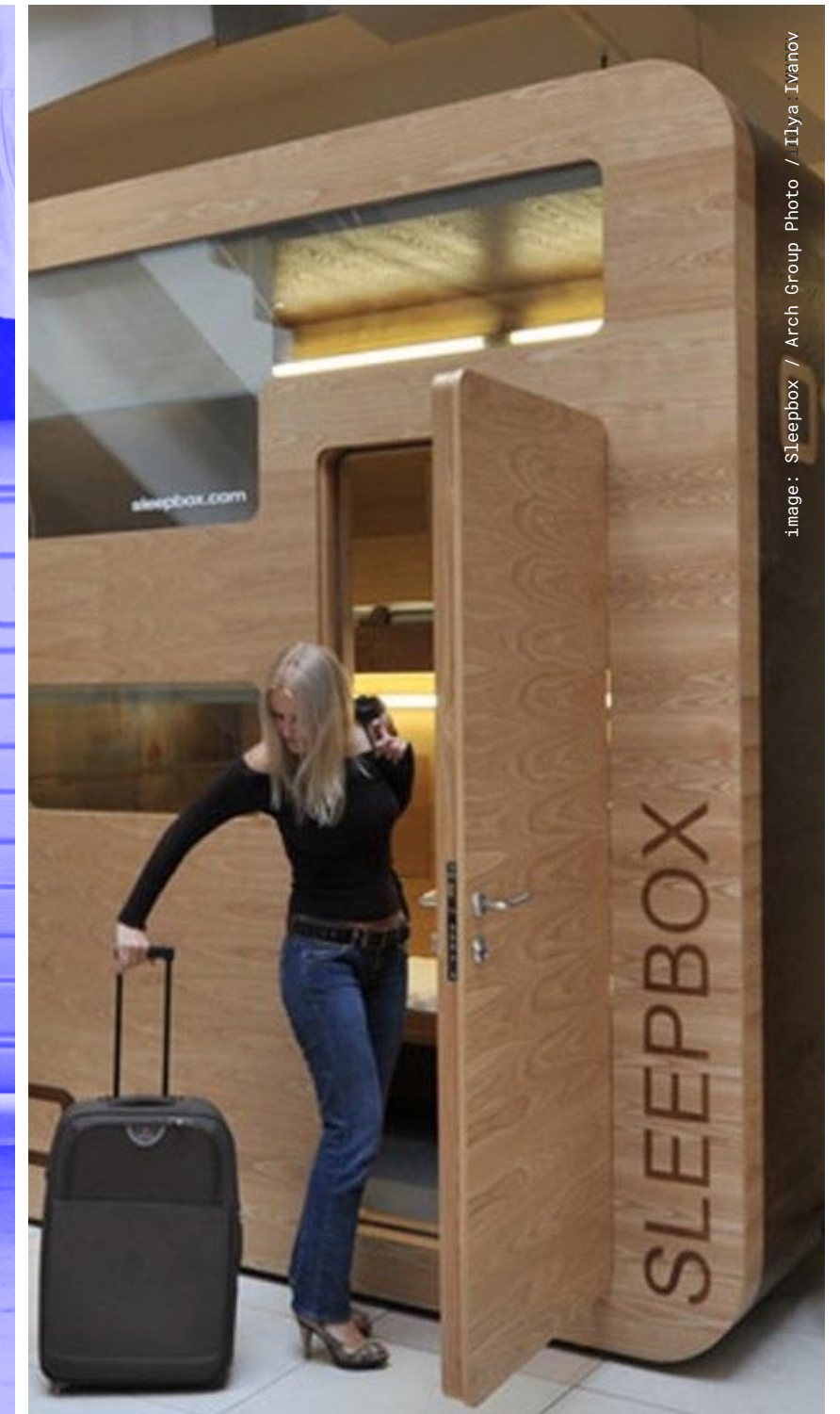


image: Sleepbox / Arch Group Photo / Ilya Ivanov

2020–30

TEMPORAL NESTING

There's freedom and comfort in customized self-sufficient ecosystems awaiting you wherever roam.

New Resilience



01

U-BUILD

Self-determination and pride in your potential with these pragmatic DIY wooden building components that enable absolutely anyone to build small domestic structures.

u-build.org

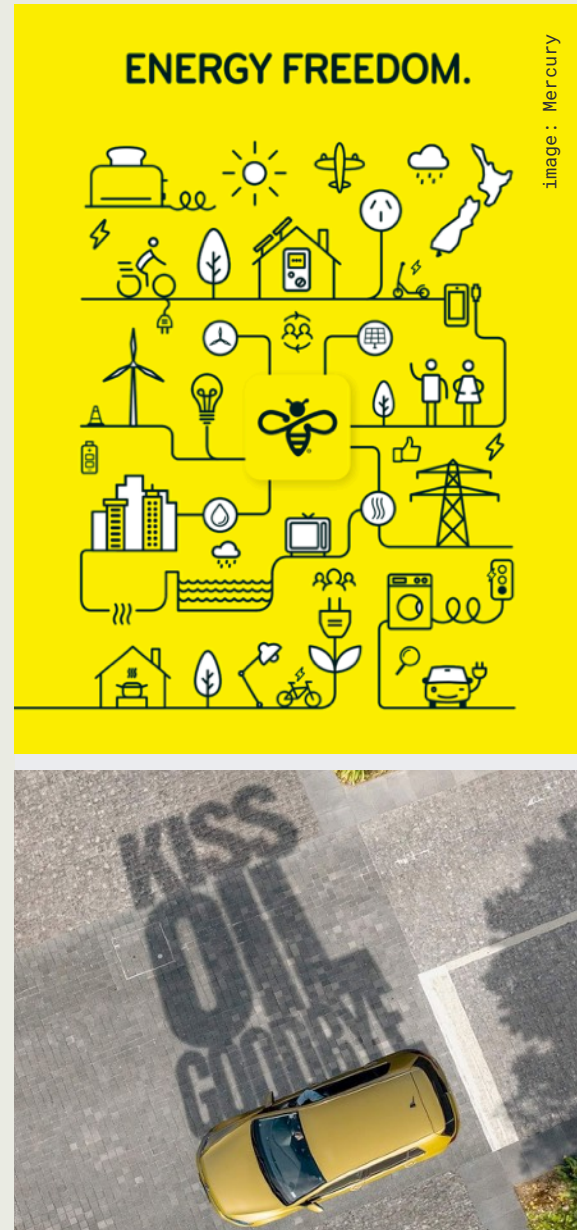


02

INFARM(ERS) FRAME

Grow-where-you-are indoor farming ecosystem that enables self-sufficient retailers to grow fresh produce.

infarm.com



03

MERCURY ENERGY

Home-grown, renewable energy for every need from EVs to e-other stuff. It's time to join the electric revolution.

mercury.co.nz



04

MASTERCLASS

Mastery through topical video courses with the very best enables consumers to comfortably venture out with renewed confidence.

masterclass.com

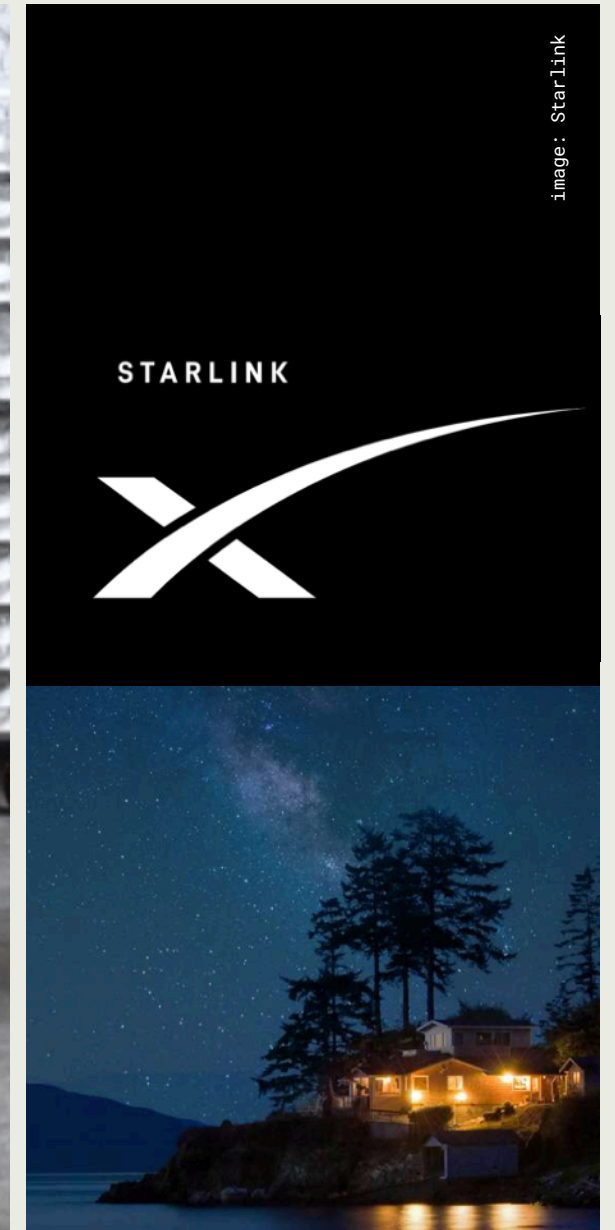


05

MR. HOLMES BAKEHOUSE

Survivalist self-determination transformed this traditional bakery into an entrepreneurial supplier of "company secrets" shipped to DIY home bakers' doorsteps.

mrholmesbakehouse.com



06

STARLINK

Control your connection by accessing high-speed broadband wherever you roam.

starlink.com

The opportunity is

Primal Tranquility

Empowered Regeneration

Consumers, feeling depleted and isolated, find themselves in serious need of basic comfort; escapism isn't the answer. Consumers are not looking to be comforted, but to be empowered to find what comfort is to them. They are drawn to brands that enter into their lives to help them take action, enable them to soothe and regenerate, and give them permission to find those things that are a source of joy and comfort.

THE OPPORTUNITY: Self-Enabling Experiences

Brands that refuel drained consumers with supportive, close engagement and authentic experiences assure them that their needs are valued, their urges are good, and their desires are worth pursuing.

Brand experiences that offer guided discovery enable consumers to engage on their own terms and take their own path.

Retention and loyalty are built when brands engage consumers through trust-building actions and plain, simple, and bold communication.

Enabler brands that are lead by purpose and stand for something serve as critical anchors to consumers in the world.

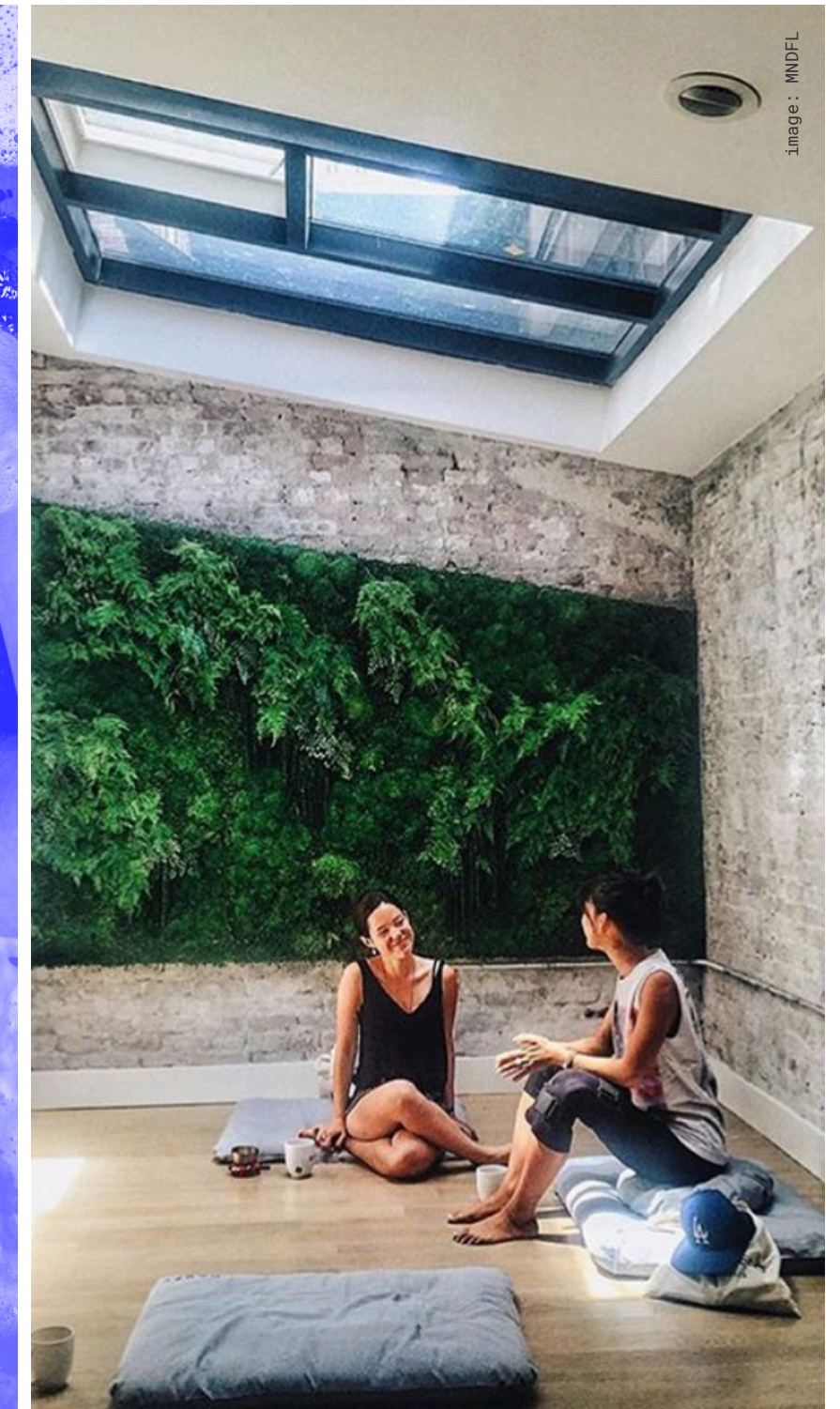
The next decade of consumer loyalty will be built by confident, honest and open enabler brands who engage in the kinds of real and authentic conversations that empower consumers to find comfort and joy.



2010–19

OASIS, ESCAPE, HUB

Home is where you go to escape and indulge.



2020–30

RECHARGE, CONTINUAL REGENERATION

Home is what you do to feel well.

Primal Tranquility



Image: The Wing



Image: Moon Juice

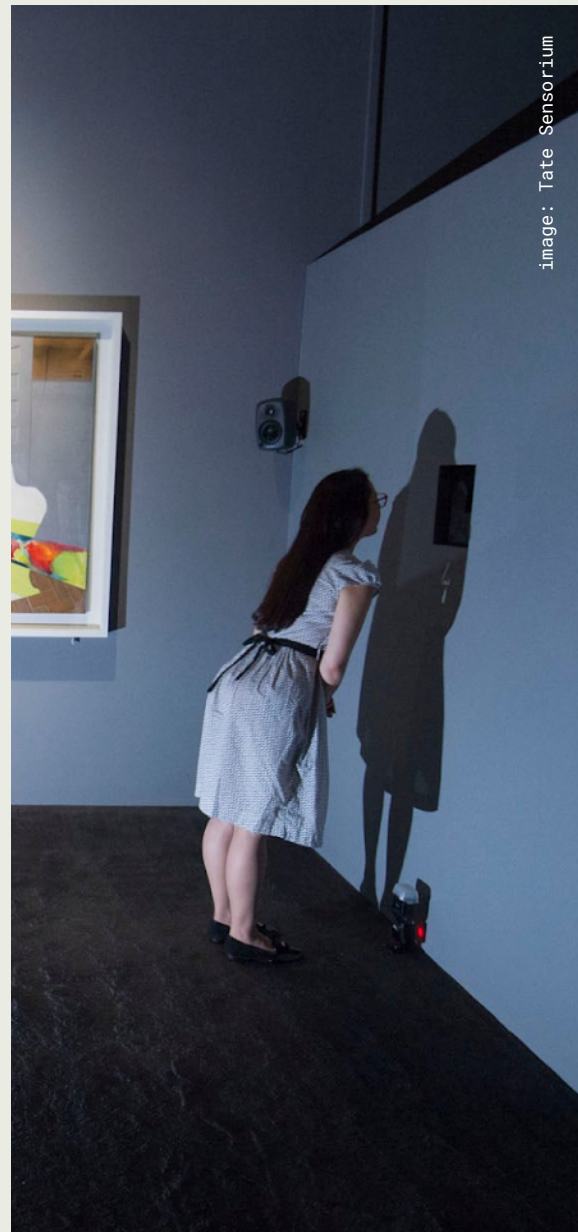


Image: Tate Sensorium



Image: Sheep Inc.

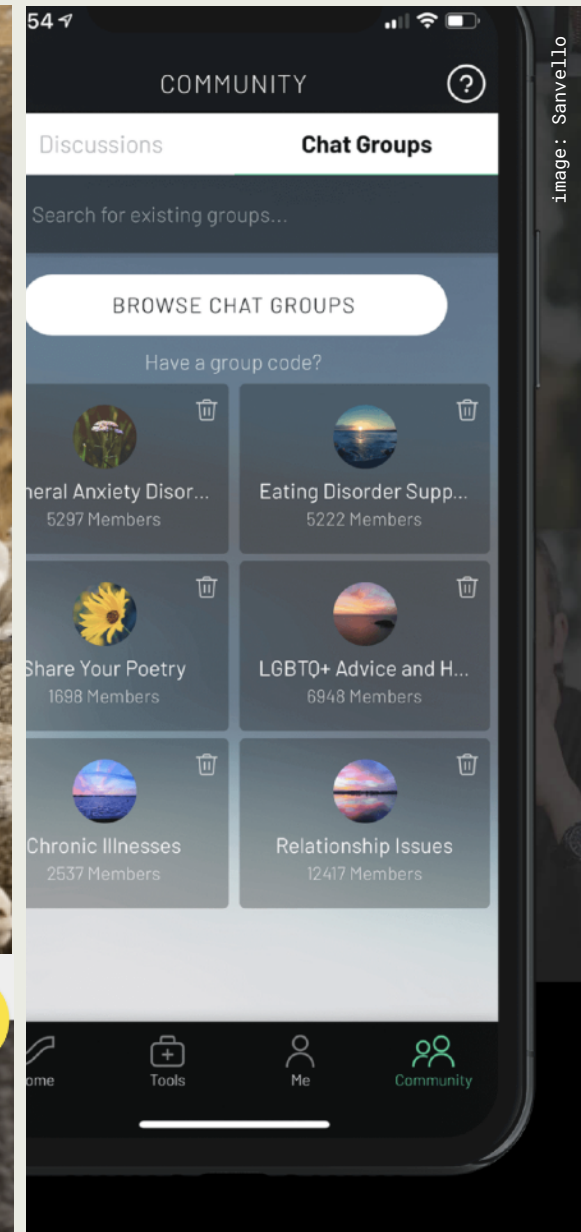


Image: Sanvello

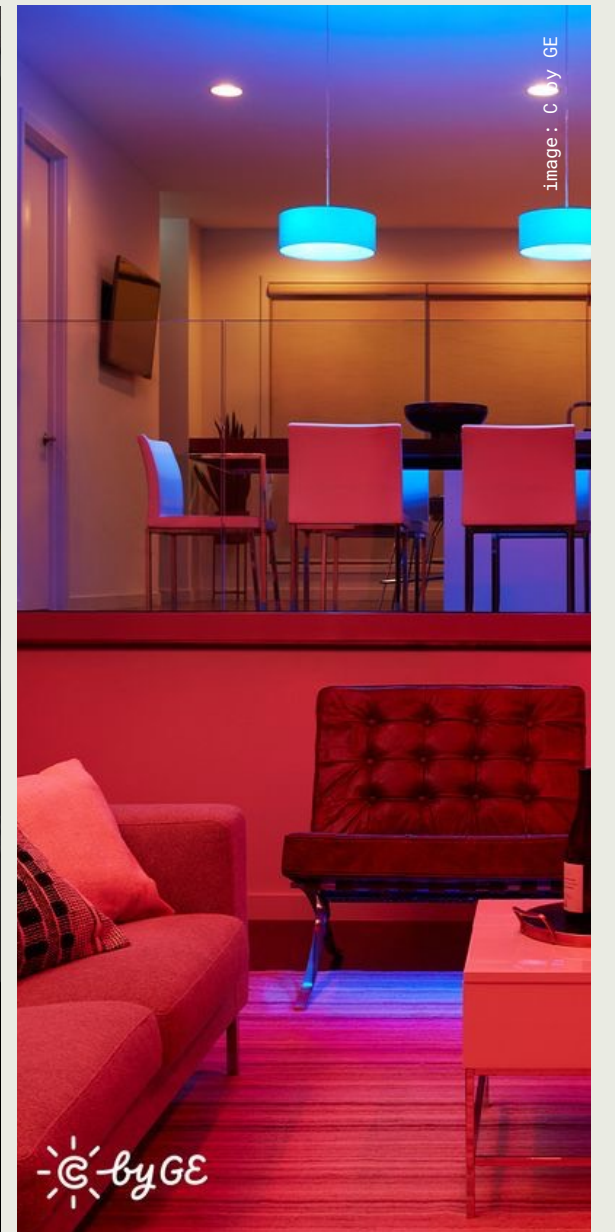


Image: C by GE

01

THE WING

Primal sisterhood enables close engagement between women who gather, support, and grow together around the globe.

the-wing.com

02

MOON JUICE

Direct, plain-spoken conversations about adaptogenic concoctions spark honest conversations, comfort and joy.

moonjuice.com

03

TATE SENSORIUM

Self-guided discovery that regenerates in an immersive art experience by stimulating your sense of sight, taste, touch, smell and hearing.

tate.org.uk

04

SHEEP INC.

Reawakening you to where things come from through close engagement and the most authentic of experiences: every ethically made sweater comes with a lifelong wooly pen pal.

sheepinc.com

05

SANVELLO

Self-care in community. Pick a path for the moment with this meditation self-care app--a place to feel better wherever you go.

sanvello.com

06

C BY GE

Dial in your own joy, soothing and comfort and refuel your soul with this mood inducing home lighting system.

cbyge.com

The opportunity is

Clean Slate

Mental Clarity

Consumers are worried that worry is now just a part of modern life—if only we could clean the slate and keep it clean and worry free. But the messy world keeps invading consumers' minds and bodies. People are drawn to brands that work full-time to minimize debilitating worry so we feel invincible again.

THE OPPORTUNITY: Micro-Shifts

Leading brands are confident enough to admit that they have often been part of the problem by occupying people's minds and lives. They recognize the value of stepping over onto the consumers' side and helping clean the slate, while also empowering consumers with complete control.

Enabler Brands focus new innovation on incremental improvements and the familiar. They recognize that it's the simple little innovative changes that surprise and delight, rather than forcing the consumer to adjust to major changes that upend their

world. The delightful combination of familiarity and greatness engages consumers and helps clean the slate while calming the mind.

Successful brands work non-stop to offset an unending stream of worries. Beloved brands don't add mental clutter by being merely adequate—they consistently provide clear, secure and comfortable paths for people to live worry-free.

The next decade of consumer loyalty will be built by brands who create a sense of peace and invincibility that enables consumers to stride out once again.



image: Daria Shevtsova by Pexels

2010–19

SAFE ON THE SIDELINES

People go home to escape.



image: Megan Markham by Pexels

2020–30

SKIN IN THE GAME

People come and go with confidence.

Clean Slate



01

GUNRID

Clean the air, clean the slate: this purely simple innovation transforms everyday curtains into a mineral-based air purification system for indoor air.

[ikea.com](https://www.ikea.com)

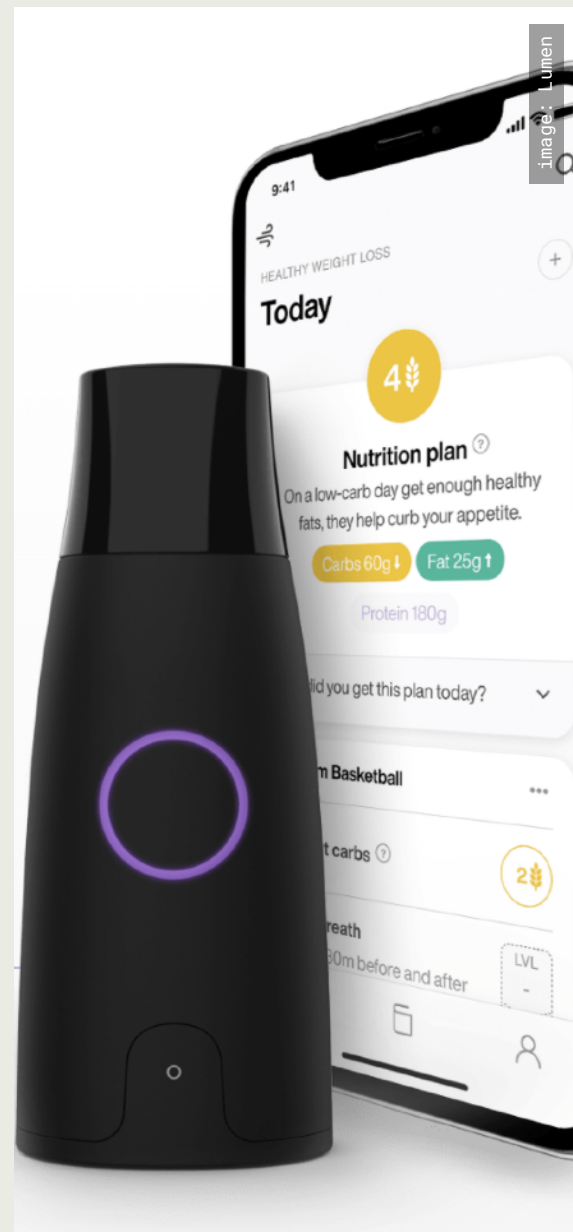


02

SPOT MY UV

Worry free technology that enables you to spend time in the sun with the safety and reassurance of a skin dot that appears when it's time to reapply.

spotmyuv.com



03

LUMEN

Know for certain that your meal plans and workouts are optimized with this little device that measures your metabolism with just one breath.

lumen.me



04

MARINATEX

Clear the conscience and clean the planet with bio-friendly up-cycled materials.

marinatex.co.uk

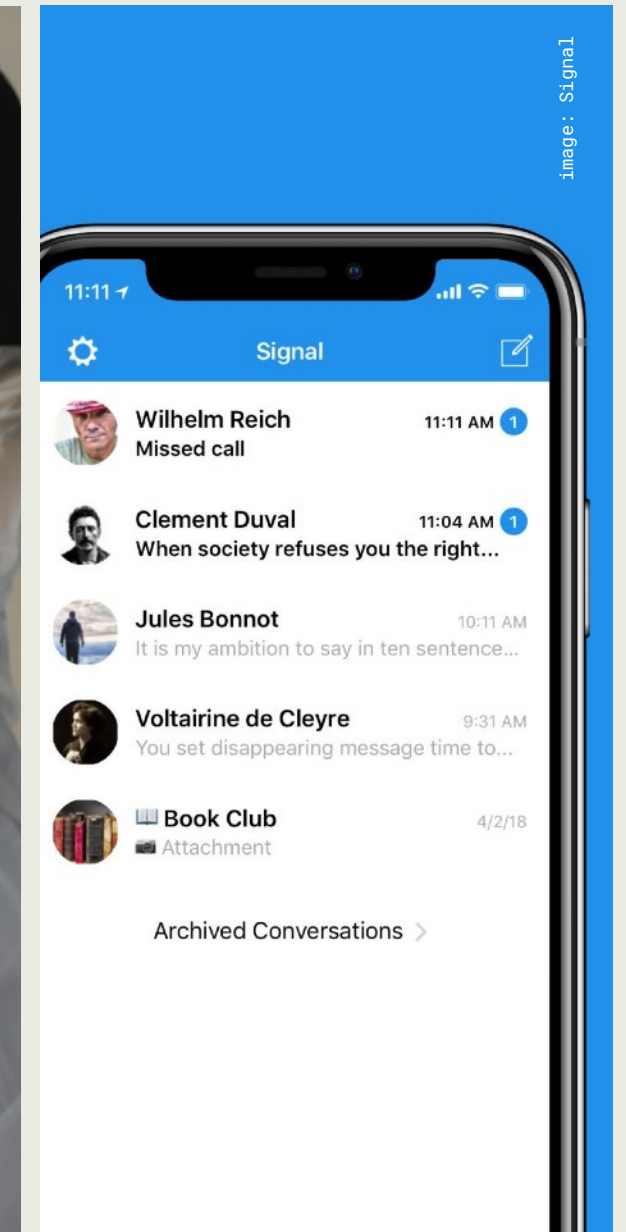


05

TUNING FORK

Signal a fresh start with this pure and simple sensorial tone that purifies the last activity and prepares you for the next.

konmari.com



06

SIGNAL

Clean up your chat experience with the peace of mind that comes with end-to-end encryption. Still acts like a chat app, walks like an app, talks like an app, but enhanced with security.

signal.org

Business Opportunities

New Resilience

Enabled Roaming

Primal Tranquility

Empowered Regeneration

Clean Slate

Mental Clarity

Why should consumers return home to your brand?

The future of home is both metaphor—home as a concept—and literal. Brands that recognize their potential to serve consumers as metaphorical home bases will sustain engagement by providing brand experiences that mirror what we long for in an address. Consumers' expectations from home as a concept are evolving rapidly.

Brands that go further as Enabler Brands sustain engagement by enabling consumers to roam, to find solutions and enjoy experiences in other brands, while always creating a compelling reason to return.

HOW MIGHT YOUR BRAND BECOME AN ENABLER BRAND? HOW MIGHT YOU REDEFINE YOUR BRAND EXPERIENCES TO ENABLE PEOPLE TO FEEL SAFE & SECURE AT HOME WHILE THERE AND AWAY?

Future Proofing:

Build Momentum with clarity & conviction together.

Trend analysts define trends, but Ziba makes meaning of trends in the context of our clients' businesses by applying our core competencies in Design Thinking and Design Making. We design relevant innovations and customer experiences that are actionable and future proofed, setting our clients up for success tomorrow, starting today.

Ziba has only one metric for success, and that's the success of our clients.

LET'S GET STARTED

Quantum Clarity Futureproofing Workshop

Futureproof your products and services in a scalable, quick-results workshop. Your team will conduct a 6-point Quantum Clarity diagnostic to identify your competitive advantage and refine initiatives roadmaps that align with new opportunities for growth and impact.

Experience Design & Innovation

Ziba can help you cross the chasm into the Future of Consumption. Collaborate with us to reimagine digital and physical experiences for the future. We'll help you clarify your vision and we won't stop until it's realized.

Contact Ziba at 503.223.9606
or quantumclarity@ziba.com

Thank you

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