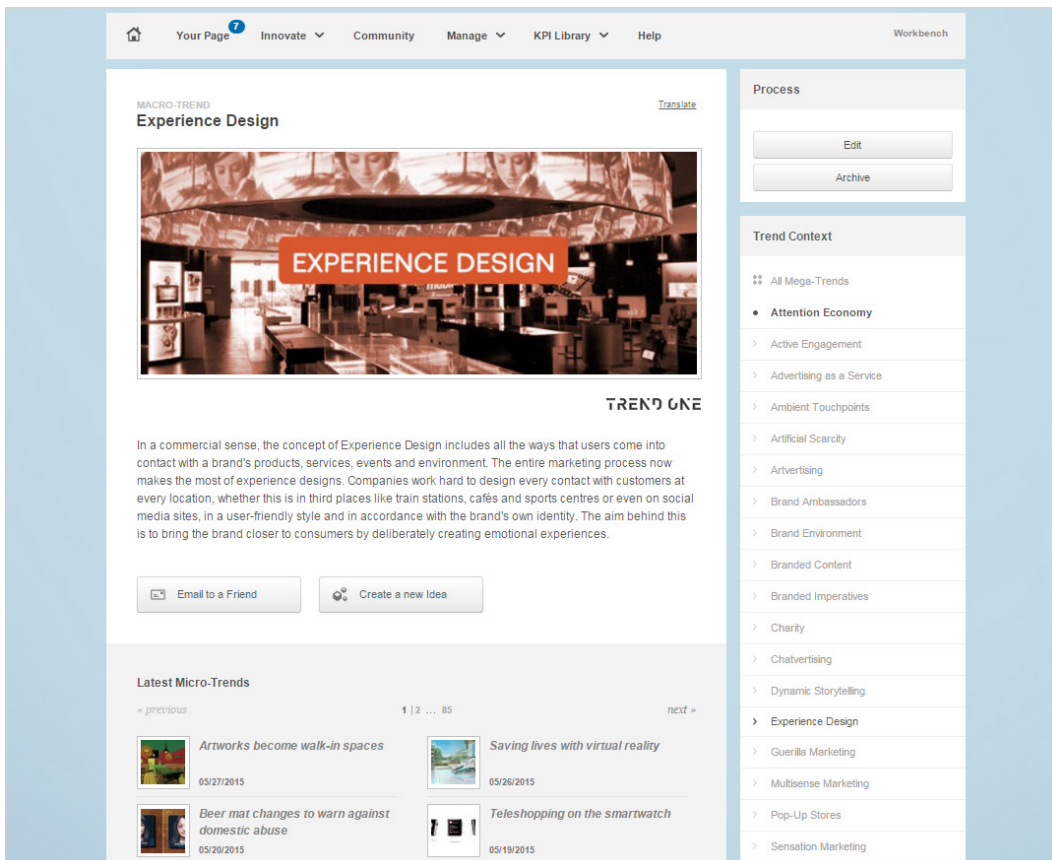# HYPE Trends

Benefit from diverse perspectives with trends for innovation management

Already an established practice within many companies, trend analysis is a natural step towards innovation management: find inspiration for how to better target your strategic innovation areas; show your innovation community what's new in your industry and support cross-industrial approaches; stay on top of disruptive products, services, and technological developments just about to impact the market.

HYPE entered into a strategic partnership with TRENDONE to offer our clients the most comprehensive platform on the market. With a global network of trend scouts, investigating the latest "signals", which point to larger market developments, TRENDONE is one of the leading providers of trend analyses. Within their platform, the Trendexplorer, these signals are combined to bigger macro- and overarching mega-trends. Here, trends are researchable, e.g., by industry and country, and you can drill down to individual, existing products and services (micro-trends). This powerful research database has now been integrated directly into the HYPE platform.

Use the Trend Browser to drill down from mega-trends all the way through to micro-trends

TREND ONE   HYPE ◉

The benefits at a glance

- HYPE organizes your innovation process. TRENDONE provides the latest technologies, product innovations and marketing trends as supportive content.
- If you already use HYPE, you can access the latest trends and innovations with the Trend Browser module directly in HYPE.
- In addition to the Trendexplorer, you can create or upload your trend scouts' own trends.
- Trends can be added to idea campaigns to provide inspiring sample content and to enrich ideas.
- You can use the trends to support your strategic innovation areas with background information.
- Trends help people to see new possibilities – the latest trends will appear on the home page to engage the audience and kick-start their creativity.

The newest micro-trends, embedded in your start page

"Connecting trends and innovation management is a natural thing for us at Witzenmann. Trend research is our basis to make sure that we don't miss any new development, and a resource for inspiration at the same time."

Nea Egetenmeier
Innovation Manager, Witzenmann

Inspirations

In addition to fully fledged, research-based trends, it can be helpful to give campaign managers the opportunity to add creative, inspiring content to campaigns and ideas. These "Inspirations" can be everything from a YouTube video, to competitive products, to cross-industry solutions, to related trends and ideas. They help you to kick-start ideation, but they can also be added to enrich submitted ideas.

You can define who is allowed to submit Inspirations, which gives you complete control about the content, but which is also a great way to make the latest discoveries from your tech scouts available and to add them to campaigns or ideas.

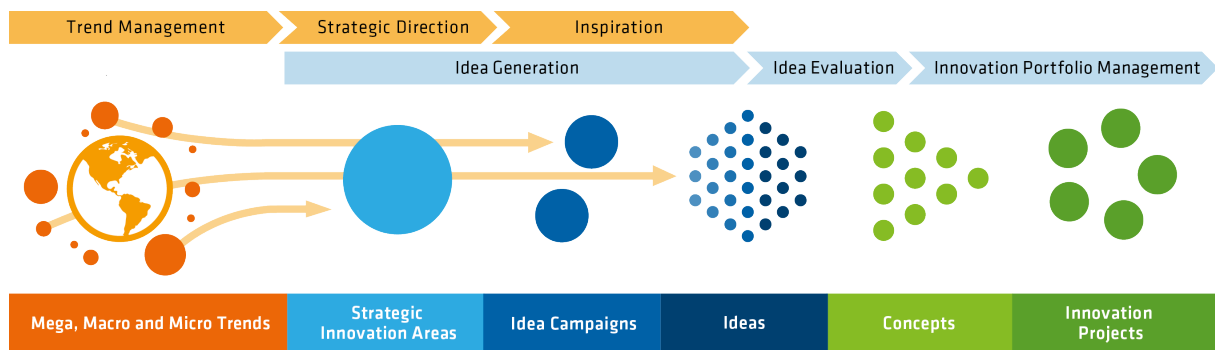Inspirations linked to an idea campaign

Key features:

- Inspirations have a title, description, classification and can be commented.
- The user admin defines a user group which is allowed to submit Inspirations to the Inspiration Space.
- Campaign managers can select inspirations to kick-start the idea generation in idea campaigns.

How trends extend your innovation process

Trends are existing prototypes, developments, and behaviors that can be witnessed and tracked. They help you to identify new opportunities, solve existing problems, or identify potential partners early on.

You can turn trend analysis and innovation management into a seamless, sustainable utility for your company if you connect them in the right places:

Trend Management	Strategic Direction	Inspiration			
	Idea Generation		Idea Evaluation	Innovation Portfolio Management	
Mega, Macro and Micro Trends	Strategic Innovation Areas	Idea Campaigns	Ideas	Concepts	Innovation Projects

- You can use mega-trends to derive possible strategic innovation areas.
- Within your idea campaigns, whether strategic or not, you can link to trends which help to inspire your community, stimulate diverse thinking and provide specific examples of what you are looking for.
- New ideas can be linked to trends to enrich the proposed solution and give an indication for where to look for more information.
- You may know everything in your industry, but what about other branches? Maybe there are opportunities for a cross-industrial approach to your challenge.
- Compare your "new" ideas to existing trends: how new are they, after all? Maybe there is someone ready to provide you with a prototype or even form a long-term relationship to co-develop a new service or product?

Visit us at www.hypeinnovation.com today and schedule a free demonstration!

About HYPE

www.hypeinnovation.com

HYPE Innovation is a global leader in full-lifecycle idea and innovation management software. HYPE's powerful platform allows organizations to engage thousands of employees in idea generation and collaborative problem solving. We help you focus on measurable business outcomes that can be tracked through to execution.

Companies work with HYPE for our flexible products, our deep expertise in innovation management, and our long history of success with some of the largest organizations in the world. Our client community includes global companies such as Airbus, Bechtel, Bombardier, Clorox, Petronas, Deutsche Telekom, Daimler, DHL, Mattel, Nokia, Roche, Saudi Aramco, and many more.

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