

OPEN Forum®
CALLING ALL BUSINESS OWNERS

[Log In](#) [Register](#) [About](#) [No Card?](#)

[home](#) >

[idea hub](#) >

- topics
- [innovation](#)
 - [lifestyle](#)
 - [managing](#)
 - [marketing](#)**
 - [money](#)
 - [technology](#)
 - [the world](#)

[events](#)

[connectodex™](#) >

find a business

The Plum Card from American Express OPEN®
EARLY PAY DISCOUNT
- OR - DEFER PAY OPTION

[Learn More](#)

OPEN Forum Pulse™
Harness the power of **twitter** for small businesses.

IDEA HUB / TOPICS / MARKETING /

articles

Search OPEN Forum

[spotlight](#) [videos](#) [articles](#) [discussions](#)

< [all articles](#)

<< [prev article](#) | [next article](#) >>

100 Things to Watch in 2010 (and the 40 That Might Matter to Your Business)



Dec 29, 2009 -
What do bacon, Bogota, yumberries and Foursquare have in common? They are all on the list of 100 Things to Watch in 2010 by the marketing communications company *JWT*.

43 tweets
[retweet](#)

Certain trends on the list suggest clear implications for businesses. *JWT*'s Ann Mack says that many items on it reflect broader shifts, like a growing action around health and wellness and environmental issues, to crazy-fast developments in the tech space.

There are also a number of trends tied to the so-called Great Recession ("trip bundling," for example) and those that speak to various demographic, political and economic power shifts ("East Africa Wired," and "TV for Tween Boys" among them). Interestingly for business, Mack says, the list "points to the way industries are redefining or reinventing themselves to survive or to fully leverage these power shifts."

What trends might affect your small business in 2010? Here a subset you might find worth watching (as well as a few I found just plain interesting). The full list is in alphabetical order, below.

1. 3D at Home

3D is the new HD. Having successfully invaded the big screen, it's on its way to the small screen: James Cameron, director of the new 3D film *Avatar*, will promote Panasonic's 3D sets, out next year, which will compete with versions from Sony and Samsung.

2. Airline Subscriptions

United's new \$249 annual fee for checked luggage locks in flyers and streamlines the check-in procedure. With profits down across the industry, expect other airlines to follow suit. Lounges, food and concierge services could all become subscription benefits.

3. Alternative Measures of Prosperity

France's Joie de Vivre Index, initiated by President Nicolas Sarkozy, is intended to provide a better assessment of well-being than the classic measure of economic health, the GDP. Look for more countries or companies to embrace alternative measures of prosperity, such as the Triple Bottom Line of people, profits and planet.

ABOUT THIS AUTHOR



Ann Handley
Chief Content Officer
(MarketingProfs)

[see profile](#) | [recent posts](#)

POPULAR TODAY

MOST VIEWED **MOST COMMENTED**

1. [10 Books You Should Read, Say Entrepreneurs and Business Owners](#)
2. [75 Top Twitter Tips From Today's Small Business Moms](#)
3. [Five Resolutions to Save Your Life From Your Business](#)
4. [Using Social Media to Connect with Other Entrepreneurs](#)
5. [5 Trends That Will Shape Small Business in 2010](#)
6. [Treat Referrals Like a Sales Force Instead of a Happy Accident](#)
7. [Baby Planning Business is Booming](#)
8. [The Art of the List](#)
9. [Twelve Resolutions on How to Be a Mensch](#)
10. [80 Small Business Twitterers You Should Be Following](#)

OPEN TOOLS

4. Alternative Metals in Jewelry

With gold prices volatile in recent years, Asian jewelry makers are turning instead to precious metals like palladium and titanium. China's imports of palladium have been rising steadily; look for more jewelry manufacturers to choose it over gold.

5. Bacon Everywhere

Bacon is being spotted in everything from cocktails (made with bacon-infused liquor or the new Bacon Vodka) to desserts, including bacon-and-egg ice cream at the famous Fat Duck in the U.K., a bacon chocolate bar from Vosges Haut-Chocolat and Lollyphile's maple-bacon lollipop.

6. Bogotá

With civil conflict in Colombia on the wane, Bogotá is becoming a vibrant capital. Colonial-era La Candelaria, once a guerilla battleground, now hosts hotels, cafes and galleries. Chefs and restaurateurs from around Latin America, drawn by low rents, are setting up camp. Bogotá also flaunts a newly potent nightlife, driven by its gay-friendly status and recent legalization of same-sex unions.

7. Boycotting

The opposite of a boycott, a buycott is supported by consumers who make a conscious effort to buy from companies whose environmental and social policies they support. Examples: Canadian supporters of Israel prompted a buycott of Israeli products; people who agreed with Whole Foods CEO John Mackey's ideas on health care countered a boycott of the store with a buycott last summer.

8. Customized Pharmaceuticals

Researchers will soon be able to create drugs customized to the patient's DNA. Recent breakthroughs in cancer research make it clear that "one size fits all" drugs are not the best approach. Customized medicine is a map-over from customization in other sectors, especially food and nutrition (customized diets, for example).

9. East Africa Wired

Getting online in East Africa is slow and expensive, but that's changing as high-speed Internet access finally arrives. Kenya, the region's largest economy, can potentially develop emerging industries such as call centers and technology businesses. Rwanda's nascent tech industry will also gain.

10. Electric Car Networks

Networks of charging and battery-switching stations—where drivers can quickly replace dead batteries—are sprouting in countries such as Denmark and Israel that are moving toward mass adoption of electric cars. Five U.S. cities will serve as test markets for networks developed by ECOtality.

11. Electronic Libraries

Digital books are fast becoming available to the public for free: Libraries are starting to lend e-books and downloadable audio books that patrons can access from home; Google is working with authorities on its controversial plan to create the world's biggest digital library, and the EU's i2010 initiative includes a digital libraries program.

12. Foursquare

Foursquare is a mobile gaming app that uses geo-tagging technology to help users find and share new bars, restaurants and other venues with friends. Available for several dozen cities worldwide so far, it will expand its reach in 2010, and gain new users and venues in existing locales. Foursquare is a leading player in the emerging category of games that leverage the convergence of smartphones, GPS and the social Web.

 | 

Owners are sharing business tips and discussing ways to get paid faster.



[join the conversation >](#)

OUR EXPERTS

Rollover for details

 <i>Guy Kawasaki</i> expert	 <i>Adam Ostrow</i> expert
---	--

 <i>Anita Campbell</i> expert	 <i>Henry Blodget</i> expert
---	--

 <i>Scott Belsky</i> expert	 <i>John Jantsch</i> expert
---	---

1 - 6 of 33 < ■ □ □ □ □ >

THIS WEEK'S POLL

Do you currently set aside dedicated time to strategy and creative problem solving?

Yes

No

vote

[view results >](#)

13. Greening the Palate

People will become increasingly aware of the impact their food choices make on the environment, well beyond local sourcing issues. Some foods (notably red meat) have a much bigger carbon footprint than others; some choices are better in terms of water consumption; and foods with palm oil are being linked to rainforest destruction.

14. Hand-Me-Ups

More people will start “handing up” their cell phones, digital cameras, computers and other electronic gadgets to their parents when they want to upgrade. The older items are often easier to master for those interested only in these tools’ basic functions.

15. Handwriting

Many children today can’t write quickly and clearly by hand. The art of handwriting will make a return as an offshoot of both the slow and traditionalist movements.

16. Ironic Sports

Disenchanted with the regulated uniformity of traditional team sports, athletes in cities worldwide are inventing their own, generally a combo of team and urban sports that appeal to the players’ sense of individuality. Think: bicycle polo, beach tennis and roller derby.

17. Japan on the Sidelines

China will bump Japan from its position as the world’s second biggest economy. The recession, the rising unemployment rate and Japan’s aging population are helping to push the former powerhouse to the sidelines. While China’s economy has grown about 10 percent a year for the last decade, Japan’s per-capita GDP has fallen to 19th in the world.

18. Lifestreaming

Online sharing will accelerate with the emergence of lifestreaming: aggregating one’s social media channels via applications like Posterous and Tumblr, resulting in a centralized stream of text, images, videos and links. This new communication channel bridges old-school blogs and Twitter.

19. Local, Nonprofit Online Newspapers

Watch for more so-called public media organizations that emulate the Voice of San Diego, MinnPost in the Twin Cities, the new Texas Tribune and a well-funded upcoming San Francisco venture, among others. Meanwhile, legislation before the U.S. Congress would help existing newspapers gain nonprofit status.

20. Luxury Goes East

With developed-world consumers eschewing conspicuous consumption and China now home to more high-net-worth individuals than the U.K., the high-end luxury market is moving East. Record-breaking sales in fine wine, antique diamonds and art at Sotheby’s auctions in Hong Kong point to an upper class that’s looking to amass tangible assets, flaunt their success and stand out from the crowd. This is likely to influence product development as well as business models.

21. Mobile Money

Increasingly, people will be able to send money via their mobile phones as quickly as they would a text message. In the developing world, this helps entrepreneurs overcome infrastructure issues, and allows banks and retailers to reach people in remote rural areas; in the developed world, it may breathe new life into retail markets.

22. Mobile Ticketing

Flashing cell phones at airports and event venues will replace paper tickets. Traditional boarding passes are becoming passé, with some major airports using scanners to read bar-coded passes and several airlines shifting to paperless check-in. Ticketmaster started large-scale mobile ticketing in the U.S. in April; Bollywood fans don't need tickets torn at Indian cinemas; and a new service from ticket operator Paylogic and Mobiqa, an innovator in mobile ticketing, is rolling out in the Netherlands.

23. More Virtual Currencies

Watch for peer-to-peer virtual currencies to expand beyond the realms of online gaming and Second Life. Hub Culture, for example, is a global network of people who trade goods, services and knowledge using a digital currency called Ven. Social networks with built-in trust and reputation factors will help drive this trend. Some are rallying around Craig Newmark to create a digital currency around Craigslist.