

A person wearing a hat and a light-colored shirt is sitting on a large rock by the edge of a calm lake. They are using a laptop computer. In the background, there is a large, forested hill under a clear sky. The water is still, reflecting the light.

NEO Power
How the New Economic Order is
changing the way
we live, work and play

Morgan Business Address
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The future is bright, and it's a NEO future

- Global is the new local
- The doctor is in – and it's you
- No-Age is the best age
- God is back but no one's is kneeling
- Fascinomas are redefining desire
- Water is the new oil
- Private is the new public
- How many light globes does it take to change a culture
- Design is the new passion
- The message is the medium



Global is the new local

What's driving the trend?

- NEOs favour globalisation not globalism
- As brands become global, NEOs become local

How will it manifest?

- NEOs are already engaged in global education, tasks and opportunities
- NEO spaces will need to become more personal and more purposeful, including workspaces and search spaces



The Doctor is in – and it's You

What's driving the trend?

- NEOs are taking responsibility for and control of their own health

How does it manifest?

- Challenging the traditional authority of the medical system by seeking information, options and second opinions
- Focusing on food to deliver health benefits as well as sensory tastes and great stories
- Seeing the workplace as a major factor in personal health



No-Age is the best age

What's driving the trend?

- The Big Swindle: Lifestage labels tell us 'what' but not 'why?'
- NEOs are defined by their mindset, not their age

How will it manifest?

- Peak experiences drive NEOs throughout their lives
 - they are a sign of a life richly lived
 - o Rejecting traditional notions of having a job that one 'retires' from
 - o Rejecting age-based solutions such as retirement villages
- Aging NEOs will continue to drive demand for peak experiences



God is back but no one's kneeling

What's driving the trend?

- Reports of rampant religious fervour not supported by the data
- Yet spiritual activities are a growing part of NEO lives
- Traditional, organised religion is less important for NEOs than local, like-minded connections and shared values

How will it manifest?

- NEOs want to put their beliefs into practice
 - Socially responsible investing
 - Social activism
 - Personally relevant and challenging spiritual activities e.g., yoga

The future of spirituality and religion looks strong but it doesn't look anything like it did in the past



Fascinomas are redefining desire

What's driving the trend?

- NEOs are redefining desire through their consumption behaviour
- The most neo-NEOs are redefining consumption sectors
- Creating concentric circles of consumption based on desire where the outer circle represents the most discretionary choices – the fascinomas
- A fascinoma is someone's consumption choices ruled by the symbolic and imaginary nature of rare experience, no longer about a transaction or a category of experience but an intensely personal quest

How will it manifest?

- Not just collecting...but influencing the field itself e.g., Charles Saatchi

Desire mixes with imagination and yearning mixes with opportunity....



Water is the new oil

The ultimate discretionary choice – bottled water

What's driving the trend?

- Increased concern for health & wellbeing
- Symbolic importance of purity
- Threat of scarcity through global warming
- Lifestyle changes already in place to preserve and control water distribution

How will it manifest?

- Water containers take on aesthetic and symbolic value rather than functional value
- New ways of celebrating the symbolic value of water e.g., water 'bars', Gourmet Traveller recipes for rainwater, regional waters and branded waters that stand for 'sustainability', spa treatments priced according to different water qualities, new travel experiences based on pure water locations, new fashion designs based on water

It's already here – in Majorca



Private is the new public

What's driving the trend?

- A shift from the institutional to the individual
- NEOs experience that one-size-fits-most is rarely personally satisfying
- NEOs desire to make decisions for themselves
- Huge increases in education
- The internet

How will it manifest?

- Personalisation of public spaces
- Online dating – community connections no longer needed
- Zopa – making personal financial connections



How many light globes does it take to change a culture?

What's driving the trend?

- NEOs desire to bypass traditional authorities and gatekeepers – bending rules
- NEOs desire to make authentic connections and meet new challenges
- NEOs ability to be better informed than institutions

How will it manifest?

- More use of cooperative, collective intelligence
- Wiki's
- 3C
- New Fairfax approach to newspaper sections



Design is the new passion

What's driving the trend?

- The shift from institutional to individual, from 'this is good design' to "I like that"
- Increasing importance of experience over transaction...the symbol is driving the sale

How will it manifest?

- iPod – beauty over function
- Specialist magazines – beauty AND content
- More influence from architects in our homes and offices
- Designed experiences: Planes, hotels, offices
- 'Art' tourism



The message is the medium

What's driving the trend?

- Technology is changing our social fabric, rapidly and comprehensively
- Blogs, PodCasting, YouTube, MySpace have changed forever the way we see
- NEOs are at the forefront of technology that delivers *personally relevant* experiences

How will it manifest?

- Data democracy – user generated and curated content
- Living more of our lives online – out of the reach of the institutional gatekeepers and bureaucrats
- Changing media landscape – once the institutions stop fighting over the leftovers
- Changing channels – digital, personal, rich content is just the beginning



neo power

how the new economic order is
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Ross Honeywill & Verity Byth

