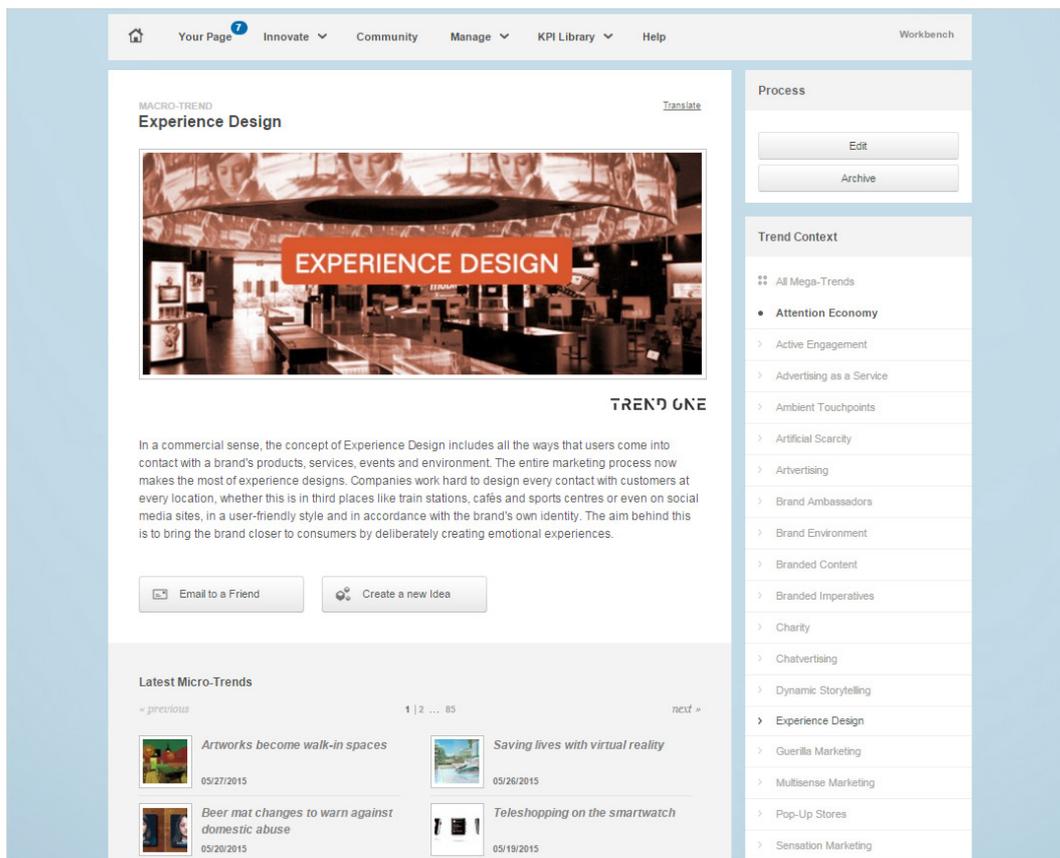


## ***Benefit from diverse perspectives with trends for innovation management***

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.



The screenshot displays the HYPE Trends interface. At the top, there is a navigation bar with options like 'Your Page', 'Innovate', 'Community', 'Manage', 'KPI Library', 'Help', and 'Workbench'. The main content area features a 'MACRO-TREND' titled 'Experience Design' with a large image of a modern interior space. Below the image, there is a description of the concept and two buttons: 'Email to a Friend' and 'Create a new Idea'. To the right of the main content, there is a 'Process' section with 'Edit' and 'Archive' buttons, and a 'Trend Context' section with a list of related trends including 'Attention Economy', 'Active Engagement', 'Advertising as a Service', 'Ambient Touchpoints', 'Artificial Scarcity', 'Artvertising', 'Brand Ambassadors', 'Brand Environment', 'Branded Content', 'Branded Imperatives', 'Charity', 'Chatvertising', 'Dynamic Storytelling', 'Experience Design', 'Guerrilla Marketing', 'Multisense Marketing', 'Pop-Up Stores', and 'Sensation Marketing'. At the bottom, there is a 'Latest Micro-Trends' section with a grid of four items: 'Artnworks become walk-in spaces', 'Saving lives with virtual reality', 'Beer mat changes to warn against domestic abuse', and 'Teleshopping on the smartwatch'.

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

## 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 screenshot displays a user interface for trend management. On the left, a vertical timeline shows three entries:

- A comment by Austin Finkly on "Blue Ocean Strategy: Build Cars for Adolescents" with the text: "»Wow! That feels like a game changer!«"
- The main trend entry: "Blue Ocean Strategy: Build Cars for Adolescents". The description reads: "There are reasons why you have to be 16 or 18 years old (depending on the country) to drive a car - on the other hand..." and includes an image of a car wheel. It is attributed to "Idea Submitted By Paige Bryant In: Game changers - disruptive ideas for the car industry".
- A comment by Paige Bryant on "Can we do without a dealer network?" with the text: "»Dont you think that online experiences can be so immersive that you drive your car virtually? Games are photorealistic nowadays...«"

On the right, a sidebar titled "Latest Micro-Trends" lists several categories with corresponding icons:

- Reading newspapers on Facebook** (Multidimensional Publishing)
- Street dust gives cars the Mad Max look** (Sensation Marketing)
- Ordering pizza via Twitter** (Online Marketing)
- Premium luggage service** (Mobile Services)

The sidebar also includes the text "Browse Trends" at the bottom.

The newest micro-trends, embedded in your start page



Nea Egetenmeier  
Innovation Manager, Witzenmann

***“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.”***

# 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.

CAMPAIGN
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## Game changers - disruptive ideas for the car industry

Strategic Innovation Area: **Emerging Markets**

**Idea Submission**  
Show Workflow

Submission ends in 10 months

Submit Your Idea

Campaign Cockpit
Description
Ideas
Inspirations
Community
Evaluation
History
KPIs

### Inspirations

These Inspirations may support your creativity to create ideas in line with the campaign topic.

Sorting | By Date

**A passion for polishing**

A variant on the electric starter motor is the inertia starter (not to be confused with the Bendix-type starter described above). Here the starter motor does not turn the engine directly. Instead, when energized, the motor turns a heavy flywheel built into its casing (not the main flywheel of the engine). The spinning ...

4
+ 0
6
1

**Thermo-sensitive Grip System**

Our competitor sprag clutch arrangement would preclude the use of the starter as a generator if employed in hybrid scheme mentioned above, unless modifications were made. Also, a standard starter motor is only designed for intermittent use which would preclude its use as a generator; the electrical compo...

6
+ 0
8
2

**Customers love classic cars despite their techni...**

Large Diesel generators and almost all Diesel engines used as the prime mover of ships use compressed air acting directly on the cylinder head. This is not ideal for smaller Diesels, as it provides too much cooling on starting. Also, the cylinder head needs to have enough space to support an extra valve for the a...

2
+ 0
5
3

**People in large cities spent more in their car than pe...**

Surprisingly, when energized, the motor turns a heavy flywheel built into its casing (not the main flywheel of the engine). Once the flywheel/motor unit has reached a constant speed the current to the motor is turned off and the drive between the motor and flywheel is disengaged by a freewheel mechanism. The spinning f...

2
+ 0
7
2

Inspirations linked to an idea campaign

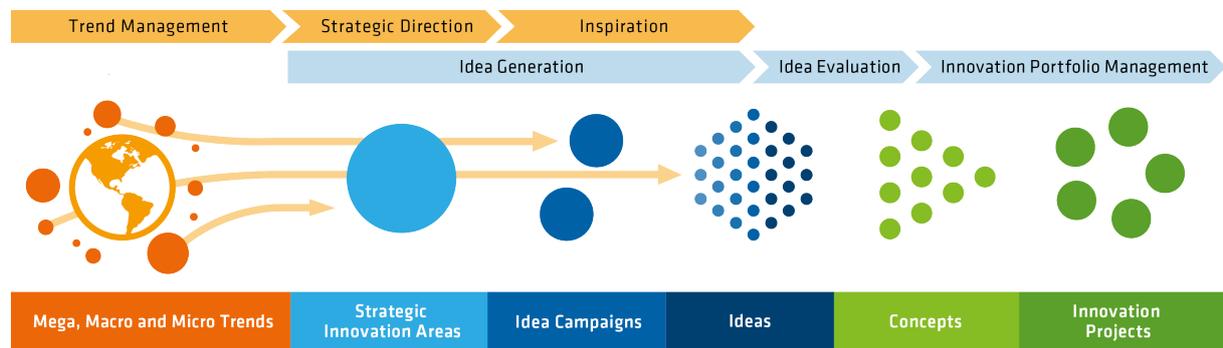
## Key features:

- 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:



- 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](http://www.hypeinnovation.com) today and schedule a free demonstration!

### About HYPE

[www.hypeinnovation.com](http://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.

#### US Headquarters

HYPE Innovation, Inc. | 485 Massachusetts Avenue | Cambridge, MA 02139-4018 | USA | Tel.: 1-855-GET-HYPE

#### European Headquarters

HYPE Softwaretechnik GmbH | Trierer Straße 70-72 | 53115 Bonn | Germany | Tel.: +49-228-2276-0