

Selling to Unborn Generations – How trenDNA and other research can put us 9 months ahead of our competitors

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Abstract

The trenDNA methods are designed to permit a better understanding of population and consumption behaviour. Thus the method is designed to not just deliver innovative ideas and solutions but also to create customer-orientated marketing concepts. However, in this paper, we won't focus on current customer; rather we try to reach future customers. Through the knowledge of the literature and the trenDNA we are aiming to reach the unborn generation. Therefore, questions like "What does a Baby notice in the Womb?" and "Can we influence our Babies at the early stage of life" will be answered. After that, trenDNA methods will be examined in order to make reference to the above questions.

The literature shows that the various stages of development and how quickly the baby grows. A pregnancy is divided into three main stages, whereby the third trimester is the most important for our research as almost all senses are well-developed. The first sense is feeling; babies begin to feel around the fifth week. It starts at the lips and spread over the whole body. At this stage, babies recognise changes of temperature. Vision starts around the 16th week. Babies can move their eyes and react to lights. The ability to see is fully matured in the third trimester. Hearing starts to develop around week 24th and is fully matured three weeks before birth. Babies notice different tones and languages. Also, babies notice different tastes through forewater. By the end of the pregnancy a baby drinks around half a litre per day. Finally, the sense of smell is well-developed from around week 28th; however, babies cannot differentiate between smell and taste while in the womb.

As described above, our senses develop at different stages in the womb. Hence, the question "What does a baby notice in the womb?" can be answered. It would be possible to influence the next generation at this early stage. Different senses allow the transfer of different impressions to unborn babies. However, in order to influence babies in the womb, mums-to-be have to consume products. Therefore, the first objective is to convince mums. While mums-to-be consume regularly e.g. special yoghurts, the baby will also consume it through the forewater. Thus, the main question is: "How can we reach mums-to-be?"

In order to find answers for that question, we can take a look at trenDNA. The generation cycle shows that current "young mums-to-be" are HEROs from the Generation Y. At the current life stage their character is "heroic". Their children will be in the Generation Z and archetype "ARTIST" with the character "suffocated" during their childhood. At the moment, we hardly know anything about this future generation. Therefore, we can get an idea about them by looking at the previous generation "silence" with the same "ARTIST" archetype. Key characteristics of ARTIS are: duty, honour, country, loyalty, respect, patience, patriotism, and the moral-majority.

The generation cycle gives product designer & developer something to think about. In order to reach mums-to-be or their children, products and services can be designed with those generations and their specific needs in mind.

Keywords

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