



VCU Brandcenter Friday Forum

Sept. 16 / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Ann Mack

Director of Trendspotting / JWT



Ann Mack oversees global trendspotting for JWT, the world's most famous communications agency. At JWT, she and her strategic content team help brands turn shifts in the zeitgeist—related to everything from digital technologies, gaming and globalization to retail, philanthropy and the environment—into opportunities.

As Ann herself has said, “We see it as our job to bring the outside in; to help inspire ideas beyond brand, category and consumer conventions. We believe that trends are not preordained—that once they are spotted, they can be shaped. Foreseeing trends allows our clients to stay ahead of competitors, meeting emerging consumer needs and wants before anyone else does.”

Ann has worked on strategic projects for clients including Unilever, Kellogg's, Estée Lauder, Kimberly-Clark and Humana. She is most widely known as one of the industry's experts on cultural and behavioral movements, trends and memes and their impact on brands and brand behavior.

Ann's annual “10 Trends” and “100 Things to Watch” are highly anticipated cultural markers not only for brand marketers, but for the public as a whole. Ann has appeared on NBC's Today Show, The Early Show on CBS, Fox and Friends, and Sky News and has been quoted in dozens of publications, including The New York Times, USA Today and International Herald Tribune for her thought leadership. In addition, Ann has led the re-launch of JWTIntelligence.com and the development of JWT's AnxietyIndex.com, which focuses on helping brands navigate consumer anxiety.

Before joining JWT in 2004, Ann led Adweek's coverage of the digital advertising industry as Interactive Editor. She started her career as a crime reporter for the Mansfield News Journal in Ohio after graduating magna cum laude from Ohio State University with a BA in journalism.

Topic / Top Trends that will Shape the World in 2011 and Beyond

Descriptor / All the World's a Game. De-Teching. Outsourcing Self-Control. These are among the trends that will be driving or significantly impacting consumer behavior and businesses in 2011 and beyond. Ann will share details on some of the key trends that companies will need to understand in the years ahead.

Join Ann as she outlines these changes in the global zeitgeist, explains what's driving them and details how they're starting to play out in society. She hopes to inspire you to consider how to convert these shifts into compelling opportunities in your professional and personal pursuits.